
DORSET HOUSE

WELCOME

Welcome to an overview of our proposals for the Dorset House site.

Whitbread are bringing forward plans to develop the site at Dorset House, 27-45 Stamford Street, SE1 9PY.

We are committed to engaging with residents and the local community on our plans. We appreciate you taking the time to visit our consultation event and for sharing your views on our developing plans.



WHO WE ARE?

WHITBREAD

Whitbread PLC is a leading hospitality company and the UK's largest hotel operator, with over 85,000 rooms across its brands.

Whitbread launched hub by Premier Inn in 2014, and currently has 18 hub by Premier Inn hotels open and trading, with 15 in London and 3 in Edinburgh.



AXIOM

Axiom Architects are a leading practice in the hotel and hospitality sector and have designed and delivered multiple hotel projects across London.

The practice is comprised of architects, architectural technicians and interior designers.

Axiom's projects are partner led, with its team working directly with the client from the concept stage, all the way through to working with contractors, producing high quality, design led projects. Axiom Architects are also Hotel Programme Champions at the New London Architecture and contribute to their programme of talks and events.

The rest of the team :

Construction & Property Consultants - **Baqus**

Project Managers - **Cumming Group**

Planning Consultant - **DP9**

Structural Engineers - **Whitby Wood**

Building Services Engineers - **Thornley & Lumb**

Transport Consultants - **RGP**

Acoustic Consultants - **Scotch Partners**

Lifts Consultants - **Vertica**

Communications Consultants - **Eversleigh**



1 - hub by Premier Inn at 5 Snowhill, London

2 - hub by Premier Inn at Old Marylebone Road, London

3 - hub by Premier Inn at 5 Strand, London

4 - hub by Premier Inn at Quaker St, Shoreditch, London

hub by Premier Inn

What is hub by Premier Inn?

hub by Premier Inn is an established portfolio of city centre hotels by Whitbread, the UK's largest hotel business. Compact, contemporary and connected, hub by Premier Inn hotels offer high-quality, great value hotel design in central locations with high footfall.

How does this differ to a standard Premier Inn?

The hub by Premier Inn brand was born out of a challenge, how to provide affordable and high-quality hotel accommodation in high-value city centre locations.

Developed in close consultation with Premier Inn guests, the hub by Premier Inn brand offers space efficient bedroom designs and a modern lounge-style food and beverage area. There are three bedroom sizes to choose from: standard, bigger and universally accessible bedrooms.

hub by Premier Inn hotels have achieved very positive guest satisfaction and Trip Advisor scores since launching in 2014, with leisure and business customers valuing the central locations and the reliably high standards of the brand. As with Premier Inn, all hub bedrooms are sold directly via premierinn.com and our customer contact centre and operate at the same high standards as Premier Inn.



The hub by Premier Inn brand offers:

- Affordable hotel accommodation for popular, connected and central locations
- Contemporary style combined with excellent connectivity
- Space-efficient design with compact bedrooms meticulously designed around guests needs
- High quality en-suite bathrooms with monsoon showers
- Universal appeal to both business and leisure travellers
- Standard, double and universally accessible bedrooms at all locations
- Positive guest feedback and Trip Advisor scores



Looking after our people

All the teams working at hub by Premier Inn hotels are employed directly by Whitbread and we work closely with the Job Centre Plus and Councils to promote our new job opportunities to local communities. Once on-board, we work hard to keep our teams by investing in their training and development, through apprenticeship programmes and by offering pathways for progression. Whitbread have won several awards and considered a top employer by the Top Employers Institute.



THE SITE

Location

Dorset House is located at 27-45 Stamford Street; it comprises an eight-storey office building of c. 81,000 sq ft.

Situated on the north side of Stamford Street at its junction with Hatfields, Dorset House occupies a prominent corner within the Bank-side, Borough and London Bridge Strategic Cultural and Opportunity Areas.



SITE LOCATION

History

Dorset House was built in the early 1930s for a magazine publisher and comprehensively modernised and refurbished in 1981.

Although not statutorily listed, Dorset House is locally listed for its conservative Stripped Classical style, notably its granite plinth, Portland stone façade, rusticated quoins, sculpted keystones and pedimented entrances, and its bold curvature to follow Stamford Street.



View of Dorset House from Stamford Street, Southwark, at the junction with Hatfields. At the time this photo was taken, Dorset House, an eight-storey office building, was occupied by IPC Business Press Office.



Aerial view of Stamford Street and the South Bank, Lambeth in 1949 with Dorset House having significant presence within the surrounding environment.



View of Dorset House from Stamford Street, Southwark, at the junction with Hatfields. At the time this photo was taken, Dorset House, an eight-storey office building, was occupied by IPC Business Press Office.

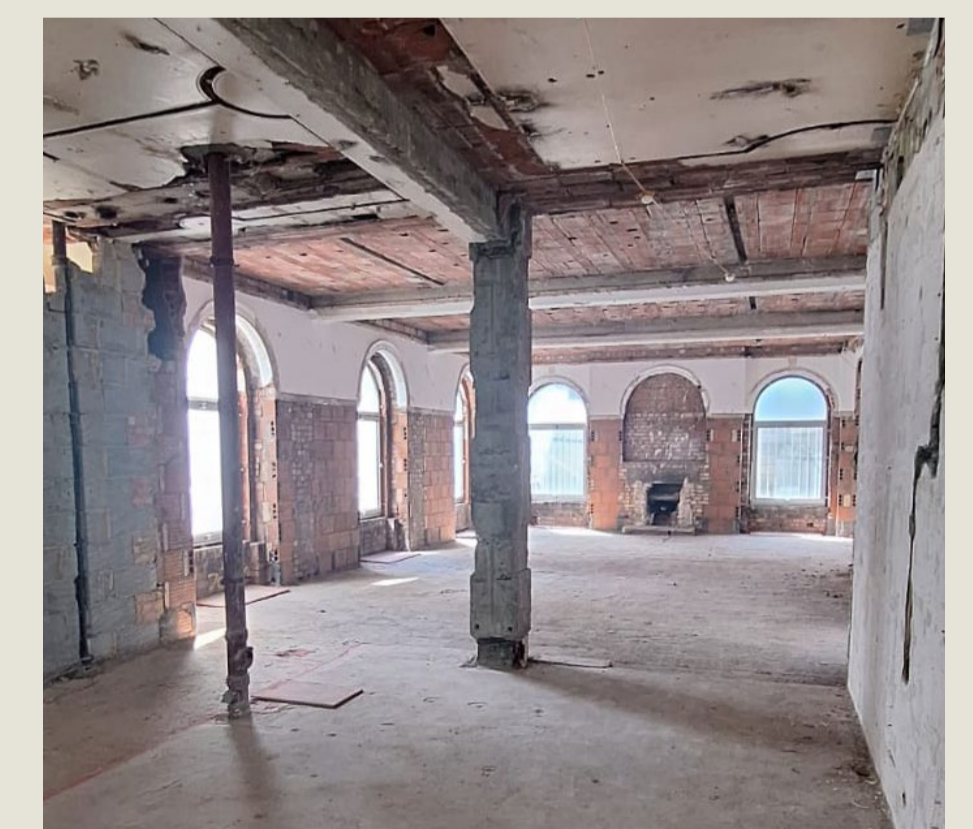
The Site Today

Over the years, Dorset House has changed hands and been used in different ways, leading to many internal alterations. These changes have removed most of its original features, and the building's layout has been heavily affected. It is now largely empty. In its current condition, the building no longer meets the needs of modern office users. It falls short in terms of space, accessibility, sustainability, and compliance with today's building standards.

The building sits above street level and lacks an active ground floor, making the space feel disconnected and underused. Redevelopment would provide an opportunity to create a new entrance at street level, introduce a publicly accessible food and beverage offering, improve access, and better connect with the busy pedestrian route linking Waterloo and London Bridge.



Degraded structural elements



Deteriorated interior

EMERGING PROPOSALS

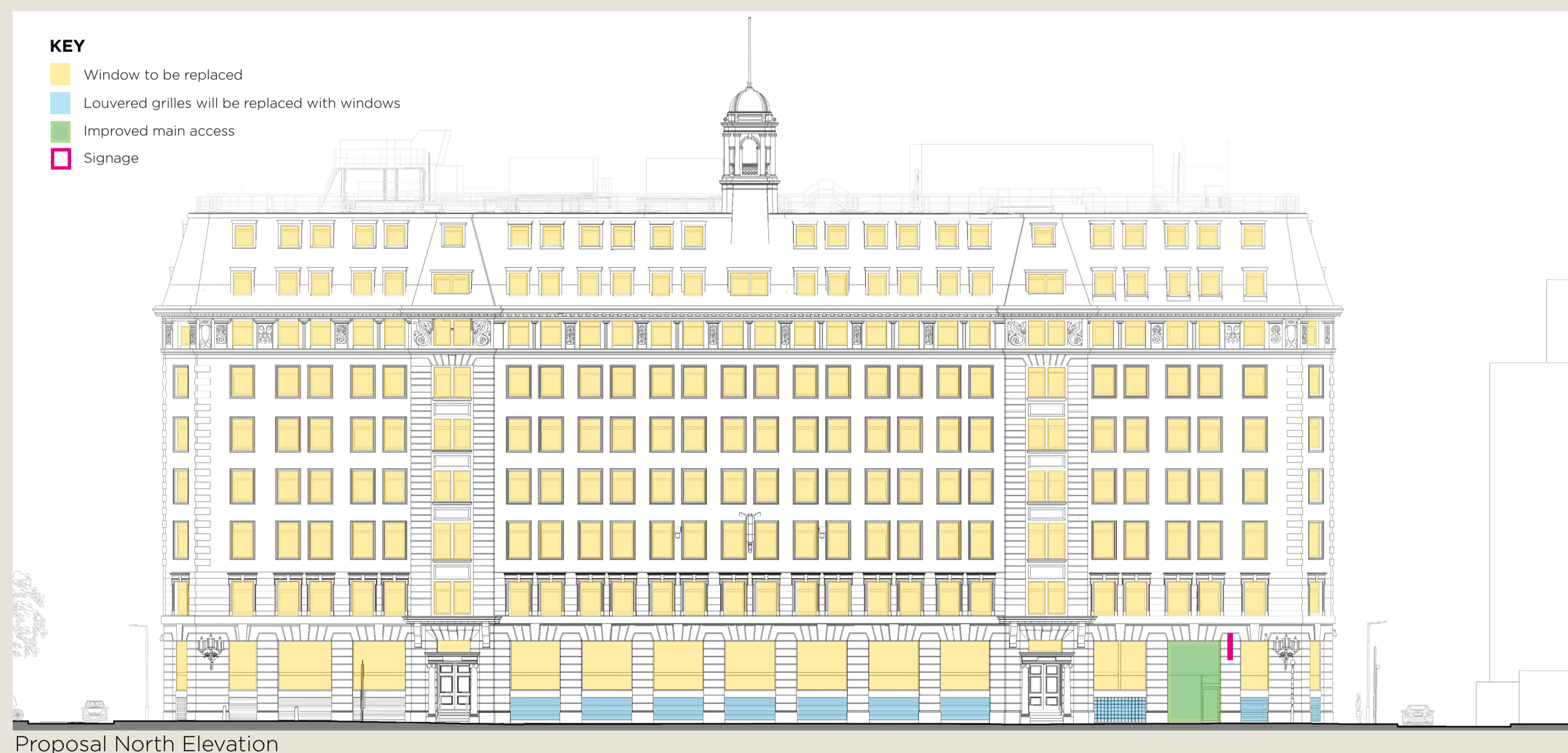
Our Proposals

Due to a series of unsympathetic alterations over time, the building is now in poor condition and contributes little to the surrounding urban environment. This presents a clear opportunity for revitalisation, to reimagine this distinctive structure and enable it to play a more active and meaningful role in the local area.

We have therefore been working on proposals to transform Dorset House into a high-quality affordable hotel. The proposals aims to sensitively retrofit the deteriorated building, bringing it back into active use through a considered and sustainable approach.

Our proposals aim to retain and repurpose the existing building fabric wherever feasible, significantly reducing embodied carbon and aligning with environmental best practice. This approach not only preserves the character and structure of Dorset House but also supports broader sustainability objectives.

The scheme will deliver approximately 420 hotel rooms, alongside a dedicated food and beverage (F&B) offering designed to serve both hotel guests and the wider community.



Key Elements

Building Use & Layout

- Change of use from office to hotel, delivering approximately 420 compact bedrooms from the ground to eighth floor, with a basement food and beverage lounge serving both guests and the public.

Façade & Access

- Retain, clean, and repair the locally listed Portland-stone façade with minor, non-structural alterations including improved level access at the north-west corner, replacing part of the ground-floor grilles with full-height glazing to bring natural light into the basement food and beverage area, installing new signage, replacing modern windows with thermally improved units that better match the building's character, and adding new cladding to the mansard roof to match existing materials and maintain its current height.

New Access & Active Frontage

- Introduce a level-access entrance on Stamford Street (currently raised above the pavement). Replace ground-floor security grilles with full-height glazing to bring daylight into the lounge and animate the pavement.

Retrofit & Sustainability

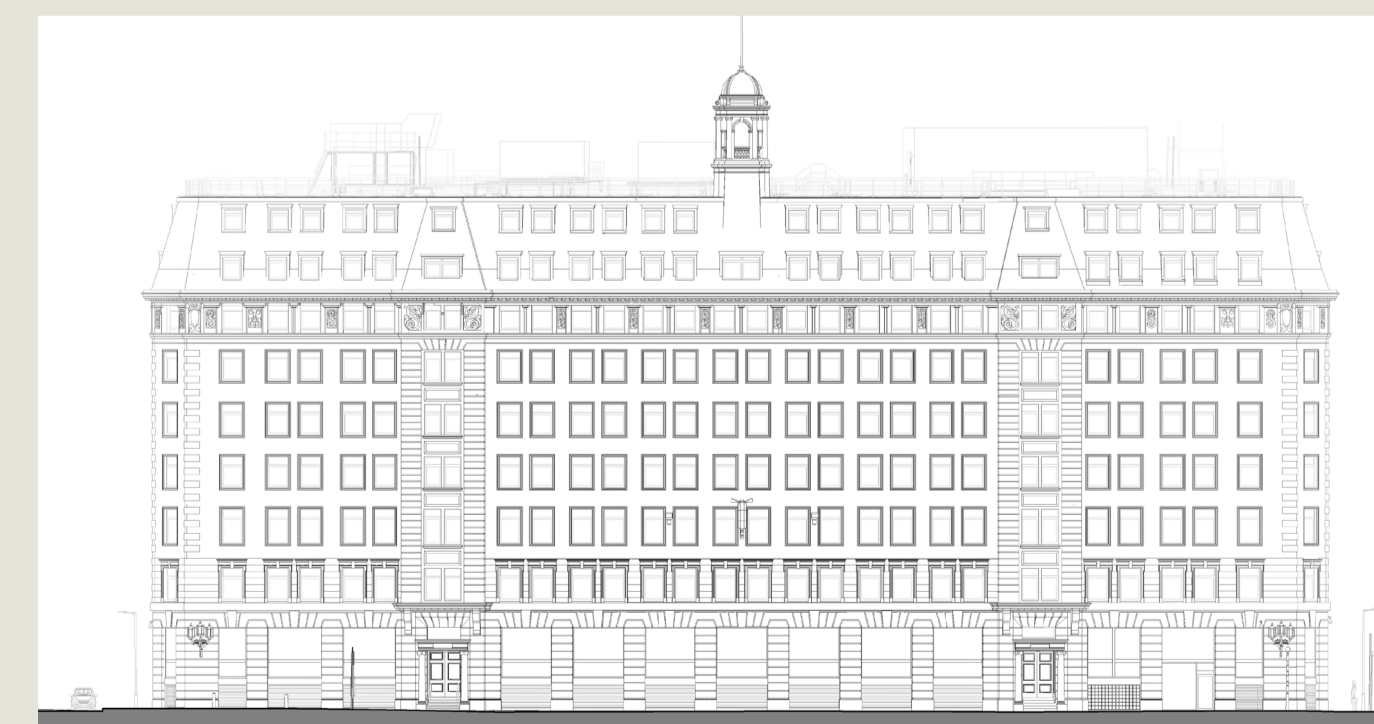
- Strip out obsolete rooftop plant and install new energy-efficient HVAC units, air-source heat pumps and PV panels where feasible; prioritising reuse of existing structural elements to minimise carbon footprint.

Amenities & Servicing

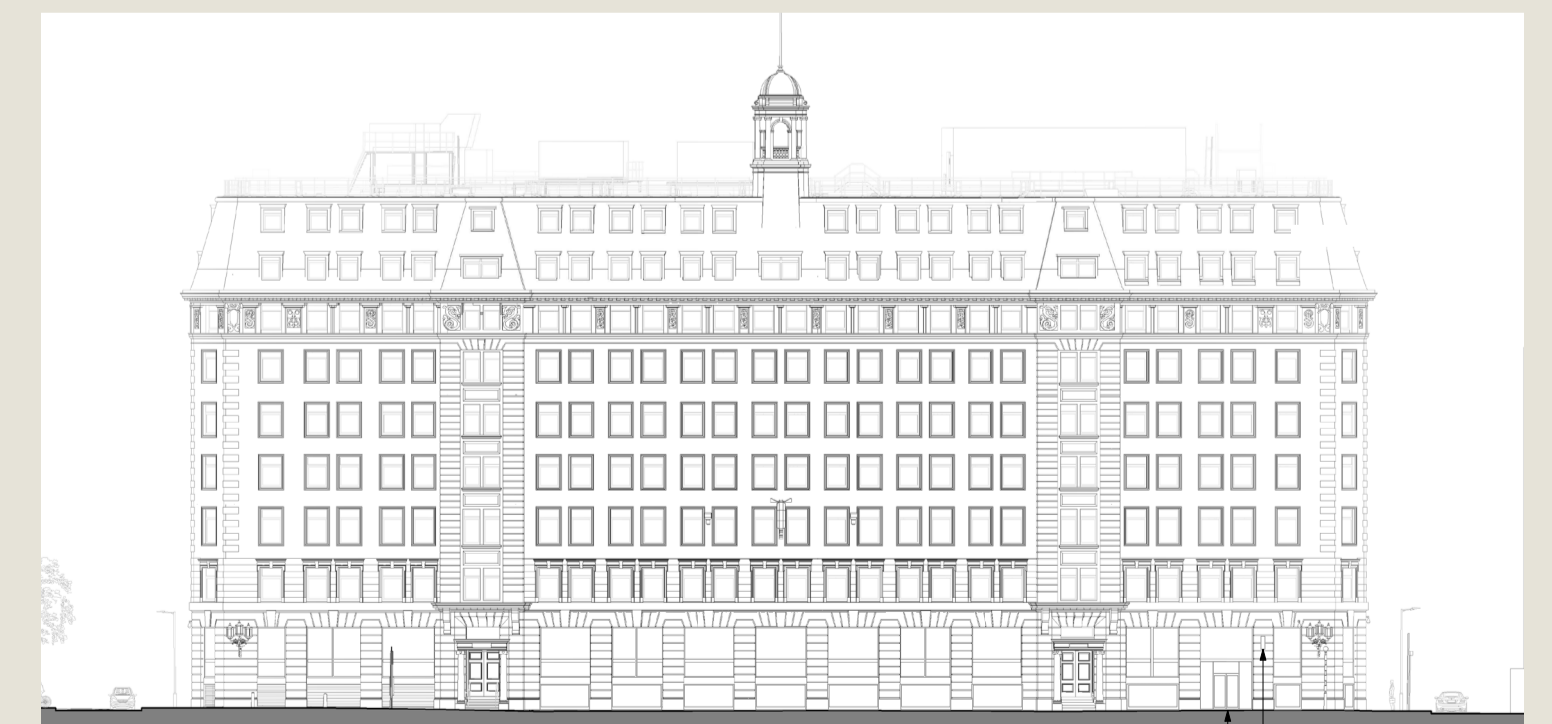
- Provision of a 74 m² cycle store, refuse and linen rooms, and discreet service access; create a welcoming reception and lounge in the basement with free superfast Wi-fi, accessed via a new level entrance and feature spiral staircase.

Heritage & Massing

- Undertake only minor, non-structural façade interventions, with new signage, matching mansard cladding and window enhancements, achieving this without increasing the building's massing or height, thereby conserving its heritage.



Existing North Elevation



Proposed North Elevation

GROUND FLOOR & BASEMENT

Entrance & Reception

A new level-access entrance is proposed at the north-west corner of Stamford Street, using the building's existing access point to avoid altering the external façade. This entrance leads into a striking double-height lobby featuring a spiral staircase and two lifts, offering clear and welcoming access to the reception at basement level. The design enhances wayfinding by guiding guests visually through the space while retaining the architectural integrity of the building.

Lounge and Food & Beverage

A 110 m communal Lounge is proposed on the lower ground floor, offering a relaxed, inclusive space with a café counter, soft seating, and flexible worktables. The Lounge will be open to hotel guests, local residents, and nearby workers, with free superfast Wi-Fi and a bar offering food and drink throughout the day. Guests access the Lounge via the new ground floor lobby, using the spiral stair or lift from the street-level entrance. Full-height glazing will bring natural light into the space and help animate the pavement outside, adding to the street's vibrancy.

Back-of-House & Support

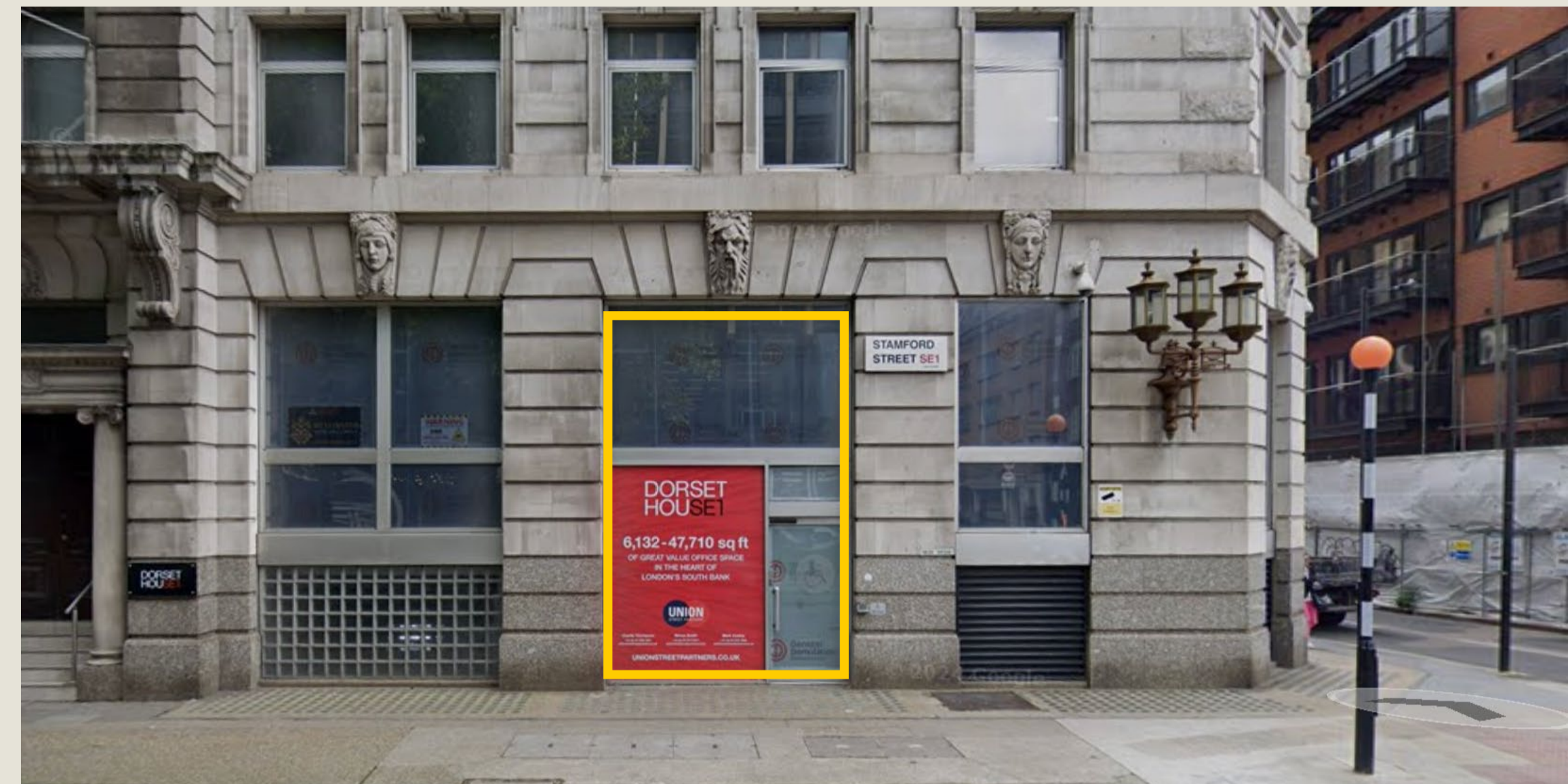
Secure cycle store (74 spaces), linen and refuse rooms tucked behind the main core. Staff WC and storage discreetly located off the foyer.

Servicing & Accessibility

Dedicated service entrance from Hatfields provides level access for deliveries. Step-free access throughout the building, with an accessible WC conveniently located near the entrance. New windows at ground floor level will be obscured to avoid overlooking, particularly where rooms are proposed.

Glazing & Activation

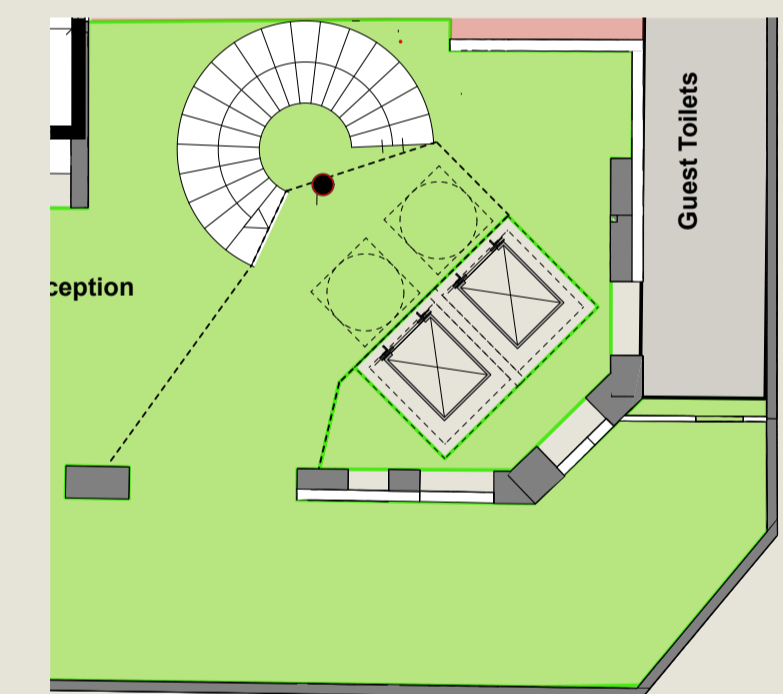
Replace security grilles with glazed panels and minimal-frame doors. Integrated signage zone and feature lighting to highlight the new entrance.



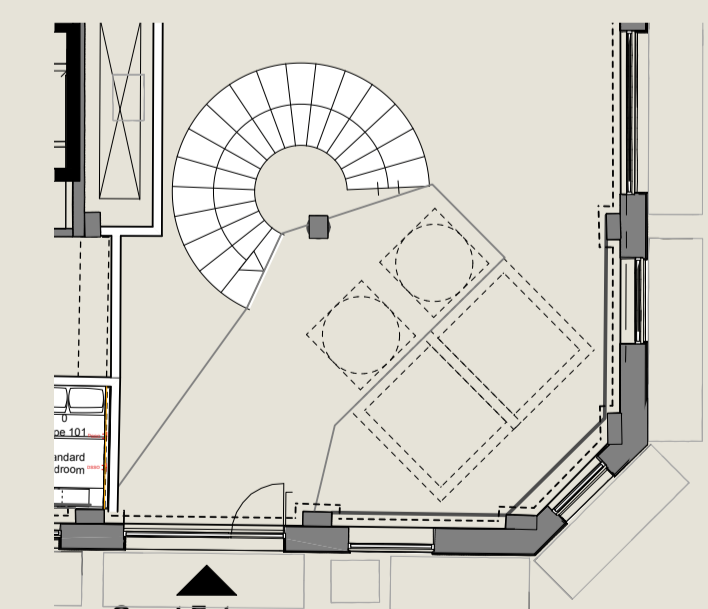
Proposed Main Entrance Location



Proposed View at North West Corner Entrance



Basement Plan



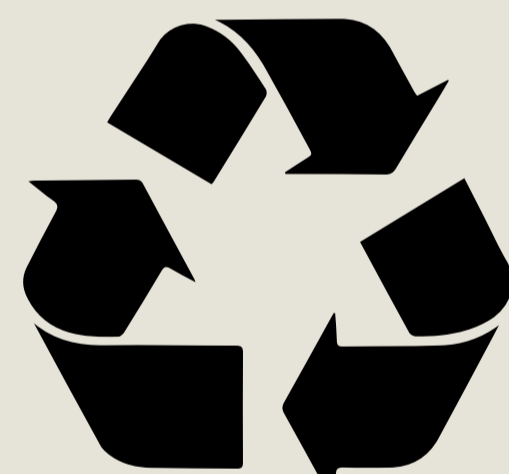
Ground Floor Plan

SUMMARY

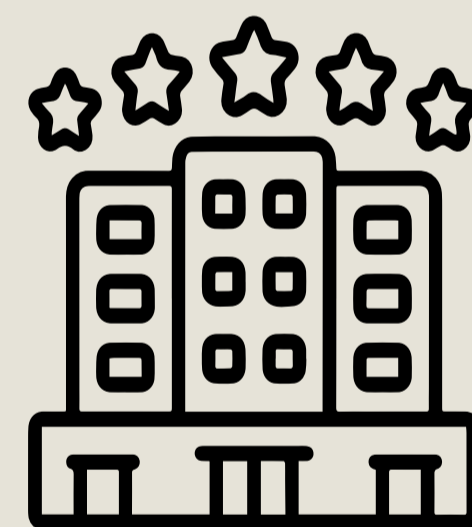
- Sensitive retrofit of Dorset House, retaining and repairing the Portland-stone façade to minimise embodied carbon
- Change of use from offices to a 420-room hub by Premier Inn hotel, bringing new jobs and year-round footfall to Stamford Street
- Active ground-floor frontage with level access entrance, full-height glazing and a public Lounge café to enliven the street
- Improved accessibility and sustainability: step-free routes, 74-space cycle store, energy-efficient services and low-carbon HVAC upgrades
- Heritage-led enhancements—cleaned stonework, historically sympathetic window replacements and discreet rooftop plant renewal



Respect and celebrate the historic character of the building



RETROFIT - Sustainable approach aiming to reuse the existing fabric



improving vibrancy and vitality by creating an innovative smart hotel



Ancillary F&B Area for guests and locals



Provide high quality amenity spaces

THANK YOU

- Public Consultation period: **Until July 2025**
- Target Application Submission: **Summer 2025**
- Target Start on Site: **Mid-2026**

KEEP IN TOUCH

Thank you for taking the time to visit our public exhibition event. We hope you have found it insightful.

We would be very grateful if you could fill out a comment form and hand it to one of the team.

We are keen to keep you involved throughout our process and look forward to working with you to bring forward the plans for the site.

Please do contact us at:

- Email: feedback@dorset-house-consultation.co.uk
- Phone: **0800 016 3216**
- Mail: **FREEPOST RESIDENT CONSULTATION**
- Website: www.dorset-house-consultation.co.uk