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INDUSTRY WEEKLY DIGEST

#HOSPITALITYatSurrey



SWEATING THE ASSET OF SPACE

OR CREATING MULTIFUNCTIONAL PLACES?

Reading about the opening of (another?) new 'kind' of hotel, [Birch in Hertfordshire](#), got [Mark Ashton](#) thinking about how we use space in hospitality, for what functions, and the factors that will continue to influence this evolution post the pandemic: design, efficiency (of both the space itself and the team operating within it), sustainability, cost, feel, culture, connection to the locality, contemporary guest trends/needs/wants and maybe others?

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What's in this issue:

**CREATIVE USE OF
HOSPITALITY
SPACE**



Creative Use of Hospitality Space

MARK ASHTON

Whilst Starbucks is infamous as the ‘third space’, or at least it was, other hospitality concepts have long provided multifunctional places to eat, meet, relax and stay: country house hotels; private members clubs, manga cafés and the like. More recently, many hotel lobbies have turned increasingly multifunctional as a bar and co-working space, restaurants double as art galleries, and members club style formats are increasingly popular.

As we start to return to a ‘new normal’, and QSRs, in particular, plan to decrease their unit sizes to better cater to omni channel orders and delivery formats, I ponder the balance between simply sweating an asset (I was intrigued to read this week of the ‘Airbnb of workspaces’, Occupyd, a website that shares spare kitchen (and workspace) capacity with others) or filling spare capacity (such as Accor’s recent pivot to daytime bookings of its (empty) hotel rooms for remote workers, somewhat similar to that of D&D London’s push to offer spare restaurant capacity to co-workers, last year), and the creation of clever, inviting, vibrant multifunctional spaces (such as those Accor plan to roll out with their Wojo brand). You can see some of my favourites in the curated examples – what are yours?

Follow #hoteloperations and #restaurantinnovation for further curated posts of contemporary hotel and restaurant operations innovations.

CURATED EXAMPLES

- The Grove: London’s Country Estate
- Heckfield Place: redefines the idea of a hotel
- CitizenM: curated chaos in their living rooms
- Hospital Club: a home for London’s creatives
- Ham Yard: a true urban village
- Coppa Club: a collection of homely spaces