

DATE : 17 April 2008



GREENWICH HOSPITAL

APPOINTMENT OF BESPOKE HOTELS AS THE OPERATOR OF THE PROPOSED BOUTIQUE HOTEL AT GREENWICH MARKET

Acting on behalf of Greenwich Hospital, Christie + Co has secured Bespoke Hotels, the hotel management consultant and operator, to operate a proposed boutique hotel on King William Walk subject to the planned regeneration of Greenwich Market gaining planning consent. The hotel will form part of the wider regeneration of Greenwich Market, plans for which are subject to a public exhibition on Friday 24 April between 4 - 8pm and on Saturday 25 April between 10am - 4pm at 22, Nelson Road, Greenwich.

The new boutique hotel, which will have stunning views over the old Royal Naval College and Dreadnought Library, will replace a block of buildings on the eastern edge of the market and will include an additional bedroom block on the upper floors in a new purpose-built property at the centre of the market.

It will also have easy access to a number of high-profile business and leisure business generators including the O2 Arena and Canary Wharf.

Martin Sands, Director of Greenwich Hospital said "I am delighted to announce the selection of Bespoke as the operator of the proposed boutique hotel that will form an important part of the plans for the regenerated Greenwich Market. One of the Hospital's reasons for selecting Bespoke is its experience in operating hotels in historic properties. Their approach is that each of their hotels is individual and they have a fine understanding of how the hotel could complement the character and retail diversity of the market and surrounding shops. I believe that they will be an excellent addition to Greenwich town centre."

Robin Sheppard, Managing Director of Bespoke Hotels said; "We aim to deliver a truly iconic hotel to form the centrepiece of the regeneration of the Greenwich Market and are both honoured and delighted to have been selected as the preferred operator."

Kerr Young of Christie + Co's Corporate Investment team said: "There is still unprecedented demand from hotel operators looking to secure opportunities in highly sought-after locations and we received strong interest in this proposed unique property."

The planned project will see the transformation of Greenwich Market into a successful retail, leisure and business destination, while retaining the essential character and historical context of the market.

Greenwich Market dates back to the 14th century, but the history of the present market dates from 1700. The Market sits within an island site, bounded by College Approach, Greenwich Church Street, King William Walk and Nelson Road.

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For further information on Greenwich Hospital's proposed regeneration of Greenwich Market, contact David McFarlane or Kirsty Armstrong at Communiqué: 020 7866 7933 or 07917 770475

Additional information is available on the Greenwich Market Consultation website (www.greenwichmarketconsultation.org.uk).

For further information on Christie + Co please contact Mark Wingett on 020 7227 0794; mark.wingett@christie.com. www.christiecorporate.com.

Note to Editors:

There will be a press preview of the public exhibition boards at 22 Nelson Road, Greenwich on Friday 24th April between 3-4pm. Members of the project team will be in attendance to answer questions.

Greenwich Hospital has a set of criteria to guide the regeneration of Greenwich Market:

- Retain the character of the market and promote its diversity of shops and stalls.
- Be architecturally, physically and financially viable
- Be capable of standing the "test of time".
- Be mindful of Greenwich's status as a World Heritage Site and as a Maritime Heritage Site.
- Complement Greenwich's unique position as a tourist and retail destination.