

R E S I D E N T S

THE OTHER
HOUSE

C L U B



NAOMI HEATON MA HONS (OXON)

NAOMI HEATON, CHAIR OF LCP AND CEO, FOUNDER, CO-OWNER
THE OTHER HOUSE RESIDENTS CLUB

Naomi Heaton, MA Hons (Oxon) is founder and Chief Executive of The Other House, a new lifestyle hospitality brand in prime central London.. Established in December 2019, this is a joint venture between London Central Portfolio Ltd (“LCP”), leading real estate investment advisory and APG, the largest pension provider in the Netherlands which manages approximately €587 billion in pension assets on behalf of its pension fund clients.

Since its creation, the venture has acquired three assets, South Kensington, Covent Garden and Belgravia. The Other House South Kensington opened in July 2022, with Covent Garden opening in 2024, with more to follow.

The Other House is blurring the lines between hotels, serviced apartments and the Private Rented Sector to create a new sector of ‘Residents’ Clubs’ Residents can stay from a night to a year (or more) and enjoy apartment style living, access to hotel services and a private club which they can enjoy throughout their stay. Whilst the initial focus is on prime central London, the venture will expand globally, catering for the aspirational business and leisure traveller

Naomi is also Chairman of the LCP Group. She founded LCP in 1990, initially to represent investors in the private rented sector in Prime Central London. It was one of the first companies representing the buyer's interests in the UK and offers an all-encompassing service including property search and acquisition, refurbishment and design, letting and rental management, based on sophisticated financial modelling and detailed market knowledge. She has also launched a number of funds investing in this asset class.

Her unparalleled experience in the sector and entrepreneurial vision led Naomi to observe the rapidly changing requirements of the millennial generation in terms of place making, lifestyle, and the use of technology in the accommodation sector and the need for a sea change in how this is approached. Previously Chief Executive of the LCP Group, Liam Monaghan, Managing Director who has been with the group for 10 years, now leads the company so she can concentrate on the launch and development of The Other House.

After graduating from Oxford University, Naomi entered advertising becoming a main Board Director at Saatchi & Saatchi and Young & Rubicam, advising blue chip, multi-nationals. She writes frequently in the national press and is regularly invited by the BBC and Sky News to comment on property related matters.

Naomi has been elected one of Citywealth’s Top 50 CEOs and is represented in the Spear’s 500.

ABOUT THE OTHER HOUSE:

The Other House is tearing up the rule book and launching a new sector of Residents Clubs, redefining the hospitality market. It effortlessly combines apartment-style living with hotel services on tap and superb club facilities. Think pied-à-terre meets private club, available for all residents to enjoy with no membership required. It is cool, intriguing, bold and committed to sustainability. Whether it's for a day or a year, it is your other house for as long as you are in town.

Launched in 2019, The Other House is a joint venture partnership between London Central Portfolio (LCP), leading real estate investment advisory in Prime Central London and APG, the largest pension provider in the Netherlands. The Other House South Kensington opened in July 2022, with The Other House Covent Garden opening in 2024 Further openings are planned in central London and internationally.

Discover more at www.otherhouse.com and @intheotherhouse.

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