

R E S I D E N T S

THE OTHER
HOUSE

C L U B

THE HOTELISATION OF THE RENTAL MARKET

EXTENDED STAYS & LONG-TERM RENTALS AT THE OTHER HOUSE
OFFER A REVOLUTIONARY ALTERNATIVE TO RENTING IN LONDON



May 2023: The Other House South Kensington, the pioneering Residents' Club, which opened its doors in July 2022, provides the perfect solution for people looking to rent in central London, offering mid and long-term stays with complete flexibility.

Combining the convenience of hotel services, with the comfort and privacy of a home and the amenities of a private club, residents of The Other House can experience the very best of all worlds, and enjoy a completely unique take on London living.

STAY AS YOU CHOOSE

The Other House has also just launched 'Stay As You Choose' making it the ideal pied-à-terre for people who make regular trips to London. The very first offering of its kind, residents can come and go as they choose by purchasing packages of 25 up to 150 nights, for use over a 3 to 12 month period, with all the benefits of an extended stay booking. And the more nights they choose, the better the rate they receive. Residents can even have their items securely stored when they go and put back into a Club Flat for their return.

APARTMENT-STYLE LIVING WITH PRIVATE CLUB PRIVILEGES

Decorated in rich colour palettes and layered with British velvets, tweeds and bold botanical prints, the interior designed Club Flats are made to be lived in and include ample living space, kitchenette, separate bedroom area and well-appointed shower room. Expect panelled sitting rooms with a sofa, dining table and chairs, a kitchenette with dishwasher, microwave/oven, fridge freezer, crockery and all the necessary utensils. Bedrooms have plenty of wardrobe space, luxurious linens and Hypnos mattresses to settle into.

Residents also enjoy exclusive use of the private club, including a state-of-the-art gym, vitality pool, sauna, steam room, wellness studios, two atmospheric member's lounges, screening room and a host of curated events.

"The Other House is a game-changer within the residential and hospitality sectors, offering the best of both worlds" said Naomi Heaton, CEO & Founder of The Other House. "Shaped through a residential lense, we offer the best of hotel services, apartment-style living, and private club amenities. Our aim is to provide residents with a truly unique living experience, whatever their length of stay."

EXTENDED STAY BENEFITS*

For stays of 15 nights to one year or more

- Club membership for as long as you're in town
- Inclusive of all bills: Energy, water, council tax, TV licence, Wi-Fi, Chromecast
- Weekly housekeeping
- 24/7 security and a post room for receiving parcels and deliveries
- Pet-friendly Club Flats and club areas
- Concierge services available via 'House Jacks'
- No prohibitive contracts, with the ability to break your stay if you are going away for a while

* Terms and conditions apply

The Other House is centrally located in the heart of South Kensington, on the doorstep of many of London's main cultural institutions. With flexible terms and a range of pricing and packages available, The Other House is the perfect solution for anyone looking for an apartment or pied-à-terre in London.

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NOTES TO EDITORS:

ABOUT THE OTHER HOUSE: www.otherhouse.com

The Other House is tearing up the rule book and launching a new sector of Residents' Clubs, redefining the hospitality and residential rental markets. It effortlessly combines apartment-style living with hotel services on tap and superb Club facilities. Think pied-à-terre meets private club, freely available for all residents to enjoy. 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 opened in South Kensington in July 2022, with openings in Covent Garden and Belgravia in the offing and further ones planned in prime central London and internationally.

Sustainability

The Other House has been recognised as Global and Regional Sector Leaders for Sustainability by GRESB Real Estate Assessment 2022. Its commitment to having a positive environmental impact begins by refurbishing and repurposing historic buildings and building in the most sustainable way possible. From using eco-conscious materials, British-made fabrics and furniture and carrying out lifecycle assessments, to using electricity rather than gas and serving sustainable food and drink from low-waste kitchens, sustainability informs every decision that is made within their daily operations.

It enables its residents to choose if they want to be part of this journey, from how much housekeeping they want to monitoring how much energy The Other House is using.

Facilities

The Other House South Kensington houses over 200 Club Flats, private meeting and dining rooms and exciting event spaces. Its Private Club, open to residents and local members, includes two bars, a screening room and extensive wellness facilities, including a vitality pool, state-of-the-art gym and wellbeing studios. For a more local vibe, there is an all-day brasserie The Other Kitchen, and a destination cocktail bar, The Owl and Monkey, as well as The Library, all open to the public.