



# VINCENT HOUSE

5 PEMBRIDGE SQUARE, NOTTING HILL, W2 4EG

FREEHOLD HOSPITALITY-LED CORNER BUILDING IN NOTTING HILL, WITH SIGNIFICANT VALUE-ADD POTENTIAL





Site boundary not to be relied upon

## EXECUTIVE SUMMARY

**Savills are instructed, on behalf of the Alice Roughton Foundation, to market for sale the freehold interest in Vincent House, 5 Pembridge Square, London W2 4EG ("the Property").**

- The Property occupies a prominent corner position on Pembridge Square, one of Notting Hill's most distinguished and architecturally cohesive garden squares.
- Located approximately 200 metres north of Notting Hill Gate, the Property lies within the Royal Borough of Kensington & Chelsea ("RBKC").
- Arranged across the lower ground floor, ground floor and six upper floors, with a total Gross Internal Area of approximately 52,201 sq ft (4,850 sq m).
- Comprising 148 en-suite bedrooms together with a range of guest and operational amenities, including reception, restaurant, bar, lounge, off-street parking, landscaped garden, staff office and meeting facilities.
- The total site area extends to approximately 0.17 hectares (0.421 acres).
- Significant asset management and repositioning potential, together with further redevelopment opportunities, including the potential to add additional massing, subject to obtaining the necessary planning consents.
- Available with vacant possession, unencumbered by brand and management, thereby providing optimal operational flexibility.
- Offers are invited on an unconditional basis, subject to contract only, for the Freehold interest in the Property.



Main Entrance

Given the existing use and arrangement, the Property is particularly well-suited for a hybrid hospitality concept combining uses such as hostel, hotel, extended stay, associated amenities and wellness uses.

Combined with a potential destination restaurant or bar concept, the building presents the opportunity to become an iconic new venue in Notting Hill, subject to the necessary consents.

# LOCATION

**Vincent House occupies a prominent corner position at the south-western edge of Pembridge Square, where Pembridge Square meets Pembridge Gardens.**

While the Property benefits from a prestigious Pembridge Square address, the principal entrance is situated at the northern end of Pembridge Gardens, just 200 metres north of Notting Hill Gate. Pembridge Gardens links with Pembridge Villas to the north and runs adjacent to the southern end of Portobello Road.

Notting Hill is one of London's most established lifestyle destinations, and the immediate area offers an exceptional mix of high-quality retail, dining, and cultural amenities. This includes the boutiques and restaurants along Westbourne Grove and Ledbury Road, as well as the world-renowned Portobello Road Market.



1. Portobello Road (South End)
2. Kensington Gardens
3. Pembridge Square

Nearby leisure destinations such as Kensington Gardens and Holland Park further enhance the area's appeal. This blend of village character and cosmopolitan energy continues to underpin strong and wide-ranging occupational demand from both domestic and international visitors, as well as permanent residents.

Transport connections are a key strength of the Property's location (PTAL rating 6A). Notting Hill Gate Underground Station (Central, Circle, and District lines) provides direct access to the City, West End, Paddington, and key commercial centres across London.

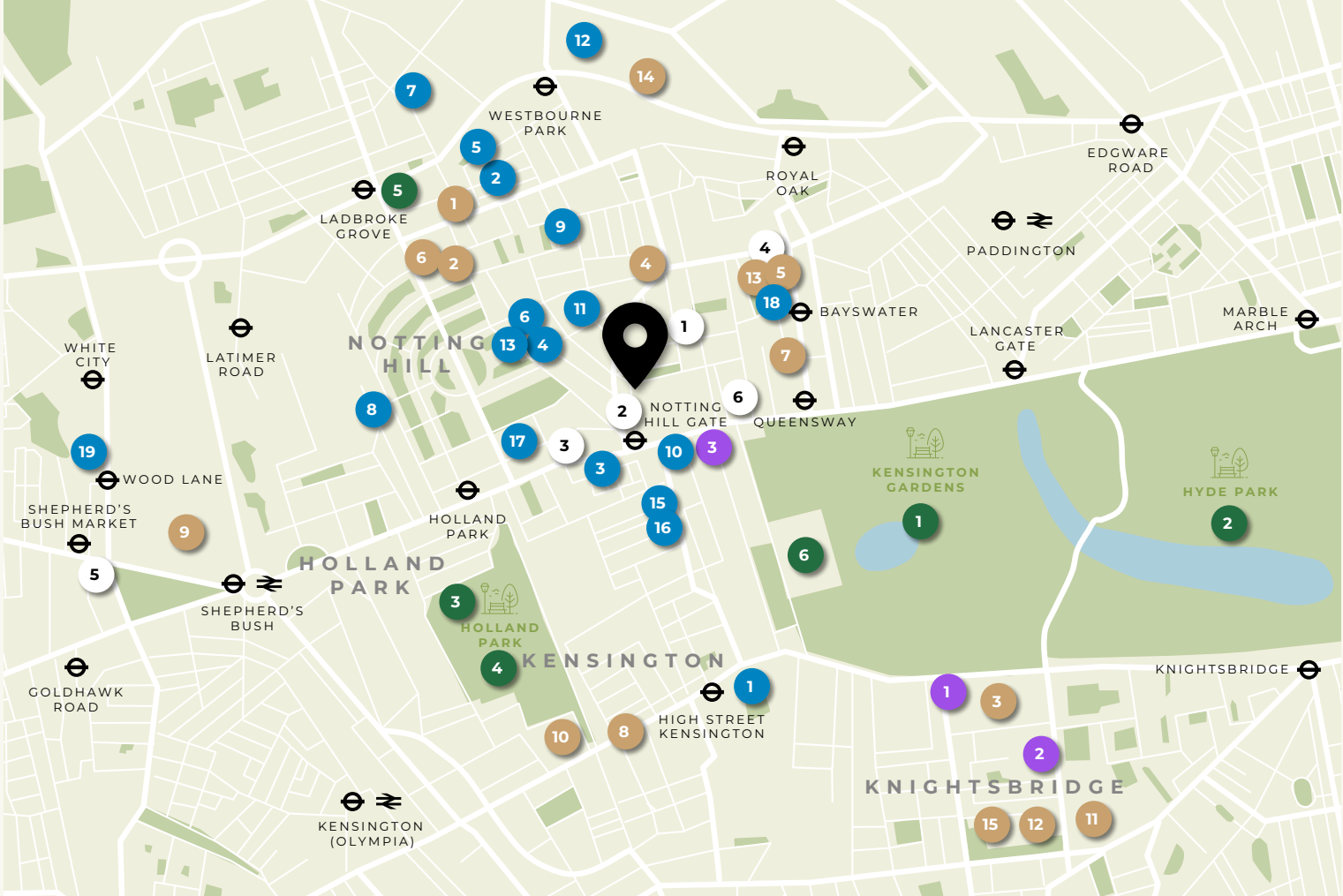


Pembridge Square itself is known for its peaceful, residential character, with a central private garden square.

The vibrancy of the surrounding streets contrasts favourably with the elegant detached period buildings, mature landscaping, and a strong sense of place.



Site locations not to be relied upon



LEISURE & ENTERTAINMENT

1. Portobello Road Market
2. Electric Cinema
3. Royal Albert Hall
4. Westbourne Grove
5. The Whiteley London
6. The Notting Hill Bookshop
7. Queensway Market
8. High Street Kensington
9. Westfield London
10. The Design Museum
11. Victoria and Albert Museum
12. Natural History Museum
13. Third Space
14. David Lloyd Notting Hill
15. Science Museum

RESTAURANTS & BARS

1. The Roof Gardens
2. Ria's
3. Los Mochis Notting Hill
4. Gold
5. The Pelican
6. Zephyr Notting Hill
7. The Fat Badger
8. Julie's Restaurant
9. Dorian Restaurant
10. Notting Hill Arts Club
11. Celeste
12. Mason & Fifth, Westbourne Park
13. Core by Clare Smyth
14. The Walmer Castle
15. The Blue Stoops
16. The Churchill Arms
17. Ladbroke Arms
18. Everyman at The Whiteley
19. White City House

HOTEL

1. Grand Plaza
2. The Laslett
3. Ruby Hotel
4. Six Senses London
5. The Hoxton
6. DoubleTree by Hilton London

INSTITUTIONS

1. Royal College of Art
2. Imperial College London
3. Notting Hill Academy of Music

PUBLIC REALM

1. Kensington Gardens
2. Hyde Park
3. Kyoto Garden
4. Holland Park
5. Ladbroke Grove
6. Kensington Palace

Site locations not to be relied upon

# TRANSPORT CONNECTIONS

The area benefits from outstanding transport connectivity (PTAL rating 6A) via the London underground network with the Property situated close to Notting Hill Gate (Central, District & Circle Lines – 200m).



| DESTINATION                                                                                                    | TIME*   |
|----------------------------------------------------------------------------------------------------------------|---------|
| Paddington                  | 4 mins  |
| Oxford Circus               | 8 mins  |
| Victoria                    | 10 mins |
| Bank                        | 16 mins |
| Euston                      | 18 mins |
| King's Cross/St. Pancras  | 20 mins |
| Canary Wharf              | 28 mins |
| Heathrow                  | 43 mins |

\*Approx travel times from Notting Hill Gate Station  
Source: Google Maps



The Property is located approximately 1 mile to the east of Holland Park Roundabout (A3220) which leads directly to Westway (A40) to the north. Access to the south is towards the M4 Motorway via the Hammersmith Flyover (A4). Both routes provide access out to the M25 Orbital Motorway and beyond to the west. Further to this the M1, Junction 1 is located approximately 5 miles to the north of the Property and provides access to the wider UK motorway network and home counties to the north.

KEY

-  National Rail
-  Jubilee Line
-  Elizabeth Line
-  Piccadilly Line
-  Bakerloo Line
-  Hammersmith & City Line
-  Metropolitan Line
-  Circle Line
-  District Line
-  Northern Line
-  Victoria Line
-  Central Line
-  Waterloo and City
-  DLR



Several bus routes are located nearby with destinations including Kensington, Paddington, Hammersmith, Earl's Court and the West End.

# HISTORY

Vincent House Limited was formed in 1937 to raise funds to demolish three Victorian properties that were historically located on the site of Vincent House and build a 160-room “residential club”, welcoming its first residents in March 1940.

*Vincent House*  
PEMBRIDGE SQUARE, LONDON, W.2.  
(NOTTING HILL GATE STATIONS WITHIN TWO MINUTES' WALK)  
**A NEW RESIDENTIAL CLUB**  
for professional or business men and women  
**EVERY MODERN LUXURY**  
150 TASTEFULLY FURNISHED SUITES  
WITH PRIVATE BATHROOMS

**47/6** PER WEEK SUITE & BREAKFAST  
**57/6** PER WEEK INCLUDING DINNER  
**8/-** PER NIGHT SUITES & BREAKFAST  
**WRITE CALL OR PHONE**  
**BAYswater 1133**



Historic advertisement



Vincent House circa 1940-1950

Many of the original residents were government personnel working on efforts to win the Second World War. In the decades following, the building continued to attract civil servants as well as other professional people. In more recent times, Vincent House has continued to provide good value accommodation to visitors and live-in accommodation to several of its employees.

Following a conversion to a charitable structure in 2023, the Property is owned and operated by Vincent House London Limited, a trading subsidiary of the Alice Roughton Foundation, a charity dedicated to helping those affected by homelessness and its causes. The Foundation is named after Alice Roughton, who led the development of Vincent House in the 1930s.

# DESCRIPTION

The Property is a substantial and architecturally striking L-shaped brick building, featuring distinctive Art Deco detailing throughout its communal and visitor areas.

The principal entrance, accessed via Pembridge Gardens, is positioned below street level and is served by both stepped pedestrian access and a gently sloping dual-lane vehicular drop-off arrangement, providing separate in-and-out circulation.



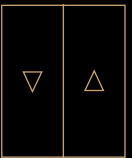
Main entrance

The Property further benefits from a number of features rarely found in central London assets of this nature, particularly within prime Notting Hill, including:



148 en-suite bedrooms ranging from standard single to superior twin rooms

## Range of guest and operational amenities including:



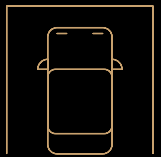
Large central reception with main staircase and lift



Expansive private landscaped garden



Restaurant serving breakfast and dinner daily



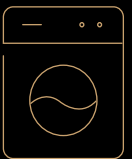
Off-street parking access via undercroft from Pembridge Square



Commercial kitchen



Staff office/meeting facilities



Laundry Facilities



Storage facilities



Residents' lounge, reading room and fully licensed bar



Entrance



Main reception



Lounge



Library



Lounge leading to garden





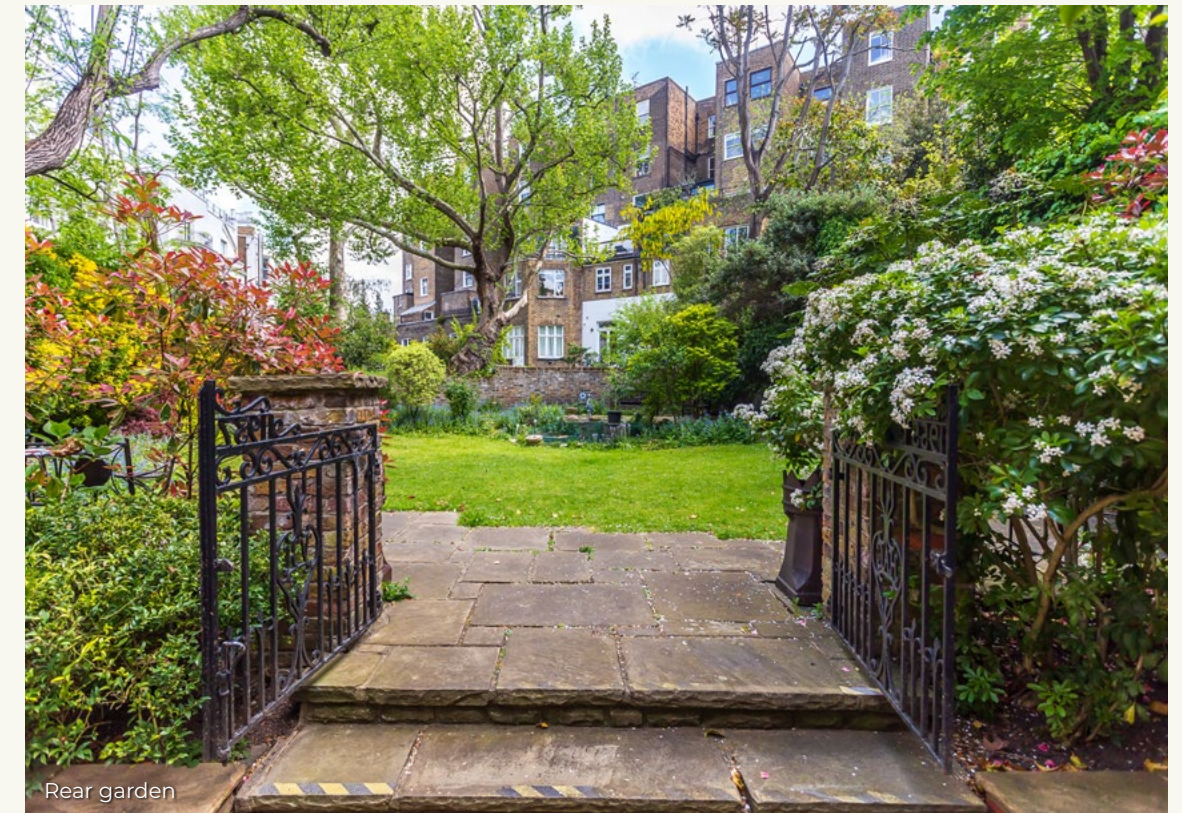
# EXISTING OPERATIONS

**The Property, which will be sold with the benefit of vacant possession, has until recently operated under a hybrid hospitality model.**

This has provided a diversified income profile and importantly to the charity, aimed to provide good value, flexible accommodation.

The type of occupants has included:

- Live-in staff, which includes General Manager's flat.
- Long-term residents - stays ranging from 3 months to multiple years.
- Short-term residents - with bookings made via booking.com



# KEY OPPORTUNITIES

**The existing facilities can support both continued operations or the potential for substantial enhancement or rebranding strategies.**

Given the existing use and arrangement, the Property is particularly well-suited for a hybrid hospitality concept combining uses such as hostel, hotel, extended stay, associated facilities and wellness amenities. Combined with a potential destination restaurant or bar, the building presents the opportunity to become an iconic new venue.

The Property's architectural identity and arrival sequence lend themselves naturally to a wide range of alternative hospitality-led operations, from a design-led lifestyle hostel/hotel, to an increased density hostel/hotel solution.

The below-street entrance and dual carriage drop-off arrangement are especially unusual for Notting Hill and create a genuine arrival experience.

The undercroft access from Pembridge Square provides private rear access to the basement facilities allowing for operational flexibility and efficiencies.

The expansive garden, accessible from the existing ground floor lounge and bar area, offers significant potential, subject to the necessary consents, for enhanced food and beverage facilities, including an orangery, outdoor terracing, and landscaped gardens.



Dining room



Bar



Parking and servicing entrance



Commercial kitchen



## PLANNING OVERVIEW

**The Property is not listed, however, it is situated within the Pembridge Conservation Area.**

Given the existing hybrid use of the building, including long term occupants and short term guests with shared amenities and facilities, it is considered that the building is currently operating as a part hostel (sui generis use), part hotel (C1 use). It is therefore considered to offer scope for a range of operational or redevelopment strategies, subject to the necessary consents.

Being a corner building with a large garden and servicing area, the Property also presents potential opportunities for additional massing at roof level and / or to the rear. Any proposals to extend and reconfigure the building would need to obtain the required consents, plus have consideration of the daylight and sunlight implications and any potential impact on neighbours or the character of the conservation area.

**Savills Planning has provided a detailed review of the building history and use, which is provided within the dedicated project dataroom.**

# ACCOMMODATION SCHEDULE

## OVERALL SUMMARY

|       |              | Summary |       |                     |       | Ancillary areas |       |                      |     |            |     |
|-------|--------------|---------|-------|---------------------|-------|-----------------|-------|----------------------|-----|------------|-----|
|       |              | GIA     |       | Total Bedroom Areas |       | Offices         |       | Restaurant & Kitchen |     | Bar/Lounge |     |
|       |              | sq ft   | sqm   | sq ft               | sqm   | sq ft           | sqm   | sq ft                | sqm | sq ft      | sqm |
| Floor | Lower ground | 6,481   | 602   | -                   | -     | -               | -     | 2,425                | 225 | -          | -   |
|       | Ground       | 6,211   | 577   | -                   | -     | 1,347           | 1,251 | 2,093                | 194 | 1,545      | 144 |
|       | 1st Floor    | 6,608   | 614   | 4,696               | 436   | -               | -     | -                    | -   | -          | -   |
|       | 2nd Floor    | 6,575   | 611   | 4,878               | 453   | -               | -     | -                    | -   | -          | -   |
|       | 3rd Floor    | 6,543   | 608   | 4,852               | 451   | -               | -     | -                    | -   | -          | -   |
|       | 4th Floor    | 6,552   | 609   | 4,876               | 453   | -               | -     | -                    | -   | -          | -   |
|       | 5th Floor    | 6,522   | 606   | 4,833               | 449   | -               | -     | -                    | -   | -          | -   |
|       | 6th Floor    | 6,091   | 566   | 4,445               | 413   | -               | -     | -                    | -   | -          | -   |
|       | Roof         | 618     | 57    | -                   | -     | -               | -     | -                    | -   | -          | -   |
| Total |              | 52,201  | 4,850 | 28,580              | 2,655 | 1,347           | 1,251 | 4,518                | 419 | 1,545      | 144 |

Areas not to be relied upon

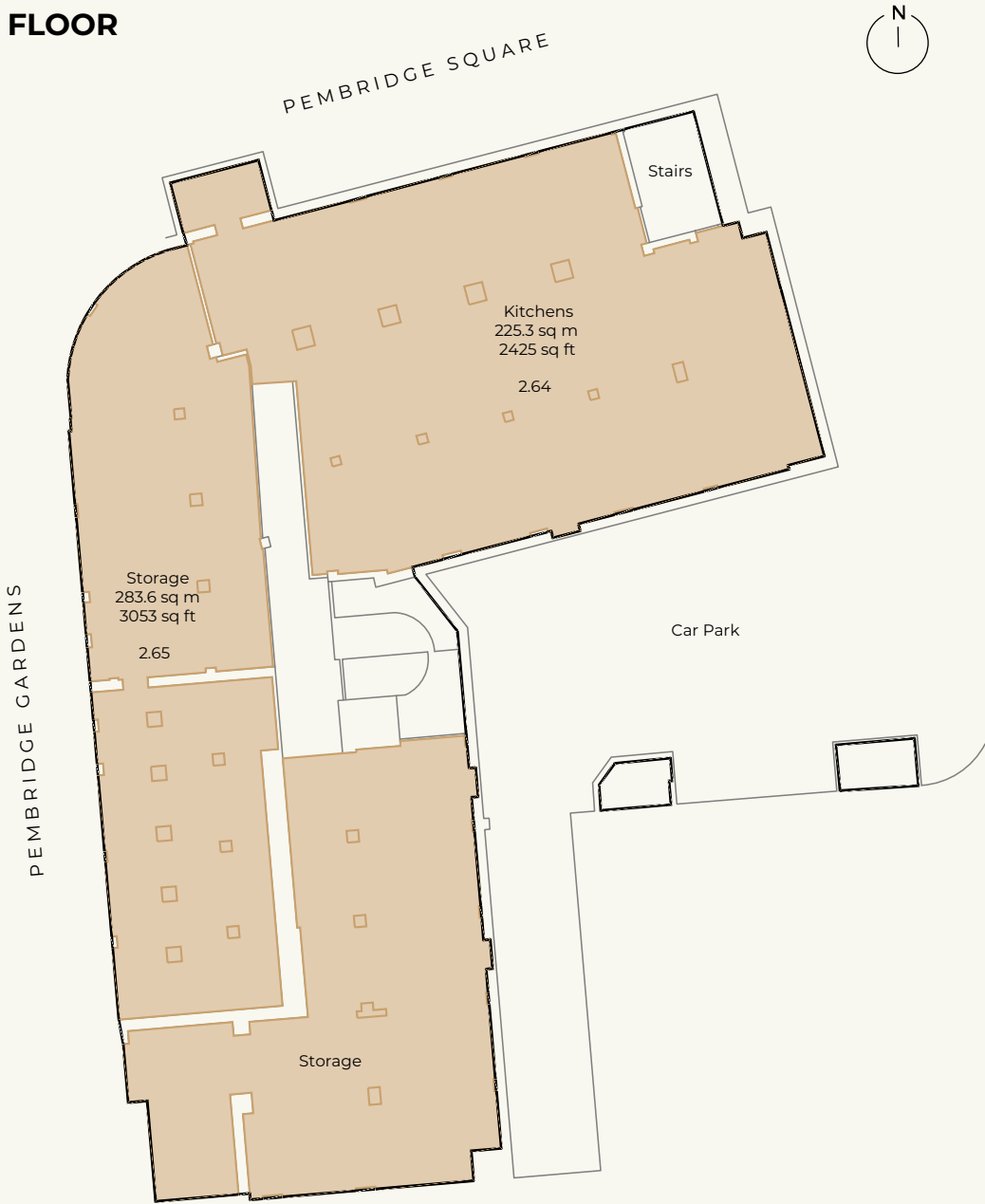
## ROOM SUMMARY

| Room Type            | No. of Room Type | Total Room Area |       | Average Room Area |     |
|----------------------|------------------|-----------------|-------|-------------------|-----|
|                      |                  | sq ft           | sqm   | sq ft             | sqm |
| Small twin room      | 2                | 349             | 33    | 175               | 16  |
| Staff family flat    | 6                | 1,713           | 159   | 286               | 27  |
| Single               | 102              | 17,566          | 1,632 | 172               | 16  |
| Double room/<br>twin | 8                | 2,281           | 212   | 285               | 27  |
| Twin room            | 9                | 2,635           | 245   | 293               | 27  |
| Large single         | 7                | 1,244           | 116   | 178               | 17  |
| Queen Double         | 9                | 1,582           | 147   | 176               | 16  |
| Double               | 5                | 1,210           | 112   | 242               | 22  |
| Grand Total          | 148              | 28,580          | 2,655 | 193               | 18  |

# FLOOR PLANS

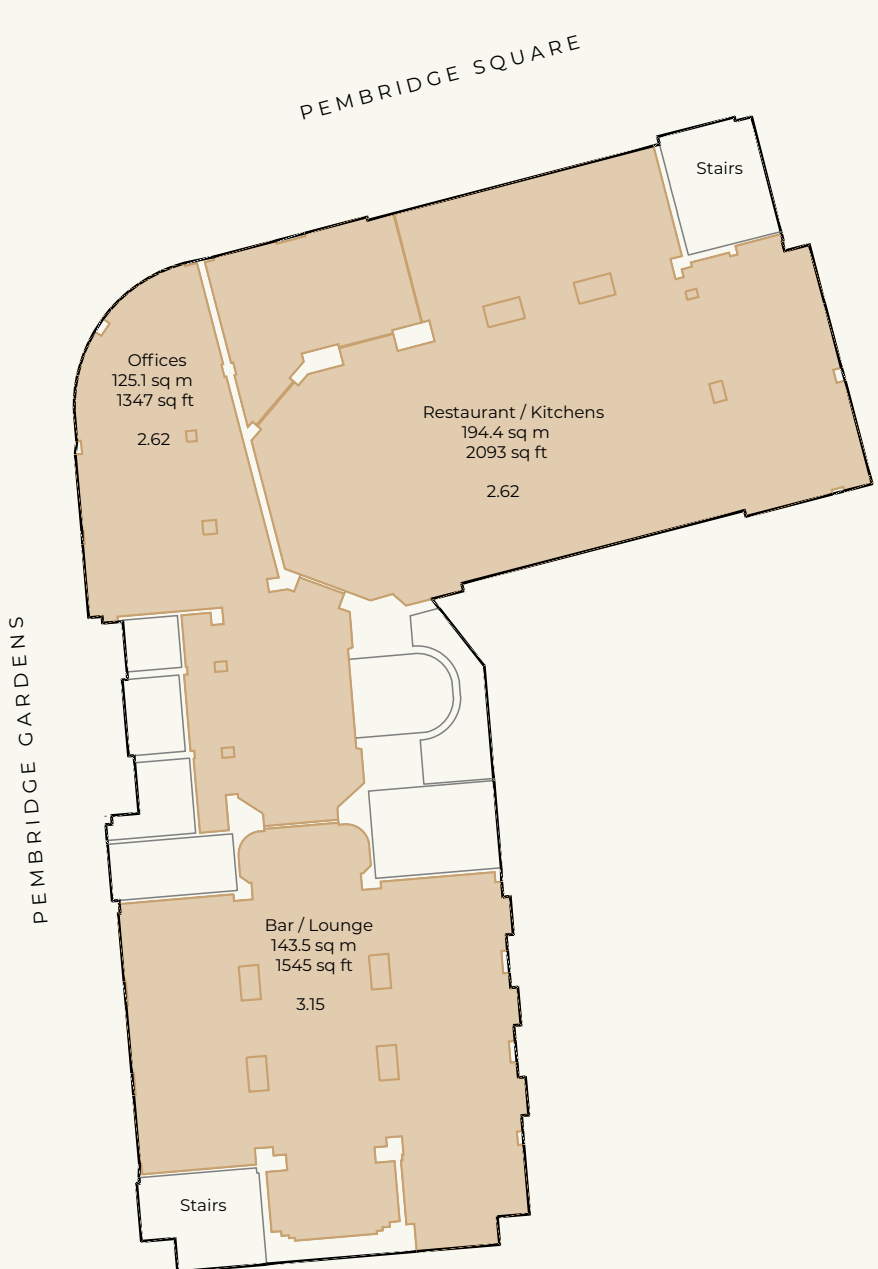
## LOWER GROUND FLOOR

602.1 sq m  
6,481 sq ft



## GROUND FLOOR

577.0 sq m  
6,211 sq ft



# FLOOR PLANS

## FIRST FLOOR

24 Rooms  
613.9 sq m  
6,608 sq ft



## SECOND FLOOR

25 Rooms  
610.8 sq m  
6,575 sq ft



# FLOOR PLANS

## THIRD FLOOR

25 Rooms  
607.9 sq m  
6,543 sq ft



## FOURTH FLOOR

25 Rooms  
608.7 sq m  
6,552 sq ft



# FLOOR PLANS

## FIFTH FLOOR

24 Rooms  
605.9 sq m  
6,522 sq ft



## SIXTH FLOOR

25 Rooms  
565.9 sq m  
6,091 sq ft



# FURTHER INFORMATION

## VAT

The Property has not been elected for the purpose of VAT.

## EPC

The Property has an EPC Rating of B (47).

## INSPECTIONS

All inspections of the Property will be made strictly by appointment through Savills. Under no circumstances should contact be made with the Property, our client or the staff.

## SALE STRUCTURE

Offers are invited on an unconditional basis, subject to contract only, for the Freehold interest in the Property.

Should a closing date be set for the submission of offers, all parties who have expressed an interest will be notified. Our client reserves the right to consider early offers or indeed to accept no offers.

## DATA ROOM

A full suite of technical and background information can be found on the dedicated project dataroom:

## ANTI-MONEY LAUNDERING

A successful bidder will be required to provide information to satisfy the AML requirements when Heads of Terms are agreed.

## INVENTORY AND STOCK

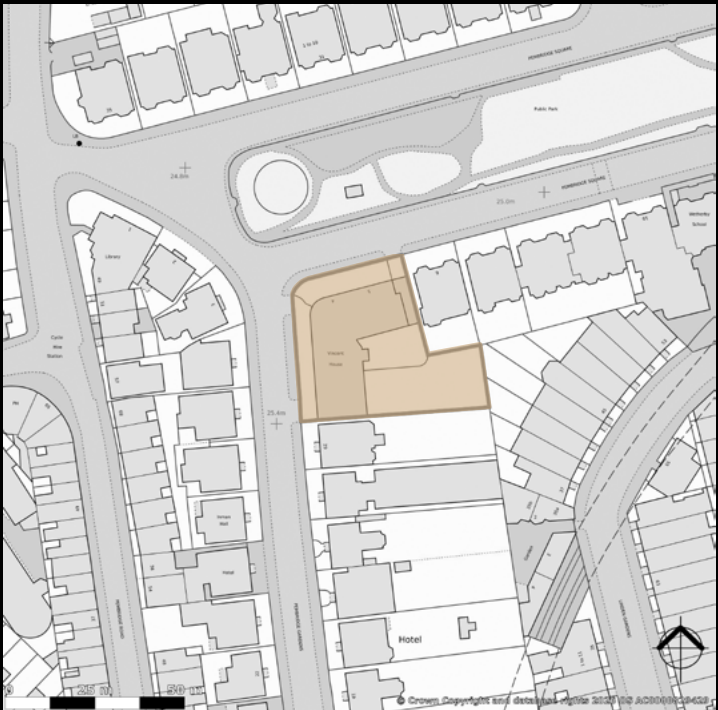
The business's fixtures, fittings and equipment are to be included in the sale.

## COUNCIL TAX & BUSINESS RATES

Council Tax is being paid. Subject to the proposed use, business rates may also be applicable.

## TENURE

Freehold: Title Number 105074.



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