

**Hostel Name: Zedwell Hotel and Pod Hotel**

**Location: 109, 110, 111, 112 Princes Street & 144 - 150 Rose Street Edinburgh EH2 3AA**

**Date: 16<sup>th</sup> June 2025**

**Reference: 24/03504/WARR**

**Sanitary Provision Operational Statement from Zedwell Operator**

Criterion Capital currently operates 5 number of hotels in the UK with a further 15 in the pipeline or under construction under the Zedwell brand.

We have dedicated 'hands-on' hospitality teams who monitor, record and manage all aspects of the hotel operations including usage patterns and guest satisfaction and as a result we understand our business needs in detail with deep industry experience and a commitment to excellence. This close oversight maintains a comprehensive awareness of changing operational needs and client expectations, enabling the consistent delivery of exceptional service across our hotels. Through guest feedback and review platforms, staff reporting tools and centralised reservation management systems, real-time operational data enables us to maintain high standards, swiftly address any issues and continuously improve guest satisfaction and operational efficiency.

### **Overview**

This operational statement supports the proposed WC and shower ratios at Zedwell Edinburgh, based on real-world performance at Zedwell Pavilion (Piccadilly Circus, London). Pavilion serves as the benchmark for Zedwell's capsule-based accommodation model and demonstrates optimal operational functionality with similar or tighter ratios under comparable occupancy levels.

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### **Usage Efficiency at Zedwell Pavilion**

At Zedwell Pavilion, the WC and shower ratios have proven highly effective. Despite consistent occupancy levels exceeding 90%, the site operates with:

- 1 WC per ~10 guests
- 1 Shower per ~12 guests

These ratios have resulted in:

- High turnover without congestion during morning peak hours
- Consistently positive guest feedback regarding wait times and access
- Minimal queueing even during peak periods

This performance is made possible by smart design and planning: facility blocks are located strategically in relation to capsule clusters, and guest flow is staggered naturally throughout the morning hours.

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### Data-Driven Justification

Zedwell Pavilion currently operates with the following provision levels:

| Level    | Sleeping Capsules | WCs | Showers |
|----------|-------------------|-----|---------|
| Level 01 | 160               | 20  | 12      |
| Level 02 | 246               | 19  | 18      |
| Level 03 | 183               | 19  | 13      |
| Level 04 | 182               | 19  | 13      |
| Level 05 | 194               | 18  | 23      |
| Total    | 965               | 95  | 79      |

That equates to:

- 1 WC per 10.2 capsules
- 1 Shower per 12.2 capsules

Despite these figures, Pavilion maintains:

- Minimal to no queueing
- Efficient maintenance and cleaning schedules
- High guest satisfaction ratings related to facility access

This usage data confirms that there is no operational need to increase provision beyond these levels for similar capsule-based layouts. Therefore, applying the same ratios in Edinburgh is fully justified from a practical, operational, and guest-experience perspective.

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### Design Principles Applied in Edinburgh

The Edinburgh layout mirrors Pavilion's successful model, incorporating:

- Centralised and accessible facility blocks
- Balanced distribution across guest floors
- Efficient, compact design supporting cleaning and maintenance routines
- Historical usage patterns that show natural staggering of guest demand

By aligning design principles and occupancy forecasting with Pavilion's model, we can ensure that the facilities in Edinburgh will meet guest needs without operational strain.



**Criterion Hospitality Ltd**

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