

TORBAY COUNCIL

APPLICATION FOR GRANT OF PREMISES LICENCE - HOTEL INDIGO TORQUAY, TORBAY ROAD TORQUAY, TQ2 6RH

STATEMENT OF: Chris Ireland

CAPACITY: Director of Operations for IHG Hotels and Resorts

INTRODUCTION

I am a Director of Operations for IHG Hotels and Resorts, which will operate and manage Hotel Indigo Torquay (the “**Hotel**”) on behalf of the Hotel’s owners. I have been in this role for 3 years. Prior to that, I have worked in the Leisure and Hospitality Industry for over 25 years. Before joining IHG Hotels and Resorts, I was the Commercial and Hotels Director for LEGOLAND Windsor Resort for 3.5 years after being the Operations Director for 5 years.

IHG Hotels and Resorts is a global hotel business, which operates over 20 brands around the world. As such, we have significant experience in managing hotels in different types of location, including locations where there are local residents, and where potential noise and disturbance arising from the provision of licensable activities, must be supervised and controlled, for the benefit of those residents, as well as our own guests.

I will have overall responsibility for all operations at the hotel, although we will employ an on-site General Manager who will be responsible for the daily operation of the business.

THE HOTEL INDIGO TORQUAY – NATURE AND PROPOSED OPERATION

The Hotel Indigo Torquay will be a luxury boutique hotel, with 153 guest bedrooms and ancillary facilities, including a ground floor restaurant area, with an external terrace overlooking the sea front, offering breakfast, lunch, dinner, afternoon tea, and private dining; and a rooftop bar lounge (with external terrace also overlooking the sea front) which will offer lunch and dinner and private dining in a small plates concept. A booking system will be in operation for both the rooftop lounge bar and the restaurant to manage the flow of guests.

The first, second and third floors of the Hotel will be occupied entirely by bedroom accommodation. With the exception of the ground floor and fourth floor restaurant and bar lounge areas, there are no other “function spaces” – this will not operate as a banqueting-led hotel.

The hotel will be fitted with CCTV and the operating schedule for the premises licence including minimum requirements for the CCTV. Relevant staff will be trained to operate and monitor the CCTV system.

The hotel will also have a 24 hour manned reception, with video intercom access into the hotel via all entrances out of hours, for those who do not have a bedroom key. There will be regular security and fire walks of the full building, which will be conducted by a designated duty manager. There will therefore be regular supervision of guests / customers within the hotel.

In the restaurant and bar areas, staff will be visible, delivering table service and clearance of tables, in both internal and external areas, during operational hours.

We will operate a challenge 25 proof of age policy and staff who may be required to serve alcohol will be trained on the requirements of this policy.

We will also ensure staff at the Hotel are trained that they should monitor noise levels in the terrace areas when these areas are in use and how to approach guests and manage this effectively.

To enable the Committee to properly understand the nature and extent of the terrace areas, I annex photos of the rooftop and ground floor terrace as works in progress at Appendix 1.

Risk assessments will be in place, to cover the possibility of violence and anti-social behaviour, and how staff should deal with these issues.

The on-site General Manager will be named as Designated Premises Supervisor under the premises licence, when appointed (currently we have an interim General Manager, Nadia Fakhredin responsible for pre-opening matters, but the permanent General Manager has already been recruited and will be in post by the time of opening of the Hotel).

Chris Ireland

29 September 2025

Annex 1







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STATEMENT OF: Neil Harrison

CAPACITY: Director & Finance Business Partner for IHG Hotels and Resorts

This statement is true to the best of my knowledge and belief

INTRODUCTION

I am a Director & Finance Business Partner for IHG Hotels and Resorts. My responsibilities include liaison with owners and oversight of the opening of any new hotel which will be managed by IHG Hotels and Resorts. I have worked for IHG Hotels and Resorts for over 7 years. I have worked in hospitality and finance for over 35 years.

HOTEL DEVELOPMENT AND LOCATION

The Indigo Torquay (the “Hotel”) will have 153 bedrooms, marketed as being ‘serene’ and so there is absolutely no intention to operate food and beverage areas in a way that will cause disturbance to Hotel guests residing in the hotel, or local residents. The Hotel will also have a spa and fitness centre. The layout is shown on the plans submitted with the licence application.

The new Hotel is located on Torbay Road. I attach an internet image of the site as Appendix 1, to show where the Hotel is in location to other buildings and residential properties. Immediately to the rear of the Hotel is the railway line. The external terrace areas on the ground floor and the fourth floor, are situated to the front of the Hotel (away from local residential neighbours, who are predominantly at the rear of the hotel, on the other side of the railway line).

The site was previously occupied by Corbyn Head Hotel which was a 50-bed independent hotel, that has now been redeveloped into the Indigo Torquay. The hotel’s owners have invested approximately £32,000,000 into this property and site and they will be employing approximately 50 staff, the majority of which will be from the local area.

I am aware that the planning application for the Hotel was submitted by the owners in 2019; and as part of the planning process, conditions were attached, including, as referred to by the residents, conditions restricting access to certain areas to hotel guests, and restricting access to the roof top terrace between certain times. Of course, during such time as those planning conditions remain in force, the Hotel cannot operate in breach of those conditions (and enforcement action could be taken under planning laws if it did so operate).

However, we would ask the Committee to grant the premises licence without such restrictions, in order that no further licence application is necessary in future, if the planning conditions are removed or amended (residents will be aware that there are still ongoing discussions on planning, including in relation to a planned traffic survey during peak season).

INDIGO BRAND

Although “Hotel Indigo” is a boutique IHG-brand, no two Indigo’s are the same. The location of the hotel informs the design and experience of each hotel; and the Indigo Torquay has been designed around the ‘land and sea’ heritage of Torquay, as detailed on the attached “Torquay

Story Summary” (Appendix 2) which also includes images of the Hotel’s exterior and interior spaces. Additional computer generated images of the Hotel are also attached as Appendix 3.

The Hotel is intended to be a local retreat, to offer restoration as well as inspiration. It will offer installations by local artists and ingredients sourced from nearby farms. As such, it is a brand which is very much built around working with local communities.

Neil Harrison

29 September 2025

Annex 1



Annex 2

A WORLD OF STORIES

Just like no two neighbourhoods are alike, no two Hotel Indigos are alike.
The neighbourhood story serves as the starting point for every hotel.
It informs every decision from design, to experience, to F&B. It's how we celebrate the neighbourhood to excite curiosity in guests and make locals proud.

HOTEL INDIGO TORQUAY

THE STIMULATING NEIGHBOURHOOD

With its palm-lined promenade, golden sands, and glittering bay, Torquay is the beating heart of the English Riviera. Steeped in Victorian charm yet full of modern flair, it's a place where sea air meets cultural flair, and every corner tells a story. Welcome to Torquay – fresh, fun, and full of character.

A TONIC FOR THE BODY

- Torquay's wellness legacy began in the 19th century as a Victorian health retreat, drawing visitors with its mild climate, sea air, and Riviera-style charm.
- Once dubbed the "Queen of the English Riviera," the town flourished with luxury villas, palm-lined promenades, and a harbour lifestyle to rival the south of France.
- Today, Torquay is enjoying a wellness revival, with paddleboarding, wild swimming, walking festivals, and a growing wellness scene.

A TONIC FOR THE IMAGINATION

- Torquay's literary legacy includes icons like Agatha Christie, Oscar Wilde, and Rudyard Kipling – with the International Agatha Christie Festival held annually at the historic Torre Abbey.
- Visitors to Torquay can walk the Agatha Christie Mile, a route created in 1990 to mark the centenary of the Queen of Crime's birth.
- The neighbourhood has inspired a rich tapestry of writers, from Mary Shelley to Beatrix Potter and Charles Darwin, all captivated by Torquay's scenery and atmosphere.
- Torquay's creative spirit extends to comedy too – it's the birthplace of satirist Peter Cook and the inspiration for Fawlty Towers, cementing its place in pop culture.

A TONIC FOR THE SOUL

- Torquay's wartime legacy includes the bravery of US troops during the D-Day launch and the secret heroism of local resident and WWII spy, Eileen Nearne (Agent Rose).
- From pop legend Ruby Murray to the origins of the Eurovision Song Contest, Torquay's cultural contributions are as entertaining as they are unexpected.
- Whether strolling the Princess Gardens, splashing at Torre Abbey Sands, or riding the ferris wheel, the neighbourhood offers feel-good experiences that uplift and inspire.
- Kents Cavern, just minutes from central Torquay, is home to the oldest human fossil in north-west Europe, with prehistoric tools dating back over 500,000 years – a must-see for history lovers and curious families alike.

STORY-INSPIRED DETAILS

ANCHORED ON LAND



- The hotel's design mirrors a luxury cruise ship, paying tribute to Torquay's rich maritime heritage and its reputation as the "English Riviera."
- Curved balconies, sweeping deck-like terraces, and panoramic sea views create the feeling of being aboard a liner, without ever leaving land.
- The unique ship-style architecture sets the hotel apart, attracting visitors seeking both comfort and a touch of adventure.

ROOT & REEF BISTRO | A TASTE OF TORQUAY'S LAND AND SEA



- Celebrating Local Flavours: "Root" reflects the rich farmland surrounding Torquay, known for its fresh vegetables, herbs, and artisan produce from nearby Devon countryside suppliers.
- Honouring the Coastline: "Reef" nods to Torquay's sheltered bays, fishing heritage, and abundant local seafood, bringing the ocean's bounty straight to the table.

THE CAST ROOFTOP | STORIES ABOVE THE SEA



- The name "The Cast" nods to Torquay's link with Agatha Christie, evoking both the ensemble of characters in her mysteries and the idea of casting one's eyes over the English Riviera.
- Just like a stage reveals its drama, the rooftop presents sweeping "scenes" of Torquay — from glittering bays to fishing boats bringing in the day's catch.
- "Cast" also hints at the art of casting a fishing line or crab pot, celebrating Torquay's seafood heritage and the local delicacy of freshly caught crabs.

THE PALM ROOMS | BESIDE THE PALM- LINED SHORES



- Inspired by Torquay's palm-lined promenades and lush gardens, with leaf-patterned wallpaper and dappled light shades that bring the outdoors in.
- "Palm" reflects both the tropical scenery and the soothing touch of each treatment, blending natural beauty with deep relaxation.

DRIFT INTO THE DEEP | SEA – INSPIRED STAYS



- A Room with the Riviera's Soul | The sea-themed design, from wave-patterned wallpaper to calming blue tones, mirrors Torquay's bays, beaches, and ever-changing tides.
- Every detail brings the coast indoors, so guests feel the tranquillity of the shoreline long after they've left the sand.

Annex 3

Entrance



Hotel Exterior



Exterior Feature



Ground floor terrace



Rooftop terrace



Internal entrance/reception



Restaurant



Restaurant



Restaurant



Bar and Lounge



Cafe



Cafe



Bar and Lounge



Bar and Lounge



Breakfast Area



Bar and Lounge



Bar and Lounge



Family Dining

