

*London*



مقابلة مع  
توني ماثارو

Hotelier,  
Property Investor  
& Philanthropist  
*par excellence*

*One-on-one with  
Tony Matharu*



Italian Restaurant, Cento Alla Torre



Rooftop Terrace, The Skyline London

# WORK, REST AND PLAY

WITH BLUE ORCHID HOTELS



Rooftop Terrace, The Skyline London



London's Luxury Spa, Adamo Spa



London's Master Barber, TJ's Grooming



## MEET THE LEADER

**Sixty** minutes

interview  
with

Tony Matharu



Tony Matharu  
Founder & Chairman Integrity International Group

*1. You founded many successful start-up organizations and businesses combining your passion for hospitality with philanthropy and community engagement, what makes your company so unique ?*

*The question itself provides part of the answer: the company is unique because of its blend of hospitality, philanthropy and community engagement. Values are at the heart of our business. We have boldly stood behind the integrity banner - long before ESG became part of the common corporate language.*

*The company is deeply embedded in the communities in which we operate: supporting young and disadvantaged people locally – from the world’s oldest established youth club, to the elderly and infirm, founding “Here to Help London” as a COVID-19 response initiative and then “Central London Alliance” to enable London’s businesses and Londoners to survive and recover post pandemic. Collaboration, partnerships and developing mutually beneficial relationships are fundamental and integral to the Blue Orchid Hotels business.*

*But we are not only London centric; caring about global concerns; responding to natural and other disasters through Integrity International Trust (including the current Ukrainian Humanitarian Appeal project), responding to environmental and sustainable concerns including through the Energy and Environmental Alliance and taking care with our global supply chain management.*

*2. Your group of hotels have weathered the pandemic crisis quite well - what lessons can be learned for the hospitality industry and what’s the secret for being resilient ?*

*Hotels and the hospitality sector, particularly in capital cities, and urban locations have been very severely and disproportionately impacted by the pandemic crisis and the response to it. It seemed counter intuitive to us to close our doors as most hospitality businesses did just at a time when people were stranded and in need. Key workers needed to avoid the risks of contaminating their families and were essential to maintain public services and the most vulnerable in society were isolated – so we decided to stay open and provide safe accommodation, food and services to those in need. We “weathered the storm” so to speak by our continued presence. This was not a commercial consideration, but it did demonstrate our resilience and enabled us to retain our key people, to retain communication with our customers and maintain orders with our suppliers. The result earned us accolades for our endeavours including a “Hospitality Hero Award”, but was never our mission.*

### 3. What's next on your agenda, are there any future plans ?

We have a number of exciting plans, some of which are not yet publicly known but the acquisition of and planning permission gained for the building known as "London's first skyscraper", an iconic Grade 1 listed building in St. James's Park is an exciting new addition to the Blue Orchid Hotels' portfolio. We are currently refining details, but the consented scheme involves 526 luxury guest rooms and suites, a conference and events centre, a range of bars, restaurants and other facilities for local and international visitors to enjoy.

### 4. How does a usual working day in your life look like ?

I try to incorporate some time every day to my team, to do something creative, to do something for someone else without personal gain and to learn something new, but there is no set time or chronology for these. My workday is very fluid and pretty full particularly with Board and other non-work-related engagements like the London Chamber of Commerce & Industry, Asian Business Association, Oracle Cancer Trust, Central London Alliance or sporting and cultural and arts organisations including the London Indian Film Festival and Academy of Ideas.

### 5. Finally: What's the best piece of advice given to you ?

It is the advice from my mother which comes from a poem attributed to Mother Teresa called "Anyway" which encourages me to be the best I can be whatever the circumstances.

#### *Mother Teresa: "Do It Anyway"*

*People are often unreasonable, irrational, and self-centred.  
Forgive them anyway.*

*If you are kind, people may accuse you of selfish, ulterior motives.  
Be kind anyway.*

*If you are successful, you will win some unfaithful friends and some genuine enemies. Succeed anyway.*

*If you are honest and sincere people may deceive you.  
Be honest and sincere anyway.*

*What you spend years creating, others could destroy overnight.  
Create anyway.*

*If you find serenity and happiness, some may be jealous.  
Be happy anyway.*

*The good you do today, will often be forgotten.  
Do good anyway.*

*Give the best you have, and it will never be enough.  
Give your best anyway.*

*In the final analysis, it is between you and God.  
It was never between you and them anyway.*

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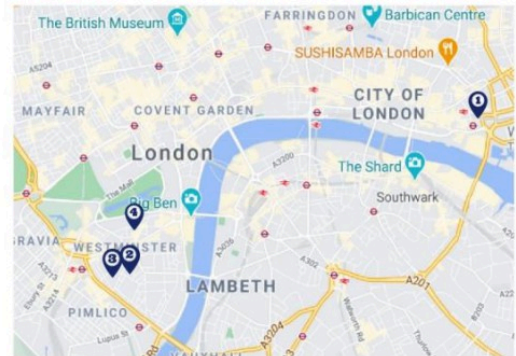


## BLUE ORCHID HOTELS

Welcome to Blue Orchid Hotels, a private collection of luxury independent hotels located in the heart of London; the world's most exciting city.

Featuring some of the best located properties in the capital, Blue Orchid Hotels provide a wealth of history and local tradition, skilfully combined with contemporary luxury.

You will always find interesting architecture, exquisite furnishings and warm, friendly service - the hallmarks of Blue Orchid Hotels.



### 1 Tower Suites

100 Minories, London, EC3N 1JY

### 2 The Wellington

71 Vincent Square, London, SW1 2PA

### 3 The Rochester

69 Vincent Square, London SW1 2PA

### 4 55 Broadway Complex

55 Broadway, London, SW1H 0BD



Integrity International Group has been developing a growing portfolio of businesses and collaborative partnerships providing an array of services ranging from hospitality and property to technology, arts, sports and in the third sector.

The group has a broad range of commercial partners, sponsors and suppliers in various sectors across the globe. The overarching objective of the group is to attract, deepen and retain relations with its partners, customers and wider society by working towards sustainable business development.

A true London, founder and Chairman, Tony Matharu combines his love for London and passion for hospitality with philanthropy, sport and community engagement as Vice President of Oracle Cancer Trust, Chairman of Integrity International Trust and as a Director of Central London Alliance. Tony received a 'Special Recognition Award' for his 'Contribution to London's Success' and 'Technology and Innovation Award' in 2014. He is a founder of an international hospitality consultancy - Global Hospitality Services and is Board Member of the London Chamber of Commerce and Industry and is Chairman of the Asian Business Association. Tony recently founded London's latest independent hotel chain: Blue Orchid Hotels under his Integrity International Group.

Awarded Hotelier of the Year in 2013, with an honorary doctorate for his contributions to the London hospitality sector and a fellow ESCP Europe Business School and Freeman of the Guild of Entrepreneurs, Tony Matharu is a regular adviser and commentator on entrepreneurship, hospitality and philanthropy.

[www.integrityinternationalgroup.com](http://www.integrityinternationalgroup.com)



**CENTRAL LONDON ALLIANCE**



## **INTEGRITY INTERNATIONAL TRUST**

### **BULDING POSITIVE FUTURES**

Integrity International Trust, a UK registered charity, was founded with the purpose of building positive futures for the most vulnerable people. In response to the global COVID-19 pandemic, affecting all of society's day to day life, requiring social distancing, self isolation, closure of businesses and job losses, IIT established Here to Help London.

Collectively working with partners across London, Here to Help London provided the community and COVID-19 key workers with the services they needed in those uncertain times: accommodation; food delivery; nutritional packs; concierge services; online courses and other wellbeing services.

Most recently and as a consequence of the tragic situation in Ukraine. IIT is responding with an Ukraine Humanitarian Appeal, restricted to react to the Ukrainian disaster, with Disasters Emergency Community (DEC) as a beneficiary. The DEC is organising relief in Ukraine and in neighbouring countries providing food, water, shelter and medical assistance. Our priority is to provide vital help to those impacted by the ongoing violence.

### **CENTRAL LONDON ALLIANCE**

In response to the disproportionate impact of the pandemic on central London, Tony founded Central London Alliance, a community interest company to support a sustainable, economic recovery of London's business, hospitality, cultural, tourism, and retail sectors and to help both employers and workers to survive through coronavirus and beyond. Politically agnostic and supported by organisations of varying sizes and sectors, the Central London Alliance is enabling and encouraging a safe and strong economic recovery of central London, ensuring its continued viability as a leading global city.

Central London Alliance delivers through:

- Targeted recommendations for central London businesses
- Support and guidance for the business community and their workers
- Campaigns to boost consumer confidence.

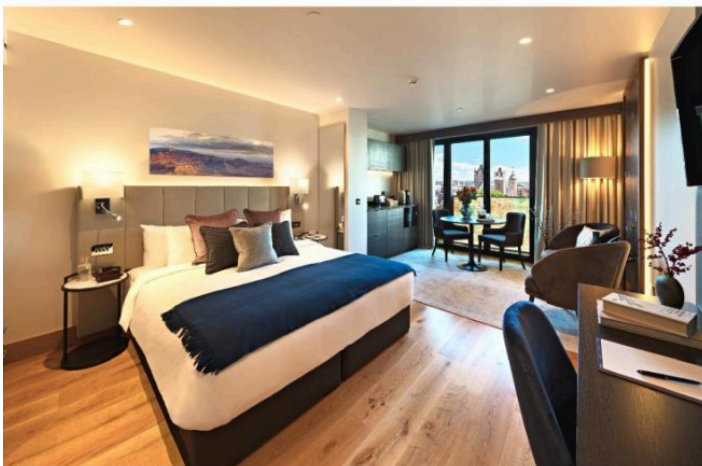
To find out more head to [www.centrallondonalliance.com](http://www.centrallondonalliance.com)



## TOWER SUITES BLUE ORCHID HOTELS

Featuring the best views over London's iconic landmarks

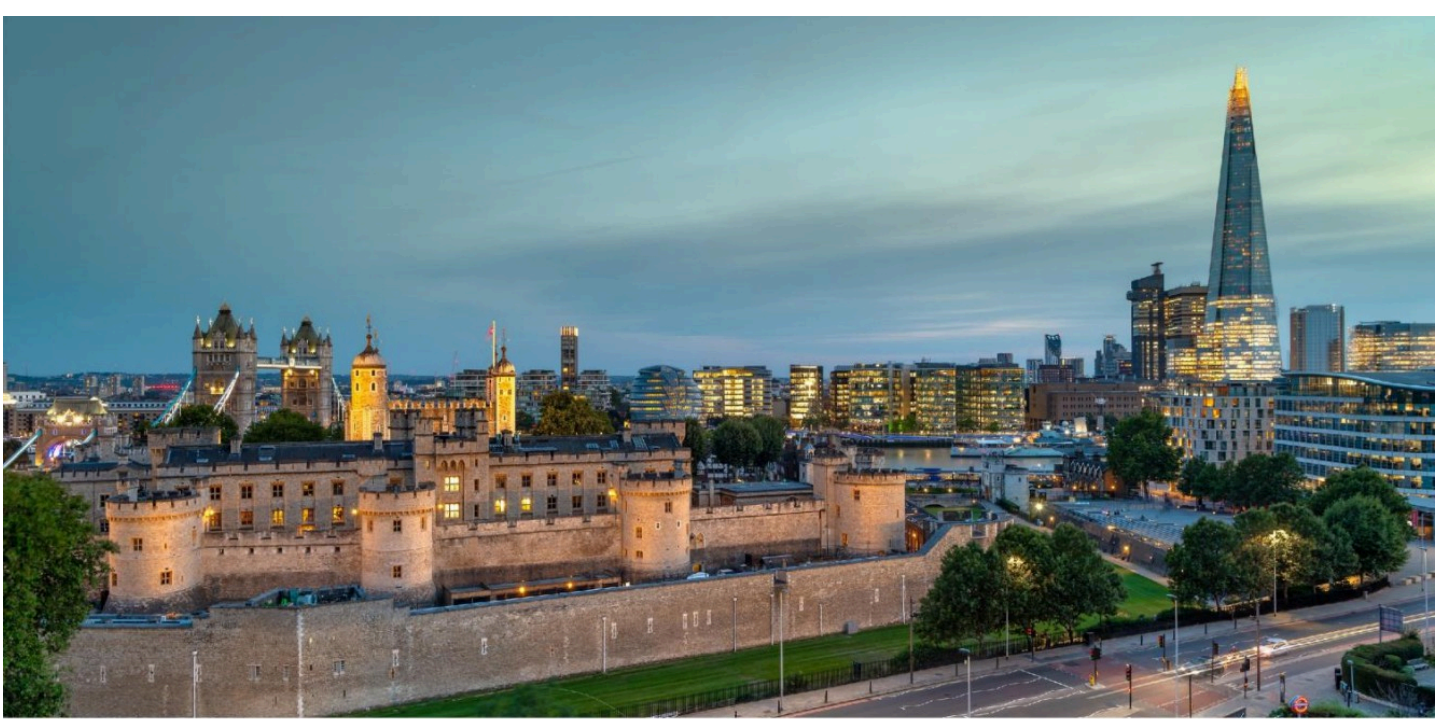
- 273 Individual Suites each with fully equipped private kitchen and lounges
- High Speed Internet
- State-of-the-art Flat Screen TVs
- 24-Hour Gym
- TJ's Grooming
- Adamo Spa
- Meeting and Events Suites
- Screening Rooms
- Executive Lounge
- The Skyline London Rooftop Terrace
- Sapphire Bar
- Co-working Suites



Commanding sweeping views over the River Thames and the Tower of London, Tower Suites offers a diverse range of accommodation, hospitality and events services. Located in the heart of the city's famous business district and with easy access to the financial heartland and London's most vibrant tourist attractions, Tower Suites is a perfect base for a productive stay in the capital.

Beautifully appointed suites provide all the amenities sought by today's most discerning international travellers. Each of the individual suites feature wireless and fixed high speed internet, Bluetooth-enabled Media Hubs and state-of-the-art LED flat screen smart TVs.

Guests can enjoy independent living inside elegant suites with fully equipped kitchens and lounges whilst having access to the myriad facilities & services of a five-star hotel. Recognising the burgeoning trend for independent living and personal space, Tower Suites is perfect for any length of stay or purpose whether for business or leisure.



## TOWER SUITES

### MEETINGS AND EVENTS

- Outstanding Meetings and Events Suites
- Rooftop Terrace
- Flexible Spaces Natural Daylight
- High Speed Wi-Fi
- State-of-the-art Technology
- Bespoke Menus Dedicated Events Team

Tower Suites offers the perfect venue for your unforgettable meeting or event. Whether it is a wedding celebration, private dinner, conference or a business meeting, Tower Suites ensures inspiring and flexible spaces, contemporary décor and professional and attentive staff, a gem stone's throw from London's world renowned heritage sites and iconic landmarks.





## THE WELLINGTON

### BLUE ORCHID HOTELS

An oasis of calm in the heart of central London

- 84 Guest Rooms
- Studios, Suites and Apartments
- Restaurant & Bar
- 24-Hour Gym
- Meeting and Events Suites
- Air Conditioning



Nestled in a tranquil Westminster enclave, on leafy Vincent Square, The Wellington combines traditional elegance with contemporary style and modern décor. Overlooking its own private gardens and terraces, The Wellington provides an idyllic haven of hospitality, moments away from the hustle and bustle of the city, whilst remaining within easy reach of Buckingham Palace, St. James's Park, and the iconic Westminster Abbey and Houses of Parliament.

A classically elegant style, The Wellington features 84 beautifully appointed bedrooms and five spacious, deluxe apartments, complete with self-catering facilities. Guests can enjoy fully air conditioned rooms with wireless and fixed high speed internet, LCD flat screen televisions, a fully equipped gym and 24-hour room service.

Experience the Italian inspired restaurant and in-house bar, away from vibrant activity of the capital and enjoy discreet, personal and attentive service at perfectly located The Wellington - an oasis of calm in the heart of central London.



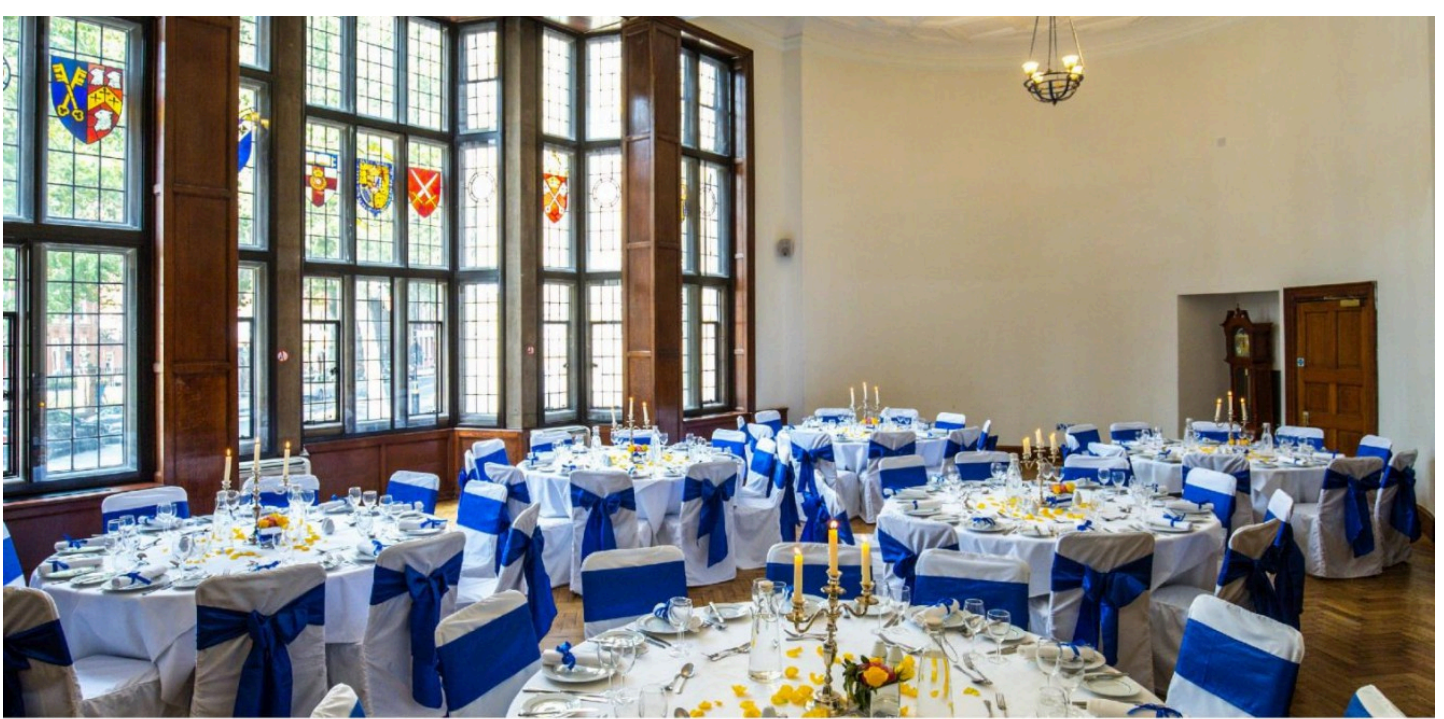
71 Vincent Square, London, SW1P 2PA



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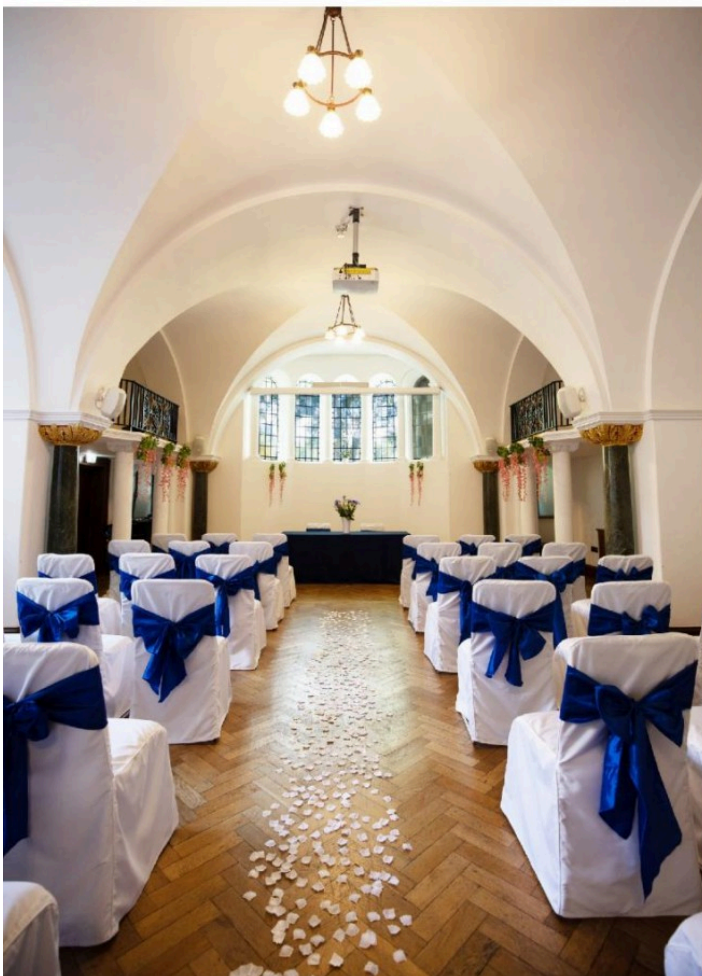
## THE WELLINGTON MEETINGS AND EVENTS

- Unique Meetings and Events Suites
- Natural Daylight
- High Speed Wi-Fi
- State-of-the-art Technology
- Bespoke Menus
- Dedicated Events Team

Two flexible meeting rooms; the Wellington Suite and the Chapel Suite, combine state of art technology with period features. The Wellington Suite's high ceilings and stained glass windows, flooded with natural daylight provides a stunning event space with fabulous acoustics. The Chapel Suite, with its striking dome ceilings and Juliet balconies offers a unique and sophisticated venue space ensuring memorable events, for all the right reasons.

Spectacular event spaces, together with a stylish restaurant, contemporary bar and an experienced and professional meetings and events team enable a broad array of event options to satisfy the widest range of demands and tastes.

Corporate Meetings | Charitable Events | Wedding Celebrations | Birthday and Anniversary Celebrations  
Presentations | Training | Seminars Private Dining





## THE ROCHESTER

### BLUE ORCHID HOTELS

A conveniently located retreat in the bustling city

- 76 Guest Rooms  
some guest rooms offer private balcony
- Restaurant, Brasserie and & Lounge Bar
- 24-Hour Gym
- Meeting and Events Suites
- High Speed Wi-Fi



Peacefully located in Westminster's leafy Vincent Square, The Rochester provides a retreat from the bustle of the city, whilst remaining within easy reach of vibrant business, shopping, entertainment and leisure facilities of Victoria and St James's Park.

The Rochester hosts 76 beautifully appointed guest rooms, elegantly furnished, and equipped with all the facilities one might wish for; wireless and fixed high speed Internet and LCD flat-screen televisions. Many have balconies overlooking the green expanse of Vincent Square.

A range of dinner and entertaining facilities are on offer from the Pavilion, a classic glass restaurant with a unique glass roof, the Rochester Brasserie, for patrons in search of a less formal atmosphere and the Lord's Bar, the perfect place to unwind after a busy day.



69 Vincent Square, London SW1P 2PA



[rochester.reservations@blueorchid.com](mailto:rochester.reservations@blueorchid.com)



+44 (0) 20 7828 6611



## THE ROCHESTER MEETINGS AND EVENTS

- Elegant Meetings and Events Suites
- Flexible spaces
- High Speed Wi-Fi
- State-of-the-art Technology
- Bespoke Menus
- Dedicated Events Team

The Rochester hotel offers a comprehensive and versatile range of air-conditioned conference and events facilities for both private and corporate events. A variety of dining options from informal receptions and buffet selections to multiple-course banquets are available. Whether a business meeting, drinks reception or a private dinner, expect unique venues and personal discreet service.



All event spaces, together with stylish restaurants, contemporary bars and the hotel's professional meetings and events team permits an array of event options to satisfy the widest range of demands and tastes.

Interviews | Business Lunches | Corporate Meetings  
Birthday and Anniversary Celebrations | Presentations  
Training | Seminars | Private Dining





## THE 55 BROADWAY COMPLEX

In 2020, Blue Orchid Hotels purchased the Broadway Complex with the intention of serving as its long-term custodians, sensitively rejuvenating and opening-up this landmark to the public.



55 Broadway was built between 1927 and 1929 in an art-deco, early-modernist style as the headquarters of the Underground Electric Railways of London Ltd which at the time was gradually taking control of London's privately-run public transport companies. The building was designed by the renowned architect Charles Holden. The new building served as a symbol for the Underground Electric Railways of London, which was subsequently taken into public ownership and became London Transport in 1933.

As the tallest building in the capital at the time, it was dubbed 'London's first skyscraper' at just over 53 metres and won the RIBA London Architecture Medal upon its completion.

Due to the exceptional architectural interest of the building and its position as a milestone in 20th Century design, this was upgraded to a Grade I listed status in 2011.

The building still retains many of its original features, such as the lobby and landings, as well as wood panelled boardrooms and spectacular terraces.

Blue Orchid, as the new long-term custodians of the complex, has permission to develop 55 Broadway into a luxury landmark hotel with 526 rooms and suites, restaurants and bars, multi-purpose event spaces, retail units and spa.

