



THE ROYAL BELL

Membership Deck

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01

# The BELLE Collective





THE BELLE  
COLLECTIVE

## The people behind the party

The BELLE Collective is the founding force behind The Royal Bell – a vision-led collective with deep personal roots in South East London.

Local entrepreneur Mark Goldberg has led the vision, drawing on decades of experience across business and sport. For Jamie Gold and Max Cohen, restoring The Royal Bell was a way to honour their grandfather Michael Simmons, a self-made East End entrepreneur. Strategic advisor Nick Gold brings decades of strategic insight, while hospitality professional Jon Yantin has brought over 30 years of experience shaping iconic destinations across London and beyond.

Membership with The Belle Collective means stepping into a dynamic community of entrepreneurs, creators, thinkers, and locals – all with a shared drive to unlock the day's full potential. It's about transforming routine into opportunity, where every moment sparks new possibilities.





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# The Royal Bell

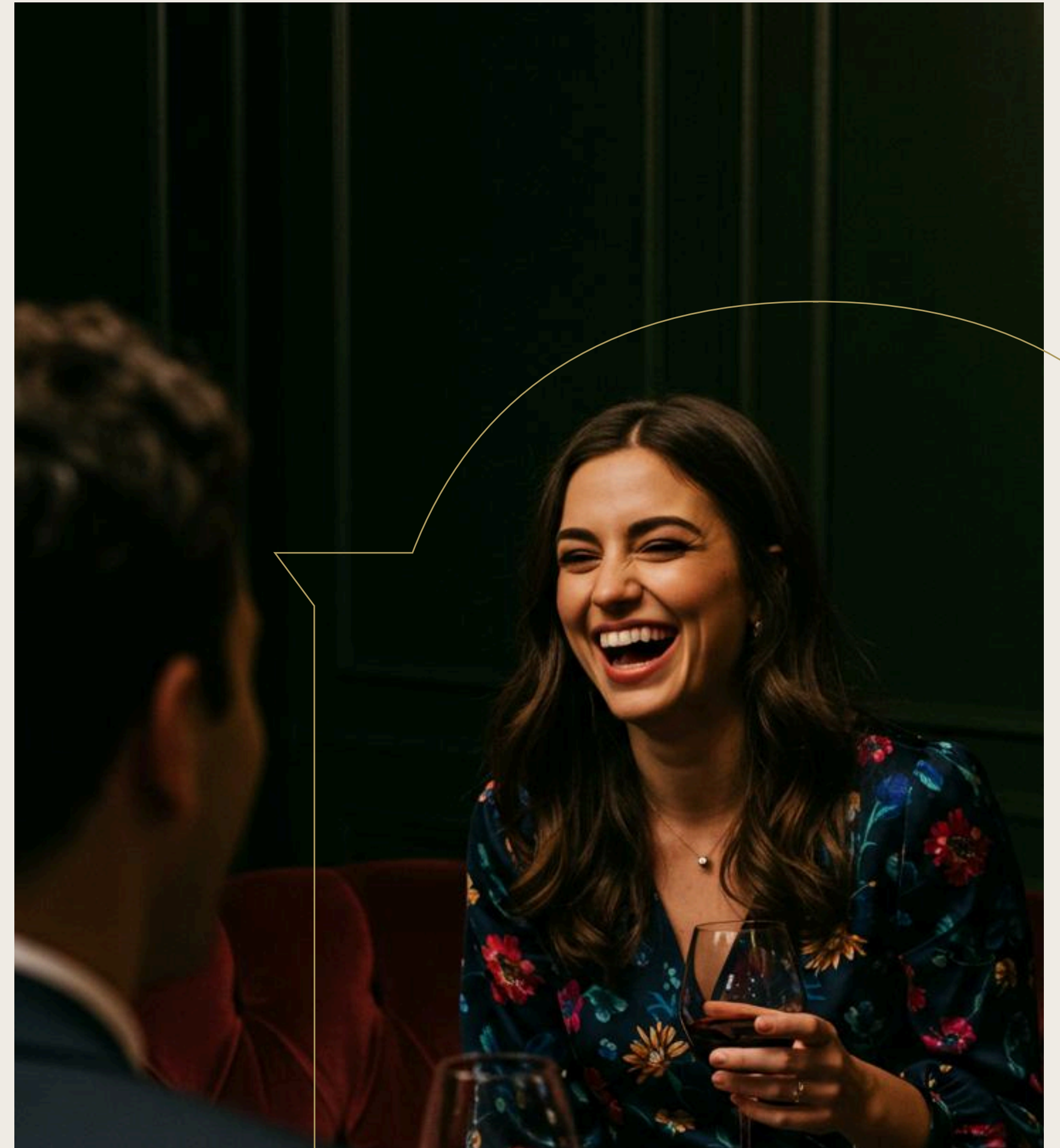
THE R<sup>B</sup>YAL BELL

# The Royal Bell

The Royal Bell is a club defined by connection; it's a place to work, unwind, celebrate, and belong. It's where productivity meets party, ideas meet action, and connections aren't incidental, they're inevitable.

As a member, you'll gain access to dynamic spaces that move with your day – some invite focus, some spark conversation, and some are where work naturally gives way to play. Each space at The Royal Bell is designed to meet you exactly where you are.

At the heart of The Royal Bell is a thriving community; it's a place where collaboration and connection spark new possibilities every day. Our curated events calendar brings members together through networking, socials, and wellness talks, but it's the moments in between that define our membership. This is where conversations lead to momentum, where partnerships are born, and where like-minded individuals come together to create, celebrate, and grow.



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# Membership tiers

THE ROYAL BELL

# Tiers

## Full Membership – Tier 2

£165/MONTH (INC. VAT) *£195 JOINING FEE WAIVED*

Full membership at The Royal Bell gives you access to everything. Every space, every opportunity. It's where your day evolves with you, flowing seamlessly from work to play, making room for what's next.

## Under-30 Membership

£110/MONTH (INC. VAT) *£150 JOINING FEE WAIVED*

Everything included in a full membership, at a rate that makes space for ambition. This tier gives under 30s access to the club's spaces and experiences. It's a chance to shape your place in the community from the very beginning, and to grow with it.

## Day Membership

£40/DAY (INC. VAT)

Day Membership exclusively opens up The Royal Bell for a one-off experience — giving you full access to our co-working spaces, lounges, bars and cultural energy from morning through to late.



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# Full Membership

## Tier 2

£165/MONTH (INC. VAT) £195 JOINING FEE WAIVED

Full membership at The Royal Bell gives you access to everything. Every space, every opportunity. It's where your day evolves with you, flowing seamlessly from work to play, making room for what's next. Full membership isn't just about access — it's about stepping into the spaces and community that help you unlock the potential of your day, every day.

## Exclusive access

- Join our regular health and wellness talks to recharge and learn
- Connect with fellow members at exclusive mentoring events
- Co-working hours in ***Members Lounge, Bar*** and ***The Royal Hall*** between 8AM and 6PM daily
- Attend our monthly business socials, charity gatherings, and networking events
- Daily access to the basement ***Clubhouse*** (9AM – 11PM)
- Daily access to the ***Fitness Studio*** (7AM – 10PM)

## Benefits

- Receive a **personalised membership card**, marking your place in our community
- Enjoy the convenience of **valet parking**
- Take advantage of our **concierge service** for anything you need

## Guests

- Bring **up to 3 guests** into members-exclusive spaces, day or night
- Additional guests: £40 per person

THE ROYAL BELL

# Under-30 Membership

£110/MONTH (INC. VAT) £150 JOINING FEE WAIVED

Everything included in a full membership, at a rate that makes space for ambition. This tier gives under 30s access to the club's spaces and experiences. It's a chance to shape your place in the community from the very beginning, and to grow with it.

## Exclusive access

- Everything included in the full membership
- A rate that recognises drive and ambition
- **Must be under 30 years** old at the time of your joining, age verification required
- Tailored for your moment – flexibly, dynamic, and ready to grow with you

## Benefits

- Receive a **personalised membership card**, marking your place in our community
- Enjoy the convenience of **valet parking**
- Take advantage of our **concierge service** for anything you need

## Guests

- Bring **up to 3 guests** into members-exclusive spaces, day or night
- Additional guests: £40 per person

THE ROYAL BELL

# Day Membership

£40/DAY (INC. VAT)

Day Membership exclusively opens up The Royal Bell for a one-off experience — giving you full access to our co-working spaces, lounges, bars and cultural energy from morning through to late.

## Exclusive access

- All the **perks** of a Royal Bell member for one day
- **Full access** to members-exclusive spaces
- ***Fitness Studio*** access between 7AM and 10PM
- Although guest access isn't offered, we encourage friends and colleagues to enjoy the day membership experience together

## Benefits

- Enjoy the convenience of **valet parking**
- Take advantage of our **concierge service** for anything you need
- Surprise perks, members discount on Zilli Caffè, and 11'ses in the ***Members Lounge***

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# Membership benefits



THE R<sup>🔔</sup>YAL BELL

# Membership benefits

More than just access. Membership unlocks a curated set of benefits designed to support your day-to-day, and elevate it.

## Benefits

- **Welcome gift** to celebrate the beginning of your membership
- A **personalised membership card**, just for you
- **First coffee of the day** for all members can be enjoyed for £1 at *Zilli Caffè*
- Surprise perks: **daily 11'ses** in the *Members' Lounge*
- **Valet parking** for ease of arrival
- **Dedicated concierge support** whenever you need it
- Host **up to 3 guests** into members-only areas, day or night (additional guests £40 per person)
- **Priority access** to all events
- **Discounted room hire** for private event bookings
- **Priority booking** for hotel rooms to **enjoy the mini bar treats on us**

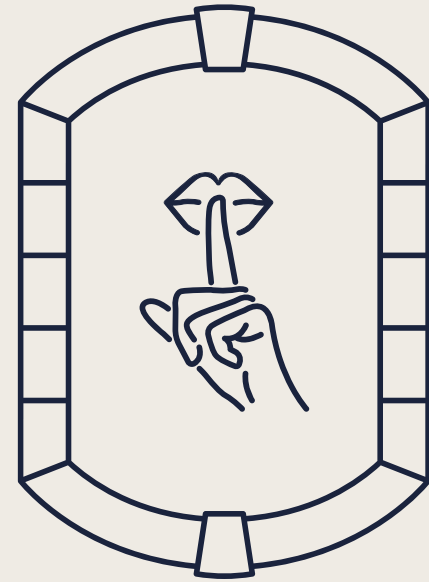
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# Club spaces

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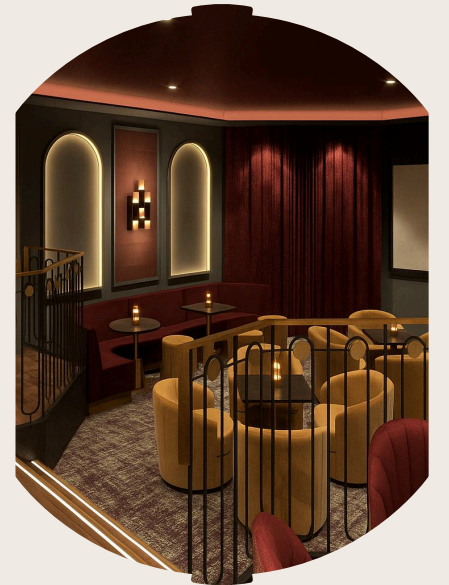
# Club spaces

MEMBER-EXCLUSIVE



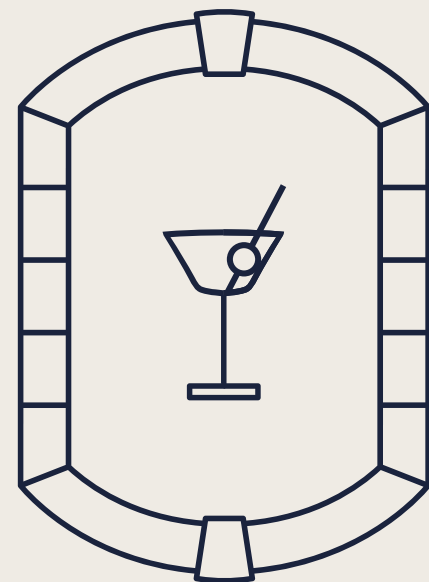
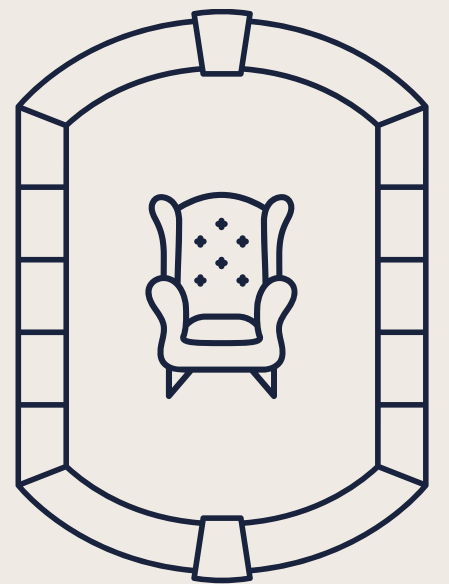
## The Library

The Library is your intimate space where private moments meet meaningful connections. Lose yourself in a book, sip on a cocktail, or host a private celebration.



## Members Lounge

An ideal space to work, unwind, or catch up with friends. With a relaxed atmosphere, it's a place to recharge or make new connections in both comfort and style.



## Members Bar

A space to unwind in style. The Members' Bar is your place to relax, connect, and enjoy an array of expertly-crafted drinks. It's a setting designed for both conversation and celebration in equal measures.



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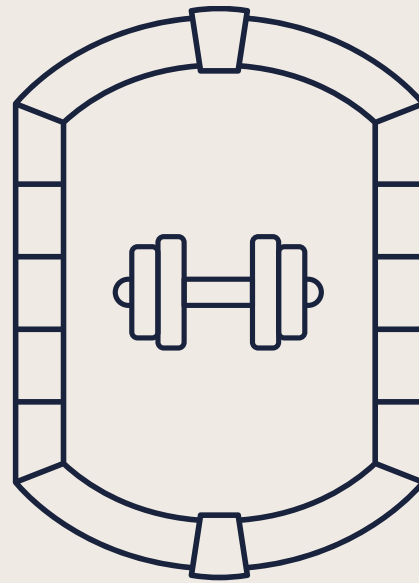
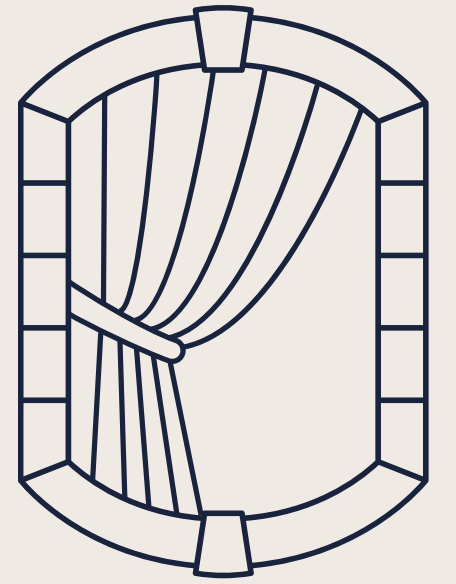
# Club spaces

MEMBER-EXCLUSIVE



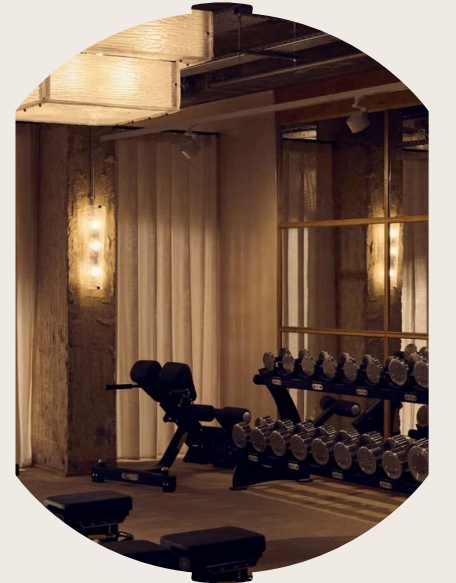
## Clubhouse

Where work and play collide. The Clubhouse is your vibrant space for productivity by day and unreserved fun by night. It's the heart of the club, offering the perfect balance between business and relaxation.



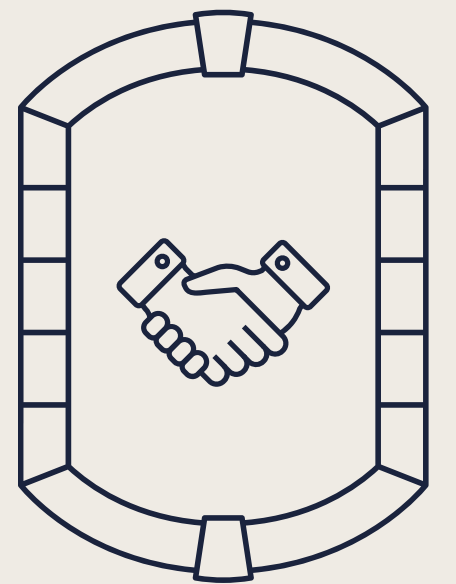
## Fitness Studio

Fully equipped to help you hit your personal best. Whether it's a power session or a calm reset, the Fitness Studio supports your routine and your goals with all the right tools, every day.



## The Boardroom

A space for big ideas and bigger decisions. The Boardroom is where bold thoughts come to life, where conversations lead to real action, and where ambition is matched only by execution.





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# Club spaces

DINING DESTINATIONS



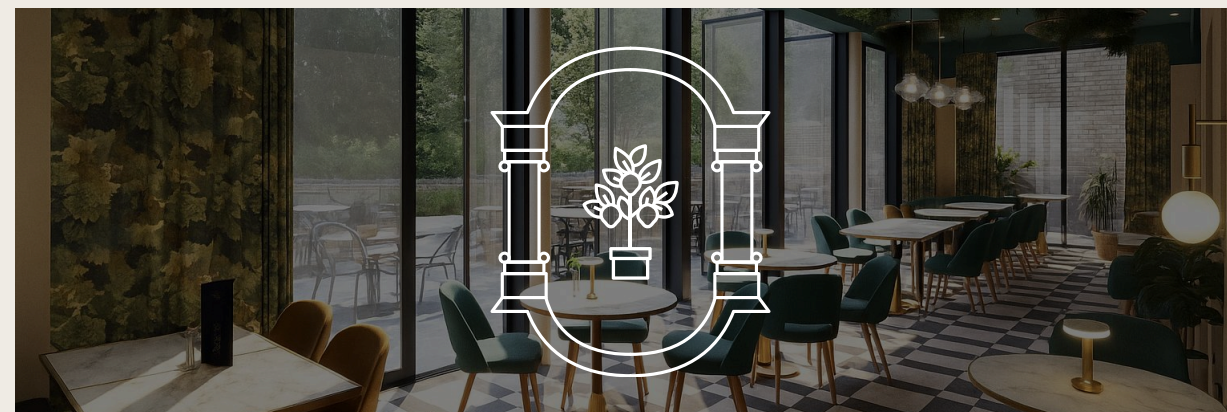
## Bar & Grill

Casual yet refined, the Bar and Grill is all about relaxed dining. With vibrant flavours and a welcoming atmosphere, it's the place to enjoy delicious food, sip on a drink, and unwind in style.



## Aldo's Pizza

Savour the simple joy of fresh, authentic pizza in a laid-back setting. Whether you're grabbing a quick bite or enjoying a leisurely meal with friends, Aldo's offers the perfect spot for every occasion.



## The Garden

The Garden is all about sipping in the sun and being surrounded by good company. It's your go-to spot for relaxation, where each moment feels like a breath of fresh air and every conversation is at its best.



## Zilli Caffè

A coffee stop that's more than just a caffeine fix. Zilli Caffè is a place to grab your coffee, fuel up, and get back to it. Whether you're on the go or taking a breather, it's the perfect spot to stay energised.

06

# Events and experiences

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# Events

AND EXPERIENCES

## SOCIAL

WHERE MOMENTS BECOME MEMORIES

- Exclusive gatherings, from intimate cocktail evenings to lively celebrations, designed for connection
- Live music, special performances, and curated events that turn nights into stories worth telling

## PROFESSIONAL

CONNECTIONS THAT MATTER

- Thought-provoking talks, panel discussions, and industry-led insights that spark new ideas
- Curated networking events designed to bring together like-minded professionals and future collaborators

## CHARITY

MAKING A MEANINGFUL IMPACT

- Fundraising events, auctions, and initiatives that give back to our local community
- Opportunities to engage with charitable projects that align with our members' values

07

# Becoming a member





THE BELLE  
COLLECTIVE

BECOMING A MEMBER

## Step into The BELLE Collective

Becoming a member of The Royal Bell means stepping into a lively community where connection, collaboration, and celebration thrive. It's a destination for engaging with like-minded individuals and elevating professional experiences within dynamic spaces which move with the pace of your day.

Ready to join? Visit our website and complete our Membership Application Form or book a tour with our team. Any questions at all, email [membership@theroyalbell.co.uk](mailto:membership@theroyalbell.co.uk)

DON'T MISS A BEAT

# Stay connected

We're excited to welcome you into The Belle Collective, and to keep you informed of everything happening at the club.

## E-mail

Sign up to receive upcoming events and exclusive offers directly in your inbox.



[www.theroyalbell.co.uk](http://www.theroyalbell.co.uk)



The Royal Bell



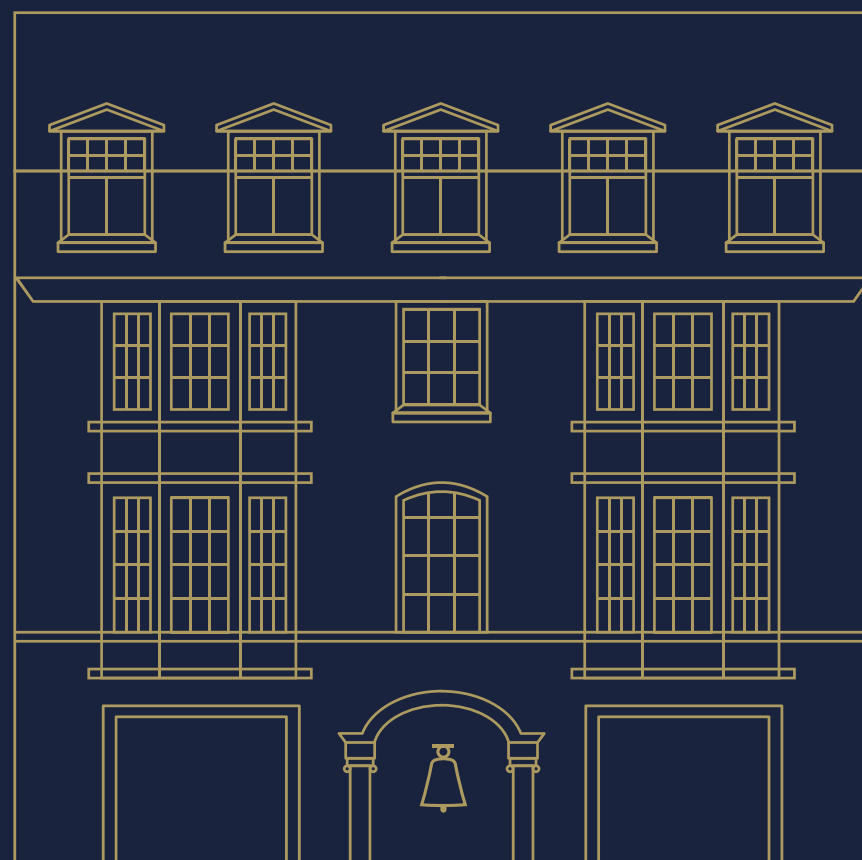
@theroyalbell.bromley



The Royal Bell

## Social

Join us on social media for a closer look at life as a member of The Royal Bell.



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