



# THE ROYAL BELL

## THE REBIRTH OF AN ICONIC VENUE

The historic Royal Bell reopens as Bromley's new multi purpose venue with co-working, private members' club & boutique hotel



A landmark reimagined with a £10M investment - bringing a new era of social and cultural life to Bromley

Bromley, London – August 2025. This Autumn, something truly special returns to the heart of Bromley. After years of silence — and more than £10 million of investment — the Grade II-listed Royal Bell is reopening: restored, reimagined, and ready to begin its next chapter as a boutique hotel, a welcoming community hub, a dynamic dining and entertainment destination with a private members' club and co-working space. After dark, the first-floor bars and lounges transform into the place to be for professionals and creatives seeking a destination cocktail venue with a candlelit ambiance and a blend of entertainment from low-key DJ sets to live music sessions.

For generations, The Royal Bell has been more than just a building — it was at the very centre of Bromley's heartbeat. This historic venue has been thoughtfully restored to become a cultural and social landmark, offering members and guests an elegant retreat for work, play and celebration in the heart of Bromley. Originally built in 1666 and later redesigned in 1898 by renowned Arts and Crafts architect Ernest Newton, The Royal Bell has long been a hub of heritage, creativity, and hospitality. It has welcomed Queen Victoria, Jane Austen, and David Bowie, standing as a venue of historic significance.

Now, under the creative vision and investment of The BELLE Collective, it enters a new era where history meets contemporary lifestyle. Set across five floors, The Royal Bell offers a carefully curated experience, blending historic charm with modern hospitality:

- ✦ A vibrant **Main Bar & Grill**, inspired by the buzz of The Ned in the City of London
- ✦ A **pizza joint and cafe**, serving artisan pizzas and gourmet coffee in a relaxed setting, in partnership with award winning celebrity chef, Aldo Zilli, open from 8am to serve the local community
- ✦ **The Garden**, a stylish and buzzing social hub at the heart of the venue providing a unique urban oasis inspired by the infamous Chiltern Firehouse in Central London
- ✦ **The Royal Hall**, a grand ballroom hosting live entertainment, events, and private functions
- ✦ **14 boutique hotel rooms**, offering guests an intimate, character-filled stay

#### Exclusive members-only offerings, including:

- ✦ **Members Bar**: A private bar exclusively for members, offering an intimate, sophisticated setting
- ✦ **Members Terrace**: A raised and secluded outdoor space for members to enjoy relaxed moments and private gatherings
- ✦ **The Library**: An elegant, book-lined room designed for private screenings, intimate dinners, and curated gatherings which can't be found anywhere else in South London
- ✦ **Co-working spaces** for productivity and collaboration
- ✦ **The Clubhouse**, a vibrant sports bar and social hub
- ✦ A big-screen **multi-purpose boardroom**, ideal for private screenings, private dining, meetings, and events
- ✦ Boutique fitness studio
- ✦ **Concierge service**, providing seamless support for members and guests



## A Vision Led by Bromley's Own

The revival of The Royal Bell is deeply personal which has been led by The BELLE Collective. Every family behind The BELLE Collective—has roots in South East London. They didn't just grow up nearby; they have memories here. They—their parents, and even their grandparents—once danced in the ballroom, marked life's milestones, and watched the building stand quietly for years. Always part of the view. Always part of the story. So, when the opportunity came to bring it back, it wasn't just about business. It was about meaning, legacy and giving something back to the place that shaped them.

Led by Mark Goldberg, a local businessman and entrepreneur born and bred in Beckenham and Bromley, with over 30 years of experience leading both private and public companies across recruitment, property development, and the football industries. Mark's vision for The Royal Bell has been at the centre of The BELLE Collective's conceptualisation and development of the project for the local community who will enjoy and benefit from the building under Mark's guidance and guardianship for many years to come.

Shelana Investments, a family-run property office led by cousins Jamie Gold and Max Cohen. Their portfolio is rooted in Central London and built on the legacy of their grandfather, Michael Simmons. Michael was the son of Polish immigrants, raised in London's East End. He started with nothing—selling women's dresses out of the back of a van—and built one of the UK's leading fashion businesses through the '80s and '90s. Later, he turned his focus to property. His ambition, taste, and principles shaped the way he did business—and the way he raised his family. He spent most of his life in Chislehurst, always close to the South London streets that made him. So when The Royal Bell came up for sale, it felt personal.





L to R: Max Cohen, Mark Goldberg, Jon Yantin, Jamie Gold

"We bought it in his memory—because like him, it's full of character, history, heart, and above all, it's iconic." says Jamie and Max.

Jon Yantin - A seasoned hospitality professional with over 30 years of experience across hotels, bars, restaurants, and casinos. Jon will lead all aspects of The Royal Bell's operations guiding the management of the building for the benefit of the wider community. Jon specialises in hotel & food and beverage strategies, advising developers and operators across the UK and Europe. Previously, as a founding partner of The ONE Group EMEA, Jon played a pivotal role in securing and developing flagship projects like ME Hotel London, STK, and The Hippodrome across London, Ibiza, Dubai and Milan. Most recently Jon was responsible for the European launch of Virgin Hotels and the launch of Sircle Collection's first London and UK operations.

Together, they've approached this project not just with ambition—but with care. They believe when something means this much to a community, you don't just rebuild it, you bring it back with love.

Speaking about the launch, Mark Goldberg says:

"We are incredibly proud to breathe new life into The Royal Bell. This venue holds deep historic and cultural significance, and we are committed to ensuring it thrives once again as a vibrant destination for our community. We hope to create an experience where heritage and modern hospitality come together in a way that resonates with every guest. We didn't take this on because it made sense on paper. We did it because this place holds something real—for us, and for so many others. It's woven into our own histories. This is our way of making sure it thrives again."



The Royal Bell, 175 High Street Bromley BR1 1NN  
[info@thebellecollective.co.uk](mailto:info@thebellecollective.co.uk)

TRB Property Operations Limited t/a The Royal Bell. Company number: 15861106





## Timeless Heritage, Contemporary Comfort

The Royal Bell's architectural elements have been thoughtfully restored, respecting its historic character, with careful attention to detail, from the majestic Carrara marble staircase to the intricate period cornices. Led by Hampton Design Studio, the team has created a sophisticated yet welcoming atmosphere, ensuring every visit is a memorable experience. It's a space ready for new memories, made by a new generation.

Limited membership applications are now open at [www.theroyalbell.co.uk](http://www.theroyalbell.co.uk) @theroyalbell.bromley

### Editor's Notes

#### ABOUT THE ROYAL BELL

Originally built in 1666, The Royal Bell has been a landmark of hospitality and culture for centuries. Rebuilt in 1898 and granted its Royal status after hosting Queen Victoria's coach service, it has played a key role in Bromley's history. Now, under the stewardship of The Belle Collective, it reopens as a refined yet welcoming members' club, boutique hotel, and social hub, blending heritage with modern luxury.

#### OPENING HOURS:

8:00 AM – 12:00 AM Sunday – Thursday  
8:00 AM – 1:00 AM Friday / Saturday

#### MEMBERSHIP INFORMATION

**Tier One Membership** £165 per month

**Full Membership** £225 per month

**Limited Under-30 Membership** £110 per month

**Day Pass** £40

(All prices include VAT)

**Member Benefits:** Exclusive access to private lounges, co-working spaces, fitness facilities, concierge services and curated social events.

#### PRESS CONTACT:

**Sam Finley** 07540 145969 / [sam@poshcockney.co.uk](mailto:sam@poshcockney.co.uk)



THE  
ROYAL  
BELL

The Royal Bell, 175 High Street Bromley BR1 1NN  
[info@thebellecollective.co.uk](mailto:info@thebellecollective.co.uk)

TRB Property Operations Limited t/a The Royal Bell. Company number: 15861106