

London Pavilion

LOCATION

London, Piccadilly Circus

CLIENT

Criterion Capital

SECTOR

Hotel & Catering

PROJECT TYPE

Refurbishment

ACCREDITED INSTALLER

Tamaris Roofing



Project Overview

Heritage meets renewable energy innovation. Nestled in the heart of London's iconic Piccadilly Circus, the London Pavilion is a landmark Grade II listed building, steeped in history.

When Criterion Capital, the building's owner, embarked on a major renovation to transform the space into a hostel, they also saw an opportunity to make a statement in sustainability, introducing solar PV technology onto the roof of this heritage structure.

For Axter, this project marked a milestone: our first solar PV installation on a Grade II listed building, showcasing our ability to deliver modern energy solutions in complex, heritage settings.

The Challenge

Refurbishing and retrofitting a historic building like the London Pavilion presents unique challenges:

Planning sensitivities: Working within the parameters of a Grade II listing, the design needed to respect the building's aesthetic and ensure minimal visual impact.

Structural constraints: The existing roof, an asphalt system, required an overlay warm felt roofing solution. This meant no penetrative fixing, calling for a ballasted solar PV system.

Logistical complexities: Located in the bustling heart of London, with no crane access, careful coordination was essential. Deliveries were meticulously scheduled to ensure minimal disruption in this high-traffic area.

Design agility: A late-stage design change due to unexpected obstructions on the roof meant the Axter team had to pivot quickly, adjusting the solar PV layout to ensure project continuity.



Axter's Role and approach

What set Axter apart on this project was the value we added through our expertise, flexibility, and problem-solving approach. We delivered a solution that balanced performance with the unique constraints of a heritage site in a complex urban location.

Key contributions included

Roofing and waterproofing expertise: We supplied and supported the installation of the Axter Force® warm roof overlay system, ensuring full compatibility with the existing asphalt roof and providing long-term durability and performance.

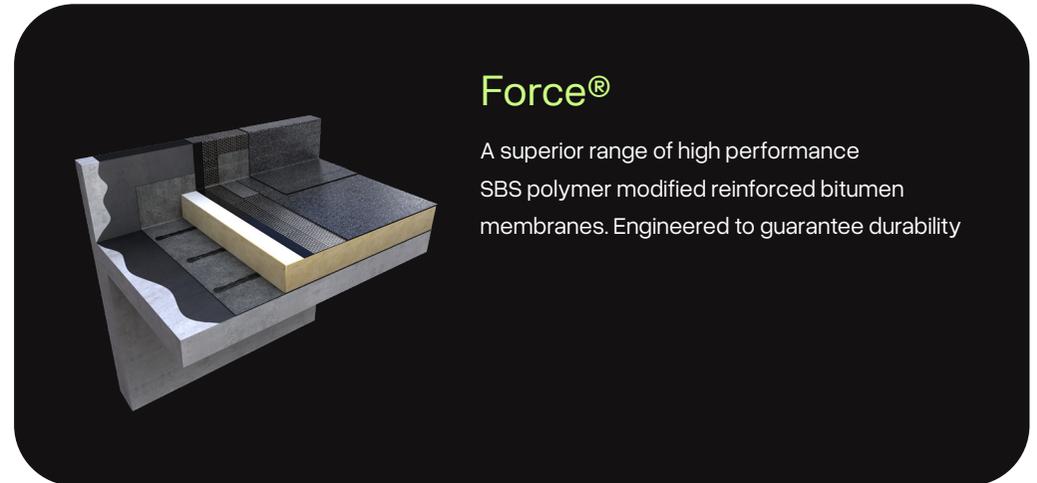
Solar PV System design and delivery: We provided tailored advice on solar PV selection, helping the client move beyond the basic requirement of 70 panels to choose a cost-effective, high-performance system that maximised return on investment. Working closely with our design team and Axter-accredited roofing partners Tamaris Roofing, we delivered a tailored ballasted solar PV system that met performance goals and heritage requirements.

System integration: Our team ensured the PV system integrated effectively with the waterproofing design, delivering a ballasted system that preserved the integrity of the existing asphalt roof.

Logistics and site management: We collaborated on logistics and site access, ensuring materials were packaged and delivered in a way that suited the site's constraints – no crane, no hoist, yet everything was safely transported to the roof.

Agility in the face of challenges: When unexpected obstacles arose, we pivoted quickly, adapting the layout on the day to avoid delays.

Systems in use





The London Pavilion is a statement building in a statement area. It's a privilege to work on a project that shows how we can blend heritage with sustainability. We knew we had to deliver a system that was both high-performance and sensitive to the building's character. This is what we're about at Axter – providing tailored solutions that fit within the unique parameters of every site.”

Luke Rootham

Solar Pv and Green Roof Product Manager, Axter

Outcomes and impact

Pioneering sustainability: The London Pavilion is a blueprint for integrating solar PV into listed heritage settings, providing a compelling example of how modern sustainability goals can be met within conservation constraints.

Environmental gains: The solar PV system achieves a 33.4% self-sufficiency rate and saves an estimated 6,618 kg CO₂ annually, contributing to London's sustainability targets.

Scalable model: This project sets a precedent for future retrofit projects, showcasing how even sensitive, heritage-rich sites can embrace renewable energy solutions.

Delivered to the highest standards

Axter-accredited contractor, Tamaris Roofing, carried out the installations. Axter's accredited installer network ensures projects are completed to the highest standards, on time, and with the long-term reliability our customers expect.

Choosing an Axter-accredited installer means you can trust that the work has been completed by vetted professionals, with full system guarantees providing peace of mind.

The Axter Approach

Quality, reliability, and expert support are at the heart of everything we do. We provide high-quality materials, a dedicated technical team, an accredited installer network, and comprehensive guarantees — ensuring every project is completed with lasting results.





For more information, get in touch with **our experts:**

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