

SIMPLY LONDON



THE COACH GROUPS GUIDE TO LONDON BROUGHT TO YOU BY COACH MONTHLY AND LONDON & PARTNERS

Issue 1

November 2013



COACH
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The Mail On Sunday



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Welcome to London

We are thrilled to be working with *Coach Monthly* magazine on the Simply London supplements which provide you with the very latest information on what's new in London for groups.

London & Partners, the official promotional organisation for London, is committed to working together with the travel trade to encourage visitors to the capital.

The range of accommodation for groups has never been better with choice to suit all budgets, from university accommodation at **Queen Mary, University of London** and **King's College London** to **Jurys Inn** with hotels across London and the fantastic **Melia White House Hotel**, with direct access for coach drop off, a large breakfast area and complimentary WiFi.

Eating out in London has never been more varied - from the interactive dining experience at **inamo st james** to the fantastic live entertainment at **Dover Street Restaurant & Jazz Wine Bar Club** - not forgetting the kids who will love the **Rainforest Cafe** with its unique jungle surroundings!

For those after the capital's cultural offerings, London also boasts three of the five most-visited museums and galleries in the world, namely the **British Museum**, **National Gallery** and **Tate Modern**.

Groups visiting **Shakespeare's Globe** can now combine their visit to the Globe Exhibition & Tour with live demonstrations and take in many other attractions along Bankside for a fun-filled half or full day!

The City of London welcomes groups of all sizes to the Square Mile, where visitors can explore **St Paul's Cathedral**, **Barbican Centre**, **Museum of London**, **Bank of England Museum**, **Tower Bridge** and the **Tower of London**. With coach parking recently being increased, there are now both long and short stay options within the City.

For all sporting fanatics, **The Lord's Tour**, which is fantastic for groups, takes visitors behind the scenes at 'The Home of Cricket'.

Another historic sporting venue is **Twickenham Stadium**, home to England Rugby and the World Rugby Museum - it's the ultimate experience for group visits, giving a unique insight into this magnificent sport, with great group rates, this is one not to be missed.

For the jewellery lovers amongst us, the **Museum of London** has opened a major new exhibition investigating the secrets of the 'Cheapside Hoard - London's Lost Jewels'.

Fresh air is plentiful at the **London Wetland Centre** which offers a fantastic half day group itinerary incorporating admission to the wildlife and nature reserve as well as lunch and afternoon tea. Or for something a little different, why not try **City Academy** which offers Unique Creative Group Experiences in London such as the new tailor-made performing arts workshops for groups, held in some of London's best theatrical venues.

Finally, a trip to London would not be complete without a spot of shopping, and **Westfield London & Westfield Stratford City** can certainly help with that, with over 250 shops and 65 eateries in safe



and stylish surroundings. For groups, Westfield offers a wide range of services from coach parking, pick up/drop off bays and great group rates in its top restaurants.

With new exhibitions and events taking place all the time you will always find the perfect itinerary for your group in London.

For the latest on what's going on in London, go to **www.visitlondon.com/traveltrade**

Enjoy your visit!

Louisa Jackley Senior Marketing Manager, London & Partners
E: ljackley@londonandpartners.com

London & Partners

London & Partners is the official promotional organisation for London. Our company attracts and delivers value to business, students and visitors. London & Partners is a not-for-profit public private partnership, funded by the Mayor of London and a network of commercial partners.

Our remit is to drive leisure and business visitors as well as bidding to secure major events in London, to unlock the city for overseas businesses who want to set up or expand in London and to promote the capital's world class universities to international students.

Our intention is to work in partnership with organisations in London and across the world to deliver our goal - that London is globally recognised as the best big city on earth.

SIMPLY LONDON is brought to you in association with *Coach Monthly* magazine.

Produced by **Expo Management**, Unit 4, Minerva Business Park, Lynch Wood, Peterborough PE2 6FT. Telephone 01733 405730.

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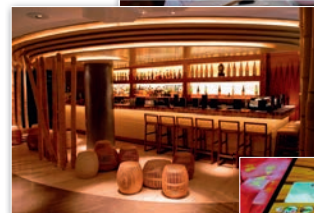


inamo st james is a great location for groups

Take complete control over the private dining experience at inamo st james. Using the world's first interactive ordering system beamed onto every table – guests can order, choose a virtual tablecloth, view the chefs on 'Chef Cam', and much more – all through their table surface! Customise your experience in advance by personalising the images on your tables – feature company branding, or maybe that embarrassing photo of the boss! Choose bespoke menus to appear on the projected table menus; or your selections from the a la carte menu. As Jay Rayner said in the Observer, 'From the interactive menu to delicious sushi, this is Asian fun at your fingertips'. With three private rooms, bar, Japanese Garden area (complete with water features and living wall), and even full venue hire, inamo st james is flexible for many sizes of event – from one to 300 guests; only metres from Piccadilly Circus.

Dine on delicious dishes from the Oriental fusion menu, such as hot stone rib-eye – rich red slices of beef with aromatic thyme, sizzling on a hot black pebble; or choose miso and yuzu salmon – tender fillet of salmon marinated in tangy yuzu & wasabi spiced miso, served on a piquant pickled salad. "A fantastic menu boasts a host of sublime dishes" – Easyjet. Sister restaurant of inamo voted London's best restaurant 2010 by TimeOut London readers.

➤ For further information please contact Gloria the Events Manager on T: 020 7104 2040 or E: gloria.castillo@inamo-restaurant.com
4-12 Regent St, London, SW1Y 4PE



Cigalon brings the fine cuisine of Provence and Corsica to London



Opened by the team behind Michelin starred Club Gascon, Cigalon brings the fine cuisine of Provence and Corsica to London. A lively open kitchen and a greenhouse glass ceiling offer a flourish of entertainment in Cigalon's effortlessly elegant setting. Combining the earthy flavours of the countryside with lighter coastal dishes, the menu provides a great varied choice such as 'Rack of Lamb', 'Salade Niçoise' or 'Line-caught Cod and Aioli', accompanied by delightful wines from the same region. Cigalon has a set menu available at £19.50 for two courses or £24.50 for three courses that can be tailored to your group if required.

After dining, the downstairs cocktail and wine bar, Baranis bar, can welcome your groups, drinks can be enjoyed over a game of petanque in a more laid-back atmosphere. The whole dining room can accommodate up to 68 seated guests while the bar has a capacity of 100 guests. Coaches can park in front of the restaurant after 6pm.

➤ For further information please contact Emmanuelle Galdin on T: 020 7242 8373 or E: e.galdin@clubgascon.com
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Rainforest Cafe - A wild place to shop and eat

Located in the heart of the West End at Piccadilly Circus, Rainforest Cafe is designed as an exotic jungle that recreates the sights and sounds of the Amazon rainforest.

Enjoy great food and drinks in this spectacular restaurant whilst the unique jungle surroundings are brought to life with the help of stunning special effects, including thunder and lightning storms, tropical showers and cascading waterfalls, as well as lifelike, animatronic inhabitants including chattering gorillas, a menacing jaguar, snapping crocodile and of course our trumpeting elephants. Great for all ages, Rainforest Cafe has an extensive menu of American and International cuisine catering for both adults and children. With group menus available for 15+ guests, our 355-capacity restaurant is perfect for a lunch, dinner or pre/post theatre visit to London.

➤ **Contact the dedicated sales team on T: 020 7434 3111 or E: groups@therainforestcafe.co.uk to discuss menus, availability and to book. 20-24 Shaftesbury Ave, London, W1D 7EU**



Dover Street Restaurant & Jazz Wine Bar Club

Dover Street Restaurant & Jazz Wine Bar Club is perfectly suited to both intimate dinners and large parties. With a capacity of 400, three bars and flexible spaces there is also the option for private and semi-private hire. The events team can help organise champagne receptions, special presentations, canapé or buffet parties and three and four course dinners. Our party menus take the stress out of organising an event and are all inclusive of music cover, service and VAT; so there are no hidden costs.

➤ **Please contact E: oliver@doverstreet.co.uk for information on large groups or bespoke events. 8-10 Dover Street, Mayfair, London, W1S 4LQ**



All the glamour of Hollywood...

Planet Hollywood, the world's only dining experience inspired by the glamour of Hollywood, is the perfect venue for group meals and has capacity to accommodate up to 300 people for lunch, dinner or late night dining.

Our Haymarket location is ideal for group lunches as part of their sightseeing itinerary as well as pre and post theatre group dinners, and a range of group menus is offered to cater for all budgets.

Iconic movie memorabilia and props are displayed throughout the five themed areas, with 18 screens featuring up-to-the-minute movie trailers and music videos keeping everyone entertained. Welcome messages are just one of the things we offer as a special touch.

There's also a fully stocked merchandise shop offering a variety of souvenirs, T-shirts and jackets with a 20% discount on any merchandise purchased.

Alternatively, we are happy to build in the cost of merchandise into any group package.

We offer hassle free group dining with our fast and efficient service. Planet Hollywood prides itself on the delivery of quality food and service creating a memorable dining experience.

We also have step-free access and accessible toilet facilities.

➤ **For group sales and information contact us at E: salesuk@planethollywoodintl.com or call T: 020 7024 8455. 57-60 Haymarket, London, SW1Y 4QX**



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Fantastic group accommodation at the Melia White House Hotel

The Melia White House Hotel was built in 1936 and was originally launched as The White House luxury apartments. The hotel's building still preserves its architectural value as a prime example of late 1930s architecture. This 4-star deluxe hotel next to Regent's Park has 581 rooms, 112 apartments, nine meeting rooms, two restaurants and a bar with a terrace; a fitness centre and an executive lounge. This recently refurbished hotel has great facilities to host groups as it has direct access for coach drop off, a large breakfast area and complimentary WiFi. The hotel also has a designated area for group check-in via their hospitality desk. The multilingual staff are always willing and able to help international guests.

The Melia White House hotel benefits from a prime central London location in a prestigious area in Regent's Park within close proximity of London's main attractions. Oxford and Regent Street, Madame Tussauds, Marylebone High Street, The British Museum and the famous Camden Town are all within walking distance. Other main attractions such as Buckingham Palace, Westminster Abbey and The Houses of Parliament, are a short ride away by taxi or public transport.

➤ For more information please contact Christopher Drew on T: 020 7391 3000 or E: events.mwh@melia.com Albany Street, Regent's Park, London, NW1 3UP



Individual & group accommodation at Queen Mary, University of London



Individual & Group Accommodation QM is the accommodation brand of Queen Mary, University of London located in vibrant east London – zone 2 – one mile from the Queen Elizabeth Olympic Park, Canary Wharf and the City of London. The accommodation is located in a village style layout bordering Regent's Canal – featuring a 24-hour reception, laundry and eating facilities providing the ideal base for groups visiting London. There are more than 1,000 single ensuite rooms alongside 100 twin rooms all with private bathroom facilities grouped in flats of 4-6 bedrooms, with a communal space to relax in each flat. There are also 400 single standard rooms sharing bathroom facilities, offering facilities to suit all budgets. All rooms are available between mid June and mid September each year and have received a 3-star campus grading from Visit England. Groups are offered the opportunity to stay on a bed and breakfast, half board or even full board basis if desired, with rates adapting according to the overall stay.

➤ To discover more about Individual & Group Accommodation QM contact us on T: 020 7882 8175 or E: groups@qmaccommodation.co.uk For all summer 2014 bookings made on or before 28th February 2014 and confirmed we are offering a 5% discount from our published 2014 rates when you quote reference FEB14. Queen Mary, University of London, Mile End Road, London, E1 4NS

Stay at atmospheric King's College London

King's College London is one of the capital's most esteemed universities and offers summer guest accommodation to the general public from late June to mid September each year at a great range of central and suburban London locations. With over 2,000 guest rooms in London we offer locations at Waterloo, London Bridge, Southwark and even leafy Hampstead. With rates from as little as £32 we are an ideal option for the cost conscious group planning a trip to the Capital. Two of our residences, Stamford Street Apartments (Waterloo) and Great Dover Street Apartments (London Bridge), were recently awarded a 3-star campus rating from Visit Britain and provide modern ensuite accommodation near the vibrant South Bank. Our more



traditional residence at Hampstead (Zone 2) set in a leafy suburb offers standard accommodation and is ideally suited to those looking to escape the hustle and bustle of the city while still offering easy access to central London. With our central locations and availability of space we offer group organisers a variety of options and can provide packages to include event space for banqueting, conferences and events. Our Stamford Street Apartments prove a particularly popular choice being adjacent to

Waterloo Bridge and a short walk from Convent Garden and the theatre district. Great Dover Street is only a 10-minute walk from the world famous Borough market and London's latest attraction the Shard.

➤ For further information on the spaces available please contact E: stopover@kcl.ac.uk www.kingsvenues.com

‘Exceptional’ mid-range hotels

Jurys Inn offers well located, mid market hotels, both in central and surrounding areas of London. As a Jurys Inn guest, you’re sure of a warm welcome and a hotel with excellent facilities, great value and a central location. Jurys Inn has a choice of five locations in London; Islington, Chelsea, Watford, Heathrow and Croydon. All bedrooms can accommodate up to three adults or two adults and two children sharing and include large comfortable bed and spacious bathroom with toiletries as well as air-conditioning, Wi-Fi, flat screen TV with freeview, hairdryer and tea/coffee refreshment tray. Relax in our stylish bar, contemporary restaurant or grab a coffee from our Costa coffee bar. For groups, we offer full hot and cold buffet breakfast for all guests. Group meals also available from £15 per person for a three-course, three-choice menu. We pride ourselves on our committed, well trained teams. All employees including the CEO have been through our customer training programme to be exceptional. Jurys Inn has a dedicated Groups Sales team that is happy to discuss your requirements and outline our extensive offering for Groups.



➤ **Jurys Inn London Chelsea. T: 020 7411 2232 – E: cei_reservations@jurysinns.com**
Jurys Inn London Croydon. T: 0845 300 0165 – E: croydongroups@jurysinns.com
Jurys Inn London Heathrow. T: 020 8266 4664 – E: hwi_reservations@jurysinns.com
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Spacious, quality apartments



Marlin Apartments is London’s largest owner-operator of serviced apartments providing more than 700 spacious, quality apartments across six central locations. With more than 10 years’ experience welcoming business and leisure groups from around the globe, each of our locations is within five minutes’ walk to transport links to the rest of the city with convenient coach drop-off areas. Building locations include Empire Square near London Bridge, Aldgate, Queen Street in St Pauls, Limehouse and Canary Wharf for the Docklands and ExCel and Stratford, opposite the Queen Elizabeth Olympic Park. As owner-operators, travellers can be assured of a consistently high standard irrespective of building location.

Our modern apartments are some of the most spacious in the industry with fully equipped kitchens, in-apartment entertainment including DVDs, Freeview and free Wi-Fi throughout. One or two bedroom apartments are available with flexible bedding configuration options including additional sofa bed or z-bed options, ideal for families and small groups. All buildings have a 24-hour on-site concierge, CCTV and secure entry. Marlin can deliver a range of tailored group options.

➤ **Our apartments are bookable via GDS and our dedicated team welcomes your enquiries.**
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E: sales@marlinapartments.com
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The City of London

The City of London has been welcoming the world since AD50 and is home to some of London's most famous attractions and iconic architecture. Within the City, also known as the Square Mile, you will find St Paul's Cathedral, Europe's largest multi-arts centre - Barbican Centre, Museum of London, Bank of England Museum, Tower Bridge and the Tower of

London. The City also has a wealth of bars, restaurants and retail outlets all within easy access of major attractions. Coach parking in the City has recently been increased and there are both long and short stay options within the City including a 24-hour 365 days per year coach park at Tower Hill, located just next to the Tower of London. On-street parking bays are located at Angel Street (for St Paul's Cathedral), Fore Street (for Barbican Centre), St Martin's Le Grand (for St Paul's) and Queen Victoria Street (for the southern part of the City and easy public transport access to the West End).



➤ **To learn more about the City go to www.visitthecity.co.uk**

The Lord's Tour takes you behind the scenes at 'The Home of Cricket'



You will be guided by an expert guide taking in the Pavilion and legendary Long Room. Here it is easy to imagine yourself striding out to bat at a Test Match like so many legends of the game before you. Following in the footsteps of the greats to the Dressing Rooms, housing the famous 'honours boards', you will have the chance to sit on the seats usually occupied by the England and visiting Test teams, open the balcony doors, and experience the players' view of the Ground. In the MCC Museum, home to the Ashes Urn and over 400 years of cricket history, we explore the treasure house of Lord's - The Home of Cricket. Including a new exhibition in partnership with J.P.Morgan, entitled "Cricket's Crown Jewels". Part One will highlight the literary gems within the collection. Around the Ground we take in the magical atmosphere of Lord's and the award winning architecture of the J.P. Morgan Media Centre. Inside this futuristic building you will see where Sky Sports, Test Match Special and the written press report on the game. Group rates on application. Educational tours. 1 teacher free with every 10 children/students. Blue Badge Guides / Tour Leaders / Coach Drivers are free with their group. Tours can be tailored to suit each individual group.

➤ **For further information T: 020 7616 8595 or E: tours@mcc.org.uk MCC, Lord's Cricket Ground, London, NW8 8QN**

Museum of London: The Cheapside Hoard: London's lost jewels

The Museum of London's major new exhibition investigates the secrets of the Cheapside Hoard. This extraordinary and priceless treasure of late 16th and early 17th century jewels and gemstones – displayed in its entirety for the first time in over 100 years – was discovered in 1912, buried in a cellar on Cheapside in the City of London. The exhibition showcases the wealth of insights the Hoard offers on Elizabethan and Jacobean London and explores the mysteries that remain: who owned the Hoard, when and why was it hidden, and why was it never reclaimed? Group rate £7.20 per person. Add to your experience with exclusive talks for groups (£10 per person for groups of 20 or more or a £200 flat fee for groups of less than 20).



Unearthing the Cheapside Hoard:

Learn how this priceless cache of jewels and gemstones was discovered, and what the jewels say about London's role in the jewellery trade with this talk from exhibition curator Hazel Forsyth.

Caring for the Cheapside Hoard:

Discover how our conservators care for priceless pieces of jewellery in the collection and our latest exhibition.

➤ **For more information or to book call us on T: 020 7001 9844 or visit www.museumoflondon.org.uk/groups**



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See Shakespeare's London

Shakespeare's Globe is a faithful reconstruction of the open-air playhouse first built in 1599, where Shakespeare worked and for which he wrote many of his greatest plays. The reconstructed Globe opened in 1997. Founded by pioneering American actor and director Sam Wanamaker, Shakespeare's Globe is a unique international resource dedicated to the exploration of Shakespeare's work and the playhouse for which he wrote and welcomes groups all year round. Based under the Globe Theatre, our engaging and informative Exhibition explores the life of Shakespeare, the London where he lived, and the theatre for which he wrote. A fascinating guided tour inside the theatre reveals the story of its reconstruction and gives an exciting insight into the working life of the Globe. Exhibition and Tour tickets include a 30-40 minute guided tour of the theatre and all-day access to the Exhibition with a complimentary audioguide. Groups can also combine their visit to the Globe Exhibition & Tour with live demonstrations and one of many attractions along Bankside for a fun-filled half day or full day – an unforgettable experience! Shakespeare's Globe offers a dedicated group booking service offering group rates for groups of 15+, with one free ticket in every 16.



➤ For further information contact us E: exhibition@shakespearesglobe.com or call T: 020 7902 1500. 21 New Globe Walk, London, SE1 9DT

The home of England rugby



There is nowhere in England more important to rugby union than Twickenham Stadium. Home to England Rugby and the World Rugby Museum, this is the ultimate experience for group visits giving a unique insight into this magnificent sport. Discover why people love rugby, from the grassroots game to the elite sport,



and get the stories behind some of the greatest players, matches and tries - with a little humour thrown in. Take up the challenge in the new Play Rugby interactive area by testing your skills including speed, strength and kicking prowess, to find out "What Kind of Rugby Player Are You?" Our guided tour gives access to some of the most exclusive parts of the Stadium.



Have a seat in the England dressing room, absorb the atmosphere in the royal box and imagine the roar of the crowd as you run out of the players' tunnel. What's new: a new look museum opened in October and as Twickenham upgrades for Rugby World Cup 2015 there are new tunnel, medical and dressing room facilities to explore. Groups of 15 plus get a 10% discount, free coach/car parking and flexible tour times.

➤ Call T: 020 88928877 for further information. World Rugby Museum, Twickenham Stadium, Rugby Road, Twickenham, Middlesex, TW1 1DZ

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WWT London Wetland Centre was voted the UK's Favourite Nature Reserve by readers of *Countryfile* magazine and it's easy to see why. It offers close views of nature, especially wetland birds, and a wide variety of wetland habitats to explore (although you won't need your wellies!). There is also a collection of beautiful water birds from around the world kept for conservation purposes and a family of otters. Green fingered visitors will enjoy a gentle stroll through our gorgeous gardens. We have an excellent visitor centre for all your group's needs with a the Water's Edge Cafe, a gift shop and the Observatory which has panoramic views across the main lake with the London skyline as a backdrop. The majority of the paths are tarmac so are easily accessible and there are plenty of benches for you to sit and relax. Even our three storey hide with views across the entire reserve has a lift. The centre is easily accessible from central London and beyond, with public transport links direct and free onsite car/coach parking.

Benefits for groups:

- Reduced admission prices for groups of 12 or more
- A complimentary ticket for the group organiser
- Free pre-visit on request for the group organiser
- Free coach parking (please ensure engine is switched off when coach is stationary).
- Guided tours available, tailored to your group's requirements (fee applies).

Please note that all benefits except reduced admission only apply if you book up to two weeks in advance.

Group admission prices 2013:

The following discounted rates apply to groups of 12 paying visitors or more:

- Adult: £9.75
- Concession: £7.40 (over 65 years, full-time students, unemployed)
- Child: £5.50 (4 - 16 years)

➤ **E: info.london@wwt.org.uk Queen Elizabeth's Walk, Barnes, London, SW13 9WT**



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To cater for your groups, we offer a wide range of services from coach parking, pick up/drop off bays, group rates in our top restaurants, and a meet and greet service by our concierge team. Westfield looks forward to welcoming you.

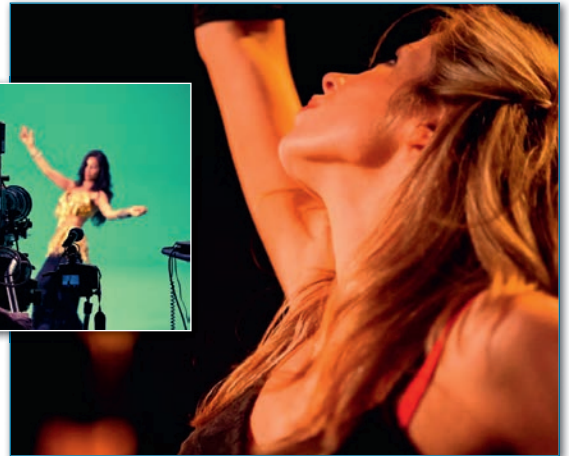
➤ **Please contact Gwyn Davis for more information at E: gwyn.davis@westfield-uk.com**





City Academy – Unique creative group experiences in London

Let your visit to London be one to remember with one of our exciting group packages. City Academy is the leading London based performing and creative arts academy. With a wealth of expertise in designing fun and engaging classes to suit any interest, we now offer tailor-made performing arts experiences for groups and tour parties coming to London. These unique experiences are held in some of London's most prestigious West End venues, including the Royal Opera House, Sadler's Wells Theatre and Soho Theatre. All of our tutors are experienced professionals from Theatre, Film, TV and the Arts industries. Whatever your group's size and requirements, City Academy's packages can be designed to perfectly complement any visit to London.



➤ Please contact Mike Ward at E: mike@city-academy.com or T: 020 7042 8833. 51-53 Mount Pleasant, London, WC1X 0AE

Choose your London Bridge Experience - the ultimate horror in London!

The London Bridge Experience and London Tombs is the scariest attraction in London, where it is Halloween every day of the year! Embark on a history lesson into the city's grimy and haunting past, which includes seeing the great fire of London and watching the Queen Boudicca thwart the Romans, before descending into the gothic tunnels under the bridge in the Screemie Award-winning horror that is London Tombs.



Formerly a plague pit, the London Tombs will excite you, scare you, make your pulse race and your throat sore from screaming! It's a thrilling journey that uses the latest in Hollywood style wizardry and hilarious live actors. Come and see the show that has had audiences screaming.

For those less brave the Guardian Angel tour is advised (for under 11's). Our special guides will accompany younger timid visitors around the tombs to protect them from anything too frightening.

Come and face your fears, whether its clowns that make your blood run cold or confined spaces that make your hairs stand on end.

➤ Call us now to book your tour 08000 434 666. 2-4 Tooley St, London Bridge, London, SE1 2SY

Take a guided tour of UK's democracy

Guided tours of the Houses of Parliament offer visitors a unique combination of history, politics, art and architecture. Most of what is seen on the tour was built in the mid 19th Century following a devastating fire in 1834, but the route also incorporates Westminster Hall, begun in 1097 by William Rufus, son of William the Conqueror.



The tours start by following the route taken by The Queen at the State Opening of Parliament into the majestic Lords Chamber. Tours then move on through Central Lobby, Members' Lobby and one of the voting lobbies before entering the Commons Chamber, scene of many lively debates. Passing through St Stephen's Hall, the tours end in 900 year old Westminster Hall, a place where many historic trials have taken place.

Guided tours take place most Saturdays year round, and for the first time this year will also take place on selected weekdays over the Christmas recess. The tours are led by highly knowledgeable Blue Badge Guides and are also conducted in Spanish, Italian, French, German and Russian. Group rates, offering savings of up to 45%, are available for groups of 10 or more if booked in advance.

➤ Visit www.parliament.uk/visiting for further information



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THE HARMONY

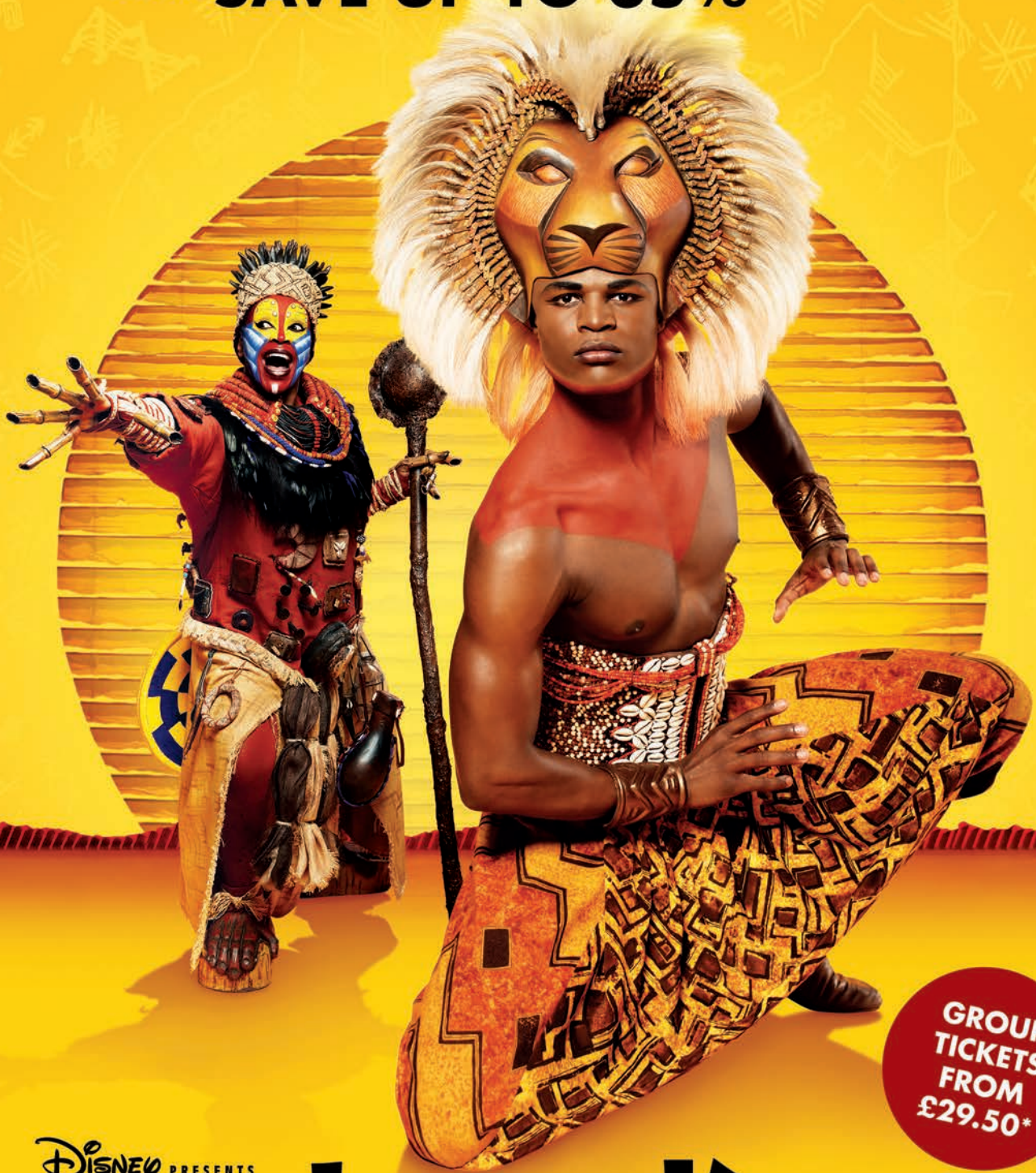


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