

# SIMPLY LONDON



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

Issue 2

January 2014



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# Explore more in 2014

**W**elcome to the January Simply London supplement providing you with the very latest information on what's new in London for groups. In this issue we explore some great new experiences you may not have even considered before.

**The Museum of London Docklands** is a tale of the world's greatest trading city and with free entry you can complement your visit with a fantastic guided tour and indulge in modern British cooking at **Rum & Sugar**.

Another tale brought to life is the fascinating filmmaking secrets at **Warner Bros. Studio Tour London – The Making of Harry Potter**. Groups will love walking behind the scenes and learning how the best-selling book series in history became an eight-part film series by Warner Bros. Pictures, the highest-grossing film series of all time!

There are some great offers available for groups such as the **Design Museum**. Set in the historic area of London docks on the southside of the river Thames, the museum now has a special group rate of £10 per adult for groups of ten or more, so no reason not to explore the wonders of the world of design..

Come within a whisker of nature's most breathtaking predator at Tiger Territory at **ZSL London Zoo** or see London a different way with **Fat Tire Bike Tours** cycling through London. Experience the brilliant open top bus 'See London By Night' tour or explore by foot with **Talk-Tourism** providing great days out in the capital using their multilingual tour guides.

Feeling energetic? Then why not experience a private theatrical workshop just for your group with **The Theatre Workout**? Learn song and dance routines from some of London's top shows or perhaps enjoy London's oldest and most prestigious orchestra, **London Symphony Orchestra**.

We have some tantalising restaurants for you in this issue with **Tuttons** in Covent Garden established over 30 years ago and **MASH**, a sophisticated modern American steak house which opened in 2012. Both serving up hearty dishes in fantastic central locations.

There is a range of accommodation including the **Hillspring Lodge Boutique Hostel** offering reasonably priced accommodation to school groups to the **Ibis Styles London ExCel** offering great coach parking and excellent access to the Emirates Air Line (Cable Car), The O<sub>2</sub> and the Queen Elizabeth Olympic Park. **The Nadler Kensington hotel** is the ideal choice for groups delivering four star rooms, with five star service, at three star prices.



And if that isn't enough for you after you've explored all that the city has to offer, **Vinopolis Wine Tasting Experience** is also offering groups of ten or more upgraded tickets to discover new favourites with over 100 wines, spirits and Champagne to taste!

With the great success of 2013, it looks to be another bumper year in 2014, so don't miss out – book your next London trip now!

**Louisa Jackley** Senior Marketing Manager, London & Partners  
E: [ljackley@londonandpartners.com](mailto:ljackley@londonandpartners.com)  
[www.londonpartners.com/travel-trade](http://www.londonpartners.com/travel-trade)

## 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.

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# Museum of London Docklands - A tale of the world's greatest trading city

**T**he history of the capital wouldn't be complete without the astonishing story of London's first port. Housed in a beautiful, Grade I listed former warehouse overlooking the quayside, the Museum of London Docklands reveals stories of trade, migration and commerce through a wealth of fascinating objects. See giant whale bones and model ships alongside original World War II air raid shelters, plus our award-winning London, Sugar & Slavery gallery and Sailortown, an evocative recreation of 19th century riverside London. Entry to the Museum of London Docklands is free. Complement your visit with one of our guided tours or exclusive talks including the 'Museum highlights tour', 'An introduction to London's docks' or 'London and the slave trade'. Whether you are after a whistle-stop tour of the museum or a more in-depth introduction to London, our events are sure to inspire your curiosity. You can also indulge in modern British cooking with our catering options, including a set lunch menu at Rum & Sugar, or grab a coffee and cake in the entrance hall café.



➤ For more information or to book visit [www.museumoflondon.org.uk/groups](http://www.museumoflondon.org.uk/groups) or call 020 7001 9844. 1 Warehouse, West India Quay, London, E14 4AL

# Uncover filmmaking secrets at Warner Bros. Studio Tour London - The Making of Harry Potter



**W**arner Bros. Studio Tour London – The Making of Harry Potter offers the ultimate opportunity for groups to step on to authentic sets, discover the magic behind spellbinding special effects and explore behind-the-scenes secrets of the Harry Potter film series. Visitors are invited to tread the flagstones of Hogwarts' iconic Great Hall, wander down Diagon Alley, taste Butterbeer and experience green screen technology as they fly a broomstick like a member of the cast. The Studio Tour showcases the incredible British talent, imagination and artistry that went into making the impossible a reality on screen and allows visitors to relive the magic through the eyes of the filmmakers who brought to life the most successful film series of all time. Tickets must be pre-booked and complimentary tickets are available for coach drivers; as well as free on-site parking and a dedicated and fully-equipped coach driver room. The attraction is located just north of London at the studios where all eight films were produced.

➤ For more information about group bookings or to book with one of our approved ticket distributors, please email [trade@wbstudiotour.co.uk](mailto:trade@wbstudiotour.co.uk) Studio Tour Drive, Aerodrome Way, Leavesden, Elton Way, WD25 7LS

# Designing the future

**T**he Design Museum offers a fantastic opportunity for groups to find out more about design from the last hundred years and explore where it might be headed. Set in the historic area of London docks on the southside of the river Thames, this fascinating museum has showcased the best in design to over five million visitors in the last 25 years. Arranged over two floors, the exhibitions at the museum showcase design classics such as the telephone box and Anglepoise lamp alongside cutting edge design from up-and-coming designers. On the ground floor is the ever popular Design Museum Shop selling a carefully sourced range of gifts, homewares, books and toys. Alongside the shop is a café that overlooks the Thames with fantastic views of Tower Bridge. The café offers a range of drinks, snacks and light refreshments. From 1 January 2014 normal entry to the museum is £12.40 for adults. There is a special group rate of £10 per adult for groups of 10 or more, with the tour guide or group leader getting in for free (and a free tea for coach drivers!). Special tours of the museum can be booked in advance.



➤ For more information please contact 020 7940 8783 or email [ticket@designmuseum.org](mailto:ticket@designmuseum.org) 28 Shad Thames, London, SE1 2YD

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# LONDON FOR GROUPS

Book your London packages for groups with ICT and take advantage of our extensive knowledge and relationships with hotels, attractions and theatre agents in and around London.

## London Theatre Breaks

We offer extra flexibility, reliability and value you need when booking London theatre packages for your groups, including 1 month option on tickets held, any unsold tickets fully refunded up to 6 weeks prior to the show date, plus a host of discounts and special offers available.



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## Themed Breaks

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### London Deluxe Hotel Breaks

- 5\* Radisson Blu Edwardian Grafton - 15 & 29 Aug, 19 Dec 2014
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Call now to book or to request your copy of the ICT Group Travel Planner 2014 - 2015

London **020 7538 4627**  
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[www.coachandgrouptravel.com](http://www.coachandgrouptravel.com)



Prices are per person sharing a double / twin room, based on a group of minimum 30 people, subject to availability, booking terms and conditions.

# Love wine? Love Vinopolis

**B**ook the Vinopolis Wine Tasting Experience for 10+ people to receive upgraded tickets and the organiser goes free! If you love wine, you'll love Vinopolis! Set beneath the stunning arches of a Victorian viaduct, in the heart of the vibrant Bankside area, London's premier wine tasting experience and visitor attraction is devoted to food, wine and spirits. Explore flavours with your friends, chat to our experts and discover new favourites with over 100 wines, spirits and Champagne to taste at your leisure. Large group? No problem! Book tickets for the Wine Tasting Experience for 10 or more people to not only receive a discounted ticket rate, but an upgrade\* to the Classic experience and a free ticket for the organiser too. Tickets are available at £20 per person and include 12 tokens to spend on the experience. Whether packaged up with other London landmarks or the highlight of the trip, Vinopolis really makes for a unique afternoon or evening in the capital. \*Upgrade not available on Saturdays.



➤ To book, call 020 7940 8300 or email [sales@vinopolis.co.uk](mailto:sales@vinopolis.co.uk) 1 Bank End, London, SE1 9BU

# See nature's most breathtaking predator at ZSL London Zoo



**Z**SL London Zoo has been welcoming groups of all ages since it opened to the public in 1847. The newest enclosure is Tiger Territory.

Wide windows with lush foliage bring you right into the heart of the tigers' domain. Separated by a single pane of glass you will watch... and be watched. But there is more in store for groups. Daily events take place on site for visitors, including a selection of keeper talks, animal feeds and animal demonstrations.

Come face to face with a whole host of animals at the Amphitheatre with Animal in Action or watch our penguins feed in England's biggest penguin pool with Penguin Beach Live! Coach drivers accompanying a group to ZSL London Zoo are eligible for free entry to the zoo and a meal voucher.

If you can book in more than 100 people to visit ZSL London Zoo or ZSL Whipsnade Zoo in a year – that's just two coach loads! – your company is eligible to apply for our credit account scheme, which includes free coach parking among other benefits.

➤ For more information email [trade@zsl.org](mailto:trade@zsl.org)  
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# Going to the theatre? Then Tutton's is for you

**T**uttons is arguably one of the most famous and long standing restaurants in Covent Garden having been open for over 30 years. Located on the east side of the historic piazza, overlooking the hustle and bustle of one of the most unique markets in London, it is rare to find another restaurant that possesses the same character.

Offering a quintessentially British menu, focusing on seasonal dishes from Great British suppliers, Tuttons boasts traditional meals which showcase the variety and quality of the UK's food, from breakfast through to the evening a la carte menu. Our private dining rooms, created from the old wine cellars, are fantastic spaces for groups who are planning a party or more formal occasion, we accept a range of group sizes and can cater for special dietary requirements.

Enjoy a choice of three course menus and as one of our exclusive diners, you can expect the very highest level of professionalism, efficiency and personalised service. If you are going to see a show in the West End, Tuttons competitively priced pre and post theatre dining menus are a great option. Pre and post theatre groups can also take advantage of our private dining rooms on this menu.

➤ Please contact [talar.bogosityan@cgrestartaurants.com](mailto:talar.bogosityan@cgrestartaurants.com) or call 0844 371 2550 for further information. 11-12 Russell St, London, WC2B 5HZ



## MASH

**M**ASH is a sophisticated modern American steak house combining exceptional produce with a twist of its on-trend Scandinavian roots. Danish steak house MASH (Modern American Steak House) launched its very first restaurant outside of its native Denmark on 3 November 2012. Housed on Brewer Street, near Piccadilly, MASH London is a 350 cover restaurant and bar with a strong focus on excellent steak, served alongside a well thought out and varied wine list.

The restaurant boasts one of the largest private dining areas in London, which can accommodate up to 100 people for a sit down event. The restaurant also has a large space, in front of their impressive American wine cellar, accommodating up to 50 people, plus semi-private dining and private dining areas with similar capacities. Two Michelin-starred head chef Francis Cardenau and his team offer a choice of three Danish steaks, dry-aged for up to 70 days in a traditional process. The complete menu also includes corn-fed beef from America, 'Kobe-style' beef from Australia and specially selected Uruguayan meats. MASH offers three group dining menus and a vegetarian menu.

Award-winning sommelier Christian Thorsholt Jacobsen, has compiled



a uniquely American-led wine list which boasts MASH's very own 2011 house Syrah, No Bull, created exclusively by Charles Smith Wines to complement the dishes on offer.

➤ For all Group bookings please contact the MASH team on: 020 7734 2608 or email [info@mashsteak.co.uk](mailto:info@mashsteak.co.uk) 77 Brewer Street, London, W1F 9ZN

# Walking (or biking) tour's of London

**F**at Tire Bike Tours and Classic Walks & Tastes of London have a variety of group tours (not just bicycle but also walking) that are suited to clients, young and old! Why not enjoy their "West End Beer Tasting Pub Tour"? A very easy walking tour (just shy of 1 mile) that includes 5 different pubs taking you through London's West End including Trafalgar Square, Covent Garden, Theatreland & Seven Dials. A great option for before dinner or before catching a show, this tour will leave you with a native Londoner's knowledge of the off the beaten track spots that are London's real heart.

Another tour option is their new "exclusively for groups" tour that covers Westminster, Parliament and a private cruise on the Thames. This half day walking tour includes a private tour inside the House of Parliament, audio tour of Westminster and a two-hour guided river cruise on the Thames to Greenwich and back (40 to 100 guests).

➤ **Contact Sebastien for more information and private tour prices: [sebastien@fattirebiketours.com](mailto:sebastien@fattirebiketours.com). 36-38 Queensway, London W2 3RX**



# See London by night

**S**ee London By Night can not only show you the famous London landmarks during the night but can also show you them during the day through our Private Hire program. If your company would like to treat its clients or staff to a day out on an open top bus, or you work for a school and would like your pupils to see and learn about the historic sites that London has to offer, or if you need transport for your wedding party, why not show off the bride and groom on top of an open top bus? Whatever your



request may be, with our professional service and competitive rates, you will not be disappointed. If you would like to use our open top bus for private use for yourself and your guests then please feel free to contact us.

➤ **Email [info@seelondonbynight.com](mailto:info@seelondonbynight.com) or call 020 7183 4744 for further details**

# Fancy a theatre Workout?



**I**f theatre is your reason for visiting London, why not experience more with a private theatrical workshop just for your group? Whatever your age, ability or background, theatre workshops are great fun and an ideal way for groups to share a unique theatre experience! Your workshop will be led by Theatre Workout, the market leader for workshops in London's West End. Theatre Workout offer exclusive programmes developed in partnership with major West End shows including *Dirty Dancing*, *The 39 Steps*, *Disney's The Lion King* and *Wicked*, not to mention a vast range of bespoke programmes on all aspects of theatre and performance including acting, Shakespeare, musical theatre and stage combat! So, learn song and dance routines from the show of your choice, stage some Shakespeare or just enjoy an entertaining drama class led by Theatre Workout's professional performers. Bespoke workshops start at just £12.50 per person. Prices subject to group size, advance bookings only.

➤ **For further information contact Adam Milford or Kim Sheard at [enquiries@theatreworkout.com](mailto:enquiries@theatreworkout.com) or call 020 8144 2290**



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# Experience the London Symphony Orchestra

**T**he London Symphony Orchestra, the capital's oldest and most prestigious orchestra, performs over 50 classical concerts each year at London's iconic Barbican Centre.

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➤ For more information or to request a brochure, contact LSO Groups Rep Fiona Dinsdale – [fiona.dinsdale@lso.co.uk](mailto:fiona.dinsdale@lso.co.uk) or call 020 7382 2522. 6th Floor, Barbican Centre, Silk Street, London, EC2Y 8DS

## Reliving the golden age on the Venice Simplon - Orient Express

**O**n the Venice Simplon-Orient Express, our staff can provide everything you need to set the perfect tone for your journey, while chefs prepare the most delicious lunches and dinners from the freshest ingredients available. These trains create lifelong memories.

**British Pullman:** In the 1920's and 30's Pullman was the last word in luxury, the epitome of style and elegance, an exclusive world reserved for the privileged few. Today, their umber and cream liveries restored, the Pullman carriages that formed the Bournemouth Belle, the Brighton Belle and the legendary Golden Arrow now make up the British Pullman. It is a unique and historic train that takes the 21st century traveller on luxurious day trips into an elegant past, with the spectacle of the British countryside as the backdrop.

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Each meal is accompanied by the finest wines and Champagnes selected by our sommelier. Additional drinks can also be provided, from



traditional cocktails to rare cognacs. For an unforgettable staff incentive or party, consider a photographer, magician or murder mystery scenario. For business functions, make an impression with customized menus incorporating your company's logo and a special welcome message. To complete your event we also offer exclusive mementos for groups, including ticket wallets, photo frames and travel journals. Relive the golden age of railway travel as you journey through the beautiful landscapes of Great Britain.

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

## Great days out with Talk-Tourism


**T**alk-Tourism provides own branded great days out in the capital, creating bespoke events using their multilingual tour managers/tour guides. Packages can include: transport, restaurants, accommodation and entry to events. Talk-Tourism provides exceptional knowledge and attention to detail to create the very best London days out, walks, talks, tours plus theatre and educational trips. Choose from the great palaces, buildings and cathedrals of London and the Olympic Park and Greenwich in the east. Visit places not always open to the public. Talk-Tourism makes it easy to work



together by providing quotations that have a guaranteed customer price per person, event literature that can be personalised for clients and customers, itineraries with timings including coach pick up/drop off points, maps and coach parking options, support manager for each event and added value to your London events.

➤ For further information please contact 020 3137 1109 or email [enquiries@talk-tourism.co.uk](mailto:enquiries@talk-tourism.co.uk). Stratford Advice Arcade, 107-109 The Grove, London, E15 1HP

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# Hillspring Lodge: Perfect for schools

**H**illspring Lodge Boutique Hostel offers reasonably priced accommodation to school groups wishing to visit London on a limited budget. Located in a leafy area of north London with excellent transport links, both the Jubilee Line and the Overground are within walking distance, as well as 24-hour buses to the heart of London right on our doorstep. The building is set-up with electronic key-access and CCTV throughout, to guarantee a safe environment for organisers of school age children travel. This property has ample off-street coach parking, as well as a selection of meal packages that cater for most diet preferences. Our stylish rooms and common areas were designed with the needs of modern travellers in mind, offering complimentary breakfast and Wi-Fi, onsite restaurant, launderette and tour desk, among other amenities. Plus the added bonus of training spaces, which can be hired on flexible terms, depending on the requirements of your group. All these provided within spotless surroundings. Our hostel has won several awards since its inception, including "Best Customer Service" by the British Educational Travel Association. Hillspring Lodge will be running a promotion for *Coach Monthly* readers, simply quote Coach@Hillspring to receive 20% off on your group booking between January 2014 and February 2015.



➤ For further information please contact [groups@palmerslodge.co.uk](mailto:groups@palmerslodge.co.uk) or call 020 7099 24 35. Hillspring, 233 Willesden Lane, London, NW2 5RP

# Ibis Styles in London's newest hotspot

**A** premium economy three star hotel, Ibis Styles London ExCel has 302 newly refurbished bedrooms and located in zone 3 just outside the congestion zone by ExCel, with easy access from the M25. Coach parking is available opposite at the ExCel Centre. The hotel has been completely refurbished and now features a new reception, lounge and breakfast room. The rooms now feature new flat screen TV's, new Sweet Beds and a smart and fresh décor. Free Wi-Fi is available throughout the whole hotel. Boasting four eateries from a new breakfast room for a buffet breakfast to a new coffee shop on the ground floor for snacks and coffees, A La Carte



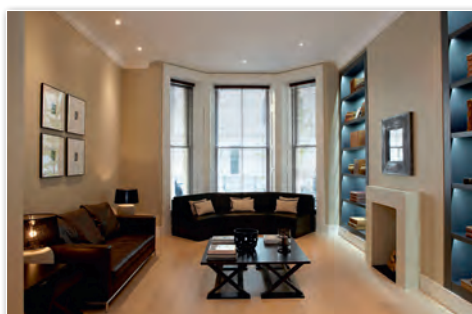
dining is available in the Steak & Grill Restaurant with our traditional English Pub, the Pub & Kitchen, located on the ground floor offering a relaxed and friendly environment.

In the immediate area is the new Emirates Air Line (Cable Car), the O2 and from 2014 onwards, the QE II Park (Olympic Park) being just 10 minutes away. We are 'groups' friendly with plenty of luggage storage and can offer a selection of group menus, a choice of twin and double rooms and some interconnecting rooms for family stays.

➤ For further information please contact [H8712-sl@accor.com](mailto:H8712-sl@accor.com) 272-283 Victoria Dock Rd, London, E16 3BY

# More than a room: The Nadler Kensington

**T**he Nadler Kensington was created for today's value and design conscious guests. By editing out unnecessary extras and with a concerted focus on service, The Nadler Kensington is the ideal choice for groups. The hotel which has just undergone a refurbishment is all about delivering four star rooms, with five star service, at three star prices. All rooms are equipped with state of the art amenities making them perfect either for longer or shorter stays. Facilities include luxury en-suite rooms with a mini kitchenette, complete with a microwave,



refrigerator and kettle, complimentary Wi-Fi, British and European power sockets, a desk, hairdryers, personal safes and an in room TV entertainment system. The hotel's front desk ambassadors are key in ensuring that groups benefit from friendly personalised service. From helping organisers plan their trip to offering free advice on local attractions and hotspots, the team is on hand to make any stay memorable. The Nadler Kensington's is also very conveniently located. Just 300 metres from Earl's Court Underground Station, with a direct line from Heathrow Airport and within walking distance of some of London's premium shopping districts the hotel offers more than just a room, it offers the city.

➤ For further information please contact [kensington.reception@thenadler.com](mailto:kensington.reception@thenadler.com) or call 020 7244 2255. 25 Courtfield Gardens, London, SW5 0PG

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WINDSOR CASTLE



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