WHAT'S NEW IN LONDON SPRING 2017



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BASTILL

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INTRODUCTION

London & Partners is the official convention bureau for London.

As part of the Mayor of London's promotional company, our team can help you access the widest range of venues, hotels and support services available in this vibrant world city.

We are a not-for-profit public private partnership, funded by the Mayor of London and our partners. This means that our experts can share their entire wealth of knowledge and contacts with you, providing free and impartial advice and assistance.

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NEW VENUES 2017





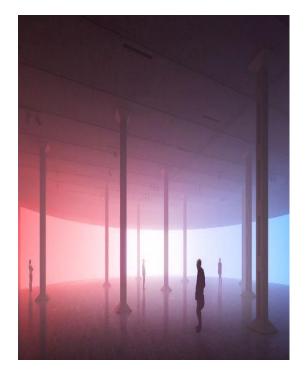
SWITCH HOUSE AT THE TATE MODERN

Tate Modern seen the addition of a dramatic new building to the south of the iconic riverside gallery.

16 varied and flexible spaces from intimate drinks receptions, all day conferences and parties for up to 1,500; the unique and unforgettable Tanks provide striking spaces like no other in the city.

The Tanks: The world's first museum space dedicated to live performance art, this raw space allows you to bring together your clients for a conference for up to 400 guests or unique party for up to 600 guests.

Switch House Concourse: These spaces give your clients the opportunity to entertain alongside Tate's global collection with a reception and private viewing for up to 400 guests.



for an intimate dinner or 200 guests for a reception.



Switch House Level 6: Dedicated to corporate entertaining, this space provides you with the opportunity to create an event that is completely your own. A flexible daytime space within a gallery, it is ideal for product launches and conferences for up to 200, and receptions for up to 350.

The Members Room: Combining modern architecture, feature lights and a stunning bar, The Members Room encapsulates the social spirit of this public building. This is the perfect space for entertaining 300 guests for a reception or 150 guests for dinner.

The Restaurant: The strong architectural design seen throughout the building is best showcased here. This stunning and versatile space offers clients a luxurious dining environment with beautiful views giving your event a unique backdrop. The Restaurant can hold up to 80 guests







etc. venues COUNTY HALL

County Hall is a game changer.

In an enviable location on the riverside next to The London Eye and opposite The Houses of Parliament & Big Ben, etc.venues County Hall has a large multipurpose interconnecting space including two suites for groups of up to 900 with stunning views across The Thames towards Westminster.

The 20 rooms over one floor represents etc.venues most

ambitious and stylish offering to date. They have restored and refurbished many of the original design features with ultra-modern twists to create expansive conference suites.

BOROUGH COBBLED COURTYARD

Situated on Southwark Street in the trendy Borough Market area, just a stone's throw from London Bridge Station, a funky courtyard offering a versatile blank canvas for events.

As a dry hire venue all equipment, furniture and production is hired in, giving you the opportunity to completely tailor make your event. Standing reception up to 400 guests.

POSTAL MUSEUM

Due to open in mid-2017, The Postal Museum is a venue with a rich history and a firm plan to deliver first-class events.

Up top, the contemporary museum building suits receptions or networking events. But it's down below that will make the biggest impact!

The Mail Rail is a blank canvas space that includes impressive architectural features from its working past. In a series of vaulted brick arches, it was a depot for a secret, sixmile-long mail railway.



Fifteen-minute train trips around the original network and platforms beneath Mount Pleasant will be a signature add-on to dinner.

The venue will host up to 275 guests for a reception, 140 guests for dinner and 150 guests for a meeting.



DESIGN MUSEUM

The stunningly refurbished 1960's building is the only public building designed by John Pawson, and features an incredible hyperbolic paraboloid roof.

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Located in Kensington, this stunningly refurbished building is available for conferences, dinners, drinks receptions and meetings.

The Helene and Johannes Huth Gallery features:

- 319m2 of space, with a retractable wall system which allows the room to be divided into two sections

- capacity for dining for 200 guests

The Atrium features 314m2 of space, plus space on the mezzanine and 1st floor landing levels; capacity for dining for 150 guests seated or 270 standing receptions and state-of-the-art technical facilities.

The Bakala auditorium is a 202seat theatre style space with state-of-the-art AV facilities.

PRINTWORKS

Printworks is a versatile 11,900 square feet event space with a capacity of 6,000 guests.

It comprises of six acres of private, gated land, with six event spaces arranged over multiple levels with a maze of corridors and offices.

There is a further 40,000 square feet of outdoor space offering masses of creative, flexible and inspiring infrastructure.

Printworks is the ultimate blank canvas for conferences, exhibitions, parties, experiential events and product launches.





SEA CONTAINERS

New London event venue, Sea Containers Events, has opened on the iconic South Bank located in the Sea Containers building. It is the new events space in which to be seen.



Situated at the pinnacle of the building, each space offers floor-to-ceiling windows framing some of London's most impressive river and cityscape views.

Made up of over 25,000 square feet, Sea Containers Events provides some of the best spaces for brand profiling and client entertaining. Modernist interior design echoing today's laid back, collaborative style of meetings and events.

Sea Containers Events offers six spaces capable of hosting numbers up to 150 guests for dinner, 250 guests for cocktail receptions and exclusive hire is available on application for larger events. Spaces include a design-led amphitheatre for up to 200 guests, a private dining room with a balcony overlooking St. Paul's Cathedral and a roof terrace for up to 150 guests – perfect for a summer party!

NATIONAL ARMY MUSEUM

Opened in March 2017, the museum features five new permanent galleries and temporary exhibition space, providing a welcoming and engaging experience, the galleries tell the stories of the British Army, its soldiers and its legacy.

The Museum feature five unique and flexible spaces. From the top floor Boardroom, with exceptional views over the Royal Hospital, through to the spectacular new Atrium at the centre of the Museum, the transformed venue is available for dinners, drinks receptions, meetings, conferences and award ceremonies.



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HERE EAST

Here East is one of London's newest venue with 33,000 square feet of unique meetings and events space in the heart of the Queen Elizabeth Olympic Park.

This unique and exciting new venue combines unparalleled infrastructure with a unique environment.

With a private roof terrace and flexible layout, the space can be configured to create breakout spaces for discussion and idea sharing as well as for smaller events and receptions.

The space is ideal for cultural events, entertaining and brand building.



GIANT ROBOT



Street Feast's newest street food market is Giant Robot, eating and drinking rooftopia in the heart of Canary Wharf.

The Giant Robot street food market is now open seven days a week on the rooftop of Crossrail Place.

Sitting at the east end of London's biggest roof garden, the 500 capacity, indoor venue is complete with four sensational street food traders, three brilliant bars, floor-

to-ceiling windows with panoramic views and a huge, wraparound terrace for outdoor sunshine feasting. Combining futuristic with retro and industrial with luxury, expect an epic spaceship engine room meets art-deco cruise liner.

CENTRE POINT

One of London's best known landmarks, Centre Point has been used as a navigational tool since the 1960s. This grade II listed, 34-storey skyscraper built in 1966 and designed by Richard Seifert, has been extensively modernised 50 years after it was built, and reopens in 2017 to reveal 82 apartments. All have access to the 30 metre pool, spa, gym, lounge, meeting room and screening room as well as views over the Shard.

As part of the upgrade, a pedestrianised square, lined with cafes, shops and restaurants, occupies what was previously a fume-filled traffic system at the base of the building. And, from 2018, the square will lead directly to the Tottenham Court Road Crossrail station.





FOUR SEASONS TRINITY SQUARE

Built a century ago with its great tower and a grand Portland stone rotunda, the existing structure of Ten Trinity Square has been comprehensively and meticulously restored.

Ten Trinity Square is Grade II* listed and located next to the Tower of London World Heritage Site.

The hotel has 100 rooms, restaurants, bars and a spa. It also provides all the luxury resources for impeccable services to each residence.

SHERATON GRAND LONDON PARK LANE

Following a multi-million pound renovation, the hotel joins the Sheraton brand premier tier exclusive hotels and resorts.

Having originally opened during the 'roaring twenties' the 303 bedroom hotel has undergone a complete transformation of its bedrooms and public spaces.

The 90-year old, 11,000 square feet Ballroom complex will transform your event through history and magic.



MANHATTAN LOFT GARDENS DESIGN HOTEL

Opening in 2017, a high quality design hotel concept into this progressive new building marks an exciting chapter for the growing creative community that is London's East End.

The Manhattan Loft Corporation, the firm which gave the St Pancras Renaissance Hotel its remarkable makeover, is behind the stylish Manhattan Loft Gardens Design Hotel.

The 150 room hotel occupies the seven lower levels of Manhattan Loft Gardens, a mixed used development with three 'sky gardens', ensuring that residents are not far from an outdoor space.

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THE GREAT SCOTLAND YARD



The original Scotland Yard headquarters is being transformed into a luxury hotel.

The Edwardian, Grade II-listed site, which was home to Scotland Yard, becomes a £100 million hotel.

The new hotel will have 236 rooms, a grand entrance foyer, winter garden lounge, restaurant, bar and a 120 seat main conference room.

The historic address, which was rebuilt in 1910, was where investigations into the likes of Jack The Ripper were centred.

Undergoing a sensitive conversion it will maintain the principle elements of the original building.

Once construction has been completed it will become one of the capital's most expensive hotels.

TOBACCO DOCK HOTEL

To the north of the historic Tobacco Dock, the Tobacco Dock Hotel will include 242 fully serviced hotel rooms and 63 apartments, a restaurant and cafe facing a publicly accessible piazza.

The design features a dramatic six storey entrance atrium, and interiors also reference the docks' original use as a warehouse for tobacco, wines, wool, and animal skins in the 1800s.

Pre-construction archaeology on the site revealed an even earlier history, uncovering evidence of a bath-house and other buildings built between the 2nd and 4th centuries.



HARD ROCK HOTEL LONDON



A conversion of the existing Cumberland Hotel, once frequent host to guitar legend Jimi Hendrix, the upcoming Hard Rock Hotel London will be ideally situated in one of the city's most sought after locations, opposite Hyde Park.

Offering panoramic views over the park, the 900 room hotel is scheduled for completion in summer 2018.



LALIT LONDON HOTEL

Lalit London hotel has 70 rooms within the historic red brick exterior. The Grade-II listed building, previously a school which dates back to the late 1800's, has been redeveloped as part of the One Tower Bridge development which adjoins it - a small green space separates the old from the new.

Derelict for over a decade before conversion work began, the building now includes a restaurant and event space in the three-storey main hall and retains original features like the panelled walls and plaster ceiling in the 'governor's room', now repositioned as a cocktail bar. Being sent to the headmaster's office is less of a threat than it was 50 years ago - the head's old den has become a luxury hotel suite.

MONTCALM ROYAL LONDON HOUSE

Located within the former Royal Mail head office, the Montcalm Royal delivers five star luxury to Finsbury Square.

Subtle mid-century styling complete with twenty first century technology, the Royal London House by Montcalm Royal offers 256 rooms and suites.

The destination rooftop bar boasts views across the city and with two bars, two restaurants and an urban spa and meeting space for up to 200 delegates, the hotel is a great London property for business and leisure alike.



Art'otel LONDON SHOREDITCH



The plan is to develop a stunning 18-storey, 350 bedroom contemporary new hotel.

In addition, a modern top floor restaurant and bar as well as a relaxing spa open to guests will form part of the hotel's offering.

There will also be a publicly accessible arts centre, which will include an art gallery, space for video artists and photographic studios.

Art'otel LONDON BATTERSEA POWER STATION

This hotel is expected to open in 2019, in one of the new buildings set around the historic Grade II listed Battersea Power Station. The 160 bedroom lifestyle hotel will boast a rooftop pool and bar, a signature restaurant and a gallery.



THE PENINSULA LONDON

The Peninsula London is a proposed 190 room hotel on Hyde Park Corner, one of London's most celebrated addresses.

The Peninsula London is planned to cater for both hotel guests and local customers. In addition to guestrooms and spa, the hotel will have shops, bars, restaurants and a ballroom.

A grand pedestrian entrance on Grosvenor Place will be accessed from a colonnade linking to an internal 'Palazzo-style' courtyard.



GOOD HOTEL

Good Hotel introduces Premium Hospitality with a Cause to the London hotel scene. The property is a floating platform, located right on the water in Newham's Royal Docks.

The purpose is to extensively train long term unemployed locals, employing a profit for non-profit business model.

The design can be described as pure industrial style, with a rooftop that is an oasis of green overlooking the river Thames.

The hotel has 148 bedrooms and meeting rooms from smaller to larger sizes. The Living Room is the place where good food and drinks are served and where there is plenty of space to get some work done at the communal tables.



citizenM TOWER OF LONDON

There is no hotel in London that gives you this kind of sweeping view over such a beautiful city.



Close to the Tower of London and Tower Bridge the hotel has 370 luxury bedrooms which offers their guests the most comfortable, yet affordable stay.

Their meeting concept, societyM is putting the fun back into work.

Swap bleak conference suites for creative meeting spaces designed to keep ideas flowing.



THE NED HOTEL

The Grade I listed former Midland Bank headquarters in the City of London became a new flagship 5 star hotel from the Soho House group in spring 2017.

The Ned hotel gets its name from the architect who designed the building - Ned was Sir Edwin's nickname - and has been redesigned using the faded glamour of a 1930s transatlantic ocean liner as inspiration.

It features bars and restaurants including an American cafe, a New York style deli, Parisian cafe, Grill Room and a branch of Cecconi's.

Former offices on the upper floors, became 252 suites, restaurants and a rooftop bar with landscaped terraces, health spa and gym.



The vast Ned hotel also includes event spaces and a private members' club featuring a rooftop space with swimming pool and an underground bar in what used to be the safety deposit vault.

HIGHGATE HOLDINGS COMES TO LONDON

The NY Hotel Giant is starting its 20-hotel portfolio with a 30-storey iconic building on Shoreditch High Street, opening at the end of 2018. At the heart of the Highgate scheme is a 200 bedroom luxury hotel which will include 100,000 sq. ft. of office space as well as retail and leisure spaces, and a sky lounge.

WELLINGTON HOTEL



Robert De Niro has just been given the go-ahead to open his first hotel in London (his third after New York and the Philippines).

The hotel is going to be located in Covent Garden, a triangular block, the Wellington. Expect it to be pretty big - the plans submitted to Westminster promise 83 bedrooms, a luxury spa and swimming pool, two restaurants, a deli/café and a members' club.

There will be alfresco dining opportunities - the hotel will focus around a central courtyard conservatory.

Opening in 2019.



DORSETT CITY LONDON



Dorsett Hospitality International is to open its second London property in June 2017. £15 million is being spent on the 13-storey city hotel.

The hotel is located next to Aldgate Underground station and overlooking the 18th century St Botolph Church.

Dorsett City will feature 275 rooms, as well as two restaurants, a bar and 1,600 square feet of meeting space.

THE CURTAIN HOTEL

Think Soho House with a New York accent, The Curtain scores high in the rock 'n' roll stakes!

A roof top swimming pool, private screening room and The Red Rooster restaurant, an offshoot of Marcus Samuelsson's Harlem restaurant, signal The Curtain is a corner of Manhattan cool in Shoreditch.

The hotel will feature 120 guest rooms, including six suites, rooftop swimming pool and lounge, spa, and more than 6,000 square feet of meeting and event space including ballroom and screening room.

The hotel will also have a private member's club.



LEMAN LOCKE HOTEL



Locke is a design-led aparthotel for those who want to challenge the status quo, and experience the unique and authentic.

Designed for travellers for whom a bed and shower in a shoebox isn't enough, Locke immerses you in its neighbourhood's culture through spaces that connect you to a community of like-minded travellers.

Locke Labs are creative meeting spaces for those that require more from their meeting room experience. Whether you are presenting, conducting a team building session, holding a board meeting or need a quiet space to meet, the Labs foster creativity and improve productivity.



NEW RESTAURANTS 2017



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AVIARY

Aviary is an elegant rooftop bar and restaurant in Finsbury Square. Located on the 10th floor of the newly opened Montcalm Royal London hotel, it is the perfect venue for your event.

With killer panoramic views across the city, you can cuddle up with your colleagues and enjoy an array of drinks from the varied menu.

The Glass Box can accommodate up to 50 guests for a cocktail reception. Think outside the box and join your party in the Box!



THE COAL SHED

The Coal Shed is offering upmarket steak and fish in London. The venue is housed within a glass box just steps away from the iconic Tower Bridge.

After the roaring success of its sister location in Brighton, the venue offers the same high quality food created from locally sourced, seasonal, sustainable ingredients. The Coal Shed enhances the surf and turf concept by having much of its menu cooked on hot coals, like its 35-day, dry-aged Scottish steaks.

ELLA CANTA

Chef Martha Ortiz of Dulce Patria (heralded as one of Latin America's most exciting restaurants) is bringing her celebrated Mexican gastronomy to London in a new restaurant at InterContinental London Park Lane, Ella Canta!

Martha's philosophy will be brought to life by David Collins Studios and will be located at one of London's most prestigious addresses, with an exclusive entrance positioned where Mayfair, Knightsbridge, Hyde Park, and Piccadilly all converge.

PETERSHAM NURSERIES COVENT GARDEN

In 2017, Petersham Nurseries will bring nature and elegance to the heart of Covent Garden with an unparalleled lifestyle destination that captures the unique spirit and rare beauty of Petersham Nurseries, Richmond.

Floral Court, a central courtyard with access from both King Street and Floral Street, will be transformed into an inspirational haven.

Petersham Nurseries Covent Garden will include a lifestyle home and garden shop, a delicatessen with a wine cellar and florist and two restaurants.

SUSHISAMBA COVENT GARDEN

We'd been hearing rumours of an expansion for Sushisamba and now it's been confirmed – they are taking over the Opera Terrace at Covent Garden. The restaurant will open in 2017 and we can expect the same fusion of Japanese, Peruvian and Brazilian food in this fantastic setting.



LA DAME DE PIC

The new Four Seasons hotel in the City has brought in one of France's top chefs to run the restaurant.

Anne-Sophie Pic has three Michelin stars in France and will be looking to get a few more in London.

Aside from seasonal cooking and local ingredients, Anne-Sophie is known for her unlikely flavour combos, like white cheese ice cream with rocket and cardamom for starters, or beef with smoked coffee for mains.

Everything is bound to feel very French indeed, not least of all the interior



which has been built to evoke the feel of classy Parisian brasseries. With a private wine cellar to round it all off, you will be in for a very special evening indeed and look out for that millefueille dessert.



RICK STEIN BARNES

Up until now, the only way you'd get to try Rick Stein's food is by heading due South West. But after 40 years in the business, the TV chef is expanding to London.

His new London outpost is in Tideway Yard, close to the centre of Barnes. And while it may not have views of the sea, what it does have is a huge conservatory with gorgeous views over the river Thames. There will also be outside seating when the weather warms up with circular seating around an olive tree.

THE OTHER NAUGHTY PIGLET

Brixton neighbourhood restaurant Naughty Piglets has opened a second restaurant in Victoria, and they are co-running it with none other than Andrew Lloyd Webber.

As the story goes, musical theatre impresario had dinner at Naughty Piglets and was so impressed with the whole affair that he suggested they take over the soon to be revamped St James Theatre's in-house restaurant. That's closing, to be renamed The Other Palace after a big refurbishment.

The Brixton couple have redone over the entire first floor. There are 60 covers, with a large open kitchen, plus the original theatre bar. The menu offers more choice than Naughty Piglets, although very much in the same vein, and ditto for the wine list. Later on in the year, you can expect to see some wine focused dinners, with a winemaker brought in for a special dinner based around the region they, and their wine, come from.



KITTY HAWK DEPARTMENTS OF DINING

From early coffees to confessions over cocktails and everything in between. The Kitty Hawk is an all day destination for those with a love of food, drink and discovery.



Explore five bespoke dining experiences under one roof, at the heart of city.

The Kitty Hawk is infused with a heady blend of London cool and New York glamour. With polished concrete, exposed iron and tiled interiors, the five departments link together seamlessly.

Whatever your mood, there is a social hub here to suit you. The capacity is 400 guests dining.

DUCK AND WAFFLE LOCAL

It has been rumoured for a while and now it's confirmed - a new Duck and Waffle is coming to town setting up shop in St James's Market. But it's not the same as the sky-high original, this time it's being billed as a "fast casual, chef-curated restaurant".

So for this restaurant you will order at the counter before getting a table - and there will be takeaway too. It's a very different beast (or duck) from the original.

The key thing is, of course, that it's still led by Dan Doherty as Chef Director, and duck will be at the centre of the menu.

JINJUU MAYFAIR

Topped as one of CNN's best new restaurants, Jinjuu Mayfair is ready to open in London! As Korean food continues its global rise, this will be a second opening in London from chef Judy Joo.

Located on Albermarle Street in swanky Mayfair, it promises a fun and modern take on the country's cooking with dishes that include hoedeopbap: slices of raw and fresh seafood with signature Korean dressing and marinated skewers of Ibérico pork and prime rib, cooked in the classic Korean barbecue style.

RED ROOSTER

Marcus Samuelsson's acclaimed Harlem restaurant is opening in the new Curtain Hotel in Shoreditch. The American original has welcomed President Obama and Sir Paul McCartney through its doors, and this London version, which will open in the summer, is looking to attract the same celebrity buzz. The menu will be stuffed with soul food favourites, with fried chicken and waffles sure to feature prominently.





TEAM BUILDING AND INCENTIVES 2017



MOBILE BAR ROUTEMASTER



A bottle of red or a pint of Guinness– you name it, this bus serves it!

A giant sun roof on the upper deck opens up like a cool convertible, 12 draught taps and spirit optics ensure you will never be short of a tipple or two, an exterior garden area is decked with wooden chairs and tables with seating for 25 people.

It is a ride with a difference!

CRYSTAL MAZE

A live, immersive experience! Faithful to the original and popular TV programme, visitors, in teams of eight, will work their way through games in four zones – Future, Medieval, Aztec and Industrial – completing a series of timed challenges before heading to the famous Dome itself.

FULLERS BREWERY TOUR

What better way to bond with your team than by taking them to an enthralling history lesson- with lots of beer!

The Griffin Brewery is a fascinating place that boasts over 160 years of brewing history, this is a spot with plenty of tales to tell.

Head over to West London with your team and drink your way through London's last remaining family brewery, sampling its range of superb creations and exploring its huge wares.



THE LONDON SHUFFLE CLUB



The Shuffle Club invite guests to their industrial space in Shoreditch to try their hand at shuffle boarding, a sport that's over 500 years old.

With a 22 foot practice court and a handful of tutorials, you will first learn all about the sport, before battling it out with your colleagues in a thrilling match on one of their eight courts.

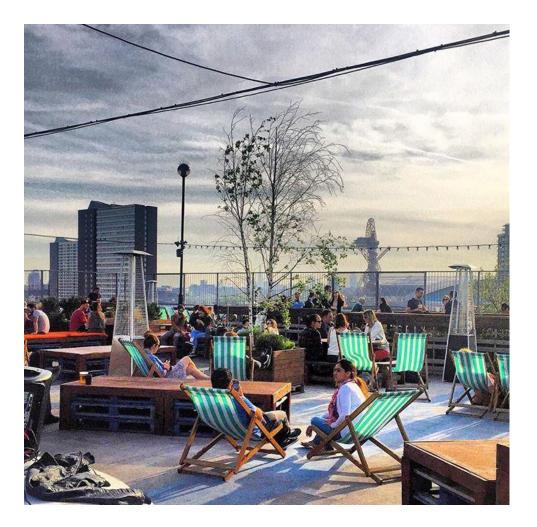
To complete the event, there are two bars and a number of food options to help keep energy levels high.



THE SOCIAL FUN AND GAMES CLUB AT ROOF EAST

Birdies makes a triumphant return to the lofty greens of Roof East, high above the streets of Stratford...but with added rooftop fun and games!

Birdies Crazy Golf is back with an even more challenging course and a packed program of film screenings as well as the brand new Rooftop Rollers disco, hip-hop inspired lawn bowls from De La Bowl and Sluggers, London's first batting cage experience.



Birdies is a venture from pop-up cinema experts Rooftop Film Club and promises a summer season of crazy golf - with altitude. A challenge for even the most confident of swingers, the bespoke nine-hole course, serves up loops, half-pipes, hidden putt-off prizes and an elevated 5 foot drop onto the sixth hole.

Budding urban golfers will also enjoy a selection of London's finest food offerings and innovative cocktails in the clubhouse Caddy Shack alongside a top notch, swinging line-up of resident DJs - all whilst enjoying London's sun-drenched skyline.

Revellers can also swing away their stresses in custom-built baseball batting nets at London's only batting cage experience Sluggers, don their skates and flex some fancy footwork at the capital's first rooftop roller disco Rooftop Rollers and take to the green to throw some absolute shots at the city's only hip-hop inspired lawn bowls, De La Bowl.



LONDON NEWS AND TIPS 2017



BREXIT AND LONDON

On 23rd June 2016, the United Kingdom voted to leave the European Union (EU).

Prime Minister Theresa May formally notified the EU of the UK's intention to leave on March 29th 2017. A long and complex series of negotiations is now expected to begin over the future relationship of the UK and the EU. Until the UK formally leaves the EU in March 2019, the relationship between the two will remain unchanged. During this period, citizens of the EU, EEA and Switzerland may still enter the country without requiring a visa.

There is also no indication of immediate changes to travel regulations for visitors from outside of Europe as a result of the UK leaving the European Union.

Future travel regulations and immigration policy between the EU and the United Kingdom will be decided as part of the negotiation period. The UK government has stated that no changes to immigration policy will be made without the formal consent of parliament, in the form of an immigration bill.

CHINESE SINGLE VISA TO UK AND EUROPE

Chinese tourists and entrepreneurs can now obtain UK and European visas in a single process. FCO provides an on-demand visa service which is currently available in 59 cities from January 2016.

In addition, they also operate a mobile visa service whereby a representative will go to a location of the applicants' choice, take their biometrics and check through the application form. The process takes approximately five minutes and group sizes of up to 100 can be accommodated.

UKVI SPRING 2017 CAMPAIGN

When people from overseas are considering a holiday abroad, the thought of the UK visa application process can put them off choosing Britain as their destination. It is unfairly perceived as too slow and complicated.

To help change this view, UKVI is launching social media activity in key visit visa markets at the beginning of the peak application period, to improve perceptions among potential travellers and encourage travel to the UK.

THE UK IS JUST THREE STEPS AWAY is aimed at independent travellers in countries where a visa is required to visit the UK, including China. This group travel for adventure, an escape and fun and like to live life spontaneously and hassle free.

Applying for a UK visa is easier than you think. Follow our 3 simple steps to start your great British adventure www.gov.uk/visituk



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