

SIMPLY LONDON



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

Issue 14

January 2017



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GROUP & TRADE RATES
AVAILABLE

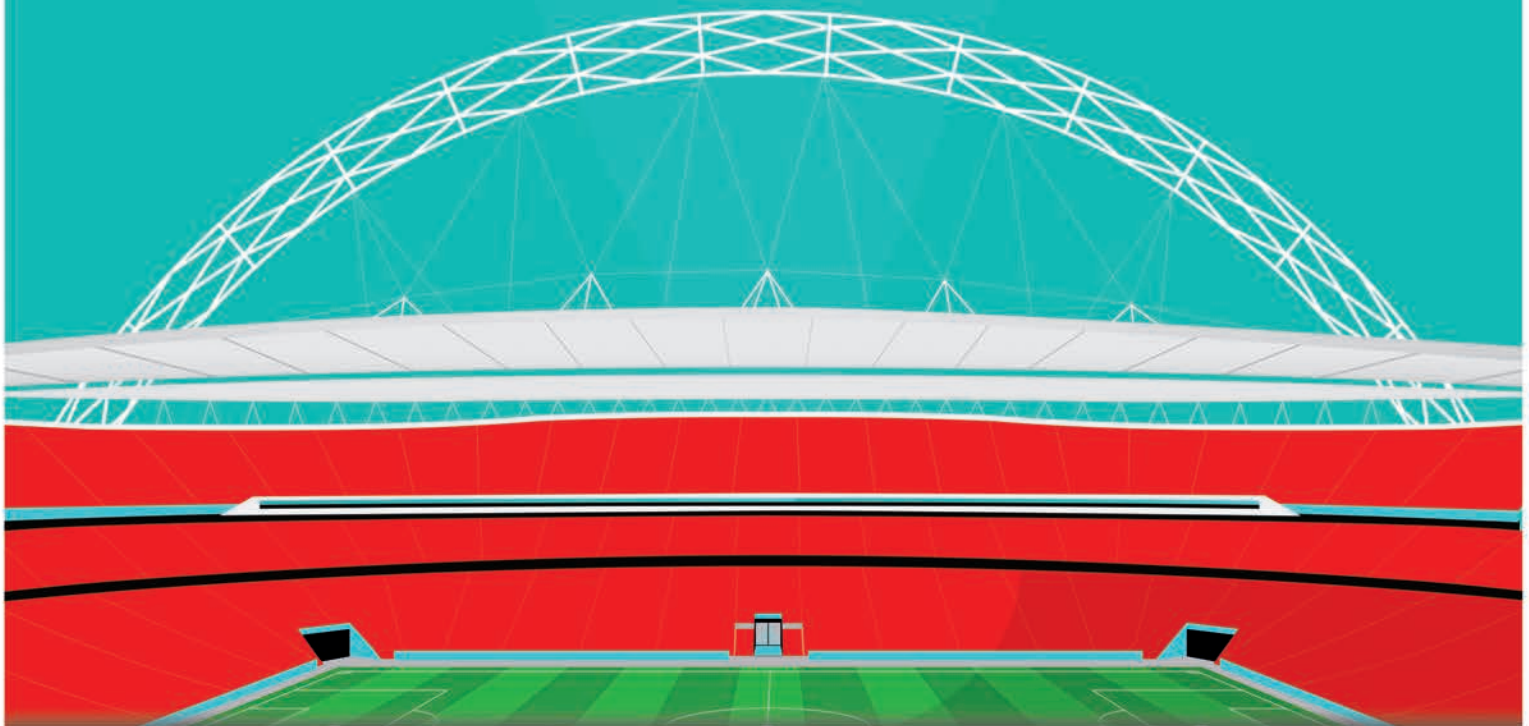


WEMBLEY STADIUM TOUR

wembleystadium.com/tours

tours@wembleystadium.com

0800 169 7711



TOURS DEPART DAILY: 10:00 – 15:00



TRANSLATION AVAILABLE IN 9 LANGUAGES

Looking forward to 2017

2017 promises to be an exciting year for London, with the cultural scene bursting with blockbuster exhibitions showing some brand new collections.

Tate Modern, the British Museum, and the Royal Academy of Arts are teaming up on a *Season of American Art*, which will showcase a number of important and visually stunning pieces of American art, on public display outside of the USA for the very first time. Highlights include pieces by Warhol, Rauschenberg, Lichtenstein, and Grant Wood's iconic *American Gothic*.

On the festival front, established favourites return such as the ever popular London Restaurant Festival, where you can sample tasty delights from the city's top culinary masters; the huge EFG London Jazz Festival which will be having an extra special 25th anniversary celebration; and the London Fashion Weekend which is evolving this year to become London Fashion Week Festival, the best chance to hear the industry experts share their secrets and renew your wardrobe.

Museums at Night will return again in May and October for a series of special evening events across the city, and for tech lovers, *Rise of the Robots* opens at the Science Museum, which will explore humanity's fascination with robotics and artificial intelligence.

Read on to discover more of the best events, venues and activities that London has to offer over the coming months, as well as special offers for groups.

We love to hear from you – why not let us know what you'd like to see in the next issue of *Simply London*? Please get in touch at trade@londonandpartners.com or visit our dedicated and group friendly travel trade website, londonandpartners.com/travel-trade



Louise Murgatroyd Leisure Tourism Marketing Coordinator,
London & Partners
 E: lmurgatroyd@londonandpartners.com
londonandpartners.com/traveltrade



London & Partners

London & Partners is the official promotional company for London. We promote Lond and strengthen London's position as one of the most popular visitor destinations in the world. We run marketing and PR campaigns domestically and internationally to encourage prospective visitors to book a trip, as well as managing our flagship website www.visitlondon.com and a host of supporting digital channels. We also work with leading tour operators to ensure they have the latest information and content about London's tourism offer.

To advertise in *Simply London* please contact Sally on **01733 405746** or email sales@coachmonthly.com

Summer at Shakespeare's Globe in 2017 – the Summer of Love

Emma Rice's 2017 summer season, the *Summer of Love*, will mark the 50th anniversary of the legendary summer of 1967. The season opens on 22 April, with *Romeo and Juliet*, followed by Jessica Swale's *Nell Gwynn*, *Twelfth Night*, Kneehigh's *Tristan & Yseult*, *Much Ado About Nothing*, *King Lear*, and the world premiere of Tristan Bernays' *Boudica*.

The first show of the season, *Romeo and Juliet*, runs from 22 April-9 July. Beginning 22 April, *Romeo and Juliet* will be directed by renowned theatre and opera director, and Artistic Director of the English National Opera, Daniel Kramer. In Verona, Shakespeare's iconic star-crossed lovers are torn between their feuding families the Montagues and Capulets.

The season continues with Emma Rice's new production of *Twelfth Night*, beginning 18 May. This tale of love and loss begins as Viola is washed up on the coast of Illyria, following a shipwreck in which she believes her twin brother has perished.

Tickets for the *Summer of Love* season go on sale on 30 January.

➤ To book group tickets go to goo.gl/4uDG91 and download a booking form.



Interactive, immersive London Zoo



Set in leafy Regent's Park amid heritage-listed buildings and beautiful gardens, ZSL London Zoo has been educating and inspiring visitors since opening to the public in 1847.

With over 750 animal species to discover, as well as live shows and immersive exhibits, it's a great day out in the capital for all ages.

ZSL London Zoo's newest, most breathtaking exhibit transports visitors from the heart of London to India's vibrant Sasan Gir, where they can get closer than ever before to mighty Asiatic lions.

Three walkways cover the 2,500sqm exhibit with immersive Indian-themed areas to explore – including a train station, crumbling temple clearing, high street and guard hut. An interactive adventure sees guests helping forest rangers deal with a 'lion emergency' in the Gir Forest.

In with the Spiders at the BUGS exhibit allows visitors to experience Europe's only walk-through spider enclosure.

Other interactive exhibits include In with the Lemurs, Penguin Beach and Into Africa, where groups can see giraffes from the viewing platform.

➤ Groups of 10+ can save 15% by booking in advance online at zsl.org/groups. For more information visit zsl.org

THE STATE ROOMS BUCKINGHAM PALACE



Royal Gifts

AT THE SUMMER OPENING OF BUCKINGHAM PALACE
5 August – 24 September 2017

This year's special exhibition, *Royal Gifts*, displays a wide range of official gifts presented to Her Majesty The Queen during the past 65 years. The spectacular display includes gifts representing every continent and those from world leaders such as former US President Ronald Reagan, former South African President Nelson Mandela and President Xi Jinping of the People's Republic of China.



Groups only! Restoring Windsor: The Castle after the Fire

Windsor Castle offers an extraordinarily rich and varied day out, all on one site, with 10% discount for groups of 15+. Groups can take a self-guided tour of the Castle with a free multimedia tour, or experience a special visits including *Restoring Windsor: The Castle After the Fire*.

New and for 2017 only, this special visit offers groups a unique opportunity to learn more about the fire of 1992 and the return to magnificence that followed.

It begins in the Castle's Winchester Tower with refreshments and an expert talk. Visitors can then explore the State Apartments at their leisure with a multimedia tour, including areas transformed after the fire through award-winning restoration work.

Other special visits for groups include The Military Knights' Tale, offering visitors a personal insight into the ancient and noble institution of the Military Knights of Windsor and the Great Kitchen to State Apartments tour which takes groups behind-the-scenes to the oldest working kitchen in the country.

Getting there is made easy by the coach park, located just a 10-minute walk from the Castle. The ticket includes a visit to St George's Chapel, Queen Mary's Dolls' House and the State Apartments, which are furnished with some of the finest works from the Royal Collection, including paintings by Rembrandt, Rubens and Holbein.

From September to March, visitors can walk through the splendid Semi-State Apartments, which served as the private rooms of George IV in the 19th century.

› For more information, call +44 (0)303 123 7321, email specialistsales@royalcollection.org.uk, or go to royalcollection.org.uk/travel-trade-and-groups



All your London tour needs is a speedboat

Adding the exciting element of speedboats to your next trip to London is a guaranteed way to impress guests and clients.

If you want cutting-edge speedboats, great skippers and the funniest guides with views of over 30 London landmarks, then you need look no further than Thames Rockets.

Thames Rockets has been operating speedboats on the Thames for over a decade. It has worked with agents and businesses from around the globe and also works regularly with world-famous attractions such as the London Eye, the O2 Arena and the Tower of London. It also welcomes Coca-Cola school groups, corporate days and overseas clients.

Thames Rockets is guaranteed to be a great kick-start or final flourish to a day, weekend or longer tour in London. The tour departs from either the London Eye Pier or St. Katharine's Pier at Tower Bridge, and with an exciting selection of experiences, you'll find the right match for any timeframe or budget.

Want to explore all the way from central London to the Thames Barrier? How about a speedboat and cocktail experience? Or an all-speed trip for those adrenaline junkies? It's all covered.

› Visit thamesrockets.com/groups



Learn to cook at a gem in central London



Just a stone's throw from Oxford Circus is an unexpected gem in the heart of London.

Cookery School at Little Portland Street offers cooking classes and courses for up to 16 people and bespoke private or corporate events for up to 50 people, seven days a week.

Classes cover everything from 'Make Your Own Afternoon Tea' to sausage-making with all ages and abilities welcome – you sometimes find children as young as 10 in the same class as someone in their eighties, and everyone has fun.

Founded in 2003 on solid teaching principles with a straightforward, hands-on approach, students leave Cookery School with the skills to become confident and independent home cooks.

There is always plenty of opportunity to ask questions and gain understanding of supposedly tricky techniques. Every session involves tasting all the food that has been made, further enhancing your ability to become a skilled home cook. Everyone leaves feeling confident enough to replicate the dishes that have been learnt on their chosen course.

Cookery School has been awarded the maximum three stars for sustainability from the Sustainable Restaurant Association (SRA). All meat, poultry, eggs, root vegetables, fruit and wines are always organic.

Having run classes, courses and private events for the past 13 years, Cookery School understands the importance of delivering what they promise so you are assured a smooth running class or event.

Coaches are able to pull in nearby to make drop-offs.

➤ To find out what classes and courses are coming up, visit cookeryschool.co.uk or for private group events, contact Alissa on info@cookeryschool.co.uk or 0207 631 4590

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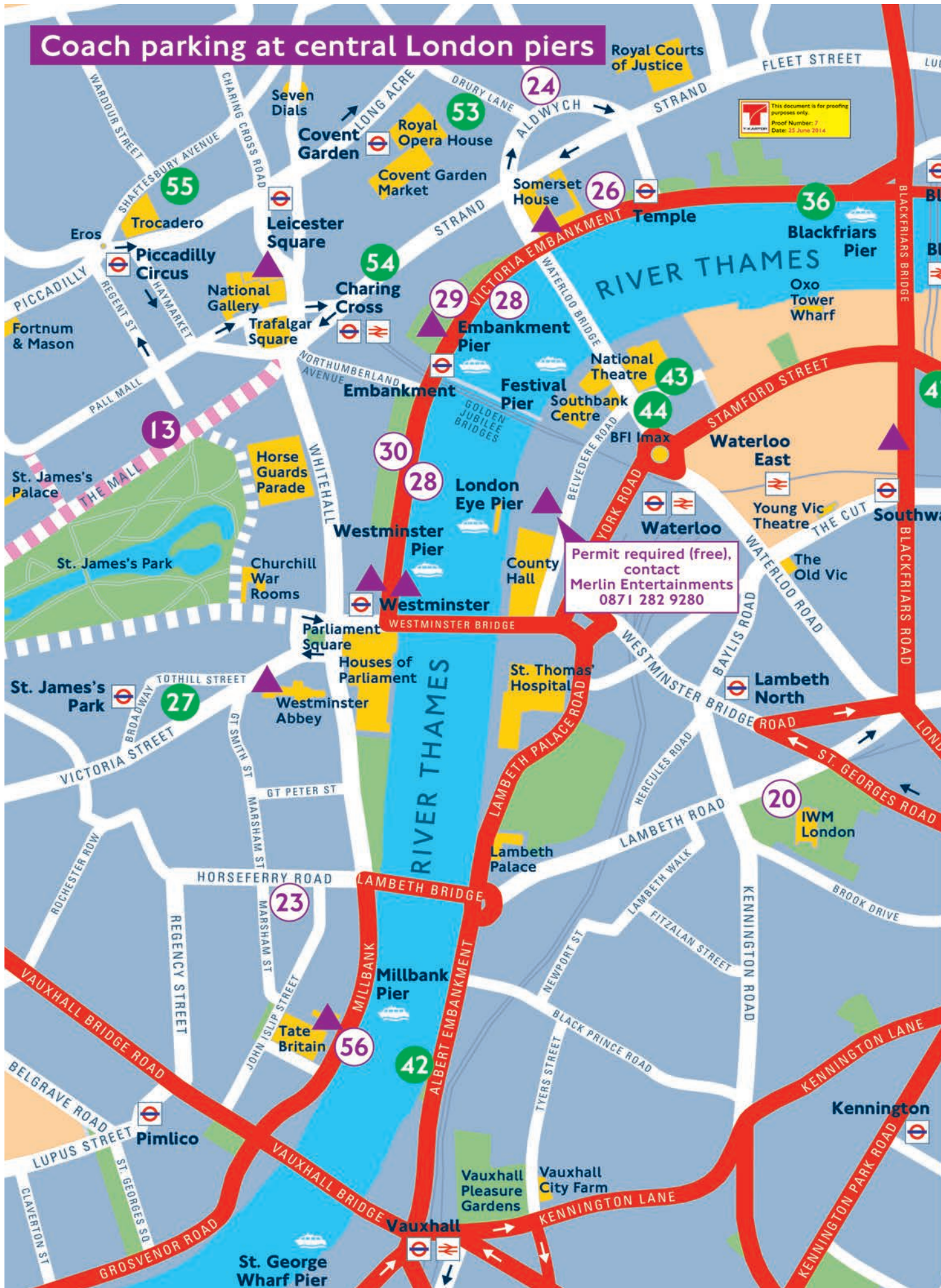
Queen Elizabeth Olympic Park, London

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LONDON'S UNMISSABLE ATTRACTION

Coach parking at central London piers





Coach parking at central London piers

Millbank Pier

56 Tate Britain, Millbank SW1 (southbound) – 2 bays
Free, maximum stay 1 hour.

Embankment and Westminster Piers

- 28 Victoria Embankment, SW1 (westbound) – 21 bays
- 29 Victoria Embankment, SW1 (eastbound) – 2 bays
- 30 Victoria Embankment, SW1 (eastbound) – 3 bays
Parking available 08:00-23:59. No overnight parking.
Charged £4/hour 08:30-18:30 Mon-Fri and 08:30-13:30 Sat, maximum stay 2 hours.
Pay by phone: 020 7005 0055.

Festival Pier

44 Upper Ground Slip Road, SE1 – 4 bays
Free, 08:30-23:59, set down/pick up 15 minutes.

Blackfriars Pier

36 Blackfriars pier, EC4V – 2 bays
Free, maximum stay 20 minutes.

Bankside Pier

- 21 Southwark Bridge, SE1 – 5 bays
£5/hour 08:00-18:30 Mon-Fri and 09:30-12:30 Sat, maximum stay 2 hours.
- 46 Southwark Bridge, SE1 – 4 bays
Free, maximum stay 20 minutes.

London Bridge City Pier

45 English Grounds, SE1 (off Tooley Street) – 3 spaces
Free, maximum stay 20 minutes.

Tower Pier and St. Katherine's Pier

3 Tower Hill (Lower Thames Street), EC3R – 16 bays
First 15 minutes free.
1 April – 30 September £10 first hour, £6/hour thereafter.
1 October – 31 March £6/hour.
£20 overnight 17:00-09:00 (all year).
Pay by phone: 0870 241 7492 (Apcoa Parking).

Key

- 36 Coach bay (short term)
- 21 Coach bay (medium term)
- 3 Coach park
- ▲ Setting down/picking up point. No waiting.
- ↗ One-way street
- Ⓜ Underground station
- DLR DLR station
- Ⓜ National Rail station
- Ⓜ River pier
- Coach ban area
- Ⓜ No access without Royal Parks permit
- Ⓜ No access to coaches

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Bubba Gump Shrimp Co. – the perfect location and space for all groups!



The Bubba Gump Shrimp Co. restaurant and market is in the historic 'Trocadero' building, just a few minutes' walk from Piccadilly Circus or Leicester Square. It's a tribute to the film *Forrest Gump* and features a menu of comfort food from the American South that reflects the film's setting in Alabama.

Shrimp is of course the specialty (that's prawns to us across the pond!) but there's something to delight everyone on the menu, including all-American burgers, crisp salads and indulgent desserts.

Relax in a fun, casual setting where the friendly staff will welcome you just the way Forrest and his 'best good friend' Bubba would.

It welcomes tour groups, leisure groups, schools and travel trade, ideal for a theatre package, visiting London's main attractions or shopping. Travel trade menus and set menus with all-inclusive pricing are available for groups.

Bubba Gump can tailor-make menus for groups and can also create vegetarian and Halal options if requested in advance. The restaurant can seat up to 400.

› For bookings visit bubbagumpshrimp.co.uk

'Ocean Invaders' move into SEA LIFE London

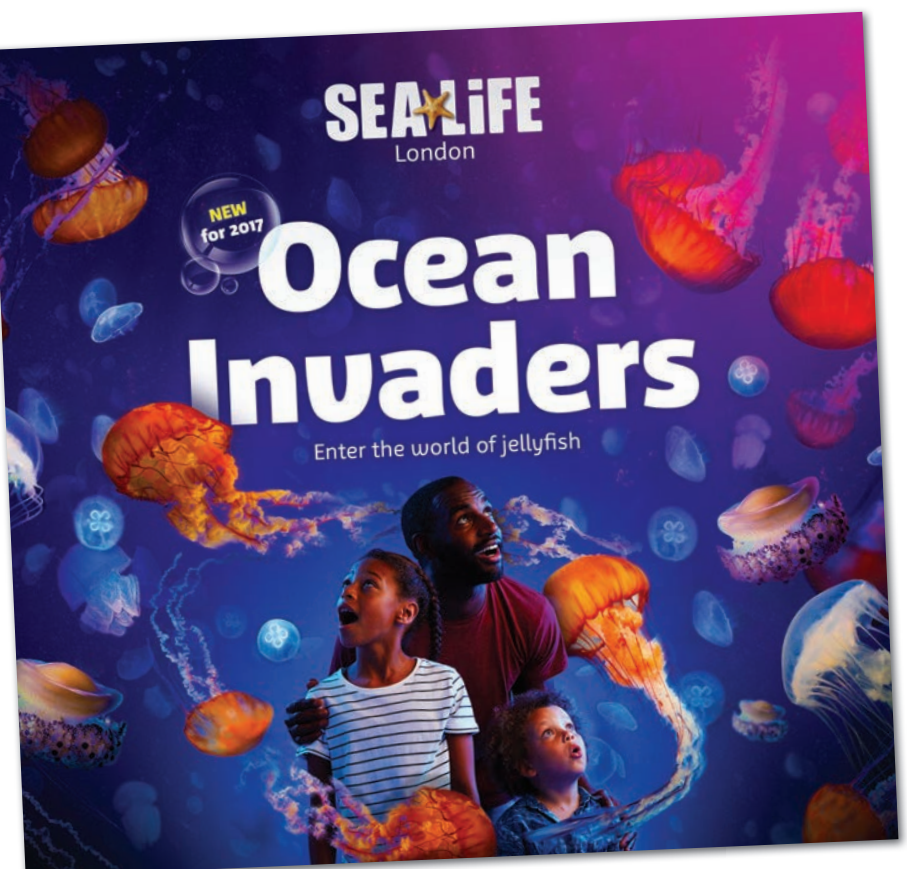
SEA LIFE London invites groups to immerse themselves in the fascinating world of the jellyfish in *Ocean Invaders: Enter the World of the Jellyfish*, a new sensory experience that will enlighten you to this mysterious species.

Groups will move through three different interactive spaces: 'Discover', where you'll explore the world of the jellyfish and find out about their lifecycle and incredible survival skills; 'Understand', where you'll get to know the various species, the most dangerous, and the most spectacular and have the chance to create your own digital swarm while testing the strength of the jellyfish sting; and 'Wow', where you'll witness a jaw-dropping spectacular, and be completely surrounded by the jellyfish invasion.

The significant new investment will make Ocean Invaders the largest jellyfish facility in the UK, making SEA LIFE London the ideal location for educational visits so your group can become true 'Jellyfish-ianados'.

Six species will be on display including the common Moon jellyfish, the Upside Down jellyfish and the Japanese Sea Nettles. Ocean Invaders will be a permanent addition to the SEA LIFE London Aquarium and included in the entrance price. Visitors can also enjoy getting up close to over 10,000 colourful aquatic inhabitants, representing over 600 species in 65 immersive displays. Groups get Priority Entrance.

› Visit visitsealife.com/london



Remembering Diana at Kensington



Opening on 24 February, the exhibition *Diana: Her Fashion Story* will trace the evolution of the Princess's style, from the demure, romantic outfits of her first public appearances, to the glamour, elegance and confidence of her later life.

The exhibition will display exquisite and celebrated outfits from throughout the Princess's public life, from the glamorous evening gowns worn in the 1980s, to the chic Catherine Walker suits that made up her 'working wardrobe' in the 1990s. The Princess's relationship with her favourite designers will be explored through a display of some of their original fashion sketches, created for her during the design process.

While in residence at Kensington Palace, the Princess admired the changing floral displays in the historic Sunken Garden. In spring/summer 2017, the gardeners at Kensington will dedicate the new planting in the garden to Diana, creating a temporary White Garden.

➤ For more information on events and exhibitions for 2017 at Kensington Palace, please contact the Groups & Travel Trade Department on 0203 166 6311 or groupsandtraveltrade@hrp.org.uk

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Elevate your wellbeing at The Shard

The View from The Shard, the tallest building in Western Europe, has unveiled a programme of wellbeing events that will take place at the attraction throughout January, February and beyond.

The series of events will focus on overall wellbeing, covering everything from fitness classes with celebrity trainer, Matt Roberts, to sky-high yoga and even the odd early-morning rave.

Matt Roberts, trainer to Tom Ford, John Galliano and The Saturdays, will bring his MX intensive workout to The View from The Shard for three exclusive dates in January.

For those who prefer to 'rave their way into the day', Morning Gloryville will be returning at 0600hrs to The View from The Shard on 21 February and 14 March. It's an immersive early-morning dance party, offering inspirational, energising music and visual entertainment, as well as meditation and massage.

From 21 January, Yogasphere will be holding yoga sessions each Saturday morning until the end of February. The classes take place before the attraction opens to the public, creating a serene environment.

The ever popular silent discos will continue each Saturday night from 21 January. Pick your channel and choose your side as three



DJs battle it out over separate wireless channels playing the best in pop, rock and party classics, while you admire the sweeping panoramas of London at your feet.

The View from The Shard offers the perfect escapism for everyone, there's no better

location to get a fresh perspective and view on life than 800ft high on top of the Capital's urban mountain.

› For more information or to book visit theviewfromtheshard.com

See the magical Wicked at London's Apollo



Acclaimed as "a magical story of friendship, love and growing up" by OfficialLondonTheatre.com, *Wicked* recently celebrated its 10th landmark year at London's Apollo Victoria Theatre. Based on the acclaimed novel by Gregory Maguire that re-imagined the stories and characters created L. Frank Baum in 'The Wonderful Wizard of Oz', *Wicked* tells the incredible untold story of an unlikely but profound friendship between two sorcery students. Their extraordinary adventures in Oz will ultimately

see them fulfil their destinies as Glinda the Good and the Wicked Witch of the West.

Wicked has music and lyrics by multi GRAMMY and Academy Award winner Stephen Schwartz, a book by Winnie Holzman and musical staging by Wayne Cilento, and is directed by two-time Tony Award winner and Olivier nominee Joe Mantello.

It has been hailed as "one of the greatest musicals of our time" (*Daily Mail*); "a magical adventure that casts its spell on young and old"

(*Metro*) and "the biggest new musical London has seen in years" (BBC London News), and it has been seen by almost eight million people in London alone. Experience this unforgettable, multi-award winning musical and discover that you've not been told the whole story about the Land of Oz.

› Book now for group tickets from £25. Contact Group Line on 020 7206 1174 or visit groupline.com/wicked

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www.knebworthhouse.com

visitEngland.com
QUALITY ASSURED VISITOR ATTRACTION

Enjoy spectacular views atop the UK's tallest sculpture

Visitors to ArcelorMittal Orbit are being challenged to 'Ride the Slide'. Riders will experience the thrill of the world's tallest, longest tunnel slide as it weaves its way through the UK's tallest sculpture.

A visit to the ArcelorMittal Orbit is not just for the thrill-seekers. Visitors can enjoy breath-taking views of up to 20 miles across London including Canary Wharf, St Paul's Cathedral and out to Wembley Stadium from the two viewing galleries.

To enhance experience, innovative screens allow learning about the London skyline, there are also two mirrors created by Sir Anish Kapoor which flip and twist the horizon. After taking in the views, visitors can walk down the 455 steps which spiral around the central column.

The onsite restaurant, The Podium Bar and Kitchen, has a number of menu options ranging from lunches, afternoon teas or three course dinners, tailored specifically for groups.

The ArcelorMittal Orbit has been awarded CPT's Coach Friendly Visitor Attraction Status based on facilities in place to welcome groups travelling by coach. These include a drop-off point a few meters from the attraction, a multi-storey car park, plenty of sheltered areas and other services for



visitors and coach drivers.

With so much to do and see, a visit to the ArcelorMittal Orbit should be on your agenda.

› For more information, call 0208 221 9111, email trade@arcelormittalorbit.com, or go to www.arcelormittalorbit.com

Uncover Knebworth House's rich heritage

As you head towards the romantic exterior of Knebworth House with its Gothic turrets, domes and gargoyles silhouetted against the sky, little prepares the visitor for what to expect inside.

The house is packed with generations of stories reflecting the family's contribution to British culture and heritage. As a house visitor you will be following in the footsteps of characters as diverse as Charles Dickens, Winston Churchill and Noel Gallagher.

The Gardens date back to at least the 17th century and the present Edwardian layout is largely designed by Sir Edwin Lutyens who married into the Lytton family. The 11 garden rooms are delightful throughout the seasons and include a maze, herbaceous borders, heritage trees, a rose garden, a walled vegetable garden and a wilderness walking trail with Willow houses, sensory sound boxes, and a trail of 70 life-size dinosaur sculptures to delight all ages.

Knebworth House prides itself on being especially film-friendly for over 40 years. In the last year it was Balmoral in both *The Crown* and *The Kings Speech* and featured in 2016's *Strictly Come Dancing Christmas* special.

The minimum group number is 16 paying guests, which can be booked for visitor open days during the visitor season. Group admission starts from £8.50 on open days, with free entry for the group organiser bringing 20 guests or more.



› For more information, visit www.knebworthhouse.com or phone the group bookings line on 01438 810931

Hassle-free group dining in Piccadilly

Planet Hollywood on Haymarket is London's must-experience restaurant for groups of all sizes. Whether pre- or post-theatre, part of a London sightseeing itinerary, dinner with family, friends or workmates – in fact for any special celebration, especially Christmas – Planet Hollywood guarantees delicious and hassle-free group dining.

The unique theming of Planet Hollywood, inspired by the glamour of Tinseltown, sets the stage for a special dining experience for a Christmas celebration with a difference.

All groups at Planet Hollywood are welcomed with their name up in lights and they get to dine amid the most impressive collection of memorabilia from a century of Hollywood's history. Extensive menus cater to all tastes and budgets, including gluten-free and vegetarian options plus newcomer dishes like beer-battered fish and chips.

Planet Hollywood is conveniently located in the heart of the bright lights of Piccadilly. An in-house sales team provides an instant response to all group enquiries, and will go out of their way to make group dining as hassle-free as possible.

➤ Email salesuk@planethollywoodintl.com, call 020 7024 8455 or visit www.planethollywoodlondon.com



Enjoy a behind the scenes tour of Wembley



Wembley Stadium Tour takes visitors behind the scenes of the UK's largest sports and music venue.

The award-winning, 75 minute guided tour includes access to the Dressing Rooms, Press Room, Players' Tunnel, Pitchside and the iconic Royal Box to have a photograph taken with a replica of the world-famous FA Cup.

Wembley is the perfect location for groups of all sizes and ages. With ample coach parking, a café, restroom facilities and the London Designer

Outlet shopping centre next door, the Wembley Tour caters for all your needs. After the tour, don't miss the store for a fantastic range of England and Wembley merchandise.

Wembley Stadium Tour is open 12 months a year and seven days a week with the exception of certain event dates in the calendar.

Tours depart at 1000hrs, 1100hrs, 1200hrs, 1300hrs, 1400hrs and 1500hrs with pre-booking always advised. At weekends and peak times, more

tours will be added. A Visit England approved Quality Assured Attraction, tours and routes are subject to availability, alteration and cancellation at short notice.

All tours are conducted in English. Printed translation guides are available in nine languages.

➤ Visit www.wembleystadium.com/tours for more information. For group bookings and trade rates contact tours@wembleystadium.com

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Group Incentives - free parking for coaches; **driver benefits**, including meal voucher/gift card; and incentives for regular group visits.

Guest Services ready to meet and greet your clients and groups.

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