

WELCOME TO LONDON

INFORMATION TO START YOUR VISIT
AUTUMN/WINTER 2010/11

Includes
Tube +
Bus maps

LONDON
DEVELOPMENT
AGENCY



Transport
for London

MAYOR OF LONDON

VISIT
LONDON

VISITLONDON.COM

- 1 Top 10 Attractions
- 2 Visitor Information
- 3 Getting Around
- 4 London's Regions
- 5 Tube and Rail Map
- 6 Bus Routes
- 7 Useful Tips



As Mayor of London I am delighted to welcome you to London - the greatest big city on earth.

This booklet has been designed to help first time visitors get started in London with useful tips to help you make the most of your trip and practical advice on getting around town.

With unique heritage, fantastic culture and iconic attractions, there is always something to see and do whether you are here for a day, a week or longer.

For more in-depth information look out for other free guides while you are here including London Planner and the Visit London City Guide, available in Tourist Information Centres. Or check out the many other specialist guides to London that you will find in bookshops across the capital.

London is always packed with events, festivals, activities, exhibitions and entertainment. For inspiration and the latest tips, including information on bars, restaurants, shops, attractions and more, go to London's official website visitlondon.com

I wish you an enjoyable stay in our city.
Boris Johnson, *Mayor of London*

Visitor information is also available by calling **0870 1 566366** (in the UK) or by emailing visitorinfo@visitlondon.com (we will respond within 24 hours). To find out more about our Tourist Information Centres, see the following pages.

London has a huge variety of attractions. Historical or contemporary, paid for or free, there is something to suit all tastes and budgets. Here are the top ten visitor attractions (according to visitor numbers in 2009).

* Indicates free entry to permanent exhibitions

1. British Museum*

A fascinating range of objects from around the world from prehistoric to modern times.

2. National Gallery*

One of the world's greatest collections of European paintings from 1250 to 1900.

3. Tate Modern*

Britain's national museum of modern art in an iconic former power station.

4. Natural History Museum*

As well as the infamous dinosaurs, the museum has a collection of the biggest, tallest and rarest animals in the world.

5. The Merlin Entertainments London Eye

The world's highest observation wheel with spectacular views.

6. Science Museum*

Over 40 galleries and 2,000 hands-on exhibits.

7. Tower of London

More than 900 years of history and the Crown Jewels.

8. Madame Tussauds

Meet famous faces from the worlds of showbiz, sport, politics and royalty.

9. Victoria and Albert Museum*

Celebrating art and design with collections on ceramics, furniture, fashion, sculpture and much more.

10. National Portrait Gallery*

The most extensive collection of portraits in the world.

See
visitlondon.com
to book tickets
and for
itineraries
around London



British Museum



Tate Modern

2 Visitor Information

Tourist & Travel Information Centres

We know that face-to-face contact is always valued, especially when you are in a new city, so you will find a welcoming face, inspiring ideas, and tickets to many attractions at Tourist & Travel Information Centres. The nearest Tube, DLR or National Rail station is shown.

London Tourist Information Centres

Britain & London Visitor Centre

1 Regent Street, London SW1Y 4XT

⇄ Piccadilly Circus Exit 3

Open: Mon 09.30-18.30 (18.00 Oct-Mar)

Tues-Fri 09.00-18.30 (18.00 Oct-Mar)

Sat, Sun & Public Holidays 10.00-16.00
(Sat 09.00-17.00 Jun-Sep)

City of London TIC

St Paul's Churchyard,
London EC4M 8BX

⇄ St. Paul's/Mansion House

Open: Mon-Sat 09.30-17.30

Sun 10.00-16.00

Greenwich TIC

Pepys House,
2 Cutty Sark Gardens,
London SE10 9LW

DLR Cutty Sark

⇄ DLR Greenwich

Open: Daily 10.00-17.00

Holborn Visitor Information Kiosk

Kingsway, London WC2B 6BG

⇄ Holborn

Open: Mon-Fri 08.00-18.00

Sat & Sun closed

Richmond TIC

Old Town Hall, Whittaker Avenue,
Richmond TW9 1TP

⇄ Richmond

Open: Mon-Sat 10.00-17.00

Sun closed

Additional TICS in Bexley, Harrow, Lewisham, Swanley, Twickenham; see visitlondon.com/welcome

Travel Information Centres

⇄ Euston Railway Station

Opposite platform 10

Open: Mon-Fri 07.15-21.15

Sat 07.15-18.15

Sun & Public Holidays

08.15-18.15

⇄ Heathrow Airport

Heathrow Terminals 1,2,3 Tube Station

Open: Daily 07.15-21.00

⇄ King's Cross Tube Station

Western Ticket Hall near St Pancras

Open: Mon-Sat 07.15-21.15

Sun & Public Holidays

08.15-20.15

⇄ Liverpool Street Tube Station

Open: Mon-Sat 07.15-21.15

Sun & Public Holidays 08.15-20.15

⇄ Piccadilly Circus Tube Station

Open: Daily 09.15-19.00

⇄ Victoria Railway Station

Opposite platform 8

Open: Mon-Sat 07.15-21.15

Sun & Public Holidays

08.15-20.15

On street information

You may meet one of the city's 300 London Ambassadors on the streets providing you with on-the-spot information. While their uniforms may vary, you'll identify them by their badge with an 'i' sign and the Visit London logo (see below).



3 Getting Around

For all the information you need to plan your trip, go to tfl.gov.uk/journeyplanner, which provides the tools to easily plan your journey on public transport in advance, and is available in 19 languages. You can also telephone **+44 (0)843 222 1234*** (24 hours) Alternatively visit one of the Travel Information Centres or any Tube Station.

*You pay no more than 5p per minute if calling from a BT landline. There may be a connection charge. Charges from mobiles or other landline providers may vary.

London Underground

There are 11 colour-coded Underground or 'Tube' lines. Services run regularly from around 05.00 to 00.30 (Sun 07.30 to 23.30) on most routes. The network is divided into nine zones, with Zone 1 being the most central area. See page 8 for the Tube and Rail Map.

London Buses

Buses generally run from 05.00 to 00.30. Night Buses operate on many major routes from around midnight to 05.00, and some routes operate a 24-hour service. Cash fares are not available for bus passengers in Zone 1, therefore passengers must obtain a valid ticket or Oyster card before boarding. Some routes are especially good for sightseeing including routes 9 and 15 which use heritage Routemaster buses during the day.

TICKETS TO TRAVEL



Oyster cards

The Oyster card is London's travel smartcard and is generally the easiest and cheapest way to pay to travel around London whether you are using Tube, bus, tram, DLR, London Overground or National Rail services.

Ticket types

Oyster can store season tickets (Travelcards) as well as credit for single journeys (pay as you go), and your card is fully re-usable. When your Travelcard expires or your pay as you go credit is getting low, you can add another Travelcard or add more credit at over 3,900 Oyster retailers, at station touchscreen ticket machines and at Travel Information Centres in London. With pay as you go, you can travel as many times as you like in a day and the daily price cap means that you will never pay more than the price of an equivalent One Day Travelcard.

Where to Buy

You can save time by purchasing an Oyster card before you arrive in London at tfl.gov.uk/visitorshop or get one when you arrive from Tube or selected National Rail stations.

Using your Oyster

To ensure you pay the correct fare on Tube, DLR, London Overground and National Rail services you must always touch in on the yellow card reader at the start of your journey and touch out at the end. On buses and trams you only need to touch in at the start of your journey.

For further information about Oyster including fares, travelling with children and using Oyster on River Services and National Rail, go to tfl.gov.uk/oyster

Taxi

Hail one of London's famous black cabs (some are multicoloured!) when the yellow 'Taxi' sign is lit. Please note fares increase after 20.00. Private hire or minicabs must be booked in advance. We advise you against getting into any vehicle that approaches you in the street purporting to be a minicab. See tfl.gov.uk/finderide for details of local licensed minicabs, or use Cabwise - text **CAB to 60835** to get one taxi and two local licensed minicab numbers sent to your mobile phone (cost may vary depending on your mobile provider). Overseas networks can access this service by texting the street name and partial postcode eg Victoria St SW1 to **+44 (0)7797 800 000**. Texts will be charged at your standard roaming rate per enquiry.

Docklands Light Railway

Docklands Light Railway (DLR) runs from 05.30-00.30 Monday to Friday and 06.30-23.30 on Sunday. There are trains every 4-10 minutes running on routes from Bank and Tower Gateway to Docklands, East and South East London. Take the DLR to visit Canary Wharf, Cutty Sark for Maritime Greenwich, ExCeL London exhibition centre or London City Airport.

River Services

Travelling on the river can be a relaxing way to travel whilst taking in the sights, and Oyster cards can now be used on Thames Clippers services. Go to tfl.gov.uk/river or pick up the River Services leaflet from Tube stations.

Cycling

For general information on cycling in London visit tfl.gov.uk/cycling Barclays Cycle Hire is a public bicycle sharing scheme in central London. From summer 2010 there are 400 docking stations and 6,000 bicycles for hire to scheme members. For further information go to tfl.gov.uk/barclayscyclehire

Walking

Walking in London is a great way to get around. For more information on walking routes visit tfl.gov.uk/walking

National Rail and London Overground

There are 13 National Rail termini in London for connections to all parts of the UK, plus Eurostar services from St Pancras International. For further information go to nationalrail.co.uk or call 08457 484950 (UK only) or +44 (0)20 7278 5240. For services to London destinations outside the central area, including London Overground services, visit tfl.gov.uk

TOP 5 TRAVEL TIPS

- Walking can often be quicker in central London than taking the Tube between two adjacent stops. For example, the walk between Leicester Square and Covent Garden is just a few minutes.
- Use the Tube outside the morning and afternoon rush hours to avoid crowded trains and platforms. Or perhaps take advantage of the River Services!
- Journey Planner is the best way to plan your journey from A to B by any form of public transport. Go to tfl.gov.uk/journeyplanner or phone **+44 (0)843 222 1234***
- Always check before you travel at weekends when engineering work sometimes takes place.
- Always stand on the right and walk on the left on escalators at stations.

*You pay no more than 5p per minute if calling from a BT landline. There may be a connection charge. Charges from mobiles or other landline providers may vary.

Coaches

London's main coach services use Victoria Coach Station, SW1 **+44 (0)20 7730 3466**
tfl.gov.uk/coaches

Operators include:

Green Line Coaches
+44 (0)844 801 7261
greenline.co.uk

Megabus **+44 (0)9001 600 900**
megabus.com

National Express **+44 (0)871 818 181**
nationalexpress.com

4 London's Regions



Richmond

LOCAL TIP

"Research the several different ways to get into town from London's airports, there are lots of different options so you're sure to find something to suit, whether you're on a budget or just need to get there swiftly" *Chris, from Wimbledon*
visitlondon.com/travel/airport

London buzzes night and day with an unforgettable energy, and each area of the city has its own distinct atmosphere. Here is a quick introduction to the points of our compass:

Central London

London's heart is made up of many districts from the iconic City of Westminster to the City of London, the main financial area of the capital. This central area has a dense concentration of landmarks, theatres, museums, nightspots and famous shopping areas like Covent Garden, Carnaby Street and Oxford Street.

North London

Over 120 languages are spoken in this multicultural and vibrant region, which is steeped in history and renowned for its culture. Areas of interest include Hampstead Heath and Primrose Hill with their huge green spaces, fabulous views and village feel, characterful Camden with its eclectic market and live music scene, and Green Lanes, where you can enjoy Turkish, Greek and Kurdish food.

South London

The South is appreciated for its array of open spaces such as Clapham Common, the World Heritage Site at Greenwich and

riverside Richmond. It's popular for sporting attractions such as the Wimbledon Lawn Tennis Museum and cricket at the Brit Oval. It offers wonderful opportunities to escape from the hustle and bustle, from the village atmosphere of Barnes to historic stately homes and palaces such as Ham House and Hampton Court.

East London

The East now claims its place in the limelight and is set to play a huge part in the London 2012 Olympic Games and Paralympic Games. The area is home to a unique arts scene and popular markets like Spitalfields, while the nightlife here in Hoxton and Shoreditch rivals that of the West End. Further east, Lee Valley Regional Park is London's biggest open space.

West London

West London is remarkable for its leafy squares, fascinating museums and vibrant street markets. Here you will find upmarket Kensington and Chelsea, the peaceful streets and canals of Maida Vale, Hammersmith, which is home to some great riverside pubs, and the vibrant, multicultural communities of Shepherd's Bush and Southall.

6 Bus Routes

Key bus routes in central London



7 Useful Tips

To help you book London accommodation with confidence in the standard of service and comfort you can expect to receive, look out for a quality rating logo. When accommodation displays one of the logos, it means a Quality Assessor has visited and given it an independent and trustworthy assessment. There are two types of scheme in London: Official Star Ratings and Visit London Approved.

Official Star Ratings



The EnjoyEngland and AA logos represent the Official Star Ratings schemes in England. They use extremely rigorous criteria and make reliable and impartial assessments. Accommodation in the Official Star Ratings schemes is graded using a 1-5 star rating. The number of stars gives you an indication of accommodation standard, cleanliness, ambience, hospitality, service and food. 4 and 5 star ratings mean excellent quality in all areas and offering all the services expected of that classification of accommodation. 1 to 3 stars means quality levels ranging from simple and practical accommodation at 1 star to good levels of quality and comfort at 3 stars.

Visit London Approved scheme

For accommodation that chooses not to be star rated, Visit London has developed the 'Visit London Approved' scheme. Accommodation displaying the Visit London Approved Marque has been independently

assessed to ensure it meets all regulatory requirements and offers at least an acceptable level and quality of guest services. Those properties with an official star rating automatically qualify for the Visit London Approved marque.



Travellers with access needs

Access for disabled visitors in London has greatly improved in recent years. All of London's 8,000 buses (except heritage Routemasters) are low-floor, wheelchair accessible vehicles. For details of hotels with accessible facilities, maps showing step free routes around the city, and information on accessible Tube stations and black cabs, go to visitlondon.com/access Also look out for the 'Open London' guidebook at TICs and bookshops.

Green Tourism for London scheme

If you want to try and make your trip to London an eco-friendly one, look out for the official Green Tourism for London logo when booking your accommodation and choosing attractions to visit. See visitlondon.com/green for a full list of hotels and attractions that have achieved the award, and a host of other tips on how to make your trip to London environmentally-friendly.



Money

The unit of currency in Britain is the pound sterling (£), and all London areas are served by ATMs, which accept Visa, MasterCard, Cirrus or Maestro cards. If you have travellers cheques, these can be exchanged at banks, bureaux de change, hotels and post offices; there are a wide range across town.

Lost property

Lost property left on public transport, including taxis, is dealt with at the Transport for London (TfL) Lost Property office at 200 Baker Street.

+44 (0)845 330 9882

Opening hours

Shops are generally open Mondays to Saturdays, from 10.00-18.00, although some central stores stay open until 20.00-21.00 and later still on Thursdays. On Sundays many shops open from midday to 16.00. Visitor attractions and museums typically open daily from 10.00-18.00, although most close for a couple of days during the Christmas holidays.

Tipping

If you've received good service, whether in a restaurant, café or hotel, it is quite normal to leave a tip of 10% of the total bill.

Maps

A wide variety of maps are available from TICs and all bookstores. Collins offer a comprehensive range of city maps to help you navigate your way around the city, see visitlondon.com/maps or try out the interactive maps online at visitlondon.com/explorer

Post and email

Stamps can be bought at Post Offices or newsagents. Postcards to Europe cost 60p or 67p to the rest of the world. Many hotels have internet access and there are internet cafés throughout the city.

LOCAL TIP

"Many of London's big museums are free, so it won't cost you a penny to see all that they have to offer"
Katherina, from Wembley
visitlondon.com/value



Legible London sign



GOING GREEN

The most environmentally friendly way of getting around the city is on foot or by bike. Walking is one of the best ways of getting a feel for the city and most major landmarks are within easy reach of each other. It's also a great idea to offset the carbon emissions generated by any flights here. For walking and cycling tours and more tips on how to be a green traveller, check out visitlondon.com/green. Also be sure to recycle this guide, either literally or by passing it on to another traveller for their trip.

LOCAL TIP

"London has more parks and green space than most major capital cities – great for relaxing away from the busy streets"
Hannah, from Notting Hill
visitlondon.com/outdoors

Walk this way

Look out for Legible London signs throughout central London which feature maps and information for pedestrians. You'll be amazed at how easy it is to walk between many London landmarks.

Embassies and Consulates

Australia T: +44 (0)20 7379 4334	Italy T: +44 (0)20 7312 2200
Canada T: +44 (0)20 7258 6600	Netherlands T: +44 (0)20 7590 3200
China T: +44 (0)20 7299 4049	New Zealand T: +44 (0)20 7930 8422
France T: +44 (0)20 7073 1000	Poland T: +44 (0)20 7580 4324
Germany T: +44 (0)20 7824 1300	Spain T: +44 (0)20 7589 8989
India T: +44 (0)20 7836 8484	Sweden T: +44 (0)20 7917 6400
Ireland T: +44 (0)20 7235 2171	USA T: +44 (0)20 7499 9000

Toilets

Public toilets are provided at coach and mainline rail stations. Most charge 30p, and there are facilities for people with disabilities and for those with babies. 'Superloos' are also available across London.

Public holidays

You can expect to find most businesses closed on these public holidays, but many shops, bars and restaurants will remain open as usual or operate to their Sunday hours:

2010/2011

25–28 December
3 January

Telephones

+44 is the international dialling code for the UK. Public telephones take coins, telephone cards (available in newsagents, post offices and bureaux de change) or credit cards. The minimum cost for a call is 60p. The operator is on 100 (calls within UK and Eire) or 155 (calls abroad or to a ship).

Drinking age restrictions

The legal age for buying alcohol in the UK is 18 years old, although some bars and restaurants will only serve customers over the age of 21. If you are lucky enough to look under 21 it is a good idea to carry some identification with you.

Smoking

Smoking is banned in all enclosed public places, including public transport, restaurants, bars and clubs.

Emergency services

999 or 112 (24 hours) for ambulance, fire or police services.

Medical help

NHS Direct

T: 0845 4647

(24-hour advice within UK)

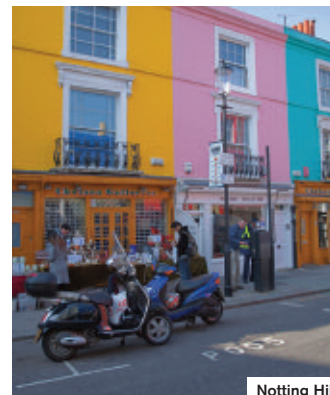
nhsdirect.nhs.uk

Ambulance ☎ 999

For minor ailments, pharmacists can dispense certain drugs. The largest chain is Boots, see boots.com for locations. To find a 24-hour pharmacy see nhs.uk

LOCAL TIP

"Walk! Taking the Tube can be addictive, but by walking around you'll gain a different appreciation for the city, and often it's much quicker too. For starters try wandering around Kensington Mews, Soho, and the old City"
Stefan, from Hoxton



Notting Hill



London Eye



The easiest way to travel around London

Oyster cards are available and can be topped up with credit at:

- London Travel Information Centres
- Oyster Ticket Stops
- Tube and London Overground station ticket offices (minimum top up £5)
- Some National Rail station ticket offices

For more information visit tfl.gov.uk/oyster