

WELCOME TO LONDON

INFORMATION TO START YOUR VISIT

SUMMER 2012/13

Includes
Tube +
Bus maps

MAYOR OF LONDON



Transport
for London

LONDON™

- 1 Top 10 Attractions
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As Mayor of London I am delighted to welcome you to London – the best big city on earth.

This booklet has been designed to help first time visitors get started in London with useful tips for making 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 which is 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). This service is operated by London & Partners, London's official promotional organisation.

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 2010).

* Indicates free entry to permanent exhibitions

1. British Museum*

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

2. Tate Modern*

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

3. National Gallery*

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

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. EDF Energy London Eye

The world's highest observation wheel with spectacular views.

6. Science Museum*

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

7. Victoria and Albert Museum*

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

8. Madame Tussauds

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

9. National Maritime Museum/ Royal Observatory*

Discover seafaring and stargazing in Greenwich

10. Tower of London

More than 900 years of history and the Crown Jewels.



British Museum



Tate Modern

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

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 and Travel Information Centres. Travel Centres also sell tickets for travel. The nearest Tube, DLR or National Rail station is shown.

Tourist Information Centres (TICs)

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 09.00-17.00
Sat & 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-Thurs 08.15-19.15
Fri 08.15-20.15
Sat, Sun & Public Holidays
08.15-19.15

☎ Heathrow Airport

Heathrow Terminals 1,2,3 Tube Station
Open: Daily 07.30-19.30 including
Public Holidays

☎ King's Cross Tube Station

Western Ticket Hall near
St. Pancras
Open: Mon-Sat 07.15-20.15
Sun & Public Holidays
08.15-19.15

☎ Liverpool Street Tube Station

Open: Mon-Thurs 07.15-19.15
Fri 07.15-20.15, Sat 07.15-19.15
Sun & Public Holidays 08.15-19.15

☎ Piccadilly Circus Tube Station

Open: Daily 09.15-19.00

☎ Victoria Railway Station

Opposite platform 8
Open: Mon-Sat 07.15-20.15
Sun & Public Holidays
08.15-19.15

On street information

You may also meet one of the city's
300 London Ambassadors on the
streets who will be happy to provide
you with on-the-spot information.

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 15 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 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. Please allow up to 14 days for delivery.

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/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) driverless trains run from 05.30-00.30 Monday to Saturday and 07.00-23.30 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, London City Airport or Woolwich Arsenal. The **Emirates Air Line** opens this summer and provides a new cable car river crossing connecting The O2 and ExCel exhibition centres via terminals at Emirates Greenwich Peninsula and Emirates Royal Docks. It is accessible for all and you can also take bikes along at any time. For more information visit tfl.gov.uk/emiratesairline

Cycling

Barclays Cycle Hire is a public bicycle sharing scheme in central London. There are 570 docking stations and 8,000 bicycles for hire. For further information go to tfl.gov.uk/barclayscyclehire For general information on cycling in London visit tfl.gov.uk/cycling

Walking

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

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.

National Rail

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 484 950 (UK only) or +44 (0)20 7278 5240.

London Overground

London Overground has four routes which run from Richmond/Clapham Junction to Stratford, Watford Junction to Euston, Gospel Oak to Barking and Highbury & Islington to West Croydon. Trains run approximately every 7-15 minutes during peak hours on most lines. Timetables available at stations and online, visit tfl.gov.uk/overground for more information

Driving

If you are driving in London you need to pay the central London Congestion Charge, which is in operation Monday-Friday 7.00am-6.00pm excluding bank and public holidays. For a map of the charging zone or to pay the £10 daily charge visit cclondon.com

Coaches

London's main coach services use Victoria Coach Station, SW1 020 7222 5600 tfl.gov.uk/coaches

Operators include:

National Express: 08717 81 81 81
nationalexpress.com
X90 Oxford London: 01865 785 400
oxfordbus.co.uk

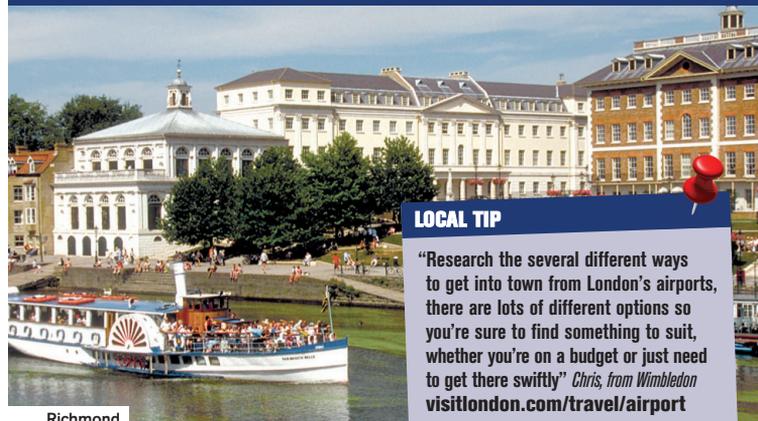
Oxford Tube: 01865 772 250
oxfordtube.com

easyBus: easybus.co.uk

Green Line Coaches:
0844 801 7261 greenline.co.uk

Megabus: 09001 600 900
megabus.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 Wimbledonvisitolondon.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 Kia 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.

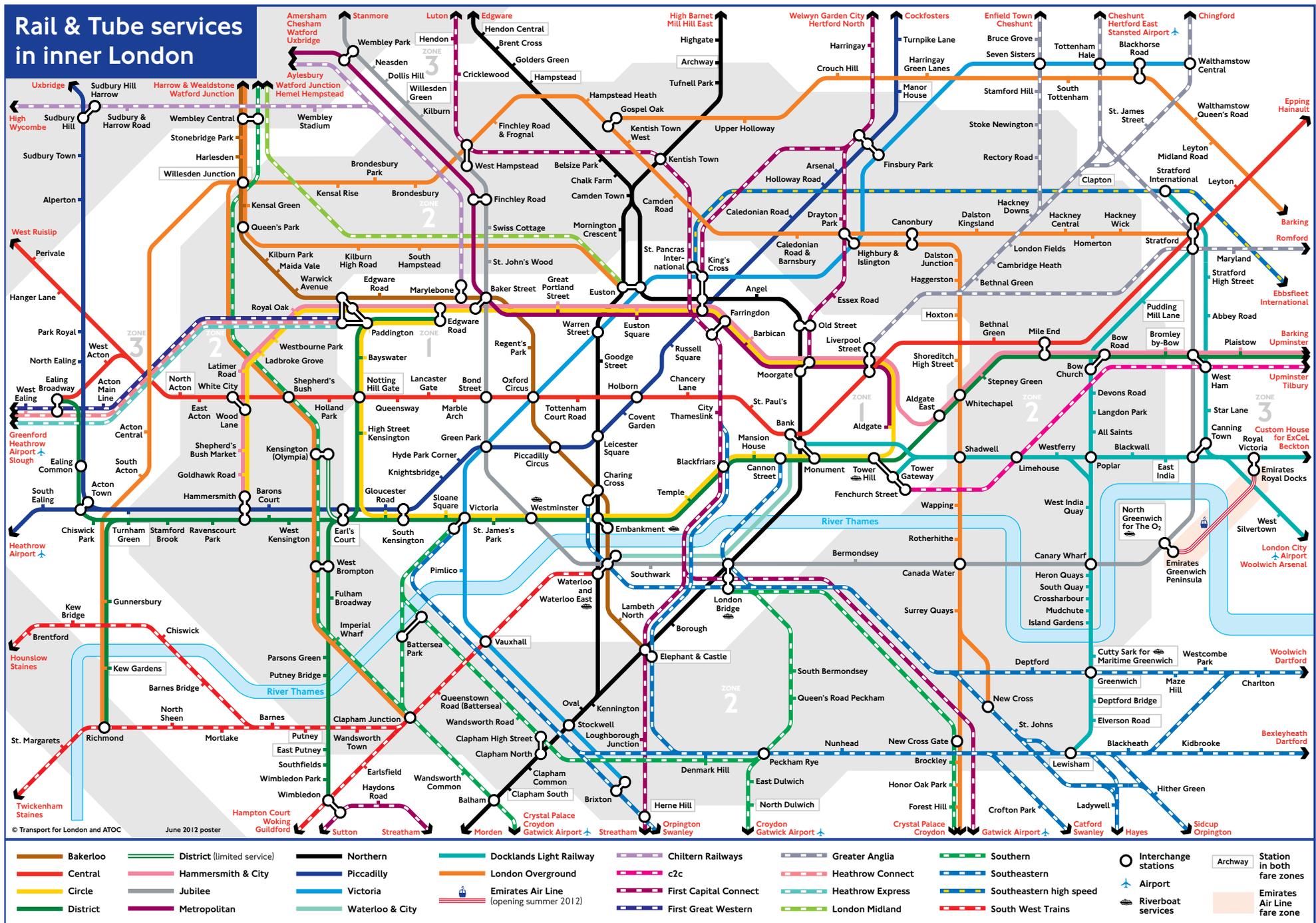
East London

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 one of London's biggest open space.

West London

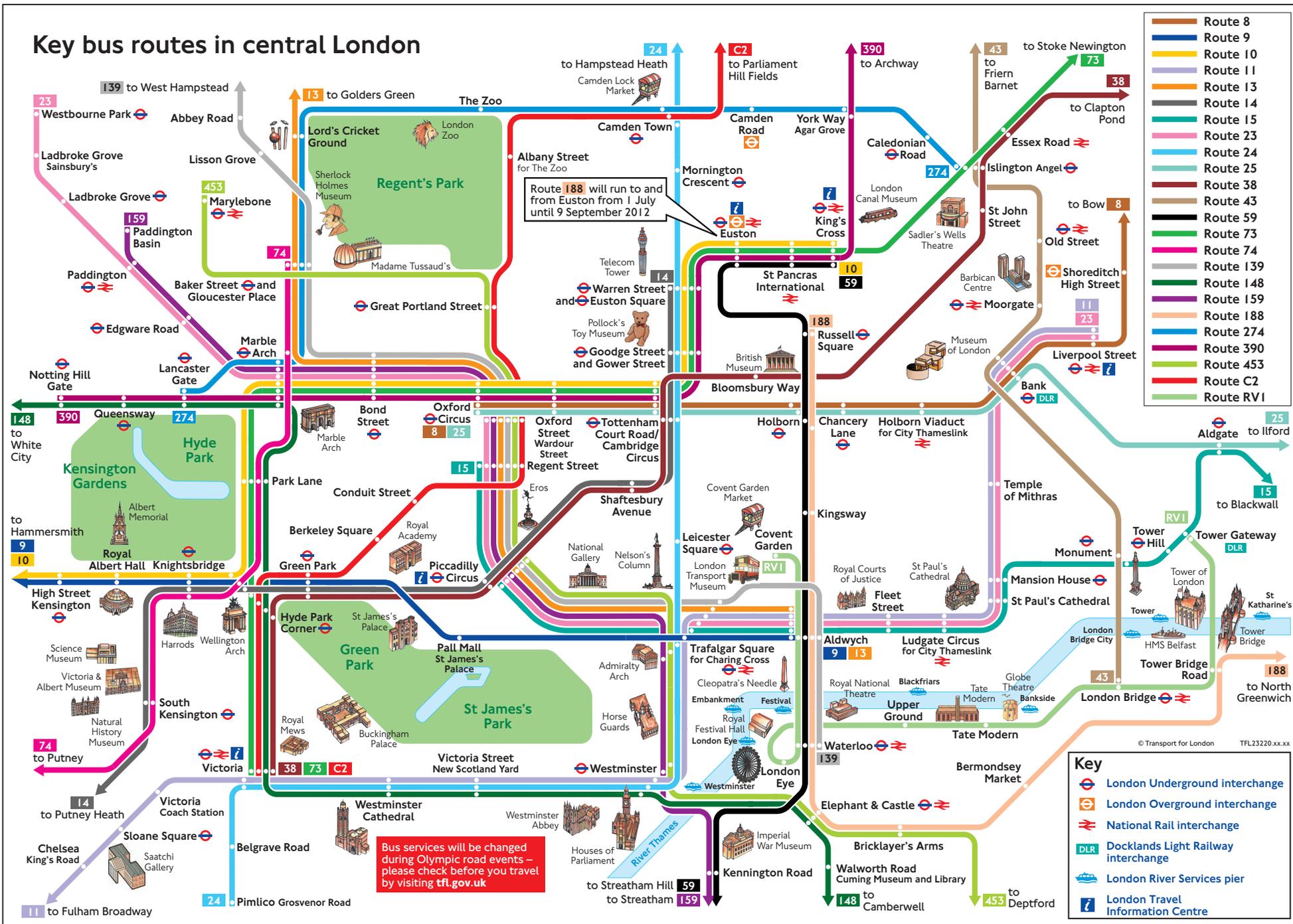
West London is remarkable for its leafy squares, fascinating museums and vibrant street markets. Here you will find upmarket Kensington and Chelsea, the peaceful streets and canals of Maida Vale, Hammersmith, which is home to some great riverside pubs, and the vibrant, multicultural communities of Shepherd's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

5 Tube and Rail Map



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.

Official Star Ratings



Stars are awarded following annual assessments by trained, impartial assessors. Annual visits are made and, in the case of hotels and guest accommodation, this involves a 'mystery shop' overnight stay at least every other year to thoroughly check out the service, hospitality, food and cleanliness, as well as the standard and comfort of the accommodation. All participating establishments are awarded between one and five stars. The more stars, the higher the quality and range of services and facilities provided. For full details of criteria, please refer to enjoyengland.com

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



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. 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 and the rest of the world cost from 87p. 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





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.

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

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 some shops, bars and restaurants will remain open as usual or operate to their Sunday hours. On 25 December, most shops will shut.

2012/13

25–26 December
1 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** or 112 (24 hours)

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

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



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