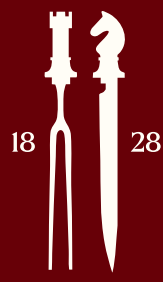




SIMPSON'S IN-THE-STRAND

Private Dining and Events

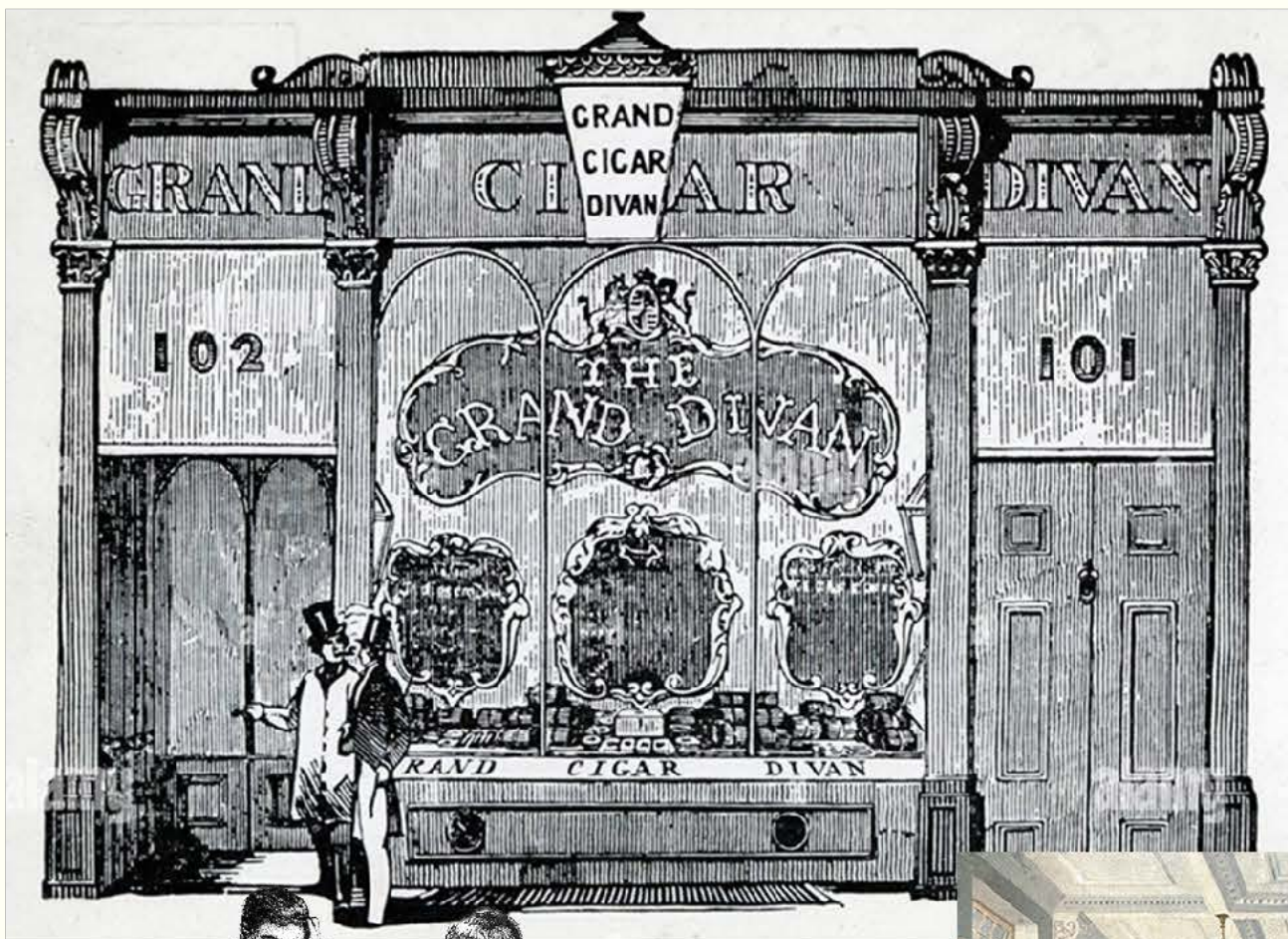


“...there is only one Simpson's.
Simpson's in the Strand is unique.”

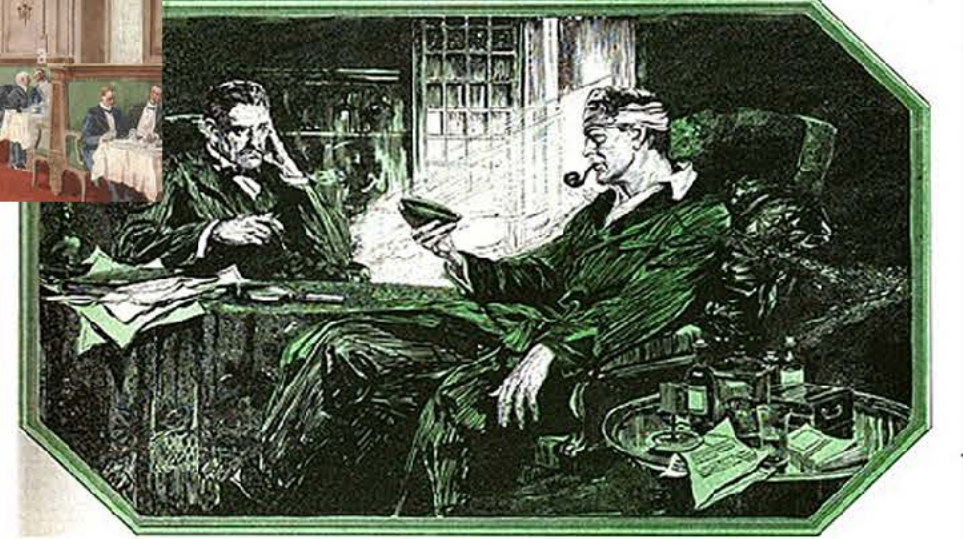
P. G. WODEHOUSE

A SENSE OF OCCASION AND HISTORY

Since 1903, No.100 Strand has played host to countless momentous and era-defining occasions, and has welcomed the great, the good and not-so-good through its iconic revolving door.



Simpson's
Strand
A Century
ago

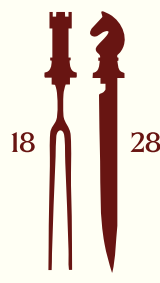


"It needs careful handling, Watson. A set of this would be worth a king's ransom"

The ADVENTURE OF THE ILLUSTRIOUS CLIENT



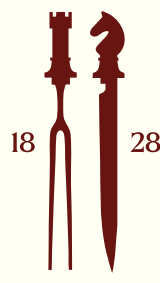
Simpson's in the Strand will reopen at the beginning of 2026, after a six-year closure, with its Grade II Listed rooms meticulously restored to their original, rather grand Edwardian splendour and character. Under the creative vision of Jeremy King, the reincarnation of Simpson's offers a respectful nod to the past with a clear eye on the future, ready to sit once again at the heart of London life.



THE ASSEMBLY ROOM

Located on the first floor, the Assembly Room is a beautifully proportioned 160m² ballroom in the Adam style popular at the turn of the 20th century. Grand sash windows line one side of the room; a focal working fireplace anchors the space; a frieze of neo-classical paintings of female figures in the style of Angelika Kauffmann tops the walls; original chandeliers hang from high, ornately stuccoed ceilings, enhancing the light and elegance of the room.





EVENT TYPES

The Assembly Room is extremely flexible, welcoming events of all types and sizes, for leisure or business, from large-scale occasions to intimate gatherings. It accommodates Banquets, Board Meetings, Wedding Breakfasts, Cocktail Receptions, Award Ceremonies and Speaker Events with equal success.

CAPACITY

COCKTAIL / RECEPTION – 130

UNTIL 31ST MAY 2026:

SEATED LUNCH AND DINNER – 66

FROM 1ST JUNE 2026:

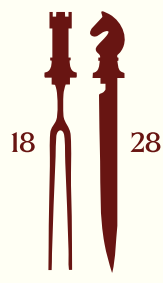
SEATED LUNCH – 100*

SEATED DINNER – 72

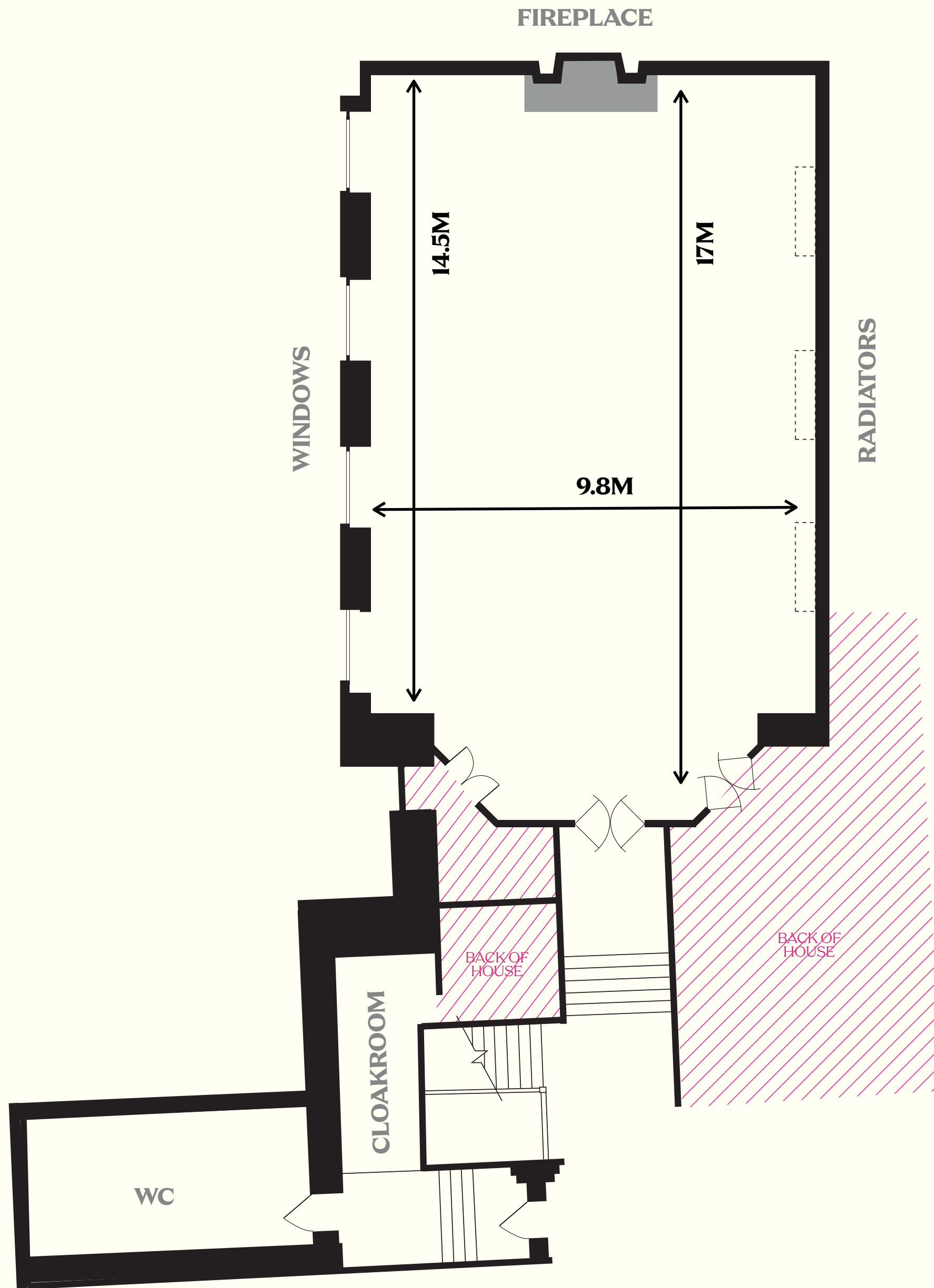
MEETING & CONFERENCE SET UPS

Please contact us for your specific requirements

*WITH PRE-LUNCH RECEPTION IN NELLIE'S TAVERN

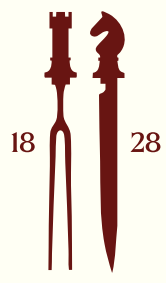


DIMENSIONS

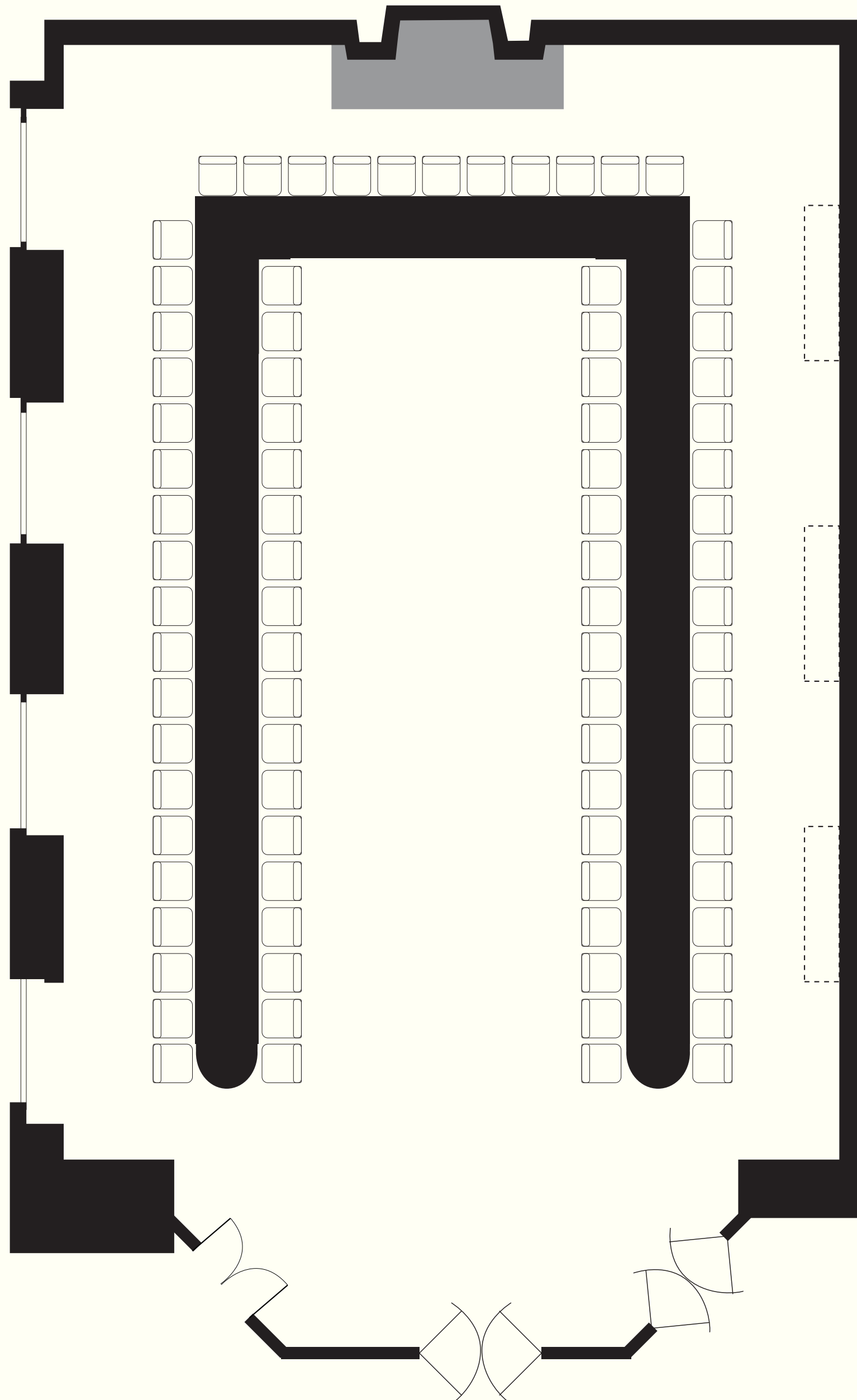


AREA = APPROX 160M²

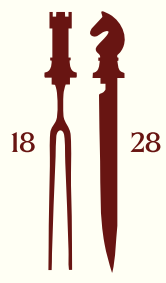
PLEASE NOTE DUE TO THE HISTORIC NATURE OF THE GRADE II LISTED BUILDING,
THERE IS NO STEP-FREE OR LIFT ACCESS TO THE FIRST FLOOR & THE ASSEMBLY ROOM



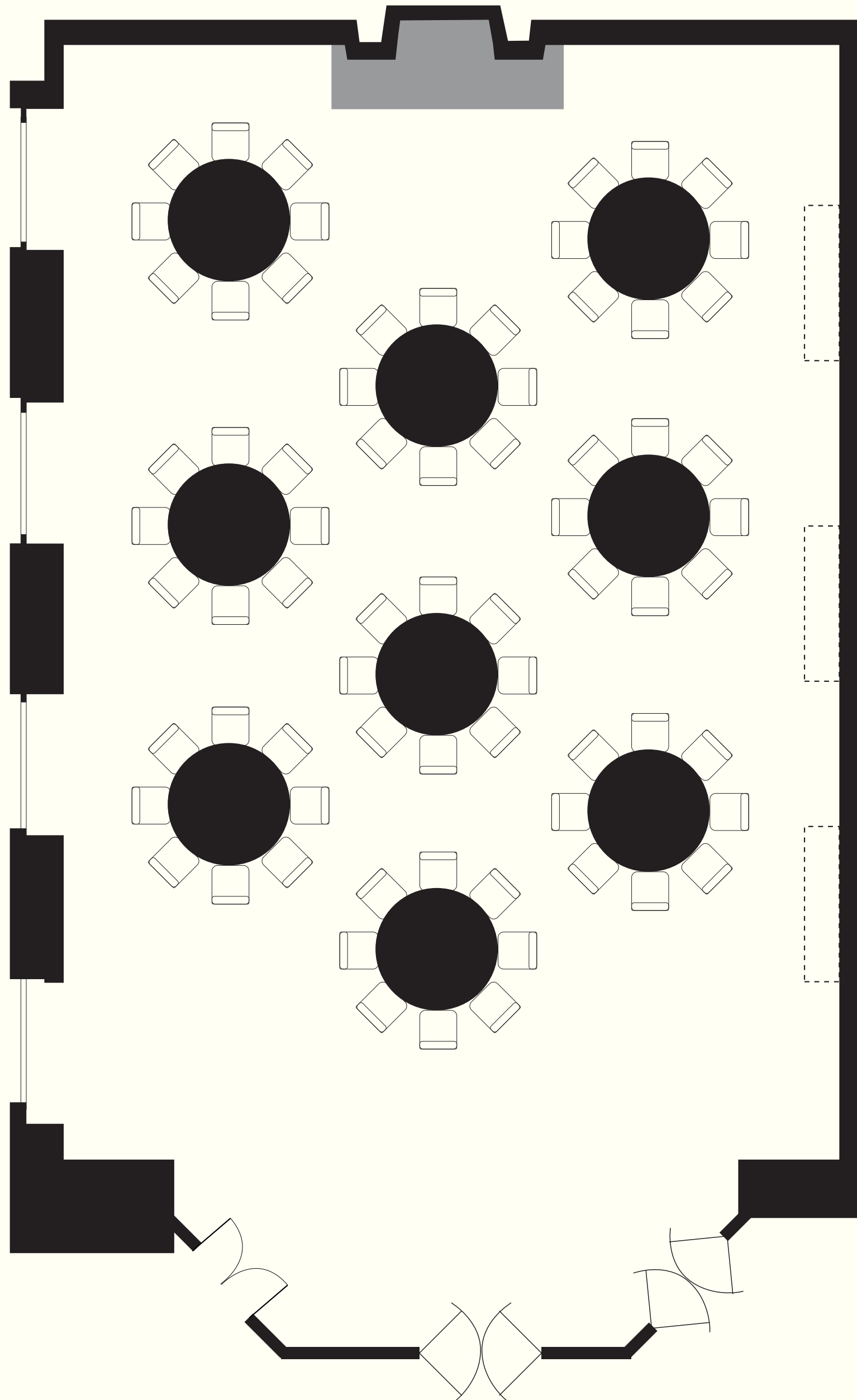
SEATING PLAN 01



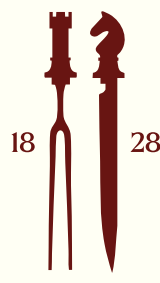
BANQUET TOP TABLE LAYOUT
72 CHAIRS



SEATING PLAN 02



DINNER
72 CHAIRS



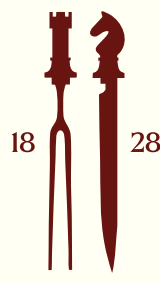
FOOD & DRINK

Breakfast, lunch, dinner and canapé menus are classically English at their core, drawing on almost 200 years of the restaurant's history, yet contemporary and light in execution.

The wine list is largely focused on French wines, with a full selection of Champagnes, Burgundies and Bordeaux, complemented by excellent value discoveries from regional France.

There is also a distinguished selection from Germany and Alsace, alongside an ever-growing list of English still and sparkling wines.

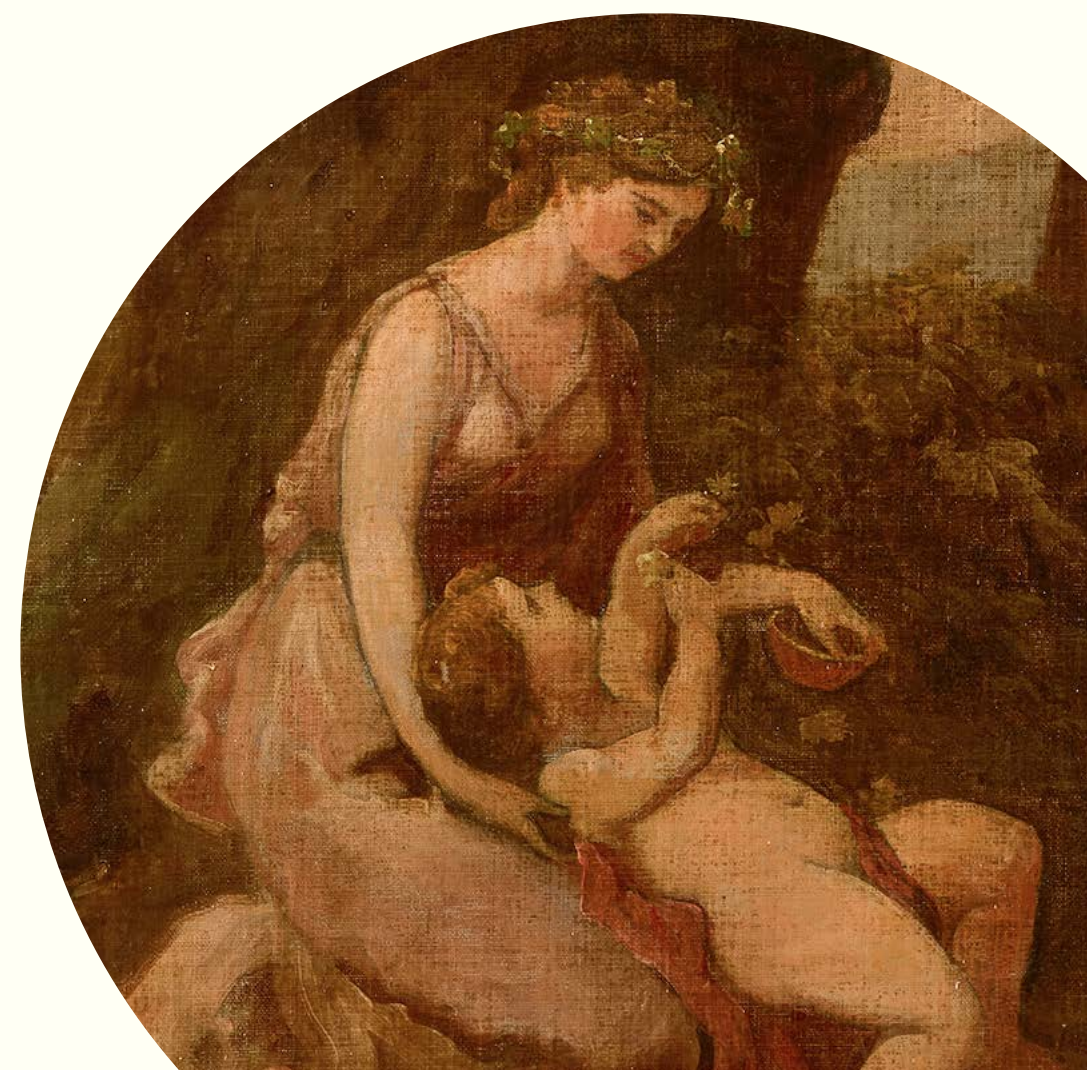


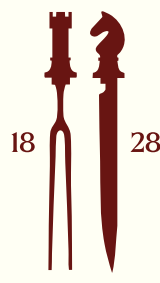


ENQUIRIES AND RESERVATIONS

For enquiries or bookings, please
call us on **020 7836 9112** or email us at
events@simpsonsinthestrands.co.uk

Simpson's in the Strand
100 Strand
London WC2R 0EZ
020 7836 9112
www.simpsonsinthestrands.co.uk





FREQUENTLY ASKED QUESTIONS

THE WHERE IS THE NEAREST UNDERGROUND STATION?

The nearest Underground Stations are either Charing Cross, Embankment or Covent Garden.

IS THERE PARKING AVAILABLE CLOSE TO THE RESTAURANT?

Our nearest parking is Q Park, 34-35 Bedfordbury, London WC2N 4DU; a seven-minute walk from Simpson's in the Strand. On-street parking is very limited.

IS THE RESTAURANT WHEELCHAIR ACCESSIBLE?

The Grand Divan is accessible from the street for wheelchair users. There is no step-free access to the Assembly Room, Romano's, Simpson's Bar or Nellie's Tavern.

IS THERE A DRESS CODE?

We do not operate a specific dress code.

ARE CHILDREN AND BABIES WELCOME? DO YOU HAVE SPACE FOR BUGGIES AND PUSHCHAIRS?

Children of all ages are, of course, welcome so long as they are not disruptive. We kindly ask that any children be included in your final party size. The restaurant has baby changing facilities but we are unable to provide high chairs. Please note, restaurant space is very limited, and we are unable to accept or store pushchairs at the table. If you have further questions, please email our team on info@simpsonsinthestrands.co.uk

DOES THE RESTAURANT PROVIDE A CHILDREN'S MENU?

We do not offer a separate children's menu, however you will find plenty of suitable options on our menus.

DOES THE RESTAURANT PROVIDE GLUTEN FREE, VEGETARIAN AND VEGAN OPTIONS?

Vegetarian and vegan options are available. Gluten free dishes can be explained separately.

DOES THE RESTAURANT ACCOMMODATE ALLERGIES?

All our dishes are prepared in one main kitchen where a variety of ingredients are used (including: nuts, eggs, dairy and gluten). Although we follow the strictest hygiene practices, we cannot guarantee any dish to be totally free of allergens. If you would like to know more about how our dishes are prepared or cooked, please discuss with the duty management.

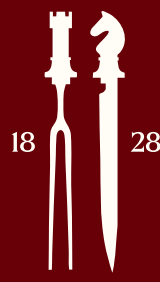
ARE ANY OF THE RESTAURANT'S DISHES HALAL?

Our dishes are not Halal.

DOES THE RESTAURANT HAVE A STANDARD SERVICE CHARGE?

Our standard service charge is 15% and is automatically added to all bills.

All gratuities, including the Service Charge, are managed on behalf of the staff by an independent third-party troncmaster and are distributed to the staff in full.



SIMPSON'S IN THE STRAND OPENING HOURS

Monday – Friday, 07:00 – 23:00

Saturday, 08:00 – 23:00

Sunday, 08:00 – 22:00

ASSEMBLY ROOM ACCESS AND SERVICE TIMES

Breakfast (access) 07:00 | (service) 07:30 – 10:30

Lunch (access) 11:30 | (service) 12:00 – 16:00

Dinner (access) Monday – Sunday, 17:30

Dinner (service) Monday – Saturday, 18:30 – 24:00

Sunday, 18:30 – 23:30