



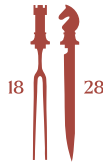
**SIMPSON'S**  
**IN-THE-STRAND**

Private Dining and Events



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

P. G. WODEHOUSE



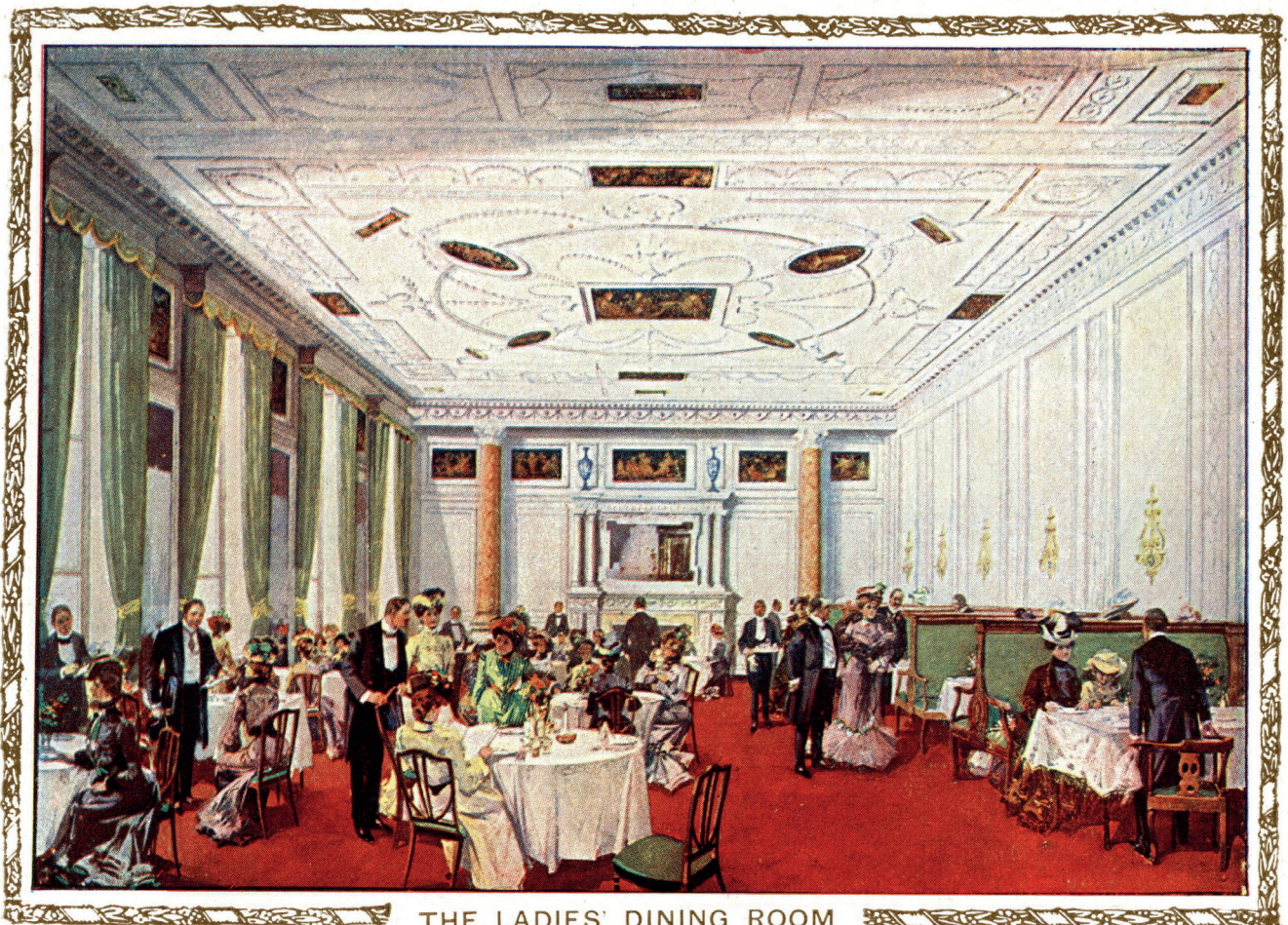
## A SENSE OF OCCASION AND HISTORY

Since 1904, 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.

## A BUILDING RESTORED

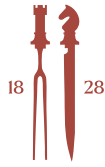
Simpson's in the Strand re-opened at the beginning of 2026, after a six-year closure, with its Grade II Listed rooms meticulously restored to their original, rather grand Edwardian splendour and character.

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 LADIES' DINING ROOM

The Assembly Room, formerly the Ladies' Dining Room, c. 1906

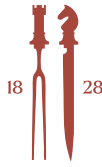


## THE ASSEMBLY ROOM

Located on the first floor, The Assembly Room is a beautifully proportioned 160m<sup>2</sup> 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, from cocktail receptions to formal dinners, for leisure or business. It accommodates Banquets, Board Meetings, Cocktail Receptions, Award Ceremonies and Speaker Events with equal success.

## CAPACITIES

### STANDING COCKTAIL RECEPTION

150 guests

### SEATED LUNCH AND DINNER

*(with drinks reception in The Assembly Room)*

78 guests

### SEATED LUNCH AND DINNER

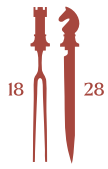
*(no drinks reception)*

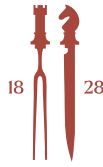
96 guests

*Nellie's and Simpson's Bar are available for a drinks reception on a request only basis, for an additional charge and subject to availability.*

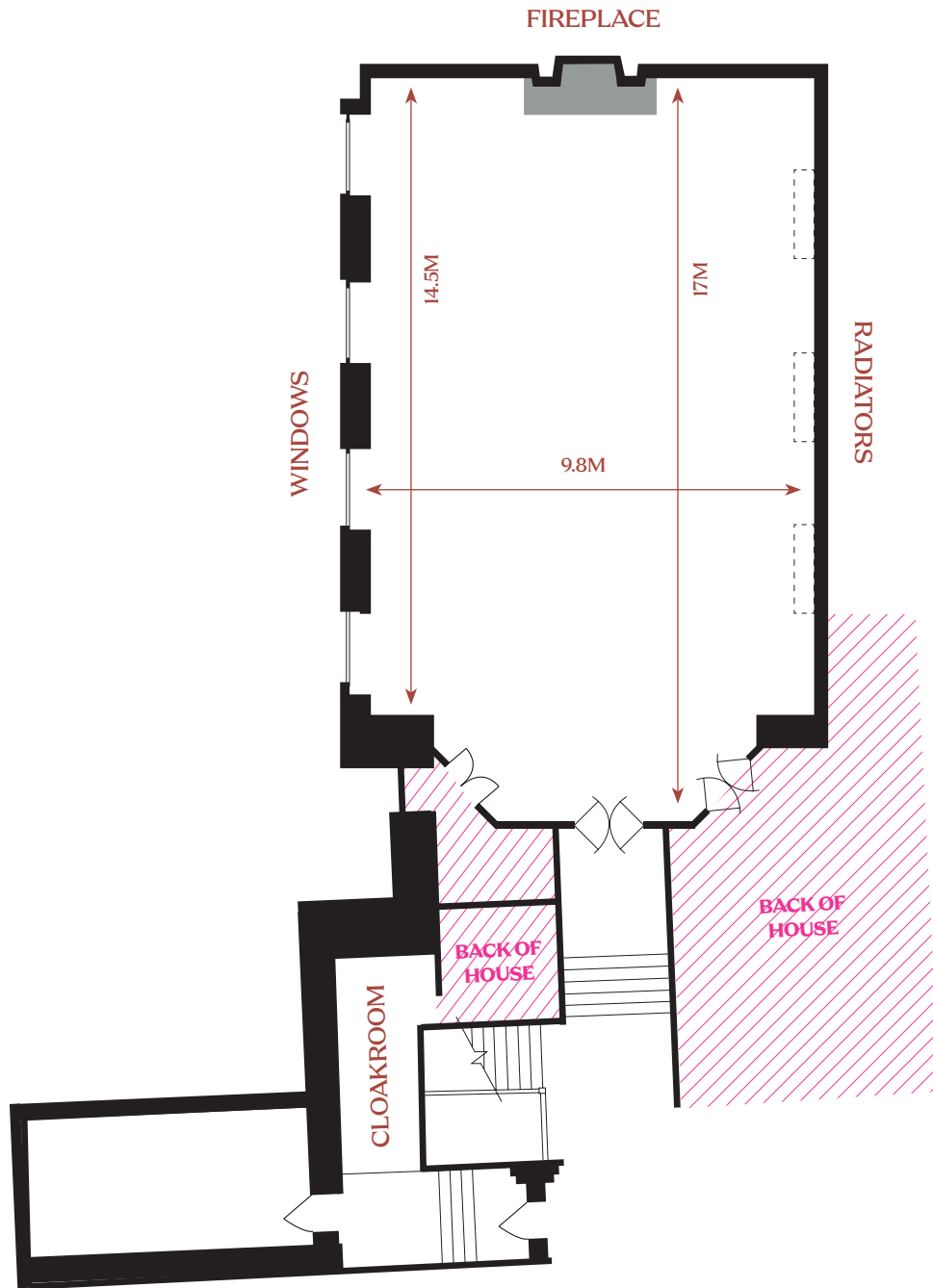
### MEETING & CONFERENCE SET UPS

Please contact us for your specific requirements



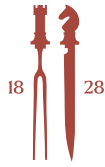


## DIMENSIONS

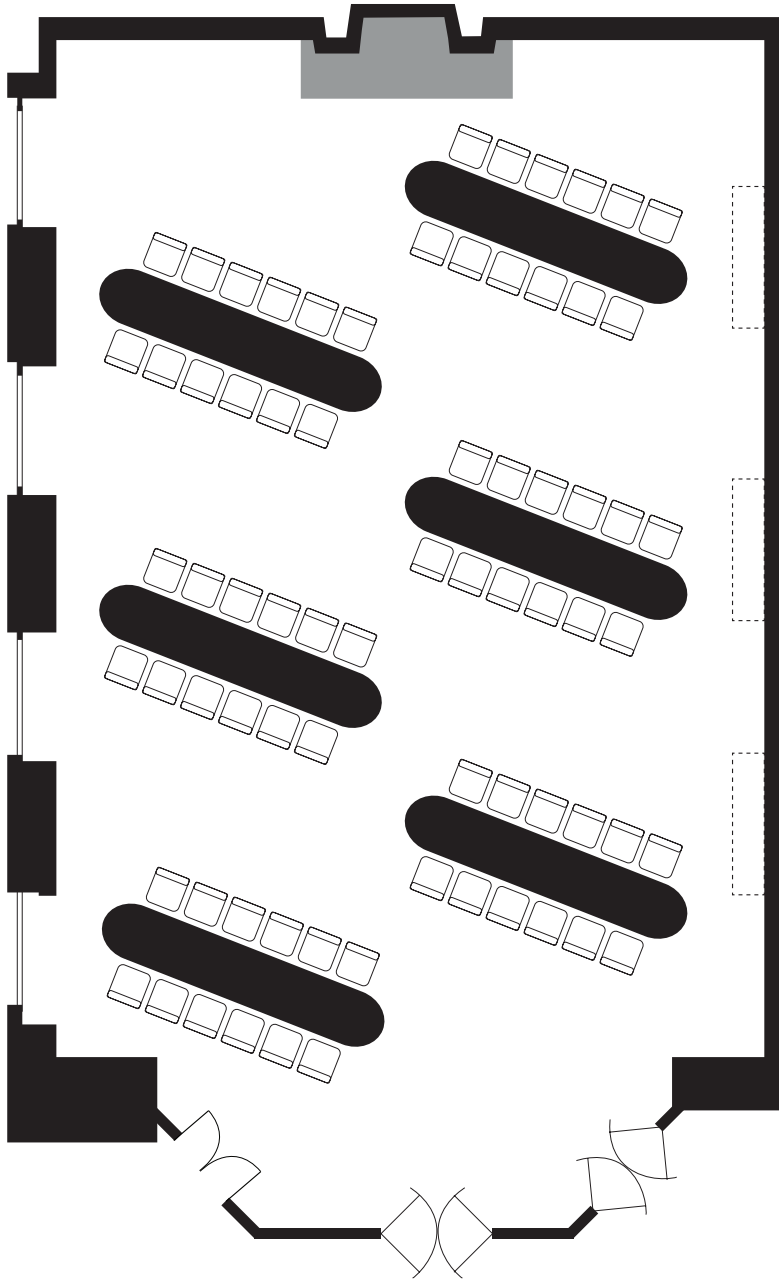


Area = approx 160m<sup>2</sup>

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

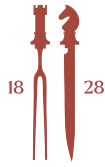


## EXAMPLE SEATING PLAN 01

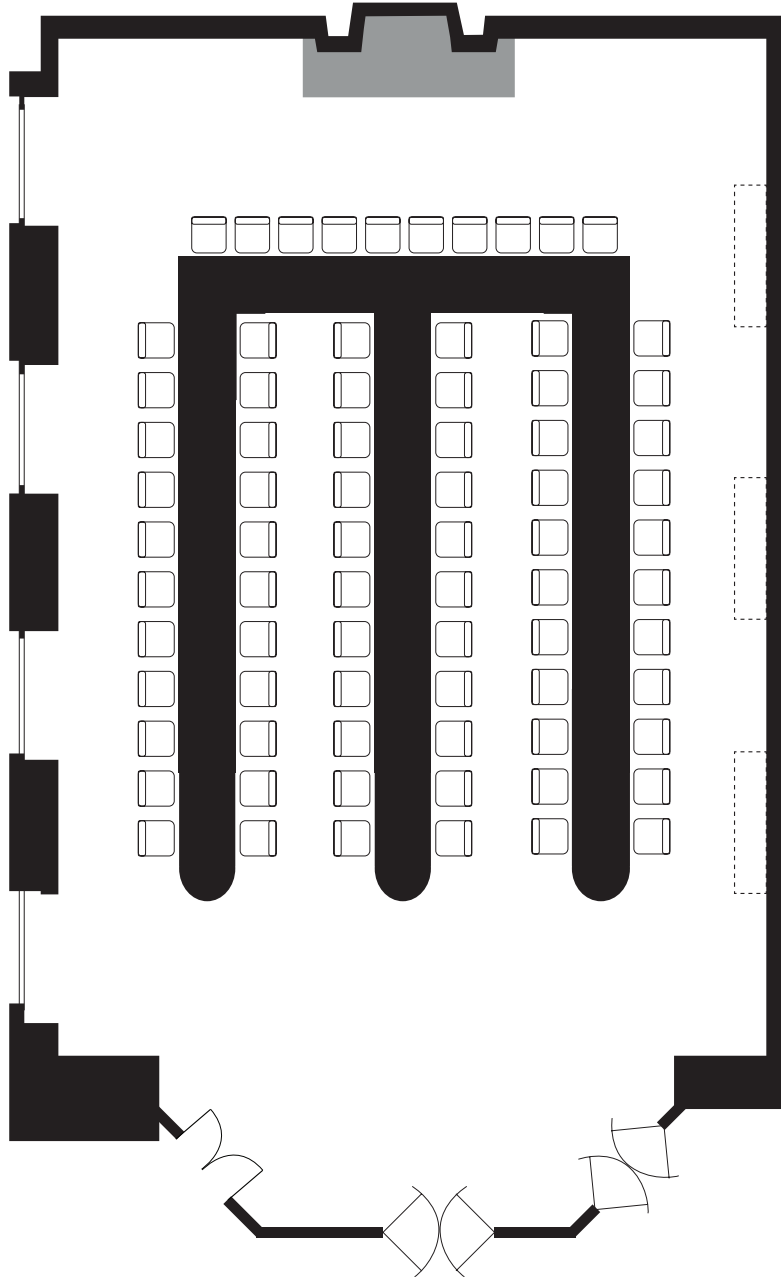


SIX TABLE LAYOUT

72 Chairs (6 tables of 12)

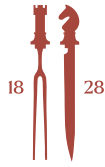


## EXAMPLE SEATING PLAN 02

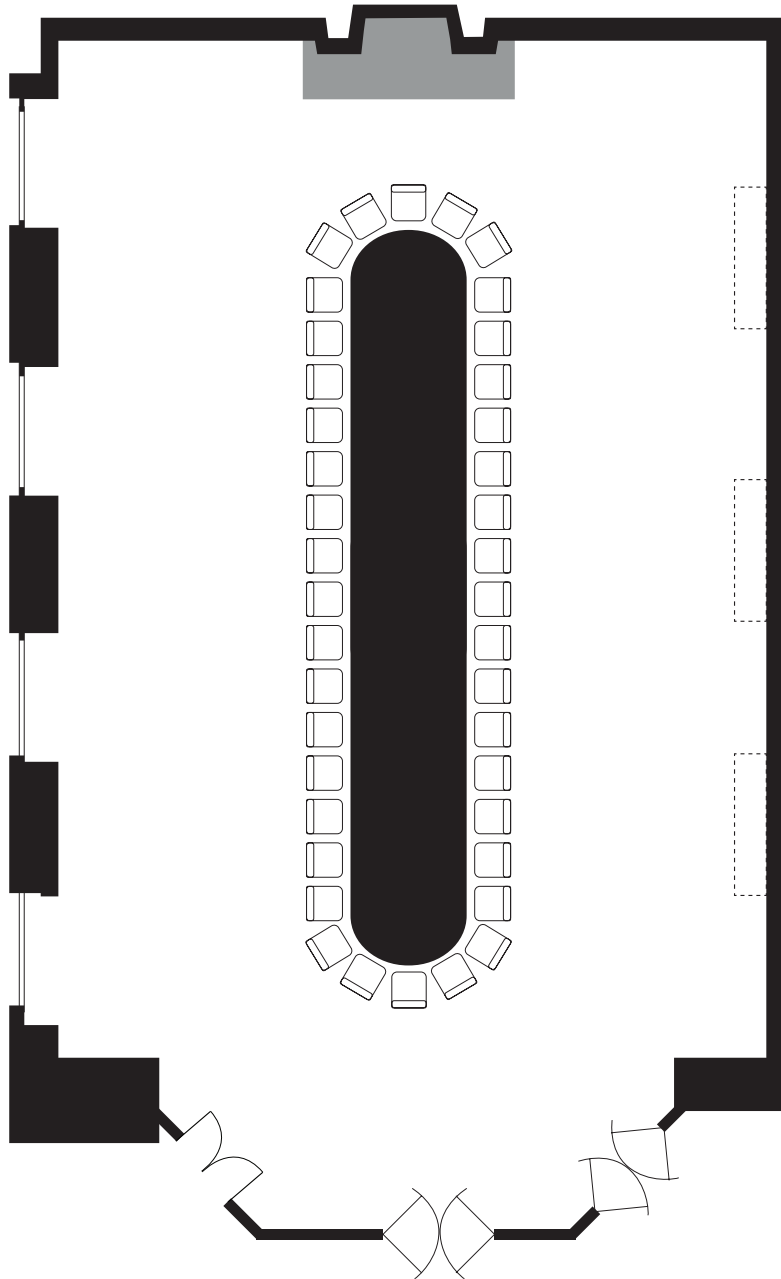


BANQUET TOP TABLE LAYOUT

76 Chairs

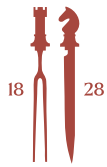


## EXAMPLE SEATING PLAN 03

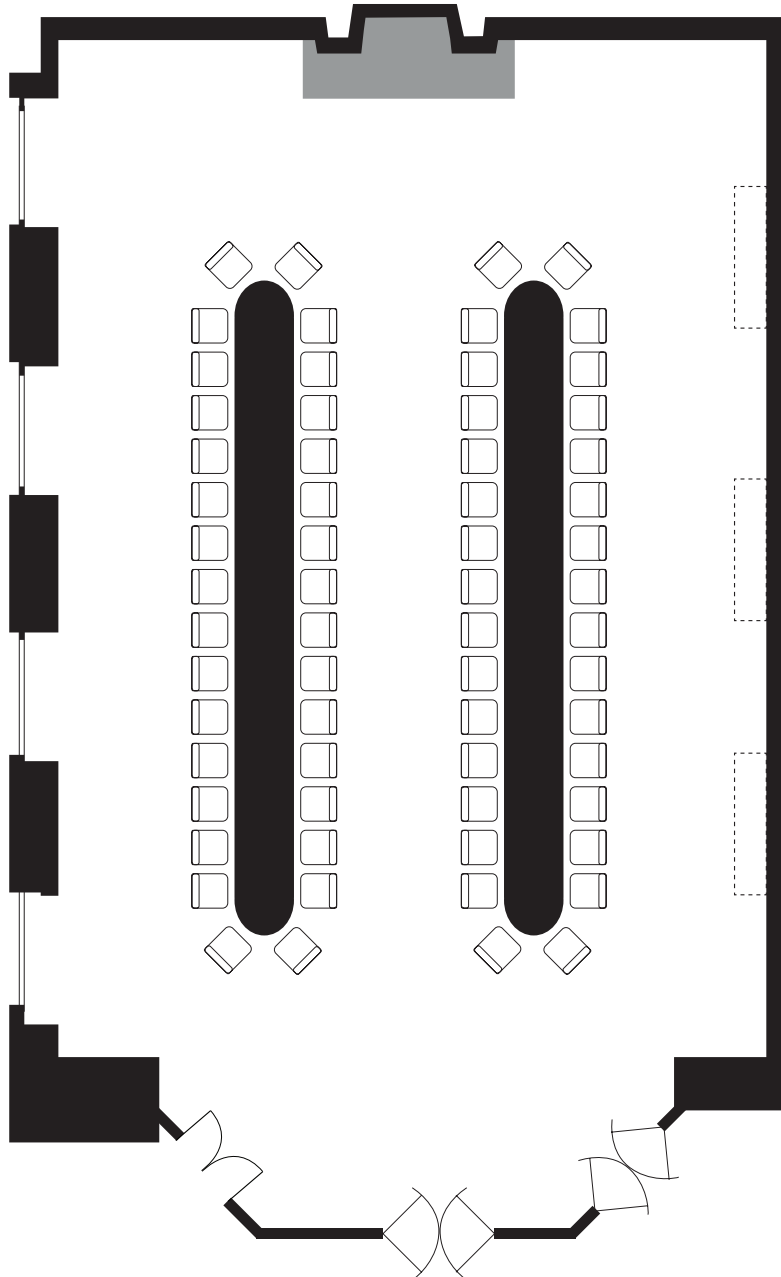


BOARDROOM LAYOUT

32-40 Chairs



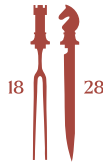
## EXAMPLE SEATING PLAN 04



TWO TABLE LAYOUT

64 Chairs (2 tables of 32)





## FOOD & DRINK

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. Breakfast events are available upon request.

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.

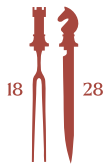
There is also a distinguished selection from Germany and Alsace, alongside an ever-growing list of English still and sparkling wines.





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## ENQUIRIES AND RESERVATIONS

For enquiries or bookings, please call us on 020 7836 9112  
or email us at [events@simpsonsinthestrاند.co.uk](mailto:events@simpsonsinthestrاند.co.uk)

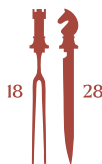
Simpson's in the Strand  
100 Strand  
London WC2R 0EZ

020 7836 9112

[www.simpsonsinthestrاند.co.uk](http://www.simpsonsinthestrاند.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](mailto: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

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## 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

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