



# Guide to the GSMA London Office

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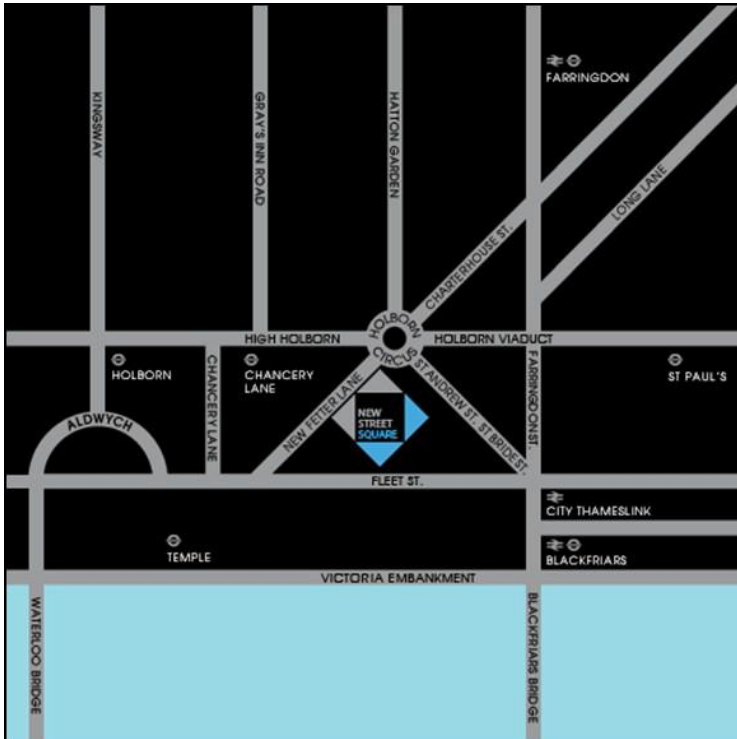
## AREA GUIDE

The GSMA London offices are situated at 7th Floor, 5 New Street Square, London EC4A 3BF.

New Street Square is located in the heart of London's Midtown, with Holborn to the north, Farringdon Street to the east, Fleet Street to the south and Chancery Lane to the west.

The building is bordered by New Fetter Lane, Bartlett Court and West Harding Street.

Major rail links are provided by Blackfriars, City Thameslink and Farringdon, with London underground service easily accessible from: Chancery Lane – Central line & Temple & Blackfriars – District & Circle lines  
Farringdon – Metropolitan, Circle and Hammersmith & City lines



## Transport in London

### **London underground stations**

The nearest stations to the GSMA London office is Chancery Lane on the Central line. Visit [Transport for London](#) for further information.

### **Taxis**

London black cabs can be hailed easily from High Holborn.

### **Cars**

Chancery Lane falls within the Congestion Charge zone. To drive inside the zone, you will be charged a fixed amount per day between 7am and 6.30pm Monday to Friday. Dial 0845 900 1234 or visit [CC London](#) for more information.

### **Buses**

8	Victoria Station - High Holborn - Liverpool St Station - Bow
25	Oxford Circus - High Holborn - Bank - Aldgate - Bow - Ilford
242	Tottenham Court Road - High Holborn - Liverpool St Station - Homerton Hospital
521	521 Waterloo Station - High Holborn - St Pauls - London Bridge

## Trains

National Rail	Visit <a href="#">National Rail</a> for information and timetables to Britain's rail network
Eurostar	For travel to France, Belgium and The Netherlands. St Pancras International is served by the Northern, Victoria, Piccadilly, Circle, Hammersmith & City and Metropolitan lines. To plan your journey to St Pancras International by tube, visit <a href="http://www.tube.tfl.gov.uk/journeyplanner">www.tube.tfl.gov.uk/journeyplanner</a>

## Airport Links

City Airport	Please visit the City Airport transport links for access to City Airport. <a href="http://www.londoncityairport.com">www.londoncityairport.com</a>
Heathrow	The Heathrow Express train leaves from Paddington Station. From Chancery Lane Underground station take the Central Line (red) to Oxford Circus. Change onto the Bakerloo line (brown) to Paddington. Journey from Paddington to Heathrow is 15 minutes. Visit <a href="http://www.heathrowexpress.co.uk">www.heathrowexpress.co.uk</a> .
Gatwick	The Gatwick Express train leaves from Victoria Station. From Chancery Lane Underground station, take the Central Line (red) to Oxford Circus and change for the Victoria Line (light blue) to Victoria Station. Journey time from Victoria to Gatwick is 30 minutes. Visit <a href="http://www.gatwickexpress.co.uk">www.gatwickexpress.co.uk</a> .
Stansted	The Stansted Express train leaves from Liverpool Street Station. From Chancery Lane Underground station take the Central Line (red) to Liverpool Street. Journey time from Liverpool Street to Stansted is 45 minutes. Visit <a href="http://www.stanstedexpress.com">www.stanstedexpress.com</a>
Luton	From Chancery Lane Underground station take the Central Line to Holborn and change to the Piccadilly Line (dark blue) to King's Cross St Pancras station and take an overland train to Luton. <a href="http://www.london-luton.co.uk">www.london-luton.co.uk</a>

## ACCOMMODATION

### GSMA PREFERRED HOTELS

(Rates not included, ask for **GSMA** or **GSMA Member** rate)

HOTEL NAME	HOTEL ADDRESS	NEAREST TUBE STATION	CONTACT
<a href="#">Club Quarters, Lincoln's Inn Fields</a>	61 Lincoln's Inn Fields, London, WC2A 3JW	Holborn, Chancery Lane	<b>GSMA</b> is a member of Club Quarters Rates. To make a booking Phone: +44 (0)2074515800 Email: <a href="mailto:e_memberservices@clubquarters.com">e_memberservices@clubquarters.com</a>
<a href="#">Kingsway Hall Hotel</a>	Great Queen Street, London, WC2B 5BX	Holborn	Please quote the booking code <b>GSMA member</b> for individual bookings. Please note that members have to quote this code upon reservation to get GSMA corporate rate. Once booked and check in under a different rate, they cannot amend the rate Phone: +44 207 309 0909

			Email: <a href="mailto:reservations@kingswayhall.co.uk">reservations@kingswayhall.co.uk</a>
<a href="#">Citadines</a>	94-99 High Holborn London, WC 1V 6LF	Holborn	When booking please state you are from GSMA. Once you state you are from GSMA it will be enough to obtain the GSMA rate.  Book directly through the reservation center. Phone: 0800 376 3898 Intl +33 1 41 05 79 05 Email: <a href="mailto:enquiry.europe@the-ascott.com">enquiry.europe@the-ascott.com</a>
<a href="#">The Strand Palace</a>	372 Strand London WC2R 0JJ	Minutes from Covent Garden, Charing Cross, Holborn & Embankment	To make a booking Phone +44 (0)2073794737 Email: <a href="mailto:reservations@strandpalacehotel.co.uk">reservations@strandpalacehotel.co.uk</a>

## **GSMA MEETING ROOM GUIDE**

There are **no wired connections** in any meeting rooms so **please do not** disconnect any network cables that are plugged into phones or any other equipment.

### **GUEST WIRELESS LOGIN:**

**SSID: GSMA - GUEST**

WEP Key: 1234512345

If you need to print anything please ask Reception and they can assist you.

## **HEALTH ADVICE**

If you feel unwell during your visit to GSMA please inform the Meeting Host, Meeting Co-ordinator or Receptionist.

### **USEFUL INFORMATION**

[www.who.int/en/](http://www.who.int/en/)

[www.nhs.uk](http://www.nhs.uk)

### **USEFUL LOCAL INFORMATION**

**NHS WALK IN CENTRE**

Soho NHS Walk in Centre

1 Frith Street

London

W1D 3HZ

0207 534 6500

**ACCIDENT AND EMERGENCY**

St Thomas Hospital

Westminster Bridge Road

London

SE1 7EH

0207 188 7188

**DOCTOR (GP)**

The Neaman Practice

15 Halfmoon Court

London

EC1A 7HF

02076009740

PHARMACY  
Boots the Chemist  
120 Fleet Street  
London  
EC4A 2BD  
0207 583 9446

**Thank you and we hope you enjoy your visit**

