

Destination Guide for **London Eastside**

Everything you need to
know about this emerging
business destination

in partnership
with



www.londoneastside.co.uk

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Welcome to London Eastside

We are proud to offer you this insight into the newest emerging part of the capital – London Eastside. In this destination guide, you will discover a new London for you and your clients to explore and enjoy.

London Eastside is an area full of contrasts, stretching eastwards from the city fringe and Tower Bridge to the Royal Docks by London City Airport – London's only airport with a London postcode! Meeting and event organisers will be spoiled for choice with the wide range of venues on offer, including two world heritage sites, a purpose-built conference and exhibition centre as well as some obscure but no less stunning hidden gems.

As an area that is undergoing massive amounts of regeneration but retaining much of its rich heritage, London Eastside combines modern and cutting edge design with some of the oldest parts of London providing a unique setting for your events, and is fast becoming the number one destination for the event organiser. Visitors can enjoy a truly unique London experience in the area's many shops and markets, bars, restaurants and museums and galleries.

We hope this guide inspires you to look east when planning your next meeting or event. There's a wealth of opportunities for you to discover, and don't forget – the sun never sets in the east!



London Eastside

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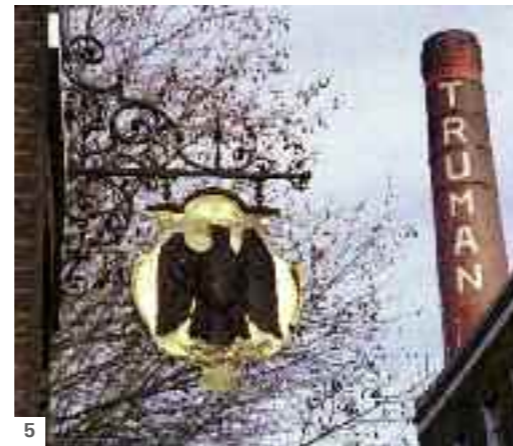
Web:

www.londoneastside.co.uk

Sights and scenes

Images:

1. Al fresco dining at Canary Riverside
2. Traffic Light Tree, Canary Wharf
3. Canary Wharf ice skating rink
4. Colourful street celebrations
5. The Old Truman Brewery
6. Famous pie and mash
7. Europe's largest entertainment venue – the O2
8. Boat Show at ExCeL London
9. Brick Lane – curry capital of the UK
10. Sculpture in Canary Wharf



How to get here



London Underground

London Eastside is well served by London Underground – Central, Circle, District, Hammersmith & City and Jubilee Lines all provide easy access to the area. Key mainline stations including Waterloo, Victoria, Euston, Paddington and London Bridge are all less than 30 minutes from East London by underground. Stratford, Canary Wharf and the Isle of Dogs are particularly well served by the Jubilee Line which takes just 20 minutes to reach central London.

For further information, visit www.tfl.gov.uk or call London Transport 24 hour information on tel: +44 (0)20 7222 1234.

Docklands Light Railway

The Docklands Light Railway (DLR) runs to Canary Wharf, London City Airport, Stratford to the north and Greenwich and Lewisham to the south. You can join the DLR at Bank station

(Northern Line), Tower Hill Gateway (Tower Hill underground, District and Circle lines), Greenwich or Lewisham.

For further information, visit www.tfl.gov.uk/dlr or call Docklands Travel Hotline (24 hours) on tel: +44 (0)20 7918 4000.

International Passenger Connections

Eurostar passenger services offer a rapid service from St Pancras International, next to Kings Cross Station to Paris, Brussels and Lille. Journey times from St. Pancras will be 2 hours 15 minutes to Paris, 1 hour 51 minutes to Brussels and 1 hour 20 minutes to Lille. You can also join the Eurostar service at Ashford or Ebbsfleet stations, both in Kent. Eurostar services will also run from Stratford International in the future.

Airports

London City Airport

Just 3 miles from Canary Wharf, London City Airport provides access to 36 key European destinations and most UK regional airports. London City Airport offers a quick and efficient passenger throughput, and the Docklands Light Railway (DLR) provides a regular commuter service to the City (22 minutes) and to Canary Wharf (14 minutes). The DLR also runs from the airport to Canning Town in 8 minutes – from here, passengers can take the Jubilee Line and connect with other London Underground Services. Facilities at London City Airport's DLR station take passengers straight from the DLR into the departures building.

For further information, visit www.londoncityairport.com or tel: +44 (0)20 7646 0088.

London Heathrow

Heathrow is the world's busiest international airport and links London to over 250 international destinations, with many more onwards connections. Heathrow can be reached by underground, by Heathrow Express (from Paddington Station), or by road via the A12, M11, M25 and A4/M4 motorways.

London Gatwick

Gatwick serves most European destinations and a wide range of trans-atlantic and international cities. Gatwick is approximately 1 hour's drive via the Blackwall Tunnel or Queen Elizabeth II Road Bridge (Dartford) and is also accessible via Blackfriars (Thameslink service) and Victoria stations. Both stations are accessible from the underground and DLR networks.

London Stansted

Stansted is London's third major airport and offers services to most major European cities. It is 30 minutes by rail from Liverpool Street station in the City. It can be reached by direct motorway connection from East London within 45 minutes, using the A12 or M11 motorways.

Road Links

East London is serviced by a fully developed network of roads linking the area to the national motorway network, major airports, the Channel Tunnel, East and South East ports and the European road network.

River

An attractive and efficient way of getting to the venue of your choice, several river ferry services operate between central London and East London, with stopping points at Canary Wharf and beyond.

For further information visit www.tfl.gov.uk/river or call London Transport 24 hour information on tel: +44 (0)20 7222 1234.

Map based upon Ordnance Survey information with the permission of the controller of Her Majesty's Stationery Office © Crown Copyright



Images:

1. Upper deck of Silver Sturgeon
2. Indian Dancers
3. Bar on the upper deck
4. Indian cricket team

To find the perfect venue for your event go to londoneastside.co.uk/venues

India Now launch event on the Silver Sturgeon



In July 2007, the Mayor of London's office launched 'India Now', a three month season to celebrate London's growing relationship with India and explore India's culture and its contribution to London life. As part of the launch, an evening reception was held on the Silver Sturgeon, the flagship of east London-based company the Silver Fleet (Woods River Cruises). After the refurbishment of the vessel earlier in 2007, the boat was the ideal venue for the launch not only in size, but the simple, elegant décor meant that the Indian theming fitted extremely well. We spoke to Lee-Aye Azami, Account Manager for Emerging Markets at London Unlimited about the decision to hold the event on the River.

Q Why did you decide to hold your event on the River Thames?

A It provided a superb view of London from both sides of the River. The London Eye is one of the most contemporary icons in London and recognised internationally.

Q How did the vessel (Silver Sturgeon) lend itself to the overall effectiveness of the event?

A It had been recently tastefully renovated and was ideal for holding our VIP/celebrity event.

Q Did the event achieve its objectives?

A Yes the décor, ambience, food by Atul Kochhar, music by BBC Asian network DJs all came together very well. Our goal was to bring a little bit of India to London and to impress a VIP audience and the event achieved this.

Q Would you hold another event on the River?

A We would certainly hold another event on the River as it is a core part of London life.





East London's popularity as a celebrity choice is growing, too, with Madonna and Elton John recently hosting events in the area.

1

Business Tourism and Corporate Hospitality

A wide collection of truly varied venues suitable for all your meeting and event requirements



2

East London offers venue bookers a fantastic choice. Traditional historic locations sit alongside modern state-of-the-art developments, catering for the whole range of requirements – from small-scale intimate events through to large-scale corporate functions, conferences and exhibitions. Each venue is unique in character – the world's oldest music hall, converted church buildings with stunning high ceilings, feng shui-themed rooms and locations with great views of London's skyline are just some of the options.



3

The Barbican, at the edge of the City, offers a wide choice of hospitality, private dining, conference, meeting, and exhibition facilities, set in Europe's largest waterside arts centre. For exclusive events, Thames Luxury Charters offer private charter yachts for hire. Their replica 19th century Mississippi paddleboat can accommodate up to 230 guests for

seated dinners – other yachts in the fleet can cater for up to 500 guests.

East London's popularity as a celebrity choice is growing, too, with Madonna and Elton John recently hosting events in the area, and artists and signature chefs establishing their own premises. In 2007, Shoreditch House, sister club to the West End's Soho House, opened in a converted tea warehouse. Many other venues and hotels in the area have distinctive spaces available for private dining and themed or bespoke events.

Pricing in East London is competitive and its excellent transport links make it an accessible and convenient location to hold both business and leisure events. Close to the river setting, with great contrast between the old and the new, the area offers some really unique options to satisfy clients' needs.

Images:

1. Upper circle at the Troxy, Limehouse
2. Conference at Barbican, City of London
3. Fire Room at Energy Clinic, City fringe
4. View of Canary Wharf from south of the river
5. Workers leaving the Canary Wharf tube station
6. Former warehouses in historic West India Quay



4

CANARY WHARF & ISLE OF DOGS



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6

The Canary Wharf complex includes over 200 quality shops, bars and restaurants. Nearby open spaces include Canada Square and Jubilee Park and many restaurants and cafes offer al fresco dining, whilst signature restaurants Ubon and Plateau offer fantastic views of the river and skyline. The Hilton, the Four Seasons, the Marriott, and the Radisson Edwardian hotels all offer quality accommodation complete with stunning views and excellent facilities. The bars, cafes and restaurants around Canary Riverside and West India Quay offer a relaxed waterside setting for more informal dining and socialising. Sleek modern buildings such as the glass-roofed East Wintergarden venue contrast with traditional converted buildings, for example the Museum in Docklands,

housed in an old tobacco warehouse, which tells the history of London's 2000 years as a port.

Just a few minutes away, visitors can enjoy the outside setting of Mudchute Farm and Park, London's largest urban farm, with animals, nature trails and horse-riding on offer. The Docklands Sailing & Watersports Centre offers sailing, rowing, and canoeing and is open to non-members.

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ROYAL DOCKS

Images:

1. View of ExCeL London and the Royal Docks
2. Brasserie at the Ramada Hotel
3. Twilight sailing on the Royal Docks
4. Apex City of London Hotel, Tower Hill
5. Lobby at Hilton London Canary Wharf
6. View from Four Seasons Hotel Canary Wharf
7. Atrium at the Hyatt International (former Great Eastern Hotel)

East London offers a wide range of hotel accommodation, catering for the budget-conscious through to occasions that demand 5 star deluxe facilities. The area boasts more than 5500 hotel beds, with new properties being added all the time. The Radisson Edwardian on New Providence Wharf, close to Canary Wharf, is the latest addition, bringing a further 169 beds to the area.

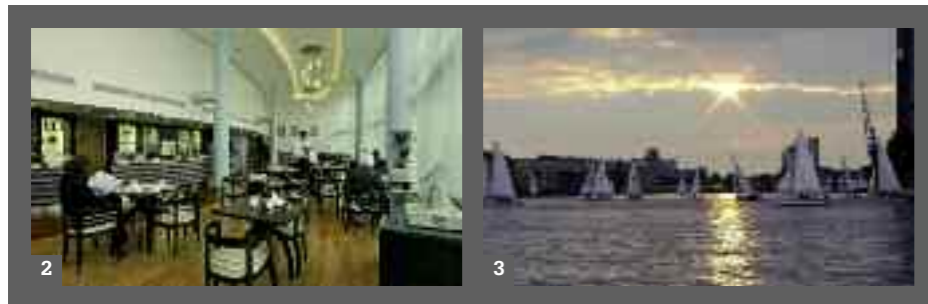
ExCeL London, located alongside the Royal Docks and home to some of the UK's biggest trade conferences and exhibitions, has six on-site hotels, providing convenient and well-priced accommodation right next to the centre. For a longer stay, spacious apartments are also available nearby, and for the ultimate in luxury, the world's first custom-

built yacht hotel, 'The Sunborn', offers luxury yacht suites and two Royal Suites – both with their own sauna.

Canary Wharf is equally well served by a wide range of hotels, including the Marriott West India Quay, the Hilton South Quay, the Four Seasons and the Britannia International.

Hotels throughout East London offer stunning views onto the river and across to major sights in the City and London's skyline to the west. Pricing compares well with established chains in the west end and other parts of the capital.

For further information go to www.londoneastside.co.uk/stay



2

3

The Royal Docks, close to London City Airport, is dominated by ExCeL London, the capital's largest conference and exhibition centre. Major trade shows held regularly at ExCeL include the World Travel Market, the Motor Show and the Boat Show as well as several national consumer exhibitions. The Crowne Plaza, the Novotel and the Ramada are just some of the major hotel chains situated in the Royal Docks area - the Novotel's outside terrace overlooks the docks and offers some stunning views of the O₂ arena and Canary Wharf. For the ultimate in luxury accommodation, the Sunborn Yacht, the world's first custom-built Yacht Hotel, is moored at the Royal Docks and offers 102 luxury Yacht Suites and two Royal Suites, both with their own sauna. Sailing, windsurfing

and jet-skiing are all available at the Royal Docks.

ExCeL London, the Royal Docks and London City Airport are easily reached by the Docklands Light Railway (DLR). London City Airport provides daily flights to over 36 destinations in Europe and beyond, making it an excellent gateway for the business traveller. An added bonus is the Meridian Business Centre, located in the airport terminal. This suite of 16 fully-serviced meeting rooms is available for hire – the facilities can accommodate meetings for 3 to 300 guests.



4



5

Hotels and Accommodation

Choose from budget right through to the very best in four and five star luxury as well as boutique



The area boasts more than 5500 hotel beds, with new properties being added all the time.

7



1



2



3

East London's restaurants, bars and pubs offer cuisine from the four corners of the world – they also offer excellent value for money. Unique destination restaurants include Ubon and Plateau in Canary Wharf, Les Trois Garçons in Shoreditch, Bistrottheque in Bethnal Green, and Wapping Food, housed in an old hydraulic pumping station overlooking the river.

Historic pubs The Town of Ramsgate and The Prospect of Whitby can both be found near the river at Wapping, whilst excellent restaurant facilities have been added to other traditional riverside pubs such as The Grapes, and The Narrow, a new Gordon Ramsay enterprise. At Canary Wharf a whole range of pubs and bars offer relaxed waterside

dining, as well as comedy, theme nights and night club facilities. Hotels around Canary Wharf also offer exclusive restaurant and bars, including the Curve Bar at the Marriott, Quadrato at the Four Seasons and Cinnamon at the Hilton. The Lotus, London's largest floating Chinese restaurant, is moored by the former London Arena and The Gun, a 200-year old pub which incorporates a waterside restaurant and al fresco area available for private hire.

Independent cafés, shops and restaurants around Spitalfields offer delicious organic and locally sourced produce. Brick Lane, known as 'the curry capital of Britain', is the place to go for sumptuous good value Indian and Bangladeshi curries – the area even has its own curry festival, held in September.

For a full list of the area's riverside venues, please see Tower Hamlets' Waterside Restaurants, Bars and Pubs Guide, available at information and tourism outlets, or by contacting tourism@towerhamlets.gov.uk or phoning +44 (0)20 7364 4900.



5

WAPPING & ST KATHARINE'S DOCK



6



7

Restaurants, Bars and Pubs

Dine in some of the finest destination restaurants, or enjoy a pint in a historic waterside pub



4

East London's restaurants, bars and pubs offer cuisine from the four corners of the world – they also offer excellent value for money.

St Katharine's Dock and nearby Wapping were once right at the heart of London's docks. The area mirrors this history, with major attractions in contrast to narrow cobbled streets and warehouse buildings at the river's edge. Right opposite the Tower of London, the Thistle Guoman Hotel gives visitors a fantastic view of the Tower, Tower Bridge and other sights on the river, whilst at St Katharine's Dock hundreds of small boats are moored, giving a taste of what the area was like when full-size sailing ships used the dock.

outside galleries looking across the dock, and the Wapping Project – a restaurant and exhibition space housed in the old hydraulic pumping station, are just some of the area's unique pubs and restaurants. For a venue with a more contemporary feel, Smollensky's, on Wapping High Street, offers an American bar and grill menu in a venue with stunning views of Tower Bridge.

Part of the 180-mile long Thames Path runs through Wapping, following the canal past riverside wharfs and warehouses and linking the area to the east and the west. Transport to and from Wapping is easy – it is right at the edge of the City, close to several river crossings, and connects to the Docklands Light Railway at Tower Gateway station.

Images:

1. Cocktail bar at trendy Lounge Lover, Shoreditch
2. The Gun gastronomic pub, Isle of Dogs
3. Plateau in the heart of Canary Wharf
4. Les Trois Garçons, Shoreditch
5. Lightship Ten, St Katharine's Dock
6. Wapping Food
7. Captain Kidd pub, Wapping

photo courtesy of the London Development Agency



SPITALFIELDS & CITY FRINGE



At the edge of the City of London, close to Liverpool Street station, is the vibrant Spitalfields Market, home to hundreds of independent shops and market traders. The market is bordered by noted landmark Christ Church Spitalfields at one end and the newly developed Bishops Square, full of continental-style cafes and bars, at the other. Just five minutes walk from the market is Brick Lane, with a famous 24-hour beigel bakery. Sunday UpMarket, located in the Old Truman Brewery nearby, has stalls specialising in the latest fashion and design trends. The Vibe Bar and 93 Feet East, in the same area, both offer a wide choice of live music, complementing the cluster of music shops nearby.

For an insight into the area's culture and history, the world-famous Whitechapel Art Gallery is well worth a visit - the Women's Library also hosts regular exhibitions. Both venues are close to Petticoat Lane, one of London's oldest street markets. The Rich Mix Centre at the top of Brick Lane shows the latest films and hosts arts projects. Columbia Road, nearby, hosts the famous Sunday flower market and numerous gift, fashion and design stores.

To get a real flavour of past and present, wander through the narrow streets near Brick Lane, Spitalfields and Spitalfields Market.

Images:

1. Street performer on Brick Lane
2. Spitalfields Market and Christchurch
3. The famous 24 Hour Beigel Bake, Brick Lane
4. Jubilee Mall in Canary Wharf
5. Entrance to historic Greenwich Market
6. Famous carrier bag at Columbia Road Flower Market



East London offers a vast choice of specialist and quality shops, catering for many different tastes, styles and budgets.

Shops and Markets

Shop 'til you drop in a sleek and stylish mall or hunt for bargains in bustling street and covered markets

East London has one of the most diverse retail offers in the capital. From the international brands and modern retail malls of Canary Wharf to independent shops and market trader communities around Spitalfields, Brick Lane and Columbia Road markets, the choice of goods ranges from sleek, modern and stylish through to eccentric, eclectic and leading-edge.

East London offers a vast choice of specialist and quality shops, catering for many different tastes, styles and budgets. The area is not short of leisure facilities either - spas at Canary Wharf and Bethnal Green give shoppers the chance to relax and enjoy pampering treatments, and numerous cafes and bars are at hand for anyone who needs to put their feet up!

East London's long-established markets are famous for their vibrant atmosphere and characters, with banter and bargains which keep visitors coming back again and again. Creative communities have developed around the markets, with fashion and design entrepreneurs focused around Spitalfields and Brick Lane, whilst furnishings, homewares, gift and craft shops complement Columbia Road's famous flower market. Greenwich Market attracts a range of antique, crafts and other creative stalls.

Unique market areas, shopping districts, history, atmosphere and a great mix of the old and new in a very compact area all make East London a great area to extend a business trip or take partners or friends on a City break.

For a comprehensive list of independent shops in East London, request a free copy of Tower Hamlets' Quirky Shopping Guide by calling +44 (0)20 7364 4900, or emailing tourism@towerhamlets.gov.uk.

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photo courtesy of the London Development Agency

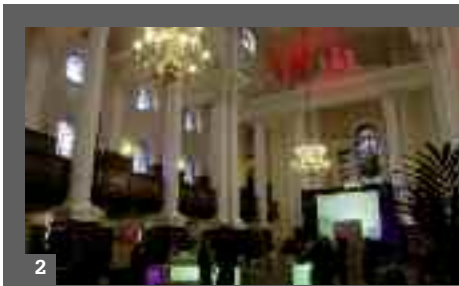


Images:

- 1+2. Main Hall at Christchurch
- 3. Bar made from recycled yoghurt cups



EcOevent at Christchurch Spitalfields



Even the catering had to be assessed for its carbon footprint!

In May 2007, Oxygen Event Services Ltd organised an event for 300 guests at the renovated Hawksmoor-designed Christchurch Spitalfields, to launch their new ecOevent initiative. The challenge was to create an event that had a low number of carbon emissions. This was achieved by using recycled and recyclable materials and low energy lighting. Even the catering had to be assessed for its carbon footprint! The bar was made of recycled yogurt cups and all decorations were living or reusable. The Eden Project spoke at the event in order to encourage attendees to consider the impact of the events industry on the environment. We spoke to Ed Thurston, Creative Director at Oxygen Event Services Ltd, about having held the event in this part of London.

Q Why did you decide to hold your event in London's Eastside?

A We needed an exciting venue that was not one of the usual party venues, in the city. We were launching our new ecOevent project that delivers waste neutral and sustainable events, and it was imperative that the venue fell within the ecOevent guidelines.

Q Did the venue lend itself to the overall effectiveness of the event?

A The venue was perfect for what we needed, and its relative newness added to the draw for the industry guests at the launch event. We are actively marketing the venue, so it was also a useful occasion to show-case it.

Q Did the event achieve its objectives?

A It did, yes. We had a good attendance of top industry buyers, and we successfully launched the ecOevent brand.

Q Would you hold another event in London's Eastside?

A Yes. It is one of our top ten venues for medium sized events. The only restriction is the finish time, which since corporate parties are a mainstay of our business can be an issue.





Features throughout the area include historic churches, terraces of merchants' houses and rows of cobbled streets.

Visitor Attractions, Museums and Galleries

Enjoy cultural experiences set in historic or modern day locations and discover some of London's hidden gems



East London and the docklands is home to some of London's most famous history, including international landmarks the Tower of London and Tower Bridge. The Museum in Docklands, housed in a uniquely converted 18th century dockside warehouse, paints a fascinating picture of the area's past. Other features throughout the area include historic churches, terraces of merchants' houses and rows of cobbled streets. The Whitechapel Bell Foundry, where some of the world's most famous bells were cast, the Royal London Hospital and its archives – a fascinating insight into the development of medicine and nursing practice, and the Bethnal Green Museum of Childhood are all in the area.

Other attractions include Wilton's Music Hall – the world's oldest music hall, now used for public performances and filming, the

Images:

1. Entrance to Dennis Sever's 'time capsule' house, Spitalfields
2. Museum of Childhood, Bethnal Green
3. Whitechapel Bell Foundry
4. Character actor at the Museum in Docklands
5. Flower Market at Columbia Road
6. Green Bridge, Mile End
7. Terraced Garden, Mile End Park



BETHNAL GREEN & MILE END



Women's Library, converted from oldest public wash-houses in East London and now home to some amazing archival and biographical materials, and Dennis Severs' House in Fournier Street, Spitalfields – a really vivid reconstruction of family life in previous centuries. South of the river, the Greenwich World Heritage area includes several historic sites, many with links to the river and naval traditions.

The arts are well-represented in East London. The Whitechapel Art Gallery has held world-class contemporary exhibitions for over 100 years. The area is also home to cutting-edge art galleries such as White Cube and to established communities of artists and designers, particularly around Spitalfields and Brick Lane. Christchurch, Spitalfields' landmark Hawksmoor church, showcases the best in classical and contemporary music during the Spitalfields Festival in June & December each year.

Some very adventurous building projects have sprung up in Bethnal Green and Mile End in recent years. York Hall, a 1920s leisure hall, now includes East London's oldest Turkish baths, sauna and steam room, swimming pool plus Spa LONDON, a massage and beauty salon offering a wide range of treatments. Bistrotheque, located in a former knicker factory, offers a menu of French bistro dishes and British classics in a bright airy setting.

Mile End Park is home to some ambitious outdoor building projects, including an ecology park, the 'Green Bridge', a grassed bridge and cycle path allowing pedestrians and cyclists to cross the busy Mile End Road, a terraced scented garden, an athletics track and a nearby climbing centre. The whole area is

criss-crossed by canals and several pleasant walks and cycle routes linking the area's parks.

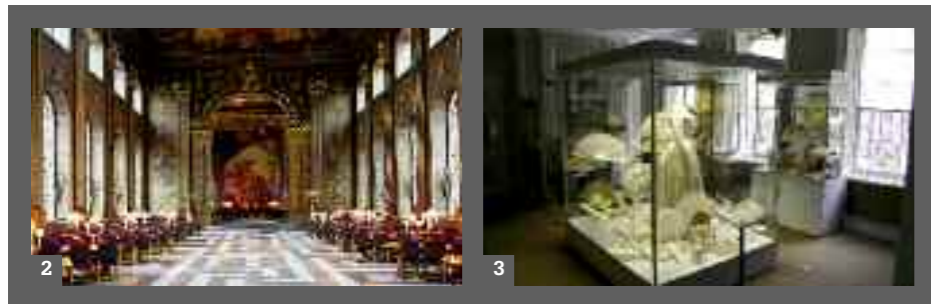
Historic buildings and attractions in the area include the Ragged School Museum, commemorating Dr Barnardo's schools for local poor children, which is housed in Victorian canalside warehouses, the Museum of Childhood at Bethnal Green – part of the Victoria & Albert Museum's collection and home to the largest collection of children's toys in the world. The Genesis Cinema, built on the site of a Victorian music hall, has five screens and shows the latest releases as well as themed seasons and Queen Mary, University of London, with its origins in the Victorian era, offers world class training and education to local people and overseas students alike.



GREENWICH

Images:

1. Aerial View of Maritime Greenwich
2. Painted Hall, Old Royal Naval College
3. The Fan Museum
4. Outdoor event in Canada Square, Canary Wharf
5. Mudchute Farm and Park
6. Tranquil scene in Victoria Park



Greenwich combines the best of naval history with great riverside views. The Old Royal Naval College dominates the river frontage and houses the National Maritime Museum – a must for anyone interested in London’s history and links with the sea. Nearby, an exhibition about the famous ‘Cutty Sark’ is located next to this 19th century tea clipper, currently being restored following a fire in 2007. The Greenwich Meridian and the Royal Observatory, overlooking the river, are recognised world-wide, and the world’s only Fan Museum is here - the whole centre of Greenwich was designated a world heritage site in 1997.

Present-day attractions include the Peter Harrison Planetarium, London’s only working planetarium, housed in the Royal

Observatory, and the O₂ arena, formerly the Millennium Dome, which has become a major landmark on the London skyline. The Greenwich Peninsula, where the O₂ arena is located, is home to one of the biggest regeneration projects in the country. A vibrant community of over 10,000 homes is being developed on this site, incorporating the best in modern innovative design.

Greenwich Market is right on the river, and offers crafts, antiques and unusual fashions – it opens Thursday to Sunday. Devonport House, London’s only residential conference centre, is located right next to the National Maritime Museum, and offers meeting and conference facilities for up to 150 guests. A variety of well-priced hotels can also be found in the area.

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East London’s parks and open spaces hold some real surprises – a taste of the outdoors right in the heart of the city. Just minutes from Canary Wharf’s skyscrapers is Mudchute Farm and Park, with nature trails, horse-riding and an animal centre - a real contrast to the bustle of the city. Mile End Park offers self-guided walks and cycle paths, a climbing centre, and an arts pavilion.

Each summer Victoria Park, one of East London’s biggest parks, hosts the ‘Lovebox Weekender’, the popular music festival, as well as outdoor concert and film performances. The Brick Lane Mela in May is a colourful vibrant celebration of the area’s south asian heritage and culture. Canary Wharf has its share of outdoor

entertainment too, with jazz bands, orchestras, film screenings and lunchtime music taking place in its squares and open spaces. South of the river, Greenwich Park, the starting point for the London Marathon, offers great viewpoints down to the Thames and across to the Isle of Dogs and the City.

Sport plays a big part in the East London calendar, with major events taking place in the area such as the London Triathlon, which is held at the Royal Docks. In 2007 the Red Bull Air Race was routed over the Thames, with fantastic viewing points across East London. Individuals can enjoy watersports facilities at clubs in Canary Wharf and the Royal Docks. Both clubs can also offer water-based team-building games and challenges.



Parks and Open Spaces

Acres of parkland, landscaped gardens and scenic waterways – London Eastside is greener than you think



Canary Wharf has its share of outdoor entertainment too, with jazz bands, orchestras, film screenings and lunchtime music.



Future Developments

The future of London is bright, but the future of East London is even brighter!

'The face of London in the 21st century' and 'a city within a city' are just some of the descriptions East London has attracted recently. Future plans for the area will bring even more changes, with Canary Wharf, the site for the London 2012 Olympic Games and Paralympic Games and areas adjoining the City all due to develop over the next few years.

The working population of Canary Wharf is expected to rise to over 100,000 by 2010, with several FTSE-100 companies planning to move to new headquarters buildings at Canary Wharf by 2010. Nearby developments at Wood Wharf and Millennium Quarter currently under construction will create homes, shops and community facilities, mirrored south of the river by the Greenwich Peninsula development. Health provision is also keeping pace, with The Royal London Hospital due to become the biggest

Accident and Emergency unit in Europe, with over 1200 beds available for both short-stay patients and those needing specialist care.

The run-up to the 2012 Games will see the development of the Olympic Park at Stratford and the construction of other Olympic sports venues, creating local job opportunities and leisure facilities. Major arteries Whitechapel Road, Mile End Road and Bow will form 'High Street 2012', leading from the City to the Olympic grounds – the opening Torch procession and the Marathon will take place along this route. Parts of the Park and other Olympics venues will be developed and reconfigured after the Games to create a thriving residential and commercial area, providing up to 40,000 homes and 50,000 new jobs.

New transport links will make travel to the area quicker and more

efficient, serving the growing business and local communities. London City Airport's routes will increase, and plans for a cross-London rail link are under discussion. All these changes will really help to make East London 'the place to be'. To experience an area with deep historic roots and a bright future, look east!

Images:

1. The changing skyline of Canary Wharf
2. High Street 2012 starting at Whitechapel
3. Royal London Hospital, Whitechapel
4. Biota!, Silvertown Quays



“ One of the newest emerging and truly exciting areas of London! London Eastside combines state-of-the-art venues and facilities with historical charm and heritage. It is easily accessible from major continental cities and is home to Europe's fastest growing business district – Canary Wharf – therefore a perfect location to do business. ”

David Hornby
Commercial Director, Visit London

“ With two World Heritage sites in Greenwich and the Tower of London and one of the world's most modern and dynamic business districts in Canary Wharf, and the huge diversity in between, London Eastside exemplifies the rich blend of the traditional and the contemporary elements of Britain that visitors both international and domestic find so enduringly attractive. ”

Joss Croft
Head of Business Visits and Events, Visit Britain

“ The Eastside of London begins at Tower Bridge and the Tower of London going to the largest modern exhibition space in ExCeL London. Using the fabulous transport infrastructure, East London is only minutes away from the West End using the Jubilee line, DLR or the river. Yes Savoy Pier to Canary Wharf is only 7 minutes! A word of advice for anyone wanting something different - Go East! ”

Arthur Somerset
*CEO Mask Event Design and Production
President of ISES 2002-2004
(International Special Event Society)*

“ As an agency, one of our jobs is to be at the edge - more and less, depending on our client's brand and their mission. London Eastside is one of these rare destinations that provides just such a competitive edge! Its urbanity, vibrant environment, high quality level and logistical set-up are impressive. And you know what... the London Eye and

Buckingham Palace are just around the corner! ”

Mathias Haas
Director Client Services, The George P. Johnson Company in Germany

“ London Eastside is fast becoming the number 1 area in the UK to hold any size and type of event or conference. This is one reason why we regularly report on and feature the east side of London within Conference News. ”

Iain Stirling
Advertising Manager, Mash Media Group

“ In the East we have a wide range of interesting venues, perfect for hosting any function or event. If you are looking for something futuristic, traditional or just something different, you will find something to meet any event brief... even an airport! ”

Richard Gooding
Chief Executive of London City Airport

Events calendar



MARCH

International Women's Day

Youth event

1st week of March (date tbc)

www.internationalwomensday.com

APRIL

East End Film Festival

17th – 24th April

www.eastendfilmfestival.com

Alternative Fashion Week

21st – 25th April

www.towerhamletsarts.org.uk

St George's Day Tea Dance

On or around St George's Day,
23rd April (date tbc)

www.towerhamletsarts.org.uk

Flora London Marathon

Usually second weekend in April
(dates tbc)

www.london-marathon.co.uk

MAY

Baishakhi Mela

Sunday, mid-May (date tbc)

www.baishakhimela.com

Paradise Gardens

Second Bank Holiday in May
(date tbc)

www.paradisegardens.org.uk

JUNE

Spitalfields Festival

Throughout June and December

www.spitalfieldsfestival.org.uk

Greenwich and Docklands International Festival

June (dates tbc)

www.festival.org

JULY

Season of Bangla Drama

Throughout July

www.towerhamletsarts.org.uk

Lovebox Weekender

Mid-July (date tbc)

www.loveboxweekender.com

AUGUST

The Great River Race

Early August (date tbc)

www.greatriverrace.co.uk

The London Triathlon

Mid-August (date tbc)

www.thelondontriathlon.com

OCTOBER

Black History Month

Throughout October

www.blackhistorymonthuk.co.uk

Raw Talent

October (date tbc)

www.towerhamletsarts.org.uk

NOVEMBER

Fireworks display Victoria Park

1st week of November
(date tbc)

www.towerhamletsarts.org.uk

Firework display Blackheath

1st week of November
(date tbc)

www.greenwich.gov.uk

DECEMBER

Christmas shopping events held in
Canary Wharf, Greenwich and east
London's markets
(dates tbc)

Useful websites

Attractions, Restaurants, Bars and General History

[www.towerhamlets.gov.uk/data/
discover](http://www.towerhamlets.gov.uk/data/discover)

Restaurants in Brick Lane

www.bricklanerestaurants.com
www.spitalfields.org.uk

Shops, Bars and Restaurants

www.mycanarywharf.com
www.spitalfields.co.uk
www.spitalfields.org.uk
www.visitspitalfields.com

Places to Go, Things to Do

www.spitalfields.org.uk
www.eastlondonmarkets.com
www.visitbricklane.com
www.greenwichmarket.net

Events Listings

www.mycanarywharf.com
www.eastendlife.com
www.excel-london.co.uk
www.jongleurs.com
www.alternativearts.co.uk
www.towerhamletsarts.org.uk

Official London Tourist Board

www.visitlondon.com/leisure
www.visitlondon.com/business

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London Eastside

Helping you discover a new business destination for London

As anyone planning a meeting, business event or large conference knows, it is crucial to get it right! The wrong choice of venue or location, or a lack of information for delegates on what there is to see and do in the area – particularly if they are attending a conference for a few days – can be disastrous. Some event organisers prefer to stick to the tried and tested central London or city districts for this reason. But at London Eastside, we can offer you comprehensive and impartial advice helping to ensure your event is a success when you choose this exciting new area in London.

At the heart of the area lies the business district of Canary Wharf – the jewel in east London's crown. Trendy Spitalfields on the edge of the square mile lies to the west, maritime Greenwich to the south and the Royal Docks where London City Airport and ExCeL London are located just to the east.

The team at London Eastside – which is an umbrella brand spearheaded by the Inward Investment and Business Tourism team at the London Borough of Tower Hamlets – offers destination marketing support and advice on this emerging area of the capital to the Meetings, Events, Conferences and Exhibition (MICE) market.

If you would like to find out more about this exciting alternative to the City of London and the West End and how it can work for you and your events, please contact us at the details above.

We can:

- Offer free and impartial advice on locations and venues for your events. Please note, however, that we are not privy to any venues' rates or their availability
 - Design bespoke familiarisation trips (half or full day trips available depending on your venue/event requirements and budget)
 - Provide free copies of useful guides and publications, ranging from shopping guides, self-guided walks and restaurant, bar and pub guides
 - Offer information on incentives which can add that special something to your event and help bring it to life. We can also provide information on business extenders and social programmes
- Offer an up to date online search facility to help you find the most suitable venues for your events through **www.londoneastside.co.uk**. Information on visitor attractions, future developments, hotels, restaurants, shops and more also available on this site.

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