

LUXURY SHORT STAY APARTMENTS IN THE HEART OF MAYFAIR



9 HERTFORDST



www.hertfordstreet.com



Welcome

Welcome to 9 Hertford Street. Our apartments offer beautifully appointed, spacious accommodation on an historic Georgian street in the heart of Mayfair. Period features are complemented by elegant furnishings, traditional artwork, accessories and luxurious linens. Whether you are a business or leisure traveller, our fully-serviced apartments will provide you with all the amenities you require to make your stay as comfortable and seamless as possible.

9 Hertford Street offers a perfect retreat for you whilst exploring London. There are boutique shops, fabulous restaurants, museums and galleries within walking distance and good public transport links to access other areas of the city.

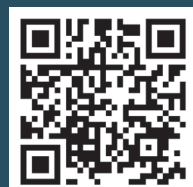
Please let us know of your requirements so that we can ensure that your stay with us is as fulfilling as possible.



Keep in touch
and hear our
latest news on
social media



Make future
bookings via
our website:



ABOUT HERTFORD STREET

Mayfair earned its name from the May Fair which was originally established in the 1600s to raise funds for the Hospital of St James but continued until 1764 when the area became gentrified.

Mayfair was developed on fields belonging to the eminent Curzon family (guests may notice that our largest apartment, The Curzon Suite, was named in tribute to the family who did so much for our area). During the mid-eighteenth century there became an increasing demand for London homes for the gentry to use during the months when parliament sat and the Royal Family were in residence.

Hertford Street was built on Brick Hill Field between 1764-1771 by Henry Holland the elder, his son and John Eldridge. It was named after the nearby Hertford Arms (which no longer exists). Robert Adam designed the interiors, most notably at 10 Hertford Street. The houses are typically Georgian with panelled doors, fanlights, cornicing and interior panels. Space was reserved for stabling for each property. The area retained a rural feel with a large duck pond nearby and a ruling that the green space off the neighbouring Down Street have no railings.



FACADE OF 14 HERTFORD STREET, MAYFAIR, WHERE EDWARD JENNER FIRST PRACTICED IN 1808

During the 1900s, properties were gradually converted into elegant apartments and some altered for commercial use.

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Fitness

GYM

A short walk away in beautiful Berkeley Square you will find a Fitness First gym which offer day passes to visitors (£25). This well-equipped centre provides a programme of classes run by its incredibly friendly and helpful team of staff. It's open from 6.30am to 8pm, Monday to Friday.

SWIMMING

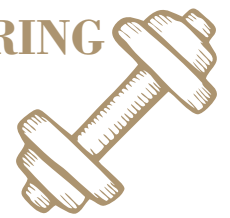
Camden Oasis Swimming Baths

The beautiful, historic Camden Oasis swimming baths offer both an outdoor and indoor pool, gym, squash courts, sauna and café for you to enjoy during your stay.

The Serpentine

Bathe within the tranquil setting of Hyde Park in the ornamental lake of The Serpentine.

KEEP FIT DURING YOUR STAY



You can either swim in the Lido (summer months only) or you can gain membership to the historic Serpentine Swimming Club to access the lake for year-round swimming.

Hampstead Heath

Hampstead Heath is an absolute haven for swimming enthusiasts boasting three natural bathing ponds and a 60m Lido, all of which offer year-round swimming.

YOGA

Whether you'd like to complete your yoga routine in the comfort of your apartment or in the peaceful surroundings of one of our Royal Parks, our concierge will be able to supply you with yoga mats for your convenience.



Little Venice

Days Out

There are so many fantastic places to visit in London, you can be spoiled for choice.

We have asked our team to recommend their favourite places and activities which we have compiled here which may help you choose how to maximise your time in London. If you would like any further information or help with booking any activities, we would only be too happy to help.

Boat Trip to Little Venice (pick up from Merchant Square) *dog-friendly*

Why not explore beautiful Little Venice on Regent's Canal in a self-skippered boat? GoBoat, who are based in Paddington's Merchant Square, hire out eight-seater motorboats which are child- and dog-friendly.

CAA (Contemporary Applied Arts) Gallery Paddington Street

Founded in 1948, the CAA Gallery showcases the work of the most skilled and talented contemporary artists working in Britain whose specialities include jewellery, wood, glass, textiles and ceramics.

Coal Drops Yard Stable Street

One of London's absolute gems is Coal Drops Yard near Kings Cross. Within its refurbished Victorian red brick viaducts and freight rail yards you will find boutique shops, cafés, restaurants and bars. It also hosts regular events.

Gallery S O Brick Lane

Gallery S O's theme is to explore the potential of the contemporary object alongside the interplay of function, form and concept. Hosting regular temporary exhibitions, it's a wonderful space to see innovation in design and art.

Goldsmiths' Hall Gresham Street

The stunning Grade 1 listed home of the Goldsmiths' Company, situated in the City of London close to St Paul's Cathedral, holds open days so the public can see its magnificent interiors and artworks. The Company holds one of the finest collections of silver in Britain with over 8000 examples dating from 1350 to the present day.

Hampstead Heath Camden *dog-friendly*

Beautiful Hampstead Heath offers visitors absolutely breathtaking views over London, and the stunning woodland and meadows were the inspiration for C.S. Lewis' *The Chronicles of Narnia* and John Constable's later works. Covering an area of 800 acres, it makes for a fabulously relaxing day out. Take a swim in the Lido or in one of the famous bathing ponds, bring a picnic or enjoy a meal at one of the local pubs. Be sure to make time to see the incredible pergola and hill garden – they are two of London's most outstanding hidden gems!

Hampstead Observatory Hampstead Grove

For the most detailed views of the night skies over London, you must visit the Hampstead

Observatory and see them through the powerful 6" Cooke refracting telescope. The observatory is open to the public every Friday and Saturday evening (weather permitting) during the observing season (mid-September to mid-April).

Holland Park Ilchester Place *dog-friendly*

Holland Park is such a lovely park to be enjoyed by all ages. Home to twenty-two hectares of gardens (including the stunning Kyoto Garden), woodland, a café and a sports area, it also has the most fabulous adventure playground.

Kentish Town City Farm Crossfield Close

Kentish Town City Farm, established on a four-acre plot, is a wonderful place to get up close to goats, sheep, horses, ducks, chicken, geese, pigs and cows. It also offers horse and pony rides for riders of any age or experience – perfect!

Kew Richmond-upon-Thames

We strongly recommend a visit to Royal Botanic Gardens at Kew for any garden lover. Founded in 1840, it houses the largest and most diverse botanical and mycological collections in the world. The stunning riverside area of Kew itself has a lovely village feel and there is a fabulous choice of independent shops, tea rooms and restaurants.

Queen Elizabeth Olympic Park Stratford *dog-friendly*

Developed in 2012 when London hosted the Olympics, Queen Elizabeth Park continues to be a fantastic place to visit. You can swim in the 50m pool, explore the parkland, grab a bite to eat and travel down the iconic ArcelorMittal Orbit (the world's longest tunnel slide)!

Sadler's Wells Rosebery Avenue

Sadler's Wells, celebrated for its world's leading dance performances, offers a fabulous variety of family-friendly shows throughout the year.



Hampstead Pergola

Sir John Soane's Museum Lincoln's Inn Fields

Sir John Soane's Museum is a fascinating house museum which was the former home of the neoclassical architect, John Soane. It's a fantastic archive of what he collected over his lifetime, including paintings, sculptures, antiquities, drawings and architectural plans. Within the collection there are Robert Adam's designs for the interior of Sheridan House (10 Hertford Street)!

St John's Lodge Gardens Regent's Park

These beautiful gardens were designed in 1889 by Robert Weir Schultz as a series of nooks to be ornamented with sculpture and stonework. Schultz's vision was for the gardens to be 'fit for meditation', and it continues to be a wonderfully peaceful and reflective space.

The Design Museum Kensington High Street

Winner of the European Museum Award in 2018, The Design Museum showcases product, industrial, graphic, fashion and architectural design and hosts fascinating exhibitions.

The Victoria & Albert Museum Cromwell Road

The Victoria & Albert Museum (V&A) was founded in 1852 and is the world's largest museum of applied and decorative arts and design. It also hosts several major exhibitions every year.



The Victoria & Albert Museum



Sir John Soane's Museum

SHOPPING

Our nearest shops can be found at Shepherd Market which is just around the corner from Hertford Street. It's home to a fine selection of boutiques, salons, restaurants and pubs and has a charming village feel. Our team have shared their favourite shops around London which we have compiled below:

Benjamin Pollock's Toyshop Covent Garden

In 1856 Benjamin Pollock opened his first shop, selling goods inspired by his interest in toy theatres. It was frequented by Charlie Chaplin and loved by author Robert Louis Stevenson who noted 'If you love art, folly or the bright eyes of children, speed to Pollock's'. Benjamin Pollock's in Covent Garden really is an absolute treat. Its range includes toy theatres, shadow boxes and puppets – wonderful items for theatre lovers of any age!

Dress for Less St John Street

This wonderful preloved boutique, run by the fabulous Anne Coles, is very highly recommended by our Managing Director Aude. You are guaranteed to leave with some sustainable gems for your wardrobe!

Floris Jermyn Street

England's oldest retailer of fragrance and toiletries is still family owned and run today by the 8th and 9th generation of the family. They were established at this address from 1730! A perfect stop for all things fragrant, for both men and women. The interior is especially noteworthy with cabinets from the Great Exhibition of 1851.

Hamleys Regent Street

Hamleys, which has been located on Regent Street since 1881, covers six floors and has the most impressive and comprehensive range of traditional and modern toys for all ages.

Mary's Living & Giving Shop (Save the Children) Various boutiques around the capital including Hampstead, Kew, Little Venice and Primrose Hill

In 2008, fashionista Mary Portas collaborated with the wonderful Save the Children charity to create Mary's Living & Giving shops as part of the charity's Fashion Saves Lives project. Several Save the Children stores around the UK were transformed into cornucopias of



Hamleys



Mary's Living & Giving Shop

preloved clothing and homeware, including several in London. They are absolute treasure troves for unique and vintage gems!

Neal's Yard Remedies Covent Garden

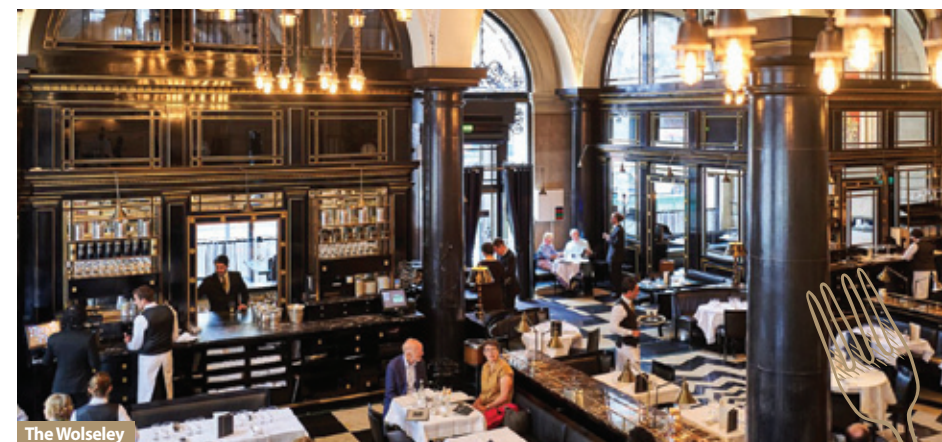
Visit apothecarist Neal's Yard flagship boutique to find the finest organic beauty products, herbs, teas, remedies and aromatherapy oils, beautifully presented in their iconic classic blue packaging.

Showcase (luxury sample sales) Regent Street

Sign up to exclusive Showcase membership to attend luxury sample sales in Regent Street. These events offer a fabulous opportunity to purchase high quality designer items at a fraction of their usual retail prices. The fantastic membership scheme also means that you are given a time slot to shop in a much more relaxed, quiet atmosphere.

Why not combine culture with shopping?

If you are visiting a museum or gallery, we highly recommend you take a moment to browse in their shops where you find exclusive treasures based on their collections and exhibitions. Your purchases are such wonderful way to support them!



The Wolseley

Eating Out

Al Hamra Shepherd Market

Good quality Lebanese cuisine since 1984. ££

El Pirata Down Street

Serving Spanish tapas for 25 years. Buzzy and great bites and good wine list. £

King's Arms Shepherd Market dog-friendly

Established in 1742, this is an extremely friendly traditional pub, spread over two floors with great views over Shepherd Market. £

Kitty Fishers Shepherd Market

Daily menu of British food with a Spanish twist. Intimate and local neighbourhood feel. ££

L'Artiste Muscle Shepherd Market

Long-standing Shepherd Market institution. Short Paris brasserie menu. £

L'Autre Polish-Mexican Bistro Shepherd Street

Eclectic and quirky. Pierogi and tortillas sit side by side on the menu. £

Le Boudin Blanc Trebeck Street

Stylish and sophisticated French cuisine in an elegant surrounding. ££

Pizza Express Various locations including Haymarket and St Martin's Lane

Offering mouth-watering pizzas, salads and puddings, Pizza Express is also renowned for its outstanding management of food allergies. £

Queens of Mayfair Queen Street dog-friendly

A fabulous coffee shop which ethically sources the finest (and some of the rarest) coffees from around the

world; an absolute must for coffee connoisseurs! Here you can enjoy a Royal Breakfast, an all day brunch, lunch or one of their delicious cakes. ££

Shepherd Market Wine House

Shepherd Market dog-friendly

Good wine list and charcuterie and cheese platters. ££

Strada Southbank

Enjoy a relaxed meal along the river front at Strada, which offers a fabulously varied menu of woodfired pizzas, risottos, pastas, plus fish and seafood dishes. ££

The Wolseley Piccadilly

Set in the most beautiful Art Deco building (which was originally built as a Wolseley Motors Limited showroom), The Wolseley offers modern European food and traditional afternoon teas. £££

Wagamama Various locations including Wigmore Street and Covent Garden

Offering a fabulous Asian-inspired menu in family-friendly settings. £

Ye Grapes Shepherd Market

dog-friendly (outside only)

As traditional as you could get and established in 1884. British ales and pub food. £

If you would like to prepare your own food during your stay, we highly recommend Whole Foods Market at Piccadilly Circus, which offers an excellent range of organic groceries.

Theatre Highlights



London is known for many things, and one unmissable slice of culture we strongly recommend you take advantage of during your stay is a trip to the theatre. Let's have a look at what you could be seeing just a stone's throw away!

Almeida Theatre Almeida Street

This small theatre tucked away in Islington with a huge international reputation produces a diverse range of drama and the forthcoming months are no different. Between 25 September and 20 November 2021 a brand new adaptation of timeless Shakespeare classic *The Tragedy of Macbeth* hits its stage; set in a near dystopian future this elemental production promises to tell the traditional story of good, evil and power for a modern generation of audiences. Starring as the eponymous couple are Olivier nominee James McArdle (*Ammonite*, *Mary Queen of Scots*) and four-time Academy Award nominee Saoirse Ronan making her UK stage debut, and the piece shall be directed by Yael Farber who has directed many popular plays on both sides of the Atlantic. Afterwards between 30 November 2021 and 22 January 2022 comes musical *Spring Awakening*. Set in 19th century Germany this tale of adolescence, anarchy and love has delighted audiences the world over and has won thirty-six major theatrical awards, including eleven Tony Awards.

Bridge Theatre Potters Fields Park

The Bridge is London's newest theatre, having only been open since 2017, but is no less impressive, having already gained a reputation for adapting British classics and introducing new historical works based on social issues, usually with an impressive alumni of cast. Coming up between 2 December 2021 and 19 February 2022 is an adaptation of beloved author Philip Pullman's novel *The Book of Dust* – *La Belle Sauvage*. Set within the same fictional

universe as the *His Dark Materials* trilogy (which is currently being adapted as a BBC One drama), this is a tale of two young people who find themselves both at the centre of a deadly manhunt and caring for a young child who will shape the future of their world. Directing this drama of the daemonic is the theatre's co-founder Sir Nicholas Hytner, ex-Artistic Director of the National who has delighted audiences of the stage and screen for nearly forty years. Cast is yet to be announced.

Harold Pinter Theatre Panton Street

Sandwiched in a perfect spot with Trafalgar Square, Covent Garden and Leicester Square all a mere stone's throw away, this theatre both honours playwright Harold Pinter and his many great works, as well as casting some of the nation's greatest actors in hooking pieces of theatre. Running from 16 September to 6 November 2021 is comedy *Blithe Spirit*. Jennifer Saunders, one of Britain's most popular comic actresses, stars as a dotty but deadly serious medium who is hired by a writer to gather inspiration for his latest novel. Other cast members include Lisa Dillon (*Cranford*), and Geoffrey Streatfeild (*Spooks*, *The Thick of It*), and



Harold Pinter Theatre

reunites a creative team from the play's award-winning run at the Theatre Royal Bath in 2019. As well as this coming up is an adaptation of T. S. Eliot's final masterpiece *Four Quartets*. Written as a set of four poems during World War II, Ralph Fiennes (*Wuthering Heights*, *Harry Potter*, *Coriolanus*) delivers an extraordinary tour de force on the nature of time, faith and spiritual enlightenment. This unmissable show has an extremely limited run of just thirty-six performances so swift advance booking is advised to avoid disappointment.

National Theatre South Bank

Sandwiched between the Southbank Centre and the British Film Institute, on the very edge of the Thames is quite possibly London's most famous theatre. Three theatres in one building equals a rich agenda full of top shows and talks, plus a bookshop, a bar, restaurants, a learning centre plus exhibitional, workshop and touring facilities, plenty of fun for everyone. There is a constantly changing range of plays and it is nigh impossible to list everything, but a visit to this prestigious location during your stay at 9 Hertford Street could potentially include:

- *Rockets and Blue Lights* (25 August 2021 – 9 October 2021) – a haunting mystery set in both the present and London 1840.
- *The Normal Heart* (23 September 2021 – 6 November 2021) – a groundbreaking drama exploring the devastating 1980s AIDS crisis in New York.
- *Hex* (from 4 December 2021) – a mythic new musical based on the fairytale *Sleeping Beauty*.
- *East is East* (7 October 2021 – 30 October 2021) – relations are strained in a multi-ethnic family as maturing adolescents are torn between their traditional Pakistani father and English mother.
- *Manor* (16 November 2021 – 1 January 2022) – the coast is dominated by a violent storm and an explosive mix of strangers must band together in a run-down manor.



Old Vic Theatre

Old Vic Theatre The Cut

On the corner of the Cut this Waterloo-based theatre is one of London's oldest, having delighted audiences near and far and acting as a crucible for various theatre companies for over two hundred years. One of the highlights of its calendar is its annual re-telling of *A Christmas Carol*, consisting of a diverse ensemble both on and off the stage and running between 13 November 2021 and 8 January 2022. The classic novella was adapted by famed screenwriter and playwright Jack Thorne (*His Dark Materials*, *Harry Potter and the Cursed Child*), and is uniquely staged so that each audience member is completely immersed in the unfolding story. Afterwards between 24 January and 19 March 2022 is a piece focusing on the ethics of cloning known as *A Number*. Lennie James (*The Walking Dead*, *Line of Duty*) and award-winning RSC alumni Paapa Essiedu play father and son in a gripping drama exploring what it costs to start again. Thrilling audiences between 16 April and 8 July 2022 is legendary musical *Into the Woods*, which intertwines many works of the Brothers Grimm, but with a darker edge as the consequences of the well-known characters' quests. There have been several iterations since the play's 1986 San Diego debut, including a Disney film starring Meryl Streep and Emily Blunt; but this version will be thrillingly directed by Monty Python member Terry Gilliam in collaboration with the Royal Opera House's Movement Director Leah Hausman.

Events

Alice – Curiouser and Curiouser Victoria & Albert Museum, Cromwell Road To 31 December 2021

Charting the evolution, development and reinventions of Alice in Wonderland over the past 157 years, Alice: Curiouser and Curiouser showcases illustrations, manuscripts, photographs, fashion and theatrical imaginings through an extremely family-friendly immersive experience.

Classical Spectacular Royal Albert Hall, Kensington Gore 4 – 7 November 2021

In the majestic surroundings of London's iconic concert venue, sit back and enjoy a variety of the most celebrated classical pieces which will be accompanied by breathtaking multi-coloured laser displays to enhance your experience.

Summer Exhibition The Royal Academy, Piccadilly To 2 January 2022

This fantastic annual exhibition (the world's largest open submission art show), which has been running since 1769, celebrates the works of leading artists, Royal Academicians, household names and new and emerging talent.

Royal Style in the Making Kensington Palace, Kensington To 2 January 2022

Royal Style in the Making showcases principal examples of royal clothing from the twentieth century including Princess Diana's stunning wedding dress, the exquisite toile of The Queen Mother's coronation gown and never-before-seen items from the archives of royal couturiers.

Christmas Winter Trail Royal Botanic Gardens, Kew 17 November 2021 – 9 January 2022

This incredible yearly after-dark light show makes for a fabulous festive treat! Wander amongst the illuminated trees, be enchanted by the panoramic Palm House light display and take advantage of the photo opportunities as you step inside the tunnels of light. Along the route there will be independent street vendors selling hot drinks and seasonal food to keep you warm.

Romeo & Juliet Royal Opera House, Bow Street 5 October 2021 – 25 February 2022

Premiering at Covent Garden in 1965, the beautiful



The Royal Academy

love story of Romeo & Juliet has become a firm favourite at the ROH. This season, take advantage of this fantastic opportunity to see The Royal Ballet at its dramatic finest with Kenneth McMillan's breathtakingly passionate choreography.

Dürer's Journeys: Travels of a Renaissance Artist The National Gallery, Trafalgar Square 20 November 2021 – 27 February 2022

Follow Dürer's exploration of Europe where he travelled to the Alps, Italy and The Netherlands through this outstanding catalogue of his drawings, paintings, prints and letters, and learn how his travels initiated an exchange of influences between Netherlandish and Italian Renaissance art.

Beano: The Art of Breaking the Rules Somerset House, Strand 21 October 2021 – 6 March 2022

Meet the gang as you step through the pages of the Beano in this exhibition which celebrates their spirit of rebellion!

La Traviata Royal Opera House, Bow Street 27 October 2021 – 18 April 2022

Enjoy Verdi's stunning score which features some of opera's most beautiful arias and duets. Produced by the acclaimed Richard Eyre and performed in the beautiful setting of the Royal Opera House, this promises to be the most fabulous treat.

Yayoi Kusama: Infinity Mirror Rooms Tate Modern, Bankside To June 2022

Be mesmerised by Kusama's stunning infinity mirror rooms – a fabulous immersive experience which will enthrall the whole family. A photographic collection will also be on display, which charts the development of Kusama's installations.



IN THE HEART OF MAYFAIR

Our short stay apartments are set in a beautiful period Georgian dwelling in a quiet residential area. 9 Hertford Street offers a tranquil retreat to return to after a day's exploration of one of the world's most vibrant and cultural cities. Whatever your interests, you can be sure there will be something for you nearby. We are within walking distance of the historic Hyde Park and Green Park, boutique shops, restaurants, celebrated landmarks and galleries.

WIN
fabulous
prizes!

COMPETITION

Share your London stay photos to be in with the chance of winning a fabulous prize!

It brings us tremendous pleasure to see photos taken during your stays in London and we know other guests love to see them for inspiration too. As a thank you for sharing them on social media, we have decided to run a competition, with an over 16s and an under 16s prize!

UNDER 16s

We are asking under 16s to take photos during their adventures around London, featuring their essential travel companion (whether it be a favourite toy, a book, a family member or a friend!). We then ask that these photos are shared on Instagram, both tagging us and mentioning us. The winner, chosen at random after the competition closes on 31 March 2022, will receive a £25 Hamleys voucher.

OVER 16s

To enter our competition, all you need to do is share your photos on Instagram,

taken out and about in London, both tagging us and mentioning us, with this magazine featuring in the pictures. The winner, chosen at random after the competition closes on 31 March 2022, will receive a complementary night added to their next 9 Hertford Street stay.

TERMS AND CONDITIONS

- Unlimited entries per person.
- Depending on the jurisdictions in your area, under 16s entries must be added to Instagram by either an adult or a young person of eligible age to have an account.
- Competition entries may be shared on social media from our 9 Hertford Street account.
- Competition runs until 23:59 BST on 31 March 2022.
- The competition winners will be chosen on 1 April 2022.

How to find us...

Hertford Street is situated beside Park Lane and within short walking distance of Shepherd Market, boutique shops, pubs and restaurants.

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