GUILD HOTEL

BLOOMSBURY



Guild Hotel Bloomsbury Accessibility Guide

Hotel address
97 Great Rusell Street, London WC1B 3LB
Telephone: +44 (0)20 7637 3477
General email: hello.bloomsbury@guildhotels.co.uk
Reservations email: reservations.bloomsbury@guildhotels.co.uk

Thank you for considering Guild Hotel Bloomsbury. We are pleased to provide information regarding our hotel that you may find useful when planning your visit.

This accessibility statement does not contain personal opinions as to our suitability for guests with access needs but aims to accurately describe the facilities and services that we offer to all our guests and visitors. Guild Hotel Bloomsbury aims to ensure that all employees, guests and others who use the hotel are treated equally and according to their needs. We look forward to welcoming you at Guild Hotel Bloomsbury and making your stay an enjoyable one.

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Introduction:

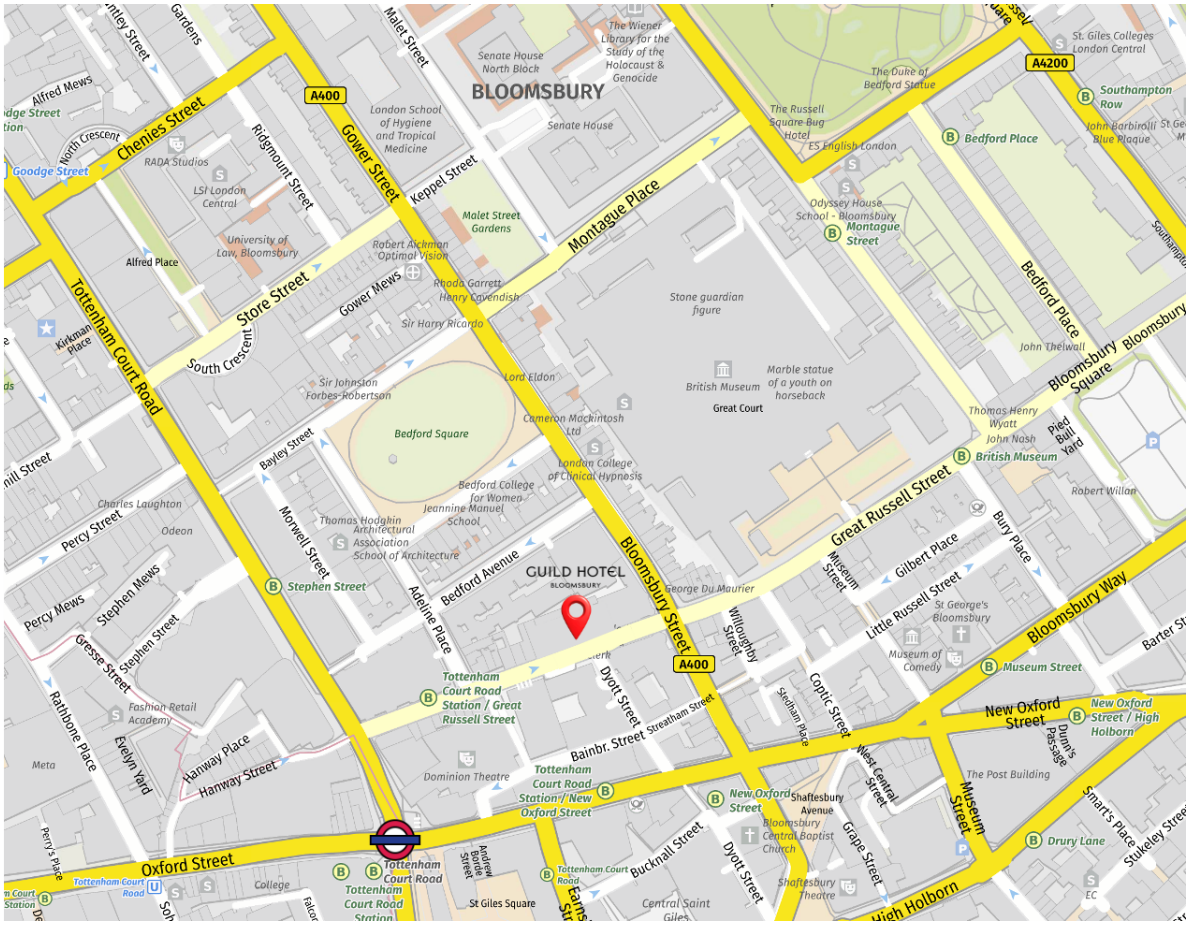
Guild Hotel Bloomsbury is a four-star hotel on Great Russell Street in the heart of Bloomsbury, central London. The hotel is just moments from the British Museum and within walking distance of the West End, Covent Garden, and Oxford Street, making it highly convenient for both tourists and business travellers.

The property offers 186 guest rooms, designed in a contemporary style while maintaining elements that reflect the building's historic character. Facilities include on-site dining, meeting spaces and modern amenities.

The building itself forms part of Bloomsbury's historic streetscape. It opened in 1910 as Cranstons Kenilworth Hotel, designed by Sir Thomas Rhind and run by the Cranston family, who owned a number of temperance (alcohol-free) hotels aimed at middle-class professionals, families and solo female travellers.

The hotel's bedrooms and suites have all been refurbished over the course of 2026 and further refurbishment of the meeting rooms and public areas is planned for early 2027.

Location:



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Guild Hotel Bloomsbury occupies a prime location in central London, close to transport links, the British Museum, West End theatres, shopping on Oxford Street, and London universities including UCL, King's and the LSE.

- The nearest Underground station is Tottenham Court Road (Central line, Elizabeth line and Northern line). It is a 4-minute walk from the hotel.
- Accessible bus stops are located on Museum Street. Buses run every 5–10 minutes in each direction and provide connections to West and North London, Hyde Park, Oxford Street, Ox-ford Circus, New Oxford Street, Holborn Station, High Holborn, and East/South-East London.
- The Elizabeth line offers a direct service to Heathrow Airport from Tottenham Court Road, with a journey time of approximately 45 minutes. All trains stop at Heathrow terminals 2 & 3 (where you should allow another 10 minutes to walk from the station to the terminal); trains then either go on to terminal 4 or to terminal 5.
- Heathrow Airport is approximately 18 miles from the hotel, and the journey time by car is approximately 90 minutes, depending on traffic.
- The hotel offers airport shuttle, black taxi, and private car services to all airports. Please contact our team via email on hello.bloomsbury@guildhotel.co.uk.
- The hotel is well situated for connections to major London railways stations:
    - London Euston: for trains to the Midlands, northwest England and Scotland
    - London King's Cross St Pancras: for trains to East Anglia, northeast England and Scotland and Eurostar services to Paris
    - London Waterloo: for services to southwest England
    - London Charing Cross and London Victoria: for services to southeast England
    - London Paddington: for services to the Cotswolds and Wales
- Nearby shops include Boots the Chemist, M&S Simply Food, Sainsburys Local, and Tesco Metro, all on Tottenham Court Road.

Arrival and parking:

The hotel's main entrance is at 97 Great Russell Street. The street is level with a single step up to the hotel entrance. A member of the hotel team will be available to help wheelchair user's access the hotel lobby. The entrance is well lit, 24 hours a day.

- Guild Hotel Bloomsbury is situated in the London Congestion Zone. Visit tfl.giv.uk for up-to-date information on charges and how to pay.
- The nearest car park is the NCP London Bloomsbury Square, which is open 24 hours every day. There are five bays for disabled vehicles (with registered Blue Badge) and two EV parking bays.

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Hotel entrance and lobby:

The main entrance to the hotel has automatic doors that open to a combined width of 175cm, each door being 87cm wide. The lobby is a large space that allows access for wheelchair-users.

- The front desk is 10m from the main entrance
- The front desk is 1m in height
- The hotel team can check guests in places other than at the front desk, if required
- Seating in the lobby is provided by four armchairs, one sofa and one long bench
- The lobby is well lit by ceiling spotlights
- The Bloomsbury Street Lounge is located on the ground floor and is open for breakfast and lunch (last food orders, 2.30pm). The Lounge is scheduled for refurbishment in early 2027 and will be temporarily closed.
- The designated smoking is outside the main entrance of the hotel on Great Russell Street.



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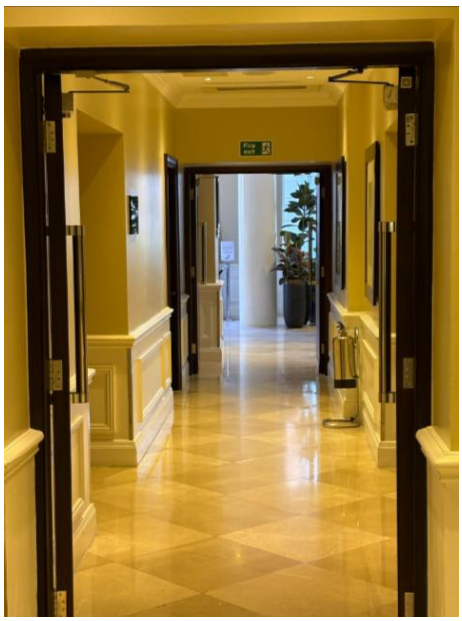
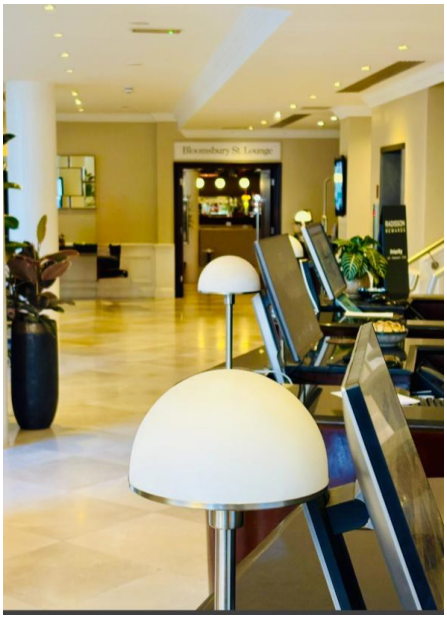
Public areas:

All public areas, including staircases , lift lobbies, landings and corridors are well lit by ceiling spotlights. Central heating and air conditioning keep public areas at a comfortable, ambient temperature.





Lifts:

There are two guest lifts (elevators) the serve from the lower-ground floor to the seventh floor.

- Each lift is 75cm wide and 1m deep
- There are mirrors to the left, right and rear of both lift cars. The lowers panels are 1m high and the upper panels are 1.2m high
- The lifts have tactile buttons and audible alarm buttons





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Public WCs:

There are two unisex lavatories on the ground floor of the hotel, one of which is wheelchair accessible and fitted with a horizontal grab rail, a pull cord alarm, and a lowered wash basin.

- The accessible WC door is 90cm wide and 2m high
- The flooring in both WCs has non-slip tiles
- The tap for the washbasins is senor-activated
- Both WCs are equipped with wash basins and hand dryers
- The WCs are lit with ceiling spotlights

Restaurant and bar:





The Bloomsbury Street Lounge is on the ground floor and can be accessed from the hotel lobby or directly from Great Russell Street. It is open for breakfast every day and for lunch from 12.30pm to 2.30pm. It is not open for dinner, but the bar is open for drinks in the evening.

- The restaurant has a tiled floor
- Seating is a mixture of fixed banquettes and movable dining chairs
- The bar has bar stools that can be moved in request
- Tables are stable with a clear height beneath them
- Please inform your waiter if you have food allergies of dietary requirements

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Leisure facilities:





The newly equipped hotel gym is located on the lower-ground floor and is available for guests' use 24 hours a day. Guests need to use their room keycard to access the gym.

- CCTV is in operation in the gym, and it is periodically reviewed by the front desk team
- Towels are provided for guests' use
- There is a panic alarm / emergency button, which alert the front desk team
- The gym is equipped with various cardiovascular, stretch and wight equipment by TechnoGym

Guest bedrooms and bathrooms:





Guild Hotel Bloomsbury has 186 bedrooms and suites, all with en-suite bathrooms with either a walk-in shower or a bathtub. Bedrooms are located on the first to seventh floors, accessible by two guest lifts.

- There are two accessible Superior Double rooms at the hotel
- Accessible rooms include an armchair and coffee table
- Not all furniture in the bedrooms is movable

- Entrance doors to accessible rooms are 85cm wide
- All bedrooms and suites have emergency evacuation procedures clearly placed on the inside of the bedroom doors
- Accessible bathrooms have emergency pull cords, lever taps on the wash basins and turning taps for the shower
- The WC is 50cm hight
- The wash basin is 82cm high with clear space beneath it

Additional information:

- All hotel team members are trained in fire-evacuation procedures
- Trained Fire Marshals and First Aiders are on duty
- Evacuation chairs and trained staff are available to assist guests in the event of an emergency
- Disability Awareness Training is delivered to all team members
- Please contact the front desk team if you require any assistance during your stay
- The fire alarm is a continuous sire: it cannot be mistaken and must not be ignored
- The nearest hospital (including 24-hour A&E) is:
    - University College Hospital, 235 Euston Road, London NW1 2BU
    - Website: uclh.nhs.uk | telephone: 020 3456 7890