

THE ACADEMY

LONDON



FREQUENTLY ASKED QUESTIONS

ARRIVAL & DEPARTURE

1. What time is check-in and check-out?

Check-in from **3pm**; check-out by **11am**.

2. Can I arrange early check-in or late check-out?

Yes—**subject to availability** (fees may apply). Please contact Reception (rcpt.tah@theacademyhotel.co.uk or +44 (0) 20 7631 4115) in advance so we can prioritize your request.

3. Can I store my luggage before check-in or after check-out?

Yes—**complimentary luggage storage** is available on your arrival and departure day.

GETTING HERE & TRANSPORT

4. How long is the journey from Heathrow?

By car/taxi: **around 60 minutes** (traffic dependent). By public transport: **Direct line** - (Elizabeth line) to **Tottenham Court Road** around **50 minutes**.

5. Which Underground stations are closest?

Goodge Street (Northern line) is **4 minutes on foot**; **Tottenham Court Road (Elizabeth, Central, Northern)** is also nearby.

6. Is there parking at the hotel?

We do not have on-site parking. Several **public car parks** are a short walk away, closest car park is **NCP Car Park Bloomsbury Square**; drivers may wish to check the **Congestion Charge**.

7. Can you arrange airport transfers or black cabs?

We work with **trusted car partners** and can book **airport transfers** or **black cabs**— Please contact reception - Telephone: +44 (0) 20 7631 4115

ROOMS & AMENITIES

8. Is Wi-Fi included?

Yes—**complimentary high-speed Wi-Fi** is available throughout the hotel.

9. Do rooms have air-conditioning and heating?

Yes—**individually controlled air-conditioning** and **heating** in **all rooms**.

10. Is The Academy family-friendly?

Absolutely. Selected **Suites** can accommodate children on a **sofa bed** (on request), however we do not have interconnecting rooms. Contact us directly for the best set-up for your family.

11. Do you provide cots or extra beds?

Cots are available for infants (on request). Selected **Suites** include a **sofa bed** for children. (Please contact us for suitability and any applicable charges.)

12. What are the amenities available in the room?

• Complimentary Wi-Fi • Tea and Nespresso coffee-making facilities • Flat-screen TV • Powered safe
• Elemis toiletries • Selection of international e-newspapers • Bathrobe and slippers • Terrestrial
Freeview channels • Hairdryer • Iron and ironing board

13. What room types does The Academy offer?

Our bedrooms and suites are set across five Georgian townhouses, with select ground-floor (step-free) options—please email us in advance to request one.

- o Townhouse Single – 1 guest, single bed (90cm)
- o Bloomsbury Single – 1 guest, small double bed (120cm)
- o Townhouse Double – up to 2 guests, double bed (150cm)
- o Bloomsbury Twin – up to 2 guests, two single beds (2 * 90cm)
- o Bloomsbury King – up to 2 guests, king bed (180 cm)
- o Bloomsbury Suite – up to 2 guests, double bed (150 cm) / (+ sofa bed for one child up to 16.
on request; cots available on request)

DINING, MEETINGS & EVENTS

14. Do you serve breakfast?

Yes, we offer a delicious breakfast menu featuring both complimentary continental buffet and cooked options for £15 per person. Please ask about **vegetarian/vegan and gluten-free choices**.

15. Do you have spaces for meetings or private events?

- Yes, we offer elegant Library which is ideal for small gatherings or our Genius lab & Refectory Restaurant for private dining, meetings, and intimate events. Our Courtyard is the perfect outdoor space for cocktail parties in the spring and summer. Our [team](#) can advise on capacities and layouts.

16. Do you have Room service 24/7?

- Yes, we offer Room Service Menu round the clock.

POLICIES & PAYMENTS

17. Are pets allowed?

Service animals are welcome; otherwise, we are unfortunately **pet-free** to ensure comfort for all guests.

18. Is The Academy smoke-free?

Yes—the hotel is **entirely non-smoking**. Guests may smoke and vape only in the **designated outdoor area**. A **cleaning fee may apply** if smoking occurs indoors. Vaping is not allowed on the premises.

19. What payment methods and deposits do you accept?

We accept **all major cards** (including **Visa, Mastercard and American Express**). A **£30 preauthorisation** is taken at check-in to cover incidentals which is released upon departure.

20. What is your cancellation/no-show policy?

Policies vary by **rate plan**. **Best Flexible** bookings can usually be cancelled before the stated cut-off time; **Advance Purchase** rates are non-refundable and non-amendable. Please check your confirmation T&Cs or contact Reservations - reservations@theacademyhotel.co.uk & Telephone: +44 (0) 20 7631 4115.

ACCESSIBILITY

21. Is there a lift or step-free access?

We are housed in **five Georgian townhouses** and **do not have a lift**. We offer a **limited number of step-free ground-floor rooms**; Please **contact us** in advance to arrange a ground-floor room and we'll do our best to assist.

22. Neighborhood & Culture (Bloomsbury)

23. Why is Bloomsbury important?

For over two centuries, Bloomsbury has been **London's literary quarter**—leafy squares, Georgian terraces, universities, and world-class museums at every turn.

24. Which famous writers are associated with Bloomsbury?

Notable figures include Virginia Woolf, E.M. Forster, and members of the Bloomsbury Group who shaped 20th-century literature, art, and philosophy.

25. Is the British Museum near The Academy Hotel?

Yes, the British Museum is just a 5-minute walk from the hotel, making it an ideal base for exploring one of the world's greatest cultural treasures.

26. How far is Oxford Street from the hotel?

Oxford Street, London's iconic shopping destination, is less than a 10-minute walk from The Academy.

27. What other attractions are close?

You are moments from the British Museum (5 minutes' walk), with Oxford Street (10 minutes), Soho, Covent Garden, Regent's Park, and the West End theatres all close by. Our team is happy to tailor suggestions to your plans.

28. Can you help with theatre tickets or local bookings?

Of course—our Front Office team can secure **theatre tickets**, **restaurant reservations**, and **tailored neighborhood suggestions**.

Heritage & Uniqueness (The Academy Story)

29. What is the history of The Academy?

We are set across five Georgian townhouses dating to the **18th century**, reflecting Bloomsbury's rich architectural heritage. Read our story [here](#).

30. Why is The Academy called "The Academy"?

The name reflects Bloomsbury's reputation as a center for learning, literature, and the arts, as well as the hotel's proximity to leading universities and cultural institutions.

31. What makes staying at The Academy unique?

Our blend of historic Georgian charm, boutique luxury, and a location in London's cultural heart makes The Academy unlike anywhere else.

32. Do you celebrate Bloomsbury's literary past?

Yes—through our **Library**, curated details, and storytelling woven into spaces like the **Genius Lab** and **Courtyard**, plus experiences such as **Mr Ma's Afternoon Tea**.

SUSTAINABILITY

33. What sustainability practices do you follow?

We are committed to lighter-footprint stays, including **linen/towel reuse at your request**, **refillable amenities**, and **locally sourced items** where possible. Digital magazine and newspaper available during guest stay.

— A YTL CLASSIC HOTEL —