

WELCOME TO WATERLOO | It's your Waterloo, be part of it

We actively celebrate and promote Waterloo as an area that attracts visitors, whilst maintaining its individuality and unique character. The aim of this induction walk is to familiarise your business with the area's cultural and retail offer.

And you may just uncover some of Waterloo's many hidden gems on your travels too...



1 Southwark Station / Isabella Street

Southwark station is one of London's most modern (opening to the public in 1999). You'll notice its blue cone wall, which was inspired by an 1816 stage set for *The Magic Flute*. Head out of the Station and straight for pretty Isabella Street. Set into the railway arches, this bamboo and shrub-lined walkway is home to a few bars and restaurants with ample outside seating, perfect for post-work festivities...

With your back to Southwark station, facing The Ring pub, turn left on Blackfriars Road and take a second left onto an unnamed street. Ahead, your eyes will be drawn to the green and flower-lined Isabella Street. Find Jack's Bar, EV's, Thai Silk and more...

2 Theed Street and Roupell Street

This is one of London's most atmospheric quarters, much filmed, with its nineteenth century terraces, elegant streetlamps and steeply pitched roofs. The gallery on the corner of Theed Street was once a cello factory and the musical motif continues as you walk: the gate signed 'The Warehouse' is home to the London Festival Orchestra, which became independent in the 1980s and performs at major venues and festivals.

Turn right onto Hatfields and continue until you reach Roupell St (on your left). After passing the language school, Theed Street will appear on your right. If you're craving refreshments and sweet treats, continue walking and the King's Arms pub will appear on your left, with bakery Konditor & Cook at the very end. Cross the road and continue down Exton Street before turning left towards Waterloo station.

3 Lower Marsh and Lower Marsh Market

A short walk from Waterloo station, Lower Marsh is a historic south London street in transition. Built on former marshland, it has been home to a street market since the mid-nineteenth century. From falafel wraps to jewellery, soap to records, there's something for everyone at Lower Marsh Market.

From the concourse, take the exit closest to Lush and turn right towards Lower Marsh, where you will be hit with a delicious waft of sizzling street food. Cross the road at the pedestrian crossing and take the stairs to your left. Walk away from the station and you will be met by Cubana's iconic mural, often coined 'the entrance to Lower Marsh'.

4 Leake Street Arches

Welcome to London's nether regions: In the nineteenth century, corpses and coffins were stored beneath the station before their final train journey to Brookwood Cemetery. Now, Leake Street is one of its most popular tagging spaces, pungent with spray paint and entertainment. The Vaults offers cutting edge theatre, event spaces such as Aures and Lost Rivers also draw the crowds and restaurants too are opening up these creepy tunnels under the station to a new audience.

Almost mid-way down the Marsh, you will see a pocket park and a tunnel on your right... step into Waterloo's cultural underworld, home to graffiti artists, theatre space the Vaults, an immersive sensorium and a whole lot more...

5 Westminster Bridge Road and IWM London

In 1917 the Cabinet decided that a National War Museum should be set up to collect and display material relating to the Great War. The interest taken by the Dominion governments led to the museum being given the title of IWM. In 1936 the Duke of York reopened the museum in its present home, formerly the central portion of Bethlem Royal Hospital, or 'Bedlam', thanks to the generosity of Lord Rothermere.

Turn left onto the Leake Street Tunnel and ahead you will see Build Studios, WaW's office space. Take a left onto Westminster Bridge Road and follow it passing Lambeth North Tube station, until you reach the Three Stags pub on your left (Lambeth Road). Take another left and you will see the magnificent IWM directly in front of you.

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