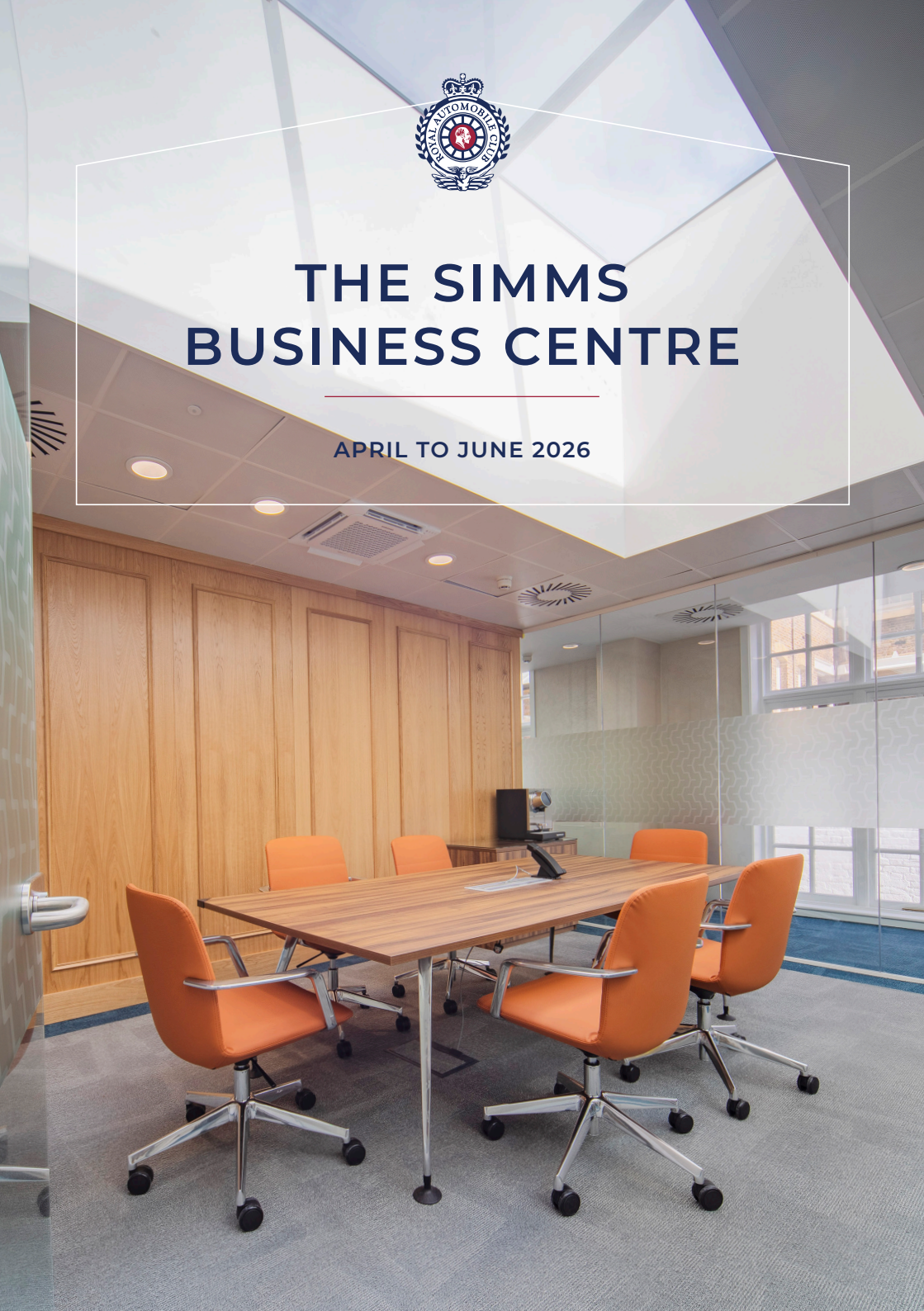


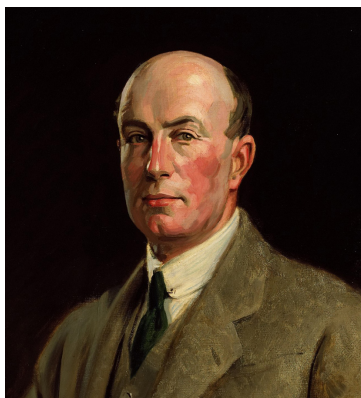


THE SIMMS BUSINESS CENTRE

APRIL TO JUNE 2026



FREDERICK SIMMS



The Simms Business Centre is named in honour of Frederick Richard Simms, the visionary founder of the Royal Automobile Club. Simms, a pioneering figure in British motoring, co-founded the Self-Propelled Traffic Association in 1895 and established the Automobile Club of Great Britain and Ireland in 1897.

His 1896 demonstration of a Daimler automobile to the future King Edward VII ignited the monarch's lifelong passion for motorcars. In recognition of this relationship and the Club's significance, King Edward VII granted it royal status in 1907, renaming it the Royal Automobile Club and bestowing the privilege of using his profile on the Club badge. This royal connection underscores the Club's historic importance in shaping British automotive culture and its enduring prestige which continues today.

WELCOME TO THE SIMMS BUSINESS CENTRE

LOCATION

The Simms Business Centre is located on the Ground Floor. Access is through the door from the Club Room (at the top of the stairs to the Long Bar).

OPENING HOURS

Monday to Friday: 8.00am-8.00pm (unstaffed 7.00pm-8.00pm)
Saturday and Sunday: 9.00am-6.00pm (unstaffed)

WORKSTATIONS AND PHONE BOOTHS

Workstations are available on a first come, first served basis and may be used for up to two hours per day. Please note that workstations cannot be pre-booked.

We ask that telephone conversations at the workstations last no longer than two minutes to avoid unduly disturbing other members.

Six phone booths are also available for members to make private telephone or video calls. These may be used for up to 30 minutes at a time.

MEETING ROOMS

For further information about the meeting rooms or to book a room, please ask at the Simms Business Centre Reception Desk, telephone 020 7747 3349 or email simmscentre@royalautomobileclub.co.uk.

Presentation and video conferencing facilities are available and catering can be arranged.

DRESS CODE

The Pall Mall dress code applies in the Simms Business Centre.

Any outerwear should be left in the main clubhouse cloakroom.

Work bags, including laptop bags, may be carried through the Club Room for use in the Simms Business Centre. If you subsequently move to another area of the clubhouse, you must leave any bags in the clubhouse cloakroom.

THE SIMMS BUSINESS CENTRE SERVICES

The Simms Business Centre provides members and their guests with a complete range of business facilities and technology including complimentary Wi-Fi.

WORKSTATIONS

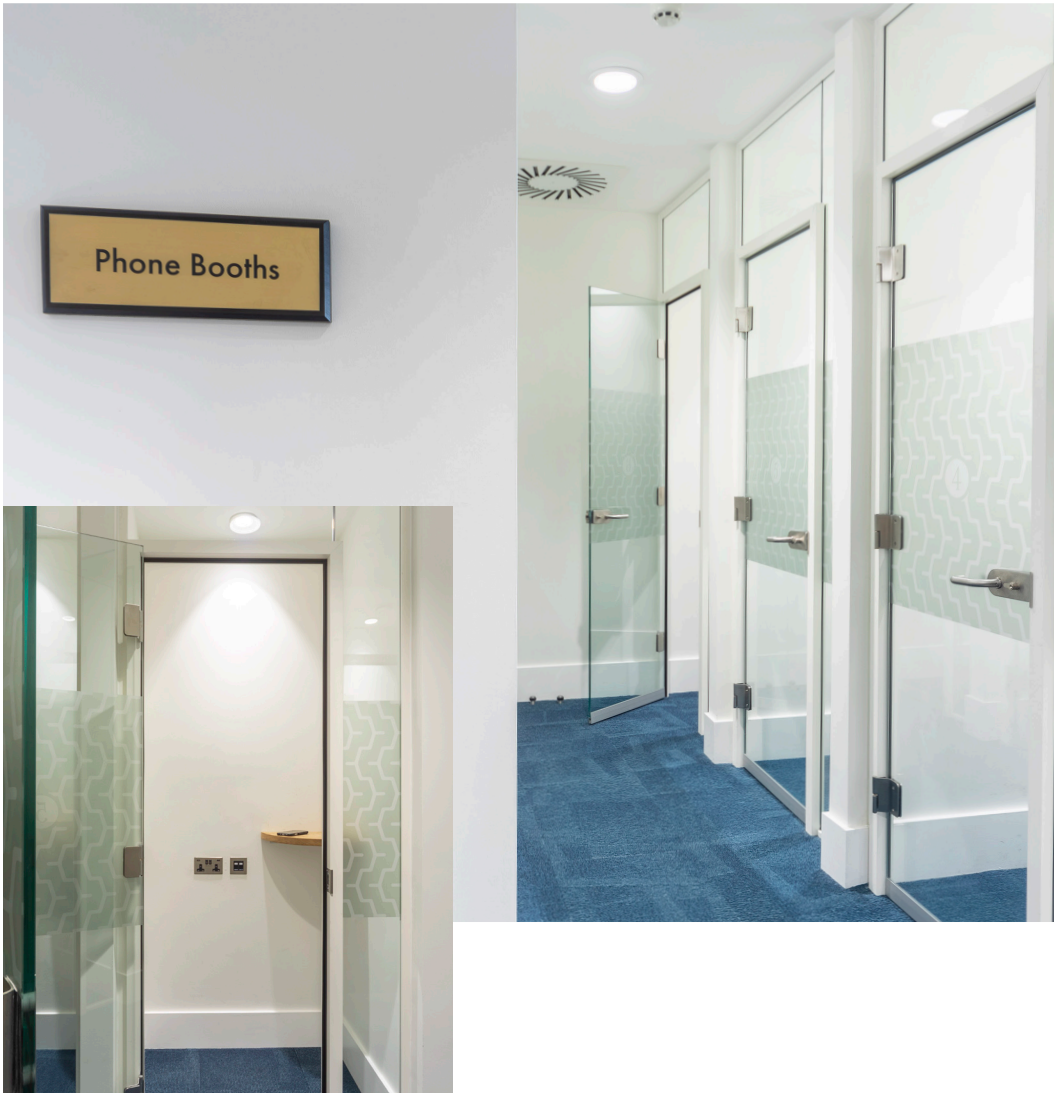
There are ten single 'hot desk' workstations available on a first come, first served basis and may be used for up to two hours per day. Five workstations are equipped with PCs and an additional five hot desks are for use with personal laptops. Please note that workstations cannot be pre-booked.

We ask that telephone conversations at the workstations last no longer than two minutes to avoid unduly disturbing other members.



PHONE BOOTHS

Six phone booths are available for members to make private telephone or video calls on first come, first served basis. These may be used for up to 30 minutes at a time.



REFRESHMENT AREA

Various options of hot and cold beverages and refreshments are available. If you require any assistance, please speak to the Simms Business Centre Reception Team.





DAY DELEGATE RATE

Host your next meeting in the Simms Business Centre and benefit from our new inclusive Day Delegate Rate, which includes lunch in the Long Bar.

Located on the ground floor at Pall Mall, the meeting rooms are ideal for brainstorming and strategy sessions. They are fully equipped with presentation and video conferencing facilities.

The Day Delegate Rate includes:

- Meeting room with AV
- Unlimited water, tea, coffee and biscuits
- Concierge services including postage and scanning
- Lunch with soft drinks in the Long Bar (Optional: £10.00 supplement per person for lunch in the Brooklands Room)

Day Delegate Rates (minimum six people):

Half Day: **£48.00** per person

Full Day: **£78.00** per person

Inclusive of VAT at the current rate. For further information and to book, please call 020 7747 3349 or email simmscentre@royalautomobileclub.co.uk

MEETING ROOMS

There are 14 meeting rooms with capacity ranging from two to twenty people, including two informal meeting rooms equipped with sofa and chairs. Each meeting room offers complimentary Nespresso coffee, tea, bottled water and stationery. Presentation and video conferencing facilities are available and catering can be arranged.

For further information about the meeting rooms or to book a room, please ask at the Simms Business Centre Reception Desk, telephone 020 7747 3349 or email simmscentre@royalautomobileclub.co.uk



MEETING ROOM

UP TO TWO PEOPLE

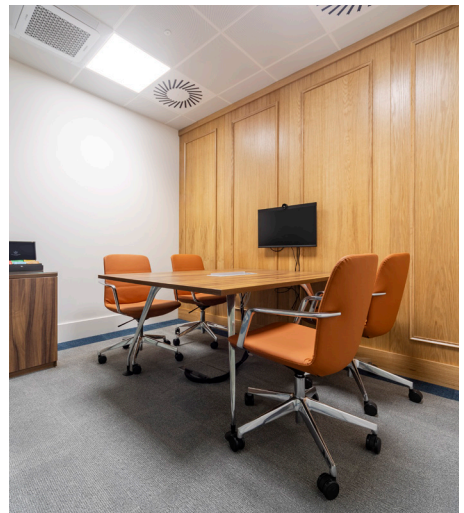
For meetings of up to two people, please book room 1, 2, 9 or 10.



MEETING ROOM

UP TO FOUR PEOPLE

For meetings of up to four people, please book room 3, 6, 7 or 8.





MEETING ROOM

UP TO FIVE PEOPLE

For meetings of up to five people,
please book room 11 or 12.



MEETING ROOM

UP TO SIX PEOPLE

For meetings of up to six people, please book room 4 or 15.



MEETING ROOM

UP TO TEN PEOPLE

For meetings of up to ten people, please book room 5 or 14.



MEETING ROOM

UP TO TWENTY PEOPLE

For meetings of up to twenty people, please book the boardroom (rooms 5, 6 and 7 combined)



MEETING ROOM RATES 2026

HOURLY RATE

MONDAY TO FRIDAY £18.00 per person/per hour

This price is for the first two hours; after this time, the prices below will apply:

DAILY RATE

CAPACITY	ROOM	HALF DAY (4HRS)	FULL DAY (4+ HRS)
Up to 2 people	1, 2, 9 and 10	£125.00	£230.00
Up to 4 people	3, 6, 7 and 8	£210.00	£300.00
Up to 6 people	4, 11, 12 and 15	£320.00	£450.00
Up to 10 people	5, 14; 6 and 7 combined	£450.00	£645.00
Up to 14 people	5 and 6 combined	£495.00	£875.00
Up to 20 people	5, 6 and 7 combined	£565.00	£1,085.00

DAY DELEGATE RATE

HALF DAY

£48 per person (minimum six people)

FULL DAY

£78.00 person (minimum six people)

Includes lunch with soft drinks in the Long Bar (Optional: £10.00 supplement per person for lunch in the Brooklands Room)

REFRESHMENTS

FOOD

PRE-PACKED SANDWICHES

Freshly made (white, granary or brown bread)

Egg and cress	£3.80
Cheese, tomato and pickle	£4.20
Tuna and cucumber	£5.10
Wiltshire ham and piccalilli	£5.10
Coronation chicken	£5.70
Smoked salmon and horseradish	£7.40
Beef, watercress and horseradish	£8.60

SPECIALS

Ciabatta with mozzarella, tomato, basil and balsamic vinegar	£5.10
Smoked salmon on a bagel with cream cheese and chives	£7.40
Triple decker of pastrami, pickle, mustard mayonnaise and cheese on brown rye	£7.60

SALADS

Kale, avocado, toasted hazelnut, radish and blue cheese salad	£7.00
Caesar salad with baby gem and chicken	£9.50

PASTRIES

Croissant	£2.20
Pain au raisin	£2.20
Pain au chocolat	£2.20
Pastéis de Nata	£2.60

BREAKFAST

Berry breakfast jar	£4.20
Exotic breakfast pudding jar	£4.90
Granola bar	£2.20

OTHER

Fresh fruit	£0.90
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THE CLASSIC COMBO

Enjoy one food item (pastry, dessert or breakfast jar) and pair it with a beverage (energy shot, Folkington orange juice, tea or coffee)	£4.50
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SNACKS

FRUIT AND NUT SELECTION

Kind bar	£2.90
Smoked and seasoned almonds and cashew nuts	£3.30
Hickory smoked seasoned almonds	£3.30
Baked salted cashew nuts	£3.30

CHOCOLATE

Kit Kat	£1.70
Snickers	£1.70
Luxury chocolate bar	£2.60

BISCUITS AND RICE CAKES

Biscuits (pack of two)	£1.70
Rice cakes	£1.90

SAVOURY ASSORTED SNACKS

Assorted Tyrell's crisps and PROPER chips	£2.00
Salted pretzels	£2.60
Giant chilli corn	£2.90

BEVERAGES

COLD BEVERAGES

San Pellegrino 330ml	£2.00
Coca-Cola/Diet/Zero Sugar 330ml	£2.10
Coconut water 330ml	£2.50
Energy shot 60ml	£2.60
Kombucha	£2.60
Orange juice 250ml	£3.00
Apple and mango juice 250ml	£3.00
Mineral water still/sparkling 330ml	£3.00
Mineral water still/sparkling 750ml	£5.40

HOT BEVERAGES

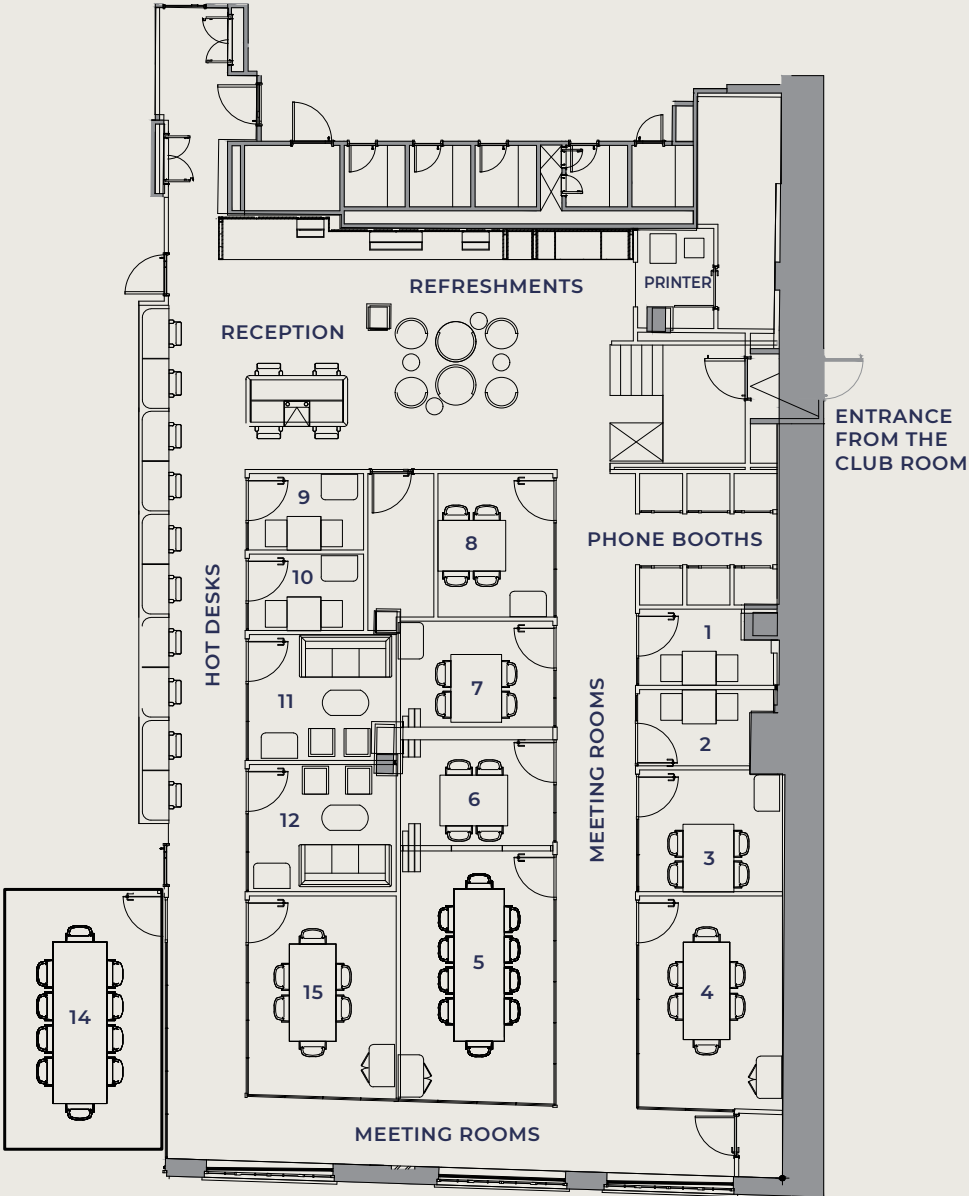
Espresso	£3.30
Double espresso	£3.30
Black coffee (lungo)	£3.30
Flat white	£3.30
Cappuccino	£3.30
Latte	£3.30
Selection of teas	£2.20
<i>English breakfast and decaffeinated breakfast, peppermint, jasmine green tea, chamomile blossom, Earl Grey and hibiscus red fruit blend</i>	

Our menu contains allergens and allergen information is provided for all pre-packed sandwiches.

If you suffer from a food allergy or intolerance, please let a member of our team know upon placing your order.

All prices include VAT at the current rate.

THE SIMMS BUSINESS CENTRE MAP



TERMS AND CONDITIONS

WORKSTATIONS

Individual areas where members can use one of the computers provided or their personal laptop or tablet.

They cannot be reserved.

They are for members only not for their guests.

They should not be used as a meeting area.

There is a maximum usage time limit of two hours per day.

Please ensure they are vacated by 8.00pm at the latest.

MEETING ROOMS

They offer private space to conduct meetings, interviews, presentations, etc.

Members can book a room for themselves and their guests.

Cancellations must be received no later than 24 hours prior to the date of the booking. Cancellations received after that time will incur a charge if the room is not resold.

Meeting rooms reserved but not taken up will be charged in full.

Please ensure the room is vacated by 8.00pm at the latest.

FOOD AND BEVERAGE

Only beverages and refreshments purchased in the Simms Centre may be consumed in the meeting rooms and workstations.

DRESS CODE

The Pall Mall dress code applies in the Simms Business Centre. Please visit the Club website for full details.

Any outerwear (overcoats, hats, scarves etc.) must be deposited in the main clubhouse cloakroom or your bedroom.

Luggage, including hand-luggage (excluding small handbags or man bags), carrier bags and umbrellas must be deposited in the main clubhouse cloakroom or your bedroom.

Members are permitted to take their briefcases and bags with them in transit through the clubhouse to the Simms Business Centre.

MOBILE TELEPHONES

The use of mobile telephones is only permitted in the phone booths inside the Simms Business Centre or in a booked meeting room.

There is a maximum usage time limit of 30 minutes in the phone booths.



ROYAL
AUTOMOBILE CLUB

89 Pall Mall, London SW1Y 5HS
020 7747 3349 | 020 7747 3351
www.royalautomobileclub.co.uk