



Hickford Tours - Christmas 2014

Shepherds Market & Mayfair

Friday 12th December 2014

**"Every idiot who goes about with 'Merry Christmas' on his lips, should be boiled with his own pudding, and buried with a stake of holly through his heart"
Ebenezer Scrooge**

Woah! Steady on there Mr Scrooge! Those sentiments may have been the thing when Victorians used to boil their children thoroughly before sending them off to their inevitable death from consumption, rickets and ringworm in the workhouse but they have absolutely no place on a Hickford Tours Christmas Extravaganza!

Those of you who remember last year's successful East London & City event (and there are plenty of you who don't) know this to be the case and that's why you come back to Hickford Tours time and time again. Customer service is our watchword at Hickford Tours. And so is drink. Well actually drink is the key one so let's forget about Customer Service shall we. You don't really care do you as long as you partake in a large amount of festive cheer... enough festive cheer to get you really pissed.

So where are we going this year? Well we're going up West ain't we! And I'm gonna treat you all like princesses! (If you say this with an Eastenders style Pete Beale speech impediment then this is more effective).

Yes, up West in that London Town. To the little known area of Shepherds Market...



Shepherds Market has been for many years and remains to this day an ultra-fashionable district of London tucked away between Piccadilly and Curzon Street, in the exclusive borough of Mayfair. It's been home to many artists, writers, musicians and perjurers...for example

- The writer Michael Arlen used Shepherds Market as the setting for his best-selling 1924 novel. "The Green Hat".
- Curzon Place saw the death of Cass Elliot (Mama Cass) of the Mamas and Papas in July 1974 after she choked to death on a ham sandwich!
- 4 years later, Keith Moon, maverick lunatic drummer for The Who died of an overdose also in Curzon Place!
- In the 1980's, Shepherds Market was where politician and best-selling author Jeffrey Archer met the prostitute Monica Coghlan. An encounter which led to his eventual imprisonment!

Well that's all very interesting isn't it? But what are Hickford Tours doing here? And where's the drink!? Never fear my little Christmas elves, we're here because Shepherds Market has got 4 pubs within 50 yards of each other and it's a handy stepping point to explore a little deeper into Mayfair.

So without further ado, don your evening dresses and tweed jackets and let's have a drink!



Itinerary

The Kings Arms - 2 Shepherd Market, W1J 7QB



Johnny Depp and rock stars Arctic Monkeys known to have enjoyed a drink within the walls of this one. Don't let that put you off though. As an experienced Council worker of some 18 years I have no problem dealing with international celebrities and I once met Englebert Humperdinck's daughter in a bar in Nashville. She was a very nice lady.

Ye Grapes - 16 Shepherd Market, Mayfair, W1J 7QQ



Dark, atmospheric boozer with some interesting stuffed animals. Despite its name grapes are not supplied by the landlord. Bring your own unless you're already hiding your family-sized bag of dry roasted peanuts somewhere about your person.

The Market Tavern - 7 Shepherd Street, Mayfair, W1J 7HR



Apparently, "every drink in the Market Tavern is poured with a generous serving of quirky personality" according to the website. Let's see how they cope with a gang of public servants in Christmas attire asking for 11 pints of Guinness with a pork scratching and custard top.

Shepherd's Tavern, 50 Hertford Street, W1J 7SS



We can watch our flocks by night in this one.

So that was Shepherds Market...and if we feel the need let's head a little into Mayfair.

When I was a boy, Mayfair was the name of a "higher end-quality" top shelf gentleman's jazz magazine...or so my brothers told me. It's also the most expensive property on the Monopoly board. Conjure your own images, I'm not going to tell you what to think...

We'll try to pop into some of these depending on how much Christmas spirit we have imbibed

Coach & Horses 5 Bruton Street W1J 6PT



It's narrow. It's mock-Tudor. It has a three-sided triangular seating affair. Handy for those of us with three-sided bottoms.

Windmill 6-8 Mill Street W1S 2AZ



Specialises in pie based food offerings.

The Goat 3 Stafford St, London W1S 4RP



Come on! Love the Goat. £25 for anyone able to climb up and sit on it!

Clarence 4 Dover Street W1S 4LB



Named after the Duke of Clarence, who later became King William IV, its location of Dover Street was where Sir Alexander Bell's first successful telephone call was made. By all accounts he was ringing his wife from the pub to say he had been delayed in the office...and no he wasn't with Stacey from accounts. That's all finished now.

We're not going here but I've put a nice joke in my notes which I wanted to share with you all

Punchbowl 41 Farm St Mayfair London W1J 5RP



This pub used to be owned by British film director Guy Ritchie when he was married to famous American pop star Madonna. Although the couple have now sadly divorced, Ms Ciccone still does the occasional shift behind the bar a few evenings a week when she's not busy buying babies from underdeveloped African countries. I'm here all week.

So that was that, let's hope you enjoyed it all or some of it. And even if you enjoyed none of it none well there's always next time. Hickford Tours will continue to expand in 2015!



Happy Christmas, one and all!