

30 | Euston Square

Where history meets every occasion





30 Euston Square

30 Euston Square is a Grade II* listed, 7 storey building dating back to 1906.

The modern event spaces inside benefit from a grand Edwardian façade and original Greek Revival-style entrance hall; it truly is a traditional building with a contemporary twist.

30 Euston Square is a dynamic and multifaceted venue, home to the Royal College of General Practitioners. Managed by the renowned caterer Searcys, we ensure seamless event experiences from initial inquiry to flawless execution.

With a diverse selection of spaces—including state-of-the-art conference rooms, meeting and training facilities, and boutique bedrooms—our venue adapts to a variety of occasions, from corporate gatherings to private celebrations. The rooftop terrace adds an extra dimension, offering a stunning setting for networking events, receptions, and exclusive gatherings with breathtaking city views.

At 30 Euston Square, our dedicated events team is committed to delivering exceptional service, ensuring every detail of your event is executed flawlessly. Here, historic charm meets contemporary excellence, creating an inspiring backdrop for memorable experiences.

On behalf of our team, we look forward to welcoming you and delivering an outstanding event.

Salem Retibi,
Venue Director



Where vision meets venue **Auditorium & Exhibition Hall**

Our state-of-the-art 300-seat auditorium is perfect for conferences, screenings, and award ceremonies, offering cutting-edge AV technology to elevate your presentations.



300 guest capacity



Sony HDR 4K Laser Projector



Surround Sound Speakers



Digital Branding Opportunities



Flexible Layout

300 seats

360 sqm exhibition space

Up to 15 exhibition stands

Exclusive catering area

Private cloakroom and registration area

Sony 4K digital cinema laser projection system

Dolby Atmos surround sound system

Show lights

8-screen 4K HD video wall and multiple branding opportunities

The 300-seat auditorium at 30 Euston Square is the venue's largest space, featuring a built-in tiered layout perfect for conferences, presentations, seminars, and panels.

With a state-of-the-art screen, 4K cinema projection, surround sound, and video conferencing capabilities, it delivers a seamless delegate experience.

The adjoining exhibition hall offers a private registration area, cloakroom, and a versatile space for refreshments, networking, and breaks.

This bright and airy 360sqm venue boasts a 24m-high atrium and a neutral palette, providing a blank canvas for event branding.





Timeless and versatile State Rooms & Rooftop Terrace

On the 5th floor our penthouse State Rooms, complemented by an adjoining Rooftop Terrace, provide a stunning setting for both day and evening events, accommodating up to 230 guests. Enjoy panoramic city views in a space that can be tailored for conferences, receptions, or dinners.



Complimentary
wifi



Integrated AV



Luxury Lighting



Outdoor
Terrace



Flexible Layout

Up to 200 theatre

Up to 144 cabaret

90 boardroom

92 u-shape

Up to 216 banquet

Up to 8 exhibition stands

Exclusive catering area

Rooftop terrace

Private Cloakroom

Stage

Projector

AV Booth

80" 4K HD relay
plasma screens

The Euston Room, the second-largest event space at 30 Euston Square, serves as the main meeting area with multiple screens, portable staging, and a built-in PA system, allowing for versatile layouts.

The Stephenson Room and Rooftop Terrace are ideal for networking drinks, small exhibitions (up to four stands), and breakout sessions, with skylights providing plenty of natural light for an inviting atmosphere.

For larger events, the State Rooms can function as breakout spaces alongside the Auditorium, ensuring a seamless and adaptable experience. Designed for flexibility, our spaces cater to conferences, receptions, and private events.

Spacious and flexible Meeting Rooms

Choose from 18 contemporary meeting rooms, each equipped with advanced technology and flexible layouts to suit board meetings, training sessions, and workshops.



Exclusive
menus



Integrated AV



Natural
Daylight



Complimentary
wifi



Coffee
Station

18 modern rooms

Up to 80 theatre

Up to 48 cabaret

6 to 36 boardroom

AV equipment

The modern ground floor meeting rooms blend the historic charm of Doulton Parian Ware tiles, with state-of-the-art technology. These spaces are designed to enhance productivity and engagement.

Each room features integrated AV equipment, a large LCD screen, a projector, whiteboards, and high-speed Wi-Fi, making them ideal for seminars, workshops, meetings, and training sessions.

For seamless presentations and communication, our meeting rooms are equipped with ClickShare and conference calling facilities. Plus, with air conditioning throughout, your guests will enjoy maximum comfort all day long.





Elegant and sophisticated Heritage Rooms

Experience the charm of our six Heritage Rooms, ideal for private dining and meetings, where traditional elegance meets modern amenities.



Exclusive
menus



Integrated AV



Natural
Daylight



Complimentary
wifi



Coffee
Station

Six refurbished
Heritage Rooms

Up to 50 theatre

Up to 32 cabaret

Up to 40 dinner

7 to 22 boardroom

Built in AV equipment

Experience the elegance and sophistication of our Heritage Rooms at 30 Euston Square, where historical character meets contemporary functionality.

Our Heritage Rooms feature classic oak panelling, marble fireplaces, and large windows that infuse the spaces with ample natural light, creating a refined ambiance for any occasion.

Equipped with advanced audiovisual technology, including projectors, high-speed Wi-Fi, and conference calling facilities, our rooms ensure seamless presentations and productive meetings.

From the grandeur of our Princes Gate Room for larger occasions to the intimate setting of the Beresford Pite Room ideal for small gatherings, our Heritage Rooms offer versatility and charm.

Optimal evaluation Training Centre

This space provides a quiet, professional, and fully equipped environment for exams, assessments, and training sessions. With soundproofed rooms, high-speed Wi-Fi, and advanced AV technology, we ensure a focused experience for both candidates and examiners.



CCTV with
Video and
Audio Capture



Circuit-linked
Timers



Ceiling-
mounted IP
Dome Cameras



Drop
Microphones



Internet
Connectivity

Dedicated entrance and
reception area

Three separate circuits
combining 42 individual
rooms with telephone and
complimentary 1gbps wifi

Two briefing rooms with
integrated AV

High-tech observation
room with audio and 360°
visual recording system

Access controlled secure
environment

Fully accessible and DDA
compliant

Built-in timer and clock
system in each circuit

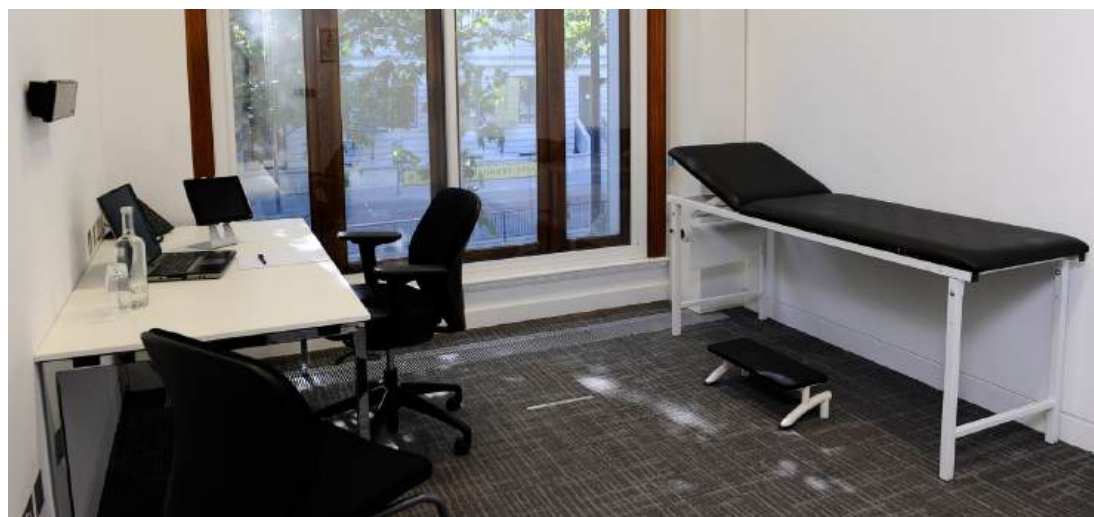
Secure lockers in each
exam room

The Training Centre provides a secure, high-tech, and fully accessible space mainly designed for assessments and examinations.

With a dedicated entrance and reception, it features three circuits with 42 individual rooms, each equipped with telephone access, 1Gbps Wi-Fi, and built-in timers and clocks.

Two AV-equipped briefing rooms offer ideal pre-exam preparation areas, while a high-tech observation room with audio and 360° visual recording ensures effective monitoring.

Access-controlled security, DDA compliance, and secure lockers in each exam room create a professional, controlled environment for a seamless assessment experience.





Elegant and sophisticated **Boutique Bedrooms**

30 Euston Square boasts 41 stunning boutique bedrooms, each with en-suite facilities, perfect for organisers, delegates or guest speakers who require accommodation whilst attending an event at the venue.



Ensuite



Complimentary
wifi



Flat screen TV



Breakfast
included

Our boutique bedrooms offer an exclusive retreat, available only to event attendees and Members.

From indulgent beds to a dedicated study area, our rooms are designed with your needs in mind. Enjoy the convenience of ironing facilities, complimentary wifi, air-conditioning, a safe, and refreshment options.

In addition, guests can unwind at their leisure with access to our fully equipped gym and exclusive members' lounge area, providing a perfect balance of relaxation and productivity.

Sip, Savour, and Celebrate **Catering**

Searcys menus are built around seasonal and responsibly sourced ingredients.



Award-winning catering



On-site events team



Historical elegance

At 30 Euston Square, we're proud to offer catering that reflects our commitment to sustainability and seasonality.

We work closely with you to craft bespoke menus that highlight the finest seasonal ingredients, ensuring every dish is fresh, flavourful, and thoughtfully sourced.

Whether it's an intimate gathering or a larger event, we can create a tailor-made dining experience that suits your needs perfectly. From unique canapés to exquisite plated dishes, we bring creativity, quality, and sustainability to every event, ensuring your guests enjoy something truly special.



inclusion by design



In 2025, we are launching our EDI Champions scheme and have committed to conduct a Venue Inclusion review at every venue.



As members of Sunflower, a Hidden Disability scheme, we have signed a pledge to train 80% of our team members in hidden disabilities awareness.



We have been awarded the Disability Confident Employer certificate, which helps ensure all employees can fulfil their potential.



We are committed to becoming a Menopause—friendly employer in partnership with Henpicked.



We provide accessibility audits for our bars and brasseries and share the details on the Sociability app and our websites.

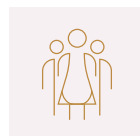
nurturing & growing talent



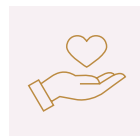
We are an ILM-accredited training provider focussing on leadership skills and EDI development.



We celebrate our people's contributions and loyalty with annual Long Service and People Awards.



Searcys apprenticeship plan offers 40+ development programmes for our colleagues.



We work with our nominated charities Hotel School, New Horizons Youth Centre (Euston), and Julian House (Bath) in helping those at risk of unemployment and homelessness find jobs in hospitality.



13 graduates from Hotel School are currently working in our business.

progressive partnerships



We champion British beef, pork, chicken and bacon across our event menus.



We use British grown and milled flour from growers signed up to Wild Farmed regenerative standards.



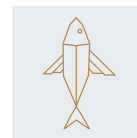
We champion cooking chocolate from the Islands Chocolate farm in St. Vincent and the Grenadines.



We champion natural filtered on-site water where possible, or Harrogate Water in glass bottles.



Our teas are responsibly sourced and are either Rainforest Alliance certified, organic or directly traded.



We proactively engage with our fishmongers to ensure they work towards only supplying MCS (Marine Conservation Society) Good Fish Guide rated 1–3 fish and seafood.



We champion seasonal British fruit and vegetable produce, with hero ingredients traced to an individual farm.



In our recipes, we champion British-harvested rapeseed oil from R-Oil, farmed in ways improving soil quality.



We promote mindful drinking by providing premium no- and low-alcohol options.



Our coffee comes from Notes Coffee Roasters which supports community farms and uses its Roas-Tree scheme to help fight deforestation.



All fresh eggs used in our kitchens are British free-range and RSPCA-certified from St Ewe Farm.



Plant-based and vegetarian dishes are a key part of our menus, with the goal to make them 25% of all menus by the end of 2025.



We work with the best English Sparkling Wine producers, and have created our own label with a vineyard in Guildford.

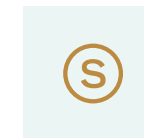


We will only use British RSPCA-assured fresh milk by the end of 2025.



In 2025 we are launching Nourish by Searcys conference menu package designed to offer maximum nutritional benefit for minimum environmental impact. All recipes have a low–moderate CO₂ footprint, measured using our Nutritics system.

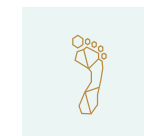
step up



In 2025 we pledge to have a sustainability champion in every Searcys venue.



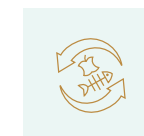
We are proud members of isla., a sustainability in events network focused on driving best practice in sustainability in events.



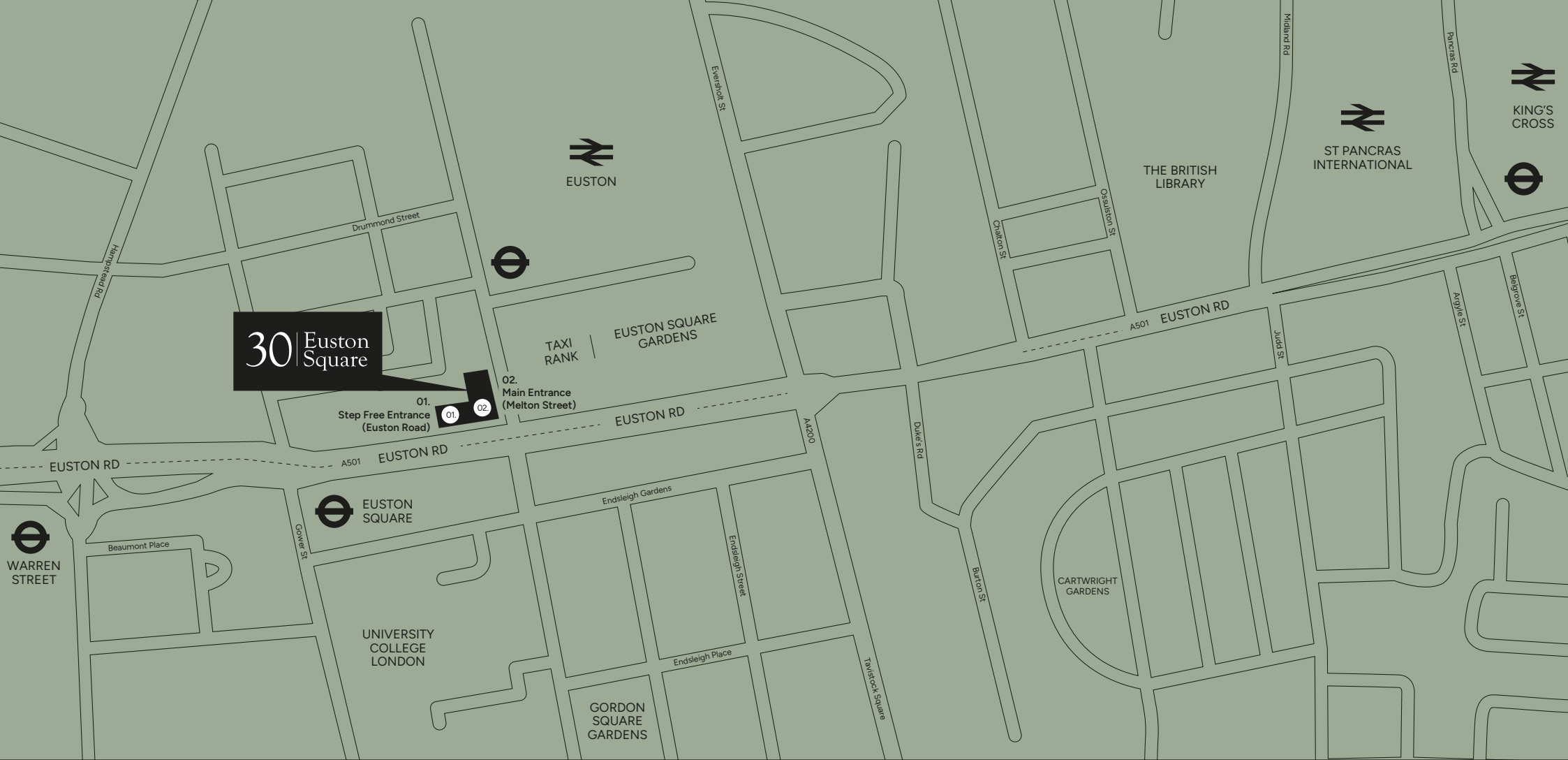
We measure and set ourselves annual targets to reduce carbon impact of our purchased goods and services (Scope 3).



Wherever possible we use porcelain crockery, glassware and metal cutlery.



We are proactive about food waste, seeking to do all we can to minimise it from menu design, to portion size, measurement and separation.



Get in touch

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BEST IN PRACTICE

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