



**Chic and cheerful**

■ 'London hotel' and 'good value' are rarely uttered in the same sentence but the new Z Soho ([thezhoteis.com](http://thezhoteis.com)) is doing its damndest to offer quality affordable digs. The hotel is a conversion of 12 Georgian townhouses close to Charing Cross Road. Rooms start at £85 a night and have iPod docks and free Wi-Fi.

Hopefully, this is part of a trend. The spring will see the opening of 'budget luxury' brand Citizen M's first hotel in the capital. The London Bankside property near Tate Modern promises compact rooms with wall-to-wall windows, superking beds, rain showers, LCD TV screens with free movies, global sockets and complimentary Wi-Fi.

