

DISCOVER STORIES THAT SHAPED THE WORLD

FROM ICONIC FILMING LOCATIONS
TO LITERARY LEGENDS,
UNFORGETTABLE ITINERARIES
START **HERE**^{WM}

TRAVEL TRADE INSPIRATION

WHERE STORIES COME TO LIFE

Birmingham and the West Midlands have inspired and hosted some of the world's best-loved stories, from Tolkien's Middle-earth to Shakespeare's timeless plays and the smash-hit world of *Peaky Blinders*. Atmospheric filming locations sit alongside the birthplace of England's greatest playwright, offering visitors the chance to walk through real settings behind screen and page alike.



BLACK COUNTRY LIVING MUSEUM

Film & TV Location | Groups | FIT | Half Day

- Step onto the real set of *Peaky Blinders*, with the Museum's atmospheric streets doubling as 1920s Small Heath across all six series.
- Explore over 50 historic buildings, shops and homes, bringing the Black Country's industrial past vividly to life.
- Discover costumed characters, period trams and hands-on exhibits, offering an immersive day out for fans and families alike.

Combine with an underground boat trip, just over the way at Dudley Canal & Caverns.



GRAND CENTRAL / BULLRING

Film & TV Location | Groups | FIT | 1-1.5 hrs

- Explore Birmingham's iconic Grand Central and Bullring, transformed into a striking backdrop for *Mission: Impossible - Dead Reckoning*.
- Discover the dramatic architecture of the Bullring's landmark Selfridges building, one of the city's most photographed sights.
- Enjoy a mix of shopping, dining and city-centre sightseeing, all within easy reach of New Street Station.

Combine with a walking tour of the city centre, shopping at the Bullring with its mix of high-street favourites and independent retailers, followed by lunch in the Grand Central food hall.



SAREHOLE MILL

Literary Heritage | Groups | FIT | 1-1.5 hrs

- Discover the childhood inspiration behind J.R.R. Tolkien's Middle-earth, at the working water mill where the author spent his early years.
- Explore the beautifully restored 18th-century mill, with working machinery and displays exploring its links to *The Lord of the Rings* and *The Hobbit*.
- Enjoy the surrounding parkland and riverside walks, said to have shaped Tolkien's vision of the Shire.

Combine with a stroll through nearby Moseley Bog, another site linked to Tolkien's childhood imagination.



SHAKESPEARE'S BIRTHPLACE TRUST

Literary Heritage | Groups | FIT | Half Day-Full Day

- Step into the world of William Shakespeare across five historic properties, including his family home, Shakespeare's Birthplace.
- Explore Anne Hathaway's Cottage, the charming childhood home of Shakespeare's wife, alongside Hall's Croft and Mary Arden's Farm.
- Discover the playwright's life and legacy through original artefacts, gardens and immersive storytelling, set in the heart of historic Stratford-upon-Avon.

Combine with a leisurely walk along the River Avon, a river cruise with Avon Boating, or a performance at the Royal Shakespeare Theatre.



SHAKESPEARE'S SCHOOLROOM & GUILDHALL

Literary Heritage | Groups | FIT | 1-1.5 hrs

- Step inside the original 15th-century schoolroom where a young William Shakespeare was educated, still in use as a working school today.
- Explore the atmospheric Guildhall, with its medieval timber frame and rare surviving wall paintings.
- Discover live, interactive performances bringing Shakespeare's schooldays vividly to life for visitors of all ages.

Combine with nearby Shakespeare's Birthplace, just a short walk away, and Anne Hathaway's Cottage for a full day built around Shakespeare.

MORE TO EXPLORE...

Discover even more of the region's film, TV and literary connections with these additional locations and landmarks, each with its own unique story and character. Whether for a fan pilgrimage or a quick stop along the way, they make a wonderful addition to any itinerary.



THE LOCATIONIST



ROYAL SHAKESPEARE THEATRE



PEN MUSEUM



WEST MIDLANDS POLICE MUSEUM

PERFECTLY POSITIONED

In the heart of the UK - easy to reach and easy to combine.



LONDON TO BIRMINGHAM

1 hr 20 mins by direct train



BIRMINGHAM AIRPORT

International connections just
10 minutes from the city centre



GREAT CONNECTIONS

20 mins to Coventry
30 mins to Black Country
1 hr to Stratford-upon-Avon

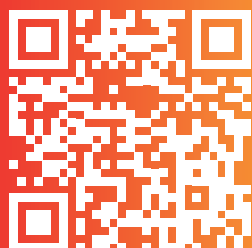
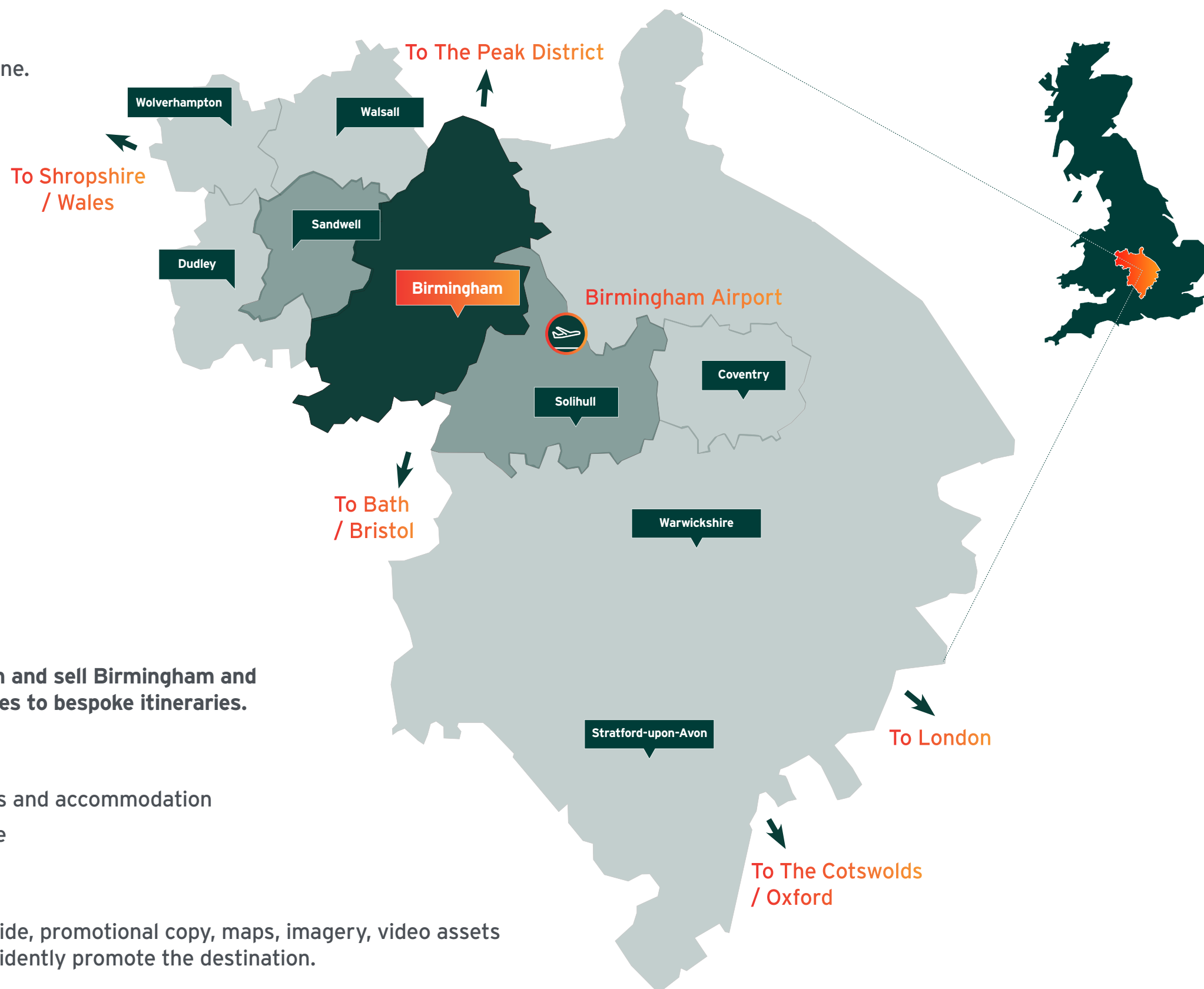
HOW WE CAN HELP?

Our dedicated Travel Trade team is here to help you plan and sell Birmingham and the West Midlands, from group tours and FIT programmes to bespoke itineraries.

We can provide:

- Introductions to trusted local suppliers, attractions and accommodation
- Destination information, insights and expert advice
- Itinerary planning and FAM trip support

Our free **Travel Trade Toolkit** includes a Travel Trade Guide, promotional copy, maps, imagery, video assets and suggested itineraries – everything you need to confidently promote the destination.



CONTACT US:

traveltrade@wmgrowth.com

+44 (0) 7484055220

visitbirmingham.com/travel-trade/



**VISIT
BIRMINGHAM
& WEST MIDLANDS**
Delivered by West Midlands Growth Company