

# BIRMINGHAM AND THE WEST MIDLANDS **TRAVEL TRADE GUIDE**





# CONTENTS

- 3 Better connected
- 4 How we can support you
- 5 The top 5 reasons

## Destinations

- 6 Birmingham
- 16 Black Country
- 22 Coventry
- 27 Shakespeare's England
- 34 Shropshire
- 39 Solihull
- 43 Worcestershire

## Discover...

- 15 Unforgettable experiences
- 21 Memories to last a lifetime
- 26 The region
- 33 Something for everyone
- 38 World class cuisine
- 42 A region rich in art and culture
- 47 Discover the Heart of England



# JOURNEY TO THE HEART OF ENGLAND

Welcome to the West Midlands. This travel trade guide will take you on an exciting journey to the heart of England where you will discover a region of unique and exciting experiences. A place where your clients are welcomed into a youthful, diverse culture and made to feel at home from the very start. A destination that prides itself on a rich history, where urban meets the great outdoors and keeps visitors coming back time and time again to explore the heart of England.

Discover and enjoy our dynamic cities, which are bursting with an eclectic mix of heritage, sport, music, design, architecture, food and drink and festivals. A region that has been making its mark with endless ways to tell our story. The birthplace of Shakespeare and home to some of the world's most influential brands: Cadbury and Jaguar Land Rover.

There has never been a greater time to explore what the West Midlands has to offer. The global spotlight has been shining on the region with Coventry being awarded the UK City of Culture 2021, and Birmingham hosting the Commonwealth Games 2022.

Join us to experience many more exciting milestones, events and new openings and discover why we're a winning destination worth visiting.





**1,250**

Trains travel through the platforms at Birmingham New Street each day

# BETTER CONNECTED

Located at the heart of the UK, the West Midlands is the best-connected city region in the country - by air, road and rail.



## Connected by air

Birmingham Airport, one of the UK's fastest-growing airports, is the international gateway into the region, welcoming 13 million passengers annually. Serving 133 direct flights and over 400 further onward connections, with over 30 airlines, it is the third largest airport outside of London. Located at the centre of the country's road and rail networks means that it is one of the most accessible airports, particularly by rail, thanks to its on-site rail station with trains every few minutes, taking you directly into Birmingham city centre within 10 minutes.

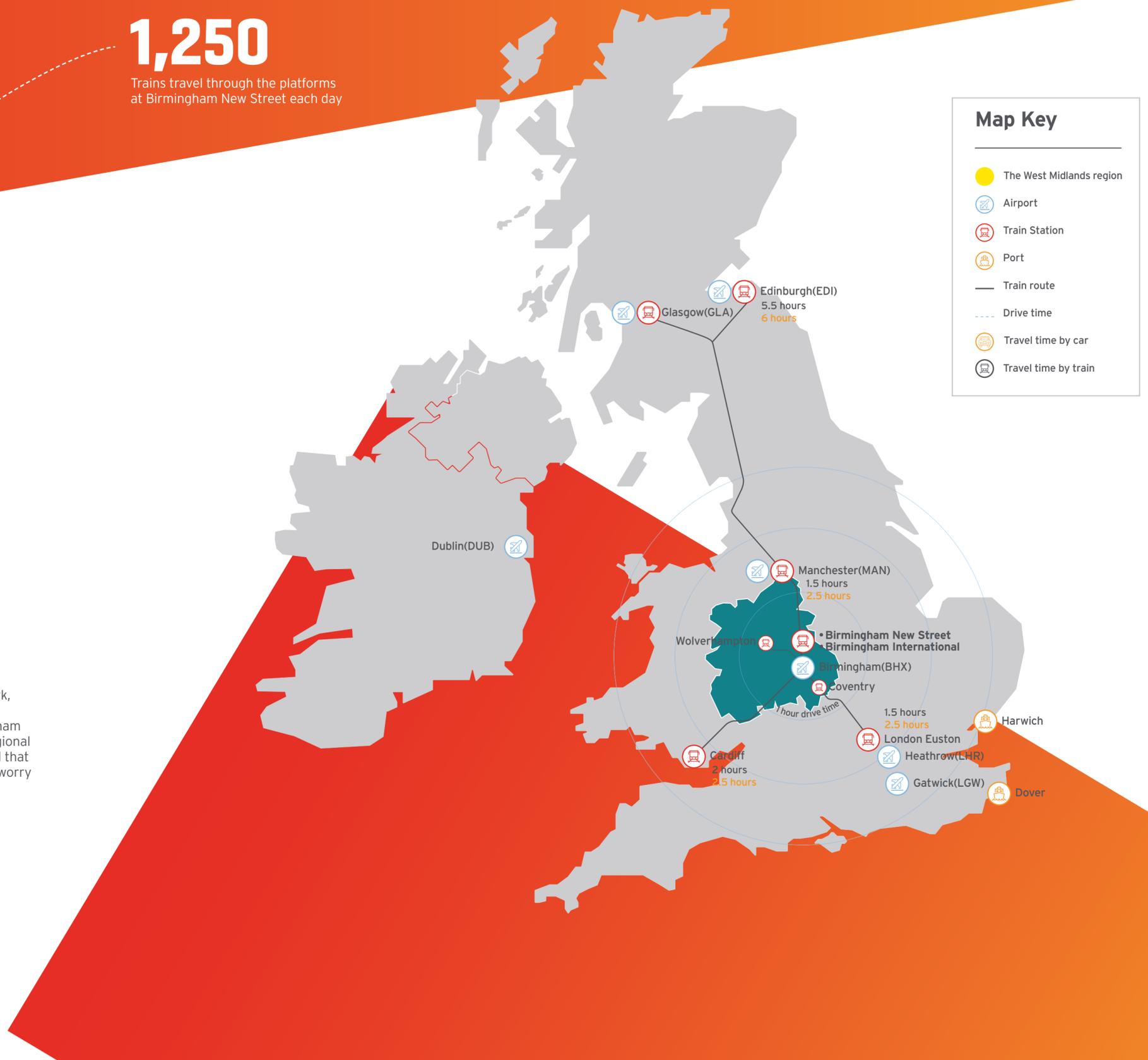


## Connected by rail

The West Midlands boasts an excellent rail network, taking just 1 hour 15 minutes from London to Birmingham and 1 hour 30 minutes from Birmingham to Manchester. Once in the West Midlands, our regional rail and metro services mean visitors can enjoy all that the West Midlands has to offer without having to worry about getting there!

**Map Key**

- The West Midlands region
- Airport
- Train Station
- Port
- Train route
- Drive time
- Travel time by car
- Travel time by train



# HOW WE CAN SUPPORT YOU

Our aim is to boost tourism to the heart of England. The West Midlands Growth Company, on behalf of Destination Management Organisation's (DMOs) across the West Midlands, provides a variety of support to travel trade buyers and the industry; so if you are looking for new, emerging experiences, famous attractions and quality accommodation in an undiscovered destination, then please get in touch with our team who will be more than happy to help, whatever the enquiry.

## Support includes:

- Introductions to local attraction and accommodation suppliers and activity ground handlers.
- Toolkit of content to help promote and sell the destination (including images and videos).
- Inspirational itinerary development and planning, specific to customer interests and needs for FIT and Groups.
- Familiarisation trip ideas and planning support for staff and B2B clients across the region.

## HOW TO USE THIS GUIDE

This guide features a selection of suppliers that are set-up to work with the trade and offer trade rates.

### Key: Experiences

 Group size  Duration  Cost per person

### Accommodation

 Rooms  Cost per night



For further information email:  
[trade@wmgrowth.com](mailto:trade@wmgrowth.com)

# THE TOP 5 REASONS TO VISIT THE WEST MIDLANDS

Discover dynamic cities, charming green towns or wide-open spaces, the areas of the West Midlands present an exciting mix of backdrops, activities and unique experiences.

1

## The perfect mix of city and rural spaces

Whether you want to explore beautiful green spaces whilst relaxing in serenity or discover your thrill factor with an array of vibrant adventures, the West Midlands offers the best of both.

2

## A youthful region with a diverse culture

We are a welcoming bunch and that can easily be demonstrated by the beautiful diversity of visitors, residents, culinary experiences and events on offer in the West Midlands.

3

## Discover our iconic story, that's still being told today

We are a region that's bursting with rich heritage and culture with many untold magical stories. Our creators, innovators and makers are continuing to make their mark today and we want to share the wonderful inventions that originate in the West Midlands.

4

## It's our time in the global spotlight

There has never been a greater time to explore what the West Midlands has to offer. The global spotlight has been shining on the region with Coventry being awarded the UK City of Culture 2021, and Birmingham hosting the Commonwealth Games 2022.

5

## Heart of the waterways network

Journey to the heart of England and explore the unique routes of our enthralling network of waterways. Take your very own behind-the-scenes tour and experience real England as you meander through wonderful countryside and into the heart of some of our best-loved towns and cities.



To find out more about what this vibrant region can offer your clients, visit: [makeitwm.com/trade](https://www.makeitwm.com/trade)

# BIRMINGHAM

A hotbed of heritage and culture that's rich and diverse, with a mix of thriving events, attractions, shopping and dining experiences to offer.

As a leading international destination, our connectivity by road, rail and air is unmatched. Birmingham has the busiest train station outside of London making us an integral link between the region and the rest of the UK.

We have a booming food and drink scene including award-winning street food at Digbeth Dining Club, Birmingham's famous Balti Triangle, the Chinese Quarter, five Michelin-starred restaurants, culinary masterclasses to unwrap your true cooking potential as well as some of the UK's biggest foodie festivals running throughout the year.

We're proud to be home of some of the greatest filming locations for renowned TV series, films and productions, with Peaky Blinders showcasing our industrial heritage. Soak up our history for yourself with the perfect mix of adventurous and relaxing areas. From the hub and home to over 40% of the UK's jewellery production - the Jewellery Quarter, to rural, scenic green spaces in Edgbaston Village and 'the UK's coolest neighbourhood' - Digbeth, the city has many ways to tell its story.

Spirit is in our DNA and at the heart is where it starts, so our independent offering is also something that we are extremely proud of. From boutiques and bars to arcades and cafés, our creative nature turns ideas into real life places and experiences that we know you'll love!

## Destination highlights

- Experience cosmopolitan Birmingham and indulge in world-class arts and culture, historic houses and gardens, and award-winning attractions.
- Revel in a shoppers' haven from our city centre department stores with the latest trends to luxury boutiques and quirky independents.
- Stay in stylish hotels and relax in the urban parks and along the canals. Then dine in restaurants loved by the locals, including our many Michelin-starred restaurants.



## GETTING THERE



### Air

Birmingham Airport is a global travel hub - yet only 10 minutes from the city centre. With great transport links and a wide business and leisure route network, it's the perfect gateway to Birmingham and beyond. It gives fast links to the region by hire car, bus, coach, taxi, or a free air-rail link that takes you to Birmingham International train station, two minutes from the airport.



### Rail

There are three city centre rail stations providing fast and frequent connections to both local and national destinations.

Birmingham New Street Station is a key hub of the railway network and provides fast and frequent services to London's Euston station and many other major towns and cities. Services to London Marylebone are served by Birmingham Moor Street and Birmingham Snow Hill. All three stations are well served by bus or parking facilities.

Birmingham International Station sits right alongside Birmingham Airport and the National Exhibition Centre; providing a 10-minute direct link to the city centre for air passengers.



### Road

Set at the heart of the UK motorway network, Birmingham is linked to the M5, M6, M40 and M42 while the A34 and A38 further add to your options and the M1 is less than 30 minutes away.

## JOURNEY TIMES

### To Manchester:

By car - 2.5 hours  
By rail - 1.5 hours

### To London:

By car - 2.5 hours  
By rail - 1.5 hours

### To Edinburgh:

By car - 6 hours  
By rail - 4 hours

## GETTING AROUND

As one of the best connected cities in the UK, getting around Birmingham and the region is easy thanks to the fantastic network of public transport, including buses, trams and trains. Exploring the city on foot or by bike is just as popular.



## BIRMINGHAM ASTON HALL

Follow in the footsteps of royalty and visit one of the last great Jacobean houses to be built. During your tour you will enjoy the Hall's magnificent interiors, which boast elaborate plasterwork ceilings, grand fireplaces and carved woodwork, and view the outstanding collections of period furniture and artworks on display. You can also enjoy Lady Holte's formal Garden.

### Highlights

- Lady Holte's Garden is the South Garden for Aston Hall and is surrounded by brick walls, which were ordered by Sir Thomas Holte in 1637.
- The garden is designed in symmetrical patterns with historic shrubs and foliage.
- The gardens were designed to be beautiful and peaceful and also as a method of impressing guests who visited Aston Hall in the past.
- During your visit, take in the splendour of the Long Gallery, with its panelled walls, carved plaster ceiling and impressive portraits.

### Experience details

 **25 per group**

**Parking facilities**  
Yes, free on site.

**Accessibility**  
Accessible ground floor, no lift access to further floors.

 **1 - 1.5 hours**

**Availability**  
April - October: Tuesday - Friday.  
November - March:  
Wednesday - Thursday.

**Languages**  
English.

 **From £6.50 per person**

BIRMINGHAM

## BARBER INSTITUTE OF FINE ARTS

Monet, Manet and Magritte; Renoir, Rubens, Rossetti and Rodin; Degas, Delacroix and Van Dyck - as well as Turner, Gainsborough, Gauguin and Van Gogh.... Key works by all these - and many more - great artists hang in the Barber's galleries.

The Barber Institute was founded in 1932 by Lady Barber in memory of her husband, Sir Henry Barber, 'for the study and encouragement of art and music'. Featuring many of the greatest names in Western art, it holds one of the most outstanding and internationally significant collections assembled during the 20th century - housed in a Grade-1 listed Art Deco building - the finest in Birmingham.

As well as around 150 major paintings and some stunning pastels and watercolours, the Barber is also home to more than 800 drawings and prints, and a fine collection of sculpture, decorative art and portrait miniatures. The Barber also has one of the finest caches of Roman, Byzantine and medieval coins in the world, displayed in its own marvellous gallery.

### Highlights

- A world-class permanent collection of art, including masterpieces by Botticelli, Rubens, Gainsborough, Turner and Rossetti through to Manet, Monet, Degas, Renoir, Rodin and Magritte.
- Regular loan exhibitions with works from major collections in the UK and Europe. The beautiful Grade-1 listed Art Deco building - the finest in Birmingham.



### Experience details

 **Max. 25 per group**

**Parking facilities**  
Available at the University's nearby Northeast Car Park (multi-story).

**Accessibility**  
There are several dedicated designated parking spaces and level access is available at the rear of the building. Please contact in advance/on arrival if this is required. There is a lift available in order to gain access to the first floor galleries.

 **1 - 1.5 hours**

The accessible toilet is accessed from the first-floor galleries. Wheelchair available free of charge access to further floors.

**Availability**  
Tuesday - Sunday 10am - 5pm.  
**Languages**  
English.

 **Free**



## BIRMINGHAM BIRMINGHAM HERITAGE WALKING TOURS

Telling the story of Birmingham through its buildings, people, and spaces.

Three of the tours offered are listed below, more can be found online.

### Highlights

- Buttons and Badges of Birmingham walking tour. A walking tour around the fantastic area where the world's buttons and badges were produced.
- The Lost Pubs of the Jewellery Quarter. A leisurely stroll around the lost pubs of Birmingham's amazing Jewellery Quarter.
- Catacombs walking tour. Explore the Georgian style two-tier catacombs and Warstone lane cemetery looking at some of the unusual memorials and famous people buried there.

### Experience details

 **Up to 20 per group**

**Accessibility**  
Buttons and Badges of Birmingham and The Lost Pubs of the Jewellery Quarter walk is in an urban environment so good mobility is recommended. Sturdy footwear and good mobility is recommended for Catacombs walking tour.

 **1-1.5 hours**

**Parking facilities**  
Yes.

**Availability**  
On-demand.

**Languages**  
English.

 **From £8 per person**

BIRMINGHAM

## CADBURY WORLD

Uncover a world of chocolate delights and enjoy a fascinating, fun-packed day out at Cadbury World. Learn how Cadbury confectionery is made and discover the fascinating story behind the UK's favourite chocolate brand. See our talented chocolatiers in action, before having a go yourself and adding a choice of treat to a delicious pot of warm melted Cadbury Dairy Milk.

Discover the origins of the cocoa bean in the Aztec Jungle, jump on board the magical Cadabra ride, and then visit the 4D Chocolate Adventure zone, a 4D cinema experience featuring Cadbury's most popular characters complete with motion seats. With an assortment of interactive chocolatey zones, there's something for everyone!

### Highlights

- Discover the history and the heritage of the UK's favourite chocolate brand.
- Find out how Cadbury confectionery is made and taste chocolate samples.
- Watch our chocolatiers in action and have a go yourself at tempering warm liquid Cadbury Dairy Milk.

### Experience details

 **15+ people**

**Parking facilities**  
Free car and coach parking.

**Accessibility**  
Accessible toilets, Changing Places facility, BSL in selected zones, large print script available, DDA compliant handrails, low level service desks, passenger lift to second floor, wheelchair accessible throughout.

 **3-4 hours**

**Availability**  
Group tickets must be booked in advance by calling 0121 393 6004.

**Languages**  
English.  
Audio tour available in French, German, Spanish and Mandarin.

 **From £8.50 per person**



BIRMINGHAM

## JEWELLERY QUARTER AFTERNOON TEA

Gulp is a unique dining room, seating up to 10 people, in a Grade II listed building in the heart of Birmingham's Jewellery Quarter. Gulp has been developed by artist Kaye Winwood to provide extraordinary edible experiences for curious appetites with a desire for something out of the ordinary. As well as incredible food experiences, Gulp also offers open studio events, talks and workshops.

Kaye curates bespoke edible experiences for her clients who are seeking a more tailored event - from sophisticated hen parties, multi sensory dinner parties to Senior Management Teams. In addition to delectable foods, she uses music, tablewares and aromas to create memorable and engaging experiences.

Gulp also offers dining packages which explore Birmingham's history through sensory menus such as a Jewellery Quarter Afternoon Tea and a Birmingham Dining Experience.

Kaye also undertakes consultancy and bespoke catering for clients and organisations wanting to impress. Gulp is available to hire and provides a beautiful setting for private celebrations, corporate away days, meetings, filming and photoshoots.

### Highlights

- Extraordinary edible experiences.
- Bespoke and tailored events.
- Unique dining space and meeting room for hire.

### Experience details

Up to 10 people

Up to 2 hours

From £30 per person

### Parking facilities

Spencer Street parking meters or Jewellery Quarter car park on Vyse Street.

### Availability

Operates year round.

### Languages

English.

### Accessibility

By staircase.

BIRMINGHAM

## LEGOLAND® DISCOVERY CENTRE BIRMINGHAM



Birmingham's LEGOLAND® Discovery Centre is the ultimate indoor LEGO® playground! Get hands on in our LEGO themed play areas which are jam-packed with LEGO bricks and perfect your building skills alongside our very own Master Model Builder.

There's fun for the whole family with two rides, build and test zones, DUPLO and LEGO City soft play areas and regular creative workshops! There's even a 4D cinema with awesome special effects including wind, rain and even snow!

Start your adventure at LEGOLAND Discovery Centre Birmingham by saving the princess as you battle through our Kingdom Quest laser ride. Then, marvel at the spectacular MINILAND showcasing 45 of the city's finest landmarks made from over 5 million bricks! Put your building skills to the test and race to the finish line on our tracks or join our LEGO Friends in Heartlake City for some building fun.

### Highlights

- Home to a 4D cinema, two rides and a Build & Test zone.
- See the spectacular MINILAND, full of Birmingham's most famous landmarks.
- Meet our very own Master Model Builder

### Experience details

Groups to be pre-booked

2-3 hours

£18.30 per person

### Parking facilities

There is no car park on site however the best value car park is located just a one minute walk away.

### Accessibility

As accessible as possible to all guests, including wheelchair access.

### Availability

Seven days a week, 364 days a year.

### Languages

English.



BIRMINGHAM

## MUSEUM OF THE JEWELLERY QUARTER

Take the museum's award winning guided tour where you will find things left as they were on Smith and Pepper's last working day in this jewellery making factory and workshops. Gather around the main jewellers' bench to watch a demonstration of the traditional skills of this fine trade and discover what it was like to work there.

A fascinating insight in to what it was like to live and work in this famous district. Hear about the family who owned the business and why they closed the doors for good in 1981.

### Highlights

- See the factory and workshops exactly as they were left when the factory ceased trading.
- Live demonstrations of traditional equipment.
- Jewellery made by local artists in the quarter on display and for sale.

### Experience details

Up to 50 people

1 hour

From £5.50 per person

### Parking facilities

Meter parking on the road for cars, coach drop off point.

### Availability

Tuesday - Saturday.

### Languages

Tour in English, supporting materials in Dutch, German, French, Italian and Mandarin.

### Accessibility

Disabled access to building, access to all levels via lift.

BIRMINGHAM

## PEN MUSEUM



Immerse yourself in a treasure trove of objects and discover the importance of the steel pen trade of Victorian Birmingham which once made 75% of the world's pens. Experience this fascinating history with interactive displays, interpretation, quizzes, and the opportunity to make your own pen nib using traditional steel presses.

As the only museum dedicated to the steel pen nib, trade visitors are provided with a unique experience to discover fascinating facts including links to Walt Disney and the creation of the University of Birmingham. You can also view exquisite displays of ink wells, blotters and gold nibs.

### Highlights

- Making your own steel pen nib using original steel presses.
- Practicing writing and calligraphy using ink, quills and a wide variety of nibs.
- Testing your typing skills on our typewriter.
- Taking selfies in our recreated Victorian school room whilst writing with slate pens.

### Experience details

Up to 30 people

1-2 hours

From £5 per person

### Parking facilities

None (coaches can drop off visitors outside the main entrance).

### Accessibility

All rooms on ground floor with wheelchair access to most areas. A toilet with disabled access and a baby changing facility is available.

### Availability

Thursday-Saturday 11am-4pm, Sunday 12-4pm, other days available on request.

### Languages

English only although plenty of activities to engage with visitors of all languages.



BIRMINGHAM

## POSITIVELY BIRMINGHAM WALKING TOURS

We offer city centre walking tours for local people and visitors. Our tours are high quality experiences which inform about the modern city and history of Birmingham in a humorous and uplifting way.

Our inspiring tour guides are local people, who have held senior positions in the public, educational and private sector within the city and have a huge understanding and knowledge of Birmingham. The four public tours tell of the history, present day life and future aspirations of our city and open people's eyes to the many other things to see and do in Birmingham. Private tours to suit your group can also be arranged at a time and with start/stop locations to suit.

### Highlights

- Exciting tours of Birmingham given by local and knowledgeable people.
- Understand the modern city in the context of the amazing history of the start of the Industrial Revolution.
- Four great tours as well as bespoke tours to suit your clients.

### Experience details

 **Small groups**  
- 60 people

 **1-2 hours**

 **From £7.50**  
per person

### Parking facilities

Not available.

### Accessibility

We offer a range of accessible tours to suit a variety of needs.

### Availability

Public tours - weekends and selected weekdays.

### Languages

English.

BIRMINGHAM

## ROUNDHOUSE BIRMINGHAM TOURS

The Roundhouse offers fantastic tours for you to get to know the city of Birmingham - a couple of our most popular tours include the Best of Birmingham Walking Tour and our A City of Two Halves Kayak Tour.

Our Best of Birmingham Walking Tour allows you to discover Birmingham's huge contribution to the world today. Together, we'll explore Birmingham's key role in the Industrial revolution and its amazing canal network. After refreshments in our onsite, Victorian-style café, we will head out for the tour. Your guide will be with you throughout, and each member of the group will have headsets that help you to hear the guide in the bustling city. We'll return to the Roundhouse for a meal at The Distillery pub for picturesque canal-side views.

On our A City of Two Halves Kayak Tour you can experience Birmingham's bustling city centre and historic canals from a duck's eye view. We'll start with refreshments before heading out onto the water. You'll have the best seat in the city as you travel through the heart of England's canal network, where new developments sit side by side with tall trees and green spaces; hearing the stories of our city's rich heritage as you go. Includes a full briefing by an experienced guide and all equipment is provided. No previous experience necessary.

### Highlights

- Home to a 4D cinema, two rides and a Build & Test zone.
- See the spectacular MINILAND, full of Birmingham's most famous landmarks.
- Meet our very own Master Model Builder



### Experience details

 **12-16 people.**  
Ages 10+

 **3-3.5 hours**

 **£50**  
per person

### Parking facilities

Not available.

### Accessibility

Wheelchair accessible, hearing loops available.

### Availability

April - September

### Languages

English.



BIRMINGHAM

## RUN OF A KIND TOURS

For runners of all abilities, RUN OF A KIND is the first and only running tour team in the West Midlands. We help fitness-conscious visitors explore Birmingham, so that they can sight see, socialise and have fun whilst keeping fit.

Some of our most popular tours include:

- Best of Birmingham 12km - our original and all-encompassing run of the cities best sights and stories
- Leafy Brum 10km - a yoga and well-being inspired tour in the green suburbs
- Street Art of Digbeth (5km and 8km version) - A thought-provoking, photogenic tour where we tell you un-googleable info behind the work you'll see.
- Bournville Chocolate History 7km - a run of blissful Bournville, Cadbury's revolutionary model village that's retained its Quaker ideals for 100+ years (or has it?)
- Bespoke tours can also be created, with pace catered to participants ability

### Highlights

- Experience a world-class running tour full of fun facts and inspiring stories - whichever tour you choose!
- Get an insight into the city of Birmingham from guides that know and love the area.
- Learn, socialise and have fun while keeping fit.

### Experience details

 **12 max for running tours.**  
**25 people max for walking tours**

 **1.5 - 2.5 hours.** Times vary depending on pace, optional detours and number of questions. Equal parts running and stopping.

 **From £5.50**  
per person

### Parking facilities

Public parking and public transport are available - guests will be sent info at point of booking.

### Accessibility

We are an inclusive tour provider - service animals are allowed, as are child running bookings. Open to private bookings for those with disabilities.

### Availability

Tuesday - Saturday.

### Languages

Tour in English, supporting materials in Dutch, German, French, Italian and Mandarin.

BIRMINGHAM

## SEA LIFE CENTRE BIRMINGHAM

Dive into the National SEA LIFE Centre Birmingham and come face-to-fin with over 2,000 amazing creatures including the UK's first and only sea otters, Ozzy and Ola! Marvel at their playful personalities and adorable faces as you get up close to a species never seen before in the UK!

Say hello to our cheeky colony of Gentoo penguins as they dive beneath the freezing waters and play in their icy home before heading to our interactive rockpool where you can learn all about marine life and even stroke a starfish!

Journey through an incredible underwater world like no other as you immerse yourself in the UK's only 360° Ocean Tunnel. Home to sharks, rays and a giant green sea turtle! What will you discover?

### Highlights

- Dive in at Penguin Ice Adventure and marvel at the cheeky antics of the Gentoo penguins.
- Journey through the UK's only 360° Ocean Tunnel.
- Say hello to the UK's first Sea Otter residents.



### Experience details

 **Up to 30 people.**

 **1.5-2 hours**

 **From £20.65**  
per person

### Parking facilities

No car park on site - best value car park located 3 minutes walk away in Arena Birmingham South.

### Accessibility

Fully accessible.

### Availability

Seven days a week, 364 days a year.

### Languages

English.



The shelves and workbenches at Newman Brothers are full of original stock and tools of the trade. With the original machinery working again, you can truly experience how this old Jewellery Quarter firm once operated on a day-to-day basis, producing some of the world's finest coffin furniture, including the fittings for the funerals of Joseph Chamberlain, Winston Churchill and Princess Diana.

Be transported back to the factory's heyday in the 1960s and immerse yourself in the sights, sounds and smells of factory life during this decade. Come and explore this unique piece of history on one of our guided tours and step back in time to experience this important piece of Birmingham's industrial legacy.

### Highlights

- Award-winning tour guides will take you on your journey throughout the fascinating history of Newman Brothers, including demonstrating some machinery.
- The subject of our museum, high quality coffin furniture fit for royals, is totally unique which gives you a interestingly different perspective on Birmingham Industrial History.
- This museum is an absolute time capsule as almost everything on display is original to the factory and displayed as it would have been in the 1960s, enabling you to feel part of the history of Newman Brothers.

### Experience details

 Up to 10 people.

 1 hour

 From £6 per person

### Parking facilities

On-street parking on Fleet Street or nearest off-road parking is Paradise Circus car park.

### Accessibility

Fully wheelchair accessible.

### Languages

English, BSL digital guide available.

BIRMINGHAM

## THE COFFIN WORKS

BIRMINGHAM

## VICTORIA'S TOURS



Discover Birmingham with tours that are tailored to a client's needs and have a personal twist..

Birmingham is a city which hides its secrets well. As a professional guide I provide an experience which highlights the 'Brummie' in Birmingham focusing on standout locations while telling the human stories that hide behind these buildings. Whether walking, panorama or a combination, itineraries are planned to client requirements.

Examples of tours include:

- Express Birmingham - the highlights.
- Brummie Birmingham - getting to know it like a local.
- Hidden Birmingham - The Jewellery Quarter, Bournville village, Victorian pride

### Highlights

- Tours and itineraries tailored to a client's needs
- Learn about the human stories behind the buildings of Birmingham
- Hear about Birmingham's history from a professional guide

### Experience details

 Small groups from 2 to 10 people, larger groups up to 20 people for walking tours, coach panoramas larger groups.

 2 -3 hours for shorter tour walking or panorama Up to 5 hours for longer guided tour of Birmingham.

 £20 per person, £140 per walking tour, £190 coach panorama.

### Parking facilities

Public car parks available - starting points agreed with client.

### Availability

Seven days a week.

### Languages

Tour in English.

### Accessibility

Moderate walking with a small number of steps - tours can be adapted if required.



The Shakespeare Express presents its well-proven formula of blossoming Warwickshire scenery through the window and great value breakfast, Sunday lunch and afternoon tea options at your table.

The Shakespeare Express departs from Birmingham Snow Hill calling at Birmingham Moor Street and Tyseley mainline station then heading along the Shakespeare line through the rolling Warwickshire countryside to Stratford-upon-Avon. Over five hours are available to explore this historic town before re-joining the train for the return journey. We offer Pullman, and Tourist class accommodation on this express tour. Dining in our original Pullman Cars offers a full English Breakfast on the outward journey and afternoon tea, tea and coffee, on the return journey, all served at your seat. We offer light refreshments, wine, beer, teas and coffees in our Tourist coaches and snacks can be ordered from our Refreshment Coach.

### Highlights

- Experience the nostalgic sights and sounds of an express steam engine speeding through the glorious countryside.
- Fine dining or simply relaxing in our beautifully restored carriages.
- Option to combine the steam train experience with Stratford/Warwick attractions if starting the journey in Birmingham.

### Experience details

 Recommended group size 10+ people

 A journey time of approximately one hour in each direction.

 Tourist Class round trip £28. Pullman Class round trip to include meals at your seat £71.

### Parking facilities

Some weekend parking at Tyseley. Usual coach drop off arrangements at Birmingham and Stratford railway stations.

### Accessibility

Assistance dogs, wheelchairs with prior notification to facilitate boarding.

### Availability

Every Sunday 17 July to 04 September. 28 July to 08 August 2022 Thursday and Friday evenings. Saturdays and Sundays daytime. See website for precise timings.

### Languages

English and German.

BIRMINGHAM

## VINTAGE TRAINS - SHAKESPEARE EXPRESS STEAM TRAIN TRIPS

BIRMINGHAM

## WALKING TOURS IN BIRMINGHAM



Get your bearings and discover Birmingham through a 'Brummie's' eyes, with a local, expert guide. Immerse yourself in the sights and sounds of the city as you travel back through the centuries to discover how our city exploded from a small market town, to the second largest city in the UK.

On this 1.5 hour tour, you'll not only see and learn about our history, but you'll also gain an authentic insight into modern life in the city today and explore some hidden gems along the way! From Birmingham's boom during the industrial revolution, to our iconic canals, and of course, the home of Cadbury chocolate! There's something for everyone on this unique experience.

### Highlights

- Discover all the sites of Birmingham - with a local!
- See a brand new side to Birmingham you wouldn't discover anywhere else.
- Enjoy a sustainable tourism option and support a locally run business.

### Experience details

 25 max per guide - can run 3 tours simultaneously so 75 max.

 1.5 hours

 £185 for 25 people with one guide. Starts at £65 for up to 6 people private tour.

### Parking facilities

Public car parks available - starting points agreed with client.

### Availability

Operate all year round.

### Languages

English.

### Accessibility

Fully accessibly to wheelchair users.



## BIRMINGHAM WHISKY TASTING EXPERIENCE

Enjoy one of our group whisky tasting experiences in our beautiful bar, lounge and tasting room in the heart of Jewellery Quarter. Be led through a line-up of six specially-selected whiskies by one of our resident whisky experts, and discover your new favourite whisky while learning about the 'water of life'.

The hour and a half tasting, hosted in our private tasting room, will take in six whiskies from around the UK, with an emphasis on Scotland and England. We'll talk you through how whisky is made, the history of the spirit, different cask types, maturation and look at modern production methods around the world.

Our focus is to bring people together to enjoy whisky, so our tasting experiences are informative, but also fun and interactive. Guests will have a unique learning experience and walk away with a love of whisky but also great connection to UK heritage. The tastings are suitable for complete beginners and those who know their whisky already.

### Highlights

- Connection to UK heritage
- Learning about whisky.
- Expert-led.

### Experience details



2-24 people



1.5 hours



From £25 per person

### Parking facilities

Not available. Paid spaces on street outside.

### Accessibility

Wheelchair ramp.

### Availability

Thursday - Saturday / various time slots.

### Languages

English.

## BIRMINGHAM WINTERBOURNE HOUSE AND GARDENS



Restored to its Edwardian Arts and Craft splendour, Winterbourne House is a unique heritage attraction - set within seven acres of beautiful botanic gardens. Only minutes from Birmingham city centre, Winterbourne is a hidden gem - home to beautiful antiques and over 6,000 plant species from around the world.

Wander along the woodland walk, stroll through the hazelnut tunnel, cross the 1930's Japanese Bridge or simply soak up the tranquillity of this perfectly English Edwardian home. Explore the work of social reformist John Nettlefold, who built Winterbourne as his family home in 1904. Discover the post war life of the house when it was bequeathed to the University of Birmingham, firstly as accommodation for female students and later an important botanical study centre. Enjoy lunch or Afternoon Tea in our popular Terrace Tea room, or book a private space to dine together.

### Highlights

- Discover the Roundhouse's rich industrial heritage.
- See the city from a different perspective.
- Explore the city differently.

### Experience details



15-50 people



2-3 hours



From £6 per person

### Parking facilities

Coach drop off at door.

### Accessibility

Wheelchair accessible routes throughout the garden and access lift to all floors in the house.

### Availability

Open daily all year except for 3 weeks at Christmas.

### Languages

English.



BIRMINGHAM

# AC HOTEL BY MARRIOTT BIRMINGHAM



Modern, European inspired hotel located in the heart of Birmingham City. The 90 bedroom property is surrounded by restaurants, bars and experiences within the Mailbox complex. AC Hotel is proud to offer a contemporary and open space environment with seamless service ideal for all traveller looking to explore the City.

## Highlights

- Mobile check in service.
- On-site Starbucks.
- Marriott Bonvoy.

## Accommodation details

 90 rooms

 On request

**Minimum booking term**  
Nine rooms for group bookings.

**Parking facilities**  
No onsite parking. Recommended parking close to hotel. 15% discount from total parking charge upon departure.

**Pick-up service**  
Not available.

**Accessibility**  
Guest lifts available throughout property to all floors.

**Languages**  
Front office team members are available to speak in European languages.

**Food**  
Hot buffet/continental/European breakfast. On site Starbucks.

Deliveroo service available for all guests.

BIRMINGHAM

# HAMPTON BY HILTON BIRMINGHAM JEWELLERY QUARTER



Set in Birmingham's world famous Jewellery Quarter, our modern hotel is adjacent to St Paul's Tram Station, just a 10 minute walk from the city centre and offers easy access to the M6/M5 motorway. Offering stylish en-suite bedrooms all with free WiFi, tea/coffee and flat screen TV. Free breakfast and 24hr bar and snack area.

## Highlights

- Breakfast and wifi Included.
- Triple Rooms and Family Rooms available.

## Accommodation details

 15 rooms

 On request

**Minimum booking term**  
Based on minimum of 15 rooms to booked. Cancellation policy 28 days prior.

**Parking facilities**  
No parking on site. Several coach parking facilities available through Birmingham City Council.

**Pick-up service**  
Drop-off and pick-up point available outside hotel entrance.

**Accessibility**  
Disability accessible.

**Languages**  
English - the hotel also has several European speaking staff.

**Food**  
Breakfast included. We have a 24/7 snack bar and food menu served until 10pm daily.

BIRMINGHAM

# HOTEL DU VIN BIRMINGHAM



Once home to the Midlands Eye Hospital, this landmark Victorian building built in 1884, is a vision of beauty, standing as one of the finest hotels in Birmingham. Nestled in the city centre, Hotel du Vin Birmingham is the perfect base camp with our 66 timelessly styled rooms and suites, whether you're here on business or pleasure. With beautiful canals, excellent cuisine and as home to the Bullring, this city is a vibrant cultural collective that has something for everyone.

Step into the welcoming open-air courtyard within our hotel, with its retractable roof and creative sculptures for a wonderfully lazy al fresco lunch. Later on, enjoy an aperitif or unwind with a nightcap in the ornate Bubble Lounge Bar.

## Highlights

- Bistro and Pub du Vin.
- 24 hour room service.
- Gym and spa.

## Accommodation details

 66 rooms

 From £89

**Minimum booking term**  
One - two people per room.

**Parking facilities**  
Snow Hill Multi Story Car Park is approximately a 3 minute walk from the hotel. It is charged at £15 per 24 hours on a pay and display basis.

**Pick-up service**  
Not available.

**Accessibility**  
Guest lifts available throughout property to all floors.

**Languages**  
English.

**Food**  
Bistro du Vin and Pub du Vin, with breakfast, lunch and dinner menus and 24 hour room service.

BIRMINGHAM

# HOTEL INDIGO BIRMINGHAM



If you're planning on staying over in Birmingham for a night or two, Hotel Indigo offers contemporary four-star luxury with unrivalled five-star panoramic views. Located on Levels 23 and 24 of The Cube, each of the 52 boutique rooms and suites offers uncompromising style and original décor inspired by the local area. Coupled with the added convenience of being just minutes away from everything the city has to offer, Hotel Indigo is the ideal place to head whether for business, pleasure or a spot of both.

As Birmingham's premier destination for an indulgent escape, a great deal of thought has been given to ensuring an overnight stay at The Cube is equally luxurious. At Hotel Indigo you can choose from 52 beautifully sculptured boutique bedrooms and suites. Each includes Cloud 9 beds, complimentary mini bar and personal media hubs, along with exclusive members-only access to the club and spa and the UK's largest automated car park.

## Highlights

- Floor to ceiling glass windows overlooking the city skyline.
- Access to luxury club and spa with indoor swimming pool.
- Option to dine in two Marco Pierre White restaurants with discount for guests.

## Accommodation details

 52 rooms

 On request

**Minimum booking term**  
One night.

**Parking facilities**  
Car park in the Cube or Mailbox.

**Pick-up service**  
Taxis available to order from reception.

**Accessibility**  
Fully accessible.

**Languages**  
English.

**Food**  
Two Marco Pierre White restaurants onsite.

BIRMINGHAM

# HYATT REGENCY BIRMINGHAM



Each of our spacious rooms and suites features floor to ceiling windows with skyline or canal views.

### Highlights

- Presidential Suite offers a spacious lounge with baby grand piano, kitchenette. Bathroom includes whirlpool tub and steam room.
- Regency Club lounge offers complimentary breakfast, evening cocktails and canapés when booking a club room or suite.
- Amala Spa is an urban day spa within Hyatt Regency Birmingham and is located in the heart of the city. The Spa consists of five state-of-the-art therapy rooms that provide the ultimate private, luxury spa experience.

### Accommodation details

 319 rooms

 Dependent on group size

**Minimum booking term**  
One night.

**Parking facilities**  
Forecourt parking.

**Pick-up service**  
Not available.

**Accessibility**  
Venue is accessible.

**Languages**  
English.

**Food**  
Aria restaurant and Gentleman and Scholar Pub.

BIRMINGHAM

# MALMAISON BIRMINGHAM



Our hotel is located in the heart of the Birmingham city centre, right next to Grand Central and New Street station. Housed within the former Royal Mail building, Malmaison Birmingham features 193 beautifully styled rooms and suites that are sure to deliver you comfort and style, with first class facilities and amenities. Our city centre haven features big, comforting beds, moody lighting, and power showers.

When you're not relaxing in your luxurious room, sit back and sip a superbly mixed classic cocktail in our fabulous Chez Mal Bar. If you have room for more, head to your table in the Chez Mal Brasserie, where you'll find classic British and French-inspired dishes with a modern twist. Plus, don't miss Malmaison classics including succulent steak frites and the mouth-watering Malburger.

### Highlights

- Chez Mal Bar and Brasserie.
- 24 hour room service.
- Spa and Gym.

### Accommodation details

 15 rooms

 On request

**Minimum booking term**  
Based on minimum of 15 rooms to booked. Cancellation policy 28 days prior.

**Parking facilities**  
No parking onsite. Several coach parking facilities available through Birmingham City Council.

**Pick-up service**  
Drop-off and pick-up point available outside hotel entrance.

**Accessibility**  
Disability accessible.

**Languages**  
English - the hotel also has several European speaking staff.

**Food**  
Breakfast included. We have a 24/7 snack bar and food menu served until 10pm daily.

BIRMINGHAM

# PARK REGIS BIRMINGHAM



Park Regis Birmingham offers 253 gorgeous, comfortable guest rooms and suites, the hotel offers a modern and contemporary ambience with a boutique feel for all guests to enjoy.

All of our guest rooms are designed with a touch of class and relaxation in mind, with large windows offering panoramic city views. Our modern décor rooms offer working desk with complimentary WiFi, LCD TV, laptop safe, tea and coffee making facilities, black out curtains, quality rain showers and the Park Regis toiletries. When booking one of our Executive rooms or suites you get a selection of added extras such as robes and slippers, White Company upgraded toiletries, Nespresso Machine with a variety of pods and don't forget the fully stocked mini bar!

### Highlights

- Views over the city.
- Luxury Accommodation.
- Fantastic location in the city centre.

### Accommodation details

 353 rooms

 From £79

**Minimum booking term**  
10.

**Parking facilities**  
Car parking available, please refer to website for further information:

**Pick-up service**  
Not available.

**Accessibility**  
Guest lifts available throughout property to all floors.

**Languages**  
English.

**Food**  
Open for breakfast, lunch and dinner, extensive bar menu and à la carte plus Afternoon Tea served from 12pm - 4.30pm.

24 hour room service available.

BIRMINGHAM

# SELINA BIRMINGHAM



Nestled in the heart of Birmingham's trendy Jewellery Quarter, Selina Birmingham is an elegantly designed boutique hotel, offering a range of accommodation options, a laid-back Latin themed restaurant and a bright and airy wellness studio. The hotel houses an old Victorian factory, lovingly restored with original features mixed in with modern artwork and murals, carefully designed by local artists. Downstairs you'll find Selina's hidden Gem, an intimate and beautifully curated restaurant with a classy bohemian feel, serving an authentic Latin-American menu.

Just a short walk from Birmingham's Snow Hill station, the property is ideal for business and leisure travellers, wanting to stay in central Birmingham and the relaxed vibe of the Jewellery Quarter. Offering accommodation solutions for all budgets including dorm-like community rooms, luxurious lofts and standard double rooms, Selina Birmingham also has a hotel "living room" and artisan coffee shop making it perfect for longer stays and digital nomads working in the city.

### Highlights

- Great community feel due to having the Selina home for all guests to get to know each other.
- Spacious activity centre allowing a variety of workshops and classes to be hosted.
- Original features throughout the building.

### Accommodation details

 52 rooms

 On request

**Minimum booking term**  
N/A.

**Parking facilities**  
No - Two Pay and Display car parks both costing around £3-£4 for 24 hour parking.

**Pick-up service**  
Not available

**Accessibility**  
None.

**Languages**  
English and Spanish.

**Food**  
Grab and Go (Sandwiches/paninis), Breakfast.

BIRMINGHAM

# STAYCITY APARTHOTEL BIRMINGHAM NEWHALL SQUARE



## Accommodation details

 170 rooms

**Minimum booking term**  
Five or more.

**Parking facilities**  
Available on site and at NCP.

**Pick-up service**  
N/A.

 Please contact us  
for our rates

**Accessibility**  
Fully Accessible rooms.

**Languages**  
English and Polish.

**Food**  
Breakfast and Snacks available. Café.

Our centrally located, 170-room aparthotel offers a range of stylish and contemporary one and two-bedroom apartments, all of which deliver the perfect blend of home and hotel that defines the award-winning Staycity experience, which you can enjoy for as short or as long as you like.

At Birmingham Central Newhall Square, you have the comfort and convenience of your own home, alongside the amenities of a hotel. This means you've got facilities including fully equipped kitchens, living, dining and work spaces, flatscreen TVs, complimentary high-speed WiFi, fresh towels and bed linen, onsite guest laundry, cleaning, and 24-hour reception.

### Highlights

- Fully Equipped Kitchens.
- One and Two Bedroom Apartments.

BIRMINGHAM

# THE SPIRES BIRMINGHAM



## Accommodation details

 185 rooms

**Minimum booking term**  
No minimum stay.

**Parking facilities**  
Very limited parking available.

**Pick-up service**  
N/A.

 From £89

**Accessibility**  
All apartments can be accessed by lift. Unfortunately no adapted apartments.

**Languages**  
English.

**Food**  
Self catering, no on-site restaurant.

The Spires are serviced apartments located right in the centre of Birmingham, adjacent to the fashionable Mailbox shopping mall and just a short walk from The Bullring and New Street Station. The Spires offer apartments on a nightly basis with no minimum length of stay, so can be booked for one night or for however long you like.

Serviced apartments are very much looked on as the modern hotel alternative offering much more space and comfort than can be found in traditional hotels. As well as this they also offer many of the services expected such as on-site reception, free WiFi access, daily housekeeping and a cold continental breakfast can be provided if required. The self-contained apartment block consists of 30 apartments which are a mix of one and two bedroom apartments. Each modern apartment is furnished to a high level and has a lounge and full kitchen. The largest apartment type can sleep up to 6 people making them ideal for all types of travellers but especially for families and small groups.

### Highlights

- No minimum length of stay.
- Apartments that can sleep from 1 to 6 people.
- City centre location.

BIRMINGHAM

# THE GRAND HOTEL BIRMINGHAM



## Accommodation details

 185 rooms

**Minimum booking term**  
Nine or more for group bookings.

**Parking facilities**  
No on site parking available. 55% discount from total parking charge when using recommended car park - B4

**Pick-up service**  
Drop off and pick up point available at front entrance of hotel

 From £89

**Accessibility**  
Guest lifts available throughout property to all floors.

**Languages**  
English.

**Food**  
On-site restaurant specialising in New York style kitchen food.

Our gorgeous, landmark hotel was originally opened by Isaac Horton back in 1879 to designs by Thomson Plevins. Since then, it's welcomed royalty and rock stars and has been a hub in the city for meetings and networking as well as incredible events in our breath-taking Grand Ballroom.

Following a £50 million restoration and refurbishment, Birmingham's original grande-dame hotel re-opened in May 2021, having been closed for almost 20 years. As the latest chapter in our history takes shape, we hope you will be a part of it, whether you are staying at the hotel, eating and drinking in our bars and restaurant, organising a meeting, or attending an event.

### Highlights

- Family rooms, Suites and Penthouse available.
- French inspired bar on site.
- 24 hour room service.
- On site fitness centre.



# DISCOVER... UNFORGETTABLE EXPERIENCES

Are you looking for new and exciting experiences to share with your customers? Discover more about our emerging suburb destinations and let us help you carefully craft a unique short-break cultural package to provide your clients with that true 'Only Here', West Midlands experience.



**Sitting on the edge of Birmingham's bustling city centre, this urban village is bursting with energy and steeped in incredible history. Home to over 700 jewellers and independent retailers and a thriving food and drink scene, the Jewellery Quarter is one of the UK's most unique destinations.**

#### **Birmingham Jewellery Quarter, City Break**

Welcome to the Jewellery Quarter, the perfect place for a craft city break or romantic getaway.

**Create the perfect package for your clients that takes in a selection of these destination highlights:**

- Jam House live music and 3 course-meal
- Jewellery making
- Chocolatier experience
- Shop for special occasion and/or wedding jewellery
- Museum of the Jewellery Quarter
- Fascinating museums including the Coffin Works and the historic Pen Museum
- Cocktails with a view at the JQ's rooftop bars

**Accommodation options:**

- Selina Birmingham
- StayCity Aparthotel
- Hampton by Hilton JQ
- Plus many more...



**Located just one mile from Birmingham's city centre, Edgbaston Village is a unique haven of stunning architecture, green spaces and urban lifestyle. Visitors can immerse themselves in the variety of experiences from gastro delights at the Michelin-starred restaurant to relaxing in the beautiful surroundings of the Village gardens.**

#### **Edgbaston Village, City Break**

Experience the best of Edgbaston Village on a city break and awake your senses with its culinary delights, this place is a real foodie favourite.

**Create the perfect package for your clients that takes in a selection of these destination highlights:**

- Wine tasting experience at Loki Wines
- Gastro Delights and Michelin-starred restaurants
- The stunning Edgbaston Village
- Birmingham Botanical Gardens & Glasshouses
- An 8-course tasting dinner menu with paired wines at Simpson's
- Winterbourne House & Gardens
- Barber Institute of Fine Arts
- Boutique Afternoon Tea & Cocktails
- Eureka Kitchen - Michelin-starred cooking school

**Accommodation options:**

- The High Field Town House
- Simpsons Restaurant with Rooms
- Plus many more...



For more information about these undiscovered city village destinations, please contact the team on [trade@wmgrowth.com](mailto:trade@wmgrowth.com)

# BLACK COUNTRY

Welcome to the Black Country, the birthplace of the Industrial Revolution and home to the Black Country Global Geopark. With hundreds of years of rich history, home of the famous Peaky Blinders and with such a range of destinations to discover, including Dudley, Sandwell, Walsall and Wolverhampton, it's no surprise that the Black Country is a great place to visit and full of unique things to do.

## Dudley

Dudley borough has an array of family-friendly attractions to enjoy. Visit the Glass Quarter attractions in Stourbridge, enjoy a day trip to Dudley Zoo and Castle and see hundreds of exotic and endangered animals and an 11th century motte and bailey castle. Go back in time and experience 300 years of history at the award-winning Black Country Living Museum or discover the Dudley Canal. There really is something for everyone.

## Sandwell

Discover Sandwell and its stunning parks, playing fields and open spaces. A place where visitors will experience the true West Midlands welcome as friendly locals ensure everyone who visits feels right at home. Visitors can explore and enjoy walking, cycling and birdwatching at Sandwell's 'Jewel in the Crown', Sandwell Valley Country Park, home to two working farms.

## Destination highlights

- Home of the iconic BBC series Peaky Blinders - walk in the footsteps of the Sheldys.
- The birthplace of the industrial revolution, come and uncover hundreds of years of history.
- Famous for its unique dialect and real ale breweries.

## Walsall

The Black Country is also home to Walsall, a town historically known for its craftsmanship, where metal working flourished and leather making was pioneered, giving it the title of Leather Capital of the World. Also rich in green spaces and cultural activities; including parks, museums and art galleries, Walsall is certainly worth a visit.

## Wolverhampton

The City of Wolverhampton is a vibrant place steeped in history, known for its rich cultural diversity. From iconic sport to unique arts and culture and its grand 18th century architecture, there is so much for visitors to enjoy. Live entertainment at the Grand theatre, fine Pop Art collections and National Trust properties can be explored. It's also home to one of the world's oldest professional football teams, Wolverhampton Wanderers.



## Getting there



### Air

Birmingham Airport is the international gateway to reaching the Black Country. The airport is serviced by excellent transport links, including road and rail networks which make accessing the rest of the West Midlands region extremely easy.



### Rail

The Black Country has multiple train stations providing fast and frequent connections to both local, regional and national destinations. Most areas are also serviced by the West Midlands Metro.



### Road

Centred at the heart of the UK, getting to and from the Black Country by road is simple. If you are travelling by car, Dudley can be accessed via Junction 2 of the M5, Sandwell from Junction 1 of the M5, and Walsall and Wolverhampton from Junction 10 of the M6.

## Journey Times

### To Birmingham:

By car - 0.5 hours  
By rail - 0.5 hours

### To Manchester:

By car - 2.5 hours  
By rail - 1.5 hours

### To London:

By car - 2.5 hours  
By rail - 2.5 hours

## Getting around

The Black Country is well served by local public transport routes with access to national coach and rail networks.



BLACK COUNTRY

## ALDRIDGE TRANSPORT MUSEUM

Aldridge Transport Museum specialises in road transport vehicles either built in, associated with or used in the West Midlands area.

Aldridge Transport Museum has a wonderful road transport collection including buses, commercial & delivery vehicles even down to the humble bicycle. Sectioned engines are on display together with gearboxes and other equipment in which you can see the internal workings.

Special events are staged between March and November, with the opportunity to ride (free of charge) from Aldridge to Lichfield, Walsall and around Bar Beacon on one of the historic buses.

There is a workshop area where you can see vehicles being restored, one of the current projects is the Bank Van, a vehicle originally built in 1935 as a double decker bus and was converted after WWII into a 'Bank Van'. It was used by Birmingham City Transport to collect the cash receipts from the garages and take the proceeds to the bank.

### Highlights

- On entering the museum, a guide will introduce you the facilities and give a brief talk about the Museum's history and the exhibits on display, after the talk you are free to explore the vehicles and other artefacts on display.
- The real benefit of the museum is the opportunity to explore the collection of buses and other vehicles. You can get up close to our exhibits and enter the buses.
- Museum staff are available to answer any questions that you may have relative to the exhibits.

### Experience details

 Recommended group size 20

 1.5-2 hours

 Adults £4, Children £2 (Event prices will differ)

### Parking facilities

Parking for Cars Buses and Coaches on site.

### Accessibility

All exhibits are at ground floor but access to vehicles would be restricted. Currently there are no accessible toilets available.

### Availability

Tuesday - Sunday 10 a.m. - 4.00 p.m.  
See web site for details.

### Languages

English.

BLACK COUNTRY

## BARR BEACON LOCAL NATURE RESERVE

If you fancy getting away from it all, Barr Beacon might be just the nature reserve for you. It's only three miles from Walsall town centre, and is one of the highest points in the West Midlands.

### Highlights

- One of the highest points in the West Midlands.
- Panoramic views across at least 11 counties on a clear day.
- Range of activities from family walks to events such as Rock the Beacon.

### Experience details

 Up to 10 people.

 1 hour

 From £6 per person

### Parking facilities

On site car park available.

### Accessibility

Limited.

### Availability

24 hour pedestrian access  
- car park closed at dusk.

### Languages

N/A - Public open space.



BLACK COUNTRY

## BLACK COUNTRY LIVING MUSEUM

See history brought to life and discover the story of the Black Country at our open-air living museum. Meet our historic characters who'll show you what it was like to live and work in one of the first industrialised landscapes in Britain as you explore 26 acres of reconstructed shops, pubs and houses.

From watching live demonstrations and taking part in old fashioned street games to visiting our vintage cinema and enjoying our traditional fish and chips, there's something for everyone at Black Country Living Museum. There's plenty for the entire family to get stuck into:

- Take a ride on one of our heritage vehicles
- See daily live industrial demonstrations, including chain and nail making
- Test your times tables in a 1912 school lesson
- Play old-fashioned street games
- Catch a vintage film in our 1920s cinema
- Find out about weird and wonderful treatments of the past in our chemist
- Enjoy the tastes of the past in our 1930s fish and chip shop, baker's shop and traditional sweet shop
- Quench your thirst in the Bottle & Glass Inn

### Highlights

- Meet historic characters who will share the history and stories of the Black Country
- Take in the sights, sounds, smells and tastes of the past, and enjoy the Museum's famous food and drink spots including Hobbs Fish and Chip Shop and the brand new Elephant and Castle Public House

### Experience details

 Up to 10 people.

 3+ hours

 Adult £15.00, Child (3-15yrs) £8.25, 65+ Concession £13.50, Job seekers/ Students £12.50, Essential Carers Free

### Parking facilities

On site car park.

### Accessibility

N/A.

### Availability

Summer Opening 7 days a week/  
Winter Opening Wednesday to Sunday.

### Languages

English.

BLACK COUNTRY

## DUDLEY CANAL & CAVERNS

Our incredibly popular 45 minute boat trips run every day deep underground into the abandoned limestone mines and tunnels. They run regularly throughout the day and there is no need to book unless you are coming with a group.

Just turn up and our staff will get you on the next available boat. With our knowledgeable skipper providing a commentary, sound and light shows and displays this unique environment really comes alive. Explore 428 million year old limestone, journey through tunnels handmade by thousands of Black Country folk from years gone by and be amazed by the awe-inspiring caverns that the industrial revolution left behind here. It's a boat trip like no other!

### Highlights

- 428 million years of history.
- Skipper commentary.
- Sound and light show.

### Experience details

 Up to 48 people.

 3/4 hour

 From £7.90 per person

### Parking facilities

Large free car park with level access/accessible spaces. (honesty donation box).

### Accessibility

Contact for information

### Availability

Mon - Fri, 10am - 3pm.  
Sat - Sun, 11am - 4pm.

### Languages

English.





BLACK COUNTRY

## PALFREY PARK

Palfrey Park is cited as one of Walsall Council's flagship greenspaces, achieving Green Flag accreditation since 2007.

Comprising of approx 6.5 hectares, the park is a green oasis which has recently been transformed through a five year restoration and regeneration project.

The park consists of a formal historical layout to the north of the park and is where the pavilion, historical bandstand and Palfrey horse sculpture, sculptured by John McKenna, is located. The play and sports facilities are based in the centre of the park with a large grass area and small conservation area to the south. The park boasts a wide range of new and improved facilities and features for the use of its many user groups. This includes an under 12's play area incorporating a picnic and seating area, bowling area, bandstand, nature conservation area, football pitches, marked walking trails, multi-use games area and a park pavilion which is available for hire.

### Highlights

- Green Flag site.
- Range of play and sports facilities.
- Pavilion available for hire.

### Experience details



N/A

#### Parking facilities

On street car parking available adjacent to site.

#### Accessibility

Level access to site and level footpaths - good access.



Up to 1 hour



Free

#### Availability

24 hour pedestrian access.

#### Languages

N/A - Public open space.

BLACK COUNTRY

## RED HOUSE GLASS CONE

Built at the end of the 18th century on the picturesque Stourbridge Canal, the Red House Glass Cone lies in the heart of the Stourbridge Glass Quarter and was used for the manufacture of glass until 1936. It stands 100ft tall and is one of only four complete Cones left in the UK. It is a Grade II\* listed building and a Scheduled Ancient Monument.

Visitors can enjoy exploring the artisan craft studios on site and we offer a variety of educational craft events throughout the year including 'Have a go' sessions that involve fused - glass jewellery making. The Visitor Centre has a unique range of gifts on offer and bespoke pieces of glass for you to purchase. The Red Cone Coffee House offers an extensive menu including a selection of homemade cakes as well as hot and cold drinks. The Cone is a family friendly visitor attraction offering a fun and interesting trip out. Although the inside of the cone is currently closed for essential maintenance, there is still plenty to see. We are currently redeveloping our hot glass studio and plan to have live glass blowing demonstrations running very soon. Please check our website or social media for up to date information. Please do check the website for up to date details before visiting.

### Highlights

- Guided tours.
- Juniors at Museums and Adults at Museums craft activities including Glass Fusing sessions.

### Experience details



N/A

#### Parking facilities

Red House Glass Cone visitor car park is free and one on road coach parking bay.

#### Accessibility

Ground floor only - no lift available.



Up to 1 hour



Free

#### Availability

Mon - Fri, 10am - 3pm.  
Sat - Sun, 11am - 4pm.

#### Languages

English.



BLACK COUNTRY

## SANDWELL VALLEY COUNTRY PARK

As well as paid-for attractions, the heart of England also has lots of free activities and venues for visitors to enjoy and explore. Sandwell Valley Country Park is in the heart of the West Midlands, just one mile from West Bromwich town centre. Explore this huge and centrally located country park, which has been awarded Green Flag status.

As well as two working farm visitor centres, we have nature areas, an adventure playground, a mountain bike trail, the RSPB Visitor Centre, woodland, meadows and farmland. Our leisure facilities include a high ropes facility, cycle hire, access routes for walking, cycling and horse riding, pitch and putt, crazy golf, footgolf, tennis courts, children's funfair, tractor and trailer rides. The Country Park hosts a programme of events including conservation volunteering, weekly health walks, holiday fair, Race for life, large-scale shows and events. We're open all year round.

### Highlights

- Historic features range from priory ruins, The Sand Well, a ha-ha, an ice house, burnt mounds and remnants of coal mining.
- Forge Mill Farm includes a farm shop, large animal area, a farm trail, activity barn, children's playground, vending area and a maize maze during the summer months. Admission charges apply.

### Experience details



N/A

#### Parking facilities

N/A

#### Accessibility

N/A



Up to 3 hours



Free

#### Availability

Available all year round - check our website for further details.

#### Languages

English.

BLACK COUNTRY

## STOURBRIDGE GLASS MUSEUM

Stourbridge Glass Museum is at the heart of Stourbridge' glass making history.

Stourbridge Glass Museum opened in April 2022 in the heart of Stourbridge's Glass Quarter and directly opposite Red House Glass Cone. Explore 400 years of Stourbridge's rich glass making history in what was the Stuart Crystal Glass Factory with hands-on digital interactives for all ages. The collection is one of the finest holdings of British and international 17th, 18th, 19th and 20th century glass in the world including exceptional examples of cameo glass, a speciality of Stourbridge glassworks.

### Highlights

- World class displays showing the best of the 10,000 strong glass collection.
- Demonstrations in the hot glass studio to see highly skilled glass makers in action.
- Events and Exhibitions.

### Experience details



N/A

#### Parking facilities

Yes

#### Availability

Tuesday - Sunday 10 a.m. - 4.00 p.m.  
See web site for details.



90 minutes



From £3

#### Accessibility

Yes

#### Languages

English and Japanese.





BLACK COUNTRY  
**WALSALL LEATHER MUSEUM**

Discover why Walsall became the British leather goods capital with a guided tour around this fascinating working museum, housed in a restored leather factory. You can see demonstrations of leatherworking in our atmospheric workshops, and have a go at making your own souvenir keyring.

Walsall people have been making some of the world's finest saddles and leathergoods for over two hundred years. Walsall Leather Museum celebrates the great achievements of local craftspeople, and tells the story of the Walsall leather trade. Our changing exhibitions programme explores the wider history, industry and crafts of the Borough, so there's always something new to enjoy!

**Highlights**

- Demonstrations of traditional leather crafts.
- Make your own leather keyring.
- Museum shop with locally-made leathergoods.

**Experience details**

2-52 people

**Parking facilities**  
On-road Pay and Display parking available nearby.

**Accessibility**  
Wheelchair accessible.

1.5-2 hours

**Availability**  
Tuesday - Saturday.  
For group tours, please book in advance.

**Languages**  
English.

From £2 suggested donation

BLACK COUNTRY  
**WALSALL ARBORETUM**



Walsall Arboretum is a Victorian public park located close to Walsall town centre in the West Midlands of England.

The Arboretum in its entirety is 80 acres of parkland from formal areas with herbaceous borders to the Walsall Country Park planted with native tree stock and managed for its biodiversity and wildlife. The Arboretum has a café located in the Visitor Centre along with public toilets and room hire available to the public, the café serves light refreshments ideal as a destination or a drop by visit while in the park. The park is proud of its Victorian heritage and boasts many original buildings which includes our iconic Clock Tower, a Walsall landmark clearly visible from sections of the main artery road routes through Walsall. Our Victorian Boathouse is still fully functional and during peak period's pedalo hire can be sought from this location giving our visitors a chance to see the park from the picturesque Hatherton Lake.

**Highlights**

- No entry fee to gain access to the Arboretum.
- Splash Pad water play available during park peak period.
- Café facilities available at our Visitor Centre.

**Experience details**

N/A

**Parking facilities**  
Free car parking available at our Grange Car Park WS1 2QB and The Crescent Car Park WS1 2DD.

**Availability**  
24 hour pedestrian access - car park closed at dusk.

Up to 1 hour

**Accessibility**  
Blue Badge Car Parking available on car park and adjacent to Visitor Centre - main walking routes accessible.

**Languages**  
N/A - Public open space.

Free



BLACK COUNTRY  
**WILLENHALL MEMORIAL PARK**

Willenhall Memorial Park was created in the early 1920s to commemorate the many people who died in the Great War.

The woodland in the park provides an attractive backdrop to the Park's many facilities; which include a bandstand, bowling green, children's play area, skatepark, fishing pool and community pavilion. The waterplay area within the children's play area is popular during the peak summer period.

**Highlights**

- Green Flag site.
- Outdoor.
- Play facilities.

**Experience details**

N/A

**Parking facilities**  
On site car park available.

**Accessibility**  
Blue Badge Car Parking available - main walking routes accessible.

Up to 2 hours

**Availability**  
24 hour pedestrian access - car park closed at dusk.

**Languages**  
N/A - Public open space.

Free



BLACK COUNTRY

# COPTHORNE HOTEL MERRY HILL-DUDLEY



Set in the heart of Dudley's historic canal marina, the Copthorne Hotel Merry Hill-Dudley boasts a stunning waterfront location. With 138 en-suite rooms and modern amenities, Copthorne Hotel Merry Hill Dudley bedrooms have contemporary décor and come with a flat-screen TV, tea and coffee making facilities and private bathroom facilities. All bedrooms feature free WiFi.

### Highlights

- All 138 bedrooms include a combined bath/shower unit, complimentary toiletries and a hairdryer.
- 24 Superior Rooms overlooking stunning Waterfront.
- Connecting/adjoining rooms available and family rooms.

### Accommodation details

 138 rooms

**Minimum booking term**  
10.

**Parking facilities**  
Approx 90 spaces on-site, all guests are required to enter their car registration at terminals located at the main hotel reception on arrival.

**Pick-up service**  
Not available.

 Dependent on group size

**Accessibility**  
Yes - accessible bathroom.  
In-room accessibility.  
Wheelchair-accessible path and  
Wheelchair-accessible parking.

**Languages**  
English.

**Food**  
Restaurant and bar/lounge.

BLACK COUNTRY

# PARK HALL HOTEL & SPA WOLVERHAMPTON



Park Hall Hotel & Spa Wolverhampton is a four star, grade II listed Georgian Manor Hotel set in 5 acres of landscaped gardens situated in the heart of Wolverhampton. Offering 73 guest bedrooms and 6 function rooms the hotel is fully equipped for weddings, private parties, conferences and meetings for up to 600 guests. The hotel also boasts an onsite Health Club and Spa as well as The Orangery Restaurant.

The Park Hall Hotel is conveniently located just 2 miles from Wolverhampton Train station, 6 miles from the M6 motorway and offers 300 complimentary on-site car parking spaces.

The hotel has 73 guest bedrooms, two restaurants, 6 conference and meeting spaces along with an onsite Health Club and Spa. Over the years the hotel has become a popular choice for weddings, private functions, conferences and meetings in the West Midlands region.

### Highlights

- Spa facilities.
- Complimentary onsite car parking.
- Two onsite restaurants.

### Accommodation details

 73 rooms

**Minimum booking term**  
Credit card or debit card to guarantee booking, subject to availability.

**Parking facilities**  
Free parking.

**Pick-up service**  
Not available.

 From £70

**Accessibility**  
Two accessible rooms.

**Languages**  
English, Punjabi, Polish and Hindi.

**Food**  
A La-Carte restaurant.



# DISCOVER... MEMORIES TO LAST A LIFETIME

Regional relaxation, a magical West Midlands adventure... or perhaps a bit of both? The vast number of experiences across the region will leave visitors with a lifetime of memories.

Adrenaline junkies can get behind the wheel of the iconic Land Rover, manufactured right here in the heart of England, battling through steep hills and deep water for an unforgettable driving experience. For those seeking calmer ventures, the West Midlands waterways provide the perfect tranquil surroundings, which visitors can explore by traditional narrowboat or walking and cycling routes. Ideal for both day visits or for a relaxing mini break staying on or beside the beautiful canals.

## EXPERIENCES

### Land Rover driving experience, Solihull

Have a go at off-roading across the English countryside in your very own intimate driving experience. A must do experience for any thrill-seeker and adventurer!

### Bear Grylls Adventure, Solihull

Get the adrenaline pumping and experience free fall flight in the wind tunnel, walk underwater meeting sharks, rays and tropical fish along the way or try your hand at the high ropes, archery, climbing, shooting and more.

## DID YOU KNOW?



The West Midlands plays host to more miles of canals than Venice.



Iconic automotive brands like Jaguar Land Rover and Triumph were born in the West Midlands.



# COVENTRY

Get ready to be charmed by Coventry, and its leafy surrounding Warwickshire countryside. Coventry is proud to be a diverse, accessible and culturally-rich destination, with a thriving nightlife, an award-winning restaurant scene, world-class attractions and places to stay that span comfortable affordability to four-star luxury.

Coventry is home to a wealth of things to do and discover. From the unexpected with centuries-old history and heritage, breath-taking architecture and impressive innovation, Coventry is undeniably the go-to destination for a city centre staycation.

Experience our rich cultural scene all year round – from showstopping theatre, comedy, live music and festivals that sit alongside the clubs, cocktail bars, and independent breweries that call Coventry home

Supported by our UK City of Culture 2021/22 success, Coventry's city centre has seen vast changes in recent years, with the stunning transformation of our public spaces, making them open, inviting and accessible to our visitors. The area is overflowing with places to eat and drink, plus exciting, independent shops, remarkable museums, galleries and even our own exhilarating city centre waterpark.

## Destination highlights

- Coventry is a diverse, interlinked and culturally-rich destination, combining historically important architecture and industry with the rural splendour and beauty of nearby leafy Warwickshire.
- Honoured to be the UK City of Culture in 2021.
- Coventry is a proud city, filled with unique and exciting arts, culture and heritage.

Within our city centre, and throughout the wider area, Coventry is filled with activities to captivate all ages and interests. And with so much to discover, you'll want to stay. Choose from well-known branded hotel chains, luxury boutique venues, or chic central apartments.

Whether you're looking to visit friends, celebrate a special occasion, immerse yourself in culture, or treat your taste buds to a foodie feast, a visit to Coventry can be anything you want it to be.



## Getting there

The area of Coventry and Warwickshire is one of the most accessible locations in the UK, we are conveniently located in the very heart of England. Coventry is under one hour from central London and a mere 20 minutes from Birmingham when travelling by train. The region is well connected and accessible by road, rail and air from major cities and destinations across the world.

## Journey Times

**To Manchester:**  
By car - 1.75 hours  
By rail - 2 hours

**To London:**  
By car - 2 hours  
By rail - 1 hour

**To Edinburgh:**  
By car - 5.5 hours  
By rail - 5 hours

## Getting around

**Air**  
Birmingham Airport provides the nearest public air passenger terminal for Coventry, which provides flights to destinations across the UK and around the world. Birmingham International train station, located at the airport, offers a quick and direct route to Coventry train station, located in Coventry city centre. London Heathrow is just 90 minutes away by car or two hours by train.

**Rail**  
Coventry is on the West Coast Main Line with regular trains connecting it with other major towns and cities. Trains run from Coventry approximately every 30 minutes to central London; there is an extensive timetable of trains linking the city to nearby local towns. Warwick, Stratford-upon-Avon and Leamington Spa can be reached in less than two hours on a direct train from London Marylebone.

**Road**  
The M6, M6 Toll, M40, M42, M5, M69 and the A45/A46 are the major arterial routes out of and into the city of Coventry and regional Warwickshire, as well as linking central Birmingham which is only around 20 minutes by car from the centre of Coventry.



COVENTRY

## COVENTRY CATHEDRAL

Visit Coventry Cathedral, where splendid medieval history meets modern architecture to stunning and poignant effect. Visitors can explore our Ruined Cathedral, destroyed by enemy raids during WW2, which now stands as a moving reminder of the horrors of war.

Those of you who are feeling energetic can climb our Tower which at 295ft is the third highest in England. Standing proudly alongside the Ruins is our magnificent 'New' Cathedral, featuring works by some of the greatest artists of the 1950s and 60s. Designed as a 'casket of jewels' by Sir Basil Spence, as you move through the building you will experience a journey like no other. Perfectly placed in the city centre, the Cathedral campus spans over 1000 years of history, from the early medieval craftsmanship still visible on the ruined Old Cathedral to the innovative 60's design of Spence's casket of jewels. Coventry Cathedral sits alongside many of Coventry's other visitor attractions such so you can really make a day of it! We'd love to welcome you!

### Highlights

- The Cathedral Tower Climb.
- The poignant Cathedral Ruins.
- The impressive post-war arts and architecture.

### Experience details

 Any group size

 1.5 hours

 Free

**Parking facilities**  
N/A

**Accessibility**  
Partial. Some chapels are located up shallow steps.

**Availability**  
Every day apart from Christmas Day. Sometimes events and services may limit access.

**Languages**  
Tours can be offered in English and German.

COVENTRY

## COVENTRY TRANSPORT MUSEUM



Coventry Transport Museum houses the largest publicly owned collection of British vehicles on the planet and tells the story of a city which changed the world through transport. Visitors can expect captivating displays, interactive galleries, and highly immersive exhibitions - a day to remember.

14 fully accessible galleries are home to the fastest vehicle in the world, pioneering bicycles, transport champions and many of the most innovative, memorable and luxurious vehicles of the last 200 years. Aside from the collection itself, the programme includes touring exhibitions from across the globe, hands on family activities and a wide range of events from breakfast clubs to fusion festivals. Coventry Transport Museum is not just a destination for transport enthusiasts; it's a destination for storytellers and escapists; speed freaks and thrill seekers; history buffs and families. With an award-winning coffee house, picnic areas throughout the museum and an exceptional gift shop, it makes a fantastic day out! The Museum's collection consists of motor cars, commercial vehicles, cycles and motorcycles. Bespoke packages are available upon request.

### Highlights

- Largest publicly owned collection of British vehicles on the planet.
- 4D simulator rides.
- Great offers for groups & free coach parking.

### Experience details

 Up to 40 people

 2 hours

 From £10.50 per person

**Parking facilities**  
Free coach parking at the back of the museum (must be prebooked).

**Accessibility**  
Fully accessible.

**Availability**  
Monday - Sunday 10am - 5pm.

**Languages**  
English.



COVENTRY

## DHILLON'S BREWERY TOURS

Dhillon's Brewery, an award-winning microbrewery situated in Coventry in the heart of the Midlands, was founded in 2015 with one goal in mind - To Keep It Re'Ale.

Dhillon's passion is producing the most exciting, beautifully crafted ales with a slight hint of madness! Equipped with a variety of traditional and modern brewing methods, their creative combinations are complimented by a contemporary, edgy approach. Discover great beer on our brewery tours. Come and see first-hand what it takes to create a delicious ale. Brewery tours include a meet and greet with Pedro, our Head Brewer where you can learn about the full history of our Brewery, including the brewing process. Sample our Dhillon's range. You can also buy any of our bottles or presentation packs at the end of the tour.

Take advantage of our special offer of up to 53% off brewery tours. Must be 18 or over.

### Highlights

- Meet and greet with Pedro, our Head Brewer.
- Learn about the full history of our Brewery.
- Full tour including brewing process.

### Experience details

 Up to 100 people

 1-1.5 hours

 £15 per person

**Parking facilities**  
Limited parking please ask for advice on booking.

**Accessibility**  
Fully accessible.

**Availability**  
Fridays from 4pm.

**Languages**  
English, Portuguese.

COVENTRY

## FARGO VILLAGE



FarGo Village is a repurposed industrial space in the heart of Coventry, UK City of Culture 2021, which has been converted into Coventry's Creative Quarter. We are home to over 45 independent shops and businesses, ranging from vintage clothing and bookshops, to our award winning Caribbean restaurant, and independent vegan brewery.

Our ethos centres around providing a platform for small, start up and independent creatives to grow and develop their ideas, and create a space where visitors from around Coventry and further afield can enjoy independent shopping, learn new skills, and engage with local makers and designers. We also have a varied programme of events that we organise throughout the year, ranging from food festivals to Makers Markets, which sees thousands visit us each year. We have been nominated 'Best Market in the Midlands' by West Midlands What's On Guide, and have won best tourism attraction at the Coventry and Warwickshire Tourism Awards twice, and have this year been nominated for best small tourism attraction at the West Midlands Tourism Awards. As well as a shopping location and events space, our range of independent businesses offer a range of workshops and services, ranging from chocolate making, the opportunity to brew your own beer, games, and team building.

### Highlights

- Unique shopping from 40 independent businesses.
- Award winning food and drink.
- Tailored workshops and experiences from local, independent businesses.

### Experience details

 5-15 people

 N/A

 On request

**Parking facilities**  
Parking is available at our Paynes Lane car park.

**Accessibility**  
FarGo Village is largely on one level, and where there are steps, ramps are, or can be provided.

**Availability**  
Monday - Saturday 10am - 5pm  
Sunday 10am - 4pm.

**Languages**  
English.



## COVENTRY ST MARY'S GUILDHALL

Coventry's hidden gem, St Mary's Guildhall, is one of the finest Guildhalls in the country.

Located in Coventry Cathedral Quarter it is a rare survivor of the English Civil War and the Blitz, it has reopened as a visitor attraction following a £6 million programme of restoration. With its rich history of partying, power and propaganda, St Mary's Guildhall has acted as the centre of power in England during the War of the Roses, housed the crown jewels, been the prison of Mary Queen of Scots and hosted famous literary figures, such as George Eliot. Now open seven days a week visitors can discover its many stories with brand new interpretation.

### Highlights

- The newly unveiled Medieval Kitchen is now open for visitors for the first time in 100 years
- The Coventry Tapestry which hangs in the great hall is believed to be the oldest tapestry in the country hanging in its original home for 500 years.
- See the treasury where the crown jewels were kept during the war of the roses, when Coventry was the seat of government effectively the when Coventry became the capital of England.

### Experience details

 20-68 people

**Parking facilities**  
Coach drop is available on Bayley Lane.

**Accessibility**  
Step free access is available to the first two floors with newly installed lifts to increase access.

 1-2.5 hours

**Availability**  
(Cream tea tour available Nov, Jan, Feb, March only)

**Languages**  
English.

 £14 tour, £25 including cream tea



## COVENTRY THE REEL STORE

Housed in the old reel store at the former home of the Coventry Evening Telegraph newspaper, a space that once held the rolls of paper that the city's stories were printed on, is now hosting world renowned artists at a whole new scale.

The Reel Store opened with another UK first, Machine Memoirs: Space, by internationally acclaimed artist Refik Anadol. Two million images of the deepest regions of outer space, captured by NASA and the International Space Station, transformed through AI into an immersive cinematic experience of rich and futuristic visuals accompanied by 3D audio.

### Highlights

- Visit the UK's first permanent immersive digital art gallery.
- Experience digital art in a 360-degree cinematic experience.
- Share a day out with family and friends that everyone can enjoy.

### Experience details

 Large groups

**Parking facilities**  
NCP public car park.

**Accessibility**  
Fully accessible - email

to discuss requirements.

 1 hour

**Availability**  
Wednesday - Thursday 12pm - 7pm.  
Friday - Saturday 12pm-9pm  
Sunday 12pm - 7pm

**Languages**  
English, English interpretation, BSL interpretation.

 £5 per person



COVENTRY

# COOMBE ABBEY HOTEL



Coombe Abbey Hotel is set in the tranquil Warwickshire countryside with 500 acres of parkland, formal gardens and a peaceful lake. You can explore the outdoors and then retire to our restaurant, bar or relax back in your bedchamber.

Experience a touch of something different, with candlelit corridors, medieval entertainment, four-poster beds, individually designed bedchambers, and more. Be charmed by our opulent yet warmly welcoming rooms. Drift off in a four-poster bed and relax in a Victorian bath tub, then wake up refreshed in the beautiful Warwickshire countryside. Dining at Coombe Abbey is a feast for all the senses whatever the occasion. Subtle lighting, lavish furnishings, unobtrusive yet attentive service makes dining at Coombe truly memorable.

### Highlights

- Set in 500 acres of stunning Warwickshire countryside.
- Renowned for our plethora of special events including popular Afternoon Teas, Medieval Banquets and Murder Mystery Evenings.
- Founded in 1150 AD as the Abbey of Cumbe, enjoy the rich and fascinating history, with ties to royalty and the Gunpowder Plot.

### Accommodation details

 121 rooms

**Minimum booking term**  
One night.

**Parking facilities**  
On-site parking is available at a charge.

**Pick-up service**  
Taxis are available to order from reception.

**Accessibility**  
Accessible rooms are available. Contact the hotel for more information.

 From £44

**Languages**  
English.

**Food**  
Garden Bar serves light bites and refreshments. The Garden Room Restaurant serves a full continental breakfast and hot buffet. Room service is also available.

COVENTRY

# DOUBLETREE BY HILTON AT COVENTRY BUILDING SOCIETY ARENA



The Doubletree by Hilton is inside the Coventry Building Society Arena, which is home to the Wasps Rugby Club, Grosvenor Casino Coventry and conventions in the Ericsson Exhibition Hall.

The West Midlands Train stops a five-minute walk away at Coventry Arena station and it's a mile to the M6 motorway. The town center is about 15 minutes away. Hotel guests enjoy designated parking. This 201 bedroom hotel is the perfect venue if you plan to visit a conference or exhibition hosted by the Coventry Building Society Arena or if you are visiting to attend a music concert or watch a Wasps Rugby game.

### Highlights

- Some of our rooms offer stunning pitch side views.
- Over 2000 car parking spaces on-site.
- Situated within a short walking distance of the biggest casino in Europe.

### Accommodation details

 201 rooms

**Minimum booking term**  
N/A.

**Parking facilities**  
2000 spaces.

**Pick-up service**  
Can be arranged, although we have an on-site railway station.

 From £44

**Accessibility**  
Excellent.

**Languages**  
Not available.

**Food**  
Our Mill Bar Restaurant delivers an excellent menu choice.

COVENTRY

# RAMADA HOTEL & SUITES BY WYNDHAM COVENTRY



Our refurbished 166 spacious en-suite bedrooms include an enviable portfolio of Deluxe Rooms, Business Superiors and spacious Suite Apartments; all with stunning views overlooking the historic Coventry City Centre and County of Warwickshire.

The hotel offers a dedicated training and meetings floor and is the perfect modern city centre venue, with full concierge care, dedicated executive lounge, corporate design style and affordable luxury. Ramada is also home to the award-winning Queens Road Restaurant, delivering locally sourced, Mediterranean cuisine. We are the most central 4-star hotel in Coventry being just minutes away from all local attractions and major transport routes.

### Highlights

- Central location.
- Onsite parking.
- Free WiFi.

### Accommodation details

 160 rooms

**Minimum booking term**  
One night.

**Parking facilities**  
Onsite subject to availability for coaches.

**Pick-up service**  
No.

 From £60

**Accessibility**  
Yes.

**Languages**  
English, Polish, Romanian, Hungarian.

**Food**  
Queens Road Kitchen and Bar onsite, 24-hour room service.

COVENTRY

# WARWICK CONFERENCES: SCARMAN AND RADCLIFFE



Enjoy a weekend or overnight stay in one of our 358 four star equivalent hotel-styled bedrooms within Scarman and Radcliffe, centrally located on the University of Warwick campus. Both venues feature an on-site restaurant that serves à la carte and buffet menu options, and a bar and lounge area is available for evening drinks.

The 700-acre University of Warwick campus has plenty to experience. Take in a show at Warwick Arts Centre located at the centre of campus with a programme of arts and entertainment. Get active at the state-of-the-art Sports and Wellness Hub where you have complimentary access to the swimming pool and gym, or brave our thrilling new climbing wall experience.

### Highlights

- Convenient, comfortable 4\* hotel-styled bedrooms.
- Centrally located with great access to historic Stratford on Avon, Warwick, and the Cotswolds.
- Free gym and swimming pool access at the world-class Sports and Wellness Hub.

### Accommodation details

 154-204 Double rooms

**Minimum booking term**  
One night.

**Parking facilities**  
Private Car parks available at both Scarman & Radcliffe.

**Pick-up service**  
Taxis are available to order from reception.

 From £40

**Accessibility**  
Yes.

**Languages**  
English.

**Food**  
The Bar serves light bites and refreshments. The restaurant serves a full continental breakfast and hot buffet. Room service is also available.

# DISCOVER... **THE REGION**

Discover iconic storytelling of the West Midlands in some of the nation's favourite attractions. The Black Country Living Museum, Birmingham Museum and Art Gallery and Cadbury World are some of the best places to have a day of educational fun, where you can explore and learn the rich history of the region.

Take a step back in time where your clients can enjoy the exciting story of how the industrial revolution, technological expertise and creativity of the West Midlands has helped to drive Britain forward and shape the world today.

## EXPERIENCES

### Warwick Castle, Warwickshire

Experience one thousand years of jaw-dropping history; great battles, myths and spellbinding tales. This medieval castle accommodates for day visits and short breaks.

### Ironbridge Gorge Museum, Shropshire

Step back in time as you travel back to discover the Victorian age at one of the award-winning attractions in the Ironbridge Gorge World Heritage Site.

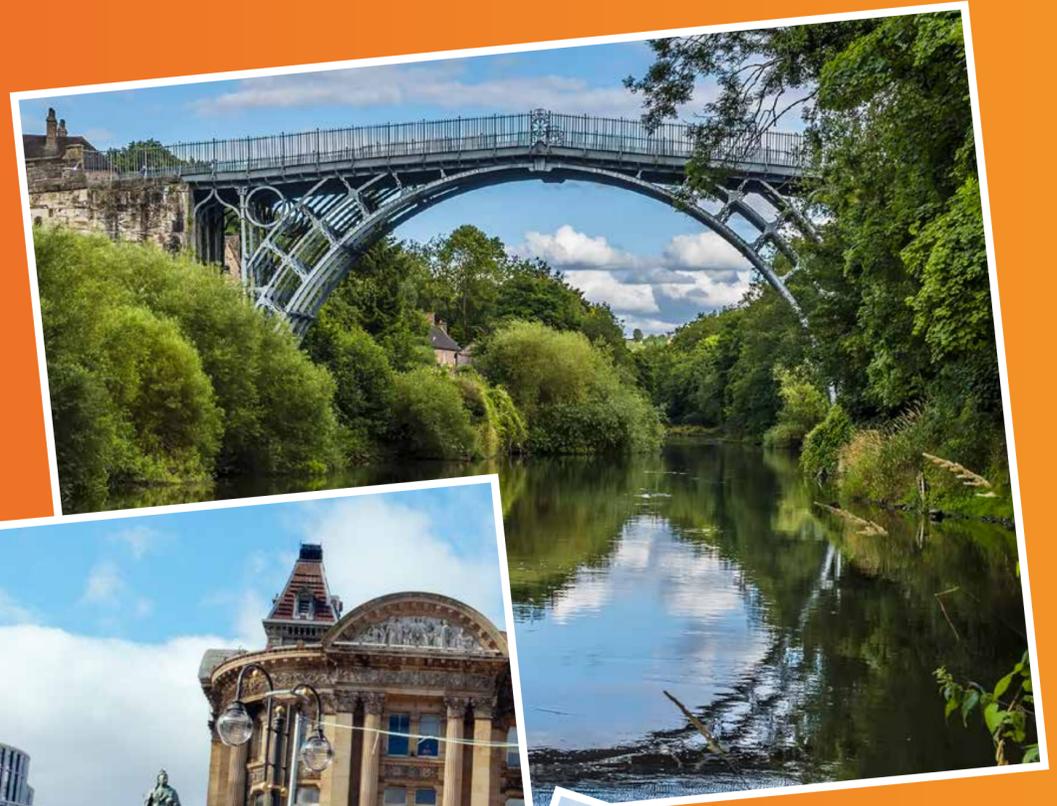
## DID YOU KNOW?



The West Midlands is the birthplace of the first industrial revolution.



Coventry Cathedral is the tallest of England's many medieval cathedrals.



# SHAKESPEARE'S ENGLAND

Warwickshire comes with a story to tell, vibrant towns surrounded by charming countryside, it has its own unmistakable identity. Passionate locals keep the spirit going, showing visitors what this magnificent area has to offer.

In the West Midlands, the rural county of Warwickshire is a beautiful area of thinly populated countryside surrounding the extended urban areas of Birmingham and Coventry. This is a place of castles, medieval towns and impressive country estates. Warwickshire has given us one of history's most revered wordsmiths and playwrights, William Shakespeare, and his birthplace Stratford-upon-Avon is rightly a hotspot. In Stratford-upon-Avon, the theatres of the Royal Shakespeare Company invite you to witness live, one of the Bard's famous plays.

See signature motte-and-bailey forts and romantic Elizabethan love nests, with gatehouses and towers. At the heart of the ancient Market Town of Warwick sits the astonishing Warwick Castle - where medieval knights roam and endless fun awaits. Step outside of the castle walls into winding streets overhung by timber-framed houses and an historic market square.

Royal Leamington Spa, with its Spa heritage, is a fine example of elegant Regency architecture, which bustles with street cafes, fine dining venues and independent boutiques. It is also home to the British Motor Museum, where you can see the region's strong connections to the automotive industry and motor sports. Warwickshire ticks all the boxes when it comes to history lessons.

Kenilworth has atmospheric castle ruins and Coventry, claims three extraordinary cathedrals as well as the Herbert Art Gallery & Museum and an unmissable Transport Museum.

To allow yourself time to discover all that Shakespeare's England has to offer, why not extend your stay with a few days in a cosy B&B, a glamping tent, or an entire suite in a country house hotel? Stay until you have seen every grand manor house and adorable town.

## Destination highlights

- The birthplace of Shakespeare is filled with inspirational places to explore for anyone with an interest in the Bard. Visit the place he was born, the school he attended and the Royal Shakespeare Company, with its world-famous theatres that still perform his celebrated works.
- South Warwickshire is filled with historic landmarks, from the mighty Warwick Castle to the humble medieval gem, Lord Leycester Hospital.
- Vibrant towns sit near to quaint Cotswold villages and countryside meaning you can get away from it all without missing out on Michelin-star restaurants, boutique and designer shops and new shows.



## Getting there

The Shakespeare's England area covers South Warwickshire and the surrounding towns and villages.



### Air

The area is 30 minutes from Birmingham Airport and 2 hours from London. Our nearest airport is Birmingham International.



### Rail

Towns are well linked by national rail with stations at: Stratford-upon-Avon, Warwick and Leamington Spa.



### Road

Warwickshire is placed ideally at the centre of the UK motorway network with easy links to the M40, M42, M5, M6 and M25

## Journey Times

### To Manchester:

2.25 hours

### To London:

2 hours

### Newcastle:

3.75 hours

### York:

2.5 hours

### Bristol:

1.5 hours

## Getting around

Stagecoach Warwickshire and local company Johnsons Coaches have a range of routes across the region connecting the towns, villages, and attractions. If travelling by train we have national rail services to Leamington Spa and Warwick to London Marylebone. Park and ride is available at Stratford-upon-Avon. There are also walking routes through the area including the Cotswold Way National Trail.



SHAKESPEARE'S ENGLAND

## AVON BOATING RIVER CRUISES

Enjoy a cruise aboard one of our traditional Edwardian passenger launches.

Cruise downstream past the Royal Shakespeare Theatre and Holy Trinity Church (the site of Shakespeare's tomb) and upstream passing under the 15th Century Clopton Bridge. Once through the bridge, the scenery changes as we discover peaceful river-banks and meadows with glimpses of large secluded houses and beautiful river-side gardens. Hire one of our fleet of passenger launches with crew for your own private use. Choose a departure time and book a trip for up to 1 1/2 hours. Our cruises are always popular for those wishing to celebrate in style or enjoy some time together in beautiful relaxed setting.

### Highlights

- The Cathedral Tower Climb.
- The poignant Cathedral Ruins.
- The impressive post-war arts and architecture.

### Experience details



50 people



45 min or 1.5 hours



Adults £8.00,  
Concessions £7.20  
Children £5.60

### Parking facilities

Coach Park in town with drop off point nearby.

### Accessibility

One step up into boats and three steps down. Staff on hand to assist

### Availability

Flexible. Contact direct for details

### Languages

English, French, German, Spanish, Italian

SHAKESPEARE'S ENGLAND

## BRITISH MOTOR MUSEUM

Home to the largest collection of historic British cars in the world - over 400 cars to explore! From famous firsts and racing classics to cars from the Royal collection and celebrity cars from TV and film. Brands include: Jaguar, Aston Martin, Land Rover, Mini and many more.

Take a walk down the 'Time Road' and discover how both motoring and family life has changed from the 1900s to the present day. Travel through 'Making British Cars' and see how influential the motor industry has been over the years. Get 'Under the Skin' and unravel the mystery of how cars work with interactive exhibits and let our costumed explainers bring the cars to life as you explore the best of British motoring. Located just off Junction 12, M40.

### Highlights

- Largest publicly owned collection of British vehicles on the planet.
- 4D simulator rides.
- Great offers for groups & free coach parking.



### Experience details



12-120 people.



2-6 hours



From £10 per person

### Parking facilities

Coach drop-off, ample free parking for coaches and cars.

### Accessibility

Museum is all on one level, see full access statement online.

### Availability

Open daily, 10am - 5pm. Closed 24 December - 1 January inclusive.

### Languages

English.

SHAKESPEARE'S ENGLAND

## COTSWOLDS IN A DAY TOUR WITH GO COTSWOLDS



First-time visitor to the Cotswolds, or only have one day to explore? This is the tour of the Cotswolds for you! On our award-winning Cotswolds in a Day tour, you'll visit some of the most popular and beautiful Cotswold towns and villages. There's incredible scenery and some hidden gems too.

Between stops, we'll drive you along lesser-travelled narrow country lanes. Being locals, we'll bring the Cotswolds region to life with a fun, fact-filled live commentary.

We'll pick you up from any hotel, guesthouse or address in Stratford-upon-Avon, as well as Stratford-upon-Avon train station, Moreton-in-Marsh train station and Chipping Campden. Our pick-up points are easy to get to by train from London, Oxford or Birmingham.

### Highlights

- With a qualified, expert local guide, discover the highlights of the Cotswolds in a day, including popular towns, secret villages and incredible views.
- Souvenir maps provided, with photos, information and our local recommendations of things to see and do at each stop.
- Travel the back roads and see over the hedges in our comfortable 17-seater minibus, with live commentary provided by your guide.

### Experience details



16 people



8 hours



£45 adults 16+,  
£36 children under 16

### Parking facilities

Hotel pick up available in Stratford-upon-Avon. If required, ample pay-and-display parking is available in Moreton-in-Marsh

### Availability

Fridays from 4pm.

### Accessibility

Not wheelchair accessible, see our access statement for further details: [gocotswolds.co.uk/access-statement/](http://gocotswolds.co.uk/access-statement/)

### Languages

English, Portuguese.

SHAKESPEARE'S ENGLAND

## KENILWORTH CASTLE

A vast medieval fortress that endured a famous siege and later became an Elizabethan palace, Kenilworth Castle is among Britain's biggest historical sites.

Experience 900 years of history as you can marvel at the mighty medieval keep, climb the towers to admire the fantastic views, and imagine the majesty of the Great Hall.

Once boasting the finest architecture in Elizabethan England, you can also walk in the footsteps of Queen Elizabeth 1 as you explore Leicester's Building which was created specifically for her visits, and discover the authentically recreated Elizabethan garden.

### Highlights

- Explore the full height of the tower built by Leicester to court Elizabeth I
- Walk in the footsteps of the great Tudor queen through the garden and imagine the opulence and splendour of Elizabethan Kenilworth.
- Visit the fascinating exhibition about the famous royal romance between the queen and her ambitious courtier, Robert Dudley.



### Experience details



All group sizes



2 hours



Adult tickets £12.60 with discounts of 15% for groups of 11 or more

### Parking facilities

Parking for six coaches 150m from the entrance.

### Accessibility

Accessible - please see website for details.

### Availability

All year round see website for opening hours.

### Languages

English.



SHAKESPEARE'S ENGLAND

## MARKET HALL MUSEUM

As well as paid-for attractions, the heart of England also has lots of free activities and venues for visitors to enjoy and explore.

Market Hall Museum is located in the Market Hall, a 17th century landmark in the heart of Warwick, the county town of Warwickshire.

The museum tells the story of Warwickshire, and how the shifting natural, built and human landscapes have shaped the county to the present day.

### Highlights

- The Sheldon Tapestry.
- Warwickshire Dinosaur.
- Roman hoards.

### Experience details



40 people



1-2 hours



Free

#### Parking facilities

Paid on street parking.

#### Accessibility

Lift to first floor. Digital labels and braille guide available.

#### Availability

Tuesday - Saturday, 10am - 5pm.

#### Languages

Offers tours in French, sign supported English and with volunteers who are trained in supporting visitors with visual needs.

SHAKESPEARE'S ENGLAND

## SHAKESPEARE DISTILLERY

Shakespeare Distillery is the only working, craft distillery in Stratford-upon-Avon. Founded in 2015, we produce small batch gin using the botanicals found in a Tudor garden including; rose, lemon balm, rosemary and old English lovage fused with the more familiar juniper, coriander and lemon peel; this truly is a modern gin with a twist of history.

We moved to our current premises in early 2019 and opened for Distillery Tours and Tastings in March of the same year. Since then we have started a Gin School, Cocktail Masterclass and in the summer we run Gin Tasting Cruises on the Avon in conjunction with Avon Boating.

The distillery has a coffee and cocktail lounge which is used as part of group tours, and in Autumn 2022 will be launching additional experiences above their shop at No.1 High Street in Stratford upon Avon. Shakespeare Distillery welcomes groups and offers good discounts for midweek bookings.

### Highlights

- Gin and Tonic included.
- Groups will have an exclusive tour with our Distillers.
- Tutored tasting of at least 3 of our spirits.
- 10% discount on Distillery shop purchases for all groups.



### Experience details



20-42 people



1-3 hours



From £15 per person

#### Parking facilities

Coach drop-off, ample free parking for coaches and cars.

#### Accessibility

Full disabled access throughout the building, including a disabled toilet.

#### Availability

Seven days a week.

#### Languages

All experiences are conducted in English but we are happy to cooperate with guides/translators.



SHAKESPEARE'S ENGLAND

## SHAKESPEARE'S FAMILY HOMES

Discover the people and places behind the world's greatest storyteller. His beautiful family homes and gardens offer something for everyone. From immersive living history to garden talks and tours. Shakespeare's Birthplace: The childhood home of William Shakespeare is a very special place that everyone should set foot in at least once in their lives.

Friendly guides will show you around the house and tell you about the family's colourful history. Explore his father's glove-making and visit the Famous Beyond Words Exhibition to explore how Shakespeare has been enjoyed and interpreted throughout the centuries. Shakespeare's New Place - where Shakespeare's grand family home once stood, demolished in the 18th century but where he lived for almost 20 years. Follow in his footsteps and enjoy a contemporary landscape that reveals the footprint of Shakespeare's lost family home.

Wander into the restored sunken Tudor Knot Garden, and the Great Garden with its weeping lawns, herbaceous borders, famous mulberry trees and sculptures. Shakespeare's Birthplace: The childhood home of William Shakespeare is a very special place that everyone should set foot in at least once in their lives. Anne Hathaway's Cottage; Visit this 500 year old iconic cottage, home to Shakespeare's wife's family for many generations. Wander through the gardens, heritage orchards and woodlands.

### Highlights

- Enjoy tales from our fascinating guides.

### Experience details



16 people



8 hours



£45 adults 16+,  
£36 children under 16

#### Parking facilities

Free coach parking at Anne Hathaway's Cottage. Drop off point at Shakespeare's Birthplace.

#### Accessibility

Varies by house, please see website.

#### Languages

Korean, French, Spanish, Italian, German, Japanese, Mandarin, Russian and English.

#### Availability

Shakespeare's Birthplace open all year around with the exception of Christmas Day and Boxing Day.

Anne Hathaway's Cottage and Shakespeare's New Place open March to October. Please see website for details.

SHAKESPEARE'S ENGLAND

## SHAKESPEARE'S SCHOOLROOM & GUILDHALL

Discover where William Shakespeare was educated and inspired to become the world's greatest playwright.

Immerse yourself in sixteenth century Stratford-upon-Avon, explore the very room where William Shakespeare sat as a pupil in the 1570s and the space where he first saw plays performed by the finest actors of the day.

Knowledgeable and passionate Guides share the many stories about the building and the Shakespeare family.

Experience Tudor school life with Master Thomas Jenkins - fun for all the family!

Dress up and pose in authentic Tudor clothes and learn to write with quill and ink.

### Highlights

- Experience life as a Tudor school boy in a lesson with Master Thomas Jenkins.
- Marvel at our medieval wall paintings.
- Dress up Tudor style and get messy with quill and ink.



### Experience details



Up to 80 people



45 mins-1 hour



Groups of 15 or more: Standard Group Rate (10% discount - payment before visit) Adult: £11.25

#### Parking facilities

On-street parking available. There are also a number of council and privately run car parks in Stratford-upon-Avon.

#### Accessibility

We have tried to make our site as safe and accessible as possible. With accessible lifts and bathrooms for wheelchair users

#### Availability

All year round - see website for opening hours.

#### Languages

English.

SHAKESPEARE'S ENGLAND

## STRATFORD TOWN WALK & GHOST WALK



Discover beautiful Stratford-upon-Avon and its fascinating relationship with William Shakespeare. See the sights and hear fascinating stories during an entertaining guided tour with the award-winning Stratford Town Walk.

The walking tour passes Shakespeare's Birthplace, New Place, Hall's Croft, Harvard House, the Royal Shakespeare Theatres, River Avon, a range of architectural gems, the Guild Chapel, Shakespeare's Schoolroom, Holy Trinity Church and Guildhall.

Hear fascinating stories of Stratford's history and Shakespeare's life and times through fire, flood, plague, old-fashioned sayings and medieval medical cures. It's like walking through the pages of history and every second is a snapshot second. Bring a camera!

For entertainment with a difference, try the highly acclaimed evening GHOST WALK with costumed guide, a professional entertainer who will weave a web of ghostly intrigue as you walk around the 'haunted' town. Good old-fashioned story telling. Discover terrible tales of ghosts, witches, murder and misery seeping from ancient creaky buildings.

### Highlights

- Shakespeare story.
- History of Stratford-upon-Avon.
- Architectural gems.

### Experience details

25 people per people

1.5-2 hours

From £140 per coach

#### Parking facilities

Coach parking at Riverside/Leisure Centre & Birthplace coach park.

#### Accessibility

Walking tours are accessible.

#### Availability

Operate 365 days a year, booking is necessary for private tours to ensure guide availability.

#### Languages

English.

SHAKESPEARE'S ENGLAND

## STRATFORD-UPON-AVON BUTTERFLY FARM



Situated in the historic market town of Shakespeare's Stratford-upon-Avon. Stratford Butterfly Farm is the UK's largest tropical butterfly paradise. It first opened its gates in 1985 and is a unique rainforest environment housed in a series of greenhouses, landscaped with splashing waterfalls, fish-filled ponds and planted with lush tropical plants and blossoms.

Come rain or shine visitors can enjoy the pleasure of discovering hundreds of the world's most beautiful and colourful butterflies, just as they would be seen in the rainforests of the tropics. Visitors can walk throughout the Flight Area and observe behaviour and lifecycles at first hand. Throughout the year there are over 250 different species and approximately 2,000 individual butterflies! In the Discovery Zone visitors have the opportunity to see caterpillars of all shapes and sizes as well as giant silk moths and their cocoons.

Within the Emerging Case butterflies can be seen emerging from their pupae and preparing their wings for flight. Visitors can also discover the fascinating connection that Stratford-upon-Avon Butterfly Farm has to the rainforests of Belize and the ancient Maya civilisation. There over 30 replicated Maya artefacts throughout the Butterfly Farm.

### Highlights

- The UK's largest tropical butterfly paradise.
- An authentic tropical rainforest environment.
- Discover the Maya ancient civilisation that lived and farmed in the rainforest from 1800BC, see their replicated artefacts throughout the farm.

### Experience details

10-90 group size recommended

From 1 hour

From £5.95 per person

#### Parking facilities

Coach drop off outside gates with coach parking nearby. Three onsite Blue Badge holder spaces. Pay and Display car park opposite.

#### Accessibility

Fully accessible with flat level pathways throughout.

#### Availability

Throughout the year except Christmas Day. Pre-booking recommended for weekends and school holidays.

#### Languages

English.

SHAKESPEARE'S ENGLAND

## THE GUILD CHAPEL



Here in the heart of Stratford-upon-Avon is a secret... The Guild Chapel's walls have been hiding for centuries. What's been - and continues to be - uncovered is one of the rarest series of medieval wall paintings in all of Europe.

Built in 1269, the Guild Chapel became the dominant social force in the town, focused on the welfare of its members and their eternal souls. In the 15th and early 16th centuries its walls were painted with a series of striking images depicting the saints, the gates of heaven and hell, and other popular reflections on the afterlife. Following the reformation these images were banned and limewashed over to protect them. Preserved to incredible detail, the Guild Chapel's rare Doom painting remains a striking centrepiece above the chapel arch.

### Highlights

- Medieval wall paintings.
- Links to William Shakespeare.
- History dating to the 13th century.

### Experience details

Groups of up to 50

30 mins - 1 hour

Donation of £50 for groups of 20+

#### Parking facilities

None available

#### Accessibility

Yes - wheelchair ramps available'

#### Availability

Monday to Sunday 10am - 4pm

#### Languages

Translation sheets in 5 languages.

SHAKESPEARE'S ENGLAND

## WARWICK CASTLE



Dating back to 914 and constructed under the orders of Ethelfleda, daughter of Alfred the Great, Warwick Castle represents more than 1,100 years of history. Rebuilt, embellished and restored over many centuries, it's now widely recognised as one of Britain's finest and best-kept medieval fortresses.

Set in the very heart of Shakespeare's England, with fascinating architecture and 64 panoramic acres of beautifully landscaped grounds, the castle first opened its gates to the public in 1815. Today, it's a must-see Grade I listed heritage site, welcoming thousands of daytime guests annually.

### Highlights

- Away from the main building, time can be enjoyed in the immaculately maintained Peacock Gardens, aptly named after its feathered residents. Here, visitors can enjoy an afternoon tea in the Conservatory and admire rolling views down to the River Avon, that were designed by one of Britain's greatest landscape gardeners; Lancelot 'Capability' Brown.
- The castle offers an array of spectacular shows. Guests can encounter the world's largest siege engine, The Mighty Trebuchet. They can relive the Wars of the Roses, witnessing the thunder of hooves and splintering of lances in an all-action jousting performance.

### Experience details

No limits/restrictions

1-2 days

Several trade rates available

#### Parking facilities

Car, coach and disabled parking is available all year round.

#### Accessibility

Full accessibility guide: [warwick-castle.com/plan-your-day/before-you-visit/accessibility/](http://warwick-castle.com/plan-your-day/before-you-visit/accessibility/)

#### Availability

See website for opening hours.

#### Languages

English.

SHAKESPEARE'S ENGLAND

# MALLORY COURT COUNTRY HOUSE HOTEL & SPA



Mallory Court Country House Hotel & Spa prides itself on offering guests exceptional hospitality, which is also reflected in the four Red Stars awarded from the AA. A member of Relais & Châteaux, the beautifully grand Lutyens style main house is set in 10 acres of lush, green grounds and is the epitome of a quintessentially English country house hotel. Step inside and discover what we have to offer, including 43 blissful bedrooms, a 3 AA Rosette restaurant and our heavenly Elan Spa

### Highlights

- Beautiful location, set in 10 acres of grounds, yet only 10 minutes drive from Leamington Spa and Warwick.
- Exceptional food and drink with quality service.
- Luxury spa and leisure facilities.

### Accommodation details

 43 rooms

**Minimum booking term**  
One night.

**Parking facilities**  
Yes, free of charge.

**Pick-up service**  
Not available.

**Accessibility**  
1 room fully accessible for wheelchair users. Dining room is fully accessible. Spa is fully accessible.

 £176.00 per room, per night

**Languages**  
English.

**Food**  
Dining room on-site serving breakfast daily. Dinner Thursday - Sunday and lunch on Sunday. Afternoon tea available daily.

SHAKESPEARE'S ENGLAND

# MERCURE WARWICKSHIRE WALTON HALL HOTEL & SPA



Located just a stone's throw away from Shakespeare's birthplace, the 4-star Mercure Walton Hall Hotel & Spa is a 16th century Grade II listed building with a wealth of character. Situated within 65 acres of private grounds, the hotel is tucked away amid woodland and beautifully maintained green land. Ideal for lone travellers, couples or families, it comprises 197 bedrooms and has accommodation for all needs - from standard or privilege bedrooms in our modern part of the hotel, to newly refurbished apartments ideal for families, ending with the grand superior and suite bedrooms located in our 16th century Grade II listed Walton Hall. Equipped with an in-house bar and restaurant as well as leisure facilities, including spa treatment rooms, a swimming pool and a gym, this hotel is ideal for your break.

### Highlights

- Fantastic location in the heart of Warwickshire, situated within 65 acres of private grounds.
- Located on the bank of river Dene.
- Historic 16th century Grade II listed building with a friendly team of staff to tell local stories.

### Accommodation details

 197 rooms

**Minimum booking term**  
Depending on availability, we may require a two nights minimum stay.

**Parking facilities**  
Over 250 complimentary car parking spaces.

**Pick-up service**  
Yes.

 From £87

**Accessibility**  
Yes.

**Languages**  
English, Italian, Romanian, French and Polish.

**Food**  
Available à la carte, in our Orangery Brasserie.

SHAKESPEARE'S ENGLAND

# PARK COTTAGE



A Grade II listed property dating back to the 16th century displaying many original features, including oak beams and floor boards. All four bedrooms are individually refurbished to a high standard, have en-suites with a power shower and/or bath, comfortable king or double sized beds, tea/coffee making facilities and free wi-fi access.

In addition, there are two self-catering cottages: Daisy Cottage dates back to 1521 and is located across two floors. It has on the Ground Floor, its own kitchenette, sitting/dining area with flat screen TV and toilet. On the First Floor is a bed room with king-size bed, flat screen TV, walk in wardrobe and en-suite with shower. Outside is a designated car park space and garden.

The second cottage: The Potting Shed is five years old, has an open-plan layout with kitchenette, sitting/dining area, flat screen TV, king-size bed and plenty of storage room, en-suite walk-in shower. Outside there is a designated car park space and access to the terrace garden with outside garden furniture. Janet and Stuart have run Park Cottage since 2001 and offer a very friendly welcome to their unique property.

### Highlights

- A Grade II listed property.
- Onsite parking.

### Accommodation details

 4 rooms  
2 self-catering cottages

**Minimum booking term**  
One night.

**Parking facilities**  
Parking for all guests.

**Pick-up service**  
No.

 From £75

**Accessibility**  
One ground floor room.

**Languages**  
English and French.

**Food**  
Full English, Continental, Veggie/Vegan Breakfasts provided.

SHAKESPEARE'S ENGLAND

# STUDLEY CASTLE



Welcome to Warner Leisure Hotels' newest member of the family. A beautiful hotel curating more than 180 years of history, but utterly modern in outlook. It's the perfect setting for a short break exploring and relaxing in rural Warwickshire. There's a lot to do... and lots of ways to do nothing.

### Highlights

- Luxury accommodation designed for relaxing in comfort.
- Choice of two restaurants and after dinner entertainment.
- The Stables Spa.

### Accommodation details

 210 rooms

**Minimum booking term**  
A group is from 20, right up to taking over the whole hotel!

**Parking facilities**  
Free on site parking.

**Pick-up service**  
No.

**Accessibility**  
Please call us and we are happy to provide advice to guests with special needs who wish to take breaks at our Hotels.

 Price on enquiry - please call the Groups team

**Languages**  
English.

**Food**  
Both B&B and dinner packages are available. The restaurant serves a full continental breakfast and hot buffet. Room service is also available.

# THE ARDEN HOTEL



Located in the heart of historic Stratford-upon-Avon, Shakespeare's birthplace, and directly opposite the world-renowned Royal Shakespeare Company Theatres, The Arden Hotel, Stratford is an elegant and sophisticated 45 bedroom boutique hotel. Set in an unrivalled town centre location, The Arden combines luxurious accommodation with all the comforts you would expect from a sophisticated and contemporary boutique hotel including our all-weather terrace, cosy afternoon tea lounge and award-winning No. 44 Brasserie.

### Highlights

- Stunning location, directly opposite The Royal Shakespeare Theatre and River Avon.
- Exceptional food and drink with quality service.
- Walking distance of the all the main visitor attractions.

### Accommodation details

 45 rooms

**Minimum booking term**  
One night.

**Parking facilities**  
Yes, free of charge.

**Pick-up service**  
Not available.

**Accessibility**  
One ground floor room fully accessible for wheelchair users.

Restaurant is fully accessible.

 £144.00 per room, per night

**Languages**  
English.

**Food**  
Restaurant on-site serving breakfast, lunch, dinner and afternoon tea.



# DISCOVER... **SOMETHING FOR EVERYONE**

Home to the youngest population in Europe, the West Midlands is a vibrant destination with a jam-packed calendar of festivals and events and a host of attractions perfect for family-fun, group activities, intimate affairs or solo adventures.

No matter what your idea of fun is, there will be something for everyone to enjoy. Watch a film in the UK's oldest working cinema - The Electric, indulge in incredible street food at the annual Foodies Festival - the largest food festival in the UK or blast your way into nostalgic ecstasy in one of the region's retro arcade and gaming experiential bars.

## EXPERIENCES

### Godiva Festival

The Godiva Festival is a free music festival held each year in the War Memorial Park, Coventry, named after the city's famous former inhabitant Lady Godiva.

### Birmingham International Dance Festival (BIDF)

An award-winning biennial festival presenting a vibrant programme of international dance in venues and public spaces across Birmingham.

## DID YOU KNOW?



Over a third of the region's population is under 25, one of the youngest populations in Europe.



# SHROPSHIRE

Shropshire, one of England's finest counties, a gem of British history, a hero of world heritage and a landscape for adventure and escape. Walk in the footsteps of great inventors, giants and heroes in the World heritage site of Ironbridge in Telford. Visit towns with a contemporary and vibrant green city environment from Telford to historic Shrewsbury. Come and experience world firsts, fine food, artisan crafts, independent shopping and quintessential market towns.

## Great Outdoors

Telford and Shropshire rocks when it comes to the great outdoors. Over 3500 kilometers of dramatic countryside, rivers, gorges, nature reserves and canals. Walk or cycle on our tracks and trails, go on a waterway escape or an adrenalin adventure on a canoe, kayak or coracle. Take to the skies with a gliding experience over the Shropshire Hills. Climb to new heights on our tree top adventures at Skyreach in Telford or rock climb at Newport Rocks.

## World Heritage

Walk through World Heritage - A visit to Shropshire is a journey through history, heritage and culture. Visit the Ironbridge Gorge World Heritage Site in Telford, the majestic Wroxeter Roman City and explore stately homes, some even that are famous in film. Walk in the steps of adventurers, inventors and legends. Immerse yourself in Shrewsbury, the home of the great Charles Darwin. Fire your imagination in the birthplace of the Industrial Revolution and discover the home of the world's first electric car inventor. Step back in time and visit to the 52 acre Blists Hill Victorian Town or step on board for a magical journey on board Severn Valley Railway.

## Destination highlights

- Picturesque towns and villages on every road.
- Home to a World Heritage Site, Meres and outstanding landscapes.
- From steam trains and boats to a former prison and award winning gardens.

## Arts and Culture

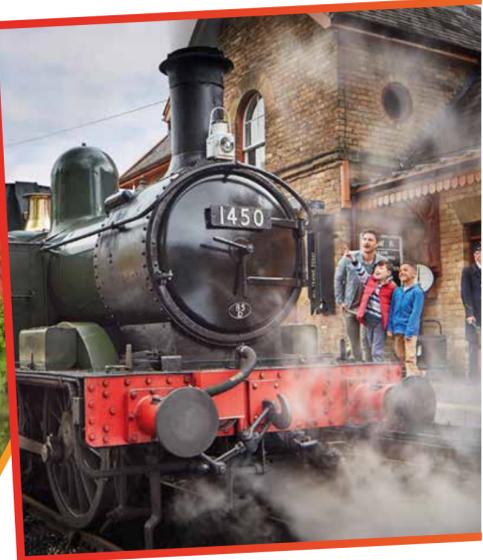
The creative spirit of Shropshire makes it a mecca for artists, artisans, writers and creative industries. Meet the makers at Maws Craft Centre, learn to build a bike or create a coracle or try your hand at jewellery making, candle dipping or yarnng.

## Food & Drink

Shropshire is one of England's most respected food producers. As well as being home to the internationally acclaimed Ludlow Food Festival and a fantastic range of dining venues, Shropshire's micro brewery's, vineyards and cookery schools offer a host of day and short break courses.

## Secret Gardens

Shropshire gifted the world with the scent of sweet peas and is home to the famous David Austin Roses. With over 30 gardens and historic parklands, it's a place blooming with beauty offering great days out for all.



## Getting there

With 19 Railway Stations across Shropshire the train is one of the easiest ways to get around. We also have an extensive bus network covering urban and rural areas with Park and Ride services available in Shrewsbury and Ludlow (not Sundays). We also have various free parking initiatives across the county all of which can be found here.

## Journey Times

### To Manchester:

By car - 1 hour  
By rail - 1 hour

### To London:

By car - 1.75 hours  
By rail - 1.5 hours

### To Edinburgh:

By car - 1.5 hours  
By rail - 1 hour

## Getting around



### Air

Birmingham is our closest airport with a direct line from Shrewsbury and Telford plus a number of stations along this line. Birmingham Airport to Shrewsbury is 75 minutes. Manchester airport is reachable via one change at Crewe with a journey time of 79 minutes. Both services operated by Transport for Wales.



### Rail

Shropshire is blessed by having a main interchange station on the West Coast network in Shrewsbury, here trains are available direct to London, Birmingham, Cardiff, Manchester, Aberystwyth and Holyhead to name a few. With 19 stations throughout the county you can discover a vast array using the train. You can also access the Heart of Wales line here for a more scenic trip from South Wales.



### Road

Shropshire is accessed by motorway via the M54 from the (East) Birmingham direction although you can access via a more scenic route of the A49 from the South and North. Connections to North Wales and Chester are via the A5 with the A458 directly connecting Mid Wales.



SHROPSHIRE

## ACTON SCOTT HISTORIC WORKING FARM

Situated in the estate's 18th century Home Farm buildings, Acton Scott's Historic Working Farm is a wonderful visitor attraction for all the family to enjoy. Conceived by Thomas Acton more than a generation ago to keep alive the 19th century farming practices he grew up with, the farm was the first of its kind and has been much copied since.

Cruise downstream past the Royal Shakespeare Theatre and Holy Trinity Church (the site of Shakespeare's tomb) and upstream passing under the 15th Century Clopton Bridge. Once through the bridge, the scenery changes as we discover peaceful river-banks and meadows with glimpses of large secluded houses and beautiful river-side gardens. Hire one of our fleet of passenger launches with crew for your own private use. Choose a departure time and book a trip for up to 1 1/2 hours. Our cruises are always popular for those wishing to celebrate in style or enjoy some time together in beautiful relaxed setting.

### Highlights

- Go back in time to see a traditional English working farm.
- Meet the Shire Horses along with a whole host of farm friendly animals.
- Daily demonstrations of period skills including Farrier and Blacksmiths.

### Experience details



60 people



2 hours



From £7.50 per person

#### Parking facilities

Yes on site.

#### Accessibility

Disabled facilities - Please be aware uneven ground around farm yard.

#### Availability

10.30am - 4.30pm Sat - Wed (April - November).

#### Languages

English.

SHROPSHIRE

## BLISTS HILL VICTORIAN TOWN

Step right into Queen Victoria's time as you travel back over 100 years to discover the sights, sounds and smells of the Victorian age at Blists Hill Victorian Town, one of the 10 award-winning attractions in the Ironbridge Gorge World Heritage Site.

Meet some (almost) real Victorians in the authentic shops and cosy cottages, buy-curious goods from a bygone era and watch old-time folk go about their daily life. Check out some weird Victorian remedies in the Pharmacy; see pigs, horses and chickens around the town. Take a short trip by car or coach to visit the famous Iron Bridge and soak in the picture-postcard countryside (it's only 5 minutes away). This is the perfect place to explore this tranquil UNESCO World Heritage site - you'll find independent shops, pubs full of character and scenic walks following the mighty River Severn, Britain's longest river.

### Highlights

- Rocket yourself back to the age of steam and see life more than 100 years ago!
- Chat with (almost) real Victorians.
- Walk across the world famous Iron Bridge and discover the Birthplace of Industry.

### Experience details



12+ people



4+ hours



From £15 per person

#### Parking facilities

Free coach parking.

A parking number recognition scheme is in place in car parks. However, Coaches will currently be exempt of these charges. They will need to provide the registration number to reception. Small parking charge for cars.

#### Accessibility

Most areas accessible for all, please visit website for further information

#### Availability

Seven days a week, during summer.

#### Languages

Language PDFs available: French, German, Italian, Spanish and Japanese.



SHROPSHIRE

## STOKESAY COURT

Delve into this stunning late Victorian Mansion, home of the Tallis House in the Oscar Award Winning film 'Atonement' starring Keira Knightley and James McAvoy. Following your 1 hour guided tour, enjoy an Afternoon Tea with free time to explore the extensive gardens overlooking the Shropshire Hills 'Area of Outstanding Natural Beauty'.

1 hour guided tour and Afternoon Tea.

### Highlights

- Guided Tour carried out by the owner of the beautiful mansion.
- Afternoon Tea served in one of the many beautiful period rooms (Dietary requirements in advance).
- Breathtaking views of the Shropshire Hills from the extensive gardens.

### Experience details



35 people



2-3 hours



From £17.50 per person

#### Parking facilities

On site.

#### Accessibility

Wheelchair accessible.

#### Availability

Pre-booking only available on request.

#### Languages

English.

SHROPSHIRE

## IRONBRIDGE CORACLES

Ironbridge Gorge is famous for its beauty and as the birthplace of the Industrial Revolution. But did you know it is also home to a remarkable tradition of making and using coracles? These ancient craft go back thousands of years and were used all over the world, using local sustainable materials to make lightweight craft for fishing, carrying goods and even poaching!

The story of coracles in Ironbridge is also one of humour, ingenuity and poaching. Their humour is best shown famously, by wonderful pieces of folk art such as the Ironbridge Witch and water-based foundry men which the coracle men used to create and fly them across the river - just for fun! Their old shed is a rare survivor of a craft going back to prehistoric times right in the centre of the birthplace of the Industrial world. Their story is now being told in the newly restored Old Shed itself in a fascinating free display viewed through the window. A magical interactive online map joins the Old Shed to a New Coracle Shed where local artists and crafts people have collected many of the original tools, stories and animated characters in a charming, free museum at the Green Wood Centre.

### Highlights

- 2 free museums of coracle life, and humour featuring the mysterious Ironbridge Witch!
- You can follow an interactive Coracle Trail between the two sites. Why not visit and take part in the Coracle Regatta on August Bank Holiday?
- You can sign up for a course to make your own coracle or beginners class to learn to scull a coracle.

### Experience details



Up to 6 people



1-4 hours



See website

#### Parking facilities

Disabled parking at Green Wood Centre and short and long stay parking in Ironbridge.

#### Accessibility

Museums wheelchair accessible, limited access to coracle rides.

#### Availability

See website for availability.

#### Languages

English.





SHROPSHIRE

## ROYAL AIR FORCE MUSEUM MIDLANDS

Explore the fascinating story of the RAF! The RAF Museum Cosford is home to over 75 historic aircraft including the world's oldest Spitfire, the unique TSR2 and the mighty Vulcan bomber to name but a few.

Explore the fascinating story of the RAF and of the thousands of ordinary servicemen and women whose invaluable contribution has shaped the world that we live in today. The Museum is home to over 75 historic aircrafts including the legendary Chinook 'Bravo November' helicopter, the world's oldest Spitfire! Let your imagination take flight inside the National Cold War Exhibition, where you will discover Cold War stories in immersive hotspots and explore exciting displays of aircraft, iconic cars, and tanks. Don't forget to check out the Test Flight hangar, here you will find a collection of prototype aircraft, many were produced in secrecy! Experience flying with the Red Arrows in the amazing 4D Theatre complete with dynamic seat movements, water spray and smoke effects! Step into the Virtual Reality Zone and experience the thrill of flying in a Spitfire during a 6-minute flight in full 360! Or test out the new Typhoon ride on the Flight Simulator, perfect for thrill-seeking visitors of all ages. In the restaurant you will find a great selection of food and drink available, with views overlooking the airfield. And before heading home, don't forget to make a visit to the Museum Shop for a memento of your day.

### Highlights

- Home to over 75 historic aircraft including the world's oldest Spitfire, the unique TSR2 and the mighty Vulcan bomber Meet the Shire Horses along with a whole host of farm
- Restaurant with views overlooking the airfield.

### Experience details

 No limit

**Parking facilities**  
Free coach parking.  
Car parking: £5 all day.

**Accessibility**  
Fully accessible.

 3 hours

 Free

**Availability**  
Open daily from 10am-5pm.  
Closed 24-26 December  
and 1 January.

**Languages**  
English.

SHROPSHIRE

## SEVERN VALLEY RAILWAY

The Severn Valley Railway follows a 16-mile route through the stunning countryside of Worcestershire and Shropshire, passing picturesque towns and villages, and stopping at picture-postcard heritage stations. Hauled by steam locomotives, some of which are more than 100 years old, and traveling in lovingly-restored vintage carriages, it's a chance to step back in time and get away from the cares of everyday life.

The perfect experience for coach tours, the Severn Valley Railway offers a range of dining options, including luxury on-train dining curated by the railway's in-house executive head chef, first class afternoon teas, Gin Trains and Murder Mystery experiences.

There are special events throughout the year, including steam and diesel galas, and themed weekends such as the Vintage Transport Extravaganza, Step Back to the 1940s and Model Railway events. The Ghost and Scream Trains at Halloween are guaranteed to send a chill down everyone's spine, and Christmas wouldn't be complete without a trip on a Santa train, the stunning Steam in Lights services or the Enchanted Express.

On board a Severn Valley Railway heritage train, visitors will experience the golden age of steam as they wind their way along the beautiful Severn Valley.

### Highlights

- Heritage steam railway.
- Stunning countryside route.
- Luxury dining experiences.



### Experience details

 1-200 people

**Parking facilities**  
Yes.

**Accessibility**  
Yes.

 1-12 hours

**Availability**  
Visit website for timetable.

**Languages**  
English.

 Various



SHROPSHIRE

## SHREWSBURY DANA PRISON

Walk in the footsteps of prisoners who have been residents of the wings during the last 400 years. Discover what happens behind the high walls and locked doors. Experience the hidden world of capital punishment and see first hand where executions took place. Jailhouse Tours conducts guided tours run by ex-prison officers who once managed these prisons.

Our two hour tour gives you the opportunity to view out historic building and learn more about their history dating back to 1610.

### Highlights

- Guided Tour carried out by ex prison officers.
- Visit the execution room.
- Explore all aspects of prisoners daily life.

### Experience details

 15-90 people

**Parking facilities**  
Yes.

**Accessibility**  
As a traditional Victorian prison we have a number of stairs leading to the different landings but approx 75% of the tour is accessible from the ground floor.

 2-3 hours

 From £15 per person

**Availability**  
Seven days a week -  
pre-bookings only.

**Languages**  
English.

SHROPSHIRE

## SHROPSHIRE RAFT TOURS

We offer a variety of outdoor activities including canoe and kayak hire, mini raft hire, coracle hire and mega stand-up paddle board hire along the beautiful River Severn located in Ironbridge, Shropshire. See the first ever cast iron bridge in the birthplace of the Industrial Revolution and enjoy the beautiful scenery and wildlife.

Self-hire trips for those seeking a complete and fun-filled Ironbridge Gorge mini adventure.

### Highlights

- An opportunity to paddle under the first ever cast Iron Bridge in the world in this World Heritage site.
- First ever 2 to 4 person coracles to hire in the UK.
- Half and full day hire available.

### Experience details

 Up to 50 people

**Parking facilities**  
Yes.

**Accessibility**  
Unable to cater for those with physical disabilities (no wheelchair access).

 1-6 hours

**Availability**  
April-September.

**Languages**  
English.

 From £9.95 per person



SHROPSHIRE

## BEST WESTERN VALLEY HOTEL



Best Western Valley Hotel is a country house hotel situated in the heart of the UNESCO World Heritage town of Ironbridge Gorge, providing a perfect base for visiting the Ironbridge Gorge Museums. With a Riverside setting and breathtaking views of the surrounding parkland, this charming 44 bedroom Georgian listed building, is the perfect choice for your stay.

Our stylish restaurant continues to be recognised for its culinary excellence by residents and locals alike, guests enjoy the quality of Chef's imaginative food and the attentive service. Best Western Valley Hotel is ideally situated for both business or leisure. For those guests wishing to visit this World Heritage Site, enjoy the Shropshire hills, or learn about the history of the area, the famous Ironbridge is only an 8 minute walk, and all the local places of interest are within walking distance of the hotel. With leisure and fitness facilities on-site, there is no better place to relax and escape everyday life.

### Highlights

- In the heart of Ironbridge world heritage site. Exceptional food and drink with quality service.
- 2 AA rosette awarded restaurant\* to 'Award winning restaurant.'

### Accommodation details

 44 rooms

**Minimum booking term**  
One night.

**Parking facilities**  
Free parking with space for coaches.

**Pick-up service**  
Taxi booking available from Reception and private shuttle bookable in advance.

 Call the Groups Team for rates

**Accessibility**  
One fully compliant bedroom. Restaurant and function room on ground floor.

**Languages**  
English.

**Food**  
Freshly prepared onsite using fresh and local produce.

SHROPSHIRE

## TELFORD HOTEL AND GOLF RESORT



Thoughtfully furnished for stylish comfort, all of our 114 spacious bedrooms are contemporary with luxurious touches. Many have stunning views over the Ironbridge Gorge, and each one has a deep mattress, soft pillows and plenty of space to work or rest.

Bedrooms range from fifty standard guestroom rooms, 33 of which are ground floor with large walk in shower, king rooms and king superior rooms to double deluxe bedrooms. Nine are located within the Hotel's historic 17th Century Darby House, once the former home of Abraham Darby 111 who built the historic Iron Bridge. Over 50 bedrooms are link twin/double bedrooms offering great flexibility for travellers. Our larger Family Rooms are perfect for a fun-filled family trip, with plenty of room for children of all ages, making your stay just that bit more comfortable and convenient. Interconnecting rooms and cots are available on request. Bedroom facilities include air-conditioning, hairdryer, hospitality tray with tea/coffee making facilities, toiletries, iron and ironing board, television.

### Highlights

- Stunning views overlooking the Ironbridge Gorge, Golf Course and Courtyard.
- Tranquil setting for a great nights sleep in fabulous comfortable beds
- Great flexibility with a large number of bedrooms on ground floor with the facility for twin or double beds. Sole occupancy guests are accommodated in double bedrooms (single supplement applies).

### Accommodation details

 114 rooms.

**Minimum booking term**  
Subject to availability - some dates will require a minimum two night stay.

**Parking facilities**  
Over 200 complimentary spaces.

**Pick-up service**  
N/A.

 Visit website for details.

**Accessibility**  
Fully accessible.

**Languages**  
English.

**Food**  
Restaurants available for breakfast, all day dining, lunch, dinner etc.

SHROPSHIRE

## THE LION QUAYS HOTEL



Lion Quays Resort is a truly magnificent setting for any holiday, a pampered weekend away or a family stay in the stunning Shropshire countryside. Lion Quays also proves as an amazing waterside setting for dining experiences with its breathtaking waterside location.

### Highlights

- Amazing waterside location.
- Award winning bedrooms.
- Beautiful canal side dining.

### Accommodation details

 82 Rooms

**Minimum booking term**  
One night.

**Parking facilities**  
Parking for all guests.

**Pick-up service**  
No.

 From £75 per room, per night

**Accessibility**  
Ground floor rooms, four accessible rooms. All facilities are on the ground floor and anything higher has lifts.

**Languages**  
English.

**Food**  
Waterside restaurant, seven days a week - extensive menu.



# DISCOVER... WORLD CLASS CUISINE

The West Midlands food and drink offer is a true representation of the many diverse cultures that call the region home. We are proud to offer a global range of authentic cuisines, with the expertise and passion of award-winning and dedicated chefs. From Michelin-starred dining and unique independents, to the world famous Balti Triangle and street food festivals.

With such a vast collation, you can experience a taste of so many different sides to the West Midlands. Indulge in lavish delicacies and finely crafted cocktails or equally feel at home with hearty, traditional dishes to warm the soul.

## EXPERIENCES

### Eureka Kitchen, Simpsons Birmingham

Fine dining cookery school in Edgbaston Village, where visitors learn the skills of what it takes to be a Michelin-star chef.

### Shakespeare's Distillery, Stratford-upon-Avon

Visitors will enjoy an exclusive tour with the Master Distiller and sample modern gins with a twist of history.

## DID YOU KNOW?



The West Midlands is home to 11 Michelin-starred restaurants, Purnell's, Salt, Peel's Opheem, Upstairs, The Cross at Kenilworth, Pensons, Adam's, The Royal Oak, Simpsons and Carters of Moseley...more than any region outside of London.



The nation's favourite Cadbury chocolate is made right here in the West Midlands.



# SOLIHULL

Solihull is a mix of thriving urban centres alongside idyllic rural villages. With fine dining at Michelin-starred restaurants to the charms of rustic pub grub, magnificent hotels to quaint B&Bs, events and top of the range shopping experiences; Solihull has something to offer every visitor.

Solihull is home to Resorts World Arena, the NEC and Resorts World – offering a range of family friendly entertainment, dining experiences, cinema, shopping and gaming. Resorts World is home to Santai Spa and Leisure Club and hosts one of the UK's largest casinos.

For those looking to relax and unwind, Solihull boasts some of the finest parkland golf courses in the UK. Or maybe choose from scenic and historic walks through its parks and villages with a number of heritage sites to visit.

For thrillseekers, visit the one of a kind attraction, Bear Grylls Adventure; where you can test your limits on the world's most incredible mental and physical challenges. Or spend the day at Land Rover Experience, for an adrenaline pinching off-road adventure.

## Destination highlights

- Perfect blend of urban break and country retreat.
- Set in the heart of the UK.
- Something for everyone – balance of heritage and unique attractions.

Take a trip to Solihull Town Centre for some retail therapy or enjoy one of the many events held in the Town Centre from Local Producer markets to Solihull Summer Fest. There are a growing number of independent bars and restaurants that can be found in Solihull, not only in Solihull Town Centre but in the surrounding villages, enhancing their own unique charm.

Located at the heart of England, Solihull is the gateway to the rest of the Midlands and the perfect base for exploring.



## Getting there



### Air

Solihull is located at the heart of the UK's transport network and is also the home of Birmingham Airport, connecting to 490 destinations worldwide.



### Rail

Solihull is connected to two mainline routes via Birmingham International to Birmingham New Street and London Euston and Solihull Station to Birmingham Moor Street/Snow Hill, Leamington, Warwick, Bicester and London Marylebone.



### Road

At the heart of the motorway network, Solihull is connected to junctions 4, 5 and 6 of the M42, connecting to the M40 and M6.

## Journey Times

### To Birmingham:

By car - 0.5 hours  
By rail - 0.25 hours

### To Manchester:

By car - 0.5 hours  
By rail - 0.25 hours

### To London:

By car - 2.25 hours  
By rail - 1 hour



SOLIHULL

## THE BEAR GRYLLS ADVENTURE

Located at NEC Birmingham within easy reach of the motorway network and just an eight-minute walk from Birmingham International, The Bear Grylls Adventure is the first Adventure Activity Centre of its kind.

You don't have to go to the furthest mountain range or the deepest sea anymore, we've brought it all under one roof in Birmingham! It's all about bringing that spirit of endeavour into one place. This is the UK's ultimate adventure destination where people can experience so many of the world's most exciting challenges.

From Europe's tallest High Ropes to the Royal Marines-inspired Assault Course, The Bear Grylls Adventure boasts an array of activities to challenge adventurers of all ages, abilities and experience levels. Escape the ordinary and experience the awesome at The Bear Grylls Adventure, located at Birmingham's NEC.

### Highlights

- iFLY Indoor Skydive - Get your adrenaline pumping and experience the awesome sensation of free fall flight.
- Shark Dive - Travel beneath the waves for an unforgettable adventure with Black Tip Reef Sharks, Cownose Rays, and tropical fish.
- High Ropes - With 36 different obstacles and at 65ft tall, this is the tallest high ropes course in Europe.

### Experience details



**Parking facilities**  
Use the postcode B40 INT to get to the Bear Grylls Adventure onsite car park, East 5.

**Accessibility**  
All activities can be booked online where activities can be secured for your preferred date. Staff on hand to assist.

**Languages**  
English.

SOLIHULL

## CASTLE BROMWICH SECRET GARDEN EXCLUSIVE GUIDED TOUR

When visiting the West Midlands, a trip to Castle Bromwich Historic Gardens is an unmissable experience. Situated conveniently on the edge of the city, the 10-acre Grade II listed garden transports you back to the Dutch and French influenced formal Gardens of the late 17th century. In England, this garden is a very rare survival example of that style.

The Gardens are restored to as near as possible to the period 1680 to 1762 when they were at their Baroque peak after several generations of the Bridgeman Family (later to become the Earls of Bradford).

One of our expert garden guides will greet you and lead you on a gentle one hour walking tour around these 400 year old historic, rescued gardens. Visitors will experience an extravaganza of plants from around the world, learn about the Garden's rich and diverse living collection and discover a history dating back nearly 350 years. The Holly Maze is a distorted mirror image of the one at Hampton Court Palace designed by George London and Henry Wise.

### Highlights

- Personal tour of the charming 10 acre garden. 4D simulator rides.
- A secret treasure - the countryside in the city.
- Optional add on of cream tea in a box for picnicking.



### Experience details



**Parking facilities**  
Plenty of free parking - narrow entrance road - large coaches may need to park at top of route.

**Accessibility**  
Paths with slopes and grass. Disabled toilets and level access to café.

**Availability**  
On demand - minimum one week notice for weekdays. One month notice for weekends.

**Languages**  
English.



SOLIHULL

## JAGUAR LAND ROVER EXPERIENCE SOLIHULL

Land Rover Experience Solihull - the home of Land Rover - is where the production of Land Rover's world-famous vehicles began in 1948. Today, you can take a guided tour of the state-of-the-art production plant, and see its hi-tech robot army and skilled craftsmen bringing the latest Land Rover vehicles to life.

Land Rover Experience is now in its thirtieth year - having been established at Solihull in May 1989. We welcome over 19,000 visitors a year at our dedicated Experience Centre. Our unique manufacturing and production site tours give guests behind-the-scenes access into how Range Rover, Range Rover Sport, Range Rover Velar and Jaguar F-PACE vehicles are brought to life by our family of robots and highly skilled team. A typical tour is 3 hours in duration and will start in Stampings where aluminium sheets are formed into unrivalled lightweight architecture. Next you'll meet Jaguar Land Rover's robotic army, riveting, sealing and welding in perfect sync, with overhead platforms ensuring a first-class view. Then on to the mind-blowing logistics of Trim and Final, where everything comes together. We can create bespoke tour packages and timings depending on the customers' requirements - with visits as short as 45 minutes through to the full 3 hours.

### Highlights

- The original home of Land Rover since 1948.
- Group tours for up to 150 people.
- Witness customer vehicles come off the production line every 120 seconds, with live commentary provided by your guide.

### Experience details



**Parking facilities**  
Hotel pick up available in Stratford-upon-Avon. If required, ample pay-and-display parking is available in Moreton-in-Marsh.

**Accessibility**  
Disabled access available. Due to logistics of transfers required around the manufacturing site we would request that we are notified of any requirements in advance.

**Availability**  
Tours are available Monday -Thursday 48 weeks of the year (excluding bank holidays), subject to availability.

**Languages**  
English.  
Translators are admitted free of charge. Recommendation: one per ten guests.

SOLIHULL

## ARMED FORCES COMMUNITY GARDEN- HILLFIELD PARK

The Armed Forces Community Garden is an eco-therapy garden located within Hillfield Park. It is a unique space that provides a therapeutic and natural environment for people to explore, soak in and be part of. The various sections within the garden include a sensory wildlife garden, wildflower and meadow area and a newly-planted woodland. These different areas offer an engaging outdoor space that aims to aid physical and mental wellbeing. The seated areas in garden also ensure peaceful surroundings for relaxation and rest.

The Garden aims to provide a place of reflection and inspiration for veterans, currently serving, the injured, sick, and wounded and their families as well as being enjoyed daily by the local community and visitors from further afield. The Armed Forces Community Garden, delivered by Balfour Beatty Living Places for Solihull Council, was crowned winner of the Judges' Award at the Institution of Civil Engineers West Midlands Award.

### Experience details



**Parking facilities**  
Park Carpark- off Monkspath Hall Rd.

**Accessibility**  
Fully accessible.

**Availability**  
N/A.

**Languages**  
English.



SOLIHULL

# CROWNE PLAZA SOLIHULL



A luxurious lakeside hotel near the NEC with restaurant, Fitness Centre and a pool. The Crowne Plaza® Solihull hotel lies in quiet, leafy grounds in Solihull town centre, just off the M42 motorway. It's a 12-minute drive to shows at the National Exhibition Centre (NEC) and concerts at the neighbouring Resorts World Arena. Centrally located, it is within easy reach of the region's attractions, central Birmingham and Birmingham Airport (BHX) is just four miles away.

The hotel is steps from Touchwood shopping complex housing stores, restaurants and multiplex cinema. Popular attractions like Cadbury World chocolate factory and Warwick Castle are just a short drive away. When you return, take a dip in the heated pool, work out at the well-equipped Fitness Centre and relax in the steam room. Relax in front of the TV, grab a bit to eat or socialise in the hotel lobby.

### Highlights

- Award winning, luxurious lakeside hotel in leafy grounds of Solihull town centre.
- Central location for exploring the region's attractions.
- Fitness centre with swimming pool and Jacuzzi.

### Accommodation details

 790 rooms

**Minimum booking term**  
20 rooms for B2B bookings

**Parking facilities**  
Yes (180 free spaces) and electric vehicle charging points.

**Pick-up service**  
No.

 From £90

**Accessibility**  
Fully accessible with two accessible bedrooms.

**Languages**  
English.

**Food**  
Breakfast included.

SHAKESPEARE'S ENGLAND

# HILTON BIRMINGHAM METROPOLE HOTEL



Located on the National Exhibition Campus (N.E.C) Campus and just minutes from the Resorts World Entertainment Complex, the Hilton Birmingham Metropole is the UK's largest accommodation and conference hotel outside of London within the UK.

Situated within 65 acres of private grounds, the hotel is tucked away amid woodland and beautifully maintained green land. Ideal for lone travellers, couples or families, it comprises 197 bedrooms and has accommodation for all needs - from standard or privilege bedrooms in our modern part of the hotel, to newly refurbished apartments ideal for families, ending with the grand superior and suite bedrooms located in our 16th century Grade II listed Walton Hall. Equipped with an in-house bar and restaurant as well as leisure facilities, including spa treatment rooms, a swimming pool and a gym, this hotel is ideal for your break.

### Highlights

- Fantastic location in the heart of Warwickshire, situated within 65 acres of private grounds.
- Located on the bank of river Dene.
- Historic 16th century Grade II listed building with a friendly team of staff to tell local stories.

### Accommodation details

 789 rooms

**Minimum booking term**  
9+ rooms for B2B bookings.

**Parking facilities**  
Over 250 complimentary car parking spaces.

**Pick-up service**  
No.

 From £90

**Accessibility**  
Accessible rooms are available. Please contact the hotel for more information.

**Languages**  
English.

**Food**  
On site restaurant and breakfast available.

SOLIHULL

# VOCO® ST. JOHN'S SOLIHULL



Situated in the charming West Midlands town of Solihull, within walking distance to Solihull Town Centre and Solihull Train Station and five miles from Birmingham Airport, voco® St. John's Solihull offers a central location ideal for conferences, events, weddings, and much more.

Relax in style in any of our 201 guest rooms and suites, where the classic ambience is seamlessly infused with modern comforts like free Wi-Fi, plush bedding and flat-screen televisions with cable and satellite programming. After a day of meetings or exploring the area, treat yourself to a soothing swim in the indoor pool or relax in the sauna. Our fully equipped Health Club has everything you need, from modern weight and cardio equipment to personal trainers to guide you through your workout. From ceremonies and celebrations to conferences and training sessions, voco® St. John's Solihull offers exceptional event spaces effortlessly tailored to any occasion. Enjoy ease of planning and catering crafted from local ingredients with the help of our dedicated conference team.

### Highlights

- Luxury Accommodation in the heart of Solihull.
- Pet Friendly
- Spa and Gym

### Accommodation details

 600 rooms

**Minimum booking term**  
N/A.

**Parking facilities**  
Yes.

**Pick-up service**  
No.

 See website

**Accessibility**  
Yes.

**Languages**  
English.

**Food**  
N/A.



# DISCOVER... A REGION RICH IN ART AND CULTURE

A cultural heartland. The West Midlands has produced leading figures in the world of literature, music and the performing arts, from JRR Tolkien to Led Zeppelin. Culture in the region contributes to the quality of life for residents and the £6bn visitor economy.

The region is a proud host to an eclectic calendar of festivals and events taking place all year round, from sport to music, literature to dance. Annual events include the International Dance Festival, Stratford-upon-Avon Literature Festival and the World Gymnastics Championships.

## EXPERIENCES

### Black Country Living Museum, Dudley

Experience the UK's largest open air museum and home of the BBC awarding winning series Peaky Blinders.

### Coffin Works tour, The Jewellery Quarter in Birmingham

High quality coffin furniture that's fit for royals, this tour is totally unique and leaves visitors amazed at Birmingham's Industrial history.

## DID YOU KNOW?



Coventry was awarded the UK City of Culture 2021.



Birmingham is the only city outside of London with its own Royal Ballet and Symphony Orchestra.



# WORCESTERSHIRE

This beautiful county of Worcestershire comprises of magnificent hills, waterways and countryside routes, which make it the perfect location for any outdoor enthusiast.

The story of the county's rich heritage and splendour is told in a number of fascinating museums, which are scattered throughout Worcestershire's collection of historical town centres.

## Outstanding beauty

Worcestershire is a county of outstanding beauty, best explored through its natural landscapes. A stroll across the Malvern Hills is a must for any visitor to this part of the world – the hills offer the highest vantage point in the county, and, on a clear day, offer stunning views over Worcestershire and Herefordshire to the mountains of Wales. A visit to Arrow Valley Country Park in Redditch or Clent Hills near Bromsgrove are also not to be missed, the views from Clent are equally as awe-inspiring. Worcestershire's rivers and canals allow for fantastic exploration – enjoy boating, walking and cycling along Worcestershire waterways including the River Severn, Britain's longest river.

## The sum of many (stunning) parts

The county encompasses a number of historic towns – Worcester itself, is a beautiful, historic cathedral city, the aforementioned Malvern Hills area includes Malvern, Upton upon Severn and Tenbury Wells, and Worcestershire's beautiful Vale and Spa includes Broadway (the jewel of the Worcestershire Cotswolds), Droitwich Spa, Evesham, and Pershore. There is also North Worcestershire, which includes Bewdley, Bromsgrove, Kidderminster, Redditch, and Stourport-on-Severn.

## Destination highlights

- An abundance of stunning scenery and views, including the mighty River Severn and Malvern Hills.
- Vibrant centres and an historic heart.
- Wonderful parks and open spaces provide a haven for wildlife.

## History and heritage

Back in Worcestershire's town centres there are a wide-range of museums to discover including Worcester Museum and the Commandery in the city centre, the Avoncroft Museum of Historic Buildings in Bromsgrove, Bewdley Museum, and the Pump Rooms in Tenbury Wells. Worcestershire is also home to many independent shops and boutiques and a number of craft centres where you can see local artisans at work – here you'll have the opportunity to purchase their unique wares.

Returning to nature (it is hard to resist here!), there are a number of stunning formal gardens located across the county. A visit to the Wyre Forest Discovery Centre with its waymarked trails through 6,000 acres of forest with off-road family cycling routes and bridleways makes for a great visit. You can also enjoy seeing some of the world's most beautiful animals at the West Midlands Safari & Leisure Park.

As to be expected in an area so rich in heritage, there is a full programme of events and activities across Worcestershire to enjoy throughout the year, so whenever you decide to visit there is always something to appreciate.



## Getting Around

All Worcestershire bus information is held on the Traveline West Midlands website where you can plan your journey and search for bus timetables. First Bus Worcestershire offers over 30 bus routes taking you around the county.

## Journey Times

### To Birmingham:

By car – 0.5-1 hour  
By rail – 0.5-1 hour

### To Manchester:

By car – 2.5 hours  
By rail – 2.5 hours

### To London:

By car – 2.5 hours  
By rail – 2 hours

## Getting around



### Air

The closest international airport to Worcestershire is Birmingham Airport. Worcester is located 38 miles (50 mins) from Birmingham Airport via the M42 (Junction 6) and M5 motorways.



### Rail

Mainline railway stations are located in: Worcester, Worcestershire Parkway, Malvern, Droitwich Spa, Pershore, Evesham, Redditch, Bromsgrove, Kidderminster, Alvechurch, Barnt Green, Blakedown, Hagley, Hartlebury, Honeybourne and Wythall.

The Severn Valley Railway is a heritage railway in Shropshire and Worcestershire.

The Gloucestershire Warwickshire Railway is a heritage railway offering a round trip of 28 miles.



### Road

Worcester has excellent access links to the rest of the country via the M5 motorway – Junction 7 (Worcester South) and Junction 6 (Worcester North).

## COTSWOLDS IN A DAY TOUR WITH GO COTSWOLDS



First-time visitor to the Cotswolds, or only have one day to explore? This is the tour of the Cotswolds for you! On our award-winning Cotswolds in a Day tour, you'll visit some of the most popular and beautiful Cotswold towns and villages. There's incredible scenery and some hidden gems too.

Between stops, we'll drive you along lesser-travelled narrow country lanes. Being locals, we'll bring the Cotswolds region to life with a fun, fact-filled live commentary.

We'll pick you up from any hotel, guesthouse or address in Stratford-upon-Avon, as well as Stratford-upon-Avon train station, Moreton-in-Marsh train station and Chipping Campden. Our pick-up points are easy to get to by train from London, Oxford or Birmingham.

### Highlights

- With a qualified, expert local guide, discover the highlights of the Cotswolds in a day, including popular towns, secret villages and incredible views.
- Souvenir maps provided, with photos, information and our local recommendations of things to see and do at each stop.
- Travel the back roads and see over the hedges in our comfortable 17-seater minibus, with live commentary provided by your guide.

### Experience details



16 people



8 hours



£45 adults 16+,  
£36 children under 16

### Parking facilities

Hotel pick up available in Stratford-upon-Avon. If required, ample pay-and-display parking is available in Moreton-in-Marsh

### Availability

Fridays from 4pm.

### Accessibility

Not wheelchair accessible, see our access statement for further details: [gocotswolds.co.uk/access-statement/](http://gocotswolds.co.uk/access-statement/)

### Languages

English, Portuguese.

## MUSEUM OF ROYAL WORCESTER



Discover 250 years of colourful history through the world's largest collection of Worcester porcelain at the Museum of Royal Worcester. The Museum holds the largest collection of Worcester porcelain in the world and has recently undergone a major £1.7 million refurbishment supported by the Heritage Lottery Fund.

Stunning new displays with rich colours drawn from the porcelain itself provide a world-class setting for this rich heritage of three centuries of skill and design. An introductory film features Henry and John Sandon and an audio guide free with entry provides insight into the displays. Discover some of the earliest porcelain made in Britain dating from 1751 and see how tastes and habits changed from Georgian to Victorian times and into the 20th century with wartime and the invention of oven to tableware.

Hands-on interactive exhibits in the new galleries invite all generations to discover more about the history of invention and innovation in the City.

### Highlights

- The world's largest collection of Worcester porcelain.
- Beautifully refurbished displays paying homage to three centuries of design and skill.
- Talks and refreshment packages available for pre-booked groups.

### Experience details



200 capacity - groups up to 55



1-1.5 hours



From £6.50 per person

### Parking facilities

King Street car park - walking distance. Blue Badge holders park free (3 hours) on Severn Street.

### Accessibility

Fully accessible. Gallery stools and wheelchairs available on request.

### Availability

Monday - Saturday, 10am - 5pm. Sunday, 10am - 4pm. Closed: Easter Sunday, Christmas and Boxing Day.

### Languages

Free English-language audio guides, subject to availability.

## WEST MIDLANDS SAFARI PARK



West Midland Safari Park is an award-winning attraction, located in the heart of Worcestershire. It's home to a variety of all-weather attractions, including a four-mile Safari Drive-through, Adventure Theme Park and walk-through exhibits.

Come face-to-face with some of the world's most beautiful and critically endangered animals from the comfort of your own car, such as the gentle giraffe, or the ferocious lions and tigers.

Discover more on foot, as you can walk through exhibits to see penguins, meerkats, lorikeets, hippos, and the fantastic Land of the Living Dinosaurs, to see life-sized beasts that once roamed the earth!

### Highlights

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### Languages

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## WITLEY COURT AND GARDENS



Visit the spectacular romantic ruins of Witley Court and Gardens and step back in time to a bygone age of great wealth and extravagance. Bring a picnic and enjoy the beautiful formal gardens, woodland walks, wilderness play area and amazing fountains - a magical world for all to explore.

Witley Court was once of the great country houses of England, reaching its peak in the Victorian period when it was the setting for extravagant parties and royal entertainments. After a devastating fire in 1937, however, it became one of the country's most spectacular ruins. It is still possible to gain a sense of the opulence and scale of the 19th century interiors, as well as to see the earlier layers of the building's history laid bare by the fire.

### Highlights

- Explore the full height of the tower built by Leicester to court Elizabeth I
- Walk in the footsteps of the great Tudor queen through the garden and imagine the opulence and splendour of Elizabethan Kenilworth.
- Visit the fascinating exhibition about the famous royal romance between the queen and her ambitious courtier, Robert Dudley.

### Experience details



No restrictions



2 hours



From £5.40 per person

### Parking facilities

Free car parking available on site. Free parking for up to six coaches

### Accessibility

Accessible.

### Availability

See website for opening times.

### Languages

English.

WORCESTERSHIRE

## WORCESTER CATHEDRAL



A magnificent building and one of the most interesting of England's Cathedrals, with wonderful end-to-end vistas inside and every period of early English architecture on display. A place of prayer and worship for 14 centuries, and home to the Three Choirs Festival, the oldest choral festival in existence.

See King John's tomb, Prince Arthur's Chantry, an early 12th century Chapter House, St. Wulfstan's Crypt, medieval Cloister, and beautiful Victorian stained glass.

Take on the challenge and climb the 235 steps of Worcester Cathedral Tower to see spectacular views of the city and surrounding area. The tower is open from February until the end of October at weekends and during school holidays (weather permitting).

The Cathedral holds services three times a day, including Choral Evensong most days. We also offer a programme of inspiring events including concerts, educational activities, and free recitals and exhibitions.

### Highlights

- The royal tombs of King John and Prince Arthur.
- Norman Crypt.
- Medieval Library.

### Experience details

 **Approx 80 people**

 **1-1.5 hours**

 **From £7 per person**

#### Parking facilities

Car Parking is available in King's Street Car Park and Cathedral Square Car Park which are close to the Cathedral.

#### Availability

Available all year round.

#### Languages

English.

#### Accessibility

Not accessible for wheelchair

WORCESTERSHIRE

## GREAT MALVERN: ROUTE TO THE HILLS



As well as paid-for attractions, the heart of England also has lots of free activities and venues for visitors to enjoy and explore. Come and explore our town and take the Route to the Hills trail. Connecting the town with the hills, it takes in beautiful parks, amazing views, ancient buildings and fascinating history.

Find out about the hardships of the Victorian water cure, the life and inspiration of Edward Elgar, secret Second World War research projects, medieval monks and a royal donkey!

The route begins at Great Malvern railway station. From there it's a steep but short walk towards the town centre and the hills. You'll find plenty to explore (and lots of benches and cafés) along the way. Look out for new artworks, information panels, pavement studs and quirky benches. Allow at least 45 minutes from start to finish - and don't forget to pick up your free guide book from Malvern Tourist Information Centre or Malvern Museum of Local History. Come for the day and see what you'll discover.

### Highlights

- A railway station for the discerning passenger.
- Happy Valley, once home to many of Great Malvern's famous donkeys.
- Stunning Views over Great Malvern.
- Learn about the history of Great Malvern from Benedictine Monks to the Water Cure, from Sir Edward Elgar to C.S Lewis and JRR Tolkien.

### Experience details

 **No restrictions**

 **45+ minutes**

 **Free**

#### Parking facilities

Pay and Display car park on Priory Road.

#### Accessibility

Not accessible for wheelchair users. Route is steep in places.

#### Availability

Available all year round.

#### Languages

English.



WORCESTERSHIRE

# SAFARI LODGES AT WEST MIDLAND'S SAFARI PARK

Safari Lodges offers dream staycations in the Heart of England. This new accommodation offering provides guests with an incredible overnight stay, with an unforgettable wildlife experience. There is a mixture of luxury lodges and premium cottages on offer; each lodge is integrated onto the newly-updated Safari, with spectacular views overlooking the elephant, cheetah, giraffe or rhino habitats. The two cottages are then nestled into the walk-through Discovery Trail, overlooking the gorgeous red pandas, and have been expertly refurbished with Nepalese design influences.

## Highlights

- Relax in a luxurious Lodge with amazing animals outside your window.
- Enjoy delicious dinner and breakfast, delivered to your Lodge.
- Experience the rest of the Safari Park and attractions with two-day admission tickets included in packages.



## Accommodation details



N/A

**Minimum booking term**  
One night.

**Parking facilities**  
Free parking on site.

**Pick-up service**  
N/A.

**Accessibility**  
We have a specifically designed Elephant Lodge, which is wheelchair-friendly. It includes additional design enhancements for those with accessibility needs and can be selected via our website when making a booking.



From £490 per night, based on 2 people

**Languages**  
English.

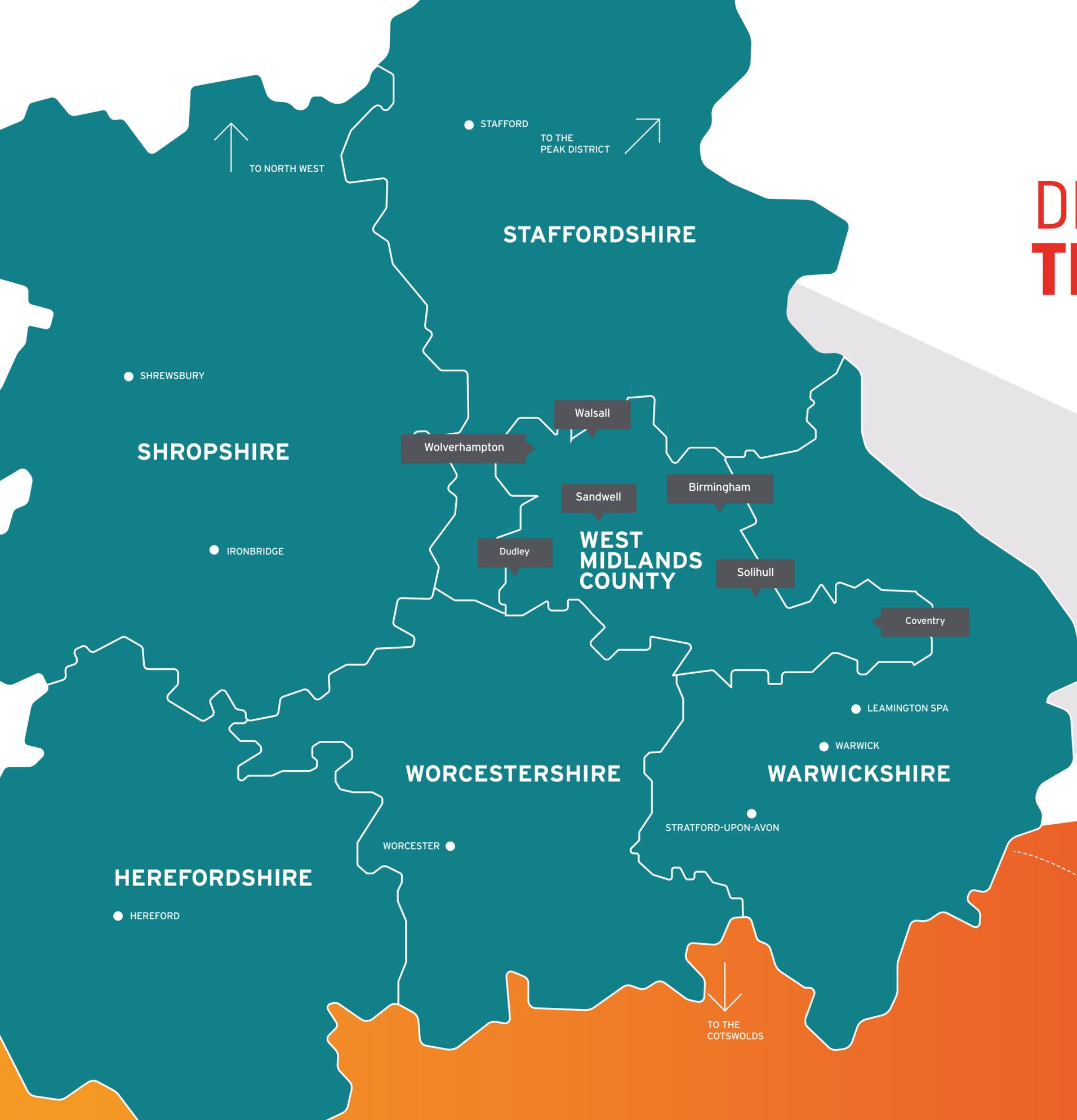
**Food**  
Dining room on-site serving breakfast daily. Dinner Thursday - Sunday and lunch on Sunday.

Afternoon tea available daily.



Chipping Campden, West Midlands Safari Park, Cotswold Lavender, Snowhill and Broadway Tower

# DISCOVER... THE HEART OF ENGLAND



HEREFORDSHIRE

WORCESTERSHIRE

WARWICKSHIRE

STAFFORDSHIRE

SHROPSHIRE

WEST  
MIDLANDS  
COUNTY

WE LOOK FORWARD TO  
WELCOMING YOUR CLIENTS  
**TO THE HEART  
OF ENGLAND**

**WHAT HAPPENS NEXT?**

If you are looking to find out more please get in touch with a member of our Travel Trade Team.



[trade@wmgrowth.com](mailto:trade@wmgrowth.com)

