



## DISCOVER THE HEART OF ENGLAND IN WORCESTERSHIRE

*Experience Worcester's magnificent Cathedral and its world-renowned  
Worcester Porcelain, the piquant Worcestershire Sauce and the most  
picturesque cricket ground in the country.*



# SAMPLE PROGRAMME FOR EXPLORING WORCESTERSHIRE

## Day 1-2

Worcester has a wealth of sightseeing options. Many of which can be explored on foot. You can choose from:

- [Worcester Cathedral](#), situated on the [River Severn](#) in the city centre is counted among England's most beautiful cathedrals. Worcester Cathedral was rebuilt in the 11th century and work would last until the start of the 16th century. College Green is a little park just south of the cathedral has been a public green since the Reformation.
- [Greyfriars House & Garden](#), a National Trust property since 1966, the 500-year-old Tudor Grade I listed building is named for a former Franciscan priory that used to be nearby.
- [Tudor House Museum](#) offers another enthralling half-timbered house on Friar Street, the free Tudor House Museum. This 16th century dwelling started out as a compound of weaver's cottages.
- [Museum of Royal Worcester](#) - the largest collection of Royal Worcester porcelain in the world is on show at the factory's former building on Severn Street.



- [Worcester Guildhall](#) is the city hall, set back from the High Street's western frontage, which gives you a chance to stand back and admire its façade. It is a truly beautiful building which dates back to 1721. It has a fascinating history and today it offers both visitors and residents a glimpse of Worcester's rich and varied heritage. Inside you can make your way to the stupendous Italianate Assembly Room.
- [Infirmery Museum](#), a beautiful Georgian building a few steps from the City Art Gallery and Museum in Foregate Street was the Worcester Royal Infirmary from 1771 to 2002. It offers a small interactive exhibition combining history, science, art and technology to explore the medical stories of one of England's oldest infirmaries.
- [The Firs – Elgar's Birthplace Museum](#) – which celebrates the English composer, many of whose works have entered the British and international classical concert repertoire. Among his best-known compositions are orchestral works including the Enigma Variations, the Pomp and Circumstance Marches, concertos for violin and cello. His musical influences mainly came from continental Europe. Three miles into the Worcestershire countryside at Lower Broadheath, The Firs is the humble cottage where Elgar was born in 1857.
- [Sir Edward Elgar Statue](#) stands close to where his father had a music shop, facing the cathedral at the end of Worcester High Street - opposite Worcester Cathedral.

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## Day 3

Journey to Malvern, located about 8 miles to the south west of Worcester.

First stop is the town of Great Malvern, rich in heritage. The growth of Great Malvern began in the 11th Century with the founding of the [Great Malvern Priory](#) and then in Victorian times when it became a health and well-being tourism destination. Visitors enjoyed the healing properties of Malvern Water and experience the famous water cure. Visit the magnificent Great Malvern Priory and its stunning medieval stained-glass.



Or maybe take a tour of the [Morgan Motor Car factory](#). The town is nestled on the eastern slopes of the magnificent Malvern Hills which on clear days provide stunning views of the Malvern and the Worcestershire countryside to the east, and the county of Herefordshire to the west. You can also see beyond Herefordshire to the Black Mountains in Wales. So it is well worth putting on your walking shoes.

[Upton upon Severn](#)— just south of Malvern, Upton upon Severn is an idyllic riverside town that combines relaxation with a lively atmosphere. Situated on the banks of the [River Severn](#), the town plays host to a varied programme of popular events throughout the summer months, which attracts thousands of visitors to the town. Explore the town's historic past at ['The Pepperpot' Heritage Centre](#) and Tudor House Museum, or maybe enjoy a boat trip on the River Severn



[Tenbury Wells](#) – located to the north of the Malvern Hills in the serene [Teme Valley](#) offers wonderful walking and cycling trails. Visitors can enjoy a walk around the quiet market town taking in an eclectic mix of architecture. From the Pump Rooms where you can learn more about a distinctive and unusual part of Tenbury's history to the [Art Deco Regal Cinema](#) which is decorated with murals by celebrated artist George Legg. You can also head into the Teme Valley to Shelsley Walsh for the oldest hill climb in the country. Tenbury and the Teme Valley is the perfect spot for walking, cycling or driving. You can even head out on an alpaca walking adventure.



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## Day 4

Journey to [Droitwich Spa](#) today. Located about 6 miles to the north of Worcester. Salt is perhaps the most renowned product from this town. It has been harvested by evaporating spring water since before the Iron Age, used to pay Roman Soldiers, and now Droitwich's very own salt can be purchased once again. The town owes its existence to the natural brine springs below the ground.

[The Lido](#) is one of the few remaining inland, open-air salt water swimming pools in the UK. The main town centre has many independent shops, food and drink outlets. Surrounded by beautiful countryside and a destination on the Worcester-Birmingham Canal, Droitwich Spa is very well connected and appeals to a variety of interests. Nearby you find [Hanbury Hall](#), a large stately home, built in the early 18th century, standing in parkland at Hanbury. The main range has two storeys and is built of red brick in the Queen Anne style. It is a Grade I listed building. The associated Orangery and Long Gallery pavilion ranges are listed Grade II\*.



[Pershore](#) is located about 10 miles to the south east of Worcester, Pershore is a beautiful tranquil market town on the banks of the River Avon, best known for its Abbey and locally grown plum. The latter is the catalyst for the multi-ward winning Plum Festival, generating thousands of visitors. The main town centre has many independent shops, food and drink outlets.

For over 1300 years [Pershore Abbey](#) has been a centre for Christian worship and life, from its early beginnings as a Saxon monastery to today, as people of all ages still gather to pray, share their spiritual journey and mark significant life events in this place.

The natural habitats created in and around the town, via the [Avon Meadow Wetlands](#), enable a thriving wildlife environment. [Evesham](#) located about 6 miles to the south east of Pershore has many tales to tell. Renowned for commercial market gardening and home to Vale of Evesham Asparagus, local produce is of top quality because of exceptionally fertile soil.

The glorious [River Avon](#) meanders through the town. The main High Street has many independent shops, food and drink outlets, and also an indoor market. [The Bell Tower](#) is the town's last remaining monument following the dissolution of the Monasteries by King Henry VIII. It was also the venue of Simon de Montfort's death following the famous battle of Evesham in 1265.





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**Broadway** – located about 7 miles to the south east of Evesham, and often portrayed as a picture-postcard village, Broadway is situated in the Cotswolds, a nationally recognised Area of Outstanding Natural Beauty. Being the jewel of the Worcestershire Cotswolds makes Broadway a favoured tourist destination in the UK, attracting thousands of visitors worldwide. One of its most popular attractions is **Broadway Tower** – a unique Capability Brown Folly Tower and the second highest points on the Cotswold escarpment. Travel is aided with the newly re-opened steam railway, creating links with surrounding towns and villages.



## Day 5-6

**Stourport-on-Severn** – located about 12 miles to the north of Worcester, is a Georgian river and canal side town filled with interesting independent shops, a choice of places to eat and drink, a lively music scene plus seasonal and regular events.

The Riverside Meadows, play areas and amusement park provide outdoor entertainment, both on or by the water, for all ages within easy walking distance. The restored and unique historic canal basins, home to waterside apartments and over 100 boats provide a tranquil and picturesque scene for heritage themed events. The town has a unique and fascinating history dating back to when the Staffordshire and Worcestershire Canal was completed in 1771 with water continuing to play a key role in its daily life.



**Kidderminster** – located about 5 miles to the north of Stourport-on-Severn, is just 17 miles south west of Birmingham. Kidderminster has a rich industrial heritage evident in its many fine buildings. The River Stour and the Staffordshire and Worcestershire Canal connect to the unique Museum of Carpet in the town centre, nearby to which is the starting point for the world famous Severn Valley Heritage Railway. **The Town Hall**, a beautiful Victorian building, hosts a range of entertainment. There are three shopping centres and a busy retail park, together with numerous pubs, town and riverside restaurants and cafes plus a two days per week outdoor retail market.

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## Day 5-6

[Severn Valley Heritage Railway](#) - the 16-mile heritage line runs along the Severn Valley from Bridgnorth to Kidderminster, crossing the Shropshire/Worcestershire border, following the course of the River Severn for much of its route. [Bewdley](#) located about 3 miles to the west of Kidderminster, with its unique charm and many listed buildings is a town offering an appealing shopping and riverside location with a range of pubs, eateries and even its own micro-brewery. Why not travel into or from Bewdley on the Severn Valley Heritage Railway?

At its heart is the much acclaimed [Bewdley Museum](#) and [Tourist Information Centre](#). Be sure to visit the award winning [Jubilee Gardens](#) and [Community Orchard](#) which is located behind the museum. Close to the town is the [West Midland Safari & Leisure Park](#) (where you can get up close to rhinos, zebras, giraffes and many more on the drive-through and experience the many other things to see and do). Also close by is the ancient woodland of the [Wyre Forest](#), featuring a ["Go Ape"](#) high wire experience, way marked walks, cycle and horse trails.



[Bromsgrove](#) located about 16 miles to the north east of Worcester, is a traditional market town of character, surrounded by beautiful rolling countryside. There is also a range of independent shops, pubs and eateries as well as an established outdoor market. Further afield, great food and drink, real ale pubs, canal side restaurants and country pubs provide a great choice for visitors. Visit historic buildings at the award winning open air.

[Avoncroft Museum](#), which is home to over 30 historic buildings and structures which have been rescued and re-built in rural Worcestershire.

Redditch located about 7 miles to the east of Bromsgrove, is a successful mix of old and new, and home to the National Needle Museum, the historic ruins of the 12th Century. [Bordesley Abbey](#) and the remains of a medieval moated settlement at 'Moons Moat'. The modern [Kingfisher Shopping Centre](#) features a restaurant quarter, cinema and gym. Outside of the Kingfisher Centre, the [Church Green](#) conservation area houses the 18th Century [St Stephen's Church](#), bandstand with events throughout the year, Bartlett Fountain, the established open air market and recently installed memorial to John Bonham (drummer for Led Zeppelin).

There is also the [Edwardian Palace Theatre](#), along with golf, sports centres, a national standard BMX track, wild life, Green Flag Countryside Parks, bars, restaurants, cafes and bingo hall.



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## For more active experiences, why not try:

- **Eating and Drinking** – Worcester is home to a multitude of excellent restaurants with cuisine from around the world. From vintage tea rooms to riverside alfresco dining, Worcester caters for every taste and budget. Many restaurants and cafes pride themselves on sourcing their food locally and there are a number of vegetarian and vegan friendly outlets as well.
- **Shopping** – the city boasts some of the country's most well-loved retailers as well as many brilliant independent shops and boutiques. You can find one-off gifts, luxury fashion, collectible books, everyday necessities, antique discoveries and much more.
- **Waterways** – the mighty River Severn, Britain's longest river runs from the Welsh mountains to the Bristol Channel. Along its journey it winds through Worcester city centre, with scenic views, relaxing environments and plenty of opportunities to spot wildlife. Worcester is also located on the junctions of the River Severn and the Worcester and Birmingham Canal, with the Cathedral visible from the water and mooring points along the route. The towpath is well maintained and provides ample opportunity to explore the scenery on foot or by bike.
- **Trails** – You find a number of self-guided trails on the website

Or why not book a guided tour to hear stories told by some of our expert local expert tour guides?



## Or, venture out to these beauty spots:

- **Arrow Valley Country Park** in Redditch provides 900 acres of public open space and incorporates the 27 acres Arrow Valley lake.
- North Worcestershire hosts two unique and spectacular arboretums at **Arley** and **Bodenham** (both located in the area just north of Bewdley and Kidderminster) containing rare and glorious trees, waterside features and landscaped settings plus trails and café/restaurant.
- **Wyre Forest**, with its educational centre, offers visitors of all ages a range of woodland walks, horse/cycle trails and play/picnic areas set amongst ancient oak and fir trees, featuring a popular café. 6,000 acres of woodland survives that once stretched along the Severn Valley from Worcester.
- Head for the hills – **Clent**, **Waseley** and **Lickey Hills** are all located near Bromsgrove and provide great walks with tea rooms and car parks.

For more information visit [www.visitworcestershire.org/](http://www.visitworcestershire.org/)