

Looking for the perfect destination for a sport-themed incentive programme or group visit? Cambridge is the answer!



Ignite passion, teamwork and healthy competition among the team with a sport-themed incentive programme in Cambridge.

Whether the group are looking to boost morale or promote camaraderie, the city can offer a host of attractions and activities where the rich traditions of Cambridge combine with the excitement of participating in sport creating an unforgettable experience that is sure to leave a lasting impact.

Check out our sample itinerary for a sport-themed visit to Cambridge!

Day 1

Arrive at your accommodation and check-in. Choose to see Cambridge from the inside with a stay in a College or maybe your group would prefer a city centre hotel. From 4-star properties to boutique style and apart-hotels there's something for every taste and budget.

Row row row your boat



Try the ultimate Cambridge experience, rowing! This rare and exciting opportunity allows groups to experience Cambridge's most iconic sport. This activity is aimed at beginners and is designed to be a fun-filled session rather than a test of endurance! A great way

to start the day and release those endorphins. The Cambridge Rowing Experience can be tailored to suit the group with a range of add-ons, including the opportunity to practice in Cambridge's only rowing tank at Downing College's Boathouse! Group visits can be combined with catering too, served in a traditional riverside boathouse.

Build connections over lunch

Cambridge is a foodie destination with an enviable independent restaurant scene offering plenty of private dining spaces for your group whether you would like a quick bite or a long, relaxing lunch. Or if the weather is favourable, enjoy a picnic on one of Cambridge's many open spaces and parklands. Cambridge institution and famed bakery, Fitzbillies, provide picnics packed with a range of luxury baked goods and local delicacies, with advance notice.

For something a little bit different take the group to Slingers, the city's first competitive smart darts bar and kitchen. Available for exclusive use, groups can try their hand at the sport of darts with a whole host of games delivered in a fun and interactive way. It's perfect for beginners and seasoned pros! Or how about a game of mini golf and/or shuffleboard at The Tivoli this iconic Cambridge building offers four floors of fun and a range of private spaces for hire, as well as street food stalls and a bar on every floor!

Sport through the ages

Take a two-hour walking tour with Cambridge Sports Tours to find out why football has its roots in the city and visit one of England's oldest cricket grounds. Cambridge has had a huge impact on the sporting world over the centuries, join a tour to hear more of these important stories.

Private Dining in a Historic Cambridge College

Delve deeper into Cambridge's academic history and traditions by experiencing a private dinner in a Cambridge College! Enjoy pre-dinner drinks in a range of stunning settings with plenty of photo opportunities, followed by a sumptuous meal and fine wines, guaranteed to suit every diner's requirements.

With access to areas not generally open to the public, this is a unique and memorable way to entertain key clients, reward staff or simply celebrate in style. Bespoke menus are created by in-house teams and offered with fine wines from the College cellars. Guests are waited on by experienced butlers in ancient, majestic halls, some lit only by candlelight, or in historic dining rooms with warming open fires.

Looking to elevate the experience? Consider a chauffeured punt to transport guests directly to the venue over a glass of champagne. Many of the Colleges also offer the opportunity of a tour before dinner or perhaps an expert after-dinner speaker could be the perfect end to

Day 2

Get hands-on

After a hearty breakfast, it's time to head to Britain's longest outdoor pool, the historic Jesus Green Lido for a group swimming session or try one of the city's many golf courses, including the Gog Magog courses, which includes The Old Course, which dates back to 1901!

Take a two-wheeled tour

Cambridge is the cycling capital of the UK with many, many miles of safe cycling routes in the city and beyond so why not live the true Cambridge experience and take to two wheels on a group bike tour which takes you off the beaten track to discover some hidden gems? With an emphasis on having fun, tours can be tailored to take in some city and riverside pubs too!

Is anyone for tennis?

Cambridge is home to one of only a few Real Tennis clubs in the UK; the original sport from which today's modern game of Tennis is derived. Groups can learn more about the sport in the historic courts, which date back to 1866. Or maybe try a game of Eton Fives, a sport as its name suggests that was developed at Eton College. The University of Cambridge's Sports Department has one of the world's finest Fives facilities where groups can learn more about the sport and take part in a game or two.

Try a traditional English pub

On your second night in the city, why not go informal with dinner and a pint or two in the cosy setting of one of the city's historical public houses, or pubs as we know them?

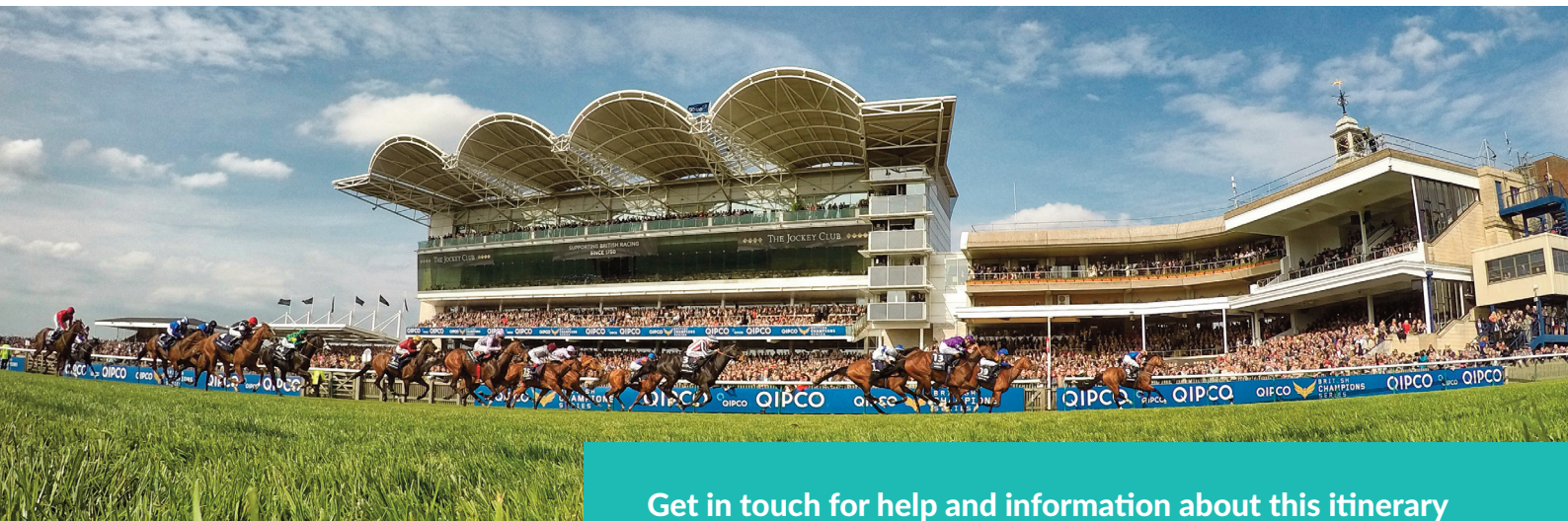
Cambridge is overflowing with pubs from the traditional to the trendy. You can find home-cooked food, tasty pub grub and gastro pubs to satisfy all appetites. Many offer bookable private areas for groups or if you want to keep it very exclusive you can book out the whole bar!

Choose your spot, from a riverside location where you can sip a drink and watch the punts glide by to a cosy country pub full of olde-worlde village charm and a roaring log fire. History and culture are never far away in Cambridge; stop for a pint at The Eagle pub where Nobelists Crick and Watson sketched the structure of DNA on a napkin – their work built on the foundations laid by many other scientists including, Cambridge-educated Rosalind Franklin.

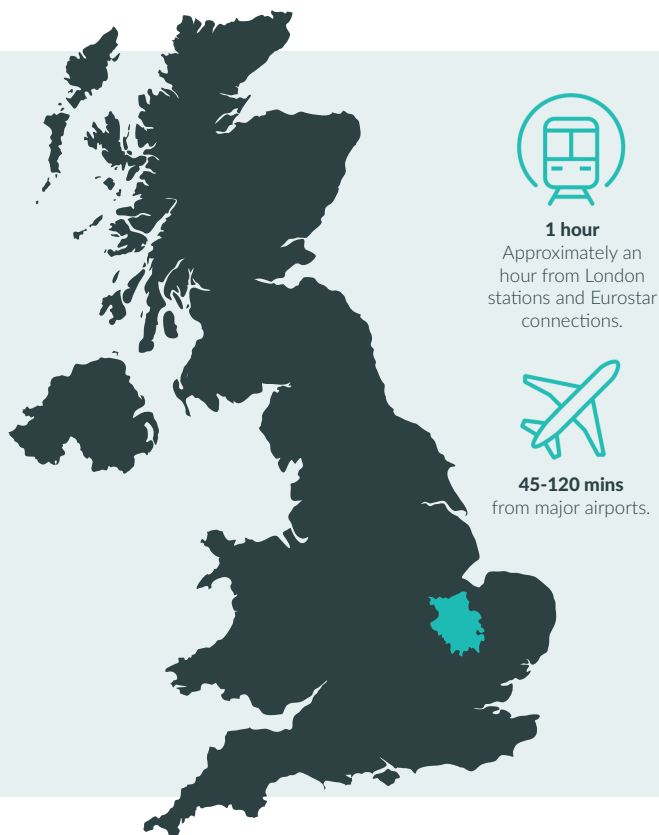
Day 3

After breakfast, it's time to leave the stunning surroundings of what we like to think is one of England's best small cities! If you can't bear to tear the group away why not take a detour to another location on the way back?

For sporting groups, take in England's horseracing capital, Newmarket, to learn more about the Sport of Kings with Discover Newmarket or visit one of Cambridge's Wake Boarding Clubs or for the very brave, test endurance skills at the Aqua Park at Wyboston Lakes where groups can try their hand at an on water assault course!



Get in touch for help and information about this itinerary or ideas for other incentives or group visits in Cambridge!



Getting to Cambridge

A central location, less than an hour from London...

Cambridge is situated in the East of England, 50 miles north of London and well placed for easy access by road, rail and air. Visitors travelling from central London and from the Eurostar terminus at St Pancras can be in Cambridge in approximately 60 minutes on one of the fast train services operating to and from London King's Cross.

London Stansted airport is situated 30 miles south of Cambridge and offers several routes to and from Europe and other UK destinations. For travel from the airport into the city, visitors can choose direct train or bus services, or Cambridge can be reached quickly and easily by taxi.

London Gatwick, London Heathrow and London Luton are all within 60-120 minutes drive of Cambridge and accessible by public transport via connecting bus and train services in London.

For those who prefer to drive from mainland Europe or further afield, the port of Harwich is less than two hours from Cambridge.

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Registered Number: 06960613. Registered in England
Registered Office: 12b King's Parade, Cambridge CB2 1SJ



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