BIRMINGHAM AND THE WEST MIDLANDS TRAVEL TRADE GUIDE

The West Midlands
One region, many worlds
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.
For further information on the excellent travel network in the region visit: makeitwm.com/plan/getting-around

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

1,250 Trains travel through the platforms at Birmingham New Street each day
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
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.

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.

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.

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.

It’s our time in the global spotlight
There has never been a better 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.

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.

THE TOP 5 REASONS TO VISIT THE WEST MIDLANDS

1. The perfect mix of city and rural spaces
2. A youthful region with a diverse culture
3. Discover our iconic story, that’s still being told today
4. It’s our time in the global spotlight
5. Heart of the waterways network

To find out more about what this vibrant region can offer your clients, visit: 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 cafes, 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 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 M6, M42 and M40 while the A34 and A38 further add to your options and the M6 is less than 30 minutes away.

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 Birminghamgetic region is easy thanks to the local network of public transport, including buses, trams and trains. Exploring the city on foot or by bike is just as popular.
Fellow 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.

Experience details
- 25 per group
- Parking facilities
- Accessibility: Accessible ground floor, no lift access to further floors.
- Availability: April – October: Tuesday – Friday, Saturday – Sunday.
- Languages: English

Contact information
Aston Hall
Lucy Elvin
lucy.elvin@birminghammuseums.org.uk
+44 (0)20 348 8291

Accessibility

- Low level service desks, passenger lift to second floor, wheelchair accessible throughout.
- Wheelchair access to all galleries. Wheelchair available free of charge.
- Accessible toilets, Changing Places facility, DDA compliant handrails, low-level service desks, passenger lift to second floor.

The Barber Institute of Fine Arts

The Barber Institute was founded in 1932 by Lady Barber in memory of her husband, Sir Lionel 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-I listed Art Deco building - the finest in Birmingham.

As well as over 950 major paintings and some stunning paintings 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 extraordinary glass case.

Highlights
- A world-class permanent collection of art, including masterpieces by Botticelli, Rubens, Canaletto, 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-I listed Art Deco building - the finest in Birmingham.

Experience details
- Max. 25 per group
- Parking facilities: Available for the University’s nearby Northfield Car Park (unrestricted).
- Accessibility: There are several dedicated designated parking spaces at the University’s nearby Northfield Car Park.
- Availability: Tuesday – Sunday 10am – 5pm.
- Languages: English

Contact information
The Barber Institute of Fine Arts
Andrew Davies
info@barber.org.uk

Parking facilities

- 24-hour free car and coach parking.
- No patient parking available, DDA compliant handrails, low-level service desks, passenger lift to second floor.
- Available at the University’s nearby Northfield Car Park (unrestricted).

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.

Experience details
- Up to 20 per group
- Parking facilities
- Accessibility: Buttons and Badges of Birmingham and The Lost Pubs of the Jewellery Quarter visits to Cadbury World involves walking around the gardens and paths of the property. It is an outdoor event on the same level.

Contact information
Cadbury World
Diane Mitchell
diane.mitchell@mdlz.com

Accessibility

- Low-level service desks, passenger lift to second floor, wheelchair accessible throughout.
- Wheelchair access to all galleries. Wheelchair available free of charge.
- Accessible toilets, Changing Places facility, DDA compliant handrails, low-level service desks, passenger lift to second floor.

Languages

- English, Spanish and Mandarin.

Availability

- Group tickets must be booked in advance by calling 0121 393 6004.
- Available at 9am, 10am and 11am Monday to Saturday, or by calling 0121 393 6004.

Contact information
Cadbury World
Diane Mitchell
diane.mitchell@mdlz.com

Parking facilities

- Free car and coach parking.
- No patient parking available, DDA compliant handrails, low-level service desks, passenger lift to second floor.

Languages

- English, Spanish and Mandarin.

Accessibility

- Accessible toilets, Changing Places facility, DDA compliant handrails, low-level service desks, passenger lift to second floor.

Availability

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

Contact information
Cadbury World
Diane Mitchell
diane.mitchell@mdlz.com

Parking facilities

- Free car and coach parking.
- No patient parking available, DDA compliant handrails, low-level service desks, passenger lift to second floor.

Languages

- English

Accessibility

- Accessible toilets, DDA compliant handrails, low-level service desks, passenger lift to second floor.

Availability

- On-demand.
**JEWELLERY QUARTER**

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 Winn on 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 two parties, heart-surgery dinner parties for 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.

**Highlights**

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

**Contact information**

Kaye Winnow
kayewinnow@gmail.com

**Availability**

Up to 10 people

2 hours

£20 per person

**Experience details**

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

Accessibility

By stairs.

**Tour in English, supporting materials available on request.**

**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 princes 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 LEGO bricks!

Put your building skills to the test and race to the finish line on our build and test zone or join our LEGO Friends in Heartlake City for some building fun.

**Highlights**

- Home to a 4D cinema, her rides and a Bud & Bubb zone.
- See the spectacular MINILAND, full of Birmingham’s most famous landmarks.
- Meet our very own Master Model Builder.

**Contact information**

Anne-Marie Cheadle
trade@merlinentertainments.biz

**Availability**

7 days a week, 5 days a week

2-3 hours

£18.30 per person

**Experience details**

Parking facilities
There is no car park on-site however the field value car park is located just a one minute walk away.

Accessibility

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

Parking facilities
Groups to be pre-booked

10 people

2-3 hours

£18.30 per person

**Experience details**

Parking facilities
No coaches can drop off visitors outside the main entrance.

Accessibility

All rooms on ground floor with disabled access and a baby changing facility is available.

Parking facilities
Groups to be pre-booked

10 people

2-3 hours

£5 per person

**Experience details**

Parking facilities
Main parking on the road for cars, coach drop off point.

Accessibility

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

Parking facilities
No coaches can drop off visitors outside the main entrance.

Accessibility

All rooms on ground floor with disabled access to all areas, a lift with disabled access and a baby changing facility is available.

Parking facilities
Groups to be pre-booked

10 people

2-3 hours

£5 per person

**Experience details**

Parking facilities
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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 sectors 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 the city and inhabitants, and show you 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/drop off 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.

**We offer city centre walking tours for local people and visitors.**

<table>
<thead>
<tr>
<th>Tour Name</th>
<th>Duration</th>
<th>Details</th>
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<tbody>
<tr>
<td>Best of Birmingham 12km</td>
<td>2 hours</td>
<td>Our original and all-encompassing run of the cities best sights</td>
</tr>
<tr>
<td>Street Art of Digbeth (5km and 8km version)</td>
<td>2.5 hours</td>
<td>A thought-provoking, photogenic tour where we tell you un-googleable info behind the work you’ll see.</td>
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</tbody>
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**Contact information**
- Positively Birmingham Walking Tours
- Jonathan Berg
- info@positivelybirmingham.co.uk
- +44 (0)121 766 494
- +44 (0)7932 390830
- jonathan@positivelybirmingham.co.uk

**Experience details**
- Small groups
- 40 people
- 1.5 - 2 hours
- From £4.50 per person
- Accessibility: Public transport; weekends and selected weekdays. Languages: English

**Parking facilities**
- Not available
- We offer a range of accessible tours to suit a variety of needs.

**Accessibility**
- Wheelchair accessible, hearing loops available.
- Group tours are available.
- Guests will be sent info at point of booking.

- **Highlights**
  - Home to a 4D cinema, two rides and a Build & Test zone.
  - The spectacular SEALAND of Birmingham’s most famous landmarks.
  - Meet our very own Master Model Builder

**Experience details**
- 12 people per group
- Up to 10 people
- 1.5 - 2 hours
- From £4.50 per person
- Accessibility: Group tours are available. Guests will be sent info at point of booking.
- Languages: English.

**Parking facilities**
- Public parking and public transport are available – guests will be sent info at point of booking.
- We are accessible tour provider - wheelchair users are shown all site walking bookings. Open to private bookings for those with disabilities.

**Contact information**
- Roundhouse Birmingham
- Keith Wright
- visitsealife.com/birmingham
- roundhousebirmingham.org.uk
- +44 (0)121 766 494
- +44 (0)7932 390830
- jonathan@positivelybirmingham.co.uk

**Accessibility**
- Wheelchair accessible, Hearing loops available.
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- We are accessible tour provider - wheelchair users are shown all site walking bookings. Open to private bookings for those with disabilities.

**Contact information**
- Roundhouse Birmingham
- Annie Woolf
- +44 (0)121 766 494
- +44 (0)7932 390830
- jonathan@positivelybirmingham.co.uk

**Accessibility**
- Wheelchair accessible, Hearing loops available.
- Group tours are available. Guests will be sent info at point of booking.

- **Highlights**
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- Roundhouse Birmingham
- Annie Woolf
- +44 (0)121 766 494
- +44 (0)7932 390830
- jonathan@positivelybirmingham.co.uk

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- **Highlights**
  - Home to a 4D cinema, two rides and a Build & Test zone.
  - See the spectacular SEALAND of Birmingham’s most famous landmarks.
  - Meet our very own Master Model Builder
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 part of Birmingham's industrial legacy.

**Highlights**
- Award-winning tours guide you on your journey through 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 an exponentially different perspective on Birmingham's industrial history.
- This museum is a absolute treasure house of 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.

**Contact information**
Kim Hallett
kmh@kimhallettconsulting.co.uk
Kim Hallett Consulting

**Languages**
English, BSL digital guide available.

**Operate all year round.**

**Availability**
Seven days a week.

**Operate every 1.5 hours.**

**Languages**
English.

**Experience details**
Small groups from 2 to 10 people, larger groups up to 20 people for walking tours, coach packages - larger groups. £20 per person, £135 per walking tour, £190 coach panorama.

**Parking facilities**
Public car parks available - starting points agreed with client.

**Accessibility**
Fully accessible to wheelchair users.

**Contact information**
Victoria Naylor
victoria@vintagetrains.co.uk
+44 (0)121 233 4790

**Experience details**
- Hear about Birmingham's history from a professional guide
- Tours and itineraries tailored to a client's needs
- Tours and itineraries are planned to client requirements
- Even precise timings.
- Seven days a week.
- Available English.
- Operate all year round.

**Walking Tours in Birmingham**

**Experience details**
- 25 max per tour - can tour for up to 6 people private tour.
- £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.

**Accessibility**
Fully accessible to wheelchair users.

**Contact information**
Walking Tours in Birmingham
Jenny
walkingtoursinbirmingham@gmail.com
+44 (0)754 556 7301
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, held in our private tasting room, will take in six whiskies from around the UK, with an emphasis on Scotland and England. We'll take 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
- Thursdays / Saturdays / various time slots

Languages
- English

Winterbourne House & 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 beautiful tunnel, cross the 1930’s Japanese Bridge or simply soak up the tranquility 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
- 5-50 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.

Languages
- English

Contact information
Tessa Lovell
Winterbourne@contacts.bham.ac.uk
58 Edgbaston Park Rd, Birmingham B15 2RT
+44 (0)121 414 3003
winterbourne.org.uk

WINTERBOURNE HOUSE AND GARDENS

Contact information
Grain & Glass
Amy Seton
hello@grainandglass.co
75-80 Vyse St, Jewellery Quarter, Birmingham B18 6HA
+44 (0)121 551 5942
grainandglass.co
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 traveler looking to explore the City.

Contact information
Amy Baylis
+44 (0) 121 643 9344
groups@acbirmingham.com
160 Wharfside Street, Birmingham B1 1RL
marriott.com/bhxac

Accommodation details
- 90 rooms
- Minimum booking term - Nine rooms for group bookings.
- Parking facilities - No on site parking. Recommended parking close to hotels; City Centre, Snow Hill and Mailbox multi story car parks.
- Pick-up service - Not available.
- Accessibility - Guest lift 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.
- Gym and spa.
- Breakfast and wifi included.
- Option to dine in two Marco Pierre White restaurants with discount for guests.
- Access to luxury club and spa and the UK’s largest automated car park.
- Floor to ceiling glass windows overlooking the city skyline.
- Disability accessible.
- Languages - English.
- English – the hotel also has several European speaking staff.
- Taxis available to order
- For a truly memorable stay, come and stay with us and experience the best Birmingham has to offer.
- All rooms include:
  - Bathroom with hair dryer
  - Minibar
  - WiFi
  - Satellite TV
  - Coffee/Tea making facilities
- The hotel is situated on the former site of the Midland Bank, which was built in 1884, is a vision of beauty, standing as one of the finest hotels in Birmingham.
- Step into the welcoming open air courtyard with an intimate roof and create unique memories for a perfect stay on a city break. Later in the evening, enjoy an apéro or dinner in our oyster bar or one of 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.

Hampton by Hilton Birmingham Jewellery Quarter

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

Contact information
Amy Baylis
+44 (0) 121 643 9344
groups@hilton.com
160 Wharfside Street, Birmingham B1 1RL
marriott.com/bhxac

Accommodation details
- 165 rooms
- Minimum booking term - Based on minimum of 15 rooms to booked. Cancellation policy 28 days prior.
- Parking facilities - No parking on site. Several car parking facilities available through Birmingham City Council.
- Pick-up service - Drop-off and pick-up point available outside hotel entrance.
- Accessibility - Fully accessible.
- Languages - English
- Bar and food menu served until 10pm daily.
- Breakfast included. We have a 24/7 snack bar and food menu served.
- Option to dine in two Marco Pierre White restaurants with discount for guests.
- As Birmingham’s premier destination for an indulgent escape, a great deal of thought has been given to ensuring our guests benefit from unparalleled facilities. Indulge in luxury on our Levels 23 and 24 of The Cube, each of the 52 boutique rooms and suites offers the added convenience of being just minutes away from everything the city has to offer.
- Level 23 and 24 of The Cube, 200 Wharfside Street, Birmingham B1 1PR.
- If you’re planning on staying over in Birmingham for a night or two, Hotel Indigo offers contemporary rooms in the stunning historic former pantiles building, located on Church Street, Birmingham B3 2HR. Indigo offers 62 rooms and suites, each individually designed to provide a warm, welcoming and wondrously stylish and original décor inspired by the local area. Coupled with the pleasure of knowing that 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.
- Great for a long stay, the newly refurbished Club and Spa features 18,000 sq ft of spa. Each of our spa food menus includes a hot buffet or a European buffet, a choice 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 levels. If you’re planning on staying over in Birmingham for a night or two, Hotel Indigo offers contemporary rooms in the stunning historic former pantiles building, located in the heart of Birmingham City.

Central Birmingham’s location and uncompromising style and original décor inspired by the local area. Coupled with the pleasure of knowing that being just minutes away from everything the city has to offer.
- As Birmingham’s premier destination for an indulgent escape, a great deal of thought has been given to ensuring our guests benefit from unparalleled facilities. Indulge in luxury on our Levels 23 and 24 of The Cube, each of the 52 boutique rooms and suites offers the added convenience of being just minutes away from everything the city has to offer.
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Levels 23 and 24 of The Cube, 200 Wharfside Street, Birmingham B1 1PR.
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 whenever your kids need a vote or so.
- Anika Spa is an urban day spa within hotel 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.

Contact information
Hyatt Regency
Anshul Sood
anshul.sood@hyatt.com
+44 (0)121 289 4561

**Accommodation Details**

- **319 rooms**
  - From £75
  - Depend on group size
  - Minimum booking term: 1 night
  - Parking facilities: Forecourt parking
  - Food: Aria Restaurant and Gentleman and Scholar Pub.
  - Spa and Gym.
  - 24 hour room service.
  - Chez Mal Bar and Brasserie.

- **363 rooms**
  - From £479
  - Accessibility: Guest Lifts available throughout the property for all floors
  - Languages: English
  - Food: Guests can be served breakfast, lunch and dinner, extensive bar menu and a la carte menu, to be served from 07.30 – 20.30pm
  - Pickup service: Not available

**Highlights**
- Spacious activity centre allowing a variety of workshops and classes to be hosted.
- Latin-American menu.
- Malmaison classics including succulent steak frites and the mouth-watering Malburger.
- Breakfast.
- Grab and Go (Sandwiches/paninis), Afternoon Tea served from 15.00 – 18.00pm
- 24 hour room service available.

Contact information
Malmaison Birmingham
Amy Bayliss
grapple@malmaison.com
+44 (0)121-643-9344

**Accommodation Details**

- **15 rooms**
  - Minimum booking term: Based on availability of 10 rooms to booked. Cancellation policy 28 days prior
  - Parking facilities: No parking onsite. Several coach parking facilities available through Birmingham City Council.
  - Food: Drop off and pick-up point available outside hotel entrance.

**Highlights**
- 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.
- Aria restaurant and Gentleman.

Contact information
Park Regis Birmingham
reception.birmingham@selina.com
+44 (0) 121-643-9344

**Accommodation Details**

- **92 rooms**
  - Minimum booking term: Not available
  - Parking facilities: None.
  - Food: None.

**Highlights**
- The property is ideal for business and leisure travellers, wanting to stay in central Birmingham and the relaxed vibe of the Jewellery Quarter.
- 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 artisan coffee shop making it perfect for longer stays and digital nomads working in the city.
- Great community feel due to having the Selina home for all guests to get to know each other.
- Original features throughout the building.

Contact information
Selina Birmingham
reception.birmingham@selina.com
+44 (0)121-204-4546

**Accommodation Details**

- **62 rooms**
  - Minimum booking term: Not available
  - Parking facilities: No – The Pub and Display car parks both costing around £3–£4 for 24 hour parking.
  - Pickup service: Not available

**Accessibility**
- Accessible rooms.
- Languages: English and Spanish
- Food: British, Continental and Vegetarian.

**Parking Details**
- Forecourt parking.
- 24 hour parking.
- 24 hour room service.
- Breakout seating and City Walk.
- Breakout seating and City Walk.
- Details on request

BIRMINGHAM HYATT REGENCY BIRMINGHAM

BIRMINGHAM MALMAISON BIRMINGHAM

BIRMINGHAM PARK REGIS BIRMINGHAM

BIRMINGHAM SELINA BIRMINGHAM

BIRMINGHAM PARK REGIS BIRMINGHAM

BIRMINGHAM SELINA BIRMINGHAM
STAYCITY APARTHOTEL BIRMINGHAM 
NEWHALL SQUARE

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 bedlinen, onsite guest laundry, cleaning, and 24-hour reception.

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

**Contact information**
Cathia Fields
cahia.fields@staycity.com
+44 (0)7703 806466
88 Charlotte Street, Birmingham B3 1PW
staycity.com

**Accommodation details**
- 170 rooms
- Minimum booking term: Five or more.
- Parking facilities: Available on site and at NCP.
- Pick-up service: N/A.

THE GRAND HOTEL
BIRMINGHAM

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.

**Contact information**
Lee Clarke
lee.clarke@grandbirmingham.co.uk
+44 (0)121 794 3004
1 Church Street, Birmingham B3 2FE
www.thegrandhotelbirmingham.co.uk

**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.

THE SPIRES
BIRMINGHAM

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 receptions, free WiFi access, daily housekeeping and a well-equipped kitchen 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 standard and has a lounge and fully fitted kitchen.

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

**Contact information**
Craig Duguid
craig@thespires.co.uk
+44 (0)345 270 0090
10 Commercial Street, Birmingham B1 1RH
thespires.co.uk

**Accommodation details**
- 185 rooms
- Minimum booking term: No minimum stay.
- Parking facilities: Very limited parking available.
- Pick-up service: N/A.

**Accessibility**
- All apartments can be accessed by lift. Unfortunately no adapted apartments.
- Languages: English.
- Food: Self catering, no on-site restaurant.
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.

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 Pan Museum
• Cocktails with a view at the JQ’s rooftop bars

Accommodation options:
• Selina Birmingham
• StayCity Aparthotel
• Hampton by Hilton JQ
• Plus many more...

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...

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 jewelers and independent retailers and a thriving food and drink scene, the Jewellery Quarter is one of the UK’s most unique destinations.

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.
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.

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.

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.

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.

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.

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

To Dudley
By car – 0.5 hours
To Walsall
By car – 0.5 hours
To Wolverhampton
By car – 0.5 hours
Aldridge Transport Museum has a wonderful real transport collection including buses, commercial & delivery vehicles even down to the humble bicycle. Scaled-down engines are on display together with geardrives 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 1936 as a double-decker bus and was converted after WW11 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.

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

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.

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.

We 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.

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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 Aldridge Transport Museum.

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 vehicle and other artifacts 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.

Contact information
Aldridge Transport Museum
David Goodwin
secretary@amrtm.org

Experience details
Recommended group size 20
Parkin facilities
Parking for Cars Buses and Coaches on site.
Accessibility
All areas are on ground floor but access to other areas at some points may be restricted. Currently there are no accessible toilets available.

Availability
Tuesday - Sunday 10 am - 4.00 p.m.
See web site for details.
Languages
English.

Adults £4.50, Children £2.00 (Group prices will be offered)

Aldridge Transport Museum
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Experience details
Recommended group size 10
Parkin facilities
On site car park.
Accessibility
N/A.

Availability
Saturday Opening 7 days a week
Other opening times by prior arrangement.
Languages
English.

Adults £15.00, Children £6.00, 60+, Job seekers/Students £11.00, Essential Carers Free

Contact information
Dudley Canal & Caverns
Emily Evans
emily@dctt.org.uk

Experience details
Up to 40 people.
3+ hours

Parking facilities
Large free car park with level access.
 wheelchair access.

Availability
Mon - Fri 10am - 4pm
Sat 11.30am - 1.30pm, 2.30pm - 4.30pm
Languages
English.

Highlights
• 428 million years of history.
• Skippor commentary.
• Sound and light show.

Contact information
Dudley Canals & Caverns
Emily Evans
emily@dctt.org.uk

Experience details
Up to 40 people.
1 hour

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.

Highlights
• One of the highest points in the West Midlands.
• Panoramic views across at least 5 counties on a clear day.
• Range of activities from family walks to events such as Rock the Beacon.

Contact information
Walsall Council
Healthy Spaces Team
HealthySpaces@walsall.gov.uk

Experience details
Up to 10 people.
1 hour

Parking facilities
On site car park available.
Accessibility
Limited.

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

Languages
English.

Adults £4, Children £2

Contact information
Walsall Canal Trust
Healthy Spaces Team
HealthySpaces@walsall.gov.uk

Experience details
Up to 10 people.
1.5-2 hours

Parking facilities
Parking for Cars Buses and Coaches on site.
Accessibility
All areas are on ground floor but access to other areas at some points may be restricted. Currently there are no accessible toilets available.

Availability
Tuesday - Sunday 10 am - 4.00 p.m.
See web site for details.
Languages
English.

Adults £6, Children £2 (Group prices will offer)

Aldridge Transport Museum

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.

Contact information
Aldridge Transport Museum
David Goodwin
secretary@amrtm.org

Experience details
Recommended group size 10
Parkin facilities
On site car park.
Accessibility
N/A.

Availability
Saturday Opening 7 days a week
Other opening times by prior arrangement.
Languages
English.

Adults £15.00, Children £6.00, 60+, Job seekers/Students £11.00, Essential Carers Free

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Emily Evans
emily@dctt.org.uk

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3+ hours

Parking facilities
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 wheel chair access.

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Parking facilities
Parking for Cars Buses and Coaches on site.
Accessibility
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Availability
Tuesday - Sunday 10 am - 4.00 p.m.
See web site for details.
Languages
English.

Adults £6, Children £2 (Group prices will offer)
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 pavilion which is available for hire.

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

**Experience details**

**Contact information**
Walsall Council
Health & Sport Team
HealthSpa@walsall.gov.uk

**Parking facilities**
On street car parking available adjacent to site.

**Accessibility**

- Local access to site and wheelchair spaces - good access.
- N/A - Public open space.

**Availability**

- Free
- 24 hour pedestrian access.
- N/A

**Languages**

- English
- N/A

**Availability**

- Free

**Experience details**

**Contact information**
Red House Glass Cone
Manager
museum@stourbridge.gov.uk

**Parking facilities**
Red House Glass Cone visitor car park free of charge.

**Accessibility**

- Ground floor only – no lift available.

**Languages**

- English and Japanese.

**Availability**

- N/A

**Experience details**

**Contact information**
Red House Glass Cone
Manager
museum@stourbridge.gov.uk

**Parking facilities**
Red House Glass Cone visitor car park free of charge.

**Accessibility**

- Ground floor only – no lift available.

**Languages**

- English

**Availability**

- Free

**Experience details**

**Contact information**
Red House Glass Cone
Manager
museum@stourbridge.gov.uk

**Parking facilities**
Red House Glass Cone visitor car park free of charge.

**Accessibility**

- Ground floor only – no lift available.

**Languages**

- English

**Availability**

- Free

**Experience details**

**Contact information**
Red House Glass Cone
Manager
museum@stourbridge.gov.uk

**Parking facilities**
Red House Glass Cone visitor car park free of charge.

**Accessibility**

- Ground floor only – no lift available.

**Languages**

- English

**Availability**

- Free

**Experience details**

**Contact information**
Red House Glass Cone
Manager
museum@stourbridge.gov.uk

**Parking facilities**
Red House Glass Cone visitor car park free of charge.

**Accessibility**

- Ground floor only – no lift available.

**Languages**

- English

**Availability**

- Free
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 pond and community pavilion. The water play area within the children’s play area is popular during the peak summer period.

Experience details
- Parking facilities: On-site car park available.
- Accessibility: Wheelchair accessible.
- Availability: 24 hour pedestrian access – car park closed at dusk.
- Languages: N/A – Public open space.

Contact information
Walsall Council
Healthy Spaces Team
HealthySpaces@walsall.gov.uk
31 Penson Rd, Willenhall WV13 2PH
+44 (0)192 265 0465
gowalsall.gov.uk/parks_and_green_spaces/visit_our_parks_and_play_areas/willenhall_memorial_park

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

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 cafe located in the Visitor Centre along with public toilets and room hire available to the public, the cafe 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 periods pedalo hire can be sought from this location giving our visitors a chance to see the park from the picturesque Hatherton Lake.

Experience details
- Parking facilities: Free car parking available at our Grange Car Park WS1 2QB and The Crescent Car Park WS1 2DD.
- Availability: Free. All car parks closed at dusk.
- Languages: N/A – Public open space.

Contact information
Walsall Council
Healthy Spaces Team
HealthySpaces@walsall.gov.uk
Lichfield Street, Walsall WS4 2BU
+44 (0)192 265 0465
gowalsall.gov.uk/arboretum

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

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 leather working in our atmospheric workshops, and have a go at making your own souvenir keyring.

Walsall Leather Museum is a unique project by Walsall Council, funded by the Heritage Lottery Fund, which celebrates the history of the Walsall leather trade.

Experience details
- Parking facilities: On-road Pay and Display parking available nearby.
- Accessibility: Wheelchair accessible.
- Availability: Tuesday – Saturday. For group tours, please book in advance.
- Languages: English.

Contact information
Walsall Leather Museum
Francesca Cox
leathermuseum@walsall.gov.uk
Littleton Street West Walsall WS2 6EN
+44 (0)192 265 2288
gowalsall.gov.uk/leathermuseum

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

Experience details
- Parking facilities: N/A
- Availability: Free. All car parks closed at dusk.
- Languages: English.

Contact information
Walsall Leather Museum
Francesca Cox
leathermuseum@walsall.gov.uk
Littleton Street West, Walsall WS2 6EN
+44 (0)192 265 2288
gowalsall.gov.uk/leathermuseum

Highlights
- Demonstrations of traditional leather crafts.
- Make your own leather keyring.
- Museum shop with locally-made leather goods.
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 conference rooms, the hotel is fully equipped for weddings, private parties, conferences and meetings for sol 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. The hotel has become a popular choice for weddings, private functions, conferences and meetings in the West Midlands region.

Highlights
• Spa facilities.
• Complimentary crinkle car parking.

Contact information
Emma Jones
emma.jonesparkhallhotelandspa.co.uk
+44 (0)1902 349 510

Accommodation details

Minimum booking term
10.

Parking facilities
Allegro 30 spaces on site, all guests are required to enter their car registration at the main hotel reception on arrival.

Pickup service
Not available.

Languages
English.

Food
Restaurant and bar/lounge.

From £70

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 decor 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.

Contact information
Michelle Gwilliam
michelle.gwilliam@millenniumhotels.co.uk
+44 (0)1384 482882

Accommodation details

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.

Pickup service
Not available.

Accessibility
Yes – accessible bathroom, Wheelchair-accessible path and Wheelchair-accessible parking.

Languages
English.

Food
Restaurant and bar/lounge.

Dependent on group size

- Spa facilities.
- Two onsite restaurants.
- Complimentary crinkle car parking.
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 memories that will last a lifetime.

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 flights 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.

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.

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.

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.

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.

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 20 minutes to central London; there is an extensive timetable of trains linking the city to nearby local towns.

Road
The M6, M6 Toll, M40, M42, M5, M69 and the A45/A46 are the major arterials in and 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.
Dhillon’s Brewery

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 creative combinations are complimented by a contemporary, edgy approach. Discover

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.

**Experience details**
- **Any group size**
- **Parking facilities** N/A
- **Accessibility** Partial. Some chapels are located up shallow steps.
- **Availability** Free
- **Languages** Church services events and services may limit access. Tours can be offered in English and German.

**Highlights**
- The impressive post-war arts and architecture.
- The poignant Cathedral Ruins.

Contact information
- Coventry Cathedral
- Carla Crawley
- visits@coventrycathedral.org.uk
- +44 (0)24 766 667 413

**Availability**
- Monday – Sunday 10am – 5pm.
- Free coach parking at the back of the museum (must be prebooked).
- Pathways, steps, ramps and a lift are available throughout.
- Partial. Some chapels are located up shallow steps.

**Languages**
- English.

Our ethos centres around providing a platform for small, start-up and independent businesses 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 hands-on family programmes to coffee and book clubs. We are a meeting point between the modern and the historic, where there are steps, ramps are, or can be provided.

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.

**Experience details**
- **Up to 40 people**
- **Parking facilities** Free coach parking at the back of the museum (must be prebooked).
- **Accessibility** Fully accessible.

**Languages**
- English.

**Availability**
- Monday – Saturday 10am – 4pm.
- N/A
- On request

**Contact information**
- Carla Crawley
- visits@coventrycathedral.org.uk
- +44 (0)24 766 667 413

**Parking facilities**
- Limited parking please ask for advice on booking.
- Accessible: Fully accessible.

**Availability**
- Tours can be offered in English and German.

**Languages**
- English, Portuguese.

**Experience details**
- **Up to 100 people**
- **Parking facilities** Limited parking please ask for advice on booking.
- **Accessibility** Fully accessible.

**Availability**
- Free day apart from Christmas Day.

**Languages**
- Church services events and services may limit access. Tours can be offered in English and German.

**Contact information**
- Coventry Cathedral
- Carla Crawley
- visits@coventrycathedral.org.uk
- +44 (0)24 766 667 413

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

**Languages**
- English.

**Experience details**
- **Up to 40 people**
- **Parking facilities** Free coach parking at the back of the museum (must be prebooked).
- **Accessibility** Fully accessible.

**Languages**
- English.

**Availability**
- Monday – Sunday 10am – 4pm.

**Contact information**
- Carla Crawley
- visits@coventrycathedral.org.uk
- +44 (0)24 766 667 413

**Parking facilities**
- Free coach parking at the back of the museum (must be prebooked).
- Pathways, steps, ramps and a lift are available throughout.
- Partial. Some chapels are located up shallow steps.

**Languages**
- English.

**Availability**
- Monday – Sunday 10am – 4pm.

**Contact information**
- Carla Crawley
- visits@coventrycathedral.org.uk
- +44 (0)24 766 667 413

**Parking facilities**
- Limited parking please ask for advice on booking.
- Accessible: Fully accessible.

**Availability**
- Free day apart from Christmas Day.

**Languages**
- Church services events and services may limit access. Tours can be offered in English and German.

**Contact information**
- Coventry Cathedral
- Carla Crawley
- visits@coventrycathedral.org.uk
- +44 (0)24 766 667 413

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

**Languages**
- English.

**Experience details**
- **5-15 people**
- **Parking facilities** Parking is available at our Paynes Lane car park.
- **Accessibility** Fully accessible.

**Languages**
- English.

**Availability**
- Monday – Saturday 10am – 5pm.

**Contact information**
- Carla Crawley
- visits@coventrycathedral.org.uk
- +44 (0)24 766 667 413

**Parking facilities**
- Limited parking please ask for advice on booking.
- Accessible: Fully accessible.

**Availability**
- Free day apart from Christmas Day.

**Languages**
- Church services events and services may limit access. Tours can be offered in English and German.

**Contact information**
- Coventry Cathedral
- Carla Crawley
- visits@coventrycathedral.org.uk
- +44 (0)24 766 667 413

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

**Languages**
- English.

**Experience details**
- **1-1.5 hours**
- **Any group size**

**Availability**
- Free day apart from Christmas Day.

**Languages**
- Church services events and services may limit access. Tours can be offered in English and German.

**Contact information**
- Coventry Cathedral
- Carla Crawley
- visits@coventrycathedral.org.uk
- +44 (0)24 766 667 413

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

**Languages**
- English.

**Experience details**
- **1.5 hours**
- **Any group size**

**Availability**
- Free day apart from Christmas Day.

**Languages**
- Church services events and services may limit access. Tours can be offered in English and German.

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- Coventry Cathedral
- Carla Crawley
- visits@coventrycathedral.org.uk
- +44 (0)24 766 667 413

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

**Languages**
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- Carla Crawley
- visits@coventrycathedral.org.uk
- +44 (0)24 766 667 413

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

**Languages**
- English.
Located in Coventry Cathedral Quarter, it is one of the finest Guildhalls in the country. Located in Coventry Cathedral Quarter it is one of the finest Guildhalls in the country. 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 having been 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 when Coventry became the capital of England.

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 having been 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 when Coventry became the capital of England.

Experience details

- 20-60 people
- 1-2.5 hours
- £14 tour, £25 including cream tea

Availability

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

Languages

- English.

Contact information

- enquiries@noordinaryhospitality.com
- +44 (0) 2476 430 545
- www.stmarysguildhall.co.uk

- St Mary’s Guildhall
- Bayley Ln, Coventry, CV1 5RN
- www.stmarysguildhall.co.uk

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
- 1 hour
- £5 per person

Availability

- Wednesday-Thursday 12pm-7pm
- Friday-Saturday 12pm-9pm
- Sunday 12pm-7pm

Languages

- English, English interpretation, BSL interpretation.

Contact information

- thereelstore@coventry2021.co.uk
- 024 7710 2118
- Telegraph Hotel, Upper Well St, Coventry CV1 1GU.
- coventry2021.co.uk/explore/the-reel-store/
Coombe Abbey Hotel is set in the tranquill Warwickshire countryside with 550 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 bedrooms.

Experience a touch of something different, with candid comfort, medieval entertainment, four-poster beds, individually designed bedchambers, and more. Be charmed by our opulent yet warmly welcoming sitting rooms. Drift off in a four-poster bed and relax on a Victorian bath tub, then wake up refreshed in the morning. Each of our 121 individually designed bedrooms includes complimentary WiFi, 24-hour room service, as well as a mini-bar and drinks tray.

**Highlights**
- Sit in 550 acres of stunning Warwickshire countryside.
- Relax in 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.
- Renowned for our plethora of special events including popular Afternoon Teas, a touch of something different, with candlelit corridors, medieval entertainment, four-poster beds, individually designed bedchambers, and more.

Contact information
Amy Chaspon - Reservations Manager
reservations@warwick.ac.uk
+44 (0)2476 450 450

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 conference-care, dedicated executive lounge, corporate design style and affordable luxury. Ramada is also home to the award-winning Queens Road Restaurant, deliciously localised, 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.
- Orate parking.
- Free WiFi.

Contact information
Zara Chambari - Reservations Manager
reservations@warwick.ac.uk
+44 (0)2476 573 925

**Warwick Conferences: Scarman and Radcliffe**

The 700-acre University of Warwick campus has plenty to experience. Take a tour 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.

Enjoy a weekend or overnight stay in one of our 304 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.

**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 where you have complimentary access to the swimming pool and gym, or brave our thrilling new climbing wall experience.

Contact information
Zara Chambari - Reservations Manager
reservations@warwick.ac.uk
+44 (0)2476 573 925

**DoubleTree by Hilton at Coventry Building Society Arena**

The DoubleTree by Hilton is inside the Coventry Building Society Arena, which is home to the Wriggly 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 30-minute drive to the idyllic Warwick countryside. The town centre 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 200 car parking spaces on-site.
- Situated within a short walking distance of the biggest casinos in Europe.

Contact information
+44 (0)207493 2440
Jodie Lines, Leondorf; Coventry CV6 6AQ
cbarena.co.uk

COVENTRY

**Warwick Conferences: Scarman and Radcliffe**

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.

**Highlights**
- Convenient, comfortable 4* hotel-styled bedrooms.
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+44 (0)2476 573 925

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reservations@warwick.ac.uk
+44 (0)2476 573 925
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 populate 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 necks, 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.

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.

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.

Journey Times

- To Manchester: 2.25 hours
- To London: 2 hours
- Newcastle: 2.75 hours
- York: 2.5 hours
- Bristol: 1.5 hours

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

Trains 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, M69, M1, M5, M6 and M25.

Getting around

Stagecoach Warwickshire and local company, Johnsons Coaches have a range of routes within the region connecting the towns, villages, and attractions. If travelling by train we have national rail services to Leamington Spa and the Chiltern line directly into Stratford-upon-Avon, 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.
**Experience details**  
**16 people**  
**5 hours**  
**Adults £36, Children £16, Concessions £21**

**Language**  
English, French, German, Spanish, Italian

**Contact information**  
Kenilworth Castle, English Heritage  
Bookings team  
bookings@english-heritage.org.uk  
Customer Services: +44 (0)370 333 1181

**Accessibility**  
All group sizes. Parking for coaches and cars.}

**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.

**Days available**  
All year round see website for details.

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**COTSWOLDS IN A DAY TOUR WITH 60 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 Cotswold 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.

**Experience details**  
**50 people**  
**45 min or 1.5 hours**  
**Adults £8.00, Concessions £7.20 Children £5.60**

**Language**  
Flexible. Contact direct for details

**Contact information**  
Avon Boating  
Gerald Wensley  
beat-hem@avon-boating.co.uk

**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.

**Souvenir maps**  
Provided, with photos, information and our local recommendations

**Experience commentary**  
Live and relaxed setting.

**Highlights**  
- The Lord of the Rings of the Cotswolds.
- Oxford or Birmingham.
- Chipping Campden. Our pick-up points are easy to get to by train from London, or by bus from Stratford-upon-Avon. If required, ample pay-and-display parking. 
- We’ll pick you up from any hotel, guesthouse or address in Stratford-upon-Avon, or Stratford-upon-Avon train station, Moreton-in-Marsh train station and Chipping Campden. Our pickup points are easy to get to by train from London, Oxford or Birmingham.
- Travel the back roads and see over the hedgerows in our comfortable 17-seater minibus, with live commentary provided by your guide.

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**SHAKESPEARE’S ENGLAND AVON BOATING RIVER CRUISES**

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

**Experience details**  
**12-120 people.**

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

**Accessibility**  
Make sure to visit Shakespeare’s England and experience the beauty of the Cotswolds region.

**Availability**  
Open daily, 10am – 5pm. Closed 24 December – 1 January inclusive.

**Languages**  
English.

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**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.

**Experience details**  
**12-120 people.**  
**2-6 hours**  
**From £10 per person**

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

**Availability**  
Open daily, 10am – 5pm. Closed 24 December – 1 January inclusive.

**Languages**  
English.

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**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 details**  
**All group sizes**  
**2 hours**  
**Adult tickets £12.60**

**Parking facilities**  
Parking for six coaches 150m from the entrance.

**Accessibility**  
Access to all areas - accessible, see our access statement for further details: kenilworth.english-heritage.org.uk/access-statement for further details: knc.org.uk/access-statement.

**Languages**  
English, Portuguese.

**Availability**  
All year round see website for opening times.

**Contact information**  
Kenilworth Castle, English Heritage  
Bookings team: Kentwine@english-heritage.org.uk

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**SHAKESPEARE’S ENGLAND MUSEUMS**

**COTSWOLDS IN A DAY TOUR WITH 60 COTSWOLDS**

Experience 100 years of history as you can marvel at the medieval keep, climb to admire the panoramic views, and imagine the majesty of the Great Hall.

**Experience details**  
**All group sizes**  
**2 hours**

**Parking facilities**  
Parking for six coaches 150m from the entrance.

**Accessibility**  
Access to all areas - accessible, please see website for details.

**Languages**  
English.

**Availability**  
All year round see website for opening times.

**Contact information**  
Kenilworth Castle, English Heritage  
Bookings team: Kentwine@english-heritage.org.uk

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**AVON BOATING**

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

**Experience details**  
**50 people**  
**45 min or 1.5 hours**  
**Adults £8.00, Concessions £7.20 Children £5.60**

**Language**  
Flexible. Contact direct for details

**Contact information**  
Avon Boating  
Gerald Wensley  
beat-hem@avon-boating.co.uk

**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.

**Souvenir maps**  
Provided, with photos, information and our local recommendations

**Experience commentary**  
Live and relaxed setting.

**Highlights**  
- The Lord of the Rings of the Cotswolds.
- Oxford or Birmingham.
- Chipping Campden. Our pick-up points are easy to get to by train from London, or by bus from Stratford-upon-Avon. If required, ample pay-and-display parking. 
- We’ll pick you up from any hotel, guesthouse or address in Stratford-upon-Avon, or Stratford-upon-Avon train station, Moreton-in-Marsh train station and Chipping Campden. Our pickup points are easy to get to by train from London, Oxford or Birmingham.
- Travel the back roads and see over the hedgerows in our comfortable 17-seater minibus, with live commentary provided by your guide.

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**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.

**Experience details**  
**12-120 people.**  
**2-6 hours**  
**From £10 per person**

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

**Availability**  
Open daily, 10am – 5pm. Closed 24 December – 1 January inclusive.

**Languages**  
English.

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**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 details**  
**All group sizes**  
**2 hours**

**Parking facilities**  
Parking for six coaches 150m from the entrance.

**Accessibility**  
Access to all areas - accessible, please see website for details.

**Languages**  
English.

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**MUSEUMS**

**COTSWOLDS IN A DAY TOUR WITH 60 COTSWOLDS**

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.

**Experience details**  
**16 people**  
**5 hours**  
**Adults £36, Children £16, Concessions £21**

**Language**  
English, French, German, Spanish, Italian

**Contact information**  
Dillhons Brewery  
Nikita Khatavkar  
dhillonsbrewery.com

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

**Availability**  
Fridays from 4pm.

**Languages**  
English, Portuguese.

**Accessibility**  
All group sizes. Parking for coaches and cars.
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 that tells the story of Warwickshire, and how the shifting natural, built and human landscapes have shaped the county to the present day.

**Highlights**
- The Staton-Stephens
- Warwickshire Dinosaur
- Roman hoards.

**Experience details**
- 40 people
- Parking facilities
  - Paid on street parking.
- Accessibility
  - Lifts to first floor.
- Digital and tactile guide available.

**Contact information**
Heritage and Culture Warwickshire
Stephan Spencer
stephan.spencer@warwickshire.gov.uk

**Availability**
- Tuesday - Saturday, 10am - 5pm.
- Early evening tours available.
- Free

**Accessibility**
- Full disabled access throughout the building, including a disabled toilet.
- Ground floor accessible.
- Braille guide available.
- Offers tours in French, sign supported.
- All experiences are conducted in English but we are happy to cooperate with guides/translation.

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

**Groups**
- From 15 per person
- Groups of 15 or more: Standard Group Rate
- 10% discount on Distillery shop purchases for all groups.

**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 ITTO 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 - fit 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.

**Accessibility**
- Full disabled access throughout the building.
- Ground floor accessible.
- English.

**Contact information**
Shakespeare’s Schoolroom & Guildhall
Lindsey Armstrong
lindsey.armstrong@shakespeareschoolroom.org

**Parking facilities**
- Free coach parking at Anne Hathaway’s Cottage.
- Free coach parking at Shakespeare’s Birthplace.
- Full disabled access aboard the boat.
- On-street parking available.
- There are also a number of council and privately run car parks in Stratford-upon-Avon.

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

**Groups**
- From 15 per person
- Groups of 15 or more: Standard Group Rate
- 10% discount on Distillery shop purchases for all groups.

**Discover the historical building that was once home to Shakespeare’s parents.**

Discover the building that was once home to Shakespeare’s parents, 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.
- Tutored tasting of at least 3 of our spirits.

**Accessibility**
- Full disabled access throughout the distillery.
- Ground floor accessible.
- English.

**Contact information**
Shakespeare Distillery
Jane McKay
jane@shakespearedistillery.com

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

**Groups**
- From 15 per person
- Groups of 15 or more: Standard Group Rate
- 10% discount on Distillery shop purchases for all groups.

**Discover the heart of Warwick, the county town of Warwickshire.**

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, how the shifting natural, built and human landscapes have shaped the county to the present day.

**Highlights**
- The Staton-Stephens
- Warwickshire Dinosaur
- Roman hoards.

**Experience details**
- 5-2 hours
- Free

**Contact information**
Heritage and Culture Warwickshire
Stephen Spencer
stephen.spencer@warwickshire.gov.uk

**Availability**
- Monday - Saturday, 10am - 5pm.
- Early evening tours available.
- Free

**Accessibility**
- Full disabled access throughout the building.
- Ground floor accessible.
- English.

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

**Groups**
- From 15 per person
- Groups of 15 or more: Standard Group Rate
- 10% discount on Distillery shop purchases for all groups.
The Guild Chapel, Shakespeare’s Schoolroom, Holy Trinity Church and Guildhall.

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

The Gateway to the Town.

Built in 1269, the Guild Chapel became the dominant social force in the town, with history dating to the 13th century.

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

Experience details
25 people per group
Parking facilities
Coach parking at Riverside/Lifestyle Centre & Birthplace coach park.
Accessibility
Walking tours are accessible.

Contact information
Stratford Town Walk
Helen and John Hogg
stratfordtownwalk@btinternet.com

From £140 per coach

Experience details
1 hour
From £95 per person

Accessibility
Yes - wheelchair ramps available.

Contact information
The Guild Estate
Pippa Brook
pippa.brook@stratfordtowntrust.co.uk

1.5-2 hours

Accessibility
Walking tours are accessible.

Contact information
Stratford Town Walk
Helen and John Hogg
stratfordtownwalk@btinternet.com

10-90 group size recommended
Parking facilities
Accessibility
Fully accessible with flat level pathways throughout.

Contact information
Stratford-upon-Avon Butterfly Farm Ltd
Jane Kendrick
marketing@butterflyfarm.co.uk

From 1 hour
From £5.95 per person

Accessibility
Yes - wheelchair ramps available.

Contact information
Warwick Castle
Katy Potter
marketing@warwick-castle.com

Several trap rates available

Experience details
1-2 days

Accessibility
See website for opening hours.

Contact information
Warwick Castle
Katy Potter
marketing@warwick-castle.com

Swar's nest Lane, Stratford-upon-Avon CV37 7L2

+44 (0)192 640 6603

English.

Languages
- required for private tours to ensure guide availability.

Accessibility
Necessary for private tours to ensure guide availability.

Languages
- English.

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 over 30 replicated Maya artefacts throughout the Butterfly Farm.
• Butterfly Farm Ltd.

Stratford-upon-Avon
CV37 6EP

+44 (0)178 929 9288

marketing@butterflyfarm.co.uk

BUTTERFLY FARM

SHAKESPEARE’S ENGLAND

WARWICK CASTLE

THE GUILD CHAPEL

WARRICK CASTLE

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 splashy 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 through the Flight Area and observe butterflies in their natural habitat. Throughout the year there are over 250 different species and approximately 2,000 individual butterflies!

Within the Emerging-Cave butterflies can be seen emerging from their pupae and preparing their wings for flight. Visitors can also discover the fascinating connection that exists between the orange and brown butterflies in the rainforest with the ancient Maya civilisation. Over 30 replicated Maya artefacts throughout the Butterfly Farm.

Highlights
• The world’s largest tropical butterfly paradise.
• An authentic tropical rainforest environment.
• Discover the Maya ancient civilisation that lived and farmed in the rainforest.

Chapel Lane, Stratford-upon-Avon CV37 6EP

+44 (0)178 920 7877

guild@thechaple.org

Qualifications & Experiences
• AA graded Garden.
• 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 tournament.

Accessibility
No limits/ restrictions.

Languages
- English.

Highlights
• From 1800BC, see their replicated artefacts throughout the farm.
• 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 tournament.

Availability
Throughout the year except Christmas Day.

Languages
- English.

Accessibility
See website for opening hours.

Availability
See website for opening hours.

Languages
- English.

Accessibility
See website for opening hours.

Availability
See website for opening hours.

Languages
- English.

Accessibility
See website for opening hours.

Availability
See website for opening hours.

Languages
- English.

Accessibility
See website for opening hours.

Availability
See website for opening hours.

Languages
- English.

Accessibility
See website for opening hours.

Availability
See website for opening hours.

Languages
- English.

Accessibility
See website for opening hours.

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 man house is set in 10 acres of lush, green grounds and is the epitome of a quintessentially English country house hotel. Stop inside and discover what we have to offer, including 43 blissful bedrooms, a AA Rosette restaurant and our heavenly Clan Spa.

**Contact information**

Jane Franks (Group Leisure Business Development Manager)

+44 (0)7787 541528

Jane.Franks@edenhotelcollection.com

**Accommodation details**

- **43 rooms**
- **Minimum booking term** One night.
- **Languages** English, Food
- **Pickup service** Not available.
- **Accessibility** None fully accessible for wheel chair users.

**Highlights**

- Beautiful location, set in 10 acres of grounds, just 6 miles from Leamington Spa and Warwick.
- Exceptional food and drink with quality service.
- Luxury spa and leisure facilities.

**From £176.00 per room, per night**

**SHAKESPEARE’S ENGLAND**

**STUDLEY CASTLE**

Welcome to Warner Leisure Hotels’ newest member of the family. A beautiful hotel catering 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.

**Contact information**

Warner Group Sales

+44 (0)330 100 9772

Studley Castle, Hardwick Lane, Studley, Nr. Stratford-upon-Avon, B80 7AJ.

warnerleisurehotels.co.uk

**Highlights**

- luxury accommodation designed for relaxing in comfort.
- Choice of fine dining and afternoon tea.
- The Stable Spa.

**from £75 per room, per night**

**To enquire - please call the Groups team**

Price on enquiry - please call the Groups team

Languages

- English

- Room service is also available.

- Parking facilities

- Free on site parking.

- Pick up service

- No.

- No.

- Yes.

- Availability

- Live availability

- On site parking.

- 210 rooms

- Price on enquiry - please call the Groups team

Languages

- English

- Both BB and dinner packages are available. The restaurant serves a full continental breakfast and hot buffet. Room service is also available.

**Accessibility**

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

**From £197**

**From £75**

**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 six acres of private grounds, the hotel is tucked away amid woodland and beautifully maintained green land. Ideal for lone travellers, creatives or families, it comprises 109 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 gym, this hotel is ideal for your break.

**Contact information**

Croja Leggins

hea0i8-re@accor.com

+44 (0)24 7693 3340

Mercure Warwickshire Walton Hall

Hotel & Spa, Jubilee Drive, Wellesbourne, CV35 9HG

allaccor.com/hotels/AQ06/index.en.shtml

**Highlights**

- Fantastic location in the heart of Warwickshire, situated within 66 acres of private grounds.
- Located on the bank of river Dene.
- Historic 16th century Grade I listed building with a friendly team of staff to help local stories.

**197 rooms**

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

**From £87**

**Languages**

- English
- Italian
- Romanian
- and Welsh and Polish

**Parking facilities**

- Free on site parking.

**Pickup Service**

- No.

**Accommodation details**

- **197 rooms**
- **Minimum booking term** Depending on availability, we may require a two nights minimum stay.
- **Languages** English
- **Pickup service** No.
- **Accessibility** Yes.

**From £87**

**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, these come with a power shower and/or bath, comfortable king or double sized beds, tea/coffee making facilities and free wi-fi access. In addition, on the Ground Floor, its own kitchenette, sitting area with flat screen TV and toilet. On the First Floor is a bedroom with king-size bed, flat screen TV, walk in wardrobe and en-suite with shower. Outside is a designated car park space and garden.

**Contact information**

Janet Baldry

janet@parkcottagewarwick.co.uk

+44 (0)24 7693 3340

**Accommodation details**

- **4 rooms**
- **2 self-catering cottages**
- **Minimum booking term** One night.
- **Parking facilities** Parking for all guests.
- **Accessibility** One ground floor room.
- **Languages** English
- **Food** Full English, Continental, Veggie/Vegan Breakfasts provided.

**From £75**

**Highlights**

- A Grade II listed property.
- Onsite parking.

**From £145**

**STUDLEY CASTLE**

The second cottage: The Potting Shed is five years old, has an open-plan layout with kitchenette, sitting/dining area with flat screen TV and toilet. On the First Floor is a bedroom with king-size bed, flat screen TV, walk in wardrobe and en-suite bathroom. It has accommodation for all needs – from standard or privilege bedrooms in our modern part of the house 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 gym, this hotel is ideal for your break.

**Contact information**

Mallory Court Country House Hotel & Spa, Lartington Lane, Lartington Spa, Warwickshire, CV33 9QB

mallory.co.uk

**Accommodation details**

- **43 rooms**
- **Minimum booking term** One night.
- **Parking facilities** No, close to charge.
- **Pickup service** Not available.
- **Accessibility** None fully accessible for wheel chair users.

**Highlights**

- Beautiful location, set in 10 acres of grounds, just 6 miles from Leamington Spa and Warwick.
- Exceptional food and drink with quality service.
- Luxury spa and leisure facilities.

**From £176.00 per room, per night**

**Highlights**

- Luxury spa and leisure facilities.
- Exceptional food and drink with quality service.

**From £87**

**Languages**

- English
- Italian, Romanian,
- and Welsh and Polish

**Parking facilities**

- Free on site parking.

**Pickup service**

- No.

**Accessibility**

- Yes.

**Languages**

- English

**Food**

- Both BB and dinner packages are available. The restaurant serves a full continental breakfast and hot buffet. Room service is also available.

**Price on enquiry - please call the Groups team**

Languages

- English

- Room service is also available.

- Parking facilities

- Free on site parking.

- Pick up service

- No.

- No.

- Yes.

- Availability

- Live availability

- On site parking.

- 210 rooms

- Price on enquiry - please call the Groups team

Languages

- English

- Both BB and dinner packages are available. The restaurant serves a full continental breakfast and hot buffet. Room service is also available.

**Accessibility**

- Please call us and we are happy to provide advice to guests with special needs who wish to take breaks at our hotels.
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, cozy 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 all the main visitor attractions.

**Contact information**
Jane Franks (Group Leisure Business Development Manager)
Jane.Franks@edenhotelcollection.com
+44 (0)7787 541528

The Arden Hotel, 44 Waterside, Stratford-upon-Avon, Warwickshire, CV37 6BA
theardenhotelstratford.com

**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
- Restaurants 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.

Click here for full festivals and events calendar
Shropshire, one of England’s finest counties, is 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 hero’s 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 footsteps 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.

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 yarning.

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
Shropshire is accessed by motorway via the M54 from the (East) Birmingham direction although you can access via a more scenic route of the A44 from the South and North. Connections to North Wales and Chester are via the A49 with the A470 directly connecting Mid Wales.

Getting around
Air
Birmingham is our closest airport with a direct line from Shrewsbury and Telford plus a host 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 this connects directly to the Heart of Wales line for a more scenic trip from South Wales.

Road
Shropshire is accessed by road via the M44 from the East. Shrewsbury direction although you can travel via a more scenic route of the A44 from the South and North. Connections to North Wales and Chester are via the A49 with the A470 directly connecting Mid Wales.

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

34
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 Blits 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 cozy cottages, buy curious goods from a bygone era and watch real-time video 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 see the postcard-perfect countryside (it’s only 5 minutes away). This is the perfect place to explore this fantastic UNESCO World Heritage site – you’ll find independent shops, pubs full of character and scenic walks following the mighty River Severn’s breath-taking journey.

Highlights
- Breathtaking views of the Shropshire Hills from the extensive gardens.
- Guided Tour carried out by the owner of the beautiful mansion.
- Daily demonstrations of period skills including Farrier and Blacksmiths.
- Chat with (almost) real Victorians.
- Walk across the world famous Iron Bridge and discover the Birthplace of Industry.
- Daily demonstrations of period skills including Farrier and Blacksmiths.
- Go back in time to see a traditional English working farm.
- Daily demonstrations of period skills including Farrier and Blacksmiths.
- Go back in time to see a traditional English working farm.

Contact information
Ironbridge Gorge Museum Trust
Saffron Buckle / Ben Walker
groups@ironbridge.org.uk
+44 (0)195 243 5900
ironbridge.org.uk/bilingual

Accessibility
Most areas accessible for all, please visit website for further information.
Availability
Seven days a week, during summer.
Languages
English, French, German, Italian, Spanish and Japanese.

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 leisure; how the coracle river craft was created and by them across the river - just for fun! Their odd shape is a rare survivor of a craft going back thousands of years, right up to the centre of the birthplace of the Industrial World. Their story is now being told in the newly restored Old Shop Delt in a fascinating free display viewed through the window. A magical interactive online map will join the Old Shop 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 resource at the Green Wood Centre.

Highlights
- 2 free measures 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.
- 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.

Contact information
Ironbridge Coracle Trust
Marianne Rix
info@ironbridgecoracles.org
+44 (0)195 264 4204
ironbridgecoracles.org

Accessibility
See website for availability.
Availability
See website for availability.
Languages
English, French, German, Italian, Spanish and Japanese.
**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 contributions have shaped the air and space that we live in today. The Museum is home to over 75 historic aircraft including the legendary Chieko ‘Bravo November’ indicates 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, where you will find a collection of prototype aircraft, many produced in secret! Experience flying with the Red Arrows at the amazing 4D Theatre complete with dynamic seat movements, water spray, and smoke effects! Step into the Virtual Reality Zone and explore 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.

**Highlights**
- 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.
- Restaurant with views overlooking the airfield.
- Explore exciting displays of aircraft, iconic cars, and tanks.
- Don’t forget to check out the Test Flight hangar, where you will find a collection of prototype aircraft, many produced in secret!
- Experience flying with the Red Arrows at the amazing 4D Theatre complete with dynamic seat movements, water spray, and smoke effects!
- Step into the Virtual Reality Zone and explore 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.

**Contact Information**
Royal Air Force Museum Midlands
Customer Care Team
midlands@rafmuseum.org

**Experience Details**
- **No Limit**
- **2-3 hours**
- **Free**
- **Availability**
  - Open daily from 10am-5pm.
  - Closed 24th December and 1 January
- **Language**
  - English.

**Accessibility**
- Fully accessible.

**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.

**Highlights**
- 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.
- Restaurant with views overlooking the airfield.
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Royal Air Force Museum Midlands
Customer Care Team
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- **Free**
- **Availability**
  - Open daily from 10am-5pm.
  - Closed 24th December and 1 January
- **Language**
  - English.

**Accessibility**
- Fully accessible.

**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. Heald by steam locomotives, some of which are more than 100 years old, and travelling 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 tours on board being steered 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 specials, and themed weekends such as the Vintage Transport Extravaganza, Step Back to the 1940s and Model Railway events. The Chief and Senior Tours at Halloween are guaranteed to send a chill down everybody’s spine, and Christmas will be completely without a trip on a Santa train, the stunning Steam in Lights services on the Exchanged 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.

**Contact Information**
Severn Valley Railway
contact@svrlive.com

**Experience Details**
- **1-200 people**
- **1-12 hours**
- **Various**
- **Availability**
  - Visit website for timetable
- **Language**
  - English.

**Accessibility**
- Yes.

**Languages**
- English.

**Shropshire Raft Tours**

We offer a variety of outdoor activities including canoe and kayak hire, mini raft hire, canoe 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.

We also offer the perfect experience for coach tours, the Severn Valley Railway offers a range of dining options, including tours on board being steered 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 specials, and themed weekends such as the Vintage Transport Extravaganza, Step Back to the 1940s and Model Railway events. The Chief and Senior Tours at Halloween are guaranteed to send a chill down everybody’s spine, and Christmas will be completely without a trip on a Santa train, the stunning Steam in Lights services on the Exchanged 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.

**Contact Information**
Shropshire Raft Tours Ltd.
Sharon Bailey
shropshirerafttours@icloud.com

**Experience Details**
- **Up to 50 people**
- **1-6 hours**
- **Various**
- **Availability**
  - April-September.
- **Language**
  - English.

**Accessibility**
- Yes.

**Languages**
- English.
**BEST WESTERN SHROPSHIRE 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 visit.

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 the Ironbridge Gorge Museums, enjoy the Shropshire hills, or learn about the history of the area, The Lion Quays Hotel is just minutes away.

**Highlights**
- In the heart of Ironbridge world heritage site.
- Exceptional food and drink with quality service.
- Award winning bedrooms.
- Gala dinners with something for everyone.
- 4 star hotel.
- Restaurant and lounge.

**Contact information**
- Lisa Snape
- sales@thevalleyhotel.co.uk
- +44 (0)1952 432247
- telfordhotelgolfresort.co.uk
- telfordreservations@btinternet.com
- +44 (0)1952 432247

**Accommodation details**
- 82 Rooms
- Minimum booking term
  - One night.
- Parking facilities
  - Free parking with space for coaches.
- Pick-up service
  - Taxi booking available from Reception

**Call the Groups Team for rates**

**Accessibility**
- Fully compliant bedroom. Restaurant and function room on ground floor.
- Languages
  - English.
- Food
  - Freshly prepared onsite using fresh and local produce.

**Restaurant details**
- Visit website for details. 114 rooms.
- Minimum booking term
  - Subject to availability – some dates will require a minimum two night stay.
- Parking facilities
  - Over 200 complimentary spaces.

**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 windows overlooking the gardens. Superior rooms and king superior rooms offer great flexibility for windswept beds. Sole occupancy guests are accommodated in double bedrooms. All facilities are on the ground floor and anything higher has lifts.

**Highlights**
- Spectacular views overlooking the Ironbridge Gorge, Golf Course and Courtyard.
- Tranquil setting for a great night’s sleep in fabulous comfortable beds.
- Great flexibility with large number of bedrooms on ground floor with the facility for twin or double beds. Many rooms adjoin with connecting rooms.

**Contact information**
- Caroline Wallis
- reservations@lionquays.com
- +44 (0)1952 432247

**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.

**Contact information**
- Lisa Snape
- sales@thevalleyhotel.co.uk
- +44 (0)1952 432247
- lionquays.co.uk
- +44 (0)1952 432247

**Accommodation details**
- 62 Rooms
- Minimum booking term
  - One night.
- Parking facilities
  - Parking for all guests.
- Pick-up service
  - Free parking with space for coaches.

**Call the Groups Team for rates**

**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.

**Restaurant details**
- Visit website for details. 82 Rooms.
- Minimum booking term
  - From £75 per room, per night
- Parking facilities
  - Over 200 complimentary spaces.

**Contact information**
- Lion Quays Resort
- Rebecca Brown
- reservations@lionquays.com
- +44 (0)1952 432247

**Tel:** 01952 432247

**Fax:** 01952 432248

**E-mail:** sales@thevalleyhotel.co.uk

**Website:** thevalleyhotel.co.uk/groups
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, Pazza, Pasha’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 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.

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.

**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.

**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 M40, connecting to the M4 and M6.

**Journey Times**

<table>
<thead>
<tr>
<th>Destination</th>
<th>By car</th>
<th>By rail</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Birmingham</td>
<td>0.5 hours</td>
<td>0.25 hours</td>
</tr>
<tr>
<td>To Manchester</td>
<td>0.5 hours</td>
<td>0.25 hours</td>
</tr>
<tr>
<td>To London</td>
<td>2.25 hours</td>
<td>1 hour</td>
</tr>
</tbody>
</table>

**Road**

- 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.
- 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.

- At the heart of the motorway network, Solihull is connected to junctions 4, 5 and 6 of the M40, connecting to the M4 and M6.
The Bear Grylls Adventure offers 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**

- **FLY Indoor Skydive** - Get your adrenaline pumping and experience the awesome sensation of free fall flight.
- **High Ropes** - Travel beneath the waves for an unforgettable adventure with Black Tip Reef Sharks, Cow Nose Rays, and tropical fish.
- **Shark Dive** - Travel beneath the waves for an unforgettable adventure with Black Tip Reef Sharks, Cow Nose Rays, and tropical fish.
- **iFLY Indoor Skydive** - Get your adrenaline pumping and experience the awesome sensation of free fall flight.

**Contact information**

Sarah Whitaker
Sarah@entertainments.bz

[+44 (0)121 374 0488](tel:+44%20121%20374%200488)

[haveagreattimeadventure.com](http://haveagreattimeadventure.com)

For 4-12 year olds, a visit can be arranged at the Bear Grylls Adventure full day camp. The cost is £150 per child. Please contact Sarah to book.

**Accessibility**

- *English*

**Languages**

- *English*

**Parking facilities**

Free on site parking - 500 spaces for cars and 100 for coaches.

**Facilities**

- *Toilets*
- *Baby changing facilities*
- *Wheelchair доступ*
- *Groups over 20 people*

**Availability**

- *10-20 people*
- *1 hour to 1/2 hours*
- *From £10 per person*

**Experience details**

- *N/A*

### Jaguar Land Rover Experience Solihull

The Jaguar 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.

**Experience details**

- *3 hours*
- *From £29 per person. Up to 20 people*

**Facilities**

- *Personal tour of the charming 10 acre garden*.
- *4D simulator rides.*

**Contact information**

Nicki Harvey
nharvey@partner.jaguarlandrover.com

[+44 (0)121 700 4619](tel:+44%20121%20700%204619)

[Landrover.com/ExperienceSolihull](http://Landrover.com/ExperienceSolihull)

**Accessibility**

- *Fully accessible.*

**Languages**

- *English*

**Parking facilities**

- *All activities can be booked online for your preferred date. Staff on hand to assist.*
- *Visitors will experience an extraordinary space 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.*

**Contact information**

Sarah Whitaker
Sarah@entertainments.bz

[+44 (0)121 374 0488](tel:+44%20121%20374%200488)

[haveagreattimeadventure.com](http://haveagreattimeadventure.com)

For 4-12 year olds, a visit can be arranged at the Bear Grylls Adventure full day camp. The cost is £150 per child. Please contact Sarah to book.

**Accessibility**

- *English*

**Languages**

- *English*

**Parking facilities**

Free on site parking - 500 spaces for cars and 100 for coaches.

**Facilities**

- *Toilets*
- *Baby changing facilities*
- *Wheelchair доступ*
- *Groups over 20 people*

**Availability**

- *5-20 people*
- *1-2 hours*
- *From £10 per person*

**Experience details**

- *N/A*

### Armored Forces Community Garden- Hillfield Park

The Armed Forces Community Garden is a 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. The garden is a lung for 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.

**Experience details**

- *1 hour*
- *From £0 per person*

**Facilities**

- *Toilets*
- *Baby changing facilities*
- *Wheelchair доступ*
- *Groups over 20 people*

**Accessibility**

- *Fully accessible.*

**Languages**

- *English*

**Parking facilities**

- *Free on site parking.*

**Contact information**

Solihull Metropolitan Borough Council
Parksmanagement@solihull.gov.uk

https://visitsolihull.co.uk/army-force-community-garden

**Availability**

- *N/A*

**Experience details**

- *1 hour*
- *From £0 per person*

**Facilities**

- *Toilets*
- *Baby changing facilities*
- *Wheelchair доступ*
- *Groups over 20 people*

**Accessibility**

- *Fully accessible.*

**Languages**

- *English*

**Parking facilities**

- *Free on site parking.*

**Contact information**

Solihull Metropolitan Borough Council
Parksmanagement@solihull.gov.uk

https://visitsolihull.co.uk/army-force-community-garden

**Availability**

- *N/A*

**Experience details**

- *1 hour*
- *From £0 per person*

**Facilities**

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- *Baby changing facilities*
- *Wheelchair доступ*
- *Groups over 20 people*

**Accessibility**

- *Fully accessible.*

**Languages**

- *English*
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 10-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 hotel's attractions, central Birmingham and Birmingham Airport. 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.
- Award winning, luxurious lakeside hotel in leafy grounds of Solihull town centre.

Contact information
Claire O’Donnell
roommanag@cpsolihull.voclau.eu

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.

Accessibility
Fully accessible with two accessible bedrooms.

Languages
English

Food
Breakfast included.

Contact information
Claire O’Donnell
roommanag@cpsolihull.voclau.eu

Crowne Plaza® Solihull hotel lies in quiet, leafy grounds in Solihull town centre, just off the M42 motorway. It's a 10-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 hotel's attractions, central Birmingham and Birmingham Airport. 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.

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Located on the National Exhibition Campus (NEC) 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.

Highlights
- Fantastic location in the heart of Warwickshire, situated within 65 acres of private grounds.
- Located on the bank of river Bere.
- Historic 16th century Grade I listed building with a friendly team of staff to cater to your needs.

Contact information
Hilton Birmingham Metropole Hotel
Tom Robins
tom.robins@hh.f-metropole.com

Accommodation details
790 rooms
Minimum booking term 1+ rooms for B2B bookings.
Parking facilities Over 250 complimentary car parking spaces.
Pick-up service No.

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

Languages
English

Food
English.

See website
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 this 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 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 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.

The sum of many (stunning) parts
The county encompasses a number of historic towns – Worcester itself, 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.

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 Worcestershire 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 – there 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

Getting Around

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: 2–2.5 hours

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Air

The closest international airport to Worcestershire is Birmingham Airport. Worcester is located 36 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, Bewdley, Cleeve Common, Bewdley, Hagley, Harbury, 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 roundtrip 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 for 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.

With a qualified, expert local guide, discover the highlights of the Cotswolds in a day, including popular towns, secret villages and incredible views.

Passenger comfort is key, so enjoy complimentary refreshments and free Wi-Fi on board.

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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.

Experience details

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

- **Parking facilities**
  - Car Parking is available in King’s Street Car Park and Cathedral Square Car Park which are close to the Cathedral.

- **Accessibility**
  - Not accessible for wheelchair users.

- **Availability**
  - Available all year round.

- **Languages**
  - English.

Contact information

Worcester Cathedral
Susan Macleod – Operational Manager
woc@worcestercathedral.org.uk
+44 (0)1905 732900
worcestercathedral.co.uk/

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 cafes along the way. Look out for new artworks, information panels, pavement studs and quirky benches. Allow at least 45 minutes from start to finish.

Experience details

- **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.

- **Parking facilities**
  - Pay and Display car park on Priory Road.

- **Accessibility**
  - Not accessible for wheelchair users. Route is steep in places.

Contact information

Malvern Hills District Council
Malvern Tourist Information Centre
info@visitthemalverns.org
+44 (0)1684 899228
visitthemalverns.org/things-to-do/towns/malvern/route-to-the-hills
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 enclosure of 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.

**Contact information**
booking@safari-lodges.co.uk
www.safari-lodges.co.uk
West Midland Safari Park, Bewdley
Worcestershire, DY12 1LF

**Accommodation details**
- From £490 per night, based on 2 people
- 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.

**Languages**
- English.

**Food**
- Dining room on-site serving breakfast daily. Dinner Thursday – Sunday and lunch on Sunday.
- Afternoon tea available daily.
TO THE COTSWOLDS
WEST MIDLANDS
COUNTY
SHROPSHIRE
IRONBRIDGE
STAFFORDSHIRE
WORCESTERSHIRE
WORCESTER
HEREFORD
HEREFORDSHIRE
WARWICKSHIRE
IRONBRIDGE
STAFFORD
TO THE PEAK DISTRICT
Wolverhampton
Solihull
Covenry
Birmingham
Sandwell
Dudley
Walsall
Walsall
Coventry
Wolverhampton
Dudley

DISCOVER...
THE HEART OF ENGLAND
WE LOOK FORWARD TO WELCOMING YOUR CLIENTS TO THE HEART OF ENGLAND

The West Midlands
One region, many worlds