

WHAT'S NEW IN TOURISM IN LEICESTER & LEICESTERSHIRE
JANUARY 2012

NEWS & DEVELOPMENTS



Brew your own ale at Belvoir Brewery

www.belvoirbrewery.com

'Brew your own day' starts in January 2012. Customers will be able to spend the day in the brewery, choose the beer they wish to brew and brew alongside brewers during the day. The day will also include breakfast and lunch, a background of brewing and designing a label for the bottles. A week later, the finished beer will be available to be picked up in bottles or on draught.



New short break campaigns

www.goleicestershire.com/short-breaks

The Stay Play Explore campaign celebrated its fifth anniversary in 2011 with a record number of overnight stay visitors. It's back for 2012, with the offer for a family of four to visit any three of five fantastic Leicestershire visitor attractions and enjoy overnight accommodation including breakfast at a choice of four top hotels, for just £109.

- Enter a world of discovery at Conkers
- Experiment at Snibston
- Take off at the National Space Centre
- Monkey around at Twycross Zoo
- Re-live history at Bosworth Battlefield

A range of attractive, value breaks have been developed with local tourism partners themed around Family Adventure, History & Heritage, Food & Drink, Outdoors, Shopping, and Arts & Culture.



Battlefield Line runs all the way to Market Bosworth

www.battlefield-line-railway.co.uk

The Battlefield Line is the last remaining part of the former Ashby & Nuneaton Joint Railway which was opened in 1873. It runs from Shackerstone via Market Bosworth to Shenton in Leicestershire and is operated by the Shackerstone Railway Society. Shenton Station is located in the centre of Bosworth Field, the site of the last great medieval battle and the final battle of the War of the Roses and in 2012, the line will now run to the town of Market Bosworth at the other end of the line.



New trails document the 'story of England' in Kibworth
www.kibworthvillage.co.uk

TV historian Michael Wood's 'Story of England' was broadcast by the BBC in 2010. This six-part TV series (and accompanying book) was groundbreaking because it told the story of one English village through 2,000 years of history. The series was based around the ancient parish of Kibworth in the Gartree hundred, which today comprises three villages: Kibworth Harcourt, Kibworth Beauchamp and Smeeton Westerby. There is now a heritage trail to guide visitors around each village, highlighting historical and interesting points and giving the opportunity to see where many of the scenes in the series were filmed.



New Volunteer Guides for Leicester Museums
www.leicester.gov.uk/museums

From spring 2012, visitors to five of Leicester City Museums will be able to take a guided tour led by a volunteer tour guide. The tours which will last between 1 and 1.5 hours have been written to introduce visitors to key aspects of each building and museum collection in a fun and informal way. Visitors will find out about objects from all over the world and the rich history of Leicester and its people.

Tours will cover New Walk Museum & Art Gallery, The Guildhall, Jewry Wall Museum, Newarke Houses Museum and the Newarke Area of Leicester. Recruitment and training of the tour guides started at the beginning of November and it is planned that the first tours will be available from February 2012.



Dave's Leicester Comedy Festival
3-19 February 2012
www.comedy-festival.co.uk

Now sponsored by the Dave TV channel, Leicester Comedy Festival is the longest running comedy festival in Europe. Some of the best stand-up comedians have appeared at the Festival over the past 19 years. Over 60,000 people enjoy the festival and acts already confirmed for 2012 include Andi Osho, Arthur Smith, Chris Addison, Dave Spikey, Greg Davies, Josie Long, Richard Herring, Rob Rouse, Sarah Millican, Seann Walsh and Shappi Khorsandi.



Stapleford Park launches Slumber Spa Experience
www.staplefordpark.com

If you have ever wanted to spend quality time, relaxing and being pampered in a luxurious country house setting, the Stapleford Park, near Melton Mowbray, has the ideal spa break for you. This country house hotel and sporting estate is offering a new in-house Slumber Spa Experience, exclusively for the months of January, February and March 2012.

A Slumber Spa Experience gives you the chance to relax and be pampered all day in your robes, then either dress up for dinner and fine wine or snuggle up with room service, chat into the night and enjoy the perfect sleep over.

The Stapleford Park Slumber Spa experience includes:

30 Minute Spa treatments

- Two Course Spa lunch
- Three Course Dinner
- Half a bottle of wine per person
- Full English breakfast



UK launches National Space Academy
www.spacecentre.co.uk

Space is about to touch down in even more classrooms and colleges across the UK, with the launch of the National Space Academy - a network of outstanding teachers and space scientists that will use the inspirational context of space to teach STEM subjects - and geography - to our students and their teachers.

Led by the National Space Centre in Leicester, on behalf of the UK Space Agency, the Science & Technology Facilities Council (STFC), the UK Space Education Office (ESERO-UK) and the European Space Agency, the academy will be launched in February and will be supported by a range of universities, colleges and sponsors.



Chien-Wei Chang: Don't Look Back! I Told You So, New Walk Museum & Art Gallery

11 February 2012 - 25 March 2012

www.theshapeofthings.org.uk

New Walk Museum & Art Gallery is delighted to present an exhibition of new work by acclaimed UK-based Taiwanese Artist of Chinese descent Chien-Wei Chang as part of the national crafts initiative *the shape of things*. In this exhibition, he has stepped away from his main practice of silver/metalsmithing to create a major new installation work combining hundreds of recycled glass bottles alongside exquisitely crafted handmade objects.



Fresh ideas for visitors to The National Forest

www.nationalforest.org

Bosworth Battlefield has a new 1.25 mile trail which includes an audio and visual interpretation about the battle and surrounding area. Bosworth Battlefield is one of the UK's leading historical attractions with an award winning heritage centre which captures the essence of medieval England, the War of the Roses and the birth of the Tudor Dynasty. A programme of events and guided tours runs throughout the year.

YHA National Forest has launched a package that combines a stay in this modern eco-friendly four-star hostel with sno-tubing, tobogganing, skiing or snowboarding at Swadlincote Ski Centre or activities at Conkers. Staff can help groups build their own trip itinerary and the 74-bed hostel can be booked for sole use. If groups do not want to stay overnight Swadlincote Ski Centre also offers half or full day packages which can include lunch in the Alpine Lodge.

Within The National Forest are industrial heritage attractions, stately homes and exciting discovery centres including the stunning National Memorial Arboretum, Calke Abbey, Conkers, the brilliant National Brewery Centre (formerly the Bass Museum), Snibston, Great Central and the Battlefield Line Railways and Moira Furnace. And with 700 miles of paths to explore across 400 woodlands, it is the perfect setting for walking, wildlife watching or lively outdoor activities.



Stories of the World exhibition, New Walk Museum & Art Gallery

Spring-summer 2012

www.leicester.gov.uk/your-council-services/lc/leicester-city-museums/museums/nwm-art-gallery/

Dress the World is a collaborative programme of three East Midlands' exhibitions as part of the Stories of the World project for the London 2012 Cultural Olympiad. The exhibitions celebrate the global exchanges that have shaped and continue to shape fashion in the East Midlands. At the New Walk Museum and Art Gallery in Leicester, 'Suits and Saris' will explore the exchanges of fashion between Leicester, India and East Africa, focusing on Leicester's South Asian collection, including new commissions and international loans.



Greenest hotel in East Midlands open

www.radissonblu.co.uk/hotel-eastmidlandsairport

The new four star Radisson Blu Hotel at East Midlands Airport in Leicestershire includes luxury leisure and spa facilities as well as a gourmet restaurant using the best of local produce and a wine room is available for wine tasting led by the hotel's in-house experts. The 218-room hotel includes:

- Eight executive suites including five Junior Suites, two Senior Suites and one Presidential suite
- Full service restaurant and bar with wine room
- Conferencing facilities with function suite
- Full leisure and health facilities including swimming pool, sauna and steam rooms.

The hotel's 195 Standard Rooms feature a flat-panel television, individual climate control and free high-speed internet access. Fourteen Business Class Rooms include extra amenities designed for corporate guests and leisure travellers such as the Super Breakfast Buffet, Nespresso coffee machine, free pay-per-view movies, daily newspaper and free, high-speed internet access.



£8m investment at new city centre hotel

www.akkeronhotels.com

Fit out work at a brand new 115 bedroom Ramada Encore hotel in Leicester city centre is approaching completion. The seven storey hotel on Charles Street, formerly the Leicester headquarters of Norwich Union is the latest and biggest single investment in the up and coming cultural quarter of the city.

All of the 95 double and 20 twin bedrooms, six with full disabled access, are fitted with flat screen TVs, free wi-fi and hard line internet access, contemporary furnishings and full en-suite wet rooms. In addition to the bedrooms and hospitality facilities, two meeting rooms with flexible space are also available for corporate and business customers, with capacity for up to 60 delegates in a theatre style meeting or 18 in a boardroom meeting.



New guides encourage visitors to 'seize the day'

www.nationalforest.org

The new 2012 National Forest & Beyond Visitor Guides urge visitors to stop putting off the things they have always wanted to do and tick off a few from their wish list in The National Forest. Ideas include walking through a carpet of bluebells, going off-road cycling with the kids, waking up in a woodland to the sound of birdsong, taking part in a Murder Mystery Night, staying in a log cabin, bottle feeding a new born lamb or learning to be a chocolatier for the day.



Ellis's tea room officially re-opens

www.gcrailway.co.uk

Visitors to the Great Central Railway's Rothley station in January can sample the award winning tourist attraction's latest completed project. The popular Ellis's Tea Room at Rothley station has been extended to cope with demand and will be officially re-opened in January 2012. The tea room only opened three years ago in a building converted from a former grain store at the station. Since then it has become a 'must visit' destination for travellers on the GCR's steam trains, and during weekdays a valuable village meeting point. However, with only 26 seats it quickly became full during busy gala events - a victim of its own success.

For further media information, please contact:

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