

2011 events & festivals



November

- 4th - 6th** Ultimate Fireworks Alton Towers Resort
- 5th** Bonfire Night - Shugborough Estate
- 5th** Bonfire Night 5th - Tamworth
- 6th** Bonfire & Fireworks Extravaganza - Weston Park
- 11th** Armistice Day Remembrance Service, National Memorial Arboretum



December

- 1st - 4th** Christmas Candlelit Evenings - Shugborough Estate
- 10th & 11th** Christmas Festival & Fayre - Lichfield
- 10th & 11th** Christmas Fayre - Weston Park

Visit www.enjoystaffordshire.com for more information and dates

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Heritage & Honour Package

Visit, explore and discover! A unique tour that takes in Lichfield's stunning Medieval Cathedral, the breathtaking National Memorial Arboretum and Tamworth's Castle steeped in history and heritage.

Suggested Itinerary - Arrive at Lichfield to meet your own Green Badge Guide who will then take you to the first attraction of the day, a guided tour of Lichfield Cathedral. Following this we then depart for the National Memorial Arboretum for a guided tour as well as time for lunch (optional).



National Memorial Arboretum

The National Memorial Arboretum is a unique haven of remembrance, contemplation and the United Kingdom's living and lasting memorial to commemorate those who have served, suffered or died in the service of their country.

Following the National Memorial Arboretum we then arrive at Tamworth and its famous castle for a guided tour followed by light refreshments before departing and returning back to Lichfield to then say goodbye. Please note that this is one of the two standard tours provided, although specific needs can be catered for.

National Memorial Arboretum - 01283 799860

Tamworth Castle

Tamworth's castle has received many royal visitors during its history - King Henry I, Henry II and Edwards II were all entertained here. Fifteen rooms are open to visitors including the Great Hall, Dungeon, Haunted Bedroom and permanent exhibition on Norman Castles.

The most exciting features are the living images also known as 'Talking Heads', three high-tech figures, skilfully incorporated into the interpretation of the Grade 1 listed building. The castle is almost certainly haunted and one room even has a re-enactment of a haunting.

Tamworth Castle - 01827 709629
For further details about this package contact: Maureen Roberts: 01543 308216

Tourist Information Centres

Get the most out of your visit to Staffordshire. For such things as coach parking, maps, drop off and pick-up points and blue badge guides, why not let our friendly knowledgeable tourist information staff help you plan your visit.

Cannock
The Museum of Cannock Chase
Valley Road, Hednesford,
Cannock, WS12 1TD
T: 01543 877666
E: museum@cannockchasedc.gov.uk
www.visitcannockchase.co.uk

Leek
1 Market Place, Leek, ST13 5HH
T: 01543 483741
E: tourism.services@staffs Moorlands.gov.uk
www.discoverstaffordshirepeakdistrict.com

Lichfield
Lichfield Garrick, Castle Dyke, Lichfield
WS13 6HR
T: 01543 412112
E: info@visitlichfield.com
www.visitlichfield.co.uk

Newcastle-under-Lyme
The Library, Ironmarket
Newcastle-under-Lyme ST5 1AT
T: 01782 297313
E: tic.newcastle@staffordshire.gov.uk
www.newcastle-staffs.gov.uk

Stafford
Gatehouse Theatre, Eastgate Street
Stafford ST16 2LT
T: 01785 619619/619136
E: tic@staffordbc.gov.uk
www.visitstafford.org

Stoke-on-Trent
Victoria Hall Cultural Quarter,
Stoke-on-Trent ST1 3AD
E: stoke.tic@stoke.gov.uk
www.visitstoke.co.uk

Tamworth
Tamworth TIC & Box Office
The Philip Dix Centre, Corporation
Street, Tamworth, Staffs B79 7DN
Tel: 01827 709618
tic@tamworth.gov.uk
www.visittamworth.co.uk

Burton upon Trent
East Staffordshire District Council,
Customer Services Centre, Market Place,
Burton upon Trent DE14 1AH
T: 01283 508000
E: reception@eaststaffsbc.gov.uk
www.enjoyeaststaffs.co.uk

Destination Staffordshire
Karina Harvey-Moore
Senior Tourism Business Development Officer
T: 01889 880154
E: karina.harvey-moore@staffordshire.gov.uk
www.enjoystaffordshire.com

If you need a copy of this information in large print, Braille, another language or on CD, please ask us.



Autumn/Winter 2011 Edition

Welcome to the combined bumper Autumn/Winter edition of the Group Travel newsletter. With the new season just around the corner, you will find all that you need when planning your groups visit to Staffordshire, as this edition is packed full with great new group's packages, events, offers and ideas to help you plan your visit today.

And don't forget to visit the website; www.enjoystaffordshire.com/groups.aspx for all the latest information!

Nicholson Institute

Temporary Exhibition
Poppies & Silk: Leek's Nicholson Legacy
15th October 2012 – 8 December 2012



The Nicholson Museum & Art Gallery

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TIC Information



The Nicholson family produced sons who built up textile businesses, philanthropic ventures like the Institute and the Memorial and served as officers in the Leek Battery for many generations. Visited by royalty, employing hundreds in their mills, the Nicholsons were at the

centre of Leek society and they touched many lives during their time in the public eye.

This exhibition aims to inform and entertain using a range of methods including films, recorded first-hand accounts, hands-on activities, artefacts, costume, information panels, guides and guided tours, trails for children and families. This exhibition will leave you feeling like you have visited the past and discovered that they do things differently there.

Address: Nicholson Institute, Stockwell Street, Leek, Staffordshire Moorlands ST13 6DW

Contact details;
Town Clerk: Julie Taylor
01538 381 271
www.nicholsonmemorial.org.uk



Trentham



offers groups seasonal shopping and an ice spectacular!

From the grand Christmas light switch-on, on 18th November, The Trentham Estate is promising a spectacular line-up ranging from its hugely popular lakeside Winter Ice Rink - with real ice - to Christmas gift-buying in the ever-popular shopping village, complete with festive street entertainment and Christmas market.

And for Christmas 2011, the 725-acre Estate will take-on a whole new look.



Trentham Shopping Village is the perfect stop for shopaholics - offering over 60 individual shops, housed in a charming timber lodge village, twinkling with festive ambience. The adjacent Trentham Garden Centre, meanwhile, not only sells gardening produce, but also a wide range of lifestyle goods while its three cafes and restaurants will offer festive menus and seasonal treats.

Bursting with inspirational gift ideas, Trentham Shopping Village will also be the venue for a full programme of seasonal street entertainment, and will be playing host to a very festive Christmas Market of up to 40 stalls on Fridays, Saturdays and Sundays on the run up to Christmas (25th-27th November, 2nd-4th December, 9th-11th December and 16th-18th December).



A special Christmas area will host a 'seasonal village' - including, of course, Santa's Wonderland with Mr & Mrs Claus's Grotto. Santa will be in residence every weekend from 3rd-18th December; and real reindeers will join him every Saturday.

Trentham's Winter Gardens offers visitors bracing walks along the lakeside, through the Italian Gardens or the sweeping parkland, with any frost and snow creating a picture-perfect scene - perfectly complimenting the Winter Ice Rink, which makes its return this year. Ideal for school and youth groups there will be discounted rates for groups of 12 or more.

For more details of group facilities and group bookings, call 01782 645 215.

Coach Driver Incentive

Coach Drivers bringing groups to Trentham Gardens are entitled to FREE admission to the gardens and all Coach Drivers to site receive a complimentary £5 food and beverage voucher.

Collect from:

The Management Suite, Monday-Friday excluding bank holidays or The Gardens Entrance, weekends and bank holidays

Complimentary food and beverage vouchers are accepted at the following participating Trentham eateries:

- Cadwaladers, Caffe Bello, Coffee Interlude, Delicious Cafe, Delicious at the Italian Garden Tearoom, Delicious at Lakeside Cafe, Frankie & Benny's, Pieminister, Rotisserie, Six Arches Restaurant and Terrazzo del Giardino

Christmas time at



Lord Lichfield's Christmas Pudding Throughout November & December

Join us for a glass of sherry before taking a tour of the Servants' Quarters. Meet the servants then visit the brewhouse, coach house and then into the kitchen and laundry to see the famous Lichfield Christmas Pudding being prepared.

Festive Decorations (Selected Dates in December)

A seasonal guided tour of the Mansion House. Traditional decorations can be viewed in their original stately splendour with fires and candles to light your way. A glass of sherry is included in your tour.

Both the above experiences can be enjoyed either daytime or evening and can be combined with a 2 or 3 course lunch or dinner or a Christmas Afternoon Tea.



Famous Candlelit Christmas Evenings (December 1 - 4)

The Mansion House and Servants' Quarters are candlelit and decorated with flowers and traditional trimmings. There will be street entertainers, a large craft, gift and marquee and festive food available to complete the region's premier magical Christmas event. Not to be missed. Times: 5.00 pm until 9.00 pm

For further information on Group packages for the winter season call Shugborough on 01889 881388 or email groups@shugborough.org.uk

Further details also available at www.shugborough.org.uk



Visit Lichfield for Groups

Lichfield is a favourite destination for coach parties and groups it is the



proud winner of the prestigious CPT Coach Friendly City

Award and highly commend in the UK Coach Tourism Awards 2010.

To find out more send for your copy of Visit Lichfield for groups 2011 and 2012 email our Travel Trade Officer, Maureen.roberts@lichfieldcc.gov.uk or telephone 01543 308216 packed with ideas for your group to enjoy. A free bespoke tour planning service is available and free coach parking voucher and map for coach drivers why not find out more?

A guided tour is a must for those wishing to explore Lichfield. Our fully qualified guides know more about the city than anyone else and are more than happy to share their knowledge with you. A range of themed tours are available from Pubs, Priests and Prostitutes to stroll around the Gardens of Lichfield for a full list send for our latest guide. In winter why not try our Gruesome and Ghostly tour this popular spooky tour is always a sell out.

Lots to see and do why not visit Lichfield Cathedral to see the St Chad Gospels and the Lichfield Angel.

Journey through 2000 years of Lichfield's fascinating history in the Lichfield Story exhibition at Lichfield Heritage Centre



Lichfield Cathedral

Erasmus Darwin House is a Grade I listed building and museum dedicated to the life and achievements Erasmus grandfather of Charles Darwin.

Discover the life and times of Dr. Samuel Johnson, England's greatest man of letters, in the setting of a beautiful Grade 1 listed townhouse.

Come and see the gallery displays covering the exiting story of the Staffordshire

Regiment and its predecessors. A tour of the reproduction World War 1 Trench System.

Visit the National Memorial Arboretum set in 150 acres of beautiful wooded parkland and gardens with 50,000 maturing trees and over 160 memorials and the home to the Armed Forces Memorial.

For all of this and more visit www.visitlichfield.co.uk

Lord Lichfield's private kitchen goes on show to the public



For the first time ever and for a limited time only visitors to Shugborough can get a glimpse into the late Patrick Lichfield's kitchen - housed within his very own private apartments at the grand stately home.

Usually visitors to the ancestral home of the Earls of Lichfield are transported way back in time for a flavour of what life was like there in the Victorian era and beyond. But from this weekend they can enjoy a nostalgic journey to an altogether more contemporary period - a time when fitted kitchens were an essential for every home, no matter how stately!

The late Patrick Lichfield's private apartments were fitted out with an early 1980s Elizabeth Ann wooden kitchen - not dissimilar to those which graced many homes across the country over the last few decades.

It may seem unusual for a grand stately home to be displaying a relatively modern fitted kitchen as part of its heritage but the idea very much fits in with the ethos of Shugborough as the complete working historic estate.

The private kitchen served Lord Lichfield's many glamorous guests over the years and is dressed as though breakfast is being prepared, with crumbs on the bread board giving that authentic feel of a meal in motion!

There's also a Kenwood Chef - a must have item in kitchens of the period - original recipe books and an array of pickling and preserve making equipment on display. Lord Lichfield had a penchant for pickles and had all his own preserves made for him using fruits grown on the estate.

The lived in feeling is complemented by a cupboard door lined with business cards and another kitchen "essential" - a cluttered junk drawer containing batteries, fuses, plugs and all those other things that you might find hidden away in household kitchens up and down the country.

With the kitchen, private apartments and Arboretum Island now open to the public alongside a stunning photographic exhibition visitors to Shugborough can enjoy a fascinating insight into the life and lifestyle of the late Lord Lichfield.

But anyone wanting a glance behind the scenes will have to be quick as the kitchen and public apartments are now only open until the end of October. But don't worry if you can't make your visit just yet as they will be open again at the start of the new season in mid-March 2012!

So to take a look this year or to find out more about what else is on offer at Shugborough visit www.shugborough.org.uk or telephone 0845 459 8900.



Footsteps of a King

Experience a day in the life of a royal fugitive King Charles II and see, first hand, the places he hid after his defeat at the battle of Worcester in 1651. This exciting, romantic and daring story of a young king's escape is brought to life for visitors who enjoy stories from one of England's most turbulent times.

Boscobel House and The Royal Oak

A visit to Boscobel House will take you to the setting of one of the most romantic stories in English History. Today, Boscobel is a delightful spot. Recently refurbished house still has the romantic character of a Victorian historical novel, including the priest hole in the attic where Charles is said to have spent the night. But one of the most special attractions lies in the fields beyond the garden, the Royal Oak Tree!

For further details on Boscobel House
Tel: 01902 850244
www.english-heritage.org.uk/boscobel



Royal Oak Tree



Moseley Old Hall

Moseley Old Hall

This romantic and exciting story continues when you visit Moseley Old Hall. Upon leaving Boscobel House, the young King Charles II fled to Moseley Old Hall. Now managed by the National Trust, where you can enter the house through the same door King Charles used in 1651, see the bed where he slept and the priest holes in which he hid from Cromwell's soldiers. After exploring the house you may wander around the impressive knot garden that is based upon 1640 design. The perfect setting to relax and enjoy the wonderful atmosphere of Moseley Old Hall.

Moseley Old Hall is steeped in 17th Century atmosphere and its richly panelled walls conceal an ingenious secret priest hole in which Catholic priests hid.

For further details on Moseley Old Hall
Tel: 01902 782808
<http://www.nationaltrust.org.uk/main/w-vh/w-visits/w-findaplace/w-moseleyoldhall/>

For further details about this package
contact: Nikki Taylor: 01902 696539

Pots & Perennials

This package provides a unique experience and insight into two different but internationally renowned worlds. Visit the Wedgwood Visitor Centre & Museum and get a glimpse into the history of this world famous company where you too can even throw your own pot! Then take a short journey 1 mile down the road to the Trentham Estate with its award winning landscape gardens designed by Tom Stuart-Smith, as well as the unique Shopping village and numerous restaurants and eating places onsite.



Wedgwood Visitor Centre



The Wedgwood Visitor Centre and Museum

The Wedgwood Visitor Centre and Museum is the perfect destination for tour groups and travel trade excursions. Just a couple of hrs from London, & less than an hour from Birmingham or Manchester, the world famous home of Wedgwood is located on the outskirts of the Potteries and offers a unique chance to submerge yourself in the heritage of Britain's greatest luxury ceramics company while experiencing the sublime skill and craftsmanship which is still alive in today's modern craft skills demonstration area.

With its award winning facilities including craft skills demonstration area, museum galleries, and fine art collection, excellent shopping and superb restaurants. The Wedgwood experience is something not to be missed.

For further details on Wedgwood Visitor centre & Museum
Tel: 01782 282986 or email bookings@wvrd.com
or visit: www.wedgwoodvisitorcentre.com

Trentham Estate

A unique chance to discover the stunning perennial plantings by leading designers Tom Stuart-Smith and Piet Oudolf, or simply enjoy the uninterrupted 2-mile stroll around the lake. Trentham offers one of the most contemporary revivals of an important historic estate in the country. Combined with over 60 retail shops, Trentham provides a full day out for all ages. Enjoy quality family time at the internationally renowned Trentham Gardens, Lake and Adventure Play. A stunning scenic setting to stimulate your senses that offers something for everyone!

This is the ultimate destination package for groups and the travel trade. Located within 1 mile of each other in the heart of England, just minutes from the motorway, the Wedgwood Visitor Centre and Museum and Trentham represent the ultimate 2-centre visitor opportunity.

For further details on Trentham Estate contact: Jackie Grice on 01782 645215 or email jgrice@trentham.co.uk



Trentham Estate



CHRISTMAS AT THE NATIONAL MEMORIAL ARBORETUM

FREE ENTRY

Where our Nation remembers

Group visits: Themed lunches with 1940's entertainment, guided tours
Shopping: Crafts, gifts, cards, decorations, christmas trees
Kids activities: Santa, elves, train rides, music, story-telling
To book a group visit / for more info call: 01283 792 333

Plan your visit: www.thenma.org.uk

Part of The Royal British Legion family of charities Charity No. 1043992.

Simply Stately

Lying within the district of South Staffordshire and the borough of Stafford, are two of England's finest Stately Homes, Weston Park and The Shugborough Estate. Both of which are easily accessible from the M54 and M6, each destination offers a rich group experience and look forward to welcoming you to the area. Simply Stately invites groups to experience these two beautiful gems, which sit so elegantly within Staffordshire's countryside and offer you an enchanting journey that will take you back to what life was like in the late 19th Century.

Weston Park

The beauty and tranquility of the House is the result of centuries of creativity, collecting and patronage of artists and craftsmen, by generations of one family, the Bridgemans, Earls of Bradford. Gifted to the nation in 1986 by Richard the 7th and present Earl of Bradford, and with the support of the National Heritage Memorial Fund, it is now in the care of the Trustees of the Weston Park Foundation.

Award winning 17th Century Stately Home set in 1000 acres of 'Capability' Brown Parkland and situated on the Staffordshire/Shropshire border. The attractions include the House, Adventure Playground, Miniature Railway, Gallery and Gift Shop, Stables Coffee Bar and Restaurant, Auditorium, formal gardens, woodland walks, lakes, follies, newly plants Yew Hedge Maze and Orchard (planted January 2006)

Activities can include: Morning at Weston Park - With a guided tour of the house, and a visit to the Stables Coffee Bar that is available for either lunch or High tea. Followed by a spot of shopping in the Granary Farm Shop, and then time to view the latest exhibition in the Gallery.

For further details on Weston Park
Tel: 01952 852100 or
visit: www.weston-park.com

Shugborough Estate

Step back in time at the historic working estate of Shugborough and enjoy a living experience brought to life by costumed characters straight from the pages of Shugborough's very own history books. Mansion House, Servants' Quarters, Working Farm & Mill, Riverside Gardens, Park & Land Train Ride, Restaurant & Craft Shops.

NEW for 2011 Shugborough Revisited. Including the Earls private apartments open for the first time ever, NEW interactive galleries, NEW island arboretum and sculpture trail, NEW Patrick Lichfield Photographic Exhibition

Afternoon at Shugborough Activities can include: Afternoon high tea followed by a



Weston Park



Shugborough Estate

visit to the Victorian Schoolroom and Victorian Laundry, with time to remember wartime! Or choose to do the Winter Conservation Tour or maybe event the self guided estate tours. Please note: These Tours can be reversed.

For further details on Shugborough
Tel: 0845 459 8900 or visit:
www.shugborough.org.uk

For further details about this package
Tel: Nikki Taylor 01902 696233

Discover the Ancient Capital of Mercia

This unique day package offers you the chance to explore the rich history and heritage that Tamworth has to offer.

Tamworth is located in the South East Corner of Staffordshire. This historic market town dates back to Saxon times.

Suggested itinerary- Arrive at Tamworth Assembly Rooms in Corporation Street for comfort stop and meet the Blue Badge Guide for a short tour. Commence guided heritage trail!



Tamworth Castle



Tamworth Assembly Rooms

Tamworth Assembly Rooms

Tamworth Assembly Rooms is the premier entertainments venue in Tamworth and host to a wide variety of events. The multi purpose venue currently hosts a full season of professional programmed events for all tastes. The building is grade II listed, situated on Corporation Street in Tamworth town centre. The main auditorium has retractable-tiered and flat seating with a full capacity of 349. Tamworth Assembly Rooms combines the heritage atmosphere of a heritage building with modern day improvements to offer users of the building the ultimate theatrical experience.

Meet at the Tourist Information Centre where you will then be escorted to Tamworth Castle for a costumed Guided Tour and refreshments, before departing Tamworth Castle.

For further details on Tamworth Assembly Rooms Tel: 01827 709618

Tamworth Castle

Tamworth Castle is the number one heritage attraction located in the town centre of Tamworth. The ancient sand stone tower and shell wall still dominate views of the castle today. A visit to Tamworth Castle any time day or night is packed full of fun, mystery and adventure. The medieval motte and bailey castle has welcomed a number of royal visitors including King Henry II, James I and most recently HRH Prince Charles.

For further details contact Tamworth Information Centre: 01827 709581 or email: tic@tamworth.gov.uk

