

Welcome

Stoke-on-Trent is a unique City affectionately known as The Potteries. With its rich industrial heritage it has respectfully claimed the title of World Capital of Ceramics. The City boasts many visitor centres, award winning museums, over 25 pottery factory shops and the exclusive Staffordshire Hoard. Come and visit the Trentham Estate with its Italian Gardens, Shopping Village, Monkey Forest, Aerial Extreme and mile long lake. We are also the closest city to Alton Towers theme park. A day will not be enough!

The City is located less than an hour from Birmingham, Manchester and Liverpool and only one and a half hours from London Euston by train.

www.visitstoke.co.uk

www.facebook.com/visitstoke

www.twitter.com/visitstoke

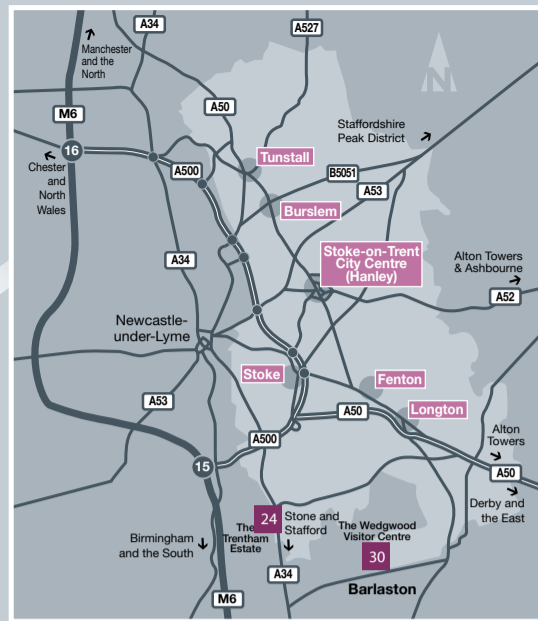


It's your 2012 visitor map to Stoke-on-Trent The Potteries



This map is not to scale and should not be used as a comprehensive road map. A-Z guides are available for purchase from the Tourist Information Centre, local newsagents and bookshops.

The distance from Poole Pottery, Burslem, to the Wedgwood Visitor Centre is approximately 11 miles



TRANSPORT DETAILS

National Rail Enquiries
 Tel: 08457 484950 www.nationalrail.co.uk
National Express
 Tel: 08717 818181 www.nationalexpress.com
Local Bus Information
 Tel: 0871 200 2233 www.traveline.info
Passenger Transport
www.stokebus.info

- 1 Victoria Hall
- 2 Regent Theatre
- 3 Library
- 4 Law Courts
- 5 Mitchell Memorial Theatre
- 6 Police Station
- 7 Hanley Town Hall

There may be changes to the road layout around John Street due to building work on the new bus station.

KEY

- Attraction
- Tourist Information
- Shopmobility
- Parking
- Market
- Toilet
- Railway Station
- Police Station
- Other place of interest
- Bus Station
- Pedestrianisation

Ceramic Attractions

Moorcroft Heritage Visitor Centre  **12**

Sandbach Road, Burslem, Stoke-on-Trent, ST6 2DQ
T: 01782 820515
E: heritagevisitorcentre@moorcroft.com
Open: Mon to Fri 10.00am – 5.00pm, Sat 9.30am – 4.30pm. Closed Sundays. Open bank holidays.

Factory Tours: Mon, Weds, Thurs 11.00am and 2.00pm, Fri 11.00am only. Please book in advance.
Admission: Factory Tours – Adult £4.50, child (11–16) and concessions £3.50.

www.moorcroft.com

Dudson Museum  **13**

Hope Street, City Centre, Stoke-on-Trent, ST1 5DD
T: 01782 285286
E: dudsonmuseum@vast.org.uk

Open: Mon to Fri 10.00am – 3.00pm.
Admission: Free

www.dudson.com

The Wedgwood Visitor Centre & Wedgwood Museum  **30**

Wedgwood Drive, Barlaston, Stoke-on-Trent, ST12 9ER (between J14 and J15 of the M6)
T: 01782 282986
E: bookings@wvrd.com
Open: Mon to Fri 10.00am – 5.00pm, Sat & Sun 10.00am – 4.00pm. The site is closed between Christmas and New Year.
Factory Tours: Available Mon to Thurs between March and October.

Craft demonstration area closed at weekends between November and February.
Admission: Joint Wedgwood Visitor Centre & Wedgwood Museum ticket – Adult: £10.00, Child (5–16) £8.00, Family (2 adults & 4 children) £32.00, Family (1 adult & up to 4 children) £23.00, Concession £8.00. Group rates available.

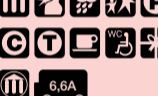
www.wedgwoodvisitorcentre.com

Etruria Industrial Museum  **15**

Lower Bedford Street, Etruria, Stoke-on-Trent, ST4 7AF (disabled car park, for main car park follow ST1 4RB)
T: 01782 233144
E: etruria@stoke.gov.uk

Open: Please see website for opening days and times.
Admission: Adults £3.00, Child £2.00, Family (2 adults + 2 children) £6.50, Concessions £2.00.

www.stoke.gov.uk/museum

Gladstone Pottery Museum  **20**

Uttoxeter Road, Longton, Stoke-on-Trent, ST4 1PQ
T: 01782 237777
E: gladstone@stoke.gov.uk

Open: Mon to Sun 10.00am – 5.00pm.
Admission: Adults £6.95, Child (4–16) £4.75, Family (2 adults + 2 children) £20.00, Concessions £5.50.

www.stoke.gov.uk/museum

The Potteries Museum & Art Gallery  **16**

Bethesda Street, City Centre, Stoke-on-Trent, ST1 3DW
T: 01782 232323
E: museums@stoke.gov.uk

Open: Mon to Sat 10.00am – 5.00pm, Sun 2.00pm – 5.00pm
For Christmas opening visit the website.
Admission: Free

www.stoke.gov.uk/museum

Denby Visitor Centre & Factory Shop  **32**

Denby, Derbyshire DE5 8NX. (Just off A38 north of Derby)
T: 01773 740799
E: visitorcentre@denby.co.uk

Open: Mon to Sat 9.30am – 5.00pm, Sun 10.00am – 5.00pm (Visitor Centre)

11.00am – 5.00pm (Factory Shop & Home Store). Closed Christmas Day and Boxing Day.
Admission: Free admission to Visitor Centre and Shops. Factory Tours available daily Feb to Oct (tours are chargeable).

www.denbyvisitorcentre.co.uk

Royal Crown Derby Visitor Centre  **33**

194 Osmaston Road, Derby, DE23 8JZ
T: 01332 712833
E: enquiries@royalcrownderby.co.uk

Open: Visitor Centre, Mon to Sat 10.00am – 5.00pm.

Duesbury café closed on weekends. For details of holiday opening please refer to website. Factory tour available 11.00am and 1.30pm. Booking essential.
Admission: Adult £5.00, Concessions £4.75

www.royalcrownderby.co.uk


Gardens and Houses

Ford Green Hall  **3**

Ford Green Road, Smallthorne, Stoke-on-Trent, ST6 1NG
T: 01782 233195
E: ford.green.hall@stoke.gov.uk

Open: Please see website for opening days and times.
Admission: Adults £3.00, Child (4–16) £2.00, Family (2 adults + 2 children) £6.50, Concessions £2.00.

www.stoke.gov.uk/museum

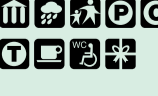
Biddulph Grange Garden  **2**

Grange Road, Biddulph, Stoke-on-Trent, ST8 7SD
T: 01782 517999
E: biddulphgrange@nationaltrust.org.uk

Open: 13th Feb – 31st Mar, Mon to Sun, 11.00am – 3.30pm. 1st April – 5th Nov, Mon to Sun, 11.00am – 5.30pm.

9th Nov – 23rd Dec, Fri to Mon, 11.00am – 3.30pm.
Admission: Adults £7.35 (£6.68), Child £3.70 (£3.36), Family (2+3) £18.40 (£16.72). Gift aid prices displayed with standard admission in brackets. Winter admission prices apply from 9th Nov – 23rd Dec.

www.nationaltrust.org.uk/biddulphgrange

Shugborough  **23**

Shugborough Estate, Stafford, ST17 0XB
T: 0845 4598900
E: enquiries@shugborough.org.uk

Open: 16th Mar to 28th Oct 11.00am – 5.00pm daily.

The farm remains open until 4th Nov. (open all year for groups & schools).
Admission: For admission prices and discounted tickets telephone 0845 459 8900

www.shugborough.org.uk

Factory Shops

Aynsley China, Longton  **21**

Sutherland Road, Longton, Stoke-on-Trent, ST3 1HZ
T: 01782 339420
E: factoryshop@aynsley.co.uk
Open: Mon to Thurs and Sat 10.00am – 5.00pm,

Fri 10.00am – 4.00pm, Sun & Bank Holidays 11.00am – 4.00pm. **Coffee Shop Open:** Tues to Fri 11.00am – 3.00pm, Sat 10.00 – 4.00pm. Closed Easter Sunday, Christmas Day, Boxing Day & New Years Day.

www.aynsley.co.uk

Aynsley China, Trentham  **26**

Unit 5 Trentham Shopping Village, Trentham Estate, Stoke-on-Trent, ST4 8AX
T: 01782 657699
E: factoryshop@aynsley.co.uk

Open: 1st Jan to 29th Mar Mon to Sun 10.00am – 5.00pm. 30th Mar to 31st Dec Mon to Sat 10.00am – 6.00pm, Sun 10.00am – 5.00pm. Closed Christmas day.

www.aynsley.co.uk

Barewall Gallery  **5**

2 – 4 Market Place, Burslem, Stoke-on-Trent, ST6 4AT
T: 01782 258843
E: info@barewall.co.uk

Open: Mon to Fri 9.30am – 5.30pm, Sat 10.00am – 4.30pm. Closed Sundays.

www.barewall.co.uk

Burleigh  **9**

Middleport Pottery, Port Street, Burslem, Stoke-on-Trent, ST6 3PE
T: 01782 577866
E: info@burleigh.co.uk

Open: Mon to Sat 9.00am – 5.00pm, Sun 10.00am – 4.00pm.

www.burleigh.co.uk

Churchill  **1**

Marlborough Way, High Street, Tunstall, Stoke-on-Trent, ST6 5NZ
T: 01782 525203
E: sue.woodward@churchillchina.plc.uk

Open: Mon to Sat 9.00am – 5.00pm, Sun 10.00am – 4.00pm. Closed Christmas Eve, Christmas Day, Boxing Day, New Years Eve, New Years Day, Easter Sunday.


www.churchill-direct.com

Denby Factory Outlet Shop  **8**

Freeport, Talke Retail Park, Pit Lane, Stoke-on-Trent, ST7 1XD
T: 01782 777418

Open: Mon to Sat 10.00am – 6.00pm, Sun 11.00am – 5.00pm. Late night shopping Thurs till 8.00pm. Closed Christmas Day.

www.denby-factory-shops.co.uk

Dudson Factory Outlet  **10**

Nile Street, Burslem, Stoke-on-Trent, ST6 2BA
T: 01782 821075
E: factory.outlet@dudson.com

Open: Mon to Fri 9.00am – 5.00pm.

www.dudson.com

Dunoon Factory Shop  **29**

50 High Street, Stone, Staffordshire, ST15 8AU
T: 01785 818300
E: info@dunoonmugs.co.uk

Open: Mon to Sat 9.00am – 5.00pm.

www.dunoonmugs.co.uk

Emma Bridgewater  **17**

Eastwood Works, Lichfield Street, City Centre, Stoke-on-Trent, ST1 3EJ
T: 01782 201328
E: info@emmabridgewater.co.uk

Open: Mon to Sat 9.30am – 5.30pm,

Sun 10.00am – 4.00pm.
Factory Tours: Mon to Thurs 10.00am, 11.30am and 1.30pm. Fri 10.00am and 11.30am only.
Admission: Factory Tours £2.50 redeemable against purchases in the shops.

www.emmabridgewaterfactory.co.uk

Leeds Pottery  **22**

137-143 Sutherland Road, Longton, Stoke-on-Trent, ST3 1HZ
T: 01782 332492
E: info@hartleygreens.com

Open: Mon to Thurs 9.00am – 4.30pm, Fri 9.00am – 2.30pm, Saturday by prior appointment only. Closed Sun and Bank Holidays.

www.leeds-pottery.co.uk

Rode Hall & Gardens  **7**

Rode Hall, Scholar Green, Cheshire, ST7 3QP
T: 01270 873237/882961
E: enquiries@rodehall.co.uk

Open: Snowdrop walks: 28th Jan to 11th Mar, Tues to Sun 12.00pm – 4.00pm. 3rd Apr – 27th Sep: Gardens open Tues to Thurs & Bank Holidays 12.00pm – 5.00pm. Hall open Weds and Bank Holiday Mondays only.
Admission: House & Garden Adults £6.00, Children over 4 £1.00, Concessions £5.00. Garden only Adult £4.00, Children over 4 £1.00, Concessions £3.00

www.rodehall.co.uk

Trentham Estate  **24**

Stone Road, Trentham, Stoke-on-Trent, ST4 8JG
T: 01782 646646
E: enquiry@trentham.co.uk
W: www.trentham.co.uk

Open: All year round (excluding Christmas Day). See www.trentham.co.uk for seasonal variation or call 01782 646646 for details.

Admission prices for Trentham Gardens:
Summer (31st Mar – 1st Nov) Adult £8.20, Child (5–15) £7.00, Concession £7.00, Family (2a + 3c) £28.50, Family (1a + 3c) £21.00, Disabled/Carer £4.10, Summer Evening £3.50.
Winter (Nov 2011 – 30th Mar 2012) Adult £6.10, Child (5–15) £4.75, Concession £4.75, Family (2a + 3c) £20.50, Family (1a + 3c) £14.50, Disabled/Carer £3.65.

www.trentham.co.uk

Moorcroft Factory Shop  **11**

Phoenix Works, Nile Street, Cobridge, Stoke-on-Trent, ST6 2BH
T: 01782 820505
E: factoryshop@moorcroft.com

Open: Mon to Fri 10.00am – 5.00pm, Sat 9.30am – 4.30pm. Closed Sundays. Open Bank Holidays.


www.moorcroft.com

Portmeirion, Longton  **19**

473 King Street, Longton, Stoke-on-Trent, ST3 1EU
T: 01782 326661
E: longtonshop@portmeiriongroup.com

Open: Mon to Sat 9.00am – 5.15pm, Sun 10.00am – 4.00pm. Please telephone for Christmas & Bank Holiday openings.

www.portmeirion.com

Portmeirion, Stoke  **18**

London Road, Stoke, Stoke-on-Trent, ST4 7QQ
T: 01782 743649/411756
E: stokesshop@portmeiriongroup.com

Open: Mon to Sat 9.00am – 5.15pm, Sun 10.00am – 4.00pm. Please telephone for Christmas & Bank Holiday openings.

www.portmeirion.com

Portmeirion, Trentham  **25**

Unit 230, Trentham Shopping Village, Trentham Estate, Stoke-on-Trent, ST4 8AX
T: 01782 657828/743418
E: trenthamshop@portmeiriongroup.com

Open: 1st Jan to 29th Mar, Mon to Sun 10.00am – 5.00pm. 30th Mar to 31st Dec, Mon to Sat 10.00am – 6.00pm, Sun 10.00am – 5.00pm. Closed Christmas Day.

www.portmeirion.com

Poole Pottery and Royal Stafford  **4**

Wedgwood Place, Burslem, Stoke-on-Trent, ST6 4EE
T: 01782 525419
E: shop@royalstafford.co.uk

Open: Mon to Sat 9.30am – 5.00pm. Closed Sundays. Closed Christmas Day, Boxing Day, New Years Day, Good Friday and Easter Monday.


www.royalstafford.co.uk

The Wedgwood & Royal Doulton Outlet Store  **14**

Forge Lane, Etruria, Stoke-on-Trent, ST1 5NP
T: 01782 284056
E: factory.shop@wvrd.com

Open: Mon to Sat 9.00am – 5.00pm, Sun & Bank Holidays 10.00am – 4.00pm. Please telephone for Christmas opening times.

Family Fun

Kilnworx Climbing Centre  **6**

Wycliffe Hall, Wycliffe Street, Burslem, Stoke-on-Trent, ST6 3ET
T: 0845 2242208
E: climb@kilnworx.co.uk

Open: Mon to Fri 10.00am – 10.00pm, Sat & Sun 10.00am – 8.00pm. Closed Christmas Day, Boxing Day, New Years Day.
Admission: Adults from £6.00 to £8.50, Child (16 and under) from £4.00 to £7.50

www.kilnworx.co.uk

Aerial Extreme  **27**

Trentham Estate, The South Entrance, Stone Road, Trentham, Stoke-on-Trent, ST12 9HR
T: 0845 6521736
E: info@aerialxtreme.co.uk

Open: Times vary, please phone or check our website for details.
Admission: Adult (16+) £24.00, Child (min. height 1.4m) £19.00

www.aerialxtreme.co.uk

Trentham Monkey Forest  **28**

Stone Road, Trentham, Stoke-on-Trent, ST4 8AY
T: 01782 659845
E: info@monkey-forest.com

Open: School holidays and weekends from 11th Feb to end of Mar. Every day from 31st Mar to 4th Nov. Open from 10.00am (see website for seasonal variations in closing times). Last admission one hour before closing.
Admission: Adult £7.50, Child £5.50, under 3's free.

www.monkey-forest.com

The National Brewery Centre  **31**

Horninglow Street, Burton-upon-Trent, Staffordshire, DE14 1NG
T: 01283 532880
E: info@nationalbrewerycentre.co.uk

Open: 10.00am – 5.00pm, 7 days a week, all year (closed Christmas Day and Boxing Day).
Admission: Adult £7.95, Child £4.95, Family (up to 5, maximum 2 adults) £20.00, Concession £6.95. Prices include guided tour and four free beer sampling vouchers per adult.

www.nationalbrewerycentre.co.uk

Stoke-on-Trent Tourist Information Centre

Stoke-on-Trent City Centre ST1 3AD
T: 01782 236000
E: stoke.tic@stoke.gov.uk
www.visitsstoke.co.uk

Open: Mon to Fri 9am – 5pm, Sat 10am – 2pm. Closed Bank Holidays.

Key to symbols

 Factory Shops	 Family Fun	 Refreshments
 Factory Tours	 Museums Passport	 Gift Shop
 Ceramic Attractions	 Car Park	 Map Reference
 Museums	 Coach Park	 Bus Service from City Centre
 Historic House	 Overseas Delivery	 VAQAS Accredited (National Visitor Attraction Quality Assurance Scheme)
 Gardens	 Toilets	
 Pottery Cafés	 Wheelchair Accessible Toilet	
 All Weather Attractions		