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## **Another crystal clear reason for visiting The Potteries**

It's no coincidence that the words "world class" are highlighted on the front cover of the new *Visit The Potteries 2006* pocket-sized guide to days out in Stoke-on-Trent.

Already world famous for being the centre of the UK's pottery industry, Stoke-on-Trent these days also boasts attractions capable of helping it to compete on the world stage.

The multi-million-pound Wedgwood Visitor Centre, the £100m leisure complex at Trentham and the renowned Potteries Museum & Art Gallery, for example, are just some of the attractions which, individually, stand out from the crowd - and now attract visitors from all parts of the globe.

One of the most important historic gardens in Britain, Trentham's transformation is set to continue in 2006 with the first full summer for the restored Italian Gardens, and the creation of an 'Eastern Pleasure Garden' by Chelsea gold medal winner, Piet Oudolf. Alongside this, 26 new retail units are set to complement the Trentham Garden Centre and existing retail village – while the hugely popular, Trentham Monkey Forest will remain the only place in Britain where it is possible to walk amongst 140 Barbary Macaques roaming free in 60 acres of English forest.

Stoke-on-Trent also has two completely new attractions for 2006. The first of these is Moorcroft Heritage Visitor Centre, where all of the secrets of Moorcroft's unique handcrafted, collectable art pottery will now be revealed.

And the second brings yet another world famous name into the city: Tutbury Crystal.

After producing crystal in the Staffordshire town of Tutbury for more than five centuries, the company has relocated to the Montrose Works in Fenton, Stoke-on-Trent, where it will open its doors to the public from April 2006. The new site will include a visitor centre where people can see the age-old techniques for achieving the finest quality hand crafted crystal, still made in the traditional way. All crystal sold in the shop will be slight seconds, with a minimum discount of 35% from recommended retail price, but many items are discounted over 50%.

Wedgwood, meanwhile, has been given the go-ahead to create a new Museum, which will house priceless archives and rarities charting the history of one of the world's best-known pottery manufacturers. Due to open in 2007, the £9.8-million purpose built museum will stand alongside the ever-popular Wedgwood Visitor Centre at Barlaston.

Copies of the *Visit the Potteries 2006* booklet are available free of charge and can now be obtained by contacting Stoke-on-Trent Tourist Information Centre at The Victoria Hall, Cultural Quarter, Stoke-on-Trent City Centre, ST1 3AD. (Tel: 01782-236000. E-mail: [tourism@stoke.gov.uk](mailto:tourism@stoke.gov.uk)). Full details of all attractions, events and anniversaries are contained in the recently launched *Visit Stoke-on-Trent* visitor guide.

For further information, log on to [www.visitstoke.co.uk](http://www.visitstoke.co.uk).

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