

BLUE SAIL ▶

VISITORS PLACES DESTINATIONS

## THE MARCHES EVIDENCE BASE

APRIL 2019

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# 1 ABOUT THIS PAPER

This paper sets out the key data and information used to inform the Visitor Economy Strategy. It looks at the information provided to us by the client group and additional desk research undertaken by Blue Sail. This paper is a snapshot in time. The Marches needs to separately establish and maintain a base of core data and information to benchmark performance.

Where data collected by different local authorities uses different methodologies and/or relates to different years, we've looked at third party sources, e.g. Visit Britain, to enable us to provide a Marches-wide picture, to compare like with like and to illustrate how the Marches compares.

## 2 VOLUME & VALUE

### KEY POINTS

- ▶ An estimated 21 million tourism trips are made annually to the Marches, with a direct expenditure of approximately £790 million.
- ▶ Visitors to the Marches directly support approximately 25,000 full-time equivalent jobs: Shropshire 14,767 (investinshropshire.co.uk); Herefordshire 5,462 (STEAM 2015); Telford & Wrekin 4,448 (Telford & Wrekin DMP 2014/17).
- ▶ Shropshire accounts for 57% of the Marches tourism trips, Herefordshire 28%, Telford & Wrekin 15%.
- ▶ Tourism day visits account for approximately 90% of all tourism trips across the three areas, although only around 50 – 60% of expenditure.
- ▶ Average expenditure for both day and staying visitors is relatively low across the Marches compared to England averages: £23.80 per trip for tourism day trips; £168 per trip for domestic overnight trips, compared to the England averages of £34.65 and £187 respectively.
- ▶ Compared to Shropshire and Herefordshire and to England as a whole, Telford & Wrekin has a relatively high proportion of domestic overnight trips that are made for business purposes – 55% compared to the England average of 38%.
- ▶ Average length of stay is slightly higher than the national average in Herefordshire (3.2 nights), slightly lower in Telford & Wrekin (2.6 nights).

### VOLUME & VALUE OF TOURISM TRIPS TO THE MARCHES

Based on data from national tourism surveys, approximately 21 million tourism trips are made annually to the Marches (3-year average, 2015-2017), with visitor spend amounting to an estimated £790 million.

**Table 1: Volume of tourism trips (3-year average, 2015-2017)**

	Number of tourism Day Visits (m)	Domestic overnight tourism trips (m)	Total domestic tourism trips (m)
Herefordshire	5.23	0.470	5.70
Shropshire	10.94	0.874	11.82
Telford & Wrekin	2.83	0.320	3.15
<b>The Marches</b>	<b>19.00</b>	<b>1.67</b>	<b>20.66</b>

Sources: GB Tourism Survey; GB Day Visits Survey, Visit Britain

**Table 2: Domestic tourism expenditure (3-year average, 2015-2017)**

	Tourism Day Visit Expenditure (£m)	Domestic overnight tourism expenditure (£m)	Total domestic tourism expenditure (£m)
Herefordshire	134	83	216
Shropshire	268	152	419
Telford & Wrekin	51	45	96
<b>The Marches</b>	<b>452</b>	<b>280</b>	<b>732</b>

Sources: GB Tourism Survey; GB Day Visits Survey, Visit Britain

Figures for overseas visitors are only available at a county level - for 'Hereford & Worcester' (definition used in the International Passenger Survey for the Counties) and for Shropshire:

**Table 3: Overseas tourism trips and expenditure (3-year average, 2015-2017)**

	Number of tourism trips (m)	Tourism expenditure (£m)
Hereford & Worcester	0.19	63
Shropshire	0.12	40

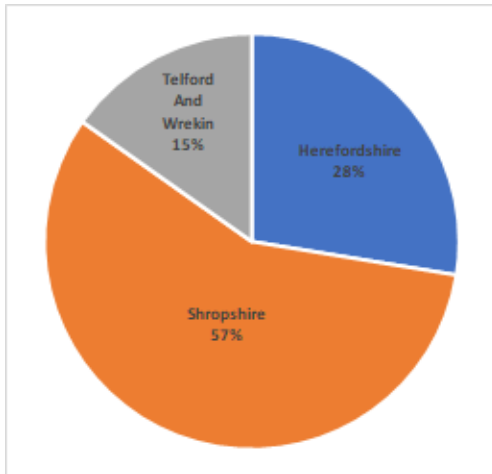
Source: International Passenger Survey, Visit Britain

Adjusting the above figures to reflect the Marches geography, we estimate that total visits from overseas visitors is likely to be around 0.2 million, expenditure £60 million.

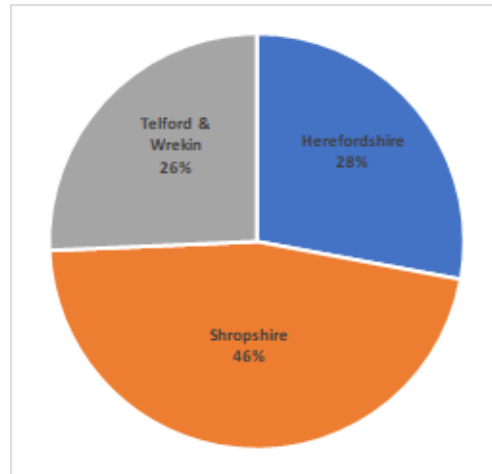
### SHARE OF TOURISM TRIPS BY COUNTY

The charts below illustrate the share of tourism trips by county as well as the share of resident population. (The total resident population in the Marches in 2017 was 684,300.) Shropshire accounts for 57% of the Marches tourism trips compared to 46% of the population; Herefordshire accounts for 28% of tourism trips and 28% of the population; Telford & Wrekin accounts for 15% of tourism trips and 26% of the population.

**The Marches tourism\* trips (2015-2017)**



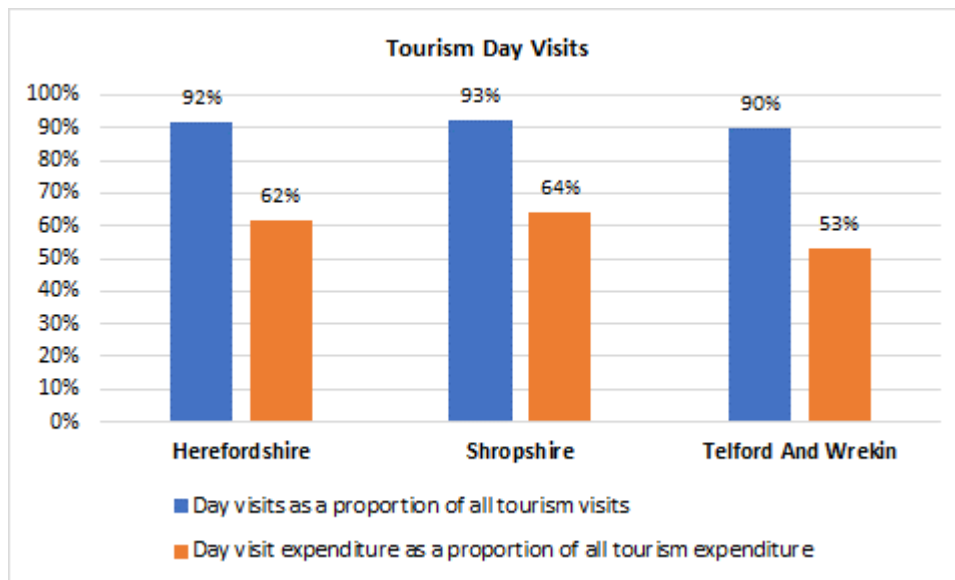
**The Marches resident population (2017)**



\* tourism day visits and domestic overnight trips

**IMPORTANCE OF THE TOURISM DAY VISITOR MARKET**

Tourism day visits account for approximately 90% of all tourism trips across the three areas, but only around 50 – 60% of expenditure.



**RELATIVELY LOW LEVELS OF AVERAGE EXPENDITURE ACROSS ALL TYPES OF VISITORS**

Average expenditure for both day and staying visitors is relatively low across the Marches compared to England averages.

**Table 4: Average spend (3-year averages, 2015-2017)**

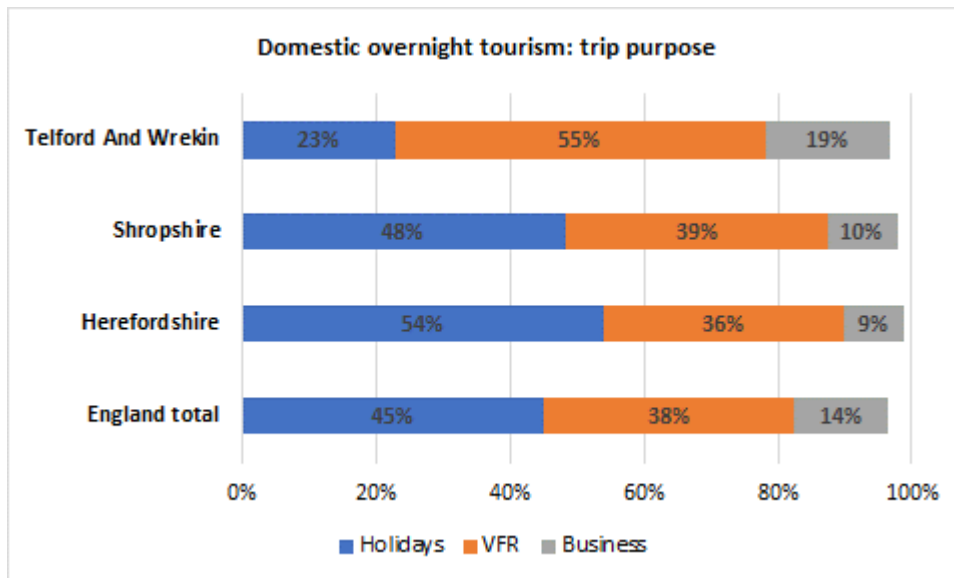
	Day visits Ave spend per day	Domestic overnight trips Ave spend per trip	Ave spend per night	Overseas trips* Ave spend per trip	Ave spend per night
Herefordshire	£25.58	£176	£55	£331	£43
Shropshire	£24.45	£173	£60	£326	£49
Telford & Wrekin	£18.02	£142	£55		
<b>The Marches</b>	<b>£23.80</b>	<b>£168</b>	<b>£57</b>	<b>£329</b>	<b>£45</b>
England average	£34.65	£187	£65	£486	£57

Sources: GB Day Visits Survey; GB Tourism Survey; International Passenger Survey, Visit Britain

\* Figures for overseas trips are for Hereford & Worcester (old county definition) rather than Herefordshire. England average spend figures for overseas trips exclude London.

**DOMESTIC OVERNIGHT TOURISM: TRIP PURPOSE**

Compared to Shropshire and Herefordshire and to England as a whole, Telford & Wrekin has a relatively high proportion of domestic overnight trips that are made for business purposes – 55% compared to the England average of 38%.



**DOMESTIC OVERNIGHT TOURISM: AVERAGE LENGTH OF STAY**

Average length of stay is slightly higher than the national average in Herefordshire (3.2 nights), slightly lower in Telford & Wrekin (2.6 nights).

**Table 5: Average length of stay (3-year average, 2015-2017)**

Average length of stay (nights)	
Herefordshire	3.2
Shropshire	2.9
Telford & Wrekin	2.6
The Marches	2.9
England average	2.9

Source: GB Tourism Survey, Visit Britain



## 3 THE ACCOMMODATION OFFER

### INTRODUCTION & KEY POINTS

The purpose of this section is to provide an overview of the accommodation offer in the Marches. We have drawn information from Visit England's accommodation census, from the Bridget Baker Hotel study (2012), the Telford Hotel Futures study by Hotel Solutions (2014), and from internet searches such as booking.com and other accommodation sites. It does not replace the need to undertake a more detailed examination of supply, capacity and key development opportunities for the accommodation sector. Key findings are:

- ▶ Over half (53%) of the Marches serviced and non-serviced bedspaces are in Shropshire, a third (33%) in Herefordshire and 13% in Telford & Wrekin.
- ▶ Over two thirds (69%) of Telford & Wrekin's establishments are serviced whilst in Shropshire, 58% are serviced and in Herefordshire less than half (46%) are serviced.
- ▶ 83% of Herefordshire's serviced establishments have fewer than 10 rooms (source: STEAM 2015).
- ▶ In the non-serviced sector, 'holiday dwellings' (e.g. cottages, apartments, chalets, cabins) account for the majority of establishments (83%), although tourist campsites provide two thirds of bedspaces.
- ▶ Shrewsbury is the main centre for visitor accommodation in Shropshire. It offers around 360 hotel rooms in the town centre, 330 on the outskirts. Apart from the 136-bed Premier Inn that opened in 2013, town centre hotels are mostly small, independent, 3-star establishments.
- ▶ The hotel supply in Telford reflects the business tourism markets generated by the International Centre. Larger, chain hotels are prevalent and there have been some significant recent additions: Accor (4 star), Premier Inn and Travelodge, bringing an additional 306 rooms to the centre.
- ▶ The hotel supply in Herefordshire is predominantly 3-star standard and hotels tend to be small, averaging just 25 bedrooms. The majority of hotels are clustered in and around Hereford and Ross-on-Wye.

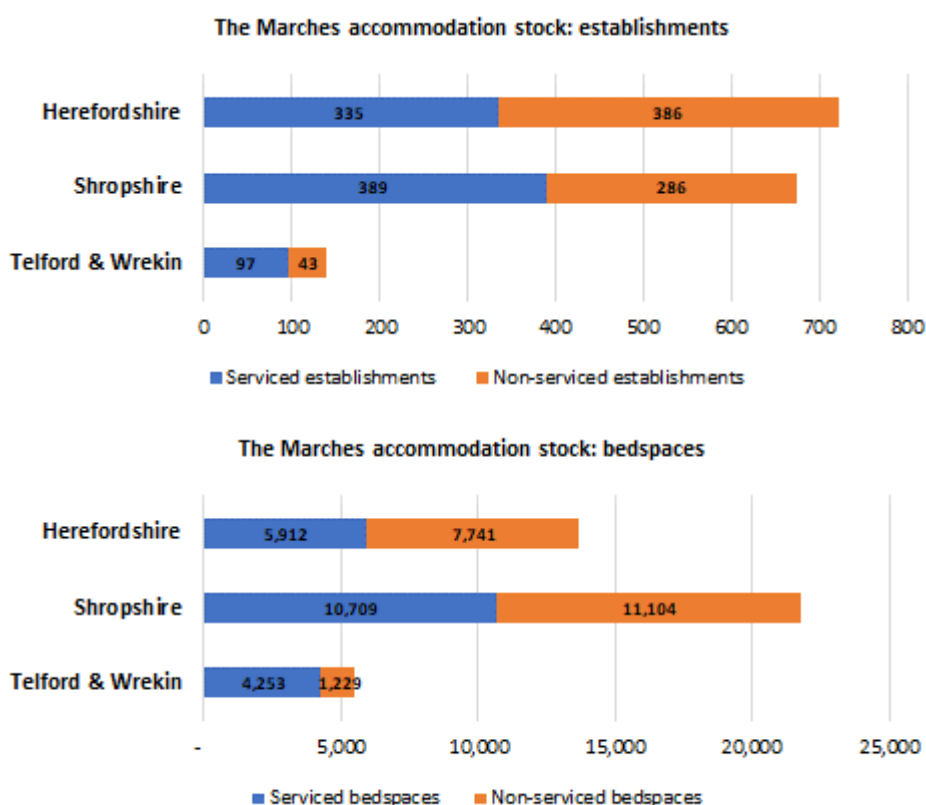
### VISIT ENGLAND ACCOMMODATION STOCK CENSUS

Visit England regularly undertakes an accommodation census, providing a count of serviced and non-serviced accommodation by county and district. The most recent census was undertaken in 2016 and provides the following breakdown for the Marches:

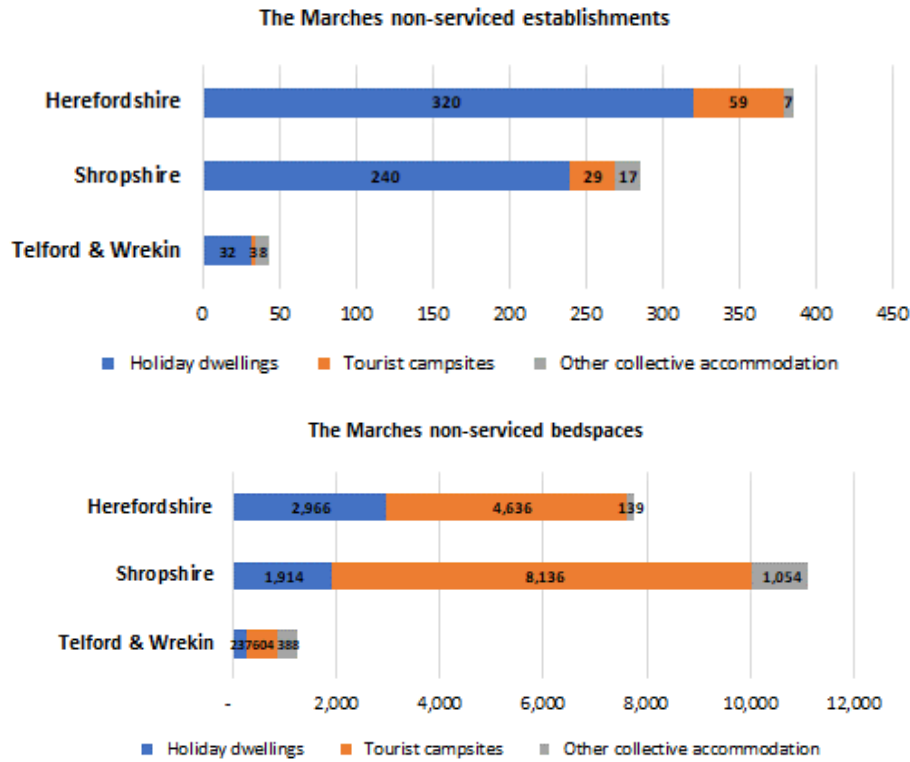
**Table 6: The Marches Accommodation Stock**

	Serviced	Non-Serviced	Total Stock	% share of total stock
<b>Establishments</b>				
Herefordshire	335	386	721	47%
Shropshire	389	286	675	44%
Telford & Wrekin	97	43	140	9%
<b>Bedspaces</b>				
Herefordshire	5,912	7,741	13,653	33%
Shropshire	10,709	11,104	21,813	53%
Telford & Wrekin	4,253	1,229	5,482	13%

Source: Accommodation Stock Audit 2016, Visit England



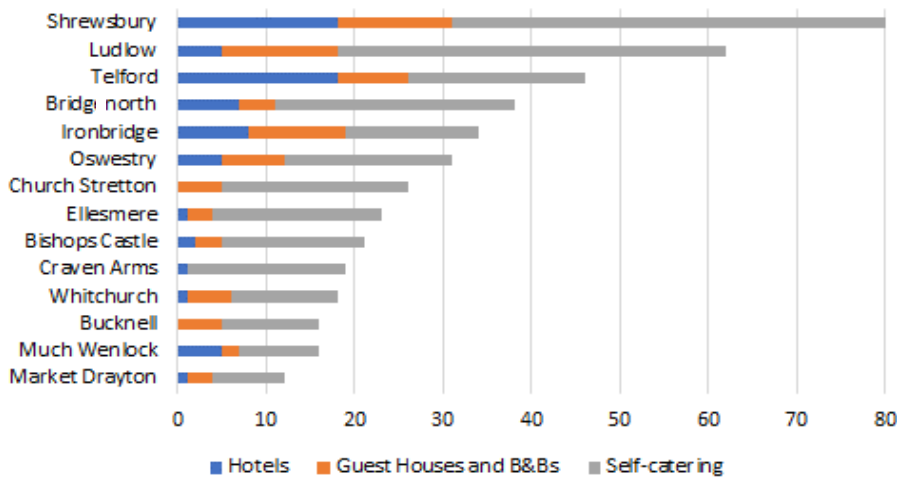
- ▶ Herefordshire accounts for 47% of the Marches establishments but just 33% of total bedspaces.
- ▶ For the Marches as a whole, total bedspaces are split fairly evenly between the serviced (20,874 bedspaces) and non-serviced sectors (20,074 bedspaces).
- ▶ Telford & Wrekin has a 20% share of the Marches serviced bedspaces, but just a 6% share of non-serviced bedspaces.



- ▶ In the non-serviced sector, ‘holiday dwellings’ account for the majority of establishments (83%), although tourist campsites provide two thirds of bedspaces.

**ACCOMMODATION IN SHROPSHIRE**

We have undertaken some accommodation searches for ‘Shropshire’ on booking.com which gives the following picture of supply. Booking.com lists Telford and Ironbridge properties under ‘Shropshire’.



Source: online searches and analysis using booking.com

Shrewsbury is the main centre for all types of visitor accommodation in Shropshire.

The Marches Hotel study 2012 (by Bridget Baker Consulting Ltd) stated that almost half of Shropshire's hotel bedroom supply is located in Shrewsbury and the area immediately surrounding the town. The report provided a breakdown of hotel stock and, based on our quick, online update searches, it appears that the broad hotel supply is similar to that reported in 2012. The major exception to this is the addition of the 136-bed Premier Inn to Shrewsbury town centre. This brings total room supply (hotels with more than 8 rooms) to around 360 in the town centre, 330 in the outskirts.

Town centre hotels are mostly small, independent, 3-star establishments. On the outskirts of the town centre there is a second, small Premier Inn, two Travelodges and a Holiday Inn Express. The largest hotel on the outskirts is the Mercure Albrighton Hall (87 rooms). 13 miles from the town centre is the Hawkstone Park, a golf resort hotel (72 rooms) and to the west is Rowton Castle, a popular wedding venue (19 rooms).

Ludlow is the second most significant accommodation base in the county, with a number of boutique hotels and restaurants that offer high quality dining. The Bridget Baker report stated that coach companies use Ludlow as a base to visit sights in Shropshire and Herefordshire. There is strong demand at weekends from leisure guests and the Ludlow Food Festival is cited as a significant draw. There are two Travelodge hotels on the outskirts.

Shropshire has a number of country house hotels around the county, mainly large chain hotels with conference and leisure facilities, such as the MacDonald Hill Valley Hotel, Golf & Spa, Whitchurch. The Bridget Baker report lists nine large hotels with a total of 627 rooms.

Cottages.com lists 172 holiday cottages across Shropshire, of which 71% have been graded 4 or 5-star.

Farmstay.co.uk lists 14 farm holiday properties in Shropshire, in Shrewsbury, Cleobury Mortimer, Ludlow, Craven Arms, Whitchurch and Chirbury.

The county is well served for camping holidays with 40 campsites and holiday parks listed on 'pitchup.com'. 8 of these offer yurts/bell tents.

#### **ACCOMMODATION IN TELFORD & WREKIN**

The International Centre in Telford is a leading UK events venue and generates significant business tourism visits to the area. The hotel supply in Telford & Wrekin can be split into two areas, Telford town centre and the more rural areas which include Ironbridge, Wellington and Shifnal. The 'Telford Hotel Futures' report, undertaken in 2013 by Hotel Solutions, found that Telford has 24 hotels with 1,293 letting rooms, principally 3-star and budget/limited service standard. A quick online search suggests that the current supply is similar, apart from three significant, central additions: a new

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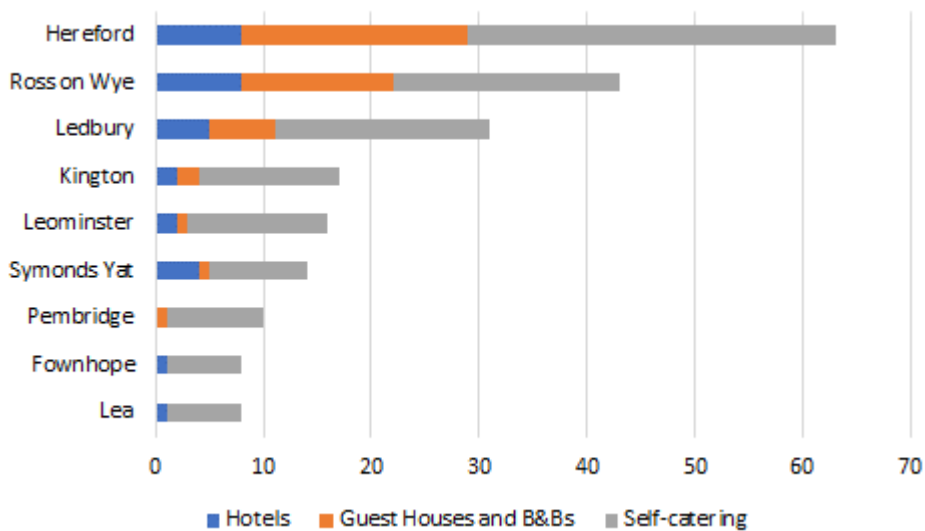
4-star Telford Centre Hotel by Accor (153 rooms), Premier Inn Telford International Centre (85 rooms) and the Travelodge Telford, next to the International Centre (68 rooms).

The Hotel Futures report stated that the performance of 3 and 4-star hotels in Telford is significantly below national and provincial averages in terms of both achieved room rates and occupancy. Budget hotel occupancies are high and achieved room rates not much below those of the 3 / 4-star average. Weekend demand is relatively weak and largely low rated. The report discusses Telford’s planned investment and destination growth, with positive prospects for both business and leisure related demand.

Based on the Visit England stock census, just 22% of Telford & Wrekin’s total accommodation bedspaces are non-serviced. Booking.com lists 20 self-catering holiday properties (holiday homes/apartments/lodges) in Telford, 15 in Ironbridge.

**ACCOMMODATION IN HEREFORDSHIRE**

A booking.com analysis for ‘Herefordshire’ gives the following picture of supply:



Hereford is the main centre for accommodation followed by Ross on Wye.

The Bridget Baker study reported that the hotel supply in the county is predominantly 3-star standard and hotels tend to be small, averaging just 25 bedrooms. The branded budget segment (Travelodge, Premier Inn) has more than 28% of the rooms supply. The study stated that there is just one 4-star standard hotel in the county, the Warner Leisure operated Holme Lacy House. Hereford has a mixture of 3-star independent and budget branded hotels. Ross on Wye has a number of medium and small-scale hotels and one branded budget hotel (Premier Inn).

We understand that the Herefordshire accommodation picture has changed slightly since the 2012 study, with some higher quality, premium rate establishments available. In Hereford City, the redevelopment of the Green Dragon hotel is underway (2019) and there is a planned 65-bed Premier Inn in the city centre.

Cottages.com lists 149 holiday cottages across Herefordshire, of which 62% have been graded 4 or 5-star, a lower proportion than that of Shropshire.

There are 17 campsites and holiday parks listed on 'pitchup.com'. Four of these offer yurts/tipis/bell tents. (Note: the Visit England stock audit gives a figure of 59 tourist campsites in Herefordshire; STEAM gives a figure of 50 camping establishments.)

Farmstay.co.uk lists 13 farm holiday properties in Shropshire, in Ross-on-Wye, Hereford, Leominster, Yarkhill, Whitney-on-Wye and Bromyard.

## 4 VISITOR ATTRACTIONS

Here are the main visitor attractions, together with visitor numbers where publicly available. There is a trend across England for attractions not to publish their visitor numbers, resulting in some significant gaps in the tables. The tables also give a sense of the geographical distribution of attractions across the Marches.

**Table 7: The Marches Visitor Attractions**

Attraction	Location	Annual Visits (2017)	% Change in past 5 years
<b>Herefordshire</b>			
Hereford Cathedral	Hereford	300,000	na
Courtyard Centre for the Arts	Hereford	300,000	na
Black & White House Museum	Hereford	na	na
Cider Museum	Hereford	na	na
Hereford Museum & Art Gallery	Hereford	na	na
The Waterworks Museum	Hereford	na	na
Hampton Court Castle	Hope-under Dinmore, Leominster	na	na
Eastnor Castle	Eastnor, Ledbury	na	na
Croft Castle	Yarpole, near Leominster	103,106	+36%
Brockhampton Estate	Near Bromyard	57,668	+14%
Berrington Hall	Leominster	93,455	+39%
Goodrich Castle	Goodrich	46,468	+24%
The Weir Garden	Swainshill	32,432	+60%
Hergest Croft Gardens	Hergest	10,286	+31%
<b>Shropshire</b>			
Shrewsbury Museum and Art Gallery	Shrewsbury	na	na
Shrewsbury Castle	Shrewsbury	na	na
Dana Prison	Shrewsbury	na	na
Hawkstone Park Follies	Shrewsbury	na	na
The Quarry	Shrewsbury	na	na
Theatre Severn	Shrewsbury	na	na
Old Market Hall (cinema and digital arts centre)	Shrewsbury	na	na
Ludlow Castle	Ludlow	na	na
Ludlow Museum and Resource	Ludlow	na	na

Centre			
Acton Scott Historic Working Farm	Church Stretton	na	na
Much Wenlock Museum	Much Wenlock	na	na
Much Wenlock Priory	Much Wenlock	12,376	-11%
Stokesay Castle	Craven Arms	40,078	+16%
Attingham Park	Atcham	464,871	+33%
Rays Farm Country Matters	Bridgnorth	25,569	+35%
Wroxeter Roman City	Wroxeter	22,623	-16%
Benthall Hall	Broseley	19,000	+32%
Dudmaston Hall	Bridgnorth	91,685	+100%
Bridgnorth Cliff Railway	Bridgnorth	162,264	+5%
Park Hall the Countryside experience	Oswestry	na	na
Shropshire Hills Discovery Centre	Craven Arms	na	na
Apley Farm Shop	Norton	na	na
British Ironwork Centre	Oswestry	na	na
<b>Telford &amp; Wrekin</b>			
Ironbridge Gorge Museums	Ironbridge	550,000	na
Severn Valley Steam Railway	Kidderminster to Bridgnorth	na	na
RAF Museum Cosford	Cosford, Shifnal	356,874	+14%
Weston Park	Shifnal	204,443	-21%
Ludlow Farm Shop	Bromfield	na	na
Telford Town Park	Telford	800,000	na
Hoo Farm Animal Kingdom	Telford	na	na
Sunnycroft	Wellington, Telford	21,597	+21%

Sources: Annual Survey of Visits to Visitor Attractions, Visit Britain; Visit Telford & Wrekin DMP 2014/17; Blue Sail internet research



## 5 FESTIVALS AND EVENTS

There is a comprehensive calendar of events across the Marches, held mainly on weekends between May and October. Food and Drink events are particularly prominent, with Shrewsbury Food Festival attracting 20,000 visitors annually, Hereford Food Festival over 9,000. Several reasonably high-profile music festivals take place in Herefordshire and Shropshire in July and August. The Hay Festival, (technically immediately outside the Marches, it is associated with the area and brings benefits) attracts close to 300,000 visits (273,000 tickets sold in 2018, source: QRS Research from an article in thebookseller.com). RAF Cosford Air Show attracts 50,000 visitors annually and Shrewsbury Flower Show around 60,000.

**Table 8: The Marches Key Festivals and Events**

Event	Location	Description	Month
<b>FOOD &amp; DRINK</b>			
<b>Herefordshire</b>			
Hereford Food Festival	Hereford Racecourse	Food festival. Weekend event. 9,300 attended in 2018.	June
Indie Food Festival	Hereford city centre	Independent festival of food & drink. 3-day event. 8,000 attended in 2017. Cancelled in 2018.	August
Ross Beer Festival	Ross-on-Wye	Beer and Cider festival. Weekend event.	May
Hereford Wine Festival	Hereford	Wine festival	June
Big Apple	Much Marcle	Weekend apple harvest festival. Tastings, demonstrations, make your own cider.	October
Leominster Food Fayre	Leominster	1-day event	September
Kington Food Festival	Kington	Summer and winter food festivals	June and December
Shobdon Food and Flying Festival	Shobdon Airfield	Weekend event	July
<b>Shropshire</b>			
Shrewsbury Food Festival	Quarry Park, Shrewsbury	Week-end food event attracting 20,000 annual visitors	June

Event	Location	Description	Month
Shropshire Oktober Fest	Quarry Park, Shrewsbury	Weekend event with local breweries, bars, food stalls, live music, comedy.	October
Ludlow Food Festival	Ludlow Castle	Weekend food festival. 180 local food producers and suppliers	September
Ludlow Spring Festival	Ludlow Castle	Weekend event alongside Transport Festival. Food & drink, music, classic cars.	May
Ludlow Magnalonga	Ludlow area	1-day event. Food & drink walk of 8 – 10 miles	August
Ellesmere Food Festival	Ellesmere	Weekend event	June
Whitchurch Food & Drink Festival	Whitchurch Civic Centre	Weekend event	May
Oswestry Food & Drink Festival	Oswestry	Weekend event	July
<b>Telford &amp; Wrekin</b>			
Shropshire Pub in the Park	QEII arena, Telford	Weekend event with local breweries, bars, food stalls, live music, comedy	June
Field to Fork Festival	Harper Adams University, Edgmond	1-day event. Celebrates and explores the story of our food, today and in the future	May
Cosford Food Festival	RAF Museum, Cosford	Weekend food festival	July
<b>MUSIC</b>			
<b>Herefordshire</b>			
Nozstock Festival	Bromyard	Weekend music festival	July
Bromyard Folk Festival	Bromyard	Weekend music festival	September
Lakefest music festival	Eastnor Deer Park, Eastnor, Ledbury	Weekend folk music festival	August
Three Choirs Festival	All Saints Church, Hereford (Gloucester 2019, Worcester 2020)	1-week festival. Series of concerts and workshops.	August 2018; July 2021
Down on the Farm Music Festival	Hereford	Weekend music festival	August

Event	Location	Description	Month
El Dorado Festival	Eastnor Castle Deer Park	Weekend music festival	July
<b>Shropshire</b>			
Let's Rock Shrewsbury	Quarry Park, Shrewsbury	Retro music festival. 1- day event.	July
Shrewsbury Folk Festival	West Midlands Show Ground, Shrewsbury	Bank holiday weekend. High profile folk artists. Audience 7,000+	August
<b>Telford &amp; Wrekin</b>			
Telford Fake Festival	QEII Arena, Telford	Tribute band festival.	July
<b>ARTS/CULTURE/HERITAGE</b>			
<b>Herefordshire</b>			
Ledbury Poetry Festival	Ledbury	10-day poetry festival. 9,400 attendees + 3,400 in community and schools programme.	July
Borderlines Film Festival	25 venues across Herefordshire, Shropshire, Malvern and the Marches	2-week film festival.	March
Ferrous Festival	Hereford	Weekend festival of artist blacksmithing. Hot metal forging demonstrations, exhibitions, talks films.	April
h.Art (Herefordshire Art Week)	Herefordshire	9-day art trail for artists/crafts makers to open studios/ exhibitions to sell their work.	September
<b>Shropshire</b>			
Church Stretton Arts Festival	Church Stretton	2-week festival. Concerts, lectures, workshops, exhibition	August
Shrewsbury International Cartoon Festival	Shrewsbury	1-day event. Exhibitions, workshops, talks. Around 30 participating artists, 2,000 – 3,000 visitors.	April

Event	Location	Description	Month
<b>Telford &amp; Wrekin</b>			
Ironbridge Gorge World heritage festival	Ironbridge Gorge World Heritage Site	Weekend heritage festival	September
<b>TRANSPORT</b>			
<b>Herefordshire</b>			
RAF Cosford Air Show	Cosford	RAF's only official air show. 1-day event attracting 50,000 visitors annually.	June
<b>Shropshire</b>			
Marches Transport Festival	Ludlow Castle	Weekend event alongside Spring Festival	May
<b>Telford &amp; Wrekin</b>			
Easter Motor Show	Weston Park, near Telford	Weekend event. Motoring heritage collections and displays.	Easter weekend
<b>OUTDOOR ACTIVITIES</b>			
<b>Herefordshire</b>			
Kington Walks	A number of locations in Herefordshire, Shropshire, Worcestershire and Wales	Programme of walking festivals including graded walks, guided walks, courses, events.	Spring to Autumn
Herefordshire Walking Festival	Hereford	1-week walking festival	June
Hereford River Carnival	Hereford	Community carnival	May
<b>Shropshire</b>			
Bishop's Castle Walking Festival	Bishop's Castle area	5-day event. Variety of walks and evening events	May
Church Stretton Walking Festival	Church Stretton	4-day event. Variety of walks	June
<b>Telford &amp; Wrekin</b>			
Ironbridge Gorge Walking festival	Ironbridge Gorge World Heritage Site	50 free walks over 9 days. Graded. Some are themed.	May
Wellington walking festival	Wellington	Themed and full day walks over 7 days	September

Event	Location	Description	Month
Telford Balloon and Kite Fiesta	Telford Town Park	2-day event. Attracted 30,000 people in its first year (2018)	May
Newport nocturne	Newport	1-day, floodlit cycle race attracting 15,000 visitors	August (bi-annual)
<b>AGRICULTURE/HORTICULTURE</b>			
<b>Herefordshire</b>			
Bromyard Gala	Bromyard	Country show	June
Kington show	Kington	Agricultural show	September
<b>Shropshire</b>			
Shrewsbury Flower Show	Shrewsbury Quarry Park	Weekend event. Flower displays, celebrity gardeners, food, music, entertainment, show jumping, fireworks. Attracts 60,000 visitors.	August
<b>Telford &amp; Wrekin</b>			
Newport show	Newport	1-day agricultural show	July
<b>COMMUNITY/FAMILY</b>			
<b>Shropshire</b>			
Shropshire Kids Festival	Shrewsbury Quarry Park	Weekend event. Circus tent, inflatables, games, craft activities, go-karts, water sides.	May
Clun Green Man Festival	Clun	2-day traditional community festival.	May
<b>HAY-ON-WYE</b>			
Hay Festival	Hay-on-Wye, Wales	Worldwide literature festival and programme	May
HowTheLightGetsIn Festival	Hay-on-Wye in 2019	Philosophy and Music festival.	May 2019

Source: Blue Sail online research

## 6 CULTURAL OFFER

We've looked at the food & drink and the arts & crafts aspects of the cultural offer because they are relevant to tourism, food & drink is strongly represented across the area and because tourism provides the many small local businesses that make up these sectors with additional commercial opportunities.

### FOOD & DRINK

In total the Marches has 35 restaurants with rosettes.

#### Shropshire

'Food and drink' is a prominent feature on Shropshire tourism websites including:

<http://www.shropshirefoodanddrink.co.uk/>

<https://originalshrewsbury.co.uk/eat-drink>

<http://www.ludlow.org.uk/fooddrink.html>

<https://www.shropshiretourism.co.uk/town/ludlow.html>

Ludlow in particular is promoted for its food & drink profile. The Shropshire Tourism website describes Ludlow as the '*Gastronomic Capital of Shropshire and home of the 14th best restaurant in the world*'.

Three Ludlow restaurants feature in the 2019 Good Food Guide: Mortimers, Fishmore Hall and Old Downton Lodge.

Food and drink attractions include the following:

**Table 9: Shropshire Food & Drink Attractions**

Attraction	Location	Description/Comments
Ludlow Farm Shop	Ludlow	Award winning food centre & kitchen
Battlefield 1403	Albrighton estate, Shrewsbury	Award winning farm shop, butchery and café
Apley Farm Shop	Apley Estate, Norton	Award winning farm shop, café & play barn
Weston Park Farm Shop	Weston-under-Lizard	Farm shop, grill, café, art gallery within Park estate
Market Hall Shrewsbury	Shrewsbury	Indoor market, with specialist food retailers, cafes, street food, crafts,

		boutiques
Oswestry Market	Oswestry	Indoor & outdoor markets. Wednesday, Friday & Saturday
Fordhall Organic Farm	Market Drayton	Community-owned organic farm. Farm shop, café, farms trails, glamping, events, courses, meetings, weddings.
Ludlow Brewing Company	Ludlow	Brewery tours, venue hire, events
Farmers markets	Shropshire	Farmers markets take place in Much Wenlock, Shrewsbury, Church Stretton, Whitchurch, Telford, Bishops Castle, Wellington, Market Drayton, Wem, Ludlow, Shifnal.
Food festivals	Shropshire	A number of food festivals take place across Shropshire, notably Shrewsbury (c. 20,000 visitors) and Ludlow (3 major food festivals in May, August and September).
<b>Courses</b>		
Experience days	Shropshire	<a href="https://www.experiencedays.co.uk/food-and-drink?q=shropshire">https://www.experiencedays.co.uk/food-and-drink?q=shropshire</a>
Brompton Cookery School	Brompton	Cookery courses and farm house accommodation

Source: *Shropshirefoodanddrink.co.uk; discovertelford.co.uk; Blue Sail internet searches*

### Herefordshire

In the destination SWOT analysis in the Herefordshire DMP, 'food and drink' is listed as one of Herefordshire's strengths:

*'Food and Drink –from raising beef, dairy cows, lamb, pork and chicken), growing asparagus, potatoes, strawberries and top fruits.'*

*'High quality artisan/craft food producers – including cheese makers, ice cream, charcuterie and ready meals. Production of cider, beer, vodka, gin, fruit gins and soft drinks. Many food and drink producers have an international, national and regional reputation (Bulmer's, Weston's Cider, Chase Vodka and Gin, British Cassis, Oliver's Cider and Perry, Wye Valley Brewery; Tyrrells Crisps, Monkland Dairy, Neal's Yard Creamery).'*

On the Visit Herefordshire website, standard filters are available to search 'local produce', 'pubs & bars', 'restaurants' and 'tea & coffee shops'. There is an attractive, stand-alone section on cider trails and there are two interesting cider cycling routes.

<https://www.visitherefordshire.co.uk/foodanddrink/>

**Table 10: Herefordshire Food & Drink Attractions**

Attraction	Location	Description/Comments
Weston's Cider Mill	Ledbury	Visitor centre, tours, cider shop, tea room, restaurant
Gregg's Pits Cider & Perry	Much Marcle	Orchard walk, cider making workshops/courses, cider sales.
Dunkertons Cider Mill	Pembridge, Leominster	Orchard walk, tasting, cider sales, café
Gwatkin Cider Company Ltd	Abbey Dore	Working farm, orchard walks, tasting, farm shop, private parties, 'down on the farm' music festival
Newton court Cider	Leominster	Orchard walks, group tours, tastings, shop
Ross-on-Wye Cider and Perry Company	Peterstow, Ross-on-Wye	Orchard walks, tours, tastings, cider shop, annual cider festival, camp site.
Ty Gwyn Cider	Pontrilas	Tastings, shop, bar
Butford Organics	Bodenham	Orchard walks, tours, tastings, farm shop, workshops/courses
Oliver's Cider and Perry	Ocle Pychard	Award winning producer. Shop and tasting room
Chase Distillery Tours	Chase Farm, Hereford	Vodka & Gin Distillery. Tour, bar, shop
Monkland Cheese Dairy	Monkland, Leominster	Working dairy, guided tours, cheese experience days, tearoom, shop
Cider route	Herefordshire	Incorporates Herefordshire Cider & Perry producers, Cider Museum & The Crown Inn
Cider cycle trails	Herefordshire	Cycle routes around cider growing areas with visits to producers, tasting opportunities, inns
The Big Apple Association	Marcle Ridge	Orchard walks, tastings, talks, cider sales, special events, competitions.
Farmers markets	Herefordshire	Farmers markets take place in Hereford, Ross-on-Wye, Leominster and Ledbury
Food festivals	Herefordshire	A number of food and drink festivals across the county, including Hereford Food Festival (9,300 visitors) and Ross Beer Festival.

Sources: [Visitherefordshire.co.uk](http://Visitherefordshire.co.uk); Blue Sail internet searches



## CULTURAL VENUES AND ARTS & CRAFTS

A selection of arts venues including art galleries, museums and theatres and arts & crafts festivals, arts & craft centres and art & craft courses is presented in the following tables:

**Table 11: Shropshire Arts & Craft Attractions**

Attraction	Location	Description/Comments
<b>Crafts</b>		
Market Hall Shrewsbury	Shrewsbury	Resident art gallery and arts & crafts stalls on Market days.
Acton Scott Historic Working Farm	Church Stretton	Farm attraction with a Rural Trade and Craft Course programme including breadmaking, ploughing, blacksmithing, embroidery, weaving, mosaic, stained glass.
Wenlock Pottery & Craft Centre	Much Wenlock	Working pottery, Ceramic Café, pottery courses, corporate days.
Oswestry Market	Oswestry	Indoor, outdoor and artisan markets.
The Bog Centre	Stiperstones	Visitor centre, craft stalls, creative workshops, walks, events.
Loudwater Studio	Ludlow	Studio space with activities and workshops e.g clay sculpture, calligraphy, quilting, mono printing, woven jewellery
Maws Craft Centre	Ironbridge Gorge	Art, craft & design studios. Exhibitions, shops, events, concerts, courses, classes, workshops
<b>Theatres</b>		
Theatre Severn	Shrewsbury	250-seat theatre, auditorium (638 seats) and dance studio.
Old Market Hall	Shrewsbury	Independent cinema
The Festival Drayton Centre	Market Drayton	Theatre
Ludlow Assembly Rooms	Ludlow	Arts centre
The Theatre on the Steps	Bridgnorth	Theatre
The Hermon	Oswestry	Arts centre
Ellesmere College	Ellesmere	School with Arts Centre available for touring theatre groups and conferences.
Oakengates Theatre	Telford	Theatre
<b>Museums</b>		
Shrewsbury Museum & Art Gallery	Shrewsbury	Museum & Art Gallery
Ironbridge Gorge Museum	Ironbridge	World Heritage Site, museums, attractions.

Attraction	Location	Description/Comments
<b>Festivals</b>		
Arts Festivals	Shropshire	Arts festivals include Church Stretton Arts Festival, Ironbridge Gorge World Heritage festival, Shrewsbury International Cartoon Festival.
<b>Courses</b>		
Creative holidays	Shropshire	<a href="https://www.craftcourses.com/categories/creative-experiences/creative-holidays-uk-based?location=Shropshire&amp;search=yes">https://www.craftcourses.com/categories/creative-experiences/creative-holidays-uk-based?location=Shropshire&amp;search=yes</a>

Source: Blue Sail internet searches

**Table 12: Telford & Wrekin Arts & Craft Attractions**

Attraction	Location	Description/Comments
<b>Crafts</b>		
Maws Craft Centre	Ironbridge Gorge	Art, craft & design studios. Exhibitions, shops, events, concerts, courses, classes, workshops
<b>Theatres</b>		
Ellesmere College	Ellesmere	School with Arts Centre available for touring theatre groups and conferences.
Oakengates Theatre	Telford	Theatre
<b>Museums</b>		
Ironbridge Gorge Museum	Ironbridge	World Heritage Site, museums, attractions.

Source: Blue Sail internet searches

**Table 13: Herefordshire Arts & Craft Attractions**

Attraction	Location	Description/Comments
<b>Crafts</b>		
Eastnor Pottery	Eastnor	At Eastnor Castle. Pottery workshops, parties, courses, festivals
Old Chapel Gallery	Pembridge	Contemporary crafts and fine art, exhibitions.
Wobage Makers Gallery	Upton Bishop	Resident artists. Gallery, exhibitions, workshops
Apple Store Gallery	Hereford	Exhibitions, workshops, poetry and music events, framing service, artist studios for rent
The Lion Gallery	Leominster	Contemporary crafts and fine art, exhibitions.
Herefordshire Arts & Crafts Society	Hereford	Society with monthly meetings, talks, social gatherings, workshops
Made in Ross	Ross-on-Wye Market House	Displays by local arts and crafts producers

Attraction	Location	Description/Comments
<b>Theatres</b>		
Courtyard Centre for the Arts	Hereford	Centre for the Arts: theatre, music, dance, comedy, film and visual arts. 436-seat main house, 120-seat studio theatre, rehearsal rooms, gallery, meetings spaces, café bar.
The Market Theatre	Ledbury	Live shows, screenings and films. Seating capacity 128.
The Pheonix Theatre	Ross-on-Wye	64-seat theatre & cinema
<b>Museums &amp; Galleries</b>		
Hereford Museum & Art Gallery	Hereford	Local museum & art gallery
Cider Museum	Hereford	Exhibition, events, competitions, shop, tearoom, research facilities.
Mappa Mundi & Chained Library	Hereford	Exhibition within Hereford Cathedral
A number of town/social history museums	Herefordshire	Local museums
<b>Festivals</b>		
Arts festivals	Herefordshire	Festivals include Ledbury Poetry Festival, Borderlines Film Festival, Ferrous Festival, Herefordshire Art Week, 3 choirs festival 2021.
<b>Courses</b>		
Oldfield Forge	Hereford	<a href="https://www.oldfieldforge.co.uk/the-academy/">https://www.oldfieldforge.co.uk/the-academy/</a> blacksmith experiences and courses
Creative holidays	Herefordshire	<a href="https://www.craftcourses.com/categories/creative-experiences/creative-holidays-uk-based?location=Herefordshire&amp;search=yes">https://www.craftcourses.com/categories/creative-experiences/creative-holidays-uk-based?location=Herefordshire&amp;search=yes</a>
Experience days	Herefordshire	<a href="https://www.experiencedays.co.uk/food-and-drink?q=shropshire">https://www.experiencedays.co.uk/food-and-drink?q=shropshire</a>

Source: Blue Sail internet searches

## FILM AND TV FILMING LOCATIONS

Locations used for films/tv programmes can help raise awareness and recognition. For the Marches these filming locations include:

**Eastnor Castle:** sizeable list of film/tv credits including ‘One More Time, MGM Studios (1969); ‘The Casebook of Sherlock Holmes’, Granada TV; ‘Antiques Roadshow’, BBC TV (2000); ‘Dracula’, BBC TV (2006); ‘The Victorian Gentleman’, BBC TV (2006); ‘BBC Countryfile’, 2010; ‘Doctor Thorne’, ITV Drama (2015).

**Hereford, Weobley, Dilwyn:** 'Midwinter of the Spirit', ITV's dramatization of the Merrily Watkins novels by local author, Phil Rickman. County now has a 'Merrily trail'.

**Symonds Yat** – Chalet used in the filming of Netflix's Sex Education.

**Acton Scott Historic Working Farm, Shropshire:** Victorian Farm TV series and Ben Fogle's 'Escape in Time'.

**Ludlow:** 'Unconditional Love' and 'Blott on the Landscape' TV series. Ludlow Castle in 'Faintheart Moll Flanders' and 'Gone to Earth'.

**Mawley Hall, Cleobury Mortimer:** 'Weather in the Street' and 'Straightheads'.

**Severn Valley Railway:** 'The Thirty-Nine Steps'; The Chronicles of Narnia.

**Stokesay Court, Onibury:** Ian MacEwan's Atonement.

**Walcot Hall, Lydbury North:** Aap Ki Khatir.

**RAF Museum, Cosford:** '633 Squadron'

**Wroxeter Roman Villa, Wroxeter:** 'Rome Wasn't Built in a Day' TV series.

## 7 ACTIVITIES

### DESIGNATIONS

Extracts from Shropshire's 'Great Outdoors Strategy 2018 – 2028' provide an overview of Shropshire's outdoor resources. It states:

*'With Shropshire being the only county in England to have part of two World Heritage Sites, the third highest number of listed buildings (6,906) and Registered Parks and Gardens (30), and the fourth highest number of Conservation Areas (127), 23% of county designated as an Area of Outstanding Natural Beauty, 80km of the strategic network of canals that link the Midlands with mid and north-east Wales, 14 internationally important wetland sites, 7 Special Areas of Conservation (of European significance), 107 Sites of Special Scientific Interest, and more varied geology than anywhere else in Britain and possibly the world, it is rightfully recognised as an exceptionally historic and beautiful county.'*

The World Heritage Site is Ironbridge Gorge.

Shropshire has the third largest network of Rights of Way in the country (5,600 km) and 13,000 ha of publicly accessible parks.

Publicly accessible country parks and heritage sites:

National Trust sites = 5,619 ha

Forestry Commission sites = 4,171 ha

Natural England National Nature Reserves (NNR) = 1,639 ha

Shropshire Council owned Country Parks and Heritage Sites = 680 ha

There is also a range of designations:

World Heritage sites = 410 ha

Registered Common = 4,746 ha

Scheduled Ancient Monuments = 987 ha

Local Nature Reserves = 827 ha

Open Access Land = 6,998 ha

Shropshire Hills AONB = 80,324 ha

These outdoor assets are estimated to bring in over £100 million annually to the local economy, employ at least 2,200 people, and make a significant contribution to improving mental and physical health and wellbeing. Many of the benefits of these sites are closely inter-related to the quality of life and scenic living.

The Herefordshire Sustainable Destination Plan 2018 – 2022 states:

*‘The county contains 3 Natural England designated National Nature Reserves. The Wye Valley AONB is an internationally important protected landscape passing through Herefordshire and the border between England and Wales. It is one of the most dramatic and scenic landscape areas in southern Britain. It is also historically important as one of the birthplaces of the modern tourism industry. The Malvern Hills AONB an area famed for its dramatic hills and the pure spring water that flows from them, lies in the east of the county. The Brecon Beacons National Park and Shropshire Hills AONB both lie on the borders of Herefordshire.’*

Also,

*‘Hereford is one of only 5 city Areas of Archaeological Importance (AAI) in the UK.’*

**OUTDOOR ACTIVITY CENTRES & FACILITIES**

Outdoor provision across the Marches includes several multi-activity centres as well as centres for cycling, mountain biking, river activities (canoeing, kayaking, paddle boarding), flying, gliding, ballooning, horse-riding, fishing, swimming, walking, quad biking, off-road driving, archery and climbing.

**Table 13: Outdoor Activity Centres: Shropshire**

Centre	Location	Description
<b>Shropshire</b>		
Eaton Manor Country Estate	Church Stretton	Residential archery courses. <a href="https://www.eatonmanor.co.uk/eaton-manor-archery/">https://www.eatonmanor.co.uk/eaton-manor-archery/</a>
The Edge Adventure	Much Wenlock	Outdoor activity centre. Segway, Junior Quad Biking Trek, Mountain Boarding, Sniper shooting, Clay Pigeon Shooting, Archery, Jacobs Ladder, Zip wire and Team Building Activities <a href="https://theedgeadventure.co.uk/">https://theedgeadventure.co.uk/</a>
Live the Adventure Ltd (Old Vicarage Adventure Centre)	Stottesdon, nr Cleobury Mortimer	Outdoor activities for schools, day trips, birthday parties, training, corporate team building events, families, adult groups and children’s adventure days. Air Rifle shooting, Archery, Caving, Challenge Zone, Climbing, Horse Riding, Joust, Laser, Orienteering, Paddlesport, Paintball, Raft Build, Slacklining, Stand Up Paddle Boarding. <a href="http://www.ovac.co.uk/index.html">http://www.ovac.co.uk/index.html</a>

Centre	Location	Description
Condoover Hall	Shrewsbury	Residential activity centre for schools, special interest groups, sports teams, families. High ropes, aerial trek, abseiling, kayaking, archery, fencing, climbing, laser maze, tunnelling, zip wire, canoeing, circus skills. <a href="https://www.condoverhall.com/">https://www.condoverhall.com/</a>
Pioneer Centre	Cleobury Mortimer	Residential activity centre for schools, youth groups, conferences, group holidays. Climbing, Abseiling, Zip Wire, Indoor Caving, Archery, Fencing, Raft building, Orienteering, High Ropes, Low Ropes, Aerial Trek, Challenge Course, Initiative Games, Shelter Building, Camp fire, Assisted Abseil (Wheelchair friendly), Assisted Climbing, Rock Climbing Day in the Shropshire Marshes. <a href="http://www.acuk.net/pioneer-centre">http://www.acuk.net/pioneer-centre</a>
PGL Boreatton Park	Baschurch, Shrewsbury	Residential activity centre. Lodges and campsite, 240 acres, 3 lakes, sandstone cliff, river, woodland, all-weather facilities. Multi—activity holidays available. <a href="https://www.pgl.co.uk/en-gb/family-adventures/centres/boreatton-park">https://www.pgl.co.uk/en-gb/family-adventures/centres/boreatton-park</a>
Shropshire Adventures	Shropshire	Activity packages (canoe, climbing, caving, mountain biking) <a href="http://www.gatewayoutdoors.co.uk/shropshire-adventures">http://www.gatewayoutdoors.co.uk/shropshire-adventures</a>
Shropshire Hills Mountain Bike & Outdoor Pursuits Centre	Church Stretton	Trails, bike hire, courses, shop, café, pub & restaurant, campsite, camping pods. Other activities: guided walking, paragliding & golf club. <a href="https://www.mtb-shropshire.co.uk/">https://www.mtb-shropshire.co.uk/</a>
Wheely Wonderful Cycling	Shropshire	Range of Shropshire & Herefordshire cycling and walking holidays. Includes a 'Slow Food Cycle Tour' <a href="https://www.wheelywonderfulcycling.co.uk/product-page/six-breweries-and-a-vineyard">https://www.wheelywonderfulcycling.co.uk/product-page/six-breweries-and-a-vineyard</a> <a href="https://www.wheelywonderfulcycling.co.uk/shropshire">https://www.wheelywonderfulcycling.co.uk/shropshire</a>
Drummond Outdoor Kayak & Canoe Centre	Shrewsbury	Courses, guiding, hire <a href="http://www.docanoe.com/">http://www.docanoe.com/</a>

Centre	Location	Description
Shropshire Raft Tours	River Severn, Ironbridge	River boat trips, canoe/kayak hire, mini raft hire, stand up paddle board hire <a href="https://www.shropshirerafttours.co.uk/">https://www.shropshirerafttours.co.uk/</a>
Canoe UK Ltd	Bridgnorth	River canoe trips <a href="http://www.canoek.com/">http://www.canoek.com/</a>
Severn Valley Quad Trekking	Cleobury Mortimer	Quad trek centre <a href="http://www.severnvalleyquadtrekking.co.uk/">http://www.severnvalleyquadtrekking.co.uk/</a>
Commando Paintball & Border Quad Trekking	Middletown	Quad biking, paintballing, laser, archery, climbing tower, helicopter ride <a href="http://www.borderquadtrekking.com/">http://www.borderquadtrekking.com/</a>
Shropshire Aero Club	Shrewsbury	Flying club <a href="https://www.flysac.co.uk/">https://www.flysac.co.uk/</a>
Midland Gliding Club	The Long Mynd, Church Stretton	Gliding club <a href="https://www.midlandgliding.club/">https://www.midlandgliding.club/</a>
Skydive Tilstock	Whitchurch	Professional skydiving centre <a href="https://www.skydivetilstock.co.uk/">https://www.skydivetilstock.co.uk/</a>
Hoverdays	Oswestry	Hovercrafting, extreme 4x4 off-road driving, archery. Adventure days, team building, parties. <a href="http://www.hoverdays.co.uk/">http://www.hoverdays.co.uk/</a>
Alderford Lake	Much Wenlock	Lakeside walks and wild swimming <a href="http://alderford.com/swimming/">http://alderford.com/swimming/</a>
Hurst Farm Fishing Holidays and Pools	Bridgnorth	Fishing pools <a href="http://www.holidayfishing.co.uk/">http://www.holidayfishing.co.uk/</a>
Darky Dale Forest Stables	Bucknell	Pony trekking <a href="http://darky-dale-forest-stables.co.uk/">http://darky-dale-forest-stables.co.uk/</a>
Country Treks	Stottesdon	Equestrian Centre <a href="https://www.horsetreks.co.uk/">https://www.horsetreks.co.uk/</a>
Westhope Alpacas	Craven Arms	Walks with alpacas; self-catering cottages <a href="https://www.westhopealpacas.co.uk/">https://www.westhopealpacas.co.uk/</a>



Centre	Location	Description
Telford Snowboard & Ski Centre	Telford	Outdoor, dry ski slope <a href="http://www.telfordandwrekinleisure.co.uk/ski">http://www.telfordandwrekinleisure.co.uk/ski</a>
Telford Ice Rink	Telford	Ice rink
Telford Park Aerial Ropes	Telford	High ropes course <a href="http://www.discovertelford.co.uk/Discover/Event/sky-reach-high-ropes-course">http://www.discovertelford.co.uk/Discover/Event/sky-reach-high-ropes-course</a>
Newport Rock	Newport	Indoor rock-climbing centre <a href="http://www.newportrock.com/">http://www.newportrock.com/</a>
Hot Air Ballooning	Shropshire	Hot Air Ballooning from Whitchurch, Battlefield and Craven Arms. <a href="http://www.shropshiresgreatoutdoors.co.uk/hot-air-ballooning/">http://www.shropshiresgreatoutdoors.co.uk/hot-air-ballooning/</a>
Stargazing	Shropshire	Four dark skies sites at National Trust car parks at Carding Mill Valley and on the Long Mynd <a href="https://www.visitshropshirehills.co.uk/things-to-do/shropshire/church-stretton/countryside/best-stargazing-spots-shropshire-hills/">https://www.visitshropshirehills.co.uk/things-to-do/shropshire/church-stretton/countryside/best-stargazing-spots-shropshire-hills/</a>

Sources: [www.shropshiresgreatoutdoors.co.uk](http://www.shropshiresgreatoutdoors.co.uk); [www.shropshireguide.co.uk](http://www.shropshireguide.co.uk); [www.visitshropshirehills.co.uk](http://www.visitshropshirehills.co.uk); Blue Sail internet searches

**Table 14: Outdoor Activity Centres: Herefordshire**

Centre	Location	Description
Longtown Outdoor Learning Centre	Longtown, Hereford	Outdoor activity centre with bivouacs, campong, canoeing, caving climbing, abseiling, field studies, gorge walking, kayaking, mountain & forest walking, mountain biking, orienteering, team building & problem solving. Residential and self-catering accommodation. <a href="https://www.longtownoutdoorlearning.co.uk/Pages/home.aspx">https://www.longtownoutdoorlearning.co.uk/Pages/home.aspx</a>
Contour Outdoor	Staunton-on-Wye	Adventure experiences and courses including Rock Climbing, Scrambling, Walking, Navigation Skills, Canoeing, Mountain and Road Biking. Multi-activity Family and Corporate Activity Days. Adventure days and starry skies. <a href="http://www.contouroutdoor.co.uk/">http://www.contouroutdoor.co.uk/</a>
Mountain	Craswall	Outdoor activity centre with bunkhouse accommodation,

Mayhem		conference rooms. Paintballing, clay shooting, hovercrafting, quad biking, abseiling, canoeing, orienteering, rock climbing, mountain walking, mountain biking, orienteering, gorge walking, assault course, raft building. <a href="http://www.mountainmayhem.com/">http://www.mountainmayhem.com/</a>
Oaker Wood Leisure	Leominster	Outdoor Pursuits Centre. Paintballing, quad biking, clay pigeon shooting, high ropes, low ropes, raft building, target shooting, woodland krypton, it's a knockout total wipe out, glamping village. <a href="https://www.oakerwoodleisure.co.uk/">https://www.oakerwoodleisure.co.uk/</a>
HS Activities Ltd	Much Dewchurch, Hereford	Paintballing, laser tag, archery, air gun, shooting, clay shooting <a href="https://hsactivities.co.uk/">https://hsactivities.co.uk/</a>
Wyedean Canoe & Adventure Centre	Symonds Yat East	Canoe hire, guided trips, adventure activities, campsite <a href="https://wyedean.co.uk/">https://wyedean.co.uk/</a>
Wye Canoes	Symonds Yat	Canoe & Kayak Hire, Guided River Trips, Stand-Up Paddle Boarding, Bushcraft, Gorge Scrambling, Archery, Climbing, Abseiling, Orienteering, and Barrel Rafting!  <a href="http://www.wyecanoes.com/">http://www.wyecanoes.com/</a>
Canoe the Wye	Symonds Yat West	Canoe hire and trips <a href="https://www.canoethewye.co.uk/">https://www.canoethewye.co.uk/</a>
Ross-on-Wye Canoe Hire	Symonds Yat West	Canoe hire and trips <a href="http://www.thecanoehire.co.uk/">http://www.thecanoehire.co.uk/</a>
Hereford Canoe Hire	Mordiford	Canoe hire and trips <a href="https://www.herefordcanoehire.com/">https://www.herefordcanoehire.com/</a>
Symonds Yat Canoe Hire	Symonds Yat	Canoe hire and trips <a href="http://canoehire.com/">http://canoehire.com/</a>
Ultimate Canoe & Kayak	River Wye, various locations	Canoeing and Kayaking trips <a href="http://www.ultimate-canoekayak.co.uk/river-wye-canoeing/">http://www.ultimate-canoekayak.co.uk/river-wye-canoeing/</a>
Wye SUP	Hereford	Stand up paddle boarding <a href="https://www.wye-sup.co.uk/">https://www.wye-sup.co.uk/</a>
Sup Yofi	Symonds Yat West	Stand up paddle boarding <a href="http://www.supyofi.com/">http://www.supyofi.com/</a>

Centre	Location	Description
Noakes Farm Riding Centre	Bromyard	Horse Riding Centre <a href="http://noakesfarmridingcentre.co.uk/">http://noakesfarmridingcentre.co.uk/</a>
Golden Valley Llamas	Ewyas Harold, Hereford	Llama Trekking. Holiday cottages <a href="http://www.oldkingstreetfarm.co.uk/">http://www.oldkingstreetfarm.co.uk/</a>
Land Rover Experience	Eastnor, Ledbury	Off-road driving experience. 1-hour taster to 3-day adventure <a href="https://www.eastnor.landroverexperience.co.uk/">https://www.eastnor.landroverexperience.co.uk/</a>
Herefordshire Raceway	Weobley	Go-karting <a href="http://www.herefordshireraceway.org.uk/">http://www.herefordshireraceway.org.uk/</a>
Wheely Wonderful Cycling	Herefordshire	Range of Shropshire & Herefordshire cycling and walking holidays. <a href="https://www.wheelywonderfulcycling.co.uk/herefordshire">https://www.wheelywonderfulcycling.co.uk/herefordshire</a>
Shobdon Herefordshire Gliding Club	Shobdon Airfield	Gliding club <a href="http://www.shobdongliding.co.uk/">http://www.shobdongliding.co.uk/</a>
Hot Air Ballooning	Herefordshire	Balloon flights from Eastnor Castle, Berrington Hall, Leominster, Hereford, Bromyard, Ledbury <a href="https://hotairballoonflights.com/uk/herefordshire/">https://hotairballoonflights.com/uk/herefordshire/</a>
Boulder Barn	Hereford	Indoor climbing centre <a href="https://boulderbarnclimbing.co.uk/">https://boulderbarnclimbing.co.uk/</a>

Sources: [www.visitherefordshire.co.uk](http://www.visitherefordshire.co.uk); Blue Sail internet searches

## MAJOR WALKING & CYCLING ROUTES

Major walking and cycling routes include the following:

**Table 15: Major Walking/Cycling Routes: Shropshire**

Route	Location	Description
Offa's Dyke Path National Trail	English/Welsh border	177-mile national trail that follows the English/Welsh border. Goes through Hay-on-Wye, Kington, close to Clun, Montgomery & Oswestry.
The Shropshire Way	Shropshire	Long distance path (200 miles). Covers north and south of county & forms a figure of 8 centring on Shrewsbury.

Route	Location	Description
Heart of Wales Line Trail	Craven Arms	New walking route being developed with support from Arriva Trains Wales. Craven Arms to Llanelli. Intersects with Offa's Dyke Path and The Shropshire Way.
Carding Mill Valley and The Long Mynd	Church Stretton	Walking, mountain biking, wild swimming. National Trust information centre, café and shop.
Six Castles Cycleway	Shrewsbury – Ludlow - Leominster	National Cycle Network (NCN) Route 44
Mercian Way	Whitchurch – Shrewsbury – Ironbridge - Bewdley	NCN Route 45
Lon Cambria	Welshpool – Shrewsbury - Albrighton	NCN Route 81
National Cycle Network Route 552	Nantwich – Market Drayton - Newport	NCN Route 552
National Cycle Network Route 455	Oswestry – Ellesmere - Whitchurch	NCN Route 455
Lands End to John O'Groats cycle route	Shropshire Hills	Long distance (1,200 mile) cycle route
The National Byway	Shropshire	3,200 miles leisure cycling route around England and parts of Wales and Scotland. Includes Shrewsbury and a loop to Much Wenlock and Ironbridge.
Shropshire Cycle Way	Shropshire	185-mile cycle route around Shropshire's border.
Mountain Biking	Shropshire	Includes forest trails that have hosted national championship races - Eastridge Woods, Hopton Woods, Mortimer Forest. Also, Long Mynd (National Trust).

Sources: [www.shropshiregreatoutdoors.co.uk](http://www.shropshiregreatoutdoors.co.uk); Blue Sail internet searches

**Table 16: Major Walking & Cycling Routes: Herefordshire**

Route	Location	Description
Offa's Dyke Path National Trail	English/Welsh border	177-mile national trail that follows the English/Welsh border. Goes through Hay-on-Wye, Kington, close to Clun, Montgomery & Oswestry.
The Herefordshire Trail	Herefordshire	150-mile trail. Links the five market towns of Leominster, Bromyard, Ledbury, Ross-on-Wye and Kington.
Wye Valley Walk	Herefordshire	136-mile walk. Goes through Hereford and Ross-on-Wye
Mortimer Trail	Herefordshire	30-mile trail from Ludlow to Kington
The National Byway	Herefordshire	3,200-mile leisure cycling route around England and parts of Wales and Scotland. Includes Leominster and Ledbury
National Cycle Network Route 46	Bromsgrove to Neath (when complete)	Goes through Hereford
Cider Cycle Trails	Herefordshire	Cycle routes around cider growing areas with visits to producers, tasting opportunities, inns.

Sources: [www.shropshiregreatoutdoors.co.uk](http://www.shropshiregreatoutdoors.co.uk); Blue Sail internet searches

## WALKING & CYCLING EVENTS

There is a number of promoted walking and cycling events including:

- ▶ Bishops Castle Walking Festival
- ▶ Church Stretton Walking Festival
- ▶ Shropshire Way 80k Festival
- ▶ Ironbridge Gorge Walking Festival
- ▶ Wellington Walking Festival
- ▶ Herefordshire Walking Festival
- ▶ Ross-on-Wye Walking Festival
- ▶ Chepstow Walking Festival
- ▶ Kington Walks
- ▶ Ludlow Cycling Festival
- ▶ Bike4Life Ride Out and Festival
- ▶ Newport Nocturne

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