

# Newsletter

## NEWS FROM MEMBERS

### **AGM**

At the AGM held on 27 November 2008 at the Punch Bowl the following Executive Committee was elected to run the BDTA for the coming year.

#### **2009 Committee members:**

Chairman – Carol Cooper  
Vice chairman – Peter Wooldridge  
Secretary – Adrian Williams  
Treasurer – (this position remains vacant, though Keith Lincoln is continuing to carry out the work behind the scenes)

Jean Reynolds – Cliff Railway  
Anthony Webb – Old Quarry Cottage  
John Leach – Severn Valley Railway  
Sally Tallents – Hobnill  
Keith Allan – The Croft  
Jane Priest – Lodge 6, Astbury Falls  
Karen Crick – RAF Museum Cosford  
Peter Iles – past Chairman  
Brian Davies – Trevithick 200  
James Lloyd – Hoards Park Country House

#### **Co-opted members:**

Norman Greaves – Bridgnorth Twinning Association  
Sue Yardley – Bridgnorth Visitor Information Centre  
Simon McCloy – Shropshire Tourism  
Doug Brown – Bridgnorth Town Council

## **WELCOME**

We are really pleased to be able to welcome some new members to the Association. This year we have 2 new categories in the guide and on the website for shops and places to eat, as a result of more local businesses finding out about BDTA and the opportunities we offer for guiding visitors to their businesses.

#### **A warm welcome to:**

Bakers Leather Shop, Bridgnorth  
Bridgnorth Guest House  
Fighting Cocks, Stottesdon, restaurant  
FRS Countrywear Ltd, Bridgnorth, shop  
Hoards Park Country House, Bridgnorth, B&B  
Hundred House, Norton, restaurant and accommodation  
Oak Farm Tea Rooms, Ditton Priors  
Plume of Feathers, Much Wenlock, restaurant  
Saros Indian & Bangladeshi Restaurant, Bridgnorth  
Severn Centre, Highley  
Swan Inn, Knowle Sands, accommodation  
Talbot Inn, Much Wenlock, restaurant  
That's Nice, Bridgnorth, shop  
The Down Inn, restaurant and accommodation  
The Fox, Much Wenlock, restaurant  
The Old Curiosity Shop, Bridgnorth  
The Punch Bowl Inn, restaurant and accommodation  
Trevithick 200 – The Rally in the Valley  
Wenlock Edge Inn, restaurant and accommodation

## END OF AN ERA

The executive committee is extremely sorry to say goodbye to Adrian Williams after nearly 20 years sterling work as secretary of the association. Adrian has guided the committee in his usual cheerful and efficient manner through many hours of deliberation regarding tourism in the local area. His background in the library service and a personal interest in travelling brought a huge amount of knowledge and wisdom to the job and he will be very much missed. As an interim measure, Jytte Spouncer will be taking the minutes for the next few meetings until more formal arrangements are put in place.

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## NEW STREET AND ARTISANS' QUARTER OPENS AT BLISTS HILL VICTORIAN TOWN FOR EASTER

This Easter visitors to Blists Hill Victorian Town in Shropshire's Ironbridge Gorge will be the first to explore the magnificent new Canal Street. This is the first phase of a massive £12 million development and includes an entire new Victorian street and artisans' quarter. Canal Street, which will be officially opened on Thursday, 30<sup>th</sup> April, will be lined both sides with a wonderful parade of shops, including a Drapers and Outfitters, Post Office, Photographers, Sweetshop and Fried Fish Dealers while the artisans' corner will include plumbers, tinsmiths and decorative plasterers.

From Saturday, 4<sup>th</sup> April visitors will be amongst the first to admire the hats and gowns in the Outfitters and Drapers, have their portraits taken in the Photographers, mail their letters and post-cards in the Post Office, select from a massive range of Victorian treats in the Sweet Shop and enjoy a delicious portion of traditionally prepared fish and chips in the Fried Fish Dealers. What's more visitors will be able to watch traditional skills in action in the plumbers, decorative plasters and tinsmiths.

The shops along Canal Street have been designed and built with the greatest of care to

ensure that they are authentic copies of buildings from the locality. Existing buildings have either been copied or archive materials, such as old photographs and postcards, have been studied to ensure that all the architectural details are correct. A variety of different styles of bricks have been especially made and mortar depths have been measured and replicated, bespoke window frames have been created and Victorian shop fittings have been sourced from across the country.

Traci Dix-Williams, Blists Hill Victorian Town Manager commented, "The team and I are delighted to see Canal Street almost complete. We have been working on this project for many years and it's wonderful to see everyone's hard work pay off. Visitors to Blists Hill Victorian Town will gain an even greater insight into the world of a small working town at the turn of the last century. Visitors are already getting very excited about the new exhibits, especially the Post Office. I think this could largely be due to a recent television programme being set in a Victorian Post Office. Once Canal Street is open the hard work continues as we will be opening the new Visitor Centre for the summer and other attractions in the autumn.

"This project has been a labour of love for all the project team including our main contractor Mansell. We could not have achieved these remarkable results without their help and the ongoing support of our major funders Advantage West Midlands and the European Regional Development Fund", concluded Traci Dix-Williams.

## Landmark Visitor Centre

Due to open in time for the summer school holidays, the new Visitor Centre will be housed in a remarkable modern landmark building, which will also act as gateway to the World Heritage Site. It has been designed with the environment in mind and inspired by many historic references such as the mammoth blast furnaces, which once dominated the local landscape; the building will also be adorned with giant fly wheels, cranes and boilers. As visitors ascend through the Visitor Centre they will be transported from the modern world back to the Victorian period by a variety of state-of-the-art exhibitions and displays. And as they leave the town, via the building, clever

exhibitions will prepare them for a visit to the rest of the World Heritage Site.

In order to improve access at Blists Hill Victorian Town a new Mine Railway will carry passengers through the woods into a 'mine' experience. Here visitors will gain an understanding of the importance of mining to the area. Inspired by the famous Hay Inclined Plane, a smaller version will be built to transport visitors up the gorge side from the Village Green to the canal, once again making the site easier for all visitors to access.

Visitors to special events at Blists Hill Victorian Town will see a big difference to the Village Green, which will be extended to create a much improved space for the many spectacular events that take place across the year, such as outdoor classical concerts, steam weekends, Victorian wedding recreations and the annual firework display.

Blists Hill Victorian Town is one of the ten Ironbridge Gorge Museums. A Passport to all ten valid for twelve months and multiple return visits costs £19.95 for adults, £15.95 for the sixty plus and £12.95 for children (up to 18 years in full time education) £54.95 for families. For those on a shorter time scale, individual admission is available into any of the sites.

The museums are open seven days a week from 10am until 5pm; activities and workshops vary day-to-day and some carry an extra charge in addition to the museum admission fee, for further information, contact the Ironbridge Tourist Information Centre on Tel: 01952 884 391 or visit [www.ironbridge.org.uk](http://www.ironbridge.org.uk).

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## **EVENTS**

### **GOLDEN LION INN**

#### **National Cask Ale Week**

From April 6th to April 13th the week is sponsored by CAMRA - The Campaign for Real Ale and CASK MARQUE - The industry Beer Quality Monitor. The week will celebrate cask ale and its uniqueness to the British Pub. The Daily Telegraph is also supporting the

week with prize draws available each day. It is hoped to have 5000 pubs celebrating cask ale over Easter Week. As many people as possible are being encouraged to visit their local pubs to enjoy superb cask ale and the company available in the bar.

#### **Annual St. George's Day Beer Festival**

April 23rd is Saint George's Day and the Golden Lion Inn will celebrate this day with its Annual St. George's Day Beer Festival from Thursday 23rd April to Saturday 25th April inclusive. Many different beers will be available at much reduced prices to celebrate England's Patron Saint. The pub will be decorated with bunting and flags with the cross of St. George everywhere. We hope as many people as possible will come to taste great real ale.

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### **'EGG-CITING' EASTER TRAIL AT STOKESAY CASTLE**

Come to Stokesay Castle this spring and join in our 'egg-citing' Easter Trail! Will you be able to find all of the 'egg-stra' special clues hidden around the castle? Explore every nook and cranny to discover all the clues, if you succeed a yummy chocolate prize awaits!



## SEVERN VALLEY COUNTRY PARK

### Woodland crafts

*Easter weekend Sat & Sun 11th 12th April  
10.30 onwards at Severn Valley Country Park,  
Alveley*

If you are looking for a special gift or just planning to indulge yourself, this is the place to be. See the most fantastic **Walking Sticks** you are ever likely to find,

**Wonderful Woodturning** made from locally sourced timber. So an opportunity to acquire a souvenir from the Park to treasure.

Create a lasting impression with **Chainsaw Art**, looks stunning in the garden, home or conservatory. **Native Crafting**, tree charms and dream catchers, children can have a go or buy ready done. All crafts people will be demonstrating and selling on site.

*See everything at Severn Valley Country Park, Alveley, follow the brown countryside signs South of Bridgnorth along the A442 phone 01746-781192 FREE*

### Easter egg hunt and bonnet competition

Children's Half Term Event

*Weds 15th April 2-4pm Severn Valley Country Park - Alveley*

A specially developed Easter Trail with Hidden eggs to find. Finishing with an

Easter bonnet Competition with prizes to be won. *Meet in the visitor centre - Severn Valley Country Park, Alveley, follow the brown countryside signs South of Bridgnorth along the A442 phone 01746-781192 Children £2.50*

### Night time newt hunt

*Sat 18th April 7.30-9.30PM Severn Valley Country Park, Alveley*

An evening walk around Severn Valley Country Park looking for nocturnal wildlife. At this time of the year, newts can be found by torchlight performing their strange underwater mating dance. We will also use electronic bat detectors to listen to these fascinating creatures hunting by moonlight.

BRING A TORCH- *Meet in the visitor centre - Severn Valley Country Park, Alveley, follow the brown countryside signs South of Bridgnorth*

*along the A442 phone 01746-781192 Adults £2.50 Children £1.50*

### Woodland dawn chorus walk

*Sun 3rd May 4.30-6.30am - New England - Highley*

On International Dawn Chorus day join us for a magical early morning walk through our beautiful woodland at New England.

Experience the cacophony of sound with expert identification of birdsong. Finish the walk with a hot drink and a bacon buttie in the woods.

**LIMITED NUMBERS BOOKING ESSENTIAL!**

*New England, Bind Lane, Highley (parking in lay-bys at side of road) - Phone 01746-781192 £5 each including hot drink and Bacon Buttie.*

### Mayday at Severn Valley

*Mon 4th May 2.30pm onwards - Severn Valley Country Park - Alveley*

Celebrate Mayday Bank Holiday in true English Tradition that dates back to the 17th Century.

We are lucky to have a renowned local Morris Dancing Team doing a display.

Enjoy a slice of cake and a cuppa from our Tea shop while you watch the fun. *Join in the fun by the visitor centre - Severn Valley Country Park, Alveley, follow the brown countryside signs South of Bridgnorth along the A442- Phone 01746-781192*

**FREE EVENT**

### Country Park Open Forum

*Sat 9th May 10am-12 - Severn Valley Country Park - Alveley*

We endeavour to develop and maintain Severn Valley Country Park for all users, but you may have a different perspective to those of us who work here. We are holding a Users Forum so that ideas can be put forward concerning the future development of the site. Staff members will be here to answer any questions. There will be a walk around the Park looking at some of the completed projects and any areas that have been highlighted in the forum. *Meet in the visitor centre - Severn Valley Country Park, Alveley, follow the brown countryside signs South of Bridgnorth along the A442 Phone 01746-781192 FREE*

### Blooms and butterflies

Sun 10th May 10am-12 – Severn Valley Country Park - Alveley  
With Orchids in flower, bluebells shimmering in the woods and spring flowers all around, come on a guided wildflower walk. We will look at different habitats, ecology and folklore of wildflowers and the butterflies that rely on them. *Meet in the visitor centre - Severn Valley Country Park, Alveley, follow the brown countryside signs South of Bridgnorth along the A442 Phone 01746-781192 Adults £2.50 Children £1.50*

### **Mud nature frames**

Children's Half Term Event  
Weds 27th May 2-4pm – Severn Valley Country Park Alveley  
Well dressing is an old English tradition whereby our ancestors believed that blessing the well and source of water would result in a good amount of rainfall to grow crops for the coming year. Children will be making mud tiled frames then embarking on a short walk around the park collecting decorations finishing at Ethelfleaders well where we will decorate the well with our finished tiles. *Wear OLD clothing. Meet in the visitor centre - Severn Valley Country Park, Alveley, follow the brown countryside signs South of Bridgnorth along the A442 - phone 01746-781192*  
**Children £2.50**



### **Search and Rescue**

26 May - 29 May

This Half Term, the Royal Air Force Museum invites children 5+ to participate in a free and exciting activity in which both they and their friends will become active participants in a sea rescue and discover how the Royal Air Force mounts such operations in hazardous conditions.

In each session they will have the choice either to learn about survival techniques, in a raft with their fellow crew members, or to become a member of the heroic team that guides the RAF to the raft's location via 2 way radio communication.

Sessions are at 11:00, 12:00, 14:00 and 15:00 each day and last approximately 30 minutes. All that we ask is that you report to the event coordinator 10 minutes before each session to avoid disappointment.

Please note, younger children will need to be accompanied by an adult, but are welcome to participate in this experience.

### **RAF Cosford Air Show**

14 June

The RAF Cosford Air Show is the Midlands premier air event which offers non-stop entertainment both in the air with displays from a wide variety of aircraft and on the ground with hundreds of exhibits, colourful stalls and trade stands, military demonstrations and children's entertainment. This is a great day out for all ages and interests and not to be missed.

Please note admission charges apply.

### **Veterans Day**

27 June

The Royal Air Force Museum is inviting Veterans from all three services to join as one to celebrate Veterans Day on Saturday 27th June.

During this special reunion, hosted by the Museum staff, all Veterans will be treated to a full day of events and activities including talks, special film screenings and tours around our award-winning Museum.

The day will start with a drinks reception at 10.30am, where Veterans will have the opportunity to network and share their experiences.

All guests must pre-register in advance of the event. If you would like to attend please call 01902 376 252 or email the Museum at [cosfordveteransday@rafmuseum.org](mailto:cosfordveteransday@rafmuseum.org). Please state your name, telephone number, the service you were in and the name of any guests that you intend bringing with you on the day.



## **National Service RAF Association Parade**

28 June

The Museum is once again hosting the National Service (Royal Air Force) Parade and Re-union on 22nd June. Gates open at 0900hrs and the parade will fall in at 1100hrs and march onto the airfield. As part of this special day the Cosford ATC marching band will be performing prior to and following the march.

## **International Large Model Aircraft Rally** 18 July - 19 July

An air show in miniature with large-scale models flown by enthusiasts from all over the UK. The 2009 show will celebrate 100 years of the Bleriot Channel Crossing.

Gates open at 8.30am and the flying starts at 9.30am both days.

\*\*\* Prices frozen for the fourth year \*\*\*

Adult £9.00  
Child £5.00  
Senior Citizen £7.00  
Family £20.00 (2 adults and 2 children)

## **Glider Weekend** 25 July - 26 July

The British Gliding Association will be on site with a display including a one seater glider in the Visitor Centre and short DVD. Wrekin and Staffordshire Gliding Clubs are offering visitors the chance to buy trial flights for £50 lasting up to 20mins. This will be available from 10.00am to 3.00pm both days.

\*\*Please note this activity is weather permitting\*\*

Choose from our designs or make your own paper glider.

Photo courtesy of whiteplanes.com

## **August Activities**

1 August - 31 August

These family activities run from 1st - 31st August 2009. All materials will be supplied by the Museum.

Monday - Peg Dolls. Make a "favourite" toy for girls in the 1940's, the peg doll, using scraps of materials and ribbons.

Tuesday - Camouflage Masks. Learn about the art of camouflage by making masks that will blend into any background.

Wednesday - Gliders and Parachutes. Make and colour in paper gliders and parachutes.

Thursday - Drill and National Service. The entire family is invited to fall in and experience the discipline of National Service by taking part in drills run by two ex-RAF Drill Instructors.

Friday - Recycled Rockets. Make your own rocket from recycled plastic and cardboard.

Saturday/Sunday (Bank Holiday Monday) - Spy Trail, Moon Machines and Cosford Summer Fun Quiz

Sessions run from 10.30am - 12.30pm and 1.30pm - 3.30pm. Please note a small participation fee applies.



## **EASTER FUN IN THE IRONBRIDGE GORGE, SHROPSHIRE**

Families visiting the Ironbridge Gorge Museums in Shropshire over the Easter break will be able to join in traditional Easter events as well as take part in creative, hands-on activities designed to appeal to both

youngsters and adults alike. The imaginative workshops place emphasis on fun and enjoyment but also offer a creative challenge and a chance to try new skills. Activities will vary from day to day and carry an extra charge in addition to the museum entrance fee.

### **Easter Egg-Dancing and Hunt the Chick at Blists Hill Victorian Town**

Visitors to Blists Hill Victorian Town, near Ironbridge, Shropshire over the Easter Bank holiday weekend from 10-13 April can take part in the residents' Easter celebrations. They are invited to arrive wearing an Easter bonnet and join in the Easter Parade with prizes awarded each day. Families can also watch and join in the unusual pastime of egg dancing when village folk are blindfolded and have to dance across a street, trying their utmost to avoid stepping on eggs that are carefully placed along their route. Other activities include a 'hunt-the-chick' competition, following a trail of clues around the recreated Victorian town, performances by Kaleidoscope Theatre Company and the opportunity to take part in hands-on workshops.

### **Easter Tile Decorating at Jackfield Tile Museum**

Jackfield Tile Museum will be hosting drop-in tile decoration workshops with an Easter theme from 6 – 9 April and 14 -17 April priced at £7 per tile plus admission. Visitors will be able to use the tube lining technique to produce a 6 x 6 inch tile featuring their own design and choice of colours. Fired tiles can later be sent home for a small extra charge to cover postage and packing.

### **China Painting for Easter at the Coalport China Museum**

Creativity is the order of the day at the Coalport China Museum where visitors between 6<sup>th</sup> -10<sup>th</sup> and 13<sup>th</sup> -17<sup>th</sup> April will have the opportunity to put their artistic talents to good use in Spring-themed china painting and clay modelling workshops including painting Easter scenes on egg cups or Spring flowers on mugs.

### **Techno Easter Activities at Enginuity**

Enginuity, the interactive design and technology museum is inviting visitors to join in fun techno-themed workshops over the Easter holidays, between 6<sup>th</sup> and 19<sup>th</sup> April.

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The museums are open seven days a week from 10am until 5pm; activities and workshops vary day-to-day and some carry an extra charge in addition to the museum admission fee, for further information, contact the Ironbridge Tourist Information Centre on Tel: 01952 884 391 or visit [www.ironbridge.org.uk](http://www.ironbridge.org.uk). The Gorge is easily reached via the M6 and M54 motorways exiting at Telford (M54 junction 4 or 6).

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## **PRACTICAL MATTERS**

### **Brochures and Leaflets**

A variety of leaflets and brochures are available from the VIC in Bridgnorth for you to have on display for your guests or to send out to enquirers.

Places to Visit and Attractions in Bridgnorth, Much Wenlock and Severn Valley (A5)  
Diary of Events for 2009  
Bridgnorth, Much Wenlock and Broseley Town Trails  
Walks and Strolls around Bridgnorth  
Bridgnorth, Much Wenlock and District  
Souvenir Guide - free to you but we suggest you sell them for £1.00  
Bridgnorth Children's Trail - again free to you but we suggest that you sell them at 50p.

Town leaflets are also underway for Albrighton and Shifnal and should be available later in the year.

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## **SHROPSHIRE TOURISM**

### **Accommodation Assessment Scheme**

From April 2009 Direct Tourism Services will be delivering its new Accommodation Assessment Scheme on behalf of Shropshire Tourism. Initially the scheme is open to Self Catering and Guest Accommodation; however there are plans to extend into other sectors in due course.

Working to the same national standards as Quality in Tourism, the AA and other Visit Britain approved organisations this scheme will be locally delivered and managed.

The scheme is primarily aimed at businesses who currently only advertise locally and therefore do not need the full promotional benefits of a national inspection scheme. It is also aimed at businesses who are currently not accredited at all. Businesses who are inspected by one of the national schemes and who also wish to be recognised with Direct Tourism Services may also do so.

You will need to be a member of Shropshire Tourism to be eligible for our Assessment Scheme. To find out more information and a list of the tariffs go to:  
[www.stmem.com/assessments](http://www.stmem.com/assessments)

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## **WEBSITE NEWS**

### **MUCH WENLOCK WEBSITE**

We have a new website dedicated to Much Wenlock: [www.muchwenlocktourism.co.uk](http://www.muchwenlocktourism.co.uk)

This is jointly funded by Shropshire Tourism and BDTA and has been set up in an effort to ensure, that anybody searching for facilities in Much Wenlock, will find it easier to get information on the town. The site is still very new and we will be adding more information as it becomes available; our listing in the search engines should also improve as the site gains recognition.

Please have a look – we would love to hear your views and ideas.

**Could you please also take a few minutes to check that all the information on your own web page is correct and up to date?**

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Editor: Jytte Spouncer, Bridgnorth VIC

If you would like to contribute to the next newsletter please contact me on:  
01746-763257, e-mail:  
[bridgnorth.tourism@shropshire.gov.uk](mailto:bridgnorth.tourism@shropshire.gov.uk)

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