

Heart of England



Birmingham, Black Country, Coventry & Warwickshire, Herefordshire & the Wye Valley, Shakespeare Country, Shropshire & the Welsh Borders, Staffordshire & the Peak District, Stoke & the Potteries, Worcestershire

Discover England's heartland where cities, culture and countryside all vie for attention. For that top-of-the-world feeling, climb the Malvern Hills and empathise with composer Edward Elgar. The birthplace of our greatest playwright is hosting his Complete Works in 2006; now is your chance to brush up on Shakespeare. And all things china and glass are revealed at the Potteries towns and the Red House Glass Cone. Car enthusiasts should take the direct road to Coventry's Transport Museum but perhaps not at the land speed record of 763 miles per hour. Birmingham's top shopping focuses on the new Bullring but be sure to leave time for the sizzling Balti Triangle.

FURTHER INFORMATION FROM
visitheartofengland.com (01905) 761100

USEFUL READS

Bed and Breakfast Touring Map; Great Places to Visit; Escape; Heroes of the Heart; Touring the Heart; Celebrations of the Heart; Heritage of the Heart

Wherever you are in England you can now find your nearest Tourist Information Centre...
just text TIC LOCATE to 64118*

*Successful requests cost 35p
 (not available on 3 Network)

enjoyEngland.com



Touring ideas

Things to see and do in Heart of England



Visit this World Heritage Site to marvel at the world's first iron bridge, become an engineer for the day at Enginuity and see china, tiles and ironwork – all at Ironbridge Gorge.
ironbridge.org.uk
 (01952) 884391
visitironbridge.co.uk
 (01952) 202976



Made up of six Potteries towns, Stoke-on-Trent is world-famous for fine ceramics. Try your hand at throwing a pot at the Wedgwood Visitor Centre!
thewedgwoodvisitorcentre.com
 (01782) 282452
visitsstoke.co.uk
 (01782) 236000



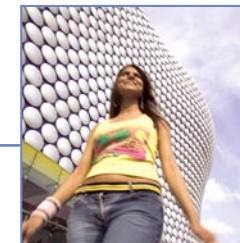
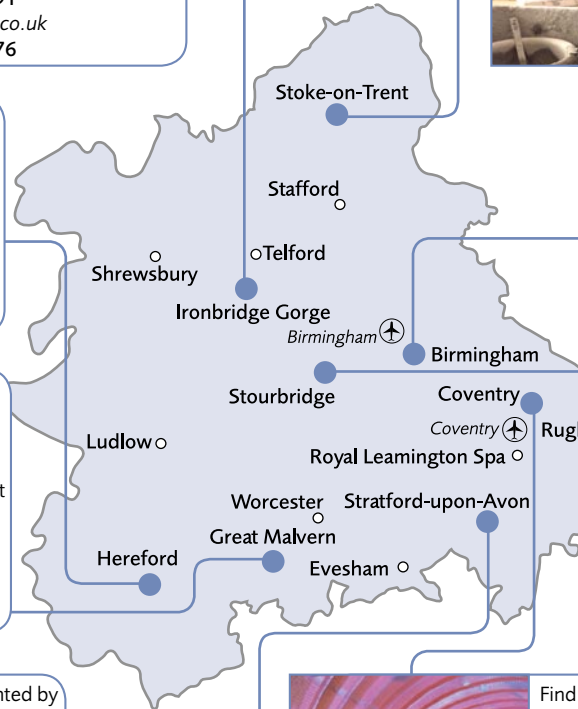
Take a tour of the Hereford Cider Museum and learn the real art of traditional cider and perry-making. Taste the Cider Brandy distilled on site.
cidermuseum.co.uk
 (01432) 354207
visitherefordshire.com
 (01989) 562768



They inspired Elgar and they will inspire you too. Visit the beautiful Malvern Hills and the Elgar Birthplace Museum near Worcester, once the great composer's cottage.
malvernhills.gov.uk
 (01684) 892289
worcestershire-tourism.org
 (01905) 728787



Visit the houses frequented by the Bard in Stratford-upon-Avon and catch one of his great tragedies in the Royal Shakespeare Company's Complete Works Festival.
rsccompleteworks.co.uk
shakespeare.org.uk
 0870 160 7930



Birmingham's sparkling Bullring sets the standards in retail bliss. Shop till you drop, then sidle off to Cadbury World to indulge in chocolate heaven.
beinbirmingham.com
 0870 225 0127
bullring.co.uk
 (0121) 632 1500



Be amazed at the magical tradition of glassmaking and the towering enormity of the Red House Glass Cone, near Stourbridge, as you climb through the furnace.
redhousecone.co.uk
 (01384) 812750
blackcountrytourism.co.uk
 (0121) 569 2364



Find out why Coventry is the home of British road transport. See ThrustSSC, the first car to break the sound barrier, at Coventry Transport Museum.
transport-museum.com
 (024) 7623 4270
visitcoventry.co.uk
 (024) 7622 7264