



GROUP GUIDE 2020

# STOKE-ON-TRENT

THE POTTERIES | HERITAGE | SHOPPING | GARDENS & HOUSES | LEISURE & ENTERTAINMENT







# Great grounds for groups to visit



There's something here to please every group. Gentle strolls around award-winning gardens, woodland and lakeside walks, a fairy trail, adventure play, boat trips and even a Monkey Forest! Inspirational shopping within 77 timber lodges at Trentham Shopping Village, the impressive Trentham Garden Centre and an array of cafés and restaurants offering food to suit all tastes.



There's ample free coach parking, free entrance to the Gardens for group organisers and a £5 meal voucher for coach drivers who accompany groups of 12 or more.

Add Trentham Gardens to your days out itinerary, or visit the Shopping Village as a fantastic alternative to motorway stops.

**Contact us now for your free group pack.**



JUST  
5 MINS  
FROM  
J15 M6



Stone Road, Trentham, Stoke-on-Trent, Staffordshire  
5 minutes from J15 M6, Sat Nav Post Code ST4 8JG  
Call **01782 646646** Email [enquiry@trentham.co.uk](mailto:enquiry@trentham.co.uk)



# WELCOME TO OUR CREATIVE CITY

## 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, pottery factory shops and the exclusive Staffordshire Hoard. Come and visit the Trentham Estate with its Italian Gardens, Shopping Village, Monkey Forest 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.



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## How to use this guide

This guide is divided into themes: The Potteries – including Pottery Museum's & Visitor Centres, Factory Tours, "Have a go" opportunities, and Pottery Factory Shopping; General Shopping & Markets; Gardens & Historic Houses; Leisure & Entertainment; Accommodation; and Meal Stops. Please use this guide in conjunction with the coach maps which are in the inside back cover of this guide.

## Access information

Look out for the symbol  which indicates attractions with facilities suitable for visitors with disabilities.

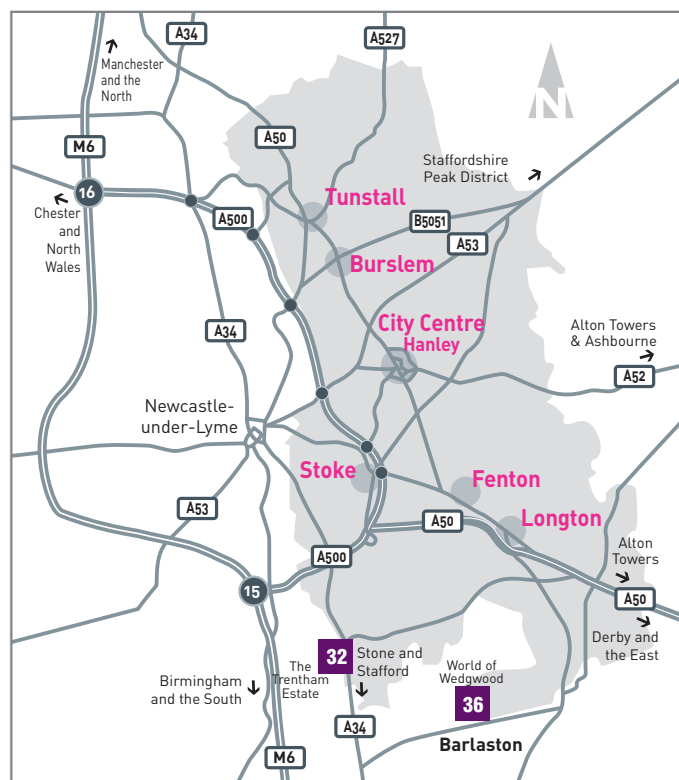
-  visit\_stoke
-  facebook.com/visitstoke
-  twitter.com/visitstoke

For more information call the groups desk  
**01782 236084**  
 or visit our website  
**visitstoke.co.uk/groups**





Cover Images: Trentham Estate, Burleigh Factory Shop, World of Wedgwood and The New Vic

Published by Stoke-on-Trent Tourism. Whilst every effort has been made to ensure that the information contained in this brochure is correct, Stoke-on-Trent City Council cannot accept responsibilities for any inaccuracies.



### 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 |  |   |

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# STOKE-ON-TRENT – GREAT FOR GROUPS

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## Exploring The Potteries

The Potteries is a fantastic experience for groups. Visit our award-winning museums and visitor centres, go on a factory tour and learn about the skills and craftsmanship that go into producing our famous pottery. Have a go at creating your own masterpiece with the many hands-on opportunities available, and shop till you drop with the many pottery factory shops in the city.

Over the following pages you will find details of all the individual pottery attractions and factory shops categorised into Museums & Visitor Centres, Factory Tours, "Have a go" opportunities, and Pottery Factory Shopping. If you need further help or advice with your itinerary planning, contact Visit Stoke on **01782 236084**.



## Glorious Gardens

There are some spectacular gardens including Rode Hall Gardens, home to spectacular winter snowdrop walks, and the Trentham Estate's Italian Gardens which bloom with striking perennials. At Biddulph Grange Garden your group will be taken on a tour of the world from Italy to the pyramids of Egypt, a Victorian vision of China and a re-creation of a Himalayan glen.



## Fun and Entertainment

The Trentham Estate has it all. As well as stunning gardens, fantastic shopping and a brilliant calendar of events, groups can walk amongst 140 Barbary macaques in the 60 acre Trentham Monkey Forest where there are no fences or cages between you and the monkeys – only forest pathways.

Stoke-on-Trent is the nearest city to Alton Towers, just a short half-hour drive away. Not only does Alton Towers have an amazing selection of thrill rides and family attractions, it is also home to world's first ever CBeebies Land, bringing some of the most-loved children's characters to Britain's number one theme park.

For a great night out visit the Cultural Quarter in the City Centre which comes alive in the evening, especially when there is a West End Show, dance show, music or TV comedian on at the Regent Theatre, Victoria Hall, or Mitchell Arts Centre. Elsewhere in the city, the New Vic delivers a programme of international-class work in-the-round and a varied line-up of one-night events.

## The Staffordshire Hoard

Discover the fascinating Anglo-Saxon Kingdom of Mercia exhibition at the Potteries Museum & Art Gallery which sets the Staffordshire Hoard in the context of everyday Anglo-Saxon life and death. As well as 200 pieces of the Hoard the exhibition includes objects the Anglo-Saxons used in their daily work, and items they buried with their dead to provide for them in the afterlife. Guided tours and Hoard by torchlight tours are also available for groups.



# POTTERY MUSEUMS & VISITOR CENTRES

The story of Stoke-on-Trent's history and heritage is brilliantly told through our fantastic pottery museums & visitor centres. Your group will have an entertaining insight into the history and tradition, and the modern day industry of a time-honoured craft.

## 13 Dudson Museum

The Dudson Museum is housed in an atmospheric, original Grade II listed bottle oven. Stepping through the 'oven door' you will experience the company's heritage dating back to 1800 and discover the history of the Dudson company in the ceramic tableware industry.

**Hope Street, City Centre,  
Stoke-on-Trent, ST1 5DD**

**T:** 01782 285286

**E:** dudsonmuseum@vast.org.uk

**Maximum Group Size:** 40.

**Group Rate:** On request.

**Advanced Booking Necessary:** Yes.

**Contact:** Alison Morgan.

**Open:** Tues, Wed, Thurs 10.00am – 3.00pm. Closed Bank Holidays.

**Minimum Recommended  
Visit Time:** 45 minutes.

**Refreshments:** Coffee shop serving hot and cold snacks.

**Coach Parking:** Pick up and set down point available.



[dudson.com](http://dudson.com)

## 21 Emma Bridgewater Factory

Join us on a factory tour, decorate your own piece of pottery, or relax in our café. We've got a gorgeous factory shop and a lovely gift shop too.

**Emma Bridgewater Factory,  
Lichfield Street, City Centre,  
Stoke-on-Trent, ST1 3EJ**

**T:** 01782 201328

**E:** stokeshop@  
emmabridgewaterfactory.co.uk

**Minimum Number:** 10.

**Maximum Group Size:** 80.

**Group Rate:** Admission to site is free. Charge applicable for factory tours and per decorated item in the Pottery Café. Telephone for information about group packages.

**Advanced Booking Necessary:** Yes.

**Open:** Mon to Sat 9.30am – 5.30pm, Sun 10.00am – 4.00pm. (Pottery Café closes 1 hour earlier).

**Factory Tours:** Mon to Fri Advance booking required [www.emmabridgewaterfactory.co.uk](http://www.emmabridgewaterfactory.co.uk).

**Minimum Recommended  
Visit Time:** 2 hours.

**Refreshments:** Hot and cold food and drinks, snacks and sandwiches, maximum capacity 80.

**Coach Parking:** Drop off and pick up outside.



[emmabridgewaterfactory.co.uk](http://emmabridgewaterfactory.co.uk)

## 17 Etruria Industrial Museum

Home to Jesse Shirley's 1857 Bone and Flint Mill, the only remaining steam powered potters mill in the world and driven by an 1820s beam engine. It is located at the attractive junction of the Trent & Mersey and Caldon canals with a forge, canal warehouse, and locks on the site.

**Etruria Vale Road, Etruria, Stoke-on-Trent, ST1 4RB**

**T:** 07900 267711

**E:** [info@etruriamuseum.org.uk](mailto:info@etruriamuseum.org.uk)

**Minimum Group Size:** 10.

**Maximum Group Size:** 50.

**Group Rate:** Please telephone for details.

**Advanced Booking Necessary:** Yes.



[etruriamuseum.org.uk](http://etruriamuseum.org.uk)

**Open:** At present the museum and mill are only open for steaming weekends and other events.

Please visit [www.etruriamuseum.org.uk](http://www.etruriamuseum.org.uk) for details. Special opening and groups by application to [info@etruriamuseum.org.uk](mailto:info@etruriamuseum.org.uk) or 07900267711.

**Minimum Recommended  
Visit Time:** 2 hour.

**Coach Parking:** On site.

## 29 Gladstone Pottery Museum



Visit the only complete Victorian pottery factory from the days when coal burning ovens made the world's finest bone china. See traditional skills, original workshops, the cobbled yard and huge bottle kilns that create an atmospheric timewarp that has no equal. Visit the gift shop with exclusive handmade pottery, books and gifts.

**Uttoxeter Road, Longton,  
Stoke-on-Trent, ST3 1PQ**

**T:** 01782 237777

**E:** [gladstone@stoke.gov.uk](mailto:gladstone@stoke.gov.uk)

**Minimum Number:** 15

**Group Rate:** £6.10 for 1.5 hour guided tour.

**Advanced Booking Necessary:** Yes.

**Contact:** Gladstone Pottery Museum Reception

**Open:** Tues to Sat & Bank Holiday Mondays 10.00am – 5.00pm (April to Sept). 10.00am – 4.00pm (Oct to Mar).

**Refreshments:** Snacks, light lunches and buffets available, pre-booking essential. Maximum capacity 54.

**Minimum Recommended  
Visit Time:** 2 hours.

**Coach Parking:** Free on site.



[stokemuseums.org.uk/gpm](http://stokemuseums.org.uk/gpm)



## 27 LoveClay

The 'LoveClay' Ceramics Centre, based at Valentine Clays HQ, aims to promote the importance of clay to Stoke-on-Trent. The new facility comprises of a contemporary gallery, exhibition space, events and workshop courses. A great opportunity to experience the wonderful world of clay and ceramics.

**Valentine Clays, Valentine Way, Stoke-on-Trent, ST4 2FJ**

**T:** 01782 271200

**E:** info@loveclay.co.uk



[loveclay.co.uk](http://loveclay.co.uk)

**Open:** Mon to Fri 9.00am – 5.00pm.  
Closed on: 7 May, 28 May, 27 – 31 Aug, 24 Dec 2018 – 1 Jan 2019.

**Group rate:** Free admission, contact for details of special events.

**Coach Parking:** Free on site, but please contact in advance

## 10 Middleport Pottery (Home of Burleigh)

An award-winning visitor destination in Stoke-on-Trent, Middleport Pottery's factory tours offer a unique opportunity to experience traditional handcraft methods unchanged since the 1880s. Other attractions include a fully restored steam engine, Burleigh factory shop, canal-side café, Victorian Offices and Grade II listed bottle kiln.

**Port Street, Burslem, Stoke-on-Trent, ST6 3PE**

**T:** 01782 499766

**E:** info@middleportpottery.org

**Open:** Visitor Centre: Mon to Sun 10.00am – 4.00pm.

Factory Tours: Mon to Thurs 11am & 1.45pm. Friday 10.30am (arrive 10 mins before).



[middleportpottery.org](http://middleportpottery.org)

**Admission:** Heritage Areas: £5.50, Concessions £4.00.

Factory Tours: (Must be pre-booked) Adults - £9.50, Concessions £8.00. Under 8s not permitted on factory tours.

**Coach Parking:** Designated coach bay by main entrance.

**Minimum Recommended Visit Time:** 2 hours

**Refreshments:** Café on site.

## 19 The Potteries Museum & Art Gallery



Discover our Staffordshire Hoard display and see our latest acquisition of Iron Age gold, the Leekfrith Torcs. The museum houses the world's greatest collection of Staffordshire ceramics and the Art Gallery has works by L.S. Lowry, Rodin and Picasso.

**Bethesda Street, City Centre, Stoke-on-Trent, ST1 3DW**

**T:** 01782 232323

**E:** museums@stoke.gov.uk

**Maximum Group Size:** No limit apart from guided tours: 15.

**Group Rate:** Donations welcome. Afternoon Tea and a 'behind the scenes' tour of the ceramics store available for £25.00 per person.

**Advanced Booking Necessary:** Yes – essential via reception.



[stokemuseums.org.uk](http://stokemuseums.org.uk)

**Contact:** Visitor Services Officer.

**Open:** Mon to Sat 10.00am – 5.00pm, Sun 11.00am – 4.00pm

For Christmas opening visit the website.

**Minimum Recommended Visit Time:** 1.5 hours.

**Refreshments:** Tearoom offering light refreshments, maximum capacity 40.

**Coach Parking:** Pick up and set down points outside on Bethesda Street. Coach parking on Hinde St and Clough Street.

## 11 Moorcroft Heritage Visitor Centre



Described as the world's best kept secret, a visit will reveal Moorcroft's unique handcrafted, quality, collectable art pottery. Factory tours, shopping, museum and bottle oven come together creating an unforgettable experience.

**Sandbach Road, Burslem, Stoke-on-Trent, ST6 2DQ**

**T:** 01782 820515

**E:** heritagevisitorcentre@moorcroft.com

**Minimum Number:** 20.

**Maximum Group Size for Guided Factory Tour:** 50.

**Group Rate for Guided Factory Tour:** £6.50 per person.

Advance booking for tours.



[moorcroft.com](http://moorcroft.com)

**Contact:** Visitor Centre.

**Open:** Mon to Sat 10.30am – 4.30pm. Closed Sundays. Open bank holidays. Closed Christmas to New Year – please contact for opening times. Visit [www.moorcroft.com](http://www.moorcroft.com) for full list of dates where Visitor Centre will be closed for Club events.

**Factory Tours:** Mon, Weds, Thurs & Fri 11.00am.

**Visit Time:** 1 hour.

**Coach Parking:** Adjacent.



## 24 Spode Museum Trust Heritage Centre



A fascinating exhibition at Josiah Spode's former pottery, the birthplace of bone china. Learn about the history of the factory; see fine ceramics and archival films; watch demonstrations of hand-painting, transfer-printing and raised-paste gilding; visit the famous Blue Room Collection; explore our new expanded retail area. Refreshments can be arranged for group visits. Please see website for updates.

**Elenora Street, Stoke, Stoke-on-Trent, ST4 1QQ**  
**T:** 01782 411421

**E:** [visitorcentre@spodeworks.org](mailto:visitorcentre@spodeworks.org)

**Advanced booking necessary:** Yes.

**Coach Parking:** Set down point opposite gate.

**Open:** Weds to Sun and Bank Holidays 10.30am – 4.00pm.

Mon to Tue pre booked groups welcome.

**Group rate:** Free, but small charge for guided tours of the factory site and Blue Room. Please email for details.



[spodeworks.org](http://spodeworks.org)

## 34 World of Wedgwood



Visit England Gold Accolade accredited, World of Wedgwood is the ultimate destination to experience the Wedgwood Brand. Our aim is to bring the heritage and craftsmanship of Wedgwood to our visitors in a genuinely inspiring, sophisticated and elegant way.

Visit World of Wedgwood to discover new perspectives, broaden horizons, and deepen your understanding of the world and its heritage and culture.

Discover the story of Josiah Wedgwood and his lasting influence on industry in the award winning V&A Collection at the World of Wedgwood Museum, then take a Factory Tour to see all aspects of our production processes and techniques.

Try your hand at the potter's wheel in the Master Craft Studio or create your own piece of Wedgwood bone china tableware in the Decorating Studio.

Afternoon tea in the Wedgwood Tea Room is a truly elegant and memorable experience served on Wedgwood china by highly experienced staff. Enjoy lunch in our worker's canteen inspired Dining Hall, delicious dishes served with a contemporary twist.

Discover cutting-edge designs and buy from the very latest ranges in our Flagship Store. Our Factory Outlet offers ever-changing ranges at highly discounted prices, with up to 70% off.

Open 7 days a week with free coach parking. Discounted admission rates and menus available for groups.

Keep up to date with news and events on the World of Wedgwood website and social media channels.

**Wedgwood Drive, Barlaston, Stoke-on-Trent, ST12 9ER (between J14 & J15 of the M6).**

**T:** 01782 282986

**E:** [bookings@worldofwedgwood.com](mailto:bookings@worldofwedgwood.com)

**Minimum Number:** 12

**Group Rate:** Discovery Experience (Factory Tour & Museum) £5 per person.

**Advanced Booking Necessary:** Yes.

**Open:** Mon to Sun 10.00am – 5.00pm. Please check website for exceptions.

**Factory Tours:** Available Monday to Friday.

**Refreshments:** Dining Hall and Wedgwood Tea Room.

**Minimum recommended Visit Time:** 4 hours.

**Coach Parking:** On site. Free of charge.



[worldofwedgwood.com](http://worldofwedgwood.com)



World of Wedgwood



# POTTERY FACTORY TOURS

On this page you'll find details of the pottery attractions which offer factory tours for groups

## 21 Emma Bridgewater Factory Tour

Head on a fantastic factory tour at the Emma Bridgewater factory! The tour will take you around the heart of this delightful Victorian factory on the banks of the Caldon Canal. Learn about the process that sees each of the 1.3m pieces of pottery produced annually by the factory still pass through 30 pairs of hands. Talk to the skilful workers including jiggers, jolliers, fettlers, casters and decorators as they display the traditional skills and craftsmanship that go into creating every beautiful piece of handmade and hand decorated Emma Bridgewater pottery.

**Emma Bridgewater Factory, Lichfield Street, City Centre, Stoke-on-Trent, ST1 3EJ**

**T:** 01782 201328

**E:** stokeshop@emmabridgewater.co.uk

**Open:** Site open Mon to Sat 9.30am – 5.30pm, Sun 10.00am – 4.00pm (Pottery Café closes 1 hour earlier.) Factory Tours available Monday to Friday – 10am and 11.30am and Monday to

Thursday at 1.30pm. Tours lasts approximately one hour.

**Group Rate:** Please telephone for details.

**Advanced booking necessary:**

Yes - book online at [www.emmabridgewaterfactory.co.uk](http://www.emmabridgewaterfactory.co.uk) See page 5 for full venue information.



[emmabridgewaterfactory.co.uk](http://emmabridgewaterfactory.co.uk)

## 10 Middleport Pottery Factory Tour

The Middleport Pottery factory tour is unique. It offers the chance to see pottery being made using the same handcraft methods as in the 1880s. The tour leads visitors through each stage of production in sequence, showing how a lump of clay is transformed into a finished piece of pottery.

Booking is essential for tours. Tours are not suitable for children under 8 years. Some areas are not suitable for those with limited mobility – please contact us before your visit to see how we can accommodate you.

**Port Street, Burslem, Stoke-on-Trent, ST6 3PE**

**T:** 01782 499766

**E:** [info@middleportpottery.org](mailto:info@middleportpottery.org)

**Open:** Visitor Centre open Mon to Sun 10:00am – 4.00pm. Factory Tours available Mon to Thurs 11.00am & 1.45pm. Friday 10.30am. Please arrive 10 minutes before.

**Group Rate:** Please telephone for details.

**Advanced booking necessary:**

Yes – pre-booking essential. See page 6 for full venue information.



[middleportpottery.org](http://middleportpottery.org)

## 11 Moorcroft Factory Tour



A guided factory tour at Moorcroft Heritage Visitor Centre will take visitors into the heart of the Moorcroft Factory. Based at the Heritage Visitor Centre, the expert guides accompany groups around the original factory. Comprehensive information in all aspects of the hand-made processes of mould making, slip casting, hand turning, tube lining, hand painting, kiln firing and finally glazing. The techniques used in making Moorcroft pottery are virtually the same today, as they were a hundred years ago.

**Sandbach Road, Burslem, Stoke-on-Trent, ST6 2DQ**

**T:** 01782 820515

**E:** [heritagevisitorcentre@moorcroft.com](mailto:heritagevisitorcentre@moorcroft.com)

**Open:** Visitor Centre Mon to Sat 10.30am – 4.30pm. Closed Sundays. Factory Tours available 11.00am Mon, Weds, Thurs & Fri.

**Advanced booking necessary:** Yes.

**Group Rate for Factory Tour:**

£6.50 per person.

See page 6 for full venue information.



[moorcroft.com](http://moorcroft.com)

## 34 World of Wedgwood Factory Tour



Explore the manufacturing process in the heart of the Potteries, at Barlaston, the home of Wedgwood. On the Wedgwood Factory Tour, see up close the craftsmanship, artisan skills and techniques honed over 260 years.

The award winning tour offers an in depth view of all aspects of bone china and iconic Jasperware production including casting, firing, glazing, figure making, decorating and hand painting, ornamentation and gilding.

**Wedgwood Drive, Barlaston, Stoke-on-Trent, ST12 9ER (between J14 & J15 of the M6).**

**T:** 01782 282986

**E:** [bookings@worldofwedgwood.com](mailto:bookings@worldofwedgwood.com)

**Group Rate:** Discovery Experience (Factory Tour & Museum) £5 per person.

**Advanced Booking Necessary:**

Yes.

**Open:** World of Wedgwood open Mon to Sun 10.00am – 5.00pm.

Factory Tours available Mon to Fri. Please check website for exceptions.

See page 7 for full venue information.



[worldofwedgwood.com](http://worldofwedgwood.com)









# POTTERY SHOPPING

A trip to The Potteries wouldn't be complete without a visit to some of our many pottery factory shops and outlets.

## 8 Barewall Gallery

Art gallery based in Burslem specialising in nationally known Potteries artists and studio ceramicists. With a regular events programme in our converted studio and a cafe next-door enjoy a warm Potteries welcome from our knowledgeable staff who are happy to answer any questions. We also stock unique Potteries souvenirs, gifts and cards.

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

**Open:** Tues to Sat 10.00am - 5.00pm. By appointment Sun and Mon. See [www.barewall.co.uk](http://www.barewall.co.uk) for special opening and event days.



[barewall.co.uk](http://barewall.co.uk)

## 9 Burleigh Pottery

Enjoy a warm welcome to the Burleigh factory shop at Middleport Pottery. Browse the world's most extensive range of Burleigh's iconic pottery, including exclusive ranges in best quality and factory seconds as well as discontinued and special seasonal pieces.

**Middleport Pottery, Port Street, Burslem, Stoke-on-Trent, ST6 3PE**  
**T:** 01782 525510  
**E:** factoryshop@burgessandleigh.co.uk

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



[burleigh.co.uk](http://burleigh.co.uk)

**Refreshments:** Café on site serving refreshments, breakfasts and lunch.

**Coach Parking:** On street.



Emma Bridgewater

## 1 Churchill Factory Shop

The Churchill China Factory Shop located in Tunstall, is one of Stoke-on-Trent's hidden gems. Churchill, established in 1795 has almost 225 years' experience in the industry offering unique ceramic dinnerware, mugs and giftware. Featuring a range of giftware in the loveable Country Pursuits, Little Rhymes and heritage designs from our Queens archive alongside licences including Alex Clark, Harlequin, RHS and Jamie Oliver.

**No. 1 Marlborough Way, Tunstall, Stoke-on-Trent, ST6 5NZ**

**T:** 01782 525203

**E:** factory.shop@churchill1795.com

**Maximum Group Size:** 70.

**Advanced Booking Necessary:** Yes, for Coach Groups.

**Open:** Sat and Sun 10.00am - 4.00pm

**Minimum Recommended**

**Visit Time:** 30 minutes to 1 hour.

**Coach Parking:** On site.



[churchillchina.biz](http://churchillchina.biz)

## 33 Dunoon Factory Shop

Visit our factory shop at 50 High Street, Stone, where you can purchase selected 'second' quality mugs in many of our favourite designs at reduced prices.

**50 High Street, Stone, Staffordshire, ST15 8AU**  
**T:** 01785 818300

**E:** info@dunoonmugs.co.uk

**Open:** Mon to Sat 9.00am - 5.00pm.



[dunoonmugs.co.uk](http://dunoonmugs.co.uk)

## 21 Emma Bridgewater Factory

Join us on a factory tour, decorate your own piece of pottery, or relax in our café. We've got a gorgeous factory shop and a lovely gift shop too.

**Emma Bridgewater Factory, Lichfield Street, City Centre, Stoke-on-Trent, ST1 3EJ**

**T:** 01782 201328

**E:** stokeshop@emmabridgewaterfactory.co.uk

**Minimum Number:** 10.

**Maximum Group Size:** 80.

**Group Rate:** Admission to site is free. Charge applicable for factory tours and per decorated item in the Pottery Café. Telephone for information about group packages.

**Advanced Booking Necessary:** Yes.

**Open:** Mon to Sat 9.30am - 5.30pm, Sun 10.00am - 4.00pm.

(Pottery Cafe closes 1 hour earlier).

**Factory Tours:** Mon to Fri Advance booking required [www.emmabridgewaterfactory.co.uk](http://www.emmabridgewaterfactory.co.uk).

**Minimum Recommended**

**Visit Time:** 2 hours.

**Refreshments:** Hot and cold food and drinks, snacks and sandwiches, maximum capacity 80.

**Coach Parking:** Drop off and pick up outside.



[emmabridgewaterfactory.co.uk](http://emmabridgewaterfactory.co.uk)



## 28 Portmeirion, Longton



With the five Great British brands of Portmeirion, Spode, Royal Worcester, Wax Lyrical, and Pimpernel in one store, a visit to one of Portmeirion's shops is a must! Portmeirion's factory shops are the ideal place to buy wonderful gifts for loved ones and everything you need for the dinner table. With 30% off the retail price and great offers throughout the year, the discerning shopper will be delighted with what's in store.

**Unit 1 – 2 Phoenix Works, 500 King Street, Longton, Stoke-on-Trent, ST3 1EZ**

T: 01782 326661

E: longtonshop@portmeiriongroup.com



[portmeiriongroupfactoryshops.co.uk](http://portmeiriongroupfactoryshops.co.uk)

**Advanced Booking Necessary:** No.

**Contact:** Natisha Cooke.

**Open:** Mon to Sat 9.00am – 5.15pm, Sun 10.00am – 4.00pm.

Please telephone for Christmas & Bank Holiday openings.

**Coach Parking:** On site.

## 31 Portmeirion, Trentham



With the five Great British brands of Portmeirion, Spode, Royal Worcester, Wax Lyrical, and Pimpernel in one store, a visit to one of Portmeirion's shops is a must! Portmeirion's factory shops are the ideal place to buy wonderful gifts for loved ones and everything you need for the dinner table. With 30% off the retail price and great offers throughout the year, the discerning shopper will be delighted with what's in store.

**Unit 230 Trentham Shopping Village, Trentham Estate, Stoke-on-Trent, ST4 8AX**

T: 01782 657828/743418

E: trenthamshop@portmeiriongroup.com

**Advanced Booking Necessary:** No.

**Contact:** Barbara Hobson.

**Open:** 10.00am – 5.30pm

Mon to Sun all year.

Closed Christmas Day.

**Coach Parking:** On site.



[portmeiriongroupfactoryshops.co.uk](http://portmeiriongroupfactoryshops.co.uk)

## 25 Portmeirion, Stoke



With the five Great British brands of Portmeirion, Spode, Royal Worcester, Wax Lyrical, and Pimpernel in one store, a visit to one of Portmeirion's shops is a must! Portmeirion's factory shops are the ideal place to buy wonderful gifts for loved ones and everything you need for the dinner table. With 30% off the retail price and great offers throughout the year, the discerning shopper will be delighted with what's in store.

**London Road, Stoke, Stoke-on-Trent, ST4 7QQ**

T: 01782 743649/411756

E: stokeshop@portmeiriongroup.com



[portmeiriongroupfactoryshops.co.uk](http://portmeiriongroupfactoryshops.co.uk)

**Advanced Booking Necessary:** No.

**Contact:** Amanda Bennett.

**Open:** Mon to Sat 9.00am – 5.15pm, Sun 10.00am – 4.00pm.

For Christmas and Bank Holiday openings please telephone.

**Coach Parking:** On site.



Burleigh Factory Shop



## 7 Royal Stafford

Royal Stafford Factory Outlet offers a wide range of seconds and discontinued lines. Royal Stafford's tableware patterns, including designer ranges make this a must for bargain hunters. Also on site a Ceramic Café where you can create your own unique and colourful piece of tableware or giftware.

**Wedgwood Place, Burslem, Stoke-on-Trent, ST6 4ED**  
**T:** 01782 525419  
**E:** shop@royalstafford.co.uk  
**Maximum Group Size:** 50.  
**Contact:** Shop Assistant.

**Advanced Booking Necessary:** Studio only.  
**Open:** Mon to Sat 9.30am – 5.00pm. Closed Sundays and some Bank Holidays.  
**Refreshments:** Light refreshments, hot and cold drinks.  
**Coach Parking:** On Nile St nearby.



[royalstafford.co.uk](http://royalstafford.co.uk)

## 12 The Wedgwood and Royal Doulton Outlet Store



The Wedgwood & Royal Doulton Outlet Store is the ideal shopping destination for groups. Shoppers will find all major brands including Wedgwood, Royal Doulton, Waterford and Royal Albert all under one roof. Exquisite tableware and beautiful crystal, all at unbelievably low prices. With reductions of up to 75% off retail prices and an abundance of great gift ideas, there is something to suit every budget. The superb location is approximately 15 minutes from junction 15 or 16 of the M6. Free coach parking and group organiser incentives.

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

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



[royalstafford.co.uk](http://royalstafford.co.uk)

## 34 Shopping at the World of Wedgwood



The World of Wedgwood offers a great shopping experience for groups in the Wedgwood Flagship Store and the Factory Outlet.

Visitors looking to take a piece of Wedgwood home with them, or simply looking for great gift ideas, will be spoilt for choice in the Flagship Store. The largest Wedgwood retail space in the world, the store offers inspiring product displays, cutting edge designs from Wedgwood and our designer partners, iconic Prestige products and the launch of new collections before they are widely available in the UK.

With a unique Made in England department, shoppers can browse collections crafted at the Wedgwood Barlaston Factory.

Visit the new, bigger Factory Outlet at World of Wedgwood for great savings all year round.

Offering a wide range of end-of-line and exclusive pieces created at the Wedgwood Factory, with up to 70% off. Now includes Waterford, Wedgwood, Royal Doulton and Royal Albert.

Please see page 7 for further information about the Visit England Gold Accolade accredited World of Wedgwood.

Open 7 days a week with free coach parking. Discounted admission rates and menus available for groups.

Keep up to date with news and events on the World of Wedgwood website and social media channels.

**Wedgwood Drive, Barlaston, Stoke-on-Trent, ST12 9ER (between J14 & J15 of the M6).**

**T:** 01782 282986

**E:** bookings@worldofwedgwood.com

**Minimum Number:** 12

**Group Rate:** Discovery Experience (Factory Tour & Museum) £5 per person. Shopping areas are free.

**Advanced Booking Necessary:** Yes.

**Open:** Mon to Sun 10.00am – 5.00pm. Please check website for exceptions.

**Factory Tours:** Available Monday to Friday.

**Refreshments:** Dining Hall and Wedgwood Tea Room.

**Minimum recommended**

**Visit Time:** 4 hours.

**Coach Parking:** On site. Free of charge.



[worldofwedgwood.com](http://worldofwedgwood.com)



# GENERAL SHOPPING

As well as being the world's best ceramics shopping destination, Stoke-on-Trent has other great retail offerings too! The Shopping Village at the Trentham Estate, intu Potteries, and Affinity Staffordshire all offer fantastic shopping opportunities for the shopoholics in your group!

## 4 Affinity Staffordshire

Discover over 40 famous name stores including M&S Outlet, Gap Outlet, Thorntons, Nike and Denby, all offering up to 60% off every day. Plus, with eateries such as Costa Coffee and Burger King, you can sit back and relax after a hard days shopping.

**Talke Retail Park, Pit Lane, Stoke-on-Trent, ST7 1XD**  
**T:** 01782 774113  
**E:** staffordshire@affinityoutlets.com

**Open:** Mon to Sat 10.00am – 6.00pm (Thurs open until 8.00pm), Sun 11.00am – 5.00pm, Bank Holidays 10.00am – 5.00pm.  
**Coach Parking:** On site.



[affinityoutlets.com/staffordshire](http://affinityoutlets.com/staffordshire)

## 14 intu Potteries



Explore intu Potteries in the heart of Stoke-on-Trent for a big shopping day out with over 80 stores, seven restaurants and a nine screen cinema all under one roof. With big brands including H&M, Primark, Debenhams and Pandora and delicious restaurants including Chiquito and Pizza Express.

**intu Potteries, City Centre, Stoke-on-Trent, ST1 1PP**  
**T:** 01782 289822  
**E:** potteries.information@intu.co.uk



[intu.co.uk/potteries](http://intu.co.uk/potteries)

## 30 The Trentham Estate Shopping Village



Treat yourself at Trentham with 64 shops, 19 cafes and restaurants and a massive garden centre all set in a charming timber lodge village. With art and ceramics, outdoor, craft, hobby, fashion, accessories, home and lifestyle, food, health and beauty, gifts and collectables – there are shops and eateries to suit every taste and budget.

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

**Advanced Booking Necessary:** No.



[trentham.co.uk](http://trentham.co.uk)

**Open:** Jan to Mar 10.00am – 5.00pm everyday.  
 Apr to Dec 10.00am – 5.30pm everyday, except Christmas Day (opening times can vary).

**Coach Parking:** FREE on site.

**Driver Incentive:** £5 refreshment voucher.



Regatta at the Trentham Estate



# GARDENS & HISTORIC HOUSES

Stoke-on-Trent has some fantastic garden attractions, including the most exciting day out in the country at the Trentham Estate. Discover the world at Biddulph Grange Garden. This unique Victorian garden consists of smaller hidden interlinking gardens including an Italian terrace, Chinese garden, Egyptian pyramid, dahlia walk, and a Scottish glen. Rode Hall also has sensational seasonal displays with its snowdrop walks in February, and stunning rhododendrons and azaleas in May. The city is also home to Ford Green Hall, a 17th century manor house with richly furnished rooms and a herb garden



Trentham Gardens

## 2 Biddulph Grange Garden



Amazing Victorian garden and Geological Gallery created by James Bateman as an extension of his beliefs, scientific interests and collection of plants. Visit the Italian terrace, Chinese inspired garden, dahlia walk and the oldest surviving golden larch in Britain brought from China by the great plant hunter Robert Fortune.

**Grange Road, Biddulph, Stoke-on-Trent, ST8 7SD**  
**T:** 01782 517999  
**E:** biddulphgrange@nationaltrust.org.uk  
**Minimum Number:** 15.  
**Maximum Group Size:** 52.  
**Group Rate:** Adult £8.20.  
**Advanced Booking Necessary:** Yes.

**Open:** until 25 Oct 2019 10.00am – 5.30pm, 26 Oct to 3 Nov 2019 10.00am – 4.30pm, 5 Nov – 31 Dec 2019 10.00am – 3.30pm. Closed Christmas Day & Boxing Day. Please see website for 2020 opening times.  
**Refreshments:** Tearoom, open as garden.  
**Minimum Recommended Visit Time:** 2 hours.  
**Coach Parking:** On site.



[nationaltrust.org.uk/biddulphgrange](http://nationaltrust.org.uk/biddulphgrange)

## 6 Ford Green Hall



Step back in time and visit a unique 17th century timber framed farmhouse. Home of the Ford family for over 200 years. Available for educational school visits and wedding venue. Events held throughout the year. Please see website for full details.

**Ford Green Road, Smallthorne, Stoke-on-Trent, ST6 1NG**  
**T:** 01782 537696  
**E:** fordgreenhall.museum@gmail.com  
**Minimum Number:** Contact the Hall.  
**Group Rate:** Please call for details.

**Advanced Booking Necessary:** Yes.  
**Open:** Open all year round – closed for Christmas.  
**Refreshments:** Small tearoom serving light refreshments.  
**Minimum Recommended Visit Time:** 1 hour.  
**Coach Parking:** Adjacent.



[fordgreenhall.org.uk](http://fordgreenhall.org.uk)



### 3 Rode Hall & Gardens



An 18th century house set in a Repton landscape containing fine furniture and porcelain. The garden is renowned for snowdrops in February followed by rhododendrons, bluebells and azaleas in May. Beautiful 2 acre walled kitchen garden.

**Rode Hall, Scholar Green, Cheshire, ST7 3QP**

**T:** 01270 873237

**E:** enquiries@rodehall.co.uk

**Admission:** House & Garden Adults £8.00, Children under 16 £2, Concessions £7.00.

Garden only Adults £5.00, Children under 16 £2, under 5's free.

**Open:** Summer opening 1 Apr – 23 Sept: House & Gardens open Weds and Bank Holiday Mondays.

Gardens open 11.00am – 5.00pm.

Hall open 12.00pm – 4.00pm.

Snowdrop walks available in February and Bluebell walks available in Spring.

**Refreshments:** A selection of homemade cakes, cream teas and hot and cold drinks are available from the tea room.

**Minimum Recommended**

**Visit Time:** 1 hour.

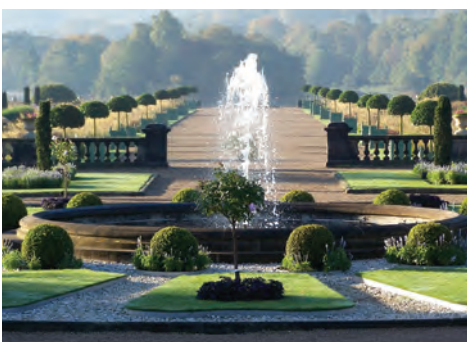
**Coach Parking:** On site.



[rodehall.co.uk](http://rodehall.co.uk)



### 30 The Trentham Estate – Trentham Gardens



With parkland originally designed by Capability Brown and gardens laid out by Sir Charles Barry, this former estate of the Dukes of Sutherland, became a playground of the people in the early 20th century. The contemporary revival of the Italian Gardens was led by renowned designer Tom Stuart-Smith, who along with the Trentham team revitalised the 10-acre Victorian garden ten years ago. Piet Oudolf's Rivers of Grass and Floral Labyrinth schemes and Nigel Dunnett's meadow plantings add further contemporary inspiration to garden visitors.

The new look gardens have now matured into some of the finest in Britain, achieving a Gold accolade as part of VisitEngland's Visitor Attraction Quality Scheme in 2017. Whether your group is looking for a garden with peace and quiet, or fun and action with its adventure playground, barefoot walk, maze, fairy trail, miniature train and lake cruises, bring them to Trentham to enjoy quality time in the great outdoors, all year round.

**Stone Road, Trentham, Stoke-on-Trent, ST4 8JG**

**T:** 01782 646646

**E:** enquiry@trentham.co.uk

**Minimum Number:** 12.

**Group Rate:** See website for tickets prices to Trentham Gardens. Access to Trentham Shopping Village is FREE.



**Open:** Every day except Christmas Day. See [www.trentham.co.uk](http://www.trentham.co.uk) or call 01782 645215, as seasonal variations apply.

**Refreshments:** Italian Garden Tearoom & Lakeside Café within Trentham Gardens. See Meal Stops for Trentham Shopping Village.

**Minimum Recommended**

**Visit Time:** Half day.

**Coach Parking:** FREE on site.

**Driver Incentive:**

Free admission and £5 refreshment voucher for drivers bringing groups of 12+ to Trentham Gardens.



[Trentham.co.uk](http://Trentham.co.uk)



# LEISURE & ENTERTAINMENT

Enjoy fun-filled days out with your group at great leisure attractions including the award-winning Trentham Estate; the UK's only Monkey Forest; heritage railways at Apedale Valley and Churnet Valley; and Alton Towers – the UK's biggest Theme Park.

For great entertainment visit our theatres including the beautifully restored Art Deco Regent Theatre; the Victoria Hall, an outstanding concert hall; and the New Vic Theatre, the theatre in the round.

## 23 Alton Towers

There's something for all thrillseekers and families, with tons of terrific rides, blockbusting attractions, amazing live shows, and weird and wonderful costume characters.

**Alton, Staffordshire, ST10 4DB**

T: 0871 222 3330

**Group Rate:** Please telephone for rates.

**Minimum Recommended**

**Visit Time:** All day.

**Open:** Alton Towers is open from March to November. Please see [www.altontowers.com](http://www.altontowers.com) for times as they vary throughout the year.

**Coach Parking:** On site.



[altontowers.com](http://altontowers.com)

## 15 Apedale Valley Light Railway

All groups will enjoy a visit to Apedale Valley Light Railway. Using our historic steam and diesel locomotives, train journeys are a 15 minute round trip beside Apedale Country Park. We have special events throughout the season to appeal to all interest groups.

**Loomer Road, Chesterton, Newcastle-under-Lyme, Staffordshire, ST5 7LB**

T: 0845 094 1953

E: [info@mrt.org.uk](mailto:info@mrt.org.uk)

**Group Rate:** Please telephone for group rates.

**Open:** April to October every Saturday, Sunday and Bank Holiday Monday. Santa specials in December.

**Coach Parking:** On site.



[avl.org.uk](http://avl.org.uk)

## 22 Churnet Valley Railway

The Churnet Valley Railway takes you on a heritage journey back to the classic days of railway travel on a rural line that passes through beautiful countryside known as Staffordshire's "Little Switzerland". The picturesque stations offer lots of interest with a complete range of visitor facilities, and there's plenty more to see and enjoy along the way.

**Kingsley & Froghall Station, Froghall Road, Staffordshire, ST10 2HA**

T: 01538 750755

E: [enquiries@churnetvalleyrailway.co.uk](mailto:enquiries@churnetvalleyrailway.co.uk)

**Open:** Please visit the website for event and train timetable information

**Group Rate:** Please visit website for up-to-date ticket information

**Coach Parking:** On site.



[churnetvalleyrailway.co.uk](http://churnetvalleyrailway.co.uk)

## 5 Dimensions Leisure Centre

From an amazing splash pool with water rapids, hot spas, fountains and a 65m dragon slide to swimming lessons and multiple 3G football pitches, Dimensions has something for everyone. Relax and enjoy a Costa Coffee in the pool side café or explore the 25ft high play tower.

**Scotia Road, Burslem, Stoke-on-Trent, ST6 4ET**

T: 01782 233500

E: [dimensions@stoke.gov.uk](mailto:dimensions@stoke.gov.uk)

**Open:** Please call for details.

**Refreshments:** A licensed café bar serving hot and cold snacks.

**Coach Parking:** On site.



[stoke.gov.uk/dimensions](http://stoke.gov.uk/dimensions)

## 26 Fenton Manor Sports Complex

Fenton Manor hosts a range of regional, national and international events. Open seven days a week, it offers a wide variety of exciting activities in its pools, sports arenas, gyms and health spas. The café bar serves Costa Coffee and a range of food/snacks.

**City Road, Fenton, Stoke-on-Trent ST4 2RR**

T: 01782 233222

E: [fenton.manor@stoke.gov.uk](mailto:fenton.manor@stoke.gov.uk)

**Open:** Please call for details.

**Refreshments:** Riptide café / bar serving hot and cold snacks

**Coach Parking:** On site.



[stoke.gov.uk/fentonmanor](http://stoke.gov.uk/fentonmanor)

## 30 Trentham Estate



**Stone Road, Trentham,  
Stoke-on-Trent, ST4 8JG**

**T:** 01782 646646

**E:** enquiry@trentham.co.uk

**Minimum Group Size:** 12

**Group Rate:** Varies per attraction, see separate entries.

**Open:** Varies per attraction, see separate entries.

**Refreshments:** A variety of food and drink outlets, see Meal Stops.

**Minimum Recommended**

**Visit Time:** Varies per attraction, see separate entries.

**Coach Parking:** FREE on-site.



[Trentham.co.uk](http://Trentham.co.uk)

Home to Trentham Gardens, Trentham Monkey Forest, and Trentham Shopping Village – this is a destination with something to please every group. For an uplifting experience visit Trentham Gardens with its vast perennial plantings providing breathtaking vistas that change throughout the seasons. This stunning contemporary revival of an historic garden has made it amongst the very best in the UK. Encompassing 725 acres, take a stroll around the Estate with its mile long lake, through the woodlands and parklands and search for fairies along the way. For the young and young at heart, get naked from the knees down and take the UK's first barefoot walk. Hide and speak in the maze, swing into action in the adventure playground, take a trip on the catamaran or miniature train. Experience distinctively different shopping at Trentham Shopping Village, with 77 timber lodges housing over 64 shops, 19 cafes and restaurants and the massively impressive Trentham Garden Centre.

Get up close and personal with 140 free-roaming Barbary macaques at Trentham Monkey Forest. You can even stay over at the on-site Premier Inn!

Check out our fun-packed events programme and latest information at [www.trentham.co.uk](http://www.trentham.co.uk)



## 32 Trentham Monkey Forest



Not only unique to Staffordshire but unique in the UK. Walk amongst monkeys at Trentham Monkey Forest and enjoy a day out to remember. Enter the home of 140 free-roaming Barbary macaques and see this endangered species living as they would in the wild... in Staffordshire!

**Trentham Monkey Forest, Stone Road, Trentham, Stoke-on-Trent, ST4 8AY**

**T:** 01782 659845

**E:** info@monkey-forest.com

**Minimum Number:** 20.

**Group Rate:** Adults £8.00, Child (3-14) £6.00 (2019 prices, subject to change).

**Advanced Booking Necessary:** No.

**Contact:** Joy.

**Coach Parking:** On site.

**Open:** Every day until 3 November 2019. Please check website for 2020 opening dates.

**Refreshments:** Banana café offering home cooked food. Picnic area.

**Minimum Recommended Visit**

**Time:** 2 hours.



[monkey-forest.com](http://monkey-forest.com)

## Entertainment

## Appetite

Appetite serves up spectacular events across Stoke-on-Trent with a unique annual programme not to be missed.

**Visit [appetitestoke.co.uk](http://appetitestoke.co.uk) to find out more.**

**T:** 01782 381373

**E:** askus@appetitestoke.co.uk

[appetitestoke.co.uk](http://appetitestoke.co.uk)

## 18. Mitchell Arts Centre

**Broad Street, City Centre, Stoke-on-Trent, ST1 4HG**

**T:** 01782 409307

**E:** info@mitchellartscentre.co.uk

[mitchellartscentre.co.uk](http://mitchellartscentre.co.uk)

## 16. New Vic Theatre

The New Vic, one of the country's most successful producing theatres, delivers a programme of international-class work in-the-round alongside award-winning community and education programmes, and a varied line-up of one-night events.

**Newcastle-under-Lyme, Staffordshire, ST5 0JG**

**Box Office:** 01782 717962

**E:** tickets@newvictheatre.org.uk

[newvictheatre.org.uk](http://newvictheatre.org.uk)

## 20. Regent Theatre &amp; Victoria Hall

At the heart of the Cultural Quarter, The Regent Theatre & Victoria Hall play host to some of the biggest names in music, comedy and theatre.

**Cultural Quarter, City Centre, Stoke-on-Trent.**

**Group Hotline:** 0333 0095 383

**E:** groupsales@theambassadors.com

[atgtickets.com/stoke](http://atgtickets.com/stoke)



# ACCOMMODATION AND MEAL STOPS

## BEST WESTERN PLUS Stoke-on-Trent Moat House



A modern hotel offering excellent facilities and a unique and contemporary style décor throughout. Full leisure club, spa and beauty, large restaurant, comfortable bar and lounge. Situated on Festival Park and near to Alton Towers. Free Wi-Fi. Free Porterage.

**Etruria Hall, Festival Way, Etruria, Stoke-on-Trent, ST1 5BQ**

**Bedrooms:** 19T 20D  
108T/D/F 147PBS.

**T:** 01782 609988

**E:** revenue@bwstoke.co.uk



**Minimum Number:** 9 rooms.

**Group Rate:** From £20 pppn B&B;  
£25 pppn DBB.

**Contact:** Reservations.

**Coach Parking:** Free on site.



[bw-stokeontrentmoathouse.co.uk](http://bw-stokeontrentmoathouse.co.uk)

## Group accommodation in and around Stoke-on-Trent:

### Best Western Plus Manor House Hotel

Audley Road, Alsager, Stoke-on-Trent, ST7 2QQ.  
Tel: 01270 884000

### Best Western Plus Stoke-on-Trent Moat House

Etruria Hall, Festival Way, Etruria, Stoke-on-Trent, ST1 5BQ.  
Tel: 01782 609988

### Best Western Stoke East Hotel

Lysander Road, Stoke-on-Trent, ST3 7WA  
Tel: 01782 388799

### Borough Arms Hotel,

Newcastle-under-Lyme, Staffordshire, ST5 1HX  
Tel: 01782 629421

### Express by Holiday inn

Stanley Matthews Way, Trentham Lakes, Stoke-on-Trent, ST4 4EG  
Tel: 0871 902 1629

### Holiday Inn Stoke on Trent M6 J15

Clayton Road, Newcastle-under-Lyme, ST5 4DL  
Tel: 0871 942 9077

### Keele Management Centre

Keele University, Keele, Staffordshire, ST5 5BG  
Tel: 01782 732020

### North Stafford Hotel

Station Road, Stoke-on-Trent ST4 2AE  
Tel: 0871 222 0097

### Premier Inn Stoke-on-Trent

Etruria Road, City Centre, Stoke-on-Trent, ST1 5NH  
Tel: 0871 527 9476

### Premier Inn Trentham

Stone Road, Trentham, Stoke-on-Trent, ST4 8JG  
Tel: 0871 527 9050

### Quality Hotel

66 Trinity Street, City Centre, Stoke-on-Trent, ST1 5NB  
Tel: 01782 202361

### Tollgate Hotel

Ripon Road, Blurton, Stoke-on-Trent, ST3 3BS  
Tel: 01782 313029

### Travelodge Stoke-on-Trent Trentham Hotel

206 Longton Road, Stoke-on-Trent, ST4 8BU  
Tel: 0871 559 1848

### Travelodge Stoke Talke

Newcastle Road, Talke, Stoke-on-Trent, ST7 1UP  
Tel: 0871 984 6106

### Travelodge Newcastle-under-Lyme Central

Lower Street, Newcastle-under-Lyme, Staffordshire, ST5 2RS  
Tel: 0871 984 6446

### Upper House Hotel

The Green, Barlaston, Stoke-on-Trent, ST12 9AE.  
Tel: 01782 373790



World of Wedgwood Dining Hall

## 19 The Potteries Museum & Art Gallery Café

A wide selection of hot and cold food and beverages, including 'Staffordshire Oatcakes'.

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

**Maximum Capacity:** 40  
**Open:** Mon to Sat 10.00am – 4.30pm, Sun 11.00am – 3.30pm.



[stokemuseums.org.uk](http://stokemuseums.org.uk)

## 29 Gladstone Pottery Museum Café

Pre-booked hot and cold food, including buffets.

**Uttoxeter Road, Longton,  
Stoke-on-Trent, ST3 1PQ**  
T: 01782 237777  
E: gladstone@stoke.gov.uk

**Maximum Capacity:** 54.  
**Advanced Booking Necessary:** Yes.  
**Coach Parking:** On site.



[stokemuseums.org.uk/gpm](http://stokemuseums.org.uk/gpm)

## 14 intu Potteries

Dining at intu Potteries comprises seven restaurants; Frankie & Benny's, Nando's, Pizza Express, Burger Priest, Bon Pan Asian, Chiquito and Coast to Coast.

**intu Potteries, City Centre, Stoke-on-Trent, ST1 1PP**  
E: potteries.information@intu.co.uk  
T: 01782 289822  
**Open:** Mon to Sat 9.00am to 11.00pm, Sun 9.00am to 10.30pm.



[intupotteries.co.uk/potteries](http://intupotteries.co.uk/potteries)

## 10 Middleport Tearoom

Middleport Pottery's traditional café serves good quality, wholesome food, and local specialities such as oatcakes.

**Port Street, Burslem,  
Stoke-on-Trent, ST6 3PE**  
T: 01782 957181  
E: middleportcafe@totally-delicious.co.uk

**Maximum Capacity:** Groups more than 10 please pre-book  
**Open:** Monday to Saturday, 9am to 4pm, and Sunday 10am to 4pm (food is served until 3pm)



[www.middleportpottery.org](http://www.middleportpottery.org)

## 21 Emma Bridgewater Café

Serving fresh, simple and tasty food the cosy cafe is a lovely place to relax over a delicious, home cooked lunch or afternoon tea.

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

**Maximum Capacity:** Please contact 01782 201328 in advance to discuss your requirements.  
**Open:** Mon to Sat 9.30am to 5.30pm, Sun 10.00am to 4.00pm.



[emmabridgewaterfactory.co.uk](http://emmabridgewaterfactory.co.uk)

## 34 World of Wedgwood Dining



Visitors to World of Wedgwood can relax and indulge with friends and family with dining experiences for every occasion and group size.

In the Wedgwood Tea Room enjoy reserved seating and waitress service with a quintessential English Afternoon Tea. Freshly prepared dishes harnessing local produce are served in The Dining Hall, a self-service restaurant offering a range of hot and cold meals and snacks, along with sweet treats and drinks all day.

**Barlaston, Stoke-on-Trent,  
ST12 9ER**

T: 01782 282986

E: bookings@worldofwedgwood.com

**Maximum Group Capacity:**  
Tea Room 80 booking essential,  
Dining Hall 100, self-service.



[worldofwedgwood.com](http://worldofwedgwood.com)

**Open:** 7 days. Tea Room 12pm – 5pm. Dining Hall 10.00am – 5pm

**Meals Offered:** Elegant English afternoon tea, hot and cold lunches, sandwiches, cakes and Sunday roast.

**Coach Parking:** Free on site.



## 30 The Trentham Estate Meal Stop



Just 5 minutes from J15 M6, Trentham Shopping Village is the ideal stop with 64 shops and 19 eateries, there's something to suit every taste, from gourmet pies to Mediterranean brasserie! Most have alfresco tables too, with covers ranging from 30-300 with a choice of table, buffet or informal service.

**Stone Road, Trentham,  
Stoke-on-Trent, ST4 8JG**

T: 01782 646646

E: enquiry@trentham.co.uk

**Meals Offered:** 18 restaurants and cafes on site. £5 refreshment voucher for all coach drivers.



[trentham.co.uk](http://trentham.co.uk)

**Maximum Capacity:** 300.

**Open:** Jan to Mar 10.00am – 5.00pm, Apr to Dec 10.00am – 5.30pm (opening times can vary).

**Coach Parking:**  
FREE on site.





# NEW VIC

Visit Europe's first purpose built theatre-in-the-round for world class theatre in the heart of North Staffordshire

**UK THEATRE AWARDS**  
**UK'S MOST WELCOMING THEATRE 2018**  
 sponsored by Theatre Tokens  
**WEST MIDLANDS**

[newvictheatre.org.uk](http://newvictheatre.org.uk)

ARTS COUNCIL ENGLAND  
 Staffordshire County Council  
 Stoke-on-Trent City Council

# Stoke-on-Trent Groups Desk

**What can we do for you?**

- Accommodation information
- Suggest venues for lunch, dinner and rest-stops
- Coach parking information
- Itineraries
- Attractions information
- Up to date event information

**CONTACT THE GROUPS DESK NOW**

Tel: 01782 236084 Email: [tourism@stoke.gov.uk](mailto:tourism@stoke.gov.uk)  
 Web: [www.visitstoke.co.uk/groups](http://www.visitstoke.co.uk/groups)

Trentham

# Monkey Forest

**WALK WITH MONKEYS AND BE AMAZED!**

**M6 Junction 15**  
[www.monkey-forest.com](http://www.monkey-forest.com)

# Meetings on a plate...

Request your copy of the 'Meetings on a Plate' Staffordshire Conference Guide and find out why Staffordshire is just your cup of tea...

Free Venue Finding Hotline **01782 232076**  
 Email [conference@stoke.gov.uk](mailto:conference@stoke.gov.uk)  
[www.conferencestaffordshire.co.uk](http://www.conferencestaffordshire.co.uk)

Facebook.com/meetinstaffs Twitter.com/meetstaffs

Make it | **Stoke-on-Trent & Staffordshire**

# SUPPORT SERVICES

Visit Stoke is pleased to offer a range of support services to help you when planning your group visit to the City, be it for a day, short stay or longer.

## Contact details

For further information please contact:  
Tim Sharman, Visit Stoke,  
Civic Centre, Glebe Street,  
Stoke-on-Trent, ST4 1HH.  
T: 01782 236084  
E: [tourism@stoke.gov.uk](mailto:tourism@stoke.gov.uk)  
[visitstoke.co.uk/groups](http://visitstoke.co.uk/groups)

## Coach Drivers Maps

Series of maps highlighting coach parking, factory shops and attractions in the individual towns. If you require more copies please call 01782 236084.

## Promotional Print

Supplies of consumer print, general visitor maps etc, for distribution to members of booked groups.

## Familiarisation Visits

Come and see everything that Stoke-on-Trent and the surrounding area has to offer group visitors at a time and date convenient to you. Let us know what your group are interested in. We will then do a personalised itinerary, liaise with the relevant attractions who will show you around, and give you all the contacts and information required to ensure that your future group visit is a success. Contact the Groups Desk on 01782 236084 with an idea of dates when you would like to do your familiarisation visit and we will organise everything for you from there.

## Itinerary Planning

For suggestions and ideas for itineraries/packages telephone 01782 236084.

## Web Site

Log on to [visitstoke.co.uk/groups](http://visitstoke.co.uk/groups) for more information on The Potteries, Stoke-on-Trent.

## Stoke-on-Trent based Coach and Tour Operators

The operators listed below offer a wide range of transport arrangements and can also help you with route and itinerary planning.

### Bennetts Travel -

[bennettstravelcranberryltd.co.uk](http://bennettstravelcranberryltd.co.uk)  
T: 01782 791468

### Challinor Travel - [challinorcoaches.com](http://challinorcoaches.com)

T: 01782 772091

### Copelands Tours - [copelandstours.co.uk](http://copelandstours.co.uk)

T: 01782 334466

### Hollinsheads Coaches -

[hollinsheadcoaches.com](http://hollinsheadcoaches.com) T: 01782 512209

### Pauls Coaches - [www.paulscoaches-stokeontrent.co.uk](http://www.paulscoaches-stokeontrent.co.uk)

T: 01782 513666

### Scraggs Coaches - [scraggs.co.uk](http://scraggs.co.uk)

T: 01782 334466

## Tourist Guides

The Blue badge is gained after a rigorous training course taken over one year and a series of examinations. VisitStoke work with Heart of England Tourist Guides Association to keep their guides up-to-date with what's going on in Stoke-on-Trent. Visit [www.hetga.co.uk](http://www.hetga.co.uk) where you can find details of more than 50 professionally-qualified tourist guides for the region, all holding the prestigious "Blue Badge".

## Factory Holidays

Some factories are unable to offer tours during the annual 'Potters' shutdown for staff holidays. Most factory shops remain open but we advise you to check before you travel. The Visitor Centres are open throughout the year except Christmas week and New Year's Day. The 'Potters' shutdown usually takes place:

A week at Easter starting with Good Friday.

The last week of June and first week of July.

The last week of August.

During Christmas and New Year.

'Potters' holiday dates are subject to movement and therefore we advise you to contact the attraction before travelling to check whether tours are available.

## Drive times to Stoke-on-Trent

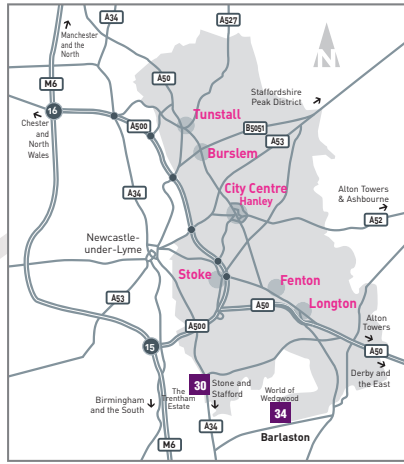
Town	Miles	Drive-time	Town	Miles	Drive-time
Birmingham	45	47 mins	Manchester	44	1 hr 2 mins
Brighton	217	3 hrs 43 mins	Newcastle		
Bristol	126	2 hrs 17 mins	-upon-Tyne	192	3 hrs 27 mins
Cardiff	145	2 hrs 44 mins	Northampton	95	1 hr 43 mins
Derby	35	47 mins	Norwich	199	3 hrs 50 mins
Edinburgh	250	4 hrs 31 mins	Nottingham	53	1 hr 22 mins
Hull	127	2 hrs 25 mins	Oxford	116	2 hrs 3 mins
Leeds	91	1 hr 41 mins	Peterborough	100	2 hrs 17 mins
Leicester	66	1 hr 23 mins	Sheffield	53	1 hr 22 mins
Liverpool	56	1 hr 4 mins	Southampton	183	3 hrs 23 mins
London	159	3 hrs 5 mins	York	119	2 hrs 17 mins

Distances and drive-times courtesy of AA Route Planner. Drive times may be longer for coaches but these give a general indication of journey times.



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 Royal Stafford, Burslem, to World of Wedgwood is approximately 11 miles.



**TRANSPORT DETAILS**

**National Rail Enquiries**  
T: 08457 484950 [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

**National Express**  
T: 08717 818181 [www.nationalexpress.com](http://www.nationalexpress.com)

**Local Bus Information**  
T: 0871 200 2233 [www.traveline.info](http://www.traveline.info)

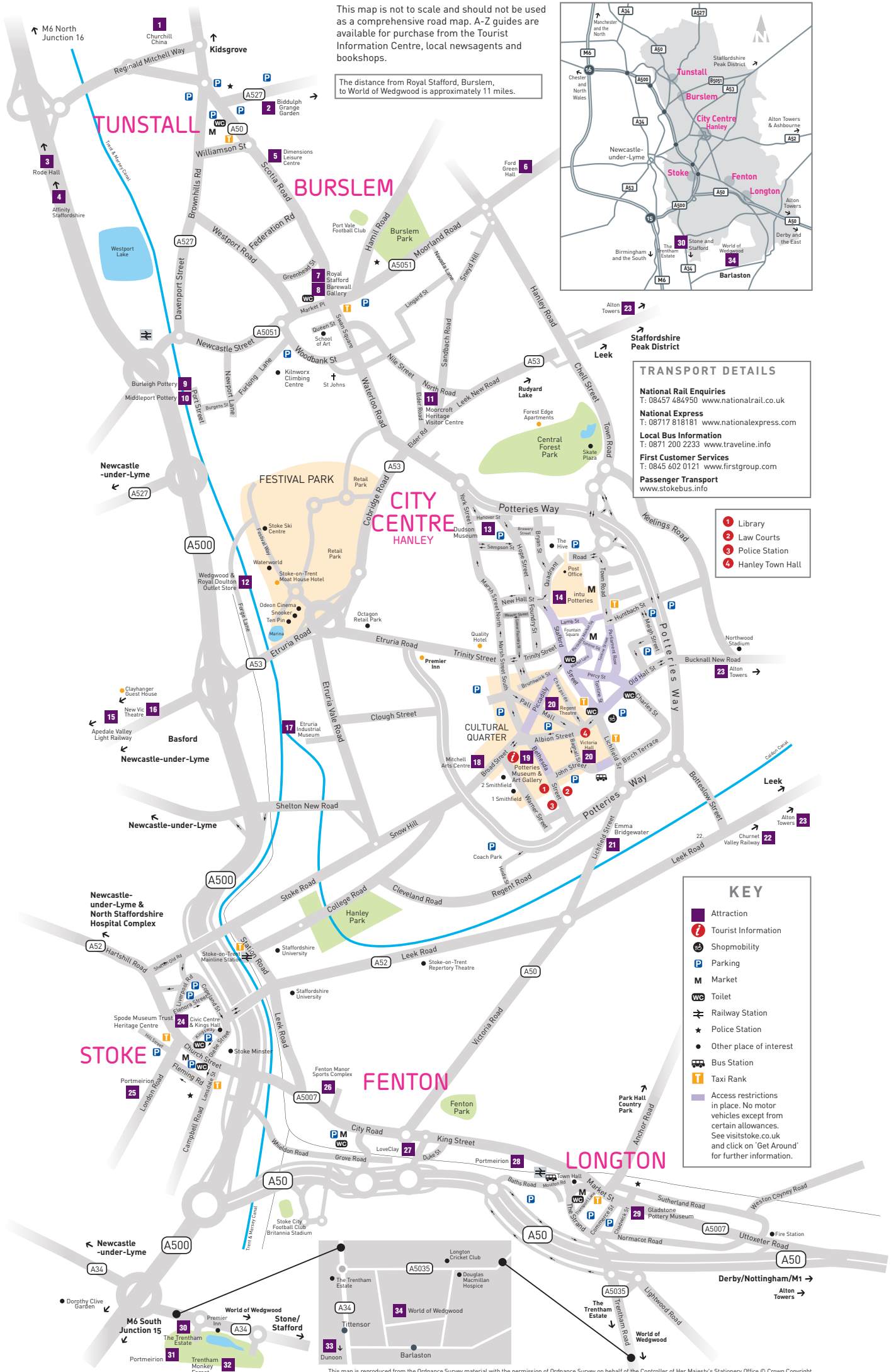
**First Customer Services**  
T: 0845 602 0121 [www.firstgroup.com](http://www.firstgroup.com)

**Passenger Transport**  
[www.stokebus.info](http://www.stokebus.info)

- 1 Library
- 2 Law Courts
- 3 Police Station
- 4 Hanley Town Hall

**KEY**

- Attraction
- Tourist Information
- Shopmobility
- Parking
- Market
- Toilet
- Railway Station
- Police Station
- Other place of interest
- Bus Station
- Taxi Rank
- Access restrictions in place. No motor vehicles except from certain allowances. See [visitstoke.co.uk](http://visitstoke.co.uk) and click on 'Get Around' for further information.



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# HAVE YOU DOWNLOADED THE COACH DRIVER MAPS?

The Coach Driver Maps are a series of maps highlighting coach parking, factory shops and attractions in the individual towns.

If you require a hard copy, please telephone **01782 236084** or email **tourism@stoke.gov.uk**.

The image is a collage of promotional material for Stoke-on-Trent. At the top center is a brochure titled 'COACH MAPS 2020' and 'GROUP GUIDE 2020' for 'STOKE-ON-TRENT'. The brochure lists categories: 'THE POTTERIES | HERITAGE | SHOPPING | GARDENS & HOUSES | LEISURE & ENTERTAINMENT'. Below the title are four small images: a teapot, a theater stage, a pottery kiln, and a museum interior. To the right is a map showing roads like Moorland, A5051, Lingard St, North Road, and Elder Rd. A black square on the map is labeled 'Moorc Herita Visitor' and 'City (Han 1.3 mi)'. On the left, a speech bubble contains 'Westport Lake'. Below it, text indicates 'A527 0.3 miles' and 'A500 (M6 J16)' with an arrow pointing left. Further down, 'Burleigh Middlepor' is written. At the bottom right, 'WORLD of V' is visible on a museum display.



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+44(0)1782 282 986 [bookings@worldofwedgwood.com](mailto:bookings@worldofwedgwood.com)

[worldofwedgwood.com](http://worldofwedgwood.com)



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