

Welcome to **Worcestershire**

Visitor Guide 2026/27

Places to Stay | Attractions | Food & Drink | Heritage | Great Outdoors



[visitworcestershire.org](https://www.visitworcestershire.org)

 **VISIT
WORCESTERSHIRE**

A large, three-towered stone castle with crenellated roofs and arched windows, situated on a grassy hill under a cloudy sky. The foreground is filled with out-of-focus green grass and white wildflowers.

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Surrounded by glorious outdoor spaces, winding waterways, quintessential English towns & villages, and renowned family attractions.

Ideal for short breaks, with an extensive choice of boutique hotels, dog-friendly retreats and unique stays, all providing a warm Worcestershire welcome for visitors.

Cover photo - Astley Vineyard



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ABC Boat Hire - Worcester & Birmingham Canal

What is Worcestershire famous for?

📍 Malvern Hills

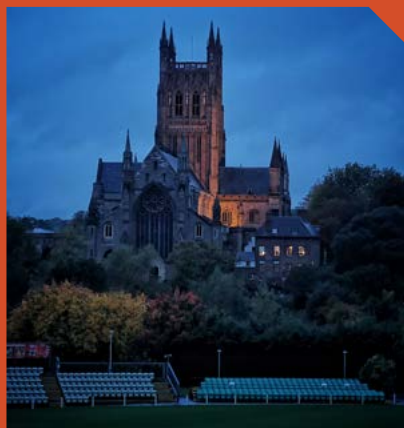
Set in the heart of England, Worcestershire is often recognised before it's fully understood. Its name is frequently mispronounced, its most famous export sits quietly on kitchen shelves worldwide, and it even earned a fictional nod in *Shrek the Third* (pronunciation optional). But what really defines the county?

Look a little closer and a richer story begins to emerge.

Landscapes that shaped great stories

The Malvern Hills and surrounding countryside have long stirred the imagination. Two of the 20th century's most influential writers, C.S. Lewis and J.R.R. Tolkien, both spent time in the area, and its landscapes are widely thought to have influenced their work.

In Great Malvern, Victorian gas lamps still line parts of the town. These are often linked to Lewis's creation of the lamppost in *The Lion, the Witch and the Wardrobe*.



Cricket with a cathedral backdrop

Worcestershire County Cricket Club has played at New Road since 1896. The ground sits beside the River Severn and beneath **Worcester Cathedral**, creating a setting that is often singled out for its scenery as much as its sport.

It continues to host first-class cricket, with Worcestershire Rapids bringing home the Metro Bank One Day Cup title in 2025.

Sir Edward Elgar

Born in Lower Broadheath, Sir Edward Elgar remains one of England's most celebrated composers. His music gained international recognition during his lifetime and continues to define British classical composition.

Visitors can explore Elgar's early life at his birthplace, now cared for by the **National Trust**, offering insight into how the Worcestershire landscape shaped his creative beginnings.



Worcestershire Sauce

One of the county's most recognisable names has been crafted in Worcester since 1837. Local chemists John Wheelley Lea and William Henry Perrins began experimenting with flavours at their premises on Midland Road. After leaving a blended sauce to mature for 18 months, they returned to find it had developed a deep, complex taste unlike anything else at the time.

Though the original factory is not open to visitors, the story of Worcestershire Sauce remains closely tied to the city and its heritage.



A county shaped by industry

Worcestershire's rivers and canals once formed vital transport routes, supporting a diverse range of industries. Droitwich built its reputation on salt, Kidderminster on carpet weaving, and Redditch supplied the majority of the world's needles during the Victorian period.

These industries connected Worcestershire to global trade and left a legacy that can still be explored today.

Cider, hops and local brewing

Worcestershire's rural character has long supported hop growing, with records dating back to the 1600s. The Teme Valley continues to play a key role in hop production today, supplying breweries across the country.

In recent years, small-scale breweries such as **The Hopshed**, **Brew61**, **Teme Valley Brewery**, **Bewdley Brewery** and **Cooper Beech Brewery** have added new energy to this tradition.

Worcestershire orchards support established cider makers including, **Oldfields Cider** and **Barbourne Cider**, keeping fruit-growing firmly rooted in local life.

Why visit Worcestershire in 2026?

In 2026, Worcestershire welcomes visitors into a year full of meaning, character and discovery, ready to share the experiences that make this corner of England so distinctive.



📍 The Fleece Inn

A moment 375 years in the making

This year marks 375 years since the end of the English Civil War, a conflict that shaped the political landscape of the country and continues to influence national identity today. Worcester was the setting for the final battle, a turning point that still resonates in discussions about democracy and the Crown. The anniversary invites visitors to explore how this chapter echoes through modern Britain.

Across the city, the Civil War story unfolds through re-enactments, exhibitions and special events that bring history to life. From the riverbanks where armies once faced each other to the streets surrounding the Cathedral, the city becomes a living museum. Visitors can delve deeper through the dedicated Civil War 375 content on the Visit Worcestershire website, which provides insights, trails and guides for those wanting to immerse themselves fully.

Find your own pace on the water

Life on the canal has a wonderfully disarming simplicity. From bases in Worcester and Alvechurch, **ABC Boat Hire** sends visitors gently into a world shaped by water, wildlife and slow travel. Days unfold to the rhythm of locks opening, herons lifting from the reeds and the soft rise of smoke from canalside chimneys. It is an experience that invites people to reconnect with their surroundings, whether they are seeking peaceful solitude or laughter onboard with friends.

Where luxury and legacy meet

In the Cotswolds edge village of Broadway, the **Lygon Arms Hotel** continues a tradition of hospitality that spans centuries. Guests step into spaces rich with architectural heritage, from timber beams to grand fireplaces, while enjoying the comforts of a contemporary country retreat. Broadway itself sits just beyond the threshold, offering galleries, boutiques and quiet lanes that capture the charm of the English countryside at its finest.

Curtain up on touring talent

Worcestershire's cultural scene continues to flourish, with **Worcester Theatres** welcoming an exciting mix of touring shows, comedy, drama and live music. From acclaimed national companies to regional performers, audiences discover a programme that feels varied, ambitious and full of energy. **The Swan Theatre** and **Huntingdon Hall** both bring their own atmosphere, from intimate storytelling to lively evenings that carry on long after the curtain falls.

Where families make their best memories

Just outside Redditch, **Attwell Farm Park** offers families a refreshing blend of farm life and fun. Children meet the animals that live at the heart of the countryside, ride tractors across open fields and explore expansive adventure zones. The joy is in the small moments, from feeding a lamb to chatting with the farm team who share stories of the animals in their care.

Wine and vines on the Severn

Astley Vineyard continues to write a compelling chapter in English winemaking. Visitors can join guided tours that reveal the craft behind each bottle, wander through the vines with an expert guide and taste the wines where they are grown. For those wanting a complete escape, the vineyard also offers on-site accommodation, allowing guests to wake among the rows and experience the landscape at its most peaceful.

A county built on craft and character

Redditch's industrial story is told with pride at the **Forge Mill Needle Museum**, a unique heritage site that celebrates the town's global role in needle making. Historic machinery, working water mills and engaging displays immerse visitors in a craft that sustained the town for generations. Beyond the museum, Redditch offers green spaces such as **Arrow Valley Country Park** and cultural gems including **The Palace Theatre**, which together create a rich, well-rounded day out.

Pershore, a riverside town with timeless appeal

Nestled in the Vale of Evesham, Pershore charms with Georgian architecture, independent eateries and a gentle riverside setting. The town is known for its local produce, with cafés and restaurants making the most of what the Vale grows best. Seasonal events, including the beloved Pershore Plum Festival, bring the town to life with colour, music and flavour.

Space to breathe at the Clent Hills

The Clent Hills offer broad, uplifting views that stretch across the county and beyond. Walkers follow well-worn routes through woodland and open pasture, while families enjoy picnics on sunlit slopes. Each visit feels different depending on the season, from early spring bluebells to the warm glow of late summer evenings.

Authentic experiences you will tell stories about

Worcestershire invites visitors to try something new by stepping into the world of its makers, artists and local characters. Churn butter the traditional way in Broadway, learn how to pull the perfect pint through a pub landlord experience or join the talented team at Royal Worcester and become an artist for the day. For those seeking calm, Watersedge offers wellbeing sessions shaped by nature and tranquillity.



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What's new for 2026?

Worcestershire is gearing up for a landmark year in 2026, with new attractions, accommodation and cultural highlights giving visitors even more reasons to explore the county.

📍 West Midlands Safari Park

One of the biggest investments comes from **West Midlands Safari Park**, which will open eight luxury Safari Lodges in spring 2026. Four Giraffe Lodges and four Rhino Lodges will bring the total on-site accommodation to 38, allowing guests to stay closer to some of the park's most iconic animals.



'Oliver Cromwell'

2026 also marks the **375th anniversary of the Battle of Worcester**, the final clash of the English Civil Wars, on 3 September 1651. Supported by Visit Worcestershire's Civil War Commemoration Tourism Fund, local businesses and heritage organisations will deliver bookable experiences exploring the county's pivotal role in British history.



In Worcester city centre, the long-awaited **Scala Theatre** is set to open on the former cinema site. The 500-seat venue will host live performances, independent films, visual arts exhibitions and educational programmes, boosting the city's cultural offer. Meanwhile, **Kidderminster Town Hall** has reopened after a multi-million-pound refurbishment, ready to welcome music, comedy, theatre and events throughout the year.

Accommodation options are expanding with an increase in overnight stays across Worcestershire. **Orchard Blossom** offers adult-only glamping in a four-acre orchard, **Brambles Glamping** near Wickhamford provides an off-grid base for exploring the Vale of Evesham, and **The Mount Boutique Barns & Spa** near Droitwich Spa brings five renovated barns alongside a sauna, outdoor pool and treatment rooms.

Worcestershire's growing food and drink scene is also in the spotlight. **SOW**, opened in 2025 by chef Andrew Sheridan at Netherwood Estate near Tenbury Wells, has been recognised in the latest Michelin Guide for its farm-to-table cuisine.

The county's commitment to accessible tourism continues in 2026, with **Wittering SUP Paddleboarding School** introducing adaptive paddleboarding equipment that allows wheelchair users to safely enjoy the county's waterways.

To view the full list, visit visitworcestershire.org/blog/worcestershire-set-for-exciting-year-in-2026

Walking and the outdoors

Worcestershire's countryside invites you to slow your pace and look outward. From ancient woodland to open hilltops and river valleys, walking here is about variety as much as distance.



📍 Croome Court

Big views and high ground

Rising above the county, the Malvern Hills are among Worcestershire's most recognisable walking landscapes. Sweeping ridgelines, wide skies and far-reaching views define this area. The circular walk from Beacon Road Car Park takes in the Worcestershire Beacon, with clear day views stretching across multiple counties. It's a route that rewards steady climbing with moments to stop and take stock.

Further north, the Clent Hills offer a different kind of elevation. Easily accessible yet strikingly open, these hills are ideal for shorter walks with strong viewpoints. From the Four Stones to Walton Hill, paths weave through heathland and woodland, making this a popular choice year-round.

Landscaped estates and parkland

Some of Worcestershire's most rewarding walks pass through carefully shaped historic landscapes. The Hanbury Circular Walk blends canal paths, hedgerow fields and estate land, offering changing scenery without straying far from its starting point.

At **Croome Court**, walkers are guided through the sweeping grounds designed by Capability Brown. The route takes in parkland views, the restored house and carefully framed vistas. An accessible walking route makes this a welcoming option for many visitors.



Check out some of our top recommendations on the Visit Worcestershire website!

visitworcestershire.org/walking-in-worcestershire

Long-distance walking

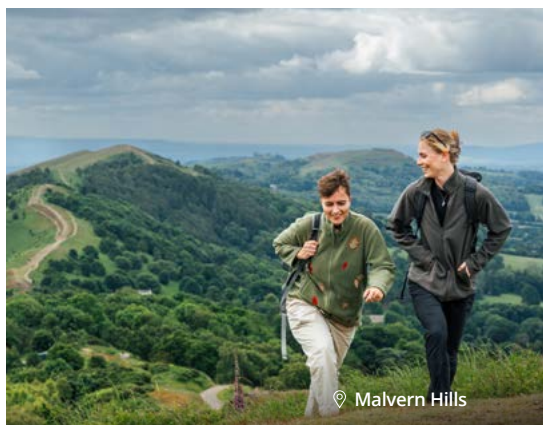
For those who enjoy covering ground over several days, the Worcestershire Way offers a deeper connection to the county. This long-distance route runs from the Georgian riverside town of Bewdley to Great Malvern, passing farmland, woodland, villages and historic sites along the way. It's a chance to experience Worcestershire at a walking pace, from north to south.

Woodland and wildlife

The Wyre Forest is one of England's largest ancient woodlands and offers a very different walking experience. The Dowles Brook Circular Walk follows old railway lines and woodland paths, passing a National Trust-owned cottage and habitats known for their wildlife. It's a quieter landscape, shaped by time rather than design.

Cotswold villages and landmarks

The walk from Broadway to **Broadway Tower** links one of the Cotswolds' most characterful high streets with a landmark viewpoint. Following historic tracks and rising steadily, the route finishes at the tower with expansive views across the Severn Valley and into Wales. It's a walk that blends local life with a sense of arrival.



Rivers and valley walking

Worcestershire's rivers shape much of its scenery. The Pershore Bridges Circular Walk is one of the best ways to experience the River Avon, combining waterside paths with a gentle climb into Tiddesley Wood. Fully waymarked and varied, it offers a balance of open views and shaded stretches.

Walks with a pause along the way

In Worcestershire, a good walk often comes with a good stop. Across the county, routes link footpaths with traditional pubs. Make sure to try a locally brewed pint of ale!



MALVERN
Walking Festival



@malvernwalkingfestival

A wide-angle photograph of the Malvern Hills, showing rolling green hills under a blue sky with some clouds. The hills are covered in lush vegetation, and the perspective is from a low angle, looking across the valley.

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Family days out

Worcestershire is bursting with unforgettable family adventures, where fun, discovery, and the great outdoors combine to create magical memories for all ages. Whether you're seeking wildlife encounters, adrenaline-filled activities, or charming cultural experiences, there's something for everyone to enjoy in this stunning county.

📍 Attwell Farm Park

Wild adventures and animal encounters

Take a walk on the wild side at **West Midlands Safari Park**, where lions, giraffes, and rhinos roam. The safari drive-through and Land of the Living Dinosaurs will thrill animal lovers and budding explorers alike. For little ones eager to meet furry friends, **Attwell Farm Park** and **Little Owl Farm Park** offer hands-on experiences with farm animals, play barns, and tractor rides. At **All Things Wild**, step back in time with life-sized dinosaurs, or enjoy the indoor soft play, outdoor trails, and mini golf for hours of fun.



📍 West Midlands Safari Park



📍 GoApe Wyre Forest

Adrenaline and adventure

For families who love a challenge, Worcestershire has plenty of thrilling options. Swing through the trees at **Go Ape in the Wyre Forest**, a treetop adventure course perfect for older kids and brave adults. While younger explorers can enjoy the enchanting Gruffalo and Superworm Trails, where beloved storybook characters come to life among the forest paths. For watersports and high-energy fun, **Aztec Adventure** offers paddleboarding, kayaking, and more, while **Boundless Outdoors** delivers climbing, abseiling, and ziplining thrills.



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Don't let the Great British weather stop your 2026 adventures. Come rain or shine, you'll find plenty of family friendly activities throughout the year at

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- ✓ **GO-KARTS**
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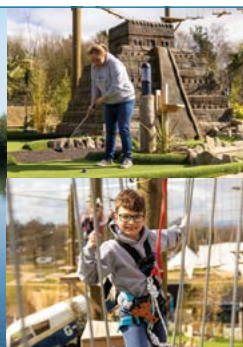
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All aboard for heritage and culture

Get hands-on with history, as you step aboard a heritage steam train at the **Severn Valley Railway** and journey through picturesque countryside with plenty of stops for family picnics or exploring. History comes alive at **Worcestershire's Infirmary Museum**, where interactive exhibits immerse you in fascinating medical history, or at **Diglis Island and Fish Pass**, where kids can learn about wildlife and engineering along the River Severn. Don't miss Worcester's historic houses and gardens (page 17), where little imaginations can run wild.



Fun for all ages

If you're up for a challenge, Worcester's family-friendly escape rooms will test your teamwork and puzzle-solving skills, check out **Escape Hunt in Worcester**. For a more relaxed day out, head to **Webbs** or **St Peters Garden Centre**, where beautiful plants, play areas, and delicious treats await. Or visit **The Valley in Evesham** where retail meets family fun with **The Valley Adventure Railway**, Castle Forts and a dog agility area. Whatever your family's idea of fun, Worcester is a playground of experiences waiting to be explored.

From animal adventures to treetop thrills and cultural discoveries, Worcester is the ultimate family-friendly destination. Come and see where your next great day out begins!



Historic houses and gardens

Worcestershire is a county rich in heritage, where historic houses and breathtaking gardens come together to tell the story of centuries gone by. From romantic ruins to stately homes, and from Capability Brown landscapes to charming arboretums, there's no shortage of inspiring places to explore.

📍 Arley Arboretum

Step into the past as you wander the grounds of **Witley Court**, where grand fountains and restored parterre gardens offer a glimpse of its former glory. Or immerse yourself in the beauty of **Croome Court**, an 18th-century masterpiece designed by Capability Brown, where sweeping parkland and secret follies invite you to explore. Worcestershire's landscapes are truly a work of art, and gardens like **Spetchley Park** and **Arley Arboretum** provide a peaceful escape, brimming with seasonal blooms, rare trees, and serene lakes, brimming with seasonal blooms, rare trees, and serene lakes.

Visit our website for
further inspiration on
attractions to visit.

visitworcestershire.org/business-directory/category/enjoy



📍 Walled Gardens at Croome Court

Historic houses like **Hanbury Hall** and **Hagley Hall** showcase Georgian elegance and architectural grandeur, with richly decorated interiors and sprawling estates that have stood the test of time, the perfect place to imagine yourself as part of the Bridgerton 'ton. Worcestershire bloomed during the Georgian period, and you can still take in the period's grace and beauty at the Walled Gardens at **Croome**, which are the largest Georgian Walled Gardens in the UK.



📍 Harvington Hall

Worcestershire's passion for gardens is celebrated at the **Three Counties Showground**, home to the **RHS Malvern Spring Festival** and a host of other events throughout the year. Here, you can marvel at stunning floral displays, gather expert gardening advice, and enjoy family-friendly activities.

Whether you're strolling through blooming gardens, uncovering hidden histories, or simply soaking up the beauty of Worcestershire's landscapes, every corner of this county invites you to step back in time and be inspired. From moated manor houses to sprawling parklands, Worcestershire's historic houses and gardens are waiting to be explored.

For a truly unique experience, **Harvington Hall** offers a fascinating glimpse into Elizabethan history with its famous priest hides – the largest collection in the country – while Greyfriars House tells a story of resilience and preservation in the heart of Worcester.

Music lovers will delight in **The Firs**, the birthplace of Sir Edward Elgar, where the cottage and gardens pay tribute to one of England's greatest composers. Meanwhile, history comes alive at **Hartlebury Castle**, a former bishop's residence filled with centuries of stories, from its elegant State Rooms to the Victorian schoolroom and the home to Worcestershire's museum collection.



📍 Witley Court



Spetchley Park Estate

Worcestershire's Hidden Gem

Spetchley Gardens features an outstanding collection of plants from around the world. The 30-acre Victorian garden remains largely unchanged for a century, cared for by generations of the Berkeley family.

Easy access for visitors with mobility issues . Group discounts available for parties of 15 or more. Garden café serving light lunches, homemade cakes, and coffee



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Historic Worcestershire

Welcome to Historic Worcestershire, a county where cathedral towers rise above bustling high streets, timber-framed pubs sit beside independent shops, and history feels close at hand. From rolling countryside to riverside Worcester, four powerful stories reveal how this corner of England has helped shape the wider world.

📍 Avoncroft Museum



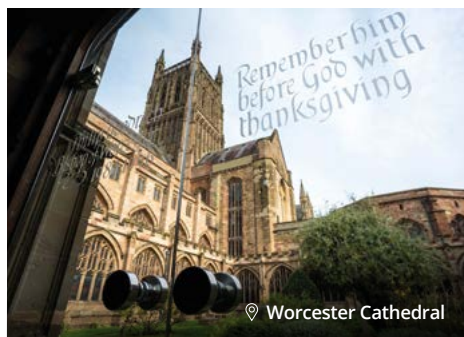
Our new Historic Worcestershire itineraries, created by Visit Worcestershire, invite you to follow in the footsteps of rebels and royals, makers and dreamers. Use them as inspiration for a day out, a long weekend or a deeper dive into the places, people and ideas that left their mark on history.

Royals & rebels

In Worcestershire, royalty and rebellion share the same stage.

Stand where a young King Charles II made his final, desperate stand at the Battle of Worcester, and imagine the thunder of drums and the clash of steel echoing off the city's spires. Step into **Worcester Cathedral**, where the tomb of the controversial 'Bad' King John lies in quiet contrast to the drama of his reign, and where the short life of Prince Arthur hints at a very different England that might have been.

Follow our Royals & Rebels itinerary to uncover stately homes with stories of secret allegiances, villages linked to the Gunpowder Plot and landscapes that once divided families in times of civil war. Along the way you'll find cosy pubs, independent coffee shops and river walks that give space to reflect on how loyalty, courage and treason shaped this corner of England.



📍 Worcester Cathedral



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Democracy & liberty

Think democracy was born in Westminster? Worcestershire quietly begs to differ.

Here, peaceful lanes and historic churches are tied to some of the boldest ideas in political history. The county's story connects King John's Magna Carta, Simon de Montfort's fight for representative government and Edward Winslow's role in the Mayflower Compact.

Follow our Democracy & Liberty trail to wander through the abbey ruins where power was challenged, market towns where new voices demanded to be heard, and riverside spots that inspired people to imagine fairer futures. Heritage sites and local museums bring these big ideas down to earth, revealing how a quiet county helped spark debates that still shape the world.

Industrious Worcestershire

Worcestershire's story is built on craft, skill and innovation that travelled far beyond the county.

From the precise needles of Redditch and the richly patterned carpets of Kidderminster to the delicate shine of Worcester porcelain, the county's industries have carried its name across the globe. In the Malvern Hills, world-changing radar research linked rural Worcestershire to the cutting edge of science and technology.

Our Industrious Worcestershire itinerary takes you into working factories, heritage railways and museums that hum with the energy of invention. Ride a steam train through sweeping countryside, watch craftspeople at work, and trace the journey from hand-made to high-tech. Between visits, explore canal-side walks, former mill towns and, vibrant city streets that still bear the marks of Worcestershire's making and moving past.



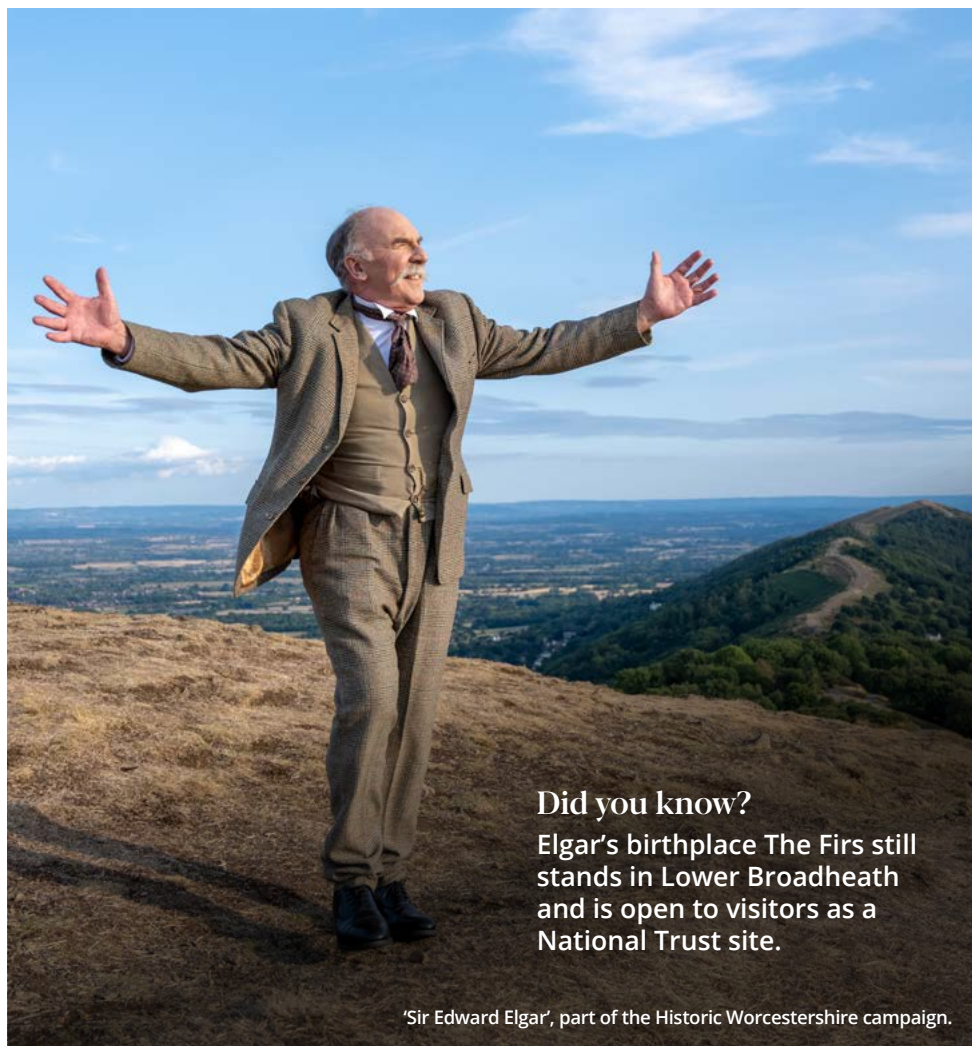
To explore each of the brand new itineraries and delve deeper into the stories that shaped Worcestershire, visit: visitworcestershire.org/historic-worcs

Inspiring Worcestershire

This is a county that gets under the skin of writers, artists and musicians.

Look out from the Malvern Hills, and it's easy to see how these views helped shape Tolkien's Middle-earth and stirred C.S. Lewis's imagination. Listen closely and, you might almost hear the swell of Elgar's music rolling across the landscape he called home.

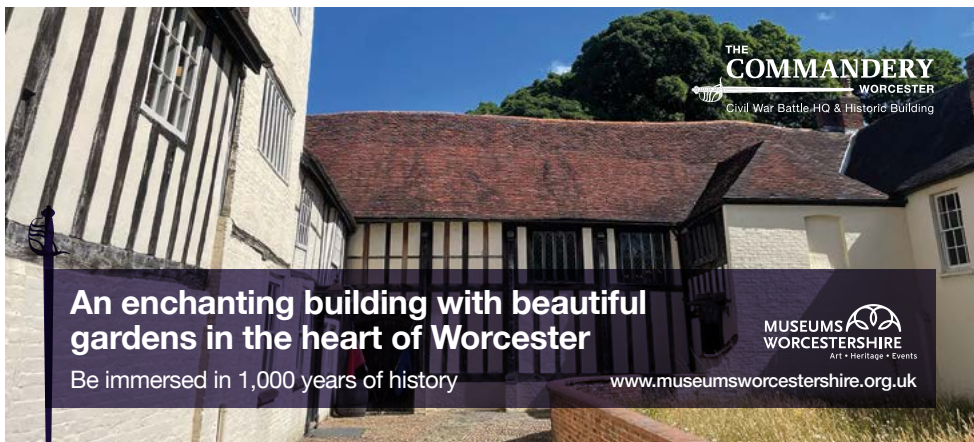
Follow our Inspiring Worcestershire itinerary to visit birthplace museums, studios and galleries, and to seek out blue plaques and quiet corners where creativity first took root. Discover the world of Dame Laura Knight and the stage charisma of Vesta Tilley, and see how their stories connect to the county's modern creative scene – from festivals and performance spaces to artisan workshops and indie bookshops.



Did you know?

Elgar's birthplace The Firs still stands in Lower Broadheath and is open to visitors as a National Trust site.

'Sir Edward Elgar', part of the Historic Worcestershire campaign.



Rainy days

There is nothing more British than the weather. But don't let a little drizzle dampen your spirits – Worcestershire has plenty of exciting indoor activities to brighten even the greyest day!

📍 Worcester City Art Gallery and Museum

Unleash your competitive side at **Mr Mulligan's Indoor Golf** in Worcester, where quirky courses provide hours of fun for all ages. Or try your hand at axe throwing at **Axe Junkies** for a thrilling and unique experience that's guaranteed to shake off the rainy-day blues.

Families will love the inflatable play zones at **The Buzz** in Worcester or the Climbing Centre adjacent, while **Attwell Farm Park** offers indoor animal experiences, extensive soft play and an undercover accessible pirate sandpit. For creative days out, head to **Greenfrog Pottery** or the **Melting Pot** to paint your own masterpiece and take home a handmade keepsake.

Make a splash at **Malvern Splash** Leisure Complex, with its pools, flumes, and family-friendly fun. Alternatively, step back in time at **The Regal Cinema** in Tenbury Wells or Evesham, where you can catch the latest films in beautifully restored Art Deco surroundings.

For a dose of history and culture, explore **The Commandery** and test your wits with the immersive Commandery Quest escape room. Discover the beauty of fine craftsmanship at **Royal Worcester** with its stunning porcelain displays, or visit **Worcester City Art Gallery and Museum** to enjoy a mix of art, exhibitions, and fascinating local history.

Theatres like **The Swan Theatre** in Worcester or **Malvern Theatres** offer fantastic live performances, from drama and musicals to family-friendly shows, providing the perfect indoor escape on a rainy day.

If you're looking to relax, warm up with gin tasting at **Piston Distillery** or **Wildjac**, and savour some of Worcestershire's finest spirits. Or why not head to the pub, a British tradition, for a fireside pint, or check out a local farm shops and delis like **Becketts Farm** or the **Broadway Deli** for a delish treat.

Need time to relax? Why not check out **Malvern Spa**, which offers a large range of treatments and the stunning indoor/outdoor thermal pool.

With so many exciting options, rainy days in Worcestershire are anything but dull.



📍 Malvern Spa

What's on

Worcestershire's unrivalled event schedule welcomes visitors from across the country and provides residents with plenty of things to do locally. Here's a list of unmissable events!



📍 Malvern Walking Festival

March 2026

6 to 19 March:

Regal Folk Festival - Tenbury Wells

6 to 21 March:

Borderlines Film Festival - Malvern

13 to 15 March:

Malvern Festival of Ideas

Mid-March to mid-May: **Blossom Trail**

21 March:

Great Malvern Farmers' Market (Indoors)

28 March to 11 April:

Family Easter Trail - Upton upon Severn

April 2026

2 April: **CountryTastic at Three Counties Showground - Malvern**

11 & 12 April:

French Film Festival Weekend - Malvern

18 April:

Great Malvern Farmers' Market

25 & 26 April: **Avoncroft Living History Festival - Bromsgrove**

Selected Saturdays between April and late November 11am to 4pm:

Great Malvern Priory Tower Tours

Every Saturday and Monday at 10:30am from April to end of October:

Great Malvern Heritage Walks

May 2026

1 to 4 May: **St Richards Festival - Droitwich**

1 to 4 May: **Upton upon Severn Folk Festival**

1 to 3 May:

Rhyse Farm Rocks - Tenbury Wells

2 May: **Boffy Arts Market - Malvern**

2 to 10 May:

Malvern Well and Water Festival

7 to 10 May: **RHS Malvern Spring Festival**

16 May: **Great Malvern Farmers' Market**

16 & 17 May: **Evesham Medieval Market and Living History Weekend**

16 to 25: **Malvern Walking Festival**

16 May: **Alvechurch Music Festival**

23 to 31 May: **Elgar Festival - Worcester**

30 May: **Oak Apple Day - Upton upon Severn**

29 to 6 June: **Rik Mayall Comedy Festival - Droitwich**



📍 Rik Mayall Comedy Festival © Mark Wild

June 2026

- 11 to 20 June: **Broadway Arts Festival**
12 to 14 June: **Royal Three Counties Show - Malvern**
17 June to 5 August: **Lavender Fields, Broadway**
19 to 21 June: **Droitwich Food Festival**
20 June: **Great Malvern Farmers' Market**
20 June to 5 July: **The Confetti Flower Fields - Pershore**
20 June: **Pershore Carnival**
24 to 28 June: **Evesham Walking Festival**
26 to 28 June: **Upton Jazz Festival**
26 to 4 July: **Midsummer Malvern**



July 2026

- 3 to 4 July: **WooFest (Drum & Monkey) - Upton upon Severn**
3 to 5 July: **Morgan Sports Car Club 75th Anniversary Weekend - Malvern**
4 July: **Hanbury Countryside Show**
4 & 5 July: **Great Malvern Food Festival**
5 July: **Regal Tenbury Summer Festival**
17 to 19 July: **Upton Blues Festival**
18 July: **Pershore River Festival**
18 July: **Great Malvern Farmers' Market**
24 to 27 July: **Vintage Steam Rally in Wellend**
24 July to 30 August: **Ink & Curtain Festival - Malvern**

25 & 26 July: **Three Counties Food Festival - Malvern**

30 July to 2 August: **App-Fest (Hillworth Farm) - Upton upon Severn**

31 July to 2 August: **Drunken Monkey Rock Festival (Welland Road) - Upton upon Severn**

August 2026

- 1 & 2 August: **The Battle of Evesham Festival**
1 August: **Tenbury Countryside Show**
1 August: **Boffy Arts Market - Malvern**
9 August: **Worcester Show**
15 August: **Great Malvern Farmers' Market**
15 & 16 August: **Broadway Car Show**
21 to 23 August: **Malvern Rocks**
22 to 31 August: **Worcestershire Open Studios Art Week**
24 to 30 August: **Sunshine Music Festival - Upton upon Severn**
29 to 31 August: **Pershore Plum Festival**
29 to 3 August: **Evesham Angling Festival**

September 2026

- 5 September: **Stourport Carnival**
11 to 20 September: **Heritage Open Days**
12 & 13 September: **Broadway Autumn Show**
13 September: **Broadway Food & Drink Festival**
25 to 27 September: **Malvern Autumn Show**



23 MAY – 31 MAY 2026

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October 2026

- 1 to 31 October: **Taste Worcestershire**
- 3 October: **Tenbury Applefest**
- 17 October: **Evesham Medieval Banquet**
- 21 to 25 October: **Great Malvern Festival of Stories for Children**

November 2026

- 21 November: **Tenbury Wells Christmas Light Switch On**
- 21 November: **Great Malvern Christmas Light Switch On**
- 24 November: **Tenbury Wells Holly & Mistletoe Auctions (160+ years old)**
- 27 November: **Late Night Christmas Shopping in Broadway**
- 27 November: **Christmas Light Switch On - Upton upon Severn**
- 27 November: **Malvern Link Christmas Event**
- 27 & 28 November: **Pershire Georgian Christmas Fayre**
- 28 November: **Great Malvern Traditional Christmas Market**

December 2026

- 1 December: **Tenbury Wells Holly & Mistletoe Auctions (160+ years old)**
- 5 December: **Tenbury Wells Mistletoe Festival**
- 5 December: **Tenbury Wells Santa Parade & (Indoor) Market**
- 3 to 6 December: **Worcester Victorian Christmas Fayre**
- 4 December: **Late Night Christmas Shopping in Broadway**
- 19 December: **Tenbury Wells Christmas Tractor Run**





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Experience Worcestershire, first hand

From rivers and railways to workshops and wildlife, the county offers experiences that turn a good visit into a great one. What will you try first?

 Eckington Manor

Built by hand, driven by history

Step inside the **Morgan Motor Company** in Malvern and see craftsmanship in action. Family-run since 1909, these hand-built cars blend tradition with modern design and the factory tour puts you right at the heart of it.

On the water

Slow the pace on the **River Avon** with paddleboarding from **Wittering SUP**, or take the helm with **Severn Expeditions** and drift along the river by boat. Calm waters, open views and a new way to see the county.

Pull up a stool

At the **Queen Elizabeth Inn, Elmley Castle**, you can step behind the bar and pull your own pint. It's a hands-on way to experience village life and a pub that's been at its heart for generations.

Hands-on heritage

In Broadway, try traditional butter churning at the **Museum and Art Gallery**—simple, satisfying, and a direct link to rural Worcestershire. You even get to take the results home.

Meet the locals (four-legged ones)

Walk alongside alpacas at **Alpaca Meadows**, or go behind the scenes with giraffes, rhinos and more during a **VIP Experience at West Midlands Safari Park**. Calm encounters or close-up excitement—you choose.

All aboard

Take control of a steam locomotive on the **Severn Valley Railway Footplate Experience**. It's an immersive way to explore the landscape, powered by coal, steam and pure nostalgia.

Taste the landscape

Discover Worcestershire's wine story with tours and tastings at **Astley Vineyard** and **Deer Park Vineyard**, where the setting is just as memorable as what's in the glass.

Create something to take home

Join a jewellery workshop at **Wagtail Retreat**, or capture the county through a lens on a **photography walk at Diglis Island**, where water, wildlife and architecture meet.

From relaxed to hands-on, calm to exhilarating, Worcestershire invites you to take part—not just pass through.



Scan the QR
code below to
book and view
experiences!

visitworcestershire.org/experiences

Our city and towns

Wander through Worcestershire's charming towns and villages.



📍 Broadway

Worcester

Worcester combines striking architecture and rich heritage with modern city life. Historic venues sit alongside an appealing mix of independent boutiques and familiar high street names, while a lively calendar of events brings energy to the city throughout the year.



📍 Worcester

Broadway

Broadway is instantly recognisable for its Cotswold stone-lined high street, a setting that has attracted visitors for centuries. The village offers a strong choice of restaurants and pubs, alongside **Broadway Museum & Art Gallery** and a wide selection of antique shops.

Bewdley

Set along the River Severn, Bewdley is one of Worcestershire's most popular Georgian towns. Its collection of listed buildings gives it a distinctive character, and it sits close to both **West Midlands Safari Park** and the **Severn Valley Railway**.

Malvern

Malvern invites visitors to explore its distinctive heritage and thriving independent shopping scene. As the gateway to the Malvern Hills it's an ideal base for exploring the surrounding landscape. Guided walks with Walking the Hills offer a deeper insight into the area.

Pershore

Pershore is known for its elegant Georgian architecture, an impressive Abbey and riverside setting on the River Avon. Famous for its Plum Festival, the town is a relaxed destination and a popular choice for afternoon tea.

Evesham

This historic market town sits on the banks of the River Avon and is closely associated with asparagus. A well-balanced mix of national retailers and independent shops makes Evesham a strong shopping destination, while the Battle of Evesham event takes place each August.



Tenbury Wells & the Teme Valley

Tenbury Wells is a small, ancient market town located on the River Teme. Its independent shops include specialist food retailers showcasing local produce, supported by regular markets throughout the week. Beyond the town, the Teme Valley opens out into striking rural countryside.



Stourport

This lively Georgian town on the River Severn creates unlimited leisure opportunities. There are vibrant shopping streets as well as miniature golf, boat hire and an extensive choice of places to eat and drink.

Upton-upon-Severn

Well known for its annual music festivals, this riverside town offers plenty to enjoy year-round. Independent shops line the streets, complemented by restaurants and riverside dining along the River Severn.

Droitwich Spa

Droitwich Spa has a long-established heritage and a strong leisure offer. A good range of shops is supported by regular markets, while the annual Salt Fest celebrates the town's historic connection to salt production.

Bromsgrove

A traditional market town surrounded by countryside, Bromsgrove combines character with a busy events calendar. Visitors will also find a varied choice of independent eateries across the town.

Kidderminster

Kidderminster is the largest town in the Wyre Forest, located alongside the Staffordshire & Worcestershire Canal. It features three shopping centres, a retail park, numerous pubs and restaurants, the **Severn Valley Railway** and a weekly outdoor market.

Redditch

Redditch has played an important role in Worcestershire's industrial history and is home to sites such as the **Forge Needle Museum**. Today, the town also offers modern shopping at **The Kingfisher Centre**.



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Widely believed to be the inspiration for "The Bull" in Ambridge, from the BBC Radio 4's The Archers, this 16th century inn on Inkberrow's village green is well known for its cosy interior with open beams, flagstone floors and inglenook fireplaces.

Its welcoming atmosphere makes it the perfect spot for a pint or a hearty home cooked meal beside one of the log fires in winter, or in summer, outside in the beer garden overlooking the picturesque village green.

Being dog friendly makes it ideal for lovely local walks, whilst cyclists also find it a good friendly stopover.



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Stay in Worcestershire

The county has an array of beautiful properties to rest your head after a busy day of exploring Worcestershire. Glamping sites located in the heart of the English countryside to gorgeous Georgian spa hotels.



📍 Shepherds Hut at Astley Vineyard

If you're seeking a little bit of luxury, Worcestershire is full of quality accommodation that provides an impressive guest experience. **The Lygon Arms** is a hotel steeped in history and has regularly hosted royalty throughout the centuries, including King Charles I. The warm honey walls of the hotel offer a relaxing and cosy stay for families and sightseers visiting this quintessentially English village.

The Elms Hotel is an award-winning boutique manor escape with an award-winning spa.

For those in need of a digital detox, a glamping short break in the countryside could be just what you need! **Swallowfields** near Malvern offer visitors wellbeing breaks where you'll be able to enjoy a variety of spa treatments and stay in a safari tent. **Plumtree Glamping** located in the vale of Evesham should also be at the top of your list for a glamping retreat, with a new hot tub addition for 2025.



Hogarth's Stone Manor Hotel



Treeopia

Something a little different? How about an overnight stay in treehouse or sleeping with views of exotic animals at **West Midlands Safari Park**. **Treeopia** or **Bredon Treehouses** may be your choice for staying at the foot of an ancient tree. **West Midlands Safari Park's Safari Lodges** are the ultimate destination for animal lovers with beautifully crafted lodges created to be within the animals environment.

Stay in one of the UK's oldest vineyards, connect with nature and sleep under the stars in one of the brand-new traditional shepherd huts at **Astley Vineyard**, located in the Severn Valley.

The Vale Country Club near Evesham boasts 9 lakeside cabins with spacious bedrooms and private balconies.

Escape to Malvern - The Perfect Retreat

Discover luxury and comfort in the heart of Malvern.

Unwind in style at our charming Malvern hotel, where relaxation meets indulgence. With two exceptional on-site restaurants, you can savor delicious cuisine without leaving the comfort of the hotel. Whether you're here for a peaceful getaway or an adventure in the stunning Malvern Hills, our hotel is the perfect place to escape, recharge, and experience true hospitality.



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Stay in Worcestershire



Lygon Arms

Worcestershire is also home to a number of high quality hotels, including Worcestershire's Hotel of the Year, **Hogarth's Stone Manor Hotel**, which is located in the north of the county. **The Bank House Hotel & Spa** offers guests a Florida-style golf course and a beautiful spa with views of the Malverns. And don't forget the iconic **Lygon Arms Hotel** on Broadway High Street which has welcomed visitors for centuries. If you're planning a holiday with your pooch, then Worcestershire is the perfect place with miles of countryside walks, dog-friendly accommodation and cosy pubs to dine in. Internet sensation **Rowley Farm Holidays** caters for all dog breeds and provides a welcome escape from the hustle and bustle. **Hop Pickers Rural Retreats** is a pet-friendly retreat with luxurious log cabins offering a great base for exploring the breathtaking countryside of Worcestershire.



Wagtail Retreat

Wagtail Retreat near Hallow offers dog-friendly shepherd's hut with views of the surrounding countryside and an on-site vineyard.

For a stay with the freedom and independence, Worcestershire is bustling with self-catering properties.

Often at the heart of the Worcestershire tourism industry, local B&B's offer expert insight into the local area and a home-from-home atmosphere providing a warm Worcestershire welcome. Our top recommendations would be **Abbotts Grange** (Broadway), **Kateshill House** (Bewdley), **thesecretbnb** (Worcester) and **The Dell House** (Malvern).



Book accomodation directly through the Visit Worcestershire website.

visitworcestershire.org/business-directory/category/stay

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Food & drink

Countryside pubs

Roaring log fires, local brews and mouthwatering gastro-style food. Worcestershire is the place to be for excellent pubs. We've listed a few of our favourites below...

- **The Fleece Inn**, an historic pub located on the edge of the Cotswolds. Half-timbered medieval building owned by the National Trust.
- **The Queen Elizabeth Inn at Elmey Castle** is an award-winning, community-run pub dating back to the 16th century. Serving locally sourced, homemade pub classic British food and a Sunday carvery.
- **The Talbot at Knightwick**, situated on the bank of the River Teme and overlooking the Malverns, the Talbot Inn has stood since the 1400's.
- **The King's Arms**, a 15th-century timber-framed country pub nestled in the charming village of Ombersley.
- **The Wildmoor Oak** – Known for its welcoming atmosphere, excellent local ales and modern British menu.
- **Rose and Crown, Severn Stoke** – A traditional country pub offering a warm welcome, seasonal dishes and a selection of local brews.
- **The Old Bush** – Rustic charm meets contemporary dining, with a menu focused on fresh, locally sourced ingredients.
- **The Crown, Martley** – A friendly village pub serving classic dishes and a carefully curated range of ales and wines.



📍 Bennetts Willow Barn

Fine dining

Enjoy a taste of Worcestershire's culinary excellence with a growing list of excellent restaurants and eateries to enjoy whilst visiting.

- **SOW at the Netherwood Estate** – A farm-to-table restaurant with rooms, serving hyper-seasonal modern British fine dining. Set in a beautiful rural location near Tenbury Wells.
- **Cottage in the Wood** – Perched on the eastern slopes of the Malvern Hills, this spot offers breathtaking views, exceptional food, and a superb wine selection. A multiple Taste of Worcestershire Award winner.
- **Black & Green** – A sleek, 16-seater neighbourhood restaurant in Barnt Green, offering micro-seasonal tasting menus that change throughout the year.
- **Eckington Manor** – Creative menus blending British and European cuisine with locally grown produce. Visitors can also enjoy experiences like their popular cookery schools.





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- ✓ Take home your own bespoke bottle of gin.

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Brunch spots

- **Rise + Grind**, brunch and lunch menus that are a testament to local sourcing, ingredients sourced from nearby farms, create dishes that burst with flavour and freshness.
- **TOAST**, a family run breakfast and brunch restaurant located near Worcester, one of the most popular brunch spots in the county.
- **Becketts Farm**, a traditional farm shop destination located near to Wythall in North Worcestershire. Their breakfast offering is a popular choice for visitors, which has won a number of high-profile awards.
- **Broomfield's of Holt**, serving top quality, seasonal food using the produce that has been grown on nearby farms, and the fantastic ingredients which are sold in the Farm Shop.

Visit Worcestershire recommendations!

We've put together some of our favourite dining destinations from across the county.

■ **The Holt Fleet, Worcester**

Since 1983, The Holt Fleet has been family owned and run, priding itself with an excellent reputation for food. The pub is located on the banks of the River Severn with a fantastic riverside beer garden.

■ **Unwined Bar & Bistro, Tenbury Wells**

Mediterranean bistro & wine Bar serving brunch, tapas and charcuterie. Accompanied with world wines, Spanish lager and cocktails. One of the best tapas dining experiences in Worcestershire!

■ **Island, Worcester** Worcestershire's number one rated restaurant on TripAdvisor, enjoy authentic Greek cuisine using the finest ingredients and flavourful dishes. Combined with a friendly, welcoming atmosphere which keeps customers returning time after time.

■ **The Hart at Headless Cross, Redditch**

A stylish pub offering modern British dishes with a focus on seasonal, locally sourced produce. The relaxed yet contemporary setting makes it perfect for any occasion.

■ **Grill by James Martin at the Lygon Arms, Broadway.**

Enjoy expertly prepared, classic British and European dishes in a historic coaching inn setting. Known for high-quality ingredients and a refined dining experience.

■ **The Rustic Kitchen, Bewdley.** Serving hearty, flavourful street food-style dishes. Perfect for casual dining with a warm, welcoming atmosphere.

■ **Feli's Bar & Restaurant, Stoulton**

An award-winning Italian-inspired restaurant set in a striking rural building with a contemporary interior.

■ **The Jockey Inn, Pershore**

This pub blends rustic charm with modern touches. Enjoy carefully crafted dishes and a warm, inviting atmosphere that makes it a favourite for locals and visitors alike.

■ **Ounce at Bishampton, Evesham**

A contemporary steakhouse celebrating premium cuts and bold flavours. Perfectly cooked steaks are paired with seasonal sides and a carefully curated drinks menu in a relaxed, stylish setting.



The Queen Elizabeth Inn

We are a multiple award-winning, community-run 16th century inn. Nestled at the foot of Bredon Hill in the beautiful village of Elmley Castle, we offer a wide range of homemade pub food using fresh ingredients, great local beers, and an all-day café.
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Elmley Castle, WR10 3HS
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Accessibility

In Worcestershire we understand the importance of removing barriers and creating inclusive environments that cater to the diverse needs of our visitors.

📍 Arley Arboretum

From farm parks to food outlets and museums to manor houses, we're proud to have 36 Accessibility Champions across 20 different visitor attractions and accommodation locations. These venues all have customer care at the core of their businesses, offering a warm Worcestershire welcome to all visitors. Please visit the accessibility page of our website for further information.

The Trip Planner on the Visit Worcestershire website allows visitors to plan visits to the county based on accessibility requirements. Each individual business listing will also display accessibility features.

AccessAble

We're pleased to be partnered with AccessAble, which provides a variety of access guides for venues across the county.

www.accessable.co.uk



📍 Worcester Cathedral

Visit our website for further information on public toilet facilities, Changing Places toilets, ShopMobility and community transport:

visitworcestershire.org/plan-your-visit/accessibility



Information and how to get here

Located in the heart of England, getting to Worcestershire is easy with fantastic travel links from across the UK.



Morgan Driving Experiences

By car

Well-connected road networks allow for easy travel to and from Worcestershire. The M5 motorway provides access to the North and South-West of England, and into Wales. The M40, M42 and the M50 also enter into Worcestershire.



By air

Our closest airport is Birmingham Airport which is just a 34-mile journey to the centre of Worcestershire.

By rail

Worcestershire is served well by rail and there are railway stations across the county. The following stations are within Worcestershire and offer access to our city, towns and villages. West Midlands Railway offer services into Worcester from Birmingham and Hereford, whilst Great Western Railway offer direct services from London Paddington, Oxford, Reading and Bristol, to just name a few.

By bus

Exploring Worcestershire is easy with regular bus routes and the flexible Worcestershire on Demand service, which connects rural areas with towns, train stations and popular attractions. Plan your trip at: **[worcestershireshire.gov.uk/bus](https://www.worcestershire.gov.uk/bus)**

Tourist information centres

Our tourist information centres are the beating heart of our tourism industry. If you need any further information then please do visit one of the centres below.

Pershore Tourist Information

Town Hall, 34 High Street, Pershore,
Worcestershire, WR10 1DS
Telephone: **01905 843896**

Droitwich Spa Tourist Information

Victoria Square, Droitwich Spa,
Worcestershire, WR9 8DS
Telephone: **01905 774312**

Broadway Tourist Information

Unit 14, Russell Square,
Broadway, WR12 7AP
Telephone: **01386 852937**

Evesham Tourist Information

The Almonry Heritage Centre, Abbey Gate,
Evesham, Worcestershire, WR11 4BQ
Telephone: **01386 446944**

Redditch Tourist Information

Palace Theatre, Alcester St Redditch,
Worcestershire, B98 8AE
Telephone: **01527 60806**

Bewdley Tourist Information

13 Load St, Bewdley,
Worcestershire, DY12 2AE
Telephone: **0845 607 7819**

Worcester Tourism Information

The Guildhall, High St, Worcester,
Worcestershire, WR1 2EY
Telephone: **01905 726311**

Malvern Tourist Information

The Lyttelton Well Courtyard,
6 Church St, Malvern, WR14 2AY
Telephone: **01684 892289**

Tenbury Wells Tourist Information

Teme Court, 48 Teme St,
Tenbury Wells, WR15 8AA
Telephone: **01584 810136**

Upton upon Severn Tourist Information

Church St, Upton upon Severn,
Worcester, WR8 0HT
Telephone: **01684 594200**



📍 Hurcott Woods, Kidderminster

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CAR PARKS

- P1 NCP Cathedral WR1 2LU
- P2 Cattle Market WR1 3NZ
- P3 Clare St WR1 2AT
- P4 Commandery Rd WR1 2HY
- P5 Copenhagen St WR1 2HB
- P6 Cornmarket WR1 2DJ
- P7 Croft Road WR1 3NZ
- P8 Crowngate WR1 3NX
- P9 King St WR1 2NX
- P10 New Road WR2 4QQ
- P11 Newport St WR1 3NR
- P12 Pitchcroft WR1 6EJ
- P13 Providence St WR1 4AP
- P14 St. Martin's Qtr WR1 2SF
- P15 St. Martin's Gate WR1 2DT
- P16 Taylor's Lane WR1 1PN
- P17 Tallow Hill WR5 1JT
- P18 Tybridge St WR2 5BA

WORCESTER CITY CENTRE MAP



- | | | | | | | | |
|----------------------------|----------------------|---------------------------|--------------------|---------------------------|---------------------------|-------------------------|------------------------|
| Coach Parking | Toilets | Museums | The Commandery | The Commandery | City Art Gallery & Museum | Royal Porcelain Works | Crown Gate Walk |
| Tourist Information Centre | 24 Hour Toilets | Battle of Worcester Sites | Fort Royal Park | Museum of Royal Worcester | Masonic Museum | Edgar Tower | Crown Gate Chapel Walk |
| Coach Drop-Off Point | Railway | Theatres | King Charles House | Tudor House Museum | Huntington Hall | The Old Bishop's Palace | St. Martin's Quire |
| Taxi Rank | Post Office | Cinemas | Cathedral | Greyfriars House & Garden | Swan Theatre | The Guildhall | Reindeer Court |
| Police Station | Supermarkets | Shopping Centres | Crown Court | The Infirmary | The Hive | St. Andrew's Spire | Cathedral Square |
| Churches | Historical Buildings | Bus Station | | | | | |

Welcome to Worcestershire

Key

Walking Routes

WORCESTERSHIRE WAY

SEVERN WAY

WYCHAVON WAY

NORTH WORCESTERSHIRE PATH

Travel Distances from Worcester

By Car

Birmingham	45 mins	Bristol	1.5 hours
Cotswolds	45 mins	London	2 hours
Stratford	45 mins	Manchester	2.5 hours





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