



# Imagination

MAKE BRITAIN YOUR OWN

**14 ENTREPRENEURS**  
Changing  
the future of  
innovation

**GORDON RAMSAY**  
On great  
British food

**BEAR GRYLLS**  
'Talking about  
my education'



**INSIDE THE REAL  
DOWNTON ABBEY**

# JOIN THE *party!*

**Festivals, parades  
& performances**

**Why Donna Air thinks  
Britain is a land  
of opportunity**





# #ON GREAT BRITAIN. HOME

Closing of Glastonbury Festival  
Glastonbury, England

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

A vibrant night festival scene with a large crowd, confetti, and flags. The image is filled with energy, featuring a dense crowd of people with their arms raised, a shower of red confetti falling from the sky, and various national flags waving in the background. A large green flag with the letters 'DAI' is prominent in the upper left. The scene is illuminated by bright stage lights, creating a festive and celebratory atmosphere.

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# Imagination



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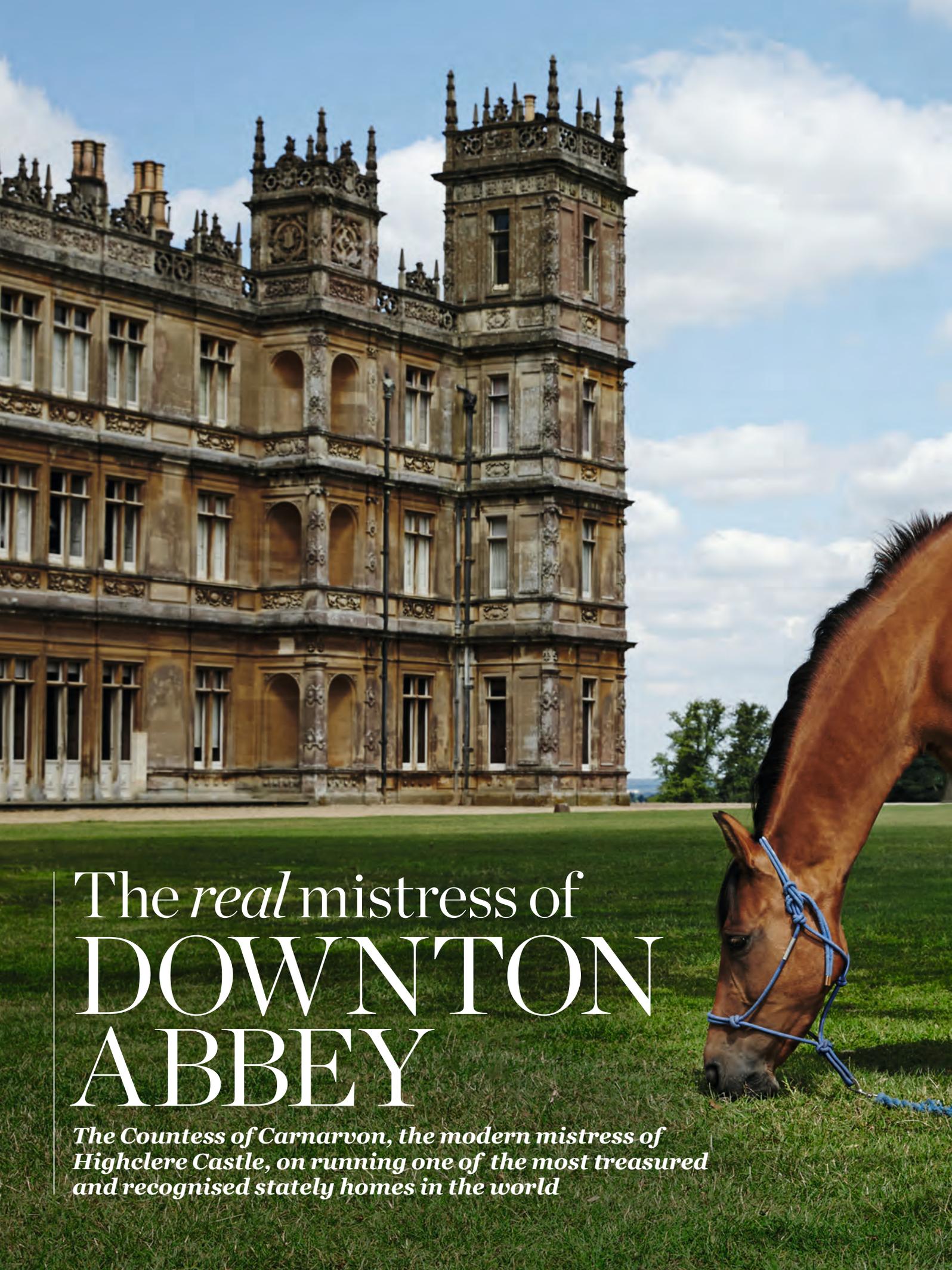
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The *real* mistress of  
**DOWNTON**  
**ABBEY**

*The Countess of Carnarvon, the modern mistress of Highclere Castle, on running one of the most treasured and recognised stately homes in the world*



**F**rom Cornwall to County Antrim, the magnificent stately homes of Britain attract visitors from around the world. One of the most beloved, Highclere Castle, an hour and a half west of London, has gained international attention as the setting for the TV series *Downton Abbey*. This castle is also very much a family home, lived in by the 8th Earl and Countess of Carnarvon and their children. Their ancestors, the Herberts, have owned the estate since 1679. Originally Lords of Raglan Castle in south Wales, the Herberts can easily rival *Downton Abbey's* fictional →



‘One of the best moments is just opening the shutters in the morning. The more I discover of Highclere, the more I love it’

family for intriguing characters, with the Elizabethan poet Sir Philip Sidney and the famous archaeologist Lord Carnarvon to be found in the illustrious family tree.

Both the family and the castle have gained a champion in the current Countess of Carnarvon. Fiona, who married ‘Geordie’, the present Earl (a godson of The Queen) in 1999, has infused the castle and 5,000-acre estate with an appealing energy and a very British sense of combined duty and fun.

Highclere is the creation of Sir Charles Barry (architect of the Houses of Parliament) and was built in 1842. University of St Andrews-educated Fiona has become an enthusiastic custodian of the house, writing a guidebook, ‘which really got me into the stones and bones of the family,’ and musing that: ‘One of the best moments is just opening the shutters in the morning. The more I discover of Highclere, the more I treasure it.’

Visitors to the estate have increased six-fold



TV series *Downton Abbey* is a global sensation, viewed in more than 100 countries, where the talented cast are familiar and beloved faces

since the launch of *Downton* and the family story is very much on display. Fiona has thrown herself into the role of thoroughly modern countess, curator, archivist and all-round entrepreneur with gusto.

At Highclere, filming takes place in the spring, followed by a 3-month summer season when the estate is open to the public. Fiona’s days are taken up with building projects, book research and gardening as well as hosting many guests.

Six years of filming has given Fiona a wealth of stories, including the time she inadvertently delayed the schedule. ‘There was a storyline about farming and at lunchtime I suggested to Dan Stevens [Matthew Crawley] that we visit the farm. We ended up cracking open a bottle of champagne and some smoked salmon sandwiches. We were late back and it was all my fault, naturally!’

**T**he estate is also a notable local employer, and Fiona takes great pride in working alongside the ‘team’, usually accompanied by one of the couple’s 5 dogs.

Fiona says: ‘We have a community again, which we had hoped for. A highlight for me is to reach out to charities with events such as Heroes at Highclere for British ex-servicemen.’

Asked about other historic estates, Fiona cites the gardens at Bowood House and Stourhead, both in Wiltshire, as favourite spots to visit as well as Derbyshire’s romantic Haddon Hall and Jane Austen’s House Museum in Hampshire.

Books are also an important focus of Fiona’s time. Having written 2 volumes on past Lady Carnarvons, she is now researching 2 further works from her study in the tower.

She says: ‘The first is about entertaining here over the last 200 years. The second will, I hope, bring to life the gardens and landscapes of Britain, particularly the work of Capability Brown, whose design we see in the park. I found his original plans buried amongst papers in a top room.’

Literature has always been woven into the fabric of the estate. The house is overlooked by a folly named ‘Heaven’s Gate’, inspired by one of Shakespeare’s sonnets. Indeed, as the sun sets over the golden castle, it is hard to imagine a more celestial scene.

#### FAVOURITE PLACES

- **Restaurant:** Boisdale, London, owned by an old friend [[boisdale.co.uk/belgravia](http://boisdale.co.uk/belgravia)]; Yew Tree Pub, Highclere [[theyewtree.co.uk](http://theyewtree.co.uk)]
- **Christmas shopping:** Highclere’s Christmas Fair; Harrods [[harrods.com](http://harrods.com)]
- **British holiday location:** Daymer Bay, Cornwall, for the beach; Islay, Scotland, for walking
- **British festival:** Chelsea Flower Show, which inspires us at Highclere [[rhs.org.uk/shows-events/rhs-chelsea-flower-show](http://rhs.org.uk/shows-events/rhs-chelsea-flower-show)]
- **British landmark:** Stonehenge [[english-heritage.org.uk/visit/places/stonehenge](http://english-heritage.org.uk/visit/places/stonehenge)]
- **Sporting event:** Royal Ascot [[ascot.co.uk](http://ascot.co.uk)]



# GO *a little* FURTHER

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## SHOPPING



### Jo Loves...

Step into a bespoke fragrance experience at Jo Loves, from Britain's scent queen Jo Malone. For a perfectly selected scent or gift, visit the boutique in London's chic Elizabeth Street, near Victoria Station, or shop online. [joloves.com](http://joloves.com)



### Smythson

Invest in a handmade diary from Smythson's flagship store on London's Bond Street, or take a shuttle bus from the capital to the shopping outlet Bicester Village in Oxfordshire, which has a Smythson store among many other top British designer names. [smythson.com](http://smythson.com)



### Wedgwood

This fine china brand has interior designer Kit Kemp as a collaborator. Her collection features mythical animals. Visit the World of Wedgwood in Stoke-on-Trent, Staffordshire, or find its collections at major departments stores. [wedgwood.co.uk](http://wedgwood.co.uk)



### Roberts Radio

Since 1932, no British kitchen has been complete without a Roberts Radio. Nationwide stockists are listed on its website, but go to Hay-on-Wye in Wales to visit Eric L Pugh & Co, which has been selling the radios for more than half a century. [robertsradio.co.uk](http://robertsradio.co.uk)



### Boodles

Enjoy a warm welcome and browse the exquisite collection of jewels at this family-owned jeweller with a uniquely British touch. It has stores in London, Manchester, Chester and Liverpool. [boodles.com](http://boodles.com)



### Bamford

Part of the organic Cotswold farm Daylesford, Bamford creates women's clothing, bath and body products. Visit its London stores or Bamford Barn in Gloucestershire where it all began. [bamford.co.uk](http://bamford.co.uk)



### Linley

Founded in 1985 by Lord Linley, nephew of The Queen, this company creates bespoke furniture and luxury gifts. Find it in London's Burlington Arcade, just off Piccadilly. [davidlinley.com](http://davidlinley.com)



### William & Son

This luxury retailer offers lavish handmade leather games in bright colours – the perfect gift. Its flagship store in London's Mayfair also sells clothes, jewellery and accessories. [williamandson.com](http://williamandson.com)



### Dr Martens

This iconic brand makes shoes and boots in all colours of the rainbow. Its stores are located in London's trendiest areas, such as Covent Garden and Carnaby Street, and major cities around Britain. [drmartens.com](http://drmartens.com)



### Tom Dixon

Treat your home to some edgy British style with homeware from designer Tom Dixon. His main showroom is in London's Notting Hill, with further stockists all over Britain, in places such as Liverpool, Brighton and Portadown in Northern Ireland. [tomdixon.net](http://tomdixon.net)



### Tregothnan Tea

Earl Grey was a British prime minister in the 1830s and discovered the famous aromatic blend of tea. His descendants run a tea plantation in Cornwall, where they produce Tregothnan tea. Find stockists and buy tea online. [tregothnan.co.uk](http://tregothnan.co.uk)



### The Cambridge Satchel Company

Find satchels galore, made near Leicester in the finest British leather, at The Cambridge Satchel Company. Pick one up at selected stores across the country, including Selfridges, John Lewis and Paperchase. [cambridgesatchel.com](http://cambridgesatchel.com)

# A little bit of Britain

**Whether it's a leather satchel, an iconic radio, the finest china, food or fashion, discover these very British brands for unusual and memorable gifts for yourself and your loved ones**



### Marmite

Love it or hate it, traditional spread Marmite has gone from being a British breakfast table basic to a global icon. You'll find it in all supermarkets, and a favourite way to eat it is spread thinly on toast. [marmite.co.uk](http://marmite.co.uk)



### Beulah London

Echo the Duchess of Cambridge and visit this stylish clothing boutique in the heart of London's fashionable Belgravia district, just a short stroll from Buckingham Palace. [beulahlondon.com](http://beulahlondon.com)



### Fortnum & Mason

Luxury department store Fortnum & Mason in London's Piccadilly is great for gifts. Stores can also be found in Heathrow Airport's Terminal 5 and King's Cross St Pancras International. [fortnumandmason.com](http://fortnumandmason.com)



### Rococo Chocolates

Have a chocolate hit at the Rococo Chocolates boutiques in London and Chester. Rococo began more than 30 years ago and counts British singer Adele as a fan. [rococochocolates.com](http://rococochocolates.com)

**T**wo of the most talked about interiors in Britain recently have been the new homes of the Duke and Duchess of Cambridge. Since their 2011 wedding,

the royal couple have moved into a 21-room apartment in London's Kensington Palace, as well as their second home, Anmer Hall, a Georgian country house nestled in Norfolk.

While the details of their decoration and refurbishment have remained private, the identity of their interior designer, Ben Pentreath, has been disclosed – to great approval in design circles. London-based Ben is renowned across several creative fields, juggling being an architect, shop owner, blogger and champion of the homegrown, sustainable and individual.

Ben's many skills, combined with the Duchess' keenness to support British talent, landed him the royal commission. Of the couple, he says discreetly that, 'They are both extremely knowledgeable, leading the projects every step of the way.'

The 43-year-old divides his time between a period flat in London's Bloomsbury and a handsome house in Dorset, and his design ethos is echoed in his own homes, where he mixes unexpected colours, rare vintage coronation mugs and Turkish kilim rugs to subtly dazzling effect. These interiors can be seen in his book, *English Decoration*, which contains a helpful directory of his top decorating



# A MASTER OF DESIGN

*Britain is a world leader in style and design. Meet Ben Pentreath, architect, innovator and interior designer by royal appointment*

resources. His next book, *English Houses*, will also provide inspiration and showcase his approach to design.

### A LIFE IN DESIGN

Ben's career began with a degree in history of art and architecture at the University of Edinburgh, followed by further training at The Prince of Wales' Institute of Architecture. Four 'wonderful, crazy' years in New York saw him sourcing and designing interiors for celebrities such as Sarah Jessica Parker.

He regularly lectures at The Prince's Foundation for Building Community. He's also a director of Working Group, which works with developers to improve the quality of new homes in the UK, as well as running his own practice, Ben Pentreath & Associates.

Projects have included the award-winning Poundbury, the Prince of Wales' English village development outside Dorchester. Ben says, 'The vision of the Prince of Wales, and his master planner Léon Krier, was to challenge the normal way of building anonymous suburbia. We're halfway through, and it's working.' His philosophy is, 'Everything is linked. It's all about creating a beautiful, comfortable, sustainable and practical environment to live in.'

### PASSING ON THE PASSION

Ben's blog, *Inspiration* [[pentreath-hall.com/inspiration](http://pentreath-hall.com/inspiration)], attracts thousands of readers, including many expats, who appreciate Ben's ability to capture the Britain they treasure.

Britain is top of Ben's list of ideal holiday destinations. He would choose 'a beautiful, remote cottage halfway up a hillside near Dolgellau in north Wales, or the romantic properties run by the Landmark Trust' [[landmarktrust.org.uk](http://landmarktrust.org.uk)]. His favourite destination for a city break is Liverpool.

As well as many high-profile projects, Ben also runs his own shop in London, Pentreath & Hall, in partnership with artist Bridie Hall, to whom he was introduced by master of design Thomas Heatherwick. The shop is a trove of unique and stylish pieces, with a largely British-made selection of furniture, lighting and glassware. Ben is keen to support local businesses, saying, 'One of the lovely things about our shop is that we're personal enough to work with



small producers. It also stitches us deep into the local community.'

The shop has also collaborated with other independent yet influential British design brands. Supermodel Stella Tennant used the space to launch her debut interiors collection, Tennant & Tennant; and social enterprise Fine Cell Work, which works with prisoners, collaborated with Pentreath to create a collection of needlework cushions.

### GET BEN'S LOOK

Visit the Pentreath & Hall shop in London or the online store [[pentreath-hall.com](http://pentreath-hall.com)] to find a small piece of the gloriously individual and British that Ben curates so well. His latest projects include a collaboration with carpet manufacturers Alternative Flooring on a range of vivid geometric patterns that, like most of Ben's creations, would not look out of place in Kensington Palace.

**'The Duke and Duchess of Cambridge are both extremely knowledgeable, leading the projects every step of the way'**



### FAVOURITE PLACES



● **Favourite building** I love the beautiful houses and monuments around Regent's Park (pictured above). An individual building would have to be St Paul's Cathedral [[stpauls.co.uk](http://stpauls.co.uk)].

● **Favourite bookshops** Daunt Books [[dauntbooks.co.uk](http://dauntbooks.co.uk)] on Marylebone High Street, and Persephone Books [[persephonebooks.co.uk](http://persephonebooks.co.uk)] on Lamb's Conduit Street, both in London.

● **Favourite menswear destination** Walk down Lamb's Conduit Street in London and look in the fabulous independent shops for inspiration – it's become a real destination in the last 5 years.

● **Favourite theatre**

I go to the movies much more often than to the theatre – and I love the Curzon Mayfair cinema more than anywhere else [[curzoncinemas.co.uk](http://curzoncinemas.co.uk)].

*Whether in London or Newcastle, or exploring the countryside in between, Britain is home for entrepreneur and creative director Donna Air – and that’s just the way she likes it...*

# ‘Britain is an awesome place to be’

**H**ectic schedules are typical for many successful British women and the same goes for Donna Air, who juggles a high-profile combination of acting, styling, creative direction as well as her role as a fashion entrepreneur with being a hands-on mother to 12-year-old daughter Freya.

---

Everything seems a long way from her childhood growing up in Newcastle. Or does it? When *Imagination* suggested Newcastle as the setting for this interview, Donna was very happy to get back up north to see her mum and dad, and stay at local hotel, Jesmond Dene House.

‘I was probably one of its first customers. I go anywhere there’s good food! Jesmond and nearby Gosforth are my old stomping grounds. I remember walking through the Dene with my grandfather. He used to have a market

on Armstrong Bridge. Newcastle is great for markets, for example the Quayside Market, and there’s even a new one that’s started up on Armstrong Bridge, the Jesmond Food Market.

‘It’s an amazing city. I’m proud to be from such a great place, where everyone is super-friendly and relaxed. The spirit of the people breeds interesting creativity.

‘The Sage Gateshead concert venue, for example, isn’t just a wonderful space with incredible architecture, it’s a hub of all sorts of arts. There’s an amazing energy.

‘Then further down the River Tyne you have the BALTIC Centre for Contemporary Art. I’ve seen so much there, memorably a Sam Taylor-Johnson exhibition, as well as one by another favourite artist of mine, Harland Miller. And there’s a percussion show I’ll be going to with my dad.

‘There is, of course, insanely beautiful countryside surrounding Newcastle. I love Alnwick. There’s the Treehouse Restaurant in The Alnwick Garden, which Freya and I always think is good fun. And there are also these great log cabins in Felmoor Park. For →



Donna outside the Sage  
Gateshead in north east England.  
Learn more about Britain's great  
cities at [visitbritain.com/cities](http://visitbritain.com/cities)



# ‘There is always something to look forward to in Britain’

family downtime we’ve always loved Feather Down farms, from Howbeck Lodge Farm in Cumbria to Park Farm in Oxfordshire.’

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The countryside is where Donna goes to escape the pressures of life in London, where she has lived for more than 20 years. She craves its serenity and (relative) anonymity.

‘I enjoy exploring. I’ve had lots of trips to Scotland and the Lake District. You’re surrounded by mountains and such great beauty, and there is so much to do with so little effort – hikes, walks, watersports... And you have the award-winning restaurant L’Enclume, and The Drunken Duck Inn & Restaurant in the Lake District too.

‘I’ve had lovely weekends at Babington House in Somerset; Cliveden House in Berkshire and Lime Wood in the New Forest are also romantic. Blakes and Claridge’s are my favourite London hotels.’

With Freya starting boarding school, Donna is embarking on another stage of her life with her new business – jewellery label Little Bird for very.co.uk. She describes the range of affordable pieces as ‘subtle and transitional’.

‘Like so many working women, I don’t have a huge amount of time to think about what I’m wearing. I want lovely, wearable, special pieces that aren’t necessarily set by trends and can make anything work.’

She cites Christopher Kane, Jonathan Saunders and Richard Nicoll as her favourite British designers, along with up-and-coming designers Lizzy Disney, Studio Nicholson and Claire Barrow.

---

As part of her new routine, Donna is looking forward to going to the theatre during the week. ‘I love the Donmar and the Royal Opera House. And exhibitions at the White Cube, Serpentine and Royal Academy galleries are fantastic.’

Donna is now also planning to start exercising regularly. ‘I’ve been meaning to try open-air yoga in Battersea Park, and more Bikram yoga.

‘Horse riding in Hyde Park and Richmond Park is fun – and there’s Petersham Nurseries for something to eat afterwards. I also enjoy tennis. I probably play quite badly but I laugh a lot while I’m playing.’

---

‘I love food.’ (Have we already mentioned that?) ‘We’re so lucky in Britain that we have exceptional food even off the beaten track. I love fish and chips – in fact, anything with vinegar. My guilty pleasure is a packet of salt and vinegar crisps in a sandwich (when no one’s looking!).

‘When I’m away, the thing I miss most about Britain is having 4 different seasons. It brings so much variety and comes with 4 different sets of activities and clothes. There’s always something to look forward to.’

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Brothers Rob and Paul Forkan  
were inspired by their  
philanthropic parents to make  
a difference with the ethical  
flip-flops brand Gandys

A photograph of two men, Rob and Paul Forkan, on a rooftop. They are both wearing dark suits. The man on the left is sitting on a brick wall, wearing black flip-flops. The man on the right is standing with his arms crossed, wearing yellow and blue patterned flip-flops. The background shows a brick building and a modern glass-fronted building under a clear sky.

made  
in BRITAIN

## From ethical flip-flops to augmented reality, the country's creative innovators are making their mark in the world

**D**id you know that Britain's creative industry brings in an astonishing £76.9 billion a year to the economy? Britain is now, more than ever, internationally renowned as a vibrant and dynamic creative force. From advertising to architecture, fashion to film and performing arts to publishing, this individuality and sheer passion is inspiring the world.

The secret to the UK's success is its people. As a small island nation, the country's population has always punched above its collective weight, ready to encourage and grasp new ideas. From the Industrial Revolution to the social progress of the Swinging Sixties, the country has evolved and excelled in every field – the visual arts, music, and in more practical areas such as construction and car design.

Credit must be given to the long-established British creative education system, which has been the starting point for many world-famous names who have gone on to influence cultural landscapes all over the globe.

Students and workers flock to the UK for its extraordinary range, mix and quality of expertise. This is particularly true of London – widely acknowledged as being the design capital of the world.

Here you can read about some of the innovators and entrepreneurs who are both inspiring and remoulding Britain's creative identity at an exciting pace.

### INNOVATIVE DESIGN

Leading the way is Welsh jewellery prodigy **Hollie Bonneville Barden**. An alumni of London's renowned Central Saint Martins arts college, she became the youngest-ever head designer at the prestigious **De Beers Jewellery** in

London at the age of 26. She is inspired daily by 'the rich craftsmanship that is deep in the British culture. I am excited by the renaissance we are experiencing in design. Jewellery is a time-honoured craft with great ceremony attached to it. I strive to combine both tradition and innovation in our collections. Jewellery should always reflect the best of a culture.'

Tradition combined with innovation is also a stamp of cutting-edge kilt-maker **Howie Nicholsby** of **21st Century Kilts**.

The Edinburgh-based designer, who has dressed Princess Charlene of Monaco and British singer Robbie Williams in his trademark kilts, has long been inspired by the weaving communities across Britain, from Scotland and its islands to Huddersfield in West Yorkshire. 'We are living in a landmark time for every creative industry,' he explains. 'Being in Britain feels like having a window on the world. I have nearly every nation come through my small shop on Thistle Street.'

Designer **Lee Broom** is equally passionate about his country. Creating contemporary furniture and lighting as well as cutting-edge interiors, he says: 'Working in London allows you to channel your creativity into any area with no restraints and it's very liberating. I think the pushing of boundaries is very British.'

This fresh approach to traditional everyday products has led to Broom fast gathering awards, including the Queen's Award for Enterprise, the UK's highest prize for business success, for his designs inspired by very British phenomena, such as old-fashioned fairground rides.

British creativity seems unstoppable, with even the simple surfboard being taken to exciting new places by Chester-based **Josh Moffatt**, in the form of performance hybrid boards. →

## CREATING SOCIAL CHANGE

Britain's creatives are also at the forefront of campaigning for social change, often through their own work. One such is **James Henrit** of cult fashion accessories duo **Elvis & Kresse** (his partner Kresse Wesling is an entrepreneur in residence at Saïd Business School in Oxford). He describes his decision to design products such as handbags fashioned from discarded fire hoses: 'We did it both for the environment but also as a wake-up call to all entrepreneurs that money is no longer the goal; changing our society for the better is.'

Social conscience is also the footprint of philanthropic shoemakers **Gandys**. Founded from a start-up budget of less than £10,000 by south London-based brothers **Rob and Paul Forkan**, Gandys is now retailing its ethically made flip-flops at the most prestigious stores in Britain. 'We give 10 per cent of our profits back to charity and we've got our own foundation on the side as well,' says Paul.

Loughborough University graduate **James Roberts** follows the same ethics, sweeping up the Sir James Dyson Award for his life-saving **MOM**, an inexpensive, electronically controlled incubator being used in refugee camps worldwide.

## CRAFT AND COMMUNITY

Skills and traditional craftsmanship are becoming a key part of the success of many companies, alongside the importance of supporting local and regional communities.

**Melin Tregwynt** in Pembrokeshire has reinvigorated traditional Welsh weaving and has added a contemporary twist, even creating the largest picnic blanket in the world for supermarket giant Waitrose. Owner **Eifion Griffiths** is vocal in his defence of local manufacturing. 'It is our authenticity and strong local branding that has been key,' he says. 'Our products bear the imprint of the designer's hand and that authentic quality comes from the interplay of the designer and the creative process.'

British-made homeware is also enjoying tremendous growth. Regional brands such as **Cumbria Crystal** are leading the charge against cheaper



'Our authenticity and strong local branding has been key; our designs bear the imprint of the designer's hand'

**Eifion Griffiths**  
**Melin Tregwynt**

### Did you know?

Creative industries in the UK employed more than 1.7 million people in 2013, 5.6% of the total number of people employed in Britain'



PHOTOGRAPHY: DAN BURIN-FORT/GETTY CONTOUR, TOMMY CLARKE \*FIGURES MOST RECENT AVAILABLE PUBLISHED BY DEPARTMENT FOR CULTURE, MEDIA & SPORT

“You get back what you put into life” has always been my mantra and it has helped me become a bestselling author!

**Ella Woodward**  
**Deliciously Ella**



imports. Cumbria Crystal director **Chris Blades** explains, ‘We are not only producing contemporary glassware designs for the luxury market but also sustaining and developing a unique craft-manufacturing community within the UK in as ethical and eco-friendly ways as possible.’

This approach is shared by **Emma Bridgewater**, founder of the earthenware brand of the same name, which operates from the traditional home of pottery, Stoke-on-Trent. Emma is a passionate advocate for British production. ‘I’d hate to manufacture overseas, even if it is more profitable,’ she says. ‘When you buy a mug for a pound or two, it’s not the real price. The price is paid by developing countries, who have yet to legislate to protect their people and environment.’

### GOING GLOBAL

Britain’s products are coveted the world over for their individuality and unique heritage. **Tregothnan**, a family-owned business producing tea on its Cornish plantation, has seen great international success. Orders from China alone are in excess of £1 million. ‘We are planning to open tea houses across Britain with a view to worldwide expansion,’ says Garden Director Jonathon Jones. ‘The world’s favourite beverage has finally found a home on British soil.’

Another up-and-coming supporter of the British food industry is 23-year-old

**Ella Woodward**, one of the UK’s most exciting food innovators. St Andrews-educated Ella’s **Deliciously Ella** blog gets around 2.5 million hits a month and her recipe app has been downloaded more than 60,000 times.

Digital and social media have given power to the people in a dynamic way. Aberdeenshire-born **Pete Cashmore**, founder of the popular blog **Mashable**, a Technorati Top 10 blog worldwide, uses his influence (he was named most influential Twitter user in the world) as a platform to promote British values and potential globally.

**Bliipar**, founded by London-based **Ambarish Mitra**, is the first image-recognition phone app aimed at bringing to life real-world newspapers, magazines, products and posters with exciting augmented reality experiences. Bliipar’s fast-growing client list includes Nike and Sony. Mitra says, ‘We are unbelievably excited by the emerging category of visual discovery and aim to have 100 million users and see each of their lives enriched through this product.’

Such passion for innovation is what makes our expertise and products in demand across the globe. Find out more about British innovation and partnership opportunities at [gov.uk/ukti](http://gov.uk/ukti).

Study in the UK and learn from some of the world’s best creative minds. Read more about creative arts and design courses at [educationuk.org](http://educationuk.org).



# JOIN THE party

*From strawberries and cream  
at Wimbledon to dancing on the  
streets, share the experiences  
that only Britain can offer*



#### **FUN FOR ALL**

Exciting sporting events, such as Royal Ascot (pictured), are typical of the way Britain celebrates the nation's arts and culture in style. You're invited to join the fun!

For lots more great events see [visitbritain.com/events](https://www.visitbritain.com/events)

**D**iversity is at the heart of 21st-century British society, and this attitude is reflected in the astonishing array of multicultural events in the national calendar – whether it's enjoying dim sum at a Chinese New Year parade or cheering traditional Scottish dancing at a Highland Games. These colourful occasions, from festivals and live music to a world-class garden show, are a fantastic way to experience British culture, create memorable moments and have some fun.

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## Spectacular celebrations

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**B**ig, bright and beautiful are the words to describe the spectacles that enrich life all year round across Britain. Be drawn to the ancient rituals of the **Summer Solstice** at Stonehenge along with 30,000 or so other people. Listen to samba drums and drink delicious cider, while taking in the timeless atmosphere. Once the sun has risen, you can sink into a soft bed at nearby Bowood House, set amid glorious gardens.

For an equally unique experience, head to London's **Notting Hill Carnival**. Held every August bank holiday weekend, this famous carnival attracts an international crowd with a strong Afro-Caribbean flavour. Dance in the streets against a kaleidoscopic background of colours and beats. Don't forget to sample the aromatic jerk chicken and other mouth-watering street foods on offer. After the party, stay at the iconic boutique Portobello Hotel, set in the heart of Notting Hill. →



The **Chinese New Year** celebrations that take place across Britain are another cosmopolitan street spectacle. London, Manchester, Cardiff, Belfast and other cities all hold amazingly colourful events and parades. Continue the oriental theme with a stay at London's Blakes Hotel with its exotic Chinese room.

If you really want to get involved, climb aboard a float (a decorated open vehicle) as it passes in the street at the buzzing **Manchester Pride Parade**. It's a long weekend of glittering celebrations for the LGBT community, which includes a moving candlelit vigil as well as a flamboyant parade – inclusive Britain at its finest.

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## Fantastic festivals

**B**ritain's festival scene has boomed over the past decade, meaning there's now a huge number of events – and they're not all about music.

Witness 'the greatest show on earth' by heading to Scotland's majestic capital city for the world's largest arts festival, the **Edinburgh Festival Fringe**. This unforgettable event sells around 2 million tickets a year

and fills the city's streets with vibrant colour and theatre. Be sure to see the **Royal Edinburgh Military Tattoo** at stately Edinburgh Castle for a breathtaking musical display. The stunning Prestonfield House, just outside the city, provides a memorable place to stay.

World-famous **Glastonbury Festival** is a British summer favourite. Where else could you find Dolly Parton and Metallica performing alongside the English National Ballet?

On a much smaller scale, but equally intriguing, is **Festival No 6** in the unique setting of Portmeirion on the coast of north Wales. Enjoy the golden sands and pastel-coloured, Italian-inspired buildings while listening to the sounds of artists from the likes of Grace Jones to Welsh folk singers.

Get goosebumps at the **Goodwood Festival of Speed**. Every summer, the world's most spectacular drivers get behind the wheels of Formula 1 machines, historic racing cars and exotic supercars for a hugely thrilling racing event and motorshow at Goodwood Estate, in West Sussex. And British sculptor Gerry Judah creates a new iconic work every year as a stunning centrepiece (pictured facing page, top left).

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Top: Pipers at the Royal Edinburgh Military Tattoo perform against the imposing backdrop of Edinburgh Castle




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## Live performances

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**A**ll around the country the theatre scene is flourishing. Enjoy a thrilling performance of the world's longest-running musical, **Les Misérables**, in the heart of London's theatreland. If you are looking for a place to stay, consider the equally dramatic Haymarket Hotel, with its vibrant colour schemes, funky pool and bar area.

Soak up the stirring scores of **War Horse** and the inspirational tale of **Billy Elliot** and, if you are in London during the run-up to Christmas, when carol singers and ice skating abound, catch the dazzling **Nutcracker** ballet for a festive family performance to remember.

South of the capital, close to Brighton, long summer evenings are the perfect setting for the **Glyndebourne Festival**. Dress smartly, pack a lavish picnic, and enjoy classic and contemporary opera in the most elegant of surroundings. In the north of England, catch musical theatre and innovative masterpieces with **Opera North** at the Leeds Grand Theatre or as it tours around the country. Its performances challenge conventional perceptions of opera.

Another uniquely British setting is the incredible seascape backdrop of Cornwall's **Minack Theatre**. Watch a Shakespearean epic framed by azure waters in this dramatic open-air setting.

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## The British Season

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**S**tarting with the Chelsea Flower Show in May and lasting until mid-August, when Scotland's grouse shooting begins, the 'British Season' is a succession of fabulous events.

The **Chelsea Flower Show** is perhaps the most famous event of its kind in the world, attracting a staggering 157,000 visitors to its show gardens – including The Queen. Breathe in the scents of outstanding visionary plant displays and pick up ideas for your own garden creations. The hotel San Domenico House nearby is an oasis of opulence to retire to afterwards.

Watch game, set and match at **Wimbledon**, the oldest and most prestigious tennis tournament on the planet. As well as watching players, such as British champion Andy Murray, you might spot Hollywood stars among the spectators. Or soak up the atmosphere at **Henley Royal Regatta**, where you can cheer on the boat racing.

Join in with 900 years of Highland history at the **Braemar Gathering**, a celebration of Highland sports. The tug of war and tossing the caber (a long wooden pole) are both spectacles not to be missed! And the historic Fife Arms Hotel is the ideal place to while away a Scottish evening.

The pinnacle of the season for many is **Royal Ascot**, with its show-stopping hats and heart-stopping horse racing. Consider a stay at Coworth Park hotel, where, as well as sleeping in style, you can play croquet, go horse riding or take polo lessons. How very traditional!



Clockwise from top left: Goodwood Festival of Speed; the Chelsea Flower Show; War Horse puppeteers; Wimbledon champ Andy Murray

# Destination *design*



The Library of Birmingham is one of many examples throughout Britain of contemporary architecture inspiring the local community and providing an exciting vision for the future



**Go on a journey of artistic discovery through a nation of stunning surprises. This is a land abundant in contemporary art – found in the most unusual places!**

**T**he UK boasts a unique combination of strengths in its creative scene, leading trends and inspiring the rest of world.

An innovation-driven economy has earned the country a global name for both challenging expectations and embracing new ideas. One of the most vibrant fields is architecture and art, with visionaries spearheading high-profile projects both at home and abroad. This has resulted in a dynamic renaissance in contemporary arts, often seamlessly woven into the great heritage landscapes of the nation.

#### **The Library of Birmingham**

**Birmingham:** At this breathtaking monument to postmodern architecture explore Britain's most important collection of Shakespeare's work, housed in a 19th-century room dismantled from the previous library, and enjoy mini performances in the Amphitheatre. The library was opened in 2013 by Nobel Peace Prize laureate Malala Yousafzai, and has gained numerous international awards to become the 10th most popular tourist attraction in the UK.

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

#### **Chatsworth House**

**Peak District:** Chatsworth House is one of Britain's most visited stately homes and famous for inspiring Pemberley in Jane Austen's *Pride And Prejudice*. However, it also holds other attractions, such as the present Duke of Devonshire's vast collection of modern sculpture, displayed in the gardens. Wander between monumental equine statues by Dame Elisabeth Frink, and bronze busts of famous figures, including The Queen and artist Lucian Freud, whose works can be seen inside. Auction house Sotheby's holds an annual exhibition and sale, Beyond Limits, an experience in itself.

[chatsworth.org](http://chatsworth.org) →

#### **Did you know?**

In the last decade, more than 60 per cent of Britain's economic growth has come from innovation, especially in the fields of art and architecture.

# PROUD TO BE THE UK'S SOLE EDUCATION PARTNER FOR THE GREAT FESTIVALS OF CREATIVITY

De Montfort University Leicester (DMU) is a truly multicultural organisation welcoming more than 2,700 international students from more than 130 different countries to the UK.

The university's ground-breaking #DMUglobal programme, with over 155 quality overseas partnerships, provides most students with international placement opportunities and cultural learning experiences.

This ambitious, globally minded approach was recognised when *The Times* and *The Sunday Times* named DMU the most improved UK university in their 2015 Good University Guide. Placed in the top 25 UK universities for graduate employability in 2015, DMU is home to some of the most exciting initiatives in higher education today.

[dmu.ac.uk](http://dmu.ac.uk)



HRH The Duke of Cambridge with DMU Vice-Chancellor Professor Dominic Shellard and DMU Footwear Design student Charlotte Hackett at the GREAT Festival of Creativity in Shanghai.



The kelpie is a supernatural water horse from Celtic folklore, possessing the strength and endurance of 10 earthly horses

### **Guardian of the Valleys**

**Wales:** Feel the spirit of the historic Welsh miners come alive by visiting this impressive and poignant 12.6m-high statue of a miner (above) constructed from over 20,000 individual slices of steel. 'Guardian' watches over a beautiful valley near Abertillery, just 40 minutes from Cardiff, and is a deeply atmospheric, striking work of art. Have a fascinating glimpse into the mining industry at the nearby heritage centre and enjoy a local Welsh lunch.

[blaenau-gwent.gov.uk/leisure/14674.asp](http://blaenau-gwent.gov.uk/leisure/14674.asp)

### **The Kelpies, Falkirk**

**Scotland:** Imagine standing underneath 100ft horse heads and feeling the power they exude. The Kelpies sculptures are the largest in the world of their kind and tower over the surrounding landscape. The kelpie is a supernatural water horse from Celtic folklore, possessing the strength and endurance of 10 horses. Designed in steel by sculptor Andy Scott, the horses form a gateway to the eastern

entrance of the Forth & Clyde canal. The Kelpies are just a 25-minute train journey from Edinburgh, the buzzing capital of Scotland.

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

### **The Sainsbury Centre for Visual Arts**

**Norwich:** Head to the University of East Anglia campus to wander through this vast collection of fine and decorative arts, spanning 5,000 years, including the 1,400-piece Robert and Lisa Sainsbury Collection. The modernist building, designed by Lord Norman Foster, houses works by Francis Bacon and sculptures by Sir Jacob Epstein and Henry Moore. The museum served as a location for the filming of *Avengers: Age of Ultron*.

[scva.ac.uk](http://scva.ac.uk)

### **Titanic Belfast**

**Northern Ireland:** Belfast, the birthplace of the *RMS Titanic*, hosts the world's largest visitor attraction about the ill-fated ship that sank in the Atlantic

Ocean on her 1912 maiden voyage. The visitor centre has an 8-storey façade covered in 3,000 aluminium shards, leading the locals to nickname it 'The Iceberg'. The Titanic Experience takes you through 9 galleries, with interactive features, including diving to the depths of the ocean to see where the ship now rests. Other attractions include a replica of the Grand Staircase.

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

### **The Shard**

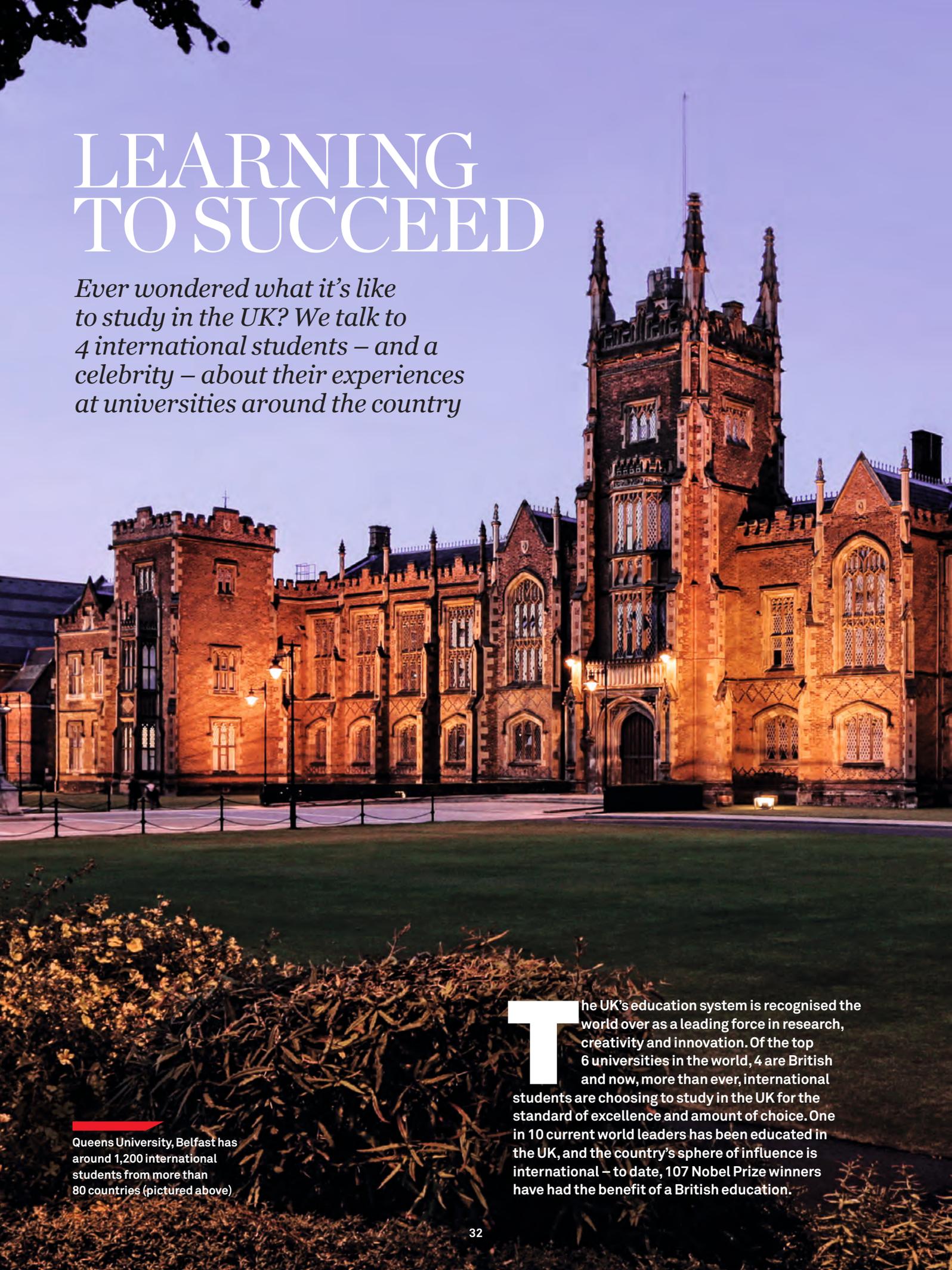
**London:** Soar up The Shard for a bird's-eye view of the 1,000-year-old London skyline, opt for a stay at the Shangri-La Hotel on floors 34-52, and swim in the highest swimming pool in Western Europe for the ultimate Instagram post. Complete the day with a cocktail and dinner at award-winning Aqua Shard restaurant. The Shard is an eco triumph, with 95 per cent of the materials used in its construction coming from recycled sources.

[the-shard.com](http://the-shard.com)

Main photo: The Kelpies, Falkirk. Inset: Guardian of the Valleys

# LEARNING TO SUCCEED

*Ever wondered what it's like to study in the UK? We talk to 4 international students – and a celebrity – about their experiences at universities around the country*



Queens University, Belfast has around 1,200 international students from more than 80 countries (pictured above)

**T**he UK's education system is recognised the world over as a leading force in research, creativity and innovation. Of the top 6 universities in the world, 4 are British and now, more than ever, international students are choosing to study in the UK for the standard of excellence and amount of choice. One in 10 current world leaders has been educated in the UK, and the country's sphere of influence is international – to date, 107 Nobel Prize winners have had the benefit of a British education.

**W**

ith over 370 universities and colleges to choose from, and a multicultural campus environment, studying in the UK enables you to learn and socialise with other students and staff from around the world. It also provides a firm foundation for working in an international company after graduation. It's not just about Oxford and Cambridge either – universities and colleges across the UK are highly respected and have become dynamic hubs of international student life.

Many people are attracted by the world-class standards and the chance to live in one of the country's exciting cities. The opportunity to study in a safe, tolerant and diverse community is one of the great benefits of a UK education.

Here, 4 international students from Kazakhstan, China, Brazil and Norway share their experiences of studying in St Andrews, Leicester, Cardiff and Belfast. These student stories are adapted from the British Council's UK website [educationuk.org](http://educationuk.org).

## Meet the students...

### Yee Shan Lai, 22 China

De Montfort University, Leicester  
*Fine art*



● **Why De Montfort?** DMU in Leicester has a great reputation in art and design. It provides studio spaces for each student, and one of the modules is

self-directed, giving us the freedom to pursue our interests. Many DMU degrees include work experience modules, so I'm also working in the International Office, developing business skills that will be useful after graduating.

● **Favourite places in Leicester?** I like Leicester's nice mixture of town and countryside. I can meet my friends in Victoria Park on a sunny Sunday and feel happy just lying on the grass relaxing. I also like going to the city centre to spend time shopping and eating with friends. Leicester is a great place for different people!

### Gustavo Alexandre Wobeto, 26 Brazil

University of South Wales, Cardiff  
*Computer animation*



● **Why the University of South Wales?** It's one of the best in the UK for computer animation. When I was researching universities, I found

great reviews on the course and the university. Also, a review of Britain's best cities had just come out and Cardiff came top. My time there was awesome. The staff were very supportive, always trying to help, and the Welsh people were very friendly.

● **Favourite places in Cardiff?** I would recommend Viva Brazil on St Mary Street – it's a great Brazilian-style steakhouse. Cardiff Bay is the place to be on a sunny Saturday, with shops and a fantastic view. National Museum Cardiff has a great range of art and natural history exhibitions, all for free. For events, go to websites such as [visitcardiff.com/events](http://visitcardiff.com/events) and [whatsoncardiff.co.uk](http://whatsoncardiff.co.uk), and the University and Students' Union groups on Facebook.

### Armelle Anderson, 26 Norway

St Mary's University College, Belfast  
*Liberal arts with history*



● **Why St Mary's?** I was studying in Norway at Volda University College and I was given the opportunity to go on an Erasmus exchange programme to St Mary's

in Belfast, Northern Ireland. I soon realised I wouldn't be leaving. The professors were engaging, enthusiastic, passionate and dedicated to their students. St Mary's has a remarkable rating in student satisfaction, even beating top universities such as Oxford and Cambridge. There's a strong international presence, and a local community who supports and recognises its significance. My aspiration is to go back and do a PhD – hopefully they'll have me!

● **Favourite places in Belfast?** Filthy McNastys is a cosy pub with amazing cocktails. Also McCracken's café bar, where I met my husband – we're now settled in Ireland. St George's Market sells produce from local farms. Check out social media and ask Students' Union reps, especially the entertainment officer. Websites [livingsocial.com](http://livingsocial.com) and [groupon.co.uk](http://groupon.co.uk) have good food and entertainment deals.

### Yenlik Nurashva, 24 Kazakhstan

University of St Andrews, St Andrews  
*Statistics*



● **Why St Andrews?** This university on the east coast of Scotland is one of the best in the UK, especially for statistics. It's very quiet and small, and the

atmosphere is exactly right for studying.

● **Favourite places in St Andrews?** I like to spend my free time doing social work. I'm a member of two clubs – Enactus, a social entrepreneurship club, and Toastmasters public speaking club. These 2 clubs are great places to socialise and make a real impact on our small community in St Andrews.

# At university with... BEAR GRYLLS

**B**ear Grylls is a man of many talents. The British-born explorer, author and TV presenter is the world's most recognisable face of outdoor adventure, with would-be explorers lining up to enroll at his survival academies. Bear's autobiography *Mud, Sweat and Tears* was voted 'the most influential book in China', and he's even found time to break 2 Guinness World Records, including being the youngest British climber to scale Everest. Studying languages has helped him out on international assignments and added to his life experiences. Here, Bear remembers his student days at the University of the West of England in Bristol, a city with a wealth of attractions and events, including the Bristol International Balloon Fiesta (pictured).



## WANT TO STUDY IN THE UK?

Visit the British Council's Education UK website at [educationuk.org](http://educationuk.org) to find out more about what a UK education has to offer and how to apply to study.



**Q: What led you to study at UWE?**

**A:** Bristol is such a great city, with so much happening. It has a little bit of everything – a busy city centre, lovely countryside surrounding it, and the sea just 45 minutes away.

**Q: What were the highlights of your student days at UWE?**

**A:** I met some brilliant people, who are still friends to this day. I got to spend many fun afternoons climbing in the Avon Gorge, and great times on camping trips to the Brecon Beacons in Wales.

**Q: How did you celebrate Freshers Week (the week in the first term in which first-year students join societies and socialise)?**

**A:** There's a great bar in Bristol on a boat called The Apple, which specialises in various ciders from the West Country, so I may have spent a little time there during Freshers Week, as well as getting to know the Students' Union.

**Q: What is your strongest memory of studying at UWE – any places that stick out in your mind?**

**A:** I loved visiting Bristol's Floating Harbour, where there were always events going on, and spending time at Ashton Court, an historic manor house and country park with incredible views. But one great memory I have is swimming in the lake on Frenchay Campus!

**Q: How did your time at UWE help with your career choice?**

**A:** I did Hispanic Studies, which has helped me out in a few filming locations. My Spanish is '*suficiente para sobrevivir!*' (enough to survive).

# Where will your UK education take you?

The British Council ([www.britishcouncil.org](http://www.britishcouncil.org)) is on the ground in six continents and over 100 countries bringing international opportunities to life, every day. Each year we work with millions of people, connecting them with the United Kingdom, sharing our cultures and the UK's most attractive assets, such as English, the arts and education.

Education UK ([www.educationuk.org](http://www.educationuk.org)) is the British Council's official website for international students who are interested in a UK education. Supported by dedicated education teams worldwide, Education UK showcases the UK's world-class schools, colleges and universities, helping students plan their education – and have the adventure of a lifetime.



# A passion for cars

*Britain is leading from the front by combining its iconic motoring heritage with world-beating innovation*

**F**rom factory to race-track, Britain is moving at a fast and furious pace when it comes to motoring. The statistics speak for themselves: a new car rolls off the country's production lines every 20 seconds; 2.5 million engines are produced each year and 80 per cent of the world's motorsport engineers are based in the UK. Britain also boasts a number of high-performance manufacturers,

**The UK has a strong presence in auto racing and around 38,500 people are employed by the UK motorsport industry, which comprises an estimated 4,500 companies and has an astonishing annual turnover of around £9 billion**

including Aston Martin, Bentley, Lotus, McLaren and Morgan, with an annual industry turnover of £9 billion compared to £4.6 billion in 2000.

**Innovation:** Britain currently holds the land speed record: Thrust SSC is the only land vehicle to have broken the sound barrier, with a top speed of 763mph. The Bloodhound SSC (pictured right) is now building on that amazing achievement. This unique vehicle is designed to take



An Aston Martin  
cruising through the  
Welsh countryside

## GET BEHIND THE WHEEL

### Enjoy unforgettable journeys and spectacular experiences as you take to the wheel around Britain

**1. A WORLD OF CHOICE:** There's something for all the family at Mercedes-Benz World in Surrey, just outside London.

Let your teenagers be taught how to drive on the historic Brooklands motor racing circuit. [mercedes-benzworld.co.uk](http://mercedes-benzworld.co.uk)

**2. THE FAST AND THE FAMOUS:** Silverstone, in Northamptonshire, has been holding the British Grand Prix since 1947. Take to the world-famous racetrack and give yourself a lesson in extraordinary power and acceleration. Experience the grace and power of an Aston Martin V8 Vantage as you push the car to its limits with several laps around the track. [silverstone.co.uk](http://silverstone.co.uk)

**3. SCOTTISH SAFARI:** Follow in the footsteps of The Queen in this 'safari tour' of Balmoral Estate in Scotland. Drive through the parkland and gardens in front of the castle before you enter the old Caledonian Pine Forest. Break out of the woods onto open hillside as you travel high up the flanks of Lochnagar, one of Scotland's famous mountains. Finish off with a night's stay in one of Balmoral's cottages for a truly special royal experience. [balmoralcastle.com/safari.htm](http://balmoralcastle.com/safari.htm)

**4. SPEED UP:** Immerse yourself in all that is motor-racing at the Goodwood Festival of Speed held in the leafy grounds of the stately home Goodwood House in West Sussex, an hour and a half from London. Brush past current Formula 1 stars fresh from circuits around the track while you gaze at young and old supercars, learn about the latest technology or watch extreme sport displays. [goodwood.com](http://goodwood.com)

**5. IT'S A CLASSIC:** Whether it's an MGB, E-type Jaguar or Mini, take a road trip around the Cotswolds in a classic car. Combine the thrill of the open road with beautiful scenery and make sure you drive the 10 miles from Broadway to Stow-on-the-Wold, voted among the 10 best driving roads in Britain. Stop off at Stanway Water Gardens, which boasts the tallest water fountain in Britain, and explore leafy Westonbirt Arboretum and nearby inviting farm shops. [greatscapecars.co.uk](http://greatscapecars.co.uk)

the land speed record to over 1,000mph. Developed in partnership with the University of the West of England and Swansea University, the project isn't only about breaking records, it's inspiring the next generation. From open-access databases for universities to student internships and a Model Rocket Car challenge for schools, this is science, maths and engineering in action. [bloodhoundssc.com](http://bloodhoundssc.com)



**Technology:** Britain's driverless cars project is another thrill. Still in the development phase, this ground-breaking technology has already won approval all round.

Operate the car by choosing a route on a touch pad, and with the aid of radar, cameras, light detection and ultrasonic sensors to ensure the path is clear, off the car goes.

[ts.catapult.org.uk/pods](http://ts.catapult.org.uk/pods)

# Discover something British

today

UK products and expertise are in demand throughout the world, providing everything from the cars that we drive to the roads that we drive them on.

The UK's learning and training programmes we devise help to educate, while the medicines we develop and manufacture play a part in ensuring our well-being.

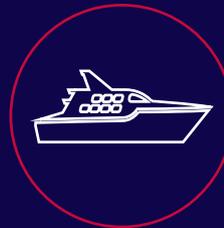
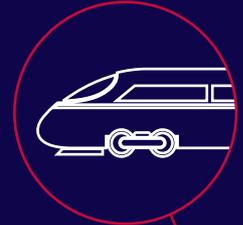
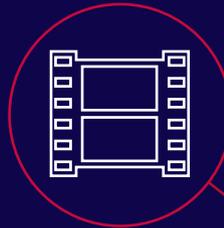
Whether it's food for the body or food for thought, chances are that an innovative British company had a hand in it.

Find out for yourself by discovering something British today.

[gov.uk/ukti](http://gov.uk/ukti)

UK films made up **8%** of releases at the North American box office in 2013, while USA remains the biggest market for British made TV programmes

Canada is the UK's **10<sup>th</sup>** largest market for rolling stock and rail equipment



Brazil is the UK's **4<sup>th</sup>** largest market for ships and boats, worth **£102m** in 2014



Nigeria is the UK's largest market in Africa for aircraft worth **£152m** in 2014

France is the UK's **2<sup>nd</sup>** biggest market for salmon, worth **£110m**

The Netherlands is the UK's largest market for carpets, worth **£44m** in 2014

Germany is the UK's **2<sup>nd</sup>** largest market for pharmaceuticals, worth **£2.5bn** in 2014

Russia is the UK's **10<sup>th</sup>** largest market for umbrellas and walking sticks



The UK recently secured **£1bn** worth of contracts to establish technical and vocational colleges in Saudi Arabia

In 2014, **78.2%** of vehicles built in the UK were exported, **11.2%** went to China

Australia is the UK's **4<sup>th</sup>** largest market for printed books, worth **£196m** in 2014

Japan is the UK's **11<sup>th</sup>** largest market for shoes, worth **£20m** in 2014

The UK's biggest market for cricket equipment is Australia, worth **£1.1m**

 **BUSINESS IS GREAT**  
BRITAIN & NORTHERN IRELAND



Many ancient wonders of the world can be found in Britain, including 5,000-year-old Stonehenge, now a World Heritage Site. Despite many theories, no one knows for certain how this ancient monument was ever built

TRAVEL  


# ENJOY THE TRIP

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*Explore Britain's glorious history,  
breathtaking landscapes and magnificent cities  
by road, train, foot and bike*

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## *take to the road*

Feel the freedom of the open road when you hire a car and take off on a UK adventure. Escape to Northern Ireland to drive the Causeway Coastal Route, one of the top-five road trips in the world. Leave the buzzing capital city of Belfast and head west to Londonderry. Discover tiny villages, nature reserves, rambling walks and hidden glens. Challenge your balance on the vertigo-inducing Carrick-a-Rede Rope Bridge, before listening to smugglers' tales at the ancient Dunluce Castle.

Wales is also a great place to explore by car. Head to the Brecon Beacons, just an hour's drive from Cardiff, for mountain scenery, castles with fascinating histories and lively waterfalls. On England's south coast, explore the picturesque New Forest where ponies roam freely and hunt for fossils along Dorset's Jurassic Coast. Stay in a thatched cottage before heading west to Devon. Stop off in Dartmouth to taste its gastronomic delights, or venture into Dartmoor National Park, an expanse of moorland known for its myths and legends.

For those who prefer to sit back and relax, book a coach tour. Take a day trip from London to wonder at the 5,000-year-old UNESCO World Heritage Site at Stonehenge or discover majestic Leeds Castle. Or for a longer break head to the magnificent Scottish Highlands. →

Plan ahead  
Book car hire, coach  
tours, train passes  
and more at  
[visitbritainshop.com](http://visitbritainshop.com)



The Wales Coast Path takes you past stunning scenery including the Dovey estuary near Aberdovey

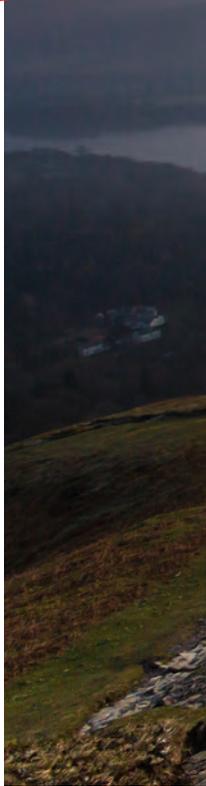
## on two feet

From snow-topped mountains to windswept beaches, enjoy the diverse range of footpaths lining Britain. Soak up history on the Hadrian's Wall Path. Walk the 84 miles from Wallsend, near Newcastle, to Bowness-on-Solway in Cumbria. Amble alongside the wall, which dates back to AD122, exploring Roman forts and rugged moorland, accompanied by the cityscapes of Carlisle and Newcastle.

Continue your journey by crossing Hadrian's Wall and joining the 268-mile-long Pennine Way. Running from Edale in the Peak District to Kirk Yetholm just inside the Scottish Borders, enjoy a small part of the route or go the whole distance taking in the wild moors of West Yorkshire, the Durham Dales and the borders of the Northumberland National Park.

For some sea air, stroll along a section of the 870-mile-long Wales Coast Path (pictured), which covers the entire coastline. Take in city waterfronts, beaches, estuaries, cliffs, woodlands and historic castles before setting up camp or settling down in a cosy B&B for the night.

To make sure you leave Britain on a high, climb to the top of Scotland's Ben Nevis, the highest mountain in Britain – you will be gripped by views beyond compare.



## go by train

Think of a British city and you can easily get there by train. For something special, jump aboard the Belmond British Pullman, sister train to the ultra-luxurious Orient-Express, and head for York. Explore the Minster (a huge Gothic cathedral) and shop in the Shambles.

The Cotswold Line from Oxford to the cathedral city of Hereford is another visual feast. You are carried through the rolling hills of Oxfordshire and Gloucestershire before encountering Herefordshire's rustic charms.

The 72-mile Settle-Carlisle route cuts through the Yorkshire Dales, over the awe-inspiring Ribbleshead Viaduct, finishing in the Mallerstang valley, 'England's last wilderness'.

The Deerstalker is the Caledonian Sleeper train from London to Fort William in the Highlands of Scotland. One of the most unforgettable train journeys in the world, the route includes the wild expanse of Rannoch Moor. Don't miss the newly opened Borders Railway, either. It begins in Edinburgh, home to the iconic Scott Monument, and ends near famed novelist Sir Walter Scott's former home, Abbotsford, in the Scottish Borders.





**Above:** Cycling in a fell in Borrowdale, looking out over Derwent Water in the Lake District at dusk.

**Left:** The city of York has a fascinating history that deserves a visit by train. 'The Shambles' is a general term for the maze of twisting narrow lanes that make York so charming

## on two wheels

Cycle paths are a great way of exploring the country. The most epic cycle ride in Britain is an 874-mile journey from Land's End to John O'Groats, which traverses the whole length of Britain. You pedal through Cornwall, over Dartmoor and north along the Welsh border, skirting the Lake District into Scotland. Make it a foodie adventure, too, by stopping off at the village of Cheddar, renowned for its cheese, in Somerset and at the oyster beds of Loch Fyne in Scotland.

In the north of England is the Sea to Sea (C2C) route, developed in part by Sustrans (the charity promoting sustainable transport across Britain). Stretching from Whitehaven, a small port on the west coast of Cumbria, to the city of Sunderland on the east coast, it takes you through the stunning northern Lake District, then you climb to the North Pennines, 'the roof of England', before meandering down into the Durham Dales.

Equally picturesque is the Cotswolds ride to Bath – a romantic and relaxing journey. Admire 2 of the country's finest Roman cities, Cirencester and Bath, soak up the sense of history in Oxford, and experience the splendour of nearby Blenheim Palace.

For a real adventure, join the Tour de Yorkshire, which happens every May. Taking place over 3 stages, it embraces some of the best scenery Yorkshire has to offer.

## CAMERON MACKINTOSH'S LEGENDARY MUSICALS

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For almost 50 years, Cameron Mackintosh has been producing some of the world's most successful musicals. Here's a round-up of what you can see in London's West End and around the UK!

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## THE MUSICAL PHENOMENON

The longest-running musical in West End history, *Les Misérables* is the winner of over 100 international awards and has become a global success on stage and screen, sweeping audiences through an epic tale of broken dreams, passion and redemption, against the backdrop of a nation seething with revolution.

The public turned the musical into a worldwide phenomenon. Seen by 70 million people worldwide in 44 countries and in 22 languages, *Les Misérables* is undisputedly one of the world's most popular musicals, with new productions continually opening around the globe. Based on Victor Hugo's classic novel, Boublil and Schönberg's magnificent score includes – 'One Day More', 'I Dreamed a Dream', 'Do You Hear the People Sing?' and 'Bring Him Home'.

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Mon - Sat evening performances at 7.30pm, Wed and Sat matinees at 2.30pm. *Queen's Theatre, Shaftesbury Avenue, London W1D 6BA, 0844 482 5160*  
[lesmis.com](http://lesmis.com)  
Twitter @LesMisofficial  
Facebook [lesmisofficial](https://www.facebook.com/lesmisofficial)

## THE BRILLIANT ORIGINAL

Andrew Lloyd Webber's magnificent 1986 adaptation of Gaston Leroux's novel about the Phantom who haunts the Paris Opera House and his attempts to seduce the young soprano Christine, recently celebrated its 12,000th performance in London, and is the longest running show in Broadway history.

Andrew Lloyd Webber's mesmerising score along with jaw-dropping scenery and breathtaking special effects, magically combine to bring this tragic love story to life each night. From the shock chandelier opening sequence to the Phantom's gorgeous underground lair, it remains one of the most beautiful and haunting productions ever to grace the West End.

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Mon - Sat evening performances at 7.30pm, Thur and Sat matinees at 2.30pm.  
*Her Majesty's Theatre, Haymarket, London SW1Y 4QL, 0844 412 2707*  
[thephantomoftheopera.com](http://thephantomoftheopera.com)  
Twitter @PhantomOpera  
Facebook [ThePhantomOfTheOpera](https://www.facebook.com/ThePhantomOfTheOpera)





## THE EPIC LOVE STORY

Miss Saigon, the multi-award-winning new production from the creators of Les Misérables, will take its final flight on 27 February 2016.

Winner of a record-breaking nine Whatsonstage Awards 2015 including Best Show, this epic love story is 'the most thrilling, soaring and emotionally stirring musical in the West End' (Dominic Cavendish, The Daily Telegraph).

Miss Saigon tells the tragic tale of young bar girl Kim, orphaned by war, who falls in love with an American GI called Chris – but their lives are torn apart by the fall of Saigon. Miss Saigon's original stars, Eva Noblezada and Jon Jon Briones, continue to lead the wonderful, international cast in one of the greatest contemporary musicals of all time.

You'll miss Saigon.

**Final extension until 27 Feb 2016**  
**Sign up via the website to stay up-to-date with all future announcements.**

Mon - Sat evening performances at 7.30pm, Thur and Sat matinees at 2.30pm.

*Prince Edward Theatre,*

*Old Compton Street, London W1D 4HS*

*0844 482 5155*

*miss-saigon.com*

*Twitter @MissSaigonUK*

*Facebook MissSaigonOfficial*

## THE SUPERCALIFRAGILISTIC INTERNATIONAL HIT!

Disney and Cameron Mackintosh present the multi-award-winning musical Mary Poppins. The magical story of the world's favourite Nanny arriving on Cherry Tree Lane has been triumphantly and spectacularly brought to the stage with dazzling choreography, incredible effects and unforgettable songs.

The stage production of Mary Poppins is brilliantly adapted from the wonderful stories by PL Travers and the beloved Walt Disney film. It is co-created by Cameron Mackintosh and has a book by Oscar-winning screenwriter and Downton Abbey creator, Julian Fellowes. With a timeless score by Richard M Sherman and Robert B Sherman, including the songs Jolly Holiday, Step in Time, Supercalifragilisticexpialidocious and Feed the Birds, with new songs and additional music and lyrics by the Olivier award-winning British team of George Stiles and Anthony Drewe.

### UK Tour

Leicester Curve  
12 - 24 Oct 2015

Bristol Hippodrome  
29 Oct - 28 Nov 2015

Bord Gais Energy Theatre, Dublin  
03 Dec 2015 - 09 Jan 2016

Palace Theatre, Manchester  
20 Jan - 05 Mar 2016

Birmingham Hippodrome  
09 Mar - 23 Apr 2016

Festival Theatre, Edinburgh  
27 Apr - 21 May 2016

Mayflower Theatre, Southampton  
25 May - 19 Jun 2016

Theatre Royal, Norwich  
29 Jun - 30 Jul 2016

Theatre Royal, Plymouth  
03 Aug - 03 Sep 2016

Theatre Royal, Newcastle  
08 Sep - 29 Oct 2016

*Check website for latest tour schedule:*  
*marypoppins.co.uk*

*Twitter @MaryPoppins*

*Facebook MaryPoppins-TheMusical*



**Get ready for the adventure of a lifetime. Wales and many other places in Britain offer some of the best adrenaline rushes on the planet**

# TO THE EXTREME

**B**ritain is packed with adventures – and there’s no better place to head than Wales, which celebrates its Year of Adventure in 2016. Fling yourself down the longest zip-line in Europe and the fastest in the world at **Zip World** [[zipworld.co.uk](http://zipworld.co.uk)]. Gaze at the rugged coastline, mountains, moors, mines and beyond as you fly past at more than 100mph. Then head underground into a technicolour slate cavern for your most surreal experience yet and jump on giant netted trampolines in **Bounce Below** [[bouncebelow.net](http://bouncebelow.net)].

Less than an hour down the road, among rivers, mountains, woodlands and wildlife in the Conwy valley of the Snowdonia National Park, **Surf Snowdonia** [[surfsnowdonia.co.uk](http://surfsnowdonia.co.uk)] provides a whole new water-based experience

in the world’s first inland surf lagoon – the size of 6 football pitches. Grab a board and start surfing the waves.

Back in England, the adventures continue: skywalk above the Honister Pass with **Via Ferrata** [[honister.com](http://honister.com)]; go extreme coasteering [[extremecoasteering.co.uk](http://extremecoasteering.co.uk)] in Devon and Cornwall; and whizz down London’s River Thames in a high-speed boat with **Thames RIB** [[thamesribexperience.com](http://thamesribexperience.com)].

Defy gravity and cycle along **The Cuillin Ridge** on the Isle of Skye, off the coast of Scotland, or take on new heights and attempt the **Three Peaks Challenge** [[threepeakschallenge.uk](http://threepeakschallenge.uk)], which involves climbing the three highest peaks in England, Wales and Scotland within 24 hours. Make Britain your adventure playground!



Zip World’s exhilarating ride will make you see the world differently. It is one of many adrenaline-fuelled adventures you can find in Wales



# A SPORTING NATION

*The World Alternative Games is held in Llanwrtyd Wells, Britain's smallest town. Events taking place include bog snorkelling and wife carrying!*

The largest rugby stadium in the world – London's Twickenham Stadium – is sometimes nicknamed the **CABBAGE PATCH**, after the land's original purpose

**£292m +18 months** were spent on the transformation that took place to create Queen Elizabeth Olympic Park

**56,000 TONNES** of concrete and steel went into creating the Millennium Stadium

The home of Welsh rugby

Facts correct as of August 2015

**550** golf courses in Scotland alone



**34** DOUBLE DECKERS

The cables of the Olympic Stadium are able to support the weight of 34 unladen double-decker buses

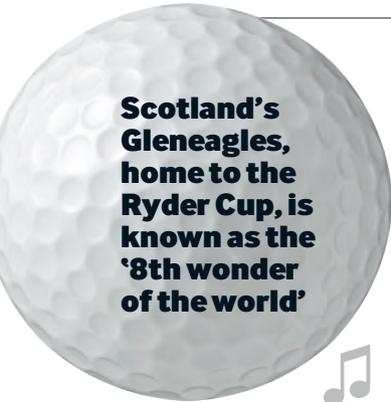


**75p in every £1** spent on the 2012 Olympic build was invested in regeneration



**107**

The number of steps at Wembley Stadium the players have to climb to collect their trophies from the Royal Box



Scotland's Gleneagles, home to the Ryder Cup, is known as the '8th wonder of the world'



**21,652**

Total number of goals scored in the Premier League

**1905**

The first time a national anthem was sung at a sporting event – the Welsh crowd sang 'Hen Wlad Fy Nhadau' in response to the New Zealand rugby team's traditional haka at Cardiff Arms Park in Wales



**WIFF WAFF**

What's that?

Ping pong (table tennis), invented in the 1880s as an after-dinner parlour game

**28,000KG** of English strawberries are eaten at Wimbledon



**40,000+ km**

At the Tottenham Hotspur stadium, there is enough nylon twine under the pitch to stretch around the world

# DOWN BY THE SEA

**Whether you're looking for wild and windswept landscapes, family adventures or fine dining, Britain's coastline has it all**

## Kingdom by the sea

### Bamburgh

Known as 'The Secret Kingdom', the northern county of Northumberland harbours some glorious castles and beaches. Bamburgh has both. Paddle in the clear waters or gallop on horseback along this stretch of golden sand before enjoying a romantic sunset behind the silhouette of Bamburgh Castle's turrets. [bamburghcastle.com](http://bamburghcastle.com)

**STAY:** Bamburgh Hall Farm. An elegant family-owned B&B in Bamburgh village.

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

**EAT:** The Wynding Inn. Enjoy beautiful castle views and a relaxed meal in the gorgeous garden. [lord-crewe.co.uk](http://lord-crewe.co.uk)

## World's best beach

### Rhossili Bay

Considered to be one of the most beautiful beaches in the world, throw yourself into the high waves of the spectacular Rhossili beach on Wales' Gower Peninsula. Surf, cliff jump or climb the rolling grasslands before exploring the ancient forts, monuments and ship wrecks that decorate the coastline.

**STAY:** Kilsaran B&B.

Near the picturesque village of Mumbles, enjoy this characterful 250-year-old farmhouse.

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

**EAT:** Fairyhill. Elegant dining with fine wines and herbs from its own walled garden.

[fairyhill.net/restaurant](http://fairyhill.net/restaurant)

## Royal coast

### Holkham

Follow in the footsteps of generations of royal children and build sandcastles on the panoramic beach of Holkham, north Norfolk. Explore the nearby Holkham National Nature Reserve or walk on the glistening water with 'water zorbing' (walking in a giant inflatable ball). Little ones will love running up the endless dunes decorated with a purple haze of sea lavender.

**STAY:** The Victoria Inn.

A 3-minute walk from the beach and situated at the gates of the Earl of Leicester's ancestral home, Holkham Hall. [holkham.co.uk](http://holkham.co.uk)

**EAT:** The Hoste. Savour seasonal Norfolk dishes made with produce fresh from the sea and surrounding area. [thehoste.com/restaurant](http://thehoste.com/restaurant)

## Island hopping

### Inner Hebrides

Created from seashells and coral, hear the crunch under your feet as you walk on Coral Beach on the Isle of Skye, voted fourth best island in the world by *National Geographic*. Go for a swim in blue waters and spot playful seals and dolphins. Take a ferry from the Scottish mainland to Tobermory on the Isle of Mull, the fishing port where children's favourite *Balamory* was filmed, and the perfect base to explore the surrounding islands.

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

**STAY:** Glengorm Castle.

A magnificent castle perched on the coast of the Isle of Mull, recently named 'best family-run place to stay in Scotland'.

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

**EAT:** Kinloch Lodge. Curl up by the fire after a Michelin-star dinner at Kinloch Lodge on the shoreline of Na Dal sea loch. [kinloch-lodge.co.uk](http://kinloch-lodge.co.uk)

## An island story

### St Michael's Mount

Perched off the southernmost tip of Britain, St Michael's Mount in Cornwall is steeped in history. Reach this fairytale island and castle by a short boat ride or, at low tide, walk across the cobbled causeway. At the castle, listen to the islanders share tales of the sea while gazing out over the subtropical terraced garden with its breathtaking views of surrounding Mount's Bay. [stmichaelsmount.co.uk](http://stmichaelsmount.co.uk)

**STAY:** Hotel Tresanton, St Mawes. Explore further up the coastline and spend the night in this charming boutique hotel in one of the prettiest fishing villages in Cornwall. [tresanton.com](http://tresanton.com)

**EAT:** Island Café, St Michael's Mount. Having made it to the island, reward yourself with a Newlyn crab sandwich and traditional Cornish cream tea. [stmichaelsmount.co.uk](http://stmichaelsmount.co.uk)

**St Michael's Mount (right) is just one of many breathtaking beaches in the south-western county of Cornwall. With more than 250 miles of coast, Cornwall has one of the most varied and beautiful coastlines in the UK and over 300 beaches to explore. For 100s more great ideas, see [visitbritain.com/coast](http://visitbritain.com/coast)**



# Eat AROUND



Explore more!  
For more delicious  
British food and  
drink see  
[visitbritain.com/food](https://www.visitbritain.com/food)

Explore the best of British cuisine from breakfast to lunch, dinner and beyond...

08:00

## THE GREAT BRITISH BREAKFAST

No feasting tour of Britain is complete without sampling the 'full English' – a fried breakfast accompanied by a cup of strong tea. It's the perfect kickstart to a day of exploring. Up north, celebrate with Liverpool's *The Tavern Company* [[tavernco.co.uk](https://www.tavernco.co.uk)], which recently won the award for best breakfast in Britain. The glorious breakfast at Welsh country house hotel *Ynyshir Hall* [[ynyshirhall.co.uk](https://www.ynyshirhall.co.uk)] provides more than enough excuse to stay. Savour hand-cut bacon with local farm eggs while overlooking Einion Valley with its crystal-clear stream, waterfalls and stunning views over the Dyfi Estuary. Stoke-on-Trent in the heart of the Midlands offers a lighter option in the form of healthy pancake-like Staffordshire oatcakes – beloved by The Queen. Enjoy

the oatcakes, which are made from locally grown oats, with bacon and eggs at *High Lane* [[highlaneoatcakes.co.uk](https://www.highlaneoatcakes.co.uk)]. In London, the sophisticated setting of *The Wolseley* [[thewolseley.com](https://www.thewolseley.com)] provides further breakfast delights – choose Eggs Benedict (an English muffin toasted and topped with ham, poached egg and hollandaise sauce) or the Scottish national dish, haggis, which is traditionally served with a sauce made with single malt whisky.

11:00

## THE JOY OF COFFEE

You can still enjoy a coffee in Britain's very first coffee house, *The Grand Café* [[thegrandcafe.co.uk](https://www.thegrandcafe.co.uk)] in Oxford. In Northern Ireland, the friendly Belfast welcome is full on at Fairtrade café *Common*

Eggs Benedict at The Wolseley, London; celebrate the joys of coffee at the London Coffee Festival

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# D THE CLOCK

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*Grounds* [[commongrounds.co.uk](http://commongrounds.co.uk)] – tie it in with a visit to the Botanic Gardens, only a 10-minute stroll away. *Coffee Barker* in Cardiff's Castle Arcade offers a warm atmosphere infused with the aroma of its famous coffees. In April, head to the *London Coffee Festival* [[londoncoffeefestival.com](http://londoncoffeefestival.com)] for tasting and demonstrations from world-class baristas.

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13:00

## TO LUNCH WITH LOVE

Britain's fields, farms and waters provide a wealth of choice for glorious lunch dishes. Try the Michelin-starred *Bohemia* [[bohemiajersey.com](http://bohemiajersey.com)] on Jersey, an island that has more sunshine hours than any other corner of the land. Did you know that when the tide goes out completely in Jersey, the island grows by a fifth? Sit on the restaurant terrace and enjoy freshly caught sea bass with roast cauliflower, razor clams and seaweed. In the Welsh Borders enjoy the fruits of the land. Welsh beef, lamb and game from local estates and renowned native cheeses are all to be found at the



award-winning *Felin Fach Griffin* [[felinfachgriffin.co.uk](http://felinfachgriffin.co.uk)], one of the 48,000 pubs in the UK. Vegetarians are well-catered for too – tie in cuisine and character at Bath's award-winning *Acorn Vegetarian Kitchen* [[acornvegetariankitchen.co.uk](http://acornvegetariankitchen.co.uk)], only a short walk down cobbled streets to the Roman Baths and Bath Abbey. For a sweet-tooth fix, head to the pretty market town of Bakewell in the Peak District, only 30 miles from Manchester, and indulge in the famous local treat, Bakewell pudding – a pastry dessert filled with local strawberry jam and served hot from the oven.

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16:00

## TIME FOR TEA

Afternoon tea, usually consisting of finger sandwiches, scones and exquisite cakes, was invented in the 19th century by Anna, 7th Duchess of Bedford, who introduced the novel idea to the court of Queen Victoria. At the Duchess's former fishing lodge *Hotel Endsleigh* [[hotelendsleigh.com](http://hotelendsleigh.com)] in the Devon hills, try a Devonshire cream tea – an indulgent plate of home-baked →



scones, served with thick clotted cream and strawberry jam. Meanwhile, in London's theatreland, fashion fans will love the Prêt-à-Portea afternoon tea at The Berkeley [[the-berkeley.co.uk](http://the-berkeley.co.uk)], the 5-star luxury hotel next door to Harrods. Each cake is in this season's colours and inspired by looks from well-known fashion designers, so prepare to be wowed by delights such as hat designer Philip Treacy's butterfly hat with chocolate glazed gianduja mousse.

Be wowed by delights such as designer Philip Treacy's butterfly hat with chocolate glazed gianduja mousse

19:30

**DINNER DATE**

Britain's food scene has blossomed in recent decades, with a growing buzz and rising talents pushing boundaries. Scotland's capital Edinburgh is home to *The Gardener's Cottage* [[thegardenerscottage.co](http://thegardenerscottage.co)] – after admiring the home-grown vegetables, sit at informal long tables and choose from a local and seasonal 6-course menu that changes daily. Historic country-house hotels are another tempting dining choice. At *Hartwell House* [[hartwell-house.com](http://hartwell-house.com)] near Aylesbury, an hour out of London, enjoy Stilton quenelles with gingerbread topped with elderflower and apple jelly. For a seafood feast in salty air, discover the Michelin-starred *Outlaw's Fish Kitchen* in Cornwall [[outlaws.co.uk/fishkitchen](http://outlaws.co.uk/fishkitchen)], with fish bought daily from local boats. For something lighter during a sunset beach walk, Cornwall also prides itself on its regional dish, the Cornish pasty – a crisp pastry shell generously filled with meat and vegetables. First recorded around 1300, this historic food soon became a favourite dish for working men across the county with recipes handed down through the generations by word of mouth.

22:00

**A PINT WITH THE LOCALS**

Don't leave Britain without visiting a local pub to sample a locally brewed ale and typical dish such as 'bangers and mash' (sausages with mashed potatoes). Sit with the locals in the atmospheric *Òran Mòr* [[oran-mor.co.uk](http://oran-mor.co.uk)] (Gaelic for 'Melody of Life') in Glasgow's arty Kelvinside area for a 'wee dram' (a glass of whisky). Michelin-starred *The Sportsman* [[thesportsmansseasalter.co.uk](http://thesportsmansseasalter.co.uk)] is also a good choice – it's close to Whitstable, home of the famous oysters, which have been farmed there since Roman times.

00:00

**AROUND THE CLOCK**

Join the night owls at one of Britain's late-night eateries. Hit new heights at the UK's highest restaurant *Duck & Waffle* [[duckandwaffle.com](http://duckandwaffle.com)] in London, on the 40th floor of a skyscraper overlooking the Gherkin building. Back in the fun-loving city of Glasgow, *Bloc+* [[bloc.ru](http://bloc.ru)] serves burgers and pizza until 3am, while Manchester's 'Curry Mile' serves up spicy curries day and night. With this much choice, who has time for sleep?

Beef carpaccio at Aylesbury's Hartwell House; go for a drink in a local pub



# WIMBLEDON LAWN TENNIS MUSEUM & TOUR



New exhibition Tennis posters from the 19th century to the present day

## FEEL LIKE A WIMBLEDON CHAMPION

THE NEW  
TROPHY  
ROOM



Every summer brings another exciting Championship at

Wimbledon, so why not visit the award-winning Museum. With **complimentary audio guides in 10 languages**, learn about the history of the sport, listen to John McEnroe's 'ghost' and see the new Championship trophies display. You may also take the behind the scenes tour of the grounds and explore the home of tennis, including Centre Court, for a truly inspirational experience.

Open Daily: **10:00am until 5:00pm**  
Nearest Underground: **Southfields**  
Telephone: **020 8946 6131**

The Museum Building,  
The All England Lawn Tennis & Croquet Club,  
Church Road, Wimbledon,  
London SW19 5AE

[WIMBLEDON.COM/MUSEUM](http://WIMBLEDON.COM/MUSEUM)



**The Gentlemen's Singles Trophy**  
Elkington & Company, Birmingham, 1883  
Silver gilt 'Challenge Cup', purchased by the Club for 100 guineas and first presented in 1887. The Cup is engraved with the names and dates of all the winners from the first Championship in 1877 onwards. The plinth was designed in 2009 when there was no space left for names on the Cup.



**The Ladies' Singles Trophy**  
Hosmer & Company, Birmingham, 1884  
Silver gilt 'Challenge Cup', purchased by the Club for 100 guineas and first presented in 1887. The Cup is engraved with the names and dates of all the winners from the first Championship in 1877 onwards. The plinth was designed in 2009 when there was no space left for names on the Cup.



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**EUROPE & SCOTLAND**

European Regional Development Fund  
Investing in a Smart, Sustainable and Inclusive Future



## **SCOTLAND - BETTER BY DESIGN.**

Scotland has long been famed for the drama and the romance of its ancient castles and acclaimed World Heritage sites, but those in the know also visit for the inspirational master works of artist and architect Charles Rennie Mackintosh, and more recently still for the works of Norman Foster and Zaha Hadid. Visit in 2016, and celebrate all that is great about the design, fashion and digital innovations Scotland has given the world during the Year of Innovation, Architecture and Design.

The new Queensferry Crossing opening alongside the iconic Forth Rail Bridge, 10 new interactive galleries continuing the theme of innovation at the National Museum of Scotland, and a Festival of Architecture are some of the landmark locations and events right across the country.

[visitscotland.com/iad2016](http://visitscotland.com/iad2016)



## ARCHITECTURE

Mackintosh's iconic Glasgow School of Art or the futuristic Glasgow Waterfront and Riverside Museum are testament to Scotland's culture of creativity and passion for great design.

## INNOVATION

From the Scottish Enlightenment to the digital age, Scotland has been renowned in the fields of bridge-building, science and engineering - and the distilling process too!

## DESIGN

Surprising art in the landscape – the Kelpies and the installations of Andy Goldsworthy and Charles Jencks; and wonderful crafts and textiles including Shetland knitwear, Harris Tweed and unique jewellery, are all inspired by the tales and the hues of Scotland's beautiful land and seascapes.



# STEP ON SET

*Lights, camera, action... and you. Immerse yourself in the scenery of your favourite movies and TV shows as you explore Britain's most iconic filming locations. Are you ready for your close-up?*



**POLDARK Bodmin Moor**

The sweeping moorland in Cornwall is the setting for many swashbuckling scenes in this BBC period drama. Join one of the tours that take in several of the sights, including Charlestown, home to collections from numerous shipwrecks.

**STAY:** History resonates at the 750-year-old family home, Boconnoc, which boasts the largest park in Cornwall. Stay in the bedroom where Charles I hid during the civil war.

[visitcornwall.com](http://visitcornwall.com) | [poldarktours.co.uk](http://poldarktours.co.uk) | [boconnoc.com](http://boconnoc.com)



#### **GAME OF THRONES** Ballintoy Harbour

Take the Causeway Coastal Route in Northern Ireland, recognised as one of the world's great road trips, and experience the location for the Iron Islands in the picturesque fishing village of Ballintoy. Continue west to see the amazing natural phenomenon of the Giant's Causeway, a UNESCO World Heritage Site.

**STAY:** The Bushmills Inn, Bushmills, for roaring peat fires, an award-winning restaurant and a glass of malt whiskey.

[discovernorthernireland.com](http://discovernorthernireland.com) | [bushmillsinn.com](http://bushmillsinn.com)



#### **SKYFALL** Glencoe

A gem of the Scottish Highlands, Glencoe is a valley of the grandest proportions, voted the most romantic in Scotland. Its drama-filled history gained a new chapter as a location for the 23rd James Bond film, *Skyfall*, forming the setting for many thrilling scenes. Scale the heights and release your inner action hero.

**STAY:** Settle down in front of the fire at Glencoe House, a luxurious hotel offering stunning mountain views.

[glencoescotland.com](http://glencoescotland.com) | [glencoe-house.com](http://glencoe-house.com)

For lots more film locations, see  
[visitbritain.com/film](http://visitbritain.com/film)



**ATONEMENT Stokesay Court**

Few houses have been depicted as romantically as Shropshire’s Stokesay Court in this award-winning film. Tour the house and grounds, and see the fountain into which Keira Knightley dives in the now iconic scene.

**STAY:** Nearby 18th-century Hopton Court.

[stokesaycourt.com](http://stokesaycourt.com) | [hoptoncourt.co.uk](http://hoptoncourt.co.uk)



**PADDINGTON Paddington station, Marylebone station and Notting Hill**

The world’s favourite bear travelled from ‘darkest Peru’ to London’s Paddington station, and made the city his home. Take a Paddington Bear Bus Tour which includes Marylebone station, where some scenes were filmed.

**STAY:** The luxurious 5-star Landmark London, next to Marylebone station, is a memorable choice and ideally located for all things Paddington Bear. [visitbritainshop.com](http://visitbritainshop.com) | [landmarklondon.co.uk](http://landmarklondon.co.uk)



**HARRY POTTER Alnwick Castle**

Doubling as wizard academy Hogwarts, Alnwick Castle in Northumberland appears in the first two Harry Potter films. Fly your broomstick to London to explore sets with the Warner Bros Studio Tour (see opposite).

**STAY:** The Hog’s Head Inn in Alnwick (fans will get the reference).

[alnwickcastle.com](http://alnwickcastle.com) | [hogsheadinnalnwick.co.uk](http://hogsheadinnalnwick.co.uk)



**THE THEORY OF EVERYTHING Cambridge**

Cambridge provided the stage for this moving biopic of physicist Professor Stephen Hawking. Wander through the cobbled streets and historic colleges before punting on the River Cam.

**STAY:** St John’s College – its Gothic turrets earned it the nickname the ‘wedding cake’.

[visitcambridge.org](http://visitcambridge.org) | [joh.cam.ac.uk/bed-breakfast](http://joh.cam.ac.uk/bed-breakfast)

**THE ORIGINAL HOGWARTS EXPRESS  
HAS ARRIVED**



WARNER BROS.  
STUDIO TOUR  
LONDON

THE  
MAKING OF  
**Harry Potter**

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**WBSTUDIOTOUR.CO.UK**

**TICKETS MUST BE PURCHASED IN ADVANCE**

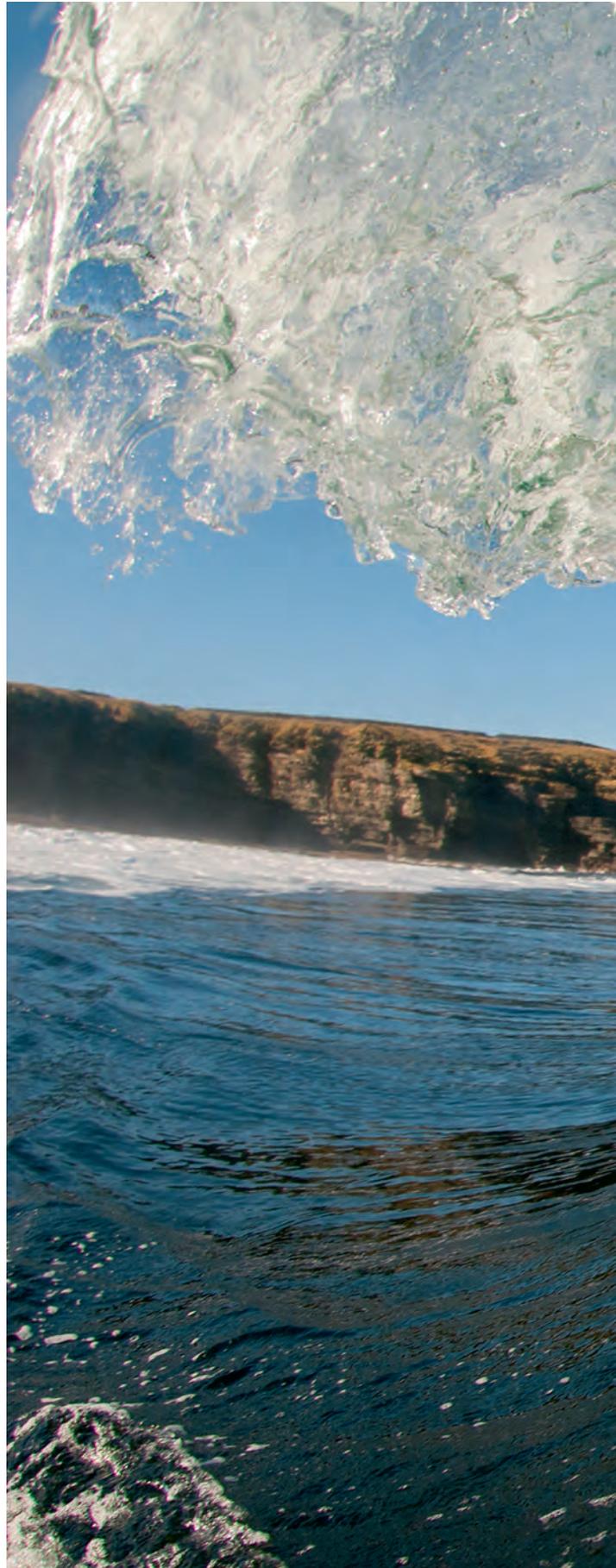
# spring

Spring is when Britain awakens to a promise of longer days and a sense of new beginnings – be it glorious blossom outside St Paul’s Cathedral in London (below) or playful lambs on the green hilltops of Wales. It’s also when the latest fashion collections fill the shops, so there’s no better time to indulge in the country’s vibrant retail scene. For an explosion of colour, wander through tranquil bluebell woods or visit a flower show. And join in the many celebratory events all around the country.



## FOUR SEASONS

*From springtime bluebell walks to winter nights beside roaring log fires, experience Britain’s delightfully different seasons*





## summer

Balmy walks under a cloudless blue sky – the UK's 19,000 miles of stunning coastline becomes your playground during this season, from surfing the clear waters of Thurso, north east Scotland (pictured) to sailing around the Isle of Wight. There's no better time to enjoy the country's spectacular natural beauty as the treasured gardens of Britain become a kaleidoscope of colours and scents. A huge variety of outdoor music festivals and sporting events means there's something to suit every taste.



*'Shine, rain-bow hills! Dream on, fair glimpsèd vale  
In haze of drifting gold! And all sweet birds,  
Sing out your raptures to the radiant leaves!'*

'Storm and Sunlight', Siegfried Sassoon, 1918

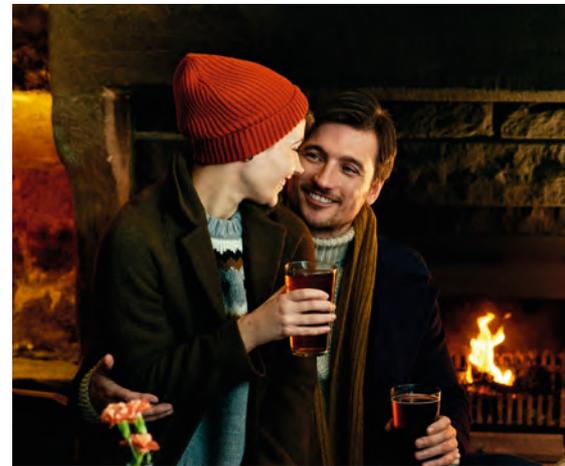


## WHAT'S YOUR FAVOURITE SEASON?

Is it delightfully floral spring or sweetly mellow autumn? Britain offers wonderful experiences all year round

## winter

As the days become shorter, Britain turns into a winter wonderland in this most picturesque of seasons. Cosy up in a historic pub with a roaring fire (below), or explore the Lake District and Peak District, just two of England's national parks. Take in the festive celebrations and enjoy mulled wine and ice skating, along with the cultural delights of theatre, opera and ballet.



## autumn

Autumn crackles underfoot with scenic walks under a canopy of gold and auburn leaves. In Britain, autumn is known as the season of 'mellow fruitfulness'. Look for mushrooms in Welsh woodlands (above), follow a pumpkin trail at Burghley House in the east of England, or feast your way through a city break. This is the ideal time for a unique touring holiday – visit the Cotswolds or take a tour of some of Britain's stately homes and castles, such as Bodiam Castle in the south east of England.



# SHAKESPEARE'S BRITAIN

**Follow in the footsteps of the celebrated playwright, from his birthplace to his grave, and discover why his plays continue to move and inspire audiences today**

SHAKESPEARE  
AROUND BRITAIN

1. Join in with lively audiences at the Rose Playhouse, Bankside [[rosetheatre.org.uk](http://rosetheatre.org.uk)]. Built in 1587, it was the first Tudor playhouse to stage Shakespeare's plays.
2. Go behind the scenes of Shakespeare's London life with the Shakespeare In The City walk [[shakespeareguide.com](http://shakespeareguide.com)], a guided walking tour led by a professional actor who reveals the hidden courtyards and places so beloved of the Bard.
3. Enjoy the Shakespeare Globe Exhibition & Tour [[shakespearesglobe.com/exhibition](http://shakespearesglobe.com/exhibition)] and enjoy dramas like it's 1599.
4. Head to Scotland. Macbeth was named Thane of Cawdor and today you can stroll in the stunning walled gardens at Cawdor Castle [[cawdorcastle.com](http://cawdorcastle.com)]. Visit, too, the imposing Glamis Castle [[glamis-castle.co.uk](http://glamis-castle.co.uk)], where Duncan's Hall commemorates the killing of King Duncan by Macbeth, or wonder at the peacocks in the grounds of Scone Palace [[scone-palace.co.uk](http://scone-palace.co.uk)] – the crowning place of Macbeth, among other Scottish kings.

Above: scene from *Othello* performed by the Royal Shakespeare Company. Left: statue of William Shakespeare in Leicester Square, London

Step back in time at the cottage (left) where Anne Hathaway, Shakespeare's wife, grew up. Further ideas for literary adventures can be found at [visitbritain.com/writers](http://visitbritain.com/writers)

Soul of the age! The applause, delight, the wonder of our stage!' So wrote Ben Jonson about his contemporary, the great British playwright William Shakespeare, 400 years ago. These sentiments stir as strongly in hearts today – perhaps only Winston Churchill stands alongside 'the Bard' in the collective affections of the British people.

Make the pilgrimage to Shakespeare's hometown of Stratford-upon-Avon, Warwickshire, just 30 minutes by train from Birmingham, and get to know the man behind the legend. A walk through the unspoilt cobbled streets immerses you in Shakespeare's era and can't fail to move even the least historically minded of visitors. Take in picture-perfect sights around every corner, from the young men punting on the River Avon to the rose-covered black and white Tudor houses. This is a timeless Britain inviting discovery.

### HUMBLE BEGINNINGS

At the half-timbered dwelling on Henley Street that was Shakespeare's birthplace, step through the door and into the crooked olde worlde interior to meet a lively troupe of players reciting Shakespeare's most celebrated lines. See how many you can quote in return!

The Romantic poet John Keats once walked 30 miles to see 'the house visited by so many thousands of all nations of Europe', and to place his signature alongside other literary greats, many of which can still be read, engraved onto the windowpanes.

A short walk from Henley Street is Hall's Croft, the home of the Bard's daughter, Susanna. Wander into the walled garden and discover a patch of fragrant, medicinal herbs – the perfect place to relax and read the sonnets.

Just outside town, the whole family can experience the sights, sounds and smells of a working Tudor farm at the

childhood home of Shakespeare's mother, Mary Arden. In the morning, you can watch the friendly farmer's wife prepare her home-grown food over the smoking fire in the farmhouse kitchen. You can also get your hands dirty by helping to clean pewter pots with vinegar and crushed eggshell.

The farm has an excellent café and a courtyard where you can play traditional Tudor games. Enjoy a dance with the servants before identifying the birds of prey on display. Walk to the maze constructed from hay bales and have a drink – this is an unforgettable chance to step into Shakespeare's world in the most sensory of ways. If you stay to see the sunset, you can watch the geese being marched home to bed.

### THE ROMANCE OF THE BARD

Weddings are full of traditions and superstitions, but did you know that many originated in Tudor times? Find out which ones at the new Tudor Courtship exhibition at Anne Hathaway's cottage. Here, the Bard wooed his future wife, daughter of a prosperous farmer. Go on your own treasure hunt and find objects mentioned in Shakespeare's plays hidden along Anne's woodland walk.

Continue the hunting theme by seeking out Shakespeare's gravestone in the chapel of Holy Trinity Church, one of England's most beautiful churches.

Look out for 'Shakespeare Lives' in 2016, an exciting programme of events and activities, celebrating the 400th anniversary of his death, led by the British Council. Be the first to see new productions of Shakespearean plays, as well as film adaptations and exhibitions. Public readings and educational resources for young people and English language learners bring Shakespeare's work to life. Find out more and pay your tribute to Shakespeare at [shakespearelives.org](http://shakespearelives.org).



# A ROYAL SLEEPER

**Soak up Britain's majestic heritage in just 7 sleeps with these castles, manor houses and cottages stamped with the royal seal of approval**

## **A duchy delight**

### **Restormel Manor**

Step into the idyllic world of Restormel Manor in Cornwall, owned by Prince Charles' private estate, the Duchy of Cornwall, and experience a stay in an authentic royal holiday home. The Prince and his family often visit, and the manor and surrounding cottages are filled with personal touches. Host an elegant dinner party for up to 18 people in the grand dining room with fine china and stunning views. You'll find tennis courts, an indoor swimming pool and a games room, and have the chance to fish on the River Fowey and explore the breathtaking moorlands and valleys nearby. [duchyofcornwall holidaycottages.co.uk](http://duchyofcornwall.holidaycottages.co.uk)

## **A royal secret**

### **The Goring**

Follow in royal footsteps and sink into the regal bed where the Duchess of Cambridge spent the night before her wedding in 2011. The Goring is the last family-owned luxury hotel in London and has long been treated by royalty as a wing of nearby Buckingham Palace. The Norwegian Crown Prince stayed here on his visit for the coronation of King George VI, explaining that, 'At Buckingham Palace I have to share a bath with 5 people. Here I have one to myself.' Be a princess for the day, and play croquet on the lawn, then stroll across Green Park to Fortnum & Mason for some shopping before enjoying delectable cuisine in the dining room, designed by The Queen's nephew, Lord Linley. [thegoring.com](http://thegoring.com)

## **Heavenly Hever**

### **Hever Castle**

Surround yourself with 700 years of history at Hever Castle in Kent, the county known as the 'Garden of England', just an hour from London. History comes alive at the former home of the ill-fated Anne Boleyn, Queen of Henry VIII, and Anne of Cleves, his fourth wife. Stay in one of 28 bedrooms within the grounds to discover the secrets behind the ancient castle. Go on a royal treasure hunt, find the hidden chapel, gaze up at Tudor paintings and stroll through the scented gardens before falling into a stately bed fit for a queen. [hevercastle.co.uk](http://hevercastle.co.uk)

## **Pleasure palace**

### **Cliveden House**

Cliveden House in Berkshire was built as a 'palace of pleasure' for the Astor family, and has hosted royal guests from King George I to Queen Victoria within its splendid rooms. Wake up in a four-poster bed overlooking the landscaped grounds, before a cruise along the prettiest stretch of the River Thames. Enjoy a Michelin-starred dinner surrounded by enormous chandeliers and elegant flowers, completing the country house weekend Cliveden offers so exquisitely. [clivedenhouse.co.uk](http://clivedenhouse.co.uk)

**One of more than 1,300 castles in Britain, Hever Castle is surrounded by a distinctive double moat and set in 125 acres of scenic grounds. It has been home to Tudor royalty and the millionaire William Waldorf Astor. For further fantastic places to stay go to [visitbritain.com/accommodation](http://visitbritain.com/accommodation)**





PHOTOGRAPHY: VISIT BRITAIN/PETE SEAWARD

## **Lady of the lake**

### **Crom Castle**

Imagine yourself as lord and lady of the manor in the grand west wing of this stately building. Crom Castle stands on the edge of picturesque Lough Erne in Northern Ireland, one of the largest lakes in the UK, and is the private home of the 6th Earl of Erne, godson of King George VI and a former page of honour to The Queen. Settle down in front of a roaring fire and gaze at fine portraits after a day of fishing or boating.

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

## **Stately spa**

### **The Gainsborough Bath Spa**

Take a private dip in Bath's mineral-rich thermal waters, famed for their healing properties, at this luxurious new haven. The hotel's unique spa taps into the city's original springs, loved by royalty and nobility after being discovered by Prince Bladud (the legendary King of the Britons) some 2,000 years ago. Lie back and be pampered in an elaborate, aromatherapy-infused bath ritual. The golden stone city of Bath is on your doorstep – visit historic sites such as the Royal Crescent, followed by afternoon tea at The Pump Room. For something more adventurous, climb nearby Cheddar Gorge.

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

## **A castle for Cromwell**

### **Dundas Castle**

Be immersed in Scottish aristocratic life at this 5-star, family-owned castle. Clay pigeon shooting and a 4 x 4 driving course offer active pursuits, and a kilt is optional for the atmospheric evenings where you can feast by candle light surrounded by the original walls of the 15th-century 'Auld Keep'. Dundas Castle, just 8 miles outside Edinburgh, has a colourful history and once hosted Oliver Cromwell.

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

A scenic view of a mountain valley. In the foreground, there are dark, jagged rocks. The middle ground shows a wide valley with a large, calm lake. The background features rolling hills and mountains under a soft, hazy sky. The overall tone is muted and atmospheric.

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

**Year of Adventure 2016**

**3 national parks**

**641 castles**

**870 miles of Wales Coast Path**

**World's fastest zip line**

**Are you ready?**



Wales  
Cymru



# IT'S *the* LITTLE THINGS

**Fantastic fun for all the family**



**5. Take a steam train** Hop aboard the Kent and East Sussex railway for a ride to remember as you explore the countryside close to London, on a vintage steam train. [kesr.org.uk](http://kesr.org.uk)

**6. Enjoy a chocolate feast** Discover chocolate's origins, learn how to make and decorate it, and sample it like an expert at York's Chocolate Story. [yorkschocolatestory.com](http://yorkschocolatestory.com)

**7. Swim like an Olympian** Splash around in the 2-metre-deep training pool, jump head first into the dive pool, or join the professionals in the competition pool at the world-class London

Aquatics Centre, the most technologically advanced swimming facility in the city. Public swims are available daily at this Olympic venue. [londonaquaticscentre.org](http://londonaquaticscentre.org)



**10. Sail the high seas** Explore Lord Nelson's flagship, tour Queen Victoria's battleship and trace the history of the Royal Navy at Portsmouth Historic Dockyard. [historicdockyard.co.uk](http://historicdockyard.co.uk)

**11. Head into battle** Fight side by side with medieval warriors at the Battle of Bannockburn in this immersive 3D experience in Stirling, Scotland. [battleofbannockburn.com](http://battleofbannockburn.com)

**12. Step into the boots of football legends** Visit the grounds of London's three biggest Premier League football clubs – explore Chelsea's Stamford Bridge,

take a tour of Arsenal's Emirates Stadium, or head to White Hart Lane, home of Arsenal's north London rivals, Tottenham Hotspur. [visitbritainshop.com](http://visitbritainshop.com)



**1. Be a zookeeper for the day**

Feed a giraffe, meet a monkey, tickle a pig and stay the night at Whipsnade Zoo north of London – the UK's largest zoo with more than 2,500 animals. [zsl.org](http://zsl.org)

**2. Fly like Harry Potter**

Wave your wand and discover the magic behind the Harry Potter films with the Warner Bros. Studio Tour in Leavesden, just outside London. [wbstudiotour.co.uk](http://wbstudiotour.co.uk)

**3. Step back in time**

Dress up and explore the Victorian sailing ship at Scotland's Riverside Museum in Glasgow. [glasgowlife.org.uk/museums/riverside](http://glasgowlife.org.uk/museums/riverside)

**4. Get lost in a maze**

Challenge your sense of direction to find the centre of Ireland's oldest maze at Seaforde Gardens in County Down, Northern Ireland. [seafordegardens.com](http://seafordegardens.com)



**8. Discover a world of toys**

Be wowed by towers of cuddly animals and games at Hamleys, the oldest toy shop in the world. Visit the famous flagship store in London's Regent Street and

you'll have 7 fun-filled floors to explore. Once you reach the top, walk back down via the staircase – if you're lucky, you might find some surprises along the way. [hamleys.com](http://hamleys.com)

**9. Have an adventure**

Be wowed by the 40 million pieces of Lego that decorate the world's largest Legoland, which is located in Windsor. Have plenty of adventures too: hunt for

treasure at the Kingdom of Pharaohs; set sail to Pirate Shores; fight the red dragon at Knights Kingdom; and head into battle in the Land of the Vikings. [legoland.co.uk](http://legoland.co.uk)



**13. Learn to SUP**

Find your balance with stand up paddleboarding around Swansea Bay and the Gower Peninsula. [supgower.com](http://supgower.com)



**14. Write a story**

Follow in lauded literary footsteps and put pen to paper in the Story Centre at the Roald Dahl Museum, 20 miles from London in Buckinghamshire. [roalddahl.com/museum](http://roalddahl.com/museum)

**15. Perform at a festival**

Let little ones take the stage at Imagine in Edinburgh, Scotland – the UK's largest performing arts festival for children and young people. [imagine.org.uk](http://imagine.org.uk)

# LONDON'S TOP 10 ATTRACTIONS



## 1. BRITISH MUSEUM

The world-famous British Museum exhibits the works of man from prehistoric to modern times, from around the world. Highlights include the Rosetta Stone, the Parthenon sculptures and the mummies in the Ancient Egypt collection. Entry is free but special exhibitions require tickets.



## 2. NATIONAL GALLERY

The crowning glory of Trafalgar Square, London's National Gallery is a vast space filled with Western European paintings from the 13th to the 19th centuries. In this iconic art gallery you can find works by masters such as Van Gogh, da Vinci, Botticelli, Constable, Renoir, Titian and Stubbs. Entry is free but special exhibitions require tickets



## 3. NATURAL HISTORY MUSEUM

As well as the permanent (and permanently fascinating!) dinosaur exhibition, the Natural History Museum boasts a collection of the biggest, tallest and rarest animals in the world. See a life-sized blue whale, a 40-million-year-old spider, and the beautiful Central Hall. Entry is free but special exhibitions require tickets.



## 4. TATE MODERN

Sitting grandly on the banks of the Thames is Tate Modern, Britain's national museum of modern and contemporary art. Its unique shape is due to it previously being a power station. The gallery's restaurants offer fabulous views across the city. Entry is free but special exhibitions require tickets.



## 5. THE LONDON EYE

The London Eye is a major feature of London's skyline. It boasts some of London's best views from its 32 capsules, each weighing 10 tonnes and holding up to 25 people. Climb aboard for a breathtaking experience, with an unforgettable perspective of more than 55 of London's most famous landmarks – all in just 30 minutes!



## 6. SCIENCE MUSEUM

From the future of space travel to asking that difficult question: "who am I?", the Science Museum makes your brain perform Olympic-standard mental gymnastics. See, touch and experience the major scientific advances of the last 300 years; and don't forget the awesome Imax cinema. Entry is free but some exhibitions require tickets.



## 7. VICTORIA & ALBERT MUSEUM

The V&A celebrates art and design with 3,000 years' worth of amazing artefacts from around the world. A real treasure trove of goodies, you never know what you'll discover next: furniture, paintings, sculpture, metal work and textiles; the list goes on and on... Entry is free but special exhibitions require you to purchase tickets.



## 8. TOWER OF LONDON

Take a tour with one of the Yeoman Warders around the Tower of London, one of the world's most famous buildings. Discover its 900-year history as a royal palace, prison and place of execution, arsenal, jewel house and zoo! Gaze up at the White Tower, tiptoe through a medieval king's bedchamber and marvel at the Crown Jewels.



## 9. ROYAL MUSEUMS GREENWICH

Visit the National Maritime Museum - the world's largest maritime museum, see the historic Queen's House, stand astride the Prime Meridian at Royal Observatory Greenwich and explore the famous Cutty Sark: all part of the Royal Museums Greenwich. Some are free to enter; some charges apply.



## 10. MADAME TUSSAUDS

At Madame Tussauds, you'll come face-to-face with some of the world's most famous faces. From Shakespeare to Lady Gaga you'll meet influential figures from showbiz, sport, politics and even royalty. Strike a pose with Usain Bolt, get close to One Direction or receive a once-in-a-lifetime audience with Her Majesty the Queen.

VISITLONDON.COM



# Win! a theatre trip to Britain

**B**ritain is a land full of surprises waiting to be discovered. Cameron Mackintosh is giving a once in a lifetime chance to experience one of his award-winning musicals in London *plus* 6 nights' accommodation and flights. Simply enter our online competition and test your knowledge of the country by answering 3 questions (find clues in these pages). See you at the theatre!



## Prize includes:

- Return flights from the winner's nearest international airport to London for the winner plus 1 adult guest, subject to availability. Winner and guest must depart from the same airport and return to that airport. The winner and guest are responsible for their own travel to and from the airport of departure.
- Arrival and return airport transfers.
- Three nights' accommodation in a Radisson hotel in London, plus three nights' accommodation in a Radisson hotel in another British city, for 2 people sharing. Rail travel between the 2 destinations is also included.
- 2 London Passes.
- 2 tickets for a theatre performance of either *Les Misérables* or *The Phantom of the Opera*.
- Backstage tour.

### HOW TO ENTER

Go to [visitbritain.com/magazine](http://visitbritain.com/magazine) and click on 'Enter Competition'. Submit your answers to all 3 questions, complete a tie-breaker slogan and give your details for your chance to win. Please refer to the competition terms and conditions, which can be found at [visitbritain.com/magazine/tcs](http://visitbritain.com/magazine/tcs). Competition opens 2 November 2015 and closes at midnight (GMT) on 31 July 2016.



# Fun for free

**Some of the best things you can do in Britain don't cost a penny! So put your wallet away, get your camera ready and start exploring**

**D**id you know: there are over 50 free national museums in the UK; there's nothing to pay to take in the art at London's Tate Modern; and tickets to watch a centuries-old nightly ceremony to lock up the Crown Jewels in the Tower of London are free of charge? You can even enjoy opera in the open air without parting with any cash!

From lunchtime concerts in world-class concert halls to exploring the cities of Edinburgh, Oxford and Bath with an expert local guide, there are hundreds of amazing things to see and do for free in Britain.

## A visual feast

Wander for free around the **Tate Modern** [[tate.org.uk](https://www.tate.org.uk)], the most-visited art gallery in the world. It is one of the many entry-free cultural attractions in London, and more than 60 million people have already visited since it opened on the South Bank in 2000. Further along the River Thames is **Tate Britain**, the oldest gallery in the Tate network (the others are in Liverpool and St Ives). Here, you can see dreamy landscapes by artist JMW Turner or take a selfie on the gallery's sweeping black and white staircase [[tate.org.uk/visit/tate-Britain](https://www.tate.org.uk/visit/tate-Britain)].



**GoMA, GLASGOW**  
Immerse yourself in a journey through the greatest contemporary art of the last century. What creative wonders await to delight your senses?

Admire world-class art at the same time as you immerse yourself in the countryside at **Yorkshire Sculpture Park** [[ysp.co.uk](http://ysp.co.uk)]. Set in 500 acres of stunning countryside, the UK's leading outdoor art gallery has more than 60 sculptures by major artists to discover, including those by Henry Moore, Barbara Hepworth and Andy Goldsworthy. Where else can you find sculptures by Spain's Joan Miró surrounded by peacefully grazing sheep?

## Fun for the family

Take the kids to **St Fagans National History Museum** [[museumwales.ac.uk](http://museumwales.ac.uk)], Wales' most popular heritage attraction. Explore more than 40 buildings from different historical periods, including a castle, a blacksmith's forge and a school, with hands-on activities that bring 1,000 years of history to life. Watch resident craftsmen show off their skills, gaze at native breeds of livestock grazing in the fields and listen out for Welsh being spoken – you never know, you might pick some up. *Bendigedig* (fantastic)!



The only problem with taking any footy-loving kids to the **National Football Museum** [[nationalfootballmuseum.com](http://nationalfootballmuseum.com)], pictured above, is they might never want to leave! Right in the centre of the football-crazy city of Manchester, it is the world's biggest and best museum devoted to 'the beautiful game'. On display is the ball from the first-ever World Cup final →

In Scotland, head to the **Gallery of Modern Art** [[glasgowlife.org.uk](http://glasgowlife.org.uk)] in Glasgow, known as GoMA, where you can see works by Andy Warhol and David Hockney, amongst others. Before you enter the museum, don't miss the statue of the Duke of Wellington astride a horse, usually with a traffic cone on his head – a cheeky addition by Glasgow residents!

**The MAC** [[themaclive.com](http://themaclive.com)], in Northern Ireland's Belfast, spoils visitors with a rich programme of art exhibitions across its three galleries, all free to enter, and some payable music, theatre and dance shows. The MAC opened in 2012, but it's impossible to imagine the city without this arts complex, situated in the heart of the Cathedral Quarter.

From lunchtime concerts held in world-class concert halls to exploring cities with an expert local guide, there are hundreds of free things to see and do in Britain

and Maradona's 'Hand of God' shirt from 1986, as well as a whole host of interactive games.

London's superb **Victoria and Albert Museum** [[vam.ac.uk](http://vam.ac.uk)] encourages cultural curiosity from a young age. During most school holidays, kids can borrow a free V&A backpack and embark on an adventure across the museum. These contain jigsaws, stories, puzzles and construction games, in themes including 'Time Travel', 'Discovering Architecture' or 'Emperor's Party'. After voyaging through the V&A, head across **Kensington Park** [[royalparcs.org.uk](http://royalparcs.org.uk)] to the Diana, Princess of Wales' Memorial Playground. Inspired by *Peter Pan* – with a wooden pirate ship to climb – there is a sensory trail, teepees, a beach and play sculptures to amuse and entertain.

## Music to your ears

For an unforgettable night under the stars, grab a picnic and head to an outdoor summer screening of live performances from the renowned **Royal Opera House** [[roh.org.uk](http://roh.org.uk)], as it beams a selection of opera and ballet to screens across the country. Hear music from your favourite opera or ballet as it fills the summer twilight air, while eating strawberries and cream – an experience that will hit all the right notes.



Offering the UK's largest programme of free performances, the awe-inspiring **Wales Millennium Centre** [[wmc.org.uk](http://wmc.org.uk)], pictured above, has lunchtime concerts ranging from jazz, classical and brass through to readings and performance literature. Find the striking building in lively **Cardiff Bay**, and admire its façade, adorned with the beautiful inscription: 'In these stones horizons sing'.

A UNESCO City of Music, Glasgow hums and thrums with sounds of all sorts: busking bagpipers, up-and-

## Voyage through London's superb Victoria and Albert Museum, which encourages cultural curiosity from a young age

coming bands playing in pubs and sweet classical symphonies. Download the **Glasgow Music Tour** [[walkingheads.net/glasgowmusictour](http://walkingheads.net/glasgowmusictour)] by Walking Heads, a free audio guide that will educate you on the city's historic gigs, haunts and hangouts to a soundtrack of locally inspired music, led by music guru and radio presenter Jim Gellatly.

Though the famous shot of the Beatles walking across the **Abbey Road** pedestrian crossing [[abbeyroad.com/crossing](http://abbeyroad.com/crossing)] in London took just 10 minutes to create, its significance has endured for decades. Beatles fans from all over the world regularly hold up the traffic by creating their own Abbey Road album cover! Take three friends to recreate your own moment in musical history for free.

## Learn from the locals

One of the best ways to get to know a city is by walking its streets with a local resident, discovering secret charms and hidden gems. In Scotland's capital, lively guides lead the way at Sandemans **Edinburgh Free Tours** [[newedinburghtours.com](http://newedinburghtours.com)], bringing to life tales of body-snatchers, witch-hunters, firebrand priests and the birth of Harry Potter in 2.5 exciting hours.

Get under the skin of historic Oxford, led by a university-educated guide on a free **Footprints Tour** [[footprints-tours.com/oxford-walking-tours](http://footprints-tours.com/oxford-walking-tours)]. In 2 hours you'll see several Oxford colleges, learn about famous graduates and explore the city's link with Alice in Wonderland.

The **Mayor of Bath Honorary Guides** [[bathguides.org.uk](http://bathguides.org.uk)] runs free tours of one of Britain's most architecturally beautiful cities, with a history that includes the





Romans and Jane Austen. The free scheme has run for more than 80 years and today there are around 65 local experts who volunteer as guides.

Be prepared to want to eat everything on the **East London Food Tour**, offered by Free Tours by Foot [[freetoursbyfoot.com/london-tours](https://freetoursbyfoot.com/london-tours)]. A 'pay what you wish' tour, the 2.5-hour guided walk illustrates the international influences on the East End of London's cuisine – from the 'Curry Mile' to Jewish immigration and the local love of salt-beef beignets.

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## Timeless traditions

Immerse yourself in centuries of British pomp with the **Changing of the Guard** ceremony [[householddivision.org.uk/changing-the-guard](https://householddivision.org.uk/changing-the-guard)], in which one set of royal guards – wearing fluffy bearskin hats – takes over from another, outside Buckingham Palace. The ceremony usually begins at 11:15am, and is held daily from April to July and on alternate days from August to March.

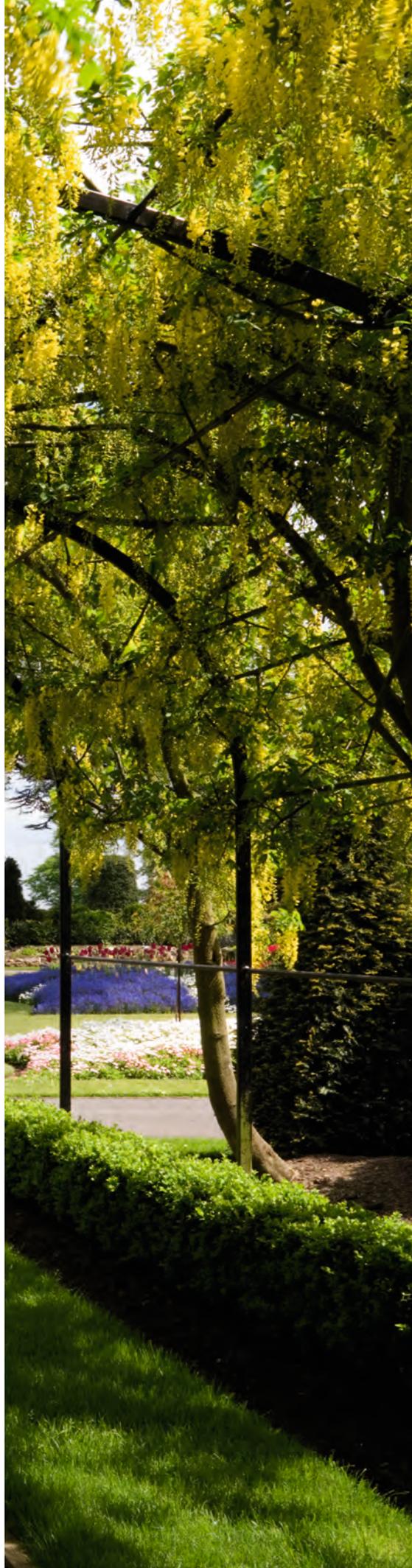
Another way to witness an age-old tradition is by booking (in advance) to see **The Ceremony of the Keys** [[hrp.org.uk/TowerOfLondon](https://hrp.org.uk/TowerOfLondon)].

Impressively dressed Yeoman Warders – known as Beefeaters – lock up the Tower of London, protecting the priceless Crown Jewels within, in a ceremony that's taken place on each and every night without fail for 700 years.

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**Main image:** children are in for no end of fun at London's Victoria and Albert Museum. Above: the spires of Oxford. Left: The Queen's guards participate in ceremonies at both Buckingham Palace and the Tower of London





HERITAGE

# GLORIOUS GARDENS

*From historic grandeur to  
tropical paradises and  
contemporary sculpture  
trails, Britain has a wealth  
of gardens for every  
taste and season*

**A STATELY SCENE**

Yorkshire boasts one of the highest concentrations of stately homes, castles and gardens in England, and Brodsworth Hall & Gardens (pictured) is just one of them.

For lots more ideas, see [visitbritain.com/gardens](https://www.visitbritain.com/gardens)

**H**ow fair is a garden amid the trials and passions of existence.’ So wrote 19th-century British prime minister Benjamin Disraeli, proud owner of a delightful garden at Hughenden Manor in Buckinghamshire.

Pack a picnic and explore the delights of thousands of gardens and parks open to visitors up and down the country. Your eyes – and nose – will be seduced by the sweetly scented roses, topiary avenues and ornamental lakes.

Named as the ‘Year of the English Garden’ by VisitEngland, 2016 will also see a festival celebrating the 300th anniversary of the birth of leading 18th-century garden designer ‘Capability’ Brown. His masterpieces can be seen across England – from the grand landscape of Blenheim Palace in Oxfordshire to the gracious deer park at Moccas Court, Herefordshire.

Other horticultural gems can be found in abundance at rare plant fairs and flower shows, and at open-air operas, where you can mingle with fellow garden-lovers and enjoy a wealth of sensory experiences along with a lifetime’s worth of fragrant memories.

Many gardens are open all year round. However, some close during the winter months, so it is worth checking before planning your visit.



Above: Barbara Hepworth Sculpture Garden in Cornwall.  
Top: Pettifers in Oxfordshire

**Did you know?**  
England is a garden-loving country, with more gardens open to the public than anywhere else in the world.



### **Brodsworth Hall & Gardens**

**Best for Victorian splendour:** Walk in the footsteps of the aristocratic Thellusson family and enjoy grand gardens in miniature in the beautiful grounds of Brodsworth Hall, near Doncaster. Sit down to delicious local Yorkshire produce served in the tea rooms or bring your own picnic. [english-heritage.org.uk/brodsworth](http://english-heritage.org.uk/brodsworth)

### **Barbara Hepworth Sculpture Garden**

**Best for sculpture:** This former garden and studio of renowned 20th-century sculptor Barbara Hepworth overlooks the Cornish coastal town and former artists’ colony of St Ives. Stroll through sun-dappled paths and discover breathtaking sculptures in bronze, stone and wood, then wander down to the Tate St Ives and be inspired by paintings from other major artists, such as Ben Nicholson. [tate.org.uk](http://tate.org.uk)

### **Pettifers**

**Best for gardeners:** Reflecting the nation’s passion for gardening is Pettifers, near Banbury, the very personal

vision of owner Gina Price. Created over 30 years, it’s a charming combination of formal and naturalistic planting, with sweeping lawns and parterres giving romantic views over the north Oxfordshire countryside. [pettifers.com](http://pettifers.com)

### **Kew Gardens**

**Best for variety:** Visiting London? Leap on a river boat and cruise up the Thames to Kew Gardens, home to the world’s largest collection of living plants. Explore the 300 acres of glasshouses (home to the world’s oldest living pot plant, brought to Kew in 1775), stunning flora and the thrilling treetop walkway. Gaze at the 10-storey, 18th-century pagoda before afternoon tea at the Orangery. This year sees the first ever Kew Literature Festival – another fine reason to visit. [kew.org](http://kew.org)

### **Nymans**

**Best for sunshine:** Soak up the rays in this award-winning garden in West Sussex, the sunniest county in Britain. Nymans is the creation of 3 generations of the Messel family, and is ablaze with



colour. Be surprised at every turn – temples and gothic ruins are playfully strewn amongst borders and stately trees, and little ones will be entranced by the butterfly walks.

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

### **Bodnant Garden**

**Best for views:** Be swept away by the splendid lawns, hidden corners and impressive terraces at this 80-acre garden, framed by spectacular views of Snowdon, Wales' highest mountain. Other treasures at Bodnant include a glorious 180ft yellow laburnum arch and stunning gorge garden with magnificent trees and waterfall. The garden is open 362 days of the year and is a never-fading feast of colour and interest.

[nationaltrust.org.uk/bodnant-garden](http://nationaltrust.org.uk/bodnant-garden)

### **The Royal Gardens at Highgrove**

**Best for royal connections:** A friendly, royal welcome awaits you at Highgrove, the personal garden of the Prince of Wales. Set in 15 acres of Cotswold countryside, it's one of the world's most famous organic gardens. Wander around the formal gardens, marvel at the 170

wild orchids of the coronation meadow and be enchanted by the apple-scented roses and the thyme walk.

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

### **Trentham Estate**

**Best for monkey business:** Probably the only place in Britain where you can feed the resident monkeys, the award-winning Trentham Estate, an hour from Manchester, is bursting with activities. Get lost in the woodland trail before a picnic on the banks of a lake designed by 'Capability' Brown. Seek out the elegant Italian Gardens and Floral Labyrinth, or the adventure playgrounds for family fun.

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

### **Mount Stewart**

**Best for themes:** Sail across romantic Strangford Lough in County Down to the Mediterranean-style villa garden of Mount Stewart House, voted one of the top 10 gardens in the world. Wander among sub-tropical plants, seek out the Californian Redwood trees and see Northern Ireland's oldest grapevine. Go in November for the Festival of Light.

[nationaltrust.org.uk/mount-stewart](http://nationaltrust.org.uk/mount-stewart)

## TROPICAL GARDENS

### Enjoy a taste of the exotic in these climate-defying gardens

Britain holds an abundance of surprises for the visitor, and one of the most delightful of these is the astonishing number of tropical and sub-tropical gardens scattered throughout each part of the country.

1. Join in the excitement at **The National Botanic Garden of Wales** (pictured below) – the most visited garden in the country. Be amazed by the 8,000 plant varieties on display, challenge your perception of art in the Ghost Forest and wander around the Great Glasshouse, designed by Lord Foster, which houses the best collection of Mediterranean climate zone plants in the Northern hemisphere.
2. Discover the award-winning **Lost Gardens of Heligan** in Cornwall, which were restored around 20 years ago following decades of neglect after 16 of the 22 gardeners were killed during World War I. Memorable treats in store include the tropical jungle and what is claimed to be Britain's only working pineapple pit, an area ingeniously created for growing this exotic fruit in a colder climate.
3. Another Cornish gem is the **Eden Project**, which consists of a series of bio-domes containing the biggest indoor rainforest in the world.
4. **Glorious Gardens of Argyll & Bute** is a group of 20 gardens on the mainland and islands of Argyll, often with viewpoints and set in stunning locations, including Achamore Gardens, Isle of Gigha.



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## A note about visas

Thinking of coming to the UK? Applying for a UK visitor visa takes five easy steps. Click [here](#) to view UK Visa and Immigration's new video. The animation will guide you through the visa application process from filling out the form online, to giving your finger prints at the visa application centre and receiving your visa.



To check average processing times in your country, use the online tool to help you choose the right visa and to check what documents you need for your application at [gov.uk/check-uk-visa](http://gov.uk/check-uk-visa).

For more information on UK visas visit [gov.uk/government/organisations/uk-visas-and-immigration](http://gov.uk/government/organisations/uk-visas-and-immigration).

If you are a US, Canadian, Australian, New Zealand, Hong Kong, Singapore, South Korean, Taiwanese or Japanese passport holder and make frequent trips to the UK, check out the Registered Traveller service on page 85. It's a fast and convenient way to enter the country.

## START PLANNING YOUR BRITISH ADVENTURE



### 1 THE SCOTTISH HIGHLANDS

**The rugged romance of the region will stay with you long after your visit.** Magnificent mountains, enchanting lochs, atmospheric castles and sandy beaches await. If you're looking for ideas, follow a recognised trail, including the Moray coast and the famous Malt Whisky Trail.



### 2 NORTHUMBERLAND COAST & COUNTRY

**Explore the Holy Island of Lindisfarne or Bamburgh and Dunstanburgh Castles.** This is also a great place for coasteering, kite and wind surfing, and a base from which to uncover part of Britain's Roman history along Hadrian's Wall.



### 3 THE LAKE DISTRICT

**From lakes and mountains to ancient stone circles and adventure sports, this is a captivating area of natural beauty.** Visit the homes of famous writers Wordsworth and Beatrix Potter, enjoy stunning mountain walks, feast on local gingerbread and take a lake cruise.



### 4 SHAKESPEARE COUNTRY

**Step back in time in Stratford-upon-Avon, the birthplace of William Shakespeare.** Explore his house and those of his family and see a play by the world-famous Royal Shakespeare Company. Visit nearby Warwick and its exciting castle, where you can watch medieval battles recreated!



### 5 THE GARDEN OF ENGLAND

**A beautiful corner of Britain, the county of Kent is known as 'the Garden of England'.** Take a tour to include Penshurst Place and Gardens, with its scent- and flower-filled 'outdoor rooms' and Leeds Castle, which has 500 acres of stunning parkland and a fantastic swirling maze.



### 6 SOUTH WALES

**Start in Cardiff, a lively hub of Welsh culture, sport and entertainment.** Head north to ride on a steam train and to explore the Brecon Beacons National Park. Then discover the Pembrokeshire coast for outstanding walking, watersports and a sea safari to spot seals and dolphins.

-  Ferry Ports
-  International Airports
- 1** Touring itineraries See left



**Q: What do you love about British food?**

**A:** London is full of fantastic eating options – in my view, it is the best it has ever been. The secret is to stay away from flash places and look for the neighbourhood bistro and brasserie instead. There is an amazing restaurant called Arbutus on Frith Street in Soho, which is run by a friend of mine. It's around £25 for three courses and the food is fabulous.

**Q: Britain has some wonderful food markets. Which is your favourite?**

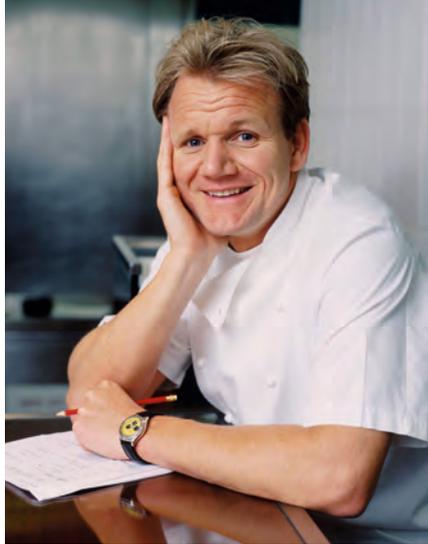
**A:** Spitalfields, in London, has a fantastic food market. It's lively and vibrant, and full of purveyors screaming about how good their produce is.

**Q: What is your favourite British butcher and fishmonger?**

**A:** I buy my meat from M Moen & Sons in London's Clapham. It's an amazing butcher with great quality meat. I recommend the fillet steak and handmade sausages. For seafood, I shop at fishmongers Moxon's, also in Clapham, for the incredible quality and variety.

**Q: How about your favourite British greengrocer for fruit and veg?**

**A:** I buy my veg at London's Pimlico Road Farmers' Market on a Saturday. It's a great vegetable market with a large variety of sellers.



## my BRITAIN

**Restaurateur Gordon Ramsay shares his favourite places to eat, drink and shop in Britain – and where to find the ultimate English fry-up**

**Q: Which British hotel is your favourite?**

**A:** Depends on my mood, but right now I'd say Babington House in Somerset if you're looking for something on the romantic side.

**Q: Where do you like to escape to in Britain?**

**A:** I love Cornwall. It has the best beaches Britain has to offer.

**Q: What's your favourite British pub?**

**A:** I'm going to have to go with The Narrow in Limehouse. Yes, it's one of my own, but you can't beat the great food and the gorgeous 100ft terrace overlooking the Thames.

**Q: And how about your favourite British restaurant (other than your own)?**

**A:** There are so many great restaurants in London worthy of a mention, but I particularly love Scott's for fish, Ollie Dabbous' eponymous restaurant for a special treat with my wife and The Dairy in Clapham as my go-to local with my family.

**Q: Do you have a favourite gallery or museum in London?**

**A:** The Little Black Gallery, which is next door to Maze Grill, my restaurant in Chelsea's Park Walk. It features some incredible photography exhibits.

**Q: What do you miss most about Britain when you are away?**

**A:** You can't beat a good London curry. Whenever we're returning from a long trip, the first thing we do is go to Brick Lane – it's like a little Bombay in East London. And I love Borough Market; that's when I feel that I've reconnected with London – when I'm back there.

**Q: What's your best advice for visitors to Britain?**

**A:** I love London transport, so can't recommend it enough. Also, the best place for the ultimate London fry-up is a 24-hour greasy spoon café on the Fulham Road called VQ. The place is phenomenal. Trust me, there's nowhere better to eat anywhere.

*'I love Cornwall. It has the best beaches Britain has to offer'*



Above, from left: Pedn Vounder Beach, Cornwall; London Underground; M Moen & Sons butchers; Babington House, Somerset



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