



**NATIONAL
MEMORIAL
ARBORETUM**

**FREE Admission to
the Arboretum**



Days out with a Difference

Group Visits Guide 2021



VisitEngland's Large Visitor Attraction of the Year 2018

Our 150-acre site is home to over 380 thought-provoking memorials covering both military and civilian associations, along with tributes for individuals. Rich in design and symbolism, and sympathetic to the lush gardens they inhabit, the memorials and their stories are fascinating.

The Arboretum features around 30,000 trees and is home to a variety of flora and fauna making it a haven for nature lovers to enjoy. With lots to see, plenty to explore, and with easy access from across the country, the National Memorial Arboretum is a perfect venue for group visits. Best of all, it's **FREE** to enter but, as a charity, we welcome donations.

Covid-19 Guarantee

We want you to book with confidence and that's why when you book with us you will be covered by our Covid-19 guarantee. If your event can't go ahead or has to move as a result of government restrictions to control the pandemic, we will refund or postpone free of charge.



Reasons to visit the Arboretum as a group:

- Exclusive group packages
- Free easy coach parking
- Designated coach drop-off and pick-up points
- Group discounts
- Coach driver refreshment vouchers
- Coach Friendly Status
- Meet and greet service for all groups on arrival



Walks, Talks and Tours

We have a wide range of activities to enhance your visit to the Arboretum.

Walking Tours £3.50pp*

- **Guided Walks** - Our volunteers are very knowledgeable about the history of the site, the memorials featured and our plans for the future.
- **Wildlife Walks** - Book one of our special wildlife guided walks to learn all about the wildlife on our site. Changing throughout the seasons, the Arboretum is home to a range of habitats and there's always something new to explore and discover.

Guided walks last approximately 45 minutes. Pre-booking is required for groups.

Daily Talks FREE

Act of Remembrance

The daily act of Remembrance includes a short service and Two Minute Silence. This takes place in the Millennium Chapel at 10.50am everyday.

Welcome Talk

A short introduction to our history and a brief overview on interesting things to look out for when exploring the grounds.

Shot at Dawn Memorial Talk

Held at the memorial, this moving talk highlights the story of the 309 soldiers shot at dawn during World War I.

Far East Prisoners of War Talk

The Far East Prisoners of War Building is an interesting and immersive exhibition and well worth a visit. Join one of our guides for a short talk about the Service men and women who fought in the Far East during World War II.

Armed Forces Memorial Talk

The Armed Forces Memorial is a nationally significant focus for Remembrance, providing recognition and thanks for those who have given their lives in the service of their country since the end of the Second World War. Learn more about this moving structure and the symbolism in its design at this talk on the memorial.

Please let us know if you are interested in any of these talks for your group. We will be able to organise them at a time to suit your group.



Land Train £6.00pp*

Take a trip on our covered land train and enjoy the running commentary as you explore the grounds of the Arboretum and the symbolism behind the memorials. The tour lasts for approximately 50 minutes and covers around two thirds of the Arboretum grounds.

Pre-booking for groups is recommended.

*Pre-booked price only. On the day pricing will apply.

Special Packages



Make Memories with a Tailor Made Tour

The perfect way to make sure your visit to the Arboretum is extra special. Our Tailor Made Tours are half or whole day packages tailored to your interests and requirements, allowing you to explore the Arboretum at your own pace.

For parties of up to seven people, we will provide an experienced guide who will be your personal host for your tour. You will learn about the memorials and the fascinating stories behind them. Delicious refreshment are also included.

Purchase a voucher for either a full or half day Tailor Made Tour for the perfect birthday or anniversary gift, treating them to a VIP experience that will provide lasting memories.

Due to increasing popularity early pre-booking is required.

See booking form for prices.

National Memorial Arboretum with Lichfield Cathedral Tour

Combine a visit to the Arboretum with a visit to Lichfield Cathedral with this special exclusive group package. Arrive at Lichfield Cathedral for morning refreshments of tea and coffee, before enjoying an interesting and immersive tour of the Cathedral, learning all about the architectural features, monuments and history of the building. Re-board your coach and make the short journey to the Arboretum to enjoy lunch in our spacious restaurant on arrival.

After lunch, attend the welcome talk in the Chapel before taking a journey on our covered land train with running commentary to learn about the interesting stories and symbolism behind the memorials.

From £14.50pp. Please call us for availability.



Winter Warmer Package

The Arboretum is a great day out for groups, even in the midst of winter. Stay in the warm and enjoy:

Participation in our Daily Act of Remembrance in the Millennium Chapel.

A visit to our Landscapes of Life Exhibition to explore the stories behind the Arboretum, the memorials and the people remembered here.

A mouth-watering lunch of homemade meat & potato pie with seasonal vegetables and tea or coffee.

A fascinating presentation (during lunch) on the Arboretum, delivered by one of our volunteer guides.

After lunch take some time to venture out explore the grounds, visit the Far East Prisoners of War Exhibition or enjoy our temporary exhibition program.

£10pp

Available from January to March.

Arboretum Speaker Presentation Talks

Our team of expert volunteer guides can provide external talks to your group, talking about the history of the Arboretum and our memorials.

External talks are great for groups who are planning a visit to the Arboretum, or for those who cannot make a visit here but would enjoy learning more about our site.

You can now enjoy one of our talks from the comfort of your own home by booking one of our Zoom speakers.

Please note all talks must be booked in advance through the Arboretum.

£25 (plus mileage expenses if applicable).



Familiarisation Visits

We would love to welcome you for a free familiarisation visit before your trip. We can show you the facilities at the Arboretum and explain our packages in more detail, before working with you to create something special for your group. Please call us on **01283 245 143** to book.

Food Packages*

Make your visit to the Arboretum more relaxing by pre-booking one of our food packages. All of the packages include tea and coffee, reserved seating and table service.

Lunch Packages 12pm - 2pm



One Course Lunch - £15.50pp

Pre-book lunch for your group and enjoy one of our homemade meals. There's a variety of choices on offer, including meat, vegetarian and fish dishes.



Two Course Lunch - £17.50pp

There's always room for dessert! Upgrade your package to a two course lunch which includes one of our homemade hot desserts or fabulous cakes.

Arboretum Signature Pie & Mash - £12pp

For the perfect indulgent lunch, try our tasty steak & ale pie with creamy leek & mustard mash and rich gravy.

For this package the whole group must have the same meal. Vegetarian and gluten free pies are available when pre-ordered.



Afternoon Treats from 2.30pm



Cream Tea - £9pp

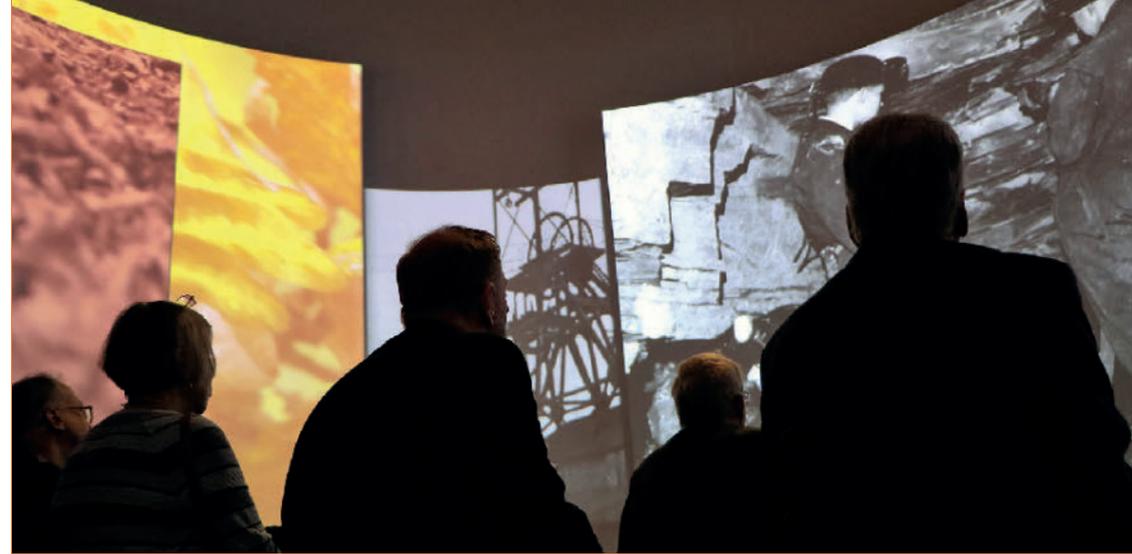
If you're looking for a lighter bite, take advantage of our tasty Cream Tea, with freshly baked scones, fruity jam and clotted cream. This option provides the perfect snack before your journey home.



High Tea - £15pp

Enjoy a delicious High Tea which includes a variety of freshly prepared sandwiches and an assortment of sweet and savoury items.

Exhibitions



Landscapes of Life Exhibition

Comprising a mixture of traditional interpretation and interactive exhibits, you'll discover a variety of moving and fascinating stories providing the perfect introduction to the Arboretum and its rich collection of memorials. You can:

- Surround yourself in the changing seasons in our 270 degree film drum as you travel through a year in the Arboretum, meeting a variety of fascinating people as you go.
- Walk through our digital path of leaves, revealing the poppy field beneath.
- Journey through a timeline of Remembrance.
- See how World War I provided a watershed in how we remember and the importance in the advent of The Royal British Legion in its capacity as custodians of Remembrance.
- Explore the symbolism in memorial design and learn how some of them came to be part of the National Memorial Arboretum.
- Share your story in our memory booth or simply let us know what you think about this very special site.

Free Entry

Temporary Exhibitions

We also have our temporary exhibition space which changes up to four times a year.

See our website for an up to date list of our upcoming exhibitions.



*For groups of 10 or more.



Carols by Candlelight in Heroes' Square



The Women's Institute Memorial



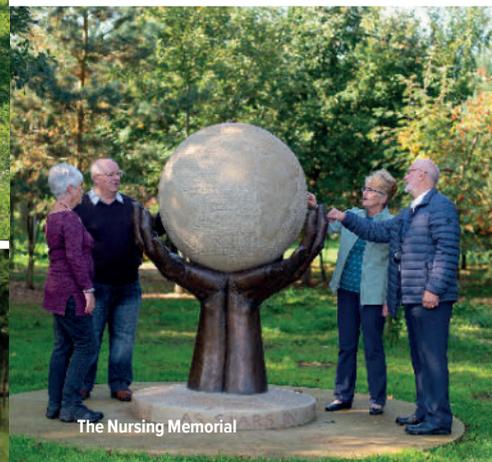
A Group Cream Tea in our Restaurant



The Women's Royal Naval Service Memorial Garden



The Armed Forces Memorial



The Nursing Memorial



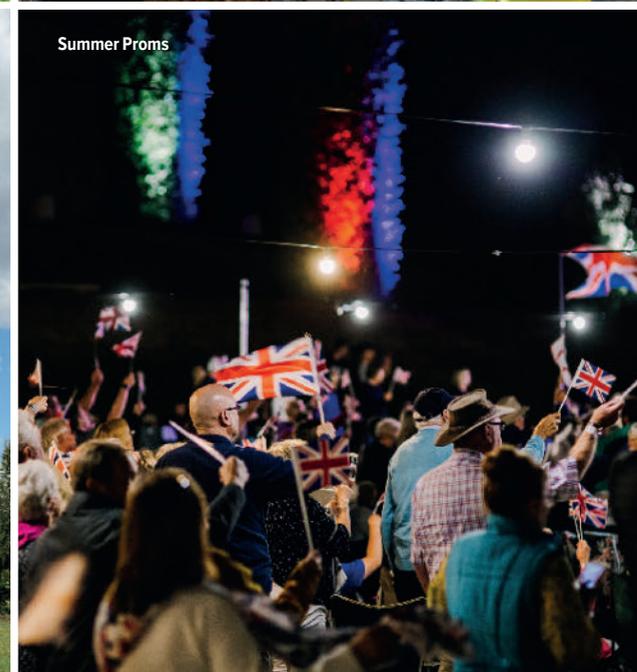
The Sapper Support (PTSD) Memorial



The Royal British Legion Poppy Field



The Free Spirit Horse Memorial



Summer Proms



The Royal Army Medical Corps Memorial



The Naval Service Memorial



Scooters and Wheelchairs

Mobility scooters and wheelchairs are available to hire. Please ring **01283 245 100** to book.

Accommodation

If you're travelling from afar, or would like to explore Staffordshire or the wider National Forest, plan an overnight stay. Visit www.enjoystaffordshire.com for a detailed list of accommodation providers.



Dining in our Restaurant

Whilst on site visit one of our two food outlets. Our Coffee Shop offers a range of tasty snacks and barista-crafted coffees, whilst the Restaurant, at the heart of our Remembrance Centre, offers a range of mouth-watering hot meals, snacks and cakes.

Privacy Statement

At the National Memorial Arboretum we take your privacy seriously and we will only use the information you have provided on this form to correspond with you about (and process) your booking. If you consent to receive further communication from us about our forthcoming events and activities, you will also receive this information from us. **We will not share your data and promise to keep your personal information safe and secure.**

We will hold your personal information for three years. If you consent to receive further communication from the Arboretum we will hold your information until you withdraw your consent. You can contact us, at any time you wish, to change the way we contact you, or update your contact details: **01283 245 100** or via email: info@thenma.org.uk.

For further information about how the National Memorial Arboretum processes your personal information and about your rights under data protection law, please see our privacy policy www.thenma.org.uk/privacy.

Group Booking Form

Please complete and return the form to National Memorial Arboretum, Croxall Road, Alrewas, Staffs, DE13 7AR or groups@thenma.org.uk

Group name:			
Name of contact:			
Address:			
			Postcode:
Telephone:		Mobile:	
Email:			
Number in group:	Date of visit:	Arrival time:	Departure time:

Please note: If you are pre-booking any of the following food and drink packages or activities we will require a deposit to get you booked in. If you are selecting from the grey food and drink section we will require a £5 per person deposit. If you are selecting from the red section we will require a £22 per person deposit. If you are booking from both sections only a £5 per person deposit applies. Deposits are non-refundable. Cheques to be made payable to National Memorial Arboretum. **Please tick here if you would like us to contact you to pay by card.**

Food and Drink - For groups of 10 or more	Price Per Person	Quantity Required
One-Course Lunch	£15.50	
Two-Course Lunch	£17.50	
Arboretum Signature Pie & Mash	£12.00	
Cream Tea (2.30pm onwards)	£9.00	
High Tea (2.30pm onwards)	£15.00	

Refreshments - For groups of 10 or more	Price Per Person	Quantity Required
Arrival Tea and Coffee	£2.50	
Arrival Tea, Coffee and Biscuits	£3.00	

Food allergies can be catered for with prior notice.

Activities - For groups of 10 or more	Price Per Person	Quantity Required	Preferred Time*
Guided Walk	£3.50		
Wildlife Walk Subject to availability	£3.50		
Land Train with Running Commentary Operates every 30 minutes between March and November. Please contact us for our winter timetable.	£6.00		

* Preferred times cannot be guaranteed and will depend on availability

Please note that our train is access friendly however we have some very limited wheelchair space for those who cannot transfer. This needs to be pre-booked. **Please indicate here if you have any members of your group who cannot transfer and will require to stay seated in their own wheelchairs.**

Tailor-Made Tours - Half Day	Price Per Package	Quantity of packages	Tailor-Made Tours - Full Day	Price Per Package	Quantity of packages
1-5 people	£100.00		1-5 people	£175.00	
6-7 people	£125.00		6-7 people	£225.00	

Let's Stay in Touch

We'd like to keep you up to date with more information about our forthcoming events and activities; please let us know how we can keep in touch (**please select all that apply**):

I'd like to receive updates via email I'd like to receive updates and information by post

If you require any further information please ring us on 01283 245 143.

CUT ALONG HERE



How to find us

By car: From the A38 at Alrewas there are brown signs to the National Memorial Arboretum. Follow the A513 towards Tamworth for about half a mile. Take the first exit at the roundabout and follow the road to the National Memorial Arboretum car park. Pay and display charges apply for cars. **Free pre-booked coach parking is available.** For Sat Nav/GPS devices please enter DE13 7AR.

By Train: We are a short car journey away from Lichfield City and Lichfield Trent Valley railway stations (5-6 miles), Burton upon Trent (8 miles) and Tamworth (8 miles). Taxi services operate.



Terms and Conditions

Deposits: Bookings for all packages are secured by the payment of a £5 per person deposit. A £2 per person deposit will be required for bookings of less than £5 per person. The remaining balance and final numbers are required one week prior to your visit date. Payment in full will be required on bookings made after this time. Deposits are non-refundable.

Non-attendance/delay: In the event of late arrival or non-attendance, you will be charged the full amount for the packages booked. If a delay is anticipated, please contact the switchboard on 01283 245 100. We will do our best to rearrange any pre-booked activities, but please note this is not always possible.

All prices correct at the time of print and valid until 30.12.21.

Refunds: We regret deposits are non-refundable. Notification for any adjustments to numbers must be offered at least one week prior to the visit date. After such time, no refunds can be offered for a reduction in numbers. If booking for a group of visitors, please inform them of our policy.

This is not an exhaustive list of terms and conditions. For a full list, please visit the Group Visits section on our website.

www.thenma.org.uk

National Memorial Arboretum
Part of The Royal British Legion
Croxall Road, Alrewas,
Staffordshire DE13 7AR



Awards for Excellence
2018

Gold Winner
Large Visitor Attraction
of the Year

www.thenma.org.uk

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Charity No. 1043992

