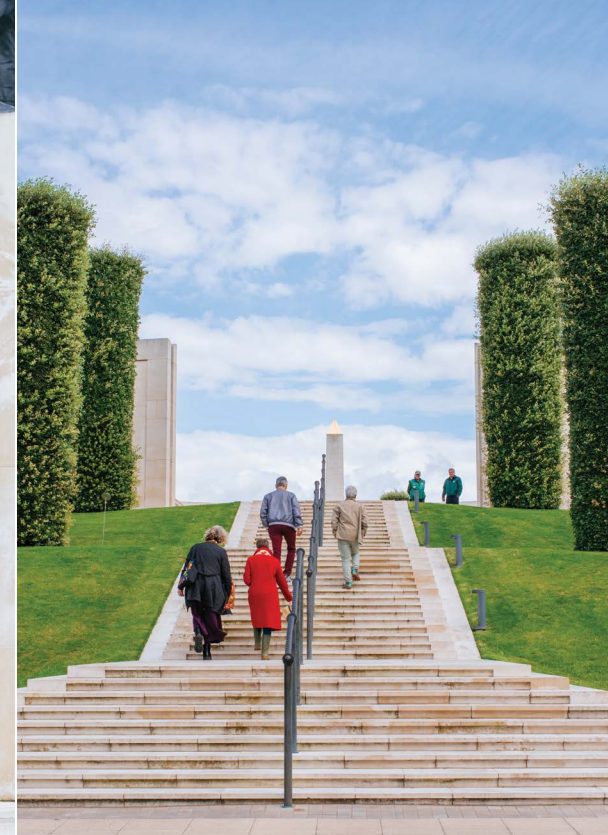




**FREE Admission to
the Arboretum**

Group Visit Guide





Welcome to the National Memorial Arboretum

The National Memorial Arboretum is the Nation's year-round place to remember, a special place that honours those who have served and continue to serve our Nation. People from all walks of life are represented, with memorials dedicated to the Armed Forces, Emergency Services and civilian organisations.

Founded by Commander David Childs CBE on a reclaimed mineral extraction site gifted by Redland Aggregates, now Tarmac, the Arboretum has flourished from a muddy open field to a beautiful growing landscape. Over 400 memorials, 25,000 trees and an abundance of wildlife now call the Arboretum home and our team work year-round to ensure we continue to celebrate lives lived and remember lives lost.

The Arboretum welcomes over 300,000 visitors each year. Alongside a daily programme of free talks, exhibitions and activities, we deliver an annual calendar of events including Armed Forces Weekend, Remembrance Sunday and Illuminated Arboretum.

With so much to explore, the Arboretum has something to offer groups of all interests. Peaceful woodlands, colourful gardens, riverside walks and fascinating stories are all waiting to be discovered.

Enquire today and our award-winning group travel team will work with you to ensure you and your group have a day out to remember.

Activities

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 every day. **FREE**

Arboretum Past, Present and Future Talk

Stay in the Chapel after the Daily Act of Remembrance for this 15-minute welcome talk, where you can hear the history of the Arboretum and discover our future plans. **FREE**

Guided Walks

Expert guides lead your group around the Arboretum for 45-minutes sharing the extraordinary stories that the trees and memorials represent, along with the hidden symbolism in our planting. **£5.00pp***

Land Train Tours

See the splendour of the Arboretum from the comfort of our covered land train with an accompanying 50-minute pre-recorded commentary. **£6.50pp (2025) | £7.00pp (2026)***

----- Land Train Route



Accessibility

The Arboretum is committed to being accessible to all visitors. A full accessibility guide can be downloaded from our website. Our facilities include:

- Accessible parking bays
- Mobility scooter hire
- Free wheelchair hire
- Five miles of hard-standing pathways
- Changing Places Toilet
- Hearing loop†
- Wheelchair accessible Land Train
- Team assistance

*Price for pre-booked groups of 10 or more.

†Hearing loop in Welcome Desk, Gift Shop, Chapel, Land Train and Aspects.



Whatever the Weather

The Arboretum is beautiful all year round with a range of activities you can enjoy whatever the weather.

Landscapes of Life

At the heart of the Remembrance Centre is Landscapes of Life a permanent exhibition which gives an introduction to the concept of Remembrance and why it is an important human need spanning thousands of years. **FREE**

Temporary Exhibitions

Across the year we create an exciting programme of temporary exhibitions that reflect the Arboretum through themes of Remembrance, natural landscape and hidden histories. See our website for an up-to-date list of our upcoming exhibitions. **FREE**

Millennium Chapel of Peace and Forgiveness

The Chapel welcomes people of all faiths and none and aims to provide a quiet space where everyone will feel comfortable. It is the only place in the country where the Act of Remembrance is observed every day. The Act, consisting of the Last Post, a Silence and the Reveille starts at 10.50am. **FREE**

Far East Prisoners of War Memorial Building (FEPOW)

A short walk from the Remembrance Centre, the FEPOW building features a permanent exhibition established by the Children (and Families) of the Far East Prisoners of War. The memorial roll found here, contains the name and rank of all British servicemen taken prisoner during the conflict in the Far East, and tells the story of their treatment and the thousands who died as a result. **FREE**

External Talks

Struggling to visit the Arboretum? Bring the Arboretum to you! Excellent as a pre-visit insight or if your group can't travel to us, our external talks are interesting, informative and full of fascinating stories and anecdotes. One of our team of volunteers will provide a 60-minute presentation with time for questions and answers. **£35.00 plus mileage expenses**

Virtual Talks

You can now enjoy one of our external talks from the comfort of your own home by booking a Zoom talk for your group. **£35.00 per talk**



Tailored to You

Discover more of the Arboretum with our Tailor Made Tours.

Aboard our electric buggies, your personal guide and driver will take you to the memorials you'd love to see. Whether you've a keen

interest in specific military campaigns or would just like to see and hear more without the walk. Coupled with our full or half day catering options, they're an incredible way to make new memories with friends and family. **From £145 per group**

Suggested Itineraries

Full Day

- 10:00 Arrival
- 10:45 Daily Act of Remembrance
- 11:05 The Arboretum, Past, Present and Future
- 11:30 Land Train Trip
- 13:00 Two Course Lunch with Tea and Coffee in the Founders' Room
- 15:00 Free time to explore the Arboretum and the exhibitions. Don't forget the Gift Shop!
- 16:00 Depart

Half Day

- 13:00 Arrival
- 13:30 Land Train Trip
- 14:30 Enjoy a Cream Tea in the Restaurant
- 15:30 Depart

For helpful advice on how to get the most from your visit to the Arboretum call our award-winning groups team on 01283 244 896 or email groups@thenma.org.uk



New Things to See

The GPO Memorial

During the First and Second World Wars, the work of the GPO (General Post Office) was vital to the everyday life of the nation. Letters to those serving on the Front Lines and in return, those to families at home, provided comfort and boosted morale. The GPO was also pivotal in the development of computers, used to crack the Enigma Code.

The memorial commemorates the 12,830 men and women of the GPO (General Post Office) who died in the First and Second World Wars. Designed by sculptor and artist Peter Naylor, glass panels depict photographs of postal and communication workers from the time.

Gloucestershire Regiment Memorial

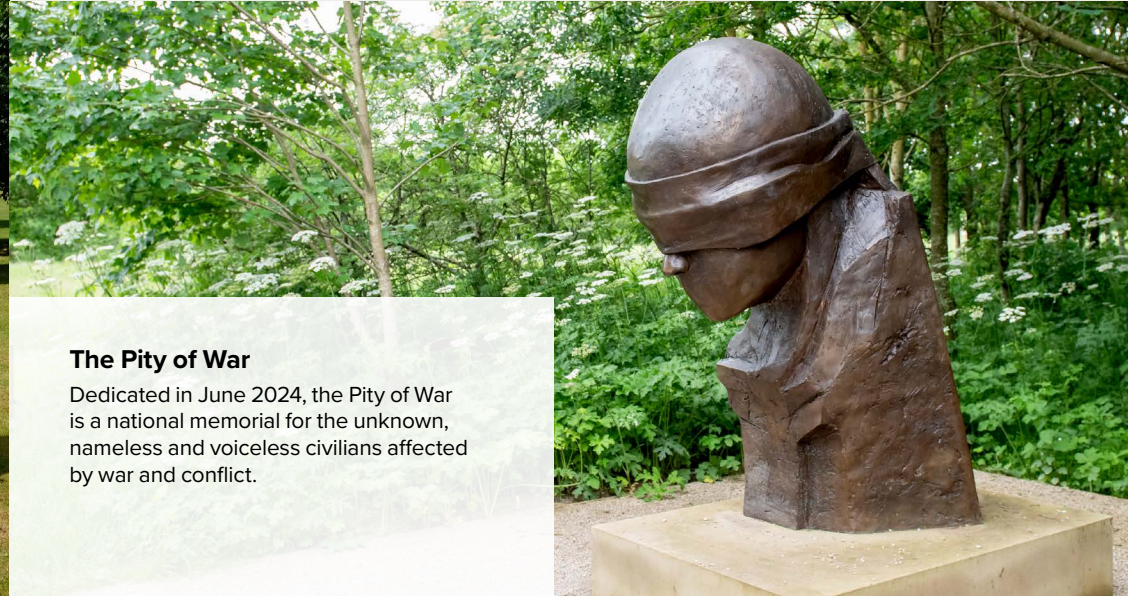
Dedicated in 2024 by HRH, The Duke of Gloucester, the Gloucestershire Regiment Memorial commemorates the Regiment's 300 years' of service to our Nation. The former regiment, founded in 1694 was awarded more battle-honours than any other county regiment in the British Army.



RAF Bomb Disposal Memorial

Dedicated in 2024, the memorial commemorates the work and selfless dedication Royal Air Force Bomb Disposal personnel, whose motto "**E Nocentibus Innocentia**" translates to "**Out of harmful things, harmless things**".

The memorial depicts the badge worn by the squadron, intentionally angled towards the Armed Forces Memorial so that the badge shadow bows in salute. Alongside the memorial is a tail unit from a British 1000lb bomb, set in a position that many operators would have approached knowing the danger buried beneath.



The Pity of War

Dedicated in June 2024, the Pity of War is a national memorial for the unknown, nameless and voiceless civilians affected by war and conflict.

Special Events



Ride to the Wall 4 October 2025

Ride to the Wall sees thousands of motorcyclists come together to remember the names engraved on the walls of the Armed Forces Memorial. During the day, a Service of Remembrance takes place at the Armed Forces Memorial. **FREE***

Armistice 11 November 2025

Our outdoor Armistice Day Service will be held on 11 November. Further information about the service will be made available on our website. **FREE***

Remembrance Sunday Group Package 9 November 2025

Commemorate Remembrance Sunday with this special package. Guests can choose to stay inside, in the warmth and observe the Remembrance Sunday Service on our large screens from the comfort of their seat, or join the crowds outside. After the commemorations have drawn to a close, reflect with friends over a two course, homemade lunch. **£36.00pp***



Illuminated Arboretum 5 – 22 December 2025

Join us for an illuminated trail with a difference, as our after-hours storytelling shines a light on pivotal moments from 'The Year Was...1945'. Our 1.5 mile-long Illuminated Arboretum route will use mesmerising light, colour and sound to bring the fascinating stories of the Arboretum to life in an entirely new way. **From £18.00pp***



Group Christmas Lunches 1 – 21 December 2025

Join us for Group Christmas Lunches in the Founders Room and enjoy a glass of prosecco on arrival and a delicious two course festive lunch with tea, coffee and mince pies. **£34.95pp***

Bookings for 2026

In 2026 the Arboretum celebrates its 25th anniversary. Join our mailing list to find out more about upcoming events celebrating this milestone year.

Key Dates:

Armed Forces Weekend
27 & 28 June 2026

Ride to the Wall
3 October 2026

Remembrance Sunday
8 November 2026

Armistice Day
11 November 2026

*Pricing applies for minimum groups of 10 or more. *Entry to the Arboretum is free, car parking charges apply for cars and motorcycles.

Food & Beverage

Our large restaurant serves a range of hot food, sandwiches, soups and cakes. Our in-house chefs lovingly source and prepare regional and seasonal ingredients from suppliers based within a 40 mile radius of the Arboretum.

Restaurant Vouchers

Vouchers for our restaurant can be pre-booked by groups and collected from our Welcome Desk on arrival. They provide a flexible way for your group to visit the Arboretum without the fuss of rigid timings.



| Voucher Type | Price | Timings |
|---|--------|---|
| Tea, Coffee and Biscuits | £3.15 | Redeemable until 15 minutes prior to closing.* |
| Tea, Coffee and Breakfast Bap Includes a choice of bacon or sausage or vegetarian bap. | £7.45 | Redeemable until 11.30am |
| Cream Tea Includes homemade scone, clotted cream, jam and tea or coffee. | £7.50 | Redeemable from 1pm - one hour before closing.* |
| Light Lunch Voucher Jacket potato with one filling, served with salad garnish and coleslaw and your choice of tea or coffee. | £12.00 | Redeemable from 11.30 - one hour before closing.* |

*The Arboretum closes at 5pm in Summer and 4pm in Winter



Two Course Lunch Package

For an extra-special lunch, book our two course lunch package and enjoy reserved seating and dressed tables ready for your group's arrival. Select one of our home cooked meat, fish or vegetarian options on the day, with the addition of a homemade hot dessert or a slice of cake with tea and coffee. Table service is included with this package and additional drinks can be purchased on the day. **£20.50pp**



Gift Shop

From books, jewellery, clothing and candles to tasty treats, poppy gifts and souvenir items, you'll find the perfect gift for everyone in our shop.

If you require further information please contact us on 01283 244 896 or by email groups@thenma.org.uk.

How to Make a Booking

Pay as you go visits

We ask groups with no pre-ordered packages or activities to book in with our team to ensure we give you the best experience on the day.



Send a booking request through our website form or contact our groups team on 01283 244 896 or groups@thenma.org.uk



If we can accommodate your booking, our team will send a confirmation to you by email.

Package bookings



Send a booking request through our website form or contact our groups team on 01283 244 896 or groups@thenma.org.uk



If we can accommodate your booking, our team will send a deposit request by email which includes information on how to pay.



Seven days prior to your visit our team will contact you for your final numbers for all pre-booked packages/activities.



A final balance request will be sent which includes information on how to pay. Final balances should be paid prior to your arrival. Numbers cannot be decreased once we have received your final balance.

On arrival

- Our friendly car parking team will direct your coach driver to our drop and go bays.
- Coaches will be met by a member of our team who will provide you with your Welcome Pack which will contain your itinerary, any tickets, restaurant vouchers, and a map
- Your coach driver will be directed to park in our coach parking area.
- A hot meal voucher will be included for all coach and minibus drivers to use in our Restaurant.

Mobility scooters and wheelchairs

Please call 01283 244 896 to pre-book mobility scooters (charges apply) or wheelchairs (free of charge).

Know before you book

- Deposits are non-refundable.
- We recommend you book for your maximum number as some activities and packages operate on limited capacities.
- If your group size decreases after paying your deposit, we will apply the deposit to your new total.
- If your group size decreases after paying your final balance, refunds will not be given.
- In the event of non-attendance, refunds will not be given.
- We are unable to accept payments on the day of your visit.
- If a late arrival is anticipated please contact us on 01283 245 100. We will do our best to re-arrange any pre-booked activities but please note this is not always possible and refunds will not be given.

Familiarisation visits are available for travel organisers, please call our team to arrange one.

Pricing

| Restaurant Vouchers For groups of 10 or more | 2025 Price Per Person | 2026 Price Per Person |
|---|--------------------------|--------------------------|
| Tea, Coffee and Biscuits | £3.15 | £3.15 |
| Tea, Coffee and Breakfast Bap | £7.45 | £7.45 |
| Cream Tea | £7.50 | £7.50 |
| Light Lunch Voucher | £12.00 | £12.00 |

| Lunch Packages | 2025 Price Per Person | 2026 Price Per Person |
|--|--------------------------|--------------------------|
| Two Course Lunch in the Founders' Room | £20.50 | £20.50 |

| Activities For groups of 10 or more | 2025 Price Per Person | 2026 Price Per Person |
|---|--------------------------|--------------------------|
| Guided Walk | £4.50 | £5.00 |
| Land Train with Running Commentary Operates every 30 minutes between March and November. Please contact us for our winter timetable. | £6.50 | £7.00 |

| Tailor Made Tours For small groups of up to seven people | 2025 Price Per Tour |
|---|------------------------|
| 1 – 5 People – Half Day | £145 |
| 6 – 7 People – Half Day | £175 |
| 1 – 5 People – Full Day | £220 |
| 6 – 7 People – Full Day | £270 |

Tailor Made Tour prices valid until 31 December 2025.

If you require further information please contact us on 01283 244 896 or by email groups@thenma.org.uk.

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 and motorcycles.

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.

By Bus: A seven-day bus service operated by Diamond, runs from Tamworth Rail Station.

