



NATIONAL
MEMORIAL
ARBORETUM

Part of The Royal British Legion

Aspects

at the National Memorial Arboretum

Events that Matter in a Place that Matters

Welcome to the Arboretum

The National Memorial Arboretum celebrates lives lived and commemorates lives lost in service.

Part of The Royal British Legion, it is the Nation's year-round centre of Remembrance and home to over 350 memorials, nestled amongst almost 30,000 trees. Planting began in 1997 under the direction of Commander David Childs CBE who wished to create a special place where the lives of people would be remembered by living trees that would grow and mature in a world at peace.

The 150-acre site is a rich tapestry of extraordinary stories of heroism, tenacity, teamwork and dedication. People from all different walks of life are represented with memorials to both military and civilian service.

*"The Arboretum is a
celebration of life lived"*

Commander David Childs CBE
National Memorial Arboretum Founder



An Iconic Location

Located on the edge of the National Forest in Staffordshire, in the heart of the country, the Arboretum provides a central meeting point with a unique difference; its meaning, its national significance and its stunning landscape.

Amongst the memorials on site, and visible from across the landscape, is the Armed Forces Memorial which was dedicated by Her Majesty The Queen in 2007. It is a beautiful but stark reminder that, despite two major world wars, many still make the ultimate sacrifice for our Nation.

Every year new memorials are added to the Arboretum and the variety of services and organisations represented is vast. The memorials feature inspirational and artistic design elements, many of which are embedded with symbolism to tell the story of those represented. The gardens, the planting and the positioning are never accidental; everything is done with a sense of purpose to create exploration and discovery.

In 2018 the National Memorial Arboretum received VisitEngland's Large Visitor Attraction of the Year award; an accolade which cements its national status and recognises its recent development and excellent customer service standards.

*“Learn character
from trees, values
from roots and
change from leaves”*

Tasneem Hameed, Author

“We are all stories in the end, remembered by the adventures we had, the achievements we made and the people we loved. So make sure your story is a good one”

Nishan Panwar, Author

An Inspirational Backdrop

The Arboretum's extraordinary setting offers the opportunity to shed the constraints of the corporate world; to shift perspective, make space to think differently, spark creativity, and foster feelings of inspiration, awe and gratitude.

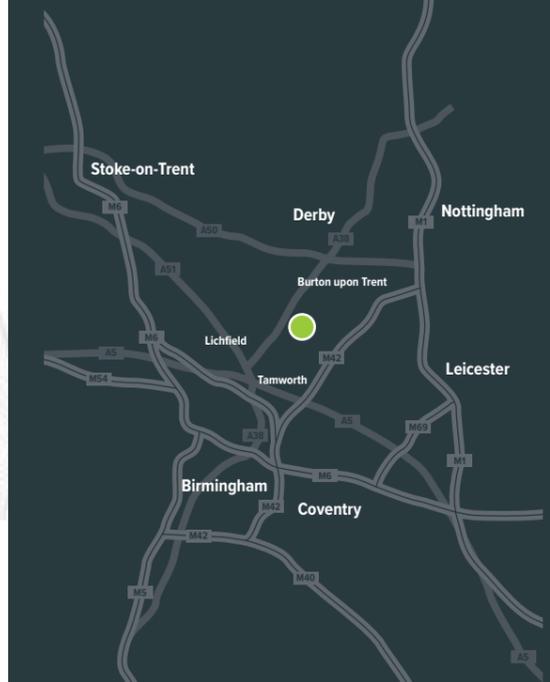
Each memorial has a story to tell and many represent remarkable acts of leadership, tenacity and teamwork. A positive inspiration, they can be used to enhance away days or training programmes to empower, motivate and inspire employees.

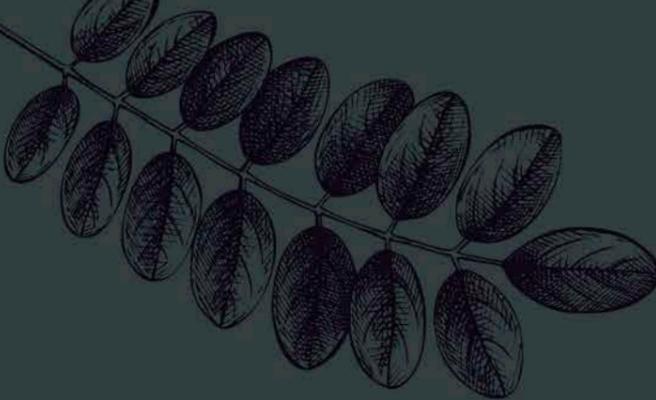
Nature is in abundance in the ever-changing landscape, with something new to see throughout the year. Studies have demonstrated that views of nature, natural daylight and walking can all have a positive effect on creative thinking, productivity and stress levels.

With beautiful gardens and woodlands to explore, the Arboretum is the perfect place for organisations to celebrate, motivate and build their teams.

How to find us

The Arboretum is centrally located between Burton upon Trent and Lichfield with easy access from the M6 (Toll), M42, A50, A38 and M1. Nearby train stations include Lichfield Trent Valley, Lichfield City, Burton upon Trent and Tamworth.





Aspects

Aspects at the National Memorial Arboretum is a contemporary facility, providing seven flexible spaces for between 12 and 500 guests.

This new dedicated events building boasts a spectacular main suite with inspirational views across the Arboretum and Armed Forces Memorial, providing a remarkable location for conferencing and events.





The Oak Suite

The Oak Suite, with floor-to-ceiling windows framing spectacular views, holds up to 300 people for a banquet, 180 cabaret style or 320 in a theatre format. Designed with flexibility in mind, the Oak Suite is divisible by three to create smaller, more intimate spaces. Each section includes intuitive plug and play AV, high ceilings with rigging points and outside access. A large, covered terrace spans the length of the Oak Suite and is perfect for post-conference drinks receptions and summer barbecues.

Designed with Flexibility in Mind

The flexibility of the Oak Suite ensures events of all sizes can be catered for within Aspects. Each room is designed to operate individually but also when joined together. This means that spaces can be adapted to suit your conference needs; offering a larger suite in the morning for your key note speaker, and smaller breakout spaces in the afternoon for workshops.

Breathtaking Aspects

The views from the Oak Suite are spectacular throughout the seasons and each section of the room overlooks one or more of the Arboretum's stunning memorials.

The Beat (Police Memorial Avenue) is planted with a tree for every Police Force in the United Kingdom. Each force's crest is displayed on a plaque beside the tree. Horse chestnut trees were originally chosen because the first policemen, known as 'peelers' or 'bobbies', carried truncheons made from this wood.

The Armed Forces Memorial stands at the centre of the panoramic view from Oak 1 and, after dusk, is subtly illuminated providing a majestic backdrop for evening events.

The Mediterranean Garden, with its varied maturing trees and collection of symbolic memorials, reminds guests that those remembered here have provided service across the globe.

Features that Matter

- Flexible layouts with multiple configurations
- Natural daylight
- Three integrated overhead projectors with screens and wireless presentation ability
- Integrated PA system with lapel microphones
- Feature lighting
- Adjoining outdoor terrace
- 4m ceiling height with rigging points
- Digital signage displays
- Three-phase power
- Loading bay directly to the Oak Suite
- WiFi

"The legacy of heroes is the memory of a great name and the inheritance of a great example."

Benjamin Disraeli, 19th Century British Prime Minister







Meeting Rooms

The meeting rooms; Alder, Chestnut, Hornbeam and Willow have been designed with flexibility in mind, and can link or unlink to suit a range of meeting room sizes.

Each room overlooks Heroes' Square; the beautiful cloistered courtyard planted with red oaks, selected for their beautiful red foliage during autumn, the season of Remembrance. All the rooms are named after trees that can be found in the Arboretum.

With HD screens, wireless presentation and video conferencing facilities, they are superbly equipped. When linked together, an integrated overhead projector can be used as the main screen.

Alder, the executive meeting room, also features en-suite washroom facilities making it perfect for VIP guests or keynote speakers.



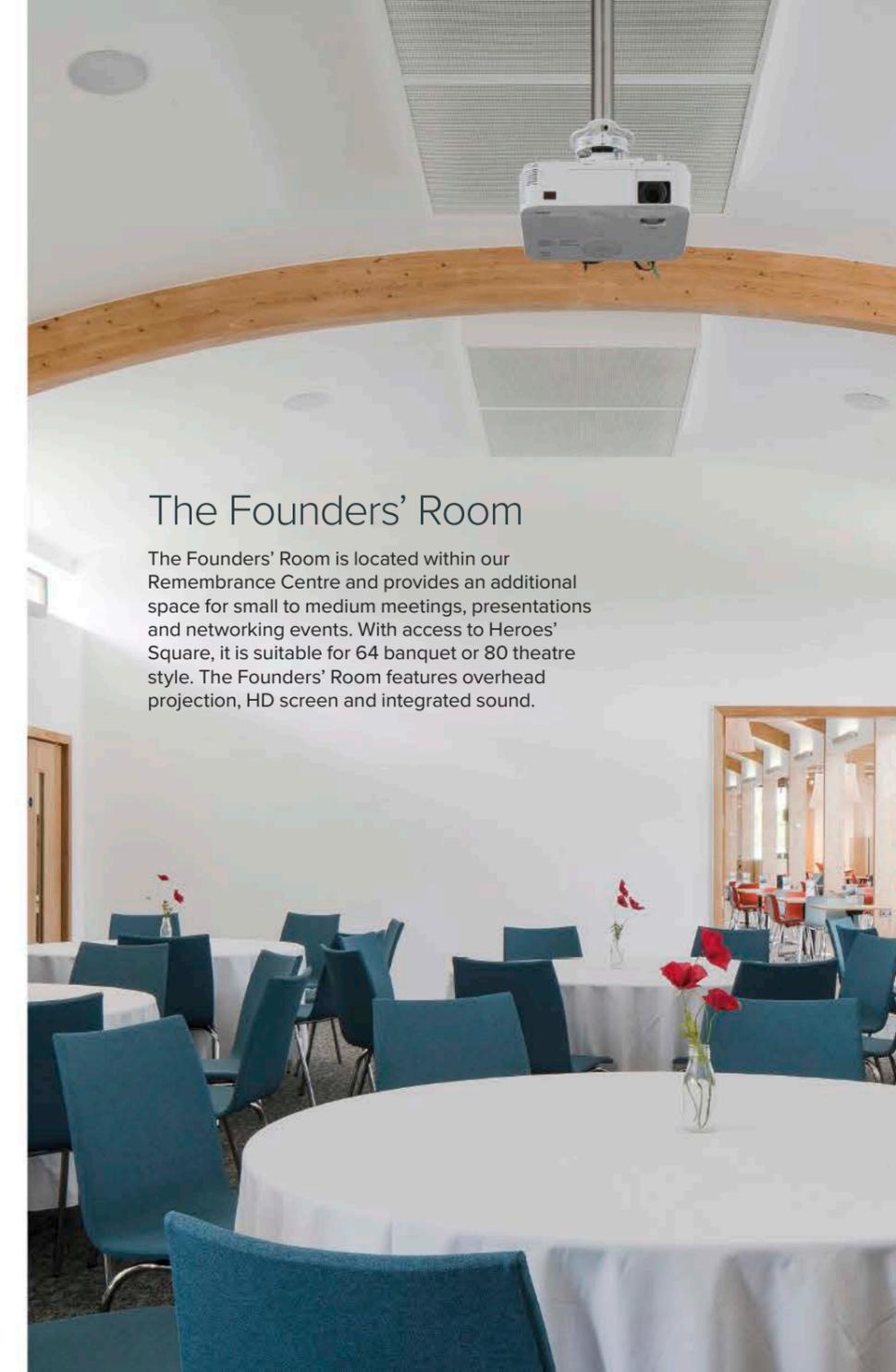
Aspects Floor Plan and Room Capacities

	Banquet	Cabaret	Reception	Theatre
Combined	300	180	500	320
Oak 1	120	72	200	155
Oak 2	60	36	100	80
Oak 3	120	72	200	155

	Board Room	Theatre
1 Meeting Room	12	25
2 Meeting Rooms	16	50
3 Meeting Rooms	24	75
4 Meeting Rooms	32	100

The Founders' Room

The Founders' Room is located within our Remembrance Centre and provides an additional space for small to medium meetings, presentations and networking events. With access to Heroes' Square, it is suitable for 64 banquet or 80 theatre style. The Founders' Room features overhead projection, HD screen and integrated sound.





The Remembrance Centre

Officially opened by His Royal Highness the Duke of Cambridge in 2017, the Remembrance Centre features three exhibition galleries, an extensive restaurant, gift shop and a beautiful cloistered courtyard with garden. A befitting gateway to the Arboretum, it is an award-winning imposing building designed to impress.

Available to hire for evening dining for up to 150 guests, the Remembrance Centre has beautiful views across Heroes' Square and the Armed Forces Memorial.

"You must be the change you wish to see in the world"

Mahatma Gandhi, Indian Political Leader

A fascinating range of add-ons can be provided to enhance your event:

Guided Walks: The stories behind our memorials and the symbolism within them are fascinating. Venture out with one of our expert guides and hear some of the best anecdotes, tales of heroism and comradeship from 1914 to the present day.

Land Train: The Arboretum's land train is an excellent way to take in a large proportion of the site's fascinating memorials and features a pre-recorded commentary en route. Highlights include the Shot at Dawn Memorial, the Polish Forces War Memorial, the Royal Air Forces Association Remembrance Garden and views across the Naval Review.

Arboretum Guest Speakers: Our team of expert guides can provide talks to your delegates on a wide range of Arboretum related subjects. Talks can be tailored to suit your group i.e. military, wildlife, trees and landscapes.

Landscapes of Life Exhibition

At the heart of the Remembrance Centre is Landscapes of Life, an interactive exhibition which introduces visitors to the history of the Arboretum, its significance and the wider importance of Remembrance. Featuring impressive audio visual display, hands-on interactives and fascinating interpretation, it is a perfect environment for smaller gatherings, pre-event drinks or intimate presentations.

Exclusive hire is available during the evenings but exhibition entry can also be provided to enhance a daytime meeting or event.



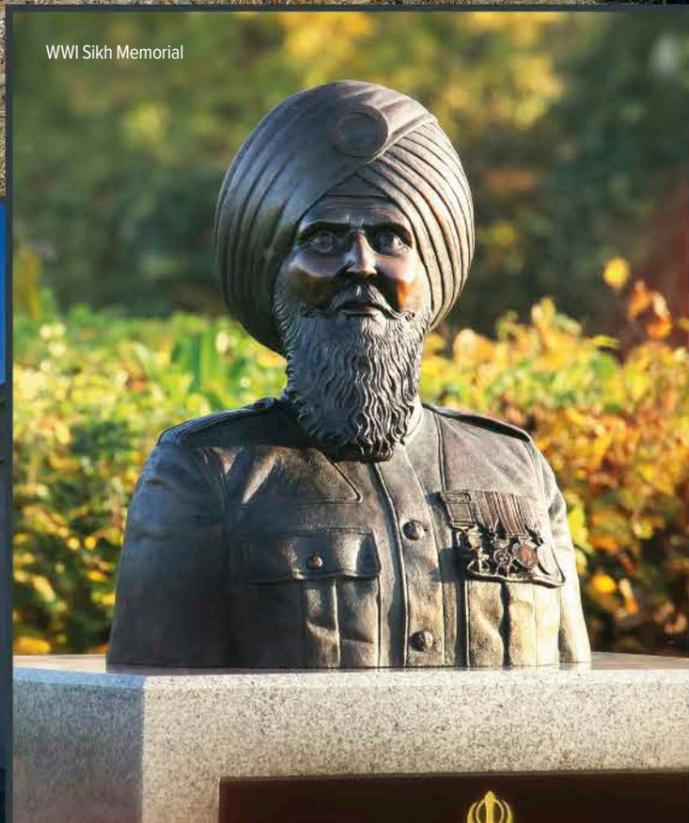
Naval Service Memorial



Shot at Dawn Memorial



WWI Sikh Memorial



The Christmas Truce Memorial
(Football Remembers)



Armed Forces Memorial



Royal Lifeboat Institution Memorial



Food & Beverage

Our accomplished chefs can cater to the highest standards, offering beautifully cooked, great British food, using locally sourced ingredients. Menus are flexible and can be tailored to your needs both with your delegates and your budget in mind.

Our commitment to outstanding, friendly and approachable customer service is demonstrated by our VisitEngland Award for Excellence Large Visitor Attraction of the Year 2018 (Gold).

A range of options can be provided to suit your event including:

- Bowl food
- Barbecues
- Canapés
- Seated & served dining
- Hot and cold fork buffets
- Finger buffets

Accommodation

Situated between Burton upon Trent and Lichfield, the Arboretum is surrounded by a wide range of accommodation types from four star hotels to cosy B&Bs. Our team can help identify the best accommodation for your needs. Shuttle buses and group transport can also be arranged on request.

“I would like to give my sincere thanks and gratitude for the excellent meals and service given by your staff. The event went very smoothly and numerous comments were made on how much they had all enjoyed their meals. The staff were very helpful and efficient.”

Brian Morley, BKWVA Lunch, July 2018

Events that Matter in a Place that Matters

Aspects at the National Memorial Arboretum is far more than your average conference and event space.

Over 250 events are held at the Arboretum each and every year. Taking place across the site, these events vary in size from an intimate service of Remembrance to large-scale set piece commemorations of up to 2000 people.

Aspects provides a positive environment for our event visitors to meet, reflect and reunite; it is a facility which has character, but remains a blank canvas for event organisers to make their own.

Share your event with us and you will be:

- Supporting a UK registered charity
- Surrounded by stories that inspire
- At the heart of a nationally-important site

For booking information contact **01283 245 100** or email **functions@thenma.org.uk**

Corporate Friends

Becoming a Corporate Friend of the National Memorial Arboretum is the perfect way for your company to show support for all those that have given service to our nation.

Your support will help ensure that the Arboretum remains beautifully maintained and free to enter for everyone and that, through our work with thousands of school children, teachers and families, we hand on the torch of Remembrance to future generations.

In return for your support, we can offer a superb package of benefits that will ensure the partnership is rewarding, engaging and a successful part of your company's corporate social responsibility programme.

A corporate friend brochure is available for download from our website; **www.thenma.org.uk** alternatively for further information contact us on **01283 245 100** or email **info@thenma.org.uk**.



The Millennium Chapel of Peace and Forgiveness

The Chapel is only place in the country where the Act of Remembrance is observed every day. The act, consisting of the Last Post, the Two Minute Silence and the Reveille, is held at 11am.

The Chapel welcomes people of all faiths and none, and aims to provide a space where everyone will feel comfortable. It is open daily, for everyone to use – including delegates requiring a prayer room or meditative space, but it is also available for hire for group acts of worship for up to 120 guests.



For booking information contact **01283 245 100**
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National Memorial Arboretum
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Aspects: Generously funded by The Royal British Legion, the Chancellor using LIBOR funds, the Greater Birmingham & Solihull Local Enterprise Partnership, The Veolia Environmental Trust and Landfill Communities Fund

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