



**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**

Welcome Talks

Hear the history of the Arboretum and discover our future plans with a fascinating 15-minute welcome talk. **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.

£4.00pp (2024) | £5.00pp (2025)*

Nature Walks

Our forever changing landscape is home to a wide range of trees, plants and wildlife, especially at Watersmeet, the confluence of the Rivers Trent and Tame. Take a 45-minute stroll with our guides and see what you can discover.

£4.00pp (2024) | £5.00pp (2025)*





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 (2024) | **£7.50pp** (2025)*

----- 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**

Winter Warmer Packages

During January to March groups can stay in the warmth of our Remembrance Centre and enjoy a fascinating 45-minute presentation from our expert guides, over a warming lunch of homemade meat and potato pie with seasonal vegetables and tea or coffee. **£14.50pp**

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 £135 per group



Suggested Itineraries

Full Day

- 10:20 Arrival with tea and coffee
- 10:50 Daily Act of Remembrance
- 11:30 Land Train Trip
- 12:30 Two-course lunch with tea & coffee
- 14:00 Free time to explore the Arboretum and exhibitions. Don't forget the Gift Shop!
- 16:00 Depart

Half Day

- 10:00 Arrival with tea, coffee and biscuits
- 10:30 Guided Walk
- 11:30 Free time to explore the Arboretum
- 13:00 Depart

New Things to See

Submariners Association Memorial

Dedicated by The Prince of Wales, Commodore-in-Chief Submarines, the Submariners Association Memorial remembers the 5,000 submariners who lost their lives while serving in the years before, between and during the two World Wars.



The Desert Rats

The 7th Armoured Division was a division of the British Army that saw distinguished service during the Second World War, where its exploits in the Western Desert Campaign gained it the 'Desert Rats' nickname. The stylised sculpture at the Arboretum, while representing the Desert Rats insignia, also symbolises armour both light and heavy.





National Miners' Memorial

The National Miners' Memorial honours and commemorates the hundreds and thousands of men, women and children who worked in the United Kingdom coal mining industry and those who served or died in the service of their country.

The Cheshire Yeomanry

The Cheshire Yeomanry Memorial, a stunning life-sized rearing horse was dedicated in June 2022 to coincide with the 225th anniversary of the Cheshire Yeomanry.



Amelanchier Walk

Over 100 Amelanchier saplings were planted at the Arboretum in 2022, primed to inject colourful blossom into the landscape during the early spring months. Varieties include '*Arborea robin hill*', '*Ballerina*' and '*Lamarckii*'.

Special Events

D-Day 80

6 June 2024

Commemorate the pivotal events of 1944 that began the Allied liberation of Europe. Groups can either join on a pay as you go basis, or book onto our D-Day 80 Lunch Package in Aspects, our dedicated events facility. **£26.50pp***



Armed Forces Weekend

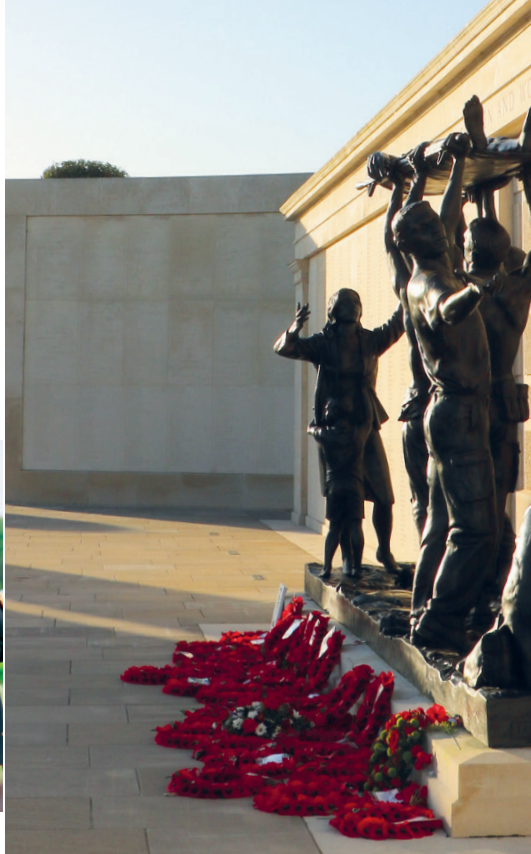
29 – 30 June 2024

Armed Forces Weekend at the National Memorial Arboretum is an opportunity give thanks to the brave work of our Armed Forces Personnel. A range of activities including live music, food and craft stalls and family-fun activities will also be onsite throughout the weekend. On Saturday 29 June a Service of Thanks will take place which everyone is welcome to attend. **FREE†**

Armed Forces Weekend Lunch Package

29-30 June 2024

Avoid the crowds with wristband access to our dedicated events facility Aspects. This package includes reserved seating, a delicious two-course lunch with tea and coffee in the air-conditioned Oak Suite, with access to a private bar and toilets between 11am – 3pm. **£26.50pp***



Ride to the Wall

5 October 2024

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†**

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



Armistice

11 November 2024

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

10 November 2024

Commemorate Remembrance Sunday with this special package exclusive for groups. Guests can choose to stay inside the warmth and observe the Remembrance Sunday Service on our large screens from the comfort of their seat in Aspects, or join the crowds outside. After the commemorations have drawn to a close, reflect with friends over a two-course, homemade lunch. **£26.50pp***

†Early bird price available until March 2024. For groups of 10+

Christmas Lunches with a Swing

7, 10, 11, 12 December 2024

Christmas Lunches with a Swing return in 2024 with toe-tapping festive music once again provided by the fabulous Antonio Socci Jive and Swing band. This popular package includes an arrival drink, three course Christmas lunch and tea, coffee and mince pies. **£38.00pp***



Illuminated Arboretum

5 – 21 December 2024

See the splendour of the Arboretum in another light with a visit to the spectacular Illuminated Arboretum. Our bespoke light installation weaves around our many memorials and trees, using light and sound to tell their stories. From poignant moments to reflect and remember, to interactive elements that encourage child-like wonder.

From £18.00pp‡

Bookings for 2025

Looking to book our special events and packages for 2025? Register for our e-newsletter and you'll be the first to receive more information on our packages as they go live.



Food & Beverage

Our onsite chefs prepare delicious catering options daily, using seasonal and local ingredients sourced from across Staffordshire and nearby counties.

Arrival Refreshments

Tea and coffee **£3.50pp**

Tea, coffee and biscuits **£4.00pp**

Tea, coffee and breakfast rolls
£7.00pp (2024) | £7.50pp (2025)

Lunch Packages

Signature Pie and Mash

Steak and ale pie, served with creamy leek and mustard mash and rich gravy.

£14.50pp (2024) | £15.00pp (2025)

One-Course Lunch

Select one of our home-cooked meat, fish or vegetarian options on the day. Served with tea and coffee.

£16.75pp (2024) | £17.50pp (2025)

Two-Course Lunch

Select one of our home-cooked meat, fish or vegetarian options on the day with the addition of a homemade hot dessert or slice of cake. Served with tea and coffee.

£19.75pp (2024) | £20.50pp (2025)

Afternoon Treats

Cream Tea

Freshly baked scone, fruity jam and delicious Cornish clotted cream served with tea and coffee.

£6.75pp (2024) | £7.00 (2025)

High Tea

Freshly-prepared sandwiches, savoury snacks and an assortment of our delicious homemade cakes served with tea and coffee.

£17.50pp (2024) | £18.00pp (2025)

**If you require further information
please contact us on 01283 245 100
or by email groups@thenma.org.uk**



Restaurant

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. In peak season, our onsite Coffee Shop in Heroes' Square serves a range of takeaway snacks and barista crafted coffees for visitors to enjoy.



Benefits of Pre-Ordering

When you pre-order our delicious catering packages you can enjoy additional benefits including:

- If available, a private room will be allocated for your group to dine in†.
- Tables will be reserved and set for you, with white linen, cutlery, glassware, and water jugs.
- Our friendly team will take everyone's preferred lunch order and it will be serviced to everyone at their seats.
- Knowing the price of your visit before arrival.

†Room allocations are decided by our operational team and will not be disclosed in advance. The room may be shared with other groups who are visiting on that day and is only available for the time of your pre-booked catering package.

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.

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 245 100 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 245 100 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 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 drivers to use in our Restaurant.

Mobility scooters and wheelchairs

Please call 01283 245 100 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

Food Packages For groups of 10 or more	2024 Price Per Person	2025 Price Per Person
Breakfast Roll with Tea and Coffee (served until 11.30am)	£7.00	£7.50
One-Course Lunch	£16.75	£17.50
Two-Course Lunch	£19.75	£20.50
Arboretum Signature Pie & Mash	£14.50	£15.00
Cream Tea (2.30pm onwards)	£6.75	£7.00
High Tea (2.30pm onwards)	£17.50	£18.00

All food packages include tea and coffee.

Refreshments For groups of 10 or more	2024 Price Per Person	2025 Price Per Person
Arrival Tea and Coffee	£3.50	£3.50
Arrival Tea, Coffee and Biscuits	£4.00	£4.00

Activities For groups of 10 or more	2024 Price Per Person	2025 Price Per Person
Guided Walk	£4.00	£5.00
Nature Walk (subject to availability)	£4.00	£5.00
Land Train with Running Commentary Operates every 30 minutes between March and November. Please contact us for our winter timetable.	£6.50	£7.50

Tailor Made Tours For small groups of up to seven people	2024 Price	2025 Price
1 – 5 People – Half Day	£135	£145
6 – 7 People – Half Day	£165	£175
1 – 5 People – Full Day	£210	£220
6 – 7 People – Full Day	£260	£270

If you require further information please contact us on 01283 245 100
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.

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.

