

MOTIVATE, EDUCATE AND REWARD



Manchester, Liverpool & THE PEAK DISTRICT

FROM URBAN PLEASURES to rural treasures, this itinerary is all about contrasts. Here your guests can discover two of England's hippest cities, where sleek, contemporary style rubs shoulders with historic reminders of industries past.

Set your guests loose to walk in the footsteps of world-famous names, from Manchester United to The Beatles. Then whisk them off for a walk on the wild side in the spectacular Peak District.

From Olympic cycling to rock climbing, there's plenty of opportunity to get active and be challenged. Or they can simply relax on a historic train or in one of England's grandest treasure houses while soaking up the opulent surroundings.

LOCATION & ACCESS

The main gateway to North West is Manchester.

By road

From London to Manchester:
Approx. 3.5 hrs northwest/200 miles.

By air

Nearest international airport:
Manchester airport.

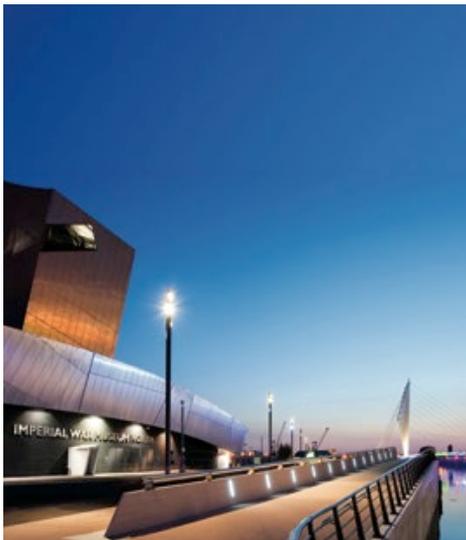
Alternative airports:
Liverpool, Leeds-Bradford airports.

By train

From London-Euston to Manchester: 2 hrs.



Manchester



Friendly energetic Manchester buzzes with the most happening of social scenes.

Renowned for its passion for music, its world-famous football team and its endless nightlife, the city rose to prominence in the 18th century when it became an important hub for the cotton-making industry.

The old canals and grandiose civic buildings from that era still remain, although today they rub shoulders with hip bars and clubs and exciting new developments like The Lowry arts complex and award-winning Imperial War Museum, just two of Manchester's many cultural treasures. Shopaholics will also revel in the city's extensive retail opportunities, among the best in England.

Liverpool



Best known as the home of the Beatles, Liverpool is an important shipping port and cultural centre which today is also a UNESCO World Heritage Site.

With its pubs and clubs and down-to-earth humour, it's a vibrant energetic city with a big heart.

Here great ships and the famous 'ferry across the River Mersey' jostle for attention with grandiose Victorian buildings and two outstanding cathedrals, including Liverpool Cathedral, the largest in England. Visitors can also explore Albert Dock where the old warehouses have been replaced by shops, waterside restaurants, museums and the fabulous Tate Liverpool, one of England's top galleries of modern art.

The Peak District



This dramatic National Park, the oldest in England, is a picturesque landscape of rocky crags, peat-covered moorlands and wooded limestone dales.

It's a popular place for walking and cycling as well as other, more extreme sports. The area around Castleton is riddled with underground caves, many open to visitors, including the spectacular Speedwell cavern reached by underground boat.

Elsewhere is the elegant spa town of Buxton and a host of stone hamlets and small towns like Bakewell, famous for its pudding. There's also a generous smattering of historic houses from medieval Haddon Hall, setting for the film Jane Eyre, to the classic splendour of Chatsworth.

[visitEngland.com/business](https://www.visitEngland.com/business)

These ideas were brought to you by Visit England, England's national tourism organisation.

ARRIVAL

With four Premier League teams between them, including the world-famous Manchester United, the cities of Liverpool and Manchester are synonymous with all things football. So what better way for your guests to arrive than in true footballer style in a luxury stretch limousine? Driven by a smartly attired professional chauffeur, they will feel like VIPs as soon as they step inside, and with luxury features like leather upholstery, televisions and bar service, there's no more stylish way to begin their journey.



WHERE TO STAY

The Lowry Hotel, Manchester

★★★★★

165 rooms and suites



Manchester's most fashionable hotel, the award-winning Rocco Forte Lowry Hotel is situated on the banks of the River Irwell near Salford, with easy access to the city centre.

The first five-star hotel in Greater Manchester, it makes a bold contemporary architectural statement with its dramatic, curved, glass-fronted façade that creates a light and airy feel inside.

Guests are also assured of an attention to detail and a level of personalised service synonymous with the Rocco Forte Hotels brand, from sleek furnishings of the spacious rooms to the stylish ambience of the River Restaurant and relaxing spa.

Peckforton Castle, Tarporley

★★★★★

48 rooms and suites



Reached along an impressive drive, through an archway, complete with portcullis, the approach to Peckforton Castle is stunning.

This captivating Grade I listed medieval-style edifice, set above the Cheshire countryside, was built in the 19th century and offers an effortless blend of historic opulence and modern flair - from fairy tale four-poster beds and vaulted stone ceilings to underfloor heating and high speed Wi-Fi. The hotel's 1851 Restaurant is also the holder of three AA Rosettes, while indoors and out, visitors can enjoy a range of activities, from pampering spa treatments to hands-on encounters with the birds of prey that reside on the castle lawns.

Hotel Indigo, Liverpool

★★★★★

151 rooms



With its striking multi-coloured glass exterior, this glamorous boutique hotel takes its inspiration from Liverpool's cotton-trading heritage. It's a theme that runs throughout, from the hotel's location on the site of an old cotton warehouse to the vivid splashes of colour and cotton and threads woven into the rooms, lobby and corridors.

Situated close to Liverpool's vibrant waterfront area, it makes an exuberant yet relaxing base to explore the city, from the comfortable bedrooms, complete with oversized beds and spa-inspired bathrooms to the Fitness Studio and buzzing atmosphere of the restaurant, owned by famous three Michelin-star chef, Marco Pierre White.

ACTIVITIES

Classic Car Treasure Hunt (Full Day)



Imagine your delegates motoring through the dramatic Peak District countryside in their favourite classic car. Picture them sitting behind the wheel of an iconic 1960s sports car with the wind in their hair.

Guests can choose from an entire fleet of vintage classic sports cars: 1963 Austin Healey 3000 MkIIa, 1970 Jaguar E-type Roadster (convertible), 1969 MG MGB Roadster, to name just a few. Moreover, in contrast to modern day treasure hunts which rely on GPS satellite navigation, you'll be going back to basics, with a simple clue book and paperback map, in keeping with the vintage of the cars' era.

All Aboard the Belle (Full Day)



This memorable trip on the Northern Belle allows your guests to relive the Golden Age, when train travel was the epitome of sophistication.

Combining classic craftsmanship and contemporary engineering, the Northern Belle entered service in 2000 and is a reflection of the magnificent 'Belle' trains of the 1930s. Its luxurious interiors with their decorative marquetry, brass fittings and mosaic floors celebrate the finest English craftsmanship.

This journey will take your guests through some of northern England's most beautiful scenery while they enjoy wines and cuisine based on produce from the landscapes that they pass. Exclusive charter can also be arranged.



Peak District Challenge (Full Day)



Whatever your choice of outdoor pursuits, the Peak District has something for your group, regardless of experience or level of fitness, from action-packed adventures to gentler activities.

With its wild moorland, rough stone crags and deep green valleys, this rugged National Park offers a range of activities in stunning surroundings, from climbing and abseiling to canoeing, orienteering and archery, all under the expert guidance of qualified instructors.

Whether you want a fun day or an effective team building event, this outdoor experience will ensure your guests enjoy their day in memorable surroundings'.

Beatles Tour (Full Day or Half Day)



The Beatles' hometown of Liverpool is packed with places associated with the 'Fab Four'. Let your guests join a 'magical mystery tour' with a visit to visit the *Beatles Story* experience to find out how four young lads from Liverpool were propelled into fame to become the greatest band of all time.

This tour can also take in a visit to the famous Cavern Club, where the band first performed, as well as some of the city's most evocative landmarks from their songs, including Penny Lane and Strawberry Fields. Your group can even get to see inside the childhood homes of John Lennon and Sir Paul McCartney.

National Cycling Centre Experience (Full Day or Half Day)



Completed in 1994, the Olympic cycle track at the National Cycling Centre is one of the finest and fastest board tracks in the world. Regularly used by members of the successful British Olympic cycling team, including Sir Chris Hoy and Laura Trott, it offers a fantastic opportunity for your guests to sharpen up their competitive edge and experience racing around a banked velodrome against other team members.

The centre also features a £24 million purpose-built indoor BMX Complex, which includes an amateur track, complete with jump configurations, where they can put their two-wheeled skills to the test.

Football Stadium Tour (Full Day or Half Day)

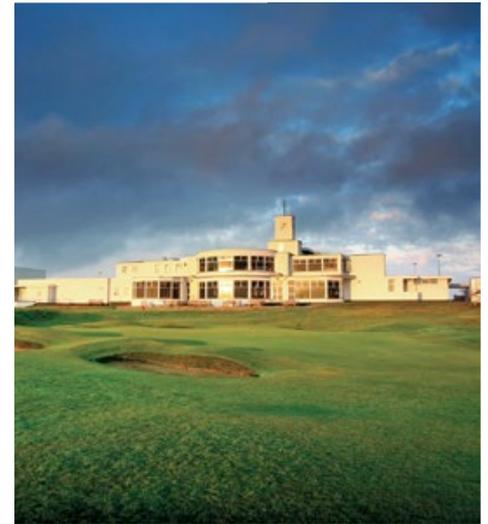


No trip to Manchester or Liverpool would be complete without a visit to their city's world-famous football stadiums.

On these private tours your guests will get to learn more about the fascinating history of these Premier League sides as well as go behind the sometimes previously unseen scenes at both stadiums.

Highlights of the tours include the stands, where they can appreciate the setting from the finest seats in the house, and the atmosphere-soaked players' dressing rooms, as well as a walk through the players' tunnel accompanied by the imagined roar of thousands of fans.

England's Golf Coast (Full Day or Half Day)



For a game of golf in beautiful surroundings, few places can beat North West England, home to three outstanding Royal links courses.

From the Royal Liverpool, the second oldest seaside course in England, to the Royal Birkdale and Royal Lytham & St Annes course, they have staged numerous Open Championships and Ryder Cups between them, making them among the most acclaimed golf courses in the world.

Not only can your guests tee off in the footsteps of great names like Tiger Woods and Phil Mickelson, they can also test their competitive spirit on these challenging coastal courses, while having fun along the way.

Chatsworth House (Full Day or Half Day)



Set in 1,000 acres of sweeping parkland in the heart of the Peak District, Chatsworth is home to the Duke and Duchess of Devonshire, and has been passed down through 16 generations of the Cavendish family.

Your guests can explore over 30 rooms, evolved over five centuries and home to one of Europe's most significant art collections, from the magnificent Painted Hall and regal State Rooms to the beautiful Sculpture Gallery. The diverse collection is continually added to, encompassing everything from Old Masters to cutting-edge sculpture. Afterwards they can relax in the glorious gardens, whose famous water features complement the imposing house.

GALA DINNER OPTIONS

Liverpool Anglican Cathedral, Liverpool

Up to 1,000 dinner guests



Designed by Sir Giles Gilbert Scott, Liverpool Anglican Cathedral is the largest in the UK and the fifth largest in the world.

Set within the heart of the city, this treasured building has the highest and widest gothic arches in world. From its magnificent, expansive Great Space to the beautifully ornate Lady Chapel, Liverpool Cathedral has a full range of distinguished spaces to hold your event.

Today, the stunning architecture, cathedral-like proportions and peaceful atmosphere combine to make the perfect backdrop for breathtaking banquets and gala celebrations, where food and hospitality are a passion – cooked with love and served with soul.

Manchester United Stadium

Up to 1,000 dinner guests



A celebration needs atmosphere! As a celebrated Manchester venue, the Manchester United stadium at Old Trafford is accustomed to huge outbursts of emotion and, as the home of one of the most successful football teams ever, plenty of celebrations too.

Add a bit of the drama and excitement to your own celebratory dinner, by choosing from one of the 24 large suites, some with spine-tingling views of the pitch, plus a further 155 syndicate rooms designed to accommodate and impress your gala guests with ease. The prestige of arriving at this world-famous ground will be sure to get your event off to a great start.

Dining Under Concorde, Manchester

Up to 1,000 dinner guests

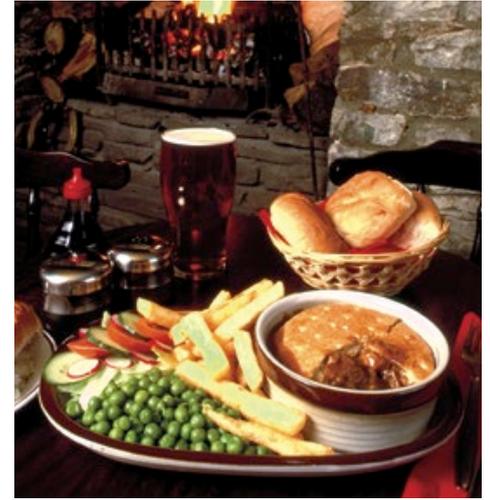


Whether you are fanatical about aviation or not, it is impossible not to be impressed by this inspirational aircraft which is regarded by many as an aviation icon and an engineering marvel.

Your dinner guests can take their seats right underneath the body and engines of the aircraft, alongside the huge undercarriage. The evening can also include a tour of the interior and cockpit, where they can even get to sit in the seat that HM The Queen used to occupy. With over 17,000 square feet (1,600 sq metres) available in the hangar, this venue can be completely transformed to accommodate any theme or decor.

OTHER DINING OPTIONS

Traditional Fare



As the birthplace of such well-loved dishes as Lancashire Hotpot (meat stew topped with sliced potatoes), the north west of England is synonymous with traditional, hearty, home-cooked fare.

From country pubs to village shops, you'll come across many tasty dishes on your travels. Look out in particular for Rag Pudding, a delicious suet-wrapped meat mixture boiled in a cloth – traditionally a remnant of rag from the old cotton mills.

Several traditional cakes from the region are also popular countrywide. Treat yourself to an Eccles Cake (flaky pastry stuffed with currants) or try a slice of almond-flavoured Bakewell Pudding, a Peak District speciality.

Upscale Eats



Among the top gastronomic hotspots in the country, Liverpool and Manchester are home to an impressive collection of upscale eateries as well as a range of celebrity chefs from Marco Pierre White and Michael Caines to newcomers Simon Rogan and Aiden Byrne, the youngest ever chef to receive a Michelin star.

Yet not only do the cities champion great tasting food, they also serve it up in a range of irresistible, stylish venues. From the traditional glamour of stained glass and marble to cutting edge contemporary chic, they ensure the perfect setting to inspire your guests, with menus and service to match.