

SHREWSBURY GROUP TRAVEL BROCHURE



MAKE THE MOST OF YOUR TRIP WITH OUR GUIDE TO SHREWSBURY...

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INTRODUCTION



Located in the heart of Shropshire and filled with history at every turn, Shrewsbury's vibrant town centre is ready to welcome visitors with an array of exciting attractions and restaurants that make for a memorable day out. From theatre productions and prison tours to historic churches and riverside walks, there's something for everyone in this coach-friendly town making it an ideal destination.

Fun-filled attractions for all

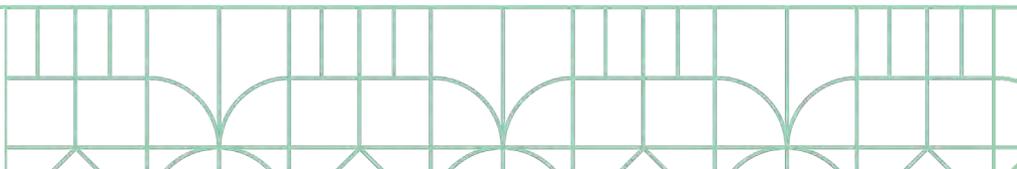
The town itself offers plenty of activities for all to enjoy. Explore the River Severn with a cruise on the Sabrina Boat or take a tour around Shrewsbury Prison – the world's most interactive prison. Head to the Wyle Cop to explore the longest street of independent shops in the UK, or discover local history at Shrewsbury Castle and Shrewsbury Museum & Art Gallery.

Brimming with history, events and things to do, Shrewsbury is one destination that's not to be missed.

“

A FAIR TOWN IS
SHREWSBURY—
THE WORLD OVER,
YOU'LL HARDLY
FIND A FAIRER,
IN ITS FIELDS
OF CLOVER.

- THE ELF, BY MARY WEBB



COACH-FRIENDLY TOWN



Since receiving the Coach Friendly Town status in 2012, Shrewsbury has held on to this prestigious award for the last ten years by making a conscious effort to continue improving coach access and driver facilities. Fulfilling the strict criteria set out by the Confederation of Passenger Transport (CPT), the town, its attractions and local authorities are ready to welcome coaches and visitors from all over the UK and Europe.

All drop-off points and parking bays are located close to the town's most popular attractions for your convenience, allowing you to give passengers a great day out. While your tour group discovers all the town

has to offer, our dedicated long-stay parking areas ensure you always have somewhere to park nearby.

With clear signage and exceptional coach facilities, Shrewsbury offers a great experience for drivers and visitors alike.

What makes Shrewsbury a coach-friendly town?

- Dedicated drop-off points
- Coach parking within the town
- Free designated long-stay parking areas
- Drop-offs and parking close to popular attractions
- Clear signage for ease of access
- A warm welcome from local businesses

DROP-OFF POINTS

1 LOWER CLAREMONT BANK (SY1 1RT)

Loading Area by Montgomery's Tower

2 ST CHAD'S (SY1 1JX)

Church & The Quarry

3 SHOPLATCH (SY1 1HF)

Shrewsbury Museum & Art Gallery & Shrewsbury Market Hall

4 DOGPOLE (SY1 1EN)

Wyle Cop Independent Shops

5 SMITHFIELD RD (SY1 1PG)

Town centre bus stop

6 SABRINA BOAT (SY1 1HH)

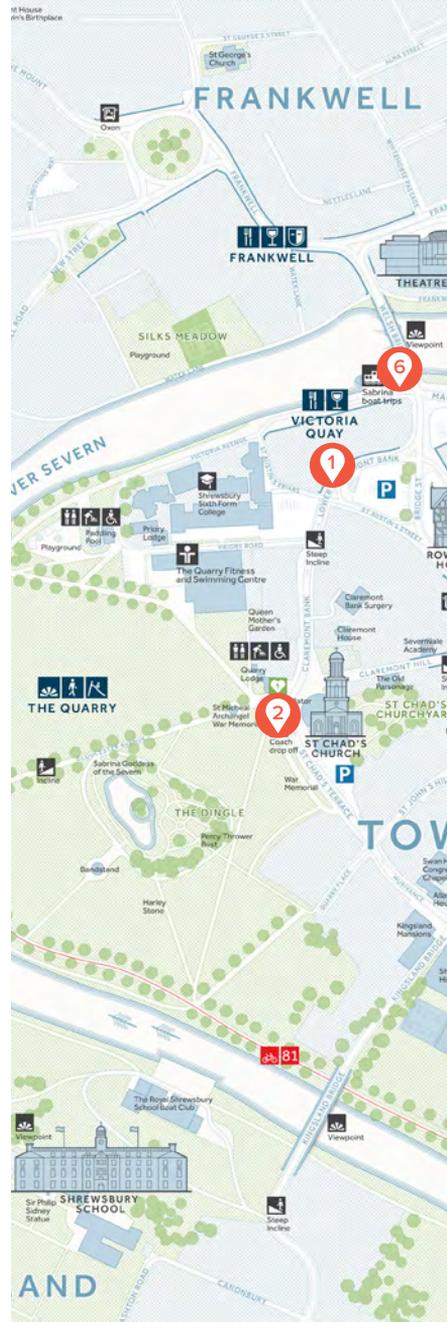
Victoria Quay, Welsh bridge

7 THE DANA (SY1 2HP)

Shrewsbury Prison

8 FLAXMILL MALTINGS (SY1 2SZ)

Shrewsbury Flaxmill Maltings



PARKING

As a coach-friendly town, Shrewsbury offers two free coach parks located at opposite ends of the town. These long-stay options are ideal for tours looking to spend the day exploring what's on offer.

📍 Frankwell Coach Park (SY3 8HQ)

Located near the Theatre Severn and just 300 metres from the Sabrina boat, the Frankwell coach park features 5 dedicated coach bays ideal for those looking to explore the west side of town.

📍 Abbey Foregate Coach Park (SY2 6AE)

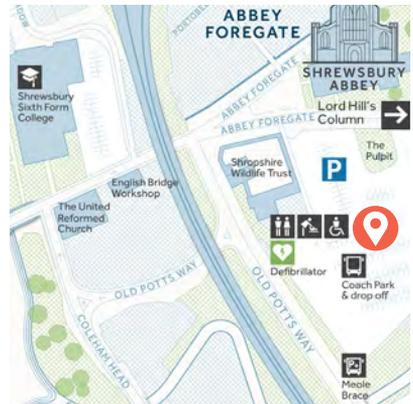
Located opposite the Shrewsbury Abbey, the Abbey Foregate coach park features 13 dedicated coach bays and is just a 5-minute walk from the Wyle Cop's street of independent stores.

📍 Smithfield Road Bus Stop (SY1 1PG)

Located outside the Premier Inn, this bus stop is available to use for a maximum of 2 hours.



📍 FRANKWELL COACH PARK



📍 ABBEY FOREGATE COACH PARK



📍 SMITHFIELD ROAD BUS STOP

GROUP-FRIENDLY ATTRACTIONS

Shrewsbury is filled with fantastic places to visit that are easily accessible by coach. Here are some of the top attractions for a fun-filled day out, along with the nearest drop-off point to help plan your Shrewsbury coach tour.



📍 SHOPLATCH (SY1 1HF)
🌐 SHROPSHIEMUSEUMS.ORG.UK
☎ 01743 258885

SHREWSBURY MUSEUM & ART GALLERY

Discover local history and art at this Shropshire and North Wales museum, sitting in the heart of Shrewsbury's town centre.



📍 THE DANA (SY1 2HP)
🌐 SOLDIERSOFSHROPSHIRE.CO.UK
☎ 01743 358516

SOLDIERS OF SHROPSHIRE MUSEUM

Ideal for all the family, this museum walks you through the 300-year history of the British Army.



📍 THE DANA (SY1 2HP)
🌐 SHREWSBURYPRISON.COM
☎ 01743 343100

SHREWSBURY PRISON

Take a journey behind bars at one of the UK's most haunted jails, originally constructed in 1793 by Thomas Telford.



📍 SABRINA BOAT (SY1 1HH)
🌐 SABRINABOAT.CO.UK
☎ 01743 369741

SABRINA BOAT

Take a tour along the River Severn, with live commentary and refreshments, and learn all about the history, myths and legends that surround both Shrewsbury and the River Severn.



📍 FRANKWELL COACH PARK (SY3 8HQ)
 🌐 THEATRESEVERN.CO.UK
 ☎ 01743 281281

THEATRE SEVERN

From pantomimes and plays to comedy festivals and live broadcasts, delight in shows of every kind at this idyllic riverside theatre.



📍 ST CHAD'S (SY1 1JX)
 🌐 SHREWSBURYFLOWERSHOW.ORG.UK
 ☎ 01743 234050

SHREWSBURY FLOWER SHOW

From floral attractions and fireworks to horse displays and live music, visit one of the country's top flower shows in the Quarry Park, held over two days at the start of August every year.



📍 ABBEY FOREGATE COACH PARK (SY2 6AE)
 🌐 SHREWSBURYABBAY.COM
 ☎ 01743 232723

SHREWSBURY ABBEY

Founded in 1083, this architectural delight dates back to the Anglo-Saxon days and continues to be a popular place of worship today.



📍 FLAXMILL MALTINGS (SY1 2SZ)
 🌐 SHREWSBURYFLAXMILLMALTINGS.ORG.UK
 ☎ 01743 340030

SHREWSBURY FLAXMILL MALTINGS

Grandparent of skyscrapers, explore the world's first iron-framed building and learn about this survivor of the industrial revolution.

GROUP-FRIENDLY CAFÉS AND RESTAURANTS



ORCHARD CAFÉ

ST CHAD'S (SY1 1JX)

After exploring Shrewsbury Cathedral, stop off at the Orchard Café for a light lunch or Afternoon Tea while overlooking the Town Walls.

☎ Contact on: 01743 242118 or
✉ orchardcafe@ypcevents.com
🌐 orchardshrew.uk



LOOPY SHREW

SHOPLATCH (SY1 1HF)

With a warm and vibrant atmosphere, enjoy a British breakfast, lunch or dinner made from locally sourced ingredients at this family-run restaurant and bar.

☎ Contact on: 01743 366505 or
✉ hello@loopyshrew.com
🌐 loopyshrew.com



RIVERBANK

SABRINA BOAT (SY1 1HH)

Serving both hearty Mediterranean cuisine and wholesome British classics, there's something for everyone to enjoy while relaxing alongside the River Severn.

☎ Contact on: 01743 233244 or
✉ info@visitriverbank.co.uk
🌐 visitriverbank.co.uk



RIVER VIEW CAFÉ

DOGPOLE (SY1 1EN)

Tucked away in the Parade, sit inside or head to the terrace for a locally-sourced lunch with stunning views of Shrewsbury's landmarks.

☎ Contact on: 01743 537144 or
✉ hello@theriverviewcafe.co.uk
🌐 theriverviewcafe.co.uk



TURNED WOOD CAFÉ

FLAXMILL MALTINGS (SY1 2SZ)

After exploring the Flaxmill Maltings, enjoy a range of delicious vegetarian and plant-based meals or relax with a house-blend coffee.

☎ Contact on: 01743 340030 or
✉ info@ShrewsburyFlaxmillMaltings.org.uk
🌐 shrewsburyflaxmillmaltings.org.uk



EXPLORING THE TOWN

Shrewsbury is also full of free attractions that invite you to explore the town's winding streets and discover hidden gems at every turn. From stunning churches with impressive architecture to unique shopping opportunities and floral displays, there's plenty to see and do on a budget.



📍 SHOPLATCH (SY1 1HF)
🌐 SHREWSBURYMARKETHALL.CO.UK
☎ 01743 351067

SHREWSBURY MARKET HALL

This multi-award-winning market hall offers a unique shopping experience, packed with over small businesses and restaurants.



📍 ST CHAD'S (SY1 1JX)
🌐 STCHADSCHURCHSHREWSBURY.COM
☎ 01743 365478

ST CHAD'S CHURCH

Built in 1792, this historic landmark with its distinctive architecture sits prominently at the top of the Quarry Park.



📍 ST CHAD'S (SY1 1JX)
 🌐 SHREWSBURYCATHEDRAL.CO.UK
 ☎️ 01743 290000

SHREWSBURY CATHEDRAL

Situated along the 14th-century town walls, this stunning cathedral features stained glass windows by local Salopian artist, Margaret Rope.



📍 DOGPOLE (SY1 1EN)
 🌐 TURTLE-DOVES.CO.UK
 ☎️ 01743 562202

TURTLE DOVES

Turning pre-loved cashmere jumpers into their patented fingerless gloves, discover unique, sustainable and stylish cashmere accessories handmade in Shropshire.



📍 SMITHFIELD ROAD BUS STOP (SY1 1PG)
 🌐 SHROPSHIREMUSEUMS.ORG.UK/SHREWSBURY-CASTLE
 ☎️ 01743 258885

SHREWSBURY CASTLE

Built in 1070, this red sandstone castle offers beautiful grounds, epic views and plenty of history at the Soldiers of Shropshire Museum.



📍 ABBEY FOREGATE COACH PARK (SY2 6AE)
 🌐 ORIGINALSHREWSBURY.CO.UK/BUSINESS-DIRECTORY/CATEGORY/SHOP

INDEPENDANT SHOPS

Lined with timber-framed buildings, the Wyle Cop is home to over 30 independent stores and restaurants to explore.



📍 DOGPOLE (SY1 1EN)
 🌐 PARADESHOPS.CO.UK
 ☎️ 01743 343178

THE PARADE SHOPS

Once the Royal Salop Infirmary, this impressive Grade II listed building is now home to a selection of local and independent businesses.



📍 DOGPOLE (SY1 1EN)
 🌐 SHREWSBURYDUCKSTORE.CO.UK
 ☎️ 01743 246080

SHREWSBURY DUCK STORE

With a duck for every occasion and a range of Shrewsbury and Shropshire souvenirs, find a truly unique gift at the 'Home of Ducks'.



📍 SMITHFIELD ROAD BUS STOP (SY1 1PG)
 🌐 VISITSHROPSHIRE.CO.UK/THINGS-TO-DO/FAMILY-FUN/THE-QUARRY
 ☎️ 01743 281010

THE QUARRY AND DINGLE

Host of the world-famous Shrewsbury Flower Show, the Quarry Park attracts visitors from all over for riverside walks, cycling, canoeing and more. Head to the heart of the Quarry Park to find the Dingle, a former stone quarry that has been transformed into a real horticultural delight.



📍 SHOPLATCH (SY1 1HF)
 🌐 VISITCHURCHES.ORG.UK/VISIT/CHURCH-LISTING/ST-MARY-SHREWSBURY.HTML
 ☎️ 01743 357006

ST MARY'S CHURCH

Featuring medieval stained glass windows and one of the tallest spires in England, this 12th-century church hosts an array of events throughout the year.

TO LET
All Enquiries
Halls
01743 450700
hallsgh.com

SO
SUNSHINE
Peaberry's
Cafe & Bakery

36

**HOLY'S
FUDGE
CANTRY
RESTAURANT**

Peaberry
artisan food & drinks

T.O.B. WREATHS
WREATHS

Thank You
for your
support

EXPLORING WIDER SHROPSHIRE

Once you've explored the cobbled streets of this historic town, head further afield to discover more of what Shropshire has to offer. From deer and open-air museums to UNESCO World Heritage sites, there's something for everyone in this beautiful rural county.



📍 COSFORD (TF11 8UP)
🌐 RAFMUSEUM.ORG.UK/MIDLANDS
☎ 01902 376 200

ROYAL AIR FORCE MUSEUM MIDLANDS

An award-winning family day out, this museum has a range of immersive exhibits and thrilling displays for all to enjoy.



📍 SHREWSBURY (SY4 3DB)
🌐 BATTLEFIELD1403.COM
☎ 01939 210 905

BATTLEFIELD 1403

Located on a historic battle site, this farm shop and butchery offers a range of local food and drink with events throughout the year.



📍 TELFORD (TF8 7JP)
🌐 IRONBRIDGE.ORG.UK
☎ 01952 433424

IRONBRIDGE GORGE

Built in 1779, this UNESCO World Heritage property played a critical role in the birth of the Industrial Revolution.



📍 ELLESMERE (SY12 0PA)
🌐 SHROPSHIRESGREATOUTDOORS.CO.UK/SITE/THE-MERE-AT-ELLESMERE
☎ 01691 622981

THE MERE

From boating on the lake and feeding local swans to canalside walks and markets, this medieval market town has plenty to offer.



📍 WROXETER (SY5 6PJ)
🌐 [ENGLISH-HERITAGE.ORG.UK/VISIT/
PLACES/WROXETER-ROMAN-CITY/](http://ENGLISH-HERITAGE.ORG.UK/VISIT/PLACES/WROXETER-ROMAN-CITY/)
☎ 01743 761330

WROXETER ROMAN CITY

Explore the excavated ruins of the fourth largest city in Roman Britain, once an impressive legionary fortress.



📍 TELFORD (TF8 7HT)
🌐 [IRONBRIDGE.ORG.UK/VISIT/
COALPORT-CHINA-MUSEUM](http://IRONBRIDGE.ORG.UK/VISIT/COALPORT-CHINA-MUSEUM)
☎ 01952 580650

COALPORT CHINA MUSEUM

Discover an exquisite collection of china, from teacups and pots to vases and hand-painted miniatures.



📍 TELFORD (TF7 5UD)
🌐 [IRONBRIDGE.ORG.UK/VISIT/
BLISTS-HILL-VICTORIAN-TOWN](http://IRONBRIDGE.ORG.UK/VISIT/BLISTS-HILL-VICTORIAN-TOWN)
☎ 01952 433424

BLISTS HILL

Step back in time and discover how the Victorians lived at this interactive open-air museum.



📍 ATCHAM, SHREWSBURY (SY4 4TP)
🌐 [NATIONALTRUST.ORG.UK/VISIT/
SHROPSHIRE-STAFFORDSHIRE/
ATTINGHAM-PARK](http://NATIONALTRUST.ORG.UK/VISIT/SHROPSHIRE-STAFFORDSHIRE/ATTINGHAM-PARK)
☎ 01743 761330

ATTINGHAM PARK

With an impressive 18th-century mansion, this estate also features woodland walks, deer park and a walled garden.

SAMPLE ITINERARIES

Here are some sample itineraries for groups of 20+ people. From river boats to prison tours, each itinerary explores the very best of what Shrewsbury has to offer with parking and drop-off points nearby. These can all be adapted to suit your own requirements and are just examples of some potential great days out around Shrewsbury.

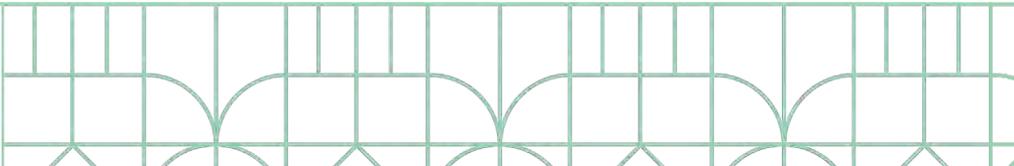
I Shrewsbury Prison & Castle Tour

Start by exploring Shrewsbury's iconic prison, The Dana, before heading over to the nearby red sandstone castle with its regimental museum. Once finished, head to the Parade for lunch and discover a number of local

businesses before exploring the rest of town. On the way back to the pick-up point, make sure to stop by the Shrewsbury Duck Store for some unique souvenirs.

TIME	ACTIVITY
9:15 am	Drop off at The Dana
9:30 am	Self-guided tour of Shrewsbury Prison
11:30 am	Shrewsbury Castle & Soldiers of Shropshire Museum
13:30 pm	Lunch at the River View Café
15:00 pm	Free time to explore the town
13:30 pm	Rendezvous at the Smithfield Road Bus Stop

To book, contact Shrewsbury Prison on 01743 343100 and contact River View Café on 01743 537144.



| Museum & Shrewsbury Town Tour

First head to the Shrewsbury Museum & Art Gallery where guests can learn all about the rich history and culture of Shropshire and North Wales. Then head to the Square for a

guided tour of the town that uncovers hidden gems and historical highlights, followed by shopping and lunch at the Market Hall.

TIME	ACTIVITY
09:45 am	Drop off at Shoplatch
10:00 am	Explore the Shrewsbury Museum & Art Gallery
12:00 pm	Rendezvous in the Square for a 90-minute guided town tour
13:30 pm	Head to the Market Hall

To book, contact Shrewsbury Museum and Art Gallery on 01743 258885.

| The Sabrina Boat Tour & Riverbank Restaurant

Take a tour along the River Severn, with live commentary and refreshments, and learn all about the history, myths and legends that surround Shrewsbury and the River Severn.

TIME	ACTIVITY
10:45 am	Drop off at the Sabrina Boat
11:00 am	Board the Sabrina for a 45-minute tour along the River Severn
12:00 pm	Lunch at the Riverbank
13:30 pm	Free time in Shrewsbury or pick up from Victoria Quay

To book or explore further available packages, please contact Sabrina on 01743 369741 or visit www.sabrinaboat.co.uk

Shrewsbury Art & History Tour

Take a tour of the Shrewsbury Abbey, first founded in 1083, before heading over to the Shrewsbury Museum & Art Gallery. From

archaeology and geology to ceramics and local artists, discover the rich history and culture of Shropshire and North Wales.

TIME	ACTIVITY
10:45 am	Drop off at Abbey Foregate
11:00 am	Guided tour of the Abbey
12:30 pm	Drop off at Shoplatch for lunch at the Loopy Shrew
14:00 pm	Head to the Shrewsbury Museum & Art Gallery
15:00 pm	Free time to explore the town

To book, contact Loopy Shrew on 01743 366505.

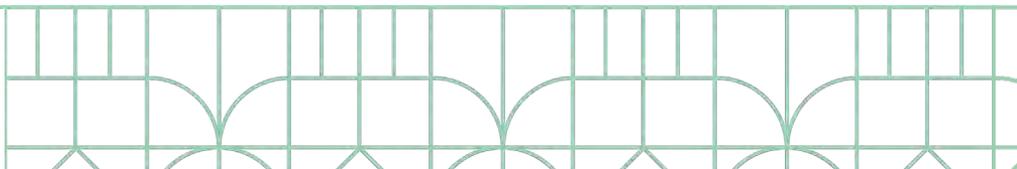
Independent Shopping Tour

Shrewsbury is filled with a whole host of independent shops, restaurants and churches that make for a truly unique day out. Discover the stained glass windows of St Mary's

Church before heading over to the Parade for shopping and lunch. Head down the Wyle Cop for timber-framed shops like Turtle Doves, finished with a tour of Shrewsbury Abbey.

TIME	ACTIVITY
09:45 am	Drop off at Dogpole
10:00 am	Explore St Mary's Church
11:00 am	Shopping at The Parade
12:30 pm	Lunch at the River View Café
13:30 pm	Shopping along the Wyle Cop
15:30 pm	Tour of Shrewsbury Abbey

To book, contact River View Café on 01743 537144.



| The Shrewsbury Prison Tour

Discover what life was like for some of the nation's most infamous inmates with a 2-hour guided tour around one of the world's most

haunted prisons, The Dana. After taking in this historic site, enjoy lunch at the Loopy Shrew before heading out to explore the town.

TIME	ACTIVITY
10:45 am	Drop off at Shrewsbury Prison
11:00 am	2-hour guided tour around Shrewsbury Prison
13:15 pm	Pick up from the Dana and drop off at Shoplatch
13:30 pm	Lunch at the Loopy Shrew
15:00 pm	Free time to explore the town

To book, contact Shrewsbury Prison on 01743 343100 and contact Loopy Shrew on 01743 366505.

| Town Crier Coach Tour

For groups of 30+ people, follow up your Sabrina Boat tour with an exclusive Town Crier tour. The world's tallest Town Crier, Martin

Wood, will join your group aboard your coach and deliver a 1-hour live commentary of all the main sights around the town of Shrewsbury.

| The Charles Darwin Cruise

For groups of 30+ people, why not arrange an exclusive 45-minute Charles Darwin cruise aboard the Sabrina Boat? Passengers will enjoy tea, coffee and biscuits while looking

out for various landmarks connected to the early years of his life, including gardens, churches and schools.

| River Cruise on Sabrina & Entrance to Shrewsbury Flower Show

Take a relaxing cruise aboard the Sabrina before heading to the Quarry Park to explore all the delights of the famous Shrewsbury Flower Show. Alternatively, book your cruise

for the end of the day to enjoy a unique view of the spectacular fireworks display from the River Severn.

To book, contact Sabrina on 01743 369741.

PRESS COVERAGE

Filled with history, nature and local businesses, Shrewsbury has gained local and national coverage in the press. Read on to find out what the media has to say about their own visits to our beautiful, coach-friendly town.

“Squeezed into a bend in the River Severn, the county town of Shropshire is undergoing a pleasing transformation.

Antiques shops and tearooms are giving way to hip bookstores and boutique hotels, and there’s a lively food and wine scene that belies its bijou scale and will banish any hint of winter blues.



“Home to more than 50 independent traders, Shrewsbury Market is one of England’s best and most vibrant, with stalls offering everything from books, antiques and gifts to a huge array of local fruit and vegetables, alongside artisanal meats, cheeses and breads and locally produced wines, beers and gins.”



“The town is the usual mix of old and new, with old-fashioned buildings, a mighty castle and cobbled streets which are now lined with countless coffee shops and quirky boutiques selling artisan food and clothes.”



“Since the plot was first occupied by the Anglo-Saxons, Shrewsbury has been a buzzing hub of British business, and with 660 listed buildings, ranging from its Norman castle to its trailblazing Georgian mill, you’ll find the evidence everywhere you look.



“As well as a castle, Quarry Park and excellent museum, Shrewsbury has a lively arts scene, many independent shops, and some outstanding places to dine and drink. [...]

As with all old towns and cities, a closer inspection of Shrewsbury will reward the curious-minded.



“For something closer to home, dark tourism fans can pay a trip to a jail on UK soil: Shrewsbury Prison.

The prison, built in 1793, home to thousands of criminals over many decades, closed its doors in 2013. But now you can ‘do time’ in the former prison for fun [...]



