

FREE

TRAVEL AND LIFESTYLE

# DESTINATION BROMYARD

An aerial photograph of a treehouse nestled deep within a dense, lush green forest. The treehouse has a grey shingled roof and a wooden balcony with a railing. The surrounding trees are tall and vibrant green, creating a canopy around the structure.

## DESTINATION SPOTLIGHT: ONE ACRE WOOD

DID YOU EVER DREAM OF STAYING IN A TREEHOUSE?  
REDISCOVER THAT CHILDHOOD MAGIC AGAIN AT THIS  
UNIQUE PLACE TO VISIT

#BLOSSOMWATCH AT NATIONAL TRUST BROCKHAMPTON THIS SPRING  
GET OUTDOORS: THE NEW BROMYARD RING WALK HAS LAUNCHED

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# DESTINATION BROMYARD

WWW.DESTINATIONBROMYARD.COM

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Front cover: One Acre Wood - accommodation provider

## Special thanks to:

This magazine has been created by the Bromyard Chamber to support the town's thriving visitor economy and champion the independent businesses that make Bromyard so special.

With funding from the Towns Market Fund via Herefordshire BID, alongside the support of Visit Herefordshire and our valued advertisers, we're proud to present this lifestyle guide designed to inspire both day visitors and longer stays in and around Bromyard and the surrounding areas.

VISIT **HEREFORDSHIRE**  
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County BID



Produced by:

**NIFTY**

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CHRISTIAN COLLISON



Beth is a visual storyteller with a love for the outdoors. With a background in sport and a passion for design, gaming and photography, Beth finds inspiration in everyday life. From English villages to faraway cultures, Beth captures beauty in details, fuelled by curiosity, architecture and local produce.

BETH DERBIDGE



Pippa is a Media Communications student at Bath University with a passion for storytelling and content creation. Originally from the Bromyard area, she's travelled solo across Europe but believes nothing compares to the charm and tranquillity of the rolling UK countryside.

PIPPA GREEN



Having relocated from London to just outside Bromyard, Rachel champions the best of the region. From spotlighting local food and drink to celebrating the area's natural beauty, she blends global insight with a deep sense of place. Her goal is to inspire more people to discover Bromyard's unique charm.

RACHEL COLLISON



As Chair of the Bromyard Chamber, Charlie Martin is a passionate advocate for all that Bromyard has to offer. Committed to supporting local tourism and independent businesses, she's keen to showcase the town and position Bromyard as a must-visit destination in Herefordshire.

CHARLIE MARTIN

# FROM THE EDITOR

There's something rather special about Bromyard as spring unfolds and then turns into summer. The countryside stretches and breathes again, hedgerows burst into life, and the familiar paths around the town invite us back outdoors after the slower winter months. It's a time when Bromyard really comes into its own, a place where the rhythms of nature and community meet.

One of my favourite ways to welcome the season is with a walk across the Bromyard Downs. On a clear day the views stretch for miles, and there's nothing quite like that sense of fresh air and open space. A good walk deserves a reward, of course and The Royal Oak is always tempting for a refreshing drink in the sunshine.

A little further along, Bringsty Common offers another beautiful spot for a wander. In spring the landscape feels alive, with wildflowers in the grass and birdsong filling the air. If your walk leads you towards lunch, a Sunday roast at the Live and Let Live makes a perfect ending to the day.

In this edition we're celebrating some of the experiences that make Bromyard such a wonderful destination. Ever dreamed of staying in a treehouse? At One Acre Wood, you can wake to birdsong, woodland views and the rustle of the surrounding trees.

We're also exploring the many spring and summer activities at the National Trust's Brockhampton Estate, where orchards, woodland walks and family events make for a brilliant day out.

Back in the heart of town, there's plenty happening too. The new Bromyard Ring Walk offers a lovely way to explore the surrounding countryside, while upcoming events and festivals have something for everyone!

Wherever this season takes you, I hope this issue inspires you to step outside and enjoy everything Bromyard has to offer.

Happy exploring.

*R Collison*

Rachel Collison  
Editor-in-Chief



# INTRO TO BROMYARD

Tucked into the rolling Herefordshire countryside near the Worcestershire border, Bromyard is a town that rewards those who take time to wander. In spring and summer, the streets feel alive and the surrounding landscape becomes a playground for walkers, cyclists and anyone seeking fresh air.

At its heart is a proudly independent High Street, where bookshops, galleries, cafés and traditional pubs sit side by side. It's the perfect place to browse for unique finds, enjoy a relaxed coffee and then continue exploring before heading out to the nearby hills and common.

Beyond the town, the landscape is never far away. The Bromyard Downs offer wide-reaching views ideal for a morning walk, while Bringsty Common provides peaceful paths filled with birdsong and spring wildflowers. After a day out, settling into a welcoming pub for a meal or drink in the garden feels like the perfect reward.

Whether visiting for a day or a longer countryside escape, Bromyard has a way of making you feel at home, where nature, community and independent spirit come together.

**Top Tip:** Start with a walk on the Bromyard Downs, then head into town for lunch, the perfect way to experience Bromyard in one day.



**THE TOWN**



**BROMYARD DOWNS**







## BROMYARD TOWN CENTRE

Traditional high street with independent shops and fantastic local food producers.

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brought to you by **Herefordshire County BID**



-  Public Toilets
-  Parking
-  Tourism Information
-  Herefordshire Trail

### Pubs

- 1 The Topsy Toad
- 2 The Rose & Lion
- 3 The Kings Arms
- 4 The Queens Arms
- 5 The Inn at Bromyard
- 6 The Falcon Hotel



### Cafés

- All dog friendly
- 7 Cosy Café
- 8 Brew café
- 9 Oaklands
- 10 Emma's Farmhouse



### Public Art

- 11 Bee Mural & Bromyard Bricks
- 12 Bushel Mural
- 13 Morgan & Grasses Mural
- 14 Festival Mural



# LITTLE POMONA CIDER:

A visit to the award-winning cidery near Bromyard where orchards, craft and creativity come together.

Just outside Bromyard, Little Pomona has quietly become one of the most exciting names in modern cider. Surrounded by orchards and rolling countryside, this small cidery blends traditional Herefordshire cider-making with a fresh, creative approach and visiting it feels like stepping straight into the landscape that inspires every bottle.

## Among the orchards:

Driving through the lanes outside Bromyard to Avenbury, the countryside begins to tell its own story.

Orchards stretch across the hillsides, their rows marking a tradition rooted deep in Herefordshire's history. Within this landscape, I arrive at Little Pomona, a cidery renowned far beyond the county.

Set quietly among farmland at Brook House Farm, the cidery feels deeply connected to its surroundings. The scent of apples and fermentation hangs in the air, while the surrounding orchards remind you exactly where the cider begins.

It's clear this is more than a place where cider is



made, it's a place shaped by the land itself.

## Cider with character:

What sets Little Pomona apart is their thoughtful approach.

Rather than large-scale production, the focus is on craft and expression. Apples are sourced from local orchards, with each

variety contributing its own character. Fermentation is slow, allowing each cider to develop naturally.

As James, one of the founders, explains:

“We treat cider a bit like winemakers treat grapes. Different orchards and seasons bring their own personality, our job is to

guide that and let the fruit speak.”

The result is a range of ciders with real complexity, from bright and crisp to deeper, more structured styles, each reflecting the landscape they come from.



### **A place to gather:**

Little Pomona is more than just a working cidery; it has also become a place where people come together. Throughout

the year the Cider House hosts tastings, food collaborations and seasonal gatherings, bringing together local producers, chefs and cider lovers. These events often celebrate the natural pairing between cider and food, particularly the cheeses, breads and

seasonal ingredients that Herefordshire is known for. There is something wonderfully relaxed about the atmosphere. Conversations stretch across the tables and the

countryside outside becomes part of the experience.

### **A taste of Herefordshire:**

What strikes me most during my visit is how closely Little Pomona feels tied to its surroundings.

Herefordshire has produced cider for centuries, and orchards remain a defining feature of the region's identity. Little Pomona embraces that heritage while also helping to redefine what modern cider can be.

By focusing on small-batch production, careful fermentation and the character of individual apples, the cidery shows how traditional drinks can evolve while staying true to their roots.

Just a short drive from Bromyard, it offers a wonderful way to experience the county's landscape through taste.

As I finish my final glass outdoors in the landscape, it becomes clear that this is cider that belongs exactly where it's made, shaped by the land, the fruit and the people who bring it to life.

[www.littlepomona.com](http://www.littlepomona.com)

# Kindred III

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Herbal teas, artisan bakes, speciality coffee and a calming wellness room, all under one roof.

# ONE ACRE WOOD

## Chasing your childhood dreams with a Stay in a Treehouse

Why not reclaim your childhood with a stay in a treehouse? Imagine sharing an outside bath with the local owls or eating your breakfast while a Red Kite circles overhead. On the border of Herefordshire and Worcestershire, amongst the rolling green countryside, sit two treehouses that have been hewn from the very wood that surrounds them. Perched on top of a hill, with views out across the Frome valley, lies One Acre Wood - so called because the woodland is exactly one acre in size.



This very special corner of Herefordshire can boast a cider farm over the road, two country pubs within a five minute walk and a fabulous country store with fresh local produce just another five minutes away. Not to

mention the very special landscape that this beautiful corner of Herefordshire has to offer.



If your childhood self could imagine a treehouse fit for a king, then One Acre Wood is it. From the modern kitchen and bathroom, to the cosy furnishings and wood burner, you have all you need for a magical stay. Two things that really stood out for me were the outside copper bathtubs that offer something fun and unique all year round. Imagine sitting in the bath with an owl hooting away in the branches above your head - this

happened to a guest recently. The owners, Sean and Annie, recommend that visitors download the Merlin app, so they can really get to know their neighbours. The other stand-out feature is the slides that lead down from the outside deck of each treehouse. They offer that hint of fun that takes you back to being a big kid during your stay.

The Treehouses may sit on one acre of woodland but the site offers 17 acres to play

in. The grassland hillside offers the chance to ride all-terrain sledges that make use of the steep Herefordshire gradients. If this is too adventurous, then there is a canvas marquee on flatter ground, complete with hay bales, which gives off those Famous Five vibes - the perfect picnic location no matter the weather. There is also a shared barn space,

***“Share an outdoor bath with owls while red kites circle above rolling Herefordshire countryside.”***



which means even on the wettest of days, you can escape cabin fever. The barn offers kitchen facilities, TV, table tennis, board games and as I sit here writing this, the owners are currently building a small cinema!



Sean and Annie, the owners, have crafted something truly wonderful at One Acre Wood. It ticks all the boxes for luxury accommodation but at the same time it offers a glimpse of happy childhood memories. It is a place that takes you away from the modern world and into a fairytale land where you climb amongst the leafy boughs of the trees and make your home in the canopy. With your neighbours being the birds, the squirrels and those that dwell beneath the ground.

***“Luxury treehouses where childhood wonder meets countryside calm..”***

It is a place that gives you permission to slow down, chase your childhood dreams and best of all - the whole site is child-friendly (with adult supervision) and really can welcome the whole family.

#### **Planning your stay:**

Location, Bishops Cleeve, Herefordshire.

Pricing, short stays from £360 per night, with discounts for four nights or more.

Capacity, each treehouse sleeps up to six, maximum four adults.

Amenities, full kitchen with dishwasher and gas oven, underfloor heating, wood-burning stove, Wi-Fi, Smart TVs and 7kW EV charging points.

[www.oneacrewood.co.uk](http://www.oneacrewood.co.uk)

# Discover more with the official Visit Herefordshire app

Plan with confidence. Explore with ease.



Get started

part of outdooractive

# THE HEREFORDSHIRE TRAIL

A 154-mile circular route showcasing the best of the county, including a stretch through Bromyard

The Herefordshire Trail is a 154-mile circular walking route that loops around the county, linking its five historic market towns: Ledbury, Ross-on-Wye, Kington, Leominster and Bromyard.

Designed to showcase the diversity of the Herefordshire landscape, the trail takes walkers through river valleys, open hills, orchards, hopyards and woodland, offering a varied and well-paced long-distance route. Along the way, it passes a number of historic landmarks, including hillforts, castle ruins, medieval churches and former battle sites.

The route begins in Ledbury, heading towards the Wye Valley before continuing through Ross-on-Wye and the Golden Valley. It then climbs towards Kington and Mortimer Country, before moving on to Leominster and across to Bromyard, passing through traditional farming landscapes and hop-growing areas.

For those based in or visiting Bromyard, one of the most relevant sections is Section 14 (Edwyn Ralph to Fromes Hill), also known as 'The Hop Pickers' Path'. This 9.9-mile section passes through Bromyard, offering a manageable distance for a day walk while providing a clear example of the county's agricultural heritage.

This stretch includes a mix of countryside paths and quiet lanes, with views across farmland and access points into the town. It is suitable for walkers looking to explore part of the wider trail without committing to the full route.

The Herefordshire Trail is well signposted and can be completed in full or in sections, depending on time and experience. It is suitable for a range of abilities, although some parts include steeper climbs and uneven terrain, so appropriate footwear and preparation are recommended.

To plan a walk, route maps and detailed guidance are available via the Visit Herefordshire website. Walkers can also download the Visit Herefordshire app, which provides access to the trail, section breakdowns and navigation support.

Whether walking a short section or completing the full loop, the Herefordshire Trail offers a structured way to explore the county's landscape, with Bromyard forming a key part of the route.



# THE BROMYARD RING WALK:

**A new way to experience Bromyard, one step at a time.**

A circular walk that captures the very best of Bromyard and its surrounding countryside, the Bromyard Ring Walk invites visitors to slow down, explore and see the town from a whole new perspective.



## **Stepping out:**

There's something satisfying about setting off on a circular walk, the promise that wherever you wander you'll find your way back.

The Bromyard Ring Walk offers exactly that. Created by the Bromyard Walkers Are Welcome group, this route loops around the town linking countryside viewpoints and hidden corners many visitors might miss.

Setting out from Bromyard, the perspective quickly shifts. The town softens into open views, hedgerows and the gentle rhythm of the countryside.

## **Taking it at your own pace:**

The walk can be enjoyed in different ways. Some will complete the full loop while others may explore it in sections depending on time or energy.

That flexibility makes it accessible to a wide range of walkers. Along the way there are natural stopping points from benches with views to quiet spots perfect for a break.

## **The simple pleasures:**

Walking the Ring Walk is about enjoying the small moments. The sound of birds in the hedgerows, the changing feel of the

path and the shifting light across the fields.

In spring and summer the route comes alive with colour bringing a sense of the season changing.

## **The launch of the ring:**

Devised by Bromyard Walkers are Welcome group and supported by Herefordshire Council, the walk was officially launched on the Bromyard Downs at The Royal Oak, with local MP and avid walker Ellie Chowns doing the honours.

## **A walk worth discovering:**

For visitors and locals alike this walk is for everyone and reflects the close link between countryside and community.

*Created by Bromyard Walkers are Welcome*

# BROMYARD RING

## 26KM CIRCULAR ROUTE

A stunning 26km (16-mile) route encircling the charming market town of Bromyard. Following a mix of quiet lanes, public footpaths, and open common land, this varied trail showcases the very best of Herefordshire countryside. Wander through rolling hills, peaceful valleys, patchwork fields, ancient woodlands, and picturesque villages.



### Detailed Route Guide

For a detailed route description please scan this QR code or visit

[Bromyardwalkersarewelcome.org.uk](http://Bromyardwalkersarewelcome.org.uk)



### Follow the countryside code

- Leave gates as you find them
- Do not leave litter
- Park considerately
- Keep to rights of way (unless you are on common land)



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# WHAT PEOPLE LOVE ABOUT BROMYARD



“

What stood out to me about Bromyard was how independent it still feels. The high street isn't full of chains it's proper local shops cafés and businesses all with their own personality. People actually stop and chat and there's a real sense of community. It feels authentic not manufactured for tourists which makes the whole experience much more special.”

Sarah, Bristol

“

I've visited Bromyard in different seasons and it always has something going on. In the summer it's lively with events and people enjoying the outdoors and in the colder months it feels cosy and atmospheric especially with all the independent shops and pubs. It's a town that doesn't rely on one moment it has something to offer all year round.”

David, Worcester

“

If you're looking for somewhere that feels genuinely English without being overly commercialised Bromyard is perfect. You can spend the morning exploring the countryside stop for lunch in a proper country pub and then wander the town discovering little independent spots. It's simple but that's exactly what makes it so enjoyable.”

Emily, Cardiff



One  
Acre  
Wood



as seen on

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Fuggle  
Treehouse

Bramling  
Treehouse

# BROCKHAMPTON IN BLOOM

Blossoming orchards, medieval music and nature in full swing at this National Trust estate.

Just outside Bromyard, NT Brockhampton is one of Herefordshire's most enchanting countryside escapes. From blossom-filled orchards and woodland walks to outdoor yoga and family events, spring and summer are the perfect time to explore this historic National Trust estate.



## A walk through history:

Some places feel timeless when you arrive. Brockhampton, a National Trust estate just outside Bromyard, is one of them.

The road winds through farmland and orchards before revealing the estate's centrepiece, Lower Brockhampton Manor House, a striking half-timbered building surrounded by a medieval moat.

Crossing the wooden bridge towards the house feels like stepping into another era. The black-and-white timber frame reflects in still water, framed by ancient trees and open countryside.

It is the sort of landscape enjoying a revival thanks to the Oscar-winning film *Hamnet*, filmed in Herefordshire.

## Spring in the orchards:

Spring is one of the most magical times to visit Brockhampton.

The estate's historic orchards, which have been part of Herefordshire's cider-making heritage for centuries, burst into blossom as apple trees transform into clouds of white flowers.



## Take a Big Blooming Break:

This year the National Trust site invites you to take a big blooming break and enjoy the 'Festival of Blossom'. Brockhampton is home to the largest orchards cared for by the National Trust, making it the perfect place to enjoy the spectacular displays.

Among the most special experiences offered at this time of year are outdoor yoga sessions held beneath the blossoming orchard trees. These gentle 60-minute classes invite visitors to shake off the stillness of winter and reconnect with their bodies through mindful movement, breathwork and time spent in nature.

Guided by Rachel Radiates, the sessions are suitable for beginners and anyone looking for a slower, grounding start to the day. Practising yoga

beneath the blossom canopy creates a moment of calm that feels deeply connected to the landscape.

## A touch of medieval life:

Brockhampton's history comes to life through seasonal performances and events.

In April, visitors can experience medieval music and entertainment by Rob and Gillian Guest, bringing the sounds of centuries past to the estate. Performances may feature instruments such as pipe and tabor, lyre, symphonie, hurdy-gurdy and bagpipes, along with lively elements like the jig doll and hobby horse.

Set against the manor house and orchards, the music offers a glimpse into medieval entertainment.

## Creative moments in nature:

Brockhampton also offers quieter creative experiences inspired by the natural world.

One example is a seasonal willow weaving workshop, where visitors can craft their own decorative tree using willow and colourful yarn. Inspired by the colours and textures of spring, the activity invites participants to slow down and work with natural materials in a peaceful outdoor setting.

It's a simple but thoughtful way to connect with the landscape.

## Running through the countryside:

For those who prefer a more active visit, Brockhampton hosts the Trust10 trail run, a monthly event that invites runners and walkers to explore the

estate in a different way.

Held on the fourth Sunday of each month between April and September, the run offers a scenic route through the estate's trails and countryside. Participants can choose between a full 10k trail run or a gentler 5k loop, making the event accessible for a wide range of abilities.

Afterwards, many runners gather at the Granary kiosk for coffee and refreshments, the perfect reward after a morning exploring the landscape.

### **A perfect day near Bromyard:**

What makes Brockhampton particularly special is how naturally it complements a visit to Bromyard itself.

Just a short distance from the town, the estate offers the chance to wander through orchards, woodland and centuries of history before returning to Bromyard's independent shops, cafés and historic streets.

After a morning spent beneath blossom trees, joining an outdoor yoga class, listening to medieval music or running along woodland trails, wandering back into Bromyard feels like the

perfect Herefordshire day.

Brockhampton reminds visitors how restorative simple things can be, a quiet walk through ancient orchards, the reflection of a manor house in a moat, or a moment of stillness beneath the trees.

For more info on the Festival of Blossom and what's on over Spring and Summer visit their website:

[www.nationaltrust.org.uk/visit/worcestershire-herefordshire/brockhampton](http://www.nationaltrust.org.uk/visit/worcestershire-herefordshire/brockhampton)



## Rowden Mill Station

Step back in time at Rowden Mill Station, a beautifully restored 19th-century railway station offering unique self-catering accommodation in peaceful surroundings, near Bromyard.



[www.rowdenmillstation.uk](http://www.rowdenmillstation.uk)

# KINDRED THREE

A new café and wellbeing space brings natural living, nourishing food and gentle rituals to Bromyard

Three sisters, three elements, and one shared philosophy: slow down, nourish the body and reconnect with simple pleasures. Kindred Three is Bromyard's newest café, but it feels more like a sanctuary.



## A place to pause:

The moment I step inside Kindred Three, the pace of the outside world seems to soften.

The space is warm and calm, with natural tones, shelves of herbs and teas, and the comforting smell of fresh baking drifting through the room. It feels quietly intentional, a place designed not for rushing in and out, but for sitting down, taking a breath and staying awhile.

Kindred Three is run by

Bromyard | Travel & Lifestyle Magazine

three sisters, and their shared vision is woven through every corner of the space. Their concept blends food, herbal traditions and holistic wellbeing into one thoughtfully connected offering.

The café itself is divided into three elements: The Bakehouse, The Herbal Room and The Still, each bringing something different to the experience, but all grounded in the same natural ethos.

## The Bakehouse:

The first thing you notice is The Bakehouse, where the day begins early with the quiet ritual of baking.

Fresh bread, pastries and cakes are made using wholesome ingredients and traditional methods. The display counter is simple but deeply inviting, golden loaves, rustic bakes and homemade treats that feel nourishing rather than overly indulgent.

There's something



## ***“Fresh baking, herbal teas and calm moments inside Bromyard’s newest café.”***

wonderfully comforting about watching trays emerge from the kitchen, filling the room with the unmistakable scent of fresh bread.

It’s the sort of baking that reminds you how good simple food can be.

### **The Herbal Room:**

The café itself is known as The Herbal Room and it offers a slightly different experience from the usual coffee stop.

Coffee is certainly available, but herbal teas take centre stage. Carefully chosen blends line the shelves, giving the room a gentle apothecary feel.

People settle in with warm drinks and conversation, while others read quietly by the window.

During my visit, Jessie, one of the sisters behind Kindred Three, explains the idea behind the space.

“We wanted to create somewhere that feels nurturing and grounding. A place where people can slow down, enjoy good food and take a little time for themselves. Everything we offer is inspired by a natural, organic way of living.”

That sense of care runs through everything here.

### **The Still:**

Tucked quietly within the space is The Still, a

treatment room dedicated to holistic wellbeing.

Here visitors can book massage, facial and holistic treatments designed to help restore balance and create a moment of calm in the middle of busy lives.

It feels less like a treatment room and more like a small sanctuary, somewhere to pause, reset and emerge feeling lighter.

It’s easy to imagine a gentle morning here: a treatment in The Still followed by tea and cake in the café.



## A place to gather:

Kindred Three is also becoming a small hub for Bromyard's growing wellbeing community.

Regular events invite people to connect, learn and take time for themselves. These include weekly yoga sessions every Monday and Thursday with Rachel Radiates, as well as monthly women's circles and breathwork workshops.

The events bring a sense of shared experience to the space, transforming it from a café into somewhere people return to again and again.

***“Kindred Three blends baking, herbal teas and holistic wellbeing into one nurturing community space.”***

## A natural addition:

As I step back out onto the street, it strikes me that Kindred Three feels exactly like the sort of place Bromyard was waiting for.

In a town that values independent spirit, creativity and community, this new café seems perfectly at home.

It's a place where baking, herbal traditions and holistic wellbeing sit side by side, quietly encouraging people to slow down and reconnect with the simple pleasures of everyday life.

And in a place like Bromyard, surrounded by countryside and a strong sense of community, that gentle philosophy feels like the perfect fit.

[www.kindredthree.co.uk](http://www.kindredthree.co.uk)



# FROME VALLEY

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01885 490 768



[jeanie@fromevalleyvineyard.co.uk](mailto:jeanie@fromevalleyvineyard.co.uk)



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# FRESH BLOOMS ARRIVE IN BROMYARD

Rural Floral brings a natural, countryside-inspired approach to floristry

There's something instantly uplifting about a new flower shop opening and Rural Floral brings exactly that fresh energy to Bromyard High Street.



Stepping inside, it's clear this isn't your typical florist. The space feels relaxed and natural, with soft seasonal tones and arrangements that look as though they've been gathered from the surrounding countryside. It reflects the landscape around Bromyard, wild, effortless and beautifully understated.

Rural Floral focuses

on seasonal nature-led floristry, moving away from structured bouquets in favour of looser organic designs. Think meadow arrangements, textural foliage and flowers that follow the rhythm of the seasons.

Whether you're picking up a small bunch or something bespoke, there's a sense of care behind every arrangement.

The shop also offers flowers for weddings, events and special occasions, with designs that feel personal and in tune with their setting.

**Small moments of joy:**

A simple bunch on the kitchen table, a gift for a friend or just the pleasure of bringing something seasonal into your home. Rural Floral feels like a

natural addition, quietly blooming into Bromyard.

## Supporting Bromyard's High Street

Rural Floral's arrival is a reminder of something that makes Bromyard truly special.

At a time when many towns are dominated by chains, Bromyard remains a rare find, a place where the High Street is still proudly independent.

Wander through the town and you'll discover a collection of small businesses, each with its own character and charm. In the Market Square, Nurture offers crystals and spiritual wellbeing products, while House to Home is filled with thoughtful gifts, perfect for a present or a quiet treat for yourself.

Suz brings a carefully curated selection of womenswear, while The Housemistress is known for its unique, one-off finds. Alongside these are the everyday essentials that give the town its heart, the pet shop, butchers, bakers and bookshop, all part of the rhythm of local life.



***“It’s a joy to be part of the high street, helping Bromyard celebrate life’s moments with flowers daily”***

Faye,  
owner of Rural Floral

### Shop local this season

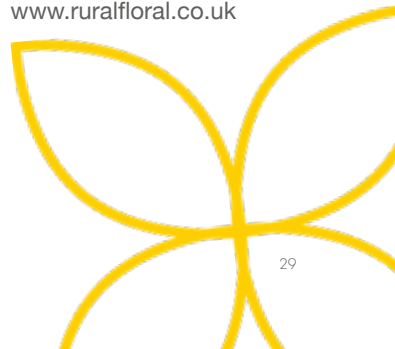
Shopping local isn't just convenient, it's meaningful. Every purchase supports the people behind the counter, the creativity behind

the products and the character of the town itself. It keeps the High Street alive, vibrant and distinctly its own.

Rural Floral fits naturally into this landscape. It's more than just a flower shop, it's part of a wider story about community, independence and supporting local businesses.

So whether it's a bouquet, a gift, or simply an afternoon spent browsing, this season is the perfect time to explore and shop local in Bromyard.

[www.ruralfloreal.co.uk](http://www.ruralfloreal.co.uk)



# A NEW CHAPTER FOR BROMYARD HIGH STREET

Binyon's of Bromyard brings history, books and community together under one roof.

Bromyard High Street has long been home to independent shops with real stories behind them and this spring, one of those stories enters a new chapter.

From May 2026, the much-loved Food For All Christian and General Bookshop, which has served the town for over 36 years, will join forces with the Bromyard History Society's retail space (History on Broad Street) to create something new. Together, they will reopen at 10–12 High Street under a new name: Binyon's of Bromyard.

For visitors, this means a single place where you can discover more about the town, browse a wide range of books and pick up locally inspired gifts, all in one welcoming space.

The new store brings together several elements that were previously



spread across the town. Alongside books and gifts, it will also host the Tourist Information Centre, making it a useful first stop for anyone looking to explore Bromyard and the surrounding area. Whether you're searching for walking routes, local attractions or upcoming events, it's a place to get your bearings and find out what's on.

But Binyon's is about more than just information. It continues the tradition of being a friendly, informal drop-in space, somewhere visitors and locals alike can take a moment, have a conversation or simply

enjoy the atmosphere.

The name itself carries a strong connection to Bromyard's past. It honours Pam Binyon, a well-known former head teacher who founded the original shop, and also reflects the location's history next to the former Pumphreys department store, which served the town for 150 years.

For first-time visitors, Binyon's offers a useful introduction to Bromyard; a place where history, community and everyday life come together.

Binyon's of Bromyard,  
10-12 The High Street

# NOAKES FARM RIDING CENTRE

## A countryside escape on horseback, just outside Bromyard

For those looking to experience the Herefordshire countryside in a truly memorable way, Noakes Farm Riding Centre offers something a little different, the chance to explore rolling hills, quiet lanes and open farmland from the saddle.



### A different way to explore

Just a short drive from Bromyard, Noakes Farm Riding Centre sits in the beautiful open countryside.

For visitors it offers something different to the country walk or drive - the chance to experience the landscape on horseback. There's something calming about being around horses. Their steady rhythm. Their ability to mirror human emotions, offer companionship. This helps to lower human

stress levels, blood pressure and heart rate.

### For beginners and beyond

Noakes Farm is welcoming to all abilities. Whether you're a complete beginner or more confident in the saddle, there's something for everyone.

Guided rides take you across farmland and quiet routes offering views often missed on foot. It's a chance to try something new or reconnect with riding in a relaxed setting.

### A memorable countryside experience

What makes it special is the sense of immersion. You don't just visit the countryside, you move through it noticing the details along the way.

For couples, families or solo visitors it's an experience that creates lasting memories and offers something a little different during a stay in the area.

### A perfect addition to a Bromyard visit

After exploring Bromyard, Noakes Farm Riding Centre offers a step into the countryside. A chance to try something new and see Herefordshire differently.

For bookings, visit: [www.noakesfarmridingcentre.co.uk](http://www.noakesfarmridingcentre.co.uk)

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Our bakery is at Linton Trading Estate in  
Bromyard. Feel free to pop in and say hello.  
We are open all week, Monday - Saturday  
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**Worcester  
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## Events



**Bromyard  
HR7 4QT**

# TWO WALKS, TWO PUBS, HEREFORDSHIRE'S BEST VIEWS

## Bromyard Downs & Bringsty Common

Just beyond Bromyard, the landscape opens out into wide skies, open hills and some of the most rewarding walks in the county. Bromyard Downs and Bringsty Common offer two distinct routes, each perfectly paired with a welcoming pub stop along the way.

### Walking the Downs

There's a moment, as you reach the top of Bromyard Downs, where everything opens up. The town falls away underneath you and the landscape stretches out, rolling countryside and big, uninterrupted skies, offering the best views of Bromyard Town below.

The Downs are easily accessible; it's this simplicity that makes the walk so appealing, just open space, fresh air and ever-changing light.

### A well-earned stop: The Royal Oak

After time spent on the Downs, there's a natural next step, heading down



to The Royal Oak. Reopened last year, the pub has quickly become a favourite stop for walkers. Set just below the Downs, it's perfectly placed for an easy finish to your route. Food is a big part of the draw. Pizzas are served daily from 12pm to 6:30pm, making it a straightforward and satisfying choice after a walk. Earlier in the day,

'Jilly's Tea Room' opens from 9am, offering a selection of hot and cold treats.

The atmosphere is relaxed and welcoming, with muddy boots and dogs both part of the scene and even a few treats available for four-legged visitors.

Enjoy refreshing drinks in the large beer garden.



## Across Bringsty Common

A short drive from Bromyard, Bringsty Common offers a different pace.

It's a quieter walk, well suited to a slower afternoon. Woodland edges, open clearings and gently winding paths create a landscape that's easy to explore and naturally calming. The routes unfold naturally, with plenty of space to pause and take in the surroundings.

## A second stop: The Live & Let Live

In the heart of the Common sits The Live & Let Live, another welcome addition following its reopening last year. This Grade II listed, 16th-century former cider house is the only thatched pub in Herefordshire, and it's every bit as distinctive as that suggests. With

its traditional thatched roof and countryside setting, it feels instantly recognisable, a true picture-perfect-postcard pub.

Set in an elevated position, it offers views across Bringsty Common and towards the Malvern Hills, adding to its appeal as a destination in its own right.

Open Friday to Sunday and Bank Holiday Mondays, it's a popular stop for walkers and visitors alike. The atmosphere is informal and welcoming, with dogs also very much part of the experience.



Both pubs have beer gardens, ideal for spring and summer, whether for a drink or lunch after a walk.

These walks offer a chance to step beyond the High Street and experience the surrounding landscape. Within minutes, you move from town to countryside, from shops and cafés to hills and quiet paths.

It's this connection that makes Bromyard appealing, offering a balanced day of town and countryside.

[www.liveandletlivebringsty.uk](http://www.liveandletlivebringsty.uk)  
[www.royaloakbromyard.com](http://www.royaloakbromyard.com)

# THE RETURN OF BROMYARD SUNDAY MARKET

A fresh monthly market brings food, music and crafts back to town.



There's something special about a market day and this spring, Bromyard Sunday Market is making its return.

Launching on **Sunday 3rd May**, the market will take place on the first Sunday of every month from **11am-2pm**, in its new home at the Conquest Theatre car park. It's a fresh setting that promises a relaxed, open atmosphere, the perfect backdrop for a morning of browsing, eating and catching up with friends.

Visitors can expect a mix of new stalls, hot food and live music, creating a lively yet easy-going experience. From local produce and handmade goods to street food and sweet treats, the market is set to offer something for everyone.

But the real charm of Bromyard's Sunday Market lies in how it fits into the wider town.

It's not just about the stalls, it's about making a day of it.

Arrive for a wander through the market, grab something warm to eat, then take your time exploring everything else Bromyard has to offer.

Stroll through the independent shops, stop for a coffee or a long lunch, or settle into one of the town's welcoming pubs. With the market running into the early afternoon, there's no need to rush.

The return of the Sunday Market feels like a natural addition to Bromyard's calendar, a simple but meaningful way to bring people together, support local traders and enjoy the town at its best.

And as the warmer months arrive, it's the perfect excuse to step outside and rediscover the joy of a Sunday well spent.

**f** Bromyard Sunday Market

# FOOD STORIES OF BROMYARD

Bromyard has long been at the heart of apple, hop, beef and arable farming, a heritage that continues to shape the landscape today. This project by Bromyard & District Local History Society brings together eight local food and drink producers, sharing their stories through recorded interviews that capture the knowledge, traditions and passion behind the area's produce.

At **Batchley Farm**, traditional grass-fed cattle farming focuses on quality over speed, with animals reared slowly and naturally in small fields shaped by the land itself. **Monkland Cheese** keeps centuries-old methods alive, carefully crafting cheese through a process that has remained largely unchanged for generations.

Cider runs deep in the region's identity. **Tom Oliver's** work reflects a lifetime of learning and respect for traditional cider making, while **Little Pomona** brings a fresh perspective, treating cider with the same care and creativity as fine wine.

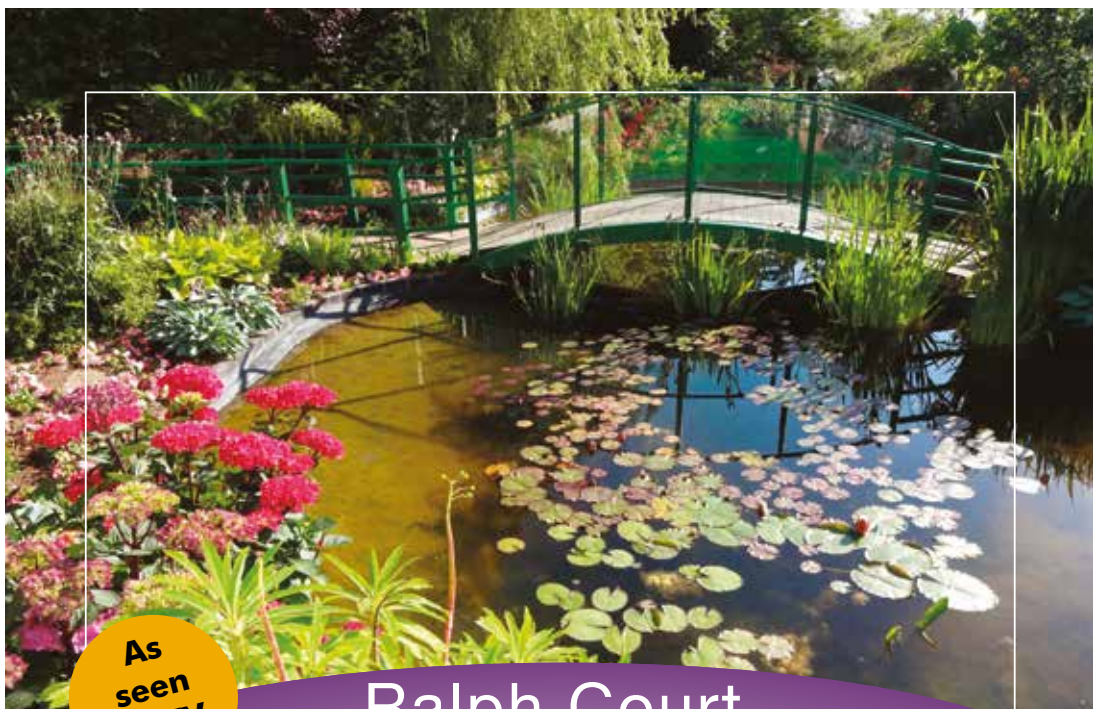
At **Burford Mill Farm** and **Lodge Farm**, farming stories stretch back decades, tracing the shift from manual labour to modern techniques, while still holding onto a strong sense of heritage and community.

**Peter Cooks Bread** reflects Bromyard's independent spirit, rooted in a genuine love for the town, while **Wicton Farm** highlights the value of traditional dairy farming, producing fresh milk with a focus on animal welfare and flavour.



Scan the QR code to explore the full stories and discover Bromyard's food heritage.





As  
seen  
on TV

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T: 01885 483 225 | [www.ralphcourtgardens.co.uk](http://www.ralphcourtgardens.co.uk)

# FOOD STORIES

of BROMYARD curated by Jayne Bradley-Ghosh

## KEY:

1. Batchley Farm
2. Monkland Cheese
3. Tom Oliver's Cider
4. Little Pomona Cidery
5. Peter Cooks Bread
6. Burford Mill Farm
7. Lodge Farm
8. Wicton Farm

## Other food places of interest

9. The Falcon Hotel
10. Legges Farm Shop
11. Warren Farm
12. Native Restaurant
13. Crumplebury
14. Wye Valley Brewery

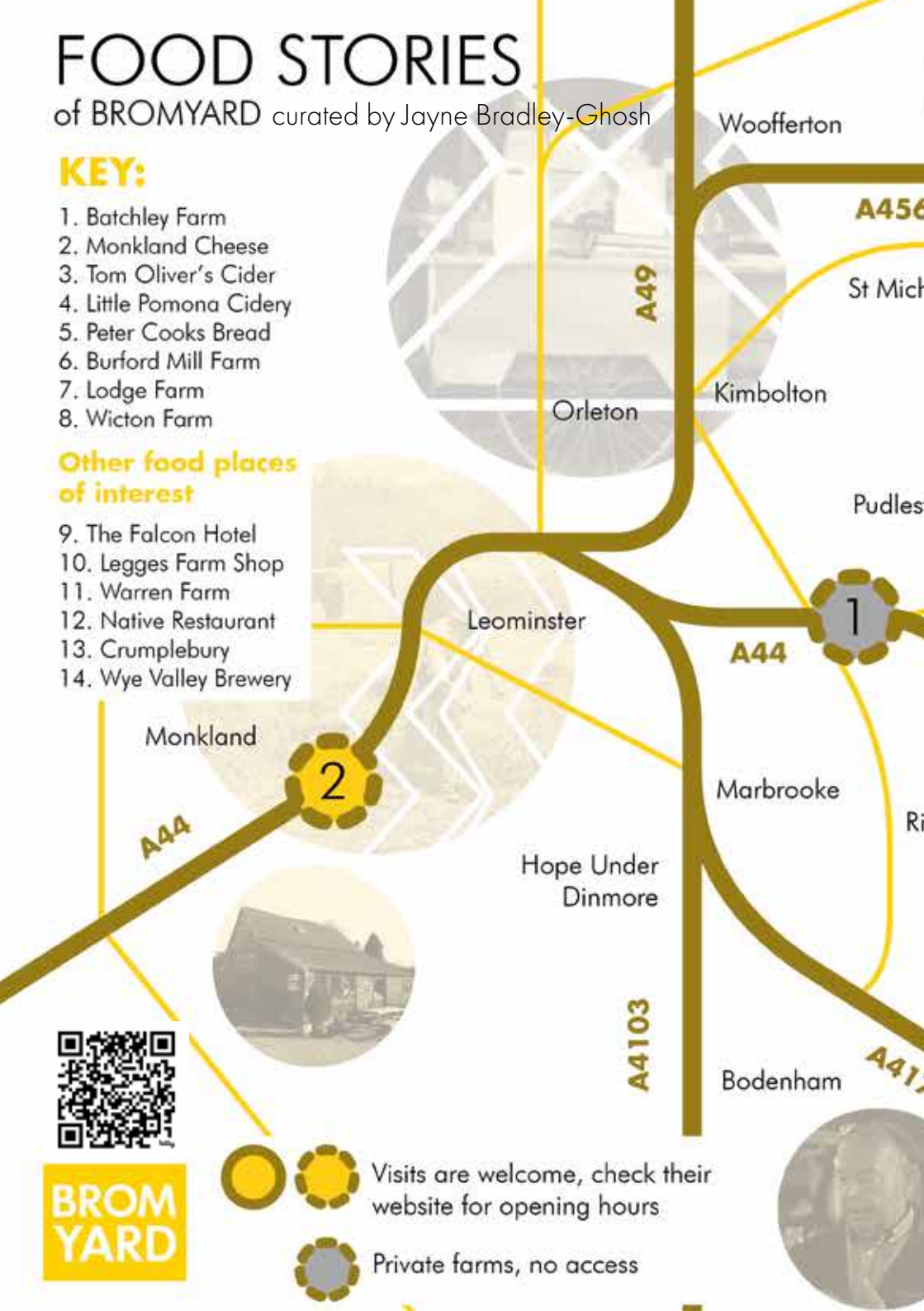


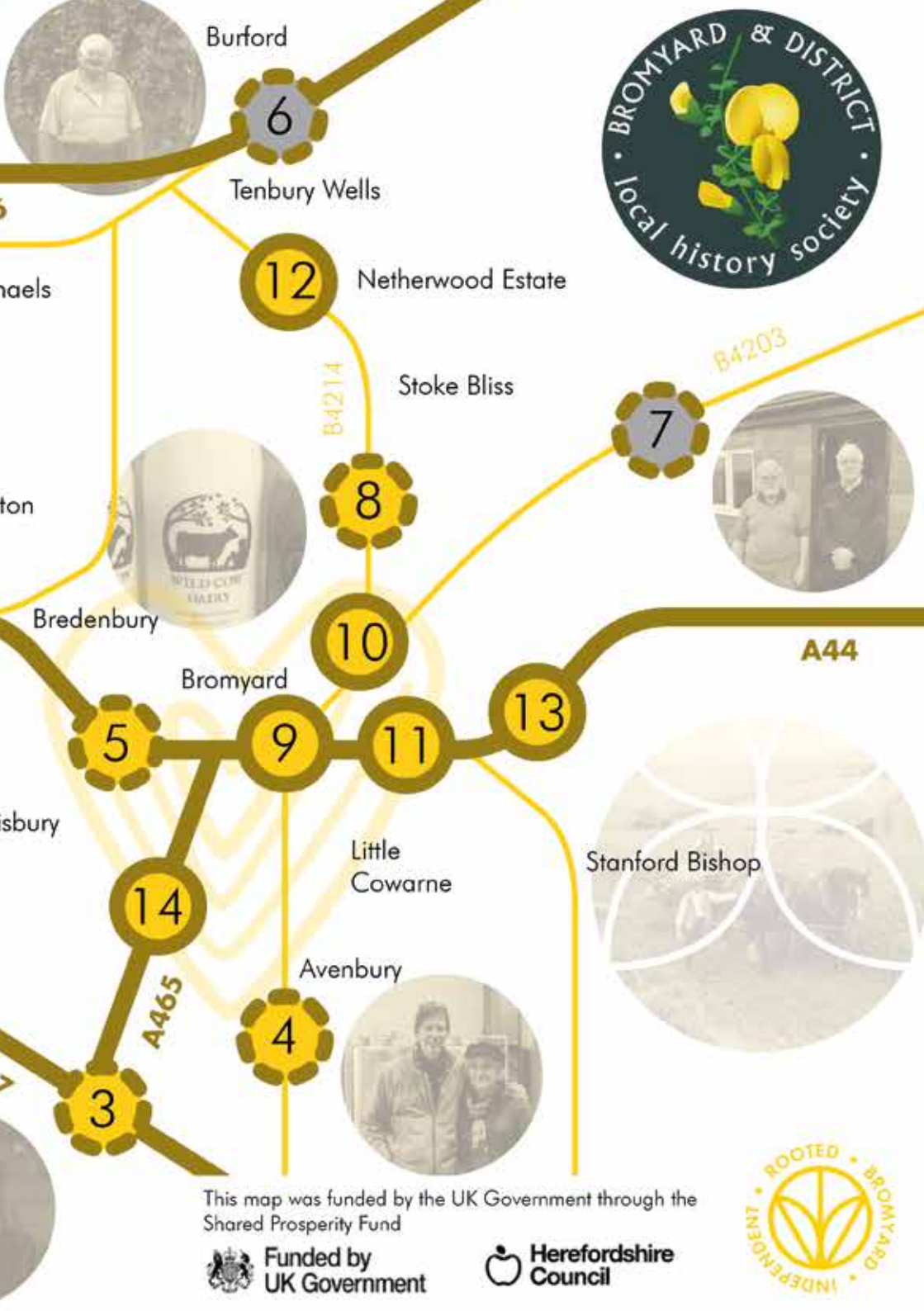
**BROM  
YARD**



Visits are welcome, check their website for opening hours

Private farms, no access





Burford

6

Tenbury Wells



12

Netherwood Estate

B4214

Stoke Bliss

B4203

7

8



10

Bromyard

A44

5

9

11

13

Little Cowarne

Stanford Bishop

14

Avenbury

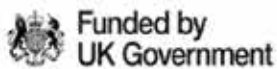
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This map was funded by the UK Government through the Shared Prosperity Fund



# NOZSTOCK PRESENTS... INTO THE VALLEY

## One of Herefordshire's most unique music events returns to its roots

A family-run festival turning a Herefordshire farm into a unique music gathering. Hidden among the gentle hills of Herefordshire, just outside Bromyard, lies Rowden Paddocks Farm, home to one of the region's most colourful cultural events.

Each summer, the quiet farmland now transforms once again but in a new way. Nozstock presents... Into The Valley marks a fresh chapter, bringing the festival back in a smaller, more intimate format. Despite its growth, Nozstock maintains the sense that it is something discovered rather than manufactured, a hidden world unfolding in the Herefordshire landscape.



What began in 1998 as a simple barbecue with friends gradually grew into the much-loved Nozstock Festival, a multi-day event with more than ten stages, drawing thousands of visitors to the Herefordshire countryside. Over time, the festival became one of the UK's most distinctive independent events,

known for its creativity, atmosphere and setting.

After more than two decades, the original format came to a close in 2024.

Rather than ending completely, the festival has returned with a renewed focus. Now reimagined as a one-day

event with camping, Nozstock ... Into The Valley resets the experience, bringing it closer to its original spirit.

The setting remains central to what makes the event so special. The festival still takes place within the natural valley, surrounded by woodland and farmland. As visitors

arrive, they descend into a landscape that feels tucked away from the outside world.

The key difference is scale. Where the original festival featured more than ten stages, the new format focuses on just a few, typically three, including spaces such as the Orchard, Stockyard and Dingley Dell. This creates a more contained experience, where everything feels closer and easier to explore.

Music remains at the heart of the event, but rather than large headline acts, the line-up focuses on a mix of festival favourites and carefully selected artists, creating a programme that feels considered and varied. Genres still move across the spectrum, from indie and funk to reggae, hip-hop, drum and bass and electronic sounds but the smaller scale allows for a more immersive experience.

While music anchors the day, the wider creative programme continues to play a role. Elements of theatre, performance and art remain part of the experience, adding depth without overwhelming the event.



Much of the festival's identity continues to come from its thoughtful curation. Creative Director Ella Nosworthy oversees the artistic programme, ensuring the event retains its sense of exploration and discovery.

As Ella explains:

“It's all about discovery. A place where people can come across something unexpected - a new band, a theatre performance, a moment of creativity they weren't expecting.” Now in its second year in this format, Nozstock presents... Into The Valley offers something different. With a capacity of around 1,500 people, it feels more intimate and more connected to the landscape that first inspired it.

Set within the same valley just outside Bromyard, the event continues to bring together music, creativity and countryside in a way that feels both familiar and refreshed.

For many, it's a return to the original spirit of Nozstock, a gathering that feels personal, welcoming and rooted in place.

[www.nozstock.com](http://www.nozstock.com)



# BROMYARD TRAIL:

## Murals, Bricks and a Buzzing bee

You might not expect to see an enormous bee in Bromyard or golden bricks, large letters and giant grasses in the town, but that is exactly what you'll discover as you explore the hidden alleyways and corners of Bromyard.

Begin your journey at the Conquest Theatre car park, following the alleyway into the top of town, where a larger-than-life bumblebee waits to greet you. It's not just a quirky photo opportunity (although yes, it's very selfie-worthy), it's a nod to the region's ecology and the origins of Bromyard's name.

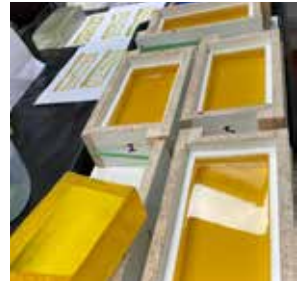
Derived from Bromgeard, meaning a thorny enclosure, the town takes its name from the gorse and broom that once blazed yellow across Bromyard Downs and Bringsty Common. The bee was created by local artist Lucy Grafham. Don't forget to share your moment with the Bromyard Bee using #destinationbromyard and #bromyardbee, your snapshot might even



feature on our Destination Bromyard socials.

Stroll a little further and you'll find something curious underfoot: bricks, but not as you know them. Local artist Jane Tudge has created a series of resin-based bricks inspired by Bromyard's hop-growing heritage and its hopeful future.

bakers, farmers and food producers, 'Official Measure' - featuring the engraving from the historic Bromyard Bushel. These aren't just bricks, they are a time capsule. Inspired by works in Nantes, each piece was formed using detailed moulds, some taken from the original Bromyard Bushel itself, sealed with hops and finished with a non-slip surface.



Look out for: 'Bromyard Yellow' - a tribute to the blooming gorse across the Downs, 'Good Things' - celebrating local brewers,

With the bee behind you and the bricks beneath your feet, you'll find yourself at the top of a truly independent

high street, lined with unique shops, cafés and businesses. In the warmer months, colourful bunting stretches across the street, adding to the town's charm.



Today, that legacy lives on. Students have reworked these letters into poetic sentences, creating a collaborative piece titled Bromyard Bushel: Time & Again. It's a powerful blend of past and present and a reminder of how history continues to shape the town's identity.

history, where parts of the first runabout were built before being sent to Malvern.



Next, head down Leopard Alley beside The Queen's Arms. Here, you'll discover a striking mural filled with bold lettering. Created in collaboration with the local high school, the artwork reimagines text taken from the Bromyard Bushel, dating back to 1670.

Must see: You can view the original Bromyard Bushel in St Peter's Church as you continue your journey through the town.



Further along, discover Five of Ten Thousand: The Secret Life of Grasses, where native species like Yorkshire Fog and Meadow Grass are transformed into towering forms, celebrating the landscape around Bromyard.



Before modern systems of measurement, the Bushel was used to standardise the sale of grain and produce. Cast in metal it's both a practical tool and a piece of art. Look closely and you'll spot historic letterforms; a "V" in place of "U", an "I" for "J", and even a backwards "D".

Wander through independent shops and cosy cafés as you head towards Market Square, then take a detour down Tinton's Alley.

Each piece along the trail reflects the town's heritage and creativity, with something new to uncover around every corner.

Here, you'll spot the Morgan Motor Company logo, a nod to Bromyard's role in early motoring

Find out more about the trail at [www.destinationbromyard.com](http://www.destinationbromyard.com)

# BROMYARD'S CREATIVE HEART

The Conquest Theatre, where stories, music and film come to life.

Just beyond Bromyard's centre sits one of the town's most cherished cultural spaces. The Conquest Theatre is more than a venue; it's a community-driven hub of creativity, offering an ever-changing programme of theatre, film, music and live performance throughout the year.

There's something special about stumbling across a theatre in a small town and The Conquest Theatre is exactly that kind of discovery. The theatre feels welcoming from the moment you arrive.

Run largely by volunteers, the Conquest is powered by community spirit. It's this warmth that gives the theatre its atmosphere, relaxed, friendly and unmistakably local.

## An eclectic mix:

What sets the Conquest apart is its richly varied programme.

Rather than focusing on just one type of entertainment, the theatre offers a blend of: live theatre productions, independent and mainstream films, live music and tribute acts, comedy nights and touring performances, talks, screenings and special events. One visit might see you watching a classic film, the next enjoying a live band or a touring theatre company. That variety keeps things fresh and means there's always something new to experience.

## A stage for everyone

The Conquest Theatre isn't just about visiting performers, it's also a space where local talent thrives. Community productions, youth theatre and amateur dramatics regularly take to the stage, creating a programme that feels deeply connected to the town itself.

It's a theatre that belongs

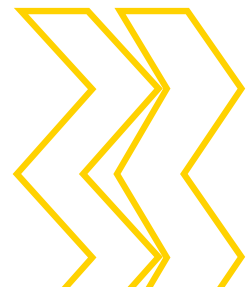
to Bromyard, shaped by the people who use it. For visitors, that adds something special, a chance to experience not just entertainment, but the creative life of the town.

## A cultural gem in Bromyard

For visitors, the Conquest Theatre offers a different way to experience Bromyard.

After a day exploring shops, countryside or cafés, an evening at the theatre adds something extra - a chance to enjoy live entertainment in a local setting. It reflects a creative community-driven side of the town.

The Conquest Theatre offers a unique experience for a small town, big on culture.



# WHAT'S ON:

## The Conquest Has The Fairest Panto Of Them All

### EVENT CINEMA



#### THE MAGIC FLUTE

Thursday 21st April

### EVENT CINEMA



#### LES LIAISONS DANGEREUSES

Thursday 25th June

### LIVE ON STAGE



#### THE CLASSIC BLUES SHOW

Saturday 9th May



#### EUGENE ONEGIN

Tuesday 5th May



#### THE MERRY WIVES OF WINDSOR

Wednesday 29th July



#### ALICE IN WONDERLAND JR

Sunday 14th June



#### TWELFTH NIGHT

Wednesday 6th May



#### THE TEMPEST

Wednesday 19th August



#### BEAUTY AND THE BEAST

Thursday 16th July -  
Saturday 18th July



#### FRIDA KAHLO

Tuesday 19th May



# 1985

COOL CRISP  
LAGER

# IS TEN!



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# HAVING A MOOCH AND A COFFEE

## Take your time and taste Bromyard



There's a simple pleasure in exploring a town at your own pace, having a mooch through the shops, a glance in a window and the promise of a good coffee never too far away. In Bromyard, that comes naturally.

### A town made for mooching

There's a certain way to experience Bromyard. It starts with a wander. A slow walk along the High Street, into Broad Street and down to the Market Square, taking in the shopfronts, the details and the things you might miss if you were in a hurry. You dip in and out of shops, picking up something you didn't know you needed or simply enjoying the atmosphere.

Bromyard is still a traditional market town where, as the old rhyme goes, you'll find the butcher, the baker, the candlestick maker (pretty

much) and anything else in between. That's Bromyard. Independent shops line the streets, each adding its own character to the town.



### A warm welcome at the top of town

At the top of town, near the Halo Centre, you'll find Cosy Café, a friendly and relaxed spot that lives up to its name. It's a great place to start your visit or pause before heading further into town, offering a welcoming atmosphere, good coffee and simple, satisfying options. Whether you're meeting friends or stopping off after a walk, it's an easy and comfortable place to settle in.

### Coffee at the centre of town

Right in the middle of the High Street sits Brew,

locally known simply as "The Brew." You will find yourself returning more than once. Small, cosy and welcoming, it offers all the essentials, good coffee, familiar favourites and a tempting selection of cakes. Perfect for a mid-mooch stop, it's a natural part of the High Street experience.



## Character and comfort

In the heart of the town, Oaklands Café offers a setting full of character. With its exposed timber beams, it reflects Bromyard's historic charm while providing a comfortable and welcoming place to stop. The menu is broad, with a mix of hot and cold drinks, treats and more substantial options, ideal for a longer break.



### Market Square moments

Just around the corner, Emma's Farmhouse Café sits in the Market Square,

enjoyment and not just grab and go!

### Support it to keep it

Bromyard is one of those increasingly rare places where the High Street is still proudly independent. The cafés, shops and businesses here are run by local people, each contributing to the character and charm of the town. Supporting them isn't just about making a purchase; it's about helping to keep Bromyard exactly as it is.



### A new addition

One of the newest additions to Bromyard's café scene is Kindred Three. Bringing something a little different, it blends traditional café favourites with a more natural wellbeing-focused approach. Alongside coffee and tea, you'll find herbal blends and drinks designed to be enjoyed more slowly. Freshly baked goods from their Bakehouse add to the offering, creating a calm and thoughtful space.

offering a slightly different feel. Here, the focus is on simple and satisfying food, a range of sweet and savoury options alongside hot drinks and refreshments. Settle in properly, whether that's for a light lunch or something sweet.

What makes Bromyard's cafés so enjoyable isn't just what they serve, it's how they fit into the experience of the town. You don't rush from place to place here. You have a mooch and the coffee stop becomes part of the

Because if we don't support these small independent businesses, we risk losing them to the same chain shops and coffee brands found everywhere else. So take your time, enjoy the cafés, explore the shops and shop local, shop small. It makes all the difference.

# BROMYARD'S BIGGEST SUMMER EVENTS

Summer in Bromyard is filled with moments that bring people together

As the countryside around Bromyard bursts into life through the warmer months, so too does the town's calendar of events. From colourful community celebrations to nationally recognised festivals, the town showcases its creative and welcoming spirit.

Whether you're visiting for the first time or returning for a favourite event, summer offers plenty of reasons to explore Bromyard and experience its unique character.

## Scarecrow Festival 12th–14th June

Each June, Bromyard's streets, gardens and shopfronts transform into a wonderfully imaginative trail as the town's annual Scarecrow Festival returns. Residents, local businesses and community groups create their own handmade scarecrows, turning the town into a playful outdoor gallery filled with quirky characters, clever themes and plenty of surprises.

Visitors can wander through Bromyard following the trail, spotting each scarecrow along the way and voting for their favourites. It's a light-hearted event that



encourages families to explore the town while celebrating the creativity and humour of the local community. With cafés, shops and pubs buzzing

with visitors, the weekend has become a much-loved tradition that marks the start of Bromyard's summer festivities.

## Bromyard Gala – 5th July

A firm favourite on the town's calendar and making a welcome return this year, the Bromyard Gala brings a full day of traditional community celebrations.



Throughout the day, visitors can enjoy stalls, entertainment, music and family-friendly activities, all organised with the aim of bringing the community together. For many residents it's a chance to reconnect with friends and neighbours, while visitors experience the welcoming spirit that Bromyard is known for. With its mix of tradition, celebration and community pride, the Gala remains one of the town's most cherished events.



## Bromyard Art Walk – 4th–19th July

For two weeks each July, Bromyard becomes an open-air gallery as artists from the region display their work throughout the town. The Bromyard Art Walk invites visitors to explore a trail of creative spaces, shops and pop-up galleries where paintings, ceramics, sculpture, photography and crafts are showcased. As you wander through the streets, you might discover artwork in

unexpected places, from cafés and independent shops to dedicated exhibition venues. The event highlights the town's vibrant artistic community while encouraging visitors to slow down and explore Bromyard from a different perspective. It's an inspiring way to experience local creativity while supporting independent artists and makers.

## Nozstock presents ... Into The Valley – 17th–18th July

Just outside Bromyard, the fields of Rowden Paddocks Farm transform into a colourful world of music, art and creativity during Nozstock presents... Into The Valley. The independent festival is known for its friendly atmosphere and eclectic



line-up of performers, bringing together musicians, artists and festival-goers from across the country. Stages appear across the valley, each with distinctive character, while art installations, theatre, food stalls and family activities create a vibrant experience. Despite its popularity, Nozstock has retained its welcoming, community-driven feel. Set against the Herefordshire countryside, it offers a joyful escape filled with music, creativity and summer energy.

### **Bromyard Pride 8th August**

Bromyard Pride is a colourful, uplifting celebration reflecting the town's commitment to inclusivity and community. The event brings people together for a day of music, performances and activities celebrating diversity and making everyone feel welcome. Local organisations, performers and supporters shape the atmosphere, creating an event that feels joyful and meaningful. As it grows each year, it highlights Bromyard as a place where community spirit and openness go hand in hand, for visitors and residents alike.



Bromyard Pride offers a vibrant and positive day that celebrates identity, acceptance and togetherness.



### **Bromyard Folk Festival – 10th–13th August**

One of the longest-running folk festivals in the country, the Bromyard Folk Festival has been filling the town with music, dance and celebration for decades. Over four lively days in August, the streets, pubs and venues come alive with

performances from folk musicians and dancers travelling from across the UK and beyond. Visitors can enjoy concerts, ceilidhs, workshops and spontaneous street performances, all contributing to the festival's warm and welcoming atmosphere. Alongside the music, there are craft stalls, food vendors and opportunities to learn traditional skills, creating a rich cultural experience that goes far beyond the stage. For many, the festival has become a beloved annual tradition and a defining part of Bromyard's identity.



# MORE THAN JUST A MARKET TOWN

## The Big Interview with Katie Richards, Bromyard's Tourism Officer

### What makes Bromyard stand out from other heritage and market towns?

For me, it's the community spirit that really sets Bromyard apart. Walking down the street, it can take 20 minutes to reach the next shop - not because it's far, but because someone stops to say hello, or you pause to chat with the owner of a cute dog you've spotted. The town itself is stunning, too. My favourite part of the day is dropping my son off at school and then sitting on the bench on the Downs, simply taking in the morning and the beauty around me.

### What do visitors to Bromyard fall in love with first?

It's the town's traditional charm and the warmth of its people. Bromyard

is brimming with history and character, which visitors notice immediately.



### How would you describe the atmosphere of the town?

Community, home, warm, welcoming. Bromyard embodies all the qualities you hope to find in a small town. There's a gentle buzz when people are out shopping, and I love wandering into a shop I haven't visited for a while, only to be

treated to stories and little nuggets of history shared by the staff in the most heartwarming way.

### What stories or landmarks best capture Bromyard's history?

The church and the iconic black-and-white buildings. I'll always associate Bromyard with these beautiful structures, particularly The Falcon Hotel. It's fascinating to see old photos showing it looking the same, while the rest of the town has evolved. If those walls could speak, I'm sure they'd tell countless captivating stories.

### What countryside highlights should visitors not miss?

The Bromyard Downs. Even if you don't walk every day, there's something breathtaking about strolling along

the Downs on a sunny day, with the whole town stretched out below. The area offers walks for all abilities, and even just sitting to take in the fresh air is an absolute joy. I never tire of it.

***“Bromyard feels like home where community warmth and character shape every moment”***

**Which festivals and events are unmissable?**

For a town our size, we pack a mighty punch! I've loved Nozstock since its early days as a tiny gathering in a barn - it's great to see how much it has grown. I also adore the Folk Festival weekend; it's so much more than music. The town comes alive with energy, conversations, and spontaneous performances - you can be sitting in a pub,

and suddenly someone starts playing music. The whole town really feels part of it.

**What makes Bromyard such a creative place?**

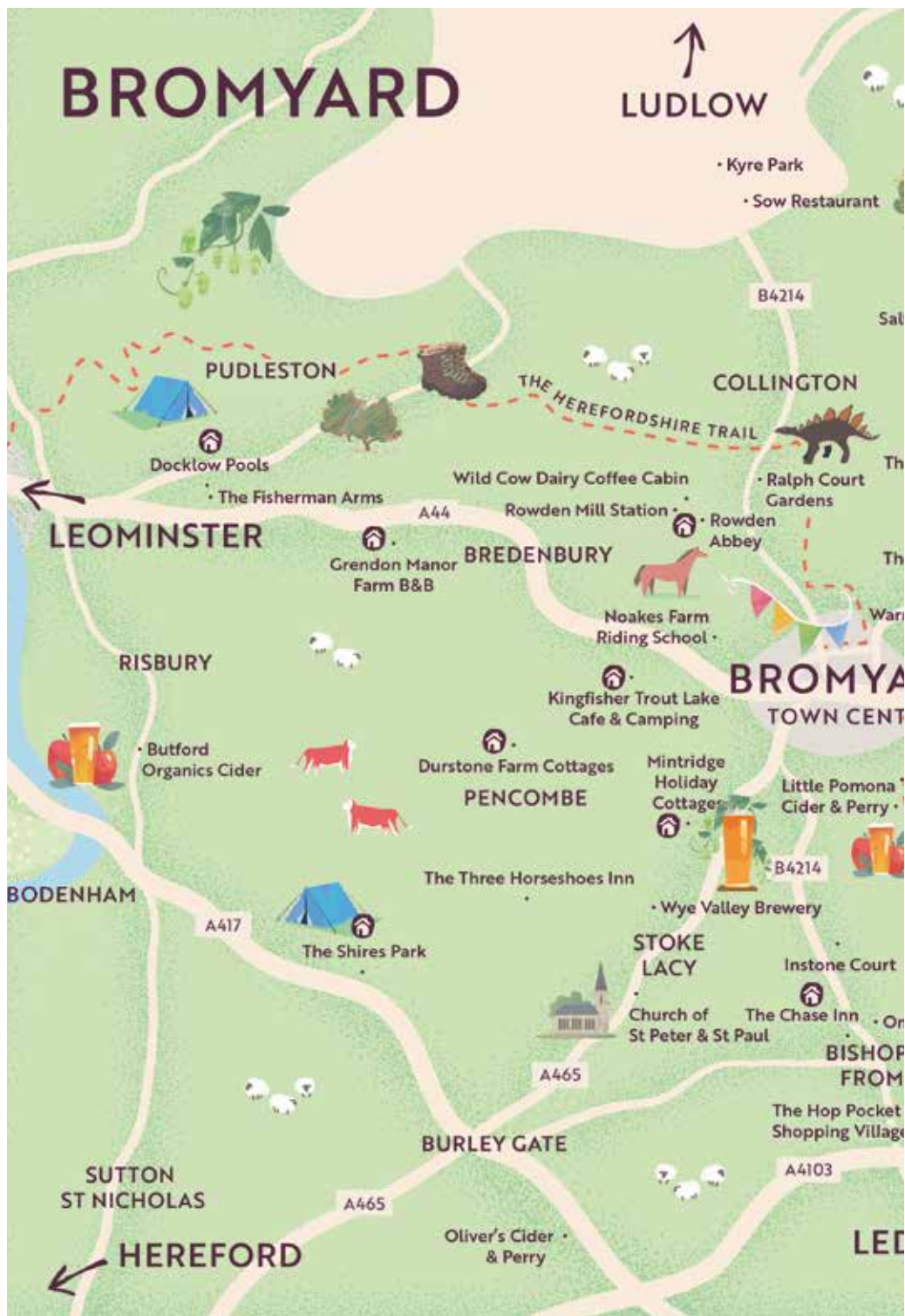
The Conquest Theatre is a hub of talent. Having a beautiful theatre that encourages both young people and older generations to explore creativity is invaluable. The range of shows and genres it hosts is impressive, and the theatre has been part of the lives of generations in this town, creating deep connections. That's something truly special.

**What do you hope to bring to Bromyard in your new role as Tourism Officer?**

My goal is to show visitors that Bromyard is much more than a market town. It's full of character, history, kind and welcoming people, and an abundance of experiences that might be missed if you're only passing through. Our traders are dedicated to making the town what it is, and I hope to help showcase everything that makes Bromyard so unique.

# BROMYARD

↑  
LUDLOW



· Kyre Park  
· Sow Restaurant

B4214

PUDLESTON

THE HEREFORDSHIRE TRAIL

COLLINGTON

Docklow Pools

· The Fisherman Arms

Wild Cow Dairy Coffee Cabin

Rowden Mill Station

· Ralph Court Gardens

· Rowden Abbey

LEOMINSTER

Grendon Manor Farm B&B

BREDEBURY

Noakes Farm Riding School

RISBURY

· Butford Organics Cider

Durstone Farm Cottages

PENCOMBE

Kingfisher Trout Lake Cafe & Camping

BROMYARD TOWN CENTRE

Little Pomona Cider & Perry

BODENHAM

A417

The Three Horseshoes Inn

The Shires Park

STOKE LACY

· Wye Valley Brewery

Instone Court

Church of St Peter & St Paul

The Chase Inn

BISHOP FROM

The Hop Pocket Shopping Villages

BURLEY GATE

A465

A4103

SUTTON ST NICHOLAS

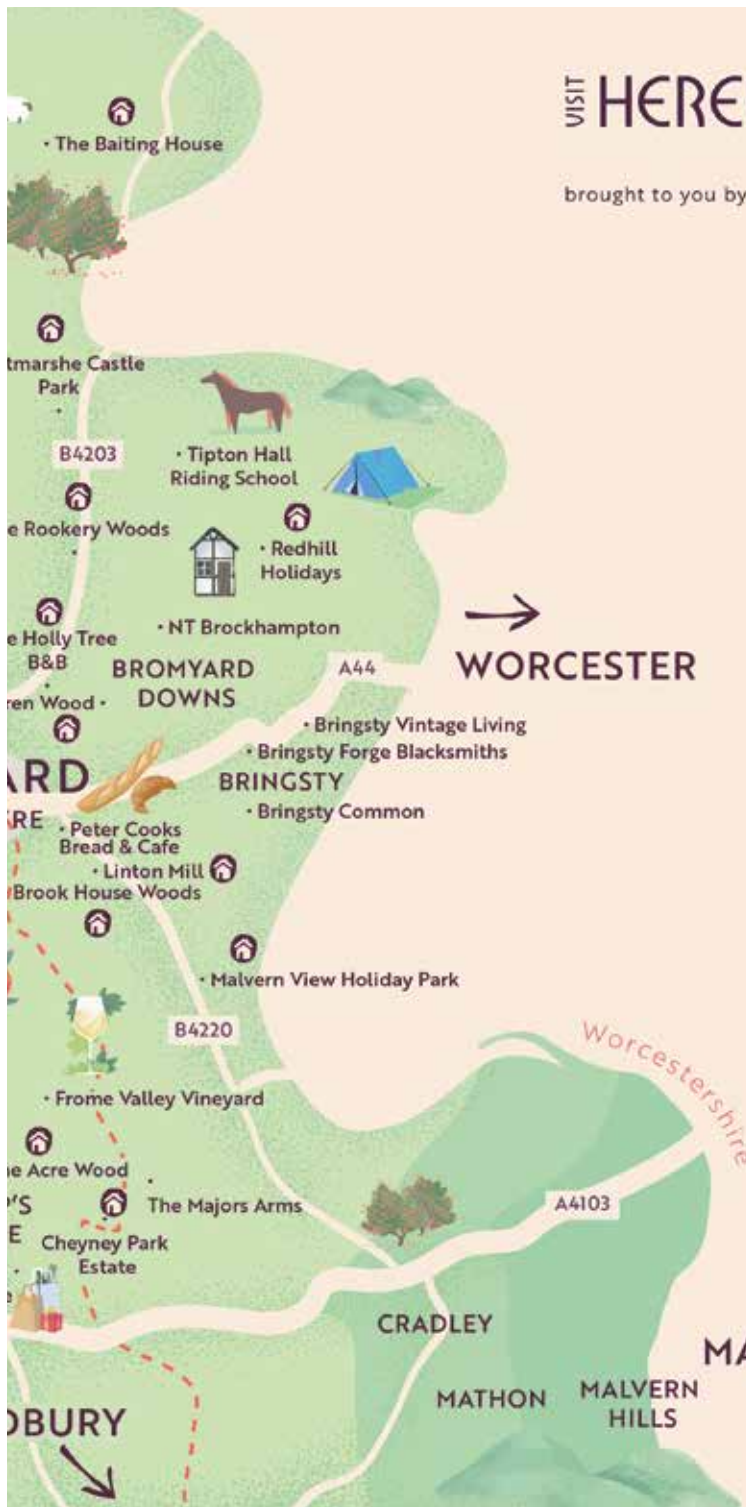
Oliver's Cider & Perry

HEREFORD

LED

# VISIT HEREFORDSHIRE

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→  
**WORCESTER**

**MALVERN**  
↓

**BURY**  
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TRAVEL AND LIFESTYLE

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