

FREE

TRAVEL AND LIFESTYLE

# DESTINATION BROMYARD



## DESTINATION SPOTLIGHT: BROOK HOUSE WOODS

STAY AMONG HOP FIELDS, APPLE ORCHARDS &  
ANCIENT WOODLANDS

NATIONAL TRUST BROCKHAMPTON IN AUTUMN: ORCHARDS,  
FUNGI AND FALLING LEAVES

CHRISTMAS IN BROMYARD: COME AND SEE OUR NOSTALGIC CHRISTMAS LIGHTS  
FROM LATE NOV TO EARLY JAN.

A SMART TRAVEL GUIDE

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# DESTINATION BROMYARD

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## 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.

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County BID**

Produced by:

**NIFTY**



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# CORRESPONDENTS



Jayne is passionate about artisan food and promoting the benefits of sustainable food and farming. She currently runs a community food garden and chairs her local Slow Food group. When she's not eating she loves architecture and recently renovated an old bakery.

**JAYNE BRADLEY-GHOSH**



Christian is a trained journalist who has written for both local and national press before joining the comms team at Chelsea FC. Now the founder of Nifty Communications, he combines creative strategy with a passion for storytelling, having returned to the countryside near Bromyard where he grew up.

**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 recently graduated with a Media Communications degree from 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 about Bromyard that really comes into its own during autumn and winter. As the countryside changes colour and the nights draw in, thoughts turn to cosy pubs, Sunday roasts, winter walks, festive shopping and catching up over coffee. And then, of course, there are the Bromyard Christmas Lights.

If you've never experienced them, make this the year you do. Individual, traditional and wonderfully nostalgic, each light is different, evoking memories of Christmases past. When they illuminate Bromyard's streets and historic buildings, the whole town is transformed and they remain one of our biggest reasons to visit during the festive season.

But there's plenty happening before Christmas arrives.

In this edition, we celebrate harvest, Halloween and autumn at Brockhampton, take you on a roast and ramble, and look ahead to Bromyard's markets, Christmas Tree Festival and seasonal events at the Conquest Theatre.

We meet some of the people behind our brilliant local businesses, from Jem Thompson-Phelan celebrating ten years of Sunkissed Studio, to Peter Cooks Bread. We also celebrate our eight local finalists in the Visit Herefordshire Tourism Awards, explore places to escape for an autumn or winter break, and venture further afield to discover some of our neighbouring towns.

Most importantly, we celebrate what makes Bromyard special: its people, countryside, events and fiercely independent High Street.

So come for a walk, stay for lunch, browse the shops, enjoy an event and as Christmas approaches, see those famous lights for yourself.

Whether you're visiting for the first time or returning to an old favourite, I hope this edition inspires you to experience Bromyard this autumn and winter.



Rachel Collison  
Editor



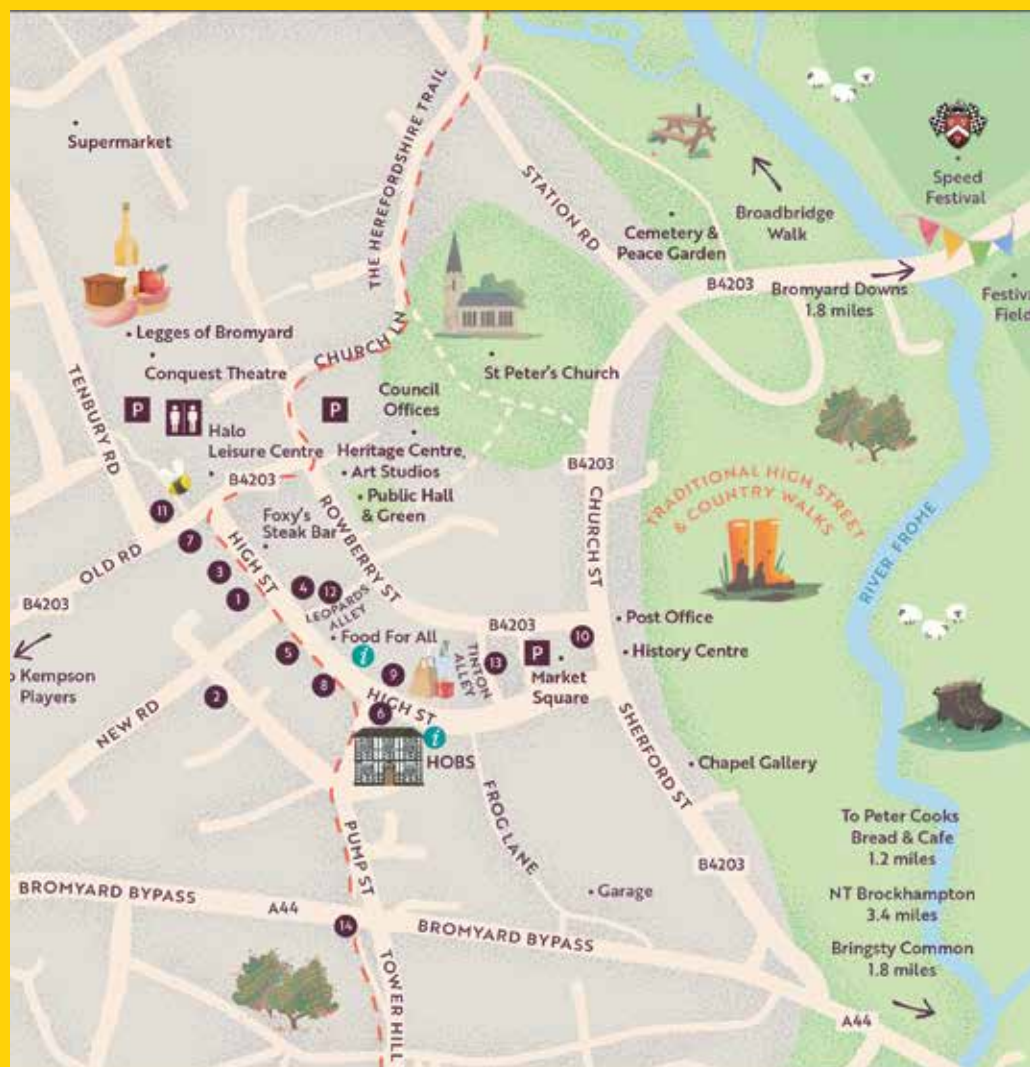
# INTRO TO BROMYARD

Tucked into the rolling Herefordshire countryside near the Worcestershire border, Bromyard is a town that rewards those who take time to wander. In autumn and winter the pace drops, the light turns amber by mid-afternoon and the landscape opens up in a way it never quite manages in summer. 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, warm up over a coffee and then carry on exploring before heading out to the nearby downs and common.

Beyond the town, the landscape is never far away. The Bromyard Downs offer wide-reaching views, at their best once the trees are bare and the whole town lies open in front of you. Bringsty Common provides peaceful paths, frosted mornings and birdsong that carries further in the cold. After a day out, settling into a welcoming pub for a meal or a drink beside the fire 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.





## BROMYARD TOWN CENTRE

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

VISIT **HEREFORDSHIRE**  
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



# BRITAIN'S BEST LOAF IS FROM BROMYARD

Peter Cooks Bread has been winning awards since the bakery opened in 2014.

Head towards Bromyard from Worcester on the A44 and you will pass a trading estate with yellow flags, yellow signs and a yellow Citroën 2CV parked outside. That is Peter Cooks Bread HQ.

## Thirty years in the making:

Peter Cook did not set out to be a baker. He worked in hospitality in London, where the part of the day he remembers is the early morning delivery of bread and pastries, and it took moving to Ludlow in the 1990s for the penny to drop.

He arrived just as Ludlow was becoming the food town everybody now knows it as and spent more than twenty years as head baker at Price and Sons.

That is where the method comes from. Peter learnt from older bakers who remembered their own fathers mixing dough by hand and delivering it by horse and cart, back when



overnight fermentation was not a selling point. It was simply how bread was made.

He opened his own bakery in March 2014.

In 2020, Peter entered Britain's Best Loaf for the first time with a wild hops and barley loaf.

He won.

There's a World Bread Award on the shelf too, along with Best Food Producer at the Visit Herefordshire Awards more than once.

Not bad for a unit at the foot of Bromyard Downs.



**Four ingredients.  
Several days:**

Flour, water, yeast and salt.

That's basically it. And much of the yeast is wild.

Every loaf is made slowly by hand over two or three days. That long fermentation develops flavour naturally, opens up the crumb and produces bread that keeps for days rather than becoming building material by teatime.

Of course, most people arrive intending to buy a loaf and leave with considerably more.

There are Chelsea buns, croissants and the cruffin, which is reason enough to visit on its own. Add a coffee and suddenly

***“Thirty years of practice goes into every loaf that comes off these shelves, and you really can taste every single one of them.”***



the quick bread run has become an outing.

**New for Christmas 2026: Peter Cooks Panettone**

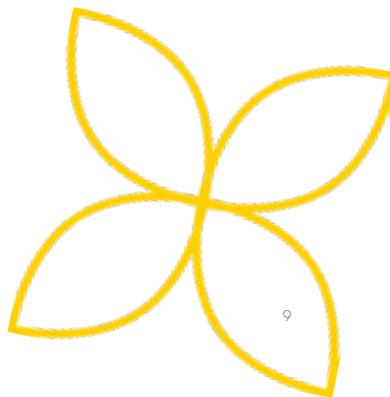
There are some foods that look deceptively simple.

Panettone is one of them.

A golden dome. A cloudlike middle. Some fruit.

How hard can it be?

Very, apparently.



Peter's attempt to master the Italian Christmas classic began three years ago on a family holiday in France, where a raspberry and white chocolate brioche, described as "almost cloudlike", changed his perception of enriched sweet breads.

What followed became something of a mission.

fermented sourdough mother called Pasta Madre, which creates its remarkably light texture. The silky crumb is enriched with butter, honey and egg yolks, then filled with candied orange peel and raisins.

And this is where Italy meets Herefordshire.

The raisins are soaked in Royal Cider from Oliver's

collapsing.

Three years to master a loaf that has to hang upside down when it comes out of the oven.

Baking is a strange profession.

Available from mid-November at Peter Cooks Bread in Bromyard and Worcester and online, with limited-edition flavours



There were recipe trials, expensive failures and conversations with bakers around the world. Panettone, it turns out, has earned its nickname: the Everest of breadmaking.

At the heart of Peter's version is a slow

Cider & Perry, an apple cider brandy aperitif produced in the county, giving this Italian classic a distinctly local twist.

Even after baking, it isn't straightforward. Each golden panettone is cooled upside down to stop its delicate structure

and brioche also planned.

It would make an excellent Christmas present.

Personally, I'd keep it.

**And don't forget the stollen:**

Panettone may be the

new arrival, but Peter's stollen remains a Christmas favourite.

Through December, fruit steeped in vodka marmalade runs through soft, enriched dough, filling the bakery with the sort of smell that makes leaving without one almost impossible.

Cut it thin. That's the trick.

Stollen is not something that needs demolishing in one sitting. Leave it in the kitchen, slice a little off when nobody is looking and repeat until January.

### Learn to make it yourself:

If eating the bread isn't enough, Peter also runs breadmaking workshops at the bakery.

This autumn and winter there are sessions for different levels, including Advanced Bread Making on 18 October 2026, Basic Breadmaking on 15 November 2026 and a Sourdough Workshop on 17 January 2027.

Gift vouchers are available too, which makes a properly different Christmas present and, crucially, doesn't require batteries.



### Worth the trip:

There's something pleasing about the fact that all of this is happening on an unassuming trading estate outside Bromyard.

National awards. Thirty years of knowledge. Two-and three-day fermentation. Stollen steeped in vodka marmalade. And now a

panettone that took three years to master.

So take the drive out to Linton.

Buy the bread. Definitely buy the panettone. Take a cruffin for the journey home.

You can worry about January in January.

[petercooksbread.co.uk](http://petercooksbread.co.uk)



# SUNKISSED IS 10: BUSINESS, MOTHER- HOOD & BROMYARD

From a new mum to a thriving Bromyard beauty business, Jem Thompson-Phelan has spent a decade growing Sunkissed. Now, an exciting new chapter begins.

If there's one thing you quickly realise when talking to Jem Thompson-Phelan, it's that she doesn't do things by halves.

I caught up with Jem as she was preparing to open the doors to the new Sunkissed Studio on Broad Street, quite literally answering my questions with a paintbrush in her hand.

It's a fitting snapshot of the past ten years: business owner, mum, beautician, entrepreneur and, when necessary, decorator, all rolled into one.

But Sunkissed actually began before the studio existed.

## Take us back to the beginning. How did Sunkissed happen?

"I studied beauty therapy straight after leaving high school. I knew I always



wanted to be part of the beauty industry and share my passion for skincare and tanning, empowering women and making clients feel the best version of themselves."

Sunkissed began life in 2013 as Sunkissed Mobile Spray Tanning, after Jem returned to beauty following the birth of her

first daughter. As her client base grew across Herefordshire and Worcestershire, however, being mobile became increasingly difficult.

After her second daughter arrived, Jem decided it was time to take a risk.

"I wanted to have a job I was passionate about,

work for myself and have something that worked around my children. When I opened Sunkissed, I had a nine-month-old baby and a five-year-old.”

My grandad always told me that in business you have to take the risk. He was such a huge influence in my life, so I listened and took the plunge.”

In 2016, aged just 25, Sunkissed Studio was born.

I literally just wanted to spend time doing something I loved and have a job where I could take my baby to work to breastfeed. Never in a million years did I think it would evolve like it has.

In those early days I was navigating business totally winging it!”

**Ten years feels like the perfect point for another leap. What's next for Sunkissed?**

Quite a lot, as it turns out.

In April 2026, Jem viewed a new property on Broad Street and immediately saw its potential.

Since then, she and partner Jack have been transforming it into a considerably larger and



more luxurious Sunkissed Studio.

“We have designed this studio as a destination, a place where people want to come, visit, take photos and be part of the community. We still have the same name, ethos and passion, but our branding has had a fresh new look alongside the amount of rooms we now have.”

And the timing couldn't have been more appropriate.

***“There’s a lovely mix of independent businesses, each with their own personality”***

After viewing the building and encountering a few delays, Jem was finally given the paperwork to sign on 10 June, exactly ten years to the day since she first opened Sunkissed.

“The universe aligned,” she says.

The new space means more treatment rooms, greater appointment availability, new equipment and a wider treatment offering, with plans for specialist practitioners to hold monthly clinics providing treatments that aren't currently readily available locally.

“I literally know people will be blown away. Jack and I have designed a space that is pure luxury. I hope it will make clients feel treated and feel a million dollars, a real treasure

to visit and an asset to Bromyard.”

### **Bromyard really does seem to be part of the Sunkissed story?**

Jem grew up in a neighbouring village and remembers visiting Bromyard with her grandmother, including the very building now becoming her new studio, when it was known as Olives.

“So this space is really sentimental to me.”

Her great uncle Edgar, “our Mr Bromyard”, also influenced her love for the town.

When Sunkissed opened, not everyone thought it would last.

“There was a lot of, ‘This won’t last in Bromyard.’ I’m thrilled to say: yes,

it bloody well has. Sunkissed is still here!”

Jem is equally passionate about local independents.

“Behind every independent business is a person, a family and a huge amount of passion and dedication. When you support local, you’re keeping that money within the community.

“Bromyard is special because of its community spirit. There’s a lovely mix of independent businesses, each with their own personality. It has that personal touch you don’t get from big chains.”

Or, as Jem puts it:

“If you can’t get it in Bromyard, you don’t need it!”

Her message is simple.

“If you don’t use it, you lose it.”

### **Finally, what would you tell the 25 year old Jem opening those doors for the first time?**

“Ooooooh, that’s a tough one!

“I’d say, ‘Dig deep. With true grit and determination you will always succeed. Continue being kind, believe in yourself and keep creating that life of dreams for those two beautiful girls.’

“I started this to prove to myself I can achieve, and I am only just getting started.”

@sunkissedstudio\_official



# ROASTS & RAMBLES



## Herefordshire's best pub walks with awesome views, wild landscapes & cosy gastropubs

Each of our 'Roasts & Rambles' routes leads you through amazing landscapes with stunning views.

Along the way, you'll discover unexpected treats, from wild mountain ponies and romantic castle ruins to ancient caves and riverside tranquillity.

Afterwards, cosy up in one of our country pubs and enjoy a well-earned lunch featuring the best local produce.



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To discover more, scan the QR code or head to  
[visitherefordshire.co.uk/roasts-rambles](https://visitherefordshire.co.uk/roasts-rambles)



# BROCKHAMPTON: AUTUMN COLOUR & WINTER ESCAPES

**Crisp walks, ancient orchards and seasonal days out just outside Bromyard**

Just a few miles outside Bromyard, National Trust Brockhampton is one of those places that changes completely with the seasons, and autumn is arguably one of the best times to visit.



At the heart of the traditionally farmed estate is the late 14th-century timber-framed manor house at Lower Brockhampton, surrounded by a moat and entered through its characterful gatehouse. Beyond it, the estate opens into woodland, parkland and orchards, including the largest orchard cared for by the National Trust.

By autumn, the landscape takes on a different character. Leaves turn gold and russet, apples fill the orchards and cooler days make it an ideal time to explore on foot. There are several walking routes across the estate, from accessible hard-standing paths to more adventurous trails through woodland and parkland, with far-reaching views across the Herefordshire

countryside. Dogs are welcome in the parkland and orchards when kept on leads.

There's plenty happening during autumn too. On 13 October, Brockhampton hosts a Fascinating Fungi Tour with expert forager Marlow Renton, exploring the important role fungi plays in the estate's ecosystem and learning where and how to spot

different varieties.

For families, the October half-term activity trail runs from 24 October to 1 November, with a self-led route and activity stops around the gardens. Young witches and wizards can also get into the Halloween spirit on 30 October, making their own traditional miniature besom broom before taking it for a ride around the orchards.

As autumn gives way to winter, Brockhampton becomes a place for wrapping up and heading outdoors for a crisp countryside walk before warming up with a hot drink. The estate, grounds, café and second-hand bookshop remain open every day, making it an easy addition to an autumn or winter visit to Bromyard.

### **This autumn:**

**Fascinating Fungi Tour,** 13 October. Join expert forager Marlow Renton to explore fungi across the estate. 10.30am to 12.30pm.

**Half Term Activity Trail,** 24 to 31 October. Discover the Marvellous Mushrooms Trail. 10.30am to 4.30pm.

**Broomstick Making,** 30 October. Children aged 4+ can make and test-fly a mini broom. Four sessions from 11am. £6 plus admission. Booking essential.

### **Winter at Brockhampton:**

From family activities to festive experiences, Brockhampton offers plenty of reasons to visit as Christmas approaches

Check opening times, dates, prices and booking information before travelling.

Whether for autumn colour, Halloween fun or a winter walk, it's an easy countryside escape on Bromyard's doorstep.

Meet Father Christmas, 10 to 12 December. In the medieval manor. Booking essential.

### **Two more worth the drive:**

Near Leominster, Berrington Hall offers carriage rides and wreath making, while Croft Castle hosts Father Christmas and wreath workshops. Booking essential.

Together with Brockhampton, that's winter sorted.

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



# ALIENS ARE LANDING NEAR BROMYARD

## Halloween fun for all the family at Ralph Court Gardens including a cosmic alien scanning pod!

Families love Halloween, from dressing up and trick-or-treating to a half-term day out. Bromyard covers it all, but for a proper Halloween adventure, we recommend Ralph Court Gardens.



From 22 to 31 October, the gardens reopen after dark, 6pm to 8.30pm, and things turn cosmic.

Enter the scanning pod to discover whether you've been chosen to travel beyond the stars, and help Ambassador Vorak understand human celebrations.

### Daytime, for the children:

The gardens run their Halloween season from 3 October to 1 November, open 10am to 4pm.

Daytime is for all ages and stays firmly on the fun side of frightening. A singing pumpkin trio performs, shy ghosts appear unexpectedly and the crypt trio tell jokes from beyond the grave.

Beneath the grand house lies the graveyard, resting place of previous visitors. Count Dracula is down there too, though he would rather not be disturbed during daylight. It ruins his complexion.

There is also a Halloween quiz, with a surprise gift for anyone who completes it.

### Evenings, for everyone else:

There are glowing pumpkins, Jock the Sleeping Giant and Bobo, Haunted House scares, Mr B's comedy, Zelda's fortunes and a nightly gothic light show.

Not into ghouls? Dinosaur World remains open for those who prefer prehistoric monsters.

Book your tickets at: [www.ralphcourgardens.co.uk](http://www.ralphcourgardens.co.uk)

# WHERE THE HOPS STILL GROW

Bromyard sits at the heart of one of Britain's last great hop-growing regions.

Drive out of Bromyard in early autumn and there's one crop that tells you exactly where you are. Great walls of green climb towards the sky, trained up rows of poles and wire.



## This is hop country:

Herefordshire and Worcestershire remain at the heart of British hop growing. Today, just over 50 commercial growers remain in Great Britain, with around half of British hop production coming from the West Midlands. The British Hop Association specifically identifies the Hereford–Ledbury–Bromyard triangle and the Teme Valley as areas where hop growing remains important.

It's a tradition stretching back centuries. At its regional peak in 1894, more than 10,000 acres of hops were being grown across Herefordshire and Worcestershire. Today the industry is considerably smaller, but around Bromyard its distinctive landscape survives.

At Stocks Farm in Suckley, hops and fruit have been grown for more than 200 years. The Capper family now farms around 100 acres of hops alongside 100 acres of

apples, growing traditional varieties as well as newer British hops.

And here's a statistic to remember next time you order a pint: Stocks Farm estimates its annual hop crop is enough to brew around 46 million pints of beer.

## From Field to Pint:

At Stocks Farm, that journey can be remarkably



short.

The Hop Shed brewery sits right on the farm, next door to the hop processing building. Established in 2016, it brews using 100% locally grown hops from Herefordshire and Worcestershire. Visit around harvest time and you could be drinking a beer surrounded by the very fields that helped produce it.

A few miles away at Stoke Lacy, Wye Valley Brewery has another strong connection with the surrounding landscape. More than half of the hops it uses are sourced from farms within 10 miles of the brewery, supporting local growers and helping preserve a crop that has shaped this countryside for generations.

Closer to Bromyard, hops also remain part of the landscape at Brook House Farm in Avenbury, home to Little Pomona Cider & Perry. Here, apple pomace left over from cider making is combined with hop waste to create compost, which is returned to the farm's hop fields and orchards.

## Harvest on our doorstep:

September is when hop

country really comes alive. At Stocks Farm, picking generally begins in the first week of the month and lasts around four to five weeks, with the flowers separated from the bine, dried and baled ready for brewing. But hops are only part of the autumn story around Bromyard.

Apples are being gathered from local orchards and pressed by cider and perry makers, while at Frome Valley Vineyard grapes are ripening for another Herefordshire harvest. Then there are the farm shops and independent producers that bring so much of it together. Head to Legges of Bromyard and the counter is a reminder of just how much good food is produced on our doorstep, from locally reared meat and Herefordshire cheeses to preserves and other

regional produce. For visitors, autumn is a wonderful time to explore Bromyard and its surrounding countryside. Stop at a farm shop, visit a brewery or cider maker, seek out Herefordshire produce, then find a pub for a pint.

That pint isn't simply from Herefordshire. Some of its ingredients grew only a few miles from the pub where you're drinking it. The same landscape might also have produced the apples in your cider, the grapes in your wine or the food on your plate.

Next time you pass those towering green rows around Bromyard, take another look. The industry may be smaller than it once was, but here, the hops still grow, alongside a whole autumn harvest worth celebrating.



# Ralph Court Gardens



JOIN US FOR  
SPOOKY SEASON



## HALLOWEEN

AT RALPH COURT

**SAT 3RD OCTOBER – 1ST NOVEMBER 2026**

Daytime 10am - 4pm

**22ND OCT - 31ST OCTOBER 2026**

Evenings 6pm - 8.30pm

New for 2026: Meet Chewin Charlie  
Step inside the high-tech alien scanning pod  
Free children's Halloween quiz and spooky surprise  
Witches' Cookery School  
Graveyard Flower Seller  
Bone Pickers' Crypt  
The Gremlins' Show

discover our  
winter wonderland



## CHRISTMAS

WINTER WONDERLAND

**28 NOVEMBER 2026 – 3 JANUARY 2027**

10:00 – 16:00

New for 2026: The Singing Barbershop Penguins  
Free children's Christmas quiz and prize  
Reindeer and donkey Christmas show  
Meet Snowy the Owl  
The Gremlins' Christmas Show  
Christmas with the dinosaurs  
Festive characters and photo opportunities  
plus many more!

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# WILD & ROOTED: AUTUMN AT BROOK HOUSE WOODS

Award-finalist Brook House Woods welcomes its new Oast House as autumn settles over the Herefordshire woodland.

I've been lucky enough to visit Brook House Woods, and it's one of those places that reminds you just how much we have tucked away in the countryside around Bromyard.

Set within a 300-acre working farm in the Frome Valley, autumn suits it particularly well. The hop harvest is over, the orchards are turning, leaves cover the woodland floor and morning mist hangs over the valley. It feels wonderfully removed from everyday life, yet Bromyard is close enough for coffee, lunch, shopping or an evening at the pub.

Hidden among the trees is Journeyman, a beautiful treehouse built for up to eight people. Perched above the woodland floor, its deck puts you right among the changing leaves. Think slow mornings with coffee



outside, long walks and evenings tucked away from everything.

### **And now there's a new reason to stay.**

A former hop kiln, once used to dry hops grown on the farm, has been transformed into The Oast House, sleeping up to six. Rather than losing this piece of the farm's history, Cassie and Chris have given it an entirely new purpose.

There's a garden dining room overlooking the landscape, a firepit for evenings outside and relaxed interiors that make staying in just as appealing as going out. For couples wanting something smaller, four cabins are tucked deeper into the woodland, each sleeping two.

### **What I particularly like about Brook House Woods is that you can do as much, or as little, as you please.**

The Herefordshire Trail passes the edge of the farm, making this an excellent base for walkers. Little Pomona Cider is also based here, producing distinctive craft cider from Herefordshire fruit. Having one of the county's exciting modern



cider makers quite literally on your doorstep is a rather good bonus.

Then, of course, there's Bromyard itself. Head into town for coffee and cake, browse our fiercely independent shops, stop for lunch or a pint, then explore the Downs and surrounding countryside. Brook House Woods feels secluded, but it's brilliantly placed for discovering the area.

There are plenty of local touches back at the farm too. A cheeseboard might feature Hop cheese and Bromyard Brie, accompanied by wine from the farm's own vines. It connects the stay to the place you're visiting, something that makes a countryside escape feel that little bit more special.

The opening of The Oast House comes in an exciting year for owners Cassie and Chris, with Brook House Woods named a finalist for Self-Catering Accommodation of the Year at the Visit Herefordshire Tourism Awards 2026.

For an autumn or winter escape near Bromyard, Brook House Woods manages to feel both wild and comfortable. Secluded enough to properly switch off, yet perfectly placed for discovering the town and this beautiful corner of Herefordshire.

Find out more and book your stay at [brookhousewoods.com](http://brookhousewoods.com).

# EIGHT REASONS TO CELEBRATE

## Bromyard shines in the Visit Herefordshire Tourism Awards 2026.

From woodland escapes and artisan breadmaking to wine tasting, country pubs and an escape room in the Herefordshire countryside, eight businesses from Bromyard and the surrounding area have been named finalists in this year's Visit Herefordshire Tourism Awards.

There's plenty to celebrate in our corner of Herefordshire this year, with eight local businesses recognised among the finalists in the Visit Herefordshire Tourism Awards 2026.

The awards celebrate the businesses and people helping to make Herefordshire such a special place to visit - and looking at our local finalists, what really stands out is the sheer variety of experiences we have right here on our doorstep.

### **Peter Cooks Bread:** Experience of the Year

A familiar name in Bromyard Town and Herefordshire-wide, Peter Cooks Bread has been recognised for the breadmaking workshops that have been part of the bakery for the past 13 years.

Director Peter Cook says: *"We are extremely proud of being chosen as finalists in the Tourism Experience category this year. The Breadmaking workshops that we run are at the heart of the bakery's*

*ethos, which is to share the joys of making real bread."*

Participants leave not only with a box full of bread, Peter explains, but with the knowledge to create a wholesome loaf at home using just flour, water, salt and yeast.

### **Frome Valley Vineyard:** Experience of the Year

At Paunton, near Bishop's Frome, Frome Valley Vineyard offers visitors the opportunity to discover a working Herefordshire vineyard, meet the people behind it and, of course, taste what is produced there.

Jeanie says: *"I am delighted to be among the finalists for this award; everyone in the finals are great examples of what a fantastic place*



*Herefordshire is. Frome Valley Vineyard is such a beautiful spot and I am really chuffed to be able to share it and what we do here with more people."*

### **Top Escape Rooms: Experience of the Year**

Recently relocated to The Hop Pocket Shopping Village, Top Escape Rooms brings something rather unexpected to the countryside.

Owner Adam says:  
*"We're thrilled to be a finalist for Experience of the Year, particularly having only recently moved Top Escape Rooms to the area. An escape room might not be what you expect to find in the middle of the Herefordshire countryside, and that's part of its appeal!"*



## **THREE LOCAL BUSINESSES. ONE AWARD.**

Peter Cooks Bread, Frome Valley Vineyard and Top Escape Rooms are ALL finalists for Experience of the Year. Make bread, taste wine or escape from a room - all within the Bromyard area.



### **Brook House Woods: Self-Catering Accommodation of the Year**

Hidden among the trees at Brook House Farm, Brook House Woods offers a very different kind of Herefordshire escape, with its Journeyman treehouse and woodland cabins and newly opened Oast House.

*"Opening the Oast House as the farm moves into autumn feels fitting, made even more special by being named a finalist for Self-Catering Accommodation of the Year. With misty mornings, harvest underway and fires lit again, the farm comes into its own."*

### **Tedstone Log Cabins: Camping, Glamping and Holiday Park of the Year**

For Sue and Roger at Tedstone Log Cabins, this year's nomination is particularly special - it's the second year running that they have reached the finals.

*"We love sharing this beautiful, peaceful corner of Herefordshire with our guests, and giving them the chance to slow down, explore, and enjoy the very best of what Bromyard and the surrounding countryside has to offer."*

## Bromyard Downs Campsite: New Tourism Business of the Year

There's another fantastic achievement just outside town, where Alan and Charlie at Bromyard Downs Campsite have reached the finals in their first year of business.

***"We are honoured and excited to be selected as finalists for the New Tourism Business category in our first year of business. We have been working hard to create a beautiful and welcoming campsite for our guests."***

### **The Royal Oak, Bromyard Downs: Pub of the Year**

The Royal Oak sits just below Bromyard Downs and is now in the running for Pub of the Year following its reopening in 2025.

***"As a new business to Bromyard, it's absolutely fantastic to be a finalist in the Visit Herefordshire Tourism Awards. With the pub not even having been open a year, it's amazing to have received such wonderful support from the local community and***



*beyond. To support local is at the heart of everything we do and it's fantastic to see other local businesses doing so well and some of them nominated as finalists too.*

*This is a real honour and means a lot to the whole team at The Royal Oak. We're very grateful to everyone who has supported us so far....roll on next year!*

*Thank you Bromyard"*

### **Redhill Holidays: Camping, Glamping and Holiday Park of the Year**

Near Whitbourne, Redhill Holidays offers adults-only glamping with a private hot tub and far-reaching countryside views. Open since 2018, the retreat previously won Channel 4's Four in a Bed for best value and is now a Visit Herefordshire Tourism Awards 2026/27 finalist.

***"Fiona and I are over the moon to be finalists. Thanks to our guests' feedback, we have continued to improve the Redhill experience over the years. It has made it all worthwhile, and we wish every finalist the very best of luck!"***

With food, drinks, a beer garden and a location that makes it a natural stopping point before or after a walk on the Downs, its return has been a welcome one for locals and visitors alike.

Eight finalists. Eight reasons to visit Bromyard. From woodland stays to local wine, bread and escape rooms, there's plenty to celebrate.

Whatever happens next, that's something to be proud of.

Good luck to them all.

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# NEVER SETTLE FOR LESS THAN THE FINEST



Pyoneer is an outstanding cask-conditioned amber ale with a full malty flavour. The name celebrates the pioneering role this beer has played in our range, and is a nod to the village of Canon Pyon in Herefordshire, where this fine session ale was first brewed.



**WYE VALLEY**  
BREWERY

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# FOUR TOWNS, ONE TANK OF PETROL

Four brilliant market towns sit within an hour of Bromyard.

One of the quiet delights of this part of the country is that you can drive for twenty minutes and arrive somewhere that has spent nine hundred years developing an entirely separate personality.

Bromyard is extremely well placed for this sort of thing. Hereford and Worcester sit in opposite directions, the Malvern Hills are close by and the Welsh border is within easy reach. Which means you can eat breakfast here, spend a day being quietly astonished somewhere else, and be back in time for a pint without anybody packing a bag.

## Leominster:

*Around 12 miles west, about 20 minutes*

Leominster is the antiques town, and in winter that is precisely the point, because rummaging is an indoor activity and the shops are full of other people's furniture.



But go to the Priory first. Inside sits the ducking stool used on Jenny Pipes in 1809, the last recorded person actually ducked this way in England. She was paraded through town and dunked in the Kenwater, reportedly responding afterwards with more of the language that had helped get her there in the first place.

Then walk to Grange Court, the extraordinary timber-framed former market hall built around 1633 by John Abel, the King's Carpenter. It was later bought for £95, dismantled and moved across town.

£95. For an entire building. Which somebody then picked up and carried off.

## Ledbury:

*Around 14 miles south, about 25 minutes*

Ledbury is the one you show people when you want them to be impressed on your behalf.

Church Lane is the reason. A narrow passage of timber-framed buildings leaning gently towards each other, running up to St Michael and All Angels and its detached bell tower. In December, with the lights on and the cobbles wet, it is almost unfairly photogenic.

At the bottom stands the Market House, begun in 1617 and perched on sixteen pillars, giving it the permanent appearance of a large gentleman

standing on tiptoe. It is traditionally attributed to John Abel, although the evidence is less certain than local legend would have you believe.

Never let paperwork get completely in the way of a good story.

### **Kington:**

*Around 26 miles west,  
about 40 minutes*

Kington is where the county stops pretending to be gentle. Offa's Dyke passes nearby, Hergest Ridge rises behind it and on a clear winter day the views stretch deep into Wales.

It also has Black Vaughan.

Local legend says the spirit of Sir Thomas Vaughan of Hergest Court returned after his death accompanied by a terrifying black hound, an old Herefordshire story associated with the inspiration for The Hound of the Baskervilles.

How much travelled from Hergest to Baskerville is still debated. Kington has sensibly kept the legend regardless. Walk Hergest Ridge on a cold winter afternoon and you'll understand why nobody is particularly keen to give it back.



### **Ludlow:**

*Around 20 miles north,  
about 35 minutes*

With Ludlow you cross into Shropshire, and in late November it is at its absolute best.

The 2026 Ludlow Winter Festival runs from 27 to 29 November, filling the town with markets, music, performances and festive events, culminating in the Christmas light switch-on. Through December there are Christmas markets, Tinsel Tuesdays and seasonal events around

the town.

Ludlow Castle gets involved too, with festive activities and Christmas trees adding to a town that, frankly, did not require much help looking Christmassy in the first place.

Each town deserves a day and all four are within easy reach of Bromyard.

Go and see the neighbours. They're very good indeed. Just remember where you're staying.



# MEN WITH BELLS ON

It may look eccentric. It may sound eccentric. But every September, Bromyard Folk Festival proves there's far more to folk than bells, hankies and a man with a melodeon.

Let's get the obvious bit out of the way.

If you've never watched Morris dancing before, it can take a minute.

Grown adults. Bells strapped to their shins. Handkerchiefs being waved with great conviction. Sticks occasionally involved. Somewhere nearby, a man is playing the melodeon.

But here's the thing. Behind all that apparent eccentricity is one of the more remarkable rescue jobs in English culture.

With centuries of traditional dance behind it, Bromyard is a fitting home for its Folk Festival, when every September music, dancing and the occasional set of bells reclaim the High Street.

When the first Bromyard Folk Festival was held



in 1968, it sold just 150 tickets. Around the same time, Dave Jones was travelling through the border counties, researching dances from old documents and talking to the people who still remembered them. The side he founded, Silurian, first danced in 1969.

That's the bit I love.

What comes down Bromyard High Street every September isn't something recreated for tourists. These are traditions that survived

because somebody bothered to record them and generations of other people bothered to keep turning up.

And they really have kept turning up.

Faithful City Morris Men have celebrated 50 years of dancing. 1st Sedgley formed in the Black Country in 1979 and has been coming to Bromyard since the early 1980s. Belle D'Vain has been dancing since 1989.

Nobody is doing it for the

money.

There isn't any.

## More than Morris:

The bells, however, are only part of the story.

For four days in September, Bromyard becomes one enormous folk venue. The 2026 festival brings around 400 performers to the town for almost 100 events across 20 venues.

There are headline concerts, smaller acoustic sessions, ceilidhs, storytelling and dance displays, alongside workshops covering everything from singing and guitar to whittling, circus skills, medieval dance and rapier sword.

On the main festival site beside Bromyard Town Football Club you'll find music, dance, workshops, a craft market, food, real ale and cider, camping and even luxury glamping.

But don't make the mistake of arriving at the festival and never walking into town.

## Bromyard itself is a huge part of the weekend:

There's plenty happening through the town, 58 events to be exact, with Morris and other dance sides performing in the streets, music and activity spilling into local venues and the pubs, cafés and independent shops filling with visitors.

The Falcon hosts dancing, while the town centre becomes part stage, part meeting place and part very busy route to the pub.

And because the main site is only around a quarter of a mile from the centre, you can easily move between the two. Watch a band, wander into town for lunch, catch some dancing, have a mooch around the shops, find a

pub, then head back for the evening.

Friday night brings one of the great Bromyard Folk Festival traditions: the torchlit Morris procession through town.

Even if you haven't bought a festival ticket, there's plenty to come into Bromyard for and plenty of the atmosphere to enjoy.

After more than half a century, the whole thing is still organised by a registered charity with the help of a large team of volunteers, all working to keep folk song, music and dance alive.

So yes, the bells can look a bit peculiar.

But stand in Bromyard on Friday night, watch the torches coming through town, hear the music spilling out around you and see several generations keeping traditions alive that could quite easily have disappeared.

Suddenly it doesn't seem ridiculous at all.

It seems rather brilliant.

Don't miss 2027: [www.bromyardfolklfestival.co.uk](http://www.bromyardfolklfestival.co.uk)



# A DAY MEASURED IN MEALS

Breakfast in town, a common, a hill and four very good reasons to stop.

For me, walking is ruined the moment you start doing it for your health.

You know the people I mean. They have watches, targets and come off the common looking determined and slightly damp, ready to announce some significant number before getting in the car to eat a cereal bar with the texture of loft insulation.

Walking is not exercise, at least not for me. I've always considered it getting from breakfast to lunch via the most scenic route. Herefordshire understands this, and a good winter Sunday can be measured entirely in things you stopped for.

Start in town. The Cosy Café on Cruxwell Street opens from 8.30am during the week and 9am at weekends. Eat properly. You will not be hungry again for four hours and you will want the ballast.

From there, drive out on

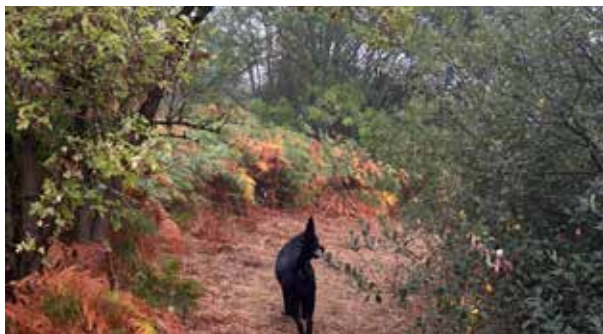


the A44 to Bringsty Common. The Bringsty Vintage Café opens Wednesday to Sunday, ten until three, welcomes dogs and has an antiques place next door for anyone who fancies buying a stranger's furniture on the way home. Have a hot chocolate. You have earned nothing yet, but that has never stopped me.

A little further along the common sits the thatched Live and Let Live, a 16th-century former cider house and one of the oldest buildings here. It now closes for autumn and winter, so admire it from outside and make a note to return when the doors reopen around Easter.



Then walk. The route between Bringsty Common and Bromyard Downs is 6.4 miles and takes around two hours forty. In winter it gives you everything the county has been hiding since April. Bare hedges. Long views. The whole Herefordshire landscape with nothing in leaf to obscure it.



At the far end sits the Royal Oak, the only surviving pub on Bromyard Downs, around three hundred years old, black and white and beside the main Downs car park. There are real ales and open fires. Have the pint here and look at the view for a while. You have finally earned something.



Then come back into town for the important part.

For Sunday lunch, The Falcon Hotel and The Queens Arms are your go-to's when in town. You could also try The Live and Let Live in Whitbourne nearby.



This is the moment the whole day has been building towards, and it is worth arriving hungry.

A few doors down is The Tipsy Toad, which opens at midday. It's small enough that you may end

up talking to whoever is standing next to you. Go afterwards, not before, and have whatever you fancy while the day catches up with you.

Do the whole thing and you will have managed 6.4 miles of Herefordshire

countryside alongside breakfast, hot chocolate, a pint, a roast and a final tipple.

Your watch may have a number for that. Best not to look.

# Kindred III

Freshly Baked. Gently Brewed. Calmly Rooted.

29 Broad Street, Bromyard, HR7 4BT



A space for connection and community with  
wellness at the heart.

# 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.



# FOOD STORIES

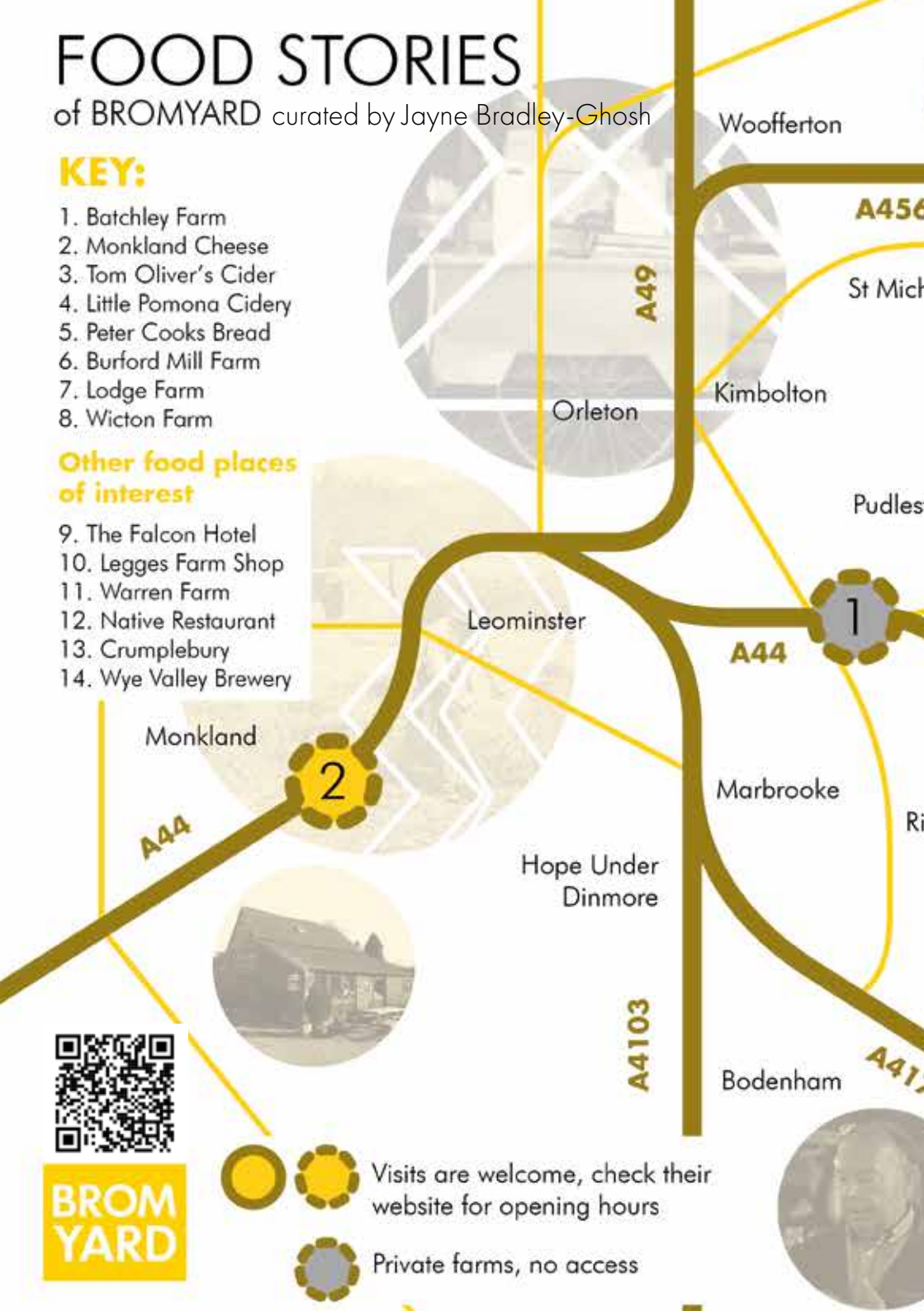
of BROMYARD curated by Jayne Bradley-Ghosh

## 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



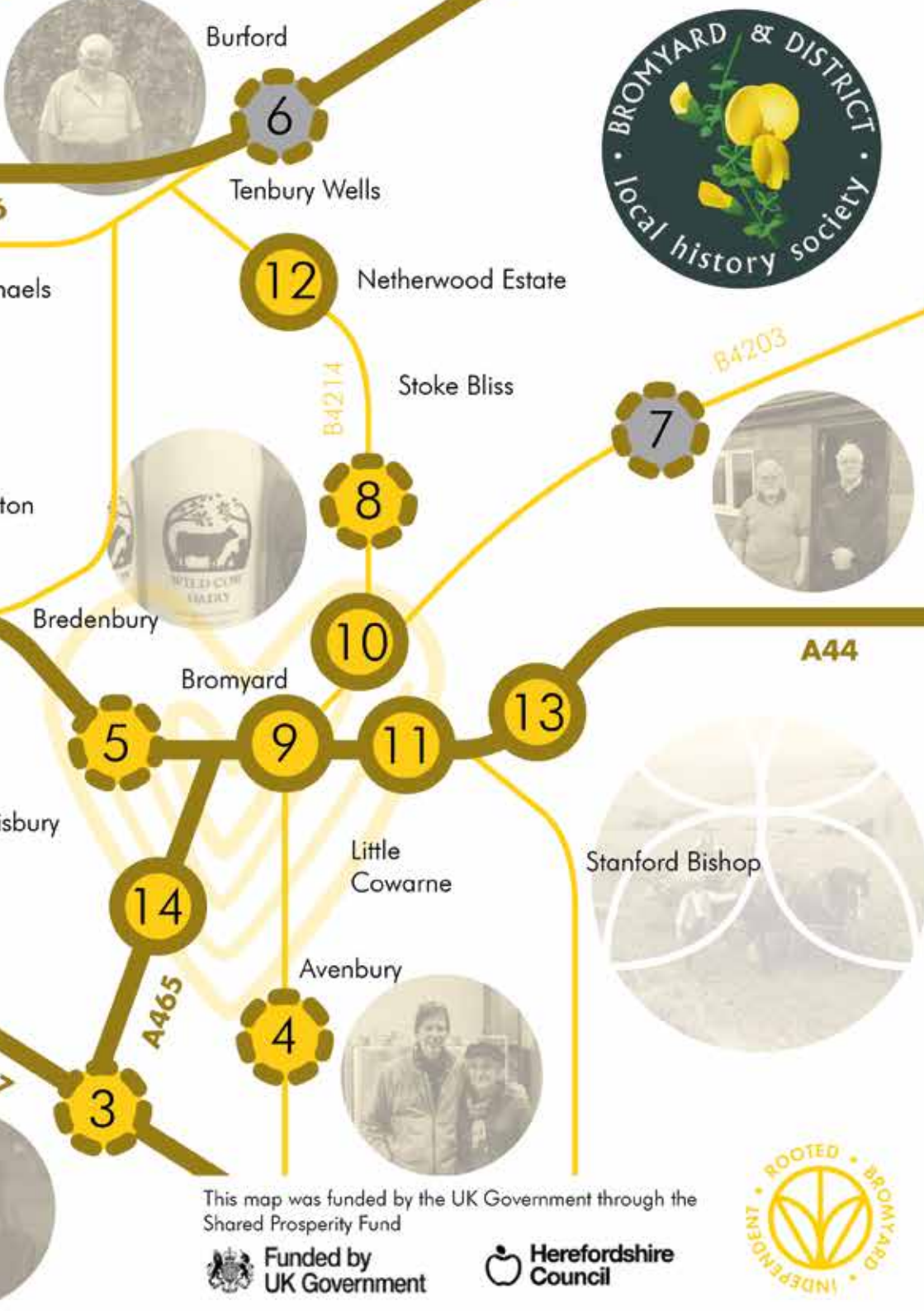
**BROM  
YARD**



Visits are welcome, check their website for opening hours



Private farms, no access



Burford

6

Tenbury Wells

12

Netherwood Estate

B4214

Stoke Bliss

8

7

B4203

haels

ton

Bredenbury



Bromyard

10

5

9

11

13

A44

isbury

14

Little Cowarne

Avenbury

4



Stanford Bishop



3

A465

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



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Herefordshire  
Council



# HOW TO SPEND A SUNDAY, SLOWLY.

Bromyard has been holding markets since around 1125 and has yet to manage a quick one.

You could cross the Bromyard Sunday Market in ten minutes. Plenty of visitors arrive intending to. Almost nobody manages it.

The market fills the Conquest Theatre car park on the first Sunday of the month, eleven until two, and costs nothing to walk into. What you will find is roughly what a market ought to be. Local produce and hot food. Pottery set out on a tablecloth. Trays of polished crystals catching whatever light Herefordshire is offering that morning. Someone with a guitar and a small amplifier doing a genuinely creditable job under a marquee.

Then comes the part visitors tend not to be ready for. You will be talked to.

Not sold to. Talked to. The person who threw the pottery will tell you how they threw it. Someone will ask where you have driven in from, decide you need to see the Downs while you are here and give you directions



whether or not you asked. You came for a loaf. You leave with a loaf, a jar of chutney, a plant you had not budgeted for and a walking route.

None of this is new. The market here dates to around 1125, when traders settled their dues at a toll shop known as Pie Powder. Nine centuries on, people still arrive muddy and still stand about talking for longer than they meant to.

Most stallholders are Herefordshire based, so the person selling is often

the person who made it, and your money stays local.

Autumn is a good time to visit. October and November fall on the first Sunday, with a bonus November market for the Christmas Lights switch-on. December arrives with the town lit up and Christmas shopping underway.

Bring a bag. Bring cash. Don't make plans for the afternoon.

 [Bromyardsundaymarket](https://www.facebook.com/Bromyardsundaymarket)

# THE LIGHTS WE GREW UP UNDER

For sixty years, Bromyard's volunteer-made Christmas lights have brought colour, tradition and magic to town.



There is a moment every November when Bromyard begins to feel like Christmas.

Long before the switch is thrown and children start looking upwards, a small army of volunteers has already spent weeks making it happen.

Bromyard has been putting up its own Christmas lights since 1965. What began with local people wanting to brighten the town has become one of its best-loved traditions, passed between generations for more than sixty years.

These aren't simply

decorations unpacked from a catalogue each November, either. Many have been designed and made here, then maintained, repaired and reimagined by the volunteers behind them.

Stars, bells, crackers, Christmas trees and familiar characters stretch above the streets in the glorious jumble of colour that generations of Bromyard children have grown up with.

There is history hanging up there, too.

Some of the principles used to suspend the lights date back to that

first display in 1965, when wire more commonly found supporting hops in local fields was put to considerably more festive use.

Even the 1973 energy crisis failed to stop them. When mains electricity for festive lighting was banned, volunteers connected a Fordson Super Dexta tractor to a generator and produced enough power to illuminate the Square.

Things are rather more sophisticated today, with low-voltage LEDs and computerised controllers. In 2011, the team received the Queen's Award for

Voluntary Service.

But the important bit hasn't changed.

Local people still give up their time to make Christmas happen for everyone else.

And then comes switch-on night.

The streets fill, families gather and children wait for that moment when darkness suddenly becomes colour.

Look around and you'll find parents who once stood here as children, now back with their own. Grandparents remember displays from decades ago. Some people know exactly which decoration they're waiting for because it has been part of their Christmas for as long as they can remember.



That is what makes Bromyard's lights rather special.

They don't just decorate the town. They hold memories.

Cold hands. Woolly hats. Being small enough for the High Street to feel enormous. Looking up.

Sixty-one years after those first lights appeared, volunteers are still climbing ladders and giving up Sundays so another generation gets its turn.

Switch-on night is only the beginning. From 21 November until the first week of January, Bromyard stays illuminated for around six weeks.

Come as the afternoon fades. Browse the independent shops, find something warm in a café and stay for a drink when evening draws in.

Then, when darkness falls, look up.

Somewhere in the crowd this Christmas, a child will be seeing Bromyard's lights for the first time.

One day, they might bring their children back too.

Bromyard Christmas  
Lights Switch-On  
Saturday 21 November  
2026 | 4–8pm

Lights on until the first week of January 2027. <https://bromyardchristmaslights>.



# A TOWN TOLD IN CHRISTMAS TREES

Each December, St Peter's fills with Christmas trees decorated by the community that makes Bromyard special.

At Christmas, something rather magical happens inside St Peter's Church.

The trees arrive.

Rows of them, each decorated by a different part of Bromyard life. Schools and sports clubs. Independent businesses, charities, community groups, Brownies, bell ringers and organisations whose members have been meeting in this town for generations.

Each is given a tree. What happens next is entirely up to them.

Some are beautifully coordinated. Others are covered in handmade decorations, photographs, ribbons and messages. There are trees created by children, businesses celebrating the town they trade in and groups whose decorations tell you something about the people behind them.

Walk slowly and you

begin to see Bromyard in miniature.

And there is more to the festival than the trees. St Peter's fills with music too, with local singers, the Bromyard Ukulele Group, Salvation Army Songsters and Rock Choir adding

completing the picture.

Then there is the serious business of choosing your favourite tree.

Choosing is harder than it sounds. One beautiful tree wins you over, until something made by



to the celebrations. There are Christmas crafts for children, a treasure hunt and, as afternoon turns to dusk, a lantern parade outside in the church grounds.

All of this happens beneath ancient arches, surrounded by twinkling lights, with mulled wine and mince pies

six-year-olds changes your mind.

Come in. Have a mince pie and stay until the lanterns glow.

Friday 4th December -  
Sunday 6th December  
<https://bromyardfestival.wixsite.com/christmastree>

# EVERYTHING HERE HAS A NAME ON IT

**Bromyard does Christmas shopping differently: two streets, one afternoon, almost entirely local.**

The High Street and Broad Street are packed with independents.

Butchers, bakers, bookshops, hardware, homeware, galleries and cafés. Beyond the Co-op and a Greggs at the bypass, most tills belong to somebody who lives nearby.

It isn't a scheme. It's simply what happens here, increasingly rare in an English market town.

The result is Christmas shopping in an afternoon, on foot, organised by who you're buying for.

## **For the one who is impossible:**

The Housemistress mixes retro finds with modern homeware and rewards a slow look. Rural Floral has flowers, plants, candles, gifts and cards you didn't know you wanted until you saw them.

Or try 8 Broad Street

flea-market finds. The advantage of a second-hand gift? Nobody can price it, which for certain relatives is entirely the point.



## **For the one who cooks:**

Legges is the answer, and everyone in Herefordshire knows it. Butcher, deli and farm shop, packed with local produce. Build a hamper at the counter and let them tell you what's good that week.

Then head to Peter Cooks Bread at Linton for stollen, a Christmas present that also solves breakfast, or perhaps a breadmaking workshop.

## **For the reader:**

Bromyard now has two independent bookshops. Binyons of Bromyard houses the Food for All Bookshop and Tourist Information Centre, while the newly opened Bumble Bee Bookstore has a glorious Bromyard-yellow frontage.

Describe who you're buying for and they'll find the book. Try getting that at an airport.



## **For the one who says not to bother:**

They always say this. They rarely mean it.

Bromyard Art Studios and

Gallery at the Heritage Centre sells work by local artists, alongside gifts and picture framing. A framed print of somewhere they walk the dog will land harder than anything with a barcode.

Or give them permission to stop. Beauty Retreat, Harmonie, Kindred III, Sunkissed Studio and Beauty Boutique all offer treatment vouchers, exactly what this person wants but won't ask for.

### **For the one who needs nothing:**

Pettifer's. I say this with confidence.

It's a Bromyard institution, stacked to the ceiling with genuinely useful things. Everybody knows somebody who would rather have a good torch than a scented candle.

Buy them the torch.

### **For the furry one:**

Pets deserve Christmas too. Bonnie's Pet Supplies on the High Street has plenty for the four-legged member of the family.

### **For the Wrestling Enthusiast:**

New to Broad Street, Superkicks Collectibles



has wrestling collectables alongside Hot Wheels and Funko Pops. You might surprise yourself and find exactly what you need.

### **For the charity shop enthusiast:**

Bromyard's charity shops reward a rummage. Vintage scarves, hardbacks and finds with a story attached. Your money goes twice, too.

### **Where to stop Halfway:**

Brew is family-run and dog-friendly, Oaklands does lunch, coffee and cake, while Kindred III, Cosy Café and Emma's Farmhouse Café are local favourites.

### **The must-do List**

Saturday 21 November: Christmas Lights Switch-On and market.

Early December: Christmas Tree Festival at St Peter's and pantomime at the Conquest.

Sunday 6 December: Final Sunday Market.



# 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.

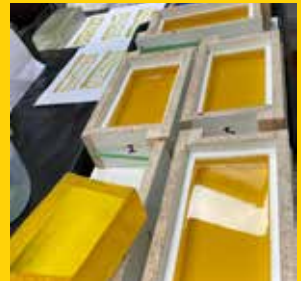
Derived from Bromgeard, meaning a thorny enclosure, the town takes its name from the gorse and broom that once blazed yellow across Bromyard Downs and Bringsty Common. The bee was created by local artist Lucy Grafham. Don't forget to share your moment with the Bromyard Bee using [#destinationbromyard](#)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



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.

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.

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



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.

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

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



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.

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

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

# Rowden Mill Station

## New accommodation



**The Brake Van sleeps 2 in comfort while immersing guests in the carefully preserved heritage of this historical railway vehicle.**

**<https://www.rowdenmillstation.uk/gwr-brake-van>**

**Bredenbury, Bromyard, Herefordshire HR7 4TG**  
**T: +44 (0) 1885 482 101 | e: [bookings@rowdenmillstation.uk](mailto:bookings@rowdenmillstation.uk)**  
**[www.rowdenmillstation.uk](http://www.rowdenmillstation.uk)**

# WHAT'S ON:

## The Conquest Has The Fairest Panto Of Them All

### ON SCREEN



Disclosure Day

Fri 6th Nov

### LIVE ON STAGE



Chitty Chitty Bang Bang  
the Musical

15th Oct - 24th Oct

### LIVE ON STAGE



The Roy Orbison Song-  
book

Sat 14th Nov



Royal Opera House:  
Carmen

Tues 10th Nov



Motherhood - Oddsocks  
production

Sat 7th Nov



Folk in the Foyer: Fiddle-  
Bop plays Jazz-Folk

Fri 27th Nov



André Rieu's 2026  
Christmas concert

Sat 7th Nov



The Three  
Musketeers

Fri 13th Nov



Sleeping Beauty

4th Dec - Sun 13th Dec



The Nutcracker  
Sun 20th Dec



# SAME FIELD, DIFFERENT UNIVERSE

Nozstock has been redressing one Herefordshire farm since 1998 and it is still not finished.



It began in 1998 as a barbecue at the Nosworthy family home at Rowden Paddocks and grew into ten stages, five thousand people and a brand-new theme flung at the valley most years, with the whole site rebuilt to match. For the twentieth birthday they chose Nozstalgia, turned the main stage into an eighties cinema and made another one a Gameboy.

The four-day festival took its final bow in 2024, then the family had a proper think and came back with something sharper.

Into The Valley came back strong, selling out in 2025

and returned this July across two days and four stages, with over a hundred acts. 2026 brought us Phil Hartnoll of Orbital, Dub Pistols, General Levy, Mungo's Hi Fi with Gardna and drum and bass from Hazard and Kenny Ken, all of it anchored by Haywire, an entirely new dance arena. This year's theme was the Roaring Twenties, of course it was.



Smaller, certainly, also tighter and far more likely to let you see everything you came for. The family describe it as taking the farm back to its roots, which is exactly right.

Same farm, same family, same free shuttle bus from town.

Then August brought Beefstock with the Beefy Boys, which is beef, barbecue and great music. It brings the whole thing pleasingly back to where it began.

Missed it? Keep your eyes peeled for 2027.

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

# EVERYONE HAS GONE INDOORS. GOOD.

Some of England's best walking country lies four miles from Bromyard and quietens beautifully in autumn.

Around the second week of October, the English decide the outdoors has closed. Someone says, 'It's turned, hasn't it', and by Saturday half the country is watching a couple from Nuneaton buy a house in Portugal.



Which is marvellous news, frankly, because autumn and winter are when walking around Bromyard gets really good. The visitors haven't disappeared, but the paths are quieter, the views open up and some of the best walking country in England happens to be within four miles of the High Street.

Start with the Frome Valley, running south towards Bishop's Frome through pastures and quiet slopes. In autumn, everyone seems to be

up the Malverns queuing to park at British Camp so they can climb a hill in the company of four hundred other people and somebody's drone. Here, you can walk the valley and meet a buzzard, some sheep and not a great deal else.

For a proper day of it, go the other way. North-east of Bromyard, between the River Teme and the B4203, footpaths run through wooded hills, the Sapey Brook valley and villages that must have stepped off the bus in

1974 and never once regretted it. Head towards Tedstone Delamere and back by Upper Norton, Sandy Cross and Buckenhill Manor for hills, mud and the moral authority to eat whatever you like afterwards.

The 154-mile Herefordshire Trail passes through Bromyard too. You do not have to walk all of it, and this genuinely needs saying because there's a type of person who reads '154 miles' and is online buying poles before lunch.

Pick a stretch. Nobody is marking you.

Then, when the sky goes the colour of a filing cabinet, which it will, head into town.

The Heritage Centre at the top of Rowberry Street has a trail taking you to St Peter's, built around 1160 on the foundations of an earlier Saxon church. Inside are a late Saxon or early Norman font, a 13th-century stone knight and the Bromyard Bushel, a cast-iron bowl from 1670 that served as the official local measure.

If you suspected you'd been diddled on a sack of grain, the bowl settled it. No tribunal. No eight-month email chain with a man called Damien in compliance. Just a bowl.

Opposite stand almshouses built in 1656 and still standing 370 years later. Across Sherford Street, the Local History Centre takes you from Bromyard's past to Morgan motor cars and hop picking, which is quite a swerve, but Bromyard has never been particularly troubled by sticking to a theme.

Out at Collington, Moors Meadow is seven organic acres of hillside above

Kyre Park, nurtured by one family since 1955 and opening for the National Garden Scheme on 26 October.

It's not open all year because nothing in this town keeps London hours, thank God. Several cafés close on Sundays and some take another day or two off. In a city somebody would write a review about it. Here it means the people running them have lives. Check before setting off.

By five the light has gone, but the High Street is

springing to life. The Kings Arms, Queens Arms and Topsy Toad are within a few hundred yards of each other, with the Rose and Lion just around the corner. For Sunday lunch, The Plough at Stoke Lacy does roasts in front of the fire.

So don't mistake quieter for closed. Around Bromyard, the colder months simply mean more room on the paths, fewer queues and a very good excuse for a pub afterwards.





National  
Trust

# Brockhampton

## autumn events

This autumn, as the leaves turn and the days get cooler, there's plenty going on at Brockhampton. From family activities to seasonal events, have a look at what's coming up and see what takes your fancy for your next visit.

### **Harvest Festival weekend**

Saturday 19 and Sunday 20  
September

### **\*Adult wood carving workshop**

Wednesday 16 September

### **Mistress Mary herbal demonstration**

Saturday 19 September

### **Trust10 Run**

Sunday 27 September

### **October half term trail**

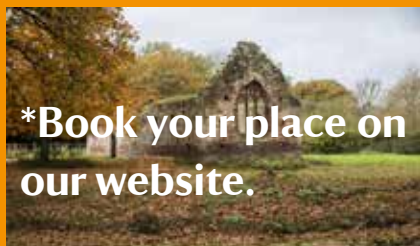
Saturday 24 October –  
Sunday 1 November

### **\*Broomstick making**

Thursday 30 October

### **\*Fascinating Fungi Tour**

Tuesday 13 October



**For more information, please visit: [nationaltrust.org.uk/brockhampton](https://nationaltrust.org.uk/brockhampton)**

National Trust 2026. Registered Charity Number 205846 ©National Trust Images/Megan Taylor

# A TASTE OF THE MARCHES

Jayne Bradley-Ghosh shares a heritage recipe and a first taste of The Bakehouse, her new Bromyard food venture opening in 2027.

## Fidget Pie:

If you google this, it is often called Shropshire Pie, but it was a pie generally understood to be the Rural Midlands version of the classic Pork Pie and Cornish Pasty. It uses potato, apple, onions and bacon, a humble workers pie and a leftovers dish. The salty gammon contrasts the sweet apple to balance the flavours. Theories on the name vary. Fidget was another name for a Polecat that the pie smelled of when cooking (don't worry it smells fine) or references the colour of the cat with a burnt orange glaze. Other ideas are the five-sided shape in the original versions. First mentions of the Fidget Pie date from 1790. Fidget has nothing to do with the modern meaning of a twitchy person!

If you're not using bacon, add a salty alternative like chunks of Hereford



## Hop cheese.

My recipe is based on the one by the Hairy Bikers using slices of potato with the ham as a layered filling which cooks slowly. Some recipes use the mash as the topping like a cottage pie, essentially this was a worker's pie to be eaten in the fields.

## Ingredients:

- 300g cooked gammon steak (use Gloucester Old Spot breed to keep it local) (200g Hereford Hop cheese if not using meat)
- 2 medium Bramley apples
- 2 onions sliced
- 110ml Dry Cider

- 500g floury potatoes (the ones that are good for mash)
- 2 tablespoons of plain flour
- 100g double cream
- Sage leaves
- 2 tablespoons of brown sugar, salt and pepper
- Ready rolled shortcrust pastry or make your own
- 1 egg mixed to make an egg wash to glaze the pastry

### Method:

Heat oven to 170°C/375°F/Gas Mark 4.

Line a 23cm/9" spring-form cake tin with the pastry, bringing the pastry up over the edge of the tin, reserving enough to make a lid.

Bring a pan of salted water to the boil, then add the potatoes and simmer for 2-3 minutes, then add the onions and simmer for a further 2 mins until the potatoes are just tender. Drain and toss with the double cream and flour, salt and black pepper.

Layer the apples into the pie followed by potatoes and onions, sage, ham (or cheese), potatoes and onions, sage and apples, seasoning as you go with

salt and black pepper.

Pour the cider over the filling carefully so that it doesn't fizz up.

Roll the remaining pastry into a disc big enough to cover the top of the pie.

Brush the top of the case with egg wash, and the lid.

Place the lid on top, pinching the pastry to form a seal at the edges. Make a hole to let the steam out.

Place in the oven for 1 hour until the pastry is golden brown and the filling cooked through.

Release the pie from the baking tin, cool slightly before slicing, it should be more like a pork pie with a dense filling rather than a Greggs! Hope you try it.

### The Bakehouse:

Coming soon to Bromyard is The Bakehouse, offering tastings, cookery experiences and dinners celebrating Herefordshire produce. Based in the former Laming's Bakery behind 34 Broad Street, the old bakehouse has been transformed into a kitchen by Jayne and Bob.



Jayne previously ran a cookery school and supper club in Birmingham. This new venture takes that idea further, creating a venue dedicated to local food.

Foodscares will offer tastings, demonstrations, classes and suppers inspired by ingredients sourced across the region. As Jayne points out, we visit Tuscany or Provence expecting to eat local food. Why not Herefordshire?

Expect a celebration of the county, with food firmly rooted in place.

# ESCAPE INTO WINTER, IN THE BEST WAY POSSIBLE

Come for the lights, the wonderland or a January wassail. Why not stay afterwards, which is the bit that makes it more unique.

Here is the mistake almost everyone makes with Bromyard in winter. They come for the day.

They arrive for the Christmas Lights, or an evening at Ralph Court, or a January wassail in an orchard, and they have a genuinely wonderful time, and then a small voice says something about the drive back and the whole thing collapses. Coats go on. Somebody starts talking about the A44 and whether it will be bad at Knighthwick.

Don't be these people. The whole point of a winter weekend (or mid-week trip) here is the part that happens afterwards, when your face is still cold and your boots are steaming by the door and somebody has put the fire on and opened something.



That part cannot be done in a car, and it is the part you will actually remember in March.

So, three reasons to come and somewhere to sleep attached to each of them.

## Come for the lights:

The lights go up on the 21st November and stay through until early Jan, put there by volunteers who have been doing it for decades and who will tell you, if you get them talking, exactly which bulb

caused trouble in 1998. The switch-on is a proper evening. The Christmas Tree Festival fills the church. The Conquest does a pantomime that people book in September.

None of it is slick. All of it is better than slick.

Stay at Rowden Mill Station. It closed in 1952, sat quietly falling apart for decades, and has been brought back to life by Cecilia and Paul with a care that won them Visit

Herefordshire's Restoration of the Year commendation and 'National Highways Award for Restoration on a Closed Line' at the National Railway Heritage Awards. You sleep in the station building, or in the old parcel office on the platform and on the tracks in a 1960s saloon coach or, new for this year, the GWR Brake Van.

There are log burners, a cinema screen in the parcel office, which in December is exactly where you will want to be. It is five minutes from town, which means you can do your Christmas Shopping at the independent stores, enjoy a hot chocolate in a cute café or a festive pint in one of the many pubs and be back beside a fire twenty minutes later. Book early, the cosy vibes and quirky niche of this place has hit the headlines recently!

## Come for the Wonderland:

Ralph Court Gardens spends late November turning twelve themed gardens into something best described as a lot.

Thousands of lights. Inflatables round every corner. Animatronic



singing reindeer performing in their stables, accompanied, for reasons nobody has adequately explained, by a donkey. Snowy the Owl in her forest. Betty the bear telling stories from a log cabin. Father Christmas. Snow machines firing every single day regardless of what the actual sky is doing, which is why they tell you to bring a coat and absolutely mean it.

The dinosaurs join in too. They are not thematically necessary. They are there anyway, and no child has ever once objected.

Come on a selected evening for the sequenced light walkway, when the whole garden is lit and the restaurant reopens at five. Then look at your children's faces and understand exactly why the dinosaurs are allowed to stay.

Stay at One Acre Wood. Two treehouses at Bishop's Frome, four metres up in the canopy, built by Sean and Annie and named Fuggle and Bramling after the hops grown around them.

Three bedrooms sleeping six, including a bunk room



that exists entirely for children. There is a slide. There is a rope walkway. There is also underfloor heating, a log burner and an outdoor copper bath, so nobody over the age of eleven is being asked to suffer for the sake of whimsy.

Fuggle has ramp access and step free living throughout, which means nobody gets left at the bottom of the tree. They took two Visit Herefordshire awards this year and then bought home the national at the Visit England Awards, get booking!

### Come for the Wassail:

Then January, when the county does the thing it has done since at least 1585.

Wassail is the blessing of the orchards. A torchlit procession, a chosen tree, cider poured on the roots, toast wedged in the branches for the robins, and then a very large amount of deliberate noise made with pots, pans and whatever you brought, to see off anything unwelcome. Twelfth Night, or Old Twelvey on the seventeenth, depending on how seriously your host takes the Gregorian calendar. Mulled cider



throughout.

It is cold, muddy, faintly pagan and completely wonderful, and it is the single best argument for staying overnight, because nobody should drive home from a wassail.

Stay at The Rookery Woods. Three handcrafted cabins in four and a half acres of woodland, built by Heather and Dale Badman, with log burners, private hot tubs and infrared saunas in two of them.

It is adults-only and dog-friendly, they do

not close, and there is almost no phone signal, which guests list as a feature rather than a fault. Heather says they are as busy in winter as in summer.

Which is to say you can come back from an orchard smelling of woodsmoke and mulled cider, get into a hot tub under the trees, and let somebody else worry about January.

Three nights, three reasons, one county. Go on. Book the second night.



*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)

# STILL LIFE: THE ART OF SLOWING DOWN

Simple seasonal rituals to help you slow down, soften and reconnect.

Welcome to Still Life, a seasonal invitation to slow down, reconnect and feel more at home in your body.

I'm Jessie, a holistic massage therapist with nearly 20 years' experience. My treatment room is tucked inside Kindred III, the Bromyard coffee shop I share with my sisters Jasmine and Joanne, where coffee, cake, community and wellbeing happily coexist.

Autumn feels like the perfect place to begin.

As the days shorten and temperatures drop, there's a natural pull towards warmth and rest. Yet September often brings another burst of activity: children back to school, projects restarting and everything we didn't finish over summer.



Perhaps autumn is permission to do things differently. Close the laptop earlier. Ring-fence some time for yourself. Notice when your body is asking for rest.

In my treatment room, this is when the heated blanket comes out. There's something wonderfully comforting about being cocooned in

warmth, helping muscles soften and the body relax.

I also bring back sea salt exfoliation treatments, gently removing summer-dried skin before adding rich oils and moisture.



## A few Autumn & Winter favourites:

### Phoenix & Providence Nourishing Body Oils & Sea Salt Bath Salts

Beautiful, nourishing body care and the oil I return to in my massage treatments as skin becomes drier.



### Skin Rocks Support Oil

Lovely for dryness, redness and sensitised skin. Apply to slightly damp skin before moisturiser.



And then there's movement.

One ritual I return to as the days shorten is actually booking my yoga sessions. Not intending to go or thinking, I really should get back to yoga. Putting them in the diary.

With scarves, coats and hoods appearing, and our

tendency to hunch against the cold, it's no surprise our neck and shoulders start to feel tighter.

For me, yoga is about more than stretching. It keeps me mobile, but more importantly, reconnects me with my body. I notice when my shoulders creep towards my ears, when I'm holding tension in my jaw or simply need to breathe.

After a busy summer, that connection feels particularly valuable. Moving slowly, breathing deeply and paying attention to your body can be incredibly soothing during the darker months.

If you're looking for movement of your own, Rachel Radiates holds yoga classes at Kindred III on Monday mornings and evenings.



Come in from the cold and settle into Rachel's winter series, a little pocket of warmth, movement and stillness.

Perhaps that's what I love most about this time of year.

It doesn't demand that we stop. It simply reminds us to slow down, soften and listen to what our bodies are asking for.

*Love, Jessie x*



# A VERY BROMYARD CHRISTMAS

Christian's guide to seven local drinks to pour and gift this festive season.

Sparkling wine. Brandy. Cider. Perry. Beer. Mulled wine. Christian Collison discovers that building a respectable Christmas drinks cabinet requires surprisingly little travelling.



Christmas is the one time of year when an overstocked drinks cupboard is not a sign of poor judgement. It is simply good planning.

You need something for Christmas lunch. Something fizzy. Something for people who “don’t really drink wine”. Something to warm up. Something for the cheeseboard. And something considerably stronger for when the family have been in the house for six hours.

Fortunately, we live in the

right place.

Within a few miles of Bromyard, people are growing grapes, pressing apples and pears, brewing beer, making brandy and generally turning Herefordshire produce into very good things to drink.

So forget the predictable bottle grabbed from a supermarket shelf. Here are my seven local picks for Christmas.

**1. For warming up:  
Jacob Marley's Mulled Wine**

Let's start with the obvious one.

Christmas without mulled wine is basically November with presents.

Jacob Marley's Mulled Wine comes from the team behind Celtic Marches at Wyer Croft, Bishop's Frome, and there's a nice Bromyard connection too: it is blended and packaged at Marches Bottling & Packaging right here in town.

Cloves, cinnamon and orange provide all the

required Christmas smells. Warm it gently, throw in some orange slices and a cinnamon stick and suddenly your kitchen smells like you've made considerably more effort than you actually have.

Excellent.



## 2. For the beer lover: Wye Valley Brewery

Next, beer.

Wye Valley Brewery has been brewing at Stoke Lacy since 1985, and its December 2026 limited-release cask beer is called Naughty or Nice.

Which saves me having to think of a Christmas joke.

But the real reason Wye Valley Brewery earns its place here is the gifting potential. There are cases of favourites including Butty Bach, HPA and Wholesome Stout, mixed cases and build-your-own options for people who know what they're doing.

There are also 5-litre mini kegs of HPA and Butty Bach. Essentially a very large present containing beer. Difficult to argue with.

Gift packs pair bottles with Wye Valley Brewery pint glasses, while brewery tours are available for anyone who would rather receive an experience than another pair of socks.

And with British ingredients and locally grown hops featuring across the brewery's beers, there's a proper connection to the landscape around us.



## 3. For Christmas lunch: Radlow Hundred Rondo

Back to Bishop's Frome for the serious business of Christmas lunch.

Radlow Hundred produces small-batch English wines using grapes grown here in Herefordshire, including its Rondo.

It's a medium-bodied red with dark fruit and spice and the vineyard recommends serving it with roast turkey and all the trimmings.

I'm inclined to agree.

There's also something rather satisfying about putting a bottle of Herefordshire red on the Christmas table and casually mentioning that the grapes were grown just down the road.

Several times, if necessary.

## 4. For popping the cork: Frome Valley Paulton Sparkling

Christmas requires fizz. This is not negotiable.

At Paulton Court, Frome Valley Vineyard grows the Pinot Noir and Seyval Blanc used to make its Paulton Sparkling using the traditional method.

It's dry, biscuity and exactly where I'd be heading for Christmas morning, festive canapés or midnight on New Year's Eve.

It also makes a very presentable present. Frome Valley offers a Fizz & Glasses Gift Set, which means you don't even

have to find something to put it with.

Job done.



## 5. For the cheeseboard: Little Pomona Cider & Perry

Little Pomona at Brook House Farm takes cider seriously.

Very seriously.

Apples and pears are explored by variety, orchard, fermentation, barrel and food pairing in much the same way a winemaker approaches grapes.

The result is cider and perry that deserves a place at the Christmas table rather than being abandoned in the garage next to a crate of lager.

Previous festive collections have included sparkling cider and perry alongside bottles selected

for Christmas food and gifting. Keep an eye out for the 2026 selection as Christmas approaches.

Personally, I'd put a good bottle alongside the Christmas cheeseboard.

Cheese. Cider. Herefordshire.

Some combinations don't require improving.



## 6. For the person who says, "Ooh, that's different": Radlow Hundred Mulled Rosé

Mulled rosé sounds slightly wrong.

Which is precisely why I want to try it.

Radlow Hundred makes its rosé from Herefordshire-grown Rondo and Solaris grapes and has shared a festive version warmed with stem ginger, black peppercorns and allspice, then finished with crème de cassis.

It's lighter and fruitier than traditional mulled red wine and almost guaranteed to start a conversation.

Whether you want one is another matter.



## 7. For after dinner: Frome Valley English Brandy

Finally, brandy.

And yes, it's made near Bromyard.

Frome Valley produces English brandy from its own grapes, which feels like precisely the sort of local fact worth deploying when everyone has finished Christmas dinner and mysteriously decided they can manage cheese after all.

It's unusual, properly local and makes a very good present for someone who is impossible to buy for.

Wine from Herefordshire might surprise them.

Brandy should do the job.



### Christian's Christmas tip:

If you're buying for someone who likes food and drink, don't buy them one generic bottle this year.

Build them a Bromyard Christmas box.

Put in a bottle of local fizz or wine, some Little Pomona cider or perry and a Wye Valley Brewery beer gift pack. Add something edible from one of our local producers and you've suddenly got a present with an actual story behind it.

And there is a more serious point among all this drinking.

Christmas is when most of us spend a little more on food, presents and the good stuff we save for special occasions. Choosing something

produced locally means some of that money goes back to the growers, makers, farmers and independent businesses around us.

Within a few miles of Bromyard we can drink Herefordshire-grown wine with Christmas lunch, pop local fizz, open cider and perry made from our orchards, pour beer brewed down the road, finish with English brandy and warm up with mulled wine blended in Bromyard.

Frankly, we're spoilt.

Cheers. And Merry Christmas.

Christian



# NEW EYES ON BROMYARD

The Big Interview with Naomie Praise,  
Councillor, published author, musician and mental health advocate

**You only discovered Bromyard relatively recently. What first brought you here?**

I first discovered Bromyard in 2023 through a friend. The houses and the scenery of the town drew me here.

**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.

**What do you love most about Bromyard?**

I like the fact that there's opportunities for everyone to thrive. There are so many activities and new things to benefit from. I would recommend visitors to never estimate the power of communicating with others you see in Bromyard because the

residents are very kind and welcoming. They are always willing to guide if you feel lost in the town.



I also recommend visitors to use any information leaflet they have about Bromyard for updates. I recommend visitors to grab the opportunity of shopping, having fun with their families, outdoor pursuits and participating in our festivals. This will help visitors have a better experience and learn more about Bromyard from the present and not just from a distance.

**Do you have a favourite place in and around Bromyard?**

My favourite place in Bromyard is the Library and the river Frome. As a published author, I love going to the library to check out new books and facilitating monthly mental health workshops for Bromyard residents. The River Frome helps me to relax my brain, reflect and create peace within my heart.

**How would you describe Bromyard to somebody who has never been here before?**

I would describe Bromyard as a town of new beginnings that promises a great future. Bromyard is beautiful, peaceful, breathtaking, safe, inclusive and powerful. We are a town full of creativity and order. Bromyard does what it says it will do for the people.

**We call ourselves the Town of Festivals. Which Bromyard event is your favourite?**

As a musician and a mental health advocate, I love seeing people come

***“Bromyard is a town of new beginnings that promises a great future. Bromyard is beautiful.”***

together for the cause of music. So, my favourite event in Bromyard is Party In The Park because I love seeing our residents gather in unity to hear sounds that promote a peaceful and a positive mental health status. I also enjoy the Christmas Lights Switch-On because it allows me to end my year well.

**What do you think makes Bromyard stand out from other heritage market towns?**

I believe Bromyard festivals make us stand out because no one feels like a stranger when taking part. But it feels like we are all from one family gathering for one positive purpose.

**And what do you think visitors fall in love with when they discover the area?**

The church buildings, the hills, museums, theatre, the numerous gardens and fishing.

**What about the countryside? Where should visitors make sure they explore?**

I think the countryside highlights visitors should not miss is the rolling orchard of the National Trust's Brockhampton Estate, the panoramic Bromyard Downs and the wild tracks of Bringsty Common.

**You're now helping to shape the town as a councillor. What do you hope to bring to the role?**

As a Councillor, I hope to bring different ideas and initiative for the environmental, social life and economic development for Bromyard. This will bring

solutions and a positive change to Bromyard residents. I hope to be a safe space for women and young people as they speak about their concerns, as I believe sharing is healing. This will also help residents to continuously improve and maintain a voice in the town that will be heard and considered.

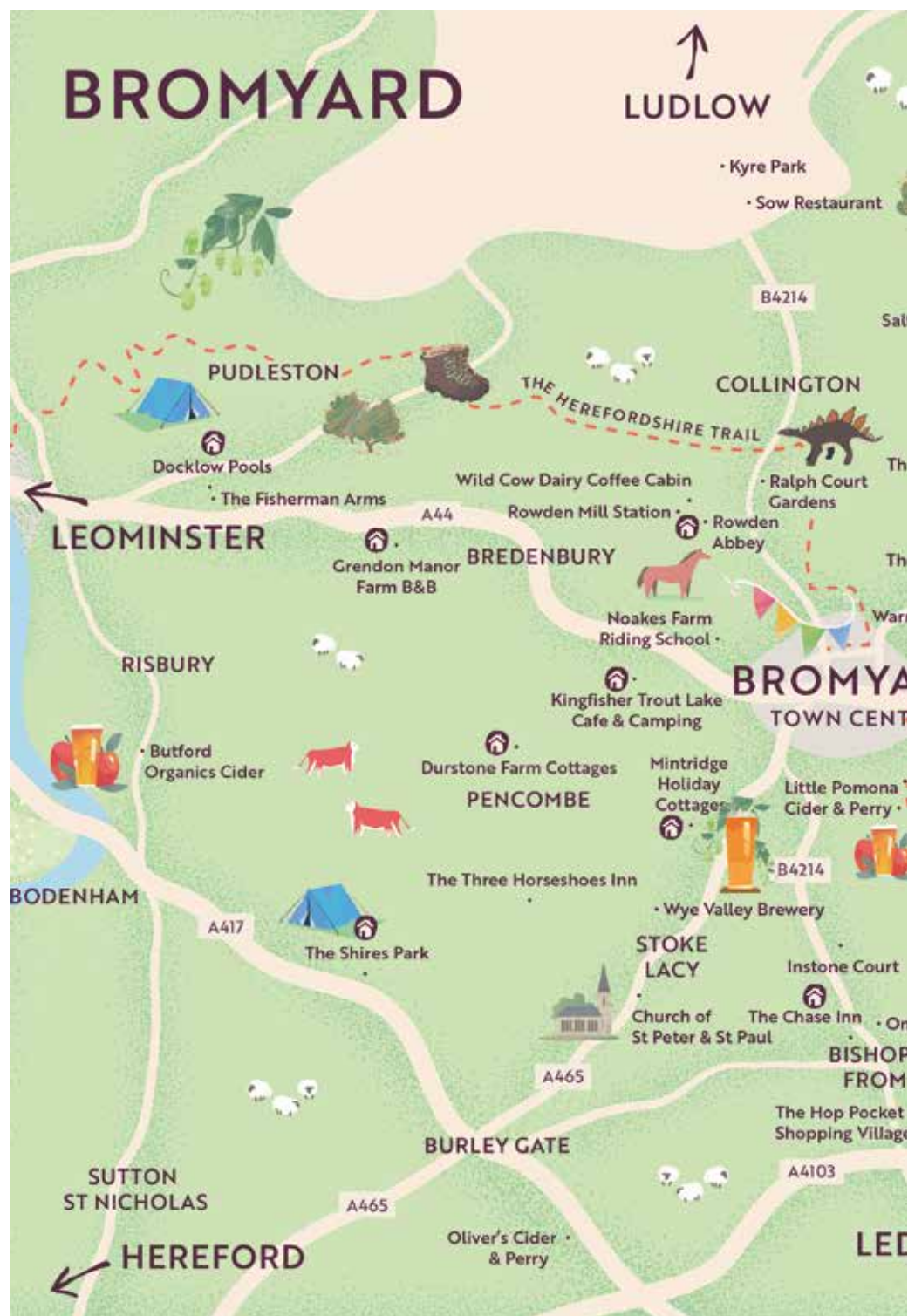
**Finally, what is your vision for Bromyard's future as a visitor destination?**

My vision for Bromyard's future as a destination is to promote more diversity and inclusion to create a multicultural environment. This vision will help to draw more visitors and tourists from other backgrounds and ethnicities to Bromyard Market Town.



# BROMYARD

↑  
LUDLOW



• Kyre Park

• Sow Restaurant

B4214

Sal

PUDLESTON

THE HEREFORDSHIRE TRAIL

COLLINGTON

Docklow Pools

• The Fisherman Arms

Wild Cow Dairy Coffee Cabin

Rowden Mill Station

• Ralph Court Gardens

LEOMINSTER

Grendon Manor Farm B&B

BREDENBURY

• Rowden Abbey

Noakes Farm Riding School

RISBURY

• Butford Organics Cider

Kingfisher Trout Lake Cafe & Camping

BROMYARD TOWN CENTRE

Durstone Farm Cottages  
PENCOMBE

Mintridge Holiday Cottages

Little Pomona Cider & Perry

BODENHAM

A417

The Three Horseshoes Inn

• Wye Valley Brewery

The Shires Park

STOKE LACY

Instone Court

Church of St Peter & St Paul

The Chase Inn

BISHOP FROM

The Hop Pocket Shopping Village

A4103

BURLEY GATE

SUTTON ST NICHOLAS

A465

Oliver's Cider & Perry

HEREFORD

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**MALVERN**  
↓

TRAVEL AND LIFESTYLE

# DESTINATION BROMYARD



## DESTINATION SPOTLIGHT: **BROMYARD**, HEREFORDSHIRE

From hidden gems to iconic landmarks, each issue is a curated guide to inspire your next adventure.

[WWW.DESTINATIONBROMYARD.COM](http://WWW.DESTINATIONBROMYARD.COM)



BROMYARD PHOTOGRAPHER: Special thanks to Ferenc Csullog for taking beautiful photos of the town and events.

[ferencsullogphotography.myportfolio.com](http://ferencsullogphotography.myportfolio.com)