

WORCESTER
10TH ANNUAL



MOTOR
FESTIVAL

Saturday 14th May 2016

Worcester City Centre • 9am - 5pm

EVENT PROGRAMME

- Vintage & Classic Cars • Entertainment & Activities •
- Latest Models from Local Dealerships •

Plus More...



Worcester BID

Worcester News

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www.worcestermotorfestival.com

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WELCOME...

To celebrate the 10th Worcester Motor Festival the event will be featuring a great mix of exciting new and well-loved established feature displays and activities on Saturday 14th May 2016 from 9am to 5pm.

View a showcase of over 30 of the **latest dealership cars** and a selection of special **race cars** in High Street, and discover a wonderful array of more than 100 rare **historic vehicles** throughout the city centre.

New this year are fun activities including a **Pit Stop Challenge** at Reindeer Court and a **climbing wall** at the Cornmarket.

PopbangColour artist Ian Cook will be returning to Worcester to demonstrate how to paint quirky pictures with remote controlled cars. You can even test your own racing skills again at the **Scalextric racetrack** and **F1 simulator**. Why not challenge your friends and family to a race?

Ensure to benefit from a number of **special offers** and enjoy **in store activities, street stalls and displays** by local city centre businesses throughout the shopping area. There is plenty to see and do for kids and grown-ups – from toy car racing and craft workshops to prize draws and interactive games. You can even find out about the latest motor insurance deals, driving jobs and engineering courses.

Roving **street entertainment** and **live music** will create a fantastic atmosphere! The little ones will also love their day at the event with **free face painting**, a **car trail** and **colouring competitions**.

Take advantage of the Motor Festival's central location and enjoy Worcester's **fantastic shopping** offer browsing through unique independent shops and major High Street chains. If you prefer a round of relaxing window shopping, why not vote for your favourite motoring themed shop window in the **Worcester News competition**? If you need a bit of a break, simply pop into one of Worcester's quality restaurants, cosy cafés and welcoming bars and pubs.

This **free event** is for car enthusiasts and the whole family. This booklet provides you with all the information to help you make the most of your day in Worcester. For further information explore www.worcestermotorfestival.com, or follow us on Twitter and Facebook.

f /WorcMotorFest **t @WorcMotorFest**



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WHAT'S ON...

On the High Street local and regional dealerships will be exhibiting over 30 of the latest four wheelers.

If you are considering buying a new car, this free event is a must for you to see models from 14 different manufacturers in one location!

Explore this 'outdoor showroom' featuring SUVs such as the Subaru Forester and XV, the iconic Fiat 500 and 500L, chic city cars including the Citroen C1 and smart superminis such as the new DS3, the Skoda Fabia, Honda Jazz, Vauxhall Adam and Corsa. Visitors can also view the stylish Alfa Romeo Giulietta and Mito, functional family cars including the Vauxhall Astra and Mitsubishi's powerful pick-up L200, to name a few.

Vintage and classic car fans can enjoy a stroll through the pedestrianised event area in the heart of the city centre. Travel down memory lane when viewing around 100 amazing **classic and vintage cars** from the late 1920s to the 1970s throughout Worcester's lively shopping area. Look out for retro street rods, a prototype beach car and a selection of historic motorcycles, amongst others. For a listing of registered cars and bikes see www.worcestermotorfestival.com

If you love **race cars**, then don't miss the opportunity to view the Empire Wraith driven by Guy Martin as he prepared himself to tackle Pikes Peak in 2014! There will also be a Ford Puma and a single seater race car exhibited at the **Shelsley Walsh Hill Climb** stand in High Street, where you can find out more about the world's oldest motor sport venue.



British Touring Car Championship fans will love the chance to see the **Power Maxed** racing car at the Worcester Motor Festival in High Street this year.

At Cornmarket **Hereford & Worcester Fire & Rescue Service** will be showcasing one of their **fire engines** and doing live demonstrations during the day. Thrill seekers can also have a go at the new **climbing wall** at the **Army Careers Centre** display at Cornmarket.

A special **police car display** will be featuring in Broad Street, including vintage and American police cars, a public order (riot) police van and a stall by **West Mercia Police**, where you can meet your local officers. Kids can also meet friendly mascot 'Peeler' the police dog throughout the day.

If you love your bikes, take a look at the new **Harley Davidson** display by **Heart of Worcestershire College** and wander down to the riverside to visit their **Festival at the Fountains** on the same day as the Motor Festival.



ENTERTAINMENT

TIME	ENTERTAINMENT	LOCATION
9:00 - 17:00	Kids Colouring Competition	High St (Guildhall)
9:00 - 17:00	Window Dressing Competition	Throughout City Centre
9:00 - 17:00	F1 Cockpit Simulator* (free)	CrownGate (Bell Square)
9:00 - 17:00	Pit Stop Challenge* (free)	Reindeer Court
9:00 - 17:00	Reindeer Court Car Trail	Reindeer Court
9:00 - 17:00	PopbangColour Workshop* (free)	High St (near Pump St)
9:00 - 17:00	Scalextric at The Crown*	Broad St
11:00 - 15:00	Festival at the Fountains by HoW College	South Quay
10:00 - 16:00	Funky Faces Facepainting (free)	Pump St
10:00 - 11:00	Vintage Dapper Drivers in Tweed	Friar St, New St, Cornmarket, Mealcheapen St, The Shambles
10:30 - 11:00	Mandy Harding on Saxophone	High St (near Fish St)
11:00 - 11:30	The Fidgets (Rock & Roll)	Broad St
11:00 - 12:00	Elgar School of Music Folk Ensemble	The Shambles
11:30 - 12:15	Worcester Ukulele Club	High St (near Debenhams)
12:00 - 13:00	British Dapper Racing Drivers	Broad St & High St
12:00 - 12:30	The Fidgets (Rock & Roll)	Friar St
12:30 - 13:00	Ewan Pollock (Guitar)	High St (near Fish St)
13:00 - 13:30	The Naughty Corner Ukulele Club	Friar St (near Union St)
13:00 - 13:45	Worcester Concert Brass	High St (near Debenhams)
13:00 - 13:30	The Fidgets (Rock & Roll)	Pump St (near Peplows)
14:00 - 14:30	Appleyard Dancers	Broad St / Angel Place
14:00 - 14:30	Ewan Pollock (Guitar)	Pump St (near Peplows)
14:00 - 15:00	Elgar School of Music Folk Ensemble	High St (near Fish St)
14:15 - 15:00	Worcester Concert Brass	High St (near Debenhams)
14:30 - 15:15	Malvern Saxophone Choir	Friar St (near Union St)
14:30 - 15:30	Vintage Dapper Drivers in Tweed	Pump St, The Shambles, High St
15:00 - 15:30	Appleyard Dancers	Broad St / Angel Place
15:30 - 16:00	The Naughty Corner Ukulele Club	The Shambles
15:30 - 16:00	Ewan Pollock (Guitar)	High St (near Debenhams)
16:30 - 17:00	The Naughty Corner Ukulele Club	High St (near Fish St)

* Age or height restrictions may apply. Children must be accompanied by an adult.

LADIES & GENTLEMEN, START YOUR ENGINES!

Test your racing skills at the Worcester Motor Festival this year and challenge your family and friends to a fun race!

F1 SIMULATOR

Get into the driver's seat and enjoy an exciting race in this F1 simulator at CrownGate Chapel Walk/Bell Square.

The Formula 1 Cockpit Simulator is the most realistic and authentic to date, with a quick release steering wheel, pedals and professional "Force Feedback" steering system, giving realistic handling characteristics. We will even have a leaderboard with a chance to win the following great prizes:

- 2 VIP tickets to a British Touring Car Championship round of the winner's choice courtesy of **Power Maxed**
- 2 tickets to a **Shelsley Walsh Hill Climb** event



FACE PAINTING

For just the price of a smile youngsters can have their face painted at the Worcester Motor Festival.

Pop along to Pump Street between **10am** and **4pm** and see the Funky Faces team to join in the fun.

SCALEXTRIC

Experience the thrills and spills of motorsport at your fingertips when participating in a Scalextric race.

This fun activity will be located in Broad Street in front of The Crown. Enter the challenge for a chance to win a meal for 2 at **The Crown** for just 50p a go. All money raised will be donated to CLIC Sargent, a charity supporting children with cancer.



NEW IN 2016!

PIT STOP CHALLENGE

Take the Pit Stop Challenge at Reindeer Court and test your speed and co-ordination!

Going head to head with fellow visitors, find out who can complete a simulated pit stop wheel change in the fastest time. Enter for a chance to win great prizes:

- One pair of prescription polarised sunglasses up to the value of £99 for the frame courtesy of **Specsavers**
- **Power Maxed** car cleaning kit worth £89
- Heritage biscuit and tea gift tin courtesy of **Cornmarket Deli**
- Car air freshener courtesy of **Gallery Candles**

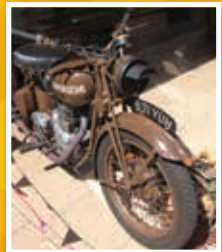
Sponsored by Reindeer Court, Amoré, Embrace, The Hall Gallery, Iapetus Gallery, Me & My Friend, Rock Follies Vintage and The Brick Room.

SPECIAL OFFERS

Look out for lots of great motoring themed offers and promotions at businesses around Worcester city centre on Saturday 14th May.

BUSINESS	SPECIAL OFFER
23 Knots High St	Gift with purchase with any spend over £10
25 Boutique Friar St	Free necklace with purchase (T&Cs apply)
Amoré Reindeer Court	Spend £20 and get a free LED keyring torch
Animal Chapel Walk/CrownGate	20% off all full price Animal products
Halfords Autocentre The Butts	Visit Halfords Autocentre on The Butts for some fantastic offers e.g: Free Tyre Check; Brakes4Life - purchase new brake pads or shoes and never pay to replace them again; MOTs from £10 when booked with a service
Individual Tailoring Foregate St	10% off when you show the event programme
Revital The Shambles	Ginger is great against travel sickness! Customers can get 10% off any ginger products - just ask at the till
The Car Refurb Centre The Butts	20% off all work when you show the event programme. Valid for 6 months after the event

All offers are subject to availability & valid on Saturday 14th May 2016 only, unless otherwise stated



ACTIVITIES, COMPETITIONS & STALLS

Get involved in fun motoring themed in store activities and competitions and see special stall & car displays by local businesses around Worcester city centre on Saturday 14th May.

BUSINESS	ACTIVITY
A - Plan Insurance Foregate St	Find out more about A-Plan's motor insurance services at our stall located in The Shambles
Army Careers Centre Foregate St	Visit our display and have a go on our fantastic climbing wall! You can also get the chance to speak with our career advisors and find out more about Army careers at our recruitment truck in the Cornmarket
Cornmarket Deli Cornmarket	Come and have a go at our competition "Guess how many biscuits are in the jar" for a chance to win the jar of biscuits
Driver Hire King St	Come and visit our High Street stall and find out more about the driving work we have to offer
Heart of Worcestershire College Deansway	Come and join in with the festival atmosphere and visit the HoW College stall at the Learning Box in High Street to learn more about engineering courses. See the Harley Davidson display at St Andrews Gardens and explore the Festival at the Fountains
Nostalgic Sweets Chapel Walk/CrownGate	Pop along and see if you can "Guess how many sweets are in the jar" to win the jar of sweets (any spend qualifies for a guess)
Specsavers Opticians Broad St	Come and have a go on our "Driving vision checker" outside the store
Taking Shape The Shambles	Have an eye for fashion? Enter our best dressed competition in store for ladies that wear vintage. The winner will receive 20% off a personal styling experience
The Brick Room New St	Pop along and visit our stall on The Shambles and enjoy a glass of champagne and choose from our fabulous range of cocktails
The Crown Crown Passage/Broad St	Participate in a Scalextric race for a chance to win a meal for 2 at The Crown (50p a go for charity)
The Hive The Butts/Sawmill Walk	Pop along and have a go at our children's trail and view our motoring book display
Tiger High St	Visit our stall and have a go at toy car racing, then pop along to our store to see our fantastic range of bike accessories
Toys & Games of Worcester Broad St	In store motoring colouring competition to win a LEGO car. Visit our stall in High Street to see our fantastic range of motoring toys from Scalextric and Di-Cast to LEGO cars - fun for all ages!
Tudor House Museum Friar St	Fancy making your own vintage racing car? Visit us today for this fantastic children's activity using recycled materials. Drop in 11.00 - 12.30, 1.30 - 3.30. Admission free. Activity £1.50 per child
The Ultimate Party Shop Angel Place	How many famous faces can you find round the store today? Enter the competition to win a mask of your choice
West Mercia Police Castle St	Come and see our police support (riot) van complete with a mobile cell and a former police car display at Broad Street. Meet our local officers and show your support of the campaign against drink driving. Kids can also meet our friendly mascot 'Peeler' the police dog throughout the day
Wise Owl Toys Charles St	Pop in and have a go at our "pull back and go" racing car competition for children aged 4-10 years. Highest score on the day wins a £10 voucher
Worcester Tourist Information Centre High St	Test your local motoring knowledge with our competition "Which local bus company can you buy passes for in the Tourist Information Centre?" Enter via competition slip in store. The winner will get a motoring goodie bag
Worcester Wargames Trinity St	We are holding an X-wing fuzzleball day! Bring along 1 X-wing ship and borrow one of ours in store and let the battle commence! Anytime between 10am - 5pm

THE PIT STOP AT REINDEER COURT

Re-fuel at The Reindeer Court Pit Stop where you can take advantage of a fantastic range of unique eateries to select from, stylish independent boutiques and the chance to go head to head in the Pit Stop Challenge (see page 5). Fun for all the family with competitions and activities.

Follow the "Count the Cars" trail and see how many cars you can count in the motoring themed windows at Reindeer Court Pit Stop. Participating businesses include Amoré, Embrace, lapetus Gallery, Me & My Friend, Rock Follies Vintage and The Brick Room. Visit Embrace within the court to submit your entry to win a prize made up from the boutiques within Reindeer Court.



PARKING OFFERS

CROWN Gate

CrownGate's pay on exit car park is open 24 hours, 7 days a week. Park for just **£2.20** for **2 hours** & **£3.20** for **3 hours**.

Park for a flat rate of £1 between 5pm & 9am or take advantage of £1 all day parking on Sundays and Bank Holidays.

Visit www.crowngate-worcester.co.uk for full details of offers.



For early birds NCP Cathedral Plaza car park offers all day parking for just **£3.60** if you arrive between 6.30am and 9.30am for a stay up to 12 hours the same day.

Visit www.ncp.co.uk for full details.

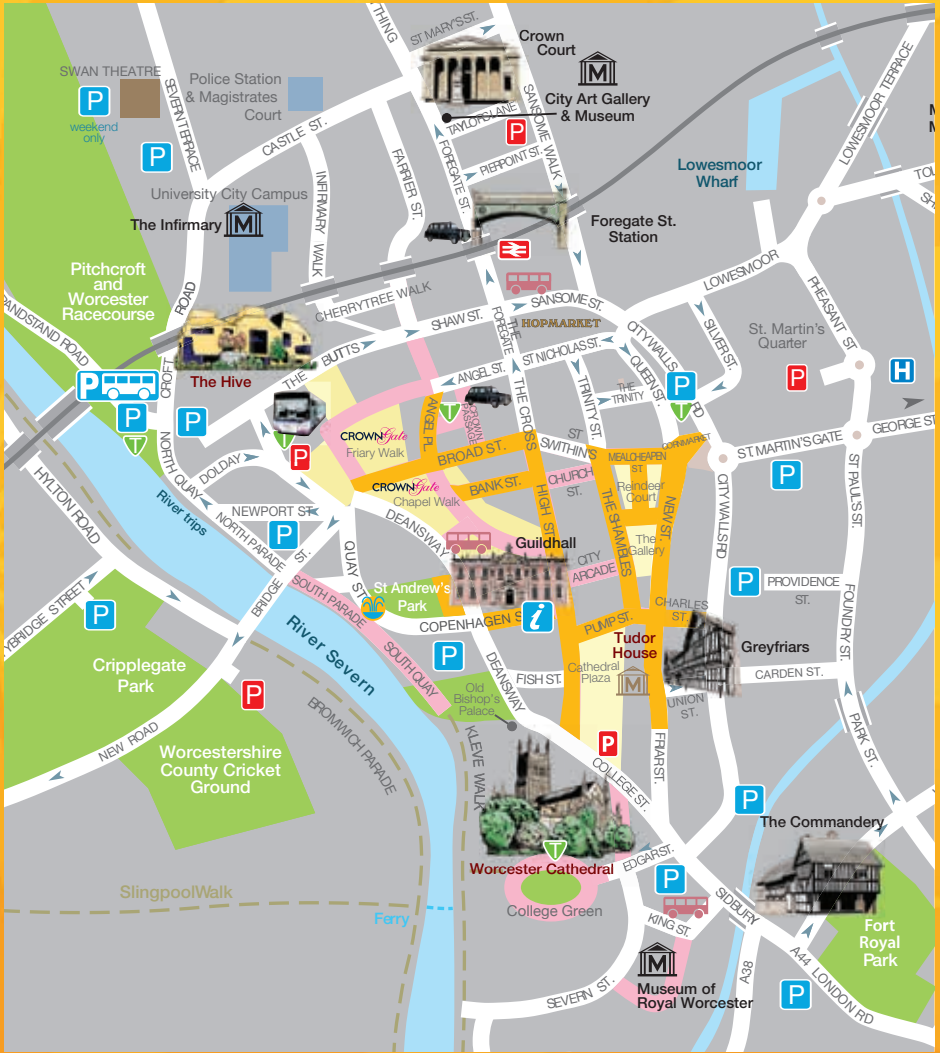


All day parking at Worcester City Council car parks starts from **£3.50**. Parking is free after 9pm and only £1 at selected car parks between 7pm & 9pm.

Visit www.worcester.gov.uk/parking for full tariff details at individual car parks.



Park at Worcestershire County Cricket Club in front of Premier Inn for **£2.50** for 3 hours, **£3.50** for 12 hours or **£5.50** for 24 hours.



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- Event Areas



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A FRIENDLY EXPLOSION OF COLOUR

Ian Cook of PoptbangColour will be showcasing his unique form of painting by using the method of radio-controlled cars, car tyres and toy car wheels as his paintbrushes. Visitors have the special opportunity to see Ian creating his artwork live at the event.

Children and adults can also try their hand at creating their own fun motoring themed artwork by attending the free drop in workshops run by Ian at the Motor Festival between 10am and 5pm. Children under 16 must be accompanied by an adult.

The pop up workshop will be located in High Street near the junction with Pump Street on Saturday 14th May. The Morgan #3WheelArt, a specially wrapped Morgan 3 Wheeler displaying Ian's famous PoptbangColour artwork, will be displayed near his pop up unit at the Worcester Motor Festival.



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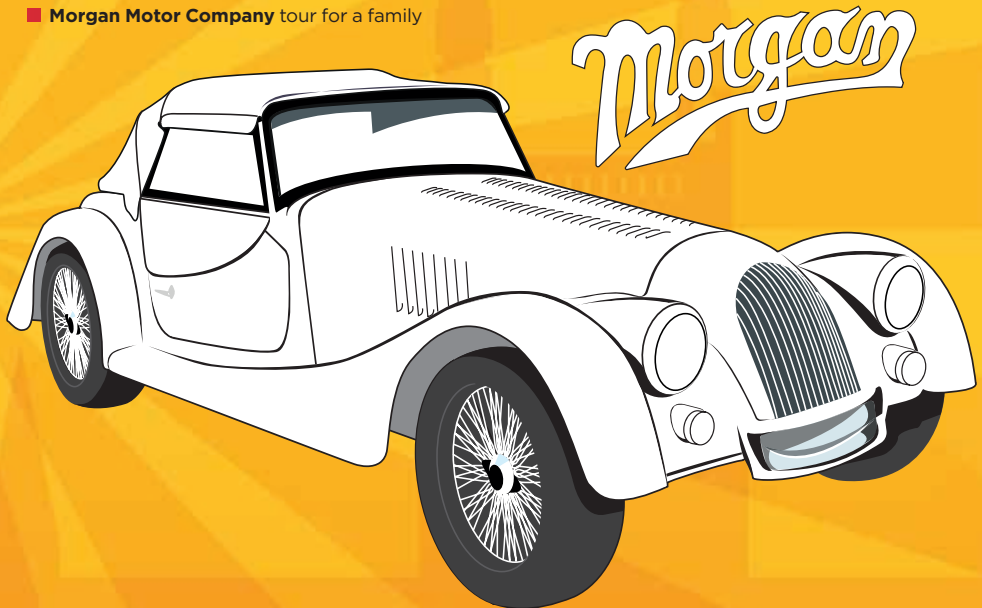
17 The Butts, Worcester, WR1 3PA @RefurbCentre /TheCarRefurbCentreWorcester



KIDS COLOURING COMPETITION

Come on kids, colour in and decorate the picture of the Morgan car for a chance to win great family prizes:

- £20 voucher for a performance at the Swan Theatre or Huntingdon Hall courtesy of **Worcester Live**
- Wooden name train (max. 15 letters) courtesy of **Me & My Friend** (Reindeer Court)
- **Morgan Motor Company** tour for a family



Once you have completed colouring in the car and filled in your contact details, please tear this page out of the programme and submit your entry to the competition box at the Worcester Tourist Information Centre, The Guildhall (High St) on Saturday 14th May 2016 between 9.30am and 5pm.

Name:		Age:	
Parent's Name:			
Contact Number:			
Post Code:			
Email:			

Terms & Conditions: This prize draw will be open from 28th April to 5pm on Saturday 14th May 2016. Only one entry per person per household. No cash alternative will be offered. Winners will be selected at random and informed within 4 weeks of the event. For full terms & conditions please visit www.worcestermotorfestival.com

- Tick this box if you do not wish to hear about future events or promotions from Worcester BID.
- Tick this box if you do not wish to receive information about promotions from local Worcester city centre businesses or prize sponsors.

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- DRIVING:** Cat. C+E, Cat. C, PSV, 7.5 tonne, Vans, Cars, Fork Lift, ADR, HIAB, Multi-drop, IPAF
- NON-DRIVING LOGISTICS STAFF:** Mates, Warehouse Operatives, Pickers/Packers etc
- PUBLIC SECTOR:** Waste Disposal, Parks, Recreation, Other Operatives etc
- PROFESSIONAL / MANAGERS:** Logistics Co-ordinators, Transport Managers etc

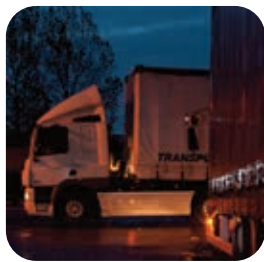


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WINDOW DRESSING COMPETITION

Do you love window shopping? Vote for your favourite motoring or vintage themed shop window and help to choose the best one. Everyone who votes is in with a chance to win £50 to spend at one of the businesses whose window features in the competition.

This year 23 businesses are working hard on their themed displays to earn your votes for the best dressed window. Why not take a close up look at the special efforts made by all entrants and visit their Worcester city centre stores? You can vote for the following participating businesses:

- **23 Knots** *High St*
- **25 Boutique** *Friar St*
- **Amoré** *Reindeer Court*
- **Cancer Research UK** *The Cross*
- **Cookmate** *Broad St*
- **Cornmarket Deli** *Cornmarket*
- **Embrace** *Reindeer Court*
- **Flowers of Worcester** *Chapel Walk/CrownGate*
- **Fuel** *Reindeer Court*
- **Iapetus Gallery** *Reindeer Court*
- **Me & My Friend** *Reindeer Court*
- **Nostalgic Sweets** *Chapel Walk/CrownGate*
- **Revital** *The Shambles*
- **Robin Elt Shoes** *The Shambles*
- **Rock Follies Vintage** *Reindeer Court*
- **Specsavers Opticians** *Broad St*
- **Taking Shape** *The Shambles*
- **The Kings Gallery & Mangojuice Gallery** *New St*
- **The Paint Box** *Mealcheapen St*
- **The Ultimate Party Shop** *Angel Place*
- **Toys & Games of Worcester** *Broad St*
- **Wise Owl Toys** *Charles St*
- **Worcester Tourist Information Centre** *High St*

Look out for the special Worcester Motor Festival window dressing competition feature in the Worcester News published on Thursday 12th May 2016, featuring images of all participating businesses and details on how you can vote.

The competition will be open until Wednesday 18th May 2016 and the winner will be announced in the Worcester News. Terms & Conditions apply.



There are plenty more motoring related businesses in Worcester city centre, whether you are searching for a local business to service your car, looking for a new motorbike or find an unusual present for a car enthusiast. The following businesses may offer just what you're looking for:

Castle Street Service Station	Castle St	Skellerns Motorcycles	Sidbury
Exhaust Tyres & Batteries Ltd	Farrier St	The Car Refurb Centre	The Butts
Halfords Autocentre	The Butts	The Paint Box	Mealcheapen St
Monkee Business	Reindeer Court	Waves Car Wash	CrownGate
Mr Tyre Ltd	The Butts		

WHILST YOU'RE HERE...

Why not make your visit to the Worcester Motor Festival a full day out?

WHEN	WHAT'S ON	WHERE
9:00 - 17:00	King John, Magna Carta and Worcester Cathedral Exhibition (until December)	Worcester Cathedral
10:00 - 16:30	This Green Earth Exhibition - Bridget Macdonald and the Landscape Tradition of Claude Lorrain, Samuel Palmer and Peter Paul Rubens (until 25th June)	Worcester City Art Gallery & Museum
10:00 - 16:30	Divided Loyalties Exhibition	Worcester City Art Gallery & Museum
11:00 - 12:00	Image Musical Theatre presents The Railway Children £	Swan Theatre
11:00 - 15:30	Make your own vintage racing car. Children's activity using recycled materials. Drop in 11.00 - 12.30, 1.30 - 3.30. Activity £1.50 per child	Tudor House Museum
13:00 - 14:00	Lunchtime recital by Volcano Choir	Worcester Cathedral
19:00 - 23:00	Licensed to Thrill - Opera Dudes £	Worcester Arts Workshop
20:00	Martin Turner - Written in the Stars £	Huntingdon Hall

Third party events organised by individual venues. £ = Ticketed event/admission fee applies. For further events and details please visit www.worcesterbid.com/events

FESTIVAL AT THE FOUNTAINS

Staff and students from Heart of Worcestershire College will be hosting a number of activities including face painting, live music, BBQ, and much more at South Quay on the same day as the Worcester Motor Festival.

Visit South Quay from 11am to 3pm on 14th May for a showcase of music and performances from the college students. Visitors will have the chance to chat with staff and students about various courses, life at college and future pathways they can take. To find out more, visit www.howcollege.ac.uk



DATES FOR YOUR DIARY...

MAY

20th - 21st	Spring Festival Market
25th	Riverside Market
29th	Oak Apple Day at The Commandery
30th	Riverside Market

JUNE

10th - 12th	Queen Elizabeth II 90th Birthday Celebrations
10th - 19th	Worcestershire LitFest & Fringe

JULY

1st - 2nd	Summer Festival Market
12th - 24th	Shakespeare at The Commandery
16th	Race for Life
17th	Pretty Muddy 5k Race
29th - 31st	Worcester Foodie Festival*

AUGUST

4th - 6th	Worcester Beer, Cider & Perry Festival
13th - 29th	Worcester Festival
14th	Worcester Show
29th	Worcester Festival Fireworks

* Free event brought to you by WorcesterBID.

Events may be subject to change, please check before travelling. For further up-to-date event listings and event details visit: www.worcesterbid.com/events

Disclaimer: The Worcester Motor Festival is organised by Worcester BID in partnership with the Worcester News. Whilst every effort has been made to ensure the accuracy of information provided at the time of printing (April 2016), Worcester BID and partners cannot accept any liability for any inaccuracies, omissions or changes. Images used are for illustrative purposes only. This publication has been part-funded by Worcester BID levy payers. © Worcester Business Improvement District (BID) 2016.

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WORCESTER FOODIE

29th - 31st July 2016

Discover the tasty treats that Worcester can offer you.

The Worcester Foodie Festival will feature cookery demonstrations and hands on workshops, tasting sessions, food and drink stalls and lots of fun activities. This **FREE** event takes place in High Street and throughout the city centre.



f /WorcesterFoodie

t @WorcFoodieFest

www.worcesterfoodiefestival.com

HEART OF WORCESTERSHIRE COLLEGE PRESENTS

THE FESTIVAL AT THE FOUNTAINS

SATURDAY 14TH MAY 2016
11AM TILL 3PM

THE FOUNTAINS
WORCESTER

HEART OF WORCESTERSHIRE COLLEGE IS PROUD TO PRESENT THE 2ND ANNUAL FESTIVAL AT THE FOUNTAINS; A FAMILY DAY OF FUN AND ENTERTAINMENT INCLUDING LIVE MUSIC, BBQ, FACE PAINTING AND DEMONSTRATIONS FROM OUR COLLEGE DEPARTMENTS.



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