

MERSEY FERRIES GROUP GUIDE

experience the essence of group travel



COME ABOARD FOR THE GREATEST GROUP DAYS OUT...

For every kind of group, great days out begin on the banks of the Mersey - with more reasons to visit than ever before. From the moment they arrive and the whole day through there's more to see, more to do and more to enjoy on an unforgettable trip. With so much to please everyone, no wonder it's such a popular choice for groups. For tour organisers, this is the place that has all the 'must go' factors... and everything is linked by our famous Ferry 'cross the Mersey.

Read on for lots of ideas to make this your most successful destination in 2012.



Mersey Ferries sail to wider horizons

We can take your group a lot further than you might think. Our River Explorer Cruises give a unique view of Liverpool and Wirral, while our Manchester Ship Canal Cruises take the scenic route right into the heart of Manchester.



Liverpool. A world class city of culture and fun

Liverpool is putting on a whole new look with its historic waterfront legacy just a short walk away from the shopping paradise of the smart new Liverpool One centre.

Plus, all the attractions that make this famous city such a tourist magnet for visitors from all over the world - lots of lively streets to explore with a wealth of galleries, museums, bars and restaurants.



Wirral. A wonderfully different contrast

Over on the other side of the river, Wirral offers a complete contrast to all that urban excitement.

Famed for its natural beauty, it's where visitors flock to the landscaped acres of Ness Botanic gardens, and the picturesque delights of Port Sunlight garden village. And, where they discover surprises like the unique U-boat Story experience.

You are our most welcome visitor

To support organisers and the travel trade, we've organised a lot more. More investment, more facilities, more initiatives - more of everything you could ask for. Including sample itineraries, group offers, a booking service and passenger voucher schemes. Easy to get to, Liverpool and Wirral is now even easier to enjoy.



Coach-friendly Woodside

Our coach-friendly terminal at Woodside, with free parking, is a new and much better way to make coach travel to Wirral and Liverpool simple - avoiding the main routes into the city, and making it a more relaxing trip for coach drivers and their passengers.

Right now, we're working closely with the CPT - Confederation of Passenger Transport (trade association for the coach industry) to become an even better coach-friendly destination.



CRUISING, EXPLORING... AND LOVING EVERY MINUTE

Let your group step off the coach, then step right on board for a totally different day out that just gets more and more exciting.



○ River Explorer Cruise

The River Explorer Cruise departs regularly from the three ferry terminals of Woodside and Seacombe on the Wirral side of the river, and also from Liverpool's Pier Head. Lasting fifty minutes, this is the best way to enjoy the river views on a mini pleasure voyage combining history and heritage. A return ticket allows passengers to take a break from the journey to enjoy an exciting range of tourist attractions on shore. Call 0151 330 1444 or email info@merseyferries.co.uk

○ Manchester Ship Canal Cruise

Cruises depart from Woodside and Seacombe, Wirral – and also from the National Waterways Museum in Ellesmere Port. There is a licensed bar on board serving refreshments and snacks and most cruises provide for a two-and-a-half hour stopover before the return by bus. Alternatively, your group could take the cruise in the opposite direction and depart from Salford Quays. Call 0151 330 1444 or email info@merseyferries.co.uk

San Francisco has its cable cars, New York has its Yellow Cabs... and Liverpool has its **Mersey Ferries**.

A unique way for groups to get around and see all the sights and spectacular panoramas of one of the world's greatest rivers – from the big city's stunning skylines, to the beautiful shorelines of Wirral.

Your group can even venture in the wake of the 19th century ships that sailed proudly up the Ship Canal with cargoes of cotton for the mills of Manchester at the climax of the Industrial Revolution.

Steer your group to the **River Explorer Cruise** and they will be spellbound by the breathtaking views of Liverpool and Wirral, seen from where the Mersey meets the sea*.

The experienced voice of **Mersey Ferries** gives a full running commentary – pointing out the landmarks and wildlife, telling old yarns of smuggling and war... and new stories of the rising excitement on both sides of the river.

Setting a different course, your group could head inland on the leisurely **Manchester Ship Canal Cruise**, which has proved a hugely popular success with groups.

Through a landscape that has changed little in the 100 years since the canal opened, the journey wends its way from our Wirral terminals and lasts six hours or five sailing from the National Waterways Museum, Ellesmere Port.

So, **Mersey Ferries** takes your group through locks and under bridges, sailing past sites of unspoilt natural beauty, and seeing the rich legacy of Victorian architecture and engineering masterpieces.

All the while, listening to a lively commentary relating the story of how this waterway shaped the history of the North West.

On arrival at Salford Quays we sail past the futuristic Media City, home of the BBC, and berth at central bay.

Then your group goes ashore to explore a wealth of attractions including the Lowry, the Imperial War Museum, and the shopping wonderland of the Lowry Outlet Mall. In fact, you could even take a different tack – and let your group begin their cruise here and head west to Wirral ☑



○ Salford Quays

NOBODY GOES FURTHER THAN MERSEY FERRIES, OR PACKS IN MORE EXCITEMENT, TO GIVE YOUR GROUP A FULL DAY OUT THEY'LL NEVER FORGET.



*Summer timetable only

WHY EVERYONE WILL ALWAYS LOVE LIVERPOOL

The best way to enter Liverpool has always been by boat with the stunning skyline making an everlasting impression on every visitor...



...especially with its latest addition, the strikingly modern architecture of the newly opened **Museum of Liverpool**.

So bring your whole crew – sorry, group – on board and let them experience the full impact from the decks of one of the famous **Mersey Ferries**.

When they step ashore at the Pier Head, they'll all be really in the mood and eager to explore the waterfront experience and beyond. Where to start? Well, this has been a sea-faring city for centuries, and all that rich romantic tradition is captured in the **Albert Dock**, the most popular free tourist attraction in the North West.

This is where your group will find the **Merseyside Maritime Museum**, yet another free attraction that brings history alive. Including the truth behind the Titanic, Liverpool's role in the epic Battle of the Atlantic... plus fascinating glimpses into life at sea in the ages of sail and steam. And

virtually next door is **Tate Liverpool**, completing the cultural tapestry with its renowned collections of the best in classic and contemporary art.

Leaping from the past to the present, for millions of people today Liverpool means just one thing. The music of four young men who had the whole world stamping its feet and clapping along with the beat. Their tale is told in **The Beatles Story** and made interactive at **Fab4D** – both venues on the waterfront. And to see where it all began, it's only a short stroll to **The Cavern Club**.

Coming bang up to date, there's a brand new number one hit. **Liverpool One**, the ultimate shopping and leisure destination that's a paradise for designer-label lovers.

Whatever reason brings people to Liverpool, **Mersey Ferries** let's you put together a unique memory for your group to take home. 📱

ONLY MERSEY FERRIES CAN GIVE YOUR GROUP THIS EXHILARATING WATERFRONT EXPERIENCE... WITH MUSEUMS, MUSIC AND SHOPPING.



NOT TO BE MISSED

📍 Museum of Liverpool

Newly opened, this major attraction is free to enter and celebrates the city's creative and sporting triumphs – with huge picture windows giving breathtaking views of some of Liverpool's most iconic architecture.

Call 0151 478 4788, visit liverpoolmuseums.org.uk or email educationbookings@liverpoolmuseums.org.uk

📍 Albert Dock

The largest collection of Grade I listed buildings in the UK, located in a World Heritage Waterfront setting. A whole day out in itself, it's home to inspiring museums, galleries, bars, cafes and restaurants.

Call 0151 708 7334, email groups@albertdock.com or visit albertdock.com

📍 Merseyside Maritime Museum

Where visitors can immerse themselves in Liverpool's historic maritime past – this free museum relives the story of the development of the world-famous port. Also on this site is the International Slavery Museum, dedicated to the history of the transatlantic slave trade and its legacy.

See **Museum of Liverpool** for contact details.

📍 Tate Liverpool

An imposing treasure house displaying the finest examples of traditional and modern art, including exhibitions from international collections. A winner of awards for service to visitors, the Tate lets people wander freely – or book special group visits.

Call 0151 702 7482, email debbie.bray@tate.org.uk or visit tate.org.uk

📍 The Beatles Story

An unforgettable experience for your group, following a personal journey through the lives of the Fab Four who changed the world of music. Visitors will love the Living History audio tour and the emotional White Room tribute to John Lennon.

Call 0151 709 1963, visit beatlesstory.com or email groups@beatlesstory.com

📍 Fab4D

From the Beatles Story, visitors can move on to the Pier Head to visit this innovative and exciting multi-sensory experience – with its 3D computer generated animation, and groundbreaking special effects in a state-of-the-art theatre setting.

Call 0151 709 1963, visit beatlesstory.com or email groups@beatlesstory.com

📍 The Cavern Club

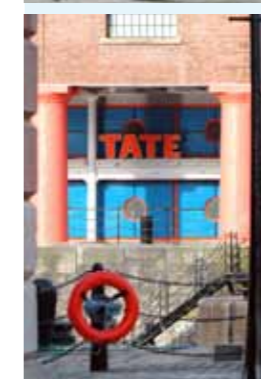
A popular place of pilgrimage, Matthew Street's Cavern Club with its iconic stage beneath the brick arches is still one of Liverpool's top music venues. The Cavern Live Lounge can be pre-booked for exclusive use by groups with a large screen showing Paul McCartney live at the Cavern.

Call 0151 236 1965 or email dave@cavernclub.org

📍 Liverpool One

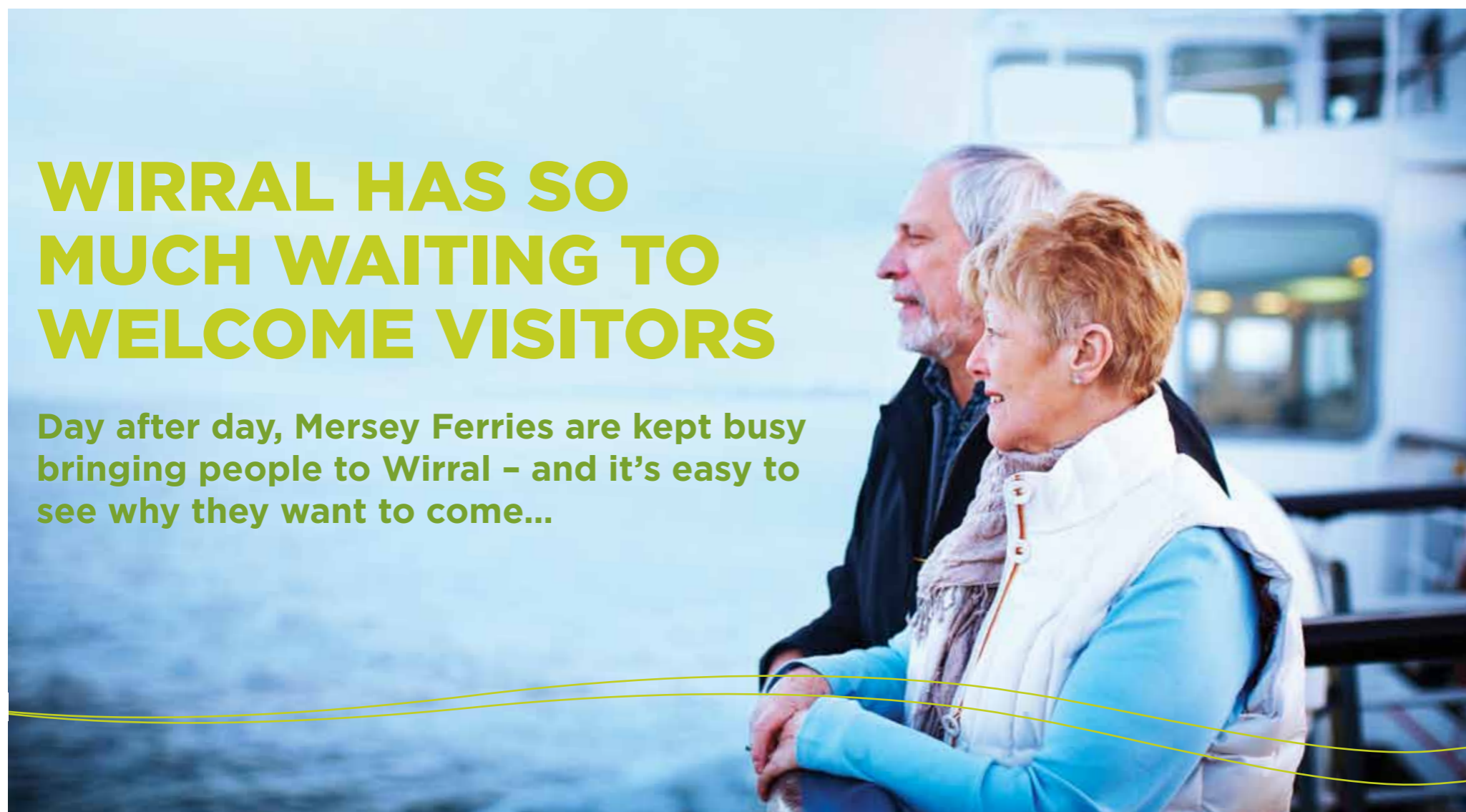
One of the UK's most exciting developments in the heart of Liverpool, reconnecting the city centre to the docks and waterfront. It's a great mix of retail and leisure set in a cutting-edge open air design – with more than 130 shops, 24 cafes, restaurants and bars and a 14-screen Odeon cinema.

Email enquiries@liverpool-one.com or visit liverpool-one.com



WIRRAL HAS SO MUCH WAITING TO WELCOME VISITORS

Day after day, Mersey Ferries are kept busy bringing people to Wirral – and it's easy to see why they want to come...



...here on the opposite bank of the river from Liverpool is a different world, so just look at what your group will find.

Gardens are an evergreen favourite for day trips, and **Ness Botanic Gardens** are among the most beautiful in Britain. Created over a century ago, the gardens have wonderful collections of rare flowers and plants from exotic locations, flourishing in the shelter of Lombardy Poplars, Holm Oaks, Scots Pines and Italian Alder.

Moving on from the perfection of nature, where can you take groups on a visit to the perfect place to live? Right here in Wirral at **Port Sunlight**, an idyllic garden village planned and built in the 19TH century by the philanthropist William Hesketh Lever for his Sunlight Soap factory workers. At its heart is the **Lady Lever Art Gallery**, famous for its collections of furniture, ceramics and fine art.

But history has not always been sunlit, and the dark days of war exert a powerful pull on people. **The U-boat Story** is a unique experience that lets visitors dive into the silent world of submarines so familiar from films and tense TV dramas. The central attraction is U-534, one of only four World War II German U-boats left in the world – and two enigma machines found on board when it was raised from the deep.

Boarding a very different kind of ship, your group can journey into space – enjoying lift off at **Spaceport** with its galleries full of interactive exhibits and an awe-inspiring planetarium dome show.

And the most memorable voyage of all? It has to be **Mersey Ferries**. 🚢

GARDENS AND GALLERIES, SUBMARINES AND SPACESHIPS... MERSEY FERRIES WILL DELIGHT YOUR GROUP WITH THE MANY WONDERS OF WIRRAL.



NOT TO BE MISSED

○ Ness Botanic Gardens

The gardens cover 46 acres, with superb collections of rhododendrons, azaleas, camellias, cherries, heathers and rare species. It has a £2 million Visitor Centre featuring a central courtyard, café, nursery shop and the award-winning Roses Tea Rooms. Call 0151 353 0123, email nessgdns@liv.ac.uk or visit nessgardens.org.uk



○ Port Sunlight

Set in 130 acres of parkland, with more than 900 Grade II listed buildings designed by some 30 different architects. There are walking tours of the village, and the Port Sunlight Museum has fascinating exhibitions, displays and film shows. Call 0151 644 6466, visit portsunlightvillage.com or email info@portsunlightvillage.com



○ Lady Lever Art Gallery

Free to enter and filled with ever-changing exhibitions, this is a treasure house of fine art from some of the nation's most famous painters. It is also home to fascinating displays of beautiful furniture, tapestries, sculpture, Wedgwood and classical antiquities. Call 0151 478 4788, visit liverpoolmuseums.org.uk or email educationbookings@liverpoolmuseums.org.uk

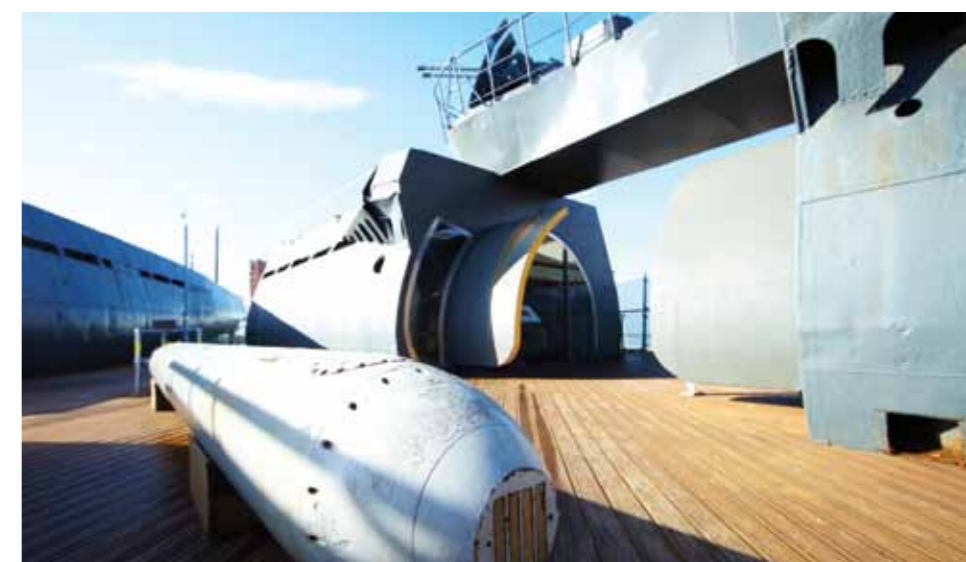


○ Spaceport

A £10 million attraction exploring space and space travel – with universal appeal to groups of all ages. Call 0151 330 1333 or visit spaceport.org.uk

○ The U-boat Story

An amazing view of conditions on board U-534, looking into the cross-sectioned submarine and learning about life below the waves in an interactive experience. The visitor centre has fascinating displays of well preserved artefacts found on board the salvaged vessel. Call 0151 330 1000 or visit u-boatstory.co.uk



○ The U-boat Story

The Mersey Partnership
Annual Tourism
Awards
Winner | 2011

GIVE EVERY GROUP AN EXCITINGLY DIFFERENT DAY

With Mersey Ferries, you can pick and mix to put together so many different kinds of day out. You can plan an itinerary that's perfect for every kind of group. Here are just a few suggestions for an unforgettable experience... in a place everyone will love.



FOLLOW THE MERSEY BEAT!

Music is embedded in the culture of Merseyside, with hidden gems on both sides of the River. Begin your group tour Wirral-side soaking in the delights of the late 19th Century village of **Port Sunlight**, where The Beatles played their first gig with Ringo Star – just a short distance from coach-friendly Woodside. Hop on board the iconic **Mersey Ferry** and hear the famous 'ferry cross the Mersey, whilst en-route to the **Fab4D** experience at Pier Head and **The Beatles Story** at Albert Dock. Next dine on the docks before heading into the city for more Beatle mania, at the popular pilgrimage of the **Cavern Club** – or for a change of track – visit **Royal Liverpool Philharmonic**, **Liverpool Cathedral** and even indulge in a spot of shopping at **Liverpool One**, before heading back to hear the rest of the musical and heritage commentary on the River Explorer Cruise.



NATURALLY IT'S ART AND CULTURE!

From coach-friendly Woodside head straight into the cultural hotbed of Liverpool, choose to take your group to any combination – or all – of the finest art and culture collections housed in venues across the city – from the **Tate Gallery** to the **Walker Art Gallery** and the **World Museum**. After the fast pace of the city there's always time to relax and enjoy the views of the Wirral Peninsula from the second floor restaurant **Matou** at Pier Head, before enjoying commentary of the Mersey's rich cultural past and present onboard the **Mersey Ferry**. Your group will see world-renowned architecture and be touched by the lives of the city's famously friendly people before disembarking to the wonderful Wirral attractions of, **Ness Botanic Gardens** with over 46 acres of gardens, the idyllic village of **Port Sunlight** and **Lady Lever Art Gallery** full of decorative art.



Mersey Ferries also have some great places for groups to eat during your experience. For more information see [page 12](#).



ALL THINGS NAUTICAL!

Explore the underwater sights and sounds of **U-boat Story** a real World War II submarine situated at coach-friendly Woodside, ahead of embarking on a **Mersey Ferry** and arriving into Liverpool in the majestic way that visitors and immigrants would have witnessed in years gone by. Head towards the new addition to the world famous skyline the **Museum of Liverpool**, which will greet guests and tell the story of the gateway to the world, before experiencing more maritime pursuits at the **Albert Dock** and the **Maritime Museum**. Continue the voyage of discovery back on the River Explorer cruise and see Mersey wildlife; hear stories of smuggling, music and war. Enjoy more of the stunning waterfront views from **Home** and dine on 'local produce' amongst changing art exhibitions prior to saying bon voyage to a wonderful waterfront.

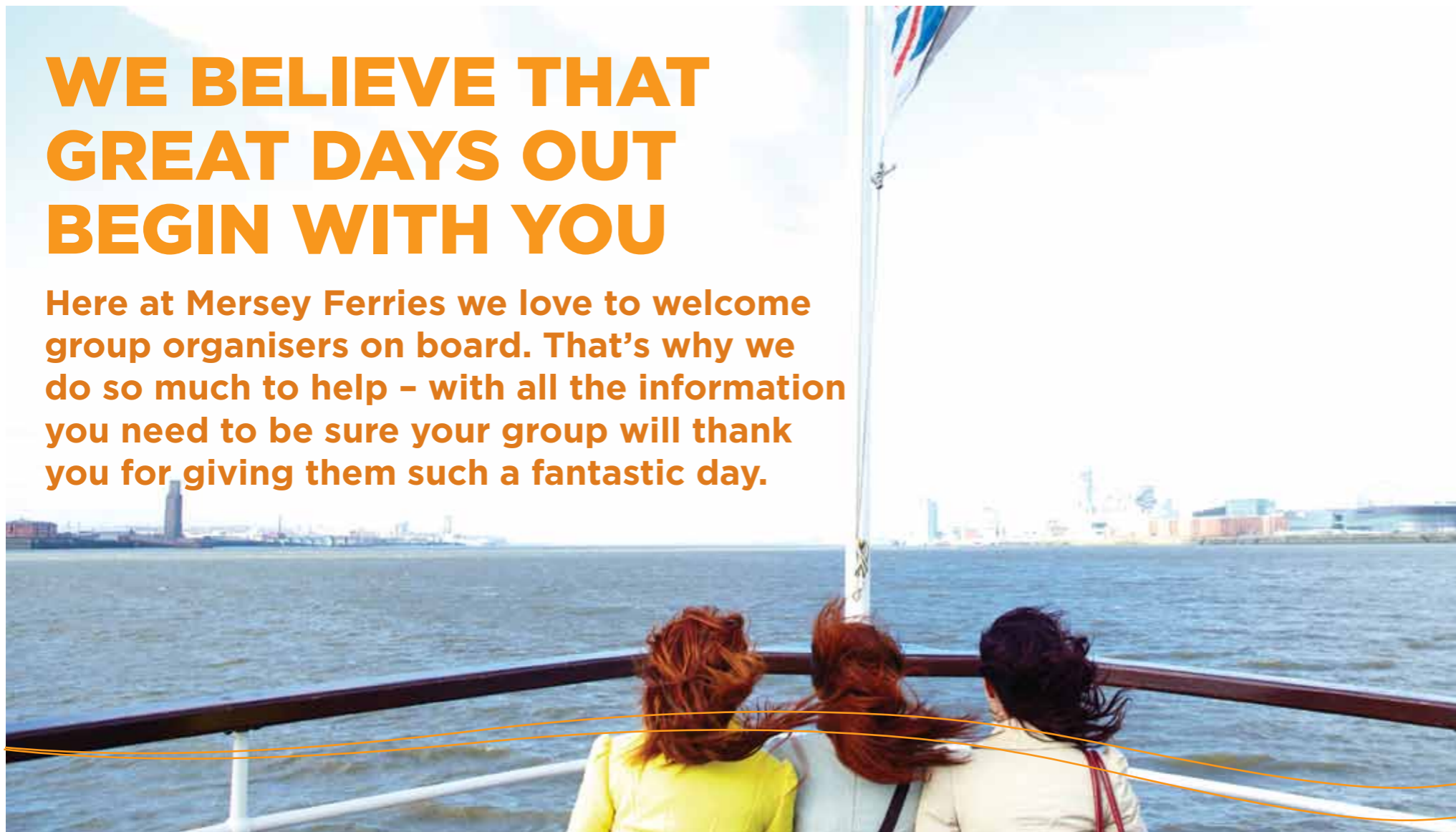


INSPIRATIONAL INDUSTRIAL HERITAGE

Experience the region's industrial past by setting your group down to set sail on a **Manchester Ship Canal Cruise** from Salford Quays on a truly unrivalled 6-hour journey along the 35-mile stretch of canal. Your group will hear lively commentary providing a revealing insight into the facts, the history and the dramas of one of Britain's major waterways whilst enjoying the onboard refreshments. The cruise takes in spectacular scenery leaving passengers with an awe-inspiring sense of how its construction dramatically shaped the destiny of the whole North West. On arrival into Liverpool depart at coach-friendly Woodside and allow time to experience the sights and sounds of **U-boat Story** – a real World War II submarine.

WE BELIEVE THAT GREAT DAYS OUT BEGIN WITH YOU

Here at Mersey Ferries we love to welcome group organisers on board. That's why we do so much to help - with all the information you need to be sure your group will thank you for giving them such a fantastic day.



Group travel awards

We're celebrated as one of the very best suppliers to the group travel industry. Each year the group travel organiser readers of Group Travel Organiser magazine are asked to vote for who they think are the best suppliers in more than 20 categories. From the pre-visit information and transport to get the group there to where groups stay and what they visit when they get there, all aspects of putting together group trips are covered.



1 Great places to eat

We have a great selection of places for your groups to eat across our Ferry Terminals.

Matou is a pan Asian restaurant cocktail bar and lounge situated in a privileged position overlooking the vibrant dock waterfront area of Liverpool at the city's renowned Pier Head.

Hamilton's onboard the Mersey Ferry Grab a fresh cup of coffee and snacks whilst enjoying the stunning views.

'Home' at Woodside. Home Café is set directly on the waterfront in the historic Woodside ferry terminal in Birkenhead. The Grade II listed building has a balcony overlooking the River Mersey, with unrivalled views of the Liverpool famous skyline.

Hamilton's Cafe at Pier Head Hamilton's based at the Pier Head provide a unique coffee shop experience in a purpose built building. ☑

2 Familiarisation visits

Come and see everything that Mersey Ferries has to offer group visitors at a time and date that is convenient to you.

Let us know what your group are interested in and we can help you to make all the right contacts to create the perfect group experience. ☑



☑ Matou - Pan Asian restaurant

3 Group literature

We provide our groups with all the information that they need to get the best out of their 50 minute River Explorer Cruise, including River Explorer Cruise Maps with information on all of our group attractions. ☑

4 Group offers

On our cruises we offer excellent group rates for coach operators and groups over 20pax whilst organisers and drivers can also go for free on the River Explorer Cruise.

We have lots of fantastic offers available for our other listed attractions too. ☑

Please call **0151 330 1444** or email **info@merseyferries.co.uk** for our latest offers.

5 Great places to stay

Why not extend your groups experience and stay in one of the many fabulous hotels in the region. ☑

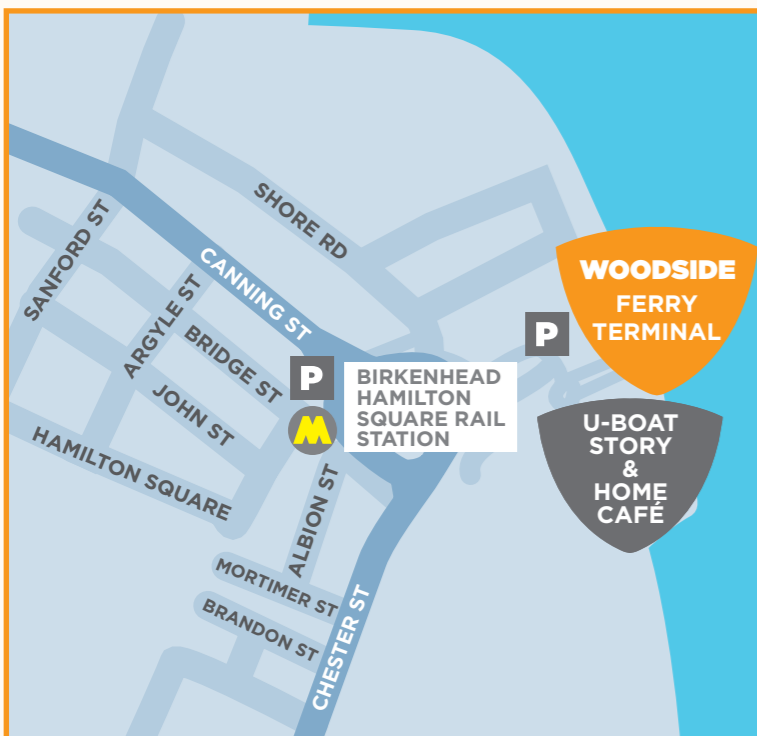
Please visit **visitliverpool.com** and **visitwirral.com** for more information.



☑ Premier Inn

6 We're working with the CPT

Right now, we're working closely with the CPT - Confederation of Passenger Transport (trade association for the coach industry) to become an even better coach-friendly destination. 📍



7 Our own dedicated coach terminal

Our coach-friendly terminal at Woodside, with free parking, is a new and much better way to make coach travel to Wirral and Liverpool simple - avoiding the main routes into the city, and making it a more relaxing trip for coach and their passengers.

Contact **0151 330 1444** to book your free coach space. 📍

**Woodside, Birkenhead,
Merseyside, CH41 6DU**
For more information
visit **merseyferries.co.uk**



Mersey Ferries is a
Merseytravel attraction