

Morning coffee: Holt



North Norfolk Railway (Holt) - all aboard for a ride on this full size steam railway, which operates between Holt and the seaside town of Sheringham (5 miles). Discover the atmosphere, sights and smells of a bygone age, as you enjoy beautiful views of the North Norfolk coast. On arrival in Sheringham, visit the historic museum signal box. (You will find the Holt Station, about 1 mile from the town, on the Cromer Road - just at the end of the Holt bypass).



North Norfolk Railway



Lunch: North Norfolk Railway (buffet at Sheringham)

AFTERNOON - Bircham Mill (Great Bircham) and Norfolk Lavender Limited (Heacham)

→ Take the train back to Holt, and rejoin the A148 towards King's Lynn. After 17 miles (just before the village of Tattersett), turn right onto the B1454 towards Docking. 6 miles later turn left onto the B1155 to Great Bircham.

Bircham Mill (Great Bircham) - there has been a corn mill on this site since 1769, but the current five-floored one dates from 1846, with a bakery added slightly later. Milling ceased in the 1920's, but the bakery was still in use until 1950 - supplying fresh bread and flour to the local area. Visitors are welcome to climb up the fully restored mill, and to see the bakery with its original coal-fired oven, dough trough and baking implements. Then settle down in the tearooms to sample the delicious buns and rolls baked from flour ground at the windmill.



Try delicious home-made cakes baked from flour ground at Bircham Mill



→ Head northwards along the B1153 to Docking. When you reach the T-junction with the B1454, turn left to Heacham (home of Norfolk Lavender Limited).

Norfolk Lavender Limited (Heacham) - this is the largest full-scale lavender farm in Britain. It was here in 1932, that nurseryman Linn Chilvers planted six acres of lavender, and harvested the first crop a year later. Visitors can see the National Collection of Lavenders, with over 100 different species. The adjacent herb garden is set out like an old monastery garden; whilst the fragrant meadow garden displays plants chosen for their aromatic qualities. Entrance is free to the gardens.

From mid June to the start of August, visitors can join special guided tours, which will take them to a nearby field where the lavender is grown. The tour ends in the distillery where you can see how the precious oil is extracted from the plant. There is a small charge for tours.

Lavender scones for tea!



Afternoon tea: Norfolk Lavender Limited. Enjoy some aromatic lavender scones

--- END OF TOUR ---



The tradition of Afternoon Tea

Don't miss **Woburn Abbey** in Bedfordshire - this is where the tradition of afternoon tea as a light meal was started by Anna Maria, the seventh Duchess of Bedford. She felt that it was a long time between luncheon and dinner - and that tea, delicate sandwiches, cakes and biscuits at five o' clock in the afternoon helped to bridge the gap. At Woburn this took place in the Blue Drawing Room. The tradition soon became popular in London and the Royal Palaces.

Tea Thyme *Discovery Tour E*

For further information on this tour (including opening times of attractions listed), please contact the **East of England Tourist Board** on +44 (0)870 225 4800, or visit www.visiteastofengland.com



Discovery Tour E

Tea Thyme

Its 'thyme' for tea, when you follow this refreshing tour of the national drink of Britain. Discover a world-renowned collection of teapots, and the herbs that give tea a host of flavours from around the world. Then visit a famous manufacturer of jams and preserves, and enjoy the very English institution of 'Afternoon Tea'.



Starting point: Tiptree (Essex)
Duration: Three days **Mileage:** 176 miles/283 kilometres
Route of tour:

- Day 1: Wilkin and Sons Limited (Tiptree) - Dedham - Carter's Teapot Pottery (Debenham) - Shawsgate Vineyard (Framlingham) - Norwich (overnight)
- Day 2: Norwich (Castle Museum and Mustard Shop) - The Norfolk Broads - Cromer (overnight)
- Day 3: Cromer - Holt (North Norfolk Railway) - Bircham Mill (Great Bircham) - Norfolk Lavender Limited (Heacham)



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DAY 1 - Tiptree to Norwich (91m/146km)

MORNING - Tiptree (Wilkin and Sons Limited)
This is the famous producer of fine jams and preserves, such as the unique 'Little Scarlet Conserve' (strawberry). The company holds four royal warrants, and most of its products are exported around the world. You might have spotted them in top quality hotels, on cruise ships or airlines. It was in 1859 that Arthur Charles Wilkin settled at Trewlands Farm in Tiptree, and five years later he began fruit farming. The first jams were made in 1885 - the aim to create a high quality fresh fruit product without colouring or preservatives. The company is still a family business, farming around 1,000 acres around Tiptree. You can visit the tearoom, museum and shop, where displays show how the art of jam making has advanced over the years.

Famous Tiptree preserves



Morning coffee: Tiptree (Wilkin and Sons Limited)

→ From Tiptree, take the B1023 to Kelvedon. At the T-junction in the village, turn right and join the A12 northwards towards Ipswich. After about 15 miles, leave the A12, and take the B1029 to Dedham.

Dedham - picture postcard village set beside the River Stour. It was here that the famous 18th C. landscape painter, John Constable went to school. Magnificent 15th C. church, Georgian houses, old inns and an arts and crafts centre. Why not hire a rowing boat and enjoy a relaxing trip on the river?



Lunch: Dedham

Dedham

AFTERNOON - Carter's Teapot Pottery (Debenham) and Shawsgate Vineyard (Framlingham)

→ Retrace your steps back to the A12, and head northwards again towards Ipswich. When you reach the junction (roundabout) with the A14, turn left and follow this west towards Bury St. Edmunds. After 8 miles, take the A140 north towards Norwich. 3 miles later, turn right onto the A1120 towards Yoxford. Then after a further 5 miles, turn left onto the B1077 to the village of Debenham.

Carter's Teapot Pottery (Debenham) - started in 1978, this world-renowned pottery company makes whimsical English teapots. Carter's supplies teapots to top London stores, and a variety of shops around the world. In fact, over 70% of the pottery's production is exported. As a courtesy to their many overseas customers, Carter's fly their country's flag on the day they are making their teapots.

From a special viewing area, visitors can watch the highly skilled staff take the teapots from their moulds and paint them by hand. They are then placed into one of the five kilns. You can buy one of the teapots in the shop, which also sells mugs and quality seconds.

See real English teapots being made at Carter's



→ Retrace your steps back along the B1077 to the junction with the A1120. Turn left towards Yoxford. After 9 miles, turn right onto the B1120 to Framlingham. 2 miles later you reach Shawsgate Vineyard (on your right).

Shawsgate Vineyard (Framlingham) - 21 acre (8 hectare) vineyard, containing over 20,000 vines. Established for over 25 years. Vineyard walk, wine tastings and tea garden.

Afternoon tea: Shawsgate Vineyard

→ Retrace your steps along the B1120 to the junction with the A1120. Turn left, then 1½ miles later (in the village of Dennington), turn right onto the B1116 to Harleston. After 11 miles you reach the junction with the A143, turn left, then immediately right to pass through the town of Harleston.

Follow the unclassified road through the villages of Pulham St. Mary and Pulham Market to reach the A140. Turn right and head to the city of Norwich.

Overnight - Norwich

DAY 2 - Norwich to Cromer (44m/71km)

MORNING - Norwich

One of Britain's best-preserved medieval centres. Surrounded by its old walls are historic buildings, parks, churches and an intricate pattern of streets and lanes, such as cobbled Elm Hill. Norwich is dominated by its magnificent Norman cathedral and castle. **Market - Mon to Sat.**

Tourist Information Centre - The Forum, Millennium Plain +44 (0)1603 727927.

Trace the history of Britain's favourite drink in The Twining Teapot Gallery at the Castle Museum. This is the world's largest collection of British ceramic teapots, with over 3,000 items, dating from the 18th C. to the present day.

Take your pick from over 3,000 teapots at Norwich!



Before leaving the castle, visit the shop with its tea-related products, alongside Twinings Tea. They are believed to be the world's oldest tea merchants, and have sold tea at their premises in the Strand, London, since 1706.

Morning coffee: enjoy a speciality tea and a delicious fresh pastry or cake at one of Norwich's tearooms.

Mustard has been one of the most widely grown and used spices in the world for many centuries. It is believed to have originated in Ancient Egypt, and was exported to Europe by the Romans who used it for both food and medicine. Probably the most famous mustard producer is Colman's who are based in Norwich.



better transport links, the company moved to their current location at Carrow in the south east of Norwich.

Jeremiah Colman first started milling mustard in 1814 - at his water mill in Stoke Holy Cross (four miles to the south of the city). In 1850, with the need for more space and



In 1973, Colman's celebrated 150 years of business - commemorating the occasion with the opening of The Mustard Shop. Found in the city's 'Art Nouveau' Royal Arcade it sells a large range of prepared and powered mustards, alongside displays on the history and production of mustard. In 1995, the company was bought by Unilever UK Foods. Colman's are still well served by a network of local farms growing the mustard seed in the Norwich area.



Too hot to handle? - mustards from Norwich

Lunch: Norwich

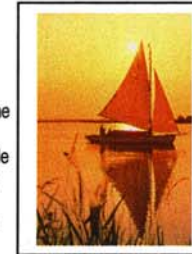


AFTERNOON - The Broads and Cromer

The Broads - take a break from the tea now, and enjoy a visit to Britain's largest protected wetland, with a similar status to a national park. There are 43 broads, connected by the area's six rivers - making up to 125 miles of lock-free navigable waterways. This unique landscape is actually man made, the shallow lakes or 'broads' created when ancient peat diggings became flooded in the 14th C. The best way to see them is by boat - enjoy a regular excursion, or hire craft for day trips or longer holidays. The surrounding fens, woodland, marsh and estuary habitats are a haven for some of Britain's rarest flora and fauna, such as the nationally protected fen orchid, the Norfolk hawk dragonfly, the 'booming' bittern, and the swallowtail - the country's largest butterfly. Look out also for the historic wherries - specially built craft able to navigate the shallow waters.

Key places of interest:

Hoveton/Wroxham - capital of The Broads, and a good place to take a boat tour. Home of 'Roys', the world's largest village store. **Horning** - this little village sits beside the water's edge. Take a trip aboard a Mississippi paddle boat. **How Hill** (Ludham) - trips through the reedbeds on the Electric Eel. **Potter Heigham** - another popular boating centre, famous for its ancient hump-backed bridge. **Hickling Broad National Nature Reserve** - largest area of open water, home to the swallowtail. **Ranworth** - climb the church tower for superb views, then visit the floating wildlife centre. **Woodbastwick** - thatched estate village with its own brewery. **Berney Arms Mill** - tallest windpump in country.



The Broads

Tourist Information Centre - Station Road, Hoveton +44 (0)1603 782281.

→ **Suggested Broads tour** - leave Norwich on the A1151 to visit Hoveton/Wroxham. Then take the A1062 via Horning, Ludham (How Hill is nearby) and Potter Heigham. From here you can visit Hickling Broad to the north east. Then head south on the A149/B1152/A1064 to Acle. Take unclassified road via South Walsham, Ranworth and Woodbastwick to return to Wroxham/Hoveton.

→ From Wroxham/Hoveton, take the B1354 to Coltishall, then the B1150 north to North Walsham. Take the A149 to Cromer. .

Cromer - end the day at this sedate seaside town, which stands on a cliff top, with wide beaches of sand, shingle and pebbles running down to the sea. Cromer is famous for its catch of common crabs. In season from March to December, they are regarded as the best in the country (succulent and fleshy, with rich, dark meat). The crabs are caught in the morning in pots baited with fish heads, then sent to fish markets and local seafood shops. Try a traditional 'crab tea' whilst in the town. **Market - Fri.** **Tourist Information Centre** - Prince of Wales Road +44 (0)871 200 3071.



Cromer

Afternoon tea - Cromer



Overnight - Cromer

DAY 3 - Cromer to Norfolk Lavender Limited (Heacham) (41m/66km)

→ Leave Cromer on the A148 to Holt.

MORNING - Holt

This is one of the most attractive small towns in Norfolk, it's main street lined with elegant Georgian buildings. Today Holt has become a mecca for collector's of antiques and bric-a-brac. **Tourist Information Centre** - 3 Pound House, Market Place +44 (0)871 200 3071.