

5 December 2018

This week's IWMS

## #newsin30seconds

### Enjoy the Festive Season, in Stoke-on-Trent

Stoke-on-Trent & The Potteries may not automatically spring to mind as one of the most obvious destinations in the UK to enjoy all of the sights, sounds and smells of the Festive Season. But the city, which came within a hair's breadth of becoming the 2021 UK City of Culture, is inviting its visitors to put on their Christmas jumpers and gallop like red-nosed reindeers to join this year's party. And here are some of the reasons why: <https://bit.ly/2SkIGXf>

### Father Christmas to become a Cheddar caveman

Up to now, Cheddar Man has been the most famous gentleman to emerge from Cheddar Gorge & Caves. But as visitors to this popular Somerset attraction will discover, that's all changed. Because there's a secret that has been hidden deep underground in Gough's Cave: and thanks to a jolly, white haired, old chap visitors will get to see an outpost of their North Pole HQ this month, at Cheddar Gorge. <https://bit.ly/2yH6dt4>

### Illuminated Arboretum

Illuminated Arboretum - at the National Memorial Arboretum, in Staffordshire from December 12-21 - is being billed as an awe-inspiring immersive experience, offering visitors a chance to see the Arboretum and some of its memorials 'in another light'. The lighting over the memorials, creating artistic vistas across the gardens, will finish with a stunning tribute across the Armed Forces Memorial. <https://bit.ly/2E2tBoZ>

### Comedy Genius reaches Derby

Comedy Genius is a nationwide season celebrating the best in film and TV comedy, supported by funds from the National Lottery, led by Film Hub Midlands on behalf of the BFI UK Film Audience Network. Movies featured range from *Marvellous Mabel Normand: The First Leading Lady Of Comedy* to Jacques Tati's glorious comic masterpiece *Monsieur Hulot's Holiday*. Tickets are £9 full price, £7 concessions and £3.50 aged 16-25. <https://bit.ly/2ShsV24>

### Annual 'Sandman Snowman' event set for January 26

There's no need to wait for it to snow to make a snowman on the Isle of Wight. The annual Sandman Snowman event, led by The Common Space on Sandown Bay's Science Beach, is scheduled for Saturday 26 January, from 10.30am. Carrots and coal will be provided, and there's hot chocolate "on tap"...just bring a bucket and spade. <https://www.visitisleofwight.co.uk>

### Staffordshire names the best of the best

Drayton Manor Park, The Dorothy Clive Garden and Swinfen Hall Hotel were among the winners at the 2018 Enjoy Staffordshire Tourism Awards. Drayton Manor Park won the Large Visitor Attraction of the Year, The Dorothy Clive Garden near Newcastle-under-Lyme was Small Visitor Attraction of the Year, and Lichfield's Swinfen Hall Hotel was Hotel of the Year. <https://bit.ly/2E3Yppy>

### Plans for a new Spitfire gallery take-off

Plans to put Stoke-on-Trent's Spitfire into a new, state-of-the-art glass-panelled gallery at The Potteries Museum & Art Gallery have picked-up pace. The extension would be two-storeys tall, with the Spitfire and associated exhibition material on the ground floor. It could open to the public by Spring 2020. <https://bit.ly/2rbdJbl>

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