

Discover London...

trail **3**

map & introduction

Not to scale

THE LONDON SPORTS TRAIL... Capital sporting venues in the Capital City



the campaign for museums

Discover London Trails have been produced by the Campaign for Museums, a registered charity, in support of London's Smaller Museums and Galleries with funding from the Mayor of London and ALM London.

THE LONDON SPORTS TRAIL...

Themed trail – full/half days

London provides a showcase of sporting excellence that is reflected in this fascinating trail. Many of the world's great sports have their origins in the UK and four of the best are featured here. Prepare to be amazed by some magnificent stadium architecture and enthralled by stories of sporting heroes.

From Twickenham Stadium, the heart and soul of England Rugby Union, you will visit Centre Court at the All England Lawn Tennis Club, home of the Wimbledon Championships, Lord's, the home of cricket and discover the triumphs and trials of two of London's six Premiership football clubs.

With the magnificent new football stadia nearing completion at Wembley and Arsenal, and preparations for the Olympics in 2012, London truly has it all! Exploring the past, present and future of sport, fans of all ages will enjoy an unforgettable experience.

- 1 The Museum of Rugby
- 2 Wimbledon Lawn Tennis Museum
- 3 Chelsea FC/The Centenary Museum
- 4 Marylebone Cricket Club Museum
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addresses & summary

The Museum of Rugby

Gate K, Twickenham Rugby Stadium
Rugby Road, Twickenham

www.rfu.com/microsites/museum

Open: 1000-1700 Tue-Sat & BH; 1100-1700 Sun (except after match days)

Admission charge

Tel: 020 8892 8877

[The mecca of Rugby Union](#)

Wimbledon Lawn Tennis Museum

All England Lawn Tennis and Croquet Club
Church Road, SW19

www.wimbledon.org/museum

Open: 1030-1700 daily (until later during Championships). Closed middle Sun of Championships and Mon immediately after

Admission charge

Tel: 020 8946 6131

[Traces the story of lawn tennis](#)

Chelsea FC/ The Centenary Museum

Fulham Road, SW6

www.chelseafc.com

Open: 1030-1630 Mon-Fri, 1130-1600

Sat, Sun.

Admission charge

Tel: 020 7957 8278

[Story of the Blues](#)

Marylebone Cricket Club Museum

Lord's Cricket Ground, St Johns Wood,
NW8

www.lords.org

Open: Tours 1000,1200,1400 Apr-Sep,
everyday except during major matches.
1200 & 1400 Oct-Mar. Tours last
approximately 1hr 40 mins.

Admission charge

Tel: 020 7616 8595/6

[The home of cricket](#)

West Ham United Museum

Boleyn Ground, Green Street, Upton Park,
E13

www.whufc.com

Open: 1100-1500 Mon-Fri; 0900-1800
Matchdays.

Admission charge

Tel: 020 8548 2748

[History of the Hammers](#)

Images
Rugby Football Union Museum:
Calcutta Cup
Kids interactive
Programmes

THE LONDON SPORTS TRAIL...

TRAIL SUMMARY

Tracing the history of four of our national games - association football, rugby union, tennis and cricket - the trail takes in the major sports venues and museums currently open to the public. The journey is from west to east across London but venues can, of course, be visited in any order.



The trail begins at Twickenham, the home of English Rugby Union where the **Museum of Rugby** chronicles the history of the game across the globe. From Twickenham, take the train to Wimbledon for the brand new **Wimbledon Lawn Tennis Museum** and experience the traditions, triumphs, sights and sounds of the most coveted title in tennis through its many interactives.



The next stop on the trail is Chelsea's **Centenary Museum** at Stamford Bridge near Fulham Broadway on the District Line. Built to commemorate the centenary year of 'The Blues', this new visitor attraction pays tribute to the past 100 years of the Stamford Bridge side. From here, go to St John's Wood for a visit to the **Marylebone Cricket Club Museum** within Lord's Cricket Ground. A sporting arena for almost 200 years, this is the spiritual home of the world's greatest cricket players.



The final port of call is the **West Ham United Museum** at Upton Park on the District Line. The museum examines the club's history from shipbuilding roots to battling it out in the Premiership, exploring the close relationship with its East London community.

As well as proudly claiming some of the best football clubs in the world, London is also the home of English football at Wembley Stadium due for completion in 2007. Arsenal's new Emirates Stadium, home to the Arsenal Museum, is due to open summer 2006.

Plan your own journey by visiting Transport for London's website www.tfl.gov.uk.

Discover London...



the trail in detail

THE LONDON SPORTS TRAIL...

This trail begins at the **Museum of Rugby** in Twickenham, a 10-minute walk (or 281 bus) along Whitton Road from Twickenham Station. The ultimate visitor experience for the world rugby enthusiast, this museum is housed in the east stand of Twickenham Stadium, the home of English Rugby Union. A visit can be combined with a tour of the Stadium. You will discover the history of the sport from its English public school origins to the present day. Historical highlights include the Calcutta Cup - the oldest and most famous of all the rugby trophies, made in 1878 from 270 melted down silver rupee coins - and the oldest international rugby jersey in the world, worn during the very first international match in 1871.

Innovative, interactive exhibits bring to life some of the great moments of the international game. Reconstructions of days gone by; the sights, sounds and (even) smells of rugby football appear throughout. Action-packed films show footage of rugby matches from the very earliest right up to the present day. A Stadium Tour will give you access to the England team dressing room and other areas of the Stadium not normally accessible to the public. For refreshments on Mon-Sat, try *The Scrummery*, Twickenham Stadium's official onsite public café and bar.

From Twickenham Station, take a main-line train to Wimbledon Station and then the 493

bus to the **Wimbledon Lawn Tennis Museum**. Reopened in April 2006, this state-of-the-art new museum features exhibits and artefacts never seen before. These include a remarkable cinema with a 200° screen and a film featuring Maria Sharapova that demonstrates how players' bodies and equipment are affected during the course of a professional tennis match. You can also follow a ghost-like image of John McEnroe through a tour of the 1980s Gentlemen's Dressing Room. There is also an extensive collection of changing Wimbledon fashion - everything from outfits worn in the 1880s to Rafael Nadal's dri-fit 'pirata' trousers worn in 2005. Interactive touch screen consoles are a part of the new and exciting technologies within the Museum.

Visitors have the opportunity to take guided tours of the Championship grounds, led by specially trained Blue Badge guides (pre-booking recommended). The tours gain access to restricted areas normally closed to the public, including the International Box in Centre Court, No 1 Court, the Water Gardens and the Press Interview Room. Refreshments can be taken at *Café Renshaw*, located in the No1 Court complex, or take the 493 bus back to Wimbledon Village for a good choice of cafes, restaurants and pubs.

From Wimbledon take the District Line to Fulham Broadway and take a short walk to Stamford Bridge Stadium, the home of Premiership champions Chelsea and **The Centenary Museum**,

the first of two club football museums currently open in the capital. On arrival, you will be greeted with a West London street image, reminiscent of the year of Chelsea's inception in 1905. With cobbled streets and pre-war paraphernalia adorning the walls, you are taken back to an age where Stamford Bridge easily held over 90,000 spectators. From there, you enter 'The Champions Room'; an area dedicated to the title winning side of 2004/05 and where your exclusive, behind-the-scenes tour begins. The adjoining *Chelsea Hotel* offers the choice of five themed restaurants and bars.

The next stop is St John's Wood and the home of cricket. Take the District Line to Earl's Court, change to the Circle Line for Baker Street and change to the Jubilee Line for St John's Wood. From here, it is a 10-minute walk down Wellington Road and right into St John's Wood Road for Lord's Cricket Ground and the **Marylebone Cricket Club Museum** which must be visited as part of a tour of Lord's.

Reputedly the world's oldest sporting museum, the collection dates back to 1864 and contains some of the most priceless artefacts in the cricketing pantheon. There are paintings, photographs and artefacts covering 400 years of cricket history, revealing the game's development from a rural pastime to a modern and increasingly international sport.

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the trail in detail

THE LONDON SPORTS TRAIL...

The Lord's Tour also takes in other parts of the ground including the Long Room - both a cricket-watching room and a cricket art gallery. Despite its historic fame, Lord's is the setting for some of the most innovative architecture in London. In addition to the award-winning Mound Stand and the Grand Stand, Lord's includes the futuristic NatWest Media Centre acclaimed in 2001 as one of 'The Fifty Best Buildings in Britain' - coming eleventh (two places ahead of St Paul's Cathedral!). Refreshments are available at the *Lord's Tavern Bar & Brasserie*.

Lord's is also the home of Middlesex County Cricket Club, one of two county sides with London Headquarters. The other is Surrey County Cricket Club, whose home is the Brit Oval in Kennington. This is also an important Test Match ground and well worth a visit. The nearest Underground station is Oval on the Northern Line.

Finally, take the Jubilee Line to Westminster and change to the District Line for Upton Park station. From here, it is a short walk to the Boleyn Ground, home of West Ham United and the newly built **West Ham United Museum**. This museum provides fans of all ages with a unique and fascinating insight into the history of the Club, from its foundation in 1895 as 'The Thames Iron Works FC' to its present position as one of the country's most famous and popular teams.

The focal point of the museum is the Champions Collection of medals, caps, jerseys and memorabilia won by three of the Hammers' greatest stars Bobby Moore, Sir Geoff Hurst and Martin Peters.

The tour ends here, but inquisitive sports fans may also wish to visit some iconic sports venues in the making. The new 90,000 seater **Wembley Stadium** has been designed to be the most spectacular football stadium in the world. Its most striking feature is the 133 metre tall arch, visible right across London. It is due to open in 2007 and guided tours will be available. Pedestrian facilities and public transport access are much improved following a £120m investment by the London Development Agency and Transport for London. Go to www.wembleystadium.com for more details.

The **Arsenal Football Club Museum**, featuring the largest collection of any one club's memorabilia, will eventually be incorporated in a new Arsenal Museum within the club's brand new Emirates Stadium. This new 60,000 seater stadium is due to host its first match in August 2006, when redevelopment of the club's Highbury Stadium will also begin. The Grade 2 Listed East Stand and other key elements of the current stadium will be incorporated into the redevelopment. Go to www.arsenal.com for more details.

London's plans for the **2012 Olympic Games** and Paralympic Games are built around a 500-acre Olympic Park in the east of the city. The Lower Lea Valley site will be home to the main Olympic Stadium, Velopark, Aquatics Centre and Hockey Centre as well as the athletes' accommodation in the Olympic Village. For more information about the Olympics, see the official website www.london2012.org.

A new walking guide to the area allows local residents and visitors to see exactly how hosting the Games will transform the Valley, restoring a lost eco-system and providing much-needed facilities for the local community. The 'Walk the Bid' guide, produced by the London Borough of Newham, details two circular walks through the region, taking in points of local interest and passing the sites of key 2012 venues. To request a free copy by post, e.mail walkthebid@newham.gov.uk.