

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

Themed trail – two half days or full day

London provides a showcase of sporting excellence that is reflected in these fascinating trails. 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.

We have divided this trail into two: One for those who love football and nothing else and one for those who enjoy a variety of sport - perhaps including one of the football venues as well. The latter will take you 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, and Lord's, the home of cricket.

Football fans start their tour at the new Wembley Stadium and then explore some superb facilities of three of London's Premiership football clubs.

With the magnificent new football stadiums recently completed 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.

MULTI-SPORT TRAIL

- 1 The Museum of Rugby
- 2 Wimbledon Lawn Tennis Museum
- 3 Marylebone Cricket Club Museum

FOOTBALL TRAIL

- A Wembley Stadium
- B Arsenal Museum
- C Chelsea FC Museum
- D West Ham United Museum

...go to next page for addresses & summary

Not to scale

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TRAIL 1 – MULTI-SPORTS TRAIL

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)

Tel: 020 8892 8877

Admission charge

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

Tel: 020 8946 6131

Admission charge

Traces the story of lawn tennis

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.

Tel: 020 7616 8595/6

Admission charge

The home of cricket

TRAIL 2 – FOOTBALL TRAIL

Wembley Stadium

Wembley, London HA9 0WS

www.wembleystadium.com

Open: 0930-1830 daily

Tel: 0844 800 2755

Admission Charge

Home to English football

Arsenal Museum

Emirates Stadium, Drayton Park, N5 1BU

www.arsenal.com

Open: 1000-1800 Mon-Fri; 1100-1800 Sat, 1000-1700 Sun; closes half an hour before kick off on match days.

Tel: 020 7704 4504

Admission Charge

Glories of the Gunners

Chelsea FC Museum

Fulham Road, SW6

www.chelseafc.com

Open: 1030-1630 Mon-Fri, 1130-1600 Sat, Sun.

Tel: 020 7957 8278

Admission charge

Story of the Blues

West Ham United Museum

Boleyn Ground, Green Street,

Upton Park, E13

www.whufc.com

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

Tel: 020 8548 2748

Admission charge

History of the Hammers

Images

Rugby Football Union Museum:

Calcutta Cup

Kids interactive

Programmes



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TRAIL SUMMARIES

Tracing the history of four of our national games - association football, rugby union, tennis and cricket - these trails take in the major sports venues and museums currently open to the public. Choose between a multi sport trail and the football trail. It's advisable to book all tours in advance - see text.

The multi-sport train 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 interactive displays..

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 football trail begins at the new **Wembley Stadium**, home of English football. From Wembley, head towards Arsenal's new Emirates Stadium, home to the **Arsenal Museum**, a short walk from the station.

The next stop on the trail is Chelsea Football Club's **Museum** at Stamford Bridge near Fulham Broadway. Built to commemorate the centenary year of 'The Blues', this visitor attraction pays tribute to the past 100 years of the Stamford Bridge side. 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 and explores the close relationship with its East London community.

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

THE LONDON SPORTS TRAILS...

Multi-Sport 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.

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 Rafeal Nadal's drift 'pirata' trousers worn in 2005. Interactive touch screen consoles are a part of the new and exiting 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.

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**, 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.

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'. Refreshments are available at the *Lord's Tavern Bar & Brasserie*.

Lord's is 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.

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Football Trail

This trail starts at the new **Wembley Stadium**. Take the Metropolitan or Jubilee Line and exit at Wembley Park station. The stadium is a ten minute walk along Olympic Way and is the home of English football throughout history. 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 meter tall arch, visible right across London. There is no museum here but book your memorable Wembley tour in advance. This includes a visit to the changing rooms, a walk through the famous tunnel and a climb to the Royal Box.

Back onto the Metropolitan line, to King's Cross; change to the Piccadilly Line towards Cockfosters. Exit at the Arsenal Underground station for the **Arsenal Emirates** stadium and museum, a ten minute walk from the station. The museum is in the North Triangle Building and the museum features the largest collection of any club's memorabilia; an impressive Legends Theatre and more than a dozen fully interactive sections based on Arsenal's proud history such as Championship winning managers, The Invincibles, The Arsenal Spirit and Highbury Stadium. The new 60,000 seater stadium hosted its first match in August 2006.

Head back to the Arsenal underground station and take the Piccadilly line to Earls Court and change to the District Line to Fulham

Broadway. From here it is a short walk to Stamford Bridge Stadium, the home of Premiership champions Chelsea and **The Chelsea Football Club Museum**. The Museum tells the story of Chelsea since its inception in 1905 and the visit of King George V. A London street scene recreates the period with cobbled streets and pre-war paraphernalia adorning the walls. The story continues through its spectacular rise to championships as described in the 'The Champions Room', where your exclusive, behind-the-scenes tour begins (tours should be booked in advance). The adjoining *Chelsea Hotel* offers the choice of five themed restaurants and bars.

Finally, take District Line towards Upminster 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.

This tour ends here.

*London's East End is now undergoing a massive transformation as London prepares for the **2012 Olympic Games** and Paralympic Games; the Games will take place in and around a 500-acre Olympic Park in the Lower Lea Valley with Stratford International Station at its centre. This will be home to the main Olympic Stadium, Velopark, Aquatics Centre and Hockey Centre as well as the athletes' accommodation in the Olympic Village. There is no access to the site during the construction period but there are plans for a visitor centre. For more information about this and London 2012, see the official website*

www.london2012.org