



FOR IMMEDIATE RELEASE

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THE LYGON ARMS BECOMES A TREE CHAMPION WITH THE HEART OF ENGLAND FOREST, SUPPORTING THE CREATION AND CONSERVATION OF LOCAL FOREST

February 2024 (London, UK): The Cotswolds' most charming coaching inn, The Lygon Arms, is delighted to announce its partnership with The Heart of England Forest: one of the UK's woodland conservation charities helping to reverse centuries of woodland decline by creating and conserving a magnificent broadleaf forest in Warwickshire and Worcestershire, for the benefit of the environment, wildlife, and people. The hotel has become an official Tree Champion by sponsoring 100 established trees in a defined area of forest, supporting the charity to continue to reach its goal of planting and maintaining 30,000 acres of broadleaf forest.

As part of the new partnership, a contribution to The Heart of England Forest will be included in all delegate rates for meetings and events held at The Lygon Arms. The Heart of England Forest is now also one of the volunteering charities of choice for the hotel team.

Leisure hotel guests can visit the forest and participate in an array of immersive activities. Guided birdwatching and nature walks are led by The Heart of England Forest's expert guides, where guests can learn more about the diverse wildlife that call these woodlands home; whilst budding young naturalists will be able to take part in The Heart of England Forest's clubs and nature activities, inspiring the next generation of forest guardians. The Forest currently covers 7,000 acres with 58 miles of public and permissive footpaths for people to explore the woodlands and spend time in nature 364 days of the year. An array of forest adventures and activities await, enabling adults and children to benefit mentally and physically from spending time in the great outdoors and learn about the importance of woodland conservation and taking action to combat climate change.

Graeme Nesbitt, General Manager, and Innkeeper of The Lygon Arms commented: "We are delighted to be working as a Tree Champion with The Heart of England Forest on this incredible initiative, which has already helped to conserve 7,000 acres of forest. We hope this partnership continues to inspire our guests and our team alike, as we all work towards a more sustainable future."



Fran Bos, Corporate Partnerships Manager from The Heart of England Forest said: “We are incredibly grateful for The Lygon Arms’ ongoing support of The Heart of England Forest. Working with local corporate supporters is very important to us, and our Tree Champion partnership with The Lygon Arms is a great example of this. By supporting the forest in this way, The Lygon Arms are helping us nurture a forest where people can reconnect with nature, create new habitats where wildlife can thrive, and grow a greener future for the benefit of generations to come.”

The Lygon Arms, High Street, Broadway, Worcestershire WR12 7DU
www.lygonarmshotel.co.uk

Press Information:

J Public Relations
Francesca Moore

Email: iconic@jpublicrelations.com

Angela Day
Head of Public Relations, Iconic Luxury Hotels
Email: angela@iconicluxuryhotels.com

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Editor’s Notes:

About The Lygon Arms

Situated within the idyllic Cotswolds village of Broadway in Worcestershire lies the four-star Lygon Arms. With roots dating back to the 14th century, The Lygon Arms is steeped in history, and reminders of the vast Tudor influence are visibly appreciated in the superb restoration of original features. The Lygon Arms boasts two restaurants, GRILL and TAVERN, in addition to a variety of relaxed lounges, meeting spaces, a dedicated afternoon tearoom and a summer alfresco courtyard. Alongside this is the luxurious Lygon Spa and 86 guest rooms, including the regally appointed Charles I suite. The next chapter at The Lygon Arms has recently been crafted as homage to its origins and gateway to its future standing. Today the Lygon Arms displays quintessentially Cotswolds and timeless design, and offers the highest standards of service, gastronomy, and comfort, whilst keeping the piece of history that makes The Lygon Arms unique.



About Iconic Luxury Hotels

Iconic Luxury Hotels was founded in December 2016 and is part of L+R Hotels (landrhoteles.com) - a highly motivated family-owned global hotel investment and management company - who have an extensive portfolio of over 105 hotels, with approximately 21,000 bedrooms. Iconic Luxury Hotels is an expanding collection with an international focus. The collection is comprised of an eclectic array of properties each of which celebrates distinct architecture, cultural heritage, and natural surroundings.

Each property has its own character, traditions, and stories but they share a common commitment to delivering outstanding experiences. The current portfolio includes some of the world's most famous hotels from Cliveden House, one of England's finest country estates, to the Hotel Excelsior in Italy which is the home of the Venice International Film Festival. The other UK hotels are comprised of Chewton Glen, an English estate on the South Coast; The Lygon Arms, a 14th Century Coaching Inn in the Cotswolds; 11 Cadogan Gardens in Chelsea, one of London's most prestigious residential neighbourhoods; The Mayfair Townhouse which sits in the heart of the exclusive Mayfair district; and the newest addition to the group, The Chelsea Townhouse which opened its doors in September 2023 just over the road from 11 Cadogan Gardens.