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MASTER TIMELESS TRADITIONS AND CRAFTS IN THE COTSWOLDS: THE LYGON ARMS INTRODUCES NEW WORKSHOPS & ACTIVITIES FOR 2025



From churning butter and floristry to pottery and sheep herding, there's a new skill for everyone this year at The Lygon Arms

April 2025 (London, UK): New for 2025, [The Lygon Arms](#), a historic coaching inn located in the peaceful English village of Broadway, has introduced a range of new skill-building experiences for curious travellers. All taking place at the hotel, or just a very short drive away, guests will return home the proud owner of a new skillset, from the time-honoured tradition to something a little more niche. The new activities on offer at The Lygon Arms include:

- **Throwing Clay:** With expert guidance from the friendly tutors at Honeybourne Pottery, guests will learn how to throw on a potter's wheel or get creative on one of their themed hand-building classes, crafting their very own piece of pottery
- **Shooting Clays:** A short drive from the hotel is Ian Coley Sporting, one of the UK's premier shooting schools. This award-winning facility offers a range of clay shooting experiences suitable for all skill levels, from novices looking to try clay shooting for the first time or an experienced shooter aiming to refine skills.
- **Weaving Wreaths & Building Bouquets:** Led by Shelley Spencer, the Broadway Florist, The Lygon Arms offers wreath-making workshops that align with the different seasons. Guests will learn to craft a beautiful wreath using an array of seasonal flowers, foliage, and decorative elements.
- **Churning Butter:** Taking place at the Broadway Museum & Art Gallery in Broadway, guests are invited to explore the age-old process of transforming fresh cream into rich, creamy butter. Perfect for food enthusiasts and history buffs alike, this experience promises a deeper appreciation for the craftsmanship and patience required to create this much-loved kitchen staple.
- **Riding Horses:** Just a short drive away in the picturesque village of Stanton, guests of all levels can explore the Cotswolds countryside on horseback with Cotswolds Riding, from beginner lessons to experienced hacks along scene paths and bridleways. For those wanting to double up on the skills-building sessions, The Lygon Arms' 'Ponies & Posies' package includes a scenic horse ride followed by a private wreath making workshop.



- **Shepherding:** A tailor-made experience with a top sheepdog handler on his farm near Mickleton, here guests will learn shepherding skills, watch sheepdogs in action, and can try working the dogs themselves courtesy of Cotswold Tours and Travel on their Exclusive Cotswold Farm Experience.

After a day of discovering the region, the hotel's traditional honeyed walls promise a warm welcome. Expect roaring log fires in cosy lounges, fantastic feasts from celebrated chef James Martin, a tranquil spa with luxurious treatments and glorious guestrooms to enjoy, including the famous Charles I suite.

Rates: For rate information and availability for any of these activities and experiences, please contact The Lygon Arms Guest Services team: guestservices@lygonarmshotel.co.uk (every experience is bespoke so varies in price).

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Editor's Notes:

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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 an expanding hotel company with an international focus. The collection of owned and managed hotels comprises an eclectic mix of properties each of which celebrates distinctive architectural style, 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 comprise 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 exclusive Mayfair; and the newest addition to the collection The Chelsea Townhouse, which opened its doors in September 2023. Late 2024 saw the opening of the luxurious Palm House, in Palm Beach, Miami, Florida. Iconic Luxury Hotels' first US property.

Iconic Luxury Hotels is part of L+R Hotels, a family-owned global hotel investment and management company with an extensive portfolio of more than 115 hotels, with 23,000 bedrooms across the UK, Europe, the US, and the Caribbean. With an evolving collection, ranging from select service hotels in Europe's most sought-after cities, to opulent, five-star assets and breath-taking leisure resorts, many of which are in the world's most exclusive locations, including Barcelona, Grand Cayman, Ibiza, London, Los Angeles, Mallorca, Monte Carlo, Turks and Caicos, Venice and more.