



GREENWICH WORLD HERITAGE SITE

LEISURE, TRAVEL & TOURISM TRAIL

As you walk around Greenwich find out the following:

Two places where you can buy organic food:

- 1.
- 2.



Three pubs with a maritime themed name:

- 1.
- 2.
- 3.



Four places where you can buy fish & chips:

- 1.
- 2.
- 3.
- 4.



Five Tourist Attractions:

- 1.
- 2.
- 3.
- 4.
- 5.



➡ START IN THE PAINTED HALL

1) Name two attractions tourists can visit in the Old Royal Naval College

- 1.
- 2.



EXIT LEFT OUT OF THE PAINTED HALL AND WALK PAST THE OLD ROYAL NAVAL COLLEGE BUILDINGS TOWARDS THE WEST GATES



EXIT THE THROUGH THE BLACK GATES. TURN RIGHT AND HEAD TOWARDS GREENWICH PIER

2) Near the pier is a modern hi-tech toilet.
A) How much is it to use the toilet?

B) In which languages is the information provided?

3) Look across the River Thames. What part of London can you see on the other bank of the river?

WALK TO THE ROUND, DOME STRUCTURE. THIS IS THE GREENWICH FOOT TUNNEL.

4) From this foot tunnel you can walk across the river to the Isle of Dogs.
A) What year did the tunnel was first open?

B) Suggest two reasons why the tunnel was built here?

- 1.
- 2.



WALK LEFT TOWARDS THE TICKET OFFICE



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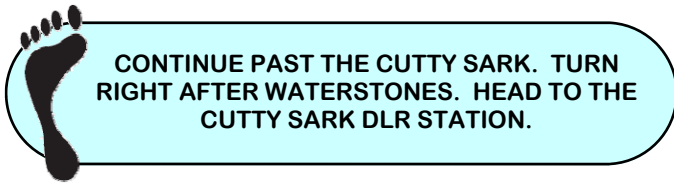
5) Find out the following:

A) Where can you get to from Greenwich pier?

B) How long it takes to get to The O₂ on a Thames Clipper?

C) How long is a round trip cruise?

6) The Cutty Sark is under construction and is beneath the white tarpaulin. When is the Cutty Sark due to reopen?



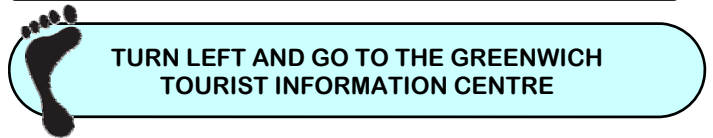
7) Find out the following?

A) What does DLR mean?

B) What time is the first train to Lewisham on a Saturday from Bank?

C) How many stops on the DLR is it from Cutty Sark to Woolwich Arsenal?

8) Next to the station is a pub called The Gate Clock, what company owns this pub?



9) Name four services available in the Tourist Information Centre (TIC):

1.

2.

3.

4.

10) The TIC sells lots of different items. List three items for sale that would be useful for visitors to Greenwich.

1.

2.

3.

11) Find two places to stay in Greenwich:

1.

2.

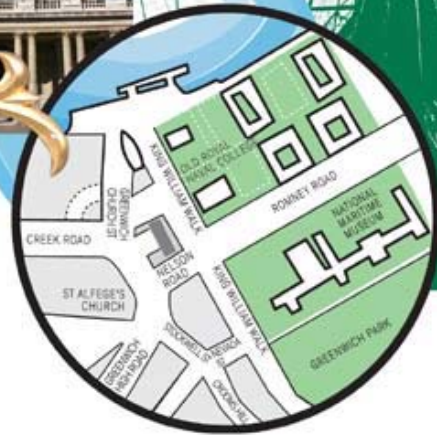


12) 'We've got it covered' This is how Greenwich Market promotes itself. Why do you think this statement is used?



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13) Find the sweet shop in the market. What is it called?



EXIT THE MARKET BY THE COACH & HORSES PUB AND HEAD TO CAFÉ SOL. CROSS THE ROAD AND CONTINUE PASS CAFÉ ROUGE.

14) What is the main type of business you have passed?

15) Along the road is the Greenwich Picturehouse. Find out what is showing:



HEAD BACK TOWARDS CAFÉ ROUGE/ IBIS HOTEL

16) What is the cost of a room at the Ibis Hotel on a weekday and a weekend?



CONTINUE UP CROOMS HILL TO THE FAN MUSEUM ON YOUR RIGHT

17) Look for the following information;
A) What are the museum opening times?

B) When can you have "full afternoon tea" at the museum and what is the cost?



CROSS OVER THE ROAD TO THE GREENWICH THEATRE

18) What production is currently on at the theatre?



TURN RIGHT INTO NEVADA STREET

19) How many pubs/restaurants are there along this road?



AT THE END OF THE STREET TURN LEFT

20) There is a blue shop on the corner of this road (*King William Walk*). What is the shop's name and what does it sell?



TURN RIGHT INTO ROMNEY ROAD AND GO TO THE NATIONAL MARITIME MUSEUM (2nd building on your left)



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APPROACH THE TICKET DESK AND ASK FOR A TICKET EXPLAINING THAT YOU ARE A SCHOOL/COLLEGE GROUP DOING AN

21) Record three details that are listed on the ticket you receive.

- 1.
- 2.
- 3.

22) The museum is free entry. Why do you think it still issues tickets to all its visitors?

23) Find out how the Museum generates income. List three methods below:

- 1.
- 2.
- 3.



LOOK AROUND THE MUSEUM

24) Observe the range of visitor/customer types that you see. Identify two suitable target markets for the Museum.

- 1.
- 2.



AS YOU LEAVE THE MUSEUM, VISIT THE INFORMATION DESK

25) Look for flyers marketing the Museum to the target market you identified. How would you market the Museum to these groups?

Target Group	
1.	2.

Well Done!
You have completed the Greenwich World Heritage Site Trail!



Greenwich Heritage Site Leisure & Tourism Trail Guidance Notes

Introduction:

This activity is designed to engage students with their local environment whilst developing their knowledge of the World Heritage Site within Greenwich.

The trail starts in the Painted Hall (*number 6 on the map*) visits a majority of the attractions within Greenwich and ends up in the National Maritime Museum (*number 2 on the map*).

The trail takes approximately 1 1/2 hour.

Health and Safety Considerations:

All health and safety aspects and conditions associated with educational fieldwork apply.

Roads: There are only 3 roads that require crossing. All should be crossed using the pedestrian crossings.



1. Royal Observatory
2. National Maritime Museum
3. The Queen's House
4. University of Greenwich
5. Chapel, Stephen Lawrence Gallery
6. Painted Hall
7. Trinity College of Music
8. Dreadnought Library
9. Tourist information Centre (currently closed - refurbishment)
10. Cutty Sark (currently closed - refurbishment)
11. The Fan Museum
12. Ranger's House
13. Church of our Lady
14. Greenwich Market
15. St Alfege Church
16. Trafalgar Tavern
17. Devonport House
18. Post Office
19. Police Station
20. Village Market
21. Weekend Market



Greenwich Heritage Site Leisure & Tourism Trail Guidance Notes

- ❖ 2 places where you can buy organic food:
The Organic Café, The Organic Tapas Co. Marks and Spencer
- ❖ 3 pubs with a maritime themed name:
The Gipsy Moth The Spanish Galleon The Admiral Hardy
- ❖ 4 places where you can buy fish and chips:
Cutty Sark Café & Restaurant, Pier Fish and Chips, Green Village, Beachcomber
- ❖ 5 tourist attractions:
i.e. National Maritime Museum, The Queen's House, Royal Observatory, Old Royal Naval College, Cutty Sark, Fan Museum, Greenwich Park

- 1) What two attractions can tourists visit in the Old Royal Naval College?
Painted Hall, Chapel, Stephen Lawrence Gallery, Trinity College of Music
- 2) A) How much is it to use the toilet? **20p**
B) In which languages is the information provided? **French, German, English, Braille**
- 3) Look across the River Thames. What part of London can you see on the other bank of the river? **Canary Wharf/Docklands**
- 4) A) When was the foot tunnel first opened? **August 1902**
B) Suggest two reasons why the tunnel was built here?
**river was too wide to build bridge / large ships needed access to sail up river
provided a quick way for people to cross the river / enabled dock workers to cross the river to work (nearest tower bridge)**
- 5) A) Where do the boats from this pier go to? **Westminster, Tower, Waterloo**
B) How long would it take to get to The O₂ on a Thames Clipper? **7 minutes**
C) How long is a round trip cruise? **2hours 30 minutes**
- 6) When is the Cutty Sark due to reopen? **Early 2010**
- 7) A) What does DLR mean? **Docklands Light Railway**
B) What time is the first train to Lewisham on a Saturday from Bank? **05.30 am**
C) How many stops on the DLR is it from Cutty Sark to Woolwich Arsenal? **16**
- 8) Who owns this pub? **JD Wetherspoons (Sean Brogan/Cherry Brogan/Tom Young)**



Greenwich Heritage Site Leisure & Tourism Trail Guidance Notes

- 9) Four services available in the Tourist Information Centre (TIC):
Café, toilet, shop, information boards, exhibits and displays, internet /computers, sale of guide books, maps, souvenirs, accommodation booking, travel and transport information, World Heritage Site information. www.greenwich-guide.org.uk

- 10) The TIC sells lots of different items. List three items for sale that would be useful for visitors to Greenwich and London:
Guide books, tourist leaflets, transport timetables, transport maps, historical books, phone cards, souvenirs of all kinds including high quality items, film, post cards & postage stamps, what's on magazines, newsletters, attraction tickets (e.g. Madame Tussauds)

- 11) Find out 2 places to stay in Greenwich:
The Mitre, The Ibis Hotel, Devonport House, Novotel

- 12) "We've got it covered". This is how Greenwich Market promotes itself. Why do you think this statement is used? **no need to worry about the weather as the covered market keeps you dry and the large variety of items on sale**

- 13) What is the name of the sweet shop in the market? **Mr Humbug**

- 14) What is the main type of business you have passed? **Restaurants**

- 15) Along the road is the Greenwich Picturehouse. Find out what is showing: **seasonal**

- 16) What is the cost of a room at the Ibis Hotel on a weekday and a weekend?
Weekday - £90 Weekend - £70

- 17) A) What are the museum opening times?
Tuesday – Saturday 11.00am – 5.00pm Sunday 12.00pm – 5.00pm
 B) When can you have full afternoon tea at the museum and what is the cost?
Tuesday and Sunday, 3.00pm – 5.00pm - £4.50

- 18) What production is currently on at the theatre? **seasonal**

- 19) How many pubs/restaurants are there along this road? **5**

- 20) What is the name of this shop and what does it sell? **Nauticalia – nautical/maritime products**



Greenwich Heritage Site Leisure & Tourism Trail Guidance Notes

- 21) Record three details that are listed on the ticket you receive? **Dates; price; booking ref; type of visitor (adult/child etc); web address; request for donations on the back.**

- 22) The museum is free entry. Why do you think it still issues tickets to all its visitors? **The museums must provide accurate reports to the government on who visits. This influences the amount of funding the museums receives each year, as well as informing the museum of its user profile.**

- 23) Find out how the Museum generates income. List three methods below: **The museum shop, catering outlets, donation boxes and charging for planetarium shows.**

- 24) Some target markets include young people, school groups, family audiences, adult learning, overseas visitors, local visitors, academics.

- 25) The answer to this question will depend on which target markets students select.