



# *Pershore Plum Festival*

OFFICIAL PROGRAMME 2023

[www.pershoreplumfestival.org.uk](http://www.pershoreplumfestival.org.uk)



# Welcome TO THE AWARD WINNING PLUM FESTIVAL



On behalf of Pershore and its Festival committee it is my great pleasure to welcome you to the town for this unique event, especially in this, our Silver Jubilee anniversary year.

Pershore Plum Festival celebrates the humble fruit which has made this town so famous in a way like nowhere else and we are delighted to be able to provide you with free events and activities throughout August, all of which are associated with plums or are yellow and purple themed. There is definitely something for all the family.

This programme is a comprehensive guide to new events and old favourites and we are pleased to announce that **National Plum Day** will be celebrated on **Saturday 26 August** - this is the day that Pershore leads the UK in the celebration of the Plum, so do please come and join our plum party.

This year, to celebrate 25 years of the Festival, we are delighted to announce two exciting new additions to our plum celebrations. Bank Holiday Saturday will see a free open-air cinema throughout the day in Abbey Park and on Sunday and Monday there will be a cookery

and gardening demonstration marquee with many local celebrities and experts taking part - hosted by the popular Wat's Cooking team.

The continuing success of this event has to be contributed to the dedication, support and hard work of a very small group of volunteers who make all this happen and of course to the local businesses and organisations who support and sponsor our Festival - without them all it just wouldn't happen...

Finally a massive thanks to YOU for visiting, we hope you enjoy your plum experience and perhaps you will visit again during the year to fully appreciate all that Pershore has to offer.

*Happy festival everyone and remember...*

**THINK PERSHORE, THINK PURPLE, THINK PLUMS!**

**Angela Taylor**, Chair of the Pershore Plum Festival

 **01386 565373**

**[www.pershoreplumfestival.org.uk](http://www.pershoreplumfestival.org.uk)**

 **[info@pershoreplumfestival.org.uk](mailto:info@pershoreplumfestival.org.uk)**

 **Pershore Plum Festival**

 **@PlumFestival**



**Look out for our famous Festival characters:** Prunella the Pershore Purple Plum, Egbert the Yellow Egg Plum, Queen Victoria & the Plum Princess and her attendants.

All information concerning exhibitors, entertainers and events is correct at the time of printing. Pershore Plum Festival do not accept responsibility for any changes that may occur throughout the duration of the Festival. **Please check website for further information.**



# History OF THE PLUMS



Pershore Yellow Egg Plum discovered in Tiddesley Wood by George Crooke, publican of Butchers Arms, Church Street.

George's son Thomas grew the distinctive plum which became widespread across Pershore.



Pershore Purple plum, formally known as Martin's seedling was created by Walter Martin from Drakes Broughton by crossing the Purple Diamond Plum with the Rivers Early Prolific plum.



The Pershore Purple Plum was planted and grown in preference to the Victoria plum because of its natural resistance to Silver Leaf disease.



During the food shortage during World War One Pershore fruit and plums were transported by train throughout the country.



## Plum varieties and dates of ripening

### MID JULY

Herman, Cherry Plum (Myrobalan)

### LATE JULY

Opal, River's Early Prolific, Sanctus Hubertus

### EARLY AUGUST

Oullin's Gage, Czar, Blue Tit, Blaisdon Red

### MID AUGUST

Pershore Yellow Egg, Purple Pershore, Victoria, Jubilee, Swan, Avalon, Belle de Louvain, Excalibur, Heron, Ontario

### LATE AUGUST

Cambridge Gage, Cox's Emperor (Queen's Crown), Reeve's, Warwickshire Drooper, Grove's Late Victoria

### EARLY SEPTEMBER

Kirke's Blue, Giant Prune, Seneca, Laxton's Cropper, Edwards, Pond's Seedling, Monarch

### MID SEPTEMBER

Haganta, Valor, President, Common Damson

### LATE SEPTEMBER

Guinevere, Marjories Seedling



# Fringe Events

## AN INTRODUCTION TO THE PLUM ZONES

To coincide with the Plum Festival, some of the town's areas are renamed. To help you understand these, here is a quick guide. They are also shown on the map within this programme.

- **Abbey Park is...**  
Plum Abbey.  
Plum Fun Zone  
& Food Village
- **Broad Street is...**  
Plum Market Place
- **Chapman Court (outside Asda) is...**  
Plum Alley
- **Riverside area is...**  
Plum River Zone
- **Church Walk is...**  
Plum Bazaar

The Pershore Plum Festival is proud to host or support a series of events throughout the purple month of August. Full details can be found at: [www.pershoreplumfestival.org.uk](http://www.pershoreplumfestival.org.uk).

### TUESDAY 1 AUGUST

#### Pershore Plum Festival Evening Races at Worcester Racecourse

Paint Pitchcroft purple at this popular annual race evening where local racing is resurrected in style. With a prize for the best dressed. Tickets available at [www.worcester-racecourse.co.uk](http://www.worcester-racecourse.co.uk)



### SATURDAY 5 AUGUST

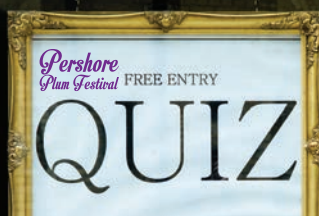
#### Street Food Festival at The Angel Hotel, Pershore

Bringing you some of the quirkiest and most exciting street food vendors around! 3:30pm-11pm. [www.angelpershore.co.uk/events](http://www.angelpershore.co.uk/events)

### SUNDAY 6 AUGUST

#### Pershore Plum Festival Quiz Night at Claude Choules

Quiz night raising funds for Plum Festival and supporting local businesses. [www.claudespershore.co.uk](http://www.claudespershore.co.uk)





**THURSDAY 17 AUGUST**  
**Plum Coach Tour**

A guided coach tour for all plum lovers celebrating the fruit that made Pershore famous.

[www.royalmotorways.co.uk](http://www.royalmotorways.co.uk)

**SATURDAY 19 AUGUST**  
**Shop Window Competition**

**Pershore High Street**

The theme for this years Shop Window Competition is "25 years of Pershore Plum Festival". Judging will take place on Saturday 19 August.



**THURSDAY 24 AUGUST**  
**Pershore Plum Festival Bike Nite**  
**in Broad Street**

All bikes welcome at this evening of live music with AC/DC tribute band, Soul Stripper, plum food and drink and lots of fun.



**FRIDAY 25 AUGUST**  
**25th Anniversary Big Plum Quiz**  
**at the Angel Hotel, Pershore**

Put your knowledge to the test and compete in team of up to 6 people for exclusive prizes. £10 per teams.

[www.angelpershore.co.uk/events](http://www.angelpershore.co.uk/events)



**SUNDAY 27 AUGUST –**  
**MONDAY 28 AUGUST**  
**25th Anniversary Big Plum Weekend**  
**at the Angel Hotel, Pershore**

Free, live music festival to celebrate 25 years of the Pershore Plum Festival.

[www.angelpershore.co.uk/events](http://www.angelpershore.co.uk/events)



# Saturdays IN AUGUST

**Plum Alley** will host a range of exhibitors selling a variety of plums and plum related products whilst visitors will be entertained by local performers raising money for their chosen charities.

TIME	5 August	12 August	19 August
10.00am – 10.45am	Griff	Richard Heelis	Colin Pitts
11.00am – 11.45pm	Phoebe Ambridge	Pershore Town Choir	TBC
12 noon – 12.45pm	Dampiers Round	Retsecrow(s)	Men Behaving Sadly
1.00pm – 1.45pm	Mice in a Matchbox	Eve Lyn	Gordon Dean
2.00pm – 2.45pm	TBC	Georgina Delo	Stripped Down Blues

## 19 August



### Sheldon Bosely Knight Art Competition

Prize giving ceremony for the wonderful art created by school aged children at 11am in Pershore Town Hall.



### Shop Window competition

Presentation of prizes to shop window competition winners at 2.45pm in Plum Alley.



# GETTING TO KNOW PERSHORE

## Visitor INFORMATION CENTRE

Town Hall, 34 High Street,  
Persore WR10 1DS

☎ 01905 843896

✉ [tourism@persore-tc.gov.uk](mailto:tourism@persore-tc.gov.uk)

[www.visitpersore.co.uk](http://www.visitpersore.co.uk)

## Festival INFORMATION STANDS

- **Plum Alley**  
(Saturdays & Bank Holiday Monday)
- **Plum Abbey**  
(Bank Holiday Sunday & Monday)
- **Persore Abbey**  
(Bank Holiday Sunday & Monday)
- **Plum Market Place**  
(Bank Holiday Monday)

These stands will also act as the lost property and missing children posts.

## First AID

- **Plum Abbey**  
(Bank Holiday Sunday & Monday)
- **Plum Bazaar**  
between High Street and Abbey Park  
(Bank Holiday Monday)

In case of emergency, call 999.

## Public TOILETS

(all with disabled facilities)

- **Central car park**  
(off Plum Alley)
- **Church Walk**  
(adjacent to Abbey Park)
- **Plum Abbey**  
(Bank Holiday Sunday & Monday)

## Park AND RIDE

(Bank Holiday Monday only)

Town centre car parking is limited, so it is recommended that you use these services, which will run to the town centre from 9.30am-5.30pm, only £5 per vehicle.

Please look out for the yellow directional signs.

- **Persore High School** (WR10 2BX)
- **Persore College** (WR10 3JP)
- **Park and Stride** facilities available at the Civic Centre car parks.

## Lost CHILDREN

(Bank Holiday Sunday and Monday)

Register your child at any of the information stands over the Bank Holiday weekend and a wristband will be provided for your child to help keep them safe and secure.

## Plumbassadors

Will be on hand to help and advise. Look out for them in their purple attire.

## Town Centre CASHPOINTS

**Lloyds** - Plum Market Place  
**Tesco Express** - High Street  
**ASDA** - off Plum Alley

## Trains

Visit [www.trainline.co.uk](http://www.trainline.co.uk) for up-to-date information on trains and running times

## Event MOBILITY (Bank Holiday Sunday & Monday)

A limited number of wheelchairs are available to hire.  
Pre-booking essential, donations welcomed - call 01386 565373



**BANK HOLIDAY SATURDAY 26 AUGUST**



## *Festival Launch Day*

Supported by  
Asda, Pplumz and Thomson  
and Bancks

Join in the plummy celebrations, entertainment and activities throughout the town. Listen for the Abbey Bells ringing a Quarter Peal at 10am welcoming the Bank Holiday weekend's festivities.

### *Featuring:*

- Plums, entertainment, plummy food and drink, merchandise and horticulture advice from the Vale Landscape Heritage Trust in **Plum Alley**.
- Outstanding plum shop window displays throughout the town.
- **Free Big Screen Cinema** on Abbey Park showing multiple films throughout the day.
- Danter's Fun Fair in the **Plum Fun Zone**.
- Schools Art Competition winning entries on display at Sheldon Bosley Knight, 2 High Street Pershore.

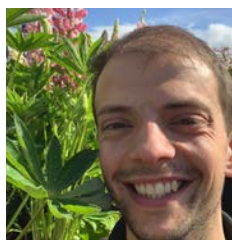
### *Come and join our guests in Plum Alley:*

- Prunella, Eggbert and Queen Victoria – our wonderful **Plum Festival characters**.

## *Entertainment in Plum Alley*

<b>Time</b>	<b>Artist</b>
10am-10.45am	<b>Griff Collins</b>
11am-11.45am	<b>Mice in a Matchbox</b>
12 noon-12.45pm	<b>Dave T</b>
1pm-1.45pm	<b>Laura Fullelove</b>
2pm-2.45pm	<b>TBC</b>





## Silver Jubilee



# COOKERY & GARDENING DEMONSTRATION MARQUEE

To celebrate our 25th anniversary, Pershore Plum Festival is delighted to welcome Katie and Glyn Johnson (ex BBC presenters) from Wot's Cooking and Wot's Gardening. They will be hosting a full programme of demonstrations, featuring local experts and celebrities.

## Sunday

Time	Artist
11am	Tom Cumberland (Wayside Farmshop)
12noon	Reg Moule (TV & Radio Presenter/Writer)
1pm	Mark & Sue Stinchcombe (Former Masterchef Champion/ Severn & Wye Smokery)
2pm	Reg Moule (TV & Radio Presenter/Writer)
3pm	Josh Egan-Wyre (Persnore College)

## Monday

Time	Artist
10.30am	Reg Moule (TV & Radio Presenter/Writer)
11.30am	Andy Tibbs (Poco Culina)
12.30pm	Felice Tocchini (Feli's Bar and Restaurant)
1.30pm	Reg Moule (TV & Radio Presenter/Writer)
2.30pm	Felice Tocchini (Feli's Bar and Restaurant)
3.30pm	Josh Egan-Wyre (Persnore College)

# Pershore Plum Festival



Pershore Railway Station

Pershore High School  
Purple Park & Ride  
(Monday 28 August only)

To Evesham and Worcester

A44

To Worcester M5 J7

Croome Park (NT)

HOLLOWAY

NEWLANDS  
A4104

Tiddestley Wood

HEAD STREET

PRIEST LANE

B4084 WORCESTER ROAD

QUEEN ELIZABETH DR.  
B4082

STATION ROAD

CHERRY ORCHARD

KING GEORGES WAY

HIGH CHURCH ST.

CHURCH ROW

Wetlands

(Seasonal)

Riverside Gardens, Picnic area & Boat Moorings

Football Club

Leisure Centre & Swimming Pool

Riverside Youth Centre

Plum Alley

Retail Market

Short Stay

Short Stay

Park and Stride car parks

Long Stay

Long Stay

Short Stay

Hospital

Pershore



- **Plum Abbey**  
Sunday 27 – Monday 28 August
  - **Plum Alley**  
Saturday 5, 12, 19, 26 & Monday 28 August
  - **Church Walk**  
Monday 28 August
  - **PJ Nicholls Plum Fun Zone**  
Saturday 26 – Monday 28 August
  - **Plum Market Place**  
Thursday 24 & Monday 28 August
  - **Plum River Zone**  
Sunday 27 – Monday 28 August
  - **Food Village**  
Sunday 27 – Monday 28 August
- \* Date denotes when area is in use for activities/events.

● **Pershore College**  
Yellow  
Park & Ride  
(Monday 28 August only)

● Yellow  
Park & Ride  
Bus Stop

● Purple  
Park & Ride  
Bus Stop

To Upton upon Severn,  
The Malverns, Tewkesbury  
and Cheltenham

To Evesham

THREE SPRINGS ROAD

ABBEY ROAD

CHURCH WALK

BROAD STREET

B4084 BRIDGE STREET

ST ANDREWS ROAD

B4536 DEFFORD ROAD

Plum Abbey

Plum Fun Zone

Bandstand and Food Village

Children's Play Area and Splash Zone

Abbey

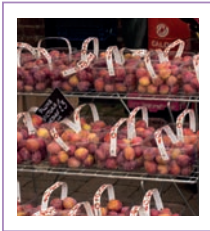
Long Stay

Angel Hotel





# BANK HOLIDAY SUNDAY 27 AUGUST



## FAMILY *Fun Day*

Come along to Plum Abbey from 9.30am for fun, entertainment and activities for the whole family. Listen out for the Abbey Bells ringing for their usual service between 9:45am and 10:30am.

### *Featuring:*

- **Plum Plodders 10k race**  
Starting at 10am, finishing in Abbey Park.
- **Plum Pooches in the Park Dog Show**  
Registration from 11am.
- **Abbey Tower Tours**  
From 1.30pm | £4 adults and £2 children (7-16yrs).  
Booking is recommended at the Tower Tour desk.
- **Teddy Plum Praise Service**  
Starts at 2.15pm | Abbey Park Bandstand.  
A short service for all the family with their teddy bears.
- **Cookery and gardening demonstrations**  
with local experts and celebrities throughout the day hosted by Katie and Glyn Johnson from Wot's Cooking

### *Throughout the day*

- **Entertainment**  
in the Bandstand
- **Food Village**  
A variety of hot food, alcoholic and soft drinks
- **Trade stands**  
including Vale Landscape Heritage Trust
- **South Worcestershire Lifeguards**

# BANK HOLIDAY SUNDAY 27 AUGUST



## *PJ Nicholls Plum Fun Zone*

**PJ Nicholls Ltd.**  
A Family Firm Established 1984

Sponsored by PJ Nicholls

- Danter's Fun Fair
- Emergency Services
- Glamba Fun Drumming workshops
- GreenApe Smoothie Bike
- Croft Farm Inflatables
- Pony Rides
- Medieval Reenactors
- Face Painting
- Pershore Rugby Club
- Pershore Football club
- Bhangra Dancing
- Escape Rooms
- Let's Waste Less
- Martial Arts with Matt Fiddes
- Wyre Forest and South Worcestershire Nightstop

## *Entertainment in the Bandstand*

Time	Artist
10am-10:45am	Men Behaving Sadly
11.15am-12 noon	The Other Covers Trio
12.15pm-1pm	Phoebe Ambridge
1.15pm-2pm	Stripped Down Blues
2.15pm-3pm	Plum Praise Service
3.15pm-4pm	Band Age

## *Plum River Zone Entertainment*

### **The Angel Hotel**

Musical performances from 12pm  
until 11pm, from Lauren April,  
Adam Lee, Jake Rees and  
Come Up and See Me.

[www.angelpershore.co.uk/events](http://www.angelpershore.co.uk/events)

## BANK HOLIDAY MONDAY 28 AUGUST

# Plum Fayre Day



To celebrate the pinnacle of the Plum Festival, Pershore Abbey and St Andrew bells will ring out at 9.30am and 10.30am. The Royal Plum Procession with special guest Trevor Harrison (aka Eddie Grundy from The Archers) leaves Plum Alley at 10.30am before gathering on the balcony of Claude Choules for the reading of the “Plum Ode”

## Plum Abbey

### • Abbey Tower Tours

First tour starts at 11am, followed by regular tours during the day. Booking desk opens 10am, booking is recommended, at the ‘Tower Tours desk’ on the day. £4 adults, £2 children (7yrs- 16yrs).

### • Art Exhibition

The exhibition highlights local artist and their talents showing photographs, paintings and 3D arts.

### • Classic Cars

including MX5 Owners, Austin Healey, Rolls Royce, Jaguar Owners, MG, Austin 10 Owners and many more.

### • Entertainment in the bandstand

### • Food Village

a variety of hot food, alcoholic and soft drinks, with seating available.

### • Teddy Bear Parachute Drop

inside the Abbey: 11.30am, 1.30pm and 3.30pm | £2. Last booking will be taken 15 minutes before the flight.

### • Teddy Bear Zip Wire

outside the Abbey: 12.30pm and 2.30pm | £2. Last booking will be taken 15 minutes before the flight.

### • Cookery and gardening demonstrations

with local experts and celebrities throughout the day hosted by Katie and Glyn Johnson from Wot’s Cooking.

## PJ Nicholls Plum Fun Zone Sponsored by PJ Nicholls

- Danter’s Fun Fair
- Emergency services
- Croft Inflatables
- Glamba Fun Drumming Workshops
- GreenApe Smoothie Bike

- Hare Krishna (Music and Food)
- Medieval Reenactors
- Pony Rides
- Face Painting
- Pershore Tennis Club
- Martial Arts with Matt Fiddes

- Pershore Rugby Club
- Pershore Football Club
- Empower Fitness
- Let’s Waste Less
- Escape Rooms



**BANK HOLIDAY MONDAY 28 AUGUST**

## *Plum Alley*

### *Featuring:*

- Entertainment
- Plum Festival merchandise
- Plummy food & drink
- Plums
- Trade stalls
- Vale Landscape Heritage Trust

## *Plum Bazaar*

A selection of stalls selling a variety of products in Church Walk. Refreshments available in Pershore Town Hall (provided by Pershore WI) and in St Andrews Parish Centre.

## *Plum Market Place*

A plethora of exhibitors can be found in this fully pedestrianised area of the town, featuring local produce, market stalls, crafts and charities.

## *Plum River Zone*

- **Picnic area** at the Bridges
- **The 25th Anniversary Big Plum weekend** at The Angel Hotel.
- **Wetlands:**  
[www.avonmeadows.org.uk](http://www.avonmeadows.org.uk)



**BANK HOLIDAY MONDAY 28 AUGUST**

# Entertainment ON PLUM FAYRE DAY



## Plum Alley (Chapman Court)

### Time

11am-11:45am	<b>Natasha Rae</b>
12 noon-12:45pm	<b>Colin Pitts</b>
1.15pm-2pm	<b>Tone Tanner</b>
2.15pm-3pm	<b>Utopia Duo</b>
3.15pm-4pm	<b>Tazmin Barnes</b>

## Plum Abbey (Bandstand)

### Time

10am-10:45am	<b>I-Sing Choir</b>
11:15am-12 noon	<b>The Lisa Voleta Band</b>
12:15pm-1pm	<b>Joseph Morris</b>
1.15pm-2pm	<b>Me &amp; Mrs Jones</b>
2:30pm-3:15pm	<b>Eve Lyn</b>
3:45pm-4:30pm	<b>Memphis Mike Elvis</b>

## Plum Market Place (Baptist Church)

### Time

11.30am	<b>Robert Hillcox</b>
2:30pm	<b>Old Boys Network</b>

**Pershore Brass** will be at various town locations playing throughout the day.

## Plum River Zone (The Angel Hotel)

### Time

12noon-2pm	<b>Devon Mayson</b>
2pm-4.30pm	<b>Wootown</b>
4.45pm-6pm	<b>Maeve Moon</b>



# Merchandise

All festival merchandise will be available in Pershore Retail Market every Friday throughout August and at all Festival events



1. Pens - £1.50

2. Bandanas - £2

3. Polo Shirts  
Adults - £14

4. T Shirts  
Adult - £14

Kids - £9

5. Apron - £20

6. Mugs - £5

7. Jute Bags - £8

8. Tea Towel - £8



# MORE Merchandise

9.  Fridge Magnets - £2
10.  Cotton Bags - £4
11.  Bum Bag - £6
12.  Notebooks - £3
13.  Keyrings - £1.50

## Sponsors and Supporters

The Pershore Plum Festival would like to thank all of our sponsors and supporters.

Without their generosity the events would not take place.

- 1st Littleton Scout Group
- A Plan Insurance
- Abbey Butchers
- Asda
- Avon Navigation Trust
- Broadway MOT Auto Services
- Buzz Electrical Ltd
- Cherished Vehicle Insurance Services
- Daisy Blooms by Sandra Mason
- Event Mobility
- Harrisons
- Hayloft
- Hughes & Company
- Nellies Fabric Shop
- PJ Nicholls Ltd
- Pershore College
- Pershore Community First Responders
- Pershore High School
- Pershore Retail Market
- Pershore Town Council
- Pershore Town Football Club
- Pplumz Ltd
- Royal Motorways
- Sheldon Bosley Knight
- SWLC Flood and Patrol Team
- St John Ambulance
- The Angel Hotel
- The Real Flower Petal Confetti Company
- Thomson & Bancks Solicitors
- Vale Landscape Heritage Trust
- Worcester Racecourse
- Worcestershire Archive and Archaeology Services
- Worcestershire County Council
- Wot's Cooking
- Wychavon District Council

# SALES



Thinking of  
buying or selling a property?

Please pop in and speak  
to one of our experts.

They would  
be delighted to help.



# LETTINGS

Thinking of  
renting out or renting a property?

Please pop in and speak  
to one of our experts.

They would  
love to see you.



2 High Street, Pershore WR10 1BG

Tel: 01386 277277

**SHELDON  
BOSLEY  
KNIGHT**

LAND AND  
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PROFESSIONALS

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For more information on our services  
pop into our office or visit our website:  
[www.sheldonbosleyknight.co.uk](http://www.sheldonbosleyknight.co.uk)

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