

# visitGREENWICH

News Release  
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## Visit Greenwich welcomes 50<sup>th</sup> Partner - Blackheath Football Club joins Destination Management Company-



[Visit Greenwich](#), the newly established Destination Marketing Company for the Royal Borough of Greenwich, this week welcomes its 50<sup>th</sup> partner. The partnership with Blackheath FC was announced on Friday 6<sup>th</sup> June with an official presentation at the club's ground attended by Barrie Kelly, Chief Executive of Visit Greenwich.

Visit Greenwich branding will adorn the First Team kit, to be worn at all games across the country throughout the season, as well as on advertising boards at the ground. Blackheath FC, along with its 49 fellow members, will benefit from Visit Greenwich's efforts to promote Greenwich and the surrounding areas as a top leisure, group and business destination in London. With an ambitious programme of events and initiatives for 2014, Visit Greenwich looks forward to welcoming further partners over the coming months.

Blackheath Football Club is the oldest rugby club in the world, and was instrumental in the development of the sport. Blackheath was the home of international rugby before the construction of Twickenham, and indeed organised the first ever international rugby match between England and Scotland. On that day, in 1871, England was captained by Blackheath's very own Frederick Stokes.

Barrie Kelly, Chief Executive Visit Greenwich, said: "It's great to welcome Royal Blackheath Rugby Club as a Visit Greenwich partner. We are proud to represent a variety of partners from landmark tourist destinations to independent traders and community organisations, and

look forward to further driving tourism and awareness for Greenwich and the surrounding areas”.

Andy Foulser, Commercial Manager Blackheath Football Club, said: “We look forward to working with Visit Greenwich to raise the profile of our club in the local community and beyond. We have been established in this area for over 150 years, and the club is an important part of the heritage, tradition and history of Greenwich”.

## ENDS

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### About Greenwich and surrounding area

Set alongside the river Thames in south east London, Greenwich and the surrounding area is one of London’s most popular visitor destinations, stretching from the Maritime Greenwich World Heritage Site, eastwards to cross the Prime Meridian of the World to Greenwich Peninsula for The O2 and the Emirates Air Line cable car, and onwards to the historic Royal Arsenal at Woolwich.

Greenwich’s world-famous visitor attractions include the Royal Observatory Greenwich, home of the Prime Meridian and London’s only planetarium, and the Cutty Sark tea clipper. The O2 boasts the world’s most popular music venue as well as the British Music Experience, an 11-screen cinema, an avenue of bars and restaurants and Up at The O2 – an unforgettable 90 minute expedition across the famous roof.

Other top attractions include the Old Royal Naval College, National Maritime Museum, The Queen’s House, Greenwich Market, Greenwich Park (London’s oldest enclosed Royal Park), The Fan Museum, St Alfege church, Emirates Aviation Experience, Eltham Palace, Firepower and Greenwich Heritage Centre.

Greenwich also has an admirable selection of cafes, restaurants, pubs and bars where visitors can enjoy delicious food from all over the world.

Greenwich Tourist Information Centre won Gold in the VisitEngland Awards for Excellence 2013 in the Visitor Information Provider of the Year category. It is conveniently located close to Greenwich Pier and Cutty Sark and adjoins the Discover Greenwich visitor centre.

### About Visit Greenwich

Visit Greenwich is the marketing name for the newly established Royal Borough of Greenwich Destination Management Company, working with local visitor attractions, accommodation providers, transport operators, meetings and events venues, the hospitality and retail sector to promote Greenwich and the surrounding area as a top leisure, groups and business destination in London. Visit Greenwich is a public/private partnership led by a board of tourism professionals, representing different sectors of the industry, with an independent chair.

Partners to date include Royal Borough of Greenwich, Royal Museums Greenwich, Docklands Light Railway, Enderby Riverside Ltd, Old Royal Naval College, Greenwich Hospital (Greenwich Market), The O2 and Thames Clippers, University of Greenwich, City Cruises, Novotel London Greenwich,

Mercure London Greenwich, The Fan Museum, St Alfege church, Greenwich + Docklands International Festival, Greenwich Heritage Centre, Royal Blackheath Golf Club, Thames Barrier Visitor Centre, Greenwich Tavern, Rivington Grill, The Guildford Arms, Inside Restaurant, Greenwich Tour Guides Association, Greenwich Royal Tours and Charlton Cars.