

Slow guides offer

- The best of Bradt and Sawday's in a single guide – personal-yet-practical text and special accommodation recommendations.
- An insight only a local could offer: the authors live there, and choose places/experiences that are locally 'distinctive'.
- Charming, hand-drawn maps and 32 pages of colour photos and special places to stay.
- Focus on small areas, offering readers the chance to explore each locale thoroughly.
- Plenty of options for car-free travel – including train, boat, bicycle and bus.
- Interviews with locals – including those involved with Slow/sustainable businesses and initiatives – to learn about an area's past, present and future.



Slowdown Statistics

Each year, the British take **100 million overnight trips** for holidays or to visit friends/relatives in their own country. Many also take frequent **day trips** as tourists in their localities.

In addition, **33 million overseas tourists** visit the UK annually. Spending by domestic and inbound tourists is roughly the same – **£16 billion** a year for each market.

SPECIFICATIONS

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- Price: £14.99
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- Include hand-drawn illustrations and maps
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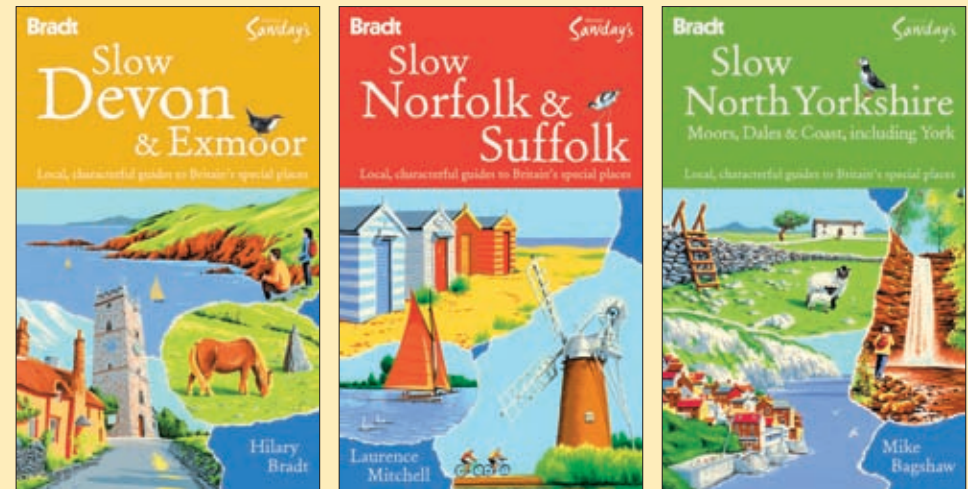
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Bradt ^{Alastair} *Sawday's*

Bradt Travel Guides & Alastair Sawday's
announce the arrival of their new
UK travel guides.

Slow
Regional guides to Britain
Local, characterful guides to Britain's special places

**NEW
SERIES**



"Slow guides take time to point the way."

Hugh Fearnley-Whittingstall

Bradt Travel Guides has teamed up with **Sawday's** to create a series of eclectic regional guides that focuses on soul-soothing areas of the UK.

Each publisher brings its distinct character to the books: the text is written by authors who live locally, and is infused with the colour and personality for which Bradt is renowned; Sawday's provides its selection of special accommodation.

It's a winning combination.

What's the series all about?

The Romans had a phrase for it – *festina lente*, or 'make haste slowly'. The Bradt-Sawday's *Slow* series reveals how to do just that. Embracing the so-called Slow Tourism movement, it celebrates all that is local and 'slow' about Britain, offering readers a break that's as engaging as it is relaxing. Take some time to connect with local people, culture, food, environment and heritage.

The authors

Slow authors live locally. They really know – and really love – the areas they're writing about. The result is the most personal and insightful guidebook series you'll find.

Hilary Bradt – Devon & Exmoor

Hilary is the founder of Bradt Travel Guides, and award-winning author. She lives in Devon and has a lifelong love of its wildlife, countryside, villages and coast – as well as the quirks of its rural residents (historical and current).



Laurence Mitchell – Norfolk & Suffolk

Norwich-based Laurence – a seasoned Bradt author – has lived in Norfolk for over 30 years. A keen walker and sometimes cyclist, Laurence's special interests include wildlife, conservation, vernacular architecture, local history and folklore.



Mike Bagshaw – North Yorkshire: Moors, Dales & Coast, including York

Mike has lived in North Yorkshire for over 25 years, serving many of those as a teacher of outdoor education – exploring by bike, on foot and in canoe. He is now a freelance travel/nature writer with a lively interest in the region's crafts, folklore and pubs.



The people in the places

Slow authors find locals who tell their own stories in their own words, and provide colourful insights on the people and processes shaping the landscape.

Extract from *Slow Norfolk & Suffolk*

Taking me out on the Electric Eel at How Hill in late May, Paul, the boatman, gave me the low-down on traditional Broadland ways. Reed harvesting is clearly not an easy job. 'You need to be a special character to be a reed cutter,' said Paul. 'It's hard, laborious work. In the winter when you have to do the cutting, it's freezing cold. The sedge has to be cut in the summer months and that's just the opposite: there are mosquitoes to bother you and your hands get cut up from gathering the sedge.'

Extract from *Slow Devon & Exmoor*

'I used to be a vegetarian,' says Debbie. 'Now my policy is "If we don't rear it we don't eat it."' Simon and Debbie Dawson swapped their London lives for rural Devon and a smallholding called Hidden Valley. Now their rare-breed Berkshire pigs rootle happily in the hazel woods at Barbrook, growing slowly and naturally. If, like me, you eat meat but want to ensure that the animal has had a good life, this is as humane as you can get.

Not all the animals at Hidden Valley end up on the table. During my visit I met HoneyBunny, the two hand-reared geese (they are a unit, like their name), which were destined for Christmas dinner until reprieved by soft-hearted Debbie; Simon – equally soft-hearted – has a pet pig called Kylie who enjoys a pint of bitter.

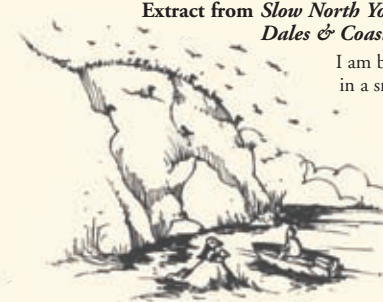


A love of nature

Slow guides are as entertaining as they are informative. The authors are passionate about wildlife, and reveal how to enjoy the best of British nature.

Extract from *Slow North Yorkshire: Moors, Dales & Coast, including York*

I am bobbing on the swell in a small boat at the foot of Flamborough Head cliffs, taking in one of the most spectacular wildlife experiences that Britain has to offer. Most of the fish-carriers are members of the auk family – puffins mainly, but also guillemots and razorbills that have surfaced with beaks full of sand eels. They get themselves airborne with a whirring of small wings and a frantic leg-sprint over the sea surface before banking over to their cliff-top nest. As they leave, the next shift arrives and plops beneath the surface. I lean over the side and watch as one puffin flaps its way under our boat...



The practicalities

While enjoyable to read, these guidebooks are written to be used. Each one contains information on travelling, eating, drinking and seeing – slowly – as well as Sawday's accommodation reviews...

Extract from *Slow Norfolk & Suffolk*

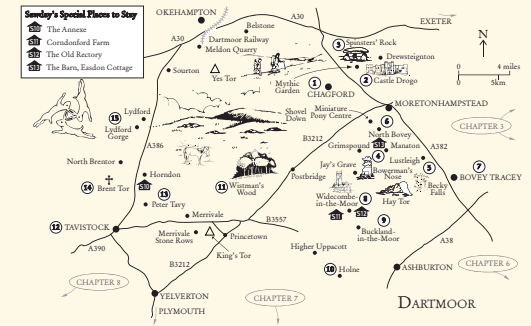
S The Ship St James St, Dunwich ☎ 01728 648219

W www.shipatdunwich.co.uk. This popular former smuggler's inn, virtually on the beach and well placed for walkers and birdwatchers, has excellent fish and chips and Adnams in the bar, as well as a modern dining room where generous portions of comforting traditional food are served.



Relaxing walks and hand-drawn maps

Explore each region's peaceful nooks, joining the Slow authors on their favourite walks. The books are complemented with elegant hand-drawn maps.



Extract from *Slow North Yorkshire: Moors, Dales & Coast, including York*

Strid Woods are a delight. The dawn chorus here in June features all the signature woodland birds of Yorkshire. Dead wood is drummed on and excavated by green and great spotted woodpeckers, and nuthatches and treecreepers scuttle around the wrinkled trunks. My favourite walk is a longer one that includes Strid Woods but continues to Barden Bridge, up the fellside to the summit of Simons seat and back via Barden Moor and the spectacular Valley of Desolation... Pay your respects to a venerable old timer. The Laund Oak, by the roadside, is one of the oldest oak trees in the country, a peer of the Sherwood Forest's Major Oak in Nottinghamshire, and over 800 years old.



A personal perspective

Slow guides avoid dull 'guidebook speak'. They are passionate, personal portraits by authors who take pleasure in exploring their local communities.

Extract from *Slow Devon & Exmoor*

Culmstock is famous for having a yew tree growing from its church tower and a very good inn. I find it to be just the way a Devon village should be: attractive in an unpretentious way, with the river forming a central focus, a garden with a hazel bush clipped to the shape of a teapot, and the village shop doing just what a village shop should do – serving the community. It was the teapot bush that made me yearn for a cuppa – more accurately, a cream tea...