

Words by: Peter R. Stephens.

Meadowside, Suckley Road, Leigh, Worcester, WR6 5LE.

Tel: 01886 832059 or 07982 660285

Email: [peter.stephens50@tiscali.co.uk](mailto:peter.stephens50@tiscali.co.uk)

**The Flyford Arms offers an unforgettable taste of the good life in the heart of the Worcestershire countryside.**

Take a large helping of traditional country pub values, add a pinch of Worcestershire's rural charm, some faultless service and superb cuisine and you've got the winning recipe that's given Steve and Chris Brittan at the Flyford Arms their remarkable reputation.

When they took over the Flyford Arms Steve and Chris had a clear idea of their game plan. Yes, they wanted to turn it into a popular establishment that attracted a regular clientele, but at the same time, they wanted to create something that little bit more special than just another country pub designed around a mass produced theme.

First came a major refurbishment, carefully thought out to create a contemporary interior which retained all the pubs best period features and brought them unscathed into the 21<sup>st</sup> century. And boy, they really succeeded! As soon as you walk into the Flyford Arms you're aware it's that little bit different. Nothing too drastic, just a cleverly designed interior décor which as well as flowing seamlessly through the whole establishment gives it a delightfully intimate ambience.

If it's a relaxing drink that you're after then the Flyford Arms is definitely the place for you. But beware, because a few steps away from the cosy bar with its comfortable seating and traditional open fire place is the dining area that leads us into the topic of this pub's incredible food.

The dining possibilities at the Flyford Arms are as many and varied as the culinary delights on offer. All the dishes served are, to use a well worn expression, 'cooked, using where ever possible, the finest seasonal, local produce. But it's true and the results speak for themselves with delicious bar meals such as: Homemade Beef Burger and Chips or Smoked Salmon and Prawns rubbing shoulders with á la carte masterpieces like: Penne Alla Matricana and Classic Beef Wellington. And don't ask me about the incredible puddings, remarkable breakfasts or the unforgettable Sunday lunches, because I could go on about those for ever and there just isn't enough space on the page!

Oh, and I mustn't forget the wine list, because like everything else at the Flyford Arms it's that little bit better than usual. Indeed, Steve really knows what he's talking about when it comes to wine and as well as buying from interesting smaller vineyards, has always got some helpful recommendations for his customers.

To make the 'Flyford Experience' complete, particularly for anyone visiting the area and looking for somewhere to stay, Steve and Chris have a number of beautifully appointed, en suite rooms. These are available not only for those wanting a 'one night' stop-over but also for anyone wishing to make the Flyford Arms the base for a few days break in the picturesque, Worcestershire countryside.

I've seen the Flyford Arms referred to as an 'Inn and Brasserie' and while that's probably what it technically is, I think it's an expression that detracts from what this place is really about. Yes, it is that little bit special and somewhere that prides itself on only offering only the best but it's also about providing an unforgettable experience and somewhere that customers are treated more like long lost friends. And that's what I mean when I refer to the 'Flyford experience', something that's quite rightly won Steve and Chris a number of awards for both their excellent cuisine and accommodation.

A few miles outside Worcester, at Flyford Flavell, the Flyford Arms is easy to find. They can be contacted by telephoning:

01905 381890 and a visit to their remarkable website, with its multi lingual translations, is something not to be missed!

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**August 2010.**