

## Heritage Presentations

David Appleyard

Professional Blue Badge Tourist Guide



**Helping people understand places, rather than simply  
visit them.**

exploring

**North Wales • Chester • Liverpool**



Illustrated talks for societies, U3A, WI, Rotary and community groups

## Meet David

**History has always fascinated me, not simply dates and events, but the people, places and stories that help us understand the world around us.**



That fascination led me to qualify as a professional Blue Badge Tourist Guide, one of the highest guiding qualifications in the United Kingdom. Today I guide visitors across North Wales, Chester and Liverpool, sharing the history, landscapes and culture of three closely connected regions.

Over the years I have guided thousands of visitors on walking tours, coach tours, cruise excursions and private heritage experiences. Every group is different, and one of the greatest pleasures of guiding is adapting each experience to the interests and curiosity of the people in front of me.

These presentations have grown naturally from that work. They combine professional guiding, careful research and years of conversations with visitors to create illustrated evenings that are informative, engaging and enjoyable. Rather than simply presenting historical facts, they explore the stories and connections that help us see familiar places in a new way.

Whether you are looking for an entertaining evening, inspiration for a future visit or simply the opportunity to discover something new, I hope these presentations leave you with a deeper appreciation of the remarkable heritage of North Wales, Chester and Liverpool.

### Qualifications & Professional Roles

- Wales Blue Badge Tourist Guide
- Liverpool Blue Badge Tourist Guide
- Chester Green Badge Tourist Guide
- Chair, Guild of Chester Tour Guides
- Secretary, North West Tourist Guides Association
- Executive Council Member, British Guild of Tourist Guides



### Professional Memberships



*"His flow and enthusiasm was excellent, with an added dash of humour."*

Chester visitor feedback



## Why Choose an NW Tours Presentation?

*Helping people understand places, rather than simply visit them*



### Five reasons to choose NW Tours:

- ✓ Professionally Guided - Presented by an experienced Blue Badge Tourist Guide.
- ✓ Richly Illustrated - Large photographs and carefully chosen images throughout.
- ✓ Interpretation, Not Just Information - Discover the connections behind history.
- ✓ Relaxed & Conversational - Questions are always welcome.
- ✓ Professionally Researched - Carefully prepared using years of guiding experience.

### **The aim isn't simply to remember history - it's to understand it.**

Every presentation is built around a simple belief: history becomes far more enjoyable when it helps us understand the world around us. Rather than simply presenting facts, each talk connects landscape, history and people through the perspective of a practising Blue Badge Tourist Guide.

*"Professional, organised, knowledgeable and a real pleasure to work with."*

James Garnett, Zing Tours and fellow guide.

## Why North Wales is as it is

*How landscape, history and people combined to create one of Britain's most remarkable regions.*

*Landscape • Geology • Welsh Identity • Castles • Slate • Culture • Interpretation*



Why does North Wales look the way it does - and how has that shaped the people who have lived there?

*Once you understand why North Wales is as it is, you'll never see it in quite the same way again.*

### What you'll discover

- ✓ Why North Wales looks the way it does.
- ✓ How glaciers shaped today's landscape.
- ✓ Why Edward I built castles where he did.
- ✓ How slate changed Wales and the wider world.
- ✓ Why language and landscape remain so closely connected.

### Why It Matters

North Wales is often admired for its scenery, castles and coastline, yet these are usually experienced as separate attractions. This presentation brings them together into one connected story, helping audiences understand not simply what they are seeing, but why they are there and how they continue to shape Welsh identity today.

Suitable for:

- ✓ U3A
- ✓ WI
- ✓ Probus
- ✓ Rotary
- ✓ Local History Societies

Typical duration: 45–60  
minutes plus questions.



*"Friendly, knowledgeable and passionate about Welsh history and culture."*

North Wales visitor feedback



## Hidden Chester

*The hidden stories behind Britain's best-preserved historic city.*

*Hidden History • Architecture • The Rows • Roman Legacy • Storytelling • Interpretation*



How can a city nearly two thousand years old still keep secrets from the people who walk through it every day?

*Once you've discovered Hidden Chester, you'll never walk through the city in the same way again.*

### What you'll discover

- ✓ Why some of Chester's most remarkable stories are hidden in plain sight.
- ✓ The clues that reveal nearly 2,000 years of history.
- ✓ Forgotten streets, overlooked buildings and unexpected details.
- ✓ How Roman, medieval and Victorian Chester continue to shape the modern city.
- ✓ Why looking more carefully often reveals far more than looking harder.

### Why It Matters

Hidden Chester is not simply about discovering forgotten places. It is about learning to notice the clues that reveal nearly two thousand years of history. Once you begin looking differently, familiar streets become full of unexpected stories and connections that many people walk past every day.

Suitable for:

- ✓ U3A
- ✓ WI
- ✓ Probus & Rotary
- ✓ Civic Societies
- ✓ Local History Societies

Typical duration: 45–60  
minutes plus questions.



*"A very enjoyable tour."*

Chester visitor feedback

## A Day in the Life of a Blue Badge Tourist Guide

*Go behind the scenes of one of Britain's most demanding and rewarding professions.  
Training • Guiding • Cruise Ships • Private Tours • Behind the Scenes • Unexpected Stories*



What does it really take to become a professional Blue Badge Tourist Guide - and what happens when the unexpected occurs?

Once you've seen guiding from the guide's perspective, you'll never look at a tour in quite the same way again.

### What you'll discover

- ✓ How someone becomes a Blue Badge Guide, and what the training is really like.
- ✓ The planning behind every successful tour.
- ✓ The funniest, strangest and most memorable moments from guiding thousands of visitors.
- ✓ Why every group is different.
- ✓ The rewards - and occasional challenges - of professional guiding.

### Why It Matters

Every guided tour is the result of hours of preparation, years of study and the ability to adapt to the interests, questions and pace of each individual group. Understanding the guide's role helps explain why a great guide doesn't simply describe places, they help people see them differently. Understanding the guide's role helps explain why a great guide doesn't simply describe places - they help people see them differently.

Suitable for:

- ✓ U3A
- ✓ WI
- ✓ Probus & Rotary
- ✓ Civic Societies
- ✓ Local History Societies

Typical duration: 45–60  
minutes plus questions.



*"Can you please leave my husband behind?"*

American Visitor on a tour to Anfield Stadium



## Liverpool - Gateway to the World

*How one city helped shape the modern world through trade, migration, music and innovation.  
Maritime Heritage • Immigration • Trade • The Beatles • Architecture • War • Innovation*



How did one city on the north-west coast of England come to influence almost every corner of the world?

Once you've explored Liverpool's remarkable story, you'll never look at the waterfront - or the city itself - in quite the same way again.

### What you'll discover

- ✓ Why Liverpool became one of the world's great ports.
- ✓ How migration shaped the city's unique character.
- ✓ The global impact of trade and the Atlantic world.
- ✓ Why Liverpool produced so much music and creativity.
- ✓ How war, rebuilding and regeneration transformed the waterfront.

### Why It Matters

Liverpool's story is far more than the history of one city. It is the story of global trade, migration, innovation and cultural exchange. Understanding Liverpool helps us understand how Britain became connected to the wider world - and why that legacy is still visible today.

Suitable for:

- ✓ U3A
- ✓ WI
- ✓ Probus & Rotary
- ✓ Civic Societies
- ✓ Local History Societies

Typical duration: 45–60  
minutes plus questions.



*"Guest feedback was phenomenal."*

Tour operator feedback

## Presentation Programme



Alongside the featured presentations in this brochure, a growing programme of specialist talks explores the history, landscape and culture of North Wales, Chester and Liverpool. The programme continues to grow, with new presentations added regularly, and many can be adapted to suit the interests of individual groups. Some examples are listed below:

### North Wales

- Welsh Lovespoons: *Wouldn't you rather have a Diamond?*
- Great Orme: *The Vikings' Sea Serpent*
- Slate Landscape: *Industry in the Mountains*
- Castles of North Wales: *Princes, Power and Conquest*

### Chester

- Roman Chester: *Not a City*
- Chester Workhouse: *Victorian Poverty and Reform*
- Civil War Chester: *Fear, Famine and Fighting*
- The Chester Rows: *Britain's Most Remarkable Shopping Streets*

### Liverpool

- Beyond the Beatles: *Forming the Fab Four*
- Liverpool at War: *Explore Liverpool's wartime story, and links to other conflicts.*
- Two Cathedrals: *Division and Unity*
- Liverpool Waterfront: *Ships, Trade and Empire*

### Guiding & Heritage

- How History Becomes a Tour: *Balancing Entertainment and Information*
- Creating a Guided Experience

### Looking for something different?

Many presentations can be adapted to suit individual organisations, and entirely new presentations can often be developed around particular themes or anniversaries.

Please get in touch to discuss your programme.

*"His flow and enthusiasm was excellent, with an added dash of humour."*

Chester visitor feedback



## Book A Presentation



Thank you for taking the time to explore the NW Tours Heritage Presentation Programme. Whether you are planning a single evening, organising a season of talks or looking for something tailored to your group's interests, I'd be delighted to hear from you.

### Suitable For

- U3A
- WI
- Probus
- Rotary
- Civic Societies
- Local History Groups
- Museums
- Libraries

### Presentation Length

- Usually 45–60 minutes
- Questions always encouraged
- Can be adapted if required

### Equipment

- Digital projector and screen preferred
- HDMI connection
- I can advise if required

### Looking for something different?

Many presentations can be adapted to suit individual organisations, and entirely new presentations can often be developed around particular themes or anniversaries.

Please get in touch to discuss your programme.

### Ready to plan your programme?

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*"I have been lucky enough to see David in action, and he is genuinely top notch. He has a calm, confident style, a great way with people, and the ability to bring a place to life in a way that feels effortless."*

James Garnett, Zing Tours and fellow guide