**Press Release**

**Strawberry Field awarded 2020 Trip Advisor Travellers’ Choice Award after less than one year in business**

Strawberry Field Recognised Based on Outstanding 2019 Traveller Reviews

LIVERPOOL – September 2020 – Strawberry Field have announced it has been recognised as a 2020 Travellers’ Choice award-winner. Based on a year of Tripadvisor reviews, prior to any changes caused by the pandemic, award winners are known for consistently receiving great traveller/diner feedback, placing them in the top 10% of hospitality businesses around the globe.

A spokesperson from the Strawberry Field team said:

“We are delighted to announce that we have been awarded a TripAdvisor Travellers' Choice Award 2020; given to those who consistently receive top rated reviews. A special thank you to our amazing visitors and everyone who has left us a review so far, it's so appreciated!”

“Winners of the 2020 Travellers’ Choice Awards should be proud of this distinguished recognition,” said Kanika Soni, Chief Commercial Officer at Tripadvisor. “Although it’s been a challenging year for travel and hospitality, we want to celebrate our partners' achievements. Award winners are beloved for their exceptional service and quality. Not only are these winners well deserving, they are also a great source of inspiration for travellers/diners as the world begins to venture out again.”

To see traveller/diner reviews and popular features of Strawberry Field, visit <https://www.tripadvisor.co.uk/Attraction_Review-g186337-d9835129-Reviews-Strawberry_Field-Liverpool_Merseyside_England.html>

**-ENDS-**

**Notes to editors**:

The Salvation Army is an international Christian church and registered charity which has been transforming lives for more than 150 years. Working in 131 countries worldwide, The Salvation Army offers friendship, practical help and support for people at all levels of need. In the UK and Republic of Ireland this work includes more than 750 community churches and social centres. Registered Charity Nos. 214779, 215174 and in Scotland SC009359, SC037691. For more information visit the website [www.salvationarmy.org.uk](http://www.salvationarmy.org.uk)

Media enquiries please contact The Salvation Army Strawberry Field Press Team:

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Location - Beaconsfield Rd, Woolton, Liverpool L25 6EJ

**FACT SHEET**

Visiting Strawberry Field

* The centre is a welcome addition to Beatles tourism in the city, with responsible tourism at its heart. It is home to a brand new visitor experience, complete with visitor exhibition, café, shop and gardens, as well as a Steps to Work programme, which aims to help young adults with learning difficulties and other barriers to employment into work.
* Tickets to the visitor exhibition must be booked in advance and are currently on sale at a reduced price. More details available at www.strawberryfieldliverpool.com
* The site is a short walk away from John Lennon’s childhood home in Menlove Avenue where he lived with this Aunt Mimi.
* Strawberry Field is open and accessible to everyone, thanks to its Changing Places toilet facilities please see our recent release: <http://www.strawberryfieldliverpool.com/news>

Visiting during Covid-19

* Strawberry Field is running a special offer through August and September, all tickets must be booked in advance online <https://www.strawberryfieldliverpool.com/tickets>
* Visitor Experience Adult entry is just £7.00 at this time
* Under 16’s go FREE with paying adult
* Free admission with ID for NHS worker and guest – Strawberry Field is participating in Britain Unites – A nationwide initiative to thank our NHS, from the UK travel & tourism industry <https://www.britainunites.co.uk>
* Imagine More Café\* is part of the Eat Out to Help Out scheme on Tuesdays/Wednesdays through August
* The popular Imagine More Café at Strawberry Field is open but with a difference. Tables must be booked in advance by calling 07407088968.

Health and Safety

* We’re GOOD TO GO - Strawberry Field has been awarded Visit England & Visit Britain’s industry wide health & safety standard for visitors known as “GoodToGo”
* Visitors must book ahead to enable the team to control capacity across the exhibition, garden and shop.
* Social distancing of 2m must be adhered to on site. The site is currently operating limited visitor numbers.
* Temperature checks are being conducted upon entry.
* In line with the current UK government guidelines regarding wearing of masks, all visitors to our exhibition and retail store are kindly asked to wear a face covering in these areas.
* Media guides are disinfected before each use and touchscreen bags and disposable ear covers are available.
* Sanitising towers are available throughout the building.
* All facilities including toilets undergo strict cleaning throughout the day.
* Full details of health & safety standards can be found on the website <https://www.strawberryfieldliverpool.com/visiting-us-during-coronavirus>

The Salvation Army and Strawberry Field

* Strawberry Field was purchased by The Salvation Army in 1934. The organisation opened the site as a children’s home in 1936 and for nearly 70 years the site supported some of Liverpool’s most vulnerable children until it closed in 2005.
* A young John Lennon lived nearby and played in the grounds. It eventually inspired him to write the song Strawberry Fields Forever.
* The Salvation Army is a church and charity, working in 131 countries around the world, demonstrating Christian principles through practical support and friendship to people of all ages, backgrounds and needs.

The grounds and interactive exhibition

* Visitors through the exhibition learn about the site’s history and connection with The Salvation Army, including exclusive insights into the former Salvation Army children’s home, John Lennon's childhood and the writing and recording of the famous song, as told by John’s close friends and family.
* The Imagine More Café offers a tempting menu including breakfast, lunch and afternoon tea, sourced from local producers.
* The shop stocks a wide range of exclusive Strawberry Field memorabilia. An online shop is also available <https://store.strawberryfieldliverpool.com>
* The gardens, where John Lennon used to play as a child, offer a calm space for reflection and a place to explore spirituality.

Responsible Tourism

* Profits from the Visitor Centre help to fund the Steps to Work programme, which supports local young people, aged 18-25 with learning disabilities and other barriers to employment. The programme aims to remove barriers and support trainees into employment. The 12- 18 month employability programme includes an 8 week ‘work readiness course’ followed by 3, three month work placements with a local employer, which could include the Strawberry Field shop, visitor exhibition, café or garden. These work placements include two days a week at work and two days a week at The City of Liverpool College.

**About Tripadvisor**

* **Tripadvisor, the world's largest travel platform\*, helps 463 million travellers each month\*\* make every trip their best trip. Travelers across the globe use the Tripadvisor site and app to browse more than 860 million reviews and opinions of 8.7 million accommodations, restaurants, experiences, airlines and cruises. Whether planning or on a trip, travelers turn to Tripadvisor to compare low prices on hotels, flights and cruises, book popular tours and attractions, as well as reserve tables at great restaurants. Tripadvisor, the ultimate travel companion, is available in 49 markets and 28 languages.**
* **The subsidiaries and affiliates of Tripadvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites and businesses, including the following travel media brands:** [**www.bokun.io**](http://www.bokun.io/)**,** [**www.cruisecritic.com**](http://www.cruisecritic.com/)**,** [**www.flipkey.com**](http://www.flipkey.com/)**,** [**www.thefork.com**](http://www.thefork.com/) **(including** [**www.lafourchette.com**](http://www.lafourchette.com/)**,** [**www.eltenedor.com**](http://www.eltenedor.com/)**, and** [**www.bookatable.co.uk**](https://www.bookatable.co.uk/)**),** [**www.helloreco.com**](https://www.helloreco.com/)**,** [**www.holidaylettings.co.uk**](http://www.holidaylettings.co.uk/)**,** [**www.housetrip.com**](http://www.housetrip.com/)**,** [**www.jetsetter.com**](http://www.jetsetter.com/)**,** [**www.niumba.com**](http://www.niumba.com/)**,** [**www.seatguru.com**](http://www.seatguru.com/)**,** [**www.singleplatform.com**](https://www.singleplatform.com/)**,** [**www.vacationhomerentals.com**](http://www.vacationhomerentals.com/) **and** [**www.viator.com**](http://www.viator.com/)**.**

**\* Source: Jumpshot for Tripadvisor Sites, worldwide, November 2019**

**\*\* Source: Tripadvisor internal log files, average monthly unique visitors, Q3 2019**

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