Example WAGOLL for *The Unforgotten* Coat journey

West Midlands Adventure Centre

The West Midlands Adventure Centre is an exciting destination for children and adults alike. Nestled in the hills near the historic city of Worcester, we provide a range of high quality outdoor and adventurous activities. Catering for young people for over thirty years, we have won numerous awards: at WMAC you are guaranteed an adventure!

Getting to Us

To find us, simply follow the signposted directions from Worcester city centre. Once you arrive at the West Midlands Adventure Centre, head straight to our friendly reception. Here you will be given your WMAC lanyard and everything else you need to get started on your adventure.

Activity Areas

Kayak Lake

Kayak Lake is the newest addition to WMAC. Originally developed by the Inuit people 4,000 years ago, kayaks can be a wonderful way to spend time on the water. We will teach you how to get around in these thrilling vessels and there may even be time for a few races!

The Wall

The Wall is one of the most popular activity areas at WMAC. Here you can take part in several exhilarating climbing activities (bouldering and abseiling are especially popular). Not got a head for heights? Don't worry. Our supportive instructors will encourage you to get the most out of this adventurous activity. All equipment for climbing and abseiling – including helmets – is provided, but a good pair of trainers and a long-sleeved top will be useful.

Ski Dome

For both downhill superstars and amateurs, the Ski Dome provides plenty of challenge and excitement. Here you can hone your alpine skills under the supervision of our skilled instructors. The Ski Dome can get very busy, so booking ahead would be advisable. Our ski equipment is provided, but don't forget trousers and gloves!

Other Useful Information

The Shop

Whether you're keen on kayaks, addicted to abseiling or just want a memento of your day, you'll find something you love in our shop. We sell a wide range of gifts, clothing and stationery, at a price to suit every budget.

Where to Eat

Stop in our delightful Adventure Cafe for light refreshments including coffee, teas, juices and ice cream. This area is perfect for families. However, if you would like a unique dining experience, you could try our Ski Dome restaurant, which overlooks the whole centre.

Visit WMAC, where adventure is guaranteed.