

MY MIDLANDS

# WILLIAM SEYMOUR

Earl of Yarmouth William Seymour shares his favourite things about life in the Midlands, from restaurants that champion British chefs to his proudest achievements

**T**he Earl of Yarmouth, William Seymour is the eldest son of the Marquess of Hertford and grew up at Ragley Hall, his family's seat since the 18th century.

Having now stepped away from life on an aristocrats estate, William is driven by his vision to build a new legacy for his family with his multi-award-winning liqueur St Maur, handcrafted from responsibly sourced ingredients, with flavours gathered in ancient family owned woodlands.

**Favourite pub or restaurant in the Midlands?**

Anywhere that champions a British chef, local food, and seasonal produce. It's a great way of supporting local and rural businesses, and can be an amazing experience to discover. I have a soft spot for local artisan drinks (of course!), beers, ciders, and spirits, so places which serve those and support local, and as I live so close to the Vale of Evesham I'll have to declare a liking for local asparagus and places which serve that too. I love hearing new recommendations for where to head next.

**Favourite place to go shopping?**

I can spend hours exploring the local markets. You see and can discover interesting new things and you will often get the chance to meet the people who make them. A great example for me is the Alcester Food Festival which happens in May and October.

**Favourite day out within the county?**

One with the family. We have two young children, and I love taking them to some of our local events. This year the Midlands Air Festival was the highlight for us over the Jubilee weekend. Clement, our eldest, who was two and a half, was enthralled by the hot air balloons, and Jocelyn, our younger son who is nine months, was fascinated by the air displays and really loved the Red Arrows, even at his age! It was a great privilege because our business St Maur was also a sponsor at the event.

**Favourite local landmark?**

Well, I grew up at a local landmark, Ragley Hall, and it was my grandfather who really put the place on the map as a place to visit, so I'm biased on this one. The Ragley Woodlands in the parkland surrounding the



**'I have role models who I aspire to be like, and who I learn from, but I also want to become a role model, particularly for my sons'**

Hall were passed to me from my grandfather, and as such they hold a very special place in my heart. They are also where we pick the wild elderflowers for St Maur.

**Your inspiration?**

I have role models who I aspire to be like,



Ragley Hall

and who I learn from, but I also want to become a role model, particularly for my sons. Through a twist of fate I was born an aristocrat, so perhaps I feel the thread of history more acutely than most, and as such we are judged by the legacy we leave.

**Your proudest achievement?**

Winning gold at an international spirits completion in Las Vegas. That award brings together the scale of the ambition I personally feel for St Maur, and it demonstrates the quality of our product on an international stage. The Las Vegas medal was a positive sign that we are on the right track and that the little drop of England's heart we craft here in the Midlands has a market across the globe.

**Your favourite local business?**

Farmers are the unsung heroes of everyday life, and many are having a particularly tough time at the moment. I have a lot of time and admiration for the farmers who want to do their part in diversification and explore new concepts.

**The best thing about living in the Midlands?**

The countryside has to be up there on the list of things that are best about the Midlands. We have some of the most beautiful, bucolic, quintessentially English landscapes. It's not only a great place to live, and work, and bring up your children, but a place where you can slow down, breathe, and feel nature's heartbeat.

**What you do to relax?**

As with most people who run their own businesses, and who also have a young family to look after, the concept of "relaxing" sometimes feels a bit of a foreign one! I enjoy and find it relaxing spending time outdoors, being with my family, and enjoying a Hugo St Maur cocktail as the sun sets.

**What in your opinion is Midlands best kept secret?**

The real value of the diversity of the people, characters, cultures, and contributions that Midlanders make. I'm proud and humbled to be part of that mix. The Midlands is a great place to be anchored, and to call home.

.....  
[drinkstmaur.com](http://drinkstmaur.com)