

TRADE PROGRAMME

Based on one of the first Great Roads commissioned by the Kings of England, the Great West Way® winds its way through landscapes filled with the world-famous and the yet-to-be-discovered.



ENGLAND'S
GREAT WEST WAY®

Suitable for visiting via public transport, coach or self drive

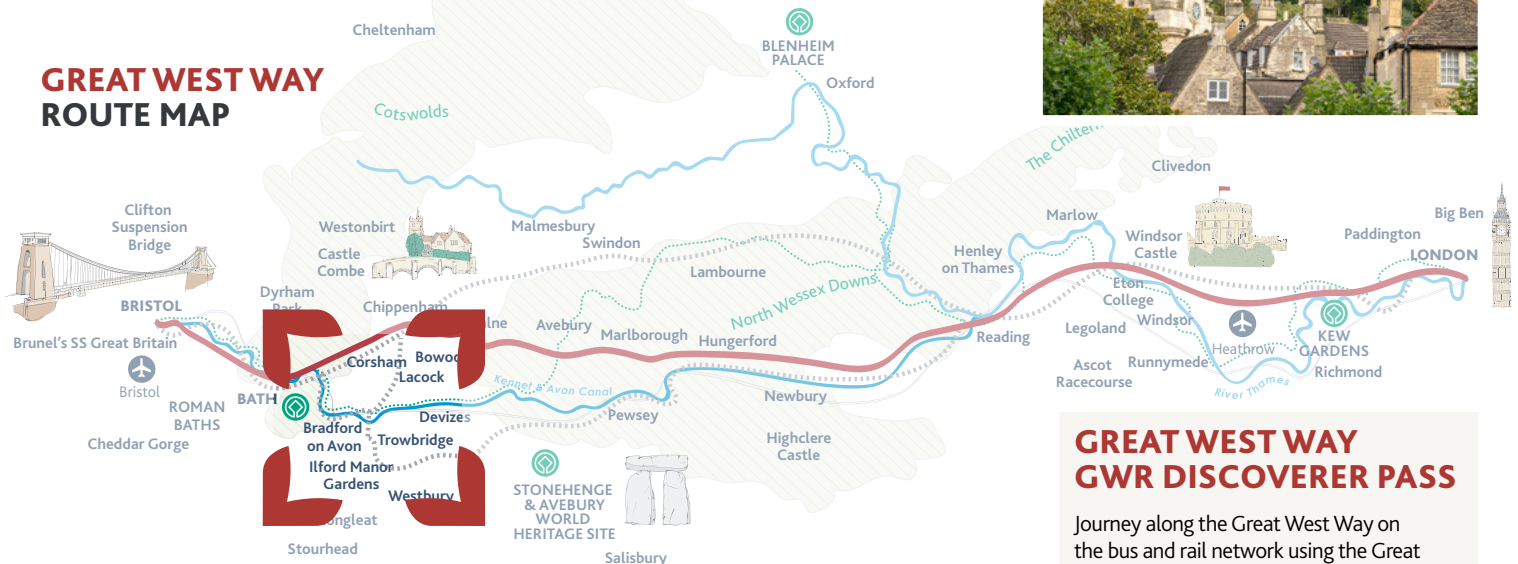


BRADFORD ON AVON

Give your customers an easy-going short break in the historic market town of Bradford on Avon – with its medieval cottages, converted cloth mills, independent shops, country pubs, and canalside walks.



GREAT WEST WAY ROUTE MAP



PLACES OF INTEREST IN THE BRADFORD ON AVON AREA

- [Tithe Barn](#)
- [Bradford on Avon Museum](#)
- [Kennet & Avon Canal](#)
- [Iford Manor](#)
- [The Courts Garden](#)

INSIDER SUGGESTIONS

- Enjoy finest West Country produce at [Timbrells Yard](#)
- Treat yourself to traditional English tea at [Bridge Tea Rooms](#)

- Have lunch by the lakeside at the [Field Kitchen](#) or at the [Courts Garden](#) (both Holt)
- Feast on produce plucked straight from the garden at the [Woolley Grange Hotel](#)
- Overnight at [The Swan](#) or [Woolley Grange Hotel](#)

GREAT WEST WAY GWR DISCOVERER PASS

Journey along the Great West Way on the bus and rail network using the Great West Way GWR Discoverer pass. Includes unlimited Off-Peak train travel from London Paddington to Bristol via Reading with options to branch off to Oxford, Kemble and Salisbury via Westbury (or London Waterloo to Salisbury with South Western Railway). It includes unlimited travel on bus services along the route. Choose from 1 or 7 day tickets (domestic passes: [gwr.com](#); 3 or 7 day tickets (international passes: [acprail.com](#)). Contact: GWRGroupTravel@gwr.com.

DAY ONE

TITHE BARN & THE SHAMBLES



Tithe Barn

Guided group tours (pre-arranged via the town council) provide an excellent way to see the sights. Start by turning your back on the town centre to visit the 14th-century Tithe Barn, one the largest and finest in England. The imposing 51m-long cruck-roofed grange sits by the canal amid a scatter of old farm buildings converted into shops, cafés, gallery and artist workshops.

Then head back into town, either along the leafy river or over the medieval packhorse bridge, past the Second World War pillbox, and through Barton Orchard. The latter route brings you out onto Church Street, Bradford's most elegant. Pop into tiny St Laurence Church, which dates from the early 11th century – it's one of the most unaltered Saxon buildings in Britain. Further along is Holy Trinity Church (of Norman origin) and gorgeous Church House, a Palladian mansion built around 1730, currently a most enviable private home. Walk over the old Town Bridge – where a small prison cell stands atop one of the arches – and nose along the Shambles, a narrow alley lined with little independent stores. Indeed, every lane is worth a look, hiding vintage clothing outfitters, cheese shops, and homeware boutiques.



River Avon

DAY TWO

KENNET AND AVON CANAL & IFORD MANOR

Keen walkers could spend a whole week here. In 2016 the Bradford on Avon Wheel was launched, a 68km network of waymarked and interconnected hiking trails encircling the town. There's also the Kennet & Avon Canal - miles of easy, flat and fantastic strolling for opal of all abilities. Head west along the towpath and you'll discover the aqueducts of Avoncliff and Dundas, and will eventually end up in Bath. Alternatively, head east towards the village of Staverton, with its weavers' cottages and marina, and on to Trowbridge.

If you don't want to spend all day walking, opt for Iford Manor instead. Less than an hour's stroll from the centre of Bradford on Avon, Iford is an Italianate idyll hidden in rural Wiltshire. Here you can lose yourself in the glorious Grade I-listed garden, a romantic fairytale of honey-stone loggias, blooming terraces, flower-festooned columns and ancient statues originally created by Edwardian architect Harold Peto.



Kennet & Avon Canal

DAY THREE

COURTS GARDEN & MOULTON HALL

Start with a full English breakfast at the Grade-II listed Swan Hotel, will provide good fuel for the weekly Bradford on Avon Walking Tour on which an expert local guide will pack everything from Iron Age hill forts and Victorian factories to Olympic champions into 90 minutes of informative fun. Alternatively, head to Holt to roam around the National Trust Courts Garden, an intriguing cluster of formal topiary, lily ponds, winding paths, a stone temple, an arboretum and the Rose Garden teashop.

Lunch by the lakeside at the Field Kitchen in Holt or enjoy produce plucked straight from the garden at the Woolley Grange Hotel then spend the afternoon on the Barbara McLellan barge run by the Kennet & Avon Canal Trust. End the trip at the fascinating Moulton Hall, a grade 1 listed building that was once the home of John Hall, one of the prominent clothiers who owned the wool mills opposite, and later became the home of Stephen Moulton who founded his rubber manufacturing company there and whose son, Alex Moulton founded the famous Moulton bicycle.



Courts Garden

LUGGAGE FACILITIES

The Swan Hotel, Church Street provides a baggage service between 8am and 10pm.

BOOKABLE PRODUCT

- **Bradford on Avon Town Tours:** for pre-booked groups contact tourism@bradfordonavontowncouncil.gov.uk; bradfordonavon.co.uk
- **Bridge Tea Rooms, Bradford on Avon:** Seats up to 50 or 27 in a separate space. T: 01225 865537; thebridgetearooms.co.uk
- **The Courts Garden:** Mid March-Oct daily except Weds, coach parking. courtsgarden@nationaltrust.org.uk; nationaltrust.org.uk
- **Iford Manor Gardens:** April-September. Tues-Sat, pre-book group tours and coach parking. info@ifordmanor.co.uk; ifordmanor.co.uk
- **MV Barbara McLellan Canal Boat Trips:** Available Weds, Sat, Sun, Easter-Oct, coach parking charged. T: 01380 721279; barbaramac@katrust.org.uk; bmac.katrust.org.uk
- **Woolley Grange Hotel:** 25 rooms, 60 people, coach parking. info@woolleygrangehotel.co.uk; woolleygrangehotel.co.uk
- **The Swan Hotel:** 12 rooms, max 32 guests. T: 01225 868686; stay@theswanbradford.co.uk; theswanbradford.co.uk

Bradford on Avon

is perfectly set in the dramatic Avon valley in Wiltshire, only a few miles from the World Heritage City of Bath; it is a combination of river, canal, history and architecture of true character.



Explore BoA Visitor Centre: 01225 865797
www.bradfordonavon.co.uk



European Agricultural Fund
for Rural Development:
Europe Investing in rural areas.