

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.

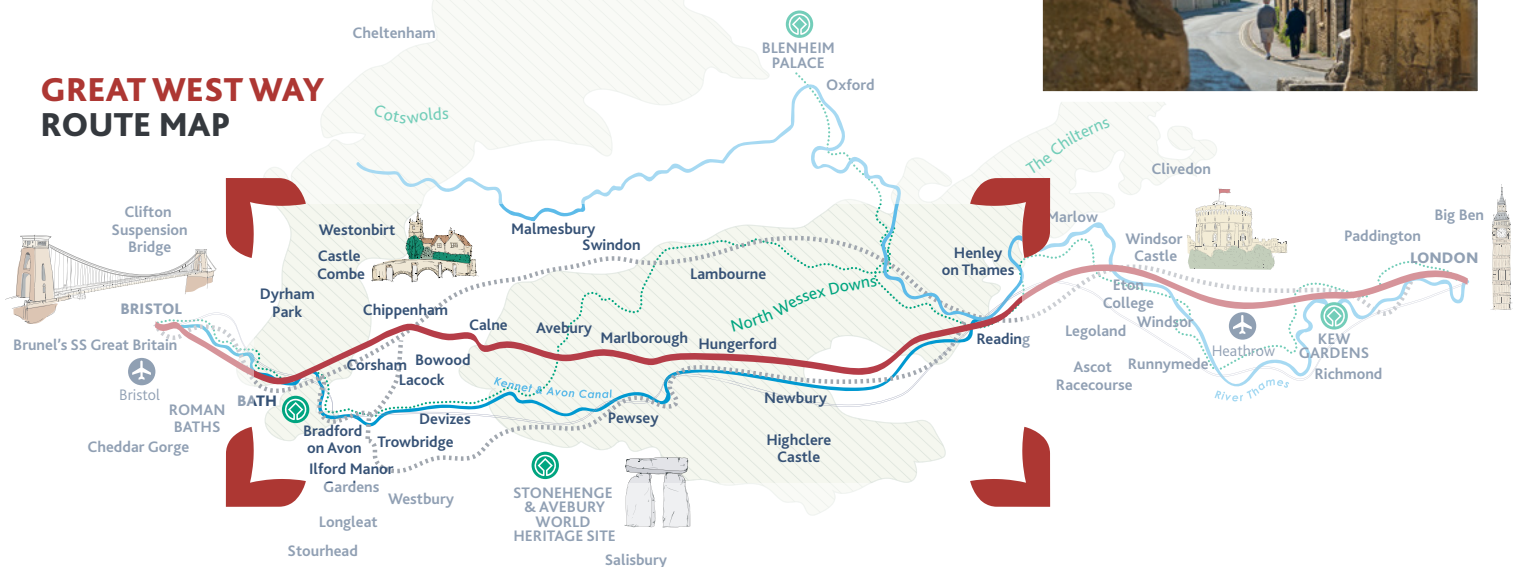


TOWN AND COUNTRY

Show your customers how they can discover the fine array of characterful handsome old market towns within easy reach of exceptionally picturesque countryside along the Great West Way.



GREAT WEST WAY ROUTE MAP



PLACES OF INTEREST IN THIS AREA

- [The Vyne & Cherhill White Horse](#)
- [Kennet & Avon Canal](#)
- [Merchant's House](#)
- [Jones's Mill reserve](#)
- [Bowood House](#)
- [Atwell-Wilson Motor Museum](#)
- [Athlestan Museum](#)
- [Abbey House Gardens](#)
- [Westonbirt Arboretum](#)

INSIDER SUGGESTIONS

Book a tour and tasting at [Buttle Farm](#) for rare breed pigs and charcuterie produced on site
Treat yourself to sumptuous afternoon tea at the luxurious [Whatley Manor](#)

Have afternoon English tea at [Honestreet Boats and Café](#)
Overnight in [Newbury](#) and [Marlborough](#)

DAY ONE

NEWBURY AND KENNET & AVON CANAL



The Newbury

Start your trip in Newbury, which blends the old and the new with aplomb. This is a dynamic tech town, increasingly seen as a British version of Silicon Valley; it also has bags of historic appeal and is home to one of the UK's most acclaimed horse racing venues. For top sights head to the Market Place, which is lined with splendid old buildings including the pedimented Corn Exchange, now a cultural centre for theatre, cinema and more - come on a Thursday or Saturday and you'll find a traditional market taking place outside. Then stroll west to The Wharf where the town's 17th-century Cloth Hall and an adjoining half-timbered granary house the West Berkshire Museum (free entry - but groups must pre-book) exhibits tell the stories of the local people and geography, and events include adult craft workshops.

Stop for lunch at The Newbury, a lively gastropub in the town centre offering a lunchtime menu of salads, toasted sandwiches and more. Then drive about 20 minutes north to the village of Aldermaston, prettily lined with 17th and 18th-century workers' cottages. It's set on the Kennet & Avon Canal and from its once-industrial wharf you can take a leisurely stroll along the towpath - watching canal boats in spring and summer. Call in at the visitor centre and Canal Trust Cafe, set in a former canalman's cottage, which accepts pre-booked groups of up to 20.



Kennet & Avon Canal

DAY TWO

MARLBOROUGH & VALE OF PEWSEY

Move on to the elegant Georgian town of Marlborough, about a 30-mile drive west of Aldermaston. Its remarkable High Street (the second widest in England, after Stockton) is lined with striking buildings - colonnaded, half-timbered, balconied, gabled. Then head south through the beautiful Vale of Pewsey - an unspoilt area of country lanes and thatched cottages. Honeystreet Mill Cafe on the Kennet & Avon Canal is a fine place to stop for a light lunch or cream tea. Then head past Pewsey village to walk at Jones's Mill reserve - a magical fenland area is home to kingfishers, water voles and herons.

Calne is about a 35-minute drive west - a place of invention and discoveries - the English method of curing ham (known as the Wiltshire Cure) was developed here in the 18th century. If you've scope to make this a slightly longer break stay in a beautiful barn conversion at Buttle Farm for charcuterie tasting and tours of their rare breed pigs.



Vale of Pewsey

DAY THREE

MALMESBURY & COTSWOLDS

From Calne drive about 16 miles north to Malmesbury. Potter the high street (with enticing independent shops and a market at the north-end Market Cross on Fridays). Explore the 12th century abbey, complete with the tomb of Athelstan, the first king of England. Malmesbury is a gateway to the southern part of the Cotswolds Area of Outstanding Natural Beauty, so head there for lunch: the Horse Guards pub in the charming village of Brokenborough is just two miles north of the town and offers modern British dishes based mainly on locally sourced produce.

Enjoy the Cotswolds. From the nearby village of Sherston there's a five and a half mile walk through mellow landscape on footpaths either side of the River Avon to neighbouring Easton Grey and back. Or head to Westonbirt Arboretum - surely Britain's most majestic tree park with some 2,500 species from around the world. There are 17 miles of footpaths to wander here including seasonal trails and a 42ft-high canopy walkway.

Transport is an intrinsic part of the Great West Way - attractive market towns grew and thrived thanks to stagecoach routes and to canal boat haulage. Today, there's a wonderfully rich and absorbing legacy to explore.



Malmesbury

COACH PARKING

Marlborough: George Lane car park

Vale of Pewsey: Bouverie Hall Car Park; The Wharf and Village Car Park



BOOKABLE PRODUCT

● **West Berkshire Museum:** Open Wednesday-Sunday. T: 01635 519562; museum@westberks.gov.uk; westberkshireheritage.org

● **The Newbury:** Open daily, groups of 10-400 people. bar@thenewburypub.co.uk; thenewburypub.co.uk

● **The Merchant's House:** April-Oct, group tours on request. info@merchantshousetrust.co.uk; themerchantshouse.co.uk

● **Atwell-Wilson Motor Museum:** April-Oct, minimum group size 20, coach parking. T: 01249 813119; enquiries@atwellwilson.org.uk; atwellwilson.org.uk

● **Wiltshire Wildlife:** For pre-booked guided tours of Wiltshire Wildlife Trust sites, please contact info@wiltshirewildlife.org

● **Whatley Manor Hotel & Spa:** 23 bedrooms for up to 46 guests, coach parking. whatleymanor.com



European Agricultural Fund
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