

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.



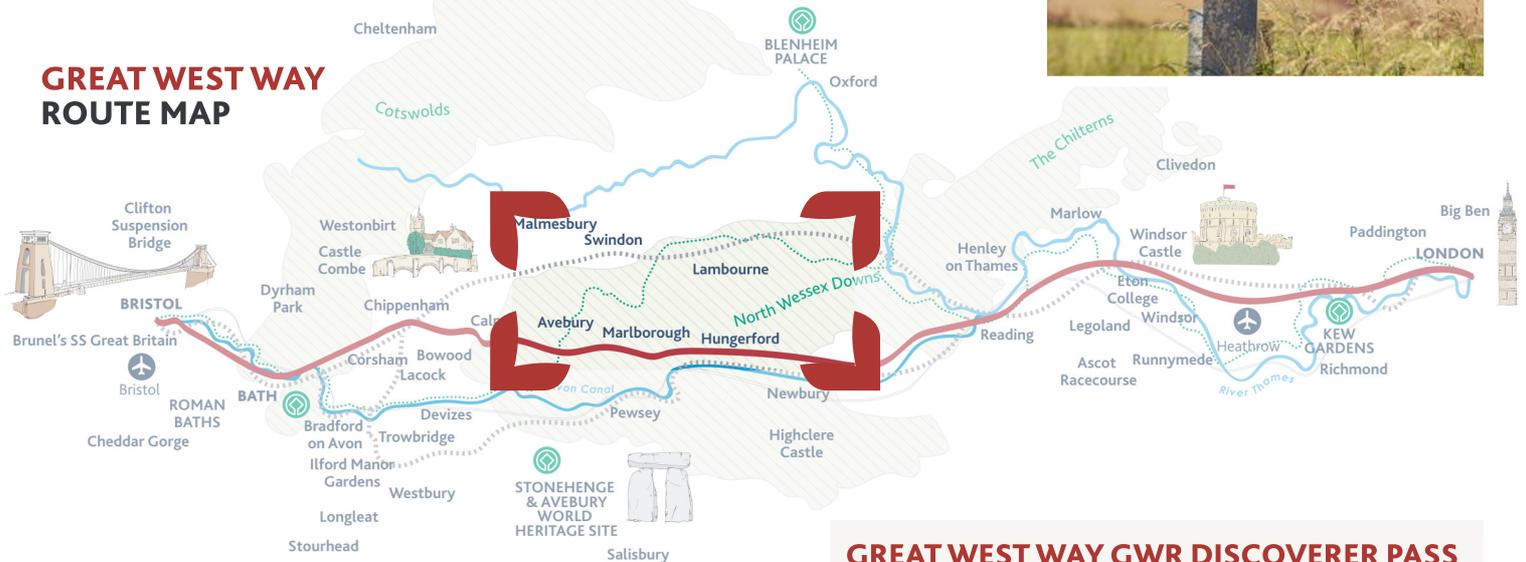
Particularly suitable for FIT/self-drive tours

WALKING IN THE NORTH WESSEX DOWNS

Give your customers fabulous views hiking on The Ridgeway either on a guided walk or on their own. Used since prehistoric times it is effectively Britain's oldest road, passing through the glorious North Wessex Downs.



GREAT WEST WAY ROUTE MAP



PLACES OF INTEREST

- Barbury Castle
- White Horse at Uffington
- Liddington hill fort
- Uffington Castle
- Segsbury Camp hill fort
- West Lockinge Farm

INSIDER SUGGESTIONS

Enjoy classic British pub food at gastropub [Silks](#) on the Downs or the [White Horse Inn](#), near [Calne](#).
Overnight in the [North Wessex Downs](#)
Guided walking tours with [local operators](#)

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

AVEBURY & OGBOURNE ST GEORGE

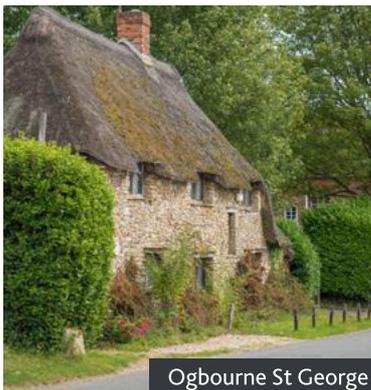


Avebury

Explore incredible Avebury - its massive stones measure from 12 to 18 feet and some weigh about 40 tons - getting them here about 4,000 year ago would have involved massive effort. Learn all about Avebury's prehistoric past in the Alexander Keiller Museum, which has interactive displays and archaeological finds. You can pre-book for a National Trust guided tour of Avebury Manor followed by free time to wander around the stones and see the visitor centre.

From Avebury follow footpath signs eastwards to The Ridgeway with wonderful views over the contours of rolling chalk landscape and patchwork of fields spread out below you.

After about five miles, stop at Barbury Iron Age hill fort - built in about 700BC, it is one of a string of earthworks along The Ridgeway. Continue walking, taking in tremendous panoramas from The Ridgeway's vantage point. It's a photo-op haven and a geologist's paradise - the chalk of the landscape started to form 100 million years ago. After roughly four miles (6.5km) turn off along a marked path to the beautiful village of Ogbourne St George.



Ogbourne St George

DAY TWO

LIDDINGTON & UFFINGTON

Continue hiking east along the Ridgeway, heading today for the White Horse at Uffington about 11 miles (18km) away. The views become ever-more remarkable as the going gets steeper, particularly around Liddington

hill fort, another impressive earthworks with clearly visible ramparts. A couple of miles further on, turn off towards Helen Browning's Royal Oak pub on an organic farm. There's a generous choice for lunch, from open sandwiches to salads and tender pork chops, and there's a private dining room that seats 20.

Rejoin The Ridgeway and continue along the undulating trail - after about three miles you'll reach the Iron Age hill fort of Uffington Castle, and just beyond it the iconic landmark of the Uffington White Horse. No entry ticket is required; visitors freely wander around it. Why it was created remains a mystery although there's a theory that the image was supposed to be a dragon - this is upheld by the presence of Dragon Hill nearby, said to have been the place where St George killed the menacing beast of legend.



Royal Oak pub

DAY THREE

DEVIL'S PUNCHBOWL & WANTAGE

Walk up the road to Uffington Stores to buy picnic provisions for lunch, then set off for Wantage, 13 miles east. After some five miles you'll reach Devil's Punchbowl, deeply infolded downland sculpted

by the flow of water millennia ago. It's a Site of Special Scientific Interest, home in the summer to a profusion of butterflies - 11 species have been recorded here, from chalkhill blues to marbled whites. Stop for a scenic picnic at this spot or a little further on at Segsbury Camp hill fort.

About two miles further east, cross the B4494 and almost immediately turn off north on a footpath to Wantage. This is horse country and you'll pass the gallops of West Lockinge Farm where you may see racehorses exercising. The path then runs alongside Goddard's Brook to the village of West Lockinge and turns west to Wantage. This ancient market town was the birthplace of King Alfred in 849AD and was the inspiration of Alfredston in Thomas Hardy's novel *Jude the Obscure*.



The Ridgeway

CAR PARKING **Avebury:** on site, pay and display though free for National Trust and English Heritage members; **White Horse Hill:** on site, from where it's a half a mile walk to the White Horse, pay and display car park, free parking for National Trust members; **Wantage:** there are three car parks in city centre, see: whitehorsedc.gov.uk

BOOKABLE PRODUCT

- **Avebury:** pre-book for National Trust guided tour for group visit to Avebury Manor then free time to wander around stones and see visitor centre. Minimum group size 15, coach parking. avebury@nationaltrust.org.uk; nationaltrust.org.uk
- **Helen Browning's Royal Oak:** 12 bedrooms; dining for up to 20, parking for a small coach. T: 01793 79048; royaloak@helenbrowningorganics.co.uk; helenbrowningorganics.co.uk
- **Alison's Howell's Foot Trails:** Custom made self guided walking tours. T: 01747 820626; foottrails.co.uk
- **South West Heritage Tours:** Guided walking tours. T: 07739 667543; southwestguide@gmail.com; southwestdriverguide.co.uk

WHICH WAY NEXT?

Become part of the Great West Way by joining the Official Tour Operator scheme.

Start your journey today, contact:
fwallace@GreatWestWay.co.uk
GreatWestWay.co.uk/traveltrade

Icons: bicycle, wheelchair, car, horse, walking stick, bus.

ENGLAND'S GREAT WEST WAY



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