

*It's time for...*

# Wiltshire

TRAVEL TRADE GUIDE



[visitwiltshire.co.uk](http://visitwiltshire.co.uk)



# Discover

## TIMELESS WILTSHIRE

### Ready to start planning your next group visit?

In Wiltshire, you'll find rolling open countryside and expansive views. With over 8,000 footpaths around the county there's always somewhere to stretch your legs off the beaten track! Get the most out of our spacious landscapes by going for a walk, exploring by bike, horse riding, fishing or golf!

Nowhere else in England has such a concentration of iconic sites as Wiltshire. For thousands of years, travellers have been in awe of their grandeur and magic. Now you can explore them and experience that same sense of wonder for yourself. Around a quarter of the Great West Way® - a touring route between London and Bristol, runs through the breathtaking landscape of Wiltshire. Along ancient paths

once used by druids, pilgrims and drovers. Through lush river valleys. Over rolling chalk hills. Amid ancient woodland. Past picturesque towns and villages.

Travel trade visitors can expect a particularly warm reception from accommodation providers across Wiltshire. Indeed, **Salisbury** has been welcoming visitors since 1227. As you discover attractions such as **Salisbury Cathedral and Magna Carta** and **Old Sarum** you'll uncover layer upon layer of history. Take time, too, to explore charming market towns of **Bradford on Avon**, **Marlborough** and **Corsham**. Stroll through the picturesque villages of **Lacock** and **Castle Combe**. Browse our independent shops. Treat yourself in our cafés, pubs and restaurants. Discover our breathtaking countryside, perfect for outdoor pursuits.

Whether you are a tour operator or a group travel organiser, an FIT professional or a specialist in small or large groups, Wiltshire is the perfect destination for your next day trip, short break or longer excursion. Just 90 minutes from London, an hour from the south coast, and two hours from the Midlands or Wales, it's easily accessible too.

Wiltshire is timeless wonders, timeless places, timeless pleasures and timeless nature. Morning mist swirling round prehistoric stone circles. Historic houses nestling in 'Capability' Brown parkland. Museums bursting with exhibits of national importance. Delicious local produce. Areas of Outstanding Natural Beauty.

Make this the year you discover them all for yourself. There's always time for Wiltshire.

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## Wiltshire at your fingertips

For further information on the enormous range of group-friendly things to see and do around the county go to [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups)

For our inspirational series of Wiltshire films see [visitwiltshire.co.uk/videos](http://visitwiltshire.co.uk/videos)

To receive all the latest information on special offers, competitions and more, sign up for our newsletter today at [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups)

Front cover photo: Avebury

## Get Social

Share your Wiltshire stories using **#timeforwiltshire**





# Highlights

## TOP PICKS AND IDEAS

### MAKE TIME FOR WILTSHIRE

Wiltshire is a magical place with a strong connection with the past making it the perfect place to enjoy the present. Explore world famous heritage sites, charming rural market towns, independent shops, fabulous food and drink, historic hotels, stately homes and glorious gardens. Wiltshire is timeless wonders, timeless pleasure, timeless nature and timeless places. Welcome to Wiltshire. If you're looking for new tours, talks and walks plus overnight packages, Wiltshire provides a great base for your group to explore.



### STONEHENGE'S DAHLIA SHOW 28 September – 1 October 2023

In the 1840s, Stonehenge played host to a spectacular dahlia show, attracting crowds of up to 10,000 people. This year Stonehenge will once again be awash with dahlias to recall these fabulous events from Stonehenge's recent past. Visitors will be able to enjoy floral displays at the Visitor Centre and admire locally grown dahlias provided by members of the National Dahlia Society. This little known part of the Stonehenge story will make for a bloomin' stunning day out.



### MARLBOROUGH COLLEGE SUMMER SCHOOL

With over 500 fabulous courses to choose from, Marlborough College Summer School provides a unique multi-generational learning experience suitable for FIT, U3A, WI and special interest groups. From 9 July – 5 August 2023, the eclectic range of subjects encompass the creative arts, history and culture, landscape and architecture, body and mind, science and computing, life skills, country pursuits and sport. Weekly courses run for full or half day sessions. Request a brochure online at [summerschool.co.uk](http://summerschool.co.uk)



### SPECTACULAR STATELY HOMES & GARDENS

**Bowood House and Gardens** in Calne and **Longleat** near Warminster both bear the mark of industrious 18th-century master landscaper 'Capability' Brown.

At Bowood visitors can explore the flowing mix of woodlands and lawns sloping down to a lake, overlooked by the formal terraces of the imposing stately home and the seat of the Marquis and Marchioness of Lansdowne.

**Longleat** is home to the 8th Marquess and Marchioness of Bath and Longleat House is a masterpiece of Elizabethan architecture that contains one of the most significant private collections in Britain.

### WESSEX MUSEUMS

Wessex Museums is a thriving partnership of museums across Dorset and Wiltshire – Dorset Museum, Poole Museum, The Salisbury Museum and Wiltshire Museum.

The Salisbury Museum has begun its £5 million major redevelopment – Past Forward. Funded with nearly £4 million from the National Lottery Heritage Fund, the project will see the creation of exciting new galleries dedicated to Salisbury's history, ceramics, natural history and improved public facilities.

Whilst building work is underway, some areas of the museum will be closed. However, areas which remain open include the Wessex Gallery of archaeology, the shop, and the temporary exhibition gallery. Major events, such as the Spring Fayre and the annual Festival of Archaeology in July, are scheduled to take place.

Building work is likely to continue into 2024, with the development of new exhibition spaces, filling the galleries with previously undiscovered objects and exhibits. The redeveloped museum will open in the late spring of 2024.





# Special Interest TOURS AND PACKAGES



## SALISBURY CATHEDRAL

**Salisbury Cathedral** offers a range of behind-the-scenes and specialist tours for groups of all sizes.

If you have a head for heights book a tour to the base of Britain's tallest spire and enjoy spectacular views of the largest close in the country and its surrounding water-meadows. To see a fascinating collection of ancient books, visit the Cathedral's 15th century library. Or perhaps you'd like to explore the works yard where skilled stonemasons repair and restore historic stonework. Available to pre-booked groups only.



## BLUESTONE VINEYARD & CHOLDERTON RARE BREEDS FARM TOURS

Bring your group to **Cholderton Rare Breeds Farm** and **Bluestone Vineyard** for a perfect group day out. Ideally catered to suit educational and special interest groups. The onsite Shop, Café and Bar makes an excellent lunch/tea stop off point for groups, serving delicious, fresh, locally sourced food with a full breakfast and lunch menu, and barista hot drinks and homemade cakes.

Wine Tour Packages offer guided vineyard walks and wine tastings of the Bluestone Sparkling wines and local Wiltshire still wines.

For something a bit different visitors can try their hand at one of the farm experiences such as the Alpaca Walking Tour.

Tours and experiences can be tailored to suit the needs of your group. Disabled facilities and catering takeaway options available. Suggested length of visit two hours.

## IFORD MANOR GARDENS

### Champagne Tours

Uncover the fascinating history of **Iford Manor Gardens** in a tour led by one of the owners, William or Marianne Cartwright-Hignett. Tours can be tailored to your specific groups interests and come complete with a glass of Champagne served on the conservatory terrace, where you can enjoy magnificent views of the garden and the valley beyond. Duration: 60 minutes. Tours must be pre-booked and are available in several languages and designed for a maximum of 25 people.

### Exclusive visit to the Walled Garden

Discover the family's own 1.5-acre private gardens which is rarely open to the public. Characterised by topiary and sculpture created by Elizabeth Cartwright-Hignett, including her celebrated shell-grotto. The garden is whimsical and entertaining, offering a contrast to the formality of the main gardens. Visitors can explore at their leisure without a guide but must be pre-booked. Duration: 45 minutes.



## BOWOOD HOUSE & GARDEN TOURS

**Bowood House & Gardens** is perfectly primed to welcome groups of 15 or more, with a variety of tours to suit all interests. Groups can now pre-book Woodland Gardens Guided Tours and Lord & Lady Lansdowne's Private Walled Garden Tours. These are tailored to the seasons and the flowers in bloom. Visitors enter through a secret door to the historic four-acre walled gardens which are divided into four one-acre squares. These distinctly different garden areas include a formal border, a picking garden, working greenhouses, and a kitchen garden full of fruits and vegetables. Catering packages can be included.



## LONGLEAT HOUSE PRE-BOOKED GUIDED TOUR

Longleat House is one of the best examples of Elizabethan architecture. Take a 1 hour guided tour with a knowledgeable house guide, which will give your group plenty of time to view some of the most exquisite rooms such as the Great Hall, the Libraries, the dining rooms and corridors. Following your house visit groups are welcome to stroll through the formal gardens to the Orangery, built in 1807, and sit down to a delicious afternoon tea.





# Great West Way®



of **Stonehenge and Avebury**, Kew Gardens, **Blenheim Palace** and **Bath**.

Visitors can enjoy canalside pubs and restaurants. Discover **Reading's** Museum and Abbey Quarter. Trawl **Hungerford's** antique shops and fairs. Take a pleasure cruise along the **Royal River Thames**.

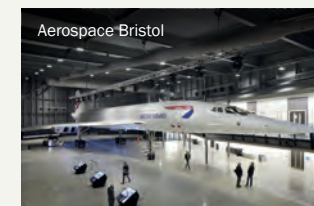
Or unearth amazing archaeology at the **Roman Baths**. Stand on the site of the sealing of **Magna Carta** at Runnymede. Step aboard the last Concorde ever made at **Aerospace Bristol**. Enjoy a wine tour and tasting at **Bluestone Vineyard**. Watch the Changing of the Guard at **Windsor Castle**. Stroll through 15,000 extraordinary trees at **Westonbirt**, **The National Arboretum**. Or tour a delightful **National Trust** property.

The Great West Way offers an extraordinary variety of English experiences. As visitors follow its twists and turns, they'll encounter the very essence of England. To make the most of all that the Great West Way has to offer, visitors will want to stay for a while and

immerse themselves in local life. Accommodation options include quirky glamping sites, pretty country B&Bs, cool city hotels... even stately homes and castles.

For international and domestic visitors alike, the Great West Way is easy to join and easy to follow. It passes by both Heathrow and Bristol airports. It's accessible for visitors travelling from the Channel ports and those already based in London. It will take them to places they've always dreamed of seeing, and secret spots that even some locals have yet to discover.

For suggested itineraries and bookable product go to [GreatWestWay.co.uk/traveltrade](http://GreatWestWay.co.uk/traveltrade)



## Great West Way Discoverer pass

For an easy, hassle-free journey along the Great West Way, book a Great West Way Discoverer pass – with a choice of East, West and Global options, there's one that's right for you.

**What's included:** Unlimited Off-Peak train travel from London Paddington along the route to Bristol Temple Meads via Reading, with options to branch off towards Oxford, and Salisbury via Westbury (or London Waterloo to Salisbury with South Western Railway). It also includes unlimited bus travel on selected services along the route.

The Domestic pass is available as 1-day and 7-day options; the International pass as 3-day and 7-day options. Prices start from just £27.50 per person.

You can buy online at [GWR.com](http://GWR.com), or from your local station. If you are travelling from overseas, international passes (similar to a BritRail pass) can be purchased online at [ACPRail.com](http://ACPRail.com) or via your travel agent.

So book a Great West Way Discoverer pass today and make the most of your Great West Way adventure. For further details see [GreatWestWay.co.uk](http://GreatWestWay.co.uk) or go to [GWR.com](http://GWR.com)

We invite you to explore the Great West Way. An exciting touring route combining the world-renowned with the yet-to-be-discovered. At one end is **London** with its royal sights and rich cultural heritage; at the other, elegant **Bath** and vibrant **Bristol**. Between lie lush green landscapes, characterful villages, and relaxing riverside towns.

There are many ways for your visitors to experience the Great West Way.

They can travel by road, rail or water. On two feet or two wheels. Stay in one place for a while, or move on every day – if you add in all the tempting trails and off-the-beaten-track detours there are 500 miles or more to explore.

Along the Great West Way are three Areas of Outstanding Natural Beauty: the Chilterns, the **Cotswolds** and the **North Wessex Downs**, and the **UNESCO World Heritage Sites**



# WILTSHIRE

## on the Great West Way®

Around a quarter of the Great West Way runs through Wiltshire. Past white horse carvings that have watched over the **Vale of Pewsey** for generations. Across rolling hillsides in the **North Wessex Downs**. Along routes that brought druids to **Stonehenge**, drovers to market, pilgrims to **Salisbury Cathedral**.

Many of Wiltshire's timeless towns and villages are within easy reach of the Great West Way. As well as being fascinating places to visit in their own right, they make excellent stopping off points for lunch along your journey. Marvel at **Bradford on Avon's** 14th century tithe barn. Visit the 'discovery' town of **Calne**. Seek out the wealth of historic buildings in **Chippenham**. Follow in the footsteps of **Poldark** in **Corsham**. Discover the rich heritage of Georgian houses in **Devizes**. Wander around the National Trust village of **Lacock**. Explore hilltop **Malmesbury**, England's oldest borough. Or stroll through the handsome former staging post of **Marlborough**. **Swindon** is renowned for its entertainment and leisure opportunities; **Trowbridge** for its unique industrial architecture.

Much of the Great West Way's appeal lies in its extraordinary variety. The **Stonehenge and Avebury World Heritage Site** may well feature on your itinerary. But allow time to discover Wiltshire's lesser known attractions too: relax aboard a narrowboat on the **Kennet & Avon Canal**; 'drive' a train simulator at **STEAM - Museum of the Great Western Railway**; explore the interactive immersive



Avebury

displays at the **REME Museum**; stroll around 'Capability' Brown parkland at **Bowood House and Gardens**; discover the natural beauty of tropical butterflies at **Studley Grange Garden and Leisure Park**; take up a new hobby on a course at **Marlborough College Summer School**; Within easy reach of the Great West Way is **Longleat** - take a stroll on the wild side in the **Safari Park** or book a tour of **Longleat House**. Also within easy reach of the route is the medieval city of Salisbury which has so much to offer. Take a tower tour at **Salisbury Cathedral** and wander around the beautiful Cathedral Close.

Afternoon tea is an English institution, and where better to sample a sumptuous spread than **The Angel Hotel**, Chippenham, **Legacy Rose & Crown**, Salisbury, **The Old Bell Hotel**, Malmesbury, or **The Bridge**

**Tea Rooms**, Bradford on Avon. An authentic English pub experience is equally hard to beat. So allow time for your visitors to settle down at one of Wiltshire's many traditional inns. If their Great West Way adventure includes an overnight stay, they'll find B&B, self-catering, farm stay, glamping and hotel options aplenty.

Rail connections are excellent, linking Wiltshire with London's Paddington and Waterloo stations at one end, Bristol and Bath at the other. Within 90 minutes, or less, of leaving the capital visitors can be here, enjoying authentic English experiences and creating lasting memories.

Discover an essential strand of England's story at **GreatWestWay.co.uk**



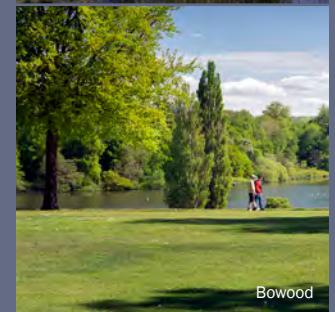
Malmesbury



Kennet Horse Boat Company



Bradford on Avon



Bowood



# INSPIRATIONAL Itineraries

## A ROYAL JOURNEY ALONG THE Great West Way®

Following a road commissioned by King Charles I, nowhere is as quintessentially English or thoroughly royal as the Great West Way. Here's how to enjoy a royal journey along the route:

### DAY 1: Hampton Court Palace

Home to King Henry VIII and all six of his wives, Hampton Court Palace was a royal residence until 1737. Visit the sumptuous Baroque apartments, then stroll through 60 acres of beautiful riverside gardens. From here, head to **Runnymede** to visit the Magna Carta Memorial and Kennedy Memorial. Then take a 2½ hour **French Brothers** boat trip along the **Royal River Thames**, admiring Windsor Castle from on board.

**Overnight:** Stay in Windsor.

### DAY 2: Windsor

Start the day with a **Tours2Order** walking tour, before visiting **Windsor Castle**, the oldest and largest inhabited castle in the world. Queen Victoria spent most of her time there and it is Queen Elizabeth II's favourite weekend home. St George's Chapel within the grounds of the Castle was the setting for the wedding of the Duke and Duchess of Sussex. Tour the State Apartments and Chapel, then drive to Malmesbury for an overnight stay.



St George's Chapel, Windsor Castle

- Hampton Court Palace
- Windsor • Malmesbury
- Berkeley Castle
- Bristol

4  
DAYS

**Overnight:** Stay in Malmesbury at either **The Old Bell Hotel** – family-owned, it is reputed to be England's oldest. Or **Whatley Manor Hotel & Spa** – a beautiful English manor house in a picture perfect setting.

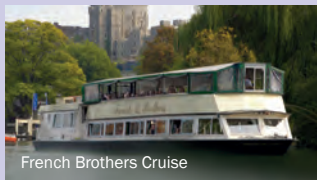
### DAY 3: Malmesbury and Berkeley Castle

Explore **Malmesbury**, England's oldest borough, including the 12th century Abbey where you will find the tomb of Athelstan, first king of all England. Then move on to **Berkeley Castle** – given to the family in 1153 by Henry II, it has received royal guests ever since and is open to visitors from April to October.

**Overnight:** Stay in Bristol.

### DAY 4: Bristol

Visit **Brunel's SS Great Britain**, launched by Prince Albert in 1843 and visited by Queen Victoria when it was docked in London in 1845.



French Brothers Cruise



The Long Walk, Windsor



Brunel's SS Great Britain, Bristol

## Swindon

### EXPECT THE UNEXPECTED

#### DAY 1

**AM:** Spend the morning at **STEAM – Museum of the Great Western Railway**, housed in the Grade II listed buildings of Brunel's former railway works.

**Lunch:** Various options at McArthurGlen Designer Outlet.

**PM:** Avid shoppers can hunt for bargains at **McArthurGlen Designer Outlet**, on the same site as STEAM, where over 100 stores sell a range of designer and high street labels at discounts of up to 60%. While train buffs can continue the steam theme at Swindon & Cricklade Railway, nearby.

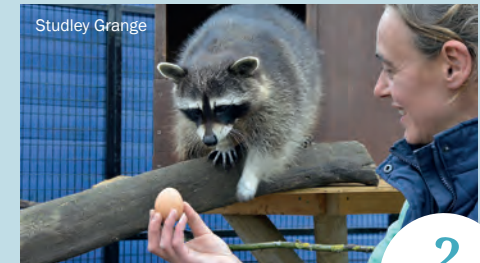
**Overnight:** Stay in Swindon area.

#### DAY 2

**AM:** First stop today is historic **Lydiard House Museum**. Stroll around the 18th century walled garden and formal parkland, then tour elegant staterooms in the magnificent Palladian house.

**Lunch:** Swindon area.

**PM:** Be transported to the tropics as you take a magical



Studley Grange

- STEAM Museum
- McArthurGlen Designer Outlet
- Swindon & Cricklade Railway
- Lydiard Park
- Studley Grange Garden & Leisure Park
- REME Museum • Wyvern Theatre

2  
DAYS

walk through hundreds of the world's most beautiful butterflies at **Studley Grange Garden and Leisure Park**. Meet otters, goats, meerkats and more in the outdoor Animal Paddock. Or browse the Garden Centre for green fingered enthusiasts. Time permitting, take a detour to **REME Museum** in Lyneham to discover the history of the Royal Electrical and Mechanical Engineers.

**Overnight:** Swindon area.

## Salisbury

### TRADITIONAL, ORIGINAL LAYER UPON LAYER OF HISTORY

#### DAY 1

**AM:** Begin your day with a visit to **Salisbury Cathedral**. Highlights include Britain's tallest spire and the finest original 1215 Magna Carta. Pre-book a tower tour for wide-ranging views across the city. After elevenses at any of the local cafes, visit the other attractions in the Close to uncover layer upon layer of history: **The Salisbury Museum**, with its world-class archaeology collections. **The Rifles Berkshire & Wiltshire Museum**, part military museum, part historic house and part riverside garden.

**Lunch:** Salisbury Area

**PM:** Visit St Thomas's Church to see the UK's largest surviving Doom Painting, or explore the Iron Age hillfort of **Old Sarum**. Within the city centre you will also find a range of unique, independent shops, including Fisherton Mill with its gallery, café and artist studios. On Tuesdays and Saturdays (except the third Tuesday in October) you can experience the hustle and bustle of the popular Charter Market, and if you visit towards the



- Salisbury Cathedral
  - The Salisbury Museum
  - The Rifles Berkshire & Wiltshire Museum
  - St Thomas's Church
  - Old Sarum • Fisherton Mill
- Find out more [www.visitsalisbury.co.uk](http://www.visitsalisbury.co.uk)

1+  
DAYS

end of the year, Salisbury's enchanting Christmas Fayre will be in full swing.

**Evening:** Choose from a wide range of entertainment options at Salisbury Arts Centre and Salisbury Playhouse.

**Overnight:** If you have time, extend your visit with an overnight stay at **Legacy Rose & Crown**.

Nearby you'll find Boscombe Down Aviation Collection, River Bourne Community Farm, Salisbury Racecourse and Cholderton Rare Breeds Farm and Bluestone Vineyards. Guided tours are available from several companies, including **Salisbury, Stonehenge and Sarum Tours** and **Mad Max Tours**.

## Wiltshire's TIMELESS WONDERS

### DAY 1

**AM:** Along with Avebury and other associated monuments, iconic **Stonehenge** forms part of Wiltshire's World Heritage Site and is a great place to begin your day. Be sure to take in Stonehenge visitor centre for outstanding exhibitions setting the monument in its historic context. Or pre-book a tour with one of our local guides (see page 16).

**Lunch:** Amesbury or Salisbury areas.

**PM:** Head to **The Salisbury Museum** – home to one of Europe's most extensive collections of finds from Stonehenge, as well as the Monkton Deverill Gold Torc and the grave of the Amesbury Archer – to discover more of the World Heritage Site's story.

**Overnight:** Salisbury or Amesbury areas (eg **Holiday Inn Salisbury-Stonehenge** or **The Stones Hotel**).

### DAY 2

**AM:** Keep an eye out for Wiltshire's famous White Horses, carved into the rolling chalk hillsides, as you travel north. At the heart of a prehistoric complex in the North Wessex Downs, today's first stop is at



2  
DAYS

- Stonehenge • The Salisbury Museum
- White Horses • Avebury
- Silbury Hill • West Kennet Long Barrow
- Wiltshire Museum

**Avebury.** Explore the stone circle itself, the largest in the world, then take a stroll around the charming village. While you are here, be sure to visit the Alexander Keiller Museum and Avebury Manor & Garden. Other unique sites in the area include mysterious Silbury Hill, the largest man-made mound in Europe, and West Kennet Long Barrow, one of Britain's largest Stone Age burial sites.

**Lunch:** Calne or Devizes areas.

**PM:** Spend the afternoon at **Wiltshire Museum** in Devizes, where you'll find outstanding galleries spanning Neolithic, Bronze Age, Iron Age, Roman, Saxon and Medieval times, including Gold from the Time of Stonehenge.

## Breathtaking HOMES & GARDENS

### DAY 1

**AM:** Your day begins in medieval Malmesbury. Visit the magnificent Malmesbury Abbey and take a stroll around the independent shops in this pretty Cotswold village.

**Lunch:** **The Old Bell Hotel**.

**PM:** On to the magnificent pastoral landscape at **Bowood House and Gardens**, created by master landscaper 'Capability' Brown.

**Overnight:** Calne or Melksham areas (eg. **The Angel Hotel**, Chippenham).

### DAY 2

**AM:** On to delightful **Iford Manor Gardens**, where romantic grounds evoke an Edwardian version of Tuscany.

**Lunch/Afternoon Tea:** Bradford on Avon area (eg. **The Bridge Tea Rooms**).

**PM:** Choose between the famous 18th century gardens at **Stourhead**, with their lake and classical temples. Or **Longleat**, where the impressive Elizabethan house is surrounded by 900 acres of stunning 'Capability' Brown landscape.



3+  
DAYS

- Bowood • Iford Manor Gardens
- Stourhead • Longleat • Larmer Tree
- Westonbirt, the National Arboretum

**Overnight:** Warminster or Salisbury areas (eg. **Stonehenge Campsite and Glamping Pods** or **Legacy Rose & Crown Hotel**).

### DAY 3

**AM:** Cross Cranborne Chase to visit the extraordinary Victorian gardens at Larmer Tree, recognised as a Garden of National Importance.

**Lunch/Afternoon Tea:** Wilton or Salisbury areas (eg. **Legacy Rose & Crown Hotel**).

**PM:** For those with more time, visit Westonbirt, the National Arboretum who are just across the county border in the Cotswolds.

## Picture Perfect WILTSHIRE

### DAY 1

**AM:** Your day starts with a visit to two locations from *Sense & Sensibility*: **Mompesson House** in Salisbury, and magnificent Wilton House which also featured in *The Crown*, *The Young Victoria* and *Pride & Prejudice*.

**Lunch:** Wilton or Tisbury areas.

**PM:** Travel on to **Old Wardour Castle**, as seen in *Robin Hood Prince of Thieves*, pausing briefly to view Fonthill Lake where scenes from *Chocolat* were filmed.

**Overnight:** Warminster Area.

### DAY 2

**AM:** Begin with a visit to the breathtaking gardens at **Stourhead**, which film buffs will recognise as another setting from *Pride & Prejudice*.

**Lunch:** Enjoy lunch here, then travel north, passing the Westbury White Horse on your way.

**PM:** Spend some time either exploring **Bradford on Avon** while there make some time to visit in The Hall (open afternoons April - September) or if you prefer take a relaxing wander by the Kennet & Avon Canal.

- Mompesson House
- Fonthill Lake
- Old Wardour Castle
- Stourhead
- Lacock
- Corsham
- Castle Combe
- Chavenage House



3+  
DAYS

**Overnight:** Chippenham area (eg **Best Western Plus Angel Hotel**).

### DAY 3

**AM:** This morning's destination is the stunning National Trust village of **Lacock**, where scenes from *The White Princess*, *Downton Abbey*, *Cranford* and some of the *Harry Potter* films were shot.

**Lunch:** Lacock or Corsham.

**PM:** While away the afternoon in **Corsham**, where the High Street represented 18th century Truro in the first series of *Poldark*. Then, if you are able to stay an extra night, travel via the quintessentially English village of Castle Combe – as seen in *Dr Thorne*, *War Horse*, *The Wolf Man*, *Stardust* and *Dr Dolittle*.

## Magnificent INDUSTRIAL HERITAGE

### DAY 1

**AM:** Your tour begins in Wiltshire's county town of Trowbridge, where 1,000 years of the woollen cloth industry left a rich architectural legacy. Trowbridge Museum has a nationally important collection relating to West Country wool.

**Lunch:** Trowbridge or Bradford on Avon areas.

**PM:** In its textile production heyday, **Bradford on Avon** was home to more than 30 cloth factories. Today the impressive walls of Abbey Mill still flank the river, while former weavers' cottages cling to the hillside above.

**Overnight:** Bradford on Avon or Melksham areas.

### DAY 2

**AM:** Owing its former prosperity to the wool trade, honey-coloured **Corsham** makes a great stopping off point on your journey to Malmesbury, where you can uncover the history of fine lace making at the Athelstan Museum.

**Lunch:** Malmesbury or Swindon.

**PM:** On arrival in Swindon, step back in time at **STEAM – Museum of the Great Western Railway**.



3  
DAYS

- Trowbridge • Trowbridge Museum
- Bradford on Avon • Corsham
- Malmesbury • STEAM Museum
- Kennet & Avon Canal
- Crofton Beam Engines
- Wilton Windmill • The Merchant's House

**Overnight:** Swindon or Devizes areas.

### DAY 3

**AM:** Take to the Kennet & Avon Canal for a relaxing narrowboat trip, or stroll along the towpath beside the impressive flight of locks at Caen Hill.

**Lunch:** Devizes or Marlborough areas.

**PM:** Head to Crofton Beam Engines near Marlborough to discover magnificent 200-year-old working steam engines. On Sundays and Bank Holiday Mondays you can also visit Wilton Windmill nearby.



# Local Guides

## TOUR OPERATORS AND TRANSPORT

### GUIDES ONLY

#### SALISBURY CITY GUIDES

07873 212941  
[info@salisburycityguides.co.uk](mailto:info@salisburycityguides.co.uk)  
[www.salisburycityguides.co.uk](http://www.salisburycityguides.co.uk)



#### TOURS 2 ORDER

07827 715353  
[graham@tours2order.com](mailto:graham@tours2order.com)  
[www.tours2order.com](http://www.tours2order.com)



#### WILTSHIRE WALKS

Mobile walking guide app includes over 200 walks in and around Wiltshire. Download on the iTunes or Google Play app store.  
[www.localwalks.co.uk/wiltshire-walks](http://www.localwalks.co.uk/wiltshire-walks)

### DRIVER GUIDE WITH GROUP TRANSPORT (large car, minibus, coach)

#### BRITAIN'S BEST HERITAGE TOURS

01985 840049  
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## Find out more...



Here you will find specific travel trade supplier product information including specialist tours, discounted rates, key contacts and how to book or contract directly.

[visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups)



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# OUTSTANDING Attractions



Longleat House and grounds



REME Museum

Whether you're here for a day, a weekend or longer, no visit to Wiltshire would be complete without experiencing our timeless wonders. Visit **Salisbury Cathedral**, home to the tallest spire in Britain it also houses the finest of four original 1215 **Magna Carta** manuscripts. Shrouded in mystery with a magnetism that has drawn people to them for thousands of years, **Stonehenge** and **Avebury** are equally breathtaking – two monolithic stone circles within one outstanding **World Heritage Site**.

Other unmissable attractions include stately homes and gardens such as **Bowood**, **Iford Manor Gardens**, **Lydiard House Museum**



STEAM Museum

and **Stourhead**. **Longleat**, with its Elizabethan house, safari park and more. **Old Sarum**, which evolved from a Neolithic community into the original site of Salisbury. Impressive **Old Wardour Castle**.

You can combine super-friendly animals with wine appreciation



Studley Grange Garden and Leisure Park

at **Cholderton Rare Breeds Farm Park and Bluestone Vineyards**. Take a walk on the wild side at **Studley Grange Garden and Leisure Park**. Learn about army history at **REME Museum**. Discover Wiltshire's industrial heritage at **STEAM – Museum of the Great Western Railway**. See outstanding

archaeology at **The Salisbury Museum** and **Wiltshire Museum**.

You'll also find a range of fascinating museums specialising in everything from textiles, aircraft and motor vehicles to the history of brushware.

For further ideas and inspiration go to: [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups)



Stonehenge





**BOWOOD**  
HOUSE & GARDENS



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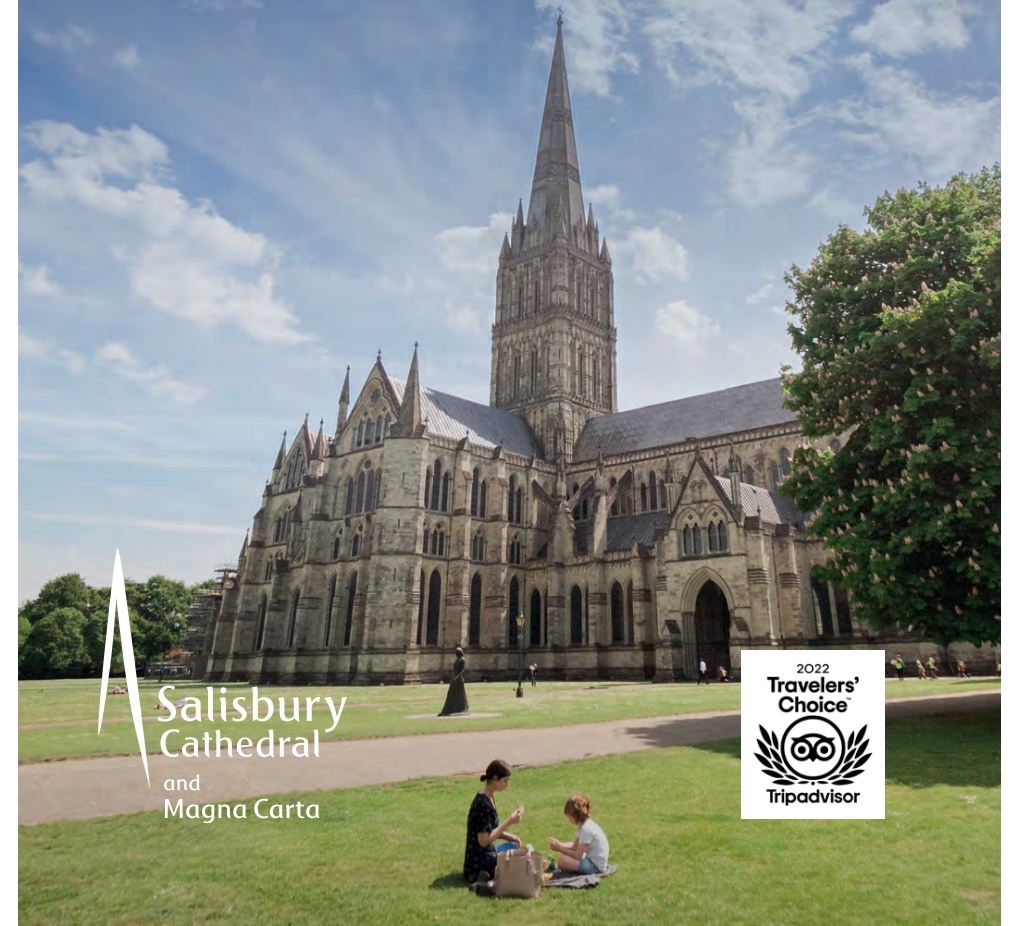
Bowood House & Gardens, Calne, Wiltshire, SN11 9NF

## Over 800 years of history

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[www.salisburycathedral.org.uk](http://www.salisburycathedral.org.uk)



Salisbury  
Cathedral  
and  
Magna Carta





# Report for Duty

## FOR A GREAT DAY OUT



Located just outside MOD Lyneham in north Wiltshire, the REME Museum provides a great opportunity to uncover the fascinating history of military engineering. Awarded a VisitEngland Hidden Gem accolade four years in a row.

### Discover the British Army's Secret Weapon

The Royal Electrical and Mechanical Engineers have been 'keeping the punch in the Army's fist' since 1942. Whether they're recovering a Challenger tank under fire or maintaining an Apache attack helicopter, REME personnel make sure that the Army's cutting-edge kit is battle-ready.

The REME Museum charts 80 years of technology and personal stories across eight interactive galleries, featuring everything from rare World War Two recovery vehicles to a tiny toothbrush made by a REME Prisoner of War. Start your tour on the beaches of Normandy then delve into a proud tradition of skill and

innovation of those who have served: from the REME Major who resurrected Volkswagen from the wreckage of post-war Germany to the intrepid mechanic who powered the first overland crossing of Antarctica.

Don't forget to visit the Lyneham Memorial Garden: a memorial to those fallen servicemen repatriated through RAF Lyneham and located in the Museum's grounds.

### Exclusive Access for Groups

When you book a group visit to the REME Museum you gain a tactical advantage: Optional add-ons include a guided tour with a real REME veteran, a behind-the-scenes viewings of rarely-seen treasures from the extensive archives collection.

Or gain entry to the Museum's secret hangar: home to the UK's largest collection of repair and recovery vehicles.

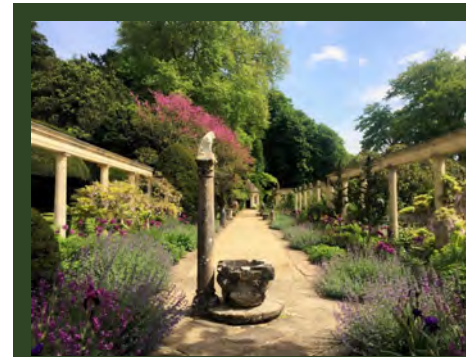
### Equipped to Welcome You

The REME Museum is fully accessible and suitable for all visitors.

Troops can refuel with a catered lunch or cream tea from the Museum's onsite Crown's Café. They're ready to cater for all diets.

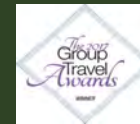
There is dedicated coach parking and drop off spots right next to the Museum entrance. Free entry for coach drivers and tour organiser.

Ready to schedule your visit? Contact [enquiries@rememuseum.org.uk](mailto:enquiries@rememuseum.org.uk) or call **01249 894869**. [rememuseum.org.uk](http://rememuseum.org.uk)



## Iford Manor Gardens

The Cartwright-Hignett family at Iford Manor, near Bath, welcome visitors to their internationally renowned Grade 1 listed gardens, featured in the remake of *"The Secret Garden"* (2020). Formerly home to garden designer Harold Peto from 1899-1933, now with Head Gardener Troy Scott Smith.



[www.ifordmanor.co.uk](http://www.ifordmanor.co.uk) | [info@ifordmanor.co.uk](mailto:info@ifordmanor.co.uk) | +44 (0)1225 863146

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# Wiltshire's history revealed in Four fascinating museums



## Lydiard House Museum, Swindon

Explore the ornate rooms of a grand Palladian house.



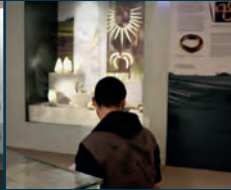
## STEAM - Museum of the Great Western Railway, Swindon

Meet the people and locomotives of an iconic railway.



## The Salisbury Museum, Salisbury

Discover the archaeology of ancient Wessex.



## Wiltshire Museum, Devizes

Be dazzled by gold from the time of Stonehenge.

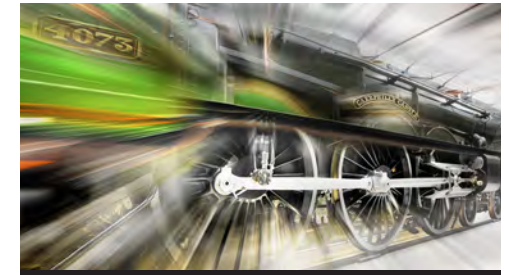
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Museums**

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# Studley Grange



Situated just outside Swindon, close to the M4, Studley Grange Garden & Leisure Park is ideal for 'comfort breaks', as an enjoyable addition to your journey, or even part of your holiday. Find beautiful gifts, plants and horticultural items in our Garden Centre. Discover the natural beauty of tropical butterflies, whilst walking amongst them, see a range of exotic animals and reptiles in the zoo and learn where your food comes from out on the farm. Visit our independent unit holders and concessions for an individual shopping experience, if you want some refreshments we have our Garden Restaurant and our Butterfly Café both offering delicious freshly prepared food. Studley Grange is the perfect day out for all the family. For more information visit [www.studleygrange.co.uk](http://www.studleygrange.co.uk) SN4 9QT



# STEAM

Museum of the Great Western Railway

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# 10 top reasons TO VISIT WILTSHIRE

Lacock Abbey

With so much to see and do around the county, whether you're planning your first visit to Wiltshire or your twenty first, you're sure to find new stories around every corner. Here are some suggestions for making the most of your time here:



Stonehenge Visitor Centre

- Steeped in history and mystery, no visit to Wiltshire would be complete without taking in **Stonehenge** and **Avebury**: two inimitable stone circles; one outstanding **World Heritage Site**.



Salisbury Cathedral Tower Tour

- The medieval city of **Salisbury** with its ageless beauty and captivating history, **Salisbury Cathedral** boasts Britain's tallest spire and best preserved original 1215 Magna Carta. Whilst the Cathedral Close is home to The Salisbury Museum, The Rifles Berkshire & Wiltshire Museum, Mompesson House and Arundell's the home of former Prime Minister Sir Edward Heath.

- With miles of ancient drove roads and uncrowded country lanes, almost half of Wiltshire's breathtaking landscape falls within an **Area of Outstanding Natural Beauty** – rural England at its very best.



Westbury White Horse

- Among Wiltshire's many timeless villages, the stars of the show are the film-makers favourites of **Lacock** and **Castle Combe**; the perfect places to journey back in time.

- Among Wiltshire's most iconic views are the **White Horses** carved into its chalk hillsides. Keep an eye out for them as you travel around.

- Wiltshire has characterful market towns aplenty. **Bradford on Avon**, a honey-coloured gem. **Calne**, where the English technique of producing ham and bacon was invented.

- **Corsham**, whose historic high street starred as Truro in BBC's *Poldark*. Stylish, cosmopolitan **Marlborough**, a handsome former staging post. **Swindon** with its excellent range of leisure opportunities.

- Creativity is at the heart of the Wiltshire experience. Here you'll find inspirational **festivals, events and entertainment**, all year round.

- The **Kennet & Avon Canal** stretches across the centre of the county, offering a range of ways to appreciate Wiltshire's timeless scenery. Walk or cycle along the towpath, take to the water in a canoe, or relax on a soothing narrowboat cruise.

- Wiltshire offers a **great all-round shopping experience**, with designer brands and high street names, independent outlets and shopping malls, farm shops and markets.

- To make the most of all that Wiltshire has to offer, it's well worth staying a night or two – you'll find a great range of **group-friendly accommodation** to choose from.



# Celebrate the Seasons IN WILTSHIRE



Iford Manor Gardens



Marlborough College Summer School



Salisbury Cathedral

Each season brings its own joys in Wiltshire, from the budding promise of spring through the languid days of summer, the crisp colour of autumn to the sparkle of winter. Let's take a look at how visitors can enjoy every time of the year.

The first signs of spring are often snowdrops, shortly followed by daffodils. The grounds of Lacock Abbey usually come to life with clusters of snowdrops during February. Top places to see daffodils include, Stourhead, Westonbirt, and all round the beautiful countryside including Marlborough Downs, Wylde Valley in between Salisbury and Bath and Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty.

Bluebells are one of the later signs of spring to arrive and these can be seen in West Woods near Marlborough, Lower Moor Farm, Bluebell Wood near Old Wardour Castle, Grovely Wood near Wilton. Also look out for snakeshead fritillaries at North Meadow near Cricklade.

If its baby animals you're after, **Cholderton Rare Breeds Farm** and **Studley Grange** all welcome visitors to see their new born animals which often include chicks, bunnies, lambs and piglets. For something more exotic take a trip on the wild side to **Longleat** to see baby monkeys in the Safari Park and many of the smaller animals in Animal Adventure.

Summer is the time for that great British tradition, a picnic. From a rainbow of tulips to clouds of fragrant roses, or the spectacular abundance of high summer borders, your group can enjoy a relaxing and inspirational exclusive visit to **Iford Manor Gardens**.

Take a visit to the nearby **Bridge Tea Rooms** for delicious teas with homemade cake served by waitresses in Victorian dress – perfect for a quintessential English day out.

Get hands-on at some of our museums and join in with some of our fabulous festivals and events taking place during the summer months including

Devizes International Street Festival and Carnival and Malmesbury Carnival and Festival.

**Marlborough College Summer School** (mid-July to mid-August) provides over 500 courses offering an eclectic programme of creative arts, history, science, body and mind, life skills, sport and country pursuits. There is also an extensive entertainment programme featuring lectures, film nights, evening excursions, recitals and outstanding Gala Performances.

Visit an Historic House & Garden in autumn. Top destinations for autumn colours include Stourhead's vistas highlighted with burnished leaves; Savernake Forest, North Wessex Downs, where visitors can look out for the Big Belly Oak; the parkland at **Bowood House & Gardens**, and the internationally important Westonbirt, The National Arboretum.

Christmas in Wiltshire is a very special time, as our historic towns and villages receive an extra sprinkling of festive magic.

**Longleat's** winter wouldn't be complete without the renowned Festival of Light, which takes place mid November to beginning of January.

At McArthurGlen Designer Outlet Swindon you can pick up a bargain and tuck into delicious street food as you do your Christmas shopping. Plus enjoy the beautiful decorations and magical Christmas activities too.

Witness **Salisbury Cathedral's** spectacular Darkness to Light Advent Procession, as 1,300 candles light up the Cathedral (end of Nov). Join one of Salisbury Cathedral's atmospheric services or book a behind the scenes tour and view their giant Christmas tree from above! Private tours available to pre-booked groups only.

National Trust properties join in the festive celebrations too. Christmas warmth and cheer with beautiful decorations and celebrations take place at **Avebury**, **Lacock** and **Stourhead**.

# Special Events EXHIBITIONS & FESTIVALS



Sky Safari, Longleat

Keep up to date with full details of events and festivals in Wiltshire on our website, the number one source for latest information on what's on in Wiltshire. To give you a taste of what's to come we've a small selection of events that are currently being planned for this year, any changes to these will be updated on the website. As more events and festivals are announced they will be added to the website [visitwiltshire.co.uk/whats-on](http://visitwiltshire.co.uk/whats-on)

## 29 April to 10 September 2023: Stonehenge's Circles of Stone Exhibition

This exhibition celebrates the rich culture of prehistoric Japan. Through a number of exquisite objects, some seen for the first time outside of Japan, the exhibition tells the story of Japanese settlements and stone circles of the middle and late Jomon periods, roughly the same time when Stonehenge was built and used.



Walking in Wiltshire

## 29 April - 10 September 2023: STEAM - Museum of the Great Western Railways' 100 Years and Still Steaming & From Railways to Royalty

Celebrating the 100th anniversary of the Great Western Railway Castle Class locomotives these new photographic exhibitions are by renowned photographer, Jack Boskett. Exhibitions are free with standard admission tickets. Groups welcome.

## 9 June - 11 June: Corsham Walking Festival

Corsham's Walking Festival, catering for a wide range of walking enthusiasts and abilities walks vary in distance from 1.5 to 16.5 miles that go from Easy through Moderate to Challenging.

## 10 June - 11 June: Bradford on Avon Food and Drink Festival

A festival celebrating everything that is wonderful about food and drink!



Marlborough Summer School

## 22 July - 24 July: Iford Manor Jazz Festival.

With music gently wafting over the garden, discover the woodlands, Japanese Garden, cloister, casita, orchard, loggia and so much more. Musicians will be located across the garden with performances at different times and places throughout. A rare opportunity to enjoy a picnic in the garden.

## 8 September - 10 September: Longleat Sky Safari

Longleat's hot air balloon festival returns! The biggest annual hot air balloon festival in Europe will be bigger, bolder and balloon-ier than ever. The skies above the Estate will come to life with all the vibrant colours of the rainbow as 200 hot air balloons take to the air in an astounding procession. Followed on Friday, Saturday and Sunday evening by a stunning night glow set to music – a sight not to be missed!

## 29 September - 2 October: Marlborough Litfest

The festival programme is being finalised but includes fiction, non-fiction, poetry events, workshops, debut novelists, award-winning established names, children's authors and more!



# Timeless Towns & VILLAGES

The medieval city of Salisbury is a must for anyone visiting Wiltshire. But the county has many more historic towns and villages waiting to be discovered. Surrounded by Wiltshire's timeless landscape, they all have something unique to offer: fascinating history and heritage, stylish independent shops and colourful markets, tempting pubs and restaurants, or great entertainment. Wiltshire welcomes groups to our picturesque towns and villages, particularly during the quieter, shoulder months – see below for coach parking and Electric Vehicle Charging Points (EVCP).

Find out more in our  
Wiltshire Towns and  
Villages Map



## AMESBURY

Two designated coach spaces in the Central car park **SP4 7JE**  
**EVCP:** Main car park in Amesbury on the A345.



## AVEBURY

National Trust Car Park, Avebury **SN8 1RD**. Can be limited in summer. If full, coaches can drop off/pick up in the High Street.



## BRADFORD ON AVON

Four coach spaces Station Car Park **BA15 1DQ**. Additional coach parking Moulton Drive **BA15 1UF**.  
To book Meet and Greet service visit [www.bradfordonavon.co.uk](http://www.bradfordonavon.co.uk) or call 01225 864240.  
Click here for group bookings.



## CALNE

Coach drop off on The Strand **SN11 0EH**. Call 01249 814000 to arrange parking prior to visit.

## CASTLE COMBE

Main car park at the top of the hill **SN14 7HU**.



## CRICKLADE

Drop off and pick up points close to High Street. No designated coach parking, but coaches can park on the Causeway **SN6 6DQ**.  
**EVCP:** Fairview Fields Car Park - just off the A419 by the rugby club. Cricklade Leisure Centre, Stones Lane.



## CHIPPENHAM

Sadlers Mead Car Park **SN15 3PA**.



## CORSHAM

Call 01249 702130 to arrange parking prior to visit.  
**EVCP:** Post Office Lane (Long-Stay) Car Park.



## DEVIZES

Awarded Confederation of Passenger Transport UK Coach Friendly status. Two designated drop off points in New Park Street **SN10 1DS** (20 minute limit). Extra spaces at far end of Station Road Car Park **SN10 1BZ**. Four spaces at Wharf Car Park **SN10 1EB**. Call 01380 800400 in advance to arrange free coach parking.



## LACOCK

Hither Way Car Park **SN15 2LG**. Follow signs for National Trust Car Park.



## MALMESBURY

Station Yard Car Park **SN16 9JT**. Drop off point Cross Hayes **SN16 9BZ**. **EVCP:** 2 devices and 4 connectors at Aldi, SN16 9JL.



## MARLBOROUGH

Awarded Confederation of Passenger Transport UK Coach Friendly Status. Designated drop off point on the High Street outside Jubilee Centre **SN8 1LW**. Main coach parking at George Lane Car Park **SN8 4BX**.

## MELKSHAM

King Street Car Park **SN12 6HB**.



## SALISBURY

Awarded Confederation of Passenger Transport UK Special Certificate for Coach Friendly City. Drop off/pick up point on St John Street **SP1 2SB**. Main coach parking at Millstream Coach Park & Ride **SP5 4DS**.



## SWINDON

Drop off/pick up points at the Bus Station in Newbridge Square, **SN1 1EA**, and Shaw Ridge Leisure Park, Whitehill Way, **SN5 7DW**. Coach parking at the Swindon Truck Stop, **SN3 4HD**. Additional coach parking at The County Ground, **SN1 2ED** on non-match days – advance booking essential. If visiting McArthurGlen Designer Outlet, coach parking is available on site, **SN3 4ER** – telephone 01793 507600 48 hours in advance. **EVCP:** 2 slow chargers in Whalebridge car park. 2 fast chargers in Brunel North, plus 4 on Civic campus.



## TROWBRIDGE

On-street parking in Canal Road **BA14 8RL**. Coach drop off point in loading bay area behind Shires Shopping Centre **BA14 8AT**. **EVCP:** Cradle Bridge Retail Park, County Way; Lovemead Car Park, Duke Street; Bythesea Road; 94 Newtown; 110-122 Bythesea Road; 32-33 Bythesea Road; 6 Station Approach; County Way; 12 Westbury Road.



## VALE OF PEWSEY

By arrangement at The Waterfront at Pewsey Wharf **SN9 5NU** – call 01672 564020. By arrangement at Crofton Beam Engines **SN8 3DW** – call 01672 870300. At Wilton Windmill **SN8 3SW** for 2 to 3 coaches.




## WARMINSTER

Drop off at Central Car Park, off Station Road **BA12 9BT**. Coach parking 1½ miles away at service station on junction of A36/A350/A3414 **BA12 7RU**.  
**EVCP:** Morrisons Car Park, BA12 9NT x2; Central Car Park, BA12 9BP x2; Longbridge Service Station, BA12 7DS x2.

## WILTON

The Guild **SP2 0RS**.





# Visit Corsham

**Whatever the season, Corsham has it all**

Stunning heritage, glorious countryside, mouth-watering places to eat and drink, and an abundance of independent shops.

Discover Wiltshire's hidden treasure - just 8 miles from Bath and 4 miles from the M4 (J17).



## Visit Corsham

With its historic buildings, glorious countryside and stunning peacocks wandering the streets, Corsham is a hidden treasure. On the edge of the Cotswolds, this quintessentially English market town has a picture-perfect heritage High Street lined with beautiful buildings, chief among which is the centuries-old **Corsham Court** with its extensive collection of Old Masters and stunning parkland. If it's more contemporary art you're looking for then **The Pound**, Corsham's arts centre, offers year-round exhibitions and performances. Alternatively, if retail therapy is more your thing, then the town's fantastic array of award-winning independent shops will keep you busy, as will the mouth-watering places to eat and drink.



[www.visit-corsham.co.uk](http://www.visit-corsham.co.uk)   



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Discover more at **Calne.gov.uk**   



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To find us, use the postcode **SN11 0EH**, that'll drop you into the heart of the action.

29 JULY 2023

[www.calnebikemeet.com](http://www.calnebikemeet.com)

# Bradford on Avon




Bradford on Avon is perfectly set in the dramatic Avon valley; it is a combination of river, canal, and architecture of true character. From small weavers' cottages to grand clothiers' houses; handsome public buildings to medieval barns, ancient places of worship and meandering alleyways all waiting to be explored.

Easily accessible by coach, car, or train and only 6 miles from the World Heritage City of Bath, Bradford on Avon is the perfect place for your group to visit.

- Blue Badge guided tours available to book
- Coach parking close to town centre and the canal
- Online details for groups, include coach parking information, what's on calendar of events, local shops, group friendly restaurants and accommodation.

Book online at [www.bradfordonavon.co.uk/plan-your-visit/travel-trade](http://www.bradfordonavon.co.uk/plan-your-visit/travel-trade)

Email [katie@bradfordonavontown-council.gov.uk](mailto:katie@bradfordonavontown-council.gov.uk) or call 01225 864 240 and ask to speak to the Events & Tourism Officer, Katie Ponsford.

[www.bradfordonavon.co.uk/plan-your-visit](http://www.bradfordonavon.co.uk/plan-your-visit) 

## Marlborough

Historic, vibrant Marlborough, with its wonderfully wide High Street, is bursting with charm. Close to Avebury and Savernake Forest in the North Wessex Downs AONB, it has been consistently listed in the top ten countryside shopping destinations for having a great mix of independent and national shops, a twice weekly street market and a host of cafes, pubs and restaurants.



Annual events include a literary festival, summer school, open arts studios, Mop Fairs, music events and, new last year, a highly successful Dark Skies event. A spanking new boutique cinema also opened to great acclaim last year.

Shop, eat, explore and enjoy our river and parks – a warm Marlborough welcome awaits you.

### Marlborough – town and country combined.

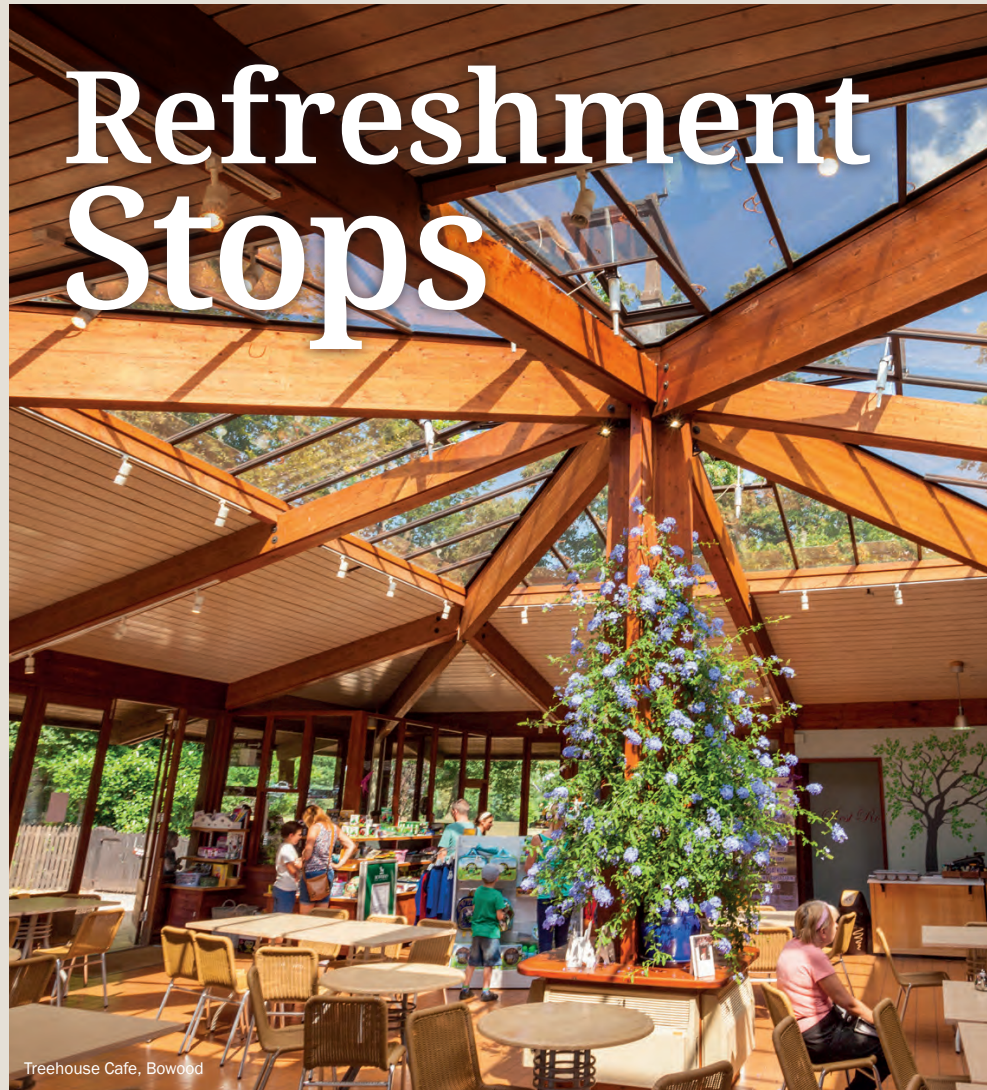
Awarded Confederation of Passenger Transport UK Coach Friendly Status. Designated drop off point on the High Street outside Jubilee Centre (SN8 1LW). Main coach parking at George Lane Car Park (SN8 4BX).

Find us on Twitter: @MTCWits; Facebook: @MarlboroughTC; Instagram: @visitMarlborough

[www.marlborough-tc.gov.uk/visitors](http://www.marlborough-tc.gov.uk/visitors)







Treehouse Cafe, Bowood



Old Bell Hotel



The Bridge Tea Rooms

# Refreshment Stops



Holiday Inn, Salisbury



The Bridge Tea Rooms



Rose and Crown Hotel

From the freshest of local produce to a wealth of traditional specialities handed down the generations, you'll find plenty to whet your appetite in Wiltshire. Luckily, life moves at a gentle pace here, so you'll have time to savour the gastronomic delights conjured up by food and drink producers around the county.

Start your day by tucking into a hearty Wiltshire breakfast. Then linger over elevenses. Treat yourself to afternoon tea. While away the hours over a long lunch or dinner.

Listed on these pages is a selection of restaurants, cafés, pubs, hotels and attractions that work closely with VisitWiltshire and are keen to attract travel trade business – we recommend you call in advance to check that they are able to accommodate your group.

## Amesbury Area

- Cholderton Rare Breeds Farm Park and Bluestone Vineyards
- Holiday Inn Salisbury-Stonehenge, Amesbury

## Bradford on Avon Area

- The Bridge Tea Rooms, Bradford on Avon
- Iford Manor Gardens

## Chippenham

- Angel Hotel, Chippenham

## Calne Area

- Bowood House and Gardens, Derry Hill
- Bowood Hotel, Spa and Golf Resort, Derry Hill

## Lacock Area

- The Stables Tea-room, Lacock

## Malmesbury Area

- The Old Bell Hotel, Malmesbury

## Marlborough Area

- Avebury

## Salisbury Area

- The Bell Tower Tea Rooms, Salisbury Cathedral
- Caboose, Salisbury
- Legacy Rose & Crown, Salisbury
- The Refectory, Salisbury Cathedral
- The Guild
- Tinga, Salisbury
- The Stones Hotel

## Swindon Area

- Lydiard House Museum, Lydiard Tregoze
- McArthurGlen Designer Outlet Swindon (various outlets)
- REME Museum, Lyneham
- STEAM – Museum of the Great Western Railway, Swindon
- Studley Grange Garden and Leisure Park, Wroughton

## Warminster Area

- Stourhead Restaurant

**Please note:** on-site parking may be limited and advance booking is required for groups.

## Quick Stops

The cafés or restaurants attached to the following attractions can be accessed without paying an entrance fee:

- Avebury
- Boscombe Down Aviation Collection
- Bowood House & Gardens
- Cholderton Rare Breeds Farm Park
- Crofton Beam Engines
- Crop Circle Exhibition & Centre
- Fisherton Mill
- Iford Manor Gardens
- Kennet & Avon Canal Trust, Bradford on Avon
- Kennet & Avon Canal Trust, Devizes
- Lacock Abbey, Village & Fox Talbot Museum
- Larmer Tree
- Lydiard House & Park
- McArthurGlen Designer Outlet Swindon
- The Rifles Berkshire & Wiltshire Museum
- Salisbury Cathedral & Magna Carta
- The Salisbury Museum
- Stourhead
- St Peter's Church, Marlborough
- Studley Grange Garden and Leisure Park
- Swindon & Cricklade Railway
- Wilton Windmill
- Army Flying Museum
- Holburne Museum
- Roman Baths



# The Bridge Tea Rooms

24a Bridge Street, Bradford on Avon, Wiltshire BA15 1BY



Double Winners of The Tea Guild's Top UK Tea Place and the Home of West Country Afternoon Teas: Judged as 'near perfect' and awarded The UK's Top Tea Place by the prestigious UK Tea Guild The Bridge Tea Rooms offers the very best in traditionally British Afternoon Teas, lunches and light meals throughout the day.

The afternoon ritual of serving tea has been developed to a fine art here. A Hansel & Gretel-style exterior leads onto the cosiest of dining rooms, filled with homely trinkets, hefty wooden beams, the soft chink of fine bone china, the finest leaf teas, and friendly staff in Victorian costumes serving home-made cakes, pastries and sandwiches. Housed in a former blacksmith's cottage dating from 1502, the Bridge Tea Rooms positively oozes atmosphere, and the classical music playing gently in the background sets a tranquil tone.

Breakfast served from 10am til 11.30am, Afternoon Teas and Lunches are served between 11.30am and 4.30pm.

**Make a reservation email at [info@thebridgetearooms.co.uk](mailto:info@thebridgetearooms.co.uk) or calling 01225 865537**

[www.thebridgetearooms.co.uk](http://www.thebridgetearooms.co.uk)



Poldark, Corsham

## A Starring ROLE

Want to know where your favourite shows, movies and period dramas were filmed? Bridgerton, Wolf Hall, Doctor Who, Downton Abbey, Poldark, Pride and Prejudice, The Crown, Harry Potter, War Horse, Stardust, Lark Rise to Candelford, Chocolat, The Secret Garden, The Other Boleyn Girl, Dr Dolittle, Sense and Sensibility, Robin Hood - Prince of Thieves, Tess of the D'Urbervilles, The Young Victoria, and more were all filmed here in Wiltshire! A few are listed here – to find out more go to [visitwiltshire.co.uk/film](http://visitwiltshire.co.uk/film)

**Bradford on Avon's** Tithe Barn and surrounding areas were used in the filming of BBC's Wolf Hall and for Robin Hood of Sherwood. The town was also used in the filming of 2009 film Creation and more recently for the filming of The White Princess and the film version of Downton Abbey in 2019, as well as Netflix series Cursed.

**Corsham** High Street doubles up as Truro in the first series of the BBC's most recent production of Poldark starring Aidan Turner. The Ross's family home for Poldark was also filmed at Chavenage House, over the border in Gloucestershire. Scenes for Sky TV's comedy-drama Agatha Raisin were filmed at Corsham too.



War Horse, Castle Combe

**Iford Manor Gardens** - Iford's romantic, award-winning gardens featured in the latest film adaptation of The Secret Garden (2020) starring Colin Firth and Julie Walters. It has also featured in The Razor's Edge, the BBC's Robin of Sherwood and ITV's Element of Doubt.

The village of **Lacock**, with its cottages and inns dating back to the 15th century has featured as the backdrop to many a period drama, including the last series and film version of Downton Abbey and to the BBC production of Cranford. The village is much admired by film makers; the National Trust village and Abbey has played host to a variety of classic films and costume dramas including Pride and Prejudice, Harry Potter, The Other Boleyn Girl and BBC's Wolf Hall - the Abbey exteriors representing Wolf Hall, the Seymour family seat.

**Wilton House** has featured in the first series of Bridgerton (2020), Tomb Raider (2018) and The Crown (2017).

**Salisbury Cathedral Close** was used recently for Great Expectations.





Marlborough College Summer School

# Fun Packed Activities

Whether your group's ideal break is calming, comforting, refreshing, or bursting with high adrenalin excitement, Wiltshire will put back what the rest of the week takes out.

With almost half its breathtaking landscape falling within an **Area of Outstanding Natural Beauty**, Wiltshire is perfect for outdoor pursuits. Walkers and cyclists are particularly well-served with over 8,200 paths to explore. So pull on

your boots or pump up your tyres and head out on a voyage of discovery.

Other opportunities to make the most of the great outdoors include a canoe trip or a horseback safari, a day's fishing or a round of golf. Those with a head for heights can drift peacefully over Wiltshire's timeless landscape in a hot air balloon or send their heart rate soaring on a tandem skydive. While intrepid explorers can reach parts

of Salisbury Plain inaccessible to many vehicles with an off-road driving experience.

Unleash your inner Sherlock Holmes and search for clues on a treasure trail. Pit your wits against the clock in a real-life escape game. Brush up your language skills. Master new culinary techniques. Kick up some dust with a spin around the rally field. Team up with an expert tour guide to unearth the secrets of the past.

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to find out more



North Wessex Downs

Try your hand at archery, climbing, paddle boarding and zip wiring. Or simply relax with a luxurious treatment in one of our spas.

From 3 years old to 90 years young, courses at **Marlborough College Summer School** span the generations. Music and dance, science and technology, body and mind – traditional favourites and

inspiring new subjects combine every year in an exciting programme that has something to offer all ages and interests.

With such an enormous range and variety of activities to choose from, if you're tired of the everyday, it's time for Wiltshire.

For further details go to [visitwiltshire.co.uk/activities](http://visitwiltshire.co.uk/activities)



Salisbury Plain Safari





# Places to Stay



Legacy Rose &amp; Crown Hotel

With so much to see and do around the county, why not extend your visit by adding an overnight stay? In Wiltshire you'll find plenty of group-friendly accommodation, with something to suit every taste and pocket. All within easy reach of our timeless wonders, timeless places, timeless pleasures and timeless nature.

The accommodation providers shown in bold on the table opposite work closely with VisitWiltshire and are keen to welcome travel trade business.

#### WELL-KNOWN HOTEL CHAINS

Holiday Inn and Marriott are well represented in Wiltshire, as are Mercure, Legacy and Best Western hotels.

#### BOUTIQUE & SMALLER HOTELS

Independently owned, boutique-style accommodation offers a more individual experience.

#### SELF-CATERING

Self-catering cottages can be a great idea for families and friends.

#### SOMETHING A LITTLE DIFFERENT?

If you like to be at one with the great outdoors we have camping, glamping, caravan and motor home pitches, as well as canal boats, log cabins, canvas lodges, eco pods and shepherd's huts.

#### ON A BUDGET?

Many of our places to stay offer discounted rates for groups, as well as free accommodation for your coach driver and/or group leader.

A youth hostel can also be an excellent and economical choice.

For details of other options see [visitwiltshire.co.uk/accommodation](http://visitwiltshire.co.uk/accommodation)

#### WHAT NEXT?

Browse the list of group-friendly places to stay on these pages, then contact them direct to find out more and make a booking.

Find out more  
in our Wiltshire  
Maps and Guides



Angel Hotel



Holiday Inn Salisbury-Stonehenge

Stonehenge campsite  
and glamping pods

LOCATION	WEBSITE	TELEPHONE	NO. OF ROOMS <sup>1</sup>	COACH PARKING
<b>Amesbury Area</b>				
Amesbury: <b>Holiday Inn Salisbury-Stonehenge</b>	<a href="http://hisalisbury-stonehenge.co.uk">hisalisbury-stonehenge.co.uk</a>	0345 241 3535	103	On site
Amesbury: <b>Stonehenge Hostel</b>	<a href="http://stonehengehostel.co.uk">stonehengehostel.co.uk</a>	01980 629438		
Cholderton: <b>Cholderton Youth Hostel</b> <sup>2</sup>	<a href="http://choldertonyouthhostel.co.uk">choldertonyouthhostel.co.uk</a>	01980 629379	70 beds <sup>2</sup>	At Cholderton Rare Breeds Farm next door
<b>Bradford on Avon Area</b>				
Bradford on Avon: The Swan Hotel	<a href="http://theswanbradford.co.uk">theswanbradford.co.uk</a>	01225 868686	14	Call for details
Bradford on Avon: Widbrook Grange Hotel	<a href="http://widbrookgrange.co.uk">widbrookgrange.co.uk</a>	01225 864750	9	On site
Bradford on Avon: Woolley Grange Hotel	<a href="http://woolleygrangehotel.co.uk">woolleygrangehotel.co.uk</a>	01225 864705	25	On site
<b>Calne Area</b>				
Derry Hill: <b>Bowood Hotel, Spa &amp; Golf Resort</b>	<a href="http://bowood.org">bowood.org</a>	01249 822228	43	On site
<b>Castle Combe Area</b>				
Castle Combe; Manor House Hotel	<a href="http://exclusive.co.uk/the-manor-house">exclusive.co.uk/the-manor-house</a>	01249 782206	50	Call for details
<b>Chippenham Area</b>				
Chippenham: Angel Hotel <sup>3</sup>	<a href="http://angelhotelchippenham.co.uk">angelhotelchippenham.co.uk</a>	01249 652615	50	On site
Colerne: Lucknam Park Hotel & Spa	<a href="http://lucknampark.co.uk">lucknampark.co.uk</a>	01225 742777	43	On site
<b>Cricklade Area</b>				
Cricklade: Cricklade House Hotel	<a href="http://crickladehotel.co.uk">crickladehotel.co.uk</a>	01793 750751	45	On site
<b>Malmesbury Area</b>				
Malmesbury: <b>The Old Bell Hotel</b>	<a href="http://oldbellhotel.co.uk">oldbellhotel.co.uk</a>	01666 822344	34	Call for details
Malmesbury: Whatley Manor Hotel & Spa	<a href="http://whatleymanor.com">whatleymanor.com</a>	01666 822888	23	On site
<b>Royal Wootton Bassett Area</b>				
The Wiltshire Hotel	<a href="http://the-wiltshire.co.uk">the-wiltshire.co.uk</a>	01793 849999	58	Call for details
<b>Salisbury Area</b>				
Berwick St James: <b>Stonehenge Campsite &amp; Glamping Pods</b>	<a href="http://stonehengecampsite.co.uk">stonehengecampsite.co.uk</a>	07786 734732	Capacity 8-20	On site
Salisbury: <b>Caboose</b>	<a href="http://www.caboosesalisbury.com">www.caboosesalisbury.com</a>	01722 504858	8	Call for details
Salisbury: Riverside Hotel	<a href="http://riversidesalisbury.co.uk">riversidesalisbury.co.uk</a>			
Salisbury: Merchants House Hotel	<a href="http://themerchantshousehotel.co.uk">themerchantshousehotel.co.uk</a>	01722 326600	37	Millstream Coach Park
Salisbury: Milford Hall Hotel & Spa	<a href="http://milfordhallhotel.com">milfordhallhotel.com</a>	01722 417411	45	On site
Salisbury: <b>The Red Lion Hotel</b> <sup>3</sup>	<a href="http://the-redlion.co.uk">the-redlion.co.uk</a>	01722 323334	60	Millstream Coach Park
Salisbury: <b>Rose &amp; Crown Hotel</b> <sup>4</sup>	<a href="http://legacy-hotels.co.uk">legacy-hotels.co.uk</a>	01722 328615	34	On site
Salisbury: <b>The Stones Hotel</b>	<a href="http://thestoneshotel.co.uk">thestoneshotel.co.uk</a>	01722 782020	44	On site
Salisbury: White Hart Hotel <sup>5</sup>	<a href="http://mercure.com">mercure.com</a>	01722 327476	68	On site
<b>Warminster Area</b>				
Bishopstrow: The Bishopstrow Hotel and Spa	<a href="http://bishopstrow.co.uk">bishopstrow.co.uk</a>	01985 212313	32	On site
Warminster: Old Bell	<a href="http://oldbellwarminster.co.uk">oldbellwarminster.co.uk</a>	01985 216611	15	Call for details

#### Notes relating to the table above:

<sup>1</sup> Please note: rooms may be a mix of singles, doubles, twins, triples etc <sup>2</sup> Rooms are often in bunk form – please check at the time of booking

<sup>3</sup> Best Western / Best Western Plus Hotels <sup>4</sup> Legacy Hotels <sup>5</sup> Mercure Hotels



# The Old Bell Hotel



## Discover our luxury hotel in the charming, historic market town of Malmesbury.

As England's oldest hotel, in the oldest Borough, you'll find us in a prime location next door to Malmesbury's stunning 12th Century Abbey. The hotel has been looking after travellers since 1220. Our history is only one of the reasons you find will our hotel so charming. Inside our historic building you'll find high design interiors, a warm ambience and antiques and quirky treasures collected from our owners travels around the globe.

Our bars and lounge spaces are perfect for enjoying a cocktail, local cider, or choose from our thoughtfully chosen wine list. Our three lounges make the perfect setting to enjoy a quiet drink or one of our signature Afternoon Teas during the day. In the evening savour one of our specially crafted cocktails in front of a warming fire or if the sun is shining then relax on one of the terraces or our pretty garden.

If you enjoy the open air, then head outside to the Tyger Bar. As it's covered and heated it is suitable for use all year round.

Food is our passion. We create delicious and in-season menus that incorporate local cheese makers, butchers and produce from the garden located at our cousin property, Abbey House Manor. The intimate setting of our restaurant, Abbey Row, and the laid-back atmosphere ensures this is the perfect place to relax and indulge. Sit back and enjoy a fabulous menu created by our Executive Chef Leigh Evans, paired with locally sourced drinks and signature cocktails.

Our 34 rooms are individually designed and furnished with colourful wallcoverings, and interesting antiques and art. Many rooms are named after local historical figures and previous owners of our Grade 1 listed hotel. Each room has luxury bathrobes, Bramley toiletries, Dyson hairdryer, smart screen TVs and free Wi-Fi.

The Old Bell Hotel, Malmesbury, SN16 0BW  
01666 822344  
info@oldbellhotel.co.uk  
www.oldbellhotel.co.uk



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Best Western Plus Angel Hotel, 8 Market Place, Chippenham, Wiltshire, SN4 3HD  
Tel: 01249 654515 | reception@angelhotelchippenham.co.uk  
@angelhotelchippenham



## A modern Group Friendly Hotel with 103 bedrooms, the perfect choice for an extraordinary tour.



The nearest hotel to Stonehenge beside the A303, easy access from London, the West Country and to the picturesque county of Wiltshire. Free parking and Wi-Fi throughout. Our Solstice Bar and Grill can provide a quick refreshment stop, breakfast, lunch or dinner.

Call 0345 241 3535



reservations@himalisbury-stonehenge.co.uk  
himalisbury-stonehenge.co.uk



## Rose & Crown Hotel

Nestled on the banks of the River Avon sits the four-star Legacy Rose & Crown. A picturesque hotel with 34 guest bedrooms, dating back to the 13th century, and offering unrivalled views of the tranquil meadows towards Salisbury Cathedral.

The bedrooms in the historic building boast period features along with modern amenities, whilst the River's Edge restaurant offers delectable all-day dining.

Group leaders and trip organisers can take advantage of bespoke packages and benefits.

Legacy Rose & Crown Hotel, Harnham Road,  
Salisbury, SP2 8JQ | 01722 328 615  
www.legacy-hotels.co.uk/hotels/  
rose-crown-hotel-salisbury-wiltshire





Flower Festival, Salisbury Cathedral

**Wiltshire is a perfect year-round destination for groups. As it's only 90 minutes or less from London – and within two hours of the south coast, the Midlands and Wales – it's easily accessible too.**

We'd love you to choose Wiltshire for your next group visit or outing, so our aim is to make your job as easy as possible. Together with our partners we provide you with a range of tools to help you sell our beautiful county to your customers.

#### Exclusive Offers for Groups

Special offers are one of the ways in which attractions, accommodation providers and other businesses around Wiltshire extend a warm

welcome to groups. So keep an eye out for the following and remember to confirm details when you book:

- Discounted rates for entry to attractions
- Fast track entry to attractions
- Bespoke activities for groups
- Exclusive tours, available only to groups
- Special deals on food and drink
- Discounted room rates for residential visits/free rooms if over a certain number of guests
- Discount vouchers to spend during your stay

#### Benefits for Group Leaders and Coach Drivers

The following are just some of the added extras often available for group leaders and coach drivers. Be sure to request details of what is on offer at the time of booking:

- Free or discounted accommodation for overnight visits
- Free or discounted refreshments or meal vouchers
- Free or discounted entry to attractions
- Free coach parking and/or easy access drop off points
- Places where coach drivers can rest while waiting for their group
- Free fact-finding trips in advance of your group's visit



Bradford on Avon Tithe Barn



Cholderton Rare Breeds Farm Park



Mad Max Tours



Lacock

#### Commissionable Product

If you are an operator and looking for commissionable product please email [groups@visitwiltshire.co.uk](mailto:groups@visitwiltshire.co.uk) for advice.

#### Familiarisation Visits

VisitWiltshire has an ongoing programme of educational familiarisation visits, designed to improve your product knowledge and give you a taste of what Wiltshire has to offer. Open to coach operators, tour operators, travel agents, group travel organisers and the trade press, self-drive fam visits are available out of season (Oct-March). These will introduce you to a variety of tourism products suitable for the travel trade, both groups and FIT.

To find out more and register your interest to attend, email us on [groups@visitwiltshire.co.uk](mailto:groups@visitwiltshire.co.uk)

#### Itinerary Planning, Photos and Editorial

We are always happy to provide photos and editorial for you to use in promoting your own tours, and offer an itinerary planning service to help you make the most of your visit to Wiltshire – just let us know what places and/or topics are of interest to you and we will do the rest.

#### Newsletter

Our regular groups' newsletters are a great way to stay in touch and keep up to date with all the latest news – visit the groups section of our website to **sign up** today.

#### VisitWiltshire Website

Covering everything from coach parking and itinerary ideas to accommodation and attractions suitable for groups, plus our travel trade toolkit and so much more, our website is packed with useful information. So if you are planning on bringing groups to Wiltshire, take a look at [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups)

#### Travel Trade Supplier Information

We have created product pages from key Wiltshire suppliers who are keen to welcome groups and travel trade bookings. Trade specific information can be found when you scroll to the bottom of the page at [www.visitwiltshire.co.uk/groups](http://www.visitwiltshire.co.uk/groups)



**ATTRACTION MAP REFERENCES**

All attractions featured within the Guide are members of the **Wiltshire Association of Visitor Attractions**.

AREA/ATTRACTION	MAP REF
<b>WILTSHIRE ATTRACTIONS</b>	
Alex Moulton Charitable Trust (The Hall)	D2
Amesbury History Centre (re-opening 2023)	E4
Atwell-Wilson Motor Museum	C3
Avebury	C4
Bowood House & Gardens	C3
Canal & River Trust	D3
Castle Combe Circuit	C2
Chippenham Museum	C2
Cholderton Rare Breeds Farm Park & Bluestone Vineyards	E4
Cotswold Water Park	A3/B3
Crofton Beam Engines	D4
Crop Circle Exhibition and Information Centre	D4
Iford Manor Gardens	D2
Lacock Abbey, Village & Fox Talbot Museum	C2
Langford Lakes, Wiltshire Wildlife Trust	E3
Larmer Tree	F2
Longleat	E2
Lower Moor Farm, Wiltshire Wildlife Trust	B3
Lydiard House & Park	B4
McArthurGlen Designer Outlet Swindon	B4
The Merchant's House	C4
Museum of Computing	B4
Old Wardour Castle	F2
REME Museum	B3
Royal Wootton Bassett Town Hall Museum	B3
St Michael's Church	B3
St Peter's Church, Marlborough	C4
STEAM - Museum of the Great Western Railway	B4
Stonehenge	E4
Stourhead	E1
Studley Grange Garden and Leisure Park	B4
Swindon & Cricklade Railway	B4
Treasure Trails	Various
Trowbridge Museum	D2
Wadworth Brewery	D3
Wilton Windmill, near Marlborough	D5
Wiltshire Museum	D3
Wiltshire's White Horses	Various
Wiltshire Wildlife Trust	Various

**Accessibility:** Wiltshire is here for all to enjoy, including disabled visitors and those with specific access needs. For detailed information on things to do, places to stay and ways to plan your visit to Wiltshire go to: [visitwiltshire.co.uk/access-for-all](http://visitwiltshire.co.uk/access-for-all)

AREA/ATTRACTION	MAP REF
<b>SALISBURY ATTRACTIONS</b>	
Boscombe Down Aviation Collection	F4
Fisherton Mill   Gallery   Café   Studios	F4
The Guild	F3
Old Sarum	F4
The Rifles Berkshire & Wiltshire Museum	F4
River Bourne Community Farm	F4
Salisbury Cathedral & Magna Carta	F4
The Salisbury Museum	F4
Salisbury Racecourse	F4
St Thomas's Church	F4
Stone Daisy Brewery and Witchmark Distillery	F2
The Stonehenge Tour	F4
<b>ATTRACTIONS ON THE WILTSHIRE BORDERS</b>	
American Museum and Gardens	C1
Army Flying Museum	E5
Bombay Sapphire Distillery	D5
Cotswold Wildlife Park	Off A4
Fashion Museum (currently closed)	C1
Hawk Conservancy Trust	E5
Holburne Museum	C1
Kelmscott Manor	A4
Roman Baths	C1
Royal Signals Museum	Off G2
Victoria Art Gallery	C1
Westonbirt, The National Arboretum	B2

**GENERAL INFORMATION**

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