

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?

There's so much space to enjoy. After an unprecedented year of lockdown, social distancing and new rules to get our heads around, we are all searching for space to relax and are probably keen to avoid the crowds. 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 or trying out horse riding. You can even hire a classic car to enjoy a scenic drive in style.

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 by following the Great West Way®. Around a quarter of this 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.

Things will look a little different to normal when businesses open again after the 2021 lockdown. "We're Good To Go" is the official UK mark to signal that a business has implemented Government and industry COVID-19 guidelines and has a process in place to maintain cleanliness and aid social distancing. Many tourist attractions, shops, places to stay, activities and places to eat and drink in Wiltshire have been awarded the mark. Look out for the Good to Go logo when planning your visit.



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 such as **Bradford on Avon** 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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## Get Social

Share your Wiltshire stories using **#timeforwiltshire**



@VisitWiltshire



VisitWiltshireLtd



@visitwiltshire



VisitWiltshire

## 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**

For our inspirational series of Wiltshire films see **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**

**Front cover photo:** Stonehenge Visitor Centre  
(©Great West Way)



# Highlights

## WILTSHIRE TOP PICKS AND IDEAS

### MAKE TIME FOR WILTSHIRE

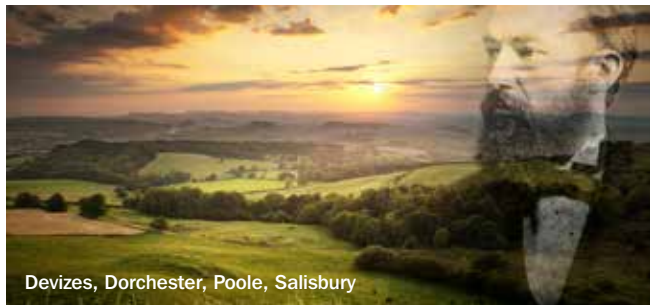
Wiltshire is a magical place with a strong connection with the past making it the perfect place to enjoy the present. Explore world famous heritage sites, charming rural market towns, independent shops, fabulous food and drink, historic hotels, stately homes and glorious gardens. Wiltshire is timeless 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.



### IFORD MANOR GARDENS

For garden enthusiasts, **Iford Manor Gardens** is a must visit attraction this year, with the introduction of their new audio tours for visitors. Having recently featured in the new Secret Garden production with Colin Firth and Julie Walters, visitors can follow in their footsteps by taking a stroll through the 2.5acre Grade 1 listed garden created by Edwardian architect Harold Peto. Be sure to leave time to indulge in a traditional afternoon tea in the new café (opening spring 2021). Pre booking is essential for groups.



## THOMAS HARDY EXHIBITION

**Wessex Museums**

28 May - 30 October 2022.

Find out more at

[www.wessexmuseums.org.uk/thomas-hardy-exhibition](http://www.wessexmuseums.org.uk/thomas-hardy-exhibition)



## 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 11 July – 7 August 2021 and 10 July - 6 August 2022, 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. New courses for 2021 include, Abstract Painting; Mosaic Magic; The Motor Car: A Closer Look at its History through Five Manufacturers; Basic Bike Maintenance; Inside the Mind of a Murderer; Discovering Marlborough's History and De-Stress with Yoga, Mindfulness and Meditation. Request a brochure online at [summerschool.co.uk](http://summerschool.co.uk)

## WHATLEY MANOR & SPA

**Whatley Manor Hotel & Spa** are offering new garden tours with the head gardener plus afternoon tea. In addition, visitors can book new Michelin chef culinary demonstrations where chefs prepare small plates of expertly crafted food in front of you. Or how about booking a new Wellness Retreat Package which includes a morning of yoga and well-being followed by lunch and an afternoon of meditative garden walks?



# Highlights

WILTSHIRE TOP PICKS AND IDEAS

## TINGA

**Tinga** is a new independently owned Mexican bar and restaurant in Salisbury city centre. This is an immersive dining experience which transports you to the heart of Mexico City with décor including beautiful wall art, luscious hand crafted foliage and palm tree pillars. High quality, authentic, traditional and locally sourced food and drink are all freshly made and crafted taking you on a journey to Central America. Group menus and a variety of seating arrangements can be accommodated.

**Contact** [info@tingasalisbury.com](mailto:info@tingasalisbury.com)



## STONEHENGE

Marvel at this 4,500 year old extraordinary prehistoric monument rising from its ancient landscape. Explore the world class exhibition centre, plus café and shop. The shuttle bus transport is available from the coach park and visitor centre. For a truly memorable experience, arrange a pre-booked out-of-hours stone circle visit for your group or clients. Enormously popular, they are only available with an advance booking – **email** [Stonecircle.Access@english-heritage.org.uk](mailto:Stonecircle.Access@english-heritage.org.uk) for details.





## THE HALL

Escape the hustle and bustle by stepping into the hidden gardens at The Hall, Bradford on Avon. Sit amongst the towering Redwood trees for a moment of tranquility, take a casual stroll, or bring a blanket and picnic to enjoy on the manicured lawns overlooked by the historic Jacobean Hall. Discover more about The Hall and the Moulton family. Gardens only open on selected dates – find out more at: <https://moultontrust.org>



## MALMESBURY

Discover the history of Malmesbury with the new interactive **Explore Malmesbury** website which allows visitors to follow trails and self-guided tours around the town centre to discover the rich and fabulous history of Malmesbury at the places where it happened.

## STEAM - Museum of the Great Western Railway

A one-hour highlights tour of the Museum is available to pre-booked groups. This will focus on the highlights of the STEAM collection. Learn about the history of Swindon Works and discover more about the men and women who built, operated and travelled on the Great Western Railway, 'drive' the train simulator and operate the signals in the interactive GWR signal box! Tours are available for a minimum of 15 and maximum of 25 people, although for larger groups multiple tours can be arranged. **Contact: [adminsteam@swindon.gov.uk](mailto:adminsteam@swindon.gov.uk)**



# Special Interest TOURS



## 1. BOWOOD

**Private Walled Garden Tours** - Book an exclusive tour of Lord and Lady Lansdowne's Private Walled Gardens. A truly special experience as our guides tailor each tour to suit the season and the flowers in bloom, from the trailing wisteria to a wall of climbing roses.

Includes admission to the House & Gardens, tea/coffee on arrival and a 90-minute tour of the Walled Gardens.

**Capability Brown Parkland Tour** - Bowood Park is unique, the evolution of its creation is a story in itself. The garden guides will transport you back 250 years to explain Brown's extraordinary achievement. The park is considered to be one of 'Capability' Brown's finest creations. With a mix of wooded plantations and sweeping lawns leading down to a mile long winding lake, the Bowood landscape has an exceptionally interesting history.

Includes admissions to the House & Gardens following your tour, tea/coffee on arrival and a 90-minute tour.

**Woodland Gardens** - The Woodland Gardens are an oasis of bluebells, azaleas, magnolias and rhododendrons. They open from mid April to early June and are located 2 miles from Bowood House, between Derry Hill and Sandy Lane. This separate attraction is highly recommended in combination with a visit to the House & Gardens.



Images © Anna Stowe



## 2. CHOLDERTON RARE BREEDS FARM

### **Wine Tour Packages -**

Situated on the rolling chalk plains of Wiltshire, sharing the same bedrock as nearby Stonehenge, Bluestone Vineyards offer individual and group visitors guided vineyard walks and wine tastings.

Enjoy a 45-minute expert led guided tour of the vineyard. Learn how great grapes are grown and wonderful wine is made. This is followed by wine tasting in the vineyard setting, where visitors can try for themselves the Bluestone Classic Cuvee alongside a selection of locally produced nibbles.

For wine connoisseurs an extended wine tasting session can take place incorporating a wider range of selected quality English and local wines. Why not finish with an indulgent afternoon tea or local food platter?



### **Alpaca Walking Tours -**

For something a bit quirky, there is always an option to add an Alpaca walking tour to your vineyard experience.

Tours can be tailored to suit the needs of your group.

## 3. IFORD MANOR

### **Guided Iford Manor Gardens Tour –**

Available in several languages, uncover the fascinating details of Iford in a tour led by one of the owners, William or Marianne Cartwright-Hignett, or Head Gardener Troy Scott Smith, tailored specifically for your groups' interests. Duration: 60 minutes. Tours are available for a maximum of 25 people per tour guide. Available during private visits only.

### **Exclusive Walled Garden Tour -**

Discover the family's own 1.5-acre private gardens which are not usually open to the public. Characterised by topiary and sculpture created by owner Elizabeth Cartwright-Hignett, including her celebrated shell-house. The garden is whimsical and entertaining, offering a contrast to the formality of the main gardens. Duration: 45 minutes. Available during private visits only.

Complete your private afternoon visit of the garden with a glass of champagne served in the garden on the Conservatory Terrace where your group can enjoy magnificent views.



## 4. REME MUSEUM

**Guided Highlights Tour** - A one and half hour guided tour of the Museum, focusing on the stories behind the REME Collections. Learn about how REME saved Volkswagen at the end of WWII, and why the Museum has the brass boots from Mussolini's statue. Tours are available for a minimum of 10 and maximum of 20 people, although for larger groups multiple tours can be arranged. Pre-booking essential.

**Behind the Scenes Tour** - Discover more of the Museum's unique collections which are not usually open to the public. A fascinating show and tell from the archives team displaying and talking about the Museum's hidden archived treasures. Duration: 50 minutes. Pre-booking essential.



Or visit the Reserve Historic Vehicle collections (5 minute drive from main Museum) to view 80+ British and foreign military vehicles. Duration 1hr. Pre-booking essential.

Consider stopping for lunch at the Crown's Café where a variety of hot and cold drinks and light lunches are available. Pre-booking for groups is advised.



## 5. THE MERCHANT'S HOUSE

**Guided Tour** – A 45 min to 1 hour expert led tour of the House and Garden. Take time to explore the rooms and exhibitions on display while learning about the history of the house and life in the 17th Century. Educational groups will enjoy the Mervyn the Mouse hunt and quiz throughout the house - suitable for all ages.

Bookings for larger groups with multiple tours can be arranged.

Pre-booking essential.



## 6. SALISBURY CATHEDRAL

**Tower Tour Climb** – Take the challenge to climb 332 steps in easy stages to the base of the spire on a tour full of fascinating facts and topped off by unsurpassed views. Approximately 120 minutes, maximum of 12 spaces. Restrictions apply.

**Library Tour with Cream Tea** - Visit our historic 15th century library with an expert guide and view books selected to illustrate the importance and variety of this unique collection. 45 minutes plus cream tea, maximum of 12 spaces. Access restricted.

**Medieval Graffiti Tour** - Learn about how we are recording and interpreting ancient graffiti, then enjoy an optional photo opportunity from the West window balcony. 90 minutes, maximum of 10 spaces. Option to remain on ground level available.

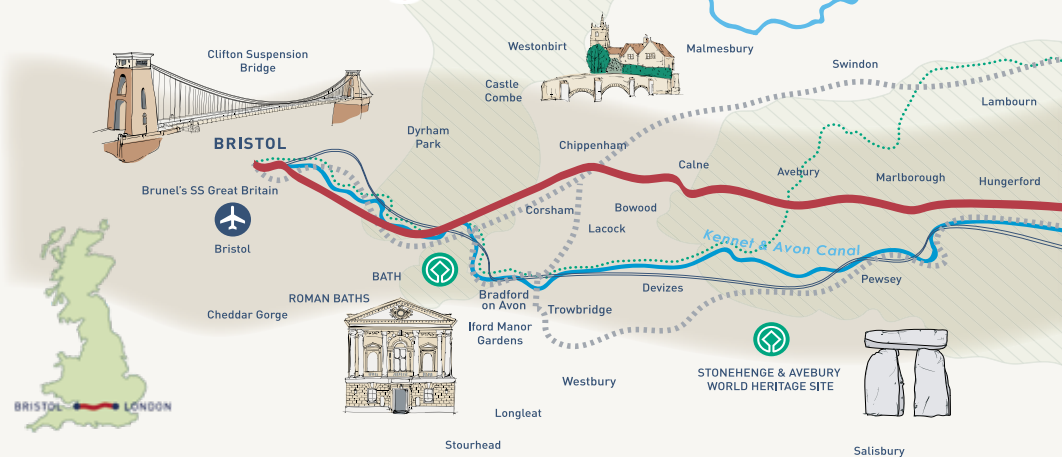
**Informal Concerts** - Sing a 30-minute a cappella performance at the Spire Crossing in the heart of the Cathedral or in the Trinity Chapel before or after your guided tour.

**Stonemasonry Works Yard Tour** - See the heritage skills used to conserve this building, the drawing office where conservation is planned and the hand-carving skills practiced here since the 13th century. Maximum of 12 spaces - access restricted.





# Great West Way®



We invite you to explore the Great West Way. An exciting new 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 of Stonehenge and Avebury**, **Kew Gardens**, **Blenheim Palace** and **Bath**.

Visitors can enjoy **Newbury's** canal-side pubs and restaurants. Discover **Reading's** Museum and Abbey Quarter. Trawl **Hungerford's** antique shops and fairs then sample seasonal produce at **Cobbs Farm Shop & Kitchen**. Take a pleasure cruise along the **Royal River Thames**. Admire sumptuous Georgian gowns at the **Fashion Museum**.

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 **Alder Ridge Vineyard**. Or soak in the UK's only natural hot springs at **Thermae Bath Spa**. Watch the Changing of the Guard at **Windsor Castle**. Sample award-winning real ale at **West Berkshire Brewery**. Stroll through 15,000 extraordinary trees at **Westonbirt, The National Arboretum**. Lose themselves in the hedge maze at **Hampton Court Palace**. Or tour a delightful **National Trust** property.

The Great West Way offers an



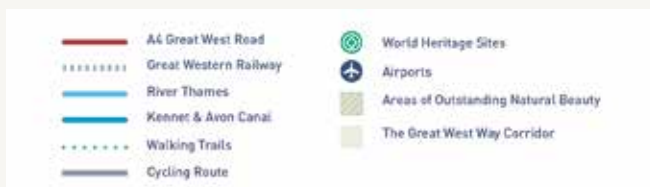
> Bath Tour



BLenheim  
PALACE



**GREAT  
WEST WAY®**



> Thames Rivercruise

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. **The Abbey Hotel** is a boutique hotel in the heart of Bath and we also have 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

## 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.

they've always dreamed of seeing, and secret spots that even some locals have yet to discover.

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 £24.50 per person.


You can buy online at **GWR.com**, from **VisitBritainShop.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** 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** or go to **GWR.com**

For suggested itineraries and bookable product go to **GreatWestWay.co.uk/traveltrade**

# WILTSHIRE

## on the Great West Way®



> Bowood House

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**; shop till you drop at **McArthurGlen Designer Outlet Swindon**; stroll around 'Capability' Brown parkland at **Bowood House and Gardens**; take up a new hobby on a course at **Marlborough College Summer School**; tour the Palladian House



> Avebury

at **Lydiard Park**; see a show at **Wyvern Theatre & Arts Centre**. Within easy reach of the Great West Way 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 Red Lion** and **Legacy Rose**





&gt; Canal side dining



&gt; Corsham

& Crown hotels in Salisbury, **The Old Bell Hotel** in Malmesbury, or **The Bridge Tea Rooms** in 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 your visitors can be here, enjoying authentic English experiences and creating lasting memories.

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



&gt; Cherhill Downs

# INSPIRATIONAL Itineraries

## A ROYAL JOURNEY ALONG THE

## Great West Way®

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

4  
DAYS



> St George's Chapel, Windsor Castle

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 at either **Sir Christopher Wren Hotel** – located right on the River Thames, within walking distance of all Windsor's attractions.

Or **Castle Hotel Windsor MGallery by Sofitel** – having begun life in 1528 as The Mermaid, in the 1700s it was awarded the first of its eight Royal Warrants.

### 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.

**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:** There are plenty of hotels to choose from in Bristol – see [visitbristol.co.uk/accommodation/hotels](http://visitbristol.co.uk/accommodation/hotels)

### 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. Then enjoy a drink at **Prince Street Social**, a welcoming modern-style restaurant and bar, before heading home.



> French Brothers Cruise



> The Long Walk, Windsor



> Hampton Court Palace

## EXPECT THE UNEXPECTED Swindon

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



2  
DAYS

> Studley Grange

### 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 such as **Cricklade House Hotel**.

### Day 2

**AM:** First stop today is historic **Lydiard Park**. 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 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. Then pick up a souvenir at the craft village. Time permitting, take a detour to **REME Museum** in Lyneham to discover the history of the Royal Electrical and Mechanical Engineers.

**Evening:** With a varied programme including concerts, comedy, drama and dance, a performance at Swindon's **Wyvern Theatre & Arts Centre** makes a great way to round off your visit.

**Overnight:** Swindon area.

## Salisbury AGELESS BEAUTY, CAPTIVATING HISTORY

- 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

> Market Place

### 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 one of several cafés in the Close, visit any of the other attractions there 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:** Discover another of the Close attractions, 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 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, Salisbury Playhouse and City Hall Salisbury.

**Overnight:** If you have time, extend your visit with an overnight stay (eg **The Stones Hotel** or 1920's inspired **Caboose B&B**) to take in Boscombe Down Aviation Collection, River Bourne Community Farm, Salisbury Racecourse or **Cholderton Rare Breeds Farm and Bluestone Vineyards**.

Guided tours are available from several companies, including **Salisbury, Stonehenge and Sarum Tours**.



## WILTSHIRE'S Timeless Wonders

2  
DAYS

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

> Silbury Hill

### 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 20).

**Lunch:** Amesbury or Salisbury areas (eg **The Stonehenge Inn & Carvery**).

**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**).

### 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 **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

3+  
DAYS

- Abbey House Gardens
- Bowood • Iford Manor Gardens • Stourhead
- Longleat • Larmer Tree • Wilton House

> Stourhead

### Day 1

**AM:** Your day begins in medieval Malmesbury, at the 5-acre Abbey House Gardens.

**Lunch:** Malmesbury area.

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

**Overnight:** Calne or Melksham areas (eg **Bowood Hotel & Spa**).

### 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.

**Overnight:** Warminster or Salisbury areas (eg **Stonehenge Campsite and Glamping Pods** or **Red Lion 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:** Explore the 22 acres of parkland and gardens at Wilton House, also believed to be influenced by 'Capability' Brown. For those with more time, Chavenage House and Westonbirt, the National Arboretum are just across the county border in the Cotswolds.

## WILTSHIRE

## Picture Perfect

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

3+  
DAYS> *Pride & Prejudice*, Wilton House

## 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.

**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* – to end your tour just across the county border at Chavenage House, which starred as Trenwith in *Poldark*.

MAGNIFICENT  
Industrial  
Heritage

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

3  
DAYS

&gt; Wilton Windmill

## 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**.

**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. Time permitting, a visit to **The Merchant's House** in Marlborough makes a fascinating addition to your itinerary.

# Local Guides

## TOUR OPERATORS AND TRANSPORT

### GUIDES ONLY

#### AMESBURY HERITAGE TOURS & HISTORY TALKS

07793 366429

[info@amesburymuseum.co.uk](mailto:info@amesburymuseum.co.uk)

#### 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)

### DRIVER GUIDE WITH CAR TRANSPORT

#### GUIDED WALKS IN WILTSHIRE

07502 294715

[info@guidedwalksinwiltshire.co.uk](mailto:info@guidedwalksinwiltshire.co.uk)

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

#### LIBERTY CAR TOURS

07989 387660

[mike@libertycartours.co.uk](mailto:mike@libertycartours.co.uk)

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

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

#### BRITAIN'S BEST HERITAGE TOURS

01985 840049

[hello@bbhtours.co.uk](mailto:hello@bbhtours.co.uk)

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

#### LION TOURS

07769 668668

[paul@liontours.co.uk](mailto:paul@liontours.co.uk)

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

#### MAD MAX MINIBUS TOURS

07990 505970

[maddy@madmaxtours.co.uk](mailto:maddy@madmaxtours.co.uk)

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

#### ROMAN BATH PRIVATE HIRE

01225 484346

[info@romanbathprivatehire.co.uk](mailto:info@romanbathprivatehire.co.uk)

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

#### SALISBURY'S CHEQUERED HISTORY GUIDES

01722 320928

[salcheqbb@gmail.com](mailto:salcheqbb@gmail.com)

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

#### STONEHENGE & AVEBURY WITH OLDBURY TOURS

07947 488665

[info@oldburytours.co.uk](mailto:info@oldburytours.co.uk)

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

#### STONEHENGE & SALISBURY GUIDED TOURS

0845 519 8248

[tours@stonehenge-travel.co.uk](mailto:tours@stonehenge-travel.co.uk)

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

#### THE STONEHENGE TOUR

01202 338420

[enquiries@thestonehenge-tour.info](mailto:enquiries@thestonehenge-tour.info)

[www.thestonehenge-tour.info](http://www.thestonehenge-tour.info)

### CAR HIRE

#### PRACTICAL CAR & MOTORHOME RENTAL

01249 750500

[chippenham@practical.co.uk](mailto:chippenham@practical.co.uk)

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

#### VINTAGE CLASSICS

01225 703377

[info@vintage-classics.co.uk](mailto:info@vintage-classics.co.uk)

[www.vintage-classics.co.uk](http://www.vintage-classics.co.uk)

### GROUND HANDLERS

#### NORMAN ALLEN GROUP TRAVEL LTD

01432 277666

[normanallen@group-travel.com](mailto:normanallen@group-travel.com)

[www.group-travel.com](http://www.group-travel.com)

#### SALISBURY, STONEHENGE & SARUM TOURS

01722 421777

[info@salburystonehenge-tours.co.uk](mailto:info@salburystonehenge-tours.co.uk)

[www.salisburystonehenge-tours.co.uk](http://www.salisburystonehenge-tours.co.uk)

### TRANSPORT ONLY FOR GROUPS

(eg car, taxi, minibus, coach, train)

#### EXECUTIVE CONNECTION

01722 333333

[tim@salisbury-valuecars.co.uk](mailto:tim@salisbury-valuecars.co.uk)

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

#### VALUE CARS GROUP

01722 505050

[enquiry@salisbury-valuecars.co.uk](mailto:enquiry@salisbury-valuecars.co.uk)

[www.salisbury-valuecars.co.uk](http://www.salisbury-valuecars.co.uk)

#### SALISBURY REDS

01202 338420

[talk2us@salisburyreds.co.uk](mailto:talk2us@salisburyreds.co.uk)

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

#### SOUTH WEST MINIBUSES

0117 965 0000

[info@southwestminibuses.com](mailto:info@southwestminibuses.com)

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

#### GREAT WESTERN RAILWAY

0345 700 0125

Please use online contact form

on our website: [www.gwr.com](http://www.gwr.com)

#### SOUTH WESTERN RAILWAY

0345 6000 650

Please use online contact

form on our website:

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

### WALKING HOLIDAYS

#### FOOTPATH HOLIDAYS

01985 840049

[enquiries@footpath-holidays.co.uk](mailto:enquiries@footpath-holidays.co.uk)

[www.footpath-holidays.com](http://www.footpath-holidays.com)



> *Poldark*, Corsham> *War Horse*, Castle Combe

# 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 Candleford*, *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 for *Poldark* was also filmed at Chavenage House, over the border in Gloucestershire.

**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.

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



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**, **Wilton House**, **Iford Manor Gardens**, **Lydiard Park** and **Stourhead**. **Longleat**, with its Elizabethan house, safari park and more.



&gt; REME Museum

**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 at **Cholderton Rare Breeds Farm**

#### **Park and Bluestone Vineyards.**

Take a walk on the wild side at **Studley Grange Garden and Leisure Park**. Hunt for bargains at **McArthurGlen Designer Outlet Swindon**. 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**. Or watch conservation in action at **The Merchant's House** in **Marlborough**.

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)



&gt; STEAM Museum



&gt; Stonehenge



&gt; Cholderton Rare Breeds Farm Park



**BOWOOD**  
House & Gardens



## DISCOVER MORE AT BOWOOD

House & Gardens

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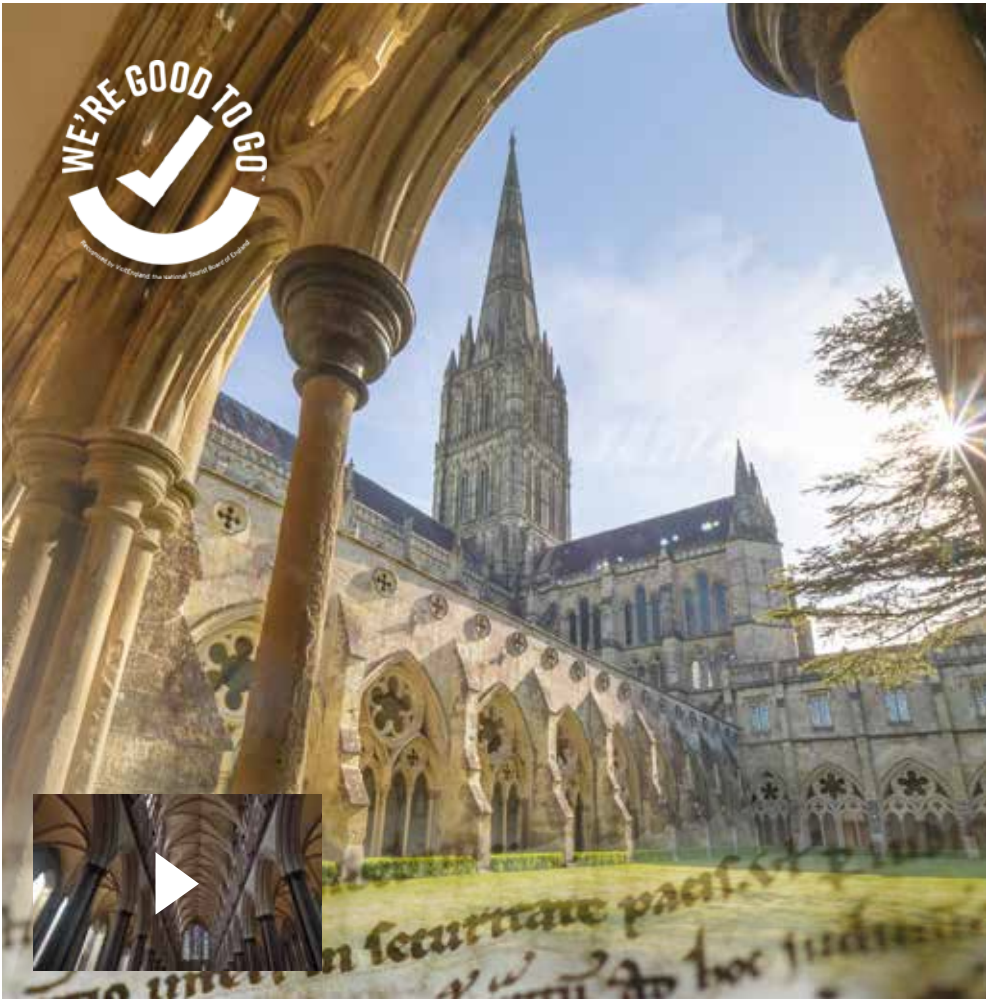
Guided Tours and Group Rates available

Open dates: 1st April to 1st November 2021

**VISIT BOWOOD.ORG**  
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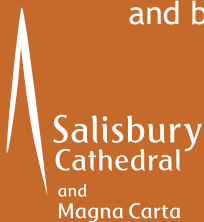




## Prepare to be Amazed...

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## **‘BY SKILL AND BY FIGHTING’**

The motto of the  
Royal Electrical and Mechanical Engineers



The award winning museum has 8 modern, interactive galleries. Displays include armoured vehicles, medals, uniforms and weapons. There is a large free car park and the excellent crowns café for refreshments.

Located just outside MOD Lyneham, Wiltshire

Opening times: Tues-Sun 10am-4:30pm



With events throughout the year please visit the website for further details  
[www.rememuseum.org.uk](http://www.rememuseum.org.uk) enquiries@rememuseum.org.uk 01249894869

# Caboose



**Caboose is an independently owned premium Bed & Breakfast and 1920s inspired bar, located just a 2 minute walk from Salisbury Train Station.**

Caboose boasts 8 en-suite boutique bedrooms which are beautifully finished to a high standard including; bespoke Hypnos beds dressed with elite quality linen, rainfall showers and locally produced luxury toiletries. Situated a short stroll from Salisbury Cathedral, Salisbury Market Square



and the Stonehenge bus tour starting location, Caboose is perfectly placed for a getaway trip to explore Wiltshire.

The Parlour bar is attractively designed with photographs of Salisbury in years gone by adorning the walls, vintage props and gold leaf embellishment as far as the eye can see. The Parlour serves decadent and delectable Afternoon Tea at the weekend with a Champagne option available for those wanting to celebrate or simply treat themselves. As well




as this, they have an exceptional range of high-quality alcoholic and non-alcoholic drinks available including their very charmingly staged Signature Cocktails. There is a walled courtyard off of the Parlour, perfect for midsummer evening drinks.


Caboose can be hired for group trips and events.

For more information or to book, visit [www.caboosesalisbury.com](http://www.caboosesalisbury.com)

Visit [@caboosesalisbury](https://www.instagram.com/caboosesalisbury) on social media.





**A modern Group Friendly Hotel**  
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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**  
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[hisalisbury-stonehenge.co.uk](http://hisalisbury-stonehenge.co.uk)





# Groups at Longleat

Welcoming you back this summer



**Contact the team**  
 01985 844328  
[groups@longleat.co.uk](mailto:groups@longleat.co.uk)



**LONGLEAT**



# 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.

Afternoon teas are served from 12pm till 5pm every day of the week and the tea rooms can accommodate a maximum of 40 guests.

**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)

# Hardy's Wessex

The largest collection of Thomas Hardy memorabilia ever displayed at one time.  
Four museums, four different exhibitions.

28 May – 30 October 2022

Take a fresh look at the life and literature of the Victorian novelist and poet, Thomas Hardy, in the stunning Wessex landscapes that shaped his view of the world.

His story will be retold in exciting new ways by our museum collections, from period costumes to personal letters, art to archaeology.



Red dress worn by  
Hardy's sister Kate

- Once-in-a-lifetime chance to see precious objects that are rarely on display
- A major exhibition across four venues – Dorset Museum (Dorchester), Poole Museum, The Salisbury Museum and Wiltshire Museum (Devizes).
- Each exhibition explores a different Hardy theme
- Discounts for groups visiting more than one museum
- Self-guided tours or tailored guided tours available
- Discounted catering packages

For further information, suggested itineraries and bookings visit:  
<https://www.wessexmuseums.org.uk/thomas-hardy-exhibition>



Hardy's first watercolour landscape



Hardy's tombstone design for his dog



Hardy's handwritten 'Book of Facts'

**Wessex  
Museums**

# Studley Grange



Situated just outside Swindon, close to the M4, Studley Grange 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 the craft village for an individual shopping experience and our Garden Restaurant and Butterfly Café for 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

## A First Class Day Out

STEAM - Museum of the Great Western Railway

Fire Fly Avenue, Swindon SN2 2EY

Tel: 01793 466646

[www.steam-museum.org.uk](http://www.steam-museum.org.uk)

[www.facebook.com/steammuseum](https://www.facebook.com/steammuseum)

[@steam\\_museum](https://twitter.com/steam_museum)



SWINDON  
BOROUGH COUNCIL

# OLD SARUM

## EXPLORE A LOST CITY

Stand in the footprint of the original Salisbury Cathedral



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ENGLISH HERITAGE

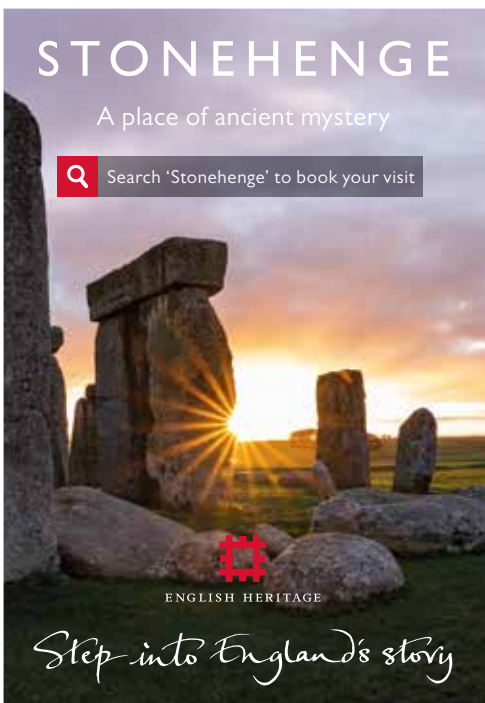
Step into England's story

# STONEHENGE

A place of ancient mystery



Search 'Stonehenge' to book your visit



ENGLISH HERITAGE

Step into England's story



&gt; Salisbury Cathedral Tower Tour

# 10 top reasons TO VISIT WILTSHIRE

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:

- With award-winning attractions, great food and drink, excellent shopping and top-notch arts venues, Salisbury is the perfect fusion of ancient and modern. **Salisbury Cathedral** boasts Britain's tallest spire and best preserved original 1215 **Magna Carta**. Take a Tower Tour for fabulous views.



&gt; Westbury White Horse

- 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.



&gt; 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**.
- 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.



&gt; Lacock Abbey

- 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.

- 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



> Cholderton Rare Breeds Farm



> Marlborough College Summer School



> McArthurGlen Designer Outlet

**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**.

# Events AND FESTIVALS

In the lead-up to the summer, live events and festivals across Wiltshire are planning to reopen in line with the government's roadmap.

As more events and festivals are announced they will be added to the website. Keep up to date with full details of events and festivals in Wiltshire on our website: [visitwiltshire.co.uk/whats-on](https://visitwiltshire.co.uk/whats-on).

Please be sure to double check dates and times in advance, as details can sometimes change.



> Bowood House & Gardens



> Marlborough Summer School

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. All events will abide by the Covid-19 guidelines at the time.

## **Bowood House & Gardens – Garden Tours and Workshops**

Bowood are offering a range of different garden tours and workshops throughout the summer months.

**Chippenham Folk Festival** is combining with Chester Folk Festival and moving online for 2021 from 28-31 May, which means geography is no longer an issue and the festival can achieve a global reach, bringing communities together wherever they are in the world.

As the UK's largest festival dedicated entirely to history, the **Daily Mail Chalke Valley History Festival** is hoping to go ahead from 21-27 June offers a star-studded line-up of speakers embracing all things historical in an idyllic downland setting.

The largest multi-generational learning experience of its kind,

this year's **Marlborough College Summer School** runs from 11 July-7 August, combining a mix of art, cultural and sporting courses for adults with inspirational activities for children. This Summer you can get a flavour of what life was like in Victorian Chippenham as part of Chippenham Museum's **Kilvert's World Exhibition**. For any Stargazers amongst us, there is **Marlborough's Dark Skies Festival** in late October and there will be a return of **Sarum Lights** at Salisbury Cathedral in November.

There are a number of music and Arts festivals and events which take place annually in Wiltshire and are hoping to return for 2021.

**MFor Festival** at Lydiard Park 31 July, **WOMAD Festival** 22-25 July and **End of the Road Festival** at Larmer Tree 2-5 September.

Focusing on creative writing across all genres and with a strong local content, **Marlborough Literary Festival** will be taking place from 30 Sept-3 October, whilst **Salisbury Literary Festival** is one of October's highlights.



# Marlborough College



## SCHOOL'S IN FOR SUMMER

**Whether you wish to learn a new skill or escape in a favourite pastime, Marlborough College Summer School from 11 July to 7 August 2021 has it covered.**

Choose from an amazing array of courses suitable for all ages, abilities and interests during the day and

then indulge in the eclectic evening entertainment. With over 500 courses encompassing creative arts, literature, history, science, body and mind, sport and country pursuits there really is something for everyone.

Attend Summer School from Monday to Friday as a day student or make your experience truly immersive

and stay throughout. Full board accommodation is available within the College, which is conveniently located for Marlborough's famous High Street and the Wiltshire countryside.

To request a brochure phone 01672 892388 or visit [www.summerschool.co.uk](http://www.summerschool.co.uk)

## McArthurGlen Designer Outlet Swindon

Located within the listed buildings of the old Great Western Railway Works, McArthurGlen Designer Outlet Swindon is a unique destination for those looking for an immersive shopping experience. Browse luxury, well-loved brands including Levi's, Ted Baker, Nike, Reiss and more for up to 60% less before you relax and unwind at one of our many cafés and restaurants such as Wagamama, Pizza Express, Carluccio's and Starbucks.

Within 50 miles of Bath and Bristol, less than an hour from London by train and on the edge of the Cotswolds, Swindon Designer Outlet is a great place to meet and spend time with friends and family. Along with fantastic savings all year round, discover seasonal events such as Black Friday, Late Night Shopping and a magical Christmas period. Keep the kids entertained too on the Hooter Express train, and in our interactive play area! There's something for everyone at Swindon Designer Outlet...



# 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. The following work with VisitWiltshire to welcome groups and the travel

trade, particularly during the quieter, shoulder months – see below for coach parking details or go to [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups) for further information.



## AMESBURY

Two designated coach spaces in the Central car park **SP4 7JE**.



## CALNE

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



## CHIPPENHAM ➡

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



## 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.



## CRICKLADE

Drop off and pick up points close to High Street. No designated coach parking, but coaches can park on the Causeway **SN6 6DQ**.



## CORSHAM

Call 01249 702130 to arrange parking prior to visit.



## 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.

## CASTLE COMBE

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



### 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**.



### MARLBOROUGH

Coaches are able to drop off passengers on the High Street by the Jubilee Centre (**SN8 1LW**) before proceeding to park in the Coach Bays 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 **SP1 3TA**. Overflow at Britford 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.



### TROWBRIDGE ➡

On-street parking in Canal Road **BA14 8RL**. Coach drop off point in loading bay area behind Shires Shopping Centre **BA14 8AT**.



### 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.



### WARMISTER ➡

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**.

### WILTON

The Guild **SP2 0RS**.





# Bradford on Avon

In the perfect setting of the dramatic Avon valley in Wiltshire, **Bradford on Avon** is on the edge of the Cotswolds and only a few miles or a short train ride from the World Heritage City of Bath. The beautiful architecture sits in a breathtaking landscape of river, canal and countryside.

From cosy cottages to grand townhouses, handsome public buildings, a medieval barn, and ancient places of worship, you could spend the day getting lost on the meandering footpaths of Tory with picturesque views over the town; enjoy a boat trip along the Kennet and Avon canal or bring a picnic and take pleasure in beautiful green spaces. The town is also a haven of independent retailers and award-winning restaurants, tearooms, and cafes, many with locally sourced produce or artwork for that truly unique BoA experience.

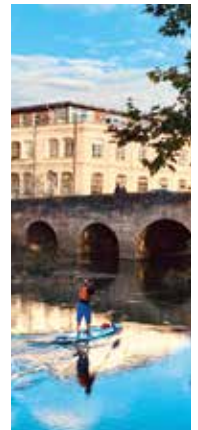
Easily accessible by coach, car, or train, **Bradford on Avon** is the perfect place for any group size.

Services we offer:

- Information and advice to help you plan your trip to Bradford on Avon
- Free meet and greet service with knowledgeable *Explore BoA* team member
- Bespoke Informative guided tours
- Coach parking available in Bradford on Avon town centre
- Simple and easy online booking

For more information on Bradford on Avon for large or small groups, email

[tourism@bradfordonavontowncouncil.gov.uk](mailto:tourism@bradfordonavontowncouncil.gov.uk) or call 01225 865797 (Tourism Officer)



Bradford on Avon really is the perfect place to **explore!**  
Discover more at [www.bradfordonavon.co.uk](http://www.bradfordonavon.co.uk)

# Salisbury

## TRADITIONAL. ORIGINAL.

> Salisbury Cathedral

**Salisbury is a city of ageless beauty and captivating history, where medieval magnificence meets contemporary culture.**

At its heart is Salisbury Cathedral, a beacon which has attracted travellers for hundreds of years. Gathered around it is an inspiring city, alive with fascinating people, places and experiences. Salisbury's story reaches back through the centuries and the city is proud of this rich heritage. Yet it is no stranger to original thinking...

**Salisbury Cathedral** offers one superlative after another, from the tallest spire in Britain and the world's oldest working clock, to the finest original 1215 **Magna Carta** manuscript. In 2020 it celebrated the 800th anniversary of its foundation. Surrounding this medieval masterpiece is the largest cathedral close in Britain, an oasis of calm amid the buzz of

the city. Other attractions within the Cathedral Close include **The Salisbury Museum** and **The Rifles Berkshire & Wiltshire Museum**.

Nearby is the **Parish Church of St Thomas**, with its magnificent Doom Painting. On the outskirts of the city you'll find both **Old Sarum**, the original site of Salisbury, and **River Bourne Community Farm**. **Boscombe Down Aviation Collection**, **Salisbury Racecourse** and **Stonehenge** are on the doorstep too.

## Layer upon layer of fascinating history

In the historic heart of the city, you'll find an excellent range of unique, independent retailers as well as high stores and regular markets. Tempting tearooms and coffee shops abound, together with cosy pubs, riverside inns

> High Street



and friendly restaurants. Salisbury offers an exciting annual line-up of festivals and events and a first rate programme of music, dance, theatre, comedy and more. (Covid restrictions permitting)

Just 90 minutes by train from London Waterloo, Salisbury makes an unbeatable destination for day trips and short breaks alike. Salisbury has been awarded Confederation of Passenger Transport UK as a Coach Friendly City. It is also an excellent base for discovering all that Wiltshire has to offer. For a comprehensive guide to the city and surrounding areas go to [visitsalisbury.co.uk](http://visitsalisbury.co.uk) or download the **England Originals** app which features Salisbury.

# AMESBURY

A small market town that has Stonehenge (2 miles) and Woodhenge (1.5 miles), all within its Parish. Historic Amesbury is an attractive town sitting on the River Avon, now known to be the oldest continuous living settlement in this country, dating back over 8500 years BC.

Amesbury has ample parking, two coach spaces, public toilets, and its own weekly market. A new History Centre will open in the summer of 2021, housing one of Britain's largest Mesolithic collections, it will tell an amazing story, along with much more about Amesbury's History. Amesbury has hotels, bed and breakfasts, independent shops, restaurants and inns - the town is a great stopping point for travellers and visitors to Stonehenge and south Wiltshire. The town is also one of the most convenient places to stop on the A303, being some 75 miles from London and the home of Stonehenge.

The town offers many interesting walks both in the Stonehenge Landscape and close to the River Avon. Stonehenge is of course the closest attraction to Amesbury and the 2 mile walk across the historic landscape is both invigorating and interesting. Just to the north is Woodhenge - a neolithic site which was first recognised through aerial photographs taken in 1925, it is an equally interesting site to visit. Closer to the town is Lords Walk, which offers the combination of a unique view of the River Avon, as well as a walk along the old Lime Tree Way, which historically lead to the Abbey.

A visit to the 10th century church of St Mary and St Melor is a unique experience. Housed within is a 15th century clock that is believed to have been built for the Benedictine Abbey.



## Visit Corsham



With its historic buildings, glorious countryside and, surprisingly, peacocks wandering the streets, Corsham is a hidden treasure. Corsham is a quintessentially English market town, on the edge of the Cotswolds, with a beautiful High Street lined with historic buildings, chief among which is **Corsham Court** with its extensive collection of paintings. If it's more contemporary art you're looking for then **The Pound** is Corsham's gallery and theatre. Alternatively, if retail therapy is more your thing, then the town's independent shops will keep you busy, as will the great places for food and drink. And you'll be walking in the footsteps of Ross Poldark – the BBC One drama was filmed here too. It's yet another surprise in a town full of them.

**Corsham Town Council 01249 702130**  
or email: [towncouncil@corsham.gov.uk](mailto:towncouncil@corsham.gov.uk)  
[www.corsham.gov.uk/visit](http://www.corsham.gov.uk/visit)



Come and discover Wiltshire's hidden treasure

History, heritage, arts and crafts, great places to eat and drink and lots of independent shops – plus Poldark was filmed here too.

**Visit Corsham**  
[www.corsham.gov.uk/visit](http://www.corsham.gov.uk/visit)

Just 8 miles from Bath on the A4, 4 miles from the M4 (J17), or 3 miles from Chippenham Station.








## 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.



Open April to September  
Out of hour visits and tours available  
Coaches & groups by appointment  
Please e-mail us for details  
**WINNER—Little Treasure of Britain**  
**2017 Group Travel Awards**

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



## The Merchant's House

Set on the wide high street of the vibrant market town of Marlborough, which is bursting with history and character, is the house of Thomas Bayly, a prosperous silk merchant. It was rebuilt following the great fire of Marlborough in 1653. A fine timber and brick building was constructed, its interior panelled, with nationally acclaimed, unique wall paintings and a commanding oak staircase. Continuing conservation makes this a special visitor attraction.

**132 High Street, Marlborough, SN8 1HN**  
**01672 511491 | [www.themerchantshouse.co.uk](http://www.themerchantshouse.co.uk)**

## Stonehenge Inn

**The Stonehenge Inn is conveniently located within eight minutes' drive from Stonehenge, internally it has seating for 105 internally and a further 80 externally.**

Boasting its own replica Stonehenge, Firepit & Shepherds Huts. We are very experienced in turning small, medium and large tour groups round quickly and efficiently, whilst providing tasty food in an environment with a strong focus on customer service. Whether you want quick fish and chips or a three course lunch we can cater for you.

Telephone 01722 433186 or email [admin@mini-rocks.co.uk](mailto:admin@mini-rocks.co.uk)





# Refreshment Stops

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
- The Stonehenge Inn and Carvery, Durrington

## BRADFORD ON AVON AREA

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

## 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
- Rose & Crown Hotel, Salisbury
- The Red Lion Hotel, Salisbury
- The Refectory, Salisbury Cathedral
- The Stones Hotel, Salisbury
- Tinga, Salisbury

## SWINDON AREA

- Lydiard Park, 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
- Wyvern Theatre, Swindon

## WARMINSTER AREA

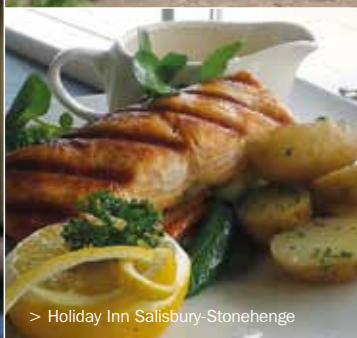
- Stourhead Restaurant



> The Shelburne Bar, Bowood Hotel



> Iford Manor



> Holiday Inn Salisbury-Stonehenge



> The Bridge Tea Rooms



> The Red Lion Hotel



> The Stonehenge Inn

## 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
- Visit Hillbrush
- Wilton Windmill
- Army Flying Museum
- Holburne Museum
- Roman Baths

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



# FUN-PACKED Activities

> Marlborough College Summer School

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. 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.



> Castle Combe



> Exploring the North Wessex Downs



> Salisbury, Stonehenge & Sarum Tours

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

# Discover your past, "the personal way"

Travel back over 10,000 years in time with your own personalised tour of some of Britain's hidden gems



**SALISBURY  
STONEHENGE  
& SARUM  
TOURS**

Unit 7 & 8 Whittle Road,  
Churchfields Industrial Estate,  
Salisbury,  
Wiltshire SP2 7YS  
Tel: 01722 333333  
[www.salisburystonehengeandtour.co.uk](http://www.salisburystonehengeandtour.co.uk)

## Cholderton

RARE BREEDS FARM PARK

[WWW.CHOLDERTONRAREBREEDSFARM.COM](http://WWW.CHOLDERTONRAREBREEDSFARM.COM)



Cafe & Food



Tours & Groups



Rare Breeds Farm



Accommodation



Weddings & Events

GET INVOLVED  
SHARE. FOLLOW. REVIEW. TAG.



t: (01980) 629 438  
e: [info@choldertonrarebreedsfarm.com](mailto:info@choldertonrarebreedsfarm.com)

## 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 | 08444 119 046  
[www.legacy-hotels.co.uk/hotels/rose-crown-hotel-salisbury-wiltshire](http://www.legacy-hotels.co.uk/hotels/rose-crown-hotel-salisbury-wiltshire)



# Places to Stay



> Legacy Rose & 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.



> Bowood Hotel

## 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.



> Caboose

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.



> Glamping Pod at Stonehenge Campsite



> The Stones Hotel



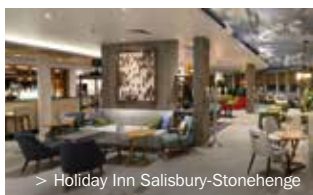
> The Old Bell Hotel



LOCATION	WEBSITE	TELEPHONE	NO. OF ROOMS <sup>1</sup>	COACH PARKING
<b>Amesbury Area</b>				
Amesbury: <b>Holiday Inn Salisbury-Stonehenge</b>	hisalisbury-stonehenge.co.uk	0345 241 3535	103	On site
Cholderton: <b>Cholderton Youth Hostel</b> <sup>2</sup>	choldertonyouthhostel.co.uk	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	theswanbradford.co.uk	01225 868686	14	Call for details
Bradford on Avon: Widbrook Grange Hotel	widbrookgrange.co.uk	01225 864750	9	On site
Bradford on Avon: Woolley Grange Hotel	woolleygrangehotel.co.uk	01225 864705	25	On site
<b>Calne Area</b>				
Derry Hill: <b>Bowood Hotel, Spa &amp; Golf Resort</b>	bowood.org	01249 822228	43	On site
<b>Chippenham Area</b>				
Chippenham: Angel Hotel <sup>3</sup>	angelhotelchippenham.co.uk	01249 652615	50	On site
Coleme: Lucknam Park Hotel & Spa	lucknampark.co.uk	01225 742777	43	On site
<b>Cricklade Area</b>				
Cricklade: Cricklade House Hotel	crickladehotel.co.uk	01793 750751	45	On site
<b>Malmesbury Area</b>				
Malmesbury: <b>The Old Bell Hotel</b>	oldbellhotel.co.uk	01666 822344	34	Call for details
Malmesbury: Whatley Manor Hotel & Spa	whatleymanor.com	01666 822888	23	On site
<b>Melksham Area</b>				
Beanacre: Beechfield House Hotel	beechfieldhouse.co.uk	01225 703700	24	On site
<b>Royal Wootton Bassett Area</b>				
Royal Wootton Bassett: The Churchill	greenekingnns.co.uk/hotels/ the-churchill-wootton-bassett/	01793 849848	28	Call for details
<b>Salisbury Area</b>				
Berwick St James: <b>Stonehenge Campsite &amp; Glamping Pods</b>	stonehengecampsite.co.uk	07786 734732	Capacity 8-20	On site
Salisbury: <b>Caboose</b>	www.caboosesalisbury.com	01722 504858	8	Call for details
Salisbury: Grasmere House Hotel	grasmerehotel.com	01722 338388	38	On site
Salisbury: Milford Hall Hotel & Spa	milfordhallhotel.com	01722 417411	45	On site
Salisbury: Peartree Serviced Apartments	stayatpeartree.com	01722 322055	16	Millstream Coach Park
Salisbury: <b>The Red Lion Hotel</b> <sup>3</sup>	the-redlion.co.uk	01722 323334	60	Millstream Coach Park
Salisbury: <b>Rose &amp; Crown Hotel</b> <sup>4</sup>	legacy-hotels.co.uk	01722 328615	34	On site
Salisbury: Sarum College	sarum.ac.uk/group-stays	01722 424800	52	Millstream Coach Park
Salisbury: <b>The Stones Hotel</b>	thestoneshotel.co.uk	01722 782020	44	On site
Salisbury: White Hart Hotel <sup>5</sup>	mercure.com	01722 327476	68	On site
<b>Warminster Area</b>				
Bishopstrow: The Bishopstrow Hotel and Spa	bishopstrow.co.uk	01985 212313	32	On site



&gt; The Red Lion Hotel



&gt; Holiday Inn Salisbury-Stonehenge

**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 Stones Hotel and Marco Pierre White Steakhouse Bar & Grill



The Stones Hotel is located on the outskirts of Salisbury, Wiltshire. A stone's throw from the World Heritage Site of Stonehenge. The hotel is rated "Silver" with Green Tourism and demonstrates best practise measures by way of being green and sustainable.

The Hotel provides the perfect setting for all events from conferences and events to weddings and team build with its tranquil surroundings yet easy access.

Our restaurant menu is exclusively curated by Marco himself and features timeless English and French classics, alongside signature steaks and a comprehensive drinks selection with premium cocktails.

- 44 Luxurious Bedrooms • Complimentary Parking & WiFi
- 5 Modern Function Rooms with capacity to host up to 300 guests
- The Stones Hotel is the perfect countryside retreat.

**The Stones Hotel, Highpost, Salisbury SP4 6AT**  
enquiries@thestoneshotel.co.uk • 01722 782020



We can't wait to welcome you to England's oldest hotel to enjoy our delicious food, high design interiors, great customer service, cocktail bar, indoor & outdoor dining options, fun ambience and exciting programme of activities. You'll find us right next door to the stunning 12th Century Abbey in the historic, vibrant and charming Wiltshire market town of Malmesbury.

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

## The Red Lion Hotel



The Red Lion nestles in the heart of this ancient city, just a few steps from the vibrant Market Place. Europe's oldest purpose-built hotel, it housed the stone masons of the Cathedral in the 13th century. But don't be misled – we may be old, but we have a great modern

twist, as seen in the design of our bedrooms. In the warmer months our stunning Mediterranean courtyard garden is a great place to relax with a drink. In winter, log fires blaze, warming guests who have come in from shopping at our twice weekly market and now sit enjoying



what we believe to be one of the finest traditional English cream teas available anywhere.

**Milford Street, Salisbury, Wiltshire, SP1 2AN**  
01722 323334  
https://the-redlion.co.uk



**2019 20**  
  
**GOLD**

# Stonehenge

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**Stonehenge Solstice Festival**  
  
**BOOK NOW**  
[solsticefest.co.uk](http://solsticefest.co.uk)

## LOOK OUT FOR THE WE'RE GOOD TO GO SYMBOL



**“We’re Good To Go” is the official UK mark to signal that a business has implemented Government and industry COVID-19 guidelines and has a process in place to maintain cleanliness and aid social distancing.**

Many tourist attractions, shops, places to stay, activities and places to eat and drink in Wiltshire have been awarded the mark.

**LOOK OUT FOR THE GOOD TO GO LOGO WHEN PLANNING YOUR VISIT.**



# Helping you sell Wiltshire

> STEAM - Museum of the  
Great Western Railway

**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



&gt; Stourhead



&gt; Cholderton Rare Breeds Farm Park



&gt; The Merchant's House



&gt; Lacock

### Commissionable Product

If you are an operator and looking for commissionable product please email [groups@visitwiltshire.co.uk](mailto:groups@visitwiltshire.co.uk) or telephone Florence Wallace on **07436 588860** 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, they usually take place in spring and autumn and 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 our next one, 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 bookable tours, trade contacts and 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://www.visitwiltshire.co.uk/groups)

### New Travel Trade Supplier Information

We have created new supplier information website pages specifically for the travel trade in conjunction with businesses and destinations. Scroll to the bottom of the page to view them [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>	
A'Beckett's Vineyard	D3
Abbey House Gardens	B2
Alex Moulton Charitable Trust (The Hall)	D2
Amesbury History Centre (reopening summer 2020)	E4
Atwell-Wilson Motor Museum	C3
Avebury	C4
Bowood House & Gardens	C3
Calne Heritage Centre	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
Kennet and Avon Canal Trust, Bradford on Avon	D2
Kennet and Avon Canal Trust, Devizes	D3
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 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 (reopening August 2020)	D2
Vintage Classics	C2
Visit Hillbrush	F2
Wilton House	F3
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

AREA/ATTRACTION	MAP REF
<b>SALISBURY ATTRACTIONS</b>	
Boscombe Down Aviation Collection	F4
Fisherton Mill   Gallery   Café   Studios	F4
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
The Stonehenge Tour	F4
<b>ATTRACTIONS ON THE WILTSHIRE BORDERS</b>	
Army Flying Museum	E5
Bombay Sapphire Distillery	D5
Chavenage House	B2
Cotswold Wildlife Park	Off A4
Fashion Museum	C1
Hawk Conservancy Trust	E5
Holburne Museum	C1
Kelmscott Manor (currently closed for renovations)	A4
Roman Baths	C1
Royal Signals Museum	Off G2
Victoria Art Gallery	C1
Westonbirt, The National Arboretum	B2

## GENERAL INFORMATION

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# WHICH WAY NEXT?

Be Curious. Be Responsible.

To find out more about our  
Official Operator Programme contact  
[flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk)

Begin your next adventure at  
[GreatWestWay.co.uk/traveltrade](https://GreatWestWay.co.uk/traveltrade)



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