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PRESS RELEASE

Get off the beaten track - plan your trip to the Vale of Pewsey on the Great West Way

The Great West Way® touring route between London and Bristol contrasts vibrant cities with some of England's most iconic landscapes. The Vale of Pewsey, located in Wiltshire within the North Wessex Downs Area of Outstanding Natural Beauty, is one such landscape, and now there is an easy way to plan a visit and discover the rich heritage and beauty of this hidden gem.

The Pewsey Vale Tourism Partnership has launched a selection of new walking and cycling itineraries on their website [Discover Pewsey Vale \(www.visitpewseyvale.co.uk/discover-pewsey-vale\)](http://www.visitpewseyvale.co.uk/discover-pewsey-vale).

The itinerary suggestions range from one-day trips, ideal for days out with the kids during half term, to up to a week and beyond and follow recognised walking trails whilst also taking you off on local detours that you might otherwise not find.

They showcase the wide range of activities to be enjoyed in the Pewsey Vale; from cruising on the Kennet and Avon Canal with Honeystreet Boats, to discovering the mysteries of crop circles at the UK's only dedicated Crop Circle Museum, from self-guided trails around the historic market towns of Devizes, home of The Wiltshire Museum and Wadworth Brewery, to discovering the illustrious former inhabitants of the handsome town of Marlborough on a Blue Plaque trail. There are ideas for uncovering the industrial heritage of the area taking in Wilton Windmill and Crofton Beam Engines and the option of exploring further afield to the World Heritage Site of Stonehenge and Avebury with local specialist guides, Oldbury Tours.

Visitors to the site will find ideas on where to eat, where to stay and local transport options.

Dawn Wilson, Chair of the Pewsey Vale Tourism Partnership, said, 'These planned itineraries can be used by visitors or by local people – there are lots of ideas for people to use and adapt to suit their speed and the time available to them. They include self-guides for places of interest, as well as gpx files for use on walking apps. The itineraries support our recent accreditation with Walkers are Welcome, demonstrating

the quality and variety of walking in the area. We are looking forward to releasing details of our walking and cycling route – the Pewsey Vale Circular Way – later in the year.’

David Andrews, Director of Great West Way said, ‘Walking and cycling on the Great West Way offers so many opportunities to enjoy places off the beaten track and to discover hidden gems that visitors often miss. These itineraries, whether enjoyed on a day visit or as part of a longer break exploring more of the route, are full of inspiring ideas and are a great asset to visitors planning to visit this beautiful part of the Great West Way.’

The itineraries aim to encourage people to visit and to stay longer in the Vale of Pewsey, helping the local economy in the Pewsey Community Area. If you are a local business and would like to be included in the itineraries, then just contact Susie Brew at susie@visitpewseyvale.co.uk.

Additional walking and cycling tours are available to [Book a Package Trip](#) along the Great West Way and visitors can find more ideas for walking and cycling along the length of the route on the [Great West Way](#) website.

Notes for editors:

Note to editors:

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Images for **Great West Way** can be downloaded from our Flickr gallery via this link <https://www.flickr.com/gp/129320754@N03/3g1fd7>.

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About the Great West Way

The Great West Way is one of a number of successful projects to receive funding from the UK Government’s £40 million Discover England Fund, administered by VisitEngland. For further information go to www.discoverenglandfund.org

The Story of the Great West Way booklet is available at:

www.GreatWestWay.co.uk/storyoftheGreatWestWay

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The Pewsey Vale Tourism Partnership is a not-for-profit, voluntary, community organisation set up in 2015 to promote the Vale of Pewsey. It is supported by local businesses and organisations through annual membership – for more information contact Susie Brew – susie@visitpewseyvale.co.uk or call 07802 444 022.

www.visitpewseyvale.co.uk

For more information:

Great West Way – www.greatwestway.co.uk

Walkers are Welcome – www.walkersarewelcome.org.uk

North Wessex Downs AONB – www.northwessexdowns.org.uk

VisitWiltshire – www.visitwiltshire.co.uk