



Great West Way Product Training Notes

Slide 1 & 2	Welcome to the GWW
Slide 3	Our Vision
Slide 4	Map London – Bristol
Slide 5	<p>What is it?</p> <p>The Great West Way is a new touring route between London and Bristol. The 125 mile route was based on one of the first Great Roads commissioned by the kings of England (1660).</p> <p>Who is it for?</p> <p>The Great West Way is for curious travellers searching for the real England. Those who want to explore further, delve deeper and uncover the essence of England.</p>
Slide 6	<p>What is it like?</p> <p>Along the Way, everyday England rubs shoulders with world famous heritage - English icons Bath, Windsor, Southern Cotswolds and nearby Stonehenge. There are a range of travel options – road, rail, water, walk, cycle.</p> <p>Why should I choose the Great West Way?</p> <p>The Great West Way offers an extraordinary variety of English experiences not found in any other part of the country. Discover our way with a range of themes - History & Heritage, Food & Drink, Waterways, Cities & Culture, Gardens, Local People, Sport & Adventure</p>
Slide 7	Video – url - https://youtu.be/Fgck5d-T6F4
Slide 8	<p>A Multi-modal Touring route & Connectivity</p> <p>Multi-modal Range of travel options – road, rail, boat, walk, cycle, motorbike, coach, balloon!</p> <ul style="list-style-type: none"> • Connectivity - Bristol Airport or Heathrow Airport – Bristol Airport has branded Arrivals corridor • balloon! • Road - A4 – amongst others / self drive • Coach – coach friendly status in towns and cities eg. Salisbury & Devizes. Coach parking available vis bus and ride with drop off points / meet & greets etc. • Cycle - National Cycle Network Route 4 • Boat - Waterways: River Thames (Visit Thames) and K & A Canal (Canal & River Trust) – boat trips / overnight / self-drive / hotel boats • Walking/hiking – routes/trails and guided / self-guided with views and landscape along the journey are all part of the experience • Motorbike – a different way to travel the winding roads! • Balloon – for fun! • Great Western Railway (GWR) – Rail and local bus routes. Discoverer Pass
Slide 9	New GWR Great West Way Discoverer ticket 3 & 7 day international travellers / domestic East and West region 1 day and 7 day - https://www.greatwestway.co.uk/explore/rail/great-west-way-discoverer-ticket
Slide 10	<p>Key Destinations along the route</p> <p>Bristol, Bath, Bradford on Avon, Trowbridge, Corsham, Chippenham, Malmesbury, Calne, Devizes, Pewsey, Marlborough, Swindon, Hungerford, Newbury, Reading, Henley, Marlow, Windsor</p>

	<p>We work with our Ambassadors to develop their Great West Way businesses to connect outstanding experiences for our visitors. In turn, we raise the profile of Great West Way® as one of the world’s premier touring routes and strengthen its position as a catalyst for change for England. There is a growing Network of over 260 Ambassadors. This includes 26 destinations to date...</p>
	<p style="text-align: center;">Bristol</p> <p>The city of bridges, balloons, boats, bikes, Brunel and Banksy. Bristol is lively yet laid-back, creative, cultural and vibrant with a rich maritime heritage.</p> <p>Ambassadors include Aerospace Bristol, Aldwick Estate – Vineyard Tours & Tastings, Arnos Vale Cemetery, Avon Valley Adventure & Wildlife Park, Bailey Balloons, Bristol Blue Glass, Bristol Cathedral, Bristol Community Ferry Boats, Bristol Nordic Walking, Bristol Packet Boats, Bristol Tandem Hire, Bristol Zoo, Brooks Guest House B&B, Brunel’s SS Great Britain, Clifton Suspension Bridge, Glenside Hospital Museum, Hampton by Hilton Bristol Airport, Lido Bristol, The Matthew Of Bristol, Noah's Ark Zoo Farm, Prince Street Social, Sulis Guides, University of Bristol Botanic Garden, The Wave and We The Curious.</p>
	<p style="text-align: center;">Bath</p> <p>Designated by UNESCO as a World Heritage Site, Bath is home to some of the most impressive architectural sights in the world such as the Royal Crescent, the Circus and Pulteney Bridge. At the heart of Bath city centre, next to Bath’s imposing Abbey is the Roman Baths Museum, which gives a fascinating insight into the original bathing complex and the great Roman temple of Sulis Minerva. Above the Museum in the 18th century Pump Room you can taste the waters and enjoy a meal. Thermae Bath Spa is the modern spa complex in the city centre, and with its open air rooftop pool. Great for shopping.</p> <p>Ambassadors include Abbey Hotel, Fashion Museum, The Royal Crescent Hotel & Spa, The Apartment Bath, Apex Hotel, Around and About Bath, Bailbrook House Hotel, Bath Apartment Breaks, The Bath Brew House, Bath Bus Company, Bath Self Catering, Brooks Guest House B&B, Clayton’s Kitchen, Dyrham Park, The Holburne Museum, Jane Austen Centre, Koffmann & Mr. Whites, Liberty Car Tours, Museum of East Asian Art, No.15 Great Pulteney, No. 1 Royal Crescent, Original Wild, Prior Park Landscape Garden, Roman Bath Private Hire, The Roseate Villa, Savouring Bath, Stay in Bath, Tucking Mill Self catering and Wild Swim Bike Run Ltd</p>
	<p style="text-align: center;">Wiltshire</p> <p>A quarter of the Great West Way lies within the county of Wiltshire Many of Wiltshire’s towns and villages are within easy reach and are fascinating places to visit or excellent stopping off points for groups.</p> <p>Bradford on Avon – with its 14th C tithe barn, Anglo Saxon Church all situated along the Kennet & Avon Canal.</p> <p>Trowbridge – vibrant town with ancient routes and unique industrial architecture. In 13th C it was headquarters to a Magna Carta Baron (one of the 25 who forced King John to sign the ‘great charter’ at Runnymede in 1215). Trowbridge Museum is re-opening later this year.</p> <p>Corsham – Follow in the footsteps of Poldark and see Peacocks roaming the village</p> <p>Chippenham – wealth of historic buildings, beautifully maintained parks and shopping centres</p> <p>Malmesbury – rich history as England’s oldest borough with stunning 12th C Abbey and original market cross.</p> <p>Calne – Place of Discovery and Invention – with the ‘Wiltshire Cure’ – technique of curing ham and bacon - being invented here and discovery of Oxygen at Bowood House.</p> <p>Devizes – Rich heritage of Georgian houses and well known for its flight of 29 locks at Caen Hill along the Kennet & Avon Canal</p> <p>Pewsey – a walking and exploring landscape, a pretty and unspoilt village that forms the western end of the North Wessex Downs Area of Outstanding Natural Beauty.</p> <p>Marlborough – is situated the Old Bath Road, the old main road from London to Bath. It boasts one of the widest high streets in Britain with plenty of independent shops to visit.</p>

	<p>Swindon – traditionally a small market town (now known as Old Town) but with the arrival of the GWR in 1840 led to great expansion and the creation of the town as it is today known for its entertainment and leisure opportunities.</p>
	<p style="text-align: center;">Hungerford</p> <p>In the far west of West Berkshire, alongside the Kennet & Avon Canal and surrounded by beautiful countryside, the charming market town of Hungerford best known today as a centre for antique shops and fairs. The town is also home to other unique shops and boutiques, and a range of warm and friendly pubs, cheery tea shops and restaurants with much to tempt you.</p> <p>Ambassadors include Cobbs Farm Shop & Kitchen, Alder Ridge Vineyard, Herongate Fitness & Wellbeing, Hungerford Wharf and Kintbury and Rose of Hungerford.</p>
	<p style="text-align: center;">Newbury</p> <p>Alongside the Kennet & Avon Canal, the largest town in West Berkshire, Newbury, has a bustling high street with many interesting shops, such as Parkway Shopping Centre. Once a month the town is also visited by the farmer’s market, crammed full with delicious, local produce. There are also vibrant cafes and canalside pubs and restaurants.</p> <p>Ambassadors include Donnington Grove Hotel, Jubilee Boat Trips, The Newbury Pub, Newbury Racecourse, Shaw House, The Watermill Theatre, West Berkshire Museum and Manor Farm Courtyard Cottages.</p>
	<p style="text-align: center;">Reading</p> <p>Has the excitement of a modern city and the charms of English countryside. There are good hotels and shopping. Walk along the Thames Path and Ridgeway National Trails, or soak up the vibrant nightlife. Also known for its heritage with its atmospheric ruins of the medieval Abbey.</p> <p>Ambassadors include The Abbey Quarter, West Berkshire Brewery, Aldermaston Tea Rooms, Visitor Centre, & Shop, Boztdown Alpacas, Cobbs Farm Shop & Kitchen, Englefield, Bird in Hand, The Museum of English Rural Life, Thames Rivercruise, Queens Arms, East Garston, Reading Museum, Reading Novotel Central, The Roseate Reading, Royal Oak, Yattendon, Tours 2 Order and The Tutti Pole</p>
	<p style="text-align: center;">Henley & Marlow</p> <p>Henley is a 13th century market town which enjoys a wonderful stretch of river with delightful independent shops, brilliant pubs, numerous cafes and great restaurants, while throughout the summer it hosts internationally renowned sporting events and festivals. Known for the Henley Royal Regatta in July every year.</p> <p>Ambassadors include Henley Greenlands Hotel, Henley Rowing Association, River and Rowing Museum, Stonor Park, Thames Lido, and Hobbs of Henley popular for their Midsomer Murders Tours.</p>
	<p style="text-align: center;">Windsor</p> <p>Home to the world's oldest and largest inhabited castle, royalty, horse racing, Changing the Guard, the River Thames and Eton College. Windsor thrives on its royal patronage, rich cultural heritage, stunning architecture and beautiful natural scenery. Add to this an abundance of quaint one-of-a-kind shops and culinary scene headed by the likes of Heston Blumenthal and you’ll have a reasonable idea of the treats in store for you in the Royal Borough of Windsor and Maidenhead.</p> <p>Ambassadors include - Windsor Castle, French Brothers, The Langley, Maidenhead Heritage Centre, Monkey Island Estate, Castle Hotel, Windsor - MGallery Hotel Collection, The Royal Windsor Pub, Sheephouse Manor, Sir Christopher Wren Hotel, Swinley Bike Hub and Windsor Carriages.</p>
Slide 11	<p style="text-align: center;">Geography and Landscape</p> <p>6 Counties - Somerset, Gloucestershire, Wiltshire, Berkshire and southern parts of Oxfordshire and Buckinghamshire</p>

	<p>3 UNESCO World Heritage Sites - Kew Gardens, Stonehenge/Avebury and Bath (plus a fourth if you include Blenheim which is within easy reach of the route).</p> <p>3 Areas of Outstanding Natural Beauty - The Chilterns, The Cotswolds and North Wessex Downs</p> <p>3 National Trails - The Ridgeway, Thames Path and Cotswold Way.</p> <p><u>Landscapes:</u></p> <ul style="list-style-type: none"> • Wiltshire landscape - A variety of fascinating sites across Wiltshire, including parts of the Stonehenge and Avebury World Heritage Site. At Avebury you'll find the largest stone circle in the world as well as many other Neolithic and Bronze Age monuments, including Windmill Hill, The Sanctuary and West Kennet Long Barrow. Just outside Marlborough, Lockeridge Dene and Piggledene's unusual sarsen boulder stream, creates a striking landscape, from which the standing stones of Avebury were probably sourced. • Bath Skyline - Wide open space overlooking the World Heritage City of Bath. Discover hidden valleys, interspersed with extensive views over Bath and out towards the Mendip hills and the Brecon Beacons. Groups welcome, there are a selection of self-led walks available.
Slide 12	<p style="text-align: center;">Discover Extraordinary History</p> <p>From historic houses, many now owned or managed by the National Trust or English Heritage to UNESCO World Heritage sites such as Stonehenge built over thousands of years ago. Plus Wiltshire Wildlife Trust.</p> <ul style="list-style-type: none"> • Lacock – village looks just as it did 200 years ago – oldest house is older than the 13thC Abbey. The Abbey House is home to the Fox Talbot Museum, who was involved in the invention of photography. Popular filming location: Pride & Prejudice, Harry Potter, Downton Abbey • Roman Baths – discovered late 19thC and first opened in 1897. The underground level has digital reconstructions. • Runnymede – book a 1 hour guided tour with National Trust incorporating the history of the Magna Carta and the American Bar Association Magna Carta Memorial.
Slide 13	<p style="text-align: center;">National Trust properties</p> <p>31 National Trust properties and landscapes some along the route, many a detour off the route</p> <ul style="list-style-type: none"> • Avebury Manor House - The lives and stories of the house's many owners were brought to life by the use of interior design and each room is decorated in the style of different historical periods. Avebury Manor is very 'hands-on' and here you can sit in the chairs, read a book, lie on the beds or sit at the dining table. The many garden 'rooms' reflect the style of the house. • Montacute House – A 40mile detour, it's a masterpiece of Elizabethan Renaissance architecture and design with towering walls of glass and surrounding garden. • Stourhead House & Garden– A 24mile detour it first opened in the 1740s, a magazine described it as 'a living work of art'. The landscape garden has at its centrepiece a magnificent lake reflecting classical temples, mystical grottoes, and rare and exotic trees. Uncover the fascinating history of Stourhead House with an Italian 'Grand Tour' of this Palladian house and enjoy the unique Regency library, Chippendale furniture and inspirational paintings. • Tyntesfield House – In Somerset countryside, its a near-complete Victorian Gothic country house and estate. This extraordinary home and working landscape was created for the Gibbs family as a place where they could celebrate their achievements, raise their children and share their passions for family and faith. • Dyrham Park - Ancient deer park, 17th-century house and garden, the Cotswold Way links Dyrham Park to Bath (8miles) • Prior Park Landscape Garden - Beautiful and intimate 18th-century landscape garden in Bath.
Slide 14	English Heritage

	<p>28 English Heritage properties, including Avebury and Apsley House, the Duke of Wellington's former home</p> <ul style="list-style-type: none"> • Stonehenge - Stonehenge stands impressively as a prehistoric monument of unique importance, a World Heritage Site, surrounded by remains of ceremonial and domestic structures - some older than the monument itself. • Donnington Castle Gatehouse – Admire the striking twin-towered gatehouse of this 14th century castle, Both Henry VIII and Elizabeth I are thought to have stayed here. In 15th century it was held by the son of the poet Chaucer. (Only to view and walk around). • Apsley House – the address is No 1 London. The home of the 1st Duke of Wellington, it has changed little since his victory at Waterloo in 1815. It has celebrated artists such as Rubens and glittering interiors. • Wellington Arch – Originally constructed to be an entrance for Buckingham Palace but was taken down and moved and became a monument to Wellington. It is now opposite Apsley House. It is crowned by the largest bronze sculpture in Europe. Take a walk to the top and peep into the Queen's back garden! • Old Sarum – A 25mile detour and take a 45 mins tour of this Iron Age Hillfort, Royal Castle and the site of the first Salisbury Cathedral. Joint tickets are offered with Salisbury Cathedral.
Slide 16	<p style="text-align: center;">A Route for all Seasons</p> <ul style="list-style-type: none"> • Spring – amazing bursts of colour in the countryside and landscape. Afternoon teas in gardens – Bowood House, Whatley Manor – longer daylight hours to explore by foot, cycling. Bluebell walking tours with the National Trust. • Summer – warm summer days – activities for families, bus top tours, canal boat rides, paddle boarding, outdoor festivals and events. Marlborough College Summer School runs over 500 courses every year. • Autumn – Golden colours in the landscape – countryside walks Stourhead, Visits to gardens Westonbirt is particularly lovely at this time of year. Nights drawing in – cosy open fires - museum visits etc. • Winter - Off peak – late November/Early December – A traditional English Christmas at Stately homes, Events - Festivals of Light at Longleat and Westonbirt Arboretum; open ice skating, Christmas markets – Bath, floating one at Bradford On Avon, etc. Light switch-ons in market towns, Windsor is magical with choir singing in front of the castle; Christmas Lunches, parties, theatre shows/ pantos etc.
Slide 17	<p style="text-align: center;">Staying along the Great West Way</p> <ul style="list-style-type: none"> • Luxury Hotels – Royal Crescent & Spa, Roseate Hotels: Bath, Reading and London Paddington, Whatley Manor. • Historic Hubs - The Old Bell Hotel, Malmesbury is Grade 1 listed and England's oldest hotel, Heritage Luxury B&B is perfectly placed on the Great West Way in Calne; it is opulent and elegant. • Family Friendly Hotels – Woolley Grange offers 2 hours free childcare as part of the accommodation package • Countryside B&Bs – Meadowbank House, Liddington, Wiltshire will provide all the local transport and packed lunches for walking breaks in North Wessex Downs AONB. • Pubs with Rooms - Red Lion, East Chisenbury, Wiltshire offers boutique accommodation in its guesthouse, Troutbeck. The Royal Oak, Yattendon, Berkshire - a beautiful traditional English country pub with Michelin rated food, roaring log fires and a quite beautiful walled beer garden. Award-winning, The Queens Arms, East Garston, is a pub, restaurant and hotel with its own private lodge. • Self-Catering in Country Cottages - Church Farm Country Cottages are on a working sheep farm between Bath and Bradford on Avon with indoor heated pool. Or Buttle Farm, a rare breed pig farm and charcuterie producer in the tranquil conservation village of Compton Bassett. Enjoy a charcuterie tasting session and tour of the farm (also offered independently for small groups not staying) • Group Friendly hotels - Abbey Hotel, Bath encompasses three townhouses on North

	<p>Parade with quick access to Bath’s older quarters and Pulteney Bridge. Cricklade Hotel, Cricklade, stands in over 30 acres of peaceful, secluded grounds on the edge of the Cotswolds; Gin or Whisky tastings for groups available. Angel Hotel, Chippenham is a delightful 17th Century coaching inn overlooking the Market Place itself. It has been refurbished to offer 50 modern, contemporary style bedrooms. Holiday Inn Salisbury-Stonehenge has 103 bedrooms. The 171 bedroom, 4 star Doubletree by Hilton, Swindon is set near Junction 16 of the M4 motorway. Hampton by Hilton, Bristol Airport has 201 bedrooms.</p>
Slide 18	<p style="text-align: center;">Food & Drink</p> <p>Food & Drink – create tours – joining up product along the route and experiencing tasting sessions eg.</p> <ul style="list-style-type: none"> • West Berkshire Brewery, new state-of-the-art brewhouse producing distinctive and award-winning real ales and craft beers. Take a tour, enjoy an arranged quiz night or book a meal. The kitchen specialises in homemade pizzas from a wood-fired oven and burgers from the charcoal grill. Contrast with a traditional brewery visit at Wadworth Brewery. The Victorian brewery is an iconic part of Wadworth’s history, a real landmark in the town and there’s an award-winning Visitor Centre. Book a brewery tour, check out brewing memorabilia in the free Brewery Museum and visit the Brewery Shop. • A Gin experience includes Bombay Sapphire Distillery the producer of all the world’s Bombay Sapphire gin, set in an historic paper mill in Hampshire. Experiences and tours showcase the ten botanicals that go into Bombay Sapphire gin, explain the history behind Bombay Sapphire and Laverstoke Mill, and include a complimentary cocktail. Or book a Gin Masterclass. The Newbury is an imposing grade II listed pub in the centre of Newbury. It’s a multi award-winning pub, offering an exciting British a la carte menu, a great selection of ales, extensive wine list and just opened a Gin distillery. Private dining room available. • A visit to Hungerford is not complete without stopping at Alder Ridge Vineyard and their Cobbs Farm Shop. Nestled into the chalky slopes of the North Wessex Downs Area of Outstanding Natural Beauty, this internationally award-winning vineyard specialises in producing exceptional English Sparkling Wines. Tours are available. For those exploring Hungerford town, book lunch at The Tutti Pole, a family run restaurant established in 1981 that offers quality homemade food from light snacks to full meals. Situated close to the K&A Canal in a Grade II Listed building. The family are involved in the Hocktide ceremonies and can offer brief talk on the history of Hocktide for groups. • Discover Bath’s food scene on a tasty tour with Savouring Bath – the “naughty but nice” tour is especially indulgent, focusing on treats and temptations.
Slide 19	<p style="text-align: center;">Itineraries</p> <ul style="list-style-type: none"> • Highlights of the Great West Way • 6 Day Walking & Sightseeing Tour • Historic Houses & Gardens • Food & Drink • Exploring the North Wessex Downs AONB • History & Heritage by Rail • Film & TV Locations • The Luxury Tour • Delightful Detours <p>These are available as downloadable PDFs GreatWestWay.co.uk/traveltrade/itineraries There are other itineraries available on the consumer section GreatWestWay.co.uk/plan-your-way/suggested-itinerary</p>
Slide 20	<p style="text-align: center;">Detours Off the route</p> <p>Blenheim Palace (Oxfordshire), Cheltenham (North Cotswolds), Salisbury Cathedral (Salisbury), Cheddar Gorge (Somerset)</p>

	Include in programmes but be clear in the narrative that the itinerary is detouring off the route or exploring beyond the Great West Way. Accommodation should be along the route.
Slide 21	<p style="text-align: center;">Latest News and Anniversaries 2020/2021</p> <ul style="list-style-type: none"> • Historic Royal Palaces – celebrating 500th anniversary of The Field of Cloth of Gold at Hampton Court Palace (from 10 April 2020). • 125th anniversary of the founding of the National Trust 12 January 1895 (2020) • The Flower Festival is part of a year-long programme of celebrations, marking 800th Anniversary of the founding of Salisbury Cathedral (Sept 2020). • 50th anniversary of Brunel’s SS Great Britain returning to Bristol (2020) • Hobbs of Henley will be celebrating 150 years of trading on the River Thames (2020) • Castle Combe Motor Circuit will be 70 years old in 2020 (first opened in July 1950), making it one of the longest established circuits in the UK. • In 2021 it will be 900 years since the foundations were laid for Reading Abbey • In 2021 Wiltshire Museum, Devizes and Salisbury Museum have a series of Thomas Hardy exhibitions exploring Hardy’s relationship with Wessex (as part of a wider Wessex Museums partnership).
Slide 22	<p style="text-align: center;">Local tours and guiding Services</p> <p>These tours can be offered on a group basis, to individuals joining a public tour, or as a private bespoke tour.</p> <ul style="list-style-type: none"> • Driver Guide Car Tours – whether you or your client have their own itineraries or wish to tailor make one, local operators offer a range of services in executive vehicles up to 8 seaters, or in some cases minibuses. They can also provide airport transfers. <ul style="list-style-type: none"> • Experiential tours – try a foodie, street art or cultural tour etc. • Guided outdoor activities – walking and cycling are always popular. These can be both guided, or self-guided. Equipment can be supplied, as can luggage transfers and travel. • Sightseeing tours – whether you’re looking for a guide to join your tour or meet you in a destination, here’s a selection of operators who can unlock the secrets of surprising places along the Great West Way.
Slide 23	<p style="text-align: center;">Official Tour Operator Programme – Help to sell Travel Trade Toolkit</p> <ul style="list-style-type: none"> • Travel Trade Directory PDF • The Story of the Great West Way Booklet – provides the narrative • Great West Way Brand Toolkit • Great West Way Marque • Image Library • Sample itineraries • Bookable Product • Travel Trade Portal www.GreatWestWay.co.uk/traveltrade
Slide 24	<p style="text-align: center;">Online Travel Trade Directory Just available, interactive online version. https://indd.adobe.com/view/aef9c5d0-8659-42d7-977c-dddc880e2123</p>
Slide 25	CONTACT DETAILS
Slide 26	Thank you