

TRADE PROGRAMME

Based on one of the first Great Roads commissioned by the Kings of England, the Great West Way® winds its way through landscapes filled with the world-famous and the yet-to-be-discovered.



Particularly suitable for FIT/self-drive tours

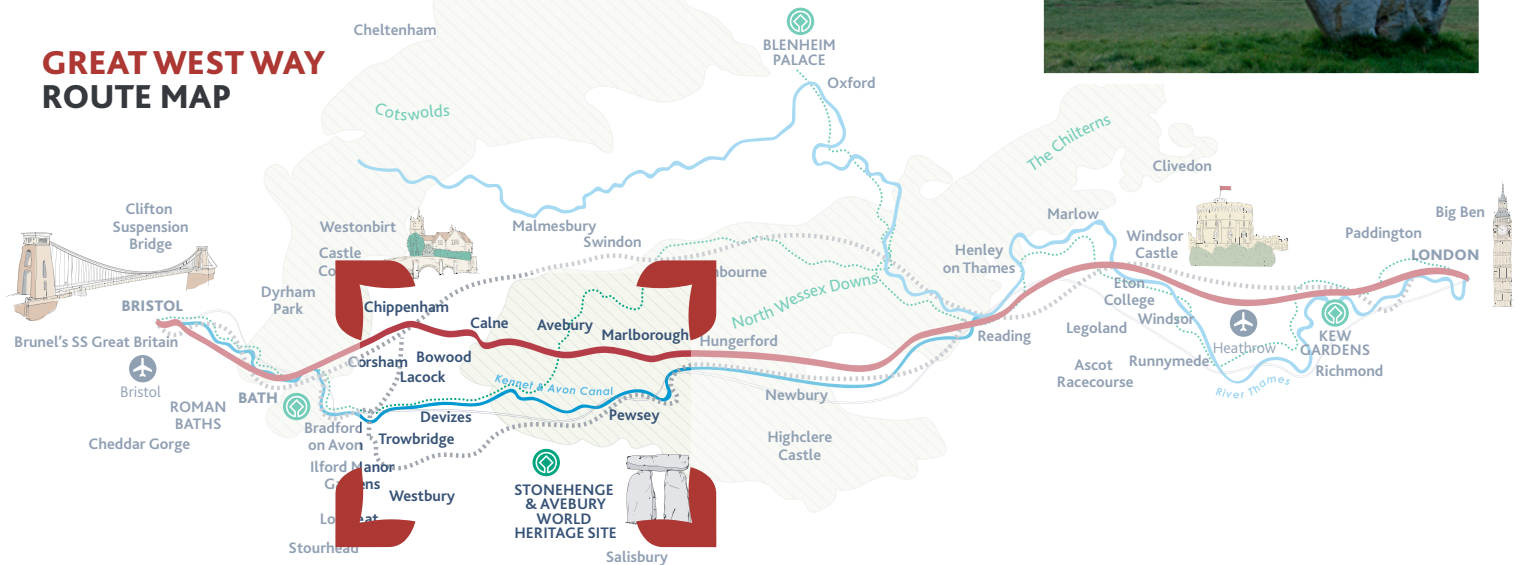


ANCIENT WONDERS

Help your customers explore some of the most beguiling sites of the Great West Way, from the vast monoliths of Stonehenge and Avebury to lesser-known hillforts dotted along the Ridgeway, Britain's oldest road.



GREAT WEST WAY ROUTE MAP



EXAMPLES OF ANCIENT WONDERS IN THIS AREA

- Barbury Castle
- [Avebury, West Kennet Long Barrow and Silbury Hill](#)
- Bratton Camp

- [Stonehenge](#)
- Cherhill White Horse
- Oldbury Castle
- Oliver's Castle

INSIDER SUGGESTIONS

Visit historic English pubs such as [The Red Lion](#) at Avebury and C16th coaching inn at [The Bear Hotel](#) in Devizes.

Stop off for hearty carvery lunch at the [Stonehenge Inn](#)
Stay at the nearest hotel to Stonehenge - [Holiday Inn Salisbury-Stonehenge](#)

DAY ONE

BARBURY CASTLE & AVEBURY



West Kennet Long Barrow

Barbury Castle, between Swindon and Marlborough, occupies a commanding position over the Marlborough Downs. The fort is thought to have been built in the middle of the first century BC, just before the construction of the Parthenon in Athens.

At Avebury, you can learn all about its prehistoric past in the Alexander Keiller Museum, which has interactive displays and archaeological finds. You can pre-book for a National Trust guided tour of Avebury Manor followed by free time to wander around the stones and see the visitor centre.

Just to the south are West Kennet Long Barrow and Silbury Hill. If you drive via the Beckhampton roundabout, the footpath alongside the Waggon and Horses pub offers excellent views of the hill. One minute's drive east you will find a layby with limited parking and a footpath leading up to West Kennet Long Barrow.

This is the oldest of the Ancient Wonders, thought to be built at around 3650 BC. The great joy of these sites is their simplicity. Free from crowds you are able to lose your thoughts in the landscape, unchanged for centuries.



Silbury Hill

DAY TWO

CHERHILL DOWN & OLDBURY CASTLE

The history of white horses being carved into chalk hillsides in the UK stretches back 3,000 years. While many have disappeared, eight still exist in Wiltshire, including the one cut into the steep side of Cherhill Down in 1780. Park in one of the lay-bys

and then walk up to the horse. From here, footpaths lead to Oldbury Castle - a further 10-minute walk up hill. What remains of the Iron Age fort are a fan-shaped series of ditches and ramparts in the shadow of the Lansdowne Monument. When you reach the top and see the outstanding views, you can see why humans have occupied this site for millennia.

Oliver's Castle is part of the series of Iron Age hillforts that were built at defensive high points across Wiltshire. Here, the Royalists chased fleeing Parliamentarians to their deaths down the steep slopes during the English Civil War. You'll also unearth another white horse, known as the Devizes Millennium White Horse, cut in 1999.



Cherhill Down

DAY THREE

BRATTON CAMP & STONEHENGE

Bratton Camp is one of the most iconic in the county because of the vast white horse whose ears meet the ramparts. There's a large free car park adjacent to the hillfort. From Bratton you can look back towards Roundway Down.

At its heart is a Neolithic long barrow in which skeletons and evidence of cremation have been found. Look out for typical English chalkland flowers such as cowslip in spring and scabious in the summer. You might even see the rare Adonis Blue butterfly or forester moth.

A visit to Stonehenge is a fitting finale to your discovery of the Ancient Wonders of the Great West Way. Stonehenge and Avebury are listed together as a single UNESCO World Heritage Site. Don't miss the museums, which include an immersive experience with 360-degree screens that put you at the centre of the stones, as ancient man would have been, to discover the changing light and landscape at winter and summer solstice.



Stonehenge

CAR PARKING

Avebury: on site, pay and display - free for National Trust and English Heritage members. **Stonehenge:** on site, visitor bus service runs frequently from visitor centre to the stones (10 minute journey). Peak period parking charge for non-members and those who have not prebooked tickets (refundable on purchase of Stonehenge ticket).

BOOKABLE PRODUCT

- **Avebury:** Pre-book (avebury@nationaltrust.org.uk) for National Trust guided tour for group visit to Avebury Manor then free time to wander around stones and see visitor centre. Minimum group size 15, coach parking. nationaltrust.org.uk
- **Stonehenge:** Pre-book out of hours tours (bookstonehenge@english-heritage.org.uk). Parking available for over fifty 60-seater coaches with shuttle to take groups to the Stone Circle. Minimum group size 11. Opening times vary, see: english-heritage.org.uk



European Agricultural Fund
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