

# 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.



ENGLAND'S  
GREAT WEST WAY®

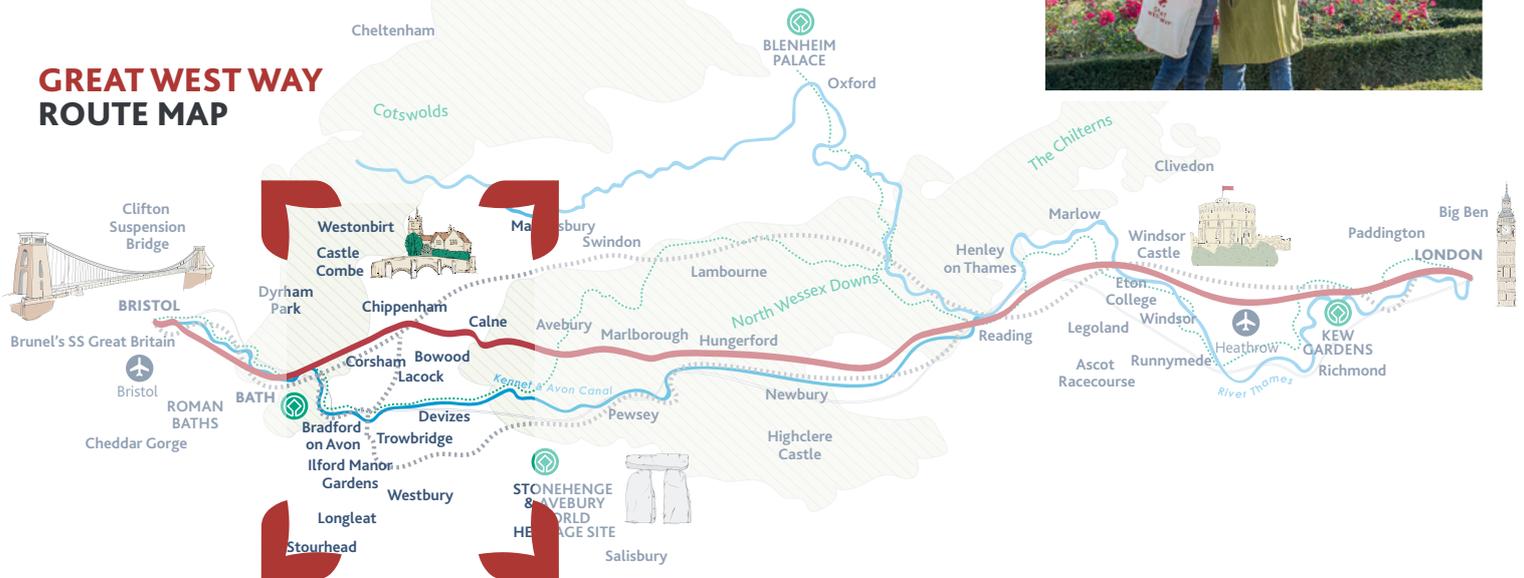


## ENGLISH GARDENS

Give your customers a tour of some of England's most compelling gardens, from the ancient Malmesbury Abbey House Gardens to the romance of Iford Manor Gardens and the grand landscapes of Longleat.



### GREAT WEST WAY ROUTE MAP



#### EXAMPLES OF GREAT ENGLISH GARDENS IN THIS AREA

- [Bowood House and Gardens](#)
- [Malmesbury Abbey House Gardens](#)
- [The Courts Garden](#)
- [Stourhead](#)
- [Iford Manor Gardens](#)
- [Longleat](#)

#### INSIDER SUGGESTIONS

- Lunch at [Beechfield House](#) while taking in the views of its splendid gardens
- Enjoy fine dining at [The Mulberry](#) at Bishopstrow Hotel, Warminster
- Dine at [Woolley Grange](#) where many ingredients are plucked from its walled garden

- Overnight at England's oldest hotel [The Old Bell Hotel, Malmesbury](#)
- Check out the gardens of the [National Garden Scheme \(NGS\)](#) that are open by arrangement only

[GreatWestWay.co.uk/traveltrade](http://GreatWestWay.co.uk/traveltrade)

## DAY ONE

### MALMESBURY & BOWOOD



The body of Athelstan, the first King of all England, is buried somewhere in Malmesbury Abbey House Gardens, which tells you a lot about the depth of history found in this special spot on the edge of the Cotswolds. By the 12th century the abbey here was England's third most important religious centre, and a fine new home for the then abbot was built in 1260 – the current Abbey House, now beautifully festooned with foliage. Plan to arrive in the early afternoon and take your time wandering the house's five immaculate acres, a mix of formal fountain-tinkled lawns, lovingly tended beds and riverside woodland. Gaze at vast swathes of tulips, breathe in the scent of 2,000-odd different roses and trace the past: the paths and yew hedges in the upper garden have been laid along the original Abbey's old foundations.

Bowood House and Gardens near Calne is one of England's most striking manmade landscapes. It is the home of the Marquis of Lansdowne who still lives here – and who preserves 100 acres of grounds beautifully devised in the 18th century by Lancelot 'Capability' Brown.

For dinner head to The Old Bell hotel and restaurant at the edge of the Cotswolds in historic Malmesbury, a 34-room Grade 1 Listed building said to be England's oldest hotel, with a hooded stone fireplace in the Brasserie which dates from 1220.



## DAY TWO

### IFORD MANOR & WOOLLEY GRANGE

Start the day roaming around the National Trust's Courts Garden at Holt, an intriguing cluster of 'outdoor rooms', spanning formal topiary, lily ponds, winding paths, a stone temple, and an arboretum. Have lunch at the Rose Garden teasshop or or enjoy fine dining at nearby Woolley Grange Hotel among 14-acres of splendid grounds.

If the Courts Garden is a fairytale, Iford Manor Gardens is pure romance. This charming, Grade 1-listed garden was created by Edwardian architect Harold Peto in the early 20th century and, with its tucked-away setting, secretive corners and Italianate style, feels plucked from the pages of Romeo & Juliet – indeed, you can catch theatrical performances here during the summer. Follow the paths that wind around Iford's honey-stone loggias, flower-draped columns, ancient statues and stepped terraces, pop into the Housekeeper's Tearoom for indulgent homemade cakes, and discover what surprising, inspiring floral delights are tucked around the corner.



## DAY THREE

### LONGLEAT & STOURHEAD

The historic family seat of the Marquesses of Bath, dating back to the 1580s, is now home to a drive-through safari park, where over 500 animals roam – from lions and tigers to rhinos and wolves. Longleat also has 900 acres of grounds designed by Lancelot 'Capability' Brown between 1757 and 1762. He replaced the neat and ornate planting with a more naturalistic landscape of sweeping lawns, tree thickets and judiciously placed lakes. Longleat's formal gardens include the Secret Garden at the back of the Orangery and Love Labyrinth at the front. Hedge Maze is one of the most popular Longleat attractions for visitors to explore.

Journey south to the source of the River Stour at the National Trust's Stourhead, a handsome Palladian house within one of England's greatest landscaped gardens, the vision of owner Henry 'The Magnificent' Hoare, who set out on a mission in the early 1700s to turn his estate into a personal pleasure dome. Inspired by the great landscape painters of the 17th century, it's more than a garden, it's a living work of art, centered on a tranquil lake and meticulously designed to create the most magical experience for those who walk around it.



**COACH PARKING Bowood:** on site; **Malmesbury:** drop-off/pick up point at Cross Hayes next to short stay car park. Two free spaces in Station Road, just before entrance to the long stay car park; **Longleat:** on site; **Stourhead:** on site - drivers given free entry to house and garden and a £5 voucher for restaurant.



  
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## BOOKABLE PRODUCT

- **Bowood House and Gardens:** Open Mar-Nov, minimum group size 15 people, coach parking. [houseandgardens@bowood.org](mailto:houseandgardens@bowood.org); [bowood.org](http://bowood.org)
- **The Courts Garden:** Parking for coaches at Manor Farm. [courtsgarden@nationaltrust.org.uk](mailto:courtsgarden@nationaltrust.org.uk); [nationaltrust.org.uk](http://nationaltrust.org.uk)
- **Iford Manor Gardens:** Open April-Sept; Tuesday-Friday 9am-6pm, Saturdays 9.30am-4pm, group tours and coach parking must be pre-booked. [info@ifordmanor.co.uk](mailto:info@ifordmanor.co.uk); [ifordmanor.co.uk](http://ifordmanor.co.uk)
- **Longleat:** Groups of between 12 – 32 can be booked online in advance [longleat.co.uk/tickets/groups](http://longleat.co.uk/tickets/groups). To book for larger groups, tours, catering or vouchers contact direct.
- **Stourhead:** Open every day, minimum group size 15, coach parking. [stourhead@nationaltrust.org.uk](mailto:stourhead@nationaltrust.org.uk); [nationaltrust.org.uk](http://nationaltrust.org.uk)
- **Whatley Manor Hotel & Spa:** 23 rooms, 46 guests, coach parking. [reservations@whatleymanor.com](mailto:reservations@whatleymanor.com); [whatleymanor.com](http://whatleymanor.com)
- **Woolley Grange Hotel:** 25 rooms, 60 guests, coach parking. [info@woolleygrangehotel.co.uk](mailto:info@woolleygrangehotel.co.uk); [woolleygrangehotel.co.uk](http://woolleygrangehotel.co.uk)



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