

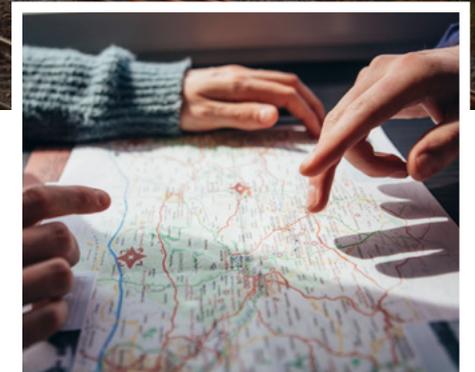
TRADE PROGRAMME

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.

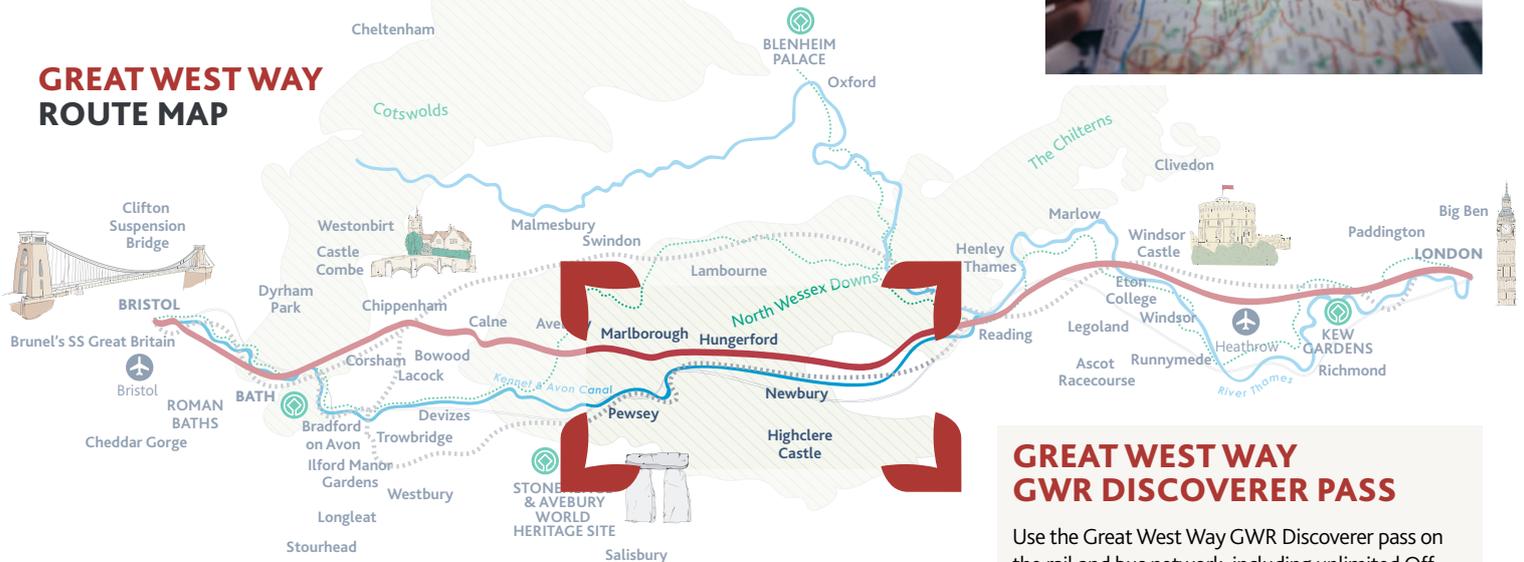


TOWNS CONNECTED BY PUBLIC TRANSPORT

The Great West Way is superbly well connected by public transport. Show your customers how easy it is to explore the wonderful towns of Newbury, Hungerford and Marlborough by train and/or bus.



GREAT WEST WAY ROUTE MAP



PLACES OF INTEREST

- [Newbury Parkway](#)
- [West Berkshire Museum](#)
- [Shaw House](#)
- [Kennet & Avon Canal](#)
- [Thatcham Nature Discovery Centre](#)
- [The Merchant's House](#)

INSIDER SUGGESTIONS

- Enjoy a pint of ale by the fire or in the canal-side beer garden at the [Three Tuns Freehouse](#)
- Step back in time and treat yourself to traditional English afternoon tea at the [Tutti Pole](#), Hungerford
- Have a cake and a cuppa at 600 year old [St Peter's Church](#), Marlborough
- Overnight in [Newbury](#), [Hungerford](#), [Marlborough](#)

GREAT WEST WAY GWR DISCOVERER PASS

Use the Great West Way GWR Discoverer pass on the rail and bus network, including unlimited Off-Peak train travel from London Paddington to Bristol via Reading with options to branch off to Oxford, Kemble and Salisbury via Westbury (or London Waterloo to Salisbury with South Western Railway). It includes unlimited travel on bus services along the route. Choose from 1 day or 7 day tickets (domestic travellers book via [gwr.com](#); [GWRGroupTravel@gwr.com](#)); 3 day or 7 day tickets (international travellers book via [ACPRail.com](#)).

DAY ONE
NEWBURY



Parkway

When the city of Bath became a popular escape from London in the 18th-century, midway Newbury was the ideal stopover, and inns and theatres sprang up to cater. Roam the old centre, with its 15th-century St Nicholas Church, thriving high street and old square – extra lively when the monthly farmers’ market, brimful of fresh local produce, sets up its stalls.

Hours more browsing can be done at Parkway, Newbury’s sleek new shopping centre, where you can peruse more than 50 stores. Next, seek out the Cloth Hall, a medieval weaving workshop that now houses the West Berkshire Museum – which hosts events throughout the year including adult craft workshops.

Alternatively, admire the red-brick splendour of Shaw House, an immaculately preserved Elizabethan mansion. The Kennet & Avon Canal

cuts right through Newbury. Go for a fine, flat towpath stroll or climb aboard the MV Jubilee, a traditional narrowboat that cruises from Newbury wharf which has a licensed bar and offers seasonal and themed tours. Have lunch at The Newbury, a lively gastropub in the town centre offering a lunchtime menu of salads, burgers and coal-fired steaks.



The Newbury

DAY TWO
HUNGERFORD

Historic Hungerford has the best of all worlds. Sitting in the midst of an Area of Outstanding Natural Beauty, it’s also easy to reach using the Discoverer Pass. The old town centre hasn’t lost any of its charm, either, its main street and side alleys packed with artisan delis, an excellent independent bookshop, a thriving Wednesday market and specialist stores where you can pick up everything from drill bits to diamond rings. It’s THE place for antiques too – pop into the Arcade of Antiques and Collectibles to find over 100 dealers purveying vintage curiosities for all budgets. Once you’ve done haggling, amble along the canal towpath at Hungerford Wharf, once a hive of industry and now a place of peace where grebes and water voles might be seen around the weeping willows.



Hungerford

DAY THREE
MARLBOROUGH

Marlborough is just 20 minutes by bus from Hungerford. As you wander through this elegant market town, its former wealth is abundantly clear: the High Street is one of the widest in the the country, and flanked by fine old buildings that now house delightful independent shops and cafes. At Number 132 you’ll find The Merchant’s House, a brick-and-timber home built by a wealthy silk mercer from the 1650s that’s now a living museum and offers group tours of the house and courtyard. Further along is St Peter’s Church, built around 600 years ago and now a welcoming community centre; sit down for cake and a cuppa or join a tower tour for the best town views.

Don’t miss the market (Weds and Sat) on Marlborough’s High Street for local veg, artisan breads and cheeses, and fresh flowers. At Hughenden Yard, the old brewhouse is filled with interesting little shops; amble along Kingsbury Street to admire the pretty timber-and-plaster houses; visit London Road and Wagon Yard, where local artists open up their studios at weekends; and peek through the gates of Marlborough College (it runs a Summer School with over 500 courses across a wide range of activities, including Arts, Literature, Music, Dance). Also, visit The Green, the former blue-collar neighbourhood of industry and ale-houses, where author William Golding once lived. Then start plotting your next journey using the Great West Way Discoverer pass – thanks to the excellent rail network that connects with so many local bus services, you can travel into the heart of this world-famous landscape.



The Three Tuns

COACH PARKING

Corsham: Call to arrange prior to visit Corsham Town Council 01249 702130.

Lacock: Hither Way car park, **Bradford on Avon:** Long stay parking in Station car park - if full coaches can park on Moulton Drive.

DISCOVER BRISTOL
THE GREAT WEST WAY

Clifton Suspension Bridge, Bristol

Advertising based on a £24 Great West Way Discoverer one-day pass for the West zone. Correct as of 1 May 2020. Selected routes only. Visit GWR.com/GreatWestWay for full terms and conditions.

Buy a Great West Way Discoverer pass from just £24.
Visit GWR.com/GreatWestWay

GWR

Find out more at GWR.com/GreatWestWay

GREAT WEST WAY

BOOKABLE PRODUCT

- **Bowood House and Gardens:** March-Nov, min group size 15 people, coach parking. houseandgardens@bowood.org; bowood.org
- **Marlborough:** high street tours for pre-booked groups via Town Council. T: 01672 512487 townclerk@marlborough-tc.gov.uk
- **Shaw House:** Open Feb-Sept group maximum 100 (40 in the cafe), coach parking. T: 01635 279230; westberkshireheritage.org
- **West Berkshire Museum:** Weds-Sun. 01635 519562; museum@westberks.gov.uk; westberkshireheritage.org
- **MV Jubilee Canal Boat Trips:** Easter to Oct on Thurs, Sat and Sun, max 29 passengers, private charters available; coach parking charged. bookings@katrust.org.uk; jubilee.katrust.org.uk
- **The Tutti Pole:** Open every day, pre-book group max 80 outside, 50 inside. T: 01488 682515; thetuttipole.co.uk
- **The Merchant’s House:** April-Oct, group tours on request. info@merchantshousetrust.co.uk; themerchantshouse.co.uk
- **Three Tuns Freehouse :** Open every day, group max 40. eat@tunsfreehouse.com; tunsfreehouse.com

