



2021 Projects

Update to Parish Councils

Thursday 21st January 2021

Background

- We are running two projects in 2021 - Walkers Are Welcome (WAW) and the Itineraries Project.
- These are being funded by a grant from the Coop Community Fund.
- Steering Groups for both projects kicked off last week (separately).

Itineraries

- Give credibility to the Vale as a destination for anyone who is planning a holiday in the UK – they can see a ‘product’.
- For private group bookings, it gives them a starting point to organize their trip.
- For the Travel Trade, it provides the ideas to the trade and so they would consider the Vale as a potential destination as part of a bigger itinerary.
- By providing a range of itineraries, it can suit visitors and locals alike – for example one day itineraries would be of interest to local families during school holidays.
- It provides a new way of accessing potential customers for Vale of Pewsey businesses and organisations.

Objectives

- To increase visitor numbers and occupancy rates.
- To convert day-trippers to longer stays.
- To increase growth and partnership working.
- To increase and improve the quality and range of product, for example attracting new accommodation or new services (e.g. village tour guides).
- To work with the Travel Trade, through VisitWiltshire and Great West Way so that the Vale of Pewsey is considered as a potential destination (probably as part of a bigger tour).



Pewsey Vale Tourism Partnership

Discover Pewsey Vale Itineraries Project – Information Pack

What are Itineraries?

An itinerary lays out information on activities for visitors so that they can see what is available in the location as well as providing them with a structure to their visit. They are used for walking, cycling or other travel holidays.

The Itineraries Project will deliver a number of holiday itineraries for visitors to the Vale of Pewsey as well as shorter itineraries for local people. These itineraries will demonstrate that the Vale can provide a longer holiday and encourage people to consider the area for longer breaks.

What will the Discover Pewsey Vale Itineraries look like?

The **Discover Pewsey Vale** itineraries will be based on walking routes (and additionally cycling routes), providing a 7-day or longer stay in the Vale of Pewsey. The example we use here is the eastern half of the Mid-Wilts Way (draft version – part of).

Day	Description	Distance	Time allocated	From Time	To Time
1 Sat	Driving or cycling - arrive at accommodation after 2pm Via Train or bus - collection organised to take you to accommodation after 2pm				
1a	Your Host's recommendation	Could do a local walk to where they are staying or just settle in to the accommodation - down to accommodation partner to make a suggestion?			
2 Sun	Ham to Wilton	7.5 Mid Wilts Way miles	11 miles with diversions		
2a	Breakfast at accommodation - arrive at start point by 10am				10.00
2b	Walking Mid Wilts Way - Ham to Wilton	7.5 miles	3.5 hours	10.00	13.30
2c	Lunch at The Swan Inn Wilton		1.5 hours	13.30	15.00
2d	Diversion to Wilton Windmill and guided tour (during season)	.5 mile	1 hour	15.00	15.00
2e	Diversion to walk through Bedwyn Brail	3 miles	1.5 hour	15.00	16.30
2f	Return to accommodation				
3 Mon	Wilton to Knap Hill	13.3 Mid Wilts Way miles	13.3 miles with diversions		
3a	Breakfast at accommodation - arrive at start point by 10am				10.00
3b	Walking Mid Wilts Way - Wilton Wootton Rivers	5.5 miles	2 hours	10.00	12.00



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What is being delivered?

Online (and some printed) information on the itineraries, where potential visitors can browse the routes, accommodation, where to eat, transfer information, activities and places to visit. In addition to the walking route itself, Experience the Pewsey Vale days will provide ideas on what to do in the area on a non-walking day. Explore Days will provide ideas on what to beyond the Vale. These days can extend the benefits as well as increasing the number of nights a visitor might stay.

The roll out of itineraries will take place during 2021

4 Tues Experience the Vale A choice of activities for the day in and around the Vale of Pewsey	
4.1 Pewsey tour	Visit to Pewsey Heritage Centre Guided or self-guided tour of Pewsey Village Lunch at The Royal Oak, Snoopers' Bazaar, The Little Lunchbox, Pewsey Community Cafe Visit to Woodborough Yard for shopping and afternoon tea at Sticks & Stones
4.2 Cookery & Devizes	A visit to Devizes, including Wiltshire Museum and a cookery course at the Farm Cookery School
4.3 Flyfishing	For the beginner or the more experienced angler, a lesson or session at Manningford Trout Fishery or Rushall Organics with lunch at Woodbridge Inn or Ship at Upavon
4.4 Baking & Foodie Shopping	A mindful baking session with Laura from Mindful Bakes in Collingbourne Ducis. Lunch at The Shears. Then off for a visit to local delicatessen, Gastro Nicks, to buy locally produced and Mediterranean food and drink, speak to the experts and perhaps have a tasting or two.
4.5 Crofton Beam Engines & Great Bedwyn	A morning at Crofton Beam Engines with guided tour. Walk from Crofton to Great Bedwyn. Lunch at Three Tuns Freehouse or Wendy's Cafe. Guided or self-guided tour of Bedwyn. Optional return to Crofton dependent on transport arrangements.
7 Fri Explore Beyond the Vale Go further afield for the day	
7.1 Private Bespoke Tour	Private tour with Oldbury Tours - e.g. Silbury, Avebury, West Kennet or Stonehenge & Avebury, etc
7.2 Visit Marlborough	Visit to Marlborough, guided tour of the Merchant's House, shopping. Afternoon tea at Polly Tea Rooms.



What are the benefits of Discover Pewsey Vale Itineraries?

The Vale of Pewsey typically attracts day visitors and short break visitors. If those stays can be converted in to 1 week stays or longer and if day trippers can be converted into stays, then the local economy will benefit. Based on 2019 figures from VisitBritain, a day visitor will spend on average £40.65 and an overnight visitor will spend on average £66.99 per day – an increase of £26.34 per day or 55.7%.

How can your business or organisation benefit?

By being a partner of the Pewsey Vale Tourism Partnership (a voluntary, community organization), you could benefit as follows:

Accommodation Providers:

Be included on the accommodation list for relevant itineraries

Pubs, cafes and restaurants:

Be included on the list of places for lunch or dinner on relevant itineraries

Shops:

Appear on the website, be part of the Experience and Explore days

Transport Providers:

Be included on the list for people and luggage transfers

Events and Activity businesses:

Be included in the Experience and Explore days

Guided Tours:

Be included in the Experience and Explore days

Attractions and Places to Visit:

Be included in the itineraries as a diversion

Be included in the Experience and Explore days

Villages and Parish Councils:

Be included in the Experience Days for local guided tours as either an income for an individual or as a means of raising funds for local causes

For others:

VisitWiltshire/Great West Way/North Wessex Downs AONB can market the itineraries

Positioning – how we pitch Discover Pewsey Vale:

- Off the Beaten Track
- Insider-Guide feel – finding those places and people you might otherwise miss
- Take Time & Relax – not for the heads-down walkers
- Invite people to walk the route but with diversions - landscape, views and experiences
- Undiscovered and authentic
- History and heritage
- Meet the people – local guided tours
- Quintessential England

Walkers Are Welcome

- The Walkers Are Welcome (WAW) scheme is a nationwide initiative launched in 2007 to be 'welcoming to walkers'. Our accreditation will be for Pewsey & The Vale covering the Pewsey Community Area.
- WAW aims to help towns and villages to:
 - be attractive for walkers (visitors and locals) with excellent information on local walks
 - ensure that footpaths and facilities for walkers are maintained, improved and well signposted
 - contribute to local tourism plans and regeneration strategies
 - promote the health benefits of walking and increase participation
 - encourage the use of public transport

Steps to Gain Accreditation

1. Set up a Steering Group with Terms of Reference
2. Apply for provisional membership of WAW
3. Demonstrate support from local councils
4. Demonstrate support from local communities
5. Commit to maintenance of paths
6. Marketing of WAW
7. Encourage public transport use

How you can help

- Walkers Are Welcome:
 - Support Walkers Are Welcome by registering your support through a resolution at your next Parish Council meeting
 - Register your support for WAW online – <http://bit.ly/3ivl6Dj>
 - Spread the word in your parish and help to get people to support Walkers Are Welcome by registering their support online - <http://bit.ly/3ivl6Dj>
- Itineraries:
 - Could someone in your village or parish run guided tours for visitors to raise funds?
- For both projects:
 - Encourage local businesses in your parish to join the Pewsey Vale Tourism Partnership and benefit from our work
 - Help us to identify landowners so that we can contact them to let them know what we are doing and to find the best way of working with them