

News & Views from the Pewsey Vale

Just a very short newsletter to invite you to the Partnership's Steering Group meeting, update you on a couple of pieces of news and to wish you a very Merry Christmas and a prosperous 2017.

Planning for 2017

We will be running a Steering Group on Thursday 12th January 2017 from 10am to 11.30am at [The Seven Stars Inn in Bottlesford](#), courtesy of Lincoln Goodwin.

Please join us to identify and prioritise campaigns for the coming year. This is **YOUR** tourism partnership and so we are most effective when we have **your** input on campaigns and priorities for the coming year.

We do hope you will be able to join us.

Please RSVP to [Susie at info@visitpewseyvale.co.uk](mailto:Susie@visitpewseyvale.co.uk).



Autumn Statement

We thought you may be interested in the latest newsletter from the Tourism Alliance, which has information on the latest Autumn Statement from the Chancellor. Of particular interest is potential for additional business rate relief for some rural businesses as well as tax relief for permanent exhibitions at museums and galleries.

[Click here to have a look at the newsletter.](#)

North Wessex Downs

Just a reminder that there is some very useful information [on the AONB's website](#) that you can integrate to your own website or share on social media, including walks and video.

Small Business Saturday 2016

Many of our partners took part in the Small Business Saturday Free Prize Draw voucher campaign to encourage spending at local businesses in the run up to Christmas.

We hope that this campaign helped in increasing footfall and spend and [we would welcome any thoughts or feedback you may have.](#)

Thank you to all our very generous donors - [Marr Green Farm Shop in Burbage](#), the [McNeill Gallery in Pewsey](#), [The Three Tuns in Great Bedwyn](#) and Digger & Mojo.

The draw will be taking place on Friday 9th December when Claire Perry MP will be selecting the winners.

The Great West Way - aka the A4

VisitWiltshire has secured Round 1 Discover England Fund support to develop *The Great West Way*, with the ambition of creating one of the world's premier long-distance touring routes between London and Bristol.

The project is currently operating under the working title *The Great West Way*, and aims not only to connect some of the most iconic visitor destinations in England - including Windsor, Stonehenge, the Cotswolds, Bath and Bristol - but also to reveal new places and experiences along and around the route.

The objective is to create a world class tourism experience for visitors - however they choose to travel. *The Great West Way* project is designed from the outset to be multi-modal, attracting road, rail, canal/river and cycle/walking travellers.

Ultimately, the project will encourage visitors to tour and explore more of the region, to experience less-well known places, slowing and lengthening visits to grow the visitor economy.

The Pewsey Vale Partnership, together with Crofton Beam Engines, are ensuring we are involved in this project - being so close to the route and having so many of the features they are looking to include, the Pewsey Vale should benefit from being part of this.

VisitWiltshire is keen to hear your views and [the online survey can be found here.](#)



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