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Welcome to the Pewsey Vale Tourism Partnership Business News

In this edition, we have an [exciting opportunity from VisitWiltshire](#) as well as [offers from our Business to Business Partners](#). You can find out the latest news on [The Great West Way](#) and what it means to the Vale of Pewsey and have a look at the recent [blog by VisitWiltshire](#) as well as [other news](#). [You may have seen the video](#) we published to promote the Vale of Pewsey and our heritage and accommodation partners - just click on the image at the top of this newsletter to have a look.

We will do more of these in the future - your thoughts and ideas are most welcome - [just email susie@visitpewseyvale.co.uk](mailto:susie@visitpewseyvale.co.uk).

Please share this newsletter and the video with other businesses in and around the Vale of Pewsey to encourage businesses to join the Partnership - the more members we have, the more we can do.



Opportunity for pubs, restaurants, cafes and tea rooms

VisitWiltshire are pleased to offer
Pewsey Vale Tourism Partnership

food & drink businesses the opportunity to have a free basic listing on the VisitWiltshire website, which receives over 1.2million unique visitors a year. In addition to appearing on Food & Drink searches, your business would also appear on the “What’s Nearby” listings for anyone looking at the Pewsey page.

If you would like to take up this opportunity or would like to find out more about other opportunities with VisitWiltshire, including their upcoming Food & Drink campaign, or becoming a full VisitWiltshire partner, then please contact [Theresa Hopwood](#).

VisitWiltshire would also be delighted to work with retail businesses, attractions, accommodation providers and activities in the Pewsey Vale area, and offer a 10% discount for Pewsey Vale Tourism Partnership partners. Email [Theresa](#) for more details.



Free envelopes from Ridgeway Press

Simon Hobden at Ridgeway Press is offering Pewsey Vale Tourism Partnership members free envelopes with any business stationery orders in August over £50. [Contact Simon](#) to discuss your requirements and prices - a full design or redesign service is also available.

[Find out more](#)

360image

Virtual tour of your business

Let people see your business before they visit by getting a virtual tour from [Andy Fletcher at 360Image](#). Andy is offering a 10% discount for Pewsey Vale Tourism Partnership members.

A bespoke product for your business

You can have your own apples made into apple juice by [Richard Paget at MyAppleJuice](#), including your business name on the label. Ideal for shops, pubs, cafes or accommodation providers. Contact Richard Paget to find out more on 01672 520639.

Free additional services for your website

[Contact Brian Dainton or Felicity Dainton at It'seeze Websites](#) if you

are looking to build or rebuild your website. They are offering free additional services for Pewsey Vale Tourism Partnership members.



Pretty villages, crop circles, Tudor sewers and more!

On a very, very wet Wednesday, Susie joined Emma Kirkup from VisitWiltshire to do a whistle-stop tour of the Pewsey Vale. [The blog of their day out has been published on the VisitWiltshire website.](#) Partners with specific mentions include Crofton Beam Engines, Wilton Windmill, The Barge Inn, Pewsey Heritage Centre and The Honeystreet Cafe.

The Great West Way - latest news

VisitWiltshire Secures £1m Discover England Funding to Develop The Great West Way

VisitWiltshire has been successful in securing £1m over two years from the Discover England Fund to develop the Great West Way into a premier touring route between London and Bristol.

The 'Great West Way' project will be led by destination management organisation VisitWiltshire and is set to transform tourism along the 125-mile route – a quarter of which is in Wiltshire.

This is one of a number of successful projects made possible by HM Government's £40m Discover England Fund, administered by VisitEngland (www.discoverenglandfund.org). The 'Great West Way' project will be supported by 40% match funding from partners in the public and private sectors.

VisitWiltshire Chief Executive David Andrews said, “We are absolutely thrilled to hear that our round 2 bid has been successful. This major investment will help us create one of the world’s premier touring routes between London and Bristol, linking destinations, accommodation, attractions and transport options under a single Great West Way theme. It will include the development of inspirational new content and channels making it easier for visitors to book personalised trips, and act as a catalyst for visitor economy growth along the route.”

The Great West Way is targeted primarily at international visitors but is also likely to benefit domestic tourism.

[Have a look at the full press release here.](#)

For background information on the project hard copies of the brand booklet are available on application to susie@pewseyvale.co.uk, or [click here to download a copy of the brand booklet.](#)

What does this mean for the Pewsey Vale?

The Pewsey Vale Tourism Partnership and some of our partners who are also VisitWiltshire members have been involved in a number of workshops and meetings to identify the opportunities that The Great West Way would bring. Our online presence with VisitWiltshire and of course our own website will ensure that we are linked well with The Great West Way. The network of Tourist Information Kiosks as well as our partners who host an information area in their shops or pubs will also help people find out more information once they are here. We are currently investigating the cost of 'brown' road signs which could be useful in directing people who are exploring the area to the Vale of Pewsey.

Tourist Information Kiosks

As you may know, working with Pewsey Parish Council, we have recently installed a Tourist Information Kiosk in the phone box at Swan Corner in Pewsey.

We now have more boxes in the pipeline - Bottlesford, Burbage, Bedwyn and a corner of Cossor's Shop in Pewsey. We are currently in the grant application stage with the Pewsey Area Board and the North Wessex Downs AONB and hope the projects will be underway soon.

The phone boxes give us a point to distribute leaflets as well as holding adverts for our partners and details of events. The Pewsey TIK has been well-used judging by the number of leaflets that have been taken and it seems to be a very attractive place for spiders!

Events

We are always interested in any events that you may be organising. Just send the information or poster over to us at susie@visitpewseyvale.co.uk and we can publish it on the website.

For bigger events, we will also list it for you on VisitWiltshire's website.



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