

Press release

14 October 2013

Devizes – A Town for All Ages



Never-before displayed “golden treasures” in new museum galleries make this autumn the time to visit Devizes

This autumn there is nowhere better than Devizes, the bustling historic market town which lies in the centre of the county, for a weekend break and a base from which to explore one of the country’s most picturesque and quintessentially English counties – Wiltshire. And a collection of new galleries at the Wiltshire Museum opening today, Monday 14th October, showcasing the largest collection of early Bronze Age gold ever displayed in England, are just the excuse visitors need to make Devizes their destination of choice.

A town full of character, Devizes has a colourful medieval past and a rich Georgian heritage. Visitors can explore cobbled alleyways and hidden courtyards lined with specialist retailers, cafés and family-run businesses – not to mention a good old-fashioned market bustling with fresh food and crafts on Thursdays.

One of Devizes’ true gems is the superb [Wiltshire Museum](#), home to outstanding collections tracing the history of Wiltshire over the last 6,000 years and houses Britain’s richest Bronze Age collection. Today the museum is opening four new galleries, displaying ‘Prehistoric Wiltshire’ and telling the story of the Stonehenge and Avebury World Heritage Site. The new galleries will see dozens of gold items dating back to the time of Stonehenge and on display for the first time, as well as the remarkable centrepiece of the ‘Bush Barrow chieftain’ –

Britain's most important Bronze Age burial. The museum's director, David Dawson, adds: "Devizes is mid-way between two of the world's most important ancient monuments – the great prehistoric stone circles of Stonehenge and Avebury. Visiting the Wiltshire Museum completes the experience of seeing these two iconic sites."

Also worthy of a special mention is [Wadworth Brewery](#) – a major brewery founded in 1875, particularly renowned for its '6X' beer – which offers tours daily. You will also see the impressive hand painted pub signs of the in-house sign writing team, as well as the famous Wadworth Brewery Shire Horses who still make deliveries in the town today.

There are plenty of ways for visitors to explore the great outdoors, particularly with the town situated on the edge of the [North Wessex Downs](#) Area of Outstanding Natural Beauty – perfect for walkers and cyclists. One of the UK's most iconic canals, the [Kennet & Avon](#) canal, passes through Devizes and the famous flight of 29 locks, the 'Caen Hill Locks', are easily accessible on foot. And be sure to check out the [Devizes White Horse](#) – located on Roundway Hill and overlooking the village of Roundway, this is the most recent of Wiltshire's White Horses, carved in 1999 in celebration of the Millennium.

Among the town's excellent eateries and foodie treasures include top-notch cooking school [Vaughan's Kitchen](#) (and its restaurant, [The Bistro](#)); '[The Peppermill](#)' right in the centre of the town; and, situated in nearby village Rowde, the [Rowdey Cow Farm Café and Ice Cream Parlour](#) with its stunning views, play area for children and homemade ice cream. Other top choices include [The Three Diggers](#) offering fantastic pub food just a short drive from Devizes.

Devizes is also a town of festivals. It is well known for the Devizes Festival of Arts in June, the Devizes International Street Festival in late August, and Devizes Carnival in early September. This carnival spirit carries on into the winter months, and on 29 November this year, the [Devizes Christmas Festival](#) will feature a day of live music, street theatre and festive celebrations.

The area boasts a number of accommodation options including:

- [The Bear Hotel](#), ideally located in the heart of the bustling town of Devizes and offering first class facilities, fine food and a fantastic atmosphere. Double rooms from £145 per night
- [The Old Manor](#), a beautiful B&B set within its own grounds just outside Devizes. Double rooms start at £80 per night

- [The Castle Hotel](#), an 18th century coaching inn situated in the centre of Devizes with a traditional bar and separate restaurant – both boasting roaring log fires for those long winter nights. Double rooms from £65-£85 incl. breakfast
- [Byde a Whyte](#), a tucked-away B&B in a quiet location but just a short walk from town. Double rooms from £35 including breakfast
- [Southdown B&B](#), situated in the quiet hamlet of Roundaway Village a short walk from Devizes and the Kennet & Avon canal. Rooms start at £47 per person, including breakfast

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NOTE TO PRESS – PRESS TRIP SUGGESTION

If you would be interested in an overnight stay in Devizes, we would love to host you on a dinner, B&B basis. We can also help create a two day itinerary if needed. If you are interested please contact Callum or Sophy as below.

Images of attractions and events are available on request.

For further information please contact:

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VisitWiltshire

VisitWiltshire Ltd was established in August 2011 and is the official Tourist Board for Wiltshire. It is a private sector membership organisation representing over 500 members. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1billion and supports over 21,000 jobs.

Note to editors

Visitors can also find more information at:

<http://www.visitwiltshire.co.uk/explore/towns-and-villages/devizes-p476493>