Press Release

The Ancient Origins of the A38 Revealed

'*The Great Thirty-Eight'* just published follows the longest road in England – the A38 – for nearly 300 miles from Nottinghamshire to Cornwall, revealing its key role in the development of many of our great cities and ports.

'Written by journalist Rick Thompson, the book also describes the wildlife and landscapes that change month by month during the journey, and features some of the extraordinary people that lived and worked along the ancient route, that dates back to the Bronze Age.

Rick Thompson, said, "The A38 that we tend to take for granted as we drive through the Midlands and the West Country dates from well before the Romans paved a long section they called Icknield Street, and it was an important 'saltway' from the salt pans of Droitwich. It was a vital service route for the ports of Gloucester, Bristol and Plymouth, carrying woollen cloth and manufactured goods to markets around the world.

Before the railways and then the motorways were built, trunk roads or turnpikes were the arteries of England. The A38 route was important for the cradle of the industrial revolution in Derbyshire and the rapid growth of Birmingham and the Black Country. From Cornwall it carried valuable tin to the manufacturing centres, and where rivers could be bridged, religious houses and cities sprang up. The settlements along the route all have fascinating stories to tell, including the creation of some world famous foodstuffs, such as beer and Marmite in Burton-on-Trent, Branston Pickle, Worcestershire Sauce, Tewkesbury mustard, Cheddar Cheese, ice cream in Gloucester and Cornish pasties.

The nature reserves all along the route, some of them based on flooded Roman quarries, are havens for our threatened wildlife with thousands of dedicated volunteers helping to bring back threatened species such as the bittern and dormouse.

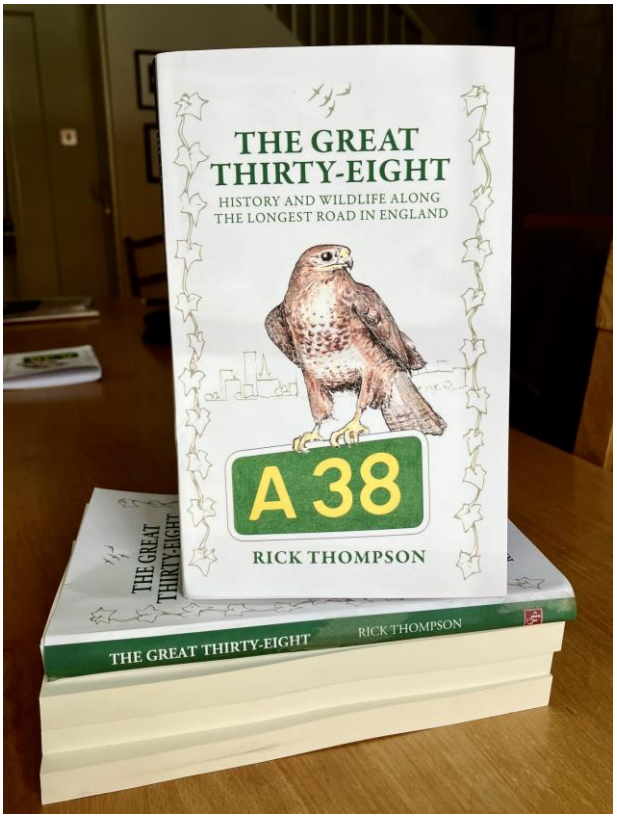
The Great Thirty-Eight is like a slice through England, revealing our history and celebrating our landscapes and wildlife, with plenty of stories of the remarkable people who have shaped our country."

'The Great Thirty-Eight' is published by Grosvenor House Publishing and is available from all leading bookshops and online bookstores from October 22nd, price £12.00.

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Note for editors. If you need more information email: rick.thompson@t-media.org.uk

Attached – the new book and author Rick Thompson.


THE GREAT
THIRTY-EIGHT
HISTORY AND WILDLIFE ALONG
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