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Ask anyone about prominent landmarks in Westbury and the answer will be either the Cement Works chimney or the White Horse. It is debatable as to whether Westbury or Bratton should lay claim to the horse, it being between the two, situated below the ancient hill fort of Bratton Castle.

Local legend tells that the White Horse was carved into the hillside to commemorate King Alfred's defeat of the Danes in 878bce at the Battle of Edington. Alfred, at the age of 22, had become King of Wessex and for seven years stoutly defended his kingdom against the Danish invaders. Eventually, Guthrum, the Danish leader, penetrated the British defenses and took Chippenham. Alfred gathered his army and prepared for battle. Alfred celebrated a resounding victory and the Danish forces fled in disarray to a hill fort, probably Bratton Castle. There they stayed, besieged, until the lack of water drove them to surrender. One of the terms of peace was for Guthrum to become a Christian. He was baptized at Allar in Somerset.

The horse was somewhat unhorse like, having a squat body and short stumpy legs and faced the other way from its successor, which was carved in 1778. This was the work of Mr Gee, steward to Earl of Abingdon, after he had completed a survey of the Earls estate. It was variously described by the unappreciative as vandalism, barbarianism and a miserable creature. In the mid-18th century the villagers and scholars of Bratton assembled on a certain day each year to commemorate the origin of the horse and to clean and repair it.

During WWII, to prevent it being used as a landmark for German bombers, the horse was covered with turf and brushwood.