

Case Study: Bosworth Battlefield



How one of the country's leading historical visitor attractions has worked with tourism partners such as Leicester Shire Promotions to develop and implement an award-winning and long-term strategy for attracting and enhancing the experience of visitors.



Home to a pivotal turning point in British history – the death of King Richard III and the birth of the powerful Tudor dynasty - Bosworth Battlefield Heritage Centre and Country Park is now one of the leading historical visitor attractions in the UK, welcoming over 125,000 visitors each year to the Heritage Centre and Country Park. Visitors can journey through medieval England in the award-winning interactive exhibition, witness the horrors of medieval surgery and even experience what it was like to be a valiant knight by trying on armour.

To continue to enhance its reputation as a leading historical visitor attraction, Bosworth Battlefield Heritage Centre and Country Park continues to look for new opportunities to attract visitors from far and wide, and make the visitor experience as pleasurable as possible.

Amongst a number of new initiatives designed to drive a long-term strategy to tourism, Bosworth Battlefield worked with Leicester Shire Promotions to establish a franchise Tourist Information Centre (TIC).

Enhancing visitor experience with new approach to information provision

The franchise TIC in the visitor centre at Bosworth Battlefield was provided by Leicester Shire Promotions and enables visitors to pick up leaflets and guides, find out about local accommodation, the best places to eat and drink, and other attractions in Leicester and Leicestershire. Leicester Shire Promotions secured funding for the franchise TIC from the East Midlands Tourism Visitor Services project.

Staff working at the Bosworth Battlefield visitor centre can access the latest tourist information from the Leicester and Leicestershire Destination Management System - a database that is regularly updated by Leicester Shire Promotions and holds information on attractions, places to eat, events and where to stay in the area. The project also paid for a state of the art printer and an information board featuring a map of the area with dispensers for visitors to pick up local leaflets. Bookings for accommodation can also be made using the system.

Helen Emery, Project Director at Bosworth Battlefield says: "Visitors to Bosworth include many national and international tourists and the new TIC adds value to their visit by enabling our staff to book accommodation and or tickets for other attractions."

Joining forces to offer the Stay, Play, Explore campaign

Bosworth Battlefield Heritage Centre and Country Park has recently joined forces with other top family attractions and hotels in Leicester and Leicestershire to offer the hugely popular Stay, Play, Explore family short break package.

Stay, Play, Explore is co-ordinated by Leicester Shire Promotions. Bosworth Battlefield joins Conkers, Snibston, Twycross Zoo and the National Space Centre as the principal attractions in the campaign, where a family of four can visit any three of the participating attractions and enjoy a night's accommodation at participating Leicestershire-based hotels for as little as £99.



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Family tickets to the attractions can also be bought without accommodation for just £60 – at a saving of up to 60 per cent.

Stay, Play, Explore is Leicester Shire Promotions' most successful short break campaign and bookings for the campaign increased by over 640 per cent compared to last year (bednights up from 97 in August 2007 to 624 in August 2008, with ticket sales rising from 425 to 2028 in the same period - up 477 per cent).

Introduction to key group travel market

The group travel and coach tour operators markets are key to visitor attractions such as Bosworth Battlefield. The Battlefield worked with Leicester Shire Promotions in September 2008 to welcome 33 of the UK's leading coach tour operators to Leicester and Leicestershire. The trip was organised by Leicester Shire Promotions with support from local tourism partners – Bosworth Battlefield offered guided tours - and presented an ideal opportunity to showcase the city and county as an inspiring choice for future group travel visits.

Awards prove strategy is working

A signal of the success of the tourism strategy at Bosworth Battlefield Heritage Centre and Country Park is the prestigious awards that the attraction has won in the last few months.

Bosworth recently beat a shortlist of six national museums, galleries and heritage attractions, including the National History Museum, National Museums Liverpool and the Cabinet War Rooms to scoop the Classic Award at the Museums and Heritage Awards for Excellence. Judges were looking especially for evidence of continued growth, development and visitor interest over the long term, with emphasis being placed on the ongoing relevance and vibrancy of the museum.

Bosworth also won the Bronze Award for Small Visitor Attraction at the 2008 East Midlands Tourism Enjoy England Excellence Awards. The awards cover all areas of the visitor economy and are designed to recognise excellence and reward those businesses that go the extra mile in providing a first class experience to visitors. Leicester Shire Promotions supported the application processes for Bosworth and other city and county tourism businesses, resulting in local representation in 13 of the 16 categories.

Working in partnership brings dividends

Helen Emery, Project Director of Bosworth Battlefield says: "Leicester Shire Promotions' support, advice and guidance has been invaluable in Bosworth Battlefield becoming one of the UK's leading historical visitor attractions. We have worked with Leicester Shire Promotions on numerous campaigns and look forward to building on these foundations in the future to further enhance the visitor experience here at Bosworth."

