



England's attractions celebrated with VisitEngland's Accolades

17 February 2015: A number of attractions in England have received VisitEngland accolades in recognition of their quality visitor experience on offer. The accolades, introduced by VisitEngland for the first time in October 2014, recognise outstanding attractions going the extra mile to create an enjoyable and memorable experience for visitors.

The accolades are available to attractions that are part of the Visitor Attractions Quality Scheme and are allocated through a scoring system based on an annual assessment by VisitEngland. They include the Welcome accolade, Hidden Gem, Best Told Story, Quality Café and the Gold accolade for top-scoring attractions. A total of 57 attractions from across the country received accolades during the second round.

James Berresford, Chief Executive of VisitEngland said: "Our attractions are some of our great assets, creating appeal for visitors at home and from abroad. These accolades recognise the wonderful and innovative ways attractions in England are going above and beyond the call of duty to ensure people enjoy their visit, from a friendly and warm welcome, to high-quality food and drink on offer, or capturing the imagination with creative experiences. Our latest round of accolades continues to reflect the wide variety of attractions on offer in England and provide more reasons for Brits to take a day trip or short break this half term."

Minister for Tourism, Helen Grant MP said: "England has a huge number of world-class attractions to be enjoyed as part of a day trip, short weekend break or longer family holiday. This is a great way to showcase attractions going the extra mile to deliver a high-quality and unique visitor experience. Many congratulations to all those receiving the latest accolades."

Members of VisitEngland's Quality Attractions scheme represent a wide range of tourism experiences across England, from museums and galleries, farm attractions, historic houses and gardens to churches, cathedrals and country parks. They are supported by a network of highly trained assessors who advise on improving and promoting the quality, accessibility and sustainability of their offer.

ENDS

Angelah Sparg, Head of Corporate Communications Tel: 02075781482, Email Angelah.sparg@visitengland.org
or Sarah Rabbits, Corporate Communications Manager Tel: 020 7578 1452, Email sarah.rabbits@visitengland.org www.visitengland.org

Full list of attractions receiving Accolades in the second round:

Attraction	County	Accolades
Anderton Boat Lift	Cheshire	Best Told Story
Bateaux	London	Welcome
BBC Tours Norwich	Norfolk	Welcome
Beaulieu	Hampshire	Gold
Bedgebury National Pinetum	Kent	Welcome
Birmingham Museum & Art Gallery	Birmingham	Quality Café
Bishop's Palace & Gardens	Somerset	Gold
Bosworth Battlefield Heritage Centre	Leicestershire	Best Told Story
Blackpool Pleasure Beach	Lancashire	Gold
British Commercial Vehicle Museum	Lancashire	Hidden Gem
Broadfield House Glass Museum	West Midlands	Hidden Gem
Canterbury Historic River Tours	Kent	Best Told Story
Canterbury Tales	Kent	Welcome
Charleston	East Sussex	Hidden Gem
Corinium Museum	Gloucestershire	Gold
Fingringhoe Wick Nature Reserve	Essex	Welcome
Fleetwood Museum	Lancashire	Welcome
Fusilier Museum	Lancashire	Best Told Story
Gawthorpe Hall	Lancashire	Welcome
Greater Manchester Police Museum	Greater Manchester	Hidden Gem
Grizedale Forest	Lake District	Welcome
Guildhall Museum	Kent	Welcome
Historic Dockyard Chatham	Kent	Welcome
HM Tower of London	London	Gold
Holy Trinity Church	North Yorkshire	Welcome
Lancaster Canal Boats	Lancashire	Welcome
Leighton House Museum	London	Best Told Story
Manor Farm & Country Park	Hampshire	Welcome
Mersey Tunnels Tour	Merseyside	Hidden Gem
Newquay Zoo	Cornwall	Welcome
No 1 Royal Crescent	Somerset	Gold

Old Holly Farm	Lancashire	Quality Café
Oliver Cromwell's House	Cambridgeshire	Hidden Gem
Oriental Museum	County Durham	Welcome
Pines Garden Museum & Tea Room	Kent	Hidden Gem
RNLI Henry Blogg Museum	Norfolk	Best Told Story
Roald Dahl Museum & Story Centre	Buckinghamshire	Best Told Story
Robinson's Brewery Visitor Centre	Greater Manchester	Gold
Rochdale Pioneers Museum	Lancashire	Hidden Gem
Royal Engineers Museum	Kent	Welcome
RSPB Blacktoft Sands Nature Reserve	East Riding of Yorkshire	Welcome
RSPB Lakenheath Fen	Norfolk / Suffolk borders	Welcome
RSPB The Lodge	Bedfordshire	Welcome
Sandcastle Waterpark	Lancashire	Gold
Sheldonian Theatre	Oxfordshire	Hidden Gem
ss Great Britain	Somerset	Best Told Story
Tate Liverpool	Merseyside	Gold
The Beacon Museum	Cumbria	Welcome
The Heights of Abraham	Derbyshire	Gold
The Rum Story	Cumbria	Hidden Gem
Theatre on Foot	Merseyside	Best Told Story
Upnor Castle	Kent	Welcome
Wadworth Brewery Visitor Centre	Wiltshire	Welcome
Walby Farm Park	Cumbria	Welcome
Wembley Stadium Tours	London	Best Told Story
West Dean Gardens	West Sussex	Quality Café
Westonbirt Arboretum	Gloucestershire	Gold

About VisitEngland

- VisitEngland is the country's national tourist board. We work in partnership with the industry to develop the visitor experience across England, plan national tourism strategy, grow the value of tourism in England and provide advocacy for the industry and our visitors. Our work is underpinned by robust research and customer insights. You can access the latest in-depth market intelligence and statistics on www.visitengland.org/insight-statistics.
- England is a unique destination and a real powerhouse in global tourism. It represents 84 per cent of the total UK visitor economy, is worth £106 billion, and supports 2.6 million jobs.

- For corporate information see www.visitengland.org and for consumer information see www.visitengland.com.

About the Visitor Attractions Quality Scheme

- The Visitor Attraction Quality Assurance Scheme is managed by VisitEngland and, through its network of regional assessors, boasts an incredible reputation for instigating, modifying and shaping change to the customer experience at visitor attractions across England.
- Following successful trials in 1998 in the South West and then in the East of England, the Visitor Attraction Scheme was officially taken centrally by the National Tourist Board in 2007. The scheme encourages participants to make the Scheme work for them as a management tool.
- Industry support has been consistently strong with participants eager to take on board the recommendations of their local assessor.
- Any questions or queries regarding the scheme can be emailed to attractions@visitengland.org.