Bosworth Battlefield: Targeting the grey pound
What does accessibility mean?
For some, it is a tick-box exercise to say you have particular facilities and services in place. My job is to get more bums on seats and for each visitor to spend more money while they are here. In order to do that, we need to offer something for all visitors and look at how we can make their experiences better.

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Bosworth Battlefield is actively targeting the grey pound and looking at multi-generational experiences. With grandparents increasingly looking after children, the market is growing.

The Bosworth Battlefield Heritage Centre and Country Park is on the site of the 1485 battle that ended the War of the Roses. The attraction includes the Tithe Barn restaurant, indoor space for conferences, meetings and education visits and an exhibition space.

Marketing manager, Lydia Wilson talks about their approach to improving the quality of the visitor experience.

“We look at what each customer needs rather than what their disability is”
How did you make the attraction accessible?

First, we undertook a mystery shopping exercise. We involved a range of people including families, older visitors and ethnic groups, and not just those who had visited before. They made mystery shopper phone calls and visits to find out where the gaps were.

What did you change?

Businesses tend to see pound signs when access is mentioned. But little changes often have the biggest impact. For example, in the shop our books were lined up to show their spines as we thought it made it easier to see titles and to fit more in. However, people told us that it was difficult to pull out the books by the spine. We’ve now introduced test copies of our best sellers (like the lipsticks in Boots!) so that visitors can easily see what they are buying. On some of the books where we’ve changed from spine to cover-facing displays, sales have increased by 200%.

We tested out buggies and wheelchairs in our restaurant and then decided to turn tables around to create more space. Our staff and visitors can get around more easily and the number of covers hasn’t been reduced. Staff also offer to carry trays to tables.

“We now have a grandparent ticket and have introduced activities that grandparents will feel comfortable with”
How do you continue to develop the attraction?

We have an access action plan. There are lots of changes I would like to make but need more money to do so. But that doesn't mean that I take them off the action plan, as they are still important. For example, we really need an adult changing facility.

We also continue to test and review our offer through a focus group of users that I set up. They look at, for example, copy for our leaflets and the design of interpretation boards. In return we invite them to events and send them free tickets. It hardly costs us anything and the input they have is invaluable.

“Think about how you can maximise your sales by encouraging the widest range of people to visit”

Visit
www.bosworthbattlefield.com

For guidance on how to improve accessibility please visit
www.visitengland.org/access