

## **BUXTON CRESCENT HERITAGE TRUST**

### **Visitor experience training for the new Buxton Crescent exhibition**

#### **What makes a great heritage visit?**

Your job as a host or guide is to ensure that all visitors have a great visit. This means you must have excellent customer care skills including meet and greet, listening, solving problems, giving clear information, answering questions, giving health and safety instructions etc.. You also need to have specific skills relating to the heritage of your site, including: understanding of the significance of the heritage, knowing the key points of interest, being able to signpost more information if requested, helping people to connect with the place and the story.

#### **Ingredients of a great heritage visit**

- A friendly welcome. Staff who easily build rapport with visitors.
- Good safety measures including for Covid safety.
- Something significant, unusual or unique. Interpretation focuses on helping people understand the significance of a place.
- A sense of connection with the past 'like you stepped back in time'. An immersive experience that makes you forget the modern day.
- Something for everyone; a choice of activities so that people can engage in different ways and on different levels.
- Something that engages the imagination and/or emotions. People stories.
- A sense of fun (if and when appropriate). Surprises.
- Good reliable information, presented in a variety of media, making learning enjoyable.
- Authentic – an experience needs to speak of the place.
- Accessible and inclusive, no one should feel like it is 'not for them'.
- Relevant to visitors and to life now (e.g. taking the waters in Georgian times/modern spa day).
- Good value for money.

The more people enjoy a visit the more they will remember it and talk about it and encourage other people to go. Staff are a really important element of the visit.

