

BUXTON CRESCENT VISITOR EXPERIENCE

NOTES FOR HOSTS

OCTOBER 2020



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3. IMPORTANT CONSIDERATIONS

- We must keep in mind the 'tone of voice' of the wider organisation, and always strive to work towards its shared 'Vision and Ambition'
- This is a continuation of the Telltale training on room guidance notes.
- It's important to have consistency of hosting, without stifling individual personality input.
- This is not a full script – in the context of the standard Visitor Experience we are not a 'tour guide' as such, but a host. Our aim is to enhance, not dominate the visitor's experience!
- This is a working document, and will evolve, adapt and improve over time.



4. OUR VISION

FOR FULL DETAIL, SEE DOCUMENT

[HTTPS://BUXTONCRESCENTHERITAGE.SHAREPOINT.COM/:B:/R/SITES/BUXTONCRESCENTHERITAGETRUST/SHARED DOCUMENTS/ADMIN - STAFF/TRAINING/EXPERIENCE TRAINING MATERIALS/BCHT VISON AMBITION STYLE_FINAL DRAFT 06 07 20.PDF?CSF=1&WEB=1&E=KMQU9H](https://buxtoncrescentheritage.sharepoint.com/:B:/R/SITES/BUXTONCRESCENTHERITAGETRUST/SHARED%20DOCUMENTS/ADMIN%20STAFF/TRAINING/EXPERIENCE%20TRAINING%20MATERIALS/BCHT%20VISION%20AMBITION%20STYLE_FINAL%20DRAFT%2006%2007%2020.PDF?CSF=1&WEB=1&E=KMQU9H)

- Buxton Crescent Heritage Trust delivers exceptional and imaginative experiences that stand tall on the world's stage.
- Our customers leave smiling, inspired to tell everyone (enthusiastically) about Buxton and its water.
- We play an active part in ensuring Buxton is back where it belongs; recognised internationally as a refreshingly different spa town reflecting the 5th Duke of Devonshire's incredible Georgian vision and ambition.



5. OUR TONE OF VOICE

FOR FULL DETAIL, SEE DOCUMENT

[HTTPS://BUXTONCRESCENTHERITAGE.SHAREPOINT.COM/:W:/R/SITES/BUXTONCRESCENTHERITAGETRUST/SHARED DOCUMENTS/ADMIN - STAFF/TRAINING/EXPERIENCE TRAINING MATERIALS/BCHT - COMMUNICATION VOICE \(JANUARY 2020\) \(002\).DOCX?D=W0BA57CA6EFE6445E9FF13A62DF84CBF0&CSF=1&WEB=1&E=STKCD7](https://buxtoncrescentheritage.sharepoint.com/:w:/r/sites/buxtoncrescentheritagetrust/Shared%20Documents/Admin%20-%20Staff/Training/Experience%20Training%20Materials/BCHT%20-%20Communication%20Voice%20(January%202020).docx?d=w0ba57ca6efe6445e9ff13a62df84cbf0&csf=1&web=1&e=stkcd7)

What does this voice sound like?

The BCHE communications voice is on one hand somewhat like a traditional heritage communications voice. It is:

- warm – at all times and to all people
- welcoming – it invites people to come to our town and our Crescent
- trustworthy – a safe pair of hands that can speak with the clarity, honesty and authority about the Crescent

But beyond that, it also needs to set the expectation for potential visitors of a ‘wow’ factor inside BCVE.

So it is also:

- involving – it encourages you the reader to see yourself in Buxton Crescent
- upbeat – positive and, at times, entertaining
- refreshing – offering unexpected or incongruous ideas to our potential audience
- playful – slightly quirky, with a twinkle in the eye



6. OUR TONE OF VOICE

[HTTPS://BUXTONCRESCENTHERITAGE.SHAREPOINT.COM/:W:/R/SITES/BUXTONCRESCENTHERITAGETRUST/SHARED DOCUMENTS/ADMIN - STAFF/TRAINING/EXPERIENCE TRAINING MATERIALS/BCHT - COMMUNICATION VOICE \(JANUARY 2020\) \(002\).DOCX?D=W0BA57CA6EFE6445E9FF13A62DF84CBF0&CSF=1&WEB=1&E=STKCD7](https://buxtoncrescentheritage.sharepoint.com/:w:/r/sites/buxtoncrescentheritagetrust/shared%20documents/admin%20staff/training/experience%20training%20materials/bcht%20communication%20voice%20(january%202020)%20(002).docx?d=w0ba57ca6efe6445e9ff13a62df84cbf0&csf=1&web=1&e=stkcd7)

The BCHT communications voice does not:

- sound like loads of other boring, bland, repetitive or overly formal heritage communication voices
- indulge itself in superlatives – we don't seek to be the biggest, grandest, 'most unique' etc.
- overuse the dreaded 'visitor verbs' as part of the sell – though it may on occasion use them when inviting potential visitors to see themselves in the Crescent
- pretend to be overly worthy
- preach to its audience
- describe or define what Buxton Crescent, BCHT or BCVE is without making a meaningful statement about it – we do not simply list facts about architecture or heritage, like everyone else does

7. OUR TONE OF VOICE

[HTTPS://BUXTONCRESCENTHERITAGE.SHAREPOINT.COM/:W:/R/SITES/BUXTONCRESCENTHERITAGETRUST/SHARED DOCUMENTS/ADMIN - STAFF/TRAINING/EXPERIENCE TRAINING MATERIALS/BCHT - COMMUNICATION VOICE \(JANUARY 2020\) \(002\).DOCX?D=W0BA57CA6EFE6445E9FF13A62DF84CBF0&CSF=1&WEB=1&E=STKCD7](https://buxtoncrescentheritage.sharepoint.com/:w:/r/sites/buxtoncrescentheritagetrust/shared%20documents/admin-staff/training/experience%20training%20materials/bcht-communication%20voice%20(january%202020).docx?d=w0ba57ca6efe6445e9ff13a62df84cbf0&csf=1&web=1&e=stkcd7)

In order to create this, the voice is spoken:

- with an upbeat and warm positivity
- with a refreshing playfulness that sets itself apart from other heritage voices
- in active support of the Trust and the Crescent, telling people not only what it is, but why they should care or see themselves there. It is involving.
- with honesty – let's not oversell or overpromise
- with a hook or a snare to start much of its copy, rather than starting with the abstract – this enables us to capture potential audiences' attention
- in harmony with any imagery that may be accompanying the copy – we see this copy working well with a strong and potentially creative/provocative visual identity such as collage



8. THE FIRST FIVE MINUTES ([FOR MORE DETAIL SEE TELLTALE TRAINING DOCUMENT AT THIS LINK](#))

Seven key tasks for a guide to the Buxton Crescent Heritage Experience in the first five minutes

1. A warm welcome. Smile. Say hello enthusiastically. Introduce yourself.
2. Get to know your visitors. Discover critical information for your tour. Personal interaction.
3. Meet visitors' basic needs.
4. Physical orientation. Describe where we are and where we are going (dependent on starting point).
5. Intellectual orientation. "We will be taking you back to the late 18th century."
6. Raise expectations. Teasers of what to expect. Remember what your group said when you were getting to know them;
7. Lead into the Big Idea of the exhibition. Explain briefly what it is about e.g 'You will discover the *'Buxton Cure...'*

9. 'THE BIG IDEA'

(FOR MORE DETAIL SEE TELLTALE TRAINING DOCUMENT BY CLICKING ON THIS LINK)

The Big Idea should be introduced at the beginning of the tour, reinforced wherever possible during the tour and be part of the summing up at the end of the tour.

There are three main ideas of the exhibition:

- the Crescent is an amazing building
- the therapeutic waters and invigorating environment were already well known before the 'Buxton Cure' was devised – the Duke was monetising an existing phenomenon
- Buxton's water is the heart of the town and vital to many people who live and have lived here and our many visitors over the centuries

Two supplementary ideas:

- the water had been sought-after for a very long time
- the restoration of the building – (This is important now, especially to local people, but the importance of this element may diminish over time.)



10. PRE-VISIT WELCOME

Just before the tour is about to start, while visitors are arriving, you can make yourself known to them, check tickets / tokens and introduce yourself.

It's also an opportunity to make friendly conversation to break the ice with your visitors and get to know a little about them

“Have you come far today – where from? How well do you know Buxton? Have you been to the Crescent before? Have you tried the waters yet? How are you finding Buxton?” etc



11. THE WELCOME:



GOOD MORNING / AFTERNOON...

- ...And welcome to the Buxton Crescent Visitor Experience – a new and unique place which tells the story of the importance of water to this wonderful peak district town. But also, it's an insight into this – the stunning Crescent building – recently reopening following years of hard work to put it back at the heart of the town and its people.
- My name is ---- and I'm your host for your visit, which means I'll be guiding you on a journey of discovery through 9 rooms within the crescent.
- We'll be travelling through over 5000 years of history immersing ourselves in the story of Buxton water, 'the cure', and the people who came here to seek it.
- You'll be able to read, watch and listen to accounts of these people, and learn about the gruesome illnesses they suffered with.
- We'll meet the man, a Duke, who saw an opportunity to create a 'Bath of the North', building a fashionable Spa Resort in the Peaks.
- (inclement weather) But, let's not brave the famous bracing Buxton weather too much longer.
- (nice weather) Now, there's plenty of time to take the fresh air and admire the architecture later, but now, there's lots to do inside.
- Let me invite you through the doors to step back into the story of this very special place...

Host location: Entrance door

Visitor location: Colonnade or Forecourt

12. ROOM 1 - HOUSEKEEPING:



- **do come in, welcome. Take a seat if you like? Now, before we start just a few important things to say to help you have a safe and enjoyable visit. It should take no more than a couple of minutes.**
-
1. Firstly, we've been very careful to make sure your visit is covid-safe, which is the reason you're joining us in your lovely 'Buxton Bubble' group. To help us maintain social distancing, I'll guide you around the rooms to minimise mingling with visitors who may arrive before or after you. Please, try to stay together and avoid dashing off on your own!
 2. Your visit should take around an hour and a half so there's plenty of time to explore the rooms, and I'll be here to assist you on your way, but on occasion I might need to pop off for a few moments to clean and sanitise as we go.
 3. Unless you are exempt for medical reasons, or lucky enough to be too young to wear one, just a reminder to please wear a face covering at all times while inside the building.
 4. If there is an alarm, I'm here to help you evacuate the building as quickly and safely as possible, which is likely to be through the doors you've just entered by – please try and stay together and wait for my assistance to find the assembly point.
 5. We will be exploring the cellars of the Crescent, and because of the age of the building, some of the steps are worn and quite steep – if you need to use the lift, please ask me or a colleague and we'll be happy to help.
 6. And while it may be luxurious and comfortable upstairs, downstairs it can be dark and there are uneven floors and low ceilings, so please do be careful. If you have any special needs or questions, please ask, either now or later on, and I'll do my best to help along the way.
 7. So, let's make a start in our 1st Room, a timeline of Buxton's H2O history.

Host location: In front of (closed) door to restoration room

Visitor location: Timeline room

13. ROOM 1: THE TIMELINE

- **INTRO** - This room has a detailed timeline of the history of the Crescent, the Town and its surrounding area. There's lots to read and learn starting with the area's surprising earliest visitors. You know, the Romans weren't the first to discover the wonderful water here! The timeline starts over there and leads around the room right up to the present day.
- I'm going to pop next door now to do some cleaning to prepare the room for you, so I will see you in a few moments.
- **ENGAGERS** – You'll spot in here, some examples of Buxton water bottles – the importance of the water being a recurring theme throughout our stories.
- **INVITATION** – in the next room, you'll find the story of the beautiful building, it's architecture, and the difficult process of restoring it.
- *<OPEN DOOR, dwell in doorway. When visitors circulating, move to restoration room for COVID cleaning>*

Host location: In front of (closed) door to restoration room

Visitor location: Timeline room

14. ROOM 2: THE RESTORATION ROOM

- <Make sure 'candelabra' is placed in space between restoration and gaming room>
- **INTRO** There's many reasons why the Buxton Crescent is grade-one listed! This room helps tell the story of why its just a special building and why it was such a challenging restoration project!
- Again, I will just need to go on ahead to get the games room ready for you – and to make sure the Duke is expecting you.
- **ENGAGERS** –
 - You're probably wondering why there's an old shoe left under the floorboard? Well, so are we!
 - Can you believe this stunning building was in such a dilapidated state up until very recently?
 - I love the way the Crescent is such a great example of the fashionable 'Neo Classical' architecture of its time – which has links to much earlier Greek and Roman times – a nod to Buxton's Roman history perhaps?
- **LINKS** – After you've finished here, and taken the waters over at the Pump Room, why not spend some time 'looking up' at the Crescent, to see how many of the neo classical features you can spot?
- **INVITATION** – Have you met the Duke yet? He's quite the character!
- <In Gaming room, wipe and dry table and 'press here' talking portrait button (carefully!) Cover games table with green cloth. When ready, recirculate with visitors.>

Host location: Restoration room, then move to Gaming room
Visitor location: Restoration room

15. ROOM 3: THE GAMING ROOM

- <Move candelabra sign to one side to clear way to gaming room>
- **INTRO** So, we've seen a timeline and history of the building, but what about the lifestyles of the people who came to visit it? <See separate game play guidance doc for details on how to assist visitors in interpretation.>

- **ENGAGERS –**
 1. Let's meet the duke to hear him talk about why he had the Crescent built <invite visitor to press the video button>
 2. Well, now we've met with his approval – would you like to try taking the cure? Over here at the gaming table, a challenge to see if you can complete the Buxton cure as prescribed by the experts. Through this interactive game you can learn about the daily regime designed to help visitors lead healthier lifestyles and find a cure for their ailments.
 - Talking point: The Wedgewood 'chandelier' – the Wedgewoods were visitors to the Crescent, and supplied the original dinner service for the hotel. The company very kindly donated this modern service to the Crescent to create this unusual display.
- **Links:** Are any of you staying in the hotel and spa next door? I would imagine that would be very good for your sense of wellbeing!
- The slopes, the green space just opposite, behind the Pump Room – were actually laid out as a kind of Georgian gym. The paths were arranged in increasing levels of steepness and distance to help with your daily exercise.
- **INVITATION –** Well done, you're cured (or 'oh, well never mind)! How does it feel? So, taking the waters and getting involved in the social life of the town was clearly essential, but what if you wanted to explore further afield? In the next room, we have a booking for a virtual trip around the glorious wonders of the peak <check watch> Ah, yes, right on time for our departure, please, follow me! <lead group to room 5>

Host location: By the Duke's portrait, then by the gaming table
Visitor location: Following host

16. ROOM 4: THE BALLOON RIDE

- **INTRO** <open door, lead visitors in, push door ajar/closed>
- Climb aboard, take a seat, we don't want to miss our departure! It's time to see the Peak District landscape as the Georgians saw it. (if they happened to have access to the latest hydrogen balloon technology!) Across the channel in France at the same time the Crescent was being built, the Montgolfier brothers were pioneering hot air balloon rides. Here's our chance to imagine ourselves on our very own Georgian Peak District flight of fancy!
- **ENGAGERS –**
 - If we're ready, perhaps we can all count to three before we go to go 'up, up and away' for a balloon ride through the peaks.
 - Can you spot the difference between the landscape then and now? Eg, The Dome pre-dome, St Anne's Well pre-Pumproom.
- **Links:** The virtual reality film features real places you can still visit in the Peaks – did you spot any? Have you been yet, you really must. They're all worth a visit!
- There's no room in the gondola for me, so I'll just nip off to do some cleaning and come back to collect you in a few minutes – enjoy your ride! <Retrace steps back to Room 5 for quick clean / check downstairs>
- <Return to collect and lead visitors to room 5 closing balloon ride door on way out>
- **INVITATION** – How was your trip? Didn't the Crescent look marvellous from the air!?! Well, if that was all a little too stimulating, the next room is the perfect place to take a moment to relax in good company. Please, follow me next door...

Host location: By media control centre

Visitor location: seated in balloon ride – 3 per side.

17. ROOM 5: CRESCENT CHARACTERS

- **INTRO** <open door, lead visitors in, push door ajar>
- If Trip Advisor had existed for the past few hundred years (*I dread to think*) the reviews of previous visitors might have been something like these. From prehistoric predators to princesses, physicians to footballers – you can read and listen to the voices of a surprising array of Crescent characters.

- **ENGAGERS** –
 - The hats are just for decoration at the moment – but in the future when it's safe to do so, they'll be accessible to try on, and imagine yourself one of these famous visitors.
 - Royal visitors – commemorated with special glasses (need more info) *I've googled Edwardian commemorative glasses and can't find any with this type of porcelain foot – they're very unusual – particular to Buxton?*
 - Guest book – autographs of visitors to Buxton – rescued from a skip and kindly loaned by Anne McLean.
- **Links:** By being here today, we're all becoming part of the heritage of this building. Maybe in another 230 years time, people will be learning about the year the Crescent reopened after so long? One way to record your story in the history books would be to write your own review of your visit – either in our visitor book in the Pump Room, or, dare I say – Trip Advisor!

<if time, offer opportunity to use toilets along corridor>

- **INVITATION** – It's time for us to delve deeper into the murky world of the illnesses and ailments which brought so many of these visitors to Buxton. Please, follow me as we explore downstairs into the historic Crescent cellars...
- <reminder of Health and safety – stairs, floors and ceilings>

Host location: By door to room /

Visitor location: circulating room /

< If time - go downstairs to check next guide is prepared >

18. ROOM 6: AILMENTS AND THE APOTHECARY

- **INTRO** <open door, lead visitors in – please mind your head!>
 - You'll notice quite a different atmosphere here below ground. Apart from anything else, it's very humid – please be careful not to touch the walls, as they're quite dirty and dusty and we wouldn't want you to get marks on your finest attire!
-
- Now, for some visitors, believe it or not, mere hydration, exercise, bathing and fresh air wasn't enough to cure their ailments! Perhaps they've had one too many heavy nights in the Assembly Rooms, or frittered away their doctor's fees at the card table? Or, maybe, they just don't have the money to afford this rather exclusive cure (I'm not sure if I'll ever see the inside of the Spa myself!) For these unfortunate characters, it's time to resort to more desperate measures – by visiting the Apothecary.
 - Prescribing and selling their own bespoke potions drawing on folk medicine, and natural remedies, they were part doctor, part human pharmacy.
 - In Buxton, it was said that 'out of town' apothecaries flooded the town during the season, and the more established local doctors (such as those with a direct interest in the Baths charity) actively warned visitors against seeking out these unofficial cures.
 - (- potentially too much?)
 - SO, I'll leave it up to you to decide whether you want to seek the possibly dubious help of the Apothecary next door.
 - **ENGAGERS –**
 - Actually, apothecaries have been part of medical history since ancient times...
 - Apothecary businesses were typically family-run, and wives or other women of the family worked alongside their husbands in the shops, learning the trade themselves. Women were still not allowed to train and be educated in universities, so this allowed them a chance to be trained in medical knowledge and healing.
 - **Links:** The bottles in our apothecary display were kindly donated by Clowes the chemists – a wonderfully preserved Victorian pharmacy just around the corner from here. You can still see the original drawers and ingredients on display in the shop – it's definitely worth a visit!

INVITATION – If you'd like to meet our unfortunate invalids, and choose a 'coupon of complaint' from over here, the apothecary will be ready to see you next door shortly.

Host location: Far end of room by entrance to apothecary/

Visitor location: circulating room /

19. ROOM 7: THE WATER CURE

- **INTRO** <video is auto-triggered>
- <While wiping down/drying off the Schnee chair> Welcome to our immersive 'blue room', where you'll hear and see illustrations of the wide range of water cures. Just to let you know, the effect can be a little unsettling, as the images will be projected on to the floor – if you have any balance or sensory processing issues you might want to take a break next door, where we have a quiet space and seating. Let me know and I'll assist you right away. I can keep the lights on, or, if you'd like to create a stronger effect, switch them off. We won't leave you in darkness, like those guides up at Poole's Cavern...
- **ENGAGERS –**
 - I find it easier to experience sitting down in here, but you're welcome to dive in and roam around the room too.
 - If you're very brave you might like to sit in our restored schnee chair – found....(story?) See if you can spot one like it in one of the historic images.
 - The image of the gentleman being sprayed with water while lying in a shallow copper bath is known as the 'Buxton Douche' – resorts tended to have their own patented treatments to stand out in a very competitive Spa market.
 - All the images you'll see are taken from archives of Buxton held by – check!
- **Links:** While some of the methods you'll see here still survive in modern spa treatments, some of the more extreme ones, particularly involving electricity, aren't quite so popular now!
- An alternative therapy was to be covered in warm peat from the moors near Buxton for skin disorders, rheumatism and sciatica. Peat is no longer used for this purpose for obvious reasons, but the hotel is said to be importing mud from Europe to recreate this treatment.

INVITATION – We're nearly at the end of our journey, there's just time to take a seat next door to watch a film about the story of Buxton water – the very water which has flowed through all the other stories we've seen up to now.

Host location: Out of way of projection, near door to assist visitor exit if needed

Visitor location: standing / seated

20. ROOM 8 THE WATER STORY

- **INTRO** – <reminder to mind the dusty wall at back of room!>

- The final room part of your visit brings us right back to the very beginning. To the source of all the stories we have encountered along the way. To the source of the water itself. The following video was made with Buxton Water to help tell that complex and fascinating story...it will begin very soon, and I'll nip off one more time to do a final bit of cleaning – I'll be just next door if you need me though.

- **ENGAGERS** –
 - Quiz question – if you remember one thing from this video – how old do we believe the water is, by the time it springs from our Buxton wells? – 500 years.

- **Links:** General talking points may arise from the video...

- See nestle waters FAQs document in case of questions arising relating to Buxton Water. (TBC)

- **INVITATION** – see overleaf for 'goodbye'.

Host location: Front of room, then move to back / door

Visitor location: Seated / standing, watching film.

< If time – retrace steps to clean Schnee chair and ailment tokens >

21. GOODBYE:



THANK YOU FOR VISITING...

- This experience was created to serve as the ideal introduction to Buxton, and now, I hope you'll go on and explore the town even more.
- Just across the way at the Pump Room, you're welcome to visit our colleagues in the Buxton Visitor Centre who will be happy to help you find more great places to see. They can advise you on how to find Buxton Museum, for example, which has an amazing collection of artefacts telling 360 million years of the Peak District's history.
- Poole's Cavern – one of the original 'wonders of the peak' and on every historic tourist trail, is a must see.
- And don't forget – while we might not be able to offer you any petrified goods, the Pump Room has a lovely selection of locally sourced souvenirs and gifts – including souvenir water bottles to take your very own sample of Buxton water direct from the Lion's mouth. (It's much more palatable than other Spa waters, trust me, and a lovely tepid temperature!)
- The Buxton Crescent Heritage Trust is a charity, so your visit has helped support the work we do – making sure there's a part of the Crescent forever dedicated to sharing its heritage with visitors and locals alike.
- Your feedback is really important to us, and helps us learn what we are doing right, and what we can do to improve. **I'd encourage you to visit our website to complete a short review of your visit, to be in with a chance of winning...**
- Thank you again for visiting, and please follow me back upstairs to continue your journey onwards...

Host location: Front of projection area

Visitor location: Seated / standing in water story room