

# INTERPRETIVE HERITAGE TRAILS

**Location:** Eynsford Castle & Lullingstone Roman Villa, Kent; Parham Park and Petworth House, West Sussex, United Kingdom

**Client:** SEEDA/ Tourism SouthEast/ National Trust/ English Heritage/ Historic Houses Association

**Services:** Marketing; Interpretive Trails



## Pilot study encourages visitors to honey-pot sites to spend more in surrounding communities

### Project Objectives:

- This pilot project encouraged visitors to honey-pot historic properties to gain a greater knowledge and understanding of the area surrounding the site as well as visiting the property itself.
- The trails take visitors to nearby communities so that they, as well as the historic houses, can benefit from the visitor economy.

### Our Recommendations:

- We worked closely with the heritage properties and their local communities to devise trials that benefitted both. The success of the trails was evaluated over the summer of 2007 using a questionnaire that was incorporated into the trail leaflets.
- In Eynsford the trail explored the historic context of the valley since Roman Times and incorporated six attractions, giving plenty of scope for repeat day visits.
- Parham Park is situated close to the RSPB Nature Reserve Pulborough Brooks and the trail walk incorporates both attractions, explaining to visitors the different ways in which these delightful landscapes have been managed over the centuries.
- The majority of the 150,000 visitors to Petworth House each year never venture outside the estate walls. Our trail takes them through the magnificent servant quarters in the house and out into the town to explore the way the estate shaped the town.