

26 February 2015

**Bath’s No.1 Royal Crescent is one of England’s top-scoring Visitor Attractions with a Gold Accolade from VisitEngland**

**Just 21 visitor attractions in the UK have been awarded the top-scoring Gold Accolade in VisitEngland’s annual assessment of its 900+ attractions listed in its Visitor Attractions Quality Scheme.**

No. 1 Royal Crescent has been judged as outstanding in its quality of visitor experience and is recognised for going the extra mile to create an enjoyable and memorable experience for visitors.

**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 capturing the imagination with creative experiences.”*

**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.

**Further information:** [www.no1royalcrescent.org.uk](http://www.no1royalcrescent.org.uk)

**Notes for editors**

**About VisitEngland Accolades:**

* VisitEngland accolades are available to attractions that are part of the Visitor Attraction 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. Two rounds of accolades will be announced each year.
* Recipients will receive a certificate and a logo to display on their website.

**About the Visitor Attraction Quality Scheme**

* The Visitor Attraction Quality 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 Quality 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 queries regarding the scheme can be emailed to attractions@visitengland.org

**No.1 Royal Crescent** offers visitors from all over the world the chance to explore the recreated historic interiors of a late 18th century Bath Town House of distinction. With 10 fully-dressed heritage rooms, additional halls and galleries, an education centre, a well-stocked shop and free introduction room, the house reveals what life was really like for our ancestors – upstairs and downstairs – nearly 250 years ago.

The imaginative approach to the ways in which the house can now be interpreted, together with its excellent accessibility and the quality of its permanent collections, have each been recognised with national awards since its reopening in 2013.

The museum receives some 60,000 visitors per year. During the past 12 months it has won:

* Gold Award for **Access and Inclusivity** at the **South West Tourism Awards 2014/15**
* ‘Highly Commended’ for the **Best Large Visitor Attraction** at the **South West Tourism Awards 2014/15**
* 'Highly Commended' at the **2014 Museums+Heritage Awards** for **Best Permanent Collection**
* **Sandford Award 2014**.  Sandford Awards recognise the quality and excellence of **education programmes** run at historic sites and are ratified by the Heritage Education Trust
* **Best Leisure and Tourism Business Award** at the **Bath Business Awards 2014**
* **Best Visitor Attraction** in the over 50,000 visitors per year category at **Bath's Events, Hospitality and Tourism Awards 2014**
* A **2014 Certificate of Excellence** by Trip Advisor

**Its major exhibition in 2015 is “Small Worlds: Historic Dolls Houses from the 18th and 19th Centuries”, and will showcase Liza Antrim’s remarkable private collection which has never before been on public display. It runs from 9 May to 8 November.**

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In the year 2014-15, the full list of 21 recipients of the Gold Accolade are:

Beamish, The Living Museum of the North

Captain Cook Memorial Museum, Whitby

Jorvik Viking Centre

Owl and Monkey Haven, Isle of Wight

Paultons Park, New Forest

Raby Castle

Trebah Garden nr Falmouth, Cornwall

Waddeston Manor, Aylsebury

Yorkshire Trike Tours

Yorkshire Wildlife Park

Beaulieu, Hampshire

Bishop’s Palace and Gardens, Somerset

Blackpool Pleasure Beach

Corinium Museum, Glos

HM Tower of London

**No.1 Royal Crescent, Bath**

Robinson’s Brewery Visitor Centre

Sandcastle Waterpark

Tate Liverpool

The Heights of Abraham, Derbyshire

Westonbirt Arboretum