

Visitor Attractions Trends in England 2010

Annual Report

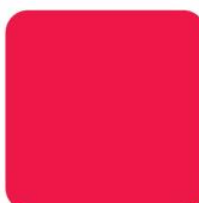
Prepared for VisitEngland



Steve Mills
Director

Tel: 0207 400 0381

steve.mills@bdrc-continental.com



Contents

	Page No.
1. Key findings	1
1.1 Overall trends in visits to English attractions 2009-2010	1
1.2 Overall trends in admission prices 2009-2010	4
1.3 Overall trends in gross revenue 2009-2010.....	5
1.4 Marketing expenditure trend 2009-2010.....	6
2. Introduction and background.....	8
2.1 Research objectives.....	8
2.2 Survey method.....	8
2.3 Population, sample and response rate	9
Guide to the tables.....	10
3. England visit trends 2009-2010.....	12
3.1 England visit trends 2009-2010 by attraction category	12
3.2 English visit trends 2009-2010 by admission type	13
3.3 English visit trends 2009-2010 by volume of visits to attractions	14
3.4 English visit trends 2009-2010 by geographic location.....	15
3.5 English visit trends 2009-2010 by proportion of overseas visits.....	15
3.6 English visit trends 2009-2010 by proportion of child visits	15
4. Visit trends – by origin (2009-2010).....	16
4.1 Visit trends by origin (2009-2010) – by attraction category.....	16
4.2 Visit trends by origin (2009-2010) – by English GOR.....	17
4.3 Visit trends by origin 2009-2010 - by admission type	17
4.4 Visit trends by origin 2009-2010 - by volume of visits to attractions.....	18
4.5 Visit trends by origin 2009-2010 - by geographical location	18
5. English Government Office Region visit trends 09-10.....	19
5.1 Visit trends 2009-2010 by English government office region	19
5.2 Visit trends 2009-2010 by attraction category by English GOR	20
5.3 Visit trends 2009-2010 by English GOR by admission type.....	21
5.4 Visit trends 2009-2010 by volume of visits by English GOR	21
5.5 Visit trends 2009-2010 by geographic location by English GOR.....	22
6. Adult admission price trends 2009-2010.....	23
6.1 Adult admission prices 2009-2010 by English GOR.....	23
6.2 Adult admission prices 2009-2010 by volume of visits	24
6.3 Adult admission prices 2009-2010 by attraction category	24

6.4	Adult admission prices 2009-2010 by geographic location	25
6.5	Adult admission prices 2009-2010 by proportion of child visits	25
7.	Revenue & marketing expenditure trends 2009-2010	26
7.1	Gross revenue trend 2009-2010	26
7.2	Marketing expenditure trend 2009-2010	30
8.	Provision of services trends 2009-2010	33
9.	Trends in the number of visits to England attractions 1989-2010	39
9.1	Trends in number of visits to visitor attractions 1989-2010	39
10.	Visits to individual attractions	43
10.1	Major attractions in England	44
10.2	Major attractions in English Government Office Regions	50
10.3	Individual attractions by category	55

Appendix

A.	Survey of visits to visitor attractions questionnaire	92
B.	Reference sources	94
C.	Index of attractions in Section 10	95



Acknowledgements

VisitEngland would like to thank all representatives and operators in the attraction sector who provided information for the national survey on which this report is based. For a number of the attractions, data has been included with kind permission of ALVA (Association of Leading Visitor Attractions), English Heritage, the Museums Libraries and Archives Council and The National Trust. Where relevant this has been referenced in the report.

No part of this publication may be reproduced for commercial purposes without previous written consent of VisitEngland. Extracts may be quoted if the source is acknowledged.

Statistics in this report are given in good faith on the basis of information provided by proprietors of attractions. VisitEngland regrets it cannot guarantee the accuracy of the information contained in this report nor accept responsibility for error or misrepresentation.

Published by VisitEngland (incorporated under the 1969 Development of Tourism Act as the British Tourist Authority) © 2007 British Tourist Authority (trading as VisitBritain).

VisitEngland is grateful to English Heritage and the MLA for their financial support for the 2010 survey.

August 2011



1. Key findings

1.1 Overall trends in visits to English attractions 2009-2010

By way of context, 2010 was characterised by a warm and sunny spring and early summer followed by a dull peak summer period. Whilst autumn was about average, the off-peak winter season was particularly cold.

- Winter 2009/10 was the coldest experienced in 31 years with significant snowfall in many areas from mid December until end February. However, rainfall was below average and sunshine above average during the period;
- Spring 2010 was characterised by dry weather (the driest since 1984), especially in April and May. April was also particularly sunny;
- Summer 2010 was a season of contrasts. June was generally dry and warmer than average. July and August were generally cloudier, holding down temperatures, with many areas wetter than average (although some areas bucked this trend);
- Autumn 2010 was fairly typical in terms of temperature, sunshine and rainfall, although November was colder than average, with some snow towards the end of the month.

(Source: MetOffice)

The 1,802 England visitor attractions providing visit figures for both 2009 and 2010 reported a **+3% increase** in visitor admissions overall in 2010. Compared with recent years:

- +5% in 2009
- +2% in 2008
- +3% in 2007
- +3% in 2006

This increase in 2010 represents a significant achievement for the sector in light of declines in visits to England for the purposes of a holiday or visiting friends/family:

- A -6% decline in overnight staying trips made by England residents within England (*source: United Kingdom Tourism Survey*)
- A -1% decline in inbound visits to the UK made by overseas visitors (*source: International Passenger Survey*) – the April 2010 ‘ash cloud’ impacting here.

However, International Passenger Survey data also continued to report decreases in visits abroad made by UK residents. Following the -14% fall in outbound spend reported in 2009 (the first decline reported since 1968), a further decline of -2% was observed in 2010.

This would suggest potential for increasing day trips to England attractions and this is supported by figures from the table overleaf. Attractions reported a +2% increase in visitors who live locally/within day trip distance in 2010, following a +8% increase in 2009.

However, perhaps reflecting the still uncertain nature of the domestic economy, free attractions reported a +6% increase in local visitors, whilst paid attractions reported a -2% decline.

Visits to attractions made by overseas residents have also increased (+6% in 2010), despite the decline in inbound visits reported by the International Passenger Survey.

Table A.1 Visit trends by origin 2009-2010 – by admission type (%)

Admission	Local Visitors		Overseas Visitors	
	Attractions sample	% Change 10/09	Attractions sample	% Change 10/09
Free	(343)	+6	(320)	+9
Paid	(465)	-2	(456)	+2
England	(808)	+2	(776)	+6

Indeed, as the table below indicates, visits to free attractions drove the overall increase in admissions in 2010, rising by +6%. This was driven ostensibly by museums and art galleries (+6%) and to a lesser extent, by places of worship (+10%). Conversely, paid attractions fared less well, reporting a -1% decline in visits.

Table A.2 England visit trends 2009-2010 – by admission type (%)

Admission	Attractions sample	Increase	No change	Decrease	% 10/09
Free	(759)	47	17	36	+6
Paid	(1,043)	44	7	49	-1
England	(1,802)	65	11	43	+3

Table A.2 England visit trends 2009-2010 - by attraction category (%)

Category	Attractions sample	% 10/09
Country parks	54	+4
Farms	50	-5
Gardens	103	-6
Historic houses/castles	336	+1
Other historic properties	127	+15
Leisure/theme parks	25	-1
Museums/art galleries	622	+5
Steam/heritage railways	28	+1
Visitor/heritage centres	75	-3
Wildlife attractions/zoos	79	-3
Workplaces	51	+4
Places of worship	113	+4
Other	139	+2
England	(1,802)	+3

The performance of attractions varied by category in 2010. Visits to museums and art galleries (+5%) increased significantly, particularly to those which were free, continuing their very strong performance of recent years. Country parks (+5%), workplaces (+4%) and places of worship (+4%) also outperformed the market overall, the latter building upon increases of +6% in 2009 and +5% in 2008. The strong performance of other historic properties was driven by a single attraction.

However, the market was suppressed by declines in visits to gardens (-6%), farms (-5%), wildlife attractions/zoos (-3%) and visitor/heritage centres (-3%). The generally poor weather experienced during the 2010 peak summer season is likely to have played a strong role in the decrease in visits to these, primarily outdoor, attractions.

Table A.4 England visit trends 2009-2010 - by geographic location (%)

Geographic location	Attractions sample	% 10/09
Coastal	(201)	-*
Rural	(942)	-1
Urban	(642)	+6
England	(1,802)	+3

2010 saw the strong return of visits to urban attractions (+6% on 2009), following the successes of rural attractions in 2009. In recent years prior to 2009, urban attractions had tended to deliver the most significant increases in visitor admissions, led by London and museums/art galleries (or both) and 2010 appears to seen a return to this pattern.

Visits to rural and coastal attractions were broadly similar to 2009.

Table A.5 England visit trends 2009-2010 – by volume of visits (%)

Volume of visits	Attractions sample	% 10/09
10,000 or less	(672)	-2
10,001-20,000	(244)	-*
20,001-50,000	(339)	-*
50,001-100,000	(202)	+*
100,001-200,000	(157)	-*
Over 200,000	(188)	+4
England	(1,802)	+3

The increase in visits in 2010 was driven almost entirely by the very largest attractions, with over 200,000 visitors recorded per annum. The largest 10% of attractions appear to be currently compensating for the remaining 90%. These attractions reported a +4% increase in visits, with smaller attractions remaining stable compared with 2009. The very smallest attractions, with fewer than 10,000 visitors per annum continued to perform less well, reporting a -2% decline in 2010.

Table A.6 Overall visits trends 2009-2010 - by English Government Office Region (%)

Region	Attractions sample	% 10/09
North West	(185)	+3
North East	(108)	-1
Yorkshire/The Humber	(177)	-*
East Midlands	(175)	-1
West Midlands	(160)	+2
East	(256)	+*
London	(110)	+6
South East	(347)	+3
South West	(284)	+1
England	(1,802)	+3

Reflecting its proliferation of large, free national museums, London (+6%) reported the strongest increase in visitor admissions in 2010. The South East (+3%) and North West (+3%) also reported notable increases, although even in these regions the performance of individual sectors varied considerably.

Overall, the strong increases in visits to attractions in the South East (+10%) and South West (+6%) in 2009, which were largely assisted by trends in the domestic tourism market, have not continued in 2010. This reflects some relative movements back away from these regions within the 2010 domestic tourism market. However, visits to attractions in these regions have far from fallen back, instead generally being maintained at similar or slightly better levels to those observed in 2009.

1.2 Overall trends in admission prices 2009-2010

Table A.7 Adult admission prices 2009-2010 (paid admission) – by category (%)

Category	Attractions Sample	Average adult charge		% 10/09
		2009	2010	
Country parks	(6)	£5.20	£5.25	+1
Farms	(24)	£6.91	£7.19	+4
Gardens	(55)	£5.22	£5.64	+8
Historic houses/castles	(135)	£6.19	£6.44	+4
Other historic properties	(34)	£4.31	£4.53	+5
Leisure/theme parks	(12)	£15.74	£17.00	+8
Museums/art galleries	(168)	£4.34	£4.51	+4
Steam/heritage railways	(16)	£7.07	£7.35	+4
Visitor/heritage centres	(16)	£5.83	£6.00	+3
Wildlife attractions/zoos	(39)	£7.73	£8.27	+7
Workplaces	(15)	£4.66	£5.13	+10
Places of worship	(9)	£6.70	£6.90	+3
Other	(53)	£12.22	£12.95	+6
England	(582)	£6.40	£6.72	+5

Adult admission charges to paid attractions increased by an average of +5% in 2010 compared with +4% in 2009 and +5% in 2008. As in recent years, increases were not dissimilar across most attraction categories, although increases in admission charges to leisure/theme parks (+8%), gardens (+8%) and workplaces (+10%) were somewhat higher than average.

Museums and art galleries and other historic properties continued to report the lowest average admission charges at £4.51 and £4.53 respectively. The highest average admission charges were recorded for leisure/theme parks (£17.00), wildlife attractions/zoos (£8.27) and steam/heritage railways (£7.35).

Admission charge increases were similar across all regions.

1.3 Overall trends in gross revenue 2009-2010

Table A.8 Gross revenue trend 2009-2010 – by English GOR (%)

Region	Attractions sample	Up	Similar	Down	% 10/09
North West	(155)	36	42	22	+5
North East	(85)	38	32	31	+7
Yorkshire/The Humber	(141)	35	38	27	+5
East Midlands	(147)	30	39	31	+4
West Midlands	(133)	35	38	27	+2
East	(228)	31	42	27	+2
London	(89)	30	44	26	+5
South East	(277)	37	40	23	+7
South West	(231)	38	37	25	+10
England	(1,486)	35	39	26	+5

In line with the more modest increases in visitor admissions, gross revenues were also reported to have increased more modestly; by an average of +5% in 2010 compared with +10% in 2009. Increases in 2010 were akin to those observed in 2008 and 2007 (both +5%).

Perhaps of concern is the proportion of attractions reporting a decline in gross revenue in 2010, which is at the highest level in any of the past seven years. A quarter (26%) reported a decline in 2010 compared with just 15% in 2009 and around 20% in each of the previous few years. The proportion reporting an increase in gross revenue is also the lowest in recent years.

Increase in gross revenue were similar across the majority of regions, although the South West performed most positively (despite only a modest increase in visitor admission), with an increase of +10%.

Table A.9 Gross revenue trend 2009-2010 – by attraction category (%)

Category	Attractions sample	Up	Similar	Down	% 10/09
Country parks	(45)	36	53	11	+10
Farms	(53)	34	30	36	+3
Gardens	(84)	42	36	23	+4
Historic houses/castles	(252)	35	36	29	+5
Other historic properties	(105)	30	35	34	+4
Leisure/theme parks	(28)	39	25	36	+4
Museums/art galleries	(475)	31	49	19	+6
Steam/heritage railways	(32)	50	25	25	+4
Visitor/heritage centres	(76)	28	39	33	+4
Wildlife attractions/zoos	(70)	39	29	33	+3
Workplaces	(56)	61	16	23	+12
Places of worship	(85)	26	49	25	+3
Other	(125)	39	29	32	+4
England	(1,486)	35	39	26	+5

Unlike in recent years, there was generally little difference between attraction categories in terms of trends in gross revenue.

Country parks (+10%) and workplaces (12%) reported the strongest average increases in gross revenue. Indeed, 61% of workplaces reported an increase in gross revenue, significantly higher than any other type of attraction. Both of these categories also reported slightly higher than average increases in visitor admissions.

Gross revenue for museums/art galleries was up by just +6% in 2010, slightly above the average for all attractions, reflecting the slightly higher than average increase in visitor admissions.

1.4 Marketing expenditure trend 2009-2010

Table A.10 Movement in spend on marketing – by attraction category 2009-2010 (%)

Category	Sample	Increase	Similar	Down
Country parks	(45)	24	60	16
Farms	(53)	32	53	15
Gardens	(83)	31	60	8
Historic houses/castles	(250)	11	79	10
Other historic properties	(106)	8	85	7
Leisure/theme parks	(28)	18	54	29
Museums/art galleries	(474)	20	63	18
Steam/heritage railways	(32)	44	41	16
Visitor/heritage centres	(76)	21	66	13
Wildlife attractions/zoos	(69)	28	52	20
Workplaces	(55)	18	67	15
Places of worship	(85)	18	79	4
Other	(121)	31	57	12
England	(1,477)	20	66	14

Note: percentages read across

Little had changed until 2010 in terms of the proportions of attractions increasing or decreasing their marketing expenditure. However, 2010 has seen a slight dip in the proportion of attractions reporting an increase in expenditure and an increase in the proportion reporting a decrease. A sign of tighter economic times perhaps? 20% of attractions indicated an increase in marketing spend in 2010 and 14% a decrease. Comparisons with the past five years:

- 2009 (21% recorded an increase and 11% a decrease)
- 2008 (21% recorded an increase and 11% a decrease)
- 2007 (22% recorded an increase and 12% a decrease)
- 2006 (24% recorded an increase and 11% a decrease)
- 2005 (25% recorded an increase and 10% a decrease)

Leisure/theme parks (29%) were most likely to report decreases in marketing expenditure, with a notable proportion of wildlife attractions/zoos (20%) also cutting back. Despite declines in visitor admissions, farms (32%) and gardens (31%) were more likely to have increased their marketing expenditure in 2010.

Table A.11 Movement in spend on marketing – by English GOR 2009-2010 (%)

Region	Sample	Increase	Similar	Down
North West	(160)	17	65	18
North East	(83)	16	71	13
Yorkshire/The Humber	(145)	18	70	12
East Midlands	(145)	21	65	14
West Midlands	(133)	17	63	20
East	(221)	23	68	9
London	(91)	12	66	22
South East	(272)	25	65	10
South West	(227)	22	65	13
England	(1,477)	20	66	14

Despite the increase in visitor admissions, attractions in London were most likely to have reduced their marketing expenditure – 20% claiming that this was reduced in 2010. Unlike in the previous two years when the proportion of attractions in London increasing expenditure was above average, attractions in this region were also least likely to have increased marketing expenditure in 2010 (only 12% did so).

2. Introduction and background

This report presents the findings of the Survey of Visits to Visitor Attractions undertaken in England by VisitEngland. The report provides a comprehensive England-wide analysis of trends plus visits data for individual attractions. Separate reports are produced by the national tourist organisations of Scotland, Wales and Northern Ireland.

Visitor Attraction Definition

For the purposes of the survey, the definition of a visitor attraction is:

“..an attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship (but excludes small parish churches); rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc.”

2.1 Research objectives

The purpose of the survey is to monitor trends in the visitor attraction sector in England and to improve understanding of the dynamics of the sector. The findings contribute to regional and national estimates of the economic impact of tourism and inform regional development and planning work. The results of the survey allow operators to benchmark their operation within their category, within their region and across the sector as a whole.

2.2 Survey method

Since the 2008 survey, attractions have had the option of online survey completion in addition to the postal self-completion survey. All attractions for whom email contacts were held were sent an email invitation to take part, with a link to their attraction’s online questionnaire. Attractions not responding were subsequently sent a postal questionnaire alongside attractions for whom no email contacts were held.

Response to the online option was again notable, with a significant proportion of all responding attractions choosing to complete the survey online. Intrinsically linking the survey with the quarterly England Attractions Monitor (the related online survey providing rapid feedback to the industry on visit trends and attitudes) using a single online platform has undoubtedly continued to increase participation in both this survey and the England Attractions Monitor.

A copy of the questionnaire used can be found in Appendix 2.

BDRC Continental holds the contract for the survey in England and is responsible for the preparation of this report.

It is important to highlight that major individual attractions can have a significant impact upon the proportion of visits within each region and attraction category. Their participation or non-participation in the survey year-on-year can result in significant fluctuations in the data within each region and attraction category.

2.3 Population, sample and response rate

7,217 English visitor attractions were invited to take part in the 2010 survey. 1,896 English visitor attractions provided visits figures for the year 2010, an effective response rate of 26%.

Given that the value of this report lies predominantly in the assessment of trends over time, perhaps the more important sample size measure is the number of attractions providing admissions information for both 2010 and 2009. This response rate is now stable - in 2010 there were 1,802 such attractions, similar to the response in 2009 (1,806) and significantly higher than the equivalent number in 2008 (1,684) and 2007 (1,348).

A further 621 attractions (8%) responded but did not take part in the survey as they were either closed, could not provide visit figures for lack of information, they did not consider themselves to meet the definition of an attraction, they did not wish to participate in the survey or were returned as undeliverable questionnaires.

Table 2.1 Response rate by attraction category

Category	Number of attractions surveyed	Number of attractions that provided data	Effective response rate
Country parks	272	55	20%
Farms	219	56	26%
Gardens	543	109	20%
Historic properties	1,308	474	36%
Leisure/Theme parks	232	28	12%
Museums/Art Galleries	2,026	642	32%
Steam/heritage railways	115	32	28%
Visitor/heritage centres	251	83	33%
Wildlife attractions/zoos	546	85	16%
Workplaces	192	58	30%
Places of worship	502	121	24%
Other	1,011	153	15%
Total	7,217	1,896	26%

Response rates within the two attraction categories which account for over half of all English attractions – museums/art galleries (32%) and historic properties (36%) – were above average. Visitor admissions data provided at Head Office level by English Heritage, National Trust and the Museums, Libraries and Archives Council have made a significant contribution to these levels of response, particularly for the key larger attractions.

Guide to the tables

Confidentiality

Visit figures for individual attractions do not appear in this report if the attraction operator did not authorise them for publication. Data provided by operators who requested confidentiality is included in the aggregated calculations. 435 attractions requested that their visit figures remain confidential in 2010, a notable increase compared with 380 in 2009, 397 in 2008, 398 in 2007 and 376 in 2006.

Estimates

If operators have stated their visits are estimates in 2010, this is clearly indicated in section 10 with an 'E' following the number of visits.

Admission

Tables in section 10 include the charging status of each visitor attraction. 'F' indicates that admission to the main attraction is free of charge. However, it should be noted that some free attractions may charge for entry to particular parts of the attraction or special exhibitions. Where an attraction charges admission for the main attraction element, the adult admission price is noted (if provided by the attraction in the 2010 survey).

Symbols

In the table, an asterisk is used to indicate a percentage is less than 0.5%. A plus or minus sign indicates whether the value is positive or negative. NA (not available) indicates that the sample base value is too low to allow robust analysis of the data.

Sample Base Values

Please note that throughout the report the base values in the tables may not necessarily sum to the total sample size due to respondents leaving questions unanswered.

Abbreviations

Abbreviation	Category	Description
CP	Country Parks	Country parks and forest parks
F	Farms	Farms, rare breeds, shire horse centres and farm animals
G	Gardens	Gardens, arboretums and botanical gardens
HH	Historic houses/castles	Historic houses, historic houses and gardens, palaces, castles, forts
OHP	Other historic properties	Historic monuments, archaeological sites, historic ships, windmills, watermills and other historic properties
LTP	Leisure/Theme Parks	Leisure parks and theme parks
MAG	Museums/Art Galleries	Museums and/or art galleries and science centres
R	Steam/Heritage Railways	Steam railways and heritage railways
VC	Visitor/Heritage Centres	Visitor centres and heritage centres
WI	Wildlife Attractions	Nature reserves, wetlands, wildlife trips, safari parks, zoos, aquariums and aviaries
WP	Workplaces	Distilleries, vineyards, breweries and industrial or craft premises
WO	Places of Worship	Cathedrals, churches and other places of worship
O	Other	Attractions that do not fit into any of the categories outlined above

Abbreviation	Government Office Region	Counties/unitary authorities within region
EAST	East	Counties: Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk UAs: Luton, Peterborough, Southend-on-Sea, Thurrock
EM	East Midlands	Counties: Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire UAs: Derby, Leicester, Nottingham, Rutland
LON	London	All Greater London boroughs
NE	North East	Counties: County Durham, Northumberland UAs: Darlington, Hartlepool, Middlesbrough, Redcar & Cleveland, Stockton-on-Tees Former Met.: Tyne and Wear (<i>Gateshead, Newcastle, N Tyneside, S Tyneside, Sunderland</i>)
NW	North West	Counties: Cheshire, Cumbria, Lancashire UAs: Blackburn with Darwen, Blackpool, Halton, Warrington Former Met.: Greater Manchester (<i>Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, Wigan</i>), Merseyside (<i>Liverpool, Knowsley, Sefton, St Helens, Wirral</i>)
SE	South East	Counties: Buckinghamshire, East Sussex, Hampshire, Kent, Oxfordshire, Surrey, West Sussex UAs: Bracknell Forest, Brighton & Hove, Isle of Wight, Medway, Milton Keynes, Portsmouth, Reading, Slough, Southampton W. Berkshire, Windsor & Maidenhead, Wokingham
SW	South West	Counties: Cornwall, Devon, Dorset, Gloucestershire, Somerset, Wiltshire, Isles of Scilly UAs: Bath & NE Somerset, Bournemouth, Bristol, N Somerset, Plymouth, Poole, Swindon, Torbay, S Gloucestershire
WM	West Midlands	Counties: Shropshire, Staffordshire, Warwickshire, Worcestershire UAs: Herefordshire, Stoke-on-Trent, Telford & Wrekin Former Met.: West Midlands (<i>Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall, Wolverhampton</i>)
Y&H	Yorkshire/ The Humber	Counties: North Yorkshire UAs: East Riding of Yorkshire, Kingston-upon-Hull, NE Lincolnshire, N Lincolnshire, York Former Met.: South Yorkshire (<i>Barnsley, Doncaster, Rotherham, Sheffield</i>) West Yorkshire (<i>Bradford, Calderdale, Kirklees, Leeds, Wakefield</i>)

3. England visit trends 2009-2010

This chapter analyses trends in the number of visits to English attractions that provided data for both 2009 and 2010. 1,802 English visitor attractions taking part in the survey provided visits figures for both 2009 and 2010.

The 1,802 English visitor attractions that provided visits figures for both years reported an average increase of **+3% in 2010**. Annual percentage changes by year are presented below:

Year	%
2010	+3%
2009	+5%
2008	+2%
2007	+3%
2006	+3%
2005	-%
2004	+1%
2003	+2%
2002	+8%

Attractions undoubtedly benefitted from domestic tourism trends in 2009, with domestic overnight stays made by residents of England increasing significantly and spend on trips abroad declining for the first time in over 40 years. 2010 has seen a softening of these tourism trends and an associated slow down in the rate of increase in visits to attractions to similar levels observed between 2006 and 2008.

3.1 England visit trends 2009-2010 by attraction category

Table 3.1 England visit trends 2009-2010 – by attraction category (%)

Category	Attractions sample	Increase	No change	Decrease	% Change 09/08
Country parks	(54)	37%	35%	28%	+4
Farms	(50)	34%	18%	48%	-5
Gardens	(103)	42%	11%	48%	-6
Historic houses/castles	(336)	47%	7%	46%	+1
Other historic properties	(127)	39%	12%	50%	+15
Leisure/theme parks	(25)	44%	16%	40%	-1
Museums/art galleries	(622)	51%	6%	43%	+5
Steam/heritage railways	(28)	39%	11%	50%	+1
Visitor/heritage centres	(75)	40%	15%	45%	-3
Wildlife attractions/zoos	(79)	25%	23%	52%	-3
Workplaces	(51)	45%	27%	27%	+4
Places of worship	(113)	53%	17%	30%	+4
Other	(139)	39%	15%	46%	+2
England	(1,802)	45%	11%	43%	+3

Commensurate with the slow down in the rate of growth in visitor admissions in 2010, the proportion of attractions reporting an increase in visits also returned to pre-2009 levels (when 64% of attractions reported a rise in visitor admissions). 45% of attractions reported an increase in visits in 2010, similar to that observed in 2008 (46%), 2007 (51%) and 2006 (48%).

The performance of attractions varied by category in 2010. Visits to museums / art galleries (+5%) increased significantly, particularly to those which were free, continuing their very strong performance of recent years. By way of comparison, visits to museums /art galleries increased by +3% in 2009 and +7% back in 2008.

Country parks (+5%), workplaces (+4%) and places of worship (+4%) also outperformed the market overall, the latter building upon increases of +6% in 2009 and +5% in 2008. The strong performance of other historic properties was driven by a single attraction.

However, the market was suppressed by declines in visits to gardens (-6%), farms (-5%), wildlife attractions/zoos (-3%) and visitor/heritage centres (-3%). The generally poor weather experienced during the 2010 peak summer season is likely to have played a strong role in the decrease in visits to these, primarily outdoor, attractions.

Gardens, farms and wildlife attractions / zoos had all reported year-on-year increases in visits in recent years. Indeed, the declines in visits to farms and wildlife attractions / zoos were the first since the Foot and Mouth outbreak in 2001 and the decline in garden visits the first since 2006.

3.2 English visit trends 2009-2010 by admission type

Table 3.2 England visit trends 2009-2010 – by admission type (%)

Admission	Attractions sample	Increase	No change	Decrease	% Change 10/09
Free	(759)	47	17	36	+6
Paid	(1,043)	44	7	49	-1
England	(1,802)	65	11	43	+3

Visits to free attractions drove the overall increase in admissions in 2010, rising by +6%. This was driven ostensibly by museums and art galleries (+6%), which make up around half of all free attractions, and to a lesser extent, by places of worship (+10%).

Conversely, paid attractions fared less well, reporting a -1% decline in visits. This decline was driven primarily by falls in visits to paid admissions gardens, farms and wildlife attractions / zoos, plus a flat position for leisure / theme parks, historic properties and museums / art galleries.

Table 3.3, overleaf, presents visit trends by free/paid admission within each category type. There are some notable shifts in visits to both free and paid attractions by attraction category type.

Table 3.3 England visit trends 2009-2010 – by attraction category and admission type (%)

Category	Admission	Attractions sample	% Change 10/09
Country parks	Free	(41)	+5
	Paid	(13)	-3
Farms	Free	(12)	+2
	Paid	(38)	-6
Gardens	Free	(13)	+3
	Paid	(90)	-7
Historic houses/castles	Free	(28)	+3
	Paid	(308)	+*
Other historic properties	Free	(40)	+63
	Paid	(87)	+1
Leisure/Theme parks	Free	(4)	-6
	Paid	(21)	-*
Museums/Art Galleries	Free	(377)	+6
	Paid	(245)	+*
Steam/heritage railways	Free	(4)	-1
	Paid	(24)	+1
Visitor/heritage centres	Free	(48)	-3
	Paid	(27)	-3
Wildlife attractions/zoos	Free	(22)	+1
	Paid	(57)	-4
Workplaces	Free	(31)	+5
	Paid	(20)	+1
Places of worship	Free	(101)	+10
	Paid	(12)	-*
Other	Free	(38)	+3
	Paid	(101)	+1
England	Free	(759)	+6
	Paid	(1,043)	-1

3.3 English visit trends 2009-2010 by volume of visits to attractions

Table 3.4 England visit trends 2009-2010 – by volume of visits (%)

Volume of visits	Attractions sample	Increase	No change	Decrease	% Change 10/09
10,000 or less	(672)	44	15	41	-2
10,001-20,000	(244)	46	9	45	-*
20,001-50,000	(339)	45	9	46	-*
50,001-100,000	(202)	41	6	52	+*
100,001-200,000	(157)	50	9	41	-*
Over 200,000	(188)	49	14	37	+4
England	(1,802)	45	11	43	+3

The increase in visits in 2010 was driven almost entirely by the very largest attractions, with over 200,000 visitors recorded per annum. The largest 10% of attractions appear to be currently compensating for the remaining 90%. Many of the large, free national museums / art galleries reported notable increases in visits in 2010. These largest attractions reported a +4% increase in visits, with smaller attractions remaining stable compared with 2009. The very smallest attractions, with fewer than 10,000 visitors per annum continued to perform less well, reporting a -2% decline in 2010.

3.4 English visit trends 2009-2010 by geographic location

Table 3.5 England visit trends 2009-2010 – by geographic location (%)

Geographic location	Attractions sample	Increase	No change	Decrease	% Change 10/09
Coastal	(201)	45	11	44	-*
Rural	(942)	40-	13	47	-1
Urban	(642)	52	10	38	+6
England	(1,802)	45	11	43	+3

2010 saw the strong return of visits to urban attractions (+6% on 2009), following the successes of rural attractions in 2009. In recent years prior to 2009, urban attractions had tended to deliver the most significant increases in visitor admissions, led by London and museums/art galleries (or both) and 2010 appears to seen a return to this pattern. Over half (52%) of urban attractions reported an increase in visits in 2010 compared to just 38% reporting a decrease.

Visits to rural attractions declined slightly in 2010, by -1%. Back in 2009, rural attractions reported the strongest increase in visits at +7%, many benefitting the positive trends within the tourism market. Visits to coastal attractions were broadly similar to 2009, also falling back slightly following a positive performance in 2009, when visits increased by +3% on 2008.

3.5 English visit trends 2009-2010 by proportion of overseas visits

Table 3.6 England visit trends 2009-2010 – by proportion of overseas visits (%)

Overseas visits	Attractions sample	Increase	No change	Decrease	% Change 10/09
30% or less	(1,270)	44	12	43	+1
Over 30%	(83)	51	18	31	+7
England	(1,802)	45	11	43	+3

As in 2009, reflecting the fact that visits to attractions made by visitors from overseas held up well, visits to those attractions for whom overseas visitors represent over 30% of their admissions also increased strongly – by +7%. The strong performance of attractions in London, particularly the free museums, lies at the heart of this increase in overseas visitors.

3.6 English visit trends 2009-2010 by proportion of child visits

Table 3.7 England visit trends 2009-2010 – by proportion of child visits (%)

Child visits	Attractions sample	Increase	No change	Decrease	% Change 10/09
30% or less	(1,056)	44	13	43	+1
Over 30%	(370)	44	12	43	+2
England	(1,802)	45	11	43	+3

There was little difference in visitor admission increases between attractions with more than 30% of visits made by children (+2%) – perhaps described as ‘family attractions’ - and attractions with fewer than 30% of children (+1%).

4. Visit trends – by origin (2009-2010)

This chapter, introduced for the first time in 2009, analyses trends in the number of visits to English attractions made by those living locally / within day trip distance and those from overseas.

The 808 English visitor attractions that provided an estimate of the proportion of visitors living locally / within day trip distance for both 2009 and 2010 reported an average increase of +2% in the number of these visitors in 2010. Although still a notable increase on 2009, this represents a slow down in the rate of increase in local visitors – the increase reported in 2009 being +8%.

Visits made by overseas visitors increased significantly. The 776 English visitor attractions that provided an estimate of the proportion of visitors from overseas reported an average increase of +6% in 2010. This despite the continued challenging conditions within the inbound holiday market, where visits to the UK for holiday purposes or to visit friends/relatives declined by -1% in 2010.

4.1 Visit trends by origin (2009-2010) – by attraction category

Table 4.1 Visit trends by origin (2009-2010) – by attraction category (%)

Category	Local Visitors		Overseas Visitors	
	Attractions sample	% Change 10/09	Attractions sample	% Change 10/09
Country parks	(29)	+7	(23)	+27
Farms	(31)	-12	(29)	-3
Gardens	(53)	-3	(46)	+2
Historic houses/castles	(138)	+1	(102)	+2
Other historic properties	(40)	+6	(41)	+39
Leisure/Theme parks	(13)	+1	(12)	-2
Museums/Art Galleries	(289)	+4	(281)	+1
Steam/heritage railways	(14)	+3	(12)	+2
Visitor/heritage centres	(44)	-1	(44)	-*
Wildlife attractions/zoos	(39)	-6	(38)	-1
Workplaces	(33)	+5	(30)	-11
Places of worship	(66)	+18	(62)	+7
Other	(59)	+2	(56)	+12
England	(808)	+2	(776)	+6

The increase in those living locally / those within day trip distance has been driven by places of worship (+18%), country parks (+7%) and other historic properties (+6%). Local visits were held back by declines in local visitor admissions to farms (-12%), wildlife attractions / zoos (-6%) and gardens (-3%). This would suggest that the overall decline in visits to these three attraction categories in 2010 has largely been driven by decreases in local visitors.

4.2 Visit trends by origin (2009-2010) – by English GOR

Table 4.2 Visit trends by origin (2009-2010) – by English GOR (%)

Region	Local Visitors		Overseas Visitors	
	Attractions sample	% Change 10/09	Attractions sample	% Change 10/09
North West	(82)	+3	(79)	+6
North East	(41)	+14	(41)	-1
Yorkshire/The Humber	(79)	-3	(77)	+6
East Midlands	(93)	+4	(85)	+2
West Midlands	(64)	+*	(60)	+19
East	(129)	-*	(127)	-9
London	(48)	+13	(49)	+6
South East	(151)	-4	(143)	+3
South West	(121)	+5	(115)	+14
England	(808)	+2	(776)	+6

The increase in visitors living locally / within day trip distance was driven primarily by those visiting London attractions (+13%) and attractions in the North East (+14%), although visits by local visitors also increased notably among South West (+5%) and East Midlands (+4%) attractions.

The number of overseas visitors increased most strongly among attractions within West Midlands (+19%) and South West (+14%) regions. There was also evidence of strong performance of overseas visitors among London attractions, with overseas visitors increasing by +6% in 2010 compared with just +3% in 2009. However, overseas visits declined significantly among attractions within the East region (-9%).

4.3 Visit trends by origin 2009-2010 - by admission type

Table 4.3 Visit trends by origin 2009-2010 – by admission type (%)

Admission	Local Visitors		Overseas Visitors	
	Attractions sample	% Change 10/09	Attractions sample	% Change 10/09
Free	(343)	+6	(320)	+9
Paid	(465)	-2	(456)	+2
England	(808)	+2	(776)	+6

The increase in local visits to attractions in 2010 was driven by free attractions, reflecting the continued uncertain state of the domestic economy. Indeed, visits by local visitors to paid attractions actually fell by -2% in 2010.

The picture was somewhat healthier within the overseas visitor market, although reflecting the overall market, it was free attractions which led the way (increasing overseas visits by +9%). However, overseas visits to paid attractions also increased in 2010 – by +2%.

4.4 Visit trends by origin 2009-2010 - by volume of visits to attractions

Table 4.4 Visit trends by origin 2009-2010 – by volume of visits (%)

Volume of visits	Local Visitors		Overseas Visitors	
	Attractions sample	% Change 10/09	Attractions sample	% Change 10/09
10,000 or less	(349)	-3	(328)	+1
10,001-20,000	(108)	+*	(104)	+3
20,001-50,000	(136)	-*	(135)	+7
50,001-100,000	(82)	+2	(80)	+3
100,001-200,000	(63)	+3	(63)	+1
Over 200,000	(70)	+2	(66)	+7
England	(808)	+2	(776)	+6

The rate of increase in visitors living locally / within day trip distance did not vary significantly in terms of size of attraction. In line with visits overall, local visitors decreased among attractions with annual visits of 10,000 or fewer.

Whereas overseas visits increased more significantly in 2009 among smaller attractions, 2010 has seen a reversal of this pattern, with visits increasing most rapidly among the very largest attractions with over 200,000 visits per annum.

4.5 Visit trends by origin 2009-2010 - by geographical location

Table 4.5 England visit trends 2009-2010 – by geographic location (%)

Geographic location	Local Visitors		Overseas Visitors	
	Attractions sample	% Change 10/09	Attractions sample	% Change 10/09
Coastal	(93)	+*	(94)	+9
Rural	(416)	+1	(395)	-3
Urban	(285)	+4	(276)	+7
England	(808)	+2	(776)	+6

As among visits overall, local visits increased most significantly for urban attractions. Local visits increased by +4% for these attractions compared with a flat picture for each of coastal (+*%) and rural (+1%) attractions.

Urban attractions also fared well within the overseas market in 2010, with overseas visits increasing by +7% among these attractions. Coastal attractions also performed well in this regard, with visit increasing by +9%.

5. English Government Office Region visit trends 09-10

This chapter provides an analysis of trends by English Government Office Region (GOR). It is based on 1,802 attractions that provided visits figures for both 2009 and 2010. The trends in these tables should be treated with caution due to the smaller number of attractions when the data is broken down within region.

5.1 Visit trends 2009-2010 by English government office region

Table 5.1 Overall visit trends 2009-2010 – by England GOR (%)

Region	Attractions sample	Increase	Similar	Decrease	% Change
North West	(185)	45	11	44	+3
North East	(108)	44	7	48	-1
Yorkshire/The Humber	(177)	36	12	52	-*
East Midlands	(175)	43	10	47	-1
West Midlands	(160)	45	10	45	+2
East	(256)	45	13	43	+*
London	(110)	55	16	28	+6
South East	(347)	49	11	40	+3
South West	(284)	44	12	44	+1
England	(1,802)	45	11	43	+3

Reflecting its proliferation of large, free national museums, London (+6%) reported the strongest increase in visitor admissions in 2010. Over half (55%) of London attractions still managed to increase their visitor admissions and only 28% reported a decrease, compared with 43% across England as a whole.

The South East (+3%) and North West (+3%) also reported notable increases, although even in these regions the performance of individual sectors varied considerably. The North West perhaps performed particularly well given that data for overnight domestic tourism showed one of the more significant declines in this region.

Overall, the strong increases in visits to attractions in the South East (+10%) and South West (+6%) back in 2009, which were largely assisted by trends in the domestic tourism market, have not continued in 2010. This also reflects some relative movements back away from these regions within the 2010 overnight domestic tourism market. However, visits to attractions in these regions have far from fallen back, instead generally being maintained at similar or slightly better levels to those observed in 2009 – visits to South East attractions increased by +3% and to South West attractions by +1%.

Visits to attractions did not fall significantly in any region, with only the North East (-1%), East Midlands (-1%) and Yorkshire/The Humber (-*%) reporting any declines. Perhaps of most concern is within Yorkshire/The Humber, who reported the highest proportion of attractions with decreasing visitor admissions and the lowest proportion with increasing admissions.

5.2 Visit trends 2009-2010 by attraction category by English GOR

The trends in this table should be treated with caution since these are based on many regions on very small samples of attractions providing visits data in both 2009 and 2010.

Table 5.2 Visit trends 2009-2010 by England GOR – by attraction category (%)

Category	Attractions sample	NW	NE	Y&H	EM	WM	EAST	LON	SE	SW	England
Attractions sample		(185)	(108)	(177)	(175)	(160)	(256)	(110)	(347)	(284)	(1,802)
CP	(54)	+24	+23	-2	+2	+3	+3	n/a	+	-2	+4
F	(50)	-6	0	+	-15	+4	+12	+30	-31	-3	-5
G	(103)	-5	-13	-3	+2	-3	+2	-12	-7	-2	-6
HH	(336)	+2	-4	-2	+4	-1	+2	+	-1	+6	+1
OHP	(127)	-4	+4	-7	-4	+3	-*	+53	+5	+4	+15
LTP	(25)	+8	n/a	-9	-24	+3	-9	0	+14	-2	-1
MAG	(622)	+2	-4	-2	-6	+4	+7	+7	+27	+3	+5
R	(28)	+7	+7	+13	+31	+4	-3	n/a	+7	-6	+1
VC	(75)	-13	-8	-16	+2	+3	-2	+60	+4	-3	-3
WI	(79)	-1	-2	+37	-4	-8	-5	-5	-4	-4	-3
WP	(51)	-7	-2	+4	-2	+2	+1	+44	+1	+13	+4
WO	(113)	+2	+3	+47	-4	+12	+18	+1	+2	+3	+4
O	(139)	+2	+9	+9	-4	+2	-1	+3	-6	-2	+2
Total	1,802	+3	-1	-*	-1	+2	+	+6	+3	+1	+3

Increases in visits to London attractions were driven by museums / art galleries, whose visits within the region increased by +7%. However, the region's performance was also boosted by the small number of farms (+30%), other historic properties (+53%), visitor / heritage centres (+60%) and workplaces (+44%), which all reported significant increases. Gardens (-12%) were the only category to see a reduction in admissions within London.

Elsewhere, the picture was mixed, with some attraction categories reporting increases and others decreased in admissions. For example, the increase in overall visits within the South East were driven by the very strong performances of museums / art galleries (+27%) and leisure / theme parks (+14%), but even within this region there were five other attraction categories which reported visit admission decreases overall.

However, with around a third of all responding attractions across the country being museums / art galleries, the regional performance tended to reflect the extent to which visits to this category had increased or decreased. The only three regions who reported an overall decline in visitor admissions were also the only three regions which reported declines in visits to museums / art galleries – the North East (-4%), Yorkshire / The Humber (-2%) and East Midlands (-6%).

Country parks – many of which are free – fared well in 2010, with visits overall increasing by +4%. The majority of regions reported visit increases to country parks, although even here, two regions (Yorkshire / The Humber and South West) reported falling admissions.

Visits to the outdoor attractions - farms, gardens and wildlife attractions / zoos – all decreased overall, although even within these categories, some regions bucked the trend. However, perhaps wildlife attractions/ zoos reported the most consistent declines in visitor admissions in 2010, with only one region reporting visit increases.

Places of worship performed well overall, with visits increasing by +4% across England. Indeed, only the East Midlands reported a decline in visits to places of worship.

5.3 Visit trends 2009-2010 by English GOR by admission type

Table 5.3 Visit trends 2009-2010 by English GOR – by admission type (%)

Category	Attraction sample	NW	NE	Y&H	EM	WM	EAST	LON	SE	SW	England
Attractions Sample		(185)	(108)	(177)	(175)	(160)	(256)	(110)	(347)	(284)	(1,802)
Free	(759)	+6	-*	+*	+2	+5	+2	+9	+19	+1	+6
Paid	(1,043)	+1	-1	-1	-5	+*	-1	-2	-4	+*	-1
England	(1,802)	+3	-1	-*	-1	+2	+*	+6	+3	+1	+3

Visits to free attractions increased all regions, with the exception of the North East (-*%). In several regions, increases to free attractions were highly significant and were responsible for the strong performance of the region overall. In London, visits to free attractions were up by +9% and in the South East, by +19%. Indeed, the regions which increased their visits most significantly were the ones whose free attractions increased their visitor admissions most strongly.

All regions struggled to see increases in visits to paid attractions, with only the North West (+1%), West Midlands (+*%) and South West (+*%) reporting modest increases. Indeed, East Midlands (-5%), South East (-4%) and London (-2%) all reported notable declines, the latter two regions' positive performance being driven primarily by strong increases in visits to free attractions.

5.4 Visit trends 2009-2010 by volume of visits by English GOR

Table 5.4 Visit trends 2009-2010 by English GOR by volume of visits (%)

Category	Attraction sample	NW	NE	Y&H	EM	WM	EAST	LON	SE	SW	England
Attractions sample		(185)	(108)	(177)	(175)	(160)	(256)	(110)	(347)	(284)	(1,802)
10,000 or less	(672)	-3	-2	-2	+2	-9	-2	+2	-1	-1	-2
10,001-20,000	(244)	-2	-2	-4	+4	-7	-2	+15	+6	-4	-*
20,001-50,000	(339)	-2	-5	-2	-3	+3	-3	+13	+1	+2	-*
50,001-100,000	(202)	+3	-1	-5	-1	+*	+1	-4	+6	+1	+*
100,001-200,000	(157)	-2	+3	-7	-5	+1	+8	+17	-6	+2	-*
Over 200,000	(188)	+4	-1	+2	+2	+4	-2	+6	+7	+*	+4
England	(1,802)	+3	-1	-*	-1	+2	+*	+6	+3	+1	+3

Across England as a whole, the very largest attractions (over 200,000 visitors per annum) tended to drive the increase in attraction visits. This was the case across most regions and in particular, London (+6%) and the South East (+7%). However, both the East (-2%) and North East (-1%) reported declines in its very largest attractions overall.

Conversely, the very smallest attractions with fewer than 10,000 visitors per annum tended to struggle in 2010, reporting declines of -2% across England as a whole. Again, this was the situation across most regions and in particular, the West Midlands (-9%). However, the smallest attractions in both London (+2%) and East Midlands (+2%) managed to reverse this pattern, reporting small visitor admission gains.

5.5 Visit trends 2009-2010 by geographic location by English GOR

Table 5.5 Visit trends 2009-2010 by England GOR by geographic location (%)

Category	Attractions sample	NW	NE	Y&H	EM	WM	EAST	LON	SE	SW	England
Attractions Sample		(185)	(108)	(177)	(175)	(160)	(256)	(110)	(347)	(284)	(1,802)
Coastal	(201)	+9	+1	+5	-1	n/a	-4	n/a	+2	-1	-*
Rural	(942)	+2	+2	-1	-3	+	-1	n/a	-4	+1	-1
Urban	(642)	+3	-4	-1	+3	+6	+8	+6	+23	+1	+6
England	(1,802)	+3	-1	-*	-1	+2	+*	+6	+3	+1	+3

Urban attractions led the way in 2010 in terms of increasing visitor admissions, reporting a +6% increase in visits across England as a whole. Visits to urban attractions increased most significantly in the South East (+23%).

However, visits to urban attractions declined in both the North East (-4%) and Yorkshire / The Humber (-1%), these urban (and often free) attractions being at the root of why visits to attractions overall declined within these regions.

Both coastal and rural attractions were fairly stable in terms of visitor admissions in 2010, although this masked some notable movements within individual regions:

- The North West (+9%) and Yorkshire / The Humber (+5%) saw some strong increases in visits to its coastal attractions;
- The South East (-4%) reported a significant drop in visits to its rural attractions, with some particularly notable declines in visits to farms (-31%).

6. Adult admission price trends 2009-2010

57% of English attractions responding to the survey charged entry to the main attraction in 2010, slightly lower than the proportions observed in recent years. Indeed, there has been a gradual decrease in the proportion of paid attractions taking part in the survey in recent years. In both 2009 and 2008, 59% of attractions were paid admission, in 2007 (61%), 2006 (63%) and 2005 (64%).

Some 582 paid attractions that responded to the survey in both 2009 and 2010 provided admission charges in both years. The average adult admission charge increased by 32p in 2010, an increase of +5% - once again not untypical of the annual admission charge increases reported in recent years (in 2009, admissions charges increased by +4%). Average admission charges for adults across attractions in England increased from £6.40 in 2009 to £6.72 in 2010.

6.1 Adult admission prices 2009-2010 by English GOR

Table 6.1 shows the percentage change in average adult admission charge between 2009 and 2010 within each Government Office Region.

Table 6.1 Adult admission prices 2009-2010 (paid admission attractions) – by GOR (%)

Region	Attractions sample	Average adult charge		
		2009	2010	% Change 10/09
North West	(53)	£7.21	£7.64	+6
North East	(28)	£5.26	£5.63	+7
Yorkshire/The Humber	(53)	£5.48	£5.75	+5
East Midlands	(50)	£6.58	£6.98	+6
West Midlands	(44)	£6.88	£7.29	+6
East	(94)	£5.79	£6.02	+4
London	(23)	£7.61	£7.76	+2
South East	(126)	£6.70	£7.10	+6
South West	(111)	£6.29	£6.54	+4
England	(582)	£6.40	£6.72	+5

Increases in adult admission charges were similar across all regions except London, whose attractions increased charges by just +2% on average. However, the capital's paid attractions remain the most expensive, at £7.76 per adult, although North West paid attractions are now not too far behind at £7.64 per adult.

The North East's attractions remained the least expensive to enter for adults, at an average of £5.63 in 2010, although the gap is somewhat narrowing, with adult admission charges increasing the most significantly in this region, by +7%.

6.2 Adult admission prices 2009-2010 by volume of visits

Table 6.2 Adult admission prices 2009-2010 (paid admission attractions) – by visits (%)

Volume of visits	Attractions sample	Average adult charge		% Change 10/09
		2009	2010	
10,000 or less	(235)	£4.68	£4.87	+4
10,001-20,000	(88)	£6.03	£6.33	+5
20,001-50,000	(98)	£6.61	£7.14	+8
50,001-100,000	(64)	£6.54	£6.93	+6
100,001-200,000	(51)	£8.40	£8.82	+5
Over 200,000	(46)	£11.21	£11.55	+3
England	(582)	£6.40	£6.72	+5

Attractions with higher visitor admissions continued to report higher average adult admission charges. Whereas the average adult admission charge in 2010 was £4.87 among attractions with 10,000 or fewer visitors, among attractions with over 200,000 visitors average adult admission was £11.55.

As was the case in 2009, increases in average adult admission charges were similar among small, medium and large attractions in 2010.

6.3 Adult admission prices 2009-2010 by attraction category

Table 6.3 Adult admission prices 2009-2010 (paid admission) – by category (%)

Category	Attractions Sample	Average adult charge		% 10/09
		2009	2010	
Country parks	(6)	£5.20	£5.25	+1
Farms	(24)	£6.91	£7.19	+4
Gardens	(55)	£5.22	£5.64	+8
Historic houses/castles	(135)	£6.19	£6.44	+4
Other historic properties	(34)	£4.31	£4.53	+5
Leisure/theme parks	(12)	£15.74	£17.00	+8
Museums/art galleries	(168)	£4.34	£4.51	+4
Steam/heritage railways	(16)	£7.07	£7.35	+4
Visitor/heritage centres	(16)	£5.83	£6.00	+3
Wildlife attractions/zoos	(39)	£7.73	£8.27	+7
Workplaces	(15)	£4.66	£5.13	+10
Places of worship	(9)	£6.70	£6.90	+3
Other	(53)	£12.22	£12.95	+6
England	(582)	£6.40	£6.72	+5

Adult admission charge increases were also similar across most attraction categories. The small number of workplaces (+10%) and leisure / theme parks (+8%) who provided admissions in both years, reported the highest increases in admission charges. Gardens (+8%) and wildlife attractions / zoos (+7%) also reported increases which were above average.

Museums / art galleries now deliver the lowest average admission charges at £4.51, taking over this position from other historic properties (£4.53). The highest average admission charges were recorded for leisure/theme parks (£17.00) and wildlife attractions/zoos (£8.27).

6.4 Adult admission prices 2009-2010 by geographic location

Table 6.4 Adult admission prices 2009-2010 (paid admission)–by geographic location (%)

Location	Attractions sample	Average adult charge		
		2009	2010	% Change 10/09
Coastal	(77)	£6.59	£6.92	+5
Rural	(342)	£6.32	£6.70	+6
Urban	(152)	£6.55	£6.81	+4
England	(582)	£6.40	£6.72	+5

Each of coastal, rural and urban attractions increased their adult admission charges by similar proportions in 2010. Each of these also reported similar average adult admission charges, although coastal attractions again recorded the highest admission prices in 2010 (£6.92), slightly higher than both rural (£6.70) and urban (£6.81) attractions.

6.5 Adult admission prices 2009-2010 by proportion of child visits

Table 6.5 Adult admission prices 2009-2010 (paid admission) – by child visits (%)

Child visits	Attractions sample	Average adult charge		
		2009	2010	% Change 10/09
30% or less	(395)	£6.14	£6.45	+5
Over 30%	(139)	£7.05	£7.47	+6
England	(582)	£6.40	£6.72	+5

Admission price increases were also similar among attractions which reported over 30% of visits made by children (+6%) and attractions which reported 30% or fewer visits made by children (+5%).

Attractions with over 30% of visits by children recorded higher than average adult admission prices (£7.47) than those with 30% of fewer child visits (£6.45) in 2010.

7. Revenue & marketing expenditure trends 2009-2010

7.1 Gross revenue trend 2009-2010

Attractions were asked to compare their gross revenue between 2009 and 2010 and detail the overall percentage change. It should be noted that the average changes below are calculated from percentage changes reported per attraction, not changes in actual revenue figures.

1,486 visitor attractions provided information on their gross revenue trend in the 2010 survey.

In line with the more modest increases in visitor admissions in 2010, gross revenues were also reported to have increased by a smaller average percentage of +5% in 2010, compared with +8% in 2009. This level increase observed in 2010 was similar the figures reported in 2008 and 2007 (both +5%).

Perhaps most noteworthy though is that the proportion of attractions reporting a decline in gross revenue in 2010 rose sharply to 26% from just 15% in 2009. This proportion was the same as that observed in 2008 and is the joint highest proportion of any of the past seven years – 2007 (19%), 2006 (20%), 2005 (21%) and 2004 (22%). Conversely, only a third (35%) reported an increase compared with 53% last year, 38% in 2008 and 47% in each of the previous two years.

Table 7.1 Gross revenue trend 2009-2010 – by English GOR (%)

Region	Attractions sample	Up	Similar	Down	% 10/09
North West	(155)	36	42	22	+5
North East	(85)	38	32	31	+7
Yorkshire/The Humber	(141)	35	38	27	+5
East Midlands	(147)	30	39	31	+4
West Midlands	(133)	35	38	27	+2
East	(228)	31	42	27	+2
London	(89)	30	44	26	+5
South East	(277)	37	40	23	+7
South West	(231)	38	37	25	+10
England	(1,486)	35	39	26	+5

Despite visitor admissions only increasing by a modest +1% in the South West and admission charges increasing by slightly less than the national average, gross revenue increased by +10% overall. 38% of South West attractions saw their gross revenue increase, the joint highest proportion of all regions. South East (+7%) and North East (+7%) attractions also saw their gross revenues increase by above the national average.

Conversely, attractions in the West Midlands (+2%) and East (+2%) regions each saw gross revenues increase by below the national average.

London attractions, whose visitor admissions increased most significantly, reported only average increases in gross revenues, the large free national museums perhaps finding it easier to generate increased visits than increased gross revenue.

Table 7.2 Gross revenue trend 2009-2010 – by attraction category (%)

Category	Attractions sample	Up	Similar	Down	% 10/09
Country parks	(45)	36	53	11	+10
Farms	(53)	34	30	36	+3
Gardens	(84)	42	36	23	+4
Historic houses/castles	(252)	35	36	29	+5
Other historic properties	(105)	30	35	34	+4
Leisure/theme parks	(28)	39	25	36	+4
Museums/art galleries	(475)	31	49	19	+6
Steam/heritage railways	(32)	50	25	25	+4
Visitor/heritage centres	(76)	28	39	33	+4
Wildlife attractions/zoos	(70)	39	29	33	+3
Workplaces	(56)	61	16	23	+12
Places of worship	(85)	26	49	25	+3
Other	(125)	39	29	32	+4
England	(1,486)	35	39	26	+5

Workplaces (+12%) reported the strongest increases in gross revenue and also by far the greatest proportion of attractions reporting an increase in gross revenue (61%). This reflects the above average increase in visitor admissions and also the significantly above average increase in adult admission charges.

Country parks also reported strong increases in gross revenue, with this also reflecting above average increases in visitor admissions. Country parks reported the lowest proportion of its attractions with a decrease in gross revenue, at just 11% compared with 26% across England as a whole.

Museums / art galleries (+6%) also reported increases in gross revenue slightly above the national average, reflecting the strong performance of the category in terms of visitor admissions in 2010. Only 19% of museums / art galleries reported a decrease in gross revenue for the year.

Table 7.3 Gross revenue trend 2009-2010 – by admission (%)

Admission	Attractions sample	Up	Similar	Down	% Change 10/09
Free	(592)	27	53	20	+4
Paid	(894)	40	30	30	+6
England	(1,486)	35	39	26	+5

Note: percentages read across

Although free attractions were responsible for driving the increase in visitor admissions in 2010, it is paid attractions that contribute most strongly towards increasing gross revenue.

Gross revenue among paid attractions increased by +6% and just 4% among free attractions, again evidence that perhaps free attractions find it more difficult to increase gross revenue than visits. Indeed, 40% of paid attractions managed to increase their gross revenue in 2010 compared with just 27% of free attractions.

Table 7.4 Gross revenue trend 2009-2010 – by volume of visits (%)

Volume of visits	Attractions sample	Up	Similar	Down	% Change 10/09
10,000 or less	(620)	33	42	25	+7
10,001-20,000	(206)	36	39	25	+6
20,001-50,000	(270)	34	39	27	+3
50,001-100,001	(152)	30	41	30	+2
100,001-200,000	(110)	39	25	35	+6
Over 200,000	(128)	45	38	17	+6
England	(1,486)	35	39	26	+5

Note: percentages read across

Unlike visitors admissions (where the very largest categories of attractions experienced the strongest rate of growth and the very smallest the slowest growth rate), gross revenues increased at similar rates regardless of attraction size.

However, as in 2009, these figures mask the trend which indicates that the largest attractions are more likely to report an increase in gross revenue. 45% of attractions with more than 200,000 visitors per annum reported an increase in gross revenue in 2010, compared with 35% of attractions overall. The largest attractions were also much less likely to report declines than the smaller attractions. The implication is that the majority of the largest attractions, whilst perhaps generating only modest increases in gross revenue, were at least likely to have increased their revenue. However, the performance of smaller attractions was somewhat more volatile – some generating large increases and some declines in gross revenue.

Table 7.5 Gross revenue trend 2009-2010 – by geographic location (%)

Geographic location	Attractions sample	Up	Similar	Down	% Change 10/09
Coastal	(179)	36	35	28	+5
Rural	(808)	35	35	30	+4
Urban	(483)	34	47	18	+8
England	(1,486)	35	39	26	+5

Note: percentages read across

In line with the strong increase in visitor admissions to urban attractions, these attractions also reported the highest average increase in gross revenues (+8%). Just 18% of urban attractions reported a decrease in gross revenue in 2010 compared with 28% of coastal and 30% of rural attractions.

However, gross revenues to both coastal (+5%) and rural attractions (+4%) also increased.

Table 7.6 Gross revenue trend 2009-2010 – by proportion of overseas visits (%)

Proportion of Overseas visits	Attractions sample	Up	Similar	Down	% Change 10/09
30% or less	(1,241)	34	38	28	+5
Over 30%	(81)	47	40	14	+8
England	(1,486)	35	39	26	+5

Note: percentages read across

Attractions with over 30% of their visits generated by overseas visitors reported a stronger average increase in gross revenues (+8%) than attractions generating 30% or fewer overseas visitors (+5%). This reflects the strong performance of attractions at increasingly attracting overseas visitors in 2010, despite declines in overseas holiday visits to the UK. Almost half (47%) of attractions with over 30% of visitors from overseas saw their gross revenues increase compared with just 34% of attractions with fewer than 30% of its visitors from overseas.

Table 7.7 Gross revenue trend 2009-2010 – by proportion of child visits (%)

Child visits	Attractions sample	Up	Similar	Down	% Change 10/09
30% or less	(1,001)	36	38	26	+6
Over 30%	(367)	33	38	29	+3
England	(1,486)	35	39	26	+5

Note: percentages read across

Increases in gross revenue to ‘family’ attractions with over 30% of its visits accounted for by children were not significantly different to those attractions with 30% or fewer child visitors in 2010. Attractions with over 30% of visitors being children saw gross revenues rise by an average of +3% compared with +6% for attractions with 30% or less of their visitors being children. This reflects the similarity of increases in both visitor admissions and adult admission charges.

7.2 Marketing expenditure trend 2009-2010

This section examines the movement in marketing spend at attractions between 2009 and 2010. Attractions were asked to indicate whether spend had increased, decreased or remained similar compared with 2009. 1,477 attractions answered this question. Actual expenditure was not sought.

Little had changed until 2010 in terms of the proportions of attractions increasing or decreasing their marketing expenditure. However, 2010 has seen a slight dip in the proportion of attractions reporting an increase in expenditure and an increase in the proportion reporting a decrease. A sign of tighter economic times perhaps? 20% of attractions indicated an increase in marketing spend in 2010 and 14% a decrease. Comparisons with the past five years:

- 2009 (21% recorded an increase and 11% a decrease)
- 2008 (21% recorded an increase and 11% a decrease)
- 2007 (22% recorded an increase and 12% a decrease)
- 2006 (24% recorded an increase and 11% a decrease)
- 2005 (25% recorded an increase and 10% a decrease)

Table 7.8 Movement in spend on marketing – by attraction category 2009-2010 (%)

Category	Sample	Increase	Similar	Down
Country parks	(45)	24	60	16
Farms	(53)	32	53	15
Gardens	(83)	31	60	8
Historic houses/castles	(250)	11	79	10
Other historic properties	(106)	8	85	7
Leisure/theme parks	(28)	18	54	29
Museums/art galleries	(474)	20	63	18
Steam/heritage railways	(32)	44	41	16
Visitor/heritage centres	(76)	21	66	13
Wildlife attractions/zoos	(69)	28	52	20
Workplaces	(55)	18	67	15
Places of worship	(85)	18	79	4
Other	(121)	31	57	12
England	(1,477)	20	66	14

Note: percentages read across

Leisure/theme parks (29%) were most likely to report decreases in marketing expenditure, with a notable proportion of wildlife attractions/zoos (20%) also cutting back. Despite declines in visitor admissions, farms (32%) and gardens (31%) were more likely to have increased their marketing expenditure in 2010.

Steam / heritage railways were the most likely of all attractions categories to have increased their marketing expenditure, with 41% claiming to have increased this spend since 2009.

Table 7.9 Movement in spend on marketing – by English GOR 2009-2010 (%)

Region	Sample	Increase	Similar	Down
North West	(160)	17	65	18
North East	(83)	16	71	13
Yorkshire/The Humber	(145)	18	70	12
East Midlands	(145)	21	65	14
West Midlands	(133)	17	63	20
East	(221)	23	68	9
London	(91)	12	66	22
South East	(272)	25	65	10
South West	(227)	22	65	13
England	(1,477)	20	66	14

Despite the increase in visitor admissions, attractions in London were most likely to have reduced their marketing expenditure – 20% claiming that this was reduced in 2010. Unlike in the previous two years when the proportion of attractions in London increasing expenditure was above average, attractions in this region were also least likely to have increased marketing expenditure in 2010 (only 12% did so).

Conversely, attractions within the South East region were most likely to have increased marketing spend, with 25% of attractions claiming to have done so in 2010.

Table 7.10 Movement in spend on marketing – by admission 2009-2010 (%)

Admission	Attractions sample	Increase	Similar	Decrease
Free	(595)	19	66	16
Paid	(882)	22	66	12
England	(1,477)	20	66	14

Note: percentages read across

As reported in recent years, paid attractions (22%) continued to be more likely to increase their marketing expenditure than free attractions (19%). These were the same proportions as reported in 2009, although the gap had narrowed in 2009 compared with the years immediately prior to this (25% of paid attractions in 2008 versus 17% of free attractions, for example).

Table 7.11 Movement in spend on marketing – by volume of visits 2009-2010 (%)

Volume of visits	Attractions sample	Increase	Similar	Decrease
10,000 or less	(607)	20	69	11
10,001-20,000	(210)	20	67	13
20,001-50,000	(270)	19	64	17
50,001-100,001	(155)	19	69	13
100,001-200,000	(111)	29	57	14
Over 200,000	(124)	24	58	18
England	(1,477)	20	66	14

Note: percentages read across

Changes to marketing spend among attractions with over 100,000 visits per annum tended to be higher, 29% of attractions with 100,001-200,000 and 24% of attractions with over 200,000 visitors per annum reporting an increase in spend compared with 20% of attractions as a whole.

However, these very largest attractions were also the most likely to report a decrease in marketing spend, indicating perhaps greater year-on-year changes to approaches to marketing within these very largest attractions.

8. Provision of services trends 2009-2010

Attractions taking part in the 2010 survey were asked about the services that they offered across five dimensions:

- Online;
- Facilities;
- Interpretation;
- Events;
- Membership scheme.

1,447 attractions responded to this question, with provision of services ranging from 83% of attractions across England that provided a website to just 15% who provide costumed interpretation. Table 8.1 below illustrates how this provision has changed compared with attractions taking part in the 2009 survey.

Table 8.1 Provision of services trends 2009-2010 (%)

	% provided	% 10/09
<u>Online</u>		
Website	83	+5
Online booking	18	+5
<u>Facilities</u>		
Retail shop	70	+3
Café/restaurant	47	-1
<u>Costumed Interpretation</u>	15	+3
<u>Events</u>		
Public events	56	+7
Public venue hire	37	+3
Corporate events	27	-1
<u>Member Scheme</u>	50	+3

Provision of services grew significantly across several categories in 2010, most notably the online services and provision of public events. 56% of attractions delivered public events in 2010 compared with just 49% in 2009. Availability of online booking facilities was perhaps the most striking increase, with 18% providing this in 2010 compared with only 13% in 2009.

Only provision of cafes / restaurants and corporate events did not increase in 2010, reflecting the continued suppressed business tourism market.

As Table 8.1 overleaf illustrates, provision of services varied significantly by attraction category.

Table 8.2 Provision of services 2010 by attraction category (%)

Category	CP	F	G	HH	OHP	LTP	MAG	R	VC	WI	WP	WO	O	Eng
Sample	(50)	(52)	(80)	(207)	(79)	(28)	(495)	(31)	(76)	(75)	(55)	(94)	(125)	(1,447)
Online														
Website	78	90	86	86	77	89	85	90	76	89	71	77	78	83
Online booking	15	15	16	28	19	43	13	42	12	28	13	14	23	18
Facilities														
Retail shop	44	73	63	71	62	57	80	87	87	71	91	47	44	70
Café/restaurant	68	73	71	56	28	50	36	81	46	65	36	38	42	47
Costumed Interpretation														
	4	6	8	27	9	4	19	16	18	11	-	4	10	15
Events														
Public events	84	52	65	65	44	32	56	61	58	61	33	68	39	56
Public venue hire	50	25	48	59	33	21	29	45	33	40	11	53	29	37
Corporate events	32	21	25	35	14	43	25	48	24	37	25	21	26	27
Member Scheme														
	56	75	66	70	46	54	48	74	45	79	18	19	24	50

Provision of websites was slightly up across many categories in 2010, but perhaps most significantly among workplaces (up from 57% in 2009 to 71% in 2010) and places of worship (67% to 77%).

Provision of online ticket booking facilities, although still fairly low overall, saw strong increases in provision among historic attractions - historic houses / castles (16% in 2009 to 28% in 2010) and other historic properties (7% to 19%). Farms (3% in 2009 to 15% in 2010) and places of worship (5% to 14%) also saw notable increases in provision of online booking. Leisure / theme parks (43%) and steam / heritage railways (42%) continue to lead the way in terms of online booking provision.

The quarterly England Attractions Monitor has established the growing importance of public events for England's attractions and this was again reaffirmed by findings from this survey, with over half (56%) offering public events in 2010, up by +7% on the previous year. Public event provision at country parks was already high, but increased further in 2010 to 84% of attractions compared with 69% in 2009. Other attraction categories experiencing strong increases in public event provision in 2010 were:

- Farms (30% in 2009 to 52% in 2010);
- Gardens (46% to 65%);
- Steam / heritage railways (51% to 61%);
- Places of worship (47% to 68%).

The England Attractions Monitor has also highlighted the growing importance of member schemes and this survey offers further evidence of this growth, with provision increasing by +3% in 2010. Provision increased among most attraction categories, with wildlife attractions / zoos (79%), farms (75%) and steam / heritage railways (74%) continuing to be the most likely to offer.

Public venue hire also increased in terms of provision in 2010, with 37% of all attractions now offering. Historic houses / castles (59%) and places of worship (53%) were the most likely to offer this facility.

In terms of facilities, there were some attractions categories that were well ahead of the curve in terms of providing retail shops and cafés/restaurants:

- Workplaces (91%) were most likely to offer a retail shop, with visitor / heritage centres (87%), steam / heritage railways (87%) and museums / art galleries (80%) not far behind;
- Steam / heritage railways (81%) were also highly likely to provide a café / restaurant, as were farms (73%) and gardens (71%).

The heritage sector continued to lead the way in costumed interpretation, with historic houses/castles (27%) much more likely than any other attraction category to offer this service. Provision of costumed interpretation increased most significantly in 2010 for museums / art galleries (13% in 2009, 19% in 2010), steam / heritage railways (11% to 16%) and wildlife attractions / zoos (6% to 11%).

Whilst provision of corporate events did not increase in 2010, there were some increases in provision among country parks (20% in 2009 to 50% in 2010), steam / heritage railways (37% to 48%) and workplaces (17% to 25%).

Table 8.3 Provision of services 2010 by volume of visits (%)

Volume of visits	10,000 or less	10,001-20,000	20,001-50,000	50,001-100,000	100,001-200,000	Over 200,000	England
Sample	(570)	(202)	(263)	(148)	(114)	(150)	(1,447)
Online							
Website	74	85	92	88	85	92	83
Online booking	7	15	19	24	31	50	18
Facilities							
Retail shop	51	77	84	83	86	83	70
Café/restaurant	23	40	56	68	80	84	47
Costumed Interpretation							
	6	14	20	20	25	23	15
Events							
Public events	43	59	65	66	67	71	56
Public venue hire	21	35	43	51	57	60	37
Corporate events	14	26	26	32	46	60	27
Member Scheme							
	36	50	57	64	61	69	50

Provision of certain services also varied significantly by size of attraction. In terms of online services, website provision was high. Even the very smallest attractions with fewer than 10,000 visitors per annum saw provision increase from 66% in 2009 to 74% in 2010). Nevertheless, a quarter third (26%) of these attractions still did not offer a website in 2010.

Online booking facilities remained the domain of only the very largest attractions. 50% of those with over 200,000 visitors (up significantly from 41% in 2009) and 31% of those with 100,001-200,000 visitors offered online booking, with provision tailing off considerably among attractions smaller than this. However, provision is growing even among smaller attractions.

Provision of retail shop and café/restaurant was generally high among attractions with over 20,000 visitors, but began to reduce significantly among attractions with 10,001-20,000 visitors and dramatically among those with fewer than 10,000 visitors.

Within costumed interpretation, growth was driven by the very largest attractions, for whom provision increased from 18% in 2009 to 23% in 2010. Provision was not the sole domain of the larger attractions however, with similar proportions of attractions within the 20,001-100,000 visits per annum band providing costumed interpretation as the 100,001 or more band.

The strong increase in public event provision in 2010 was driven by the smaller attraction categories, with the strongest increase in provision among the 50,001-100,000 visits per annum category (increasing from 49% in 2009 to 66% in 2010). There were also notable increases within the smaller attraction categories.

Corporate event provision declined steadily as attraction size reduced, with the greatest step change in provision coming once attractions reached the 100,000 or more visitor mark. Public venue hire also decreased as attractions became smaller, although the proportion offering only tailed off significantly once annual visit volume fell below 10,000 visitors. Indeed, the increase in provision was driven by attractions within the 20,001-200,000 visits categories.

Provision of member schemes was also significant among attractions with over 10,000 visitors per annum – over half offering among these attractions. Although provision tails off among the very smallest attractions, this did increase, from 32% in 2009 to 36% in 2010.

Table 8.4 Provision of services 2010 by admission type (%)

Admission	Free	Paid	England
Sample	(645)	(802)	(1,447)
<u>Online</u>			
Website	78	87	83
Online booking	10	25	18
<u>Facilities</u>			
Retail shop	64	74	70
Café/restaurant	35	56	47
<u>Costumed Interpretation</u>			
	11	17	15
<u>Events</u>			
Public events	57	56	56
Public venue hire	30	43	37
Corporate events	20	33	27
<u>Member Scheme</u>			
	33	64	50

Provision of the majority of services was significantly more likely to be present among attractions with paid admission than free attractions. Only public events were as likely to be provided by free attractions as those with paid admission.

The difference is perhaps most striking for provision of member schemes, where two-thirds (64%) of paid admission attractions offered this facility, but only a third (33%) of free attractions did so. However, provision among free attractions did increase from 27% in 2009 to 33% in 2010.

The increase in public venue hire in 2010 was also driven by free attractions, with provision increasing from 25% in 2009 to 30% in 2010.

Table 8.5 Provision of services 2010 by proportion of child visits (%)

Child visits	30% or less	Over 30%	England
Sample	(964)	(358)	(1,447)
Online			
Website	81	87	83
Online booking	17	22	18
Facilities			
Retail shop	67	77	70
Café/restaurant	44	55	47
Costumed Interpretation			
	12	20	15
Events			
Public events	54	59	56
Public venue hire	38	36	37
Corporate events	25	33	27
Member Scheme			
	49	54	50

In terms of provision of online and retail / catering, provision was significantly more likely among 'family' attractions, where the proportion of child visits is in excess of 30%. Provision of costumed interpretation was also notably higher.

However, for other services, provision tends to be similar regardless of the proportion of child visits. The increase in public venue hire in 2010 was driven by the 'non-family' attractions with 30% or fewer child visits – up from 33% in 2009 to 38% in 2010.

As table 8.6 overleaf illustrates, many services were more likely to be provided by attractions where overseas visitors were in excess of 30%, reflecting the fact that these also tended to be the larger attractions.

However, retail shops and cafes/restaurants were no more likely to be provided by attractions with fewer than 30% of its visits accounted for by overseas visitors than those with more than 30% from overseas.

Member schemes were also far less likely to be offered by attractions with over 30% of its visits accounted for by overseas visitors (36%) than those where overseas visitors accounted for less than 30% of its visits (51%).

Table 8.6 Provision of services 2010 by proportion of overseas visits (%)

Overseas visits	30% or less	Over 30%	England
Sample	(1,170)	(83)	(1,447)
<u>Online</u>			
Website	83	81	83
Online booking	18	40	18
<u>Facilities</u>			
Retail shop	70	70	70
Café/restaurant	47	43	47
<u>Costumed Interpretation</u>			
	14	19	15
<u>Events</u>			
Public events	56	59	56
Public venue hire	37	43	37
Corporate events	26	39	27
<u>Member Scheme</u>	51	36	50

9. Trends in the number of visits to England attractions 1989-2010

9.1 Trends in number of visits to visitor attractions 1989-2010

As responding attractions tend to vary between years, operators are asked in each survey year to provide the number of visits for both the survey year and the previous year. This enables the trend between any two years to be calculated based on the same attractions.

Table 9.1 shows the indexed trend based on the visits (see Table 9.3) given by responding attractions. Because the number of responding attractions differs each year (see Table 9.2), the percentage change between any two years is applied each time to the previous year's index to take account of the varying sample sizes each year.

Table 9.2 shows the number of responding attractions in each survey year.

Table 9.3 shows the number of visits to responding attractions. It does not include estimates of non-responding attractions. Therefore these figures do not represent the total market.

Table 9.1 Trends in the number of visits to UK attractions 1989-2010 Indices 1989=100 Constant samples (from one year to the next only)

Data Year	Country Parks	Farms	Gardens	Historic Properties	Leisure/Theme Parks	Museums/art galleries	Steam/heritage railways	Visitor/heritage centres	Wildlife attractions/zoo	Workplaces	Other attractions	Total England attractions
1989	100	100	100	100	100	100	100	100	100	100	100	100
1990	102	107	105	102	102	104	102	103	100	100	100	102
1991	105	105	104	98	99	106	105	112	100	106	95	102
1992	105	112	104	99	99	110	99	124	93	110	96	103
1993	106	121	111	99	103	109	101	132	95	125	101	104
1994	107	121	113	100	105	109	103	134	95	143	103	106
1995	111	123	122	99	105	105	103	142	91	150	119	107
1996	109	129	121	101	105	107	107	151	93	139	124	108
1997	114	119	121	100	104	102	104	141	92	132	123	106
1998	105	110	112	98	103	103	106	140	90	146	121	104
1999	103	123	118	93	106	101	110	148	90	166	120	104
2000	108	121	115	89	105	98	111	140	92	171	118	103
2001	99	89	132	83	109	98	111	130	86	176	121	100
2002	113	131	154	88	109	108	117	143	97	201	123	109
2003	125	160	162	89	113	109	122	152	97	208	119	112
2004	130	163	151	90	111	114	126	156	98	207	119	113
2005	140	171	163	89	104	111	130	162	103	214	118	113
2006	139	173	159	92	104	120	128	163	105	213	121	117
2007	150	181	167	92	107	124	127	182	109	162	122	120
2008	148	195	170	94	104	132	123	193	109	163	121	123
2009	150	207	186	102	105	136	132	202	111	166	132	129
2010	156	197	176	106	104	141	133	197	108	172	134	133

Table 9.2 Number of responding attractions providing visits figures 1989-2010

Table 9.2 shows the number of responding attractions in each survey year. Each attraction is asked to provide visits figures for both the survey year and the previous year in order to enable visits trends to be calculated based on the same attractions.

Survey Year	Data Year	Country Parks	Farms	Gardens	Historic Properties	Leisure/Theme Parks	Museums/art galleries	Steam/heritage	Visitor/heritage	Wildlife attractions	Workplaces	Other attractions	Total England
1990	1989	47	27	102	532	27	537	30	35	56	32	51	1,476
	1990	47	27	102	532	27	537	30	35	56	32	51	1,476
1991	1990	54	36	118	554	31	575	38	44	66	42	52	1,610
	1991	54	36	118	554	31	575	38	44	66	42	52	1,610
1992	1991	47	42	120	558	31	559	34	51	81	54	50	1,627
	1992	47	42	120	558	31	559	34	51	81	54	50	1,627
1993	1992	56	53	125	575	36	573	30	67	88	61	60	1,724
	1993	56	53	125	575	36	573	30	67	88	61	60	1,724
1994	1993	78	69	136	625	44	652	38	93	98	84	96	2,103
	1994	78	69	136	625	44	652	38	93	98	84	96	2,103
1995	1994	103	71	148	645	50	721	41	104	109	104	101	2,197
	1995	103	71	148	645	50	721	41	104	109	104	101	2,197
1996	1995	108	73	157	665	43	707	45	104	107	114	92	2,215
	1996	108	73	157	665	43	707	45	104	107	114	92	2,215
1997	1996	104	86	158	664	50	729	45	112	102	113	86	2,249
	1997	104	86	158	664	50	729	45	112	102	113	86	2,249
1998	1997	116	122	178	763	88	908	57	137	138	141	120	2,748
	1998	116	122	178	763	88	908	57	137	138	141	120	2,748
1999	1998	128	120	179	782	70	914	62	148	146	161	143	2,853
	1999	128	120	179	782	70	914	62	148	146	161	143	2,853
2000	1999	124	94	164	738	57	809	58	115	134	140	100	2,533
	2000	124	94	164	738	57	809	58	115	134	140	100	2,533
2001	2000	117	68	158	732	48	788	49	114	129	129	100	2,432
	2001	117	68	158	732	48	788	49	114	129	129	100	2,432
2002	2001	74	51	107	561	34	544	39	63	84	78	62	1,697
	2002	74	51	107	561	34	544	39	63	84	78	62	1,697
2003	2002	86	72	124	614	40	657	50	78	99	103	86	2,012
	2003	86	72	124	614	40	657	50	78	99	103	86	2,012

	2003	87	81	130	635	38	670	48	87	106	99	117	2,099
2004	2004	87	81	130	635	38	670	48	87	106	99	117	2,099
	2004	86	65	137	619	37	625	49	76	102	86	110	1,992
2005	2005	86	65	137	619	37	625	49	76	102	86	110	1,992
	2005	78	56	108	601	33	592	41	73	94	75	124	1,875
2006	2006	78	56	108	601	33	592	41	73	94	75	124	1,875
	2006	44	33	93	459	33	415	38	46	67	48	72	1,348
2007	2007	44	33	93	459	33	415	38	46	67	48	72	1,348
	2007	68	51	114	568	24	488	24	74	75	63	135	1,684
2008	2008	68	51	114	568	24	488	24	74	75	63	135	1,684
	2008	45	58	106	556	35	600	29	75	88	52	162	1,806
2009	2009	45	58	106	556	35	600	29	75	88	52	162	1,806
	2009	54	50	103	463	25	622	28	75	79	51	139	1,802
2010	2010	54	50	103	463	25	622	28	75	79	51	139	1,802

Table 9.3 Number of visits to responding England attractions 1989-2010 (millions)

Table 9.3 shows the number of visits to responding attractions. (Note: it does not include estimates of non-responding attractions. Therefore these figures do not represent the total market).

Survey Year	Data Year	Country Parks	Farms	Gardens	Historic Properties	Leisure/Theme Parks	Museums/art galleries	Steam/heritage railways	Visitor/heritage centres	Wildlife attractions/zoos	Workplaces	Other attractions	Total England attractions
	1989	11.1	1.8	4.9	40.8	14.1	44.0	2.1	2.7	9.9	1.5	7.6	140.5
1990	1990	11.3	1.9	5.1	41.5	14.3	45.7	2.1	2.8	9.9	1.5	7.5	143.8
	1990	12.7	3.3	5.3	43.5	18.2	45.8	2.5	2.8	11.6	1.6	11.3	158.5
1991	1991	13.1	3.2	5.2	41.7	17.8	46.9	2.6	3.0	11.6	1.7	10.8	157.7
	1991	12.4	2.3	6.1	44.9	20.7	44.3	2.7	3.1	13.3	1.5	11.3	162.5
1992	1992	12.4	2.4	6.0	45.3	20.7	45.8	2.6	3.4	12.4	1.6	11.4	164.0
	1992	13.0	3.4	6.3	46.4	25.5	47.3	2.4	4.7	12.6	1.7	12.6	176.1
1993	1993	13.1	3.7	6.8	46.7	26.5	46.8	2.5	5.0	12.9	1.9	13.3	179.0
	1993	20.8	5.5	7.4	47.9	26.9	50.4	2.7	6.4	14.3	2.6	16.4	201.2
1994	1994	21.0	5.5	7.5	48.1	27.5	50.7	2.8	6.5	14.3	3.0	16.7	203.5
	1994	29.4	5.6	7.8	48.6	30.8	54.4	2.9	6.9	15.4	3.6	17.7	223.2
1995	1995	30.7	5.7	8.4	48.5	30.7	52.4	2.9	7.3	14.8	3.7	20.5	225.6

	1995	30.0	5.8	8.4	49.2	29.9	52.5	3.0	7.6	14.5	4.5	19.5	225.0
1996	1996	29.2	6.1	8.3	50.3	29.9	53.3	3.2	8.1	14.8	4.2	20.3	227.8
	1996	26.5	5.8	8.3	50.2	31.7	53.5	3.3	9.1	13.7	4.4	19.3	225.8
1997	1997	27.7	5.4	8.4	49.5	31.3	50.8	3.2	8.5	13.6	4.1	19.2	221.7
	1997	31.1	6.6	9.5	50.1	34.9	52.7	3.6	9.6	15.6	4.4	20.4	238.7
1998	1998	28.8	6.2	8.8	49.3	34.8	53.4	3.7	9.5	15.2	4.9	20.0	234.4
	1998	33.6	6.6	9.0	51.5	35.0	54.4	3.9	9.8	17.3	5.5	21.1	247.6
1999	1999	33.1	7.4	9.5	48.5	36.0	53.3	4.1	10.4	17.3	6.3	21.1	246.7
	1999	32.1	6.2	9.2	47.9	33.0	52.8	3.7	9.1	17.3	6.1	17.6	235.0
2000	2000	33.4	6.1	9.0	46.1	32.8	51.4	3.7	8.5	17.7	6.3	17.2	232.3
	2000	32.2	4.1	8.5	47.2	24.6	55.3	3.1	8.3	17.1	5.7	14.3	220.8
2001	2001	29.6	3.0	10.2	43.9	25.5	55.1	3.1	7.7	16.0	5.8	14.7	214.6
	2001	16.9	2.4	8.2	38.6	20.7	46.9	2.9	4.6	10.8	3.7	13.7	169.5
2002	2002	19.4	3.5	9.5	40.9	20.7	51.9	3.0	5.1	12.2	4.2	13.9	184.4
	2002	21.2	4.7	9.8	42.0	21.0	55.2	3.4	5.6	12.8	5.9	15.6	197.2
2003	2003	23.5	5.7	10.3	42.6	21.7	55.1	3.6	5.9	12.9	6.1	15.1	202.5
	2003	24.0	5.8	11.4	39.7	23.0	53.0	3.0	5.7	13.7	5.3	21.8	206.1
2004	2004	24.8	5.9	10.6	39.8	22.7	55.6	3.0	5.8	13.8	5.3	21.7	209.0
	2004	18.6	3.8	9.0	38.9	26.0	53.7	3.2	5.0	14.5	3.3	18.0	193.9
2005	2005	20.0	3.9	9.7	38.7	24.4	52.1	3.3	5.2	15.2	3.4	17.8	193.8
	2005	22.3	3.5	8.9	45.7	21.6	50.4	2.5	4.1	13.1	2.3	16.0	190.4
2006	2006	22.2	3.6	8.7	47.1	21.6	54.6	24.5	4.1	13.3	2.3	16.5	196.5
	2006	14.2	1.9	9.4	31.0	16.6	43.9	3.1	1.7	10.7	2.5	6.3	141.4
2007	2007	15.3	1.9	9.9	31.2	17.0	45.3	3.1	1.9	11.1	1.9	6.4	145.0
2008	2007	16.1	2.5	8.6	28.1	3.1	39.5	1.4	4.0	13.6	1.8	16.2	134.9
	2008	15.8	2.7	8.7	28.6	3.0	42.1	1.3	4.3	13.5	1.8	16.1	138.1
2009	2008	11.7	2.9	7.0	36.6	18.2	55.3	1.7	2.4	11.1	2.0	12.0	160.9
	2009	11.9	3.1	7.7	39.7	18.4	57.1	1.9	2.6	11.3	2.0	13.1	168.7
2010	2009	13.1	2.8	9.1	27.3	7.2	66.6	2.0	3.0	12.1	1.6	9.4	163.1
	2010	13.6	2.6	8.6	28.3	7.1	70.2	2.0	2.9	11.7	1.6	9.6	167.6

10. Visits to individual attractions

This section of the report lists visits figures for 2010 by responding attractions, together with topline trends. Comparative figures for 2009, 2008, 2007 and 2006 are also shown. It should be noted that this report lists individual visits figures for attractions which authorised publication only. Country parks have been excluded from the list of major paid and free attractions, as counting methods are liable to considerable variation.

There are three sections:

- Major attractions in England by category type
- Major attractions by Government Office Region (GOR)
- Comprehensive alphabetical list of all attractions by category type within GOR

Visits are listed under twelve broad attraction categories, detailed overleaf.

The report also contains an alphabetical index of attractions which indicates the category, GOR, county and district in which an attraction can be found.

Table 10.1 Attraction categories

Category	Abbreviation	Description
Country Parks	CP	Country parks and forest parks
Farms	F	Farms, rare breeds, shire horse centres and farm animals
Gardens	G	Gardens, arboretums and botanical gardens
Historic Properties	HP	Historic houses, historic houses and gardens, palaces, castles, forts, historic monuments, archaeological sites, historic ships, windmills, watermills and other historic properties
Leisure/Theme Parks	LTP	Leisure parks and theme parks
Museums/Art Galleries	MAG	Museums and/or art galleries and science centres
Steam/Heritage Railways	R	Steam railways and heritage railways
Visitor/Heritage Centres	VC	Visitor centres and heritage centres
Wildlife Attractions	WI	Nature reserves, wetlands, wildlife trips, safari parks, zoos, aquariums and aviaries
Workplaces	WP	Distilleries, vineyards, breweries and industrial or craft premises
Places of Worship	WO	Cathedrals, churches and other places of worship
Other	O	Attractions that do not fit into any of the categories outlined above

Visits Figures

These are recorded in the columns '2006', '2007', '2008', '2009' and '2010'.

Data may not have been obtained for years 2006, 2007, 2008 or 2009. In this case

- 'DK' indicates that data were not provided

Estimates

Where visits are estimated by attractions in 2010, these are shown as an 'E' following the visits figures.

Percentage Change

Only the percentage change 2010/2009 is presented in the tables. This is recorded in the column entitled '% 09/10'. 'n/a' means that this is not applicable e.g. data was not provided/not available for both years.

Admission Charge

The standard adult admission charge for the main attraction in high season is recorded in the column entitled 'Entry'. 'F' indicates admission to the main attraction is free of charge

10.1 Major attractions in England

Table 10.2 Major paid admission attractions

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry
Tower of London	LON	HP	2084468	2064126	2161094	2389548	2414541	E 1.0	17.00
St Paul's Cathedral	LON	WO	1623881	1623881	1687861	1821321	1892467	E 3.9	12.50
Westminster Abbey	LON	WO	1028991	1058362	1481150	1449593	1394427	-3.8	15.00
Windermere Lake Cruises, Bowness	NW	O	1267066	1274976	1199934	1313807	1312423	-0.1	6.75
Flamingo Land Theme Park and Zoo	Y&H	LTP	1302195	1310285	1357425	1418224	1268619	E -10.5	25.00
Chester Zoo ¹	NW	WI	1161922	1233044	1373459	1239044	1154285	-6.8	16.90
Royal Botanic Gardens, Kew Gardens	LON	G	1215206	1319917	1306401	1304253	1141973	-12.4	13.50
ZSL London Zoo	LON	WI	883092	1108541	1039030	1059170	1011257	-4.5	18.00
Stonehenge	SW	HP	879393	869432	883603	990705	1009973	1.9	6.90
Eden Project ¹	SW	G	1152332	1128107	1093510	1028264	1000511	-2.7	16.00
Houses of Parliament and Big Ben	LON	HP	DK	DK	994289	963362	967371	0.4	14.00
Roman Baths	SW	MAG	843701	831721	834742	882144	905751	2.7	11.50
RHS Garden Wisley ¹	SE	G	684264	802179	814220	964212	803986	-16.6	9.50
Colchester Zoo	EAST	WI	473228	DK	474579	849673	755136	-11.1	DK
Chatsworth House ¹	EM	HP	604400	606689	553000	652969	716616	9.7	15.50
Ironbridge - Ironbridge Visitor Centre	WM	MAG	DK	DK	477335	566967	567510	0.1	21.95
Leeds Castle ¹	SE	HP	413655	DK	578072	646801	559261	-13.5	17.50
Hampton Court Palace	LON	HP	473013	DK	491844	612078	547105	-10.6	14.00
Blenheim Palace	SE	HP	374789	DK	374021	537120	524593	-2.3	18.00
Bristol Zoo Gardens	SW	WI	567142	541137	DK	556591	523134	-6.0	13.00

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.3 Major free admission attractions

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry
British Museum	LON	MAG	4837878	5400062	5930000	5569981	5842000	4.9	F
Tate Modern ¹	LON	MAG	4915376	5200000	4862581	4747537	5061172	6.6	F
National Gallery ¹	LON	MAG	4562471	4159485	4382614	4780030	4954914	3.7	F
Natural History Museum ¹	LON	MAG	3754496	3652003	3738305	4105106	4647613	13.2	F
Science Museum	LON	MAG	2440253	2712824	2705677	2753493	2757917	0.2	F
Victoria and Albert Museum ¹	LON	MAG	2372919	2809900	2065300	2269880	2629065	15.8	F
National Portrait Gallery	LON	MAG	1601448	1607767	1843266	1961843	1819442	-7.3	F
Tate Britain ¹	LON	MAG	1597359	1600000	1618309	1501837	1665291	10.9	F
Royal Observatory Greenwich	LON	MAG	DK	DK	DK	1569886	1576640	0.4	F
British Library	LON	MAG	1182393	1355425	1255832	1379475	1454612	E 5.4	F
Old Royal Naval College	LON	HP	698348	708892	772595	544522	1330260	144.3	F
Imperial War Museum ¹	LON	MAG	696983	DK	833893	887246	1069358	20.5	F
Ashmolean Museum	SE	MAG	DK	DK	369284	227752	1042350	357.7	F
Merseyside Maritime Museum	NW	MAG	439318	DK	1020712	946699	1027475	8.5	F
Museums Sheffield: Millennium Gallery	Y&H	MAG	DK	DK	829379	770644	879598	14.1	F
National Maritime Museum	LON	MAG	568585	DK	587595	669199	804988	20.3	F
Holkham NNR	EAST	WI	DK	DK	DK	800000	800000	E 0.0	F
World Museum Liverpool	NW	MAG	524465	DK	787767	606394	748065	23.4	F
Birmingham Museum & Art Gallery	WM	MAG	507285	DK	579577	644259	729231	13.2	F
National Railway Museum	Y&H	MAG	902149	812891	810381	767863	619952	-19.3	F

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.4 Major country parks

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
Shipleigh Visitor Centre	EM	DK	DK	DK	1000000	1000000	E 0.0	F
Bradgate Country Park	EM	875000	900000	900000	900000	900000	E 0.0	F
Moors Valley Country Park	SW	770000	770000	770000	850000	818910	E -3.7	F
Rother Valley Country Park	Y&H	827474	903502	DK	750000	750000	E 0.0	F
Sefton Park	NW	DK	DK	DK	500000	750000	50.0	F
Black Park	SE	DK	DK	90000	500000	550000	10.0	F
Lower Leas Coastal Park & Amphitheatre	SE	DK	DK	DK	500000	500000	E 0.0	F
Rufford Craft Centre	EM	DK	DK	DK	497520	472246	-5.1	F
Sandwell Valley Country Park	WM	DK	DK	820000	354962	400000	E 12.7	F
Hardwick Park	NE	239000	DK	242756	250000	395000	E 58.0	F

Table 9.5 Major farms

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
The Donkey Sanctuary	SW	190000	190000	190000	202550	191750	E -5.3	F
Godstone Farm	SE	DK	DK	233123	226219	113405	-49.9	3.50
Old MacDonald's Farm	EAST	DK	DK	97500	130000	110000	-15.4	11.50
Forge Mill Farm	WM	DK	DK	98101	97667	103518	E 6.0	F
Heeley City Farm	Y&H	DK	DK	100000	100000	100000	E 0.0	F
Rand Farm Park	EM	110904	114335	114004	104092	87110	-16.3	6.95
Stockley Farm	NW	DK	DK	68000	75000	69000	E -8.0	8.00
Farmer Palmer's Farm Park	SW	DK	DK	DK	70000	69000	E -1.4	6.95
Deen City Farm and Riding School	LON	47000	48000	50000	45000	47000	E 4.4	F
Farming World	SE	80047	84097	68534	67490	40173	-40.5	8.00

Table 9.6 Major gardens

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
Royal Botanic Gardens, Kew Gardens	LON	1215206	1319917	1306401	1304253	1141973	-12.4	13.50
Eden Project ¹	SW	1152332	1128107	1093510	1028264	1000511	-2.7	16.00
RHS Garden Wisley ¹	SE	684264	802179	814220	964212	803986	-16.6	9.50
Birkenhead Park	NW	DK	DK	DK	500000	500000	E 0.0	F
Sheffield Botanical Gardens	Y&H	DK	DK	300000	301800	300000	E -0.6	F
RHS Royal Horticultural Society Garden ¹	Y&H	193889	218745	217050	261581	246563	-5.7	7.00
Calke Abbey	EM	106229	113583	123000	242000	238000	E -1.7	8.50
Bedgebury National Pinetum & Forest	SE	180000	250000	214813	230890	233657	1.2	F
Nymans	SE	163696	171960	182279	210000	220000	4.8	9.00
Sheffield Park Garden	SE	180466	193325	192312	209604	197202	-5.9	7.40

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.7 Major historic properties

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
Tower of London	LON	2084468	2064126	2161094	2389548	2414541	E 1.0	17.00
Old Royal Naval College	LON	698348	708892	772595	544522	1330260	144.3	F
Stonehenge	SW	879393	869432	883603	990705	1009973	1.9	6.90
Houses of Parliament and Big Ben	LON	DK	DK	994289	963362	967371	0.4	14.00
Chatsworth House ¹	EM	604400	606689	553000	652969	716616	9.7	15.50
Leeds Castle ¹	SE	413655	DK	578072	646801	559261	-13.5	17.50
Hampton Court Palace	LON	473013	DK	491844	612078	547105	-10.6	14.00
Blenheim Palace	SE	374789	DK	374021	537120	524593	-2.3	18.00
Tower Bridge Exhibition	LON	380961	383000	400000	425000	450000	E 5.9	7.00
Wakehurst Place	SE	433187	432514	442130	454932	402180	-11.6	10.50

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.8 Major leisure/theme parks

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
Flamingo Land Theme Park and Zoo	Y&H	1302195	1310285	1357425	1418224	1268619	E -10.5	25.00
Paignton Pier	SW	DK	DK	525448	548903	547729	E -0.2	F
Lightwater Valley Theme Park	Y&H	318000	320000	296500	337305	324896	-3.7	19.45
Camelot Theme Park	NW	280000	270000	254302	178718	241640	35.2	22.00
BeWILDerwood	EAST	DK	DK	DK	156247	160198	2.5	11.50
RAF Waddington	EM	DK	DK	DK	170000	130000	E -23.5	22.00
Knockhatch Adventure Park	SE	82349	83691	65000	73000	89649	22.8	8.50
Watermouth Castle	SW	120000	120000	90000	90000	85000	E -5.6	12.75
St Leonard's Farm Park	Y&H	50000	60000	70000	70000	75000	E 7.1	4.25
Coronation Park	NW	DK	DK	DK	60000	70000	E 16.7	F

Table 9.9 Major museums/art galleries

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
British Museum	LON	4837878	5400062	5930000	5569981	5842000	4.9	F
Tate Modern ¹	LON	4915376	5200000	4862581	4747537	5061172	6.6	F
National Gallery ¹	LON	4562471	4159485	4382614	4780030	4954914	3.7	F
Natural History Museum ¹	LON	3754496	3652003	3738305	4105106	4647613	13.2	F
Science Museum	LON	2440253	2712824	2705677	2753493	2757917	0.2	F
Victoria and Albert Museum ¹	LON	2372919	2809900	2065300	2269880	2629065	15.8	F
National Portrait Gallery	LON	1601448	1607767	1843266	1961843	1819442	-7.3	F
Tate Britain ¹	LON	1597359	1600000	1618309	1501837	1665291	10.9	F
Royal Observatory Greenwich	LON	DK	DK	DK	1569886	1576640	0.4	F
British Library	LON	1182393	1355425	1255832	1379475	1454612	E 5.4	F

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.10 Major steam/heritage railways

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
Historic Water Chute and Boating Lake	Y&H	DK	DK	160000	202000	226000	11.9	3.10
Ravenglass & Eskdale Railway	NW	DK	DK	DK	200446	218295	8.9	11.20
West Somerset Railway	SW	230000	250000	240000	250000	215000	-14.0	14.80
Swanage Railway	SW	200452	201548	DK	212000	210000	-0.9	9.00
South Devon Railway	SW	DK	DK	99500	108500	111989	3.2	10.00
Midland Railway - Butterley	EM	110000	110000	DK	DK	100000	E n/a	12.00
Kent & East Sussex Railway	SE	97737	95074	88129	93378	96126	2.9	12.80
Isle of Wight Steam Railway	SE	100000	100000	68552	72402	93619	E 29.3	3.00
Babbacombe Cliff Railway	SW	DK	DK	DK	DK	90000	E n/a	1.80
GWR Gloucestershire Warwickshire Steam Railway	SW	DK	DK	DK	73836	64041	-13.3	12.00

Table 9.11 Major visitor/heritage centres

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
National Memorial Arboretum	WM	65000	130034	294792	267836	274900	2.6	F
Grizedale Forest Visitor Centre	NW	39836	DK	DK	DK	176289	E n/a	F
Newcomen Engine House	SW	DK	DK	158300	160000	165000	E 3.1	F
Northumbria Craft Centre	NE	148271	145573	DK	139395	141650	1.6	F
Pendle Heritage Centre	NW	DK	DK	DK	182583	132663	E -27.3	3.30
Bletchley Park	SE	DK	DK	80000	100000	120000	E 20.0	10.00
Anderton Boat Lift - Lift Trips ¹	NW	117025	115630	108995	113000	116000	2.7	7.00
Inspired By...	Y&H	DK	DK	108000	130000	111342	E -14.4	F
Sutton Bank National Park Visitor Centre	Y&H	DK	DK	114634	128000	103468	E -19.2	F
Purbeck Information & Heritage Centre	SW	DK	DK	DK	70030	64509	-7.9	F

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.12 Major wildlife attractions

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
Chester Zoo ¹	NW	1161922	1233044	1373459	1239044	1154285	-6.8	16.90
ZSL London Zoo	LON	883092	1108541	1039030	1059170	1011257	-4.5	18.00
Holkham NNR	EAST	DK	DK	DK	800000	800000	E 0.0	F
Colchester Zoo	EAST	473228	DK	474579	849673	755136	-11.1	DK
Bristol Zoo Gardens	SW	567142	541137	DK	556591	523134	-6.0	13.00
Paignton Zoo Environmental Park	SW	463546	507727	533826	502187	456945	-9.0	11.90
ZSL Whipsnade Zoo	EAST	446829	DK	468669	475036	428684	-9.8	17.70
Kingsbury Water Park & Nature Reserve	WM	DK	DK	356143	355122	340010	E -4.3	F
Cotswold Wildlife Park & Gardens	SE	318184	321375	308149	328457	312075	-5.0	11.50
Needham Lake and Nature Reserve	EAST	260000	282000	280000	310000	310000	E 0.0	F

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.13 Major workplaces

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
Jinney Ring Craft Centre	WM	270000	260000	200000	220000	220000	E 0.0	F
Ye Olde Pork Pie Shoppe	EM	201688	208428	209206	213499	210124	-1.6	F
The Glass Studio	SE	250000	250000	200000	175000	165000	E -5.7	F
The Chapel Down Winery	SE	DK	DK	38000	43000	48000	E 11.6	9.00
Alby Crafts and Gardens	EAST	6500	DK	15000	25000	27000	E 8.0	F
New Forest Cider	SE	DK	DK	24000	25000	24200	E -3.2	F
Mill Green Museum and Mill	EAST	DK	DK	17967	19979	20726	3.7	F
Cat Pottery (And Railway Junk Yard)	EAST	18000	17000	15000	DK	20000	E n/a	F
Shepherd Neame Brewery Tours	SE	14082	16752	17496	15944	17394	9.1	10.00
St Peter's Brewery and Visitor Centre	EAST	19000	19000	17500	16000	17000	E 6.3	4.50

Table 9.14 Major places of worship

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
St Paul's Cathedral	LON	1623881	1623881	1687861	1821321	1892467	E 3.9	12.50
Westminster Abbey	LON	1028991	1058362	1481150	1449593	1394427	-3.8	15.00
York Minster ¹	Y&H	895000	815000	759662	797100	512075	-35.8	9.00
Bath Abbey	SW	DK	DK	307658	330398	335348	E 1.5	F
Buckfast Abbey	SW	DK	DK	DK	352906	324259	E -8.1	F
Gloucester Cathedral	SW	360000	300000	DK	262370	320171	22.0	F
St Michael's Mount	SW	196337	203472	194692	240729	266000	10.5	7.00
Salisbury Cathedral	SW	248795	DK	233021	237702	242254	1.9	F
Holy Trinity Church	WM	DK	DK	250000	220000	240000	E 9.1	F
Rotherham Talbot Lane	Y&H	DK	DK	DK	77453	232425	E 200.1	F

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.15 Major other attractions

Attraction	Region	2006	2007	2008	2009	2010	% 09/10	Entry
Windermere Lake Cruises, Bowness	NW	1267066	1274976	1199934	1313807	1312423	-0.1	6.75
City Sightseeing Tour	SW	DK	DK	DK	500000	500000	E 0.0	11.50
Carlisle Park and William Turner Garden	NE	DK	DK	DK	DK	350000	E n/a	F
Tropical World	Y&H	294424	311881	321264	276526	346142	25.2	3.19
Ullswater 'Steamers'	NW	309365	303008	260411	348042	331005	-4.9	5.70
Derwent Walk	NE	315000	DK	324000	324000	325000	E 0.3	F
Sandcastle Waterpark	NW	223535	DK	292774	339795	319129	-6.1	11.50
Barter Books	NE	210000	DK	210000	245000	300000	22.4	F
Cheshire Farm Ice Cream	NW	250000	220000	250000	275000	300000	E 9.1	F
Grand Pier	SW	DK	DK	2000000	DK	250000	E n/a	F

10.2 Major attractions in English Government Office Regions

Table 9.16 Major attractions in North East

Attraction	Category	2006	2007	2008	2009	2010	% 09/10	Entry
Great North Museum: Hancock	MAG	DK	DK	DK	771252	518574	-32.8	F
Discovery Museum	MAG	421323	DK	462868	449883	420837	-6.5	F
Beamish Museum	MAG	320363	307674	313030	385700	416500	E 8.0	16.00
Hardwick Park	CP	239000	DK	242756	250000	395000	E 58.0	F
Carlisle Park and William Turner Garden	O	DK	DK	DK	DK	350000	E n/a	F
Sunderland Museum and Winter Gardens	MAG	334912	DK	313138	343117	341050	-0.6	F
Derwent Walk	O	315000	DK	324000	324000	325000	E 0.3	F
Barter Books	O	210000	DK	210000	245000	300000	22.4	F
Laing Art Gallery	MAG	DK	DK	268977	253486	280773	10.8	F
Centre for Life	MAG	211586	DK	DK	200267	227765	13.7	9.00
Hamsterley Forest	CP	200000	200000	200000	200000	200000	E 0.0	F
Wallington House, Gardens & Estate	HP	176406	181563	178704	197535	199024	0.8	9.20
South Shields Museum and Art Gallery	MAG	162059	DK	160331	161863	196179	21.2	F
Bamburgh Castle	HP	119212	122000	132372	147757	142446	-3.6	8.00
Northumbria Craft Centre	VC	148271	145573	DK	139395	141650	1.6	F
Causey Arch and Picnic Area	HP	DK	DK	132600	132600	136000	E 2.6	F
Museum of Hartlepool	MAG	88676	61564	99032	93290	126398	35.5	F
Gibside	HP	107065	104567	106189	112743	115780	2.7	5.85
The Maltings Theatre and Cinema	O	DK	DK	DK	103000	103000	E 0.0	12.00
The Bowes Museum	MAG	105293	109891	DK	97063	100811	3.9	8.00

Table 9.17 Major attractions in North West

Attraction	Category	2006	2007	2008	2009	2010	% 09/10	Entry
Windermere Lake Cruises, Bowness	O	1267066	1274976	1199934	1313807	1312423	-0.1	6.75
Chester Zoo ¹	WI	1161922	1233044	1373459	1239044	1154285	-6.8	16.90
Merseyside Maritime Museum	MAG	439318	DK	1020712	946699	1027475	8.5	F
Sefton Park	CP	DK	DK	DK	500000	750000	50.0	F
World Museum Liverpool	MAG	524465	DK	787767	606394	748065	23.4	F
Birkenhead Park	G	DK	DK	DK	500000	500000	E 0.0	F
Manchester Art Gallery	MAG	DK	DK	422119	402755	373169	-7.3	F
Manchester Museum	MAG	173872	172336	251990	446572	346148	-22.5	F
Ullswater 'Steamers'	O	309365	303008	260411	348042	331005	-4.9	5.70
Bolton Museum, Aquarium and Archive	MAG	DK	DK	324217	347906	321569	-7.6	F
Sandcastle Waterpark	O	223535	DK	292774	339795	319129	-6.1	11.50
Cheshire Farm Ice Cream	O	250000	220000	250000	275000	300000	E 9.1	F
Chorlton Water Park	WI	DK	DK	DK	260000	300000	E 15.4	F
Manchester United Museum & Tour Centre	MAG	DK	DK	326654	309397	298742	-3.4	13.00
Cuerden Valley Park Trust	CP	250000	260000	275000	280000	285000	E 1.8	F
Tullie House Museum and Art Gallery	MAG	202716	214841	264918	250307	265856	6.2	4.00
Walker Art Gallery	MAG	248107	DK	396356	214127	251543	17.5	F
Worden Park	CP	DK	DK	DK	250000	250000	E 0.0	F
Camelot Theme Park	LTP	280000	270000	254302	178718	241640	35.2	22.00
Imperial War Museum North	MAG	228103	DK	239853	236529	241586	E 2.1	F

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.18 Major attractions in Yorkshire/The Humber

Attraction	Category	2006	2007	2008	2009	2010	% 09/10	Entry
Flamingo Land Theme Park and Zoo	LTP	1302195	1310285	1357425	1418224	1268619	E -10.5	25.00
Museums Sheffield: Millennium Gallery	MAG	DK	DK	829379	770644	879598	14.1	F
Rother Valley Country Park	CP	827474	903502	DK	750000	750000	E 0.0	F
National Railway Museum	MAG	902149	812891	810381	767863	619952	-19.3	F
National Media Museum	MAG	663444	DK	745857	605482	528304	-12.7	F
York Minster ¹	WO	895000	815000	759662	797100	512075	-35.8	9.00
Tropical World	O	294424	311881	321264	276526	346142	25.2	3.19
JORVIK Viking Centre	MAG	DK	DK	348146	350000	345017	-1.4	8.95
Fountains Abbey	HP	313388	DK	328551	348749	342499	-1.8	7.70
Lightwater Valley Theme Park	LTP	318000	320000	296500	337305	324896	-3.7	19.45
York Castle Museum	MAG	DK	DK	269112	284808	309332	8.6	8.50
Sheffield Botanical Gardens	G	DK	DK	300000	301800	300000	E -0.6	F
Royal Armouries Museum ¹	HP	290098	DK	370395	271513	274768	1.2	F
Eureka! The National Children's Museum	MAG	250364	243576	252535	239175	247831	3.6	8.95
Harewood House ¹	HP	221880	242864	226067	241052	247745	2.8	13.00
RHS Royal Horticultural Society Garden ¹	G	193889	218745	217050	261581	246563	-5.7	7.00
Rotherham Talbot Lane	WO	DK	DK	DK	77453	232425	E 200.1	F
Yorkshire Sculpture Park	MAG	DK	DK	255000	225000	230000	E 2.2	F
Historic Water Chute and Boating Lake	R	DK	DK	160000	202000	226000	11.9	3.10
Yorkshire Wildlife Park	WI	DK	DK	DK	70000	217000	210.0	10.00

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.19 Major attractions in East Midlands

Attraction	Category	2006	2007	2008	2009	2010	% 09/10	Entry
Shipley Visitor Centre	CP	DK	DK	DK	1000000	1000000	E 0.0	F
Bradgate Country Park	CP	875000	900000	900000	900000	900000	E 0.0	F
Chatsworth House ¹	HP	604400	606689	553000	652969	716616	9.7	15.50
Rufford Craft Centre	CP	DK	DK	DK	497520	472246	-5.1	F
Sherwood Forest Country Park	CP	500000	DK	359974	337360	348129	3.2	F
Nottingham Castle	MAG	DK	DK	276798	295635	266490	-9.9	5.50
Belton House	HP	179650	206581	199548	249323	264239	6.0	9.45
Hartsholme Country Park	CP	DK	DK	200000	200000	250000	E 25.0	F
Calke Abbey	G	106229	113583	123000	242000	238000	E -1.7	8.50
Ye Olde Pork Pie Shoppe	WP	201688	208428	209206	213499	210124	-1.6	F
Rushcliffe Country Park	CP	DK	DK	DK	200000	200000	E 0.0	F
Wollaton Hall and Park	MAG	DK	DK	248256	298153	184670	-38.1	5.50
Hardwick Hall	HP	125234	136745	121959	144238	163000	E 13.0	10.50
Sudbury Hall & National Trust Museum of Childhood	HP	DK	DK	177556	165851	159178	-4.0	6.70
New Walk Museum and Art Gallery	MAG	140216	176586	175579	176236	159029	-9.8	F
Lincoln Cathedral	WO	208000	202000	200000	200000	150000	E -25.0	6.00
RAF Waddington	LTP	DK	DK	DK	170000	130000	E -23.5	22.00
Crich Tramway Village	MAG	DK	DK	112300	122191	127731	4.5	10.50
Kedleston Hall	HP	91306	91663	107638	135453	126141	-6.9	8.58
Skegness Natureland Seal Sanctuary	WI	115505	114709	111424	118081	115939	-1.8	6.80

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.20 Major attractions in West Midlands

Attraction	Category	2006	2007	2008	2009	2010	% 09/10	Entry
Birmingham Museum & Art Gallery	MAG	507285	DK	579577	644259	729231	13.2	F
Ironbridge - Ironbridge Visitor Centre	MAG	DK	DK	477335	566967	567510	0.1	21.95
Sandwell Valley Country Park	CP	DK	DK	820000	354962	400000	E 12.7	F
Coventry Transport Museum	MAG	283651	DK	346062	376021	368508	-2.0	F
Kingsbury Water Park & Nature Reserve	WI	DK	DK	356143	355122	340010	E -4.3	F
Coombe Country Park	CP	410980	DK	385887	378318	333116	E -11.9	F
Herbert Art Gallery & Museum	MAG	DK	DK	220000	220000	319000	45.0	F
Royal Air Force Museum Cosford	MAG	207048	352908	336812	344994	310089	-10.1	F
Attingham Park	HP	154000	171942	216483	260035	277428	6.7	8.50
National Memorial Arboretum	VC	65000	130034	294792	267836	274900	2.6	F
Holy Trinity Church	WO	DK	DK	250000	220000	240000	E 9.1	F
Blists Hill Victorian Town	MAG	DK	DK	166552	222666	236024	6.0	14.95
Jinney Ring Craft Centre	WP	270000	260000	200000	220000	220000	E 0.0	F
The Potteries Museum & Art Gallery	MAG	DK	DK	127258	150338	207570	38.1	F
The Hop Pocket Craft Centre	O	145000	150000	155000	170000	180000	E 5.9	F
Wolverhampton Art Gallery	MAG	DK	DK	158796	157165	167635	6.7	F
Ryton Pools Country Park	CP	DK	DK	DK	149191	148147	E -0.7	DK
Baddesley Clinton	HP	100313	109206	118116	131165	130696	-0.4	8.40
Charlecote Mill	HP	DK	DK	105462	122735	128653	4.8	8.15
The Secret Garden - Illuminated Trail	G	DK	DK	DK	128000	118000	E -7.8	7.50

Table 9.21 Major attractions in East

Attraction	Category	2006	2007	2008	2009	2010	% 09/10	Entry
Holkham NNR	WI	DK	DK	DK	800000	800000	E 0.0	F
Colchester Zoo	WI	473228	DK	474579	849673	755136	-11.1	DK
ZSL Whipsnade Zoo	WI	446829	DK	468669	475036	428684	-9.8	17.70
Imperial War Museum Duxford	MAG	306692	DK	382581	387122	399500	E 3.2	16.50
Needham Lake and Nature Reserve	WI	260000	282000	280000	310000	310000	E 0.0	F
Hinchingbrooke Country Park	CP	DK	DK	300000	300000	300000	E 0.0	F
Anglesey Abbey, Gardens and Lode Mill	HP	162090	DK	191549	219934	231289	5.2	9.30
Dunwich Heath Coastal Centre and Beach	WI	DK	DK	200000	200000	200000	E 0.0	F
Norwich Castle Museum and Art Gallery	MAG	DK	DK	143463	151322	176446	16.6	F
Milton Country Park	CP	200000	200000	200000	150000	175000	E 16.7	F
Stockwood Discovery Centre	MAG	66868	DK	172677	173830	174794	0.6	F
Cambridge University Botanic Garden	G	127233	DK	DK	162601	171863	5.7	4.00
BeWILDerwood	LTP	DK	DK	DK	156247	160198	2.5	11.50
The Poppy Line (North Norfolk Railway)	O	125000	129700	122000	130000	143761	10.6	10.50
RHS Garden Hyde Hall	G	102936	DK	118975	134167	135006	0.6	7.00
Blickling Hall, Gardens and Park	HP	96000	103478	107459	123000	135000	9.8	10.25
Tiptree Tearoom, Museum and Shop Wilkin and Sons Ltd	MAG	100000	115000	110000	DK	135000	E n/a	F
Hadleigh Country Park	CP	125000	215000	125000	125000	125000	E 0.0	F
Audley End House and Gardens	HP	73776	DK	88764	99552	120102	20.6	11.90
The Natural History Museum at Tring	MAG	120657	120472	119907	118034	113859	-3.5	F

Table 9.22 Major attractions in London

Attraction	Category	2006	2007	2008	2009	2010	% 09/10	Entry
British Museum	MAG	4837878	5400062	5930000	5569981	5842000	4.9	F
Tate Modern ¹	MAG	4915376	5200000	4862581	4747537	5061172	6.6	F
National Gallery ¹	MAG	4562471	4159485	4382614	4780030	4954914	3.7	F
Natural History Museum ¹	MAG	3754496	3652003	3738305	4105106	4647613	13.2	F
Science Museum	MAG	2440253	2712824	2705677	2753493	2757917	0.2	F
Victoria and Albert Museum ¹	MAG	2372919	2809900	2065300	2269880	2629065	15.8	F
Tower of London	HP	2084468	2064126	2161094	2389548	2414541	E 1.0	17.00
St Paul's Cathedral	WO	1623881	1623881	1687861	1821321	1892467	E 3.9	12.50
National Portrait Gallery	MAG	1601448	1607767	1843266	1961843	1819442	-7.3	F
Tate Britain ¹	MAG	1597359	1600000	1618309	1501837	1665291	10.9	F
Royal Observatory Greenwich	MAG	DK	DK	DK	1569886	1576640	0.4	F
British Library	MAG	1182393	1355425	1255832	1379475	1454612	E 5.4	F
Westminster Abbey	WO	1028991	1058362	1481150	1449593	1394427	-3.8	15.00
Old Royal Naval College	HP	698348	708892	772595	544522	1330260	144.3	F
Royal Botanic Gardens, Kew Gardens	G	1215206	1319917	1306401	1304253	1141973	-12.4	13.50
Imperial War Museum ¹	MAG	696983	DK	833893	887246	1069358	20.5	F
ZSL London Zoo	WI	883092	1108541	1039030	1059170	1011257	-4.5	18.00
Houses of Parliament and Big Ben	HP	DK	DK	994289	963362	967371	0.4	14.00
National Maritime Museum	MAG	568585	DK	587595	669199	804988	20.3	F
Horniman Museum and Gardens	MAG	380362	DK	478165	595977	598214	0.4	F

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.23 Major attractions in South East

Attraction	Category	2006	2007	2008	2009	2010	% 09/10	Entry
Ashmolean Museum	MAG	DK	DK	369284	227752	1042350	357.7	F
RHS Garden Wisley ¹	G	684264	802179	814220	964212	803986	-16.6	9.50
Leeds Castle ¹	HP	413655	DK	578072	646801	559261	-13.5	17.50
Black Park	CP	DK	DK	90000	500000	550000	10.0	F
Blenheim Palace	HP	374789	DK	374021	537120	524593	-2.3	18.00
Oxford University Museum of Natural History	MAG	320000	DK	422251	506895	522731	3.1	F
Lower Leas Coastal Park & Amphitheatre	CP	DK	DK	DK	500000	500000	E 0.0	F
Wakehurst Place	HP	433187	432514	442130	454932	402180	-11.6	10.50
Beaulieu National Motor Museum	MAG	314712	308401	312279	351975	354048	0.6	17.00
Wendover Woods	CP	DK	DK	DK	355770	349585	E -1.7	1.25
Dover Castle	HP	301450	299175	293676	304513	349182	14.7	13.90
Alice Holt Forest Park	CP	DK	DK	DK	314038	348372	E 10.9	F
Pitt Rivers Museum	MAG	191112	204748	118120	255622	337496	E 32.0	F
Waddesdon Manor	HP	305000	372920	324330	348620	326088	-6.5	15.00
Queen Elizabeth Country Park	CP	297923	308682	320144	344442	319752	-7.2	F
Cotswold Wildlife Park & Gardens	WI	318184	321375	308149	328457	312075	-5.0	11.50
Royal Pavilion	HP	277880	262747	278911	282587	309629	9.6	9.50
Polesden Lacey	HP	270533	238759	220680	262176	246537	-6.0	10.45
Cliveden	HP	172292	190477	179528	206799	233913	13.1	8.00
Bedgebury National Pinetum & Forest	G	180000	250000	214813	230890	233657	1.2	F

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.24 Major attractions in South West

Attraction	Category	2006	2007	2008	2009	2010		% 09/10	Entry
Stonehenge	HP	879393	869432	883603	990705	1009973		1.9	6.90
Eden Project ¹	G	1152332	1128107	1093510	1028264	1000511		-2.7	16.00
Roman Baths	MAG	843701	831721	834742	882144	905751		2.7	11.50
Moors Valley Country Park	CP	770000	770000	770000	850000	818910	E	-3.7	F
Paignton Pier	LTP	DK	DK	525448	548903	547729	E	-0.2	F
Bristol Zoo Gardens	WI	567142	541137	DK	556591	523134		-6.0	13.00
City Sightseeing Tour	O	DK	DK	DK	500000	500000	E	0.0	11.50
Paignton Zoo Environmental Park	WI	463546	507727	533826	502187	456945		-9.0	11.90
Stourhead House and Garden	HP	333631	362039	329169	345572	387057		12.0	12.80
Bath Abbey	WO	DK	DK	307658	330398	335348	E	1.5	F
Buckfast Abbey	WO	DK	DK	DK	352906	324259	E	-8.1	F
Gloucester Cathedral	WO	360000	300000	DK	262370	320171		22.0	F
St Michael's Mount	WO	196337	203472	194692	240729	266000		10.5	7.00
National Marine Aquarium	WI	DK	DK	252000	265000	264000		-0.4	11.50
New Brewery Arts	MAG	DK	DK	DK	250000	250000	E	0.0	F
Grand Pier	O	DK	DK	2000000	DK	250000	E	n/a	F
Salisbury Cathedral	WO	248795	DK	233021	237702	242254		1.9	F
Barbara Hepworth Museum and Sculpture Garden	MAG	DK	DK	244000	203000	219218	E	8.0	4.75
West Somerset Railway	R	230000	250000	240000	250000	215000		-14.0	14.80
Lanhydrock House and Garden	HP	177486	185842	189819	214274	210362		-1.8	9.90

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

10.3 Individual attractions by category

Table 9.25 Visits to country parks

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry
East									
Hadleigh Country Park	EAST	CP	125000	215000	125000	125000	125000	E 0.0	F
Hinchingbrooke Country Park	EAST	CP	DK	DK	300000	300000	300000	E 0.0	F
Milton Country Park	EAST	CP	200000	200000	200000	150000	175000	E 16.7	F
Sandlings Forests	EAST	CP	DK	DK	38000	39000	30000	E -23.1	3.00
Wandlebury Country Park	EAST	CP	90000	90000	90000	90000	100000	E 11.1	F
East Midlands									
Bradgate Country Park	EM	CP	875000	900000	900000	900000	900000	E 0.0	F
Hartsholme Country Park	EM	CP	DK	DK	200000	200000	250000	E 25.0	F
Rufford Craft Centre	EM	CP	DK	DK	DK	497520	472246	-5.1	F
Rushcliffe Country Park	EM	CP	DK	DK	DK	200000	200000	E 0.0	F
Salcey Forest	EM	CP	DK	DK	DK	87000	98000	E 12.6	F
Sherwood Forest Country Park	EM	CP	500000	DK	359974	337360	348129	3.2	F
Shipleigh Visitor Centre	EM	CP	DK	DK	DK	1000000	1000000	E 0.0	F
Top Lodge, Fineshade Woods	EM	CP	DK	DK	DK	100000	107000	E 7.0	F
North East									
Hamsterley Forest	NE	CP	200000	200000	200000	200000	200000	E 0.0	F
Hardwick Park	NE	CP	239000	DK	242756	250000	395000	E 58.0	F
Pow Hill Country Park	NE	CP	DK	DK	67000	67000	63974	E -4.5	F
North West									
Astbury Mere Country Park	NW	CP	DK	DK	120000	140000	202000	E 44.3	F
Clifton Country Park and Wet Earth Colliery	NW	CP	DK	DK	DK	95000	100000	E 5.3	F
Cuerden Valley Park Trust	NW	CP	250000	260000	275000	280000	285000	E 1.8	F
Sefton Park	NW	CP	DK	DK	DK	500000	750000	50.0	F
Worden Park	NW	CP	DK	DK	DK	250000	250000	E 0.0	F
Wyre Estuary Country Park & Wyreside Visitor Centre	NW	CP	23932	24864	DK	33871	29728	E -12.2	F
South East									
Alice Holt Forest Park	SE	CP	DK	DK	DK	314038	348372	E 10.9	F
Black Park	SE	CP	DK	DK	90000	500000	550000	10.0	F
Brickfields Country Park	SE	CP	DK	DK	DK	5000	5000	E 0.0	F
Itchen Valley Country Park	SE	CP	225915	193884	218845	235638	222061	E -5.8	F
Lower Leas Coastal Park & Amphitheatre	SE	CP	DK	DK	DK	500000	500000	E 0.0	F
Queen Elizabeth Country Park	SE	CP	297923	308682	320144	344442	319752	-7.2	F
Teston Bridge Country Park	SE	CP	DK	DK	DK	174442	191886	E 10.0	F
The Oare Gunpowder Works Country Park	SE	CP	DK	DK	DK	4181	4368	E 4.5	F
Wendover Woods	SE	CP	DK	DK	DK	355770	349585	E -1.7	1.25
South West									
Brokerswood Country Park & Woodland Railway	SW	CP	DK	DK	66236	71828	73000	E 1.6	3.50
Kit Hill Country Park	SW	CP	DK	DK	DK	110000	110000	E 0.0	F
Moors Valley Country Park	SW	CP	770000	770000	770000	850000	818910	E -3.7	F
West Midlands									
Clent Hills	WM	CP	DK	DK	DK	100000	100000	E 0.0	2.50
Coombe Country Park	WM	CP	410980	DK	385887	378318	333116	E -11.9	F
Croome Park (National Trust)	WM	CP	30830	37534	53621	75279	114004	51.4	5.40
Ryton Pools Country Park	WM	CP	DK	DK	DK	149191	148147	E -0.7	DK
Sandwell Valley Country Park	WM	CP	DK	DK	820000	354962	400000	E 12.7	F

Yorkshire and Humber

Country Park and Nature Reserve	Y&H	CP	DK	DK	DK	100000	100000	E	0.0	F
Rother Valley Country Park	Y&H	CP	827474	903502	DK	750000	750000	E	0.0	F
Trout Farm	Y&H	CP	DK	DK	DK	50000	50000	E	0.0	4.00

Table 9.26 Visits to farms

Attraction	Region	Category	2006	2007	2008	2009	2010		% 09/10	Entry
East										
Boydells Dairy Farm	EAST	F	DK	DK	5390	5940	6260	E	5.4	4.50
Hadleigh Farm	EAST	F	DK	DK	36000	46371	38020		-18.0	2.50
Old MacDonald's Farm	EAST	F	DK	DK	97500	130000	110000		-15.4	11.50
The Animal Ark	EAST	F	14181	8234	6500	7500	7000		-6.7	6.75
East Midlands										
Burnums Farmyard Friends	EM	F	DK	DK	8500	8500	6900		-18.8	3.50
Catanger Llamas	EM	F	DK	DK	750	650	780		20.0	27.50
Rand Farm Park	EM	F	110904	114335	114004	104092	87110		-16.3	6.95
Stonebridge City Farm	EM	F	10000	DK	DK	DK	10000	E	n/a	F
Tattershall Farm Park	EM	F	DK	DK	DK	5000	7000	E	40.0	4.00
London										
Deen City Farm and Riding School	LON	F	47000	48000	50000	45000	47000	E	4.4	F
Spitalfields City Farm	LON	F	20000	25000	38000	11000	25000	E	127.3	F
Wellgate Community Farm	LON	F	DK	DK	21100	2000	2100		5.0	F
North West										
Bowland Wild Boar Park	NW	F	31713	34719	33821	35000	35000	E	0.0	4.50
Cotebrook Shire Horse Centre	NW	F	18000	25000	25000	28000	27000	E	-3.6	7.00
Greenlands Farm Village	NW	F	DK	DK	DK	30000	25000	E	-16.7	5.00
Stockley Farm	NW	F	DK	DK	68000	75000	69000	E	-8.0	8.00
South East										
Blackberry Farm	SE	F	DK	DK	40000	30764	35000		13.8	6.00
Farming World	SE	F	80047	84097	68534	67490	40173		-40.5	8.00
Godstone Farm	SE	F	DK	DK	233123	226219	113405		-49.9	3.50
South West										
Farmer Palmer's Farm Park	SW	F	DK	DK	DK	70000	69000	E	-1.4	6.95
St Werburgh's City Farm	SW	F	DK	DK	DK	30000	30000	E	0.0	F
The Donkey Sanctuary	SW	F	190000	190000	190000	202550	191750	E	-5.3	F
Windmill Hill City Farm	SW	F	DK	DK	DK	35000	35000	E	0.0	F
West Midlands										
Forge Mill Farm	WM	F	DK	DK	98101	97667	103518	E	6.0	F
Moyfield Riding School	WM	F	DK	DK	DK	40	20		-50.0	20.00
Rays Farm Country Matters	WM	F	20000	DK	18000	18000	19000	E	5.6	7.50
The National Forest Maize Maze	WM	F	DK	DK	DK	24000	26500	E	10.4	6.75
Yorkshire and Humber										
Heeley City Farm	Y&H	F	DK	DK	100000	100000	100000	E	0.0	F
The Old Farmyard	Y&H	F	2500	2500	2000	2500	2600	E	4.0	3.50

Table 9.27 Visits to gardens

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry
East									
Beth Chatto Gardens	EAST	G	DK	DK	23253	40683	37624	E -7.5	6.00
Bridge End Garden	EAST	G	DK	DK	DK	30000	28000	E -6.7	F
Cambridge University Botanic Garden	EAST	G	127233	DK	DK	162601	171863	5.7	4.00
Docwra's Manor Garden	EAST	G	583	1574	995	952	695	-27.0	4.00
Fairhaven Woodland and Water Garden	EAST	G	26454	24086	25676	32714	32312	-1.2	5.00
Feeringbury Manor	EAST	G	363	290	297	537	613	14.2	4.00
Hoveton Hall Gardens	EAST	G	DK	DK	5285	8221	8917	8.5	5.00
Marks Hall Gardens and Arboretum	EAST	G	9500	26000	27300	28400	30000	E 5.6	4.00
RHS Garden Hyde Hall	EAST	G	102936	DK	118975	134167	135006	0.6	7.00
East Midlands									
Barnsdale Gardens	EM	G	DK	DK	37500	43000	38000	-11.6	6.00
Calke Abbey	EM	G	106229	113583	123000	242000	238000	E -1.7	8.50
Delapre Abbey	EM	G	DK	DK	DK	75000	90000	E 20.0	F
Easton Walled Gardens	EM	G	DK	DK	11486	13500	12291	-9.0	5.50
Goltho Gardens	EM	G	DK	DK	750	1300	1476	13.5	4.00
Haddonstone Show Gardens	EM	G	DK	DK	482	460	528	E 14.8	F
Meditation Centre and Japanese Garden	EM	G	DK	DK	6500	7000	7500	E 7.1	6.00
The Garden House	EM	G	DK	DK	1230	1500	1600	E 6.7	3.50
Whattoon Gardens	EM	G	DK	DK	DK	DK	2300	n/a	3.00
London									
Royal Botanic Gardens, Kew Gardens	LON	G	1215206	1319917	1306401	1304253	1141973	-12.4	13.50
North East									
Howick Gardens & Arboretum	NE	G	23200	DK	27052	37140	36307	-2.2	6.00
North West									
Acorn Bank Garden & Watermill	NW	G	DK	DK	21334	25389	24794	-2.3	3.81
Birkenhead Park	NW	G	DK	DK	DK	500000	500000	E 0.0	F
Ness Botanic Gardens	NW	G	DK	DK	86606	101701	68157	-33.0	6.50
The Stones and Roses Garden	NW	G	DK	DK	DK	DK	985	n/a	3.00
South East									
Almonry Gardens	SE	G	DK	DK	DK	DK	5000	E n/a	F
Bedgebury National Pinetum & Forest	SE	G	180000	250000	214813	230890	233657	1.2	F
Bishop's Palace Gardens	SE	G	DK	DK	DK	154103	175000	E 13.6	F
Charts Edge Gardens	SE	G	DK	DK	DK	1737	1157	-33.4	4.00
Doddington Place Gardens	SE	G	DK	DK	2700	3100	2700	E -12.9	5.00
Emmetts Garden	SE	G	48208	51447	49007	70259	62841	-10.6	5.90
Exbury Gardens and Steam Railway	SE	G	122579	124389	108944	122226	119289	-2.4	8.00
Friars Court	SE	G	3034	2505	6797	5536	5706	E 3.1	3.50
Hole Park Gardens	SE	G	4229	7928	8353	8451	10068	19.1	5.00
Mottistone Manor Garden	SE	G	22472	22925	23680	29383	30658	4.3	3.60
Mount Ephraim Gardens	SE	G	6632	7030	5500	20000	20000	0.0	5.00
Nymans	SE	G	163696	171960	182279	210000	220000	4.8	9.00
Painshill Park	SE	G	DK	DK	DK	73870	76207	3.2	6.60
Pashley Manor Gardens	SE	G	23475	25509	26860	30962	31424	1.5	8.00
RHS Garden Wisley ¹	SE	G	684264	802179	814220	964212	803986	-16.6	9.50
Riverhill House Gardens	SE	G	DK	DK	DK	1432	12916	802.0	5.90
Scotney Castle	SE	G	61000	101369	90632	124382	115454	-7.2	9.00
Sheffield Park Garden	SE	G	180466	193325	192312	209604	197202	-5.9	7.40
Sissinghurst Castle Garden	SE	G	142000	157118	164120	194743	154530	-20.6	9.50

Stowe Landscape Gardens	SE	G	109236	111880	106546	116382	120026		3.1	6.80
The Secret Gardens of Sandwich	SE	G	DK	DK	DK	19995	21130		5.7	6.00
West Dean Gardens	SE	G	66044	63184	56707	69668	65594		-5.8	7.50
Winkworth Arboretum	SE	G	69787	72104	73165	88233	80928		-8.3	5.30
South West										
Coleton Fishacre House & Garden	SW	G	58750	62863	62431	75665	70956		-6.2	7.40
Eden Project ¹	SW	G	1152332	1128107	1093510	1028264	1000511		-2.7	16.00
Glendurgan Garden	SW	G	63000	62745	62544	65020	68741		5.7	6.00
Hardy's Cottage	SW	G	16505	17812	16955	21723	18656		-14.1	4.00
Hidcote Manor Garden (National Trust)	SW	G	113200	151222	126011	159166	148278		-6.8	9.50
Hidden Valley Gardens	SW	G	DK	DK	DK	4800	5100	E	6.3	3.00
Ince Castle Gardens	SW	G	DK	DK	DK	1000	1000	E	0.0	3.50
Mill Dene Garden	SW	G	DK	DK	6000	6500	4500	E	-30.8	5.00
Minterne Gardens	SW	G	4812	5396	3578	5131	5677		10.6	4.00
Orchid Paradise	SW	G	10000	10000	DK	6000	5500	E	-8.3	2.50
Painswick Rococo Garden	SW	G	28843	28208	31621	30437	29325		-3.7	6.00
RHS Garden Rosemoor	SW	G	122869	133712	132958	142461	141177		-0.9	6.50
The Courts	SW	G	36176	37180	37861	43371	48629		12.1	5.45
The Garden House	SW	G	23000	25200	22000	24180	25087		3.8	6.60
Tintinhull Garden	SW	G	21168	22581	20732	25804	25967		0.6	5.30
Trebah Garden	SW	G	106278	100092	87850	89147	95548		7.2	8.80
Trelissick Gardens	SW	G	117992	112497	112925	121368	128671		6.0	7.40
Trengwainton Garden	SW	G	51457	49758	43601	56101	55136		-1.7	6.20
Trewithen Gardens	SW	G	13649	11533	11259	12177	10579		-13.1	7.50
Trull House	SW	G	DK	DK	2011	2514	3108		23.6	4.00
Westbury Court Garden	SW	G	16157	14496	14345	18518	19448		5.0	4.50
West Midlands										
Berrington Hall	WM	G	44600	41485	48202	58447	60819		4.1	6.80
Biddulph Grange Garden	WM	G	60235	60926	57501	72506	68368		-5.7	7.00
Dorothy Clive Garden	WM	G	DK	DK	DK	26296	28880		9.8	5.50
Hergest Croft Gardens	WM	G	12620	13080	10464	11000	11969		8.8	6.00
Spetchley Park Gardens	WM	G	8025	8400	8184	9345	7736		-17.2	6.00
Swallow Hayes	WM	G	DK	DK	DK	1013	907	E	-10.5	3.50
The Secret Garden - Illuminated Trail	WM	G	DK	DK	DK	128000	118000	E	-7.8	7.50
The Weir Garden	WM	G	18911	DK	14702	19400	18936		-2.4	4.50
Yorkshire and Humber										
Helmsley Walled Garden	Y&H	G	20000	20000	15000	20000	18000	E	-10.0	4.00
Land Farm Gardens	Y&H	G	DK	DK	850	600	350		-41.7	4.00
Lower Heugh Cottage Garden	Y&H	G	DK	DK	DK	850	350	E	-58.8	5.00
RHS Royal Horticultural Society Garden ¹	Y&H	G	193889	218745	217050	261581	246563		-5.7	7.00
Rievaulx Terrace & Temples (NT)	Y&H	G	29440	28796	27646	35394	34838		-1.6	4.75
Sheffield Botanical Gardens	Y&H	G	DK	DK	300000	301800	300000	E	-0.6	F
The River Gardens & Perry's Plants	Y&H	G	DK	DK	DK	10000	10000	E	0.0	F

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.28 Visits to historic properties

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry
East									
Anglesey Abbey, Gardens and Lode Mill	EAST	HP	162090	DK	191549	219934	231289	5.2	9.30
Audley End House and Gardens	EAST	HP	73776	DK	88764	99552	120102	20.6	11.90
Berney Arms Windmill	EAST	HP	DK	DK	DK	518	312	-39.8	F
Blickling Hall, Gardens and Park	EAST	HP	96000	103478	107459	123000	135000	9.8	10.25
Bocking Windmill	EAST	HP	800	800	800	800	800	E 0.0	F
Burghley House	EAST	HP	63656	89781	86247	98411	97500	E -0.9	11.80
Castle Acre Priory	EAST	HP	23308	19265	18334	20973	18332	-12.6	5.30
Castle Mound	EAST	HP	84	162	216	109	178	63.3	F
Coggeshall Grange Barn	EAST	HP	3150	DK	2784	4059	5096	25.5	2.70
Eye Castle	EAST	HP	4000	4000	4000	8000	8000	E 0.0	F
Felbrigg Hall, Garden and Park	EAST	HP	63320	71498	75000	90320	94364	4.5	8.70
Framlingham Castle	EAST	HP	61733	58153	67725	70360	66531	-5.4	6.00
Grimes Graves	EAST	HP	15862	14008	12184	13707	13826	0.9	3.20
Hales Hall Barn and Gardens	EAST	HP	915	700	650	700	600	E -14.3	2.00
Harwich Redoubt Fort	EAST	HP	3451	3568	3125	1670	1705	2.1	3.00
Hertford Castle	EAST	HP	15000	11000	10000	9500	7000	E -26.3	F
Hilltop	EAST	HP	DK	DK	101449	103682	108938	5.1	6.50
Holkham Hall	EAST	HP	31250	28660	29853	26226	29461	12.3	8.00
Houghton Hall	EAST	HP	20500	17630	20312	19657	18227	-7.3	8.80
Jaywick Martello Tower	EAST	HP	DK	DK	DK	12891	13509	4.8	F
John Webb's Windmill	EAST	HP	6734	5238	DK	5040	2419	E -52.0	F
Knebworth House	EAST	HP	110880	106943	80956	92700	89900	-3.0	10.50
Lavenham Guildhall of Corpus Christi	EAST	HP	27923	29619	26933	30794	34394	11.7	4.30
Little Hall Museum	EAST	HP	DK	DK	DK	2894	3357	16.0	3.00
Longthorpe Tower	EAST	HP	134	DK	210	427	200	-53.2	5.30
Oliver Cromwell's House	EAST	HP	13314	13769	12802	12338	12693	2.9	4.50
Orford Castle	EAST	HP	37890	6728	34866	38818	35620	-8.2	5.30
Oxburgh Hall	EAST	HP	51139	55854	57352	69884	71288	2.0	7.80
Pakenham Water Mill	EAST	HP	2539	DK	3000	4000	4000	E 0.0	3.00
Roman Theatre of Verulamium	EAST	HP	23770	20968	20112	20240	19503	E -3.6	2.50
Saxtead Green Postmill	EAST	HP	2136	1889	1320	1789	1802	0.7	3.50
Scott's Grotto	EAST	HP	2139	2205	2380	2361	2533	7.3	F
Stow Windmill	EAST	HP	DK	DK	DK	5500	6000	E 9.1	1.50
Tracey Arms Mill House	EAST	HP	DK	DK	DK	DK	400	E n/a	F
The Ipswich Unitarian Meeting House	EAST	HP	1128	1231	1434	1443	1244	E -13.8	F
The Manor	EAST	HP	3267	3324	2841	3857	2845	-26.2	7.00
The Old House	EAST	HP	DK	DK	DK	DK	35	E n/a	F
The Red House - Aldeburgh	EAST	HP	DK	DK	3607	3661	3411	-6.8	F
Tilbury Fort	EAST	HP	10671	10260	11062	10756	10699	-0.5	4.20
Walsingham Abbey Grounds	EAST	HP	DK	DK	DK	40000	40000	E 0.0	3.50
Welwyn Roman Baths	EAST	HP	DK	DK	6416	4964	6900	39.0	1.50
Wimpole Hall and Home Farm	EAST	HP	220055	125326	86755	106302	111998	5.4	8.40
Wolterton Hall	EAST	HP	DK	DK	1803	2067	2490	E 20.5	5.00
Wrest Park	EAST	HP	41260	37055	29679	41990	40497	-3.6	5.50
East Midlands									
Ashby de la Zouch Castle	EM	HP	13570	DK	13560	15917	15720	-1.2	4.20
Belton House	EM	HP	179650	206581	199548	249323	264239	6.0	9.45
Bolsover Castle	EM	HP	54778	61524	64705	74518	60332	-19.0	7.40

Canons Ashby House	EM	HP	34002	34852	36337	41816	38940	-6.9	7.50	
Chatsworth House ¹	EM	HP	604400	606689	553000	652969	716616	9.7	15.50	
Grimsthorpe Castle, Park and Gardens	EM	HP	30264	26188	25187	31486	34396	9.2	10.00	
Haddon Hall	EM	HP	DK	DK	54938	59028	50338	-14.7	8.95	
Hardwick Hall	EM	HP	125234	136745	121959	144238	163000	E	13.0	10.50
Hardwick Old Hall	EM	HP	34008	48701	44886	48026	49937	4.0	4.50	
Hough Windmill	EM	HP	14215	11277	1400	1609	1510	-6.2	F	
Kedleston Hall	EM	HP	91306	91663	107638	135453	126141	-6.9	8.58	
Kirby Hall	EM	HP	15675	14347	14132	15550	14649	-5.8	5.30	
Kirby Muxloe Castle	EM	HP	DK	DK	1370	2456	2483	1.1	3.20	
Lampport Hall and Gardens	EM	HP	1471	1102	1508	1589	1880	18.3	7.50	
Lincoln Medieval Bishops' Palace	EM	HP	13742	18396	11076	10160	9595	-5.6	4.20	
Lyddington Bede House	EM	HP	4135	3812	4108	4367	4767	9.2	4.20	
Lyveden New Bield	EM	HP	DK	DK	16008	17500	18200	4.0	4.50	
Melbourne Hall and Gardens	EM	HP	1709	DK	6063	5882	6316	7.4	5.50	
Mr Straw's House	EM	HP	8869	10544	9876	10186	10178	-0.1	6.30	
Peveil Castle	EM	HP	49321	49334	53804	54179	48477	-10.5	4.20	
Pickford's House Museum	EM	HP	23175	21176	20547	20468	20706	1.2	F	
Prebendal Manor Medieval Centre	EM	HP	DK	DK	2505	2500	2566	2.6	6.50	
Renishaw Hall and Gardens	EM	HP	DK	DK	DK	22000	20000	E	-9.1	6.00
Rockingham Castle	EM	HP	30991	38436	39602	32488	31840	E	-2.0	8.50
Rushton Triangular Lodge	EM	HP	5203	6459	6840	5865	5394	-8.0	3.20	
Stockwith Mill	EM	HP	DK	DK	DK	12000	11000	E	-8.3	F
Sudbury Hall & National Trust Museum of Childhood	EM	HP	DK	DK	177556	165851	159178	-4.0	6.70	
Tattershall Castle	EM	HP	31304	31853	30785	40901	35734	-12.6	4.77	
Thoresby Gallery	EM	HP	14000	DK	DK	80000	80000	E	0.0	F
Wingfield Manor	EM	HP	366	155	259	237	297	25.3	5.30	
Woolsthorpe Manor	EM	HP	18484	18477	19602	26546	33635	26.7	5.54	
Workhouse, The	EM	HP	30565	27250	38196	40079	41404	3.3	5.80	
London										
2 Willow Road	LON	HP	5694	5348	5166	5977	8834	47.8	5.50	
Apsley House	LON	HP	44234	47613	43236	42971	42471	-1.2	6.00	
Carew Manor	LON	HP	DK	DK	DK	301	166	-44.9	4.00	
Carshalton House	LON	HP	DK	DK	DK	57	42	-26.3	3.50	
Chiswick House	LON	HP	9953	9552	9408	11245	17313	54.0	5.00	
Clerk's Well	LON	HP	110	250	750	1050	1750	E	66.7	F
Down House - Home of Charles Darwin	LON	HP	30119	28466	27348	81623	51555	-36.8	9.30	
Eltham Palace	LON	HP	52793	50455	51069	58814	53911	-8.3	8.70	
Fenton House	LON	HP	12080	15909	15120	17484	17500	E	0.1	6.00
Forty Hall Museum and Gardens	LON	HP	34888	33967	27604	31760	31757	0.0	F	
Ham House	LON	HP	70244	73357	75853	87860	91460	4.1	9.45	
Hampton Court Palace	LON	HP	473013	DK	491844	612078	547105	-10.6	14.00	
HMS Belfast ¹	LON	HP	243744	DK	244288	260423	240769	-7.5	12.95	
Houses of Parliament and Big Ben	LON	HP	DK	DK	994289	963362	967371	0.4	14.00	
Jewel Tower	LON	HP	30419	30260	28569	32182	30632	-4.8	3.20	
Kensington Palace State Apartments	LON	HP	257485	DK	246479	272606	251426	-7.8	12.50	
Kenwood House	LON	HP	132794	123212	105690	116454	128783	10.6	F	
Marble Hill House	LON	HP	5982	6071	5406	6073	5941	-2.2	5.00	
Monument	LON	HP	DK	DK	DK	206052	217583	5.6	3.00	
Old Royal Naval College	LON	HP	698348	708892	772595	544522	1330260	144.3	F	
Rainham Hall	LON	HP	1709	518	2341	3497	2464	-29.5	2.80	
Roman Bath	LON	HP	1200	1300	600	750	860	E	14.7	F
Sutton House (NT)	LON	HP	8776	9475	12774	13467	13461	0.0	2.90	

Tower Bridge Exhibition	LON	HP	380961	383000	400000	425000	450000	E	5.9	7.00
Tower of London	LON	HP	2084468	2064126	2161094	2389548	2414541	E	1.0	17.00
Upminster Windmill	LON	HP	1977	2137	2070	2700	2403		-11.0	F
Wellington Arch	LON	HP	26807	34628	31628	35735	33779		-5.5	3.70
North East										
Arbeia Roman Fort and Museum	NE	HP	77530	DK	66851	49867	48767		-2.2	F
Aydon Castle	NE	HP	9292	7324	6527	7779	7088		-8.9	3.70
Bamburgh Castle	NE	HP	119212	122000	132372	147757	142446		-3.6	8.00
Barnard Castle	NE	HP	17653	18586	17121	18868	16966		-10.1	4.20
Belsay Hall, Castle and Gardens	NE	HP	62058	83575	59255	76648	83201		8.5	6.80
Berwick-upon-Tweed Museum and Art Gallery	NE	HP	DK	DK	11279	12029	9862		-18.0	3.70
Bessie Surtees House	NE	HP	10144	11507	11294	12579	13833		10.0	F
Brinkburn Priory	NE	HP	4888	3942	4607	4584	4919		7.3	3.20
Castle Keep	NE	HP	DK	DK	24796	27506	21896		-20.4	4.00
Causey Arch and Picnic Area	NE	HP	DK	DK	132600	132600	136000	E	2.6	F
Chesters Roman Fort	NE	HP	59321	56298	54884	59456	55952		-5.9	4.80
Corbridge Roman Town (Hadrian's Wall)	NE	HP	18897	17455	18095	18890	16293		-13.7	4.80
Crook Hall and Gardens	NE	HP	11000	15000	20000	20000	30000	E	50.0	6.00
Dunstanburgh Castle	NE	HP	39176	43389	40302	46969	42053		-10.5	3.80
Etal Castle	NE	HP	8209	8099	8100	9372	9643		2.9	3.70
Flodden Battlefield	NE	HP	DK	DK	4800	8500	11200	E	31.8	F
Gateshead Heritage @ St Mary's	NE	HP	DK	DK	DK	27177	28121		3.5	F
Gibside	NE	HP	107065	104567	106189	112743	115780		2.7	5.85
Heugh Gun Battery Museum	NE	HP	DK	DK	DK	4089	7000	E	71.2	4.00
Housesteads Roman Fort	NE	HP	102179	99726	96925	105136	93695		-10.9	4.80
Lindisfarne Castle	NE	HP	DK	DK	86331	103576	98496		-4.9	6.00
Lindisfarne Priory	NE	HP	69030	57704	57249	57756	50583		-12.4	4.50
Prudhoe Castle	NE	HP	7442	6420	6285	6742	5966		-11.5	4.20
Raby Castle	NE	HP	25393	DK	DK	35440	32933		-7.1	9.50
Segedunum Roman Fort, Baths and Museum.	NE	HP	45239	DK	46438	40038	53794		34.4	DK
Tynemouth Priory and Castle	NE	HP	30132	28074	23613	25638	21251		-17.1	4.20
Wallington House, Gardens & Estate	NE	HP	176406	181563	178704	197535	199024		0.8	9.20
Warkworth Castle	NE	HP	47825	51911	48846	55362	53131		-4.0	4.50
North West										
Beeston Castle	NW	HP	59790	62209	54905	65179	58423		-10.4	5.30
Bramhall Park	NW	HP	DK	DK	DK	14074	11185		-20.5	4.05
Brantwood, Home of John Ruskin	NW	HP	26518	26954	DK	28377	27934		-1.6	6.30
Brougham Castle	NW	HP	11707	10538	9937	9763	10449		7.0	3.70
Carlisle Castle	NW	HP	53403	54543	54484	57220	55152		-3.6	4.80
Dorfold Hall	NW	HP	410	505	519	433	504	E	16.4	6.00
Dunham Massey Hall	NW	HP	111380	116656	118493	179761	197797		10.0	9.50
Furness Abbey	NW	HP	12422	12717	12026	9825	8200		-16.5	3.70
Gawthorpe Hall (NT)	NW	HP	13114	12825	18316	22359	26452		18.3	4.00
Hall i' th' Wood Museum	NW	HP	DK	DK	5539	3909	3014		-22.9	2.00
Holker Hall and Gardens	NW	HP	51681	30000	45000	60000	65000	E	8.3	10.00
Lancaster Castle	NW	HP	32500	33000	30000	31400	37500	E	19.4	5.00
Lanercost Priory	NW	HP	10018	9312	9118	10126	10844		7.1	3.20
Little Moreton Hall (NT)	NW	HP	64524	68525	67019	73792	66647		-9.7	6.35
Lyme Park & Gardens (NT)	NW	HP	83407	85109	91163	111527	114566		2.7	8.10
Mendips & 20 Forthlin Road [Beatles]	NW	HP	4750	5456	7780	7280	8730		19.9	16.00
Mr Hardman's Home Photographic Studio	NW	HP	DK	DK	6310	3406	4652		36.6	5.72
Quarry Bank Mill and Garden (NT)	NW	HP	102117	97559	131481	121015	127497		5.4	12.89
Rode Hall & Gardens	NW	HP	9265	10254	13663	12545	10282		-18.0	6.00

Rufford Old Hall	NW	HP	36228	41793	40671	47404	51520	8.7	6.20
Samlesbury Hall	NW	HP	DK	DK	28500	28200	31000	9.9	3.00
Shire Hall	NW	HP	DK	DK	28873	29956	30653	E 2.3	5.00
Sizergh Castle and Garden	NW	HP	64379	65429	76462	90063	82371	-8.5	7.15
Speke Hall, Gardens & Estate	NW	HP	79196	84587	86000	98032	102731	4.8	7.63
Stott Park Bobbin Mill	NW	HP	8771	6326	6107	4893	4616	-5.7	4.80
The Rum Story	NW	HP	13000	DK	33500	26053	24252	-6.9	5.45
Townend	NW	HP	18449	20269	DK	25000	25200	0.8	4.50
Victoria Baths	NW	HP	8741	DK	DK	9779	14973	53.1	5.00
Wordsworth House	NW	HP	24090	26536	31121	31429	26942	-14.3	5.63
South East									
1066 Battle Abbey and Battlefield	SE	HP	114465	113733	133752	135045	136504	1.1	7.00
Alfriston Clergy House	SE	HP	21500	22793	21158	25000	25000	E 0.0	4.50
Ascott House	SE	HP	14910	16652	12315	15813	15383	-2.7	8.40
Bateman's	SE	HP	73500	77733	84497	87450	85433	-2.3	8.20
Bayham Old Abbey	SE	HP	5044	5605	5109	6599	5727	-13.2	4.00
Bembridge Windmill	SE	HP	20600	20733	22245	21366	20534	-3.9	2.70
Blenheim Palace	SE	HP	374789	DK	374021	537120	524593	-2.3	18.00
Boarstall Tower	SE	HP	528	1014	1042	978	438	-55.2	2.60
Bodiam Castle	SE	HP	167011	165384	162470	187843	176193	-6.2	5.80
Buckler's Hard	SE	HP	70000	70000	70000	70000	70581	0.8	5.95
Buscot Park	SE	HP	30786	30620	32531	41348	35099	-15.1	F
Butser Ancient Farm	SE	HP	DK	DK	DK	DK	27342	n/a	6.00
Calshot Castle	SE	HP	7028	6578	4699	5598	5751	2.7	2.80
Carisbrooke Castle	SE	HP	117507	111391	111220	128388	118354	-7.8	7.00
Charles Dickens' Birthplace Museum	SE	HP	DK	DK	DK	4423	4541	2.7	3.50
Chartwell	SE	HP	156560	170364	173764	194323	188705	-2.9	10.60
Clandon Park	SE	HP	46174	46769	43013	50703	47855	-5.6	7.70
Claremont House	SE	HP	DK	DK	146407	159848	157270	-1.6	5.70
Claydon House	SE	HP	24000	24745	27543	36522	38753	6.1	6.35
Cliveden	SE	HP	172292	190477	179528	206799	233913	13.1	8.00
Cranbrook Union Mill	SE	HP	DK	DK	3630	4037	3735	-7.5	F
Deal Castle	SE	HP	33321	25010	25256	31502	32824	4.2	4.50
Dover Castle	SE	HP	301450	299175	293676	304513	349182	14.7	13.90
Goodwood House	SE	HP	DK	DK	3991	3311	3517	6.2	9.00
Guildford Castle	SE	HP	12395	12363	11830	9825	9811	-0.1	2.70
Hatchlands Park	SE	HP	47365	50014	50550	57723	55893	-3.2	7.00
Herne Mill	SE	HP	1000	1000	700	886	579	-34.7	1.00
Hinton Ampner Garden	SE	HP	49584	DK	DK	73543	83454	13.5	8.00
Hughenden Manor	SE	HP	DK	DK	51549	67296	78609	16.8	8.00
Ifield Watermill	SE	HP	DK	DK	915	1023	748	-26.9	F
Ightham Mote	SE	HP	97827	98826	101131	114444	105352	-7.9	10.00
Italianate Greenhouse	SE	HP	DK	DK	3640	2780	3000	E 7.9	F
Jane Austen's House	SE	HP	DK	DK	36910	40112	36861	-8.1	7.00
Knole	SE	HP	74996	74920	74418	92907	93400	0.5	9.90
Leeds Castle ¹	SE	HP	413655	DK	578072	646801	559261	-13.5	17.50
Lewes Priory	SE	HP	DK	DK	DK	250	250	E 0.0	F
Long Crendon Courthouse	SE	HP	660	1202	1160	1052	600	-43.0	1.60
Lullingstone Castle & Lullingstone World Garden	SE	HP	29286	18020	20947	38631	38114	-1.3	5.90
Margate Harbour Arm	SE	HP	DK	DK	DK	20000	30000	E 50.0	F
Medieval Merchants House	SE	HP	1398	1037	461	696	625	-10.2	4.00
Monk's House	SE	HP	4743	6654	4913	8029	2898	-63.9	4.00
Mottisfont Abbey Garden, House and Estate	SE	HP	130000	126566	134740	162165	189072	16.6	7.60

New Tavern Fort	SE	HP	40000	54000	53592	55180	58316	E	5.7	1.00
Oakhurst Cottage	SE	HP	435	595	432	368	315		-14.4	5.00
Osborne House	SE	HP	230940	215596	217989	238931	232276		-2.8	10.90
Owletts - National Trust	SE	HP	DK	DK	502	412	378		-8.3	3.00
Penshurst Place and Gardens	SE	HP	78000	77133	DK	64402	60311		-6.4	9.50
Pevensey Castle	SE	HP	22964	21078	19758	20647	20612		-0.2	4.50
Polesden Lacey	SE	HP	270533	238759	220680	262176	246537		-6.0	10.45
Portchester Castle	SE	HP	43572	37676	34471	40390	36324		-10.1	4.50
Preston Manor	SE	HP	14407	14597	DK	15296	16749		9.5	5.00
Priory Cottages	SE	HP	25	DK	200	100	100	E	0.0	2.00
Quebec House	SE	HP	10483	11414	13206	17190	19609		14.1	4.20
Red House (The National Trust)	SE	HP	11304	9970	11603	19554	21807		11.5	6.90
Richborough Roman Fort	SE	HP	11865	9325	8848	10937	8071		-26.2	4.50
Rochester Castle	SE	HP	57856	48290	54131	56655	53750		-5.1	5.00
Rousham House	SE	HP	9070	8037	10930	9767	11362		16.3	5.00
Royal Pavilion	SE	HP	277880	262747	278911	282587	309629		9.6	9.50
Rye Castle Museum	SE	HP	DK	DK	DK	12068	19765		63.8	3.00
Shalford Mill	SE	HP	DK	DK	2582	2834	2917		2.9	2.50
Six Poor Travellers House	SE	HP	21875	23456	22205	24444	27800		13.7	F
South Foreland Lighthouse	SE	HP	9980	10751	11140	15034	12871		-14.4	4.00
Squerryes Court	SE	HP	8490	6867	5804	5318	7441		39.9	7.00
St John's Jerusalem	SE	HP	652	353	133	DK	105352		n/a	11.00
St Katherine's Church, Chiselhampton	SE	HP	DK	DK	DK	1400	1460	E	4.3	F
Stansted House	SE	HP	DK	DK	DK	5634	3547		-37.0	6.00
Stocks Mill	SE	HP	202	DK	182	217	172		-20.7	1.00
Stone Cross Windmill	SE	HP	DK	DK	DK	750	800	E	6.7	F
Stowe House	SE	HP	5060	6000	DK	4780	5125		7.2	4.50
The Needles Old Battery & New Battery	SE	HP	DK	DK	51605	60473	56155		-7.1	4.40
The New College of Cobham	SE	HP	2000	2000	2000	2000	2000	E	0.0	F
The Vyne	SE	HP	81135	84296	85383	112939	106636		-5.6	9.50
The Westgate	SE	HP	DK	DK	DK	38144	45935		20.4	F
The Whitstable Castle and Gardens	SE	HP	DK	DK	DK	DK	20000	E	n/a	F
Tonbridge Castle	SE	HP	7712	7432	6677	6769	7005		3.5	3.50
Uppark House and Garden	SE	HP	52537	51200	48900	55539	59567		7.3	7.60
Waddesdon Manor	SE	HP	305000	372920	324330	348620	326088		-6.5	15.00
Wakehurst Place	SE	HP	433187	432514	442130	454932	402180		-11.6	10.50
Walmer Castle and Gardens	SE	HP	61194	63437	57218	67580	65193		-3.5	7.00
West Wycombe Park	SE	HP	10444	10651	11455	12603	16167		28.3	6.90
Winchester City Mill & Shop	SE	HP	22666	24008	26372	32353	34234		5.8	3.60
Yarmouth Castle	SE	HP	10437	9828	10553	9558	9007		-5.8	3.80
South West										
A la Ronde	SW	HP	23708	28564	31681	33592	44000	E	31.0	6.70
Antony	SW	HP	17318	16473	18635	23684	94394		298.6	7.50
Arundells	SW	HP	DK	DK	7500	9600	14500		51.0	8.00
Avebury Manor and Garden	SW	HP	46792	47191	44285	48749	53884		10.5	4.40
Berkeley Castle	SW	HP	34718	DK	DK	24000	30385		26.6	7.50
Berry Pomeroy Castle	SW	HP	22029	18346	18336	18972	18761		-1.1	4.50
Bishops Lydeard Mill and Rural Life Museum	SW	HP	4000	4000	4500	4500	4000	E	-11.1	4.50
Bodmin Jail	SW	HP	DK	DK	DK	41814	47996		14.8	6.00
Bradley Manor	SW	HP	2097	3035	3264	4680	3247		-30.6	4.20
Brownsea Island	SW	HP	115295	125928	111447	127333	130114		2.2	5.00
Buckland Abbey	SW	HP	64656	66675	66500	68878	68896		0.0	8.60
Cadhay	SW	HP	DK	DK	1557	1858	2203		18.6	6.50

Chastleton House	SW	HP	19295	19570	17303	19610	25427	29.7	7.85	
Chavenage House	SW	HP	4235	4476	4533	4503	3727	-17.2	7.00	
Chedworth Roman Villa (National Trust)	SW	HP	56930	46202	51318	58116	60559	4.2	6.30	
Chysauster Ancient Village	SW	HP	13266	13501	11917	13123	12924	-1.5	3.20	
Cirencester Lock Up	SW	HP	DK	DK	DK	9	5	-44.4	F	
Cleeve Abbey	SW	HP	13462	12655	11299	12891	11069	-14.1	4.00	
Clevedon Court	SW	HP	13190	14497	14248	14619	12565	-14.1	6.60	
Clouds Hill	SW	HP	14891	13522	13157	14619	14663	0.3	4.50	
Coleridge Cottage	SW	HP	2688	3019	3066	3673	3739	1.8	4.00	
Compton Castle	SW	HP	16712	15847	18051	18206	15660	-14.0	4.40	
Cornish Mines & Engines	SW	HP	15465	13954	15285	17571	15717	-10.6	6.40	
Cotehele	SW	HP	120825	115916	118057	132467	129486	-2.3	8.70	
Dartmouth Castle	SW	HP	38293	37940	39219	41674	38762	-7.0	4.50	
Downton Moot	SW	HP	10000	DK	DK	10000	10000	E	0.0	F
Dyrham Park	SW	HP	107303	119070	124024	137553	135920	-1.2	9.54	
Edmondsham House and Garden	SW	HP	DK	DK	1800	1800	800	E	-55.6	5.00
Exeter's Underground Passages	SW	HP	DK	DK	19863	19609	19517	-0.5	5.00	
Farleigh Hungerford Castle	SW	HP	16273	18675	15214	18480	19490	5.5	3.80	
Godolphin House	SW	HP	DK	DK	30339	30687	26725	-12.9	3.00	
Great Chalfield Manor	SW	HP	8935	10010	13131	18435	19819	7.5	7.20	
Hailes Abbey	SW	HP	12870	12832	13235	14642	15904	8.6	4.00	
Haldon Belvedere (Lawrence Castle)	SW	HP	1601	1653	1873	1927	1657	-14.0	2.00	
Knightshayes Court	SW	HP	DK	DK	97061	113698	115595	1.7	7.80	
Lacock Abbey, Grounds and Cloisters	SW	HP	92417	101956	104392	119066	138692	16.5	10.00	
Lanhydrock House and Garden	SW	HP	177486	185842	189819	214274	210362	-1.8	9.90	
Lulworth Castle & Park	SW	HP	77711	77836	77503	79393	72826	-8.3	10.00	
Lydiard House & Park	SW	HP	17309	13261	10688	14841	16118	8.6	4.50	
Mapperton House & Gardens	SW	HP	DK	DK	10180	11000	11200	E	1.8	5.00
Mary Newman's Cottage	SW	HP	DK	DK	DK	1500	1600	E	6.7	2.50
Mompesson House	SW	HP	33061	35815	41628	45418	47813	5.3	5.50	
Montacute House	SW	HP	104361	110408	107269	110529	125008	13.1	8.90	
Muchelney Abbey	SW	HP	8841	7871	6819	7802	7501	-3.9	4.00	
Newark Park	SW	HP	12000	12592	15619	17500	21200	21.1	6.25	
Newhouse	SW	HP	98	DK	DK	40	40	E	0.0	3.50
Okehampton Castle	SW	HP	9321	9436	10954	11080	11856	7.0	3.50	
Old Sarum	SW	HP	59878	57829	51233	60865	60316	-0.9	3.50	
Old Wardour Castle	SW	HP	28919	27422	26038	28839	28786	-0.2	3.80	
Overbecks Museum and Garden	SW	HP	34628	33831	40016	41615	48026	15.4	6.70	
Pendennis Castle	SW	HP	66958	67181	66152	73194	71640	-2.1	6.00	
Portland Castle	SW	HP	23817	22287	22117	23764	22207	-6.6	4.20	
Restormel Castle	SW	HP	21147	20833	20787	23147	21964	-5.1	3.20	
Sand	SW	HP	1364	1152	1193	DK	1351	n/a	6.00	
Sandford Orcas Manor House	SW	HP	667	582	806	645	602	-6.7	5.00	
Sherborne Old Castle	SW	HP	DK	DK	9888	10417	11062	6.2	3.20	
St John the Baptist's Church, Bristol	SW	HP	DK	DK	3413	4000	4000	E	0.0	F
St Mary's Church	SW	HP	DK	DK	DK	1500	1600	E	6.7	F
St Mawes Castle	SW	HP	31627	27901	DK	14118	25104	77.8	4.20	
St Nicholas Priory	SW	HP	DK	DK	6763	8404	5113	-39.2	2.50	
Stock Gaylard House & Garden	SW	HP	DK	DK	150	194	181	-6.7	5.00	
Stonehenge	SW	HP	879393	869432	883603	990705	1009973	1.9	6.90	
Stourhead House and Garden	SW	HP	333631	362039	329169	345572	387057	12.0	12.80	
Sudeley Castle Gardens and Exhibition	SW	HP	DK	DK	60208	56761	58701	3.4	7.20	
The Levant Mine and Beam Engine	SW	HP	17441	DK	18600	23561	19839	-15.8	5.80	

The Merchant's House	SW	HP	3020	4034	4743	1541	2018	31.0	5.00
The National Trust Killerton House & Gardens	SW	HP	140728	130562	131881	145662	161196	10.7	7.60
The Red Lodge	SW	HP	DK	DK	22594	25204	15874	-37.0	F
Tintagel Castle	SW	HP	183456	177498	167597	197283	190246	-3.6	5.20
Totnes Castle	SW	HP	23624	21239	20105	20917	19522	-6.7	3.20
Totnes Guildhall	SW	HP	2211	3693	3193	3886	2645	-31.9	1.00
Tyntesfield	SW	HP	103088	113461	100991	104451	123440	18.2	10.00
West Midlands									
Ancient High House	WM	HP	DK	DK	DK	19564	17333	-11.4	F
Attingham Park	WM	HP	154000	171942	216483	260035	277428	6.7	8.50
Baddesley Clinton	WM	HP	100313	109206	118116	131165	130696	-0.4	8.40
Boscobel House & the Royal Oak	WM	HP	12245	10528	10274	10384	11154	7.4	5.50
Buildwas Abbey	WM	HP	5748	5413	5052	6215	4937	-20.6	3.20
Charlecote Mill	WM	HP	DK	DK	105462	122735	128653	4.8	8.15
Coughton Court	WM	HP	63000	55091	83050	90264	90156	-0.1	8.50
Eastnor Castle	WM	HP	DK	DK	31641	27640	26415	-4.4	8.50
Ford Green Hall	WM	HP	11899	DK	11728	11197	11476	2.5	3.00
Gadfield Elm Chapel	WM	HP	3214	3415	3016	3232	2160	-33.2	F
Goodrich Castle	WM	HP	37324	41911	46132	46251	43255	-6.5	5.50
Hampton Court Castle & Gardens	WM	HP	21364	23635	22187	32826	33157	E 1.0	10.00
Hanbury Hall (National Trust)	WM	HP	64445	74423	78469	99329	111300	E 12.1	8.00
Harvington Hall	WM	HP	16795	17963	19549	18860	18237	-3.3	7.00
Haughmond Abbey	WM	HP	3800	DK	3344	3979	3773	-5.2	3.20
Hawkstone Hall and Gardens	WM	HP	DK	DK	668	644	658	E 2.2	6.00
Izaak Walton's Cottage	WM	HP	DK	DK	DK	881	1256	42.6	F
Kenilworth Castle & Elizabethan Garden	WM	HP	95514	94780	90351	142723	110531	-22.6	7.60
Little Malvern Court	WM	HP	744	628	615	794	887	11.7	6.00
Lunt Roman Fort	WM	HP	14545	15083	10928	12381	8854	-28.5	2.50
Moseley Old Hall	WM	HP	21109	23031	23614	24271	26773	10.3	6.30
Much Wenlock Priory	WM	HP	14966	15566	DK	17571	16293	-7.3	3.80
Packwood House	WM	HP	59558	61328	66303	65094	68778	5.7	8.10
Park Farm	WM	HP	97099	121638	104440	119255	113844	-4.5	12.00
Ragley Hall	WM	HP	DK	DK	55943	64126	55713	-13.1	8.50
St Mary's Guildhall	WM	HP	DK	DK	14464	18544	21527	16.1	F
Stafford Castle and Visitor Centre	WM	HP	DK	DK	DK	20621	20852	1.1	F
Stokesay Castle	WM	HP	40187	41793	40047	40049	39218	-2.1	5.50
Tamworth Castle	WM	HP	DK	DK	28821	37321	35542	-4.8	6.50
The Greyfriars	WM	HP	10104	9350	9307	9800	11200	E 14.3	4.15
The Old Palace	WM	HP	DK	DK	DK	100	100	E 0.0	F
Wightwick Manor (National Trust)	WM	HP	25623	28955	32738	42860	50277	17.3	7.50
Witley Court & Gardens (English Heritage)	WM	HP	47518	43133	43027	49422	44928	-9.1	6.00
Wroxeter Roman City	WM	HP	18052	16672	18288	20287	20690	2.0	4.40
Yorkshire and Humber									
Aldborough Roman Site	Y&H	HP	3794	DK	2713	2759	2301	-16.6	3.20
Barley Hall	Y&H	HP	DK	DK	19000	24338	26308	8.1	4.50
Beningbrough Hall	Y&H	HP	98194	104726	107672	121033	125161	3.4	7.60
Beverley Friary	Y&H	HP	DK	DK	362	190	168	-11.6	1.00
Bolton Castle	Y&H	HP	40000	DK	DK	20029	24085	E 20.3	6.50
Brodsworth Hall and Gardens	Y&H	HP	63330	64944	72699	86683	67212	-22.5	8.70
Burton Constable Hall	Y&H	HP	7543	8172	7252	8001	8190	2.4	6.00
Byland Abbey (English Heritage)	Y&H	HP	6538	DK	5988	7241	6929	-4.3	4.20
Castle Hill and Victoria Tower	Y&H	HP	DK	DK	6433	6327	12289	94.2	1.50
Castle Howard ¹	Y&H	HP	203932	DK	207201	232871	216566	-7.0	12.50

Clifford's Tower	Y&H	HP	122493	116215	114243	118055	122138		3.5	3.50
East Riddlesden Hall (NT)	Y&H	HP	22146	25310	25525	29975	36961		23.3	5.30
Fountains Abbey	Y&H	HP	313388	DK	328551	348749	342499		-1.8	7.70
Harewood House ¹	Y&H	HP	221880	242864	226067	241052	247745		2.8	13.00
Helmsley Castle	Y&H	HP	32693	30464	25738	29529	26835		-9.1	4.70
Hovingham Hall	Y&H	HP	DK	DK	1430	2745	1722		-37.3	7.50
Kirkham Priory	Y&H	HP	5945	DK	4558	4943	3830		-22.5	3.20
Knaresborough Castle & Museum	Y&H	HP	DK	DK	DK	15474	21000	E	35.7	2.90
Markenfield Hall	Y&H	HP	3060	DK	DK	2041	1824		-10.6	4.00
Middleham Castle (EH)	Y&H	HP	25271	20905	18786	20889	17466		-16.4	4.20
Mount Grace Priory	Y&H	HP	20694	22404	18678	24830	21063		-15.2	4.70
Nostell Priory House	Y&H	HP	57939	70838	77983	104472	110849		6.1	8.80
Nunnington Hall	Y&H	HP	51332	58987	55201	64462	65352		1.4	6.00
Pickering Castle	Y&H	HP	24171	23017	20227	19689	14458		-26.6	3.70
Richmond Castle	Y&H	HP	44564	45046	46010	53252	46286		-13.1	4.50
Rievaulx Abbey	Y&H	HP	44082	47465	41978	50008	42467		-15.1	5.30
Ripley Castle	Y&H	HP	30891	32450	30066	31232	28205		-9.7	8.00
Roche Abbey (EH)	Y&H	HP	6307	4973	4647	4420	4290		-2.9	3.20
Royal Air Force Holmpton Bunker	Y&H	HP	DK	DK	8600	12326	15108		22.6	6.00
Royal Armouries Museum ¹	Y&H	HP	290098	DK	370395	271513	274768		1.2	F
Scarborough Castle	Y&H	HP	71579	74395	73687	74305	64180		-13.6	4.70
Skipton Castle	Y&H	HP	88207	93767	90612	97626	93506		-4.2	6.20
St Augustine's Church	Y&H	HP	16235	13831	13121	28934	15051		-48.0	4.50
Stewart's Burnby Hall Gardens & Museum	Y&H	HP	56840	58100	53914	57161	54678		-4.3	4.30
The Gissing Centre	Y&H	HP	130	150	200	200	150	E	-25.0	F
The Guildhall	Y&H	HP	DK	DK	DK	1000	2600		160.0	5.00
Treasurer's House (NT)	Y&H	HP	58237	54938	55248	69105	67886		-1.8	5.40
Water Powered Mill	Y&H	HP	DK	DK	5574	5500	5000	E	-9.1	5.00
Whitby Abbey	Y&H	HP	114814	125217	118217	131886	117289		-11.1	5.80

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.29 Visits to leisure/theme parks

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry
East									
BeWILDerwood	EAST	LTP	DK	DK	DK	156247	160198	2.5	11.50
East Midlands									
RAF Waddington	EM	LTP	DK	DK	DK	170000	130000	E -23.5	22.00
Seaview Road Train	EM	LTP	DK	DK	DK	DK	55000	E n/a	1.00
London									
Thames RIB Experience	LON	LTP	DK	DK	DK	20000	20000	E 0.0	29.00
North West									
Camelot Theme Park	NW	LTP	280000	270000	254302	178718	241640	35.2	22.00
Coronation Park	NW	LTP	DK	DK	DK	60000	70000	E 16.7	F
Low Wood Watersports Centre	NW	LTP	DK	DK	23000	32000	27000	E -15.6	27.00
Model Railway Village	NW	LTP	23064	22208	15007	15590	16620	6.6	3.50
South East									
Blackland Farm Activity Centre	SE	LTP	DK	DK	DK	51000	55000	E 7.8	F
Hollycombe - Steam in the Country	SE	LTP	DK	DK	19900	23514	23464	-0.2	11.00
Knockhatch Adventure Park	SE	LTP	82349	83691	65000	73000	89649	22.8	8.50
South West									
Paignton Pier	SW	LTP	DK	DK	525448	548903	547729	E -0.2	F
Torquay Hi Flyer Balloon	SW	LTP	DK	DK	DK	11218	7756	-30.9	14.00
Watermouth Castle	SW	LTP	120000	120000	90000	90000	85000	E -5.6	12.75
Yorkshire and Humber									
Flamingo Land Theme Park and Zoo	Y&H	LTP	1302195	1310285	1357425	1418224	1268619	E -10.5	25.00
Lightwater Valley Theme Park	Y&H	LTP	318000	320000	296500	337305	324896	-3.7	19.45
St Leonard's Farm Park	Y&H	LTP	50000	60000	70000	70000	75000	E 7.1	4.25

Table 9.30 Visits to museums/art galleries

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry
East									
Ancient House Museum of Thetford Life	EAST	MAG	DK	DK	DK	8616	8896	3.2	3.70
Ashwell Village Museum	EAST	MAG	2500	DK	2167	2005	1650	E -17.7	1.50
Baldock Museum	EAST	MAG	537	647	478	701	716	2.1	0.25
Beccles and District Museum	EAST	MAG	2393	2211	DK	3073	2274	-26.0	F
British Schools Museum	EAST	MAG	9940	11391	10117	11297	9879	E -12.6	4.50
Castle Point Transport Museum Society	EAST	MAG	3100	3000	DK	3800	4000	E 5.3	4.00
Cecil Higgins Gallery & Bedford Museum	EAST	MAG	31194	32250	DK	44121	31313	-29.0	F
Chatteris Museum	EAST	MAG	1487	DK	1271	1166	1077	-7.6	F
Chelmsford Museum	EAST	MAG	50036	45885	33041	28081	70139	149.8	F
Christchurch Mansion	EAST	MAG	DK	DK	46359	67706	60515	-10.6	F
Colchester Castle Museum	EAST	MAG	DK	DK	107500	86141	88488	2.7	6.00
Cromer Museum	EAST	MAG	DK	DK	25680	21468	25200	E 17.4	3.20
Cromwell Museum	EAST	MAG	8900	10793	12480	11496	9841	-14.4	F
de Havilland Aircraft Heritage Centre	EAST	MAG	6600	6150	6858	6883	7532	9.4	5.00
Debach Airfield Museum	EAST	MAG	DK	DK	DK	1200	1200	E 0.0	F
Diss Museum	EAST	MAG	5318	4134	4528	6094	4500	E -26.2	F
Dunwich Museum	EAST	MAG	25003	24361	20819	21131	19813	-6.2	F
Dutch Cottage Museum	EAST	MAG	566	507	697	615	547	-11.1	F
Earls Colne Heritage Museum	EAST	MAG	DK	DK	DK	602	490	-18.6	F
East Anglia Transport Museum	EAST	MAG	15714	16068	17112	18674	17801	-4.7	6.50
East Essex Aviation Society and Museum	EAST	MAG	DK	DK	700	5000	7540	E 50.8	F
Ely Museum	EAST	MAG	10217	10497	9884	11190	11714	4.7	3.50
Epping Forest District Museum	EAST	MAG	DK	DK	DK	11575	12042	4.0	F
Essex Police Museum	EAST	MAG	5400	5498	8140	12851	10651	-17.1	F
Fakenham Museum of Gas and Local History	EAST	MAG	971	1371	1070	989	1018	2.9	F
Feering & Kelvedon Local History Museum	EAST	MAG	507	DK	DK	458	384	-16.2	F
Fry Art Gallery	EAST	MAG	4975	4400	3990	5609	6255	11.5	F
Gressenhall Farm & Workhouse	EAST	MAG	DK	DK	DK	73265	67082	-8.4	8.90
Haddenham Galleries	EAST	MAG	8000	10000	12000	8500	10000	E 17.6	F
Halesworth and District Museum	EAST	MAG	2147	2320	2194	1611	1601	-0.6	F
Harwich Lifeboat Museum	EAST	MAG	641	486	470	411	855	108.0	1.00
Harwich Maritime Museum	EAST	MAG	2198	2204	2163	1075	1556	44.7	2.00
Haverhill & District Local History	EAST	MAG	1804	1331	1240	2093	1924	E -8.1	F
Hitchin Museum and Art Gallery	EAST	MAG	17643	18923	17142	20370	15546	-23.7	F
Hollytrees Museum	EAST	MAG	DK	DK	43687	39480	40326	2.1	F
Imperial War Museum Duxford	EAST	MAG	306692	DK	382581	387122	399500	E 3.2	16.50
John Bunyan Museum	EAST	MAG	5055	5019	5154	4393	4120	-6.2	F
John Dony Field Centre	EAST	MAG	DK	DK	4692	1744	1286	-26.3	F
John Jarrold Printing Museum	EAST	MAG	400	300	300	550	600	9.1	F
Kettle's Yard	EAST	MAG	63754	70503	62638	58863	59402	0.9	F
Letchworth Museum & Art Gallery	EAST	MAG	16300	12066	14504	14411	13501	-6.3	F
Lincolnsfield Centre	EAST	MAG	DK	DK	DK	2210	2050	E -7.2	4.00
Lindsell Art Gallery	EAST	MAG	DK	DK	DK	2500	2500	E 0.0	F
Litcham Village Museum	EAST	MAG	2900	DK	DK	212	200	E -5.7	F
Lowestoft Museum in Broad House	EAST	MAG	16212	8550	7673	8998	8558	-4.9	F
Lowestoft War Memorial Museum	EAST	MAG	DK	DK	DK	1520	1812	19.2	F
Lynn Museum	EAST	MAG	DK	DK	13942	11923	10329	-13.4	3.50
Manningtree and District Local History	EAST	MAG	DK	DK	2000	1200	1000	E -16.7	F

Martlesham Heath Control Tower Museum	EAST	MAG	DK	DK	4800	5500	5600	E	1.8	F
Moyses's Hall Museum	EAST	MAG	14896	21036	21556	26169	26708		2.1	4.00
Museum of St Albans	EAST	MAG	DK	DK	DK	13000	20000		53.8	F
Nelson Museum	EAST	MAG	4526	DK	4052	5106	6132		20.1	3.50
Norfolk and Suffolk Aviation Museum	EAST	MAG	DK	DK	35000	36000	39347	E	9.3	F
Norris Museum	EAST	MAG	7566	9155	9543	9116	10214		12.0	F
North House Gallery	EAST	MAG	DK	DK	DK	2000	3000	E	50.0	F
Norwich Castle Museum and Art Gallery	EAST	MAG	DK	DK	143463	151322	176446		16.6	F
Peterborough Museum and Art Gallery	EAST	MAG	55911	80983	69928	79284	64683		-18.4	F
Potters Bar Museum	EAST	MAG	1635	1384	1348	1255	1853		47.6	F
Radar Tower (Beacon Hill Fort)	EAST	MAG	31	18	170	87	106		21.8	1.00
Railworld	EAST	MAG	2540	2572	2212	1797	2137		18.9	3.00
Saffron Walden Museum	EAST	MAG	22038	DK	17551	16459	17088		3.8	1.50
Skylark Studios	EAST	MAG	1962	2114	1519	2091	1827		-12.6	F
Stockwood Discovery Centre	EAST	MAG	66868	DK	172677	173830	174794		0.6	F
Thaxted Guildhall	EAST	MAG	3806	3272	2879	3728	2454		-34.2	1.00
The Amber Museum	EAST	MAG	70000	65000	70000	65000	50000	E	-23.1	F
The Farmland Museum and Denny Abbey	EAST	MAG	12500	DK	9850	12761	11208		-12.2	4.50
The Gallery at Parndon Mill	EAST	MAG	DK	DK	DK	2800	3000	E	7.1	F
The Henry Moore Foundation	EAST	MAG	6175	9252	10934	12647	13715		8.4	12.00
The Henry Ramey Upcher Lifeboat Museum	EAST	MAG	11124	DK	12711	10800	9975		-7.6	F
The Muckleburgh Collection	EAST	MAG	39900	36000	30173	35034	30586		-12.7	6.00
The Natural History Museum at Tring ¹	EAST	MAG	120657	120472	119907	118034	113859		-3.5	F
Time and Tide - Museum of Great Yarmouth	EAST	MAG	35000	DK	31432	27842	31675		13.8	4.80
Tiptree Tearoom, Museum and Shop Wilkin and Sons Ltd	EAST	MAG	100000	115000	110000	DK	135000	E	n/a	F
Town House Museum	EAST	MAG	DK	DK	7754	6531	8186		25.3	3.00
University of Hertfordshire Galleries	EAST	MAG	DK	DK	3207	6603	6741		2.1	F
Verulamium Museum	EAST	MAG	DK	DK	DK	69284	66839		-3.5	3.80
Wardown Park Museum	EAST	MAG	DK	DK	638700	60996	63461		4.0	F
Watford Museum	EAST	MAG	DK	DK	9138	9546	8589		-10.0	F
Whittlesey Museum	EAST	MAG	1074	1091	455	364	380		4.4	1.00
Wisbech & Fenland Museum	EAST	MAG	13252	12853	11272	12254	12675		3.4	F
Woburn Heritage Centre	EAST	MAG	5860	5600	5000	5000	5700		14.0	F
Wyndham Heritage Museum	EAST	MAG	3123	2422	2234	2257	2137		-5.3	3.00
East Midlands										
Abbey Pumping Station	EM	MAG	DK	DK	DK	51031	57150		12.0	F
Ayscoughfee Hall Museum and Gardens	EM	MAG	15179	DK	23294	23990	18295	E	-23.7	F
Bakewell Old House Museum	EM	MAG	DK	DK	8563	8062	8380		3.9	3.00
Battle of Britain Memorial Flight Visitor Centre	EM	MAG	DK	DK	DK	31884	28916		-9.3	F
Belgrave Hall	EM	MAG	DK	DK	22298	20765	19986		-3.8	F
Bosworth Battlefield Heritage Centre	EM	MAG	DK	DK	34470	47547	42298		-11.0	F
Brewhouse Yard Museum	EM	MAG	DK	DK	50530	52491	48855		-6.9	5.50
Buxton Museum and Art Gallery	EM	MAG	27117	32148	34358	34460	38981		13.1	F
Calverton Folk Museum	EM	MAG	250	DK	200	175	200	E	14.3	1.50
Carpetbagger Aviation Museum	EM	MAG	2238	2232	2166	2278	2258		-0.9	4.00
Castle Donington Museum	EM	MAG	DK	DK	1357	1389	1089		-21.6	F
Chesterfield Museum and Art Gallery	EM	MAG	20978	22014	25372	22503	24262	E	7.8	F
Church Farm Museum	EM	MAG	13500	DK	11458	15250	15661		2.7	F
Crich Tramway Village	EM	MAG	DK	DK	112300	122191	127731		4.5	10.50
Derby Museum & Art Gallery	EM	MAG	152146	DK	94399	96055	75925		-21.0	F
Donington le Heath Manor House	EM	MAG	DK	DK	24561	26550	25383		-4.4	F
Fishmarket	EM	MAG	DK	DK	40000	51710	74031		43.2	F

Flintham Museum	EM	MAG	796	487	932	979	826	-15.6	F	
Gainsborough Old Hall	EM	MAG	29319	DK	26194	28088	27134	-3.4	6.00	
Hallaton Museum	EM	MAG	688	716	710	1064	966	-9.2	F	
Harborough Museum	EM	MAG	10091	DK	9291	8128	18612	129.0	F	
Hinckley and District Museum	EM	MAG	1416	1897	1792	1330	2151	61.7	0.50	
Ingleby Gallery	EM	MAG	DK	DK	DK	1000	1200	E	20.0	F
Jain Centre	EM	MAG	DK	DK	DK	DK	10000	E	n/a	F
Jewry Wall Museum	EM	MAG	DK	DK	23917	25889	25029	-3.3	F	
Kegworth Museum	EM	MAG	DK	DK	377	263	180	E	-31.6	1.00
Langwith Whaley Thorns Heritage Centre	EM	MAG	DK	DK	756	900	800	E	-11.1	F
Lutterworth Museum	EM	MAG	DK	DK	DK	6800	8200	E	20.6	F
Magdalen Museum	EM	MAG	DK	DK	475	650	570	-12.3	2.00	
Making It! Discovery Centre	EM	MAG	11184	9898	11406	10443	10497	0.5	7.95	
Mansfield Museum	EM	MAG	42957	55597	50296	43012	41441	-3.7	F	
Melton Carnegie Museum	EM	MAG	13960	14494	14927	951	17709	1762.1	F	
Mrs Smith's Cottage Museum	EM	MAG	3015	DK	2856	3355	2319	-30.9	2.00	
New Walk Museum and Art Gallery	EM	MAG	140216	176586	175579	176236	159029	-9.8	F	
Newstead Abbey	EM	MAG	DK	DK	73116	74484	66759	-10.4	10.00	
North Ings Farm Museum	EM	MAG	109	81	88	81	118	45.7	3.00	
Nottingham Castle	EM	MAG	DK	DK	276798	295635	266490	-9.9	5.50	
Oundle Museum	EM	MAG	DK	DK	DK	2160	1596	E	-26.1	F
Papplewick Pumping Station	EM	MAG	DK	DK	5950	5554	5213	-6.1	6.00	
Peak District Mining Museum	EM	MAG	11445	DK	11824	11771	10723	-8.9	3.50	
Pinchbeck Engine Museum	EM	MAG	1627	1647	1387	1501	1253	-16.5	F	
RAF Scampton Historical Museum	EM	MAG	DK	DK	4000	6000	8500	41.7	F	
Revolution House	EM	MAG	4557	3851	4814	2946	3958	E	34.4	F
Ropewalk Contemporary Art & Craft	EM	MAG	25405	33633	39378	42845	36184	-15.5	F	
Ruddington Framework Knitters Museum	EM	MAG	2618	2800	DK	2500	1960	-21.6	3.00	
Rushden Museum	EM	MAG	DK	DK	DK	2000	2100	5.0	F	
Silk Mill - Derby's Museum of Industry and History	EM	MAG	36226	DK	29845	38372	40063	4.4	F	
Snibston	EM	MAG	87000	90000	94000	86244	93954	8.9	6.95	
Stamford Museum	EM	MAG	16820	DK	15440	15359	15628	1.8	F	
Sywell Aviation Museum	EM	MAG	4500	5100	6000	6000	6500	E	8.3	F
The Roundhouse Gallery	EM	MAG	DK	DK	800	700	600	E	-14.3	F
Wellingborough Museum	EM	MAG	DK	DK	DK	27693	28918	4.4	F	
William Booth Birthplace Museum	EM	MAG	845	DK	DK	778	231	-70.3	F	
Wollaston Museum	EM	MAG	972	601	569	300	300	E	0.0	F
Wollaton Hall and Park	EM	MAG	DK	DK	248256	298153	184670	-38.1	5.50	
Woodhall Spa Cottage Museum	EM	MAG	DK	DK	3852	3546	3746	5.6	1.50	
London										
British Library	LON	MAG	1182393	1355425	1255832	1379475	1454612	E	5.4	F
British Museum	LON	MAG	4837878	5400062	5930000	5569981	5842000	4.9	F	
Brunel Engine House Rotherhithe	LON	MAG	11400	11700	9021	10071	16802	66.8	2.00	
Burgh House	LON	MAG	14170	14438	13208	16275	16882	3.7	F	
Cartoon Art Trust	LON	MAG	22000	23994	28122	28685	31049	8.2	5.50	
Church Farmhouse Museum	LON	MAG	7926	8206	7451	8138	8389	3.1	F	
Churchill Museum and Cabinet War Rooms ¹	LON	MAG	284232	283530	288592	314162	328621	4.6	14.95	
College of Arms	LON	MAG	2946	2659	2699	1942	2282	17.5	F	
Courtauld Institute Gallery	LON	MAG	DK	DK	203506	150773	190062	26.1	5.00	
Cuming Museum	LON	MAG	DK	DK	11499	10352	43584	321.0	F	
Geffrye Museum	LON	MAG	78065	DK	84057	85216	103399	21.3	F	
Horniman Museum and Gardens	LON	MAG	380362	DK	478165	595977	598214	0.4	F	
Household Cavalry Museum	LON	MAG	DK	DK	49500	64500	69500	7.8	6.00	

Imperial War Museum ¹	LON	MAG	696983	DK	833893	887246	1069358	20.5	F	
Kew Bridge Steam Museum	LON	MAG	18192	14222	DK	13449	13125	-2.4	9.50	
London's Transport Museum	LON	MAG	DK	DK	346331	280247	283330	1.1	10.00	
Museum in Docklands	LON	MAG	99688	93150	161449	99949	157060	57.1	F	
Museum of Brands, Packaging and Advertising	LON	MAG	DK	DK	DK	25257	24191	-4.2	6.50	
Museum of Childhood at Bethnal Green	LON	MAG	29925	35748	352538	387820	403549	4.1	F	
Museum of Fulham Palace	LON	MAG	DK	DK	DK	16852	16813	-0.2	F	
Museum of London	LON	MAG	394322	331345	276386	269223	409060	51.9	F	
Museum of Richmond	LON	MAG	DK	DK	6455	9262	8990	-2.9	F	
National Gallery ¹	LON	MAG	4562471	4159485	4382614	4780030	4954914	3.7	F	
National Maritime Museum	LON	MAG	568585	DK	587595	669199	804988	20.3	F	
National Portrait Gallery	LON	MAG	1601448	1607767	1843266	1961843	1819442	-7.3	F	
Natural History Museum ¹	LON	MAG	3754496	3652003	3738305	4105106	4647613	13.2	F	
Old Operating Theatre, Museum and Herb Garret	LON	MAG	21041	31244	25079	31247	32229	3.1	5.80	
Queen's House	LON	MAG	DK	DK	DK	128783	149226	15.9	F	
Royal Air Force Museum Hendon	LON	MAG	260463	DK	DK	287916	256347	-11.0	F	
Royal Observatory Greenwich	LON	MAG	DK	DK	DK	1569886	1576640	0.4	F	
Science Museum	LON	MAG	2440253	2712824	2705677	2753493	2757917	0.2	F	
St Bartholomew's Hospital Archives and Museum	LON	MAG	5002	4754	4548	3782	4177	10.4	F	
Tate Britain ¹	LON	MAG	1597359	1600000	1618309	1501837	1665291	10.9	F	
Tate Modern ¹	LON	MAG	4915376	5200000	4862581	4747537	5061172	6.6	F	
Victoria and Albert Museum ¹	LON	MAG	2372919	2809900	2065300	2269880	2629065	15.8	F	
Whitechapel Art Gallery	LON	MAG	DK	DK	DK	400000	300000	E	-25.0 F	
William Morris Gallery	LON	MAG	20411	DK	17337	24036	27671	15.1	F	
Wimbledon Lawn Tennis Museum	LON	MAG	51155	52121	54590	69566	73796	6.1	10.00	
Wimbledon Museum of Local History	LON	MAG	1582	1383	1500	1500	1500	E	0.0 F	
Wimbledon Windmill Museum	LON	MAG	DK	DK	4168	3497	3427	-2.0	2.00	
North East										
Beamish Museum	NE	MAG	320363	307674	313030	385700	416500	E	8.0 16.00	
Centre for Life	NE	MAG	211586	DK	DK	200267	227765	13.7	9.00	
Cherryburn: Thomas Bewick Birthplace Museum	NE	MAG	15120	14280	14807	15750	15464	-1.8	3.60	
Cleveland Ironstone Mining Museum	NE	MAG	4721	4905	5232	6199	7464	20.4	5.00	
Discovery Museum	NE	MAG	421323	DK	462868	449883	420837	-6.5	F	
DLI Museum and Durham Art Gallery	NE	MAG	41707	42742	37176	47675	40279	E	-15.5 3.50	
Durham Heritage Centre and Museum	NE	MAG	8348	7957	8790	7500	7710	2.8	2.00	
Great North Museum: Hancock	NE	MAG	DK	DK	DK	771252	518574	-32.8	F	
Hartlepool Art Gallery	NE	MAG	73630	67859	60624	59048	70344	19.1	F	
Hatton Gallery	NE	MAG	54807	DK	25049	21917	24085	9.9	F	
Hexham Old Gaol	NE	MAG	16052	13540	13570	12094	9511	-21.4	3.95	
Killhope, The North of England Lead Mining Museum	NE	MAG	23365	21125	18254	19498	13130	-32.7	7.00	
Lady Waterford Hall	NE	MAG	DK	DK	7000	6445	5929	-8.0	2.00	
Laing Art Gallery	NE	MAG	DK	DK	268977	253486	280773	10.8	F	
Monkwearmouth Station Museum	NE	MAG	DK	DK	30520	31618	28146	-11.0	F	
Museum of Hartlepool	NE	MAG	88676	61564	99032	93290	126398	35.5	F	
Oriental Museum	NE	MAG	15000	16000	16264	17815	18481	3.7	1.50	
Piercebridge Roman Fort	NE	MAG	DK	DK	DK	28000	31000	E	10.7 4.95	
Regimental Museum Kings Own Scottish Borderers	NE	MAG	DK	DK	15857	20000	19600	-2.0	3.70	
RNLI Grace Darling Museum	NE	MAG	DK	DK	65000	45000	30222	-32.8	2.75	
RNLI Zetland Lifeboat Museum	NE	MAG	5676	3459	5345	7360	6620	-10.1	F	
Roman Army Museum (Carvoran) Hadrian's Wall	NE	MAG	DK	DK	41151	43103	40394	-6.3	4.90	
ShIPLEY Art Gallery	NE	MAG	39978	DK	36762	42291	36792	-13.0	F	
South Shields Museum and Art Gallery	NE	MAG	162059	DK	160331	161863	196179	21.2	F	
Stephenson Railway Museum	NE	MAG	24323	42341	33249	21934	23085	5.2	F	

Sunderland Museum and Winter Gardens	NE	MAG	334912	DK	313138	343117	341050		-0.6	F
The Bowes Museum	NE	MAG	105293	109891	DK	97063	100811		3.9	8.00
The Old Fulling Mill Museum of Archaeology	NE	MAG	DK	DK	8348	10316	11073		7.3	1.00
Vindolanda (Chesterholm) Hadrian's Wall	NE	MAG	80941	81012	79010	82222	81549		-0.8	5.90
Weardale Museum and High House Chapel	NE	MAG	1700	1565	1432	1490	1802		20.9	2.00
Woodhorn Museum Archives & Country Park	NE	MAG	DK	DK	80629	96709	85605		-11.5	F
North West										
Astley Cheetham Art Gallery	NW	MAG	29434	22018	21871	15741	13267		-15.7	F
Astley Green Colliery Museum	NW	MAG	DK	DK	DK	5000	5000	E	0.0	F
Bancroft Mill	NW	MAG	1500	1400	1300	1500	1600	E	6.7	4.00
Blott Artist Studios	NW	MAG	DK	DK	900	DK	750	E	n/a	F
Bolton Museum, Aquarium and Archive	NW	MAG	DK	DK	324217	347906	321569		-7.6	F
Bolton Steam Museum	NW	MAG	DK	DK	DK	2814	2854		1.4	F
Botanic Gardens	NW	MAG	DK	DK	37790	31898	72625		127.7	F
British Commercial Vehicle Museum	NW	MAG	7000	DK	7056	11654	12965		11.2	5.50
British in India Museum	NW	MAG	300	370	650	209	169		-19.1	3.50
Bury Art Gallery, Museum & Archive	NW	MAG	41980	DK	38612	35792	38912		8.7	F
Castle Park Arts Centre	NW	MAG	DK	DK	DK	22989	20970	E	-8.8	F
Cedar Farm Galleries	NW	MAG	60000	60000	80000	70000	70000	E	0.0	F
Central Art Gallery	NW	MAG	16500	20546	22379	23605	20166		-14.6	F
Courtyard Gallery	NW	MAG	DK	DK	DK	10546	10917		3.5	F
Customs and Excise National Museum	NW	MAG	DK	DK	DK	282437	227071		-19.6	F
Gallery of Costume	NW	MAG	DK	DK	DK	DK	19000		n/a	F
Greater Manchester Fire Service Museum	NW	MAG	556	1307	2776	2961	2977		0.5	F
Greater Manchester Police Museum & Archives	NW	MAG	8000	8000	9000	9600	10900	E	13.5	F
Grosvenor Museum	NW	MAG	90418	DK	DK	DK	102928		n/a	F
Hawkshead Grammar School	NW	MAG	DK	DK	10000	10000	9750	E	-2.5	2.00
Imperial War Museum North	NW	MAG	228103	DK	239853	236529	241586	E	2.1	F
Lady Lever Art Gallery	NW	MAG	201576	DK	157460	193034	200937		4.1	F
Lancaster Maritime Museum	NW	MAG	DK	DK	15228	16954	16279		-4.0	3.00
Lowes Court Gallery & Egremont TIC	NW	MAG	DK	DK	DK	8785	8093	E	-7.9	F
Manchester Art Gallery	NW	MAG	DK	DK	422119	402755	373169		-7.3	F
Manchester Museum	NW	MAG	173872	172336	251990	446572	346148		-22.5	F
Manchester United Museum & Tour Centre	NW	MAG	DK	DK	326654	309397	298742		-3.4	13.00
Merseyside Maritime Museum	NW	MAG	439318	DK	1020712	946699	1027475		8.5	F
Millom Folk Museum	NW	MAG	DK	DK	DK	1000	1000	E	0.0	4.00
Museum of the Manchester Regiment	NW	MAG	23642	40803	DK	59694	56919		-4.6	F
National Conservation Centre	NW	MAG	DK	DK	128170	124656	103548	E	-16.9	F
National Waterways Museum - Boat Trip	NW	MAG	DK	DK	DK	27000	32000	E	18.5	6.00
National Wildflower Centre	NW	MAG	18000	DK	18000	16000	14000	E	-12.5	3.50
North West Museum of Road Transport	NW	MAG	3200	6526	DK	2807	3063		9.1	3.50
People's History Museum	NW	MAG	25164	20860	47891	55710	67380	E	20.9	F
Portland Basin Museum	NW	MAG	90971	87306	84017	98306	90438		-8.0	F
Ribchester Roman Museum	NW	MAG	14701	13855	13802	13439	13049		-2.9	3.00
Rossendale Museum	NW	MAG	8959	7614	9955	10705	9527		-11.0	F
Saddleworth Museum and Art Gallery	NW	MAG	8000	DK	20000	35178	35470		0.8	2.00
Salford Museum and Art Gallery	NW	MAG	DK	DK	DK	98276	89701		-8.7	F
Setantii Museum and Family History Centre	NW	MAG	DK	DK	DK	44323	38888		-12.3	F
South Ribble Museum and Exhibition Centre	NW	MAG	5557	4795	7030	6679	6721		0.6	F
The Beacon	NW	MAG	44405	23717	51830	71602	67189		-6.2	5.00
The Heaton Cooper Studio	NW	MAG	DK	DK	DK	99988	90374		-9.6	F
The Quaker Tapestry Exhibition	NW	MAG	6767	DK	20300	19027	15091		-20.7	6.50
The Ruskin Museum	NW	MAG	12461	13280	13820	14274	10730		-24.8	5.25

The Solaris Centre - Centre for Environmental Action	NW	MAG	DK	DK	34784	42296	45000	E	6.4	F
Towneley Hall Art Gallery and Museum	NW	MAG	DK	DK	DK	65081	67971		4.4	3.50
Towneley Park	NW	MAG	DK	DK	72892	65081	67995		4.5	3.70
Tullie House Museum and Art Gallery	NW	MAG	202716	214841	264918	250307	265856		6.2	4.00
Tumpike Gallery	NW	MAG	11238	13086	10337	12390	13342		7.7	F
Walker Art Gallery	NW	MAG	248107	DK	396356	214127	251543		17.5	F
Whitworth Art Gallery	NW	MAG	DK	DK	135006	170106	172442		1.4	F
World Museum Liverpool	NW	MAG	524465	DK	787767	606394	748065		23.4	F
South East										
Aldershot Military Museum	SE	MAG	DK	DK	13673	11993	12412		3.5	2.50
Allen Gallery	SE	MAG	DK	DK	DK	14007	16050		14.6	F
Amersham Museum	SE	MAG	2612	2647	2528	2239	2538		13.4	2.00
Andover Museum and The Museum of the Iron Age	SE	MAG	DK	DK	DK	10771	20104		86.6	F
Army Medical Services Museum	SE	MAG	11753	9818	13521	8390	12207		45.5	F
Ashford Borough Museum	SE	MAG	2983	2492	2952	2937	2654		-9.6	F
Ashmolean Museum	SE	MAG	DK	DK	369284	227752	1042350		357.7	F
Basing House	SE	MAG	DK	DK	6032	6939	12257		76.6	F
Beaulieu National Motor Museum	SE	MAG	314712	308401	312279	351975	354048		0.6	17.00
Bloxham Village Museum	SE	MAG	500	930	1313	856	1077		25.8	0.50
Bognor Regis Wireless Museum	SE	MAG	10900	12050	DK	11929	10600		-11.1	F
Booth Museum of Natural History	SE	MAG	21720	24557	22500	23194	27400	E	18.1	F
Bourne Hall Museum	SE	MAG	DK	DK	DK	31329	35621		13.7	F
Brenzett Aeronautical Museum Trust	SE	MAG	14515	8760	6420	3399	2500	E	-26.4	3.00
Brighton Museum & Art Gallery	SE	MAG	225496	197669	202336	225250	228294		1.4	F
Buckingham Old Gaol Museum	SE	MAG	4250	DK	3100	3250	2944		-9.4	3.00
Bursledon Brickworks Industrial Museum	SE	MAG	3724	DK	3000	3000	3000		0.0	5.00
C M Booth Collection of Historic Vehicles	SE	MAG	3000	3000	DK	3250	3500	E	7.7	3.00
Canterbury Roman Museum	SE	MAG	15034	17351	21118	26560	25330		-4.6	3.10
Chart Gunpowder Mill	SE	MAG	1100	1054	1094	1252	1124		-10.2	F
Chipping Norton Museum of Local History	SE	MAG	DK	DK	680	670	665		-0.7	1.50
Crawley Museum Centre	SE	MAG	DK	DK	1219	1617	1632		0.9	F
Curtis Museum	SE	MAG	DK	DK	9430	8926	11509		28.9	F
Dartford Borough Museum	SE	MAG	6571	8129	8620	7920	8112		2.4	F
Dinosaur Isle	SE	MAG	72804	74520	74028	76739	75286		-1.9	5.00
Eastleigh Museum	SE	MAG	DK	DK	25842	23723	28810		21.4	F
Elham Valley Railway Museum	SE	MAG	DK	DK	DK	1300	1500	E	15.4	2.50
Farley Farm House Tours	SE	MAG	DK	DK	DK	2147	2248		4.7	8.50
Farnborough Air Sciences Museum	SE	MAG	DK	DK	DK	6500	5500		-15.4	F
Forge and Dragon Gallery	SE	MAG	200	200	180	180	180	E	0.0	F
Guildford House Gallery	SE	MAG	104362	112992	105388	105773	98270	E	-7.1	F
Guildford Museum	SE	MAG	29273	26761	26259	14003	15907		13.6	F
Hastings Museum and Art Gallery	SE	MAG	DK	DK	33334	33884	34721		2.5	F
Havant Museum	SE	MAG	DK	DK	DK	7345	12939		76.2	F
Henfield Museum	SE	MAG	2750	DK	2307	2310	2109		-8.7	F
Herne Bay Museum and Gallery	SE	MAG	DK	DK	18019	16497	13694		-17.0	F
Horsham Museum	SE	MAG	37186	41873	39428	63142	68609		8.7	F
Hove Museum & Art Gallery	SE	MAG	46539	44544	37344	35642	42367		18.9	F
James Hockey & Foyer Galleries	SE	MAG	DK	DK	DK	24000	17800	E	-25.8	F
Lashenden Air Warfare Museum	SE	MAG	6810	DK	DK	9959	8967		-10.0	F
Leatherhead and District Local History Museum	SE	MAG	1461	1517	1410	1597	1717		7.5	F
Littlehampton Museum	SE	MAG	8874	10743	DK	9467	8403		-11.2	F
Lydd Town Museum	SE	MAG	1018	1338	1488	1705	2022		18.6	F
Marlow Museum	SE	MAG	DK	DK	DK	1775	2412		35.9	F

Milestones	SE	MAG	DK	DK	89284	89629	95976		7.1	7.90
Milton Keynes Museum	SE	MAG	DK	DK	18323	20027	19748		-1.4	5.00
Museum of Canterbury	SE	MAG	15570	16107	17811	20448	24984		22.2	3.60
Museum of the History of Science	SE	MAG	DK	DK	109202	174553	181586		4.0	F
Nigel Greaves Gallery	SE	MAG	DK	DK	DK	6321	7132		12.8	F
Old Town Hall Museum	SE	MAG	15834	DK	15497	15435	24391		58.0	F
Oxford Bus Museum	SE	MAG	DK	DK	DK	7345	7484		1.9	4.00
Oxford University Museum of Natural History	SE	MAG	320000	DK	422251	506895	522731		3.1	F
Pendon Museum	SE	MAG	DK	DK	DK	8526	8950		5.0	5.00
Petworth Cottage Museum	SE	MAG	1463	1047	1583	1812	1769		-2.4	2.50
Pitt Rivers Museum	SE	MAG	191112	204748	118120	255622	337496	E	32.0	F
RAF Spitfire & Hurricane Memorial Trust	SE	MAG	DK	DK	60000	60000	65000	E	8.3	F
Redoubt Fortress & Military Museum	SE	MAG	DK	DK	DK	14916	16363		9.7	4.00
Road Dahl Museum and Story Centre	SE	MAG	53647	DK	49952	54675	55387		1.3	6.00
Rose Green Centre of Art & Craft	SE	MAG	DK	DK	DK	4500	6000	E	33.3	F
Rural Life Centre	SE	MAG	20835	23326	23569	25773	24886	E	-3.4	8.00
Sandwich Guildhall Museum	SE	MAG	DK	DK	123	1252	1502		20.0	1.00
Science Oxford Live	SE	MAG	DK	DK	DK	11500	10600	E	-7.8	3.00
Seaford Museum and Heritage Society	SE	MAG	3690	DK	5130	4283	4338		1.3	1.50
Secret Cold War Bunker	SE	MAG	300	500	600	456	500		9.6	3.50
South Downs Planetarium	SE	MAG	13537	14411	14560	14723	14042		-4.6	6.00
St. Barbe Museum and Gallery	SE	MAG	DK	DK	15674	26909	20969		-22.1	F
Storrington & District Museum	SE	MAG	DK	DK	DK	1049	1840		75.4	F
Tangmere Military Aviation Museum	SE	MAG	27006	31500	32240	30862	33290	E	7.9	7.50
Tenterden and District Museum	SE	MAG	DK	DK	4088	4528	5615		24.0	1.00
The Egham Museum	SE	MAG	1545	1401	DK	1401	1740		24.2	F
The Gurkha Museum	SE	MAG	13251	13687	15250	14946	12313		-17.6	2.00
The Hannah Peschar Sculpture Garden	SE	MAG	DK	DK	DK	5000	5000	E	0.0	10.00
The Historic Dockyard Chatham	SE	MAG	101304	117797	119497	146131	123679		-15.4	15.00
The Otter Gallery (Chichester)	SE	MAG	DK	DK	DK	11659	12793	E	9.7	F
Tunbridge Wells Museum and Art Gallery	SE	MAG	51073	57733	65598	60819	57291		-5.8	F
Vale and Downland Museum	SE	MAG	44805	48896	48982	53428	30981		-42.0	F
Wallingford Museum	SE	MAG	DK	DK	DK	3294	2810		-14.7	4.00
Weald & Downland Open Air Museum	SE	MAG	142533	DK	132159	137257	128422		-6.4	9.00
West Berkshire Museum	SE	MAG	15445	15883	11669	8623	5938		-31.1	F
West Gate Towers Museum	SE	MAG	8026	7435	9516	9427	4278		-54.6	1.30
Westbury Manor Museum	SE	MAG	DK	DK	DK	34210	31182		-8.9	F
Whitstable Museum and Art Gallery	SE	MAG	19657	20706	19366	19366	22507		16.2	F
Willis Museum	SE	MAG	DK	DK	29478	28860	46700		61.8	F
Winchester Discovery Centre	SE	MAG	DK	DK	DK	28646	46512		62.4	F
Wycombe Museum	SE	MAG	25000	DK	DK	DK	31595		n/a	F
Zimmer Stewart Gallery	SE	MAG	DK	DK	DK	8500	9000	E	5.9	F
South West										
Alexander Keiller Museum	SW	MAG	DK	DK	15094	17022	16637		-2.3	4.20
Athelstan Museum	SW	MAG	DK	DK	8326	13540	14513		7.2	F
Atkinson Gallery	SW	MAG	2500	2500	2500	3200	3200		0.0	F
Barbara Hepworth Museum and Sculpture Garden	SW	MAG	DK	DK	244000	203000	219218	E	8.0	4.75
Beaminster Museum	SW	MAG	DK	DK	DK	1755	1626		-7.4	1.00
Beckford's Tower & Museum	SW	MAG	DK	DK	2066	2071	2016		-2.7	3.00
Black Swan Arts	SW	MAG	DK	DK	DK	10000	10000		0.0	F
Blaise Castle House Museum and Estate	SW	MAG	DK	DK	54025	52673	47286		-10.2	F
Bradford-on-Avon Museum	SW	MAG	4494	DK	4806	6500	6694		3.0	F
Braunton & District Museum	SW	MAG	5221	6543	6701	7442	5296		-28.8	F

Bridport Museum	SW	MAG	DK	DK	DK	15900	20286	27.6	F	
Bristol Aero Collection	SW	MAG	DK	DK	DK	1950	2255	15.6	5.00	
Building of Bath Collection	SW	MAG	6487	5766	5954	3671	4751	29.4	4.00	
Castle Combe Museum	SW	MAG	1125	DK	1216	1385	1172	-15.4	F	
Chard and District Museum	SW	MAG	2402	2384	2612	2200	2409	9.5	3.00	
Cobbaton Combat Collection	SW	MAG	12000	11000	12000	12000	12000	0.0	6.50	
Coldharbour Mill Working Wool Museum	SW	MAG	10309	9391	7607	8500	9800	15.3	5.00	
Corinium Museum	SW	MAG	46190	42598	43102	40024	40741	1.8	4.50	
Duke of Cornwall's Light Infantry Regiment Museum	SW	MAG	4400	DK	4600	8000	10000	E	25.0	2.50
Eileen Soper's Illustrated Worlds	SW	MAG	DK	DK	DK	1381	4957	258.9	5.00	
Exmouth Museum	SW	MAG	1527	DK	1617	1373	1778	29.5	1.50	
Fairlynch Arts Centre & Museum	SW	MAG	1850	1833	2223	2246	2452	9.2	2.00	
Falmouth Art Gallery	SW	MAG	45949	38364	44027	42186	41116	-2.5	F	
Fashion Museum	SW	MAG	96326	88125	93631	90331	116235	28.7	7.00	
Finch Foundry	SW	MAG	19568	19211	21062	21719	20958	-3.5	4.40	
Frome Museum	SW	MAG	2442	2407	2930	3182	3245	2.0	F	
Gillingham Museum	SW	MAG	7707	7927	7261	6746	6583	E	-2.4	F
Hartland Quay Museum	SW	MAG	4387	4810	5208	4886	4819	-1.4	1.00	
Herschel Museum of Astronomy	SW	MAG	DK	DK	4039	5679	6500	E	14.5	4.50
Holsworthy Museum	SW	MAG	976	863	1046	1296	1239	-4.4	0.50	
Ilfracombe Museum	SW	MAG	18310	18764	19685	17109	15122	-11.6	2.50	
Isles of Scilly Museum	SW	MAG	12000	13000	11000	10500	11000	E	4.8	3.50
Museum of East Asian Art	SW	MAG	6470	6442	11704	10009	7466	E	-25.4	5.00
New Brewery Arts	SW	MAG	DK	DK	DK	250000	250000	E	0.0	F
Oakham Treasures	SW	MAG	DK	DK	6786	14179	18324	29.2	6.50	
Oxfam Art Gallery	SW	MAG	DK	DK	DK	1836	3060	E	66.7	F
Padstow Museum	SW	MAG	DK	DK	DK	DK	3343	n/a	1.50	
Penryn Museum	SW	MAG	DK	DK	DK	DK	1735	n/a	F	
Plymouth City Museum & Art Gallery	SW	MAG	124932	75644	71156	109290	115621	5.8	F	
Red House Museum and Gardens Heritage Museum	SW	MAG	DK	DK	DK	24748	26099	5.5	F	
Rockbourne Roman Villa	SW	MAG	DK	DK	6469	6806	8240	21.1	2.50	
Roman Baths	SW	MAG	843701	831721	834742	882144	905751	2.7	11.50	
Royal Albert Memorial Museum - RAMM in the Library	SW	MAG	249065	192025	11901	19985	8495	-57.5	F	
Royal Cornwall Museum	SW	MAG	103534	DK	115439	108569	114745	E	5.7	F
Royal West of England Academy of Arts	SW	MAG	43129	DK	57560	57884	67810	E	17.1	4.00
Russell-Cotes Art Gallery & Museum	SW	MAG	96313	DK	88434	87056	84850	-2.5	F	
Sidmouth Museum	SW	MAG	4150	4100	5070	14500	15100	4.1	F	
Soldiers of Gloucestershire Museum	SW	MAG	DK	DK	9809	10885	10000	E	-8.1	4.25
Somerset Cricket Museum	SW	MAG	2390	2357	2791	2404	2347	-2.4	1.00	
Somerset Rural Life Museum	SW	MAG	37214	DK	30627	33531	30565	-8.8	F	
Strand Art Gallery	SW	MAG	DK	DK	20000	20000	20000	E	0.0	F
Tate St Ives	SW	MAG	DK	DK	DK	214189	207254	-3.2	5.75	
The Georgian House	SW	MAG	DK	DK	DK	31792	21542	-32.2	F	
The Helicopter Museum	SW	MAG	22000	25000	25000	25000	25000	E	0.0	5.50
The Museum in the Park	SW	MAG	28522	38267	35121	46052	48594	5.5	F	
The Rifles (Berkshire and Wiltshire) Museum	SW	MAG	7948	7184	8897	7328	8997	22.8	3.50	
The Spring	SW	MAG	7921	10433	7417	8917	7965	-10.7	2.00	
Thornbury and District Museum	SW	MAG	DK	DK	DK	3000	4000	E	33.3	F
Tiverton Museum of Mid Devon Life	SW	MAG	5559	6158	7273	6049	5573	-7.9	4.25	
Tolpuddle Martyrs Museum	SW	MAG	42107	39972	DK	41000	39000	E	-4.9	F
Totnes Costume Museum - Devonshire Collection of Period Costume	SW	MAG	1000	DK	850	1200	1000	E	-16.7	2.00
Totnes Elizabethan House Museum	SW	MAG	4891	4467	4658	5057	4166	-17.6	2.00	

Victoria Art Gallery	SW	MAG	94554	101208	117419	106773	114724		7.4	F
Walford Mill Crafts	SW	MAG	DK	DK	27966	46669	48158	E	3.2	F
Wareham Town Museum	SW	MAG	6100	5900	DK	6726	7390		9.9	F
Watchet Market House Museum	SW	MAG	40155	DK	DK	39750	42780		7.6	F
Waterfront Museum	SW	MAG	DK	DK	DK	111030	108045		-2.7	F
Wellington Museum	SW	MAG	2650	2500	2500	2200	2200		0.0	F
Wells and Mendip Museum	SW	MAG	7000	DK	2397	3098	3000	E	-3.2	3.00
Westonzoyland Pumping Station	SW	MAG	600	900	1060	1100	1060	E	-3.6	4.00
Winchcombe Folk and Police Museum	SW	MAG	2193	2075	2001	2053	2047		-0.3	1.50
Wootton Bassett Museum	SW	MAG	1000	DK	1503	1600	1800	E	12.5	F
West Midlands										
Abbey Barn	WM	MAG	3713	3534	3490	3759	3960		5.3	F
Acton Scott Historic Working Farm	WM	MAG	DK	DK	DK	44713	44947		0.5	6.00
Aston Hall	WM	MAG	DK	DK	DK	52273	54654		4.6	F
Avoncroft Museum of Historic Buildings	WM	MAG	DK	DK	28150	29721	30700	E	3.3	6.60
Berkswell Village Museum	WM	MAG	993	1115	800	555	431		-22.3	F
Bilston Craft Gallery	WM	MAG	14780	15715	13867	16228	13963		-14.0	F
Birmingham Museum & Art Gallery	WM	MAG	507285	DK	579577	644259	729231		13.2	F
Blakesley Hall	WM	MAG	DK	DK	23897	22577	24031		6.4	F
Blists Hill Victorian Town	WM	MAG	DK	DK	166552	222666	236024		6.0	14.95
Broadfield House Glass Museum	WM	MAG	DK	DK	14531	13835	14789		6.9	F
Broseley Clay Tobacco Pipe Works	WM	MAG	DK	DK	DK	5838	5836		0.0	4.75
Clun Town Trust Museum	WM	MAG	1005	949	1303	1061	1194		12.5	0.50
Coalbrookdale Museum of Iron	WM	MAG	DK	DK	DK	75531	72369		-4.2	7.60
Coalport China Museum	WM	MAG	DK	DK	DK	79988	77341		-3.3	7.60
Compton Verney	WM	MAG	82505	56209	53804	41469	39774		-4.1	8.00
Coventry Transport Museum	WM	MAG	283651	DK	346062	376021	368508		-2.0	F
Enginuity	WM	MAG	DK	DK	73566	92836	84320		-9.2	7.85
Etruria Industrial Museum	WM	MAG	DK	DK	15649	18077	16651		-7.9	F
Gladstone Pottery Museum	WM	MAG	DK	DK	44795	42400	37859		-10.7	6.95
Herbert Art Gallery & Museum	WM	MAG	DK	DK	220000	220000	319000		45.0	F
Ironbridge - Ironbridge Visitor Centre	WM	MAG	DK	DK	477335	566967	567510		0.1	21.95
Jackfield Tile Museum	WM	MAG	DK	DK	DK	33511	34626		3.3	7.60
Museum of The Gorge	WM	MAG	DK	DK	53686	62050	56994		-8.1	3.75
Old Chapel Gallery	WM	MAG	DK	DK	7660	7500	7500	E	0.0	F
Royal Air Force Museum Cosford	WM	MAG	207048	352908	336812	344994	310089		-10.1	F
Royal Birmingham Society of Artists	WM	MAG	13572	13128	13098	15862	15753	E	-0.7	F
Samuel Johnson Birthplace Museum & Bookshop	WM	MAG	6913	10170	DK	16004	14203		-11.3	F
Sarehole Mill	WM	MAG	DK	DK	19539	20495	20781		1.4	F
Selly Manor Museum	WM	MAG	DK	DK	15000	16000	12306		-23.1	3.50
Shire Hall Gallery	WM	MAG	75913	86510	86257	83736	77676	E	-7.2	F
Soho House Museum	WM	MAG	12942	DK	17188	20604	12908		-37.4	F
Staffordshire Regiment Museum	WM	MAG	15123	13813	9555	10915	12851		17.7	3.00
Tenbury Museum	WM	MAG	634	829	782	770	527		-31.6	F
The Elgar Birthplace Museum	WM	MAG	9871	DK	9077	9221	8104		-12.1	7.00
The Museum of the Jewellery Quarter	WM	MAG	23450	DK	DK	51232	44949		-12.3	F
The Old House	WM	MAG	DK	DK	30425	28161	34916		24.0	F
The Potteries Museum & Art Gallery	WM	MAG	DK	DK	127258	150338	207570		38.1	F
The Priory Visitors Centre	WM	MAG	26524	24453	DK	18563	15497		-16.5	F
Warwickshire Yeomanry Museum	WM	MAG	4200	5000	DK	5000	5500	E	10.0	F
Wellesbourne Wartime Museum	WM	MAG	DK	DK	1500	1750	2100	E	20.0	2.00
Weoley Castle	WM	MAG	DK	DK	DK	DK	5189		n/a	F
Wobage Farm Craft Workshops	WM	MAG	DK	DK	1600	2000	2500	E	25.0	F

Wolverhampton Art Gallery	WM	MAG	DK	DK	158796	157165	167635		6.7	F
Worcester City Art Gallery & Museum	WM	MAG	65752	61490	71300	73687	69971		-5.0	F
Worcester Museum of Freemasonry	WM	MAG	DK	DK	DK	220	250	E	13.6	F
Worcestershire County Museum at Hartlebury Castle	WM	MAG	16324	22652	25240	27249	24913		-8.6	4.50
Yorkshire and Humber										
Abbey House	Y&H	MAG	DK	DK	DK	83842	87282		4.1	3.80
Arctic Corsair	Y&H	MAG	DK	DK	DK	3203	7151		123.3	F
Artlink	Y&H	MAG	DK	DK	DK	10000	13610		36.1	F
Bankfield Museum	Y&H	MAG	17999	DK	20096	19336	16357		-15.4	F
Bishops House	Y&H	MAG	DK	DK	7435	7350	7080		-3.7	F
Bolling Hall	Y&H	MAG	DK	DK	19668	20773	23259		12.0	F
Bracken Hall Countryside Centre	Y&H	MAG	12256	9764	9730	9042	8108		-10.3	F
Bradford 1 Gallery	Y&H	MAG	DK	DK	DK	24681	27863		12.9	F
Bradford Industrial Museum	Y&H	MAG	54490	56459	72272	73733	57971		-21.4	F
Bronte Boats	Y&H	MAG	DK	DK	21628	22547	22617		0.3	4.50
Captain Cook Schoolroom Museum	Y&H	MAG	2236	2250	2199	2218	2003		-9.7	2.00
Cartwright Hall Art Gallery	Y&H	MAG	DK	DK	81831	56000	30515		-45.5	F
Cawthorne Victoria Jubilee Museum	Y&H	MAG	1111	990	871	1272	1507	E	18.5	1.00
Cliffe Castle Museum	Y&H	MAG	DK	DK	74813	79434	77806		-2.0	F
Clifton Park Museum	Y&H	MAG	57947	DK	DK	80794	80000	E	-1.0	F
Colne Valley Museum	Y&H	MAG	5000	6000	5520	5692	4222	E	-25.8	2.00
DIG	Y&H	MAG	DK	DK	40000	41000	42440		3.5	5.50
Eden Camp Modern History Theme Museum	Y&H	MAG	DK	DK	153000	154097	133600		-13.3	5.50
Eureka! The National Children's Museum	Y&H	MAG	250364	243576	252535	239175	247831		3.6	8.95
Ferens Art Gallery	Y&H	MAG	DK	DK	462868	142630	132992		-6.8	F
Filey Museum	Y&H	MAG	2989	3502	2491	2825	2632		-6.8	2.50
Fire Police Museum	Y&H	MAG	DK	DK	DK	DK	7486		n/a	4.00
Folk Museum	Y&H	MAG	6200	4500	4585	DK	2500	E	n/a	1.20
Gallery Forty-Nine	Y&H	MAG	DK	DK	DK	5000	8000	E	60.0	F
Graves Art Gallery	Y&H	MAG	DK	DK	DK	43675	50413		15.4	F
Hands On History Museum	Y&H	MAG	DK	DK	32871	34910	27177		-22.2	F
Heptonstall Museum	Y&H	MAG	DK	DK	1920	1920	5283		175.2	F
Hornsea Museum	Y&H	MAG	7434	6331	6342	6181	7316		18.4	2.50
Hull & East Riding Museum	Y&H	MAG	DK	DK	69092	79837	67656		-15.3	F
Ingrow Museum of Rail Travel	Y&H	MAG	9690	DK	10006	9674	11579		19.7	2.00
JORVIK Viking Centre	Y&H	MAG	DK	DK	348146	350000	345017		-1.4	8.95
Kirkstall Abbey	Y&H	MAG	62014	DK	88000	91343	83484		-8.6	F
Leeds Craft and Design Gallery	Y&H	MAG	DK	DK	DK	20000	15000	E	-25.0	F
Leeds Industrial Museum at Armley Mills	Y&H	MAG	17086	DK	26906	24346	28341		16.4	3.30
Lotherton Hall & Gardens	Y&H	MAG	16360	DK	20445	21270	19052		-10.4	3.30
Lupton Square Gallery	Y&H	MAG	DK	DK	DK	1800	1500	E	-16.7	F
Magna Science Adventure Centre	Y&H	MAG	155210	133715	144388	143204	122828		-14.2	9.95
Manor House Art Gallery & Museum	Y&H	MAG	DK	DK	DK	14999	15505		3.4	F
Museums Sheffield: Millennium Gallery	Y&H	MAG	DK	DK	829379	770644	879598		14.1	F
National Media Museum	Y&H	MAG	663444	DK	745857	605482	528304		-12.7	F
National Railway Museum	Y&H	MAG	902149	812891	810381	767863	619952		-19.3	F
Piece Hall Art Gallery	Y&H	MAG	DK	DK	34333	34210	32773	E	-4.2	F
Quilt Museum and Gallery	Y&H	MAG	DK	DK	8101	11191	13654		22.0	6.00
Richmondshire Museum	Y&H	MAG	4800	4500	3998	2692	2582		-4.1	2.50
Ripon Courthouse Museum	Y&H	MAG	DK	DK	DK	7163	6535		-8.8	1.50
Robin Hood's Bay and Fylingdales Museum	Y&H	MAG	DK	DK	DK	5812	5961		2.6	F
Rotunda William Smith Museum of Geology	Y&H	MAG	DK	DK	DK	18170	20503		12.8	4.50
Scarborough Art Gallery	Y&H	MAG	DK	DK	DK	17490	16633		-4.9	2.00

Smith Art Gallery	Y&H	MAG	6325	6231	6144	7617	6104	-19.9	F
Spurn Lightship	Y&H	MAG	DK	DK	DK	6691	4851	-27.5	F
Streetlife Museum	Y&H	MAG	DK	DK	93549	105209	98674	-6.2	F
Temple Newsam House and Farm	Y&H	MAG	91947	DK	94444	41187	34341	-16.6	6.00
The Bar Convent Museum	Y&H	MAG	2504	1911	1841	3365	2675	-20.5	F
Thirsk Museum	Y&H	MAG	1392	1597	1537	1565	1579	0.9	2.00
Thwaite Mills Watermill	Y&H	MAG	DK	DK	18962	28312	24275	-14.3	3.30
Todmorden Toy & Model Museum	Y&H	MAG	DK	DK	DK	900	900	E 0.0	F
Tolson Museum	Y&H	MAG	DK	DK	DK	31908	34880	9.3	F
Traditional Heritage Museum	Y&H	MAG	4423	4615	DK	4530	4585	E 1.2	1.50
Whitby Museum	Y&H	MAG	19691	20480	19149	18600	19041	2.4	3.00
Wilberforce House	Y&H	MAG	DK	DK	36552	40637	35920	-11.6	F
World of James Herriot	Y&H	MAG	35775	30000	32137	29322	25147	-14.2	6.00
York & Lancaster Regimental Museum	Y&H	MAG	29611	DK	DK	21960	21960	E 0.0	F
York Art Gallery	Y&H	MAG	DK	DK	153910	165280	212931	28.8	F
York Castle Museum	Y&H	MAG	DK	DK	269112	284808	309332	8.6	8.50
Yorkshire Museum	Y&H	MAG	DK	DK	50278	57534	56078	-2.5	7.50
Yorkshire Sculpture Park	Y&H	MAG	DK	DK	255000	225000	230000	E 2.2	F

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.31 Visits to steam/heritage railways

Attraction	Region	Category	2006	2007	2008	2009	2010		% 09/10	Entry
East										
Barton House Railway	EAST	R	1284	1232	1138	1240	1365	E	10.1	3.00
Colne Valley Railway	EAST	R	DK	DK	27000	26500	21970		-17.1	8.00
Wells and Walsingham Light Railway	EAST	R	20000	20000	20000	20000	20000	E	0.0	8.00
East Midlands										
Appleby Frodingham Railway Preservation Society	EM	R	DK	DK	DK	DK	2500	E	n/a	F
Lincolnshire Wolds Railway	EM	R	DK	DK	8500	7000	10000	E	42.9	6.00
Midland Railway - Butterley	EM	R	110000	110000	DK	DK	100000	E	n/a	12.00
North East										
Heatherslaw Light Railway	NE	R	DK	DK	20810	27532	29439		6.9	6.00
North West										
Kirkby Stephen Station	NW	R	1500	DK	DK	25000	25000	E	0.0	F
Ravenglass & Eskdale Railway	NW	R	DK	DK	DK	200446	218295		8.9	11.20
West Lancashire Light Railway	NW	R	13929	13527	DK	12596	11209	E	-11.0	4.00
South East										
Bredgar & Wormshill Light Railway	SE	R	5944	6046	3462	5442	5140		-5.5	7.50
Buckinghamshire Railway Centre	SE	R	37226	42500	35926	34447	31100		-9.7	9.00
Great Cockcrow Railway	SE	R	DK	DK	DK	10000	10000	E	0.0	3.00
Isle of Wight Steam Railway	SE	R	100000	100000	68552	72402	93619	E	29.3	3.00
Kent & East Sussex Railway	SE	R	97737	95074	88129	93378	96126		2.9	12.80
Spa Valley Railway	SE	R	DK	DK	29400	33622	29763		-11.5	7.00
South West										
Babbacombe Cliff Railway	SW	R	DK	DK	DK	DK	90000	E	n/a	1.80
GWR Gloucestershire Warwickshire Steam Railway	SW	R	DK	DK	DK	73836	64041		-13.3	12.00
Lynnton & Barnstaple Railway	SW	R	DK	DK	DK	50000	40000	E	-20.0	F
South Devon Railway	SW	R	DK	DK	99500	108500	111989		3.2	10.00
Swanage Railway	SW	R	200452	201548	DK	212000	210000		-0.9	9.00
West Somerset Railway	SW	R	230000	250000	240000	250000	215000		-14.0	14.80
West Midlands										
Chasewater Railway	WM	R	36700	43400	49345	58054	53500	E	-7.8	3.45
Oswestry Transport Museum/Cambrian Railway Society	WM	R	DK	DK	DK	8000	6500	E	-18.8	F
Rudyard Lake Steam Railway	WM	R	DK	DK	DK	35000	45000	E	28.6	F
Telford Steam Railway	WM	R	11657	DK	DK	2970	2750		-7.4	5.00
Yorkshire and Humber										
Historic Water Chute and Boating Lake	Y&H	R	DK	DK	160000	202000	226000		11.9	3.10
Wensleydale Railway	Y&H	R	DK	DK	DK	20000	25000	E	25.0	10.80

Table 9.32 Visits to visitor/heritage centres

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry
East									
Bawdsey Radar	EAST	VC	DK	DK	DK	2000	1675	-16.3	3.00
Epping Forest Visitor Centre	EAST	VC	DK	DK	DK	28000	27000	-3.6	F
Ha'penny Pier Visitor Centre	EAST	VC	7694	8847	7645	9194	9214	0.2	F
Heritage Workshop Centre	EAST	VC	DK	DK	285	698	890	E 27.5	F
Royal Gunpowder Mills	EAST	VC	18600	21650	22103	21676	18817	-13.2	7.50
The John Clare Cottage	EAST	VC	DK	DK	DK	DK	3000	E n/a	3.25
West Stow - The First English Village	EAST	VC	32269	33207	DK	31084	31954	2.8	6.00
East Midlands									
Billinghay Forge & Cottage	EM	VC	DK	DK	507	548	582	6.2	F
Boston Victorian Cemetery	EM	VC	DK	DK	DK	50	300	E 500.0	F
Grantham Museum	EM	VC	DK	DK	DK	19058	17676	-7.3	F
Heage Windmill	EM	VC	3376	DK	5842	5537	6016	8.7	3.50
Lincolnshire Archives	EM	VC	DK	DK	DK	10428	9531	E -8.6	F
Museum	EM	VC	29900	50746	35552	40000	40000	0.0	F
National Stone Centre	EM	VC	40000	40000	40000	40000	40000	E 0.0	F
St John's Chapel & Heritage Centre	EM	VC	200	650	650	650	650	E 0.0	F
Tapton Lock Visitor Centre	EM	VC	DK	DK	11650	23500	25150	7.0	F
Thorpe Camp	EM	VC	DK	DK	1914	2646	2427	-8.3	3.00
London									
Thames Chase Forest Centre	LON	VC	DK	DK	DK	7500	12000	E 60.0	F
North East									
Coquetdale Centre Rothbury	NE	VC	DK	DK	27945	30369	25072	-17.4	F
National Park Centre Ingram	NE	VC	DK	DK	27918	31749	28074	-11.6	F
National Park Centre Once Brewed	NE	VC	62338	DK	65205	70801	55197	-22.0	F
Northumbria Craft Centre	NE	VC	148271	145573	DK	139395	141650	1.6	F
The Heritage Centre at Bellingham	NE	VC	1730	1792	1600	3300	4060	23.0	3.00
North West									
Anderton Boat Lift - Lift Trips ¹	NW	VC	117025	115630	108995	113000	116000	2.7	7.00
Bollington Discovery Centre	NW	VC	DK	DK	DK	2545	2377	-6.6	F
Camforth Station and Visitor Centre	NW	VC	DK	DK	DK	10000	12000	E 20.0	F
Grizedale Forest Visitor Centre	NW	VC	39836	DK	DK	DK	176289	E n/a	F
Horwich Heritage Centre	NW	VC	DK	DK	DK	4000	4000	E 0.0	F
Knutsford Heritage Centre	NW	VC	DK	DK	16000	9058	10162	12.2	F
Park Bridge Heritage Centre	NW	VC	8197	9888	8096	8440	7002	-17.0	F
Pendle Heritage Centre	NW	VC	DK	DK	DK	182583	132663	E -27.3	3.30
Smithy Heritage Centre	NW	VC	DK	DK	DK	5296	6122	15.6	F
Williamson Tunnels Heritage Centre	NW	VC	DK	DK	11682	9679	8841	-8.7	4.00
South East									
Bembridge Heritage Centre	SE	VC	DK	DK	825	908	1200	E 32.2	1.00
Bletchley Park	SE	VC	DK	DK	80000	100000	120000	E 20.0	10.00
Brading Roman Villa	SE	VC	DK	DK	36000	35849	37330	4.1	6.50
Dapdune Wharf	SE	VC	14913	DK	15633	16900	17211	1.8	3.80
Oare Gunpowder Works County Park	SE	VC	DK	DK	DK	6847	8846	29.2	F
The Spike Guildford	SE	VC	DK	DK	DK	1020	1152	12.9	3.50
Ventnor Heritage Museum	SE	VC	1390	1178	1430	1221	1055	-13.6	1.50
South West									
Clifton Suspension Bridge Visitor Centre	SW	VC	DK	DK	52017	65200	62500	E -4.1	F
Newcomen Engine House	SW	VC	DK	DK	158300	160000	165000	E 3.1	F

Purbeck Information & Heritage Centre	SW	VC	DK	DK	DK	70030	64509		-7.9	F
Steep Holm	SW	VC	776	975	977	1422	889		-37.5	25.00
The Arthurian Centre	SW	VC	22000	16000	17000	17000	15000	E	-11.8	3.00
The Jane Austen Centre	SW	VC	44483	55764	54687	60544	60567		0.0	6.95
Wadworth Visitor Centre	SW	VC	DK	DK	DK	21000	21000	E	0.0	F
West Midlands										
National Memorial Arboretum	WM	VC	65000	130034	294792	267836	274900		2.6	F
Pershore Heritage Centre	WM	VC	2000	2050	DK	DK	1890	E	n/a	F
Roman Alcester	WM	VC	DK	DK	DK	4637	4641		0.1	F
Shropshire Wildlife Trust	WM	VC	DK	DK	30000	22000	22000		0.0	F
Tudor House Heritage Centre	WM	VC	11516	17129	11842	10020	10391		3.7	F
Weston's Cider - Cider Mill Tours	WM	VC	DK	DK	DK	42000	40000	E	-4.8	F
Whitchurch Heritage & Visitor Information Centre	WM	VC	21930	18218	17039	10976	7793		-29.0	F
Yorkshire and Humber										
Inspired By...	Y&H	VC	DK	DK	108000	130000	111342	E	-14.4	F
Scarborough Maritime Heritage Centre	Y&H	VC	DK	DK	DK	DK	4000	E	n/a	F
Sutton Bank National Park Visitor Centre	Y&H	VC	DK	DK	114634	128000	103468	E	-19.2	F

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.33 Visits to wildlife attractions

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry
East									
Amazona Zoo	EAST	WI	DK	DK	30944	48335	41065	-15.0	8.90
Colchester Zoo	EAST	WI	473228	DK	474579	849673	755136	-11.1	DK
Dunwich Heath Coastal Centre and Beach	EAST	WI	DK	DK	200000	200000	200000	E 0.0	F
English School of Falconry Bird of Prey	EAST	WI	DK	DK	8786	9371	10682	14.0	10.00
Hitchin Lavender at Cadwell Farm	EAST	WI	500	500	1000	3500	5500	E 57.1	3.00
Holkham NNR	EAST	WI	DK	DK	DK	800000	800000	E 0.0	F
Needham Lake and Nature Reserve	EAST	WI	260000	282000	280000	310000	310000	E 0.0	F
Orford Ness National Nature Reserve	EAST	WI	5687	7005	7000	8000	8500	E 6.3	7.20
Parndon Wood Nature Reserve	EAST	WI	DK	DK	DK	17000	16100	-5.3	F
RSPB Berney Marshes	EAST	WI	DK	DK	DK	DK	4000	n/a	F
RSPB Lakenheath Fen Nature Reserve	EAST	WI	DK	DK	DK	31210	28000	E -10.3	F
RSPB Minsmere Nature Reserve	EAST	WI	DK	DK	100593	91386	85415	-6.5	5.00
RSPB Titchwell Marsh Nature Reserve	EAST	WI	86502	84768	79788	75798	68000	E -10.3	F
Shepreth Wildlife Park and Waterworld	EAST	WI	72047	83058	72766	71058	66805	-6.0	9.95
Thrigby Hall Wildlife Gardens	EAST	WI	91077	85061	74692	69531	59815	-14.0	9.50
Wicken Fen National Nature Reserve	EAST	WI	39235	37079	39088	48184	42834	-11.1	5.20
Wild Britain	EAST	WI	34303	34088	33749	35424	34489	-2.6	6.95
ZSL Whipsnade Zoo	EAST	WI	446829	DK	468669	475036	428684	-9.8	17.70
East Midlands									
Skegness Natureland Seal Sanctuary	EM	WI	115505	114709	111424	118081	115939	-1.8	6.80
London									
ZSL London Zoo	LON	WI	883092	1108541	1039030	1059170	1011257	-4.5	18.00
North East									
Chillingham Wild Cattle	NE	WI	4326	3013	3033	3549	4077	14.9	5.00
Fame Islands	NE	WI	DK	DK	40242	49389	47092	-4.7	5.00
North West									
Chester Zoo ¹	NW	WI	1161922	1233044	1373459	1239044	1154285	-6.8	16.90
Chorlton Water Park	NW	WI	DK	DK	DK	260000	300000	E 15.4	F
Longton Brickcroft Nature Reserve	NW	WI	13800	DK	30000	30000	30000	E 0.0	F
The National Trust, Formby	NW	WI	DK	DK	21982	18278	18612	1.8	F
Wild Wings	NW	WI	DK	DK	DK	DK	2402	E n/a	4.50
Williamson Park - Ashton Memorial	NW	WI	DK	DK	DK	DK	27149	n/a	3.50
South East									
Boarstall Duck Decoy and Nature Reserve	SE	WI	471	1282	1220	1339	1315	-1.8	2.60
Cotswold Wildlife Park & Gardens	SE	WI	318184	321375	308149	328457	312075	-5.0	11.50
Curtis Wood	SE	WI	DK	DK	DK	12000	12000	E 0.0	F
Larkey Valley Wood	SE	WI	DK	DK	DK	15000	15000	E 0.0	F
Liberty's Owl Raptor & Reptile Centre	SE	WI	20548	19172	18404	18287	18418	0.7	7.50
Little Wittenham Nature Resrve	SE	WI	DK	DK	DK	150000	150000	E 0.0	DK
Port Lympne Wild Animal Park	SE	WI	173620	179175	168769	171440	141791	-17.3	17.95
RSPB Dungeness Nature Reserve	SE	WI	DK	DK	28500	30298	32326	6.7	3.00
RSPB Pulborough Brooks	SE	WI	96916	109232	98537	93123	91652	E -1.6	3.50
South Swale Nature Reserve	SE	WI	DK	DK	DK	7343	6504	E -11.4	F
Stoneywish Nature Reserve	SE	WI	DK	DK	10000	8000	9000	E 12.5	4.50
Titchfield Haven National Nature Reserve	SE	WI	49078	51625	49894	50307	48783	E -3.0	3.70
Whitehall Meadows and Bingley Island	SE	WI	DK	DK	DK	18000	18000	E 0.0	F
South West									
Arlington Bluebell Walk & Farm Trail	SW	WI	DK	DK	DK	91607	83828	-8.5	7.80

Birdland Park and Gardens	SW	WI	DK	DK	79798	80233	73580	-8.3	6.50	
Bristol Zoo Gardens	SW	WI	567142	541137	DK	556591	523134	-6.0	13.00	
Cotswold Falconry	SW	WI	22934	21950	21285	23877	23411	-2.0	6.50	
Dartmoor Otters and Buckfastleigh Butterflies Sanctuary	SW	WI	40000	45000	40000	30000	33000	E	10.0	7.35
East Dartmoor Woods and Heaths	SW	WI	DK	DK	10000	DK	50000	E	n/a	F
Exmoor Zoological Park	SW	WI	40371	38436	48973	45933	46559	1.4	9.25	
Ilfracombe Aquarium	SW	WI	DK	DK	DK	39254	32449	-17.3	3.50	
Living Coasts	SW	WI	127209	DK	107869	108224	113655	5.0	9.75	
National Lobster Hatchery	SW	WI	DK	DK	42990	DK	40711	n/a	3.00	
National Marine Aquarium	SW	WI	DK	DK	252000	265000	264000	-0.4	11.50	
Newquay Zoo	SW	WI	191767	199121	193866	174335	178210	2.2	10.95	
Paignton Zoo Environmental Park	SW	WI	463546	507727	533826	502187	456945	-9.0	11.90	
Tropiquaria Wildlife Park	SW	WI	78420	DK	39000	38000	33000	E	-13.2	8.00
West Midlands										
Kingsbury Water Park & Nature Reserve	WM	WI	DK	DK	356143	355122	340010	E	-4.3	F
Yorkshire and Humber										
Park Rose Birds of Prey & Wildlife Park	Y&H	WI	DK	DK	DK	DK	15000	E	n/a	3.50
RSPB Bempton Cliffs Reserve	Y&H	WI	DK	DK	DK	65000	65000	E	0.0	3.50
RSPB Blacktoft Sands Nature Reserve	Y&H	WI	21036	DK	17551	18448	18532	0.5	3.00	
Yorkshire Wildlife Park	Y&H	WI	DK	DK	DK	70000	217000	210.0	10.00	

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)

Table 9.34 Visits to workplaces

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry	
East										
Alby Crafts and Gardens	EAST	WP	6500	DK	15000	25000	27000	E 8.0	F	
Cat Pottery (And Railway Junk Yard)	EAST	WP	18000	17000	15000	DK	20000	E n/a	F	
Elgood's Brewery and Garden	EAST	WP	5349	4996	6000	6470	7347	13.6	6.50	
Mill Green Museum and Mill	EAST	WP	DK	DK	17967	19979	20726	3.7	F	
St Peter's Brewery and Visitor Centre	EAST	WP	19000	19000	17500	16000	17000	E 6.3	4.50	
East Midlands										
Batmans Brewery Visitors Centre	EM	WP	DK	DK	DK	16000	15000	E -6.3	F	
Woodnewton Pottery	EM	WP	DK	DK	DK	5000	5000	E 0.0	F	
Ye Olde Pork Pie Shoppe	EM	WP	201688	208428	209206	213499	210124	-1.6	F	
North West										
Ellenroad Engine House	NW	WP	1950	DK	2684	2810	3000	E 6.8	3.00	
Mersey Tunnel Tours	NW	WP	DK	DK	DK	2990	2983	-0.2	5.00	
Unicorn Brewery - Robinsons	NW	WP	1789	1599	1296	1899	774	E -59.2	6.75	
South East										
Bothy Vineyard	SE	WP	DK	DK	DK	1000	1000	E 0.0	7.50	
Brede Steam Engine Society - The Giants of Brede	SE	WP	2500	3000	3300	3500	4500	E 28.6	F	
Brill Windmill	SE	WP	DK	DK	DK	500	685	37.0	2.00	
Carr Taylor Wines Ltd	SE	WP	20336	15800	16047	15941	13692	-14.1	1.50	
Chiltern Valley Winery & Brewery	SE	WP	10000	DK	DK	5000	6500	E 30.0	F	
Coultershaw Beam Pump	SE	WP	919	915	931	871	862	-1.0	2.00	
Godstone Vineyard	SE	WP	DK	DK	DK	2000	2000	E 0.0	F	
Hogs Back Brewery Limited	SE	WP	100000	DK	3100	3900	4500	E 15.4	10.00	
Isobel Kennett Crafts	SE	WP	10	12	23	15	10	E -33.3	1.00	
New Forest Cider	SE	WP	DK	DK	24000	25000	24200	E -3.2	F	
Nutley Mill	SE	WP	1250	DK	986	1249	1256	0.6	F	
Ridgeview Vineyard	SE	WP	DK	DK	DK	2500	2750	E 10.0	F	
Shepherd Neame Brewery Tours	SE	WP	14082	16752	17496	15944	17394	9.1	10.00	
The Chapel Down Winery	SE	WP	DK	DK	38000	43000	48000	E 11.6	9.00	
The Glass Studio	SE	WP	250000	250000	200000	175000	165000	E -5.7	F	
South West										
Artists in Painswick	SW	WP	DK	DK	DK	1000	750	E -25.0	F	
Hecks Farmhouse Cider	SW	WP	DK	DK	DK	7000	9000	E 28.6	F	
Peet Leather	SW	WP	DK	DK	DK	260	125	E -51.9	F	
Studio Works Gallery	SW	WP	DK	DK	DK	15000	15000	E 0.0	F	
West Midlands										
Jinney Ring Craft Centre	WM	WP	270000	260000	200000	220000	220000	E 0.0	F	
Yorkshire and Humber										
Fangfoss Pottery	Y&H	WP	2000	DK	2500	2500	2500	E 0.0	F	
The New Inn & Cropton Brewery	Y&H	WP	DK	DK	DK	DK	5000	E n/a	4.95	
The Workshop & Showroom	Y&H	WP	DK	DK	DK	600	550	E -8.3	F	

Table 9.35 Visits to places of worship

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry
East									
Church of St Peter and St Paul	EAST	WO	DK	DK	DK	DK	10000	E n/a	F
Peterborough Cathedral	EAST	WO	66045	69457	74525	75870	80804	E 6.5	F
St Edmundsbury Cathedral	EAST	WO	74000	71780	69860	82097	86279	5.1	F
St Lawrence Rural Discovery Church	EAST	WO	1000	1000	1000	1000	800	E -20.0	F
St Mary's Church	EAST	WO	DK	DK	DK	10876	13365	22.9	F
Walpole St Peter's Church	EAST	WO	5000	5000	5000	5000	5000	E 0.0	F
East Midlands									
Bakewell All Saints Parish Church	EM	WO	DK	DK	4000	3500	3800	E 8.6	F
Church of All Saints Earls Barton	EM	WO	DK	DK	DK	1550	1350	E -12.9	F
Derby Cathedral	EM	WO	DK	DK	50000	55000	110000	E 100.0	F
Holy Trinity Church	EM	WO	DK	DK	DK	DK	2700	E n/a	F
Leicester Cathedral	EM	WO	DK	DK	37059	73307	80000	E 9.1	F
Lincoln Cathedral	EM	WO	208000	202000	200000	200000	150000	E -25.0	6.00
Newark Parish Church	EM	WO	DK	DK	6000	8000	8000	E 0.0	F
Padley Manor, Gatehouse & Chapel	EM	WO	DK	DK	DK	4000	4750	18.8	F
Parish Church of St. Mary Whaplode	EM	WO	DK	DK	DK	1250	1450	E 16.0	F
Sleaford St. Denys	EM	WO	DK	DK	DK	600	700	E 16.7	F
Southwell Minster	EM	WO	60000	DK	90000	90000	100100	11.2	F
St Andrew's Church	EM	WO	DK	DK	DK	4500	4300	-4.4	F
St Mary's Bridge Chapel	EM	WO	300	450	400	8000	6000	-25.0	F
Wesley Methodist Memorial Church	EM	WO	DK	DK	2600	8000	6000	E -25.0	F
London									
Buddhapadipa Temple (Thai Temple)	LON	WO	15000	15000	8000	15000	20000	E 33.3	F
Central Hall Westminster	LON	WO	36000	42000	8274	6165	10299	67.1	F
Church of St Anne's Limehouse	LON	WO	DK	DK	DK	97232	104993	8.0	F
Queen's Chapel of the Savoy	LON	WO	2000	2000	2000	3000	3000	E 0.0	F
Southwark Cathedral	LON	WO	160000	170000	180000	190000	185000	E -2.6	F
St Alfege's Church	LON	WO	DK	DK	DK	12587	11998	E -4.7	F
St Andrew-by-the-Wardrobe Church	LON	WO	DK	DK	DK	2000	2000	E 0.0	F
St George-in-the-East Church	LON	WO	DK	DK	DK	2700	2900	E 7.4	F
St James' Church Garlickhythe	LON	WO	DK	DK	DK	1000	1000	E 0.0	F
St Lawrence Jewry-Next-Guildhall	LON	WO	DK	DK	DK	4000	4000	E 0.0	F
St Martin-within-Ludgate	LON	WO	15000	DK	DK	22600	22600	E 0.0	F
St Mary Abchurch	LON	WO	DK	DK	DK	DK	2000	E n/a	F
St Paul's Cathedral	LON	WO	1623881	1623881	1687861	1821321	1892467	E 3.9	12.50
St Stephen Walbrook	LON	WO	DK	DK	DK	51000	57000	E 11.8	F
Westminster Abbey	LON	WO	1028991	1058362	1481150	1449593	1394427	-3.8	15.00
North East									
Escomb Saxon Church	NE	WO	3974	3485	2922	3380	2646	E -21.7	F
Hexham Abbey	NE	WO	120000	120000	103000	104000	100649	E -3.2	F
Newbiggin Methodist Chapel	NE	WO	1100	616	712	625	259	-58.6	F
St Andrew's Church	NE	WO	45	39	31	6100	5900	E -3.3	F
St Hilda's Church Visitor Centre	NE	WO	DK	DK	DK	2530	2800	E 10.7	F
St Laurence Church	NE	WO	300	300	200	DK	500	E n/a	F
St Mary the Virgin Church	NE	WO	625	638	404	363	529	45.7	F
The Cathedral Church of St. Nicholas	NE	WO	45000	50000	55000	50000	60000	E 20.0	F
North West									
Carlisle Cathedral	NW	WO	DK	DK	156918	166204	169890	E 2.2	F

Chester Cathedral	NW	WO	624500	DK	75000	81000	77000	E	-4.9	5.00
Parish Church of St Mary	NW	WO	8388	8066	7543	8976	9498		5.8	F
Princes Road Synagogue	NW	WO	DK	3000	5000	4600	8550	E	85.9	3.50
St Mary & St Michael's Church	NW	WO	DK	DK	430	540	500	E	-7.4	F
South East										
All Saints Church Tudeley	SE	WO	DK	DK	DK	5000	6000	E	20.0	F
Church of St Mary Magdalene	SE	WO	500	500	500	500	500	E	0.0	F
Guildford Cathedral	SE	WO	42163	39553	39219	40562	34168		-15.8	F
Romsey Abbey	SE	WO	DK	DK	30500	32500	40000	E	23.1	F
Rycote Chapel	SE	WO	DK	DK	DK	888	940	E	5.9	3.50
Saint Mildred's Church and Church Centre	SE	WO	50000	DK	DK	25000	25000	E	0.0	F
Sandham Memorial Chapel	SE	WO	10504	10125	10399	12063	11073		-8.2	4.00
St Andrew's Church	SE	WO	600	DK	DK	500	500	E	0.0	F
St Bartholomews Church	SE	WO	DK	DK	31200	36400	36630	E	0.6	F
St Martin's Church	SE	WO	DK	DK	DK	3000	3300	E	10.0	F
South West										
Bath Abbey	SW	WO	DK	DK	307658	330398	335348	E	1.5	F
Buckfast Abbey	SW	WO	DK	DK	DK	352906	324259	E	-8.1	F
Culbone Church	SW	WO	DK	DK	4000	3000	3000	E	0.0	F
Exeter Cathedral - Church of Saint Peter	SW	WO	DK	DK	101254	131741	108686		-17.5	5.00
Gloucester Cathedral	SW	WO	360000	300000	DK	262370	320171		22.0	F
Parish Church of St Mary	SW	WO	15000	9000	12000	15000	15000	E	0.0	F
Salisbury Cathedral	SW	WO	248795	DK	233021	237702	242254		1.9	F
St Mary's Church	SW	WO	DK	DK	DK	5720	5500	E	-3.8	F
St Mary's church	SW	WO	DK	DK	DK	2500	3000	E	20.0	F
St Mary's Church	SW	WO	DK	DK	4000	3000	3000	E	0.0	F
St Michael's Mount	SW	WO	196337	203472	194692	240729	266000		10.5	7.00
St Petroc's Parish Church	SW	WO	DK	DK	DK	4250	8500	E	100.0	F
Stinsford Church	SW	WO	3500	4000	DK	DK	2600	E	n/a	F
The Parish Church of St John the Baptist	SW	WO	DK	DK	DK	18500	18750	E	1.4	F
Trecarrell Manor Chapel and Hall	SW	WO	DK	DK	400	300	250	E	-16.7	F
Truro Cathedral	SW	WO	140000	140000	DK	180000	170000	E	-5.6	F
West Midlands										
Great Malvern Priory	WM	WO	30000	30000	DK	30000	30000	E	0.0	F
Holy Trinity	WM	WO	DK	DK	27532	24875	31471		26.5	F
Holy Trinity Church	WM	WO	DK	DK	250000	220000	240000	E	9.1	F
Kilpeck Church (Church of St David and St Mary)	WM	WO	2500	2000	3500	4500	5000	E	11.1	F
Lichfield Cathedral	WM	WO	100000	100000	DK	90000	110000	E	22.2	F
St Chad's Church, Shrewsbury	WM	WO	DK	DK	DK	25000	27000	E	8.0	F
St John The Baptist Church	WM	WO	DK	DK	300	1500	2108		40.5	F
St Laurence's Church	WM	WO	DK	DK	44000	49000	52000	E	6.1	F
Yorkshire and Humber										
All Hallows Parish Church Kirkburton	Y&H	WO	DK	DK	700	600	550	E	-8.3	F
Ampleforth Abbey Grounds	Y&H	WO	DK	DK	DK	10000	20000	E	100.0	F
Beverley Minster	Y&H	WO	60000	64000	59000	63200	59000	E	-6.6	F
Boothtown Methodist Church	Y&H	WO	DK	DK	DK	1820	700	E	-61.5	F
Church of St Michael and All Angels	Y&H	WO	DK	DK	DK	1500	1500	E	0.0	F
Dewsbury Minster	Y&H	WO	31357	DK	33541	35513	33304		-6.2	F
Good Hope Chapel - Raven Hall Hotel	Y&H	WO	DK	DK	1850	DK	1000	E	n/a	F
Highflatts Quaker Meeting House	Y&H	WO	DK	DK	DK	275	255	E	-7.3	F
Holy Trinity Church	Y&H	WO	5026	7052	6898	8500	7964	E	-6.3	F
Ripon Cathedral	Y&H	WO	DK	DK	83000	98000	84396	E	-13.9	F
Rotherham Talbot Lane	Y&H	WO	DK	DK	DK	77453	232425	E	200.1	F

Saltaire United Reformed Church	Y&H	WO	DK	DK	DK	27000	30000	E	11.1	F
St Cuthbert's Church	Y&H	WO	DK	DK	DK	300	306		2.0	F
St James and All Saints	Y&H	WO	DK	DK	200	100	100	E	0.0	F
St Mary's Parish Church Whitby	Y&H	WO	DK	DK	16940	23280	43997	E	89.0	F
St Michaels and All Angles Church	Y&H	WO	DK	DK	DK	5061	3500	E	-30.8	F
St Peter's RC Church	Y&H	WO	DK	DK	DK	12	100	E	733.3	F
York Minster ¹	Y&H	WO	895000	815000	759662	797100	512075		-35.8	9.00

¹ Visit data provided by ALVA (Association of Leading Visitor Attractions)


Table 9.36 Visits to other attractions

Attraction	Region	Category	2006	2007	2008	2009	2010	% 09/10	Entry	
East										
Great Dunmow Maltings	EAST	O	1637	1051	DK	950	1050	E 10.5	1.50	
Lee Valley Boat Centre	EAST	O	DK	DK	DK	DK	18000	E n/a	DK	
Liana (Boat Trip)	EAST	O	1060	1892	1664	2445	1957	-20.0	7.00	
Merrivale Model Village	EAST	O	43500	43944	DK	48353	47778	-1.2	6.00	
Mississippi Boat Trips	EAST	O	50000	50000	25593	30261	27827	-8.0	6.50	
Orwell River Cruises Limited	EAST	O	6500	6250	6500	7350	7745	5.4	12.50	
Poshboatz	EAST	O	DK	DK	DK	4900	6100	24.5	2.00	
Suffolk County Tours	EAST	O	DK	DK	DK	71	97	36.6	18.50	
Summerfields Miniature Railway	EAST	O	DK	DK	DK	3000	3000	E 0.0	1.50	
The Captains Folly River Trip boat	EAST	O	DK	DK	DK	1350	1175	E -13.0	5.00	
The Captain's Table	EAST	O	DK	DK	DK	5500	5000	E -9.1	19.50	
The Poppy Line (North Norfolk Railway)	EAST	O	125000	129700	122000	130000	143761	10.6	10.50	
East Midlands										
Browne's Hospital	EM	O	DK	DK	DK	1000	936	-6.4	2.50	
Gainsborough Model Railway Society	EM	O	DK	DK	2182	2047	1919	-6.3	3.50	
Swannington Heritage Trail and Mill	EM	O	DK	DK	4000	4000	4500	E 12.5	F	
Treak Cliff Cavern	EM	O	DK	DK	41192	38607	34546	-10.5	7.95	
London										
Chislehurst Caves	LON	O	43442	38165	42475	39021	42032	7.7	5.00	
London Metropolitan Archives	LON	O	DK	DK	32000	31000	30673	-1.1	F	
Marx Memorial Library	LON	O	1750	2043	1000	DK	1488	n/a	F	
Nunhead Cemetery	LON	O	DK	DK	DK	10000	10000	E 0.0	F	
Wesley's Chapel, House and Museum of Methodism	LON	O	8862	9926	15000	20000	20000	E 0.0	F	
North East										
Barter Books	NE	O	210000	DK	210000	245000	300000	22.4	F	
Carlisle Park and William Turner Garden	NE	O	DK	DK	DK	DK	350000	E n/a	F	
Derwent Walk	NE	O	315000	DK	324000	324000	325000	E 0.3	F	
Peterlee Parachute Centre	NE	O	DK	DK	DK	7400	10200	E 37.8	0.00	
River Escapes	NE	O	DK	DK	DK	50000	60000	E 20.0	10.00	
The Maltings Theatre and Cinema	NE	O	DK	DK	DK	103000	103000	E 0.0	12.00	
North West										
Beckstones Art Gallery	NW	O	DK	DK	DK	10000	11500	E 15.0	F	
Blencathra Centre	NW	O	DK	DK	DK	8000	7700	E -3.8	DK	
Camesky's Ghost Train	NW	O	DK	DK	DK	DK	22003	n/a	4.50	
Cheshire Farm Ice Cream	NW	O	250000	220000	250000	275000	300000	E 9.1	F	
East Lancashire Railway	NW	O	DK	DK	105060	101000	112027	10.9	11.80	
Graythwaite Tour	NW	O	DK	DK	DK	1000	2000	100.0	30.00	
Heron Corn Mill	NW	O	DK	DK	DK	8500	8950	E 5.3	F	
John Rylands Library	NW	O	DK	60127	DK	84183	79277	E -5.8	F	
Red Jack Tours	NW	O	DK	DK	DK	264	263	-0.4	5.00	
Sandcastle Waterpark	NW	O	223535	DK	292774	339795	319129	-6.1	11.50	
Top Hat Tours	NW	O	DK	DK	7114	6972	9478	35.9	4.00	
Ullswater 'Steamers'	NW	O	309365	303008	260411	348042	331005	-4.9	5.70	
Windermere Lake Cruises, Bowness	NW	O	1267066	1274976	1199934	1313807	1312423	-0.1	6.75	
South East										
Battle of Britain Memorial	SE	O	DK	DK	DK	35000	40000	E 14.3	F	
Birtley House Sculpture Garden	SE	O	DK	DK	DK	2000	4000	E 100.0	F	
Brighton City Sightseeing	SE	O	DK	DK	DK	75000	90000	E 20.0	8.00	


Canterbury Tourist Guides Ltd.	SE	O	DK	DK	DK	18265	21715	E	18.9	5.50
Chichester Ship Canal Boat Trips	SE	O	DK	DK	3700	4382	3732		-14.8	5.25
Faringdon Folly	SE	O	DK	DK	DK	2690	1671		-37.9	1.50
Fishers Farm Park	SE	O	144532	136241	148707	159002	124259		-21.9	14.25
Fort Victoria Model Railway	SE	O	14500	14000	12036	12000	13500	E	12.5	3.80
Gosport Ferry Cruises	SE	O	DK	DK	4718	3900	3547		-9.1	16.00
Grebe Canal Cruises	SE	O	DK	DK	DK	DK	15000	E	n/a	7.75
Jordans Quaker Meeting House	SE	O	DK	DK	DK	2300	10107	E	339.4	F
Kris Cruisers	SE	O	DK	DK	DK	17000	18000	E	5.9	F
Paddle Steamer Kingswear Castle	SE	O	19425	DK	DK	17266	11777		-31.8	30.00
Pleasant Promenades - Guided Walking Tours of Royal Tunbridge Wells	SE	O	DK	DK	2842	2839	2734		-3.7	3.00
Project Timescape and Northmoor Trust Estate	SE	O	DK	DK	DK	10000	5000	E	-50.0	2.50
Pumpkin Cottage, Slindon	SE	O	DK	DK	DK	15000	12000	E	-20.0	F
St Peter's Village Tour	SE	O	DK	DK	952	899	1019		13.3	F
Surrey and Hants Canal Cruises Ltd	SE	O	DK	DK	5400	6000	7200	E	20.0	6.00
The 1642 Living History Village	SE	O	2957	4064	DK	5212	3643		-30.1	4.50
Winchester Area Tourist Guides	SE	O	DK	DK	DK	4118	5000	E	21.4	4.00
South West										
Abbotshood Cycle Hire	SW	O	DK	DK	DK	1200	1200	E	0.0	F
Camglaze Slate Caverns	SW	O	19944	22183	23092	23259	19001		-18.3	6.00
Cheddar Sweet Kitchen	SW	O	DK	DK	190000	150000	130000	E	-13.3	F
City Sightseeing Tour	SW	O	DK	DK	DK	500000	500000	E	0.0	11.50
CREATE Centre and Ecohome	SW	O	DK	DK	DK	20000	25000	E	25.0	F
Grand Pier	SW	O	DK	DK	2000000	DK	250000	E	n/a	F
Puzzlewood	SW	O	DK	DK	DK	20000	45000		125.0	5.00
Science Museum Library and Archives	SW	O	DK	DK	DK	1000	704	E	-29.6	F
Seaton Tramway	SW	O	108622	97179	85932	84715	89116		5.2	8.35
Teignmouth Orangerie	SW	O	DK	DK	512	DK	200	E	n/a	F
The Cheddar Gorge Cheese Company, Shop & Working Dairy	SW	O	30000	DK	23300	28200	26000		-7.8	1.95
Wimborne Model Town and Gardens	SW	O	30000	29000	32000	30000	31000		3.3	4.50
West Midlands										
Artrix	WM	O	DK	DK	DK	61000	62000	E	1.6	6.00
BBC Tours Birmingham	WM	O	DK	DK	DK	3762	4686	E	24.6	6.00
Creaky Cauldron	WM	O	DK	DK	3016	23897	18434		-22.9	5.00
Dudley Canal Trust (Trips) Ltd	WM	O	74294	77251	82926	80884	82885		2.5	5.20
Go Ape! High Wire Forest Adventure - Wyre Forest	WM	O	DK	DK	DK	15315	13223		-13.7	30.00
Green Wood Centre	WM	O	DK	DK	DK	7000	6000	E	-14.3	F
Guided Walk/Tour	WM	O	DK	DK	1099	1076	1558		44.8	15.00
Guided Walking Tours of Hereford - City of	WM	O	DK	DK	807	1184	993		-16.1	3.00
Revills Farmshop	WM	O	DK	DK	DK	30000	40000	E	33.3	F
Skirmish Paintball	WM	O	DK	DK	DK	25000	23000	E	-8.0	9.99
The Handsom Boat Company	WM	O	DK	DK	DK	7500	8000	E	6.7	3.00
The Hop Pocket Craft Centre	WM	O	145000	150000	155000	170000	180000	E	5.9	F
Worcester Walks	WM	O	DK	DK	1498	DK	2209		n/a	4.00
Yorkshire and Humber										
Abbey Light Railway	Y&H	O	3398	3681	4000	5152	4831		-6.2	1.00
Airedale Cruising/Narrowboat	Y&H	O	DK	DK	DK	172	213		23.8	15.00
Charlotte the Charabanc	Y&H	O	DK	DK	DK	50000	55000	E	10.0	F
Marshall's Humber Car Museum	Y&H	O	DK	DK	DK	6000	1000	E	-83.3	F
Raydale Preserves	Y&H	O	2610	3132	3199	2000	2000		0.0	F
Stubbing Wharf Cruises	Y&H	O	DK	DK	2500	3600	4000	E	11.1	5.00
The Passionate Brontes	Y&H	O	DK	DK	DK	723	946		30.8	5.00

Appendix 1

A. Survey of visits to visitor attractions questionnaire



SURVEY OF VISITS TO VISITOR ATTRACTIONS 2010



Please help VisitEngland and the Regional Tourist Organisations establish trends in the attractions' sector in 2010 by taking part in our major annual survey, conducted by BDRCContinental. **ALL ATTRACTIONS COMPLETING THIS QUESTIONNAIRE WILL RECEIVE A PERSONALISED REPORT BENCHMARKING THEIR PERFORMANCE**

All information you provide in this questionnaire will be treated in strictest confidence (please see Section 6.1 to grant permission to publish visitor numbers)

Please complete the questions by ticking the relevant box or by writing on the line provided. Please return the questionnaire by 6th May 2011 in the pre-paid envelope provided. Please refer to the enclosed guidelines when completing the questionnaire.

We are always trying to improve the quality and quantity of responses to the survey by providing as much flexibility as possible to encourage participation. We now offer an option for completing the survey online via a secure website. Simply visit: www.visitenglandattractions.com and login using the User Name and Password details printed below.

If any of the contact information printed below is incorrect or missing, please write in the correct details.

Contact Name:	Tel:	ID:
E-mail:	Name of Attraction:	Website:
Position:		User Name:
Address:		Password:
		Serial:

N.B: If the questionnaire should be sent to a different address, please supply separate details.

SECTION ONE – ATTRACTION DETAILS

1.1 In 2009, your main attraction category was:
 Is this correct? Yes No If no or missing, please tick below the main category to be used for analysis.

Castle / Fort <input type="checkbox"/>	Museum and / or Art Gallery <input type="checkbox"/>
Country Park <input type="checkbox"/>	Farm / Rare Breeds / Farm Animals <input type="checkbox"/>
Distillery / Vineyard or Brewery <input type="checkbox"/>	Nature Reserve / Wetlands / Wildlife Trips <input type="checkbox"/>
Garden <input type="checkbox"/>	Safari Park / Zoo / Aquarium / Aviary <input type="checkbox"/>
Heritage / Visitor Centre <input type="checkbox"/>	Steam/Heritage Railway <input type="checkbox"/>
Historic House / House and Garden / Palace <input type="checkbox"/>	Other Historic/Scenic Transport Operator <input type="checkbox"/>
Historic Monument / Archaeological Site <input type="checkbox"/>	Industrial/Craft Workplace <input type="checkbox"/>
Place of Worship (still in use) <input type="checkbox"/>	Science / Technology Centre <input type="checkbox"/>
Other Historic Property <input type="checkbox"/>	Other (Please specify below) <input type="checkbox"/>
Leisure / Theme Park <input type="checkbox"/>	

1.2 Which of these best describes the location of your attraction? Coastal Rural Urban

SECTION TWO – VISITORS

2.1 For 2009, your organisation provided us with total visitor numbers (paid and free) of:
 Is this correct? Yes No
 If no or missing, please indicate the correct 2009 visitor numbers:

2.2 What were your visitor numbers during the 2010 Calendar Year? (Please exclude special events outside normal opening hours or any private hire).
 Total visitor numbers (paid and free) Are these numbers: Exact? An Estimate?

2.3 What percentage of total visitors in 2010 (paid and free) fell into each category?
 Adults % Are these percentages: Exact? An Estimate?
 Children %
 TOTAL 100%

2.4 For 2009, your organisation provided us with a total number of school children visits of:
 Approximately how many school children visited your attraction as part of an organised group in 2010?
 Number of school children Is this number: Exact? An Estimate?

2.5 And approximately how many others visited your attraction as part of an organised education group in 2010?
 Other education visitors (excl. school children)

2.6 Did you charge for admission to the main attraction in 2010? Yes No

2.7 Please provide the standard admission charge (in high season / summer) per person for the main attraction in 2010 (including VAT): Adult £ . p (€ in 2009) Child £ . p (€ in 2009)

2.8 Origin of visitors:

- (a) For 2009, your organisation provided us with a percentage of visitors from overseas of %
 What percentage of total visitors in 2010 do you estimate were from overseas? %
 Compared with 2009, was the number of visitors from overseas in 2010: Up Down Similar
- (b) For 2009, your organisation provided us with a percentage of visitors living locally/within day trip distance of %
 What percentage of total visitors in 2010 do you estimate lived locally or within day trip distance of your attraction? %
 Compared with 2009, was the number of visitors living locally or within day trip distance in 2010:
 Up Down Similar

SECTION THREE – OPERATION S/MARKETING

3.1 Gross revenue

- (a) How did the attraction's gross revenue in 2010 compare with 2009? Up Down Similar
 (b) What ~~was~~ the percentage increase / decrease? %

- 3.2 Compared with 2009, was expenditure on marketing activities in 2010: Up Down Similar

SECTION FOUR – HUMAN RESOURCES

4.1 How many people were employed in any tourism-related activities in the attraction in 2010, including yourself, working owners and self employed? (Please enter numbers). The 2009 figures you provided for us are shown on the left.

2009 Figures		2010 Figures (Please complete)	
Full-time permanent		Full-time permanent	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Full-time seasonal		Full-time seasonal	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Part time permanent		Part-time permanent	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Part-time seasonal		Part-time seasonal	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Unpaid volunteers		<u>Unpaid</u> volunteers	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

SECTION FIVE – REVENUE GENERATION

5.1 Which of the following did your main attraction offer in 2010?

Membership scheme (Members/Friends/Season Tickets) <input type="checkbox"/>	Corporate events <input type="checkbox"/>	Public venue hire (e.g. weddings) <input type="checkbox"/>
Public events (outside usual operation) <input type="checkbox"/>	Retail shop <input type="checkbox"/>	Café/restaurant <input type="checkbox"/>
Costumed interpreters <input type="checkbox"/>	Website <input type="checkbox"/>	Online booking facility (tickets, events) <input type="checkbox"/>
		None of these <input type="checkbox"/>

- 5.2 Did you apply for external funding for your attraction in 2010? Yes No DK

IF YES: From who / which organisation(s) _____

And thinking about the main bid for funding, was this successful? Yes No Still pending DK

SECTION SIX - HOW CAN WE USE YOUR DATA?

The information you provide in this survey will be combined with results from other attractions and used to assess trends in the attractions sector and to inform regional development, economic impact models and planning work.

All data will be held in strict confidence by BDRIC Continental and the Research Managers at VisitEngland and regional tourist organisations subject to the following questions:

- 6.1 Can we publish your total visitor numbers (Q2.2)? Yes No

- 6.2 The Museums, Libraries and Archives Council (MLA) and English Heritage use the museums/artgallery and heritage data from this survey. Can we pass on data from your attraction for this purpose?

Yes to MLA Yes to English Heritage No to both Not a Museum/Art Gallery/Heritage attraction

We are also interested in hearing from attractions who should like to participate in our quarterly monitor, looking at current trends within the industry. If you would like to take part and receive free quarterly reports of the latest findings, visit www.visitenglandattractions.com to register (user name and password overleaf).

I declare that the information provided on this form is true to the best of my knowledge.

Signed: _____ Date: _____

Name: (BLOCKCAPITALS) _____ Job Title: _____

If you would prefer to take part in this survey online in future, please write in your Email Address: _____

Thank you for participating in this survey. Please return the completed questionnaire by 6th May 2011 in the pre-paid envelope provided to BDRIC Continental. No stamp is required. If you wish to contact someone about the survey then please do not hesitate to contact either: Lisa Prichard (VisitEngland, Tel: 0207 578 1466, Email: attractions2010@visitengland.org) or Bijc Quan (BDRIC Continental, Tel: 0207 400 0390, Email: bijc@bdric-continental.com).

B. Reference sources

Meteorological Office: <http://www.metoffice.gov.uk/climate/uk/2010/>

C. Index of attractions in Section 10

This index is provided to help readers identify under which attraction category individual attractions are listed.

- Attractions are listed below alphabetically
- The Government Office Region, county/unitary authority/former metropolitan borough and district are shown for each attraction
- The category abbreviation is identified (see Table 10.1 for details)

Attraction	Region	Category	District	County
1066 Battle Abbey and Battlefield	SE	HP	Rother	East Sussex
2 Willow Road	LON	HP	Camden	Greater London
A la Ronde	SW	HP	East Devon	Devon
Abbey Barn	WM	MAG	Warwick	Warwickshire
Abbey House	Y&H	MAG	Ryedale	North Yorkshire
Abbey Light Railway	Y&H	O	Leeds	WEST YORKSHIRE
Abbey Pumping Station	EM	MAG	Leicester	Leicestershire
Abbotshood Cycle Hire	SW	O	Mid Devon	Devon
Acorn Bank Garden & Watermill	NW	G	Eden	Cumbria
Acton Scott Historic Working Farm	WM	MAG	Shropshire	Shropshire
Airedale Cruising/Narrowboat	Y&H	O	Craven	North Yorkshire
Alby Crafts and Gardens	EAST	WP	North Norfolk	Norfolk
Aldborough Roman Site	Y&H	HP	Harrogate	North Yorkshire
Aldershot Military Museum	SE	MAG	Rushmoor	Hampshire
Alexander Keiller Museum	SW	MAG	Wiltshire	Wiltshire
Alfriston Clergy House	SE	HP	Wealden	East Sussex
Alice Holt Forest Park	SE	CP	East Hampshire	Hampshire
All Hallows Parish Church Kirkburton	Y&H	WO	Kirklees	West Yorkshire
All Saints Church Tudeley	SE	WO	Tunbridge Wells	Kent
Allen Gallery	SE	MAG	East Hampshire	Hampshire
Almonry Gardens	SE	G	Rother	East Sussex
Amazona Zoo	EAST	WI	North Norfolk	Norfolk
Amersham Museum	SE	MAG	Chiltern	Buckinghamshire
Ampleforth Abbey Grounds	Y&H	WO	Ryedale	North Yorkshire
Ancient High House	WM	HP	Stafford	Staffordshire
Ancient House Museum of Thetford Life	EAST	MAG	Breckland	Norfolk
Anderton Boat Lift - Lift Trips	NW	VC	Cheshire West And Chester	Cheshire
Andover Museum and The Museum of the Iron Age	SE	MAG	Test Valley	Hampshire
Anglesey Abbey, Gardens and Lode Mill	EAST	HP	East Cambridgeshire	Cambridgeshire
Antony	SW	HP	Cornwall	Cornwall
Appleby Frodingham Railway Preservation Society	EM	R	North Lincolnshire	LINCOLNSHIRE
Apsley House	LON	HP	Westminster	GREATER LONDON
Arbeia Roman Fort and Museum	NE	HP	South Tyneside	Tyne and Wear EAST RIDING OF YORKSHIRE
Arctic Corsair	Y&H	MAG	Kingston upon Hull	YORKSHIRE
Arlington Bluebell Walk & Farm Trail	SW	WI	Wealden	East Sussex
Army Medical Services Museum	SE	MAG	Guildford	Surrey
Artists in Painswick	SW	WP	Stroud	Gloucestershire
Artlink	Y&H	MAG	Kingston upon Hull	East Riding of Yorkshire
Artrix	WM	O	Bromsgrove	Worcestershire
Arundells	SW	HP	Wiltshire	Wiltshire
Ascott House	SE	HP	Aylesbury Vale	Buckinghamshire

Ashby de la Zouch Castle	EM	HP	North West Leicestershire	Leicestershire
Ashford Borough Museum	SE	MAG	Ashford	Kent
Ashmolean Museum	SE	MAG	Oxford	Oxfordshire
Ashwell Village Museum	EAST	MAG	North Hertfordshire	Hertfordshire
Astbury Mere Country Park	NW	CP	Cheshire East	Cheshire
Astley Cheetham Art Gallery	NW	MAG	Tameside	Greater Manchester
Astley Green Colliery Museum	NW	MAG	Wigan	Greater Manchester
Aston Hall	WM	MAG	Birmingham	WEST MIDLANDS
Athelstan Museum	SW	MAG	Wiltshire	Wiltshire
Atkinson Gallery	SW	MAG	Mendip	SOMERSET
Attingham Park	WM	HP	Shropshire	Shropshire
Audley End House and Gardens	EAST	HP	Uttlesford	Essex
Avebury Manor and Garden	SW	HP	Wiltshire	Wiltshire
Avoncroft Museum of Historic Buildings	WM	MAG	Bromsgrove	Worcestershire
Aydon Castle	NE	HP	Northumberland	Northumberland
Ayscoughfee Hall Museum and Gardens	EM	MAG	South Holland	Lincolnshire
Babbacombe Cliff Railway	SW	R	Torbay	Devon
Baddesley Clinton	WM	HP	Warwick	WARWICKSHIRE
Bakewell All Saints Parish Church	EM	WO	Derbyshire Dales	Derbyshire
Bakewell Old House Museum	EM	MAG	Derbyshire Dales	DERBYSHIRE
Baldock Museum	EAST	MAG	North Hertfordshire	HERTFORDSHIRE
Bamburgh Castle	NE	HP	Northumberland	Northumberland
Bancroft Mill	NW	MAG	Pendle	Lancashire
Bankfield Museum	Y&H	MAG	Calderdale	WEST YORKSHIRE
Barbara Hepworth Museum and Sculpture Garden	SW	MAG	Cornwall	Cornwall
Barley Hall	Y&H	HP	York	NORTH YORKSHIRE
Barnard Castle	NE	HP	Durham	County Durham
Barnsdale Gardens	EM	G	Rutland	Rutland
Barter Books	NE	O	Northumberland	Northumberland
Barton House Railway	EAST	R	Broadland	Norfolk
Basing House	SE	MAG	Basingstoke and Deane	Hampshire
Bateman's	SE	HP	Rother	East Sussex
Bateman's Brewery Visitors Centre	EM	WP	East Lindsey	Lincolnshire
Bath Abbey	SW	WO	Bath and North East Somerset	Somerset
Battle of Britain Memorial	SE	O	Shepway	Kent
Battle of Britain Memorial Flight Visitor Centre	EM	MAG	East Lindsey	Lincolnshire
Bawdsey Radar	EAST	VC	Suffolk Coastal	Suffolk
Bayham Old Abbey	SE	HP	Tunbridge Wells	KENT
BBC Tours Birmingham	WM	O	Birmingham	West Midlands
Beaminster Museum	SW	MAG	West Dorset	Dorset
Beamish Museum	NE	MAG	Durham	County Durham
Beaulieu National Motor Museum	SE	MAG	New Forest	Hampshire
Beccles and District Museum	EAST	MAG	Waveney	SUFFOLK
Beckford's Tower & Museum	SW	MAG	Bath and North East Somerset	Somerset
Beckstones Art Gallery	NW	O	Eden	Cumbria
Bedgebury National Pinetum & Forest	SE	G	Tunbridge Wells	Kent
Beeston Castle	NW	HP	Cheshire West And Chester	Cheshire
Belgrave Hall	EM	MAG	Leicester	Leicestershire
Belsay Hall, Castle and Gardens	NE	HP	Northumberland	Northumberland
Belton House	EM	HP	South Kesteven	Lincolnshire
Bembridge Heritage Centre	SE	VC	Isle of Wight	Isle of Wight
Bembridge Windmill	SE	HP	Isle of Wight	Isle of Wight
Beningbrough Hall	Y&H	HP	Hambleton	North Yorkshire
Berkeley Castle	SW	HP	Stroud	Gloucestershire
Berkswell Village Museum	WM	MAG	Solihull	WEST MIDLANDS
Berney Arms Windmill	EAST	HP	Great Yarmouth	NORFOLK

Berrington Hall	WM	G	Herefordshire	Herefordshire
Berry Pomeroy Castle	SW	HP	South Hams	Devon
Berwick-upon-Tweed Museum and Art Gallery	NE	HP	Northumberland	Northumberland
Bessie Surtees House	NE	HP	Newcastle upon Tyne	Tyne and Wear
Beth Chatto Gardens	EAST	G	Tendring	Essex
Beverley Friary	Y&H	HP	East Riding of Yorkshire	EAST RIDING OF YORKSHIRE
Beverley Minster	Y&H	WO	East Riding of Yorkshire	EAST RIDING OF YORKSHIRE
BeWILDerwood	EAST	LTP	North Norfolk	Norfolk
Biddulph Grange Garden	WM	G	Staffordshire Moorlands	Staffordshire
Billinghay Forge & Cottage	EM	VC	North Kesteven	Lincolnshire
Bilston Craft Gallery	WM	MAG	Wolverhampton	WEST MIDLANDS
Birdland Park and Gardens	SW	WI	Cotswold	Gloucestershire
Birkenhead Park	NW	G	Wirral	Merseyside
Birmingham Museum & Art Gallery	WM	MAG	Birmingham	West Midlands
Birtley House Sculpture Garden	SE	O	Waverley	Surrey
Bishops House	Y&H	MAG	Sheffield	SOUTH YORKSHIRE
Bishops Lydeard Mill and Rural Life Museum	SW	HP	Taunton Deane	Somerset
Bishop's Palace Gardens	SE	G	Chichester	West Sussex
Black Park	SE	CP	South Bucks	BUCKINGHAMSHIRE
Black Swan Arts	SW	MAG	Mendip	SOMERSET
Blackberry Farm	SE	F	Wealden	East Sussex
Blackland Farm Activity Centre	SE	LTP	Mid Sussex	West Sussex
Blaise Castle House Museum and Estate	SW	MAG	City of Bristol	Bristol
Blakesley Hall	WM	MAG	Birmingham	West Midlands
Blencathra Centre	NW	O	Eden	Cumbria
Blenheim Palace	SE	HP	West Oxfordshire	Oxfordshire
Bletchley Park	SE	VC	Milton Keynes	Buckinghamshire
Blickling Hall, Gardens and Park	EAST	HP	Broadland	Norfolk
Blists Hill Victorian Town	WM	MAG	Telford and Wrekin	Shropshire
Blott Artist Studios	NW	MAG	Blackpool	Lancashire
Bloxham Village Museum	SE	MAG	Cherwell	Oxfordshire
Boarstall Duck Decoy and Nature Reserve	SE	WI	Aylesbury Vale	Buckinghamshire
Boarstall Tower	SE	HP	Aylesbury Vale	Buckinghamshire
Bocking Windmill	EAST	HP	Braintree	Essex
Bodiam Castle	SE	HP	Rother	East Sussex
Bodmin Jail	SW	HP	Cornwall	Cornwall
Bognor Regis Wireless Museum	SE	MAG	Arun	West Sussex
Bolling Hall	Y&H	MAG	Bradford	West Yorkshire
Bollington Discovery Centre	NW	VC	Cheshire East	Cheshire
Bolsover Castle	EM	HP	Bolsover	Derbyshire
Bolton Castle	Y&H	HP	Richmondshire	NORTH YORKSHIRE
Bolton Museum, Aquarium and Archive	NW	MAG	Bolton	Greater Manchester
Bolton Steam Museum	NW	MAG	Bolton	Greater Manchester
Booth Museum of Natural History	SE	MAG	Brighton and Hove	East Sussex
Boothtown Methodist Church	Y&H	WO	Calderdale	West Yorkshire
Boscobel House & the Royal Oak	WM	HP	South Staffordshire	STAFFORDSHIRE
Boston Victorian Cemetery	EM	VC	Boston	Lincolnshire
Bosworth Battlefield Heritage Centre	EM	MAG	Hinckley and Bosworth	Leicestershire
Botanic Gardens	NW	MAG	Sefton	Merseyside
Bothy Vineyard	SE	WP	Vale of White Horse	Oxfordshire
Bourne Hall Museum	SE	MAG	Epsom and Ewell	Surrey
Bowland Wild Boar Park	NW	F	Ribble Valley	Lancashire
Boydells Dairy Farm	EAST	F	Braintree	ESSEX
Bracken Hall Countryside Centre	Y&H	MAG	Bradford	WEST YORKSHIRE
Bradford 1 Gallery	Y&H	MAG	Bradford	West Yorkshire

Bradford Industrial Museum	Y&H	MAG	Bradford	West Yorkshire
Bradford-on-Avon Museum	SW	MAG	Wiltshire	Wiltshire
Bradgate Country Park	EM	CP	Charnwood	Leicestershire
Brading Roman Villa	SE	VC	Isle of Wight	Isle of Wight
Bradley Manor	SW	HP	Teignbridge	Devon
Bramhall Park	NW	HP	Stockport	Greater Manchester
Brantwood, Home of John Ruskin	NW	HP	South Lakeland	Cumbria
Braunton & District Museum	SW	MAG	North Devon	Devon
Brede Steam Engine Society - The Giants of Brede	SE	WP	Rother	East Sussex
Bredgar & Wormshill Light Railway	SE	R	Swale	Kent
Brenzett Aeronautical Museum Trust	SE	MAG	Shepway	Kent
Brewhouse Yard Museum	EM	MAG	Nottingham City	Nottinghamshire
Brickfields Country Park	SE	CP	Rushmoor	Hampshire
Bridge End Garden	EAST	G	Uttlesford	Essex
Bridport Museum	SW	MAG	West Dorset	Dorset
Brighton City Sightseeing	SE	O	Brighton and Hove	East Sussex
Brighton Museum & Art Gallery	SE	MAG	Brighton and Hove	East Sussex
Brill Windmill	SE	WP	Aylesbury Vale	Buckinghamshire
Brinkburn Priory	NE	HP	Northumberland	Northumberland
Bristol Aero Collection	SW	MAG	Wiltshire	Wiltshire
Bristol Zoo Gardens	SW	WI	City of Bristol	Bristol
British Commercial Vehicle Museum	NW	MAG	South Ribble	Lancashire
British in India Museum	NW	MAG	Pendle	Lancashire
British Library	LON	MAG	Camden	Greater London
British Museum	LON	MAG	Camden	Greater London
British Schools Museum	EAST	MAG	North Hertfordshire	HERTFORDSHIRE
Broadfield House Glass Museum	WM	MAG	Dudley	WEST MIDLANDS
Brodsworth Hall and Gardens	Y&H	HP	Doncaster	SOUTH YORKSHIRE
Brokerswood Country Park & Woodland Railway	SW	CP	Wiltshire	Wiltshire
Bronte Boats	Y&H	MAG	Calderdale	WEST YORKSHIRE
Broseley Clay Tobacco Pipe Works	WM	MAG	Shropshire	Shropshire
Brougham Castle	NW	HP	Eden	Cumbria
Browne's Hospital	EM	O	South Kesteven	Lincolnshire
Brownsea Island	SW	HP	Purbeck	Dorset
Brunel Engine House Rotherhithe	LON	MAG	Southwark	Greater London
Buckfast Abbey	SW	WO	Teignbridge	Devon
Buckingham Old Gaol Museum	SE	MAG	Aylesbury Vale	Buckinghamshire
Buckinghamshire Railway Centre	SE	R	Aylesbury Vale	Buckinghamshire
Buckland Abbey	SW	HP	West Devon	Devon
Buckler's Hard	SE	HP	New Forest	Hampshire
Buddhapadipa Temple (Thai Temple)	LON	WO	Merton	GREATER LONDON
Building of Bath Collection	SW	MAG	Bath and North East Somerset	Somerset
Buildwas Abbey	WM	HP	Shropshire	Shropshire
Burgh House	LON	MAG	Camden	GREATER LONDON
Burghley House	EAST	HP	Peterborough	Cambridgeshire
Bumums Farmyard Friends	EM	F	Daventry	Northamptonshire
Bursledon Brickworks Industrial Museum	SE	MAG	Fareham	Hampshire EAST RIDING OF YORKSHIRE
Burton Constable Hall	Y&H	HP	East Riding of Yorkshire	YORKSHIRE
Bury Art Gallery, Museum & Archive	NW	MAG	Bury	Greater Manchester
Buscot Park	SE	HP	Vale of White Horse	Oxfordshire
Butser Ancient Farm	SE	HP	East Hampshire	Hampshire
Buxton Museum and Art Gallery	EM	MAG	High Peak	Derbyshire
Byland Abbey (English Heritage)	Y&H	HP	Ryedale	North Yorkshire
C M Booth Collection of Historic Vehicles	SE	MAG	Ashford	Kent
Cadhay	SW	HP	East Devon	Devon

Calke Abbey	EM	G	South Derbyshire	Derbyshire
Calshot Castle	SE	HP	New Forest	Hampshire
Calverton Folk Museum	EM	MAG	Gedling	Nottinghamshire
Cambridge University Botanic Garden	EAST	G	Cambridge	Cambridgeshire
Camelot Theme Park	NW	LTP	Chorley	Lancashire
Canons Ashby House	EM	HP	Daventry	Northamptonshire
Canterbury Roman Museum	SE	MAG	Canterbury	Kent
Canterbury Tourist Guides Ltd.	SE	O	Canterbury	Kent
Captain Cook Schoolroom Museum	Y&H	MAG	Hambleton	NORTH YORKSHIRE
Carew Manor	LON	HP	Sutton	GREATER LONDON
Carisbrooke Castle	SE	HP	Isle of Wight	Isle of Wight
Carlisle Castle	NW	HP	Carlisle	Cumbria
Carlisle Cathedral	NW	WO	Carlisle	Cumbria
Carlisle Park and William Turner Garden	NE	O	Northumberland	Northumberland
Carnesky's Ghost Train	NW	O	Blackpool	Lancashire
Carnforth Station and Visitor Centre	NW	VC	Lancaster	Lancashire
Carnglaze Slate Caverns	SW	O	Cornwall	Cornwall
Carpetbagger Aviation Museum	EM	MAG	Kettering	Northamptonshire
Carr Taylor Wines Ltd	SE	WP	Rother	East Sussex
Carshalton House	LON	HP	Sutton	GREATER LONDON
Cartoon Art Trust	LON	MAG	Camden	Greater London
Cartwright Hall Art Gallery	Y&H	MAG	Bradford	WEST YORKSHIRE
Castle Acre Priory	EAST	HP	King's Lynn and West Norfolk	Norfolk
Castle Combe Museum	SW	MAG	Wiltshire	Wiltshire
Castle Donington Museum	EM	MAG	North West Leicestershire	Leicestershire
Castle Hill and Victoria Tower	Y&H	HP	Kirklees	WEST YORKSHIRE
Castle Howard	Y&H	HP	Ryedale	North Yorkshire
Castle Keep	NE	HP	Newcastle upon Tyne	Tyne and Wear
Castle Mound	EAST	HP	East Hertfordshire	Hertfordshire
Castle Park Arts Centre	NW	MAG	Cheshire West And Chester	Cheshire
Castle Point Transport Museum Society	EAST	MAG	Castle Point	ESSEX
Cat Pottery (And Railway Junk Yard)	EAST	WP	North Norfolk	Norfolk
Catanger Llamas	EM	F	South Northamptonshire	Northamptonshire
Causey Arch and Picnic Area	NE	HP	Durham	County Durham
Cawthorne Victoria Jubilee Museum	Y&H	MAG	Barnsley	SOUTH YORKSHIRE
Cecil Higgins Gallery & Bedford Museum	EAST	MAG	Bedford	Bedfordshire
Cedar Farm Galleries	NW	MAG	West Lancashire	Lancashire
Central Art Gallery	NW	MAG	Tameside	Greater Manchester
Central Hall Westminster	LON	WO	Westminster	Greater London
Centre for Life	NE	MAG	Newcastle upon Tyne	Tyne and Wear
Chard and District Museum	SW	MAG	South Somerset	Somerset
Charlecote Mill	WM	HP	Stratford-on-Avon	WARWICKSHIRE
Charles Dickens' Birthplace Museum	SE	HP	Portsmouth	Hampshire
Charlotte the Charabanc	Y&H	O	Scarborough	NORTH YORKSHIRE
Chart Gunpowder Mill	SE	MAG	Swale	Kent
Charts Edge Gardens	SE	G	Sevenoaks	Kent
Chartwell	SE	HP	Sevenoaks	Kent
Chasewater Railway	WM	R	Lichfield	Staffordshire
Chastleton House	SW	HP	West Oxfordshire	Oxfordshire
Chatsworth House	EM	HP	Derbyshire Dales	Derbyshire
Chatteris Museum	EAST	MAG	Fenland	CAMBRIDGESHIRE
Chavenage House	SW	HP	Cotswold	Gloucestershire
Cheddar Sweet Kitchen	SW	O	Sedgemoor	Somerset
Chedworth Roman Villa (National Trust)	SW	HP	Cotswold	Gloucestershire
Chelmsford Museum	EAST	MAG	Chelmsford	Essex
Cherryburn: Thomas Bewick Birthplace Museum	NE	MAG	Northumberland	Northumberland

Cheshire Farm Ice Cream	NW	O	Cheshire West And Chester	Cheshire
Chester Cathedral	NW	WO	Cheshire West And Chester	Cheshire
Chester Zoo	NW	WI	Cheshire West And Chester	Cheshire
Chesterfield Museum and Art Gallery	EM	MAG	Chesterfield	Derbyshire
Chesters Roman Fort	NE	HP	Northumberland	Northumberland
Chichester Ship Canal Boat Trips	SE	O	Chichester	West Sussex
Chillingham Wild Cattle	NE	WI	Northumberland	Northumberland
Chiltern Valley Winery & Brewery	SE	WP	Wycombe	Buckinghamshire
Chipping Norton Museum of Local History	SE	MAG	West Oxfordshire	Oxfordshire
Chislehurst Caves	LON	O	Bromley	Greater London
Chiswick House	LON	HP	Hounslow	Greater London
Chorlton Water Park	NW	WI	Manchester	Greater Manchester
Christchurch Mansion	EAST	MAG	Ipswich	Suffolk
Church Farm Museum	EM	MAG	East Lindsey	Lincolnshire
Church Farmhouse Museum	LON	MAG	Barnet	Greater London
Church of All Saints Earls Barton	EM	WO	Wellingborough	Northamptonshire
Church of St Anne's Limehouse	LON	WO	Tower Hamlets	GREATER LONDON
Church of St Mary Magdalene	SE	WO	Gravesham	KENT
Church of St Michael and All Angels	Y&H	WO	Craven	NORTH YORKSHIRE
Church of St Peter and St Paul	EAST	WO	Babergh	Suffolk
Churchill Museum and Cabinet War Rooms	LON	MAG	Westminster	Greater London
Chysauster Ancient Village	SW	HP	Cornwall	Cornwall
Cirencester Lock Up	SW	HP	Cotswold	Gloucestershire
City Sightseeing Tour	SW	O	Bath and North East Somerset	Somerset
Clandon Park	SE	HP	Guildford	Surrey
Claremont House	SE	HP	Elmbridge	Surrey
Claydon House	SE	HP	Aylesbury Vale	Buckinghamshire
Cleeve Abbey	SW	HP	West Somerset	Somerset
Clent Hills	WM	CP	Bromsgrove	Worcestershire
Clerk's Well	LON	HP	Islington	GREATER LONDON
Clevedon Court	SW	HP	North Somerset	SOMERSET
Cleveland Ironstone Mining Museum	NE	MAG	Redcar and Cleveland	Tees Valley
Cliffe Castle Museum	Y&H	MAG	Bradford	West Yorkshire
Clifford's Tower	Y&H	HP	York	NORTH YORKSHIRE
Clifton Country Park and Wet Earth Colliery	NW	CP	Salford	Greater Manchester
Clifton Park Museum	Y&H	MAG	Rotherham	South Yorkshire
Clifton Suspension Bridge Visitor Centre	SW	VC	North Somerset	Somerset
Cliveden	SE	HP	South Bucks	Buckinghamshire
Clouds Hill	SW	HP	Purbeck	Dorset
Clun Town Trust Museum	WM	MAG	Shropshire	Shropshire
Coalbrookdale Museum of Iron	WM	MAG	Telford and Wrekin	Shropshire
Coalport China Museum	WM	MAG	Telford and Wrekin	Shropshire
Cobbaton Combat Collection	SW	MAG	North Devon	Devon
Coggeshall Grange Barn	EAST	HP	Braintree	Essex
Colchester Castle Museum	EAST	MAG	Colchester	Essex
Colchester Zoo	EAST	WI	Colchester	Essex
Coldharbour Mill Working Wool Museum	SW	MAG	Mid Devon	Devon
Coleridge Cottage	SW	HP	Sedgemoor	Somerset
Coleton Fishacre House & Garden	SW	G	South Hams	Devon
College of Arms	LON	MAG	City of London	GREATER LONDON
Colne Valley Museum	Y&H	MAG	Kirklees	WEST YORKSHIRE
Colne Valley Railway	EAST	R	Braintree	Essex
Compton Castle	SW	HP	South Hams	Devon
Compton Verney	WM	MAG	Stratford-on-Avon	Warwickshire
Coombe Country Park	WM	CP	Rugby	Warwickshire
Coquetdale Centre Rothbury	NE	VC	Northumberland	Northumberland

Corbridge Roman Town (Hadrian's Wall)	NE	HP	Northumberland	Northumberland
Corinium Museum	SW	MAG	Cotswold	Gloucestershire
Cornish Mines & Engines	SW	HP	Cornwall	Cornwall
Coronation Park	NW	LTP	West Lancashire	Lancashire
Cotebrook Shire Horse Centre	NW	F	Cheshire West And Chester	Cheshire
Cotehele	SW	HP	Cornwall	Cornwall
Cotswold Falconry	SW	WI	Cotswold	Gloucestershire
Cotswold Wildlife Park & Gardens	SE	WI	West Oxfordshire	Oxfordshire
Coughton Court	WM	HP	Stratford-on-Avon	Warwickshire
Coultershaw Beam Pump	SE	WP	Chichester	West Sussex
Country Park and Nature Reserve	Y&H	CP	East Riding of Yorkshire	East Riding of Yorkshire
Courtauld Institute Gallery	LON	MAG	Westminster	Greater London
Courtyard Gallery	NW	MAG	Eden	Cumbria
Coventry Transport Museum	WM	MAG	Coventry	West Midlands
Cranbrook Union Mill	SE	HP	Tunbridge Wells	Kent
Crawley Museum Centre	SE	MAG	Crawley	West Sussex
Creaky Cauldron	WM	O	Stratford-on-Avon	Warwickshire
CREATE Centre and Ecohome	SW	O	City of Bristol	Bristol
Crich Tramway Village	EM	MAG	Amber Valley	Derbyshire
Cromer Museum	EAST	MAG	North Norfolk	Norfolk
Cromwell Museum	EAST	MAG	Huntingdonshire	Cambridgeshire
Crook Hall and Gardens	NE	HP	Durham	County Durham
Croome Park (National Trust)	WM	CP	Malvern Hills	Worcestershire
Cuerden Valley Park Trust	NW	CP	Chorley	Lancashire
Culbone Church	SW	WO	West Somerset	Somerset
Cuming Museum	LON	MAG	Southwark	Greater London
Curtis Museum	SE	MAG	East Hampshire	Hampshire
Curtis Wood	SE	WI	Canterbury	Kent
Customs and Excise National Museum	NW	MAG	Liverpool	Merseyside
Dapdune Wharf	SE	VC	Guildford	Surrey
Dartford Borough Museum	SE	MAG	Dartford	KENT
Dartmoor Otters and Buckfastleigh Butterflies Sanctuary	SW	WI	Teignbridge	Devon
Dartmouth Castle	SW	HP	South Hams	Devon
de Havilland Aircraft Heritage Centre	EAST	MAG	St Albans	Hertfordshire
Deal Castle	SE	HP	Dover	Kent
Debach Airfield Museum	EAST	MAG	Suffolk Coastal	Suffolk
Deen City Farm and Riding School	LON	F	Merton	GREATER LONDON
Delapre Abbey	EM	G	Northampton	Northamptonshire
Derby Cathedral	EM	WO	Derby	Derbyshire
Derby Museum & Art Gallery	EM	MAG	Derby	Derbyshire
Derwent Walk	NE	O	Durham	County Durham
Dewsbury Minster	Y&H	WO	Kirklees	WEST YORKSHIRE
DIG	Y&H	MAG	York	NORTH YORKSHIRE
Dinosaur Isle	SE	MAG	Isle of Wight	Isle of Wight
Discovery Museum	NE	MAG	Newcastle upon Tyne	Tyne and Wear
Diss Museum	EAST	MAG	South Norfolk	NORFOLK
DLI Museum and Durham Art Gallery	NE	MAG	Durham	County Durham
Docwra's Manor Garden	EAST	G	South Cambridgeshire	CAMBRIDGESHIRE
Doddington Place Gardens	SE	G	Swale	Kent
Donington le Heath Manor House	EM	MAG	North West Leicestershire	Leicestershire
Dorfold Hall	NW	HP	Cheshire East	Cheshire
Dorothy Clive Garden	WM	G	Newcastle-under-Lyme	Staffordshire
Dover Castle	SE	HP	Dover	Kent
Down House - Home of Charles Darwin	LON	HP	Bromley	Greater London
Downton Moot	SW	HP	Wiltshire	Wiltshire
Dudley Canal Trust (Trips) Ltd	WM	O	Dudley	WEST MIDLANDS

Duke of Cornwall's Light Infantry Regiment Museum	SW	MAG	Cornwall	Cornwall
Dunham Massey Hall	NW	HP	Trafford	Greater Manchester
Dunstanburgh Castle	NE	HP	Northumberland	Northumberland
Dunwich Heath Coastal Centre and Beach	EAST	WI	Suffolk Coastal	Suffolk
Dunwich Museum	EAST	MAG	Suffolk Coastal	Suffolk
Durham Heritage Centre and Museum	NE	MAG	Durham	County Durham
Dutch Cottage Museum	EAST	MAG	Castle Point	Essex
Dyrham Park	SW	HP	South Gloucestershire	Gloucestershire
Earls Colne Heritage Museum	EAST	MAG	Braintree	Essex
East Anglia Transport Museum	EAST	MAG	Waveney	Suffolk
East Dartmoor Woods and Heaths	SW	WI	Teignbridge	Devon
East Essex Aviation Society and Museum	EAST	MAG	Tendring	Essex
East Lancashire Railway	NW	O	Bury	Greater Manchester
East Riddlesden Hall (NT)	Y&H	HP	Bradford	West Yorkshire
Eastleigh Museum	SE	MAG	Eastleigh	Hampshire
Eastnor Castle	WM	HP	Herefordshire	Herefordshire
Easton Walled Gardens	EM	G	South Kesteven	Lincolnshire
Eden Camp Modern History Theme Museum	Y&H	MAG	Ryedale	North Yorkshire
Eden Project	SW	G	Cornwall	Cornwall
Edmondsham House and Garden	SW	HP	East Dorset	Dorset
Eileen Soper's Illustrated Worlds	SW	MAG	Poole	Dorset
Elgood's Brewery and Garden	EAST	WP	Fenland	Cambridgeshire
Elham Valley Railway Museum	SE	MAG	Shepway	KENT
Ellenroad Engine House	NW	WP	Rochdale	Greater Manchester
Eltham Palace	LON	HP	Greenwich	Greater London
Ely Museum	EAST	MAG	East Cambridgeshire	Cambridgeshire
Emmetts Garden	SE	G	Sevenoaks	Kent
Enginuity	WM	MAG	Telford and Wrekin	Shropshire
English School of Falconry Bird of Prey	EAST	WI	Central Bedfordshire	Bedfordshire
Epping Forest District Museum	EAST	MAG	Epping Forest	ESSEX
Epping Forest Visitor Centre	EAST	VC	Epping Forest	Essex
Escomb Saxon Church	NE	WO	Durham	County Durham
Essex Police Museum	EAST	MAG	Chelmsford	Essex
Etal Castle	NE	HP	Northumberland	Northumberland
Etruria Industrial Museum	WM	MAG	Stoke-on-Trent	Staffordshire
Eureka! The National Children's Museum	Y&H	MAG	Calderdale	WEST YORKSHIRE
Exbury Gardens and Steam Railway	SE	G	New Forest	Hampshire
Exeter Cathedral - Church of Saint Peter	SW	WO	Exeter	Devon
Exeter's Underground Passages	SW	HP	Exeter	Devon
Exmoor Zoological Park	SW	WI	North Devon	Devon
Exmouth Museum	SW	MAG	East Devon	Devon
Eye Castle	EAST	HP	Mid Suffolk	SUFFOLK
Fairhaven Woodland and Water Garden	EAST	G	Broadland	Norfolk
Fairlynch Arts Centre & Museum	SW	MAG	East Devon	Devon
Fakenham Museum of Gas and Local History	EAST	MAG	North Norfolk	NORFOLK
Falmouth Art Gallery	SW	MAG	Cornwall	Cornwall
Fangfoss Pottery	Y&H	WP	East Riding of Yorkshire	EAST RIDING OF YORKSHIRE
Faringdon Folly	SE	O	Vale of White Horse	Oxfordshire
Farleigh Hungerford Castle	SW	HP	Mendip	Somerset
Farley Farm House Tours	SE	MAG	Wealden	East Sussex
Farmer Palmer's Farm Park	SW	F	Purbeck	Dorset
Farming World	SE	F	Swale	Kent
Farnborough Air Sciences Museum	SE	MAG	RUSHMOOR	Hampshire
Farne Islands	NE	WI	Northumberland	Northumberland
Fashion Museum	SW	MAG	Bath and North East Somerset	Somerset

Feering & Kelvedon Local History Museum	EAST	MAG	Braintree	ESSEX
Feeringbury Manor	EAST	G	Braintree	ESSEX
Felbrigg Hall, Garden and Park	EAST	HP	North Norfolk	Norfolk
Fenton House	LON	HP	Camden	GREATER LONDON EAST RIDING OF YORKSHIRE
Ferens Art Gallery	Y&H	MAG	Kingston upon Hull	NORTH YORKSHIRE
Filey Museum	Y&H	MAG	Scarborough	DEVON
Finch Foundry	SW	MAG	West Devon	SOUTH YORKSHIRE
Fire Police Museum	Y&H	MAG	Sheffield	West Sussex
Fishers Farm Park	SE	O	Chichester	Northamptonshire
Fishmarket	EM	MAG	Northampton	NORTH YORKSHIRE
Flamingo Land Theme Park and Zoo	Y&H	LTP	Ryedale	Nottinghamshire
Flintham Museum	EM	MAG	Rushcliffe	Northumberland
Flodden Battlefield	NE	HP	Northumberland	NORTH YORKSHIRE
Folk Museum	Y&H	MAG	Craven	Staffordshire
Ford Green Hall	WM	HP	Stoke-on-Trent	Surrey
Forge and Dragon Gallery	SE	MAG	Mole Valley	WEST MIDLANDS
Forge Mill Farm	WM	F	Sandwell	Isle of Wight
Fort Victoria Model Railway	SE	O	Isle of Wight	GREATER LONDON
Forty Hall Museum and Gardens	LON	HP	Enfield	North Yorkshire
Fountains Abbey	Y&H	HP	Harrogate	SUFFOLK
Framlingham Castle	EAST	HP	Suffolk Coastal	Oxfordshire
Friars Court	SE	G	West Oxfordshire	Somerset
Frome Museum	SW	MAG	Mendip	Essex
Fry Art Gallery	EAST	MAG	Uttlesford	Cumbria
Furness Abbey	NW	HP	Barrow-in-Furness	Worcestershire
Gadfield Elm Chapel	WM	HP	Malvern Hills	Lincolnshire
Gainsborough Model Railway Society	EM	O	West Lindsey	Lincolnshire
Gainsborough Old Hall	EM	MAG	West Lindsey	East Riding of Yorkshire
Gallery Forty-Nine	Y&H	MAG	East Riding of Yorkshire	Greater Manchester
Gallery of Costume	NW	MAG	Manchester	Tyne and Wear
Gateshead Heritage @ St Mary's	NE	HP	Gateshead	Lancashire
Gawthorpe Hall (NT)	NW	HP	Burnley	Greater London
Geffrye Museum	LON	MAG	Hackney	Tyne and Wear
Gibside	NE	HP	Gateshead	Dorset
Gillingham Museum	SW	MAG	North Dorset	Staffordshire
Gladstone Pottery Museum	WM	MAG	Stoke-on-Trent	Cornwall
Glendurgan Garden	SW	G	Cornwall	Gloucestershire
Gloucester Cathedral	SW	WO	Gloucester	Worcestershire
Go Ape! High Wire Forest Adventure - Wyre Forest	WM	O	Wyre Forest	Cornwall
Godolphin House	SW	HP	Cornwall	Surrey
Godstone Farm	SE	F	Tandridge	Surrey
Godstone Vineyard	SE	WP	Tandridge	Lincolnshire
Golto Gardens	EM	G	West Lindsey	North Yorkshire
Good Hope Chapel - Raven Hall Hotel	Y&H	WO	Scarborough	Herefordshire
Goodrich Castle	WM	HP	Herefordshire	West Sussex
Goodwood House	SE	HP	Chichester	Hampshire
Gosport Ferry Cruises	SE	O	Gosport	Somerset
Grand Pier	SW	O	North Somerset	Lincolnshire
Grantham Museum	EM	VC	South Kesteven	SOUTH YORKSHIRE
Graves Art Gallery	Y&H	MAG	Sheffield	Cumbria
Graythwaite Tour	NW	O	South Lakeland	Wiltshire
Great Chalfield Manor	SW	HP	Wiltshire	Surrey
Great Cockcrow Railway	SE	R	Runnymede	Essex
Great Dunmow Maltings	EAST	O	Uttlesford	Worcestershire
Great Malvern Priory	WM	WO	Malvern Hills	

Great North Museum: Hancock	NE	MAG	Newcastle upon Tyne	Tyne and Wear
Greater Manchester Fire Service Museum	NW	MAG	Rochdale	Greater Manchester
Greater Manchester Police Museum & Archives	NW	MAG	Manchester	Greater Manchester
Grebe Canal Cruises	SE	O	Aylesbury Vale	Buckinghamshire
Green Wood Centre	WM	O	Telford and Wrekin	Shropshire
Greenlands Farm Village	NW	F	Lancaster	Lancashire
Gressenhall Farm & Workhouse	EAST	MAG	Breckland	NORFOLK
Grimes Graves	EAST	HP	Breckland	NORFOLK
Grimsthorpe Castle, Park and Gardens	EM	HP	South Kesteven	Lincolnshire
Grizedale Forest Visitor Centre	NW	VC	South Lakeland	Cumbria
Grosvenor Museum	NW	MAG	Cheshire West And Chester	Cheshire
Guided Walk/Tour	WM	O	Herefordshire	Herefordshire
Guided Walking Tours of Hereford - City of	WM	O	Herefordshire	Herefordshire
Guildford Castle	SE	HP	Guildford	Surrey
Guildford Cathedral	SE	WO	Guildford	Surrey
Guildford House Gallery	SE	MAG	Guildford	Surrey
Guildford Museum	SE	MAG	Guildford	Surrey
GWR Gloucestershire Warwickshire Steam Railway	SW	R	Tewkesbury	Gloucestershire
Haddenham Galleries	EAST	MAG	East Cambridgeshire	Cambridgeshire
Haddon Hall	EM	HP	Derbyshire Dales	Derbyshire
Haddonstone Show Gardens	EM	G	Daventry	Northamptonshire
Hadleigh Country Park	EAST	CP	Castle Point	Essex
Hadleigh Farm	EAST	F	Castle Point	Essex
Hailes Abbey	SW	HP	Tewkesbury	Gloucestershire
Haldon Belvedere (Lawrence Castle)	SW	HP	Teignbridge	Devon
Hales Hall Barn and Gardens	EAST	HP	South Norfolk	Norfolk
Halesworth and District Museum	EAST	MAG	Waveney	SUFFOLK
Hall i' th' Wood Museum	NW	HP	Bolton	Greater Manchester
Hallaton Museum	EM	MAG	Harborough	Leicestershire
Ham House	LON	HP	Richmond upon Thames	GREATER LONDON
Hampton Court Castle & Gardens	WM	HP	Herefordshire	Herefordshire
Hampton Court Palace	LON	HP	Richmond upon Thames	Greater London
Hamsterley Forest	NE	CP	Durham	County Durham
Hanbury Hall (National Trust)	WM	HP	Wychavon	Worcestershire
Hands On History Museum	Y&H	MAG	Kingston upon Hull	East Riding of Yorkshire
Ha'penny Pier Visitor Centre	EAST	VC	Tendring	ESSEX
Harborough Museum	EM	MAG	Harborough	Leicestershire
Hardwick Hall	EM	HP	Bolsover	Derbyshire
Hardwick Old Hall	EM	HP	Bolsover	Derbyshire
Hardwick Park	NE	CP	Durham	County Durham
Hardy's Cottage	SW	G	West Dorset	Dorset
Harewood House	Y&H	HP	Leeds	West Yorkshire
Hartland Quay Museum	SW	MAG	Torridge	Devon
Hartlepool Art Gallery	NE	MAG	Hartlepool	Tees Valley
Hartsholme Country Park	EM	CP	Lincoln	Lincolnshire
Harvington Hall	WM	HP	Wyre Forest	Worcestershire
Harwich Lifeboat Museum	EAST	MAG	Tendring	ESSEX
Harwich Maritime Museum	EAST	MAG	Tendring	ESSEX
Harwich Redoubt Fort	EAST	HP	Tendring	ESSEX
Hastings Museum and Art Gallery	SE	MAG	Hastings	East Sussex
Hatchlands Park	SE	HP	Guildford	Surrey
Hatton Gallery	NE	MAG	Newcastle upon Tyne	Tyne and Wear
Haughmond Abbey	WM	HP	Shropshire	Shropshire
Havant Museum	SE	MAG	Havant	Hampshire
Haverhill & District Local History	EAST	MAG	St Edmundsbury	SUFFOLK
Hawkshead Grammar School	NW	MAG	South Lakeland	Cumbria

Hawkstone Hall and Gardens	WM	HP	Shropshire	Shropshire
Heage Windmill	EM	VC	Amber Valley	Derbyshire
Heatherslaw Light Railway	NE	R	Northumberland	Northumberland
Hecks Farmhouse Cider	SW	WP	Mendip	Somerset
Heeley City Farm	Y&H	F	Sheffield	South Yorkshire
Helmsley Castle	Y&H	HP	Ryedale	North Yorkshire
Helmsley Walled Garden	Y&H	G	Ryedale	NORTH YORKSHIRE
Henfield Museum	SE	MAG	Horsham	West Sussex
Heptonstall Museum	Y&H	MAG	Calderdale	WEST YORKSHIRE
Herbert Art Gallery & Museum	WM	MAG	Coventry	West Midlands
Hergest Croft Gardens	WM	G	Herefordshire	HEREFORDSHIRE
Heritage Workshop Centre	EAST	VC	Waveney	Suffolk
Herne Bay Museum and Gallery	SE	MAG	Canterbury	Kent
Herne Mill	SE	HP	Canterbury	Kent
Heron Corn Mill	NW	O	South Lakeland	Cumbria
Herschel Museum of Astronomy	SW	MAG	Bath and North East Somerset	Somerset
Hertford Castle	EAST	HP	East Hertfordshire	HERTFORDSHIRE
Heugh Gun Battery Museum	NE	HP	Hartlepool	Tees Valley
Hexham Abbey	NE	WO	Northumberland	Northumberland
Hexham Old Gaol	NE	MAG	Northumberland	Northumberland
Hidcote Manor Garden (National Trust)	SW	G	Cotswold	Gloucestershire
Hidden Valley Gardens	SW	G	Cornwall	Cornwall
Highflatts Quaker Meeting House	Y&H	WO	Kirklees	West Yorkshire
Hilltop	EAST	HP	South Lakeland	Cumbria
Hinchingbrooke Country Park	EAST	CP	Huntingdonshire	Cambridgeshire
Hinckley and District Museum	EM	MAG	Hinckley and Bosworth	Leicestershire
Hinton Ampner Garden	SE	HP	Winchester	Hampshire
Historic Water Chute and Boating Lake	Y&H	R	Scarborough	North Yorkshire
Hitchin Lavender at Cadwell Farm	EAST	WI	North Hertfordshire	Hertfordshire
Hitchin Museum and Art Gallery	EAST	MAG	North Hertfordshire	Hertfordshire
HMS Belfast	LON	HP	Southwark	Greater London
Hogs Back Brewery Limited	SE	WP	Guildford	Surrey
Hole Park Gardens	SE	G	Ashford	Kent
Holker Hall and Gardens	NW	HP	South Lakeland	Cumbria
Holkham Hall	EAST	HP	North Norfolk	Norfolk
Holkham NNR	EAST	WI	North Norfolk	Norfolk
Hollycombe - Steam in the Country	SE	LTP	Chichester	West Sussex
Hollytrees Museum	EAST	MAG	Colchester	Essex
Holsworthy Museum	SW	MAG	Torridge	Devon
Holy Trinity	WM	WO	Coventry	West Midlands
Holy Trinity Church	EM	WO	Derbyshire Dales	Derbyshire
Holy Trinity Church	WM	WO	Stratford-on-Avon	Warwickshire
Holy Trinity Church	Y&H	WO	Kingston upon Hull	EAST RIDING OF YORKSHIRE
Horniman Museum and Gardens	LON	MAG	Lewisham	Greater London
Hornsea Museum	Y&H	MAG	East Riding of Yorkshire	EAST RIDING OF YORKSHIRE
Horsham Museum	SE	MAG	Horsham	West Sussex
Horwich Heritage Centre	NW	VC	Bolton	Greater Manchester
Hough Windmill	EM	HP	North West Leicestershire	Leicestershire
Houghton Hall	EAST	HP	King's Lynn and West Norfolk	Norfolk
Household Cavalry Museum	LON	MAG	Westminster	Greater London
Houses of Parliament and Big Ben	LON	HP	Westminster	GREATER LONDON
Housesteads Roman Fort	NE	HP	Northumberland	Northumberland
Hove Museum & Art Gallery	SE	MAG	Brighton and Hove	East Sussex
Hoveton Hall Gardens	EAST	G	North Norfolk	Norfolk
Hovingham Hall	Y&H	HP	Ryedale	NORTH YORKSHIRE

Howick Gardens & Arboretum	NE	G	Northumberland	Northumberland
Hughenden Manor	SE	HP	Wycombe	Buckinghamshire EAST RIDING OF YORKSHIRE
Hull & East Riding Museum	Y&H	MAG	Kingston upon Hull	West Sussex
Ifield Watermill	SE	HP	Crawley	Kent
Ightham Mote	SE	HP	Tonbridge and Malling	Devon
Ifracombe Aquarium	SW	WI	North Devon	Devon
Ifracombe Museum	SW	MAG	North Devon	Devon
Imperial War Museum	LON	MAG	Southwark	Greater London
Imperial War Museum Duxford	EAST	MAG	South Cambridgeshire	Cambridgeshire
Imperial War Museum North	NW	MAG	Trafford	Greater Manchester
Ince Castle Gardens	SW	G	Cornwall	Cornwall
Ingleby Gallery	EM	MAG	South Derbyshire	Derbyshire
Ingrow Museum of Rail Travel	Y&H	MAG	Bradford	WEST YORKSHIRE
Inspired By...	Y&H	VC	Scarborough	North Yorkshire
Ironbridge - Ironbridge Visitor Centre	WM	MAG	Telford and Wrekin	SHROPSHIRE
Isle of Wight Steam Railway	SE	R	Isle of Wight	Isle of Wight
Isles of Scilly Museum	SW	MAG	Isles of Scilly	Cornwall
Isobel Kennett Crafts	SE	WP	Eastbourne	East Sussex
Italianate Greenhouse	SE	HP	Thanet	Kent
Itchen Valley Country Park	SE	CP	Eastleigh	Hampshire
Izaak Walton's Cottage	WM	HP	Stafford	Staffordshire
Jackfield Tile Museum	WM	MAG	Telford and Wrekin	Shropshire
Jain Centre	EM	MAG	Leicester	Leicestershire
James Hockey & Foyer Galleries	SE	MAG	Waverley	Surrey
Jane Austen's House	SE	HP	East Hampshire	Hampshire
Jaywick Martello Tower	EAST	HP	Tendring	Essex
Jewel Tower	LON	HP	Westminster	GREATER LONDON
Jewry Wall Museum	EM	MAG	Leicester	Leicestershire
Jinney Ring Craft Centre	WM	WP	Wychavon	Worcestershire
John Bunyan Museum	EAST	MAG	Bedford	Bedfordshire
John Dony Field Centre	EAST	MAG	Luton	BEDFORDSHIRE
John Jarrold Printing Museum	EAST	MAG	Norwich	Norfolk
John Rylands Library	NW	O	Manchester	Greater Manchester
John Webb's Windmill	EAST	HP	Uttlesford	ESSEX
Jordans Quaker Meeting House	SE	O	Chiltern	Buckinghamshire
JORVIK Viking Centre	Y&H	MAG	York	NORTH YORKSHIRE
Kedleston Hall	EM	HP	Amber Valley	Derbyshire
Kegworth Museum	EM	MAG	North West Leicestershire	Leicestershire
Kenilworth Castle & Elizabethan Garden	WM	HP	Warwick	Warwickshire
Kent & East Sussex Railway	SE	R	Ashford	Kent
Kensington Palace State Apartments	LON	HP	Kensington and Chelsea	Greater London
Kenwood House	LON	HP	Camden	Greater London
Kettle's Yard	EAST	MAG	Cambridge	Cambridgeshire
Kew Bridge Steam Museum	LON	MAG	Hounslow	GREATER LONDON
Killhope, The North of England Lead Mining Museum	NE	MAG	Durham	County Durham
Kilpeck Church (Church of St David and St Mary)	WM	WO	Herefordshire	HEREFORDSHIRE
Kingsbury Water Park & Nature Reserve	WM	WI	North Warwickshire	Warwickshire
Kirby Hall	EM	HP	Corby	Northamptonshire
Kirby Muxloe Castle	EM	HP	Northampton	Northamptonshire
Kirkby Stephen Station	NW	R	Eden	Cumbria
Kirkham Priory	Y&H	HP	Ryedale	North Yorkshire
Kirkstall Abbey	Y&H	MAG	Leeds	WEST YORKSHIRE
Kit Hill Country Park	SW	CP	Cornwall	Cornwall
Knaresborough Castle & Museum	Y&H	HP	Harrogate	North Yorkshire
Knebworth House	EAST	HP	North Hertfordshire	Hertfordshire

Knights Hayes Court	SW	HP	Mid Devon	Devon
Knockhatch Adventure Park	SE	LTP	WEALDEN	East Sussex
Knole	SE	HP	Sevenoaks	Kent
Knutsford Heritage Centre	NW	VC	Cheshire East	Cheshire
Kris Cruisers	SE	O	Windsor and Maidenhead	Berkshire
Lacock Abbey, Grounds and Cloisters	SW	HP	Wiltshire	Wiltshire
Lady Lever Art Gallery	NW	MAG	Wirral	Merseyside
Lady Waterford Hall	NE	MAG	Northumberland	Northumberland
Laing Art Gallery	NE	MAG	Newcastle upon Tyne	Tyne and Wear
Lamport Hall and Gardens	EM	HP	Daventry	Northamptonshire
Lancaster Castle	NW	HP	Lancaster	Lancashire
Lancaster Maritime Museum	NW	MAG	Lancaster	Lancashire
Land Farm Gardens	Y&H	G	Calderdale	WEST YORKSHIRE
Lanercost Priory	NW	HP	Carlisle	Cumbria
Langwith Whaley Thorns Heritage Centre	EM	MAG	Bolsover	Derbyshire
Lanhydrock House and Garden	SW	HP	Cornwall	Cornwall
Larkey Valley Wood	SE	WI	Canterbury	Kent
Lashenden Air Warfare Museum	SE	MAG	Maidstone	Kent
Lavenham Guildhall of Corpus Christi	EAST	HP	Babergh	Suffolk
Leatherhead and District Local History Museum	SE	MAG	Mole Valley	Surrey
Lee Valley Boat Centre	EAST	O	Broxbourne	HERTFORDSHIRE
Leeds Castle	SE	HP	Maidstone	Kent
Leeds Craft and Design Gallery	Y&H	MAG	Leeds	West Yorkshire
Leeds Industrial Museum at Armley Mills	Y&H	MAG	Leeds	WEST YORKSHIRE
Leicester Cathedral	EM	WO	Leicester	Leicestershire
Letchworth Museum & Art Gallery	EAST	MAG	North Hertfordshire	Hertfordshire
Lewes Priory	SE	HP	Lewes	East Sussex
Liana (Boat Trip)	EAST	O	Waveney	Suffolk
Liberty's Owl Raptor & Reptile Centre	SE	WI	New Forest	Hampshire
Lichfield Cathedral	WM	WO	Lichfield	Staffordshire
Lightwater Valley Theme Park	Y&H	LTP	Harrogate	NORTH YORKSHIRE
Lincoln Cathedral	EM	WO	Lincoln	Lincolnshire
Lincoln Medieval Bishops' Palace	EM	HP	Lincoln	Lincolnshire
Lincolnsfield Centre	EAST	MAG	Hertsmere	Hertfordshire
Lincolnshire Archives	EM	VC	Lincoln	Lincolnshire
Lincolnshire Wolds Railway	EM	R	East Lindsey	Lincolnshire
Lindisfarne Castle	NE	HP	Northumberland	Northumberland
Lindisfarne Priory	NE	HP	Northumberland	Northumberland
Lindsell Art Gallery	EAST	MAG	Uttlesford	ESSEX
Litcham Village Museum	EAST	MAG	Breckland	NORFOLK
Little Hall Museum	EAST	HP	Babergh	Suffolk
Little Malvern Court	WM	HP	Malvern Hills	Worcestershire
Little Moreton Hall (NT)	NW	HP	Cheshire East	Cheshire
Little Wittenham Nature Reserve	SE	WI	South Oxfordshire	Oxfordshire
Littlehampton Museum	SE	MAG	Arun	West Sussex
Living Coasts	SW	WI	Torbay	Devon
London Metropolitan Archives	LON	O	Islington	GREATER LONDON
London's Transport Museum	LON	MAG	Westminster	GREATER LONDON
Long Crendon Courthouse	SE	HP	Aylesbury Vale	Buckinghamshire
Longthorpe Tower	EAST	HP	Peterborough	CAMBRIDGESHIRE
Longton Brickcroft Nature Reserve	NW	WI	South Ribble	Lancashire
Lotherton Hall & Gardens	Y&H	MAG	Leeds	WEST YORKSHIRE
Low Wood Watersports Centre	NW	LTP	South Lakeland	Cumbria
Lower Heugh Cottage Garden	Y&H	G	Craven	North Yorkshire
Lower Leas Coastal Park & Amphitheatre	SE	CP	Shepway	Kent
Lowes Court Gallery & Egremont TIC	NW	MAG	Copeland	Cumbria

Lowestoft Museum in Broad House	EAST	MAG	Waveney	Suffolk
Lowestoft War Memorial Museum	EAST	MAG	Waveney	Suffolk
Lullingstone Castle & Lullingstone World Garden	SE	HP	Sevenoaks	Kent
Lulworth Castle & Park	SW	HP	Purbeck	Dorset
Lunt Roman Fort	WM	HP	Warwick	Warwickshire
Lupton Square Gallery	Y&H	MAG	Kirklees	West Yorkshire
Lutterworth Museum	EM	MAG	Harborough	Leicestershire
Lydd Town Museum	SE	MAG	Shepway	Kent
Lyddington Bede House	EM	HP	Rutland	Rutland
Lydiard House & Park	SW	HP	Swindon	Wiltshire
Lyme Park & Gardens (NT)	NW	HP	Cheshire East	Cheshire
Lynn Museum	EAST	MAG	King's Lynn and West Norfolk	Norfolk
Lynton & Barnstaple Railway	SW	R	North Devon	Devon
Lyveden New Bield	EM	HP	East Northamptonshire	Northamptonshire
Magdalen Museum	EM	MAG	East Lindsey	Lincolnshire
Magna Science Adventure Centre	Y&H	MAG	Rotherham	South Yorkshire
Making It! Discovery Centre	EM	MAG	Mansfield	Nottinghamshire
Manchester Art Gallery	NW	MAG	Manchester	Greater Manchester
Manchester Museum	NW	MAG	Manchester	Greater Manchester
Manchester United Museum & Tour Centre	NW	MAG	Trafford	Greater Manchester
Manningtree and District Local History	EAST	MAG	Tendring	ESSEX
Manor House Art Gallery & Museum	Y&H	MAG	Bradford	West Yorkshire
Mansfield Museum	EM	MAG	Mansfield	Nottinghamshire
Mapperton House & Gardens	SW	HP	West Dorset	Dorset
Marble Hill House	LON	HP	Richmond upon Thames	Greater London
Margate Harbour Arm	SE	HP	Thanet	Kent
Markenfield Hall	Y&H	HP	Harrogate	NORTH YORKSHIRE
Marks Hall Gardens and Arboretum	EAST	G	Braintree	Essex
Marlow Museum	SE	MAG	Wycombe	Buckinghamshire
Marshall's Humber Car Museum	Y&H	O	Kingston upon Hull	East Riding of Yorkshire
Martlesham Heath Control Tower Museum	EAST	MAG	Suffolk Coastal	SUFFOLK
Marx Memorial Library	LON	O	Islington	GREATER LONDON
Mary Newman's Cottage	SW	HP	Cornwall	Cornwall
Medieval Merchants House	SE	HP	Southampton	Hampshire
Meditation Centre and Japanese Garden	EM	G	Newark and Sherwood	NOTTINGHAMSHIRE
Melbourne Hall and Gardens	EM	HP	South Derbyshire	Derbyshire
Melton Carnegie Museum	EM	MAG	Melton	Leicestershire
Mendips & 20 Forthlin Road [Beatles]	NW	HP	Liverpool	Merseyside
Merrivale Model Village	EAST	O	Great Yarmouth	Norfolk
Mersey Tunnel Tours	NW	WP	Liverpool	Merseyside
Merseyside Maritime Museum	NW	MAG	Liverpool	Merseyside
Middleham Castle (EH)	Y&H	HP	Richmondshire	NORTH YORKSHIRE
Midland Railway - Butterley	EM	R	Amber Valley	Derbyshire
Milestones	SE	MAG	Basingstoke and Deane	Hampshire
Mill Dene Garden	SW	G	Cotswold	Gloucestershire
Mill Green Museum and Mill	EAST	WP	Welwyn Hatfield	Hertfordshire
Millom Folk Museum	NW	MAG	Copeland	Cumbria
Milton Country Park	EAST	CP	South Cambridgeshire	CAMBRIDGESHIRE
Milton Keynes Museum	SE	MAG	Milton Keynes	Buckinghamshire
Mintern Gardens	SW	G	West Dorset	Dorset
Mississippi Boat Trips	EAST	O	North Norfolk	Norfolk
Model Railway Village	NW	LTP	Sefton	Merseyside
Mompesson House	SW	HP	Wiltshire	Wiltshire
Monk's House	SE	HP	Lewes	East Sussex
Monkwearmouth Station Museum	NE	MAG	Sunderland	Tyne and Wear
Montacute House	SW	HP	South Somerset	Somerset

Monument	LON	HP	City of London	GREATER LONDON
Moors Valley Country Park	SW	CP	East Dorset	Dorset
Moseley Old Hall	WM	HP	South Staffordshire	Staffordshire
Mottisfont Abbey Garden, House and Estate	SE	HP	Test Valley	Hampshire
Mottistone Manor Garden	SE	G	Isle of Wight	Isle of Wight
Mount Ephraim Gardens	SE	G	Swale	Kent
Mount Grace Priory	Y&H	HP	Hambleton	NORTH YORKSHIRE
Moyfield Riding School	WM	F	Wychavon	Worcestershire
Moyses's Hall Museum	EAST	MAG	St Edmundsbury	SUFFOLK
Mr Hardman's Home Photographic Studio	NW	HP	Liverpool	Merseyside
Mr Straw's House	EM	HP	Bassetlaw	Nottinghamshire
Mrs Smith's Cottage Museum	EM	MAG	North Kesteven	Lincolnshire
Much Wenlock Priory	WM	HP	Shropshire	Shropshire
Muchelney Abbey	SW	HP	South Somerset	Somerset
Museum	EM	VC	South Derbyshire	Derbyshire
Museum in Docklands	LON	MAG	Tower Hamlets	Greater London
Museum of Brands, Packaging and Advertising	LON	MAG	Kensington and Chelsea	Greater London
Museum of Canterbury	SE	MAG	Canterbury	Kent
Museum of Childhood at Bethnal Green	LON	MAG	Tower Hamlets	Greater London
Museum of East Asian Art	SW	MAG	Bath and North East Somerset	Somerset
Museum of Fulham Palace	LON	MAG	Hammersmith and Fulham	GREATER LONDON
Museum of Hartlepool	NE	MAG	Hartlepool	Tees Valley
Museum of London	LON	MAG	City of London	Greater London
Museum of Richmond	LON	MAG	Richmond upon Thames	GREATER LONDON
Museum of St Albans	EAST	MAG	St Albans	Hertfordshire
Museum of The Gorge	WM	MAG	Telford and Wrekin	Shropshire
Museum of the History of Science	SE	MAG	Oxford	Oxfordshire
Museum of the Manchester Regiment	NW	MAG	Tameside	Greater Manchester
Museums Sheffield: Millennium Gallery	Y&H	MAG	Sheffield	SOUTH YORKSHIRE
National Conservation Centre	NW	MAG	Liverpool	Merseyside
National Gallery	LON	MAG	Westminster	Greater London
National Lobster Hatchery	SW	WI	Cornwall	Cornwall
National Marine Aquarium	SW	WI	Plymouth	Devon
National Maritime Museum	LON	MAG	Greenwich	Greater London
National Media Museum	Y&H	MAG	Bradford	West Yorkshire
National Memorial Arboretum	WM	VC	Lichfield	Staffordshire
National Park Centre Ingram	NE	VC	Northumberland	Northumberland
National Park Centre Once Brewed	NE	VC	Northumberland	Northumberland
National Portrait Gallery	LON	MAG	Westminster	Greater London
National Railway Museum	Y&H	MAG	York	NORTH YORKSHIRE
National Stone Centre	EM	VC	Derbyshire Dales	Derbyshire
National Waterways Museum - Boat Trip	NW	MAG	Cheshire West And Chester	Cheshire
National Wildflower Centre	NW	MAG	Knowsley	Merseyside
Natural History Museum	LON	MAG	Kensington and Chelsea	Greater London
Needham Lake and Nature Reserve	EAST	WI	Mid Suffolk	Suffolk
Nelson Museum	EAST	MAG	Great Yarmouth	NORFOLK
Ness Botanic Gardens	NW	G	Cheshire West And Chester	Cheshire
New Brewery Arts	SW	MAG	Cotswold	Gloucestershire
New Forest Cider	SE	WP	New Forest	Hampshire
New Tavern Fort	SE	HP	Gravesham	KENT
New Walk Museum and Art Gallery	EM	MAG	Leicester	Leicestershire
Newark Parish Church	EM	WO	Newark and Sherwood	Nottinghamshire
Newark Park	SW	HP	Cotswold	Gloucestershire
Newbiggin Methodist Chapel	NE	WO	Durham	County Durham
Newcomen Engine House	SW	VC	South Hams	Devon
Newhouse	SW	HP	Wiltshire	Wiltshire

Newquay Zoo	SW	WI	Cornwall	Cornwall
Newstead Abbey	EM	MAG	Gedling	Nottinghamshire
Nigel Greaves Gallery	SE	MAG	Eastbourne	East Sussex
Norfolk and Suffolk Aviation Museum	EAST	MAG	Waveney	Suffolk
Norris Museum	EAST	MAG	Huntingdonshire	CAMBRIDGESHIRE
North House Gallery	EAST	MAG	Tendring	Essex
North Ings Farm Museum	EM	MAG	North Kesteven	Lincolnshire
North West Museum of Road Transport	NW	MAG	St Helens	Merseyside
Northumbria Craft Centre	NE	VC	Northumberland	Northumberland
Norwich Castle Museum and Art Gallery	EAST	MAG	Norwich	Norfolk
Nostell Priory House	Y&H	HP	Wakefield	WEST YORKSHIRE
Nottingham Castle	EM	MAG	Nottingham City	Nottinghamshire
Nunhead Cemetery	LON	O	Southwark	GREATER LONDON
Nunnington Hall	Y&H	HP	Ryedale	NORTH YORKSHIRE
Nutley Mill	SE	WP	Wealden	East Sussex
Nymans	SE	G	Mid Sussex	West Sussex
Oakhams Treasures	SW	MAG	North Somerset	Somerset
Oakhurst Cottage	SE	HP	Waverley	Surrey
Oare Gunpowder Works County Park	SE	VC	Medway	Kent
Okehampton Castle	SW	HP	West Devon	Devon
Old Chapel Gallery	WM	MAG	Herefordshire	Herefordshire
Old MacDonald's Farm	EAST	F	Brentwood	Essex
Old Operating Theatre, Museum and Herb Garret	LON	MAG	Southwark	GREATER LONDON
Old Royal Naval College	LON	HP	Greenwich	Greater London
Old Sarum	SW	HP	Wiltshire	Wiltshire
Old Town Hall Museum	SE	MAG	Hastings	East Sussex
Old Wardour Castle	SW	HP	Wiltshire	Wiltshire
Oliver Cromwell's House	EAST	HP	East Cambridgeshire	Cambridgeshire
Orchid Paradise	SW	G	Teignbridge	Devon
Orford Castle	EAST	HP	Suffolk Coastal	SUFFOLK
Orford Ness National Nature Reserve	EAST	WI	Suffolk Coastal	Suffolk
Oriental Museum	NE	MAG	Durham	County Durham
Orwell River Cruises Limited	EAST	O	Mid Suffolk	SUFFOLK
Osborne House	SE	HP	Isle of Wight	Isle of Wight
Oswestry Transport Museum/Cambrian Railway Society	WM	R	Shropshire	Shropshire
Oundle Museum	EM	MAG	East Northamptonshire	Northamptonshire
Overbecks Museum and Garden	SW	HP	South Hams	Devon
Owletts - National Trust	SE	HP	Gravesham	Kent
Oxburgh Hall	EAST	HP	Breckland	Norfolk
Oxfam Art Gallery	SW	MAG	Wiltshire	Wiltshire
Oxford Bus Museum	SE	MAG	West Oxfordshire	Oxfordshire
Oxford University Museum of Natural History	SE	MAG	Oxford	Oxfordshire
Packwood House	WM	HP	Warwick	Warwickshire
Paddle Steamer Kingswear Castle	SE	O	Medway	Kent
Padley Manor, Gatehouse & Chapel	EM	WO	Derbyshire Dales	Derbyshire
Padstow Museum	SW	MAG	Cornwall	Cornwall
Paignton Pier	SW	LTP	Torbay	Devon
Paignton Zoo Environmental Park	SW	WI	Torbay	Devon
Painshill Park	SE	G	Elmbridge	Surrey
Painswick Rococo Garden	SW	G	Stroud	Gloucestershire
Pakenham Water Mill	EAST	HP	St Edmundsbury	Suffolk
Papplewick Pumping Station	EM	MAG	Gedling	Nottinghamshire
Parish Church of St Mary	NW	WO	Cheshire East	Cheshire
Parish Church of St Mary	SW	WO	Stroud	Gloucestershire
Parish Church of St. Mary Whaplode	EM	WO	South Holland	Lincolnshire
Park Bridge Heritage Centre	NW	VC	Tameside	Greater Manchester

Park Farm	WM	HP	Stafford	Staffordshire
Park Rose Birds of Prey & Wildlife Park	Y&H	WI	East Riding of Yorkshire	EAST RIDING OF YORKSHIRE
Parndon Wood Nature Reserve	EAST	WI	Harlow	Essex
Pashley Manor Gardens	SE	G	Rother	East Sussex
Peak District Mining Museum	EM	MAG	Derbyshire Dales	Derbyshire
Peet Leather	SW	WP	South Hams	Devon
Pendennis Castle	SW	HP	Cornwall	Cornwall
Pendle Heritage Centre	NW	VC	Pendle	Lancashire
Pendon Museum	SE	MAG	South Oxfordshire	Oxfordshire
Penryn Museum	SW	MAG	Cornwall	Cornwall
Penshurst Place and Gardens	SE	HP	Sevenoaks	Kent
People's History Museum	NW	MAG	Manchester	Greater Manchester
Pershore Heritage Centre	WM	VC	Wychavon	WORCESTERSHIRE
Peterborough Cathedral	EAST	WO	Peterborough	CAMBRIDGESHIRE
Peterborough Museum and Art Gallery	EAST	MAG	Peterborough	Cambridgeshire
Peterlee Parachute Centre	NE	O	Durham	County Durham
Petworth Cottage Museum	SE	MAG	Chichester	West Sussex
Pevensey Castle	SE	HP	Wealden	East Sussex
Peveler Castle	EM	HP	High Peak	Derbyshire
Pickering Castle	Y&H	HP	Ryedale	NORTH YORKSHIRE
Pickford's House Museum	EM	HP	Derby	Derbyshire
Piece Hall Art Gallery	Y&H	MAG	Calderdale	WEST YORKSHIRE
Piercebridge Roman Fort	NE	MAG	Darlington	Tees Valley
Pinchbeck Engine Museum	EM	MAG	South Holland	Lincolnshire
Pitt Rivers Museum	SE	MAG	Oxford	Oxfordshire
Pleasant Promenades - Guided Walking Tours of Royal Tunbridge Wells	SE	O	Tunbridge Wells	Kent
Plymouth City Museum & Art Gallery	SW	MAG	Plymouth	Devon
Polesden Lacey	SE	HP	Mole Valley	Surrey
Port Lympne Wild Animal Park	SE	WI	Shepway	Kent
Portchester Castle	SE	HP	Fareham	Hampshire
Portland Basin Museum	NW	MAG	Tameside	Greater Manchester
Portland Castle	SW	HP	Weymouth and Portland	Dorset
Poshboatz	EAST	O	Peterborough	Cambridgeshire
Potters Bar Museum	EAST	MAG	Welwyn Hatfield	HERTFORDSHIRE
Pow Hill Country Park	NE	CP	Durham	County Durham
Prebendal Manor Medieval Centre	EM	HP	East Northamptonshire	Northamptonshire
Preston Manor	SE	HP	Brighton and Hove	East Sussex
Princes Road Synagogue	NW	WO	Liverpool	Merseyside
Priory Cottages	SE	HP	Vale of White Horse	Oxfordshire
Project Timescape and Northmoor Trust Estate	SE	O	South Oxfordshire	Oxfordshire
Prudhoe Castle	NE	HP	Northumberland	Northumberland
Pumpkin Cottage, Slindon	SE	O	Arun	West Sussex
Purbeck Information & Heritage Centre	SW	VC	Purbeck	Dorset
Puzzlewood	SW	O	Forest of Dean	Gloucestershire
Quarry Bank Mill and Garden (NT)	NW	HP	Cheshire East	Cheshire
Quebec House	SE	HP	Sevenoaks	Kent
Queen Elizabeth Country Park	SE	CP	East Hampshire	Hampshire
Queen's Chapel of the Savoy	LON	WO	Westminster	GREATER LONDON
Queen's House	LON	MAG	Greenwich	GREATER LONDON
Quilt Museum and Gallery	Y&H	MAG	York	North Yorkshire
Raby Castle	NE	HP	Durham	County Durham
Radar Tower (Beacon Hill Fort)	EAST	MAG	Tendring	Essex
RAF Scampton Historical Museum	EM	MAG	West Lindsey	Lincolnshire
RAF Spitfire & Hurricane Memorial Trust	SE	MAG	Thanet	Kent
RAF Waddington	EM	LTP	North Kesteven	Lincolnshire

Ragley Hall	WM	HP	Stratford-on-Avon	Warwickshire
Railworld	EAST	MAG	Peterborough	CAMBRIDGESHIRE
Rainham Hall	LON	HP	Havering	GREATER LONDON
Rand Farm Park	EM	F	East Lindsey	Lincolnshire
Ravenglass & Eskdale Railway	NW	R	Copeland	Cumbria
Raydale Preserves	Y&H	O	Richmondshire	NORTH YORKSHIRE
Rays Farm Country Matters	WM	F	Shropshire	Shropshire
Red House (The National Trust)	SE	HP	Bexley	GREATER LONDON
Red House Museum and Gardens Heritage Museum	SW	MAG	Christchurch	Dorset
Red Jack Tours	NW	O	Liverpool	Merseyside
Redoubt Fortress & Military Museum	SE	MAG	Eastbourne	East Sussex
Regimental Museum Kings Own Scottish Borderers	NE	MAG	Northumberland	Northumberland
Renishaw Hall and Gardens	EM	HP	North East Derbyshire	Derbyshire
Restormel Castle	SW	HP	Cornwall	Cornwall
Revills Farmshop	WM	O	Wychavon	Worcestershire
Revolution House	EM	MAG	Chesterfield	Derbyshire
RHS Garden Hyde Hall	EAST	G	Chelmsford	Essex
RHS Garden Rosemoor	SW	G	Torridge	Devon
RHS Garden Wisley	SE	G	Guildford	Surrey
RHS Royal Horticultural Society Garden	Y&H	G	Harrogate	North Yorkshire
Ribchester Roman Museum	NW	MAG	Ribble Valley	Lancashire
Richborough Roman Fort	SE	HP	Dover	Kent
Richmond Castle	Y&H	HP	Richmondshire	NORTH YORKSHIRE
Richmondshire Museum	Y&H	MAG	Richmondshire	NORTH YORKSHIRE
Ridgeview Vineyard	SE	WP	Lewes	East Sussex
Rievaulx Abbey	Y&H	HP	Ryedale	NORTH YORKSHIRE
Rievaulx Terrace & Temples (NT)	Y&H	G	Ryedale	NORTH YORKSHIRE
Ripley Castle	Y&H	HP	Harrogate	NORTH YORKSHIRE
Ripon Cathedral	Y&H	WO	Harrogate	NORTH YORKSHIRE
Ripon Courthouse Museum	Y&H	MAG	Harrogate	NORTH YORKSHIRE
River Escapes	NE	O	Newcastle upon Tyne	Tyne and Wear
Riverhill House Gardens	SE	G	Sevenoaks	Kent
RNLI Grace Darling Museum	NE	MAG	Northumberland	Northumberland
RNLI Zetland Lifeboat Museum	NE	MAG	Redcar and Cleveland	Tees Valley
Roald Dahl Museum and Story Centre	SE	MAG	Chiltern	Buckinghamshire
Robin Hood's Bay and Fylingdales Museum	Y&H	MAG	Scarborough	NORTH YORKSHIRE
Roche Abbey (EH)	Y&H	HP	Rotherham	SOUTH YORKSHIRE
Rochester Castle	SE	HP	Medway	Kent
Rockbourne Roman Villa	SW	MAG	Christchurch	Dorset
Rockingham Castle	EM	HP	Corby	Northamptonshire
Rode Hall & Gardens	NW	HP	Cheshire East	Cheshire
Roman Alcester	WM	VC	Stratford-on-Avon	Warwickshire
Roman Army Museum (Carvoran) Hadrian's Wall	NE	MAG	Northumberland	Northumberland
Roman Bath	LON	HP	Westminster	GREATER LONDON
Roman Baths	SW	MAG	Bath and North East Somerset	Somerset
Roman Theatre of Verulamium	EAST	HP	St Albans	HERTFORDSHIRE
Romsey Abbey	SE	WO	Test Valley	Hampshire
Ropewalk Contemporary Art & Craft	EM	MAG	North Lincolnshire	Lincolnshire
Rose Green Centre of Art & Craft	SE	MAG	Arun	West Sussex
Rossendale Museum	NW	MAG	Rossendale	Lancashire
Rother Valley Country Park	Y&H	CP	Rotherham	SOUTH YORKSHIRE
Rotherham Talbot Lane	Y&H	WO	Rotherham	South Yorkshire
Rotunda William Smith Museum of Geology	Y&H	MAG	Scarborough	NORTH YORKSHIRE
Rousham House	SE	HP	West Oxfordshire	Oxfordshire
Royal Air Force Holmpton Bunker	Y&H	HP	East Riding of Yorkshire	East Riding of Yorkshire
Royal Air Force Museum Cosford	WM	MAG	Shropshire	Shropshire

Royal Air Force Museum Hendon	LON	MAG	Barnet	Greater London
Royal Albert Memorial Museum - RAMM in the Library	SW	MAG	Exeter	Devon
Royal Armouries Museum	Y&H	HP	Leeds	WEST YORKSHIRE
Royal Birmingham Society of Artists	WM	MAG	Birmingham	WEST MIDLANDS
Royal Botanic Gardens, Kew Gardens	LON	G	Richmond upon Thames	Greater London
Royal Cornwall Museum	SW	MAG	Cornwall	Cornwall
Royal Gunpowder Mills	EAST	VC	Epping Forest	Essex
Royal Observatory Greenwich	LON	MAG	Greenwich	Greater London
Royal Pavilion	SE	HP	Brighton and Hove	East Sussex
Royal West of England Academy of Arts	SW	MAG	City of Bristol	Bristol
RSPB Bempton Cliffs Reserve	Y&H	WI	East Riding of Yorkshire	East Riding of Yorkshire
RSPB Berney Marshes	EAST	WI	Great Yarmouth	NORFOLK EAST RIDING OF YORKSHIRE
RSPB Blacktoft Sands Nature Reserve	Y&H	WI	East Riding of Yorkshire	YORKSHIRE
RSPB Dungeness Nature Reserve	SE	WI	Shepway	Kent
RSPB Lakenheath Fen Nature Reserve	EAST	WI	Forest Heath	Suffolk
RSPB Minsmere Nature Reserve	EAST	WI	Suffolk Coastal	Suffolk
RSPB Pulborough Brooks	SE	WI	Horsham	West Sussex
RSPB Titchwell Marsh Nature Reserve	EAST	WI	King's Lynn and West Norfolk	NORFOLK
Ruddington Framework Knitters Museum	EM	MAG	Rushcliffe	Nottinghamshire
Rudyard Lake Steam Railway	WM	R	Staffordshire Moorlands	Staffordshire
Rufford Craft Centre	EM	CP	Newark and Sherwood	Nottinghamshire
Rufford Old Hall	NW	HP	West Lancashire	Lancashire
Rural Life Centre	SE	MAG	Waverley	Surrey
Rushcliffe Country Park	EM	CP	Rushcliffe	Nottinghamshire
Rushden Museum	EM	MAG	East Northamptonshire	Northamptonshire
Rushton Triangular Lodge	EM	HP	Kettering	Northamptonshire
Russell-Cotes Art Gallery & Museum	SW	MAG	Bournemouth	Dorset
Rycote Chapel	SE	WO	South Oxfordshire	Oxfordshire
Rye Castle Museum	SE	HP	Rother	East Sussex
Ryton Pools Country Park	WM	CP	Warwick	Warwickshire
Saddleworth Museum and Art Gallery	NW	MAG	Oldham	Greater Manchester
Saffron Walden Museum	EAST	MAG	Uttlesford	Essex
Saint Mildred's Church and Church Centre	SE	WO	Isle of Wight	ISLE OF WIGHT
Salcey Forest	EM	CP	East Northamptonshire	Northamptonshire
Salford Museum and Art Gallery	NW	MAG	Salford	Greater Manchester
Salisbury Cathedral	SW	WO	Wiltshire	Wiltshire
Saltaire United Reformed Church	Y&H	WO	Bradford	WEST YORKSHIRE
Samlesbury Hall	NW	HP	South Ribble	Lancashire
Samuel Johnson Birthplace Museum & Bookshop	WM	MAG	Lichfield	Staffordshire
Sand	SW	HP	East Devon	Devon
Sandcastle Waterpark	NW	O	Blackpool	Lancashire
Sandford Orcas Manor House	SW	HP	West Dorset	Dorset
Sandham Memorial Chapel	SE	WO	Basingstoke and Deane	Hampshire
Sandlings Forests	EAST	CP	Suffolk Coastal	SUFFOLK
Sandwell Valley Country Park	WM	CP	Sandwell	WEST MIDLANDS
Sandwich Guildhall Museum	SE	MAG	Dover	Kent
Sarehole Mill	WM	MAG	Birmingham	West Midlands
Saxtead Green Postmill	EAST	HP	Suffolk Coastal	SUFFOLK
Scarborough Art Gallery	Y&H	MAG	Scarborough	NORTH YORKSHIRE
Scarborough Castle	Y&H	HP	Scarborough	North Yorkshire
Scarborough Maritime Heritage Centre	Y&H	VC	Scarborough	North Yorkshire
Science Museum	LON	MAG	Kensington and Chelsea	Greater London
Science Museum Library and Archives	SW	O	Swindon	Wiltshire
Science Oxford Live	SE	MAG	Oxford	Oxfordshire
Scotney Castle	SE	G	Tunbridge Wells	Kent

Scott's Grotto	EAST	HP	East Hertfordshire	HERTFORDSHIRE
Seaford Museum and Heritage Society	SE	MAG	Lewes	East Sussex
Seaton Tramway	SW	O	East Devon	Devon
Seaview Road Train	EM	LTP	North East Lincolnshire	Lincolnshire
Secret Cold War Bunker	SE	MAG	Gravesham	KENT
Sefton Park	NW	CP	Liverpool	Merseyside
Segedunum Roman Fort, Baths and Museum.	NE	HP	North Tyneside	Tyne and Wear
Selly Manor Museum	WM	MAG	Birmingham	WEST MIDLANDS
Setantii Museum and Family History Centre	NW	MAG	Tameside	Greater Manchester
Shalford Mill	SE	HP	Guildford	Surrey
Sheffield Botanical Gardens	Y&H	G	Sheffield	SOUTH YORKSHIRE
Sheffield Park Garden	SE	G	Wealden	East Sussex
Shepherd Neame Brewery Tours	SE	WP	Swale	Kent
Shepreth Wildlife Park and Waterworld	EAST	WI	South Cambridgeshire	Cambridgeshire
Sherborne Old Castle	SW	HP	West Dorset	Dorset
Sherwood Forest Country Park	EM	CP	Newark and Sherwood	Nottinghamshire
Shipley Art Gallery	NE	MAG	Gateshead	Tyne and Wear
Shipley Visitor Centre	EM	CP	Amber Valley	Derbyshire
Shire Hall	NW	HP	Lancaster	Lancashire
Shire Hall Gallery	WM	MAG	Stafford	Staffordshire
Shropshire Wildlife Trust	WM	VC	Shropshire	Shropshire
Sidmouth Museum	SW	MAG	East Devon	Devon
Silk Mill - Derby's Museum of Industry and History	EM	MAG	Derby	Derbyshire
Sissinghurst Castle Garden	SE	G	Tunbridge Wells	Kent
Six Poor Travellers House	SE	HP	Medway	Kent
Sizergh Castle and Garden	NW	HP	South Lakeland	Cumbria
Skegness Natureland Seal Sanctuary	EM	WI	East Lindsey	Lincolnshire
Skipton Castle	Y&H	HP	Craven	NORTH YORKSHIRE
Skirmish Paintball	WM	O	Stratford-on-Avon	Warwickshire
Skylark Studios	EAST	MAG	Fenland	CAMBRIDGESHIRE
Sleaford St. Denys	EM	WO	North Kesteven	Lincolnshire
Smith Art Gallery	Y&H	MAG	Calderdale	WEST YORKSHIRE
Smithy Heritage Centre	NW	VC	St Helens	Merseyside
Snibston	EM	MAG	North West Leicestershire	Leicestershire
Soho House Museum	WM	MAG	Birmingham	WEST MIDLANDS
Soldiers of Gloucestershire Museum	SW	MAG	Gloucester	Gloucestershire
Somerset Cricket Museum	SW	MAG	Taunton Deane	Somerset
Somerset Rural Life Museum	SW	MAG	Mendip	Somerset
South Devon Railway	SW	R	Teignbridge	Devon
South Downs Planetarium	SE	MAG	Chichester	West Sussex
South Foreland Lighthouse	SE	HP	Dover	Kent
South Ribble Museum and Exhibition Centre	NW	MAG	South Ribble	Lancashire
South Shields Museum and Art Gallery	NE	MAG	South Tyneside	Tyne and Wear
South Swale Nature Reserve	SE	WI	Swale	Kent
Southwark Cathedral	LON	WO	Southwark	Greater London
Southwell Minster	EM	WO	Newark and Sherwood	Nottinghamshire
Spa Valley Railway	SE	R	Tunbridge Wells	Kent
Speke Hall, Gardens & Estate	NW	HP	Liverpool	Merseyside
Spetchley Park Gardens	WM	G	Wychavon	Worcestershire
Spitalfields City Farm	LON	F	Tower Hamlets	GREATER LONDON
Spurn Lightship	Y&H	MAG	Kingston upon Hull	East Riding of Yorkshire
Squerryes Court	SE	HP	Sevenoaks	Kent
St Alfege's Church	LON	WO	Greenwich	GREATER LONDON
St Andrew-by-the-Wardrobe Church	LON	WO	City of London	GREATER LONDON
St Andrew's Church	EM	WO	North Lincolnshire	Lincolnshire
St Andrew's Church	NE	WO	Durham	County Durham

St Andrew's Church	SE	WO	Eastleigh	Hampshire
St Augustine's Church	Y&H	HP	East Riding of Yorkshire	EAST RIDING OF YORKSHIRE
St Bartholomews Church	SE	WO	Brighton and Hove	East Sussex
St Bartholomew's Hospital Archives and Museum	LON	MAG	City of London	GREATER LONDON
St Chad's Church, Shrewsbury	WM	WO	Shropshire	Shropshire
St Cuthbert's Church	Y&H	WO	Hambleton	NORTH YORKSHIRE
St Edmundsbury Cathedral	EAST	WO	St Edmundsbury	Suffolk
St George-in-the-East Church	LON	WO	Tower Hamlets	GREATER LONDON
St Hilda's Church Visitor Centre	NE	WO	Hartlepool	Tees Valley
St James and All Saints	Y&H	WO	Ryedale	North Yorkshire
St James' Church Garlickhythe	LON	WO	City of London	GREATER LONDON
St John The Baptist Church	WM	WO	Coventry	West Midlands
St John the Baptist's Church, Bristol	SW	HP	City of Bristol	Bristol
St John's Chapel & Heritage Centre	EM	VC	Amber Valley	DERBYSHIRE
St John's Jerusalem	SE	HP	Dartford	KENT
St Katherine's Church, Chiselhampton	SE	HP	South Oxfordshire	Oxfordshire
St Laurence Church	NE	WO	Durham	County Durham
St Laurence's Church	WM	WO	Shropshire	Shropshire
St Lawrence Jewry-Next-Guildhall	LON	WO	City of London	GREATER LONDON
St Lawrence Rural Discovery Church	EAST	WO	Maldon	Essex
St Leonard's Farm Park	Y&H	LTP	Bradford	WEST YORKSHIRE
St Martin's Church	SE	WO	Canterbury	Kent
St Martin-within-Ludgate	LON	WO	City of London	GREATER LONDON
St Mary & St Michael's Church	NW	WO	South Lakeland	Cumbria
St Mary Abchurch	LON	WO	City of London	GREATER LONDON
St Mary the Virgin Church	NE	WO	Durham	County Durham
St Mary's Bridge Chapel	EM	WO	Derby	Derbyshire
St Mary's Church	SW	HP	Forest of Dean	Gloucestershire
St Mary's Church	EAST	WO	St Edmundsbury	Suffolk
St Mary's Church	SW	WO	Cheltenham	Gloucestershire
St Mary's church	SW	WO	Tewkesbury	Gloucestershire
St Mary's Church	SW	WO	West Somerset	Somerset
St Mary's Guildhall	WM	HP	Coventry	West Midlands
St Mary's Parish Church Whitby	Y&H	WO	Scarborough	NORTH YORKSHIRE
St Mawes Castle	SW	HP	Cornwall	Cornwall
St Michaels and All Angles Church	Y&H	WO	Craven	NORTH YORKSHIRE
St Michael's Mount	SW	WO	Cornwall	Cornwall
St Nicholas Priory	SW	HP	Exeter	Devon
St Paul's Cathedral	LON	WO	City of London	Greater London
St Peter's Brewery and Visitor Centre	EAST	WP	Waveney	Suffolk
St Peter's RC Church	Y&H	WO	Bradford	West Yorkshire
St Peter's Village Tour	SE	O	Thanet	Kent
St Petroc's Parish Church	SW	WO	Cornwall	Cornwall
St Stephen Walbrook	LON	WO	City of London	GREATER LONDON
St Werburgh's City Farm	SW	F	City of Bristol	Bristol
St. Barbe Museum and Gallery	SE	MAG	New Forest	Hampshire
Stafford Castle and Visitor Centre	WM	HP	Stafford	Staffordshire
Staffordshire Regiment Museum	WM	MAG	Lichfield	Staffordshire
Stamford Museum	EM	MAG	South Kesteven	Lincolnshire
Stansted House	SE	HP	Chichester	West Sussex
Steep Holm	SW	VC	North Somerset	Somerset
Stephenson Railway Museum	NE	MAG	North Tyneside	Tyne and Wear
Stewart's Burnby Hall Gardens & Museum	Y&H	HP	East Riding of Yorkshire	EAST RIDING OF YORKSHIRE
Stinsford Church	SW	WO	West Dorset	DORSET
Stock Gaylard House & Garden	SW	HP	North Dorset	Dorset

Stockley Farm	NW	F	Cheshire East	Cheshire
Stocks Mill	SE	HP	Ashford	Kent
Stockwith Mill	EM	HP	East Lindsey	Lincolnshire
Stockwood Discovery Centre	EAST	MAG	Luton	Bedfordshire
Stokesay Castle	WM	HP	Shropshire	Shropshire
Stone Cross Windmill	SE	HP	Wealden	East Sussex
Stonebridge City Farm	EM	F	Nottingham City	Nottinghamshire
Stonehenge	SW	HP	Wiltshire	Wiltshire
Stoneywish Nature Reserve	SE	WI	Lewes	East Sussex
Storrington & District Museum	SE	MAG	Horsham	West Sussex
Stott Park Bobbin Mill	NW	HP	South Lakeland	CUMBRIA
Stourhead House and Garden	SW	HP	Wiltshire	Wiltshire
Stow Windmill	EAST	HP	North Norfolk	Norfolk
Stowe House	SE	HP	Aylesbury Vale	Buckinghamshire
Stowe Landscape Gardens	SE	G	Aylesbury Vale	Buckinghamshire
Stracey Arms Mill House	EAST	HP	Great Yarmouth	Norfolk
Strand Art Gallery	SW	MAG	Torbay	Devon
Streetlife Museum	Y&H	MAG	Kingston upon Hull	EAST RIDING OF YORKSHIRE
Stubbing Wharf Cruises	Y&H	O	Calderdale	West Yorkshire
Studio Works Gallery	SW	WP	Stroud	Gloucestershire
Sudbury Hall & National Trust Museum of Childhood	EM	HP	Derbyshire Dales	Derbyshire
Sudeley Castle Gardens and Exhibition	SW	HP	Tewkesbury	Gloucestershire
Suffolk County Tours	EAST	O	St Edmundsbury	Suffolk
Summerfields Miniature Railway	EAST	O	Bedford	Bedfordshire
Sunderland Museum and Winter Gardens	NE	MAG	Sunderland	Tyne and Wear
Surrey and Hants Canal Cruises Ltd	SE	O	Hart	Hampshire
Sutton Bank National Park Visitor Centre	Y&H	VC	Ryedale	NORTH YORKSHIRE
Sutton House (NT)	LON	HP	Hackney	Greater London
Swallow Hayes	WM	G	Shropshire	Shropshire
Swanage Railway	SW	R	Purbeck	Dorset
Swannington Heritage Trail and Mill	EM	O	North West Leicestershire	Leicestershire
Sywell Aviation Museum	EM	MAG	Wellingborough	Northamptonshire
Tamworth Castle	WM	HP	Tamworth	Staffordshire
Tangmere Military Aviation Museum	SE	MAG	Chichester	West Sussex
Tapton Lock Visitor Centre	EM	VC	Chesterfield	Derbyshire
Tate Britain	LON	MAG	Westminster	Greater London
Tate Modern	LON	MAG	Southwark	Greater London
Tate St Ives	SW	MAG	Cornwall	Cornwall
Tattershall Castle	EM	HP	East Lindsey	Lincolnshire
Tattershall Farm Park	EM	F	East Lindsey	Lincolnshire
Teignmouth Orangery	SW	O	Teignbridge	Devon
Telford Steam Railway	WM	R	Telford and Wrekin	SHROPSHIRE
Temple Newsam House and Farm	Y&H	MAG	Leeds	WEST YORKSHIRE
Tenbury Museum	WM	MAG	Malvern Hills	Worcestershire
Tenterden and District Museum	SE	MAG	Ashford	Kent
Teston Bridge Country Park	SE	CP	Maidstone	Kent
Thames Chase Forest Centre	LON	VC	Havering	GREATER LONDON
Thames RIB Experience	LON	LTP	Westminster	Greater London
Thaxted Guildhall	EAST	MAG	Uttlesford	ESSEX
The 1642 Living History Village	SE	O	Gosport	Hampshire
The Amber Museum	EAST	MAG	Waveney	Suffolk
The Animal Ark	EAST	F	Broadland	Norfolk
The Arthurian Centre	SW	VC	Cornwall	Cornwall
The Bar Convent Museum	Y&H	MAG	York	North Yorkshire
The Beacon	NW	MAG	Copeland	Cumbria

The Bowes Museum	NE	MAG	Durham	County Durham
The Captains Folly River Trip boat	EAST	O	Huntingdonshire	Cambridgeshire
The Captain's Table	EAST	O	Huntingdonshire	Cambridgeshire
The Cathedral Church of St. Nicholas	NE	WO	Newcastle upon Tyne	Tyne and Wear
The Chapel Down Winery	SE	WP	Ashford	KENT
The Cheddar Gorge Cheese Company, Shop & Working Dairy	SW	O	Sedgemoor	Somerset
The Courts	SW	G	Wiltshire	Wiltshire
The Donkey Sanctuary	SW	F	East Devon	Devon
The Egham Museum	SE	MAG	Runnymede	Surrey
The Elgar Birthplace Museum	WM	MAG	Malvern Hills	Worcestershire
The Farmland Museum and Denny Abbey	EAST	MAG	SOUTH CAMBRIDGESHIRE	Cambridgeshire
The Gallery at Parndon Mill	EAST	MAG	Harlow	Essex
The Garden House	EM	G	West Lindsey	Lincolnshire
The Garden House	SW	G	West Devon	Devon
The Georgian House	SW	MAG	City of Bristol	Bristol
The Gissing Centre	Y&H	HP	Wakefield	West Yorkshire
The Glass Studio	SE	WP	Eastbourne	East Sussex
The Greyfriars	WM	HP	Worcester	Worcestershire
The Guildhall	Y&H	HP	York	NORTH YORKSHIRE
The Gurkha Museum	SE	MAG	Winchester	Hampshire
The Handsam Boat Company	WM	O	Wychavon	Worcestershire
The Hannah Peschar Sculpture Garden	SE	MAG	Mole Valley	Surrey
The Heaton Cooper Studio	NW	MAG	South Lakeland	Cumbria
The Helicopter Museum	SW	MAG	North Somerset	Somerset
The Henry Moore Foundation	EAST	MAG	East Hertfordshire	Hertfordshire
The Henry Ramey Upcher Lifeboat Museum	EAST	MAG	North Norfolk	NORFOLK
The Heritage Centre at Bellingham	NE	VC	Northumberland	Northumberland
The Historic Dockyard Chatham	SE	MAG	Medway	Kent
The Hop Pocket Craft Centre	WM	O	Herefordshire	HEREFORDSHIRE
The Ipswich Unitarian Meeting House	EAST	HP	Ipswich	Suffolk
The Jane Austen Centre	SW	VC	Bath and North East Somerset	Somerset
The John Clare Cottage	EAST	VC	Peterborough	Cambridgeshire
The Levant Mine and Beam Engine	SW	HP	Cornwall	Cornwall
The Maltings Theatre and Cinema	NE	O	Northumberland	Northumberland
The Manor	EAST	HP	Huntingdonshire	CAMBRIDGESHIRE
The Merchant's House	SW	HP	Wiltshire	Wiltshire
The Muckleburgh Collection	EAST	MAG	North Norfolk	Norfolk
The Museum in the Park	SW	MAG	Stroud	Gloucestershire
The Museum of the Jewellery Quarter	WM	MAG	Birmingham	WEST MIDLANDS
The National Forest Maize Maze	WM	F	East Staffordshire	Staffordshire
The National Trust Killerton House & Gardens	SW	HP	East Devon	Devon
The National Trust, Formby	NW	WI	Sefton	Merseyside
The Natural History Museum at Tring	EAST	MAG	Dacorum	Hertfordshire
The Needles Old Battery & New Battery	SE	HP	Isle of Wight	Isle of Wight
The New College of Cobham	SE	HP	Gravesham	Kent
The New Inn & Cropton Brewery	Y&H	WP	Ryedale	NORTH YORKSHIRE
The Oare Gunpowder Works Country Park	SE	CP	Swale	KENT
The Old Farmyard	Y&H	F	Harrogate	NORTH YORKSHIRE
The Old Fulling Mill Museum of Archaeology	NE	MAG	Durham	County Durham
The Old House	EAST	HP	Rochford	Essex
The Old House	WM	MAG	Herefordshire	HEREFORDSHIRE
The Old Palace	WM	HP	Worcester	WORCESTERSHIRE
The Otter Gallery (Chichester)	SE	MAG	Chichester	West Sussex
The Parish Church of St John the Baptist	SW	WO	Mendip	Somerset
The Passionate Brontes	Y&H	O	Bradford	West Yorkshire
The Poppy Line (North Norfolk Railway)	EAST	O	North Norfolk	Norfolk

The Potteries Museum & Art Gallery	WM	MAG	Stoke-on-Trent	Staffordshire
The Priory Visitors Centre	WM	MAG	Coventry	WEST MIDLANDS
The Quaker Tapestry Exhibition	NW	MAG	South Lakeland	Cumbria
The Red House - Aldeburgh	EAST	HP	Suffolk Coastal	Suffolk
The Red Lodge	SW	HP	City of Bristol	Bristol
The Rifles (Berkshire and Wiltshire) Museum	SW	MAG	Wiltshire	Wiltshire
The River Gardens & Perry's Plants	Y&H	G	Scarborough	North Yorkshire
The Roundhouse Gallery	EM	MAG	South Derbyshire	Derbyshire
The Rum Story	NW	HP	Copeland	Cumbria
The Ruskin Museum	NW	MAG	South Lakeland	Cumbria
The Secret Garden - Illuminated Trail	WM	G	Birmingham	West Midlands
The Secret Gardens of Sandwich	SE	G	Dover	Kent
The Solaris Centre - Centre for Environmental Action	NW	MAG	Blackpool	Lancashire
The Spike Guildford	SE	VC	Guildford	Surrey
The Spring	SW	MAG	East Devon	Devon
The Stones and Roses Garden	NW	G	Chorley	LANCASHIRE
The Vyne	SE	HP	Basingstoke and Deane	Hampshire
The Weir Garden	WM	G	Herefordshire	HEREFORDSHIRE
The Westgate	SE	HP	Winchester	Hampshire
The Whitstable Castle and Gardens	SE	HP	Canterbury	Kent
The Workshop & Showroom	Y&H	WP	Hambleton	North Yorkshire
Thirsk Museum	Y&H	MAG	Hambleton	NORTH YORKSHIRE
Thoresby Gallery	EM	HP	Newark and Sherwood	Nottinghamshire
Thornbury and District Museum	SW	MAG	South Gloucestershire	Gloucestershire
Thorpe Camp	EM	VC	East Lindsey	Lincolnshire
Thrigby Hall Wildlife Gardens	EAST	WI	Great Yarmouth	NORFOLK
Thwaite Mills Watermill	Y&H	MAG	Leeds	WEST YORKSHIRE
Tilbury Fort	EAST	HP	Thurrock	ESSEX
Time and Tide - Museum of Great Yarmouth	EAST	MAG	Great Yarmouth	Norfolk
Tintagel Castle	SW	HP	Cornwall	Cornwall
Tintinhull Garden	SW	G	South Somerset	Somerset
Tiptree Tearoom, Museum and Shop Wilkin and Sons Ltd	EAST	MAG	Colchester	Essex
Titchfield Haven National Nature Reserve	SE	WI	Fareham	Hampshire
Tiverton Museum of Mid Devon Life	SW	MAG	Mid Devon	Devon
Todmorden Toy & Model Museum	Y&H	MAG	Calderdale	West Yorkshire
Tolpuddle Martyrs Museum	SW	MAG	West Dorset	Dorset
Tolson Museum	Y&H	MAG	Kirklees	WEST YORKSHIRE
Tonbridge Castle	SE	HP	Tonbridge and Malling	Kent
Top Hat Tours	NW	O	Ribble Valley	Lancashire
Top Lodge, Fineshade Woods	EM	CP	East Northamptonshire	Northamptonshire
Torquay Hi Flyer Balloon	SW	LTP	Torbay	Devon
Totnes Castle	SW	HP	South Hams	Devon
Totnes Costume Museum - Devonshire Collection of Period Costume	SW	MAG	South Hams	Devon
Totnes Elizabethan House Museum	SW	MAG	South Hams	Devon
Totnes Guildhall	SW	HP	South Hams	Devon
Tower Bridge Exhibition	LON	HP	Southwark	Greater London
Tower of London	LON	HP	Newham	Greater London
Town House Museum	EAST	MAG	King's Lynn and West Norfolk	Norfolk
Towneley Hall Art Gallery and Museum	NW	MAG	Burnley	Lancashire
Towneley Park	NW	MAG	Burnley	Lancashire
Townend	NW	HP	South Lakeland	Cumbria
Traditional Heritage Museum	Y&H	MAG	Sheffield	South Yorkshire
Treak Cliff Cavern	EM	O	High Peak	Derbyshire
Treasurer's House (NT)	Y&H	HP	York	NORTH YORKSHIRE
Trebah Garden	SW	G	Cornwall	Cornwall
Trecarrell Manor Chapel and Hall	SW	WO	Cornwall	Cornwall

Trelissick Gardens	SW	G	Cornwall	Cornwall
Trengwainton Garden	SW	G	Cornwall	Cornwall
Trewithen Gardens	SW	G	Cornwall	Cornwall
Tropical World	Y&H	O	Leeds	WEST YORKSHIRE
Tropiquaria Wildlife Park	SW	WI	West Somerset	Somerset
Trout Farm	Y&H	CP	Craven	NORTH YORKSHIRE
Trull House	SW	G	Cotswold	Gloucestershire
Truro Cathedral	SW	WO	Cornwall	Cornwall
Tudor House Heritage Centre	WM	VC	Worcester	Worcestershire
Tullie House Museum and Art Gallery	NW	MAG	Carlisle	Cumbria
Tunbridge Wells Museum and Art Gallery	SE	MAG	Tunbridge Wells	Kent
Turnpike Gallery	NW	MAG	Wigan	Greater Manchester
Tynemouth Priory and Castle	NE	HP	North Tyneside	Tyne and Wear
Tyntesfield	SW	HP	North Somerset	Somerset
Ullswater 'Steamers'	NW	O	Eden	Cumbria
Unicorn Brewery - Robinsons	NW	WP	Stockport	Greater Manchester
University of Hertfordshire Galleries	EAST	MAG	Welwyn Hatfield	Hertfordshire
Upminster Windmill	LON	HP	Havering	GREATER LONDON
Uppark House and Garden	SE	HP	Chichester	West Sussex
Vale and Downland Museum	SE	MAG	Vale of White Horse	Oxfordshire
Ventnor Heritage Museum	SE	VC	Isle of Wight	Isle of Wight
Verulamium Museum	EAST	MAG	St Albans	HERTFORDSHIRE
Victoria and Albert Museum	LON	MAG	Kensington and Chelsea	Greater London
Victoria Art Gallery	SW	MAG	Bath and North East Somerset	Somerset
Victoria Baths	NW	HP	Manchester	Greater Manchester
Vindolanda (Chesterholm) Hadrian's Wall	NE	MAG	Northumberland	Northumberland
Waddesdon Manor	SE	HP	Aylesbury Vale	Buckinghamshire
Wadworth Visitor Centre	SW	VC	Wiltshire	Wiltshire
Wakehurst Place	SE	HP	Mid Sussex	West Sussex
Walford Mill Crafts	SW	MAG	East Dorset	Dorset
Walker Art Gallery	NW	MAG	Liverpool	Merseyside
Wallingford Museum	SE	MAG	South Oxfordshire	Oxfordshire
Wallington House, Gardens & Estate	NE	HP	Northumberland	Northumberland
Walmer Castle and Gardens	SE	HP	Dover	Kent
Walpole St Peter's Church	EAST	WO	King's Lynn and West Norfolk	Norfolk
Walsingham Abbey Grounds	EAST	HP	North Norfolk	Norfolk
Wandlebury Country Park	EAST	CP	South Cambridgeshire	Cambridgeshire
Wardown Park Museum	EAST	MAG	Luton	BEDFORDSHIRE
Wareham Town Museum	SW	MAG	Purbeck	Dorset
Warkworth Castle	NE	HP	Northumberland	Northumberland
Warwickshire Yeomanry Museum	WM	MAG	Warwick	Warwickshire
Watchet Market House Museum	SW	MAG	West Somerset	Somerset
Water Powered Mill	Y&H	HP	Richmondshire	North Yorkshire
Waterfront Museum	SW	MAG	Poole	DORSET
Watermouth Castle	SW	LTP	North Devon	Devon
Watford Museum	EAST	MAG	Watford	HERTFORDSHIRE
Weald & Downland Open Air Museum	SE	MAG	Chichester	West Sussex
Weardale Museum and High House Chapel	NE	MAG	Durham	County Durham
Wellesbourne War-time Museum	WM	MAG	Stratford-on-Avon	Warwickshire
Wellgate Community Farm	LON	F	Barking and Dagenham	GREATER LONDON
Wellingborough Museum	EM	MAG	Wellingborough	Northamptonshire
Wellington Arch	LON	HP	Westminster	GREATER LONDON
Wellington Museum	SW	MAG	Taunton Deane	Somerset
Wells and Mendip Museum	SW	MAG	Mendip	Somerset
Wells and Walsingham Light Railway	EAST	R	North Norfolk	Norfolk
Welwyn Roman Baths	EAST	HP	Welwyn Hatfield	Hertfordshire

Wendover Woods	SE	CP	Aylesbury Vale	Buckinghamshire
Wensleydale Railway	Y&H	R	Hambleton	North Yorkshire
Weoley Castle	WM	MAG	Birmingham	West Midlands
Wesley Methodist Memorial Church	EM	WO	North Lincolnshire	Lincolnshire
Wesley's Chapel, House and Museum of Methodism	LON	O	Islington	GREATER LONDON
West Berkshire Museum	SE	MAG	West Berkshire	Berkshire
West Dean Gardens	SE	G	Chichester	West Sussex
West Gate Towers Museum	SE	MAG	Canterbury	Kent
West Lancashire Light Railway	NW	R	West Lancashire	Lancashire
West Somerset Railway	SW	R	West Somerset	Somerset
West Stow - The First English Village	EAST	VC	St Edmundsbury	Suffolk
West Wycombe Park	SE	HP	Wycombe	Buckinghamshire
Westbury Court Garden	SW	G	Forest of Dean	Gloucestershire
Westbury Manor Museum	SE	MAG	Fareham	Hampshire
Westminster Abbey	LON	WO	Westminster	Greater London
Weston's Cider - Cider Mill Tours	WM	VC	Herefordshire	HEREFORDSHIRE
Westonzoyland Pumping Station	SW	MAG	Sedgemoor	Somerset
Whatton Gardens	EM	G	Harborough	Leicestershire
Whitby Abbey	Y&H	HP	Scarborough	NORTH YORKSHIRE
Whitby Museum	Y&H	MAG	Scarborough	NORTH YORKSHIRE
Whitchurch Heritage & Visitor Information Centre	WM	VC	Shropshire	Shropshire
Whitechapel Art Gallery	LON	MAG	Tower Hamlets	GREATER LONDON
Whitehall Meadows and Bingley Island	SE	WI	Canterbury	Kent
Whitstable Museum and Art Gallery	SE	MAG	Canterbury	Kent
Whittlesey Museum	EAST	MAG	Fenland	CAMBRIDGESHIRE
Whitworth Art Gallery	NW	MAG	Manchester	Greater Manchester
Wicken Fen National Nature Reserve	EAST	WI	East Cambridgeshire	Cambridgeshire
Wightwick Manor (National Trust)	WM	HP	Wolverhampton	WEST MIDLANDS
Wilberforce House	Y&H	MAG	Kingston upon Hull	East Riding of Yorkshire
Wild Britain	EAST	WI	Bedford	Bedfordshire
Wild Wings	NW	WI	Salford	Greater Manchester
William Booth Birthplace Museum	EM	MAG	Nottingham City	Nottinghamshire
William Morris Gallery	LON	MAG	Waltham Forest	GREATER LONDON
Williamson Park - Ashton Memorial	NW	WI	Lancaster	Lancashire
Williamson Tunnels Heritage Centre	NW	VC	Liverpool	Merseyside
Willis Museum	SE	MAG	Basingstoke and Deane	Hampshire
Wimbledon Lawn Tennis Museum	LON	MAG	Merton	Greater London
Wimbledon Museum of Local History	LON	MAG	Merton	GREATER LONDON
Wimbledon Windmill Museum	LON	MAG	Wandsworth	GREATER LONDON
Wimborne Model Town and Gardens	SW	O	East Dorset	Dorset
Wimpole Hall and Home Farm	EAST	HP	South Cambridgeshire	Cambridgeshire
Winchcombe Folk and Police Museum	SW	MAG	Tewkesbury	Gloucestershire
Winchester Area Tourist Guides	SE	O	Winchester	Hampshire
Winchester City Mill & Shop	SE	HP	Winchester	Hampshire
Winchester Discovery Centre	SE	MAG	Winchester	Hampshire
Windermere Lake Cruises, Bowness	NW	O	South Lakeland	Cumbria
Windmill Hill City Farm	SW	F	City of Bristol	Bristol
Wingfield Manor	EM	HP	Amber Valley	Derbyshire
Winkworth Arboretum	SE	G	Waverley	Surrey
Wisbech & Fenland Museum	EAST	MAG	Fenland	Cambridgeshire
Witley Court & Gardens (English Heritage)	WM	HP	Malvern Hills	Worcestershire
Wobage Farm Craft Workshops	WM	MAG	Herefordshire	HEREFORDSHIRE
Woburn Heritage Centre	EAST	MAG	Central Bedfordshire	Bedfordshire
Wollaston Museum	EM	MAG	Wellingborough	NORTHAMPTONSHIRE
Wollaton Hall and Park	EM	MAG	Nottingham City	Nottinghamshire
Wolterton Hall	EAST	HP	North Norfolk	Norfolk

Wolverhampton Art Gallery	WM	MAG	Wolverhampton	West Midlands
Woodhall Spa Cottage Museum	EM	MAG	East Lindsey	Lincolnshire
Woodhorn Museum Archives & Country Park	NE	MAG	Northumberland	Northumberland
Woodnewton Pottery	EM	WP	East Northamptonshire	Northamptonshire
Woolsthorpe Manor	EM	HP	South Kesteven	Lincolnshire
Wootton Bassett Museum	SW	MAG	Wiltshire	Wiltshire
Worcester City Art Gallery & Museum	WM	MAG	Worcester	Worcestershire
Worcester Museum of Freemasonry	WM	MAG	Worcester	Worcestershire
Worcester Walks	WM	O	Worcester	Worcestershire
Worcestershire County Museum at Hartlebury Castle	WM	MAG	Wychavon	Worcestershire
Worden Park	NW	CP	South Ribble	Lancashire
Wordsworth House	NW	HP	Allerdale	Cumbria
Workhouse, The	EM	HP	Newark and Sherwood	Nottinghamshire
World Museum Liverpool	NW	MAG	Liverpool	Merseyside
World of James Herriot	Y&H	MAG	Hambleton	North Yorkshire
Wrest Park	EAST	HP	Central Bedfordshire	Bedfordshire
Wroxeter Roman City	WM	HP	Shropshire	Shropshire
Wycombe Museum	SE	MAG	Wycombe	Buckinghamshire
Wymondham Heritage Museum	EAST	MAG	South Norfolk	NORFOLK
Wyre Estuary Country Park & Wyreside Visitor Centre	NW	CP	Wyre	Lancashire
Yarmouth Castle	SE	HP	Isle of Wight	ISLE OF WIGHT
Ye Olde Pork Pie Shoppe	EM	WP	Melton	Leicestershire
York & Lancaster Regimental Museum	Y&H	MAG	Rotherham	SOUTH YORKSHIRE
York Art Gallery	Y&H	MAG	York	North Yorkshire
York Castle Museum	Y&H	MAG	York	NORTH YORKSHIRE
York Minster	Y&H	WO	York	North Yorkshire
Yorkshire Museum	Y&H	MAG	York	North Yorkshire
Yorkshire Sculpture Park	Y&H	MAG	Wakefield	West Yorkshire
Yorkshire Wildlife Park	Y&H	WI	Doncaster	South Yorkshire
Zimmer Stewart Gallery	SE	MAG	Arun	West Sussex
ZSL London Zoo	LON	WI	Westminster	Greater London
ZSL Whipsnade Zoo	EAST	WI	Central Bedfordshire	Bedfordshire