



National  
Trust

# Growing pains & pleasures?

Cath Pye  
Dyrham Park



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OMG my visitor enjoyment score  
is 38%!

Things to try before you -

Cry

Throw yourself off the (leaky)  
roof

Get your coat

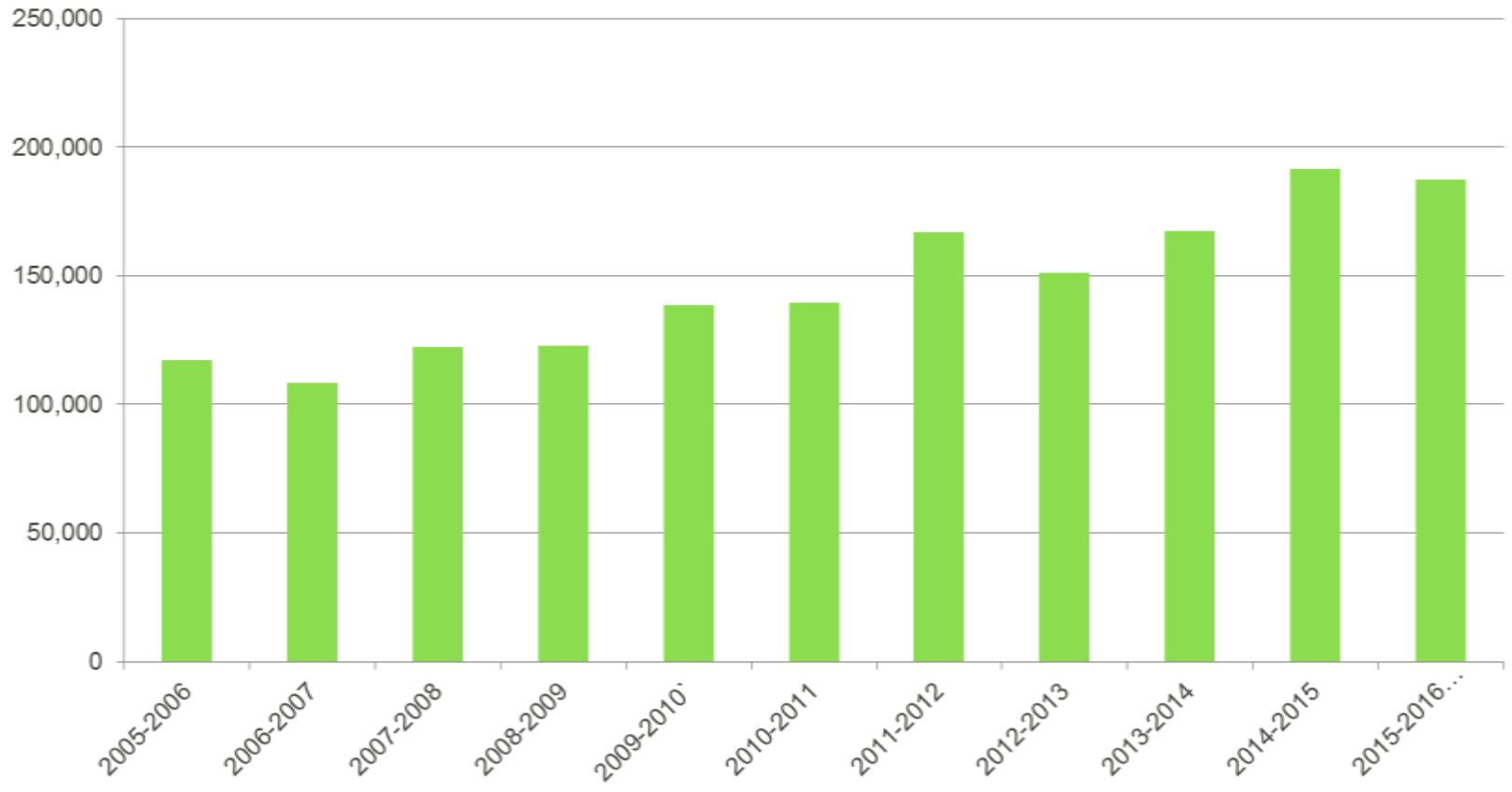


# Dyrham Park





# Visitor Growth





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Tell of the challenges that growth brought...

1. Get in control of the strategy



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Tell of the challenges that growth brought...

2. Get in control of the operational impact

3. Don't make assumptions – get to the real issue



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Tell of the challenges that growth brought...

4. Great service costs nothing...

5. If you have the right people to deliver it







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Tell of the pleasures that growth brought...

1. The right team with the skills and confidence to lead for a shared vision



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Tell of the pleasures that growth brought...

2. Get in control and then get creative!!!  
(based on audience insight!)



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Tell of the pleasures that growth brought...

3. Increase your visitor enjoyment score to 67%

4. Improve your bottom line from -£98k to £448k



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Tell of the pleasures that growth brought...

5. Future proof your infrastructure and your product



Less...





More...





What's the worst that can happen?

