

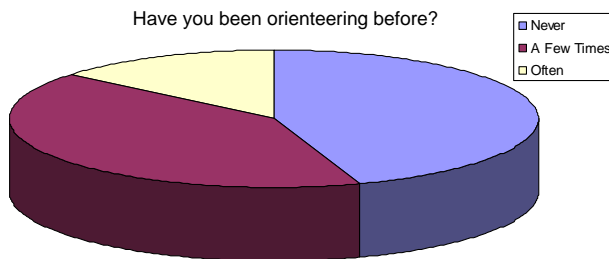
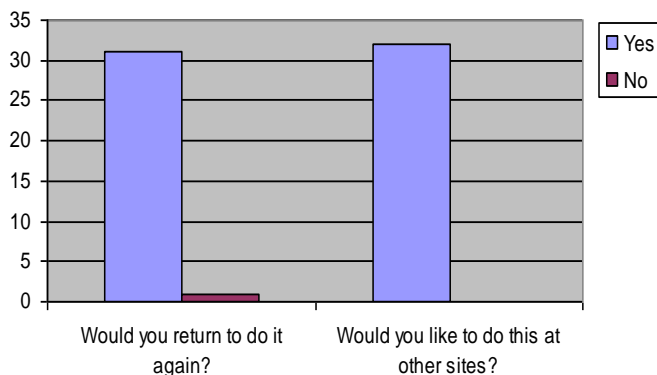


Orienteering at Wightwick Manor

The main drive behind introducing orienteering at Wightwick was to encourage people to make better use of the grounds, offering different things to do and to encourage repeat visits. With a 17 acre site on a steep hill, they found that their visitors, by-and-large, stuck to areas around the house and didn't really explore the whole site. During 2012 they started working with their local orienteering club, Walton Chasers, to design and set up an orienteering course. The brief was to provide a course that was entry level, totally suitable for beginners and even those multi-generational families who had just turned up on site not intending to do that kind of activity.

How Did it Turn Out ?

They chose February half-term to launch the course publicly as part of the Mud & Mess Campaign and club members from Walton chasers were a tremendous help. **During the first week, 111 visitors had a go** and it was great to see generations of families out together careering around the grounds having a whale of a time. The evaluation forms and anecdotal evidence show that it was enjoyed by everyone who took part. The course continues to be popular with adults as well as families with a possibility of the route changing in Autumn for more variety.



"It was a great way to see the site."

*"Excellent having the proper map.
Children liked the hole punches."*

"Awesome!"

How Could my Property Benefit from this Experience?

The staff at Wightwick feel the course has made a real contribution to their property and how visitors access it and enjoy it. The main points to share with other properties would be:

- ★ Comparing visitor numbers with the same period in 2013 proves that having an outdoor offer is definitely more popular than not.
- ★ Anecdotal evidence shows many more locals visited than before – a relationship we are trying to build.
- ★ Out of the 33 respondents to the survey, 12 had never visited the site before (36%).
- ★ Anecdotal evidence tells us that people visited because of the orienteering course.

Want to find out more?

Contact: Lynn Hawthorne, Learning & Visitor Experience Co-ordinator, Wightwick Manor

To find your nearest club contact: Edward Nicholas, National Development Manager, British Orienteering

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