

**ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM**

Unit 1: Introducing Travel and Tourism

CASE STUDY

WEDNESDAY 4 JUNE 2008

G720/CS

Afternoon
Time: 1 hour 30 minutes



INFORMATION FOR CANDIDATES

- This is a clean copy of the Case Study which you should already have seen.
- You should refer to it when answering the examination questions which are printed in a separate booklet.
- You may **not** take your previous copy of the case study into the examination.
- You may **not** take notes into the examination.

This document consists of **12** printed pages.

Document 1a

A TOURISM STRATEGY FOR NORTHAMPTONSHIRE

Tourism makes a vital contribution to the Northamptonshire economy by generating income and employment across the county.

Currently there are 17.4 million visits to Northamptonshire generating a total spend of £365 million. The tourism sector supports approximately 12500 jobs, 5% of the Northamptonshire workforce. There are 9500 direct tourism related jobs in five key business sectors – catering (42%), retailing (21%), accommodation (15%), leisure, attractions and entertainment (15%) and transport (6%). The balance of employment is with the suppliers to the tourism businesses.

Tourism in Northamptonshire is an important, sizeable sector and is still growing but is starting from a low base. The resident population of 652300 is very important to the tourism sector as a source of day visits to, and a reason for people to, visit Northamptonshire from within the UK and overseas. Other important markets are conferences and business travel, short breaks and waterway holidays.

Compared to the surrounding counties, Northamptonshire has the lowest level of income from tourists and the lowest level of tourism spend per head of the population by local authorities.

The volume and value of overnight stay tourism – (does not include day visits)

County	Trips mn	Nights mn	Spending £mn
Oxfordshire	1.8	8.2	335
Cambridgeshire	1.2	7.8	291
Buckinghamshire	1.7	6.1	181
Warwickshire	1.3	4.5	167
Leicestershire and Rutland	2.2	6.1	157
Bedfordshire	1.2	3.8	124
Northamptonshire	1.7	4.2	106

Fig. 1

Local authority expenditure on tourism

County	Total local authority expenditure per annum £000	Cost per 1000 population £000
Oxfordshire	1 106	1 573
Cambridgeshire	722	1 352
Buckinghamshire	603	1 204
Warwickshire	628	1 131
Leicestershire and Rutland	616	911
Bedfordshire	605	653
Northamptonshire	490	488

Fig. 2

Document 1b

Headline Results – Tourism in Northamptonshire

Currently:

- the catering sector receives £132 million in business turnover, retailers £107 million, transport £51 million, the accommodation sector £39 million, and leisure, attractions and entertainment £36 million;
- the day visitor market makes up 90% of visits, spending £250 million. The spend per head per trip is £18 for town visits and £13 for countryside visits; 5
- the overnight market accounts for 10% of visits, yet £115 million in spending. The spend per head per trip is £149 for business, £136 for holiday and £50 for staying with friends and relatives;
- British Waterways indicates 3.2 million trips to the canals in Northamptonshire and £3 spend per head per trip; 10
- the general visitor profile is a mix of couples and family groups, plus adult parties, with a wide age spread showing an over 45 age bias, principally from the AB socio-economic groups;
- the categories of visitor are day visits from home (57%) and holiday visits (43%);
- overseas visitors make up 9% of total visitor numbers. The main nationalities are Australian, Canadian, French, German and American; 15
- there is a tightly drawn day visit catchment area. 42% live within Northamptonshire, 43% live within the bordering counties;
- the catchment area for overnight visits is focused on London, the South East and to a lesser extent Cheshire and Yorkshire. This is broadly one to three hour drive time;
- there is an important transit market 'passing through' en-route elsewhere to destinations easily reached from the M1 and A14; 20
- repeat visitors are high (85%). This exceeds many other destinations in the region. Awareness of Northamptonshire and visitor satisfaction is strong. New visitors tend to be from overseas or in transit;
- reasons for visiting Northamptonshire vary. Day visitors tend to come for pleasure, shopping, on a general day out, to see friends and relatives and to visit country parks. UK tourists staying elsewhere are simply en-route, for pleasure or VFR. Overseas visitors are mainly VFR or for pleasure; 25
- the main purposes of pleasure visits are to visit attractions or country parks, walk, see the heritage, go boating, for sport, visit gardens or eat out; 30
- the average length of day visits is half a day, although tourists in transit tend to stay from 1 to 2 hours;
- UK tourists tend to enjoy short breaks of 1 to 3 nights. Longer visits of 5 to 7 nights occur within the VFR market. The length of overseas visits is longer – often 1 to 2 weeks;
- the main type of accommodation used is friends and relatives, followed by hotels, boats and caravans; 35
- 26% of those in paid accommodation do not pre-book;
- the car dominates trips (84%). Public transport accounts for only 6% of trips. The regional average for public transport is 13%;
- decisions to visit are taken at short notice. Day visits are decided on the day or within the previous week; tourist visits are generally decided within the previous month and overseas visits within the previous six months; 40
- most visitors do not seek out information prior to visiting – this is not surprising given the strength of the VFR market and the level of repeat visits. There is a higher likelihood of overseas visitors seeking out information; 45
- the main means of obtaining information after arrival are TICs and information racks at attractions and accommodation;
- awareness of attractions is highest for Althorp House, Billing Aquadrome, Castle Ashby Gardens, Naseby Battlefield, Rockingham Castle, Stoke Bruerne Canal Museum and Wicksteed Park; 50
- the main positive factors are the natural environment – beautiful countryside, scenery, stone villages and towns;
- weaknesses relate to visitor infrastructure and quality – car parking, public conveniences, signposting, shops and places to eat.

Document 1c**Special Events in Northamptonshire**

Large volumes of visitors are drawn to Northamptonshire by special events. These include:

- Silverstone which attracts approximately 1 million visits to the circuit over the course of a year. The British Grand Prix alone attracts more than 280 000 over the weekend event;
- English Heritage events which are amongst the largest in the country and provide a significant influx of visitors;
- The Waendel Walk which has achieved international recognition, attracting 6 000 visitors over a May weekend each year with approximately 1 000 coming from overseas;
- Northampton Balloon Festival.

5

Accommodation in Northamptonshire

Hotel occupancy figures have been high over the last few years, exceeding regional averages. This has been due to the strength of the commercial sector generating healthy levels of midweek (Monday to Thursday) business. This has been accompanied by a rapid expansion in new hotel stock, particularly by national budget chains. There is plenty of spare hotel capacity at weekends and during the summer (outside of the larger events, business travel and conference periods). The strength of midweek trade has created some complacency in the hotel sector about weekend break initiatives.

10

15

In the B&B and farm sector there is a need to boost occupancy levels. There is relatively little self catering provision.

The camping and caravanning sector is dominated by Billing Aquadrome, one of the largest inland resorts in the UK. This is a major family oriented asset generating large volumes of regular trade.

A Tourism Strategy for Northamptonshire, Northamptonshire County Council, 2001.



The
Charles Rennie Mackintosh
House & Galleries

"To the great museums of the world, there must now be added one other. 78 Derngate, Northampton... this is the most delightful museum you will ever see" ...*Daily Telegraph*

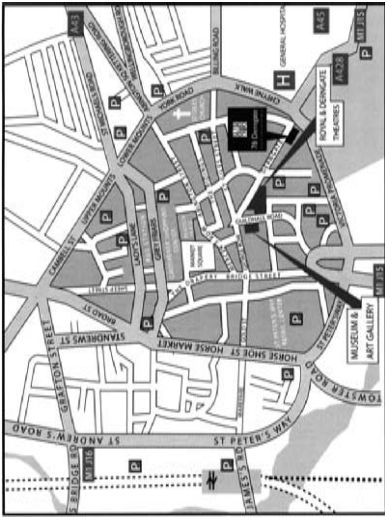
78 Derngate Northampton Trust, 82 Derngate
Northampton, NN1 1UH
Phone: 01604 603 407, Fax: 01604 603 408
Email: info@78derngate.org.uk
Website: www.78derngate.org.uk



All proceeds from admissions, events and shop go towards the upkeep of 78 Derngate, an independent charitable trust.
Registered Charity Number: 1068270
VAT number 72947687

The information within this leaflet was correct at the time of going to print but may change without prior notice.

01604 603407



2007 Opening Times
March 28 - Christmas 2007

78 Derngate House & Museum

Open every Wednesday-Sunday 10am - 5pm
(last entry 4.30pm) and Tuesday afternoons from 1pm. Closed Mondays (except Bank Holiday Mondays) and Tuesday mornings.

2007 Admission Prices

Adults £5.50, Concessions £4.50, Family £14 (2 adults and 2 children or 1 adult and 3 children), children under five are free, Groups (15+) £4 per person, School Parties £3 per student.

Guided Tours: (Booking not required) Starting daily at 10.30am, 11am, 12 noon and 12.30pm. Guided Tours take approximately one hour and fifteen minutes (times may vary) including the introductory video.

Unaccompanied tours: from 1pm daily (booking not required). Visitors are welcome to see the introductory video and visit the house at their own pace. Expert Guides are on hand to offer information and assistance.

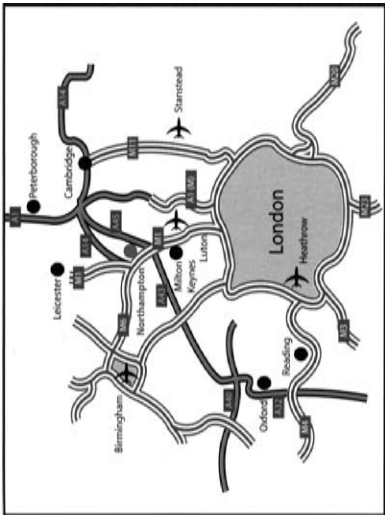
The Dining Room (Opening end of April) **and Shop:** Open Tuesday-Sunday 10am-5pm. Last entry 4.30pm. Admission free.

Group Visits

Groups of 15+ can book during normal opening hours and selected evenings. Booking is required at least 10 working days before visit date. Please see the Group Booking Information on the website.

Educational Visits

An Educational Resource Pack is available for teachers priced at £10. Please see the education page on the website or call for further information.



Location

78 Derngate is in the heart of Northampton close to the Royal & Derngate theatre.
Our address is:
78 Derngate Northampton Trust
82 Derngate
Northampton
NN1 1UH.

By Car

From South M1 junction 15
From North M1 junction 16
Follow the signs to the town centre and then for the Royal & Derngate theatres and park in one of the car parks indicated (visit: www.78derngate.org.uk to download printable pdf file or follow link to Northampton Council website).

Please note: parking in marked bays on the street and Midsummer Meadow Car Park are free on Sundays.

By Train & Bus

78 Derngate can be reached by foot from:
Northampton Train Station: 20 minutes
Northampton Bus & Coach Station: 10 minutes
Follow the signs for the Town Centre and 78 Derngate.

Access: Partial mobility access.
Please call for details.

This leaflet is printed on paper created from sustainable forests.

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www.78derngate.org.uk



New for 2007
The award-winning architects, John McAslan & Partners of London, have recently completed the final part of the Charles Rennie Mackintosh House & Galleries project. 82 Derrigate, like 78, has a long and chequered history. Built in 1806, it passed through several owners' hands including Northampton High School for Girls. The house has been transformed into a stunning combination of Regency grandeur and ultra-modern efficiency housing new facilities.



The Dining Room

A stunning boutique-style restaurant serving a selection of gourmet teas, coffees and cakes, light meals and hot lunches all home made from locally-sourced produce.

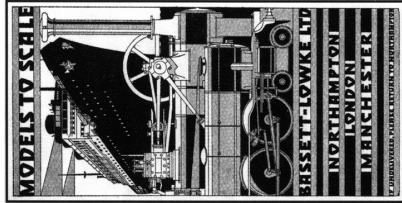
Don't miss the pièce-de-résistance, the reinvention of the classic afternoon tea! Open from end of April, Tuesday - Sunday 10am-5pm (last entry 4.30pm).



Private Functions & Corporate Hospitality
With its stunning collection of rooms, prestigious Town Centre location and unique quality, 82 Derrigate is ideally suited for private and corporate events, functions and workshops. Further details can be obtained by calling 01604 603 408 or please email info@78derrigate.org.uk

Designer & Patron

Recognised as Mackintosh's most knowledgeable patron, Wenman Joseph Bassett-Lowke was the founder of a prospering model-making and miniature railway business. The museum within The Charles Rennie Mackintosh House features examples of many Bassett-Lowke train and ship models, along with family memorabilia.



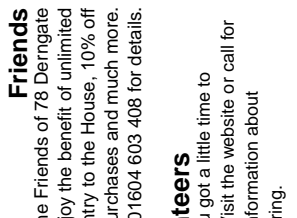
Seasonal Events
A varied programme of events takes place, please visit the website for up-to-the-minute details www.78derrigate.org.uk.

Walks & Talks

The Friends of 78 Derrigate offer daytime and evening talks to Groups either at 78 Derrigate or at the location of your choice. Group visitors can also book a Guided Walk around Historic Northampton. Visit the website or call for information.

Support 78

There are numerous ways you can support this site of international importance. Please call 01604 603 408 for sponsorship details.



Friends
Join the Friends of 78 Derrigate and enjoy the benefit of unlimited free entry to the House, 10% off shop purchases and much more. Call 01604 603 408 for details.

Volunteers

Have you got a little time to spare? Visit the website or call for further information about volunteering.



Visiting Northamptonshire Rose of the Shires

Only one hour away from London and close to international airports, Northamptonshire offers beautiful countryside, a rich tradition and heritage and charming stone villages. Our vast rural landscape is 'quintessentially English' and brimming with character.

Northampton is a vibrant, eight hundred year old county town.

The splendid Guildhall is a gem of Victorian Gothic architecture. The historic Market Square is one of England's finest and dates back to 1235. Other attractions include the newly refurbished Royal & Derrigate theatres; Northampton Museum & Gallery featuring the world-famous shoe collection, the Mounts Baths, one of the few remaining working Art Deco baths and the Church of the Holy Sepulchre, the largest and best preserved of the medieval round churches in the country.



Experience the peaceful atmosphere of
Canons Ashby



Canons Ashby is a romantic 16th century Elizabethan manor house, which has survived almost unaltered since around 1710. Home of the Dryden family since it was first built, the house sits amongst beautiful gardens.

- Soak up the atmosphere of the Pebble Court
- Explore the stone-flagged kitchen and dairy
- See the fascinating wall paintings and delicate plasterwork herbaceous borders
- Escape to the formal garden and orchard and see the colourful herbaceous borders
- Visit St Mary's Church – all that remains of the 12th century Augustinian priory from which the house takes its name
- Have fun with Children's Trails in the house and garden
- Browse in the National Trust gift shop
- Enjoy a delicious cream tea in the Tea-Room
- Take part in a special event



Canons Ashby

What's On 2007

Monthly throughout season
Secret Canons Ashby Tours
Visit behind the scenes and view items from our stores. Call 01327 860044 for dates.

Sun 8 April
Easter Egg Trail in the Garden. £1.50 per trail.

Fri 4 May, 7.30pm
Bat Walk. Meet some of our local bats face-to-face and see them in flight. Meet in the car park. Booking essential. 01327 860044.

Sat 2 June, 11am-4pm
Summer Wine Fair. In the Great Hall. Independent wine merchants bring an interesting variety of unusual wines for you to taste and buy. NT members free.

Sat 23 & Sun 24 June, 12-4pm
'Step Back in Time.' A family event with costumed characters to bring the house and garden to life. Enjoy scenes from the past and try things out for yourselves.

Sun 15 July
AC Owners Club National Day and Concours. AC cars from all vintages from the '90s to the present day on display.

Tue 17 July, 7.30pm
'The Merchant of Venice' by Heartbreak Productions. Enjoy Shakespeare and a picnic in the Park. Gates open from 6.30pm. £12 adults, £8 students/children £32 family.

Sat 18 - Wed 29 August
Sculpture Exhibition in the Church.

Fri 7 September, 7.30pm
Bat Walk. Meet in the car park. Booking essential. 01327 860044.

Fri 14 September, 7.30pm
An evening of music and poetry with Louis de Bernieres - author of 'Captain Corelli's Mandolin'. In the church. £12. Booking essential.

Sat 10 November, 11-4pm
Wine Fair. See 2 June.

Sat 17 & Sun 18 November, 11-4pm
Christmas Market. Find that special gift among our wide selection of quality stalls. NT members free.

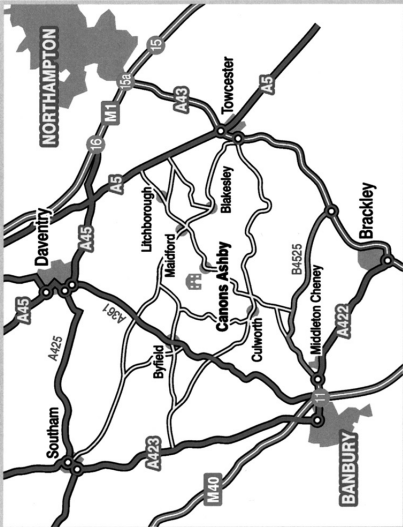
Sat 1 & Sun 2, Sat 8 & Sun 9 December, 12-4pm
Christmas Past. Visit the house to see it decorated as in centuries past. NT members free.



Please note: details correct at time of going to press

Location

30 mins south of Daventry, off A361 (Banbury). From M1 jnc 16, follow A45 (Daventry) and turn left onto A5; 3 miles south turn right onto unclassified road through Litchborough. From M40 jnc 11, follow A422 (Brackley) and after 3 miles turn left onto unclassified road signposted to property.



Opening Times Information		M	T	W	S	S
House	17 Mar-30 Sep	M	T	W	S	S
	1 Oct-4 Nov	M	T	W	S	S
	1 Dec-9 Dec	S	S	S	S	S
Gardens	17 Mar-30 Sep	M	T	W	S	S
	1 Oct-4 Nov	M	T	W	S	S
	10 Nov-16 Dec	S	S	S	S	S
Shop / Tea Room	17 Mar-30 Sep	M	T	W	S	S
	1 Oct-4 Nov	M	T	W	S	S
	10 Nov-16 Dec	S	S	S	S	S
Park / Church	17 Mar-30 Sep	M	T	W	S	S
	1 Oct-4 Nov	M	T	W	S	S
	10 Nov-16 Dec	S	S	S	S	S

Open Good Fri: 1-5.30. Closes dusk if earlier.
Admission: £7, child £3.50, family £17.50. Garden only: £2.50, child free. Donation box for church
*including a voluntary 10% donation; visitors can, however, choose to pay the standard admission prices which are displayed at the property and at www.nationaltrust.org.uk

Visitors with disabilities: Braille and taped guides, parking close to house by prior arrangement, W.C., wheelchairs available. Access to garden via 3 steps and house via 7 steps.
Canons Ashby House, Canons Ashby, Daventry NN11 3SD. Tel: 01327 860044
The National Trust is an independent conservation charity which protects places of historic interest and natural beauty for the enjoyment of visitors. If you have any questions about the National Trust, including joining as a member or information about visiting National Trust properties, please contact our Membership Department on 0870 438 4300, email use at enquiries@thenationaltrust.org.uk or see our website at www.nationaltrust.org.uk

Photographs: NTP/LN, MacKenzie, A. Butler
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Highgate House

Highgate House has a reputation for friendly service and attention to detail that is second to none.

Like all the Sundial Group's conference and training centres, it provides a unique combination of distinctive accommodation, excellent catering, carefully designed and well equipped meeting rooms, together with a wealth of opportunities for sports and relaxation.

For conference delegates or training course participants, Highgate House provides a setting that is ideal for sustained concentration and creative thinking. At the same time, the food, service and warm comfortable surroundings all encourage the relaxation you need to recharge the batteries between sessions. We're here to help you do that in every way we can.

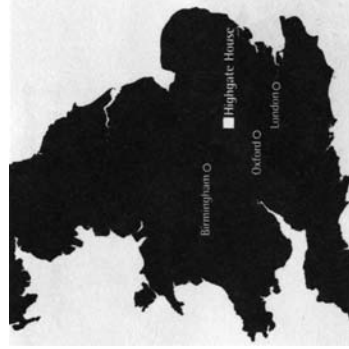


What makes this a special place?

- historic country house setting, with extensive grounds and farmland
- dedicated and secure conference centre
- 8 main air-conditioned meeting rooms, with ergonomic 8-hour seating and first class presentation equipment
- 95 superb bedrooms, each with private bathroom, satellite TV, direct-dial phone and well lit desk area
- video conferencing facilities available
- helpad on site
- Teamscape® outdoor activities
- 24-hour message handling
- cheques cashed and currencies changed
- help with travel arrangements
- major credit cards welcome
- free breakfast for early arrivals

Highgate House is 40 minutes drive from Birmingham International Airport and approximately 90 minutes from Heathrow.

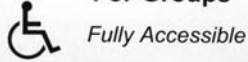
If you would like to be met from the airport or from one of the stations, we will be happy to arrange transport for you.



- outstanding food and fine wines
- elegant dinners in five private dining rooms
- own farm for fresh meat and herbs
- all dietary requirements catered for
- refreshments available all day
- large indoor swimming pool
- fitness room, sauna and solarium
- croquet lawn and floodlit tennis court
- snooker and games rooms
- jogging trail around grounds and farm
- golf and squash clubs nearby

THE MACKINTOSH CENTRE

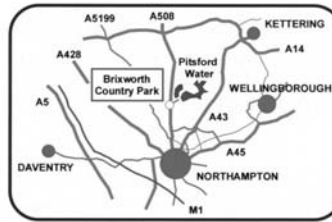
Countryside Residential Centre For Groups



Countryside Access For All



WHERE ARE WE?



The Mackintosh Centre is located in Brixworth Country Park, close to Brixworth village, and just 7 miles north of Northampton.

BOOKINGS

Bookings must be made by phone and only by an authorised group or organisation member.

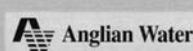
To receive an Information Pack, to look round the Centre or to discuss a possible visit contact the Mackintosh Centre Development Officer.

Address: The Mackintosh Centre, Brixworth Country Park, Northampton Road, Brixworth NN6 9DG.

Tel/Fax: (01604) 883772 **Minicom:** (01604) 883923

Email: mackintoshcentre@northamptonshire.gov.uk

This leaflet can be made available on audio-cassette, or in large print on request.



Calling all community groups ...

Day Centres, Residential Centres, Disability Groups, Senior Citizen Clubs, Youth Clubs, School Groups ...

Do you want ...

- Self-catering residential accommodation
- Fully accessible facilities
- Attractive surroundings with access to beautiful countryside
- Tailor-made countryside activity packages
- Plenty to see and do
- Training and conference facilities
- Sensible and realistic prices ?



The solution ...

The Mackintosh Centre - purpose-built, fully-accessible self-catering accommodation for up to 24 people (30 with use of folding beds), located in the beautiful countryside surroundings of Brixworth Country Park.

The Centre offers opportunities for countryside activities for people of all ages and abilities and from all communities.



" The Mackintosh Centre - winner of a Tourism For All National Accessibility Scheme Category 2 Award."



The Mackintosh Centre



- 🏠 Six bunk-bedrooms for up to 24 people (30 with folding beds) (all bottom bunks accessible to wheelchair users)
- 🏠 Fully accessible toilets/shower-rooms and bathrooms
- 🏠 Large communal room for activities, dining and relaxing (also suitable for lectures, training and conferences)



- 🏠 Fully equipped kitchen
- 🏠 Laundry and drying room
- 🏠 Outdoor patio



So much to do ...

Walking, cycling, treasure trails & nature walks ...
 Camping, fly fishing & out-door barbecues ...
 Wildlife watching, pond-dipping & mini-beast hunts ...



Sailing, windsurfing & canoeing ...
 Murder Mysteries, environmental games & team challenges ...
 Conservation work, bird-box building, art & craft workshops ...
 Horse riding, steam railways & historic houses ...



Loads to see and do - right on your doorstep!

Brixworth Country Park

A showpiece for accessible countryside the park contains 15 hectares of meadows and newly planted woodland overlooking Pitsford Water. Fully accessible features within the park include:

- 🌿 A variety of long and short circular waymarked trails
- 🌿 Visitor Centre with hands-on activities & information displays
- 🌿 Sensory garden
- 🌿 Willow Tree Cafe
- 🌿 French Boules (bowls) court
- 🌿 Picnic & barbecue areas
- 🌿 Turf maze
- 🌿 Wildlife observation hides
- 🌿 Cycle hire
- 🌿 Wheelchair & electric buggy hire



Pitsford Water

Adjacent to and accessible from Brixworth Country Park is Pitsford Water, a 300 hectare reservoir and SSSI Nature Reserve. Facilities include:

- 🏞️ 7 mile (12 km) fully accessible walking and cycling reservoir trail
- 🏞️ Sailing, windsurfing & canoeing (including sessions for people with disabilities)
- 🏞️ Fishing - bank and fly fishing
- 🏞️ Bird Observation hides

Out & About

From historic houses to motor racing - there's lots to see if you go further afield. Why not try a long-distance path, short village walk or cycling tour? Local attractions include:

- 🚶 Brampton Valley Way
- 🚶 Brixworth's Saxon Church
- 🚶 Northampton & Lamport Railway
- 🚶 Horse riding at Holcot
- 🚶 Rockingham Speedway
- 🚶 Althorp House



"The Mackintosh Centre - Enjoy the Countryside in Comfort!"



Copyright Acknowledgements:

- Document 1 *A Tourism Strategy for Northamptonshire*, Northamptonshire County Council, 2001.
Document 2 Source: The Charles Rennie Mackintosh House & Galleries leaflet, 78 Derngate, www.78derngate.org.uk.
Document 3 Source: Canons Ashby leaflet, The National Trust, 2007, www.nationaltrust.org.uk.
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