FINAL REPORT

Ancestral and Literary Tourism in the East Midlands

Revised December 2008

Cultural Consulting Network and Seabridge Consultants
Contents

1. Executive Summary p1

2. Introduction and scope
   2.1 Definitions p3

3. Background and Context
   3.1 Growth of genealogy and family history as hobbies p4
   3.2 Development of literary tourism p5
   3.3 Overview of the East Midlands p5

4. Role of archives, museums, libraries and other heritage providers p6
   Ancestral
   4.1 Archives p7
   4.2 Libraries p8
   4.3 Museums p9
   4.4 Other heritage providers p12
   Literary
   4.5 Role of heritage sites and museums p12
   4.6 Role of archives and libraries p13

5. Characteristics of archives, museums, libraries and heritage providers involvement with ancestral and literary tourism p14

6. Role of tourism agencies and tourism providers p16

7. Evidence of a growing market for ancestral and literary tourism in the East Midlands p20
   7.1 What can be deduced from tourism agencies p20
   7.2 What can be deduced from archives, libraries museums and other heritage providers p24

8. Ingredients for success: Lessons from comparator projects p28

9. Conclusions, Recommendations and Proposed Programmes of Activity p32

Appendices

Appendix 1 Comparator Projects p37
Appendix 2 Ancestral tourism development in Scotland p60
Appendix 3 Visitors to Archives in East Midlands – Extracted from the National Council on Archives Survey of Visitors to British Archives, 2007 p63
Appendix 4 Table of ancestral themes and potential partners by county p67
1 Executive Summary

An stand alone 10 page executive summary of this report’s main findings is available by contacting katie@culturalconsulting.net or by calling 07919 140747.

2 Introduction and scope of report

This report forms the first stage of a project to research the potential for developing Ancestral and Literary Tourism offers in the East Midlands based on the collections and interests of the region’s museums, archives, libraries, historic properties and heritage sites.

Ancestral tourism and literary tourism are two distinctive niche genres of cultural tourism that span the interface between the tourism industry and the cultural sector. As such they both offer opportunities and challenges for the organizations and businesses seeking to develop and market products and services to a very sophisticated group of consumers. Based on existing information and new research, this report seeks to assess the potential for the different heritage and tourism bodies within the East Midlands to develop and grow these markets, and to outline the steps necessary for establishing such initiatives, which are by their nature, long-term commitments.

In developing this report and recommendations, research has included:

- a review of the current levels of activity in relation to family history at the local authority archives and main literary holdings in the East Midlands including MACE & Northamptonshire Black History Association
- a review of current tourism and marketing activity within the East Midlands, and relevant strands or initiatives of national campaigns eg. Visit Britain ‘Begin the adventure’
- a review of tourist market information including profiles, numbers etc
- a review of current analysis and evaluation of literary tourism initiatives
- a review of the relevant collections, user profiles and current family history activity across a sample of museums in the East Midlands
- telephone interviews with related heritage and tourism organisations for both comparator knowledge, and specific regional information
- an audit of existing information held by partners, and related heritage/tourism bodies, to assess the potential market for any ancestral and tourism offers
- a review of comparator projects similar to potential development options to learn lessons and ensure proposals are likely to be delivered effectively. In considering whether a development ‘model’ could be transferred to the East Midlands, the review analyses the main success factors and characteristics central to their success.

2.1 Definitions

**Ancestral tourism** is defined here as travel and tourism related activity motivated (at least in part) by an individual’s sense of ancestral connection with a particular locality. In the strictest sense a ‘tourist’ is usually defined as someone away from their usual place of residence overnight, but for the purposes of this study we have
adopted a broader, more inclusive definition that includes day visitors as well as the more economically significant overnight visitors.

Put most simply, **literary tourism** is the process of visiting places and sites associated with writers and their writings. In practice, most literary tourism does not distinguish between the physical traces of a writer's life and the landscapes, settlements and buildings that are brought to life (whether real or imaginary) in their works. Academics would argue that the vast majority of tourists to the UK are literary tourists in the sense that their motivation for coming is often linked to images and pictures conveyed through the reading of books. One only has to think about the effect of John Betjeman’s Poem ‘Bombs on Slough’ to realise how true that maybe.

3. Background and Context

3.1 The growth of genealogy and family history as hobbies

**Genealogy** is the process of creating a family tree based on linking people together via records of birth, marriage and death. Identifying links with ancestors is important in virtually every human society but in recent decades genealogy has become an increasingly popular pastime in developed countries. Key drivers have been the activities of the Mormon Church, for which genealogy is a religious duty, and the development of the Internet. The latter has enabled digital information to be shared via the World Wide Web, while also providing a means of quick and easy communication – via email – between individuals wherever they are in the world.

A simple search for the word ‘genealogy’ on Google finds 77.4 million references and the number of genealogy-related web sites – and the amount of information on the existing sites – is growing on an almost daily basis. Genealogy has been described as the most popular indoor pastime in the world today.

The volume of good quality genealogy data that is available means that it is relatively easy in most cases to create a family tree. People have, therefore, sought to take their research further and explore family history in the widest sense including, for example, houses, occupations, church records, school records and local, social and economic history records of all kinds. An analogy often used is to describe a family tree as a ‘skeleton’ and family history as the ‘flesh on the bones’. Taken together, genealogy and family history can be described as ancestral research. This is a wide, inclusive term and underpins the notion of ancestral tourism.

Most ancestral researchers would describe themselves as, in some way, trying to find out who they are; to reach some deeper understanding of themselves through an understanding of their ancestors. This sense of understanding is reflected in the name of the popular BBC series *Who Do You Think You Are?* The series both reflects growing public interest in ancestral research and has played an important part in popularising ancestral research itself.

3.2 Development of literary tourism

Literary tourism in the UK has its roots in the development of what we would now call mass market tourism in the nineteenth century. This period saw the invention of ‘Wordsworth's Lake District’, 'The Land of Burns', 'Dickens's London' and 'Hardy's Wessex', and the retrospective addition of 'Shakespeare's Stratford', and with them emerged the practice of preserving and displaying the houses of dead writers.
During the 20th century demand for literary tourism grew to such an extent that it spawned the preservation and presentation of many more homes, buildings, sites, plaques and memorials associated with writers and their books. Witness the fact that the DH Lawrence’s Birthplace was bought by a trust for this purpose in 1969.

In the last 30 years, literary tourism has developed really as a subset of one of the key marketing strengths of the UK – its history and heritage – and is based on the principle of a literary tour. In the nature of these tours there is a correlation between supply (what remains of a writer’s life and evoked places) and demand from the public. For example, Catherine Cookson tours in South Tyneside are very popular even though very little of her life and places remain bar one plaque hidden under a railway arch.¹

Literary tours tend to be offered by specialist tour companies aiming at either the domestic or the international market, rather than at both. These tours tend to be offering as standard within a set package (that may vary from 3 to 10 nights): accommodation, most meals, a full time guide, all transport during the tour and VAT. Some packages for international visitors include flights, others do not. Most are themed around a single author and tight geographical area, like Hardy in Dorset or are concentrated on a region or sub-region and take in places associated with more than one author, such as Yorkshire including Lawrence Steine, Ann Brontë, Winifred Holtby and James Herriot (see http://www.lynottours.com/b-lit.htm). Some companies offer a highlights tour for the US, Canadian and Australian market.

Recently, there has been a growth in sightseeing and tour packages which encourage visits to historic house, villages and landscapes used as film or costume drama adaptations of best sellers, which is another facet of literary tourism, if a further stage removed from the traditional variety.

Just what the economic effect of literary tourism is, is very difficult to identify but it would be hard to imagine Stratford-on-Avon tourism bringing in £135m a year without Shakespeare.²

### 3.3 Overview of the East Midlands

#### From an Ancestral Perspective

The East Midlands is an administrative concept and not one which resonates with peoples’ picture of where they and their forebears have come from. The region is not alone in this, the South East is another example, but it is a factor that needs to be recognised in developing any initiatives aimed at an ancestral tourism market. The fact that some parts of the UK, like Scotland and the North East have a stronger projected shared identity is valuable in marketing terms. Within the East Midlands, people are much more likely to see an affinity with their county than the region as a whole, as the five counties have not historically developed as a heterogenous group. Those we have interviewed for this study generally feel, and feelings are important in this arena, that there is some sense of ‘sharedness’ between Derbyshire, Leicestershire and Nottinghamshire because of a common thread in their post industrial revolution development. In contrast, Northamptonshire’s past is much more tied to the South East and its striking distance to London, while Lincolnshire is

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¹ Literature and Tourism: Essays in the Reading and Writing of Tourism by Mike Robinson, Hans Christian Andersen, EMEA, 2004
² As above
geographically more isolated and parts looks to the North - in fact, parts of it are even administratively in the Humber. Another feature of the East Midlands is the fact that it seems to have been subjected to less historic migration than some other parts of the UK. Many historic villages and market towns remain and even the urban centres are not large compared with other region’s conurbations. Clearly, this could have an effect on the potential international ancestral tourism market.

From a Literary Perspective

Nowhere in the East Midlands is going to make it into the top ten destinations in the UK for literary tourism with the kind of pull of London, Stratford or Edinburgh. In fact the only author of East Midlands extraction mentioned in Visit Britain’s profiles of the UK’s ‘world famous’, featured on its website, is Tennyson. That said, the region does have a proud literary heritage, the highlights of which are:

- The Lincolnshire Wolds served as Alfred, later Lord, Tennyson’s birthplace and home into adulthood
- DH Lawrence was born and brought up in Eastwood, near Nottingham and lived in the area until 1912 when he was 32
- John Clare, 19th century poet who was in his own time known as ‘Northamptonshire’s Peasant Poet’
- Lord Byron – who ancestral home is Newstead Abbey in Nottinghamshire, although he only lived there on and off as a young man between 1809 and 1814
- Joe Orton, Sue Townsend and Philip Larkin associations with Leicester. Joe Orton and Sue Townsend were brought up on the same estate.
- John Dryden, 17th century poet who was born and raised in Oundle and Titchmarsh, Northamptonshire

In literary tourism terms, a strength of the East Midlands is that its most famous authors evoked portraits, images and pictures of the real places they inhabited in their works, that these buildings and landscape remain, and a clear connection can be made between the two. For example, no less than four of DH Lawrence’s family homes can be identified in Eastwood.

4. Role of archives, museums and libraries, and other heritage providers

Ancestral Tourism

Archives, museums and libraries in the East Midlands play an important role in supporting ancestral tourism although their roles are quite distinct. The functions they perform are not markedly different from other parts of England, and indeed, the UK as a whole.

4.1 Archives

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3 North Lincolnshire and North East Lincolnshire
For the main county archive services in the five counties, which form the backbone of public provision, supporting people who are researching their family history is the core of their work (60-80% of visits and enquiries). They serve both local people, those from other parts of the UK and international visitors. The unique role that they play can be boiled down to the following characteristics:

**Collections**

Archive services hold and make available the central resources that family historians need to piece together their family tree: the General Registrar Office indexes, Census returns, parish registers, bishops' transcripts, wills, electoral registers, cemetery records. These records provide the basic skeleton of a family tree, but archive services can offer much more than that as they hold many collections, which add flesh and colour to that skeleton: business and employment records, poor law records, court records, estate papers containing household and tenant details, local photographic archives as well as an increasing number of oral history interviews. The National Archives in its market segmentation define those looking for that flesh and colour as ‘personal heritage researchers’.

As many of the basic sources for family history have now been made available online by commercial operations or public private partnerships, the role of archives is changing and there is public demand for gaining a more in-depth view of what their ancestors’ lives were like, how they lived and worked. In general, visitors and enquirers are better informed and have more targeted requests for information. Much of this thirst for knowledge can only be supported at present by enquiries or face to face visits, as the records are not available online worldwide and some may never be sufficiently commercial to attract a private partnership for digitization. In this sense the collections themselves still represent the added value of an archive service.

We do need to place a caveat here in that a significant percentage of relevant archival collections in the East Midlands are not well catalogued enough to offer any degree of real public access. A classic example of this are the major collections of the former coal mining companies held by Derbyshire, Nottinghamshire and Leicestershire, all of which contain records related to individuals but which would require a large injection of cash to catalogue them. In tourism speak, these collections are not “market ready”.

**Knowledge**

The main county services all have staff who are dedicated to dealing with family history visitors onsite and their requests by letter, telephone and email. Some, like Nottinghamshire offer a research service on a cost recovery basis. The knowledge, expertise and quality of service that staff provide is consistently recognised by users as first rate and cannot be found elsewhere. Particularly in an increasing complex web of resources and advice about tracing your ancestors, the staff in archive services provide trusted and authoritative help. Frequently, they ‘unblock’ someone’s line of research, when a dead end has been reached.

**Emotional Connection**

People who we might call ancestral tourists are looking for and experiencing an emotional journey to connect with their forebears. Although much of this connection will come from the sights and sounds of places and sites associated with their ancestors, for some the desire to see the handwriting or signature of a dead relative...
4.2 Libraries

Local public libraries act as information providers in their locality. At the most basic level they will refer on enquiries to other sources of information such as a county record office, but more usually also offer access to a range of local and national information resources as well as staff expertise. Public libraries often act as a place where ancestral research can be started – a first port of call. For example in Leicestershire local libraries offer local newspapers and magazines dating back to the 19th century, local maps, trade directories and gravestone inscriptions and online access to Ancestry Library Edition. Larger market town libraries, like Coalville and Market Harborough, hold copies of census records and parish registers.

Some libraries do hold special printed book collections in their own right that often throw light and colour on the development and history of specific local agriculture or industry. For example, hunting at Melton Library in Leicestershire or the Skelton Papers in Grimsby Library, Lincolnshire.

Each of the East Midlands counties has a publicly accessible local studies collection, which can add to the picture of what life was like in a local area in terms of development of towns and villages, houses and buildings, industries, organisations, families, traditions, customs and folklore. Their material acts as a foil to the archive services original archival records, offering another accessible local resource for people to find out about their community or to research their family history. The Local Studies Library at Matlock for example includes (among other material) specialist histories of the county and individual communities, trade directories, access to local newspapers dating back to the C18th, journals and publications of Derbyshire clubs and societies, a range of historical and current maps and census returns for the whole of Derbyshire, 1841-1901, the name index for the 1881 census for England and Wales and Deaths in England and Wales 1837-2003 and Overseas Indexes plus a number of finding aids – all supported by expert staff. They can be a valuable source of help when people have complex family history enquiries or have hit a dead end in their own research. Although data is not available for the whole year, it is estimated that 90% of all enquiries are family history related, and a review of enquiries of the 2.5 months since 7 August shows that 473 people visited the site specifically to make family history enquiries. Staff state that:

‘People will definitely travel to us…Our latest signing-in book starts on 7th August this year. A quick check revealed that 473 people had signed in since then. Of these 117 were outside Derbyshire. 44 were Notts, 25 South Yorks, the remainder Leics, Essex, Staffs, W Midlands, Cheshire, Northants, Lancs, Bucks, Sussex, Wilts, Salop, London, Surrey, Gloucs, Cambs, Worcs, Somerset, York, Wales, Scotland, Ireland, S Africa, USA, Australia, NZ, & Canada!’

In the East Midlands, local studies libraries usually operate at county level and are physically sited with the county archive service (Derbyshire and Leicestershire) or within the Central Library (Nottinghamshire, Northamptonshire, Lincolnshire). In Lincolnshire, there are additional local studies reference collections in Grimsby and Scunthorpe Central Libraries.

4.3 Museums

The East Midlands museums sector is characterised by the large number of independent, frequently local and volunteer run, museums. Although over 43%
attract over 5000 visitors per annum, the majority of these get between 5000-10000 visitors a year. In Derbyshire the position is significantly different with 86% of museums attracting over 5000 visitors and 3 museums with over 100,000 visitors (Crich Tramway Museum, Kedleston Hall and Hardwick Hall). In Leicestershire and Rutland, Northamptonshire and Lincolnshire the majority of museums are small volunteer-run museums attracting up to 10,000 visitors a year. Nottinghamshire and Derbyshire have a larger proportion of smaller local authority museums than the other counties. Many of the smaller museums do not undertake systematic visitor research into current or potential audiences, and some were not able to provide accurate visitor or enquiry figures for this study. However, many, because of their position at the centre of local communities, and through the personal interests of their volunteers, have a very good understanding of the needs of family history researchers and are actively involved in local, national and international genealogy networks. This local expertise, interest and knowledge could be well used within any future planned Ancestral Tourism initiative – given the interest and capacity to participate.

Research conducted for this study took in a cross section of museum types including local authority, larger/specialist museums, regimental and small local history museums. The study revealed that some major museums were carrying out a similar function to that of archive services, holding their own distinct records, but that this is rare in East Midlands compared to other parts of the UK. For the majority of the smaller local history museums they saw their role as recording and explaining what life was like in the locale in the past, in helping visitors experience a ‘sense of place’ and make a connection, in helping them research local, community interests and in signposting other sources of information or help. As the most obvious ‘public face of local history’ within a community, they are often the first port of call and will in many instances refer people on to the local studies library or records office to start their search.

Information received to date indicates that there are four main types of museum that are involved, directly and indirectly, in family history research activity, though few could be properly classified as consciously supporting Ancestral Tourism.

The first two of these categories, local history museums and those with specialist collections/interest, could be well placed to participate in any planned activity around Ancestral Tourism. The third category comprising regimental museums does not necessarily lend itself well to an ‘in-bound’ Ancestral Tourism project despite the fact that it is probably the most significant in terms of the current volume of family history enquiries. The remaining category, largely encompassing the local authority museums, do not see family history research as part of their core function and would be unlikely to be central to any planned project although they are a piece of the information and signing matrix supporting family history research.

**Type 1: Local museums supporting a ‘sense of place’ and connectedness**

Many of the small, volunteer run local history museums provide an invaluable service to local residents and visitors by researching, collating, interpreting and making accessible information on the local area including its people and related social and employment history. The majority deal with secondary resources but provide a valuable service in bringing relevant local information resources together in one place. Additional research activities, for example into local family names, the history of village houses etc can also provide a valuable short cut for family history researchers interested in knowing more about an area with a family connection.
Perhaps as important as the museum or enquiry services they provide, is the enthusiasm and knowledge of volunteers who themselves are often involved because of a personal interest. This enables them to make an emotional connection with visitors – a key part of the Ancestral Tourism experience, and can mean that relatively small museums have extensive networks and contacts with genealogy sites and organisations, making them informed and helpful sources of information and advice. Not many museums could provide enquiry figures, though Wellingborough Museum (unusual in that it does collect primary archive material) estimated that it can get up to 10 enquiries a week – which is the maximum it can service. However, this is unusual as most estimate they get between 50-80 per annum. Wellingborough estimate that approximately ¼ of their enquiries come from outside the East Midlands. They hold a regular family history surgery on Wed 11-3.00pm and Sat. 11-3.00pm. Volunteers are interested personally and have good contacts with genealogy sites and other societies, such as the Northamptonshire Family History Society.

Type 2: Industrial museums

Many of the industrial museums also hold small archives of interest to family historians. These could be employment records, lists of apprentices and makers or special interest collections, such as the tram museum, whose collections can provide supporting workplace information for family historians. However, many of these collections are currently inaccessible to the general public unless they apply to the curator. This limits the number of enquiries which can be dealt with, and also self-limits the publicity for the collections as there is only limited capacity to answer queries. For example the Northampton Museum and Art Gallery’s Boot and shoe collection includes archives such as trade journals, catalogues and a shoe makers index containing 30-40000 names of individuals and companies who had a relation to shoe making. Originally catalogued on index cards, these are now being transferred to a database but this will take time. All queries are dealt with by curatorial staff – information is not searchable independently and it is not available on line.

However, despite these limitations, the museum records that from April07-Mar08 they had c. 120 family history related enquiries - 18% of total enquiries, and second only to ‘general enquiries’ category at 40%. Enquires come from across the UK, Australia, Canada, New Zealand. Records are patchy ranging from just a name to more detail. The museum tends to see a rise in enquiries when they are written up in genealogy journals or flagged on websites but this kind of activity is not planned. They are working towards a ‘Resource Centre’ approach but currently access is limited to appointments or staff time to deal with queries. Similar issues where raised by Belper North Mill (est. 40-50 enquiries a year), National Stone Centre and the Midlands Railway Trust who all cited capacity and cataloguing issues as major barriers to expanding their family history research activities.

There does seem therefore to be potential for these types of museums and records to play a more active part in family history research, but collection cataloguing issues would need to be dealt with first.

Type 3: Specialist museums – military, regimental, special collections

In terms of sheer volume, the regimental and military museums deal with the most family history enquiries for museums year on year. Average figures from a number of military museums, such as the Northamptonshire Regiment indicate that they get over 250 direct enquiries per annum, or c. 20 per month. The Sherwood Foresters Regimental HQ deals with over 1000 per annum. These figures do not include any visitor queries via the computer terminals in the museum galleries which also contain
information on the men who served in the regiments\(^5\). Usage of this source is not currently tracked or evaluated.

However, although they may seem obvious partners for an Ancestral Tourism initiative, some of the Curators we interviewed did not think that an enquiry to the archive would necessarily lead to a visit for the majority of people. Having been given a detailed history of their ancestor, many researchers choose next to visit significant sites, such as battlefields, rather than the collections or museums associated with the regiment – except in cases where they could view a personal items such as a medal.

The potential for developing any initiatives on the back of Aviation Heritage is also unknown at this stage. The report ‘Lincolnshire’s Integrated Aviation Heritage Project’ does identify some of the museums as holding original archives on site, such as the Lincolnshire Aviation Heritage Centre. However, there is no breakdown of their visitor profiles available, and little data on visitor needs or motivations. The extent of their interest to family history researchers is therefore difficult to judge. In addition, the main target audiences identified during the study (local or tourists on day trips) will not necessarily fit an ancestral tourism initiative – this is also an issue for many of the local authority museums who have a focus on local audiences and education groups rather than visitors from outside the area.

**Type 4: Local authority museums acting as ‘sign posts’/local expertise**

The local authority museums interviewed as part of this research confirmed their place as the main public face of heritage in their area, covering a wide range of social, industrial, archaeological and environmental history. They do not see family history research as their primary focus, instead referring people on to their nearest local studies library or county record office.

Many do, however, hold extensive social history and photographic collections, as well as information on the local area, housing, employment and other live/work conditions which would be of general interest to family historians looking to put the ‘flesh on the bones’ of their research. In addition, when housed within historic buildings, some museums have carried out extensive research into the past families who lived or worked on the premises e.g. Brewhouse Yard, Nottingham Castle and the Dukes of Newcastle. This mirrors some of the work carried out at the National Trust, and like the NT, is often reliant on enthusiastic and interested volunteers.

Although family history may not be a priority, many were keen on being involved in wider initiatives or networks focussed on family history and looking to share information and expertise across the museums, libraries and archives sector.

Having reviewed the current situation, a number common issues emerge which would need to be addressed to enable a range of museums to participate in any future activity:

- Capacity to respond to additional projects – in particular timely communication and notice of events/information needs
- Resources to participate including any tourism subscriptions
- Opening hours and resources to support or participate in additional initiatives – this is particularly an issue for the smaller, volunteer organisations which may be shut during off-peak tourist periods

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\(^5\) Some museums are still making use of the databases created as part of the HLF funded cataloguing and access project ‘Was your Grandfather a Soldier?’ (2002-03) – with access to information in galleries through kiosks and computer terminals.
• The lack of visitor information or systematised research on which to build – visitor numbers, profiles, motivations
• Cataloguing and access issues (where there are archives)
• For many local authority museums their main target markets are not tourists but local audiences – ditto the audiences identified for the Aviation Heritage group. How does this square with any initiative to stimulate visiting from outside their catchment area?
• For smaller museums there can also be issues around existing facilities and their ability to accommodate more visitors.

4.4 Role of other heritage providers

At the moment it is difficult to clearly decipher the role of historic houses, castles, former industrial sites such as mills and railways in supporting ancestral tourism. In theory, their role in the East Midlands could be more significant than in other parts of the UK by virtue of the fact that there are less major museum attractions in the East Midlands than in other parts of England. The relative tourism importance of, in particular, say heritage mills in Derbyshire or historic houses in Northamptonshire is therefore exaggerated because they attract a major proportion of visitors to the East Midlands. These heritage providers could, therefore, play the same signposting and referral role to museums and libraries for ancestral tourists. At the moment, this role seems to be happening haphazardly both in those historic houses that remain in the ownership of their families and those which are managed by English Heritage or the National Trust. Example where links are made would include where the family maintains at least part of its own estate papers on site, such as Chatsworth House, Derbyshire or Belvoir Castle, Leicestershire or where the family has an enthusiasm for family history and has offered fairs on site as part of its annual events programme, such as at Tissington Hall, Derbyshire and Belton House, Lincolnshire.

Heritage properties, such as Sulgrave Manor, do make up a significant part of the itineraries offered by the Begin Your Adventure initiative but this is because of a connection to a famous early American figure, like George Washington, rather than because of any ancestral tourism specific activity. In the same way, the Aviation heritage itinerary of Begin your Adventure is also premised on a direct American service connection.

Literary Tourism

4.5 Role of heritage sites and museums

Literary tourism is driven by a desire to ‘inhabit the world of an author and his books’ and so the idea of entering the physical space of an author is a key factor. As a consequence, heritage properties and museums play a fundamental role in the literary tour. Key examples of these in the East Midlands, are Newstead Abbey, Byron’s ancestral home and the DH Lawrence Birthplace Museum. These sites act as focal points in literary tours and as a kind of magnet for literary festivals.

6 Personal communication with Henry Cobbold, Chair of Literary Houses Group
The DH Lawrence Birthplace Museum, along with the Durban House Heritage Centre (housed in the building in which DH Lawrence’s father collected his wages) form the cornerstones of the blue line trail developed by Broxtowe Borough Council, which takes in a series of buildings closely linked to Lawrence’s life and output all within the village, most of which are in private ownership. The sites complement each other, the Birthplace Museum offering a chance to tread into the same space as the author ‘as though the family had just gone out for the afternoon’ while the Heritage Centre provides more context to the author’s life and houses temporary exhibitions. The sites underpin the DH Lawrence festival, also organised by the local council annually since 2004, providing a kind of solid ground of permanent displays, temporary exhibitions and staff knowledge on which to hang other kinds of activity to draw in visitors, such as cookery courses from countries which Lawrence visited. Both also form a part of the University of Nottingham’s DH Lawrence microsite as a virtual tour.

Newstead Abbey plays a similar role in terms of both being both the main feature in the ‘Byron in Nottinghamshire’ leaflet, which aims to encourage visitors to various sites in Nottinghamshire and in the Byron International Festival, which is organised by the Abbey in conjunction with the International Society.

4.6 Role of archives and libraries

Traditionally archives and libraries have played a less public role in supporting literary tourism, which is partly a reflection of the nature of the experience which literary tourists are seeking – sights and sounds. Despite holding original manuscripts and texts of enormous cultural value, their role has been limited to more backroom activities: they support what others do. Such activities include providing loans, interpretation, temporary exhibitions and staff knowledge to support sites commonly located on literary tours, such as DH Lawrence Birthplace Museum and Hucknall Church, where Byron was buried. The University of Nottingham’s Special Collections Department also has a role in creating Lawrence related themed exhibitions for the University DH Lawrence Pavilion, which mainly operates as a mixed use arts facility.

Their resources and staff knowledge are equally called on to support the development of trails. For example, the research undertaken by a dedicated volunteer at the Tennyson Research Centre to create a compendium of quotes is forming part of a sculpture trail on the Water Rail Way Lincoln to Boston cycle route funded by ERDF funding and under the management of Lincolnshire County Council.

Archives and libraries in the East Midlands are rarely involved in welcoming commercial literary tours to view their collections directly, although there has been some contact between the Tennyson Resource Centre and an Australian company.

The Tennyson 2009 anniversary programme has been driven and led by the Tennyson Resource Centre, in partnership with Lincoln Cathedral, University of Lincoln, the Tennyson Society, Lincolnshire Tourism and the respective City and County Councils. This is unusual in that the archive holding organisation is the central focus for the project, which may reflect the fact that there are no obvious public heritage sites or museums associated with Tennyson in Lincolnshire.

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7 For an example of programme for DH Lawrence Festival see http://www.nottinghamonline.com/Nottingham-Information/DH%20Lawrence/DH%20Lawrence.htm
8 http://www.dh-lawrence.org.uk/east-midlands.html
5. Characteristics of archives, museums, libraries and wider heritage sector involvement in ancestral and literary tourism in East Midlands

Family History not Ancestral Tourism

There is, as yet, no kind of concentration of effort on ancestral tourists as opposed to services for the family historian. Services, events, promotions and marketing are not targeted beyond the general level of genealogy. It is hard to argue that any kind of ‘product’ exists for ancestral tourists to the East Midlands, above the efforts of the BeginYourAdventure initiative which is driven by the tourism agencies.

Understanding needs of Ancestral and Literary Tourists

Whilst the needs of family historians are actually pretty well understood beyond archives, even if only anecdotally, the distinct needs of ancestral and literary tourists, in terms of a personal package, are not. There is a lack of coordinated market research and what anecdotal understanding does exist is not traditionally been shared well amongst the different parts of the heritage sector. There is a particular issue about understanding the attraction of literary manuscripts to literary tourists. Archivists are convinced about their power, and this makes sense in terms of wishing to be near to the ‘presence’ of the author but academics dispute this implying that the physical context is more important to the extent that an author’s pen and desk in their home has more of a pull than a manuscript in an archive.

A Clash with Corporate Objectives?

The majority of archives, libraries, and to a lesser extent museums, in the East Midlands are local authority owned and managed. As a natural consequence, these organisations are primarily responsible for providing responsive services to local people and many have made great strides in recent years in doing so. Their priorities may have been in connecting with local people, not in determining what their role is in helping ancestral or literary tourists. Archivists have commented that its is potential double edged sword for them to highlight the extent to which their user base is from outside the county. Similar arguments about reflecting corporate objectives also apply to University collections.

Communication and Information Exchange

There is no forum for basic information exchange amongst the heritage providers about resources they each offer that would help ancestral or literary tourists at a county or regional level, although there are networks and relationships that exist for other purposes, such as the East Midlands Regional Archive Council, and the county museum networks run by the Museum Development Officers. The result of this is that the basic potential signposting and referral role of libraries, museums and heritage sites between each other and to archival services tends to be haphazard, sporadic and reliant on individual staff relationships, rather than systematic. On the other hand, many individual organisations have information leaflets on how to go about family history research, resulting in a great duplication of effort around general guidance for researchers rather than specific signposting to other sources of information and help in that locale.

Several areas can ‘claim’ the same literary figure – authors are notorious wanderers and travellers - and there are often tours and trails about them at other locations, from which lessons could be learnt but this does not seem to be happening. For
example, there is a Tennyson trail on the Isle of Wight which has not informed the one which is being developed by East Lindsey District Council.

Relationships with Tourism Agencies and trade operators

There is virtually no real sustained interaction between archives, libraries and museums and the tourism agencies and private operators even in terms of general promotion as part of what tourists might be interested in, quite aside from the desires of ancestral and literary tourists. For example, only one archivist had made direct contact with tourism operators:

‘I have attended Lincoln City Council’s meetings with Lincoln’s tourism providers - museums, galleries, the castle as well as hoteliers and restaurateurs - in the hope of increasing awareness that such a lovely little archive exists. There has been progress there with a couple of visits made on the recommendation of B&B providers’

Grace Timmins, Tennyson Resource Centre

Most archive services are reliant on their county councils for marketing their services, whilst most museums in the East Midlands are small voluntary run organisations that are not likely to be able to meet the membership fees charged by the tourism agencies. It is very rare for a trade operator to contact an archive, library or museum in the East Midlands, and if this does happen it is not likely to be connected to ancestry research. As expected, there is more contact between historic sites and properties and the tourism industry, but this tends to be as part of a themed package related to other aspects of heritage and history.

In theory, the BeginYourAdventure initiative is an exception to this rule as it uses the hook of the 400th anniversary of the founding of Jamestown in 2007 to create a “Roots of America” set of themed itineraries to entice US tourist. The itineraries cover places and sites in Northamptonshire, Nottinghamshire and Lincolnshire that are associated with famous American figures such as Sulgrave Manor where George Washington was born and Gainsborough Hall which is connected to John Wesley, as well as the aviation heritage sites. However, the tours are not actually geared towards personal ancestral journeys and so have not resulted in any new kind of marketing relationship between the historic sites included and the DMPs, or indeed with archives and museums.

Collections

‘Market readiness’ of collections is an important factor that could be limiting ancestral tourism. The records of archive services, libraries and museums need to be catalogued so that they can offer up the personal heritage information they hold to researchers. Cataloguing backlogs exists in all county archive services, although the problem seems to be particularly acute in Northamptonshire, and certainly in many museums. As a consequence certain groups of records, like mining companies, are not usable and obtaining the funds to catalogue them is often prohibitive.

Thinking in terms of packaging experiences for ancestral tourists, there is sometimes not a handy correlation between well catalogued relevant collections and public access to the sites that they illustrate. For example, Northamptonshire Record Office holds an extensive collection related to Rushton Hall, which is now run as a private hotel.

Whether or not original literary collections can form part of a literary tour, there is scope for their custodians to promote and charge for the reproduction of images of
photographs, drawings, letters, manuscripts, maps and prints that private tour operators can use for promotional materials and in websites designed to attract customers.

**Readiness to Respond**

The current role played by the heritage sector in helping ancestral and literary tourists is not well understood or appreciated and their value in wider programmes is often not fully acknowledged and one of the challenges associated with growing ancestral tourism is in defining the support and capacity, and funding, required to enable them to respond appropriately. In this regard, its worth noting that some of the county record offices, for example, Nottinghamshire, did state that they had some extra capacity to support more family history.

**Providing the right kind of experience**

Ancestral tourists are looking for a certain kind of warm welcome, traditional reception, enthusiasm and knowledge from the people they encounter on their very personal journey. Empathy as well as information is needed. This is where some of the natural skills and interests of people that work in the heritage sectors, many of whom are local volunteers in small rural museums, can play an unsung role. They have a great love of their local area and pride in communicating its history and can have a unique way of explaining a sense of place and generating a feeling of belonging. Such skills are particularly important in a region like the East Midlands which has many small historic market towns and villages and fewer large cities. Harnessing this successfully would be a requirement of any ancestral tourism initiative.

6. **Role of tourism agencies and tourism providers**

**Regional perspective**

The East Midlands region comprises the counties of:

- Leicestershire (www.goleicestershire.com)
- Lincolnshire (www.visitlincolnshire.com)
- Northamptonshire (www.explorenorthamptonshire.co.uk)
- Nottinghamshire (www.visitnottingham.com)
- Rutland (www.discover-rutland.co.uk)
- The Peak District and Derbyshire (www.visitpeakdistrict.com)

For the region as a whole, the tourism development agency East Midlands Tourism (EMT) has a consumer web site www.discovereastmidlands.com and an industry site www.eastmidlandstourism.co.uk. An estimated 144 million tourists visited the region in 2007, including 8.9 million who stayed overnight. The total economic impact of tourism in the region was £5.9 billion in 2007, sustaining almost 98,000 jobs. EMT’s strategy is for growth with a focus on four key strands – marketing, investment, intelligence and quality.

EMT co-ordinates inbound marketing activity i.e. attracting international visitors, with an emphasis on the short-haul European market and niche opportunities in long-haul markets such as the USA. Arguably, both ancestral tourism and literary tourism offer

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9 See EMT Strategy Plan 2008-11 *Building the Visitor Economy*
niche long-haul potential but suitable products would need to be available to underpin marketing activity.

Reflecting its 'inbound' appeal, the [www.discovereastmidlands.com](http://www.discovereastmidlands.com) web site has content in the major European languages. At the heart of the site are five 'breaks' options which are further subdivided into special interests:

- **Rural breaks** –
  - Outdoor activities
  - Food and drink
  - Walking
  - Cycling

- **Activity breaks** –
  - Golf
  - Cycling
  - Walking
  - Family

- **Heritage breaks** –
  - Film and TV
  - Historic
  - Literature and Legend

- **City breaks** -
  - Historic
  - Food and drink
  - Shopping

- **Family breaks** –
  - Stay, Play and Explore
  - Family offers

A key partner for EMT in fulfilling its inbound promotional remit is VisitBritain [www.visitbritain.com](http://www.visitbritain.com), responsible for marketing Britain worldwide and for developing England’s visitor economy.

**Destination Management Partnerships**

At a sub-regional level there are five Destination Management Partnerships responsible for promoting their destinations to the domestic market. These are public-private partnerships:

- Leicester and Rutland: [Leicester Shire Promotions](http://www.leicestershirepromotions.com)
- Lincolnshire: [Lincolnshire Tourism](http://www.lincolnshiretourism.co.uk)
- Northamptonshire: [Explore Northamptonshire](http://www.explorenorthamptonshire.com)
- Nottinghamshire: [Experience Nottinghamshire](http://www.explorenottinghamshire.com)
- The Peak District & Derbyshire: [Visit Peak District & Derbyshire](http://www.visitpeakdistrict.com)

Consistent themes across the destination management partnerships are industry engagement, quality, growth and the use of the web and customer relationship management as marketing tools. DMPs promote a variety of tourism providers but
the ‘voice’ on DMP web sites is that of the DMP itself rather than individual providers. While there are a number of literary tourism providers, ancestral tourism providers are less obvious.

The destination management partnerships are considered in more detail in Section 7 below.

**Family history societies and professional researchers**

Experience elsewhere, particularly in Scotland at the outset of the development of a co-ordinated approach to ancestral tourism, has been that family history societies and professional researchers tend not to regard themselves as being in the ‘visitor’ business, even though their activities have a direct effect on the propensity of people to travel to an area and engage in tourism activities.

At this point in the ancestral and literary tourism study these organisations and businesses have not been approached directly but some basic web research has been undertaken and some general conclusions can be drawn.

Family history societies include:

- **Leicester and Rutland Family History Society**
  - [www.lrfhs.org.uk](http://www.lrfhs.org.uk)
  - Membership circa 3500

- **Lincolnshire Family History Society**
  - [www.lincolnshirefhs.org.uk](http://www.lincolnshirefhs.org.uk)
  - Membership circa 3500

- **Northamptonshire FHS**
  - Membership circa 1100

- **Nottinghamshire Family History Society**
  - [www.nottsfs.org.uk](http://www.nottsfs.org.uk)
  - Membership 1000 +

- **Derbyshire Family History Society**
  - [www.dfhs.org.uk](http://www.dfhs.org.uk)
  - Membership number not stated on web site

When consulted in Scotland, family history societies all said that they routinely provide tourism information to members and other general enquirers, sometimes going so far as to facilitate ‘homecoming’ journeys made by members. However, none of the societies saw themselves as part of the visitor economy; indeed, some went so far as to express resentment that they might be considered as ‘just’ tourism organisations.

A further basic web search identified two professional researchers. There may well be more.
EMGAIRS [www.emgairs.com](http://www.emgairs.com) promotes itself as a professional research service covering the counties of Nottinghamshire, Derbyshire, Leicestershire, Rutland and Lincolnshire.

Northamptonshire Family History [www.northantsfamilyhistory.co.uk](http://www.northantsfamilyhistory.co.uk) provides services in Northamptonshire and Bedfordshire.

Neither researcher explicitly advertises ancestral tourism services. Again, reflecting on experience in Scotland, researchers may prefer to work with tourism partners rather than try and turn themselves into tourism businesses.

Looking elsewhere in England, one of the production team from *Who do you think you are?* Sue Hills, has set up her own ancestral tourism business called *Ancestral Footsteps* [www.ancestralfootsteps.com](http://www.ancestralfootsteps.com) and is — according to Deirdre Livingstone at VisitBritain — doing quite well, in part because of the contacts she made via the TV programme.
7. Evidence of a growing market for ancestral and literary tourism

7.1 What can be deduced from tourism agencies

Leicester and Rutland
www.goleicestershire.com
www.discover-rutland.co.uk

The latest STEAM figures for tourism in Leicestershire state that there were 31.7 million tourists, 1.5 million of whom stayed overnight. Tourism brings £1.2 billion to the local economy.

Recent Arkenford research results are, in summary:

- Only 2% of respondents were from abroad
- People strongly associate Leicestershire with market towns, large towns and cities, markets, attractive countryside and villages and history. ‘History’ is especially important for older visitors
- ‘Heritage’ ranked highly amongst the interests of visitors, 89% of people stating that it was either definitely their sort of thing or of some interest
- Heritage attractions have a very strong appeal (61% positive) for people considering short breaks or day visits
- The research tested a number of marketing themes and history & heritage attracted the most positive response

Neither the Leicestershire nor the Rutland tourism web sites particularly focus on ancestral or literary tourism, appealing instead to more generic interests.

While evidence of the growth of ancestral and literary tourism cannot be gleaned from published statistics there is anecdotal evidence for the former at least. During a ‘mystery shopper’ visit to the Leicester city centre TIC the information assistant responded positively to a request for information about ancestral research resources, stating that ancestral tourism was very much on the increase ‘in part because of the success of Who Do You Think You Are?’.

Lincolnshire
www.visitlincolnshire.com

The latest STEAM figures for tourism in Lincolnshire state that there were 16.7 million tourists, 3.4 million of whom stayed overnight. Tourism brings £927 million to the local economy.

Recent Arkenford research results are, in summary:

- Consumers attracted to Lincolnshire tend to be in the older age groups
- Coast and rural breaks are more popular than city breaks
- History and heritage ranked highly amongst the interests of visitors, 91% of people stating that it was either definitely their sort of thing or of some interest
A Visitrac visitor survey was conducted in Lincoln in 2005-2006. Significant results were, in summary:

- The cathedral is a major attraction for visitors and there is a challenge in moving visitors on to other attractions as well
- 16% of visitors came from overseas
- 72% of visitors said that they visited historic Lincoln as an activity during their stay; 27% visited museums
- 2% of visitors said that they visited the Lincolnshire archives

The culture & heritage section of the visitlincolnshire.com web site provides information about ‘adventurers and pilgrims’, with pages on American and Australian connections though there are no links to research resources. Aviation heritage is also strongly represented, as is film tourism, like that of Derbyshire, based on the recent adaptation of Pride and Prejudice, from which itineraries have been packaged to trade operators.

The Lincoln Tourism Information Team Leader has checked monthly enquiry figures at the Castle Hill TIC and states that ancestral research enquiries represent about 0.5% of the total. Explaining what seems to be quite a low figure, team leader Paula Colburn wrote ‘I am quite surprised overall that our figures are not higher as I think this is an area which is of such interest but maybe people are finding out a lot more before coming to Lincoln so when they do get here, they know exactly what they want, where they are going etc, etc.’ Another factor may be the lack of visibility of ancestral tourism and consequent under-recording.

Finally, in partnership with others Lincolnshire has been involved in a consumer tourism campaign called Begin Your Adventure www.beginyouradventure.co.uk which ties together ancestral, literary and film tourism themes in the east of England in a celebration of ties between the region and the US. At the time of writing an evaluation of the success of this collaborative campaign has not been completed.

**Northamptonshire**

[www.explorenorthamptonshire.co.uk](http://www.explorenorthamptonshire.co.uk)

The latest STEAM figures for tourism in Northamptonshire state that there were 19.8 million tourists, 2.4 million of whom stayed overnight. Tourism brings £823 million to the local economy.

Research carried out in 2007 assessing tourism investment opportunities cited ‘heritage’ as a defining theme for Northamptonshire alongside outdoor pursuits, ‘quintessential England’ and ‘off the beaten track’. Northampton itself, with its iconic show museum, is a key asset. The research did not, however, identify either ancestral or literary tourism as niches for development at that time.

Recent research as part of a branding exercise found that the county’s three main strengths were: the rural beauty and unspoilt countryside; heritage and tradition; canals and waterways.

Reflecting the importance of the county’s history there is a history & heritage section on the consumer web site and a linked site [www.grownostalgic.co.uk](http://www.grownostalgic.co.uk) that provides more depth of information. The Grow Nostalgic site has interesting information about famous people connected with the area but no links to ancestral research resources.
for people tracing their own ancestry. The site’s ‘literary connections’ page is limited to a reference to John Clare and to Dickens’s visits to Rockingham Castle. There is no form of signposting to sites and landscapes associated with Clare.

**Nottinghamshire**

[www.visitnottingham.com](http://www.visitnottingham.com)

The latest STEAM figures for tourism in Nottinghamshire state that there were 38.1 million tourists, 3.5 million of whom stayed overnight. Tourism brings £1.4 billion to the local economy.

The county’s heritage is an important part of its appeal and there is a good deal of heritage-related content on the consumer web site, for example about the Pilgrim Fathers [www.pilgrimfathers.visitnottingham.com](http://www.pilgrimfathers.visitnottingham.com) (including a Mayflower Trail), as well as literary tourism information on the main site which is packaged as subsection ‘Literary Heroes’ and can be found, although with some difficulty, via a ‘literary breaks’ icon from its ‘literature and Legend’ section. However, what is offered is really a limited introductory signposting service to the work of others: The DH Lawrence Festival and the International Byron Festival which does not extend to highlighting the relevant permanent online features, like the strong University of Nottingham’s Lawrence microsite, or the heritage sites and collections themselves. A great deal of effort would be required by a potential visitor to build a literary break package around the information.

There are no links to ancestral research resources.

**The Peak District & Derbyshire**

[www.visitpeakdistrict.com](http://www.visitpeakdistrict.com)

The latest STEAM figures for tourism in the Peak District and Derbyshire state that there were 36 million tourists, 3.5 million of whom stayed overnight. Tourism brings £1.4 billion to the local economy.

Recent Arkenford research results are, in summary:

- Older age profile
- Customers generally associate the area with outdoor activity related connections, though industrial heritage and stately homes also feature
- History and heritage are relatively strong attractions but it is noted that there is a lot of competition regarding ‘generic’ heritage and the area needs to emphasise its USPs

The consumer web site has generic heritage information including a link to a partner web site commemorating Bess of Hardwick’s 400th anniversary [www.bessofohardwick.co.uk](http://www.bessofohardwick.co.uk).

The site does feature content which highlights recent film or TV locations based on classic English literature or historical novels: The Other Boleyn Girl, Jane Eyre and Pride and Prejudice and The Duchess, which have been developed into itineraries and packaged to the trade.
VisitBritain

Aside from the promotional activities surrounding colonial Jamestown and its place in US history, VisitBritain has taken a relatively passive approach to ancestral tourism, leaving it to individual nations and regions to promote ‘their’ ancestral connections. There is introductory information at www.visitbritain.us/things-to-see-and-do/interests/history-and-heritage/features/british-ancestry.aspx

Development of ancestral tourism generally is not a priority for VisitBritain at present although it will always seek to enhance partner activities. Note for example the promotion of Homecoming Scotland 2009 on the home page of the VisitBritain US site www.visitbritain.us

Likewise, literary tourism is not a priority at present, although VisitBritain does directly promote the UK’s proud record through www.visitbritain.us/things-to-see-and-do/interests/history-and-heritage/artists-and-literary-britain/writers-and-poets/index.aspx, although in terms of the East Midlands, only Tennyson makes the grade into the most famous list and there are no links to packages, tours, trails or sites.
General Conclusions for Ancestral Tourism

The general conclusion that can be reached from the foregoing discussion is that while heritage & history are an important part of the appeal of all parts of the East Midlands region, at the macro level ancestral tourism related promotion is not visible, and there is a relative dearth of statistical information on which to base decisions and justify investment of resources.

There are indications of ancestral potential from, for example, the anecdotal evidence from a visit to a Leicester TIC, from discussions with museums, libraries and archives and the fact that 2% of visitors to Lincoln said they went to the archives. It is perhaps a reasonable assumption that the majority of these visitors would have visited the archives in order to do ancestral research of some kind.

Our research has not focused on individual businesses. Activity will, however, be taking place at the ‘micro’ level within organisations and businesses, often because of the personal interest of an employee, volunteer or owner. Later in this section, for example, we discuss activity within the National Trust and the effectiveness of leadership from individuals with knowledge and enthusiasm.

General Conclusions for Literary Tourism

Literary tourism promotion by the tourism agencies is small scale, patchy and only really visible where linked to films. There is a complete lack of real market research to judge potential and what evaluation does exist, for example Lincolnshire Tourism’s for the recent Pride and Prejudice campaign, are restricted to return on investment figures, rather than a wider assessment of product development, potential and understanding of the market. This problem is exacerbated by the fact that literary tourism is mainly controlled by private tour operators and their market assessment obviously remains commercially sensitive.

Visit Britain has conducted consumer research over a number of years that has highlighted literature and literary locations as a strong interest. These consumers tend to fall into the category of tourists over which marketing effort has less impact in terms of changing their holiday and activity choices, which may have influenced the lack of product development by the tourist boards and DMPs.

7.2 What can be deduced from Archives, Museums, Libraries and the Heritage Sector

Ancestral Tourism

General Observations

There has been virtually no market research, assessment or evaluation conducted by the heritage sector in the East Midlands, or elsewhere in England to determine what potential interest there is in ancestral tourism.\(^{10}\) However, there has been some investigation of the general market for family history itself. For example:

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\(^{10}\) This is discussed more fully in our earlier report The Role of Archives in Tourism, August 2007 for North East Museums, Libraries and Archives Council available at www.mlanortheast.org.uk/documents/TheRoleofArchiveswithinTourismFinalAugust2007.doc
• The BBC series *Who Do You Think You Are* was the most watched and talked about show on BBC2 between 2004 and 2006, when it transferred to BBC1. The lowest audience level was 4.7 million viewers.
• 63% of adults in UK claim to be interested in family history.
• There were 30 million visits to the 1901 census on the day of its launch in January 2002, more than visits to the National Museum and Galleries in the year 2001/2.
• 14 million UK residents interested in accessing the census online.
• 1 in 7 UK adults claim to be actively involved in researching their family history.

One indicator of the income generation potential of family history is the speed with which commercial online source providers such as Ancestry.com have gobbled up the chance to offer paid online access to the core sources for family history, often by going into a public private partnership with a record holding body, such as The National Archives. It is widely known that family history research is the second largest theme of internet searches after pornography. This is now a booming industry which is starting to develop partnerships with local authority archives.

**The Picture from Archives**

Although the data collected about those that visit archives is not specifically geared towards finding out about the volume and habits of ancestral tourism, there are some relevant facts and figures from the East Midlands which illustrate what is happening on the ground now, without any specific ancestral tourism products being marketed.

• The presence of an archive service is the main driver for a visit to the area for 88% of visitors to archives.
• People often travel a significant distance to an archive service. Of UK visitors, 20% live between 35 and 142 kilometres away.
• Visitors to archives spend money in the local economy. 75% use local shops, nearly 50% eat out locally.
• 8% pay for overnight accommodation, which implies they are domestic tourists not staying with relatives and friends, although only 13% of those people will be staying for up to a week.
• Only 15% visit other places of interest in the local area.
• We can also assume, given the very high percentage that state the archive was the main reason for their visit to the area, that the majority of this spending would not otherwise be occurring in that locality.
• Two thirds of visitors were researching their family history, but there are differences between different county services.
• 1.3% of visitors were not normally living in the UK which is significantly less than the national average of 2.8%, which is skewed by the international profile of visitors to archives in London.

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11 BBC Independently conducted research with 1002 adults, December 2004
12 Source: The National Archives, website statistics; DCMS Departmental Report 2003
14 For example, London Metropolitan Archives have recently announced a deal with Ancestry.co.uk to digitise parish records, poor law documents and London school admissions.
15 Statistics quoted in this section are quoted from the National Council on Archives’ Public Service Quality Group’s *Survey of Visitors to UK Archives, 2007*. There is currently no equivalent survey of online use of archives. The survey takes place every 18 months and requires on-site visitors to complete a questionnaire about themselves, their visit, the services they have used, their motivation and impact of what they find out as a result of using the archive.
- The visitor profile is of even male/female balance, likely to be over 55, and white.

We also know from surveying the county record offices that about 35% of visitors are from outside the local county. As far as enquiries by letter, email and telephone are concerned between a third and two thirds are estimated to be from other areas of the UK and between 10% and 16% are estimated to be from outside the UK, mainly from America, Australia and Canada. The annual volume of such enquiries is about 20,000 per year, which means between 2,000 and 3,000 overseas requests for information are being generated, all of which are potential customers for an ancestral tourism initiative.

**The Picture from Museums**

With the exception of the military sector and some specialist collections, few museums collect specific data on the volume, origin or type of family history enquiries they receive. The picture for what is currently happening on the ground is therefore patchy and in some cases completely blank. If figures are given, they tend to be estimates based on past experience and ‘best guess’. However, the anecdotal evidence is interesting and serves to highlight the important part that museums can play in helping people make a connection to an area – once researchers have exhausted the obvious sources and they are looking for more general, local information related to the life, living conditions or employment of their ancestors. This role has led many museums to produce their own guidance on undertaking family history research, highlighting the different information sources available, and often bringing copies of these resources together in one place for people to interrogate. Additional interest is also often provided in the form of research into local family names, village houses, an historic building or local businesses.

From the figures quoted during the course of this survey, museums that do deal with family history enquiries probably get on average one a week, as opposed to the regimental collections who average one a day, or specialist collections such as the Boot and Shoe Collection in Northampton. The enquiries for all museums tend to come from all over the UK and abroad.

“It is very difficult to assess the time taken in dealing with enquiries because the main person dealing with this gives her life to this type of enquiry because she enjoys doing it. Number of enquiries are not great because we are only a small museum perhaps 40 to 50 per year. There is no particular geographic region, people come from all over the world”. (Strutts North Mill, Belper).

**The Picture from other heritage providers**

Evidence from other parts of the heritage sector in the East Midlands is scarce but there is clearly an overlap in the interests of those that visit historic properties and those that might embark on researching their ancestors.

**National Trust**

The East Midlands region of the National Trust\(^\text{16}\) is made up of Derbyshire, Leicestershire, South Lincolnshire, Northamptonshire, Nottinghamshire and Rutland.

\(^\text{16}\) [www.nationaltrust.org.uk/main/w-global/w-localtoyou/w-east_midlands.htm](http://www.nationaltrust.org.uk/main/w-global/w-localtoyou/w-east_midlands.htm)
Steve LeMottee, regional marketing manager, believes that the ancestral tourism market is very relevant for the National Trust. As evidence of this he cites recent research segmenting the Trust’s visitor market in a number of ways one of the questions asked whether visitors had a ‘Specialist’, ‘Generalist’ or ‘no interest’ in “Family history / genealogy”. In Belton House (Grantham, Lincs) base sample of 244 there were 15 “Specialists” and 134 “Generalists”.

Steve LeMottee drew attention to two particular properties as good examples. Firstly, Belton House near Grantham, which received 206,581 visitors in 2007. Due to the personal commitment of one member of staff who had a strong interest in genealogy, the family trees of all the servants who worked there have been researched and Belton House recently hosted a genealogy day. Steve agrees that this approach is something that could be expanded in scope across other properties but his view is that it relies on the enthusiasm and initiative of individual members of staff rather than being something that might be “required” of every property.

Note that Belton House is significant in wartime heritage terms as it was the HQ of the machine gun corps in the First World War and about 117,000 people were trained there. The Trust’s view is that wartime heritage is becoming increasingly important as that particular generation has all but died out and their descendants are trying to understand their ancestry.

A second example is The Workhouse, Nottinghamshire. It has been working with the National Archives www.nationalarchives.gov.uk/documentsonline/workhouse.asp to make workhouse correspondence available. See www.nationalarchives.gov.uk/partnerprojects/workhouse/default.htm. The project has received a good deal of media coverage, an example of which is:

*The National Archives and the National Trust launched a new online resource for general, family, and local historians, which brings to life the conditions of a Victorian workhouse. The digitised records form part of the underused and poorly catalogued ‘poor law union correspondence’, from the huge Ministry of Health archive held at The National Archives in Kew, covering the period 1834 to 1871. They provide fascinating and vivid details of the sometimes sad and gruesome lives of the local poor people in north Nottinghamshire. The project took five years to complete and was only possible through the efforts of the Southwell Workhouse Research Group. Its 20 members systematically listed and provided detailed descriptions of the papers relating to the Southwell Poor Law Union. The online resource they have created is fully searchable by name, place, date and event, and is available for free at www.nationalarchives.gov.uk/workhouse*

It is clear that the National Trust has a good awareness of ancestral tourism and has developed innovative products at two particularly important locations. Given this experience and such a positive approach to meeting the needs of ancestral tourists it would be highly beneficial to involve the Trust in pilot projects if possible. Staff at both Belton House and The Workhouse have indicated a willingness to provide more information as part of this current study exercise.

**Literary Tourism**

There is practically no information on the market rationale for establishing literary tours, trails, or festivals from the heritage sector in the East Midlands. It may be some comfort to know this is the same across the UK as confirmed by Professor Mike Robinson of Centre for Tourism and Cultural Change and Henry Cobbold, Chair of the Literary House Group. There is also an almost complete lack of any evaluation to
establish the impact or success of existing initiatives on which to assess the market and plan for future product development. For example, this year’s thrust to make the International Byron festival more focussed on the local community came from anecdotal evidence that the events programme was sometimes poorly attended and seen as elitist, rather than from any evidence of market demand.

It is, therefore, almost impossible to make any kind of informed judgement about whether this is a growing market or not in the East Midlands.

So what can we say? The evidence from the success of the University of Nottingham’s DH Lawrence International Conference in 2007, the University’s Special Collections Department (where a fifth of all enquiries are related to Lawrence) and from the Byron Festival indicate that the enthusiasm of academics, students journalists and specialist societies with members all over the world for literary tourism is really strong. As proof that this kind of literary tourism, based on serious educational interest in an author, is of growing commercial value, witness the fact that the company Australians Studying Abroad made speculative contact with the Tennyson Research Centre and it has added as second English literary landscapes tour for 2009 due to demand. Evidence from the attendee list for the Lawrence conference and from groups and individuals visiting the Special Collections Department shows that demand is not just from the English speaking world but from the Near East, Far East and China.

The profile of literary tourists that can be pieced together from anecdotal evidence from archives and museums is that they are similar to those tracing their roots – namely older consumers aged 55-75, with comparatively high disposable incomes and significant amounts of free time.

8. Ingredients for success – lessons learnt from Comparator Projects

In order to learn from experience elsewhere we have examined six comparator projects: five in Scotland and one in Wales. The Scottish bias in the comparator studies reflects the head start that Scotland has had in the development of ancestral tourism, as well as the consultant team’s intimate knowledge of the Scottish context. Appendix 2 includes a short account of developments in Scotland. The Welsh comparator project came to light during research as part of this study.

In this section we summarise the projects and draw out the principal lessons to be learned. Appendix 1 contains detailed descriptions of the comparator projects.

The general ‘headline’ themes emerging from the lessons learned from the comparator projects are:

- The benefits – and difficulties – of collaborative working
- Effective collaboration requires clear aims and objectives and adequate resources
- The central position of the Web as a communication mechanism
- Whatever is done needs to have the needs of ancestral tourist customers at its heart.
### Comparator 1: Angus & Dundee Ancestral Tourism Initiative

**Characteristics:**
- An integrated series of developments comprising –
  - Development of ancestral web portal [www.tayroots.com](http://www.tayroots.com)
  - Local ancestral information pack
  - Ancestral packages
  - Angus & Dundee ancestral visitor pass
  - Weddings in your ancestral homeland
  - Black Watch ancestral project
  - New family history centre in Dundee
  - Roots Festival 2008
  - Skills development

**Lessons Learned:**
- Inter-agency collaboration can be powerful, but needs a co-ordinator if it is to be sustained
- The Web provides a highly appropriate, cost-effective communication medium and the ‘portal’ concept creates a focus for ancestral researchers/tourists

### Comparator 2: Scottish Industrial Museums Project

**Characteristics:**
- An initial mapping exercise across seven industrial museums
- Production of fact-sheets for ancestral tourists
- Wider records surveys of other museums
- Identified need for archives in museums to be properly catalogued…
- …and for catalogues to be made available via the Internet

**Lessons Learned:**
- Time and energy are required for multi-partner projects. There are no quick fixes
- Wherever they are, archives need to be properly catalogued and the catalogues made available to ancestral researchers/tourists
### Comparator 3: Homecoming Pass

**Characteristics:**
- A new seven-day entrance pass developed jointly by Historic Scotland, the National Trust for Scotland and members of the Historic Houses Association
- This is the first time that these organisations have worked together in this way

**Lessons Learned:**
- Heritage agencies have acted on the knowledge that they are all dealing with the same customers
- The underpinning administrative model is transferable

### Comparator 4: Scottish Borders Ancestral Tourism Forum

**Characteristics:**
- Private sector and public sector collaboration
- Creation of a ‘Heritage Hub’ facility was the catalyst
- Development and implementation of a plan of action
- Focus is on improving products, services and information provision for ancestral tourists before, during and after their visit
- Project partnership with Heritage Hub, with clearly defined roles and responsibilities
- Project budget £186,000 over two years

**Lessons Learned:**
- Focus on products, services and information for ancestral tourist customers ensures clarity
- Realistic and achievable plan of action backed by financial resources and commitment of public sector partners
### Comparator 5: Ancestral Tourism Training Course in Scotland

**Characteristics:**
- Developed in 2002 and revised to reflect development of ancestral tourism in Scotland
- Originally classroom-based, with locally based participants from a variety of organisations and businesses
- Online version of the course now available
- The course is an access route for an Ancestral Tourism Welcome quality assurance scheme
- An online Scottish ancestral research course has also been developed in response to demand. See [www.ancestralresearch.org](http://www.ancestralresearch.org)

**Lessons Learned:**
- Classroom based course has been a catalyst for local action e.g. collaborations to produce local information packs and undertake FAM visits
- Online training has enabled wider access and more flexible learning

### Comparator 6: Capital Region, Wales - Industry Workshop

**Characteristics:**
- Industry workshop featuring discussion of ancestral tourism opportunities in Capital Region, Wales
- Lots of interest in the workshop (100 attendees) and a good discussion of ancestral tourism opportunities
- Outcome summed up by the phrase ‘market is there but knowledge isn’t’

**Lessons Learned:**
- Industry perceives there to be a market but the knowledge required to service it isn’t there yet
- Strategy involves gathering and sharing information, understanding and skills
Any resource must also be up to date and accurate. This could be done through web-4-u with a page on each library or record office maintained by them.

Link in to other activities in Wales. ie When children are taking part in any activities; parents have the facility available to them to start an investigation and are encouraged to continue. (i.e. internet access).

We need to get them here first. Promote wealth of local knowledge and the help that’s available such as guides and locals. A fact sheet would be beneficial for when they are here to download. We definitely need to pull all information together and present logically.

- Could the Herian Kiosks incorporate this function somehow?
- Set up genealogy points or hubs across the valleys.

Where can visitors visit (or who can they speak to) to get an insight into the life of their forefathers?

- Across the HoV area, which attractions or sites would you suggest people visit to explore:
  - How colliers, iron/steel workers, tinplate workers, quarry men worked?
  - The housing that would have been typical of the 19th and 20th century families in the area?
  - The life of women and children?
  - The devastation of disease, ill health and accidents?


Proposed follow up to this discussion

1. Green Badge Guided Coach Tour of the HoV and surrounding area visiting all libraries, record offices and attractions which hold records or archives or advise on tracing family History. Late November/early December

2. Tracing your family History and bringing it to life workshop. January

3. Mapping Exercise to produce factsheet including where information can be gathered, details such as opening times and simple guidelines on researching family history. This should include on-line resources. February
Annex to Appendix 1

Example course timetable

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:15</td>
<td>Registration</td>
</tr>
<tr>
<td>9:30</td>
<td>Introduction plus video</td>
</tr>
<tr>
<td>lunch</td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
</tr>
<tr>
<td>-------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>16:00</td>
<td>News &amp; keeping up to date</td>
</tr>
<tr>
<td>16:15</td>
<td>Conclusion and evaluation</td>
</tr>
<tr>
<td>16:30</td>
<td>Ends</td>
</tr>
</tbody>
</table>

Note: Every course is unique so there is no standard list of contents. But typical course content – for a course in Glasgow featuring a guest speaker from the Mitchell Library – is illustrated here for information.
Appendix 2 Ancestral tourism development in Scotland

While probably not yet at the stage when it can be described as ‘mature’, ancestral tourism in Scotland has developed over a number of years. Its origins lie in the New Strategy for Scottish Tourism, launched in early 2000. The strategy identified what at the time was referred to as genealogy tourism as a niche worth investigating further and the national tourist agency, VisitScotland, was tasked with doing so.

A process of research and consultation began later in 2000 and it soon became clear that while there was a lot of anecdotal evidence for increasing levels of what became known as ancestral tourism, it was not going to be possible to base development decisions on significant amounts of direct statistical evidence because it had not previously captured ancestral tourism activity levels. Using indirect evidence the size of the Scottish Diaspora population was put at around 28 million and the decision was taken to develop a marketing initiative to open up systematic and focused communications with this target group in an effort to motivate them to visit Scotland.

This initiative became known as AncestralScotland and had at its heart the development of a web site www.ancestralscotland.com, designed to provide information to potential ancestral tourists and motivate them to visit. It was backed up by targeted marketing activity whose purpose was to drive traffic to the web site. The web site was launched in 2002 and continues to be the focus for ancestral tourism promotional activity in Scotland. The site is now the best performing niche tourism site for Scotland, visited by over half a million people each year.

As work on AncestralScotland began there was a realisation that the marketing ‘promise’ being made to potential ancestral tourists needed to be backed up by the right products and services and so, in collaboration with the enterprise agencies the Ancestral Tourism Initiative was initiated. This has a ‘product’ focus complementing VisitScotland’s market focus.

In late 2002, recognising the need to prepare local organisations and businesses for active engagement with ancestral tourism, a training course was commissioned. The course, initially classroom-based, was designed to introduce participants to ancestral tourism, act as a catalyst for local networking and prompt discussion of the marketing and product/service opportunities. In 2005 a new quality assurance scheme, Ancestral Tourism Welcome, was launched by VisitScotland and the training course was reshaped in order to provide an access route to the scheme. In 2007 an online version of the training course was launched in order to widen access and provide for more flexible learning. Also developed in 2007 was an online ancestral research course.

Reflecting the current profile of ancestral tourism in Scotland and in recognition of the potential to gain further benefits, the Scottish government has designated next year as Homecoming Scotland 2009. A comprehensive marketing campaign is targeting the Scottish Diaspora and other communities with an interest in Scotland with a very simple ‘come home’ message. As well as the immediate benefits from an increase in ancestral tourism in 2009 the government hopes that there will be a longer term legacy of heightened awareness and increased ancestral tourism activity levels.
The development of ancestral tourism in Scotland

- Training course commissioned
- Engagement with Enterprise agencies
- AncestralScotland initiative
- VisitScotland research & consultation
- New Strategy for Scottish Tourism
- Ancestral Tourism Training Course (Classroom; and online since 2007)
- Ancestral Tourism Initiative (Product development focus)
- Ancestral Tourism Welcome Scheme

1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010
Appendix 3: Visitors to Archives in East Midlands – Extracted from the National Council on Archives Survey of Visitors to British Archives, 2007

**Quality of Service** 57% of respondents rated the service from archives in the East Midlands as very good and a further 40% as good, which much the same as the national average for all UK archive services surveyed. The range between services was basically plus or minus 5%.

**Length of Stay** A third of respondents stayed between 2 and 3 hours at the archive, a further quarter stayed for up to 3 hours and 13% stayed for more than 5 hours. Length of stay at Derbyshire Record Office was significantly longer than the average, whereas it was significantly less at the University of Nottingham. The length of stage is longer than the national average.

**Main reason for visiting the area** 88% of respondents stated that their visit to the archive was the main reason for them visiting the area (compared to 85% nationally). At Derbyshire Record Office scored 100%. Although we cannot be clear from the survey what definition of area was used by each respondent and hence what this really signifies about the geographic draw of an archive service, it would seem to imply that an archive service is a driver to attract people who would otherwise not be visiting the local area.

**Spending in the local areas as a result of visit to the archive**

<table>
<thead>
<tr>
<th>Archive Service</th>
<th>Paying for overnight stay %</th>
<th>Eating Out Locally %</th>
<th>Using local shops and services %</th>
<th>Visiting other places of</th>
</tr>
</thead>
</table>

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17 The survey was conducted not conducted at Lincolnshire Archives.
The survey results also clearly point to the fact that visitors to archive services are spending money in the local area as a result of their visit. We can also assume, given the very high percentage that state the archive was the main reason for their visit to the area that the majority of this spending would not otherwise be occurring in that locality. visited other places of interest in the area. This suggests that for many day visitors the archive visit does not form part of a wider day out including other attractions. This assumption is supported by the really substantial length of time that visitors choose to spend on a visit to an archives service.

**The length of stay for visitors to the area**
Visitors to the archive service who are coming from outside the area, which will include both domestic and international tourists shows that 13% of these people will be staying overnight for up to one week.
<table>
<thead>
<tr>
<th>Location</th>
<th>No.</th>
<th>Age</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Derbyshire Record Office</td>
<td>68</td>
<td>30</td>
<td>2</td>
</tr>
<tr>
<td>University of Nottingham</td>
<td>87</td>
<td>13</td>
<td></td>
</tr>
</tbody>
</table>
From an analysis of postcodes of visitors (which indicates distance from home of visitor to archive service in kilometres), there is also background evidence that visitors travel considerable distances to pursue archival research, with marked variations between different services.
<table>
<thead>
<tr>
<th>Derbyshire Record Office</th>
<th>within</th>
<th>within</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Location</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------------</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Northamptonshire Record Office</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>University of Nottingham</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>
The national average for kilometers traveled to a UK archive service is 37 and the 95% live within 185 kilometres which suggests that visitors that come from outside the East Midlands are not traveling as far as to archive services as in other parts of the country.

**Motivation for visiting.** 64% of visits were for personal leisure/recreation reasons, 9% for non-leisure personal or family business, 14% for formal educational reasons and 12% for work in connection with their employment. There were no significant differences between the services, apart from the fact that, as would be expected, a much higher percentage of visitors to the University of Nottingham were using the archives for formal educational purposes with consequently less use for personal reasons. The national average is slightly higher for personal reasons (67%) and lower for employment reasons (9%).
Family history
Family history is the key driver for the majority of visits across the East Midlands but there are significant differences between archive services and it is less of a motivational force than the national average (73%).

<table>
<thead>
<tr>
<th>Archive Service</th>
<th>Researching Family History %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The survey found that visitors valued the archival material much less for its administrative importance (which is, of course, the main reason for its existence) and much more for its heritage importance to them personally and their communities: Nearly 60% strongly agreed and 38% agreed that archives provide opportunities for learning, 78% strongly agreed and 22% agreed that archives preserve our culture and heritage, 48% strongly agreed and 42% agreed that archives strengthen family and community history.

Visits from outside the UK
1.3% of visitors that replied to the survey at East Midlands archives were not normally living in the UK which is significantly less that the national average of 2.8%, which is skewed by the international profile of visitors to archives in London.

Profile of visitors
- There is a fairly even gender split (48% male, 52% female)
- 65% are aged over 55
- 98% described themselves as white
- 6% considered themselves to have a mobility disability, 2% a hearing disability and 2% sight impairment.
- A quarter of those that responded were first time visitors to the archive at which they completed the survey. A similar percentage had been visiting the archive for 1-4 years and nearly 20% had been visiting for over 10 years

There are no significant differences between the profile of visitors to East Midlands archives and the national average figures.
### Appendix 4 Table of Ancestral and Literary Themes and Potential Partners by Counties of East Midlands (work in progress)

**Derbyshire**

<table>
<thead>
<tr>
<th>Local History/Sense of Place</th>
<th>Archives: Derbyshire Record Office and MACE</th>
<th>Museums</th>
<th>Libraries</th>
<th>Historic Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>All kinds of collections which reflect social history and overlap</td>
<td>Chesterfield Museum and Art Gallery</td>
<td>Chesterfield Local Studies Library</td>
<td>Wirksworth Heritage Centre</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Buxton Museum and Art Gallery – photographs, police collection</td>
<td>County Hall Local Studies Library</td>
<td>New Mill Heritage Centre</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Eyam Museum</td>
<td>Matlock</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Castleton Village Museum - inc. houses survey work</td>
<td>Local history resource reference collections at:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Alfretton, Belper,</td>
<td></td>
</tr>
<tr>
<td>development Derbyshire Police Collections MACE holds good material for Alfreton, Belper, Glossop (very early 1912), New Mills, Swadlincote, Chesterfield, Matlock</td>
<td>Buxton, Glossop, Heanor, Ilkeston, Long Eaton, Ripley, New Mills, Swadlincote</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Military and Aviation</strong> soldiers MACE hold WWI soldiers recovering in Matlock</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industrial</td>
<td>Estates</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>---------</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| ons not all catalogued  
- Arkwright family papers link to Cromford and Sutton Scarsdale  
- Strutts papers link to Belper North Mill  
- Glass manufacturing  
- High Peak Railway – plans  
- Cromford and High Peak Railway Image Library  
MACE hold mining and quarrying, colliery strikes and closures | 
- Chesterfield Museum and Art Gallery – mineral and mining  
- Buxton Museum and Art Gallery- glass manufacturing  
- Strutts North Mill, Belper – school records  
- Silk Mill |
| 
- Chesterfield Local Studies Library – minerals and mining | 
- Wirksworth Heritage Centre – lead mining history |
| 
- Wright family of Eyam Hall  
- Sutton Scarsdale Hall  
- Harper Crewe - Calke Abbey estate paper but conservation constraints  
- Fitzherbert - family papers Tissington Hall  
- Sudbury Hall – title deeds and rents  
- Elvaston Hall – some rentals  
- Catton Hall – incl rents | 
- Eyam Museum (link to Hall)  
- Pickford’s House – Eliots of Swanwick? |
| 
- Eyam Hall  
- Sutton Scarsdale Hall (EH)  
- Calke Abbey (NT)  
- Tissington Hall  
- Chatsworth House |
and accounts

- Haddon Hall

Literary

- Renishaw Hall but mainly maps
- Eleanor Porden, proto-feminist writer
- Crichton Porteous, local countryside writer
- Marjorie Blount, local writer and broadcaster
- Sir William Gell, 18th cent antiquary, member of Dilettanti Society

MACE hold 1930s footage of Sitwells opening fetes at Renishaw Hall

Leicestershire

<table>
<thead>
<tr>
<th>Archives: Record Office for Leicester, Leicestershire and</th>
<th>Museums</th>
<th>Libraries</th>
<th>Historic Sites</th>
</tr>
</thead>
</table>

- Renishaw Hall - Sitwell
- Buxton - Vera Brittain
- New Mills - Edith Nesbitt
- Wirksworth - George Eliot
<table>
<thead>
<tr>
<th>Local History/Sense of Place</th>
<th>and MACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>All kinds of collections which reflect social history and overlap with agricultural and industrial development</td>
<td></td>
</tr>
<tr>
<td>- Local collections relevant to Melton being used in museum refurb and RO charged with developing community archive activity</td>
<td></td>
</tr>
<tr>
<td>- Baruda and Partition project working with local immigrant communities to records experience: potential for ‘reverse’ ancestral tourism</td>
<td></td>
</tr>
<tr>
<td>MACE has excellent coverage of Leicester and county</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Newarke Houses Museum</td>
</tr>
<tr>
<td></td>
<td>New Walk Museum, Leicester</td>
</tr>
<tr>
<td></td>
<td>Melton Carnegie Museum, County council refurb</td>
</tr>
<tr>
<td></td>
<td>Hallaton Village Museum</td>
</tr>
<tr>
<td></td>
<td>Kegworth Museum</td>
</tr>
<tr>
<td></td>
<td>Whittick History Group</td>
</tr>
<tr>
<td></td>
<td>Local Studies section of record office</td>
</tr>
<tr>
<td></td>
<td>Leicester Central Learning and Information Library</td>
</tr>
<tr>
<td></td>
<td>Local studies reference collections at Coalville, Hinckley, Market Harborough, Melton</td>
</tr>
</tbody>
</table>
### Military and Aviation
- Strong collection for Leicestershire ‘Tiger’ regiment diaries
- Auster aircraft collection with links to old RAF bases
- History of the militia
- MACE holds yeomanry footage before WWI
- Newarke Houses Museum (Mus of Royal Leic Regiment)
- Loughborough War Memorial Museum

### Industrial
- Great Central Railway – large photographic collection online
- Brush collection major railway engineering company which supplied worldwide
- Boot and shoe minor collection but no links to Northampton Museum
- Framework knitting collection
- Apprenticeship records for hosiery trade
- MACE holds footage of Quorn hunt from 1912
- Framework Knitter Museum – industry and Melton Library – Hunting collection
- Great Central Railway
## Ancestral and Literary Tourism in the East Midlands

<table>
<thead>
<tr>
<th>Estates</th>
<th>Family who ran business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Melton Carnegie Museum – hunting collection</td>
</tr>
<tr>
<td></td>
<td>• Coalville Heritage Society – photographs</td>
</tr>
<tr>
<td></td>
<td>• Canal Museum</td>
</tr>
<tr>
<td></td>
<td>• Hasting family papers related to Ashby de la Zouch Castle</td>
</tr>
<tr>
<td></td>
<td>• Collection related to Kirby Muxloe Castle</td>
</tr>
<tr>
<td></td>
<td>• Ashby de la Zouch Castle (EH)</td>
</tr>
<tr>
<td></td>
<td>• Kirby Muxloe Castle (EH)</td>
</tr>
<tr>
<td></td>
<td>• Belvoir Castle (indep and maintains own archives open by appointment)</td>
</tr>
<tr>
<td></td>
<td>• Standford Hall (private archives)</td>
</tr>
</tbody>
</table>
| Literary | • Sue Townsend (MACE)  
• Joe Orton (MACE)  
• Philip Larkin  
• Elizabeth Heyrick and Susanna Watts (slavery abolitionists) |
|----------|---------------------------------------------------------------|

<table>
<thead>
<tr>
<th>Lincolnshire</th>
<th>Archives: Lincolnshire Archives and MACE</th>
<th>Museums</th>
<th>Libraries</th>
<th>Historic Sites</th>
</tr>
</thead>
</table>
• Mrs Smith’s Cottage?  
• Bourne hall/Baldocks Mill  
• Grantham Museum  
• Stamford Museum  
• The Museum of Lincolnshire Life  
• Bardney Heritage Centre (covers local industrial and social heritage)  
• Woodhall Spa Cottage |
| Military and Aviation | MACE holds good range incl. recruitment of WW1 soldiers 1915-6, machine corps at Belton House 1916 and 1945 VE celebrations plus 30 min documentary of restoration of last Vulcan plane of 633 squadron | • Metheringham Airfield Visitor Centre (106 Squadron)  
• RAF Wickenby collection (12 and 626 squadrons)  
• Cranwell Aviation Centre  
• Thorpe Camp Visitor Centre (617 ‘dambusters’ squadron)  
• Lincolnshire Aviation Heritage Centre  
• Battle of Britain Memorial Flight Visitor Centre (RAF Coningsby) |
| Industrial | MACE holds lots of weird and wonderful material relating to pumps and drainage | • Pinchbeck Engine Museum  
• Bardney Heritage Centre |  |
| Estates |  |  | • Belton House (NT family history fair)  
• Grantham House (NT)  
• Burghley House
Begin Your Adventure highlights:
• Gainsborough Old Hall (links to Pilgrim fathers and John Wesley)  
• Tattershall Castle (John Smith)  
• Grimsthorpe Castle (John Smith) |
<table>
<thead>
<tr>
<th>Literary</th>
<th>Centre leading Tennyson 2009</th>
<th>The Collection, Lincoln hosting major exhibition</th>
<th>Lincoln Central Library</th>
<th>Alford Manor House</th>
</tr>
</thead>
</table>

**Northamptonshire**

<table>
<thead>
<tr>
<th>Archives: Northamptonshire Record Office</th>
<th>Museums</th>
<th>Libraries</th>
<th>Historic Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Military and Aviation</td>
<td>• Some collections related to former WWII bases</td>
<td>• Northamptonshire Regiment Collection – well catalogued, easy to research, plans for web</td>
<td></td>
</tr>
<tr>
<td>Industrial</td>
<td>• good links with</td>
<td>• Northamptonshire Boot and Shoe collection • National Waterway Museum, Stoke Bruerne</td>
<td></td>
</tr>
</tbody>
</table>
Northamptonshire Museum for boot and shoe (MACE hold material on hand making process, closures etc)
• British Steel Archive from Corby works, vast collection of employment records but not catalogued (MACE hold good material)
• Phipps brewing company, well catalogued photographic collection

<table>
<thead>
<tr>
<th>Estates</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Dryden family papers – Canons Ashby Hall (MACE hold material)</td>
</tr>
<tr>
<td>• Hatton Finch papers, exhibition with EH at Kirby Hall</td>
</tr>
<tr>
<td>• Althorp – Spencer family, personal papers in BL but hold estate papers</td>
</tr>
<tr>
<td>• Lamport hall and Gardens – strong collection</td>
</tr>
<tr>
<td>• Rockingham Castle – half of estate papers and household accounts</td>
</tr>
<tr>
<td>• Sulgrave Manor – some</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Estates</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Canons Ashby Hall (NT)</td>
</tr>
<tr>
<td>• Kirby Hall (EH)</td>
</tr>
<tr>
<td>• Althorp (indep)</td>
</tr>
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<td>• Rockingham Castle (indep)</td>
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</table>

Begin Your Adventure highlights American connections to:
• Sulgrave Manor (George Washington)
• Flore village (John Adams)
• Lamport Hall (Isham family)
<table>
<thead>
<tr>
<th>Minor Collections</th>
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<tbody>
<tr>
<td>• Kelmarsh Hall – estate papers but not the most relevant for family history</td>
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<table>
<thead>
<tr>
<th>Literary</th>
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<tbody>
<tr>
<td>• Official and personal records of those writers collections found in</td>
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<thead>
<tr>
<th>Northamptonshire Studies holds records related to:</th>
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<tbody>
<tr>
<td>• Dryden</td>
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<tr>
<td>• John Clare</td>
</tr>
<tr>
<td>• HE Bates</td>
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<tr>
<td>• Charles Bradlaugh</td>
</tr>
<tr>
<td>• JL Carr</td>
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<td>• Mary Pendered</td>
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### Nottinghamshire

<table>
<thead>
<tr>
<th>Archives: Nottinghamshire Record Office/ University of Nottingham Special Collections</th>
<th>Museums</th>
<th>Libraries</th>
<th>Historic Sites</th>
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<tr>
<td>Local History/Sense of Place</td>
<td>industrial development</td>
<td>Military and Aviation</td>
<td>Military and Aviation</td>
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<tr>
<td>Workhouse Southwell (NT) – Notts RO holds poor law records and has good links running workshops on health and apprenticeship. MACE hold good material on Nottingham, Mansfield, Newark, Beaston, Hucknall, Radcliffe, Chilwell, Retford and Worksop</td>
<td>• Bassetlaw Museum: pilgrim fathers exhibits • Museums of Notts Life – vg working relationship with NRO • Galleries of Justice – do now liaise over collecting policy. GOJ holds prison records from all over country which count as public records. Collection is vast and uncatalogued, does not</td>
<td>• Workhouse, Southwell (NT) joint work with National Archives on access to records – family history days held</td>
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</tr>
<tr>
<td>Donated collection which contains photographic and documentary evidence of all war memorials and records of those that died in WWI – very useful FH source</td>
<td>Sherwood Foresters Regimental Collection is on display in two galleries (one in Nottingham Castle and one in Derby City Museum). The archives are held separately in Nottingham and available by appmt (NB regiment covered Derbyshire and Worcs). Large volume of FH enquiries and ICT access in galleries</td>
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<tr>
<td>MACE hold Nottingham VE day celebrations, Americans camped at Wollaton Park, Officer training corps at Clumber Park and Newstead Abbey (cf estates below)</td>
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Ancestral and Literary Tourism in the East Midlands
<table>
<thead>
<tr>
<th>Industrial</th>
<th>Estates</th>
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<tbody>
<tr>
<td>Mining – excellent scope and coverage (all Notts coalfields pre Coal Board Companies) have most employee records (MACE hold material too)</td>
<td>Ruddington Framework Knitters’ Museum</td>
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<tr>
<td>Raleigh bikes – poor on employee records but very good on social activities of firm (MACE hold 1960s doc of firm)</td>
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<td>MACE hold good lace making footage</td>
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<td>Rufford – hold Savile family papers which cover tenants well but not so strong on household. Current PHd</td>
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<td>Rufford Abbey (NT) whole estate run as country park by NCC</td>
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<td>Harley Gallery – part of former Welbeck Estate and run by Cavendish family</td>
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<td>Clumber Park (NT)</td>
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<td></td>
<td>Begin Your Adventure highlight pilgrim fathers: Manor House, Scrooby (William Brewster)</td>
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<td>Babworth village</td>
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Ancestral and Literary Tourism in the East Midlands

<table>
<thead>
<tr>
<th>Literary</th>
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<tr>
<td>• DH Lawrence collections of Univ of Notts and to</td>
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<tr>
<td>• DH Lawrence Birthplace Museum</td>
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<td>• Durban Heritage Centre, Eastwood</td>
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<tbody>
<tr>
<td>• DH Lawrence blue trail in Eastwood and annual festival organised by Broxtowe Borough Council</td>
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<tr>
<td>• Newstead Abbey – Byron house and manuscripts and printed books</td>
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</tbody>
</table>
- Estate papers of Newstead Abbey –Byron (MACE hold 1930s footage of ground from 1931).