

Place of Interest Quality Assurance Scheme



VQAAS / PIQAS

Administered over all of England by 14 trained assessors

Annual visit / immediate debrief / detailed report



VQAAS / PIQAS

31 Cathedrals, Abbeys & Pories

21 faith sites



2010



2011



www.visitengland.org

Place of Interest

A site, the primary purpose of which is to allow public access for one or more of the following areas of interest:

Education
Heritage & Culture
Environment
Special Interest (manned sites only)
Craft Attractions (manned sites only)

What is PIQAS ? the Visitor Perspective

- **Pre-arrival:** web; leaflet; phone; signage
- **Arrival:** welcome; guidebook; tours
- **Attraction:** catering; retail; toilets

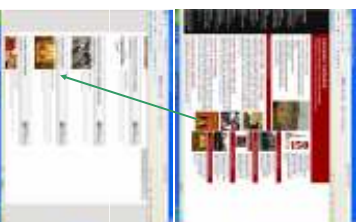


Place of Interest

- Archaeological site
- Forest
- Industrial site
- Nature trail
- Sculpture trail
- Church/Chapel
- Retail art studio
- Local nature reserve
- Municipal park
- Viewpoint
- Craft workshop
- Historic site
- Nature feature
- Way-marked trail

A Full Assessment

- **Pre-Arrival**
- **Arrival**
- **Attraction**
- **Toilets**
- **Catering**
- **Retailing**



Pre-Arrival

Websites are often the visitor's starting point... Some churches have brilliant ones with virtual tours, information for the non-religious visitor and links to Tourist Board websites



Some are clearly private clubs ... for members only



Or make it clear how to get in



Extend a welcome!



Arrival

Make your opening times obvious



External publicity
Outside areas are also very important so publicise special events at the entrance



To everyone ...



Saying who you are ... and what you do ... is all part of the welcome



Attraction

Keep it clean!



First impressions count



Visitors want to feel that they matter

They should have the feeling that you have been expecting them ...

... and that the site has been made to look its absolute best



and a corporate 'look' makes all the difference ...



Attraction

Interpretation





Churches are often a wonder to behold

But although there's plenty to see, what does it all mean?

Your visitors may not have been inside a church before



So good interpretation matters



It's O.K. to make your own 'in-house' interpretation



Attraction toilets

A 'Loo in a Pew'



Attraction catering

Attraction retailing

- Income opportunities
- Extra charity income



Accessibility

Your Access Statement

Many people have a access needs, are you giving them the information about your facilities and services they need?

VisitEngland

FREE ONLINE TOOL £150

Check your own access statement today or find out what you need to do.

www.visitengland.com/accessstatements



Place of Interest



- A visit in alternate years.
 - A biennial fee of £180 (includes display plaque).
 - Full report on the entire assessment.
- www.vaqas.org.uk

Churches Unlocked

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