

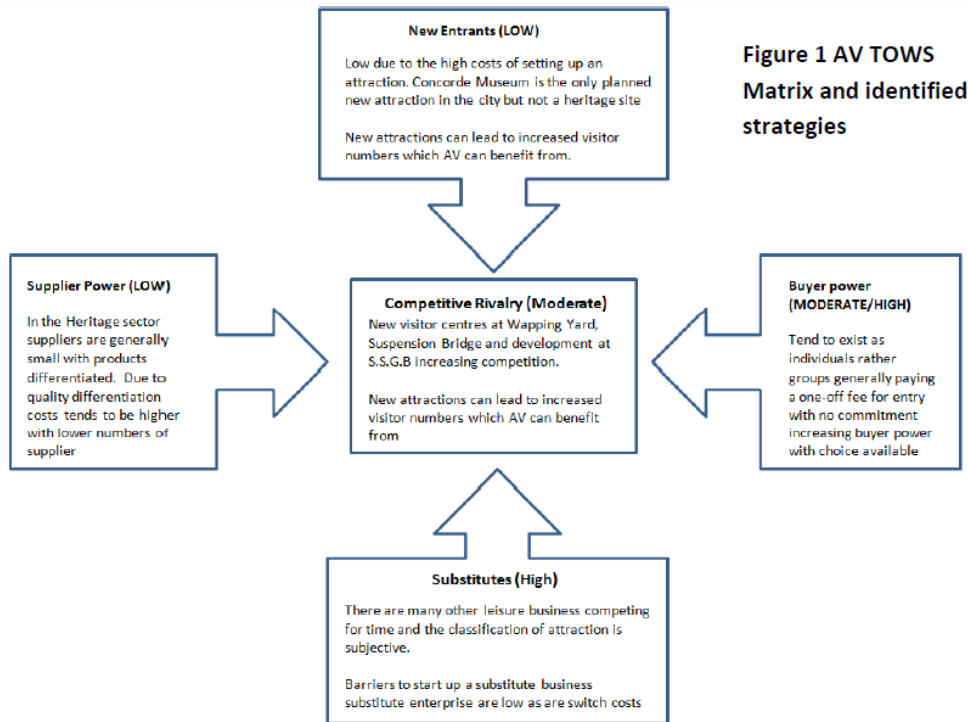


ARNOS VALE

Arnos Vale

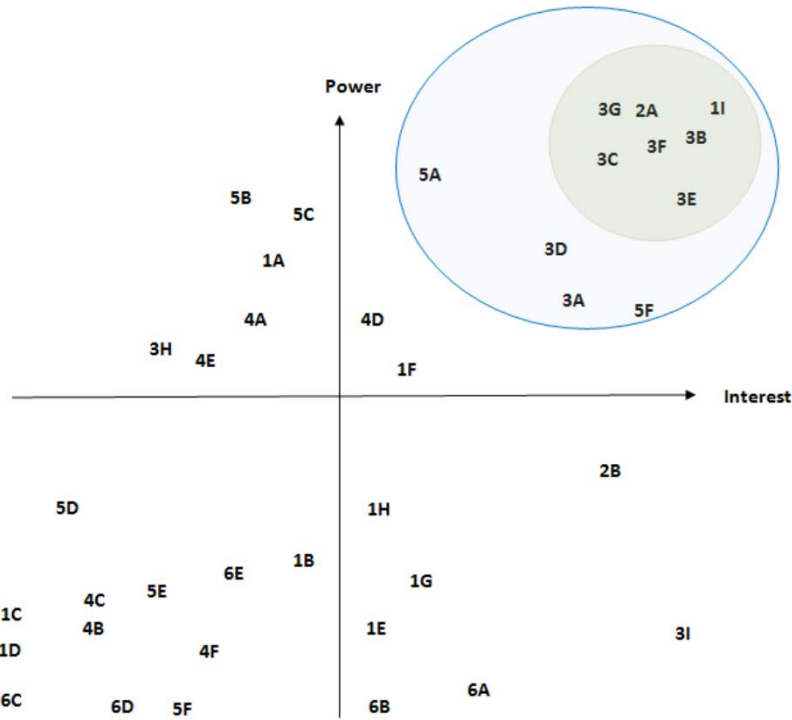
A Future Cemetery





Understand Your Market: Internal and External

	<p>STRENGTHS – S</p> <ol style="list-style-type: none"> 1. Unique Historic Site 2. 45 Acres 3. Parking for 30 cars 4. Fundraising 5. Trail leaflets 6. Adaptable business 7. Knowledgeable staff 8. Conservation strategy 9. Safe site for families 10. Architecture 	<p>WEAKNESSES – W</p> <ol style="list-style-type: none"> 1. Limitations of Buildings 2. Poor signage 3. Limited data insight 4. No visitor Journey 5. Reception and gift shop wrong place 6. No visitor centre 7. Small marketing spend 8. No market research 9. Revenue challenges from donations 10. Negative finances
<p>OPPORTUNITIES – O</p> <ol style="list-style-type: none"> 1. Creation of visitor centre 2. Moving of a gift shop 3. Marketing increased spend 4. CRM 5. Simplifying the processes 6. Destination Bristol 7. Entry fee 8. Insight collection 9. Volunteer Training 10. More donation boxes 	<p>SO STRATEGIES</p> <ul style="list-style-type: none"> • Using the knowledge of staff and incorporating the unique architecture and adaptable business create an improved visitor journey to build visitor relationships and create value exchange • Introduce an entrance fee to enter Arnos Vale increasing revenues and quality 	<p>WO STRATEGIES</p> <ul style="list-style-type: none"> • Development of a new visitor centre using funding from heritage lottery and grants from funders and private individuals to provide new income streams, a visitor journey and natural entrance point.
<p>THREATS – T</p> <ol style="list-style-type: none"> 1. New museums in Bristol 2. Doing nothing 3. Growing bigger than operational capacity 4. Not improving and maintaining market knowledge 5. Trust Conflict 6. Landscape Pressure 7. Too many events impacting users 8. Funder Apathy 9. Not enough revenue to survive 10. HLF overstretched in SW 	<p>ST STRATEGIES</p> <ul style="list-style-type: none"> • Use fundraising knowledge and to counter funder apathy and develop a relationship pyramid incorporating the Heritage Lottery Fund. • Use Knowledge to differentiate visitor model from city competition 	<p>WT STRATEGIES</p> <ul style="list-style-type: none"> • Develop a CRM and customer insight model to ensure market knowledge is developed • Develop an external marketing focus targeted by sector from acquired knowledge



Visitor and Stakeholder map

Customers (1)	Internal (2)	Connected (3)	Network (4)	Comms (5)	Competitor (6)
Local Business (1A)	Staff (2A)	Local community (3A)	Business West 4(A)	Local World Titles (5A)	Paintworks space (6A)
PR Agencies (1B)	Duty Managers (2B)	Board of Trustees (3B)	Bristol Green Capital 4(B)	BBC (5B)	Arnos Manor (6B)
Promoters (1C)		Volunteers (3C)	Bristol Connected (4C)	ITV (5C)	St Georges (6C)
Location Sourcing agency (1D)		Kates Kitchen (3D)	Trusts (4D)	Local weekly and monthlies (5D)	Engineers House (6D)
Theatre Studios (1E)		Quartet (3E)	Merchant Venture (4E)	Wedding bloggers (5E)	Tobacco Factory (6E)
Paintworks business (1F)		Heritage lottery (3F)	Enterprise Zone (4F)	EON (5F)	Watershed (6F)
Local groups – Fitness, drama, educational, baby (1G)		Council (3G)	Destination Bristol (5F)		
Tour Groups (1H)		Neighbourhood Partnership (3H)			
Visitors (1I)		Wedding coordinators (3I)			

ACORN Type Description	Profile	%	Base	% Penetration	Z-Score	Index 0	100	200
1.A Wealthy Executives								
1.A.1 Wealthy Mature Professionals, Large Houses	30	2.1	4,876	1.5	0.615	2	143	
1.A.2 Wealthy Working Families with Mortgages	19	1.3	5,389	1.6	0.353	-1	82	
1.A.3 Villages with Wealthy Commuters	42	2.9	6,417	1.9	0.655	3	152	
1.A.4 Well-Off Managers, Larger Houses	34	2.4	6,152	1.8	0.553	1	129	
1.B Affluent Greys								
1.B.5 Older Affluent Professionals	23	1.6	3,811	1.1	0.604	2	140	
1.B.6 Farming Communities	9	0.6	746	0.2	1.206	3	281	200+
1.B.7 Old People, Detached Homes	24	1.7	4,479	1.3	0.536	1	125	
1.B.8 Mature Couples, Smaller Detached Homes	17	1.2	1,968	0.6	0.864	3	201	200+
1.C Flourishing Families								
1.C.9 Older Families, Prosperous Suburbs	53	3.7	10,017	3.0	0.529	2	123	
1.C.10 Well-Off Working Families with Mortgages	19	1.3	5,827	1.7	0.326	-1	76	
1.C.11 Well-Off Managers, Detached Houses	29	2.0	5,338	1.6	0.543	1	126	
1.C.12 Large Families and Houses in Rural Areas	1	0.1	53	0.0	1.887	2	439	200+
2.D Prosperous Professionals								
2.D.13 Well-Off Professionals, Larger Houses and Conver	86	6.0	11,559	3.4	0.744	5	173	
2.D.14 Older Professionals in Suburban Houses and Apar	34	2.4	5,919	1.8	0.574	2	134	
2.E Educated Urbanites								
2.E.15 Affluent Urban Professionals, Flats	33	2.3	5,762	1.7	0.573	2	133	
2.E.16 Prosperous Young Professionals, Flats	22	1.5	8,405	2.5	0.262	-2	61	
2.E.17 Young Educated Workers, Flats	28	1.9	4,753	1.4	0.589	2	137	
2.E.18 Multi-Ethnic Young, Converted Flats	4	0.3	1,427	0.4	0.280	-1	65	
2.E.19 Suburban Privately Renting Professionals	25	1.7	15,701	4.7	0.159	-5	37	
2.F Aspiring Singles								
2.F.20 Student Flats and Cosmopolitan Sharers	36	2.5	6,546	2.0	0.550	1	128	
2.F.21 Singles and Sharers, Multi-Ethnic Areas	5	0.3	3,628	1.1	0.138	-3	32	
2.F.22 Low Income Singles, Small Rented Flats	9	0.6	3,378	1.0	0.266	-1	62	
2.F.23 Student Terraces	0	0.0	1,554	0.5	0.000	-3	0	
3.G Starting Out								
3.G.24 Young Couples, Flats and Terraces	28	1.9	6,124	1.8	0.457	0	106	
3.G.25 White Collar Singles and Sharers, Terraces	222	15.4	27,765	8.3	0.800	10	186	
3.H Secure Families								
3.H.26 Younger White Collar Couples with Mortgages	31	2.1	9,875	2.9	0.314	-2	73	
3.H.27 Middle Income, Home Owning Areas	30	2.1	5,381	1.6	0.558	1	130	
3.H.28 Working Families with Mortgages	17	1.2	5,669	1.7	0.300	-2	70	
3.H.29 Mature Families in Suburban Semis	49	3.4	12,219	3.6	0.401	0	93	
3.H.30 Established Home Owning Workers	48	3.3	10,203	3.0	0.470	1	109	
3.H.31 Home Owning Asian Family Areas	4	0.3	106	0.0	3.774	5	878	200+
3.I Settled Suburbia								
3.I.32 Retired Home Owners	7	0.5	1,676	0.5	0.418	0	97	
3.I.33 Middle Income, Older Couples	28	1.9	7,081	2.1	0.395	0	92	
3.I.34 Lower Incomes, Older People, Semis	13	0.9	3,834	1.1	0.339	-1	79	
3.J Prudent Pensioners								
3.J.35 Elderly Singles, Purpose Built Flats	20	1.4	5,065	1.5	0.395	0	92	
3.J.36 Older People, Flats	13	0.9	4,174	1.2	0.311	-1	72	

Be Enterprising...





Change Your Mindset



**“Arnos Vale isn’t
a place for
children”**



ARNOSVALE



**“No one will want to
hold an event in a
cemetery”**



ARNOSVALE





**“Who wants to get
married in a cemetery”**



ARNOSVALE

Public engagement



ARNOS VALE DISCOVERY TRAIL

Discover the people, wildlife and history that make Arnos Vale so special.

Start at the Visitors Centre

1 Home sweet home
For generations, cemetery staff lived with their families in the Lodges at Arnos Vale. While no one lives in the Lodges anymore, the tunnels underground make a comfortable home for roosting bats.

2 Lost but not forgotten
Arnos Vale is the last resting place of more than 530 servicemen and women who lost their lives during WW1 and WW2 and other conflicts. The 239 men buried in "Soldiers and Sailors Corners" (See point 17) are casualties who came from the UK, Ireland and the Commonwealth.

3 A place of pilgrimage
This impressive structure marks the grave of one of Arnos Vale's most famous people. Rajah Rammohan Roy is known around the world as the "Father of Modern India" and his grave is a place of pilgrimage for visitors from near and far. Briefed landmarks to visit: His statue on College Green and painting in the City Museum.

4 A woodland near a tree

Visit safely - The Discovery trail includes some slopes, muddy paths and steps. There is an optional route suitable for buggies, prams and wheelchairs (shown in light blue).
The Woodland Walk is more challenging and includes steps, steep slopes and rough terrain.

WOODLAND WALK

Carry on exploring Arnos Vale by taking our new woodland route to discover more. This route is a bit more challenging but visits some hidden places at the top of the cemetery.

12 Muller's orphans
George Muller was famous for caring for thousands of orphans during his lifetime. When he died in 1898 immense crowds turned out for the funeral and to see the carriage pass. There is a both a road and an avenue named after him near where his orphanage was situated in Abbey Down.

13 Underwood Centre
Named after Arnos Vale architect Charles Underwood, this woodland hideaway plays host to weddings, funerals, woodland burial services, kids clubs and much more.

14 Sunshine corner
This sunny spot is one of the fullest areas in the cemetery. It has wonderful species-rich grassland dotted with native wild flowers and plants.

15 Community garden
The containers and planters are maintained by members of the local community making this spot a lovely place to sit and relax. New groups are always welcome to help out.

16 Nature friendly
Located in the heart of the city, the new Natural Burial Woodland is Bristol's first natural green burial site. This area was previously an old

School Trips



Opportunities for:

- Primary and Secondary
- College and University
- Standard workshops
- Bespoke activities

Arnos Vale Cemetery is a magical outdoor classroom full of rich education resources and learning opportunities, set amongst 45 acres of natural woodland ecosystem in the heart of Bristol.

A place of heritage
Arnos Vale contains listed buildings and monuments which are being conserved as architectural and artistic treasures of national importance. Bring history to life for your students as we take them on a journey through Victorian and Wartime Britain.

A place for wildlife
Nature thrives at Arnos Vale. It is home to a diverse range of fascinating wildlife and part of an essential green corridor which enables species to survive in the heart of the city. Your students will discover the amazing habitats, food chains and food webs that thrive in woodland, grassland and scrubland.

Why choose Arnos Vale
At Arnos Vale we believe in making your visit as easy and hassle free as possible. Our out-of-classroom

- Clear key stage relevant guided classroom sessions
- Experienced learning coordinator and risk managed activities
- A safe and stimulating environment for learning.

Our Learning Coordinator
Your day will be carefully planned and managed by our learning coordinator, Janine Marriott.

Janine, a classroom teacher for five years was also previously employed as an Education Officer at Bath Postal Museum and Davenport Museum before working at Arnos Vale.

Janine Marriott (BA, Hons, Msc, PGCE)
learning@arnosvale.org.uk
0117 971 9117 EXT.212



Outreach



Architecture and symbolism of a Victorian Garden cemetery

The Ashmead's of Bristol, A tale of Map, tragedies and sewers.

The Great and the Not so Good, A collection of short stories





ARNOSVALE

Lifelong Learning

- Owl Prowls
- Bat Walks
- History Talks
- Tours
- Film screenings





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Further forward



Natural Burial



Technology



3D Mapping and digitisation

<https://my.matterport.com/show/?m=bMrjH57bJAr>



Collaboration



FUTURE CEMETERY





Dead curious: the artist inviting questions in a Bristol cemetery

[The Guardian](#) - 26 Oct 2016

As dusk falls on the Victorian angels and leaning tombstones, voices will ring out across **Arnos Vale** cemetery in Bristol, questioning the dead.



An enlightened idea! Cemeteries of the future could power lights ...

[Daily Mail](#) - 21 Mar 2016

The idea won the team a £5,000 (\$7,200) prize and a month-long opportunity to research the historic 42-acre **Arnos Vale Cemetery** near Bath, ...



Arnos Vale Cemetery launches a Natural Burial Woodland in the ...

[Bristol Post](#) - 5 Apr 2017

The **Arnos Vale** Natural Burial Woodland will become part of the Association of National Burial Grounds (ANBG) adhering to the code of ...



Arnos Vale gravestones returned to Soldiers' Corner

[BBC News](#) - 26 Feb 2015

Historian Charles Booth, who has been involved in researching the gravestones and soldiers in **Arnos Vale**, said: "I'm delighted that the ...



Track down Sherlock's Bristol with a new locations map

[Radio Times](#) - 7 Jun 2016

... shot at passersby), 850-acre Ashton Court (the carriage scenes) and sprawling **Arnos Vale Cemetery** (where Sherlock visits Ricoletti's grave).



Experience: I grew up in a cemetery

[The Guardian](#) - 30 Oct 2015

Thanks to him, **Arnos Vale** was the first cemetery outside London to do cremations. Later, his son Alfred, my father, took over. I was born in 1943 ...



Bristol pays tributes to Ram Mohan Roy, the great Indian social ...

[Hindustan Times](#) - 24 Sep 2017

Standing in the shadow of the historic tomb in the **Arnos Vale Cemetery**, built in his memory by his aide Dwarkanath Tagore, a group of people ...

Press and PR



Highly Commended



Benchmarking:

Awards and Recognition



ARNOS VALE

