

APPENDIX 1

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Tourism Potential of Bosworth battlefield if preserved and with UNESCO World Heritage Site status.

The first priority of the Council is to reject the planning application by Horiba Mira to build the car test track and associated buildings on the western side of the registered battlefield and in the fields further west. Unless that is done there can be no proper presentation of the battlefield as it will impossible to present it from the viewpoint of Henry Tudor.

The second priority is a Bosworth Battlefield Tourism Conference with delegates from the highest level including from Horiba Mira to be held at Bosworth as soon as possible – hopefully early 2019. The aim would be to draw together all stakeholders and those who can contribute expertise and to plan its future as a heritage and tourism asset for the benefit of the local community, the nation and visitors from all over the world.

Bosworth Battlefield Stakeholders at the Conference should include among others: :

Secretary of State for Culture, Minister of Tourism, Local MPs
Diplomatic staff – Japan, UNESCO Paris Head office & UK office.
Historic England, Visit England,
Hinckley & Bosworth Borough Council, Leicestershire County Council
Horiba Mira – and other local landowners
Leicester Cathedral (Richard III tomb), Richards III Visitor Centre
Bosworth Battlefield Visitor Centre
The Battlefields Trust, Richard III Society, Henry Tudor Society
American Battlefield Trust (expertise on presentation)
Local tourism business representatives: hotels, restaurants, b&bs, car hire etc,
Local schools
Royal Shakespeare Society
Celebrities like Benedict Cumberbatch,
Authors on the Tudors: David Starkey (adults); Terry Deary (Horrible History series -children)
Other battlefield visitor centres – share experiences on tourism, share joint marketing
Media – we need to publicise Bosworth Battlefield, The Tudors & Richard III to the world
The Third priority is UNESCO World Heritage Site status

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This can only be achieved once a full heritage and tourism action plan emerges after the Conference and after much detailed follow up work. There are currently 31 UNESCO sites in the UK which are all heavily marketed by Visit England .

Bosworth would be a very certain candidate for acceptance of UNESCO status, Not least because participants at the battle came from so many countries: England, Wales, Scotland, France, Portugal, Spain

And the cultural importance of the start of the Tudore dynasty – Henry Tudor was crowned Henry VII on the battlefield itself.

I attach the UNESCO details for qualification and the nomination process etc.

1 What should be presented:

The entire battlefield starting from the point where Henry Tudor first saw Richard III's army as he came over the ridge to the west of the present registered battlefield.

It should also include Richard's campsite and what he might have seen that morning.

It should also include the area of engagement on Richard III's right wing where the Duke of Norfolk was killed but which opened up the centre for Richard III's charge.

The position of the Stanleys needs to be shown – both foot and the mounted contingents.

It should show the route of the mounted contingent of the Stanleys as they came to the rescue of Henry in a westerly direction in hidden ground and then came wheeling in behind Henry to then push back Richard III towards the marsh and his death.

The position of Northumberland should also be shown as he faced towards the Stanleys' foot contingent – so visitors can puzzle the reasons why did he not come to the rescue of Richard III.

2 How the battlefield should be presented.

The public need to be able to walk the terrain.

“To understand a battlefield you need to walk the terrain” – Churchill.

The terrain was important to commanders at the time...as often the enemy could hide mounted troops in hidden folds of the ground, which could then intervene at a vital moment in the battle.

This was just the tactic used by the Stanleys at Bosworth as their mounted contingent rode to the rescue of Henry Tudor – unseen by Northumberland until it was too late!

The public need permissive footpaths at least a metre so two people can walk together so they can easily access the key points of the battlefield outlined above – and where necessary the paths should be fenced to protect them from livestock as they are at National Trust for Scotland property of Threave Castle in Dumfries & Galloway.

A large number of new footpaths need to be created to present the new post 2010 interpretation of the battlefield which is currently inaccessible – fenced off by Mira or farmers permission needed.

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3 The Bosworth Battlefield Visitor Centre

It is an excellent visitor centre with a team of 8 guides doing a great job with local schools. Much more could be done with the older generation from all over the world.

Visitor Numbers could however be tripled with proper marketing and the support of all associated societies we like The Battlefields Trust which is now assisting the Battlefield Visitor Centre market its more in depth tours.

Reenactments draw huge crowds – as they did with Richard III's body procession to Leicester in 2105. Why not do that every year and really market it ?

Financially lucrative additions to provide income for continual improvement should be explored:

Additions to the centre could include:

A farm shop display selling exclusively produce from local farms – this makes huge money at Shrewsbury Battlefield Visitor Centre (1403) – help win support of local farmers

Other non battlefield activities to widen the interest:

A small falconry centre- again as they do at Shrewsbury Battlefield Centre (1403) – very popular.

A small seminar or conference centre for corporate or society meetings as is done at Newark Civil War Centre.

Corporate hospitality could be another big money maker.

Celebrities should be made much more use of – especially Benedict Cumberbatch. to bring Bosworth and its relevance home to the public.

4 Visitor Numbers:

Visitor numbers sat other comparable battlefield visitor centres are all approximately 150,000 which I understand is triple what Bosworth Battlefield Visitor Centre achieves.:

Hastings (1066):

Culloden: (1746)

Agincourt (1415)

Waterloo (1815) which has huge marketing by Brussels and Wallonia Tourist Office And local borough tourist offices has vastly higher numbers....councillors should visit Waterloo and these other battlefield visitor centres such as Shrewsbury to see what is being done there.

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5 CONCLUSION:

Bosworth Battlefield is a gold mine waiting to be tapped for its educational, heritage and tourism potential and achieve worldwide recognition through UNESCO World Heritage Site status. .

It will then be there fully preserved for the benefit of the ENTIRE community – local, national and international.....for generations to come.

That will not be possible if the Horiba Mira plans are allowed to go ahead.

The Tourism potential of the battlefield was NOT presented by Historic England in their advice to Mira or Hinckley & Bosworth Borough Council.

It needs to be considered very carefully now.....