



HISTORIC ROYAL PALACES

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**SPACE TO STIR AND BE STIRRED**

TOWER OF LONDON • HAMPTON COURT PALACE • BANQUETING HOUSE  
KENSINGTON PALACE • KEW PALACE • HILLSBOROUGH CASTLE AND GARDENS



HISTORIC ROYAL PALACES

# THE FUTURE OF VISITOR EXPERIENCE

Rachel Mackay, Head of Hampton Court Palace  
*Author, *Delivering the Visitor Experience**

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Rachel Mackay  
@rachmackay



Oh good, it's the time of year where I have to explain to the TV Licensing Authority why King George III hasn't paid his TV licence since 1820



# BBC mocked for sending TV licence letter to Kew Palace - 'King George III hasn't paid!'

THE BBC has been mocked on Twitter after sending an urgent TV licence letter to Kew Palace.

9:35 am · 27 Aug 2020 · [Twitter for iPhone](#)

6.8K Retweets and comments 55K Likes

08:10

www.telegraph.co.uk

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### Hampton Court Palace advises visitors how to avoid Ulez camera

Home of Henry VIII is outside zone but visitors could be charged if they take right turn

By Ewan Somerville  
31 August 2023 • 8:13pm

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metro

### Hampton tourists could be charged new Ulez

Comment Jasper K Thursday

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Tourists visiting

10:23

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### Even the royals are dodging Ulez! Palace visitors given insider tips on how to avoid Khan's hated cameras



An image of a Ulez sign (left) and Hampton Court Palace (right) PA

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### ...s told how to avoid cameras for Ultra Low Emission Zone near Hampton Court Palace

...ing Hampton Court Palace enter the Ultra Low Emission charging zone

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THE TIMES

THURSDAY AUGUST 31 2023

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Court Palace's car park is outside the Ulez, but out of it is in it

### Hampton Court Palace tells visitors how to avoid £12.50 Ultra Low Emission Zone near Hampton Court Palace

Ultra-low emission zone in London was extended to the suburbs this week

September 01 2023, 12.01am, The Times

VIII was certainly not afraid to upset traditional authority and it seems the charity which runs his favoured home, Hampton Court Palace, is following in his footsteps.

Hampton Court Palace is advising visitors on



# GEORGE III: THE MIND BEHIND THE MYTH





**Comet Music**  
c.1780  
The first of the series of  
musical instruments  
designed by Anzani  
in 1780. All the  
instruments were  
made of wood and  
were very expensive  
to make. The first  
one was made of  
ivory and cost  
£1000.

**Trumpet**  
c.1780  
The first of the series of  
musical instruments  
designed by Anzani  
in 1780. All the  
instruments were  
made of wood and  
were very expensive  
to make. The first  
one was made of  
ivory and cost  
£1000.



**Lion Bars**  
When I was suffering from my first 'bout' of mania just over a year ago I went into my local shop and cleared their shelves of about 40 Lion Bars - at that moment I remembered that my then 29 year old son likes them. The person in the shop didn't say anything. I have since been diagnosed as being bi-polar. So, to me, a pile of Lion Bars sums up my mania. I have suffered from chronic depression for about 25 years.  
*Jane*

### *Instructions to Princess Mary for the care of George III*

In 1804, George III came to this palace to be treated for his ill health once again. His wife and daughters would also stay in the palace with the king. The doctor here has this advice for the royal women,

'Let their arms be open to receive him, their voice to soothe his sorrow and let him perceive by every action, by every look by every words that their hearts bleed for him'

Lent by Her Majesty Queen Elizabeth II

This object makes me think of the advice that my family and friends may have received from doctors when I was mentally unwell myself.

Becoming unwell can be scary, for the individual and those around them, particularly if this is the first incident.

Sometimes there is no right or wrong – just the need to approach people with care, good intentions, and compassion.

Daniel Regan



delivered to H. R. H. The Princess Mary -  
June 1804 -

If you give way in some things not essential, & suggest matters in such a way that the H. imagines the first thought was his own you may easily attain your point.

attempt to keep every thing in order without ever having a squabble.

Let Him repose his Grievances real or imaginary in the bosoms of his family - let their arms be open to receive him - their ears to hear his plaints - their voice to soothe his sorrow - and let him perceive by every action, by every look, by every word of theirs that their hearts bleed for him.

Coercion is & with I fear for a time be necessary - There must be a Power existing somewhere to superintend or All will be lost -

# THE INDIAN ARMY AT HAMPTON COURT



MEMBER?

Army's contribution to  
pire and two World Wars is  
not widely commemorated  
nce days or taught in

hibition, we made a public  
of Indian soldiers who  
historic events. Many, on  
stors' contribution and  
wartime, contacted us to  
ies and to generously loan  
e have come from both local  
ies and from across the  
lobal migration from the  
a legacy of empire. How do  
ontinue to remember and  
utions over a century later?

1914-1918  
The photo shows an officer and soldier  
at the Coronation. The soldier is wearing a  
red tunic and a turban. The officer is in  
uniform. The photo is from the  
Imperial War Museum collection.

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THE INDIAN CORONATION CONTINGENTS  
AS REVIEWED BY THE KING OF CONNAUGHT.



The King of Connaught, the Governor-General of India, and the Indian Contingents at the Coronation of King George V and Queen Mary in 1911.

THE WAR FROM THE INDIAN POINT OF VIEW  
AS DESCRIBED BY AN ANGU-INDIAN



The war from the Indian point of view, as described by an Angu-Indian.

ON THE EVE OF THE CORONATION



On the eve of the Coronation, the Indian Contingents were reviewed by the King of Connaught.

INDIA and BURMA at HAMPTON COURT  
Fighting Men of India, East and West Together in the Home Park...  
A Contingent of Madras and Pilly Sanyal, Representing Over a Hundred Regiments



PRIDE ... AND PREJUDICE  
The camps were closed to the public, although  
soldiers were allowed day passes to explore,  
or for organized visits to see the sights  
of Britain. But Indian soldiers were often  
accompanied by a British officer, hinting at  
underlying discrimination.

The soldiers' presence received extensive  
coverage in newspapers and magazines, and  
in cinema newsreels. These show that Indian  
visitors were enthusiastically received and  
cheered as they marched through the streets,  
particularly during the special Indian parade  
held for the peace treaty in 1918. However,  
the language and attitudes of the British  
media clearly reveal the bias and racism of  
the era. This lingering prejudice was still  
encountered by migrants invited to Britain  
to help economic recovery after the Second  
World War and the Partition of India.





# PERMISSIBLE BEAUTY





**ANNE DIGBY**  
(1646-1715)

*From Lady (1618-1682)*  
By Sir Peter Lely

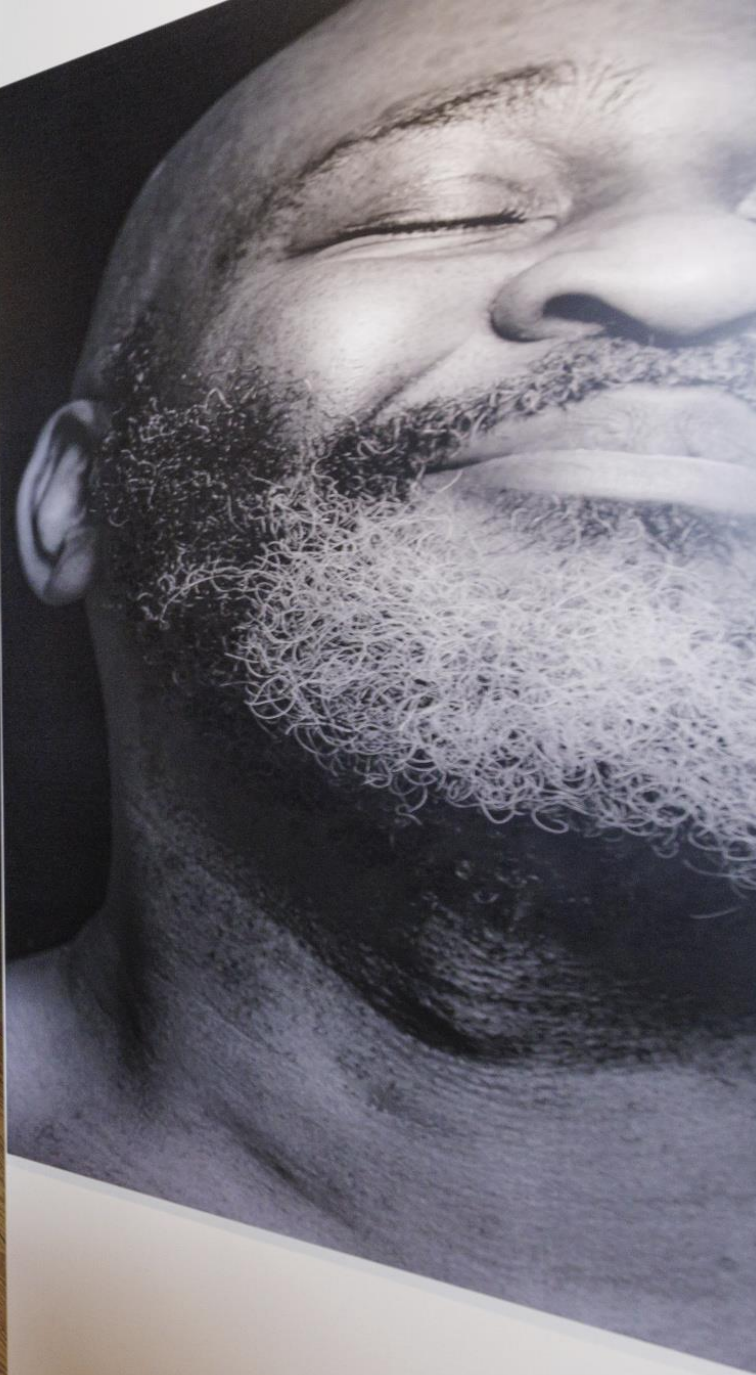
Moral virtue was as important as conventional physical beauty. A successful "operator" in complicated royal politics, Anne used her contacts to help her husband as his fortunes at court changed. Her enemies spread false rumours that she had cheated on him. Her real friend, John Evelyn, called her "a wise and noble person."

"Beauty, fortune, is an essential thing. Yes, of course you can look at the man we can be brought to be beautiful... it's being able to face who you are on the inside." - Vera Aun, 2002



**THE SEVEN**  
The Seven Years' War







[THERECOVERYROOMBLOG.COM/SUPPORTING-CHALLENGING-CONTENT](https://therecoveryroomblog.com/supporting-challenging-content)





# CULTURAL PEACEKEEPING

## What is it not?

- Remaining neutral in the face of abusive or aggressive behaviour
- Being objective
- Avoiding conversations

## What is it?

- A antidote to so called ‘culture wars’
- Understanding that people come with different experiences and backgrounds
- Understanding that minds can be changed better in a conversation in space where relevant history happened than in an argument on Twitter
- Meeting people where they are

## MUSEUM PROFESSIONALS

**As a field, museum professionals tend to be much more inclusive than our visitors.**

If we want to be effective in engaging visitor empathy in ways that promote inclusion, we have to move at their “speed of trust.” Even if it is a slower pace than we would like.

Yet that slower pace is still moving our audience forward, and is likely to be much more effective in reaching our long-term goal: more people who want inclusion.



# VEX ACADEMY

## ROYAL STANDARD

- Royal Standard
- Royal Standard 2.0
- Crowd Management
- Conflict Resolution
- Busy Periods
- Resilience
- Retail and Commercial

## CREATING EXPERIENCES

- Presentation Skills
- Talks and Tours
- Challenging Content

## ACCESS & INCLUSION

- Disability Awareness
- Deaf Awareness
- RNIB Audio Description
- Autism Awareness
- Dementia Friends

## LEADERSHIP

- TL Development Programme
- Train the Trainer



MUSEUM AND GALLERY ESSENTIALS 

## **DELIVERING THE VISITOR EXPERIENCE**

How to Create, Manage and Develop an Unforgettable Visitor Experience at Your Museum

**OUT  
NOW**

RACHEL MACKAY





- UNIQUE
- DEMOCRATIC
- BEHIND THE SCENES
- GENUINE
- INVITING, NOT ALLOWING





Sep 13 • Written By Rachel Mackay

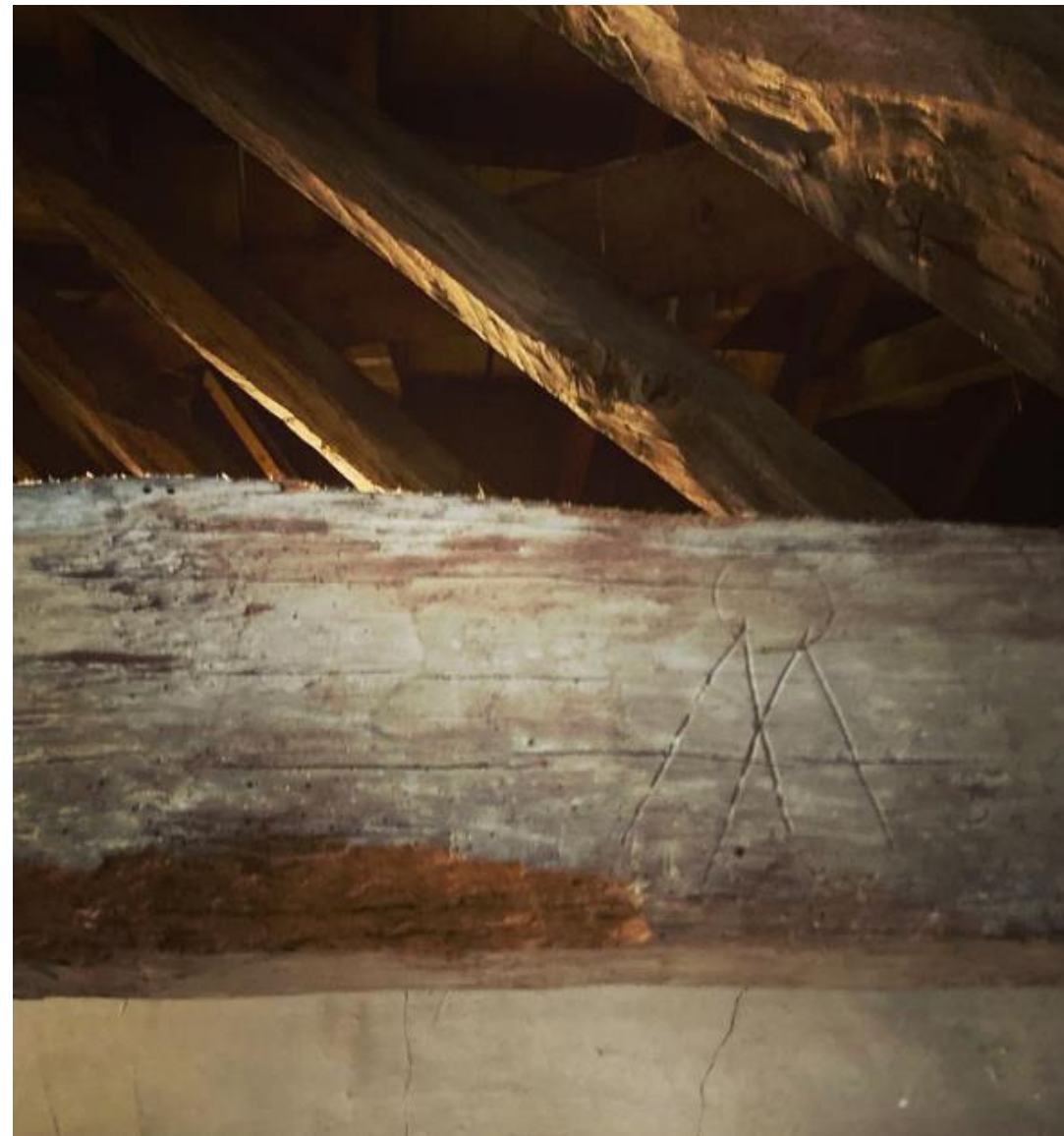
# ‘Innri Hringur’

What Fire Saga taught me about the visitor experience

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