

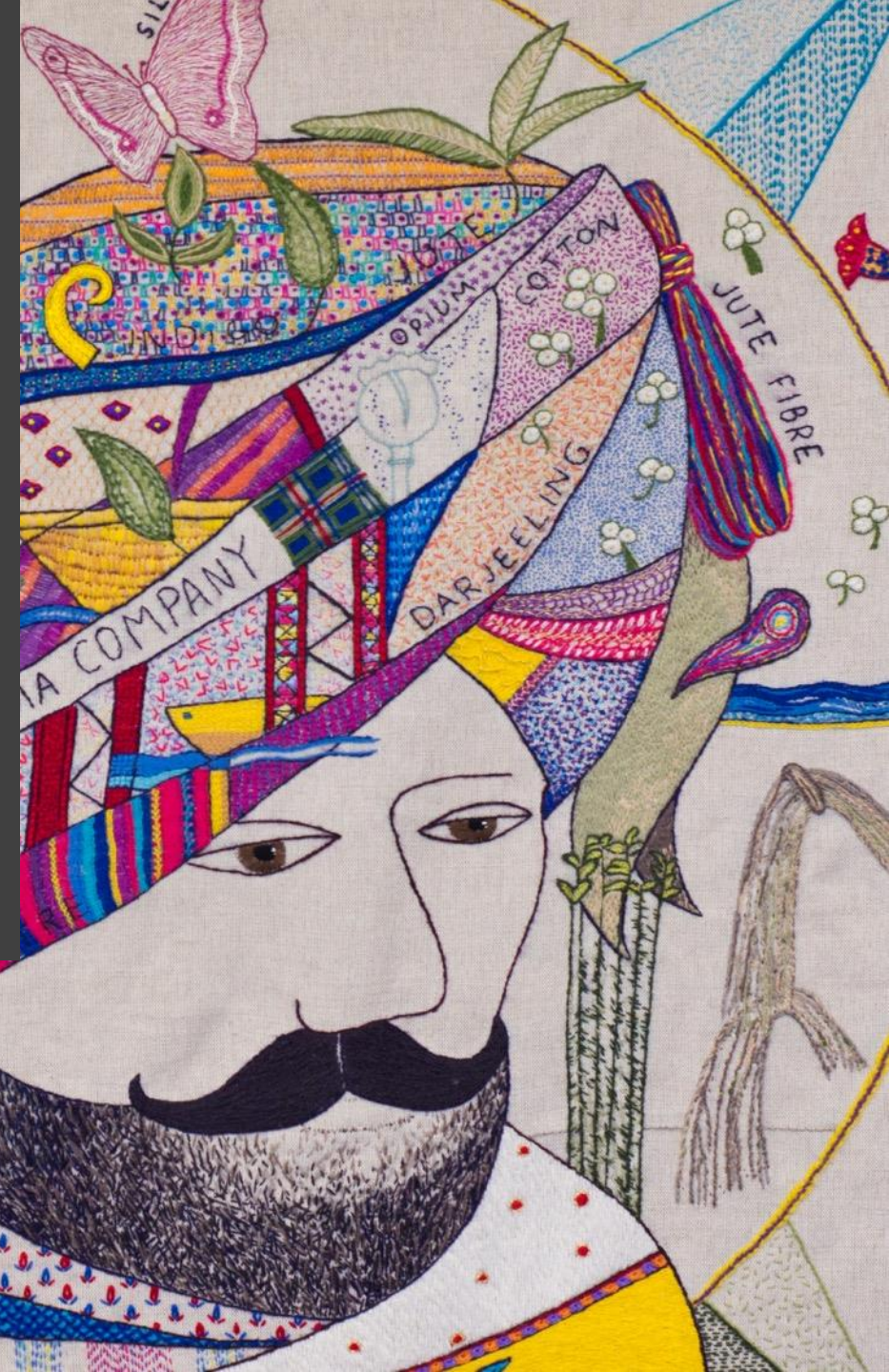


THE
great
tapestry of
scotland

GALASHIELS

Sandy Maxwell-Forbes

Centre Director, The Great Tapestry of
Scotland





Who and where are we?

- Purpose built **5 star** visitor attraction telling the story of Scotland and depicting its long, fascinating and sometimes complex history.
- Located in Galashiels – the historic textile heartland of the Scottish Borders

Opened 29 August 2021 – *mid pandemic!*

GTOS CHRONOLOGY

September 2018

The Jura business case for the Tapestry was written pre-pandemic. Even so, one assumption in it was that GTOS “*would take time to mature as an attraction*”.

February 2021

The Jura business case was updated to factor in the impact of the pandemic. Visitor number year-on-year targets were revised.

August 2021

GTOS opened on August 21st 2021 – whilst many Covid restrictions were still in place.

September 2022

The official opening of GTOS, by the now Queen Consort, was cancelled.

March 2022

The war in Ukraine / cost of living crisis began.

January 2022

GTOS was awarded a **5-star** rating by Visit Scotland, where VS stated that “*This is an exceptional achievement for a new visitor attraction*”.

Scotland's history all in one place starting 420 million years ago...not just when the Roman's arrived!





Artist

Andrew Crummy



Historian

Alastair Moffat



Head Stitcher

Dorie Wilkie

**1000 Stitchers from across
Scotland**

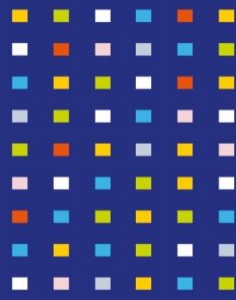




Battles, *Tragedy*, Kings & Queens,
War, *Innovation*, Sport,
Religion, Romans, *Abbeys*,
Castles and *Comedy*...

Scotland's History
...all in one place!





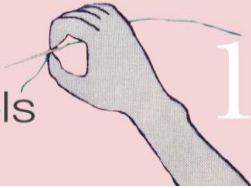
THE great tapestry of scotland



300 miles of yarn

140 metres of artwork

160 panels



1,000 stitchers

420 million years



Battles and Wars

Power & Politics

Religion

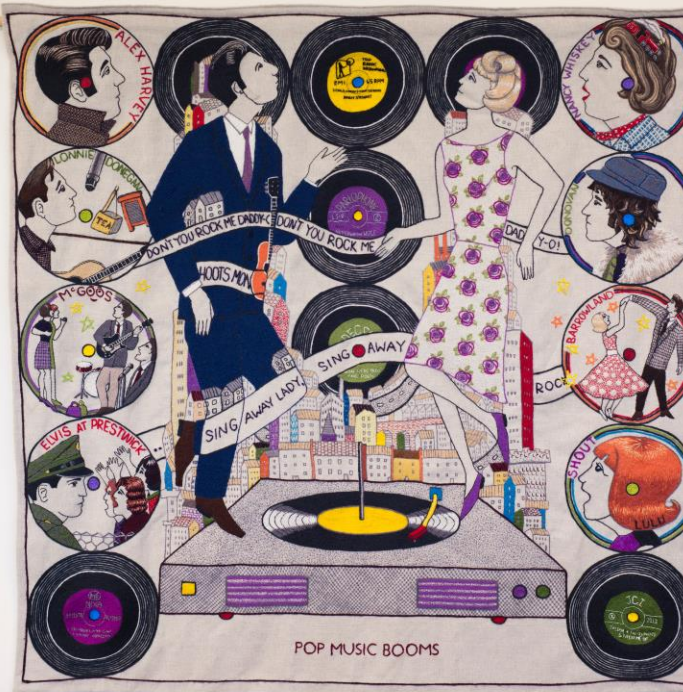
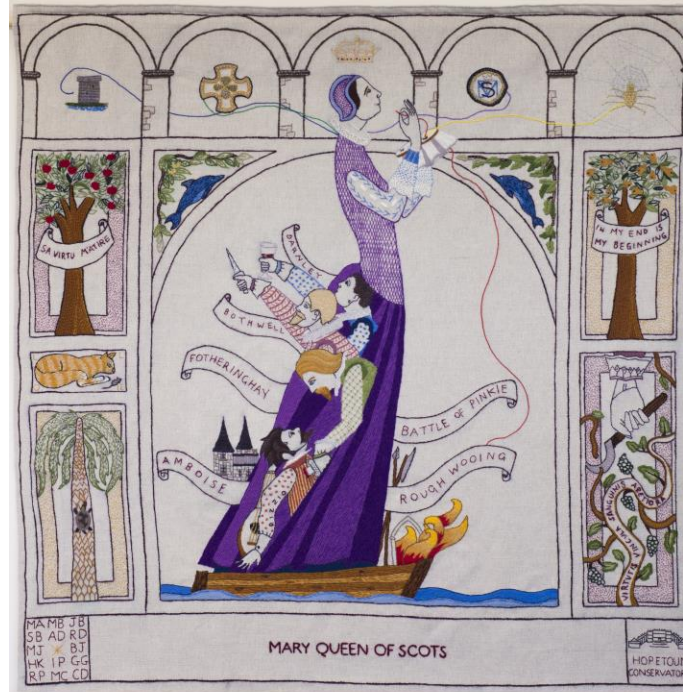
Shaping the Nation

Kings & Queens

Innovation

Great Scots

Tragedy & Humour



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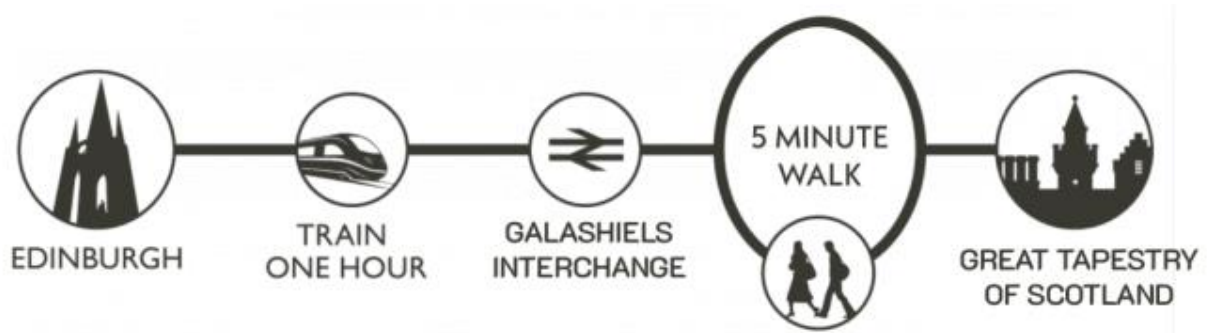
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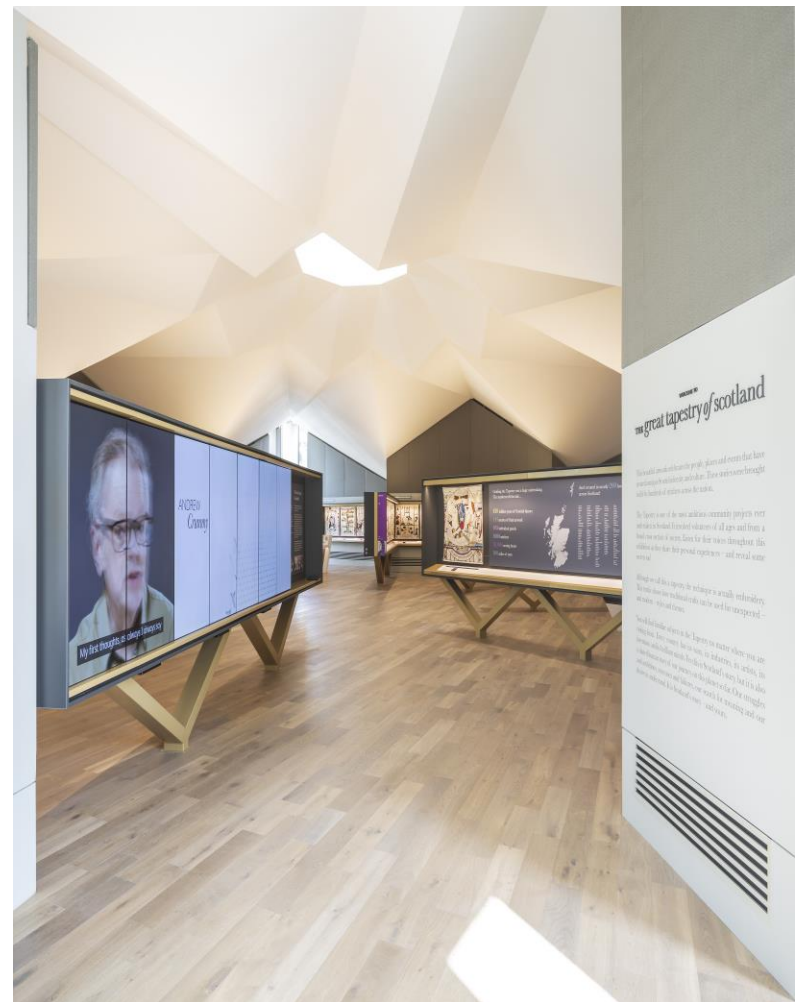


1 hour drive from Edinburgh City Center

5 minute walk from Galashiels Transport Interchange – trains/buses

7 days a week direct from Edinburgh



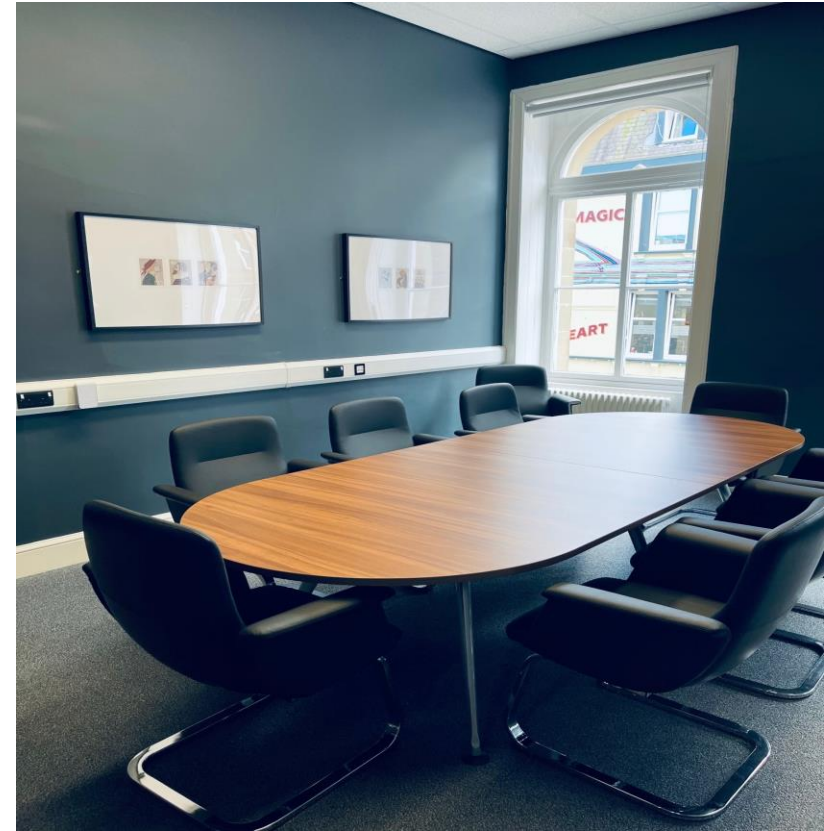


Event Space

Discovery Centre



Board Room



Makers Space

An intimate room for hands on stitching experience



Gallery 1420

Hosts a series of visiting exhibitions



Facilities

Stitchers Café



Gift Shop





We work hard to achieve exceptional ratings.....

GTOS Visitor Centre	Rating
Visit Scotland	5-star
Google Review	4.8 / 5
Trip Advisor	5 / 5



The Centre has now established an exceptionally strong base to build on.

National praise

- 60% of holidaymakers visited the area because of GTOS.
- 75% of visitors now had more positive view of Galashiels.

.....however, it is often offset by incongruous local press headlines such as:

“The GTOS café is proving more popular than the visitor centre itself”

“Great Tapestry attracts less than half of expected visitors”

What do our visitors say?



“This exhibition is for anyone interested in any aspect of Scotland, for example history, geography, nature, music, geology, famous people.”

“The best Borders attraction you've never heard of”

“The tapestry is truly brilliant. A pictorial history lesson, beautifully done and, remember, these were worked by ordinary people. We were there for about 2 hours and really that wasn't long enough so another visit (or more) is a necessity”

“I was the first person through the door on a rainy Saturday, and I was not really ready for what I saw - the building that houses the tapestry is stunning and when I saw all the panels together, I actually shed a tear.”

“ The staff were very professional, engaging, friendly and welcoming. I found it an amazing place to visit.”





Best Practice

- **Believe and Practice 5 star Customer Service:** Team Motivation, Pride and Ownership
- **Sustainability Policy:** Plan it, publish it, believe in it!
- **Engage with Community:** Advocates, Supporters and Funders!
- **Strong Marketing Plan:** Identify your market, don't waste a penny!
- **Be Unique:** Visitors are looking for 'different'
- **Training:** All staff have disability awareness training, a focus on accessibility and Storytelling



Ask for Help! None of us can do this alone!



So What's Next...

Immersive Gallery



FAM Trips

Taste Our Best



Diaspora

Education Programme





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Thank You

