

NATIONAL TRUST FOR SCOTLAND MEDIA RELEASE

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National Trust for Scotland ready to reveal results of major investment

Charity unveils major property upgrades to improve visitor experience

PICTURES OF STAFF AND VISITORS AT THE REVAMPED BRODICK CASTLE ARE AVAILABLE AT:

<https://www.flickr.com/photos/133918740@N04/albums/72157690820247643>

Conservation charity, the National Trust for Scotland, is gearing up for a busy summer as it gets ready to launch a series of multi-million pound projects at some of its most popular places.

In line with its strategy to spend £57 million improving the visitor experience and condition of heritage in its care, the charity which protects Scotland's national and natural treasures, has invested £13 million in a series of major improvements across key locations for the Spring/Summer 2019 season.

It is, the charity says, the most ambitious programme of capital investment it has ever undertaken in one year.

Brodick Castle on Arran is the first of these revamped properties to open. Following significant investment and development, the 19th century castle will officially unveil its new interactive exhibition at a family fun event this weekend (4 – 6 May).

Designed to take a fresh approach to telling the castle's rich stories and give visitors a glimpse back to the Victorian era, the new visitor experience focuses on the lives of the Hamiltons who once lived at Brodick Castle and the activities they would have enjoyed, including working recreations of 'penny arcade' games and immersive exhibits in each room.

Following the success of the Trust's For the Love of Scotland campaign in 2018, the charity is launching a second phase of the campaign in early May, in a bid to encourage even more people to come and experience their heritage. A re-worked TV advert, outdoor and digital advertising will encourage people to discover all the many things they love about Scotland at a National Trust for Scotland location.

Simon Skinner, Chief Executive at the National Trust for Scotland said: "Over the past year, on top of what we normally spend caring for our landscapes, buildings and collections, we've undertaken the most ambitious programme of capital investment

ever at the Trust, to create even more memorable, exciting experiences that celebrate the beautiful places we protect.

“New facilities and innovative exhibitions are being put in place to help tell Scotland’s stories, bring our properties to life and give visitors reasons to come back again and again. Brodick Castle shows this new approach. Simply stated, we’ve transformed the traditional castle experience into a fun and fully immersive day out for the whole family.”

Later this month Glencoe will also unveil its revamped visitor centre and Inverewe Garden in Wester Ross is also launching a new restaurant and visitor centre with work on the 23 metre observation tower also underway. The eagerly anticipated Hill House Box, designed to protect Mackintosh’s domestic masterpiece in Helensburgh will also be open for visitors later in the spring.

To find out more about visiting a National Trust for Scotland property visit www.nts.org.uk

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