



# Visitor Attraction Transformation

for Lincoln Castle

Dating from 1068, Lincoln Castle is one of the most important buildings in the East Midlands and one of the most impressive Norman castles in England. In 2014 Lincoln Castle received £20 million lottery funding to transform Lincoln Castle into an internationally significant heritage visitor attraction.

The project included major restoration of the castle including the perimeter wall, where a wall walk was introduced. The Castle grounds are free to visitors but the wall walk and Magna Carta exhibition are paid attractions. They also introduced a retail shop and café. They hold many themed events within the grounds. The newly restored Castle reopened in April 2015.

## Business Situation

Lincoln Castle's requirements are specific. They have 3 entry points into the castle with 6 tills in total. The main admissions counter is in the retail shop and is manned all the time. The other entry points are opened on event days and during busy periods.

They have a ticketing system that is accessed online through their web site but visitors can also buy souvenir tickets at the Castle itself. They sell many ticket types including limited capacity timed events and free returns. They redeem tickets both manually and through turnstiles at the entrance to the wall walk. They offer joint tickets with other attractions and offer promotional discounts.

The retail requirements at Lincoln Castle are standard, but the retail solution needed to be user friendly and intuitive. The castle is supported by many volunteers as well as paid staff. The retail solution provides them with good business information to help them continue to grow the retail business.



LINCOLN  
CASTLE

## Solution

Lincoln Castle chose to collaborate with K3Retail due to their experience in the visitor attraction sector and the specialist retail knowledge. The project combined 3 solutions, retail, ticketing and turnstiles, these needed to be integrated to provide a seamless customer experience.

## K3 Retail Management System (RMS)

K3Retail researched the solutions and coordinated the project. The project was planned using defined phases to focus the project team, full training of each solution was provided by systems experts and training manuals provided. K3retail were on site at Lincoln castle throughout the opening weekend supporting the castle team with technical assistance as the visitor numbers exceeded all expectation.

K3Retail continue to support Lincoln Castle providing seven day technical support and an account manager to research solutions to help the castle continue to develop and grow their visitor numbers.

K3 Retail partners with businesses to provide connected technologies which ensure retailers reach their goals now and in the future. We intelligently apply our technology to make retailers' lives easier, businesses more successful and to forever meet customer demands.

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