

Museum raises visitor experience

By Staff Reporter

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A FIVE-STAR museum that keeps the story of Dornoch alive for visitors has become part of a network of VisitScotland Information Partners (VIPs) committed to providing local information to visitors.

Historylinks is run by Dornoch Heritage SCIO, whose success has been possible thanks to a number of volunteers who support the curator and seasonal assistant.

Local history featured within its walls includes a display on the impact of the Clearances locally, sections on crofting and geology, as well as local notable people. Exhibits include the original Royal Dornoch Golf Club clock, a 200-year-old winch which played an important part in the Highland transport revolution and a 13th century seal matrix, which would have been used to ensure that a letter arrived unopened and unread.

The museum signed up to become a VIP following free World Host customer service training organised by VisitScotland through Dornoch Area Community Interest Company (DACIC) – an organisation that works with businesses to promote Dornoch as



Pictured (from left) Historylinks' Peter Wild, Anthea Bannatyne, Joan Bishop, Anne Coombs, Tony Rundle, Annie Macdonald, VisitScotland chairman John Thurso and curator Lynne Mahoney.

a visitor destination.

VisitScotland chairman John Thurso presented staff at the museum with their VIP and World Host certificates on Thursday last week.

The national tourism organisation has been working in partnership with DACIC to offer training and help raise customer service standards within member businesses.

Joan Bishop, chairwoman of DACIC, said: "Working in partnership with VisitScotland has enabled us to raise Dornoch's profile, extend our tourist season and develop our volunteers and staff to ensure visitors get a great experience. We are delighted that Lord Thurso has visited and presented Historylinks with their VIP accreditation."

John Thurso said: "It is fantastic to see Historylinks joining the many businesses across the Highlands who have signed up to the VIP programme. Not only is it a wonderful local museum which tells a fascinating and detailed story of Dornoch's past, but it's also a friendly and welcoming place where visitors can expect a high standard of local knowledge."