

Untangling the Web: Transforming a Multifaceted Country Estate into a Unified Online Presence

How dotwall Web Design turned an “unusable” website into a 25–50% increase in visitor numbers to Thoresby Park



Thoresby Park is a magnificent country estate located in the heart of Nottinghamshire. With a stunning 17th-century mansion and over 1,000 acres of parkland, Thoresby is a popular tourist destination.

The estate is host to a variety of activities and attractions for visitors of all ages, including weddings, horse trials, and large music festivals.

The Problem: A Huge, Diversified Estate with a “Not Fit For Purpose” Website

How To Unite All Aspects of Estate Business With One Website

This was the dilemma facing Gareth Evans, Hospitality and Events Manager for Thoresby Park.

 ***The website wasn't optimized for mobile smartphone viewing and we were very fragmented as a business,*** says Gareth.

It wasn't just the obvious aspects of estate management, such as the beautiful parkland, or over 8,000 acres of farmland to consider. It was also the Courtyard shops and cafe, art gallery and wedding venue. On top of all that, there was the annual horse trials and popular music festival to factor in.

With a myriad of different businesses all relying on visitors to Thoresby Park for their livelihood, Gareth knew something had to be done about their website.

Not only was the website disjointed, but social media was fragmented. The many expectations of the different managers had to be taken into account if Thoresby Park was going to realise their goals.

The Solution: Capturing the Imagination of the Visitor through Storyboards and Project Managing

 ***The customer journey is one big goal for me. Not only through our socials and through our website, but also here on the estate,*** says Gareth.



Having gone to tender, dotwall Web Design stood out.

“ We talked to a number of different website designers and businesses. Ben got what we were aiming to achieve here very quickly.”

“ It’s immensely difficult when you have an organisation like ourselves. When you have so many viewpoints or ideas of what each manager would like to see being represented.”

“ But Ben was excellent at managing all of those expectations and just narrowing down the vision of where we wanted to be.”

“ Exceptionally Easy To Work and To Communicate With.”

The Result: Between 25-50% Increase in Visitors to The Estate

With nothing else changing on the day-to-day running of Thoresby Park, visitor numbers have soared. In the 6 months the website has been live, visitors through the gates have improved considerably.

“ We can only link that to the website because not a lot has changed over the years, but the visitor numbers have dramatically increased. We can only put it down to how marketing has been done through the websites.”

Wedding Inquiries Surge from Zero to 2-3 per Day

The wedding inquiries have been even more impressive. The old website was so poor it barely featured weddings at all.

Now, weddings have their own mini website within the main Thoresby Park site. Clearly setting out what is on offer to those searching for a special venue, the website receives between 2-3 new inquiries per day.

Gareth's advice to anyone thinking of working with Ben and dotwall is emphatic.

“ Speak to Ben. He will always try and work to your schedules, to your vision, to be able to promote your business.”

“ Ben’s vision has matched our own. And the website has totally exceeded our expectations.”

“ dotwall Web Design just made things so easy.”

Ready to transform your website?

Contact dotwall Web Design today and experience the difference for yourself.

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