



Hampshire County Council



THE GREAT HALL

WHERE HISTORY AND LEGEND MEET



The Great Hall Service Enhancing the Visitor Experience

The Great Hall- A place of myth & legend

- One of the finest surviving medieval aisled halls of the 13th century.
- Once part of the magnificent Winchester Castle- founded by William the Conqueror in 1067.
- Home to the iconic Round Table- dating to the late 13th century.
- A thriving visitor attraction, events venue and a historic location for art and film.

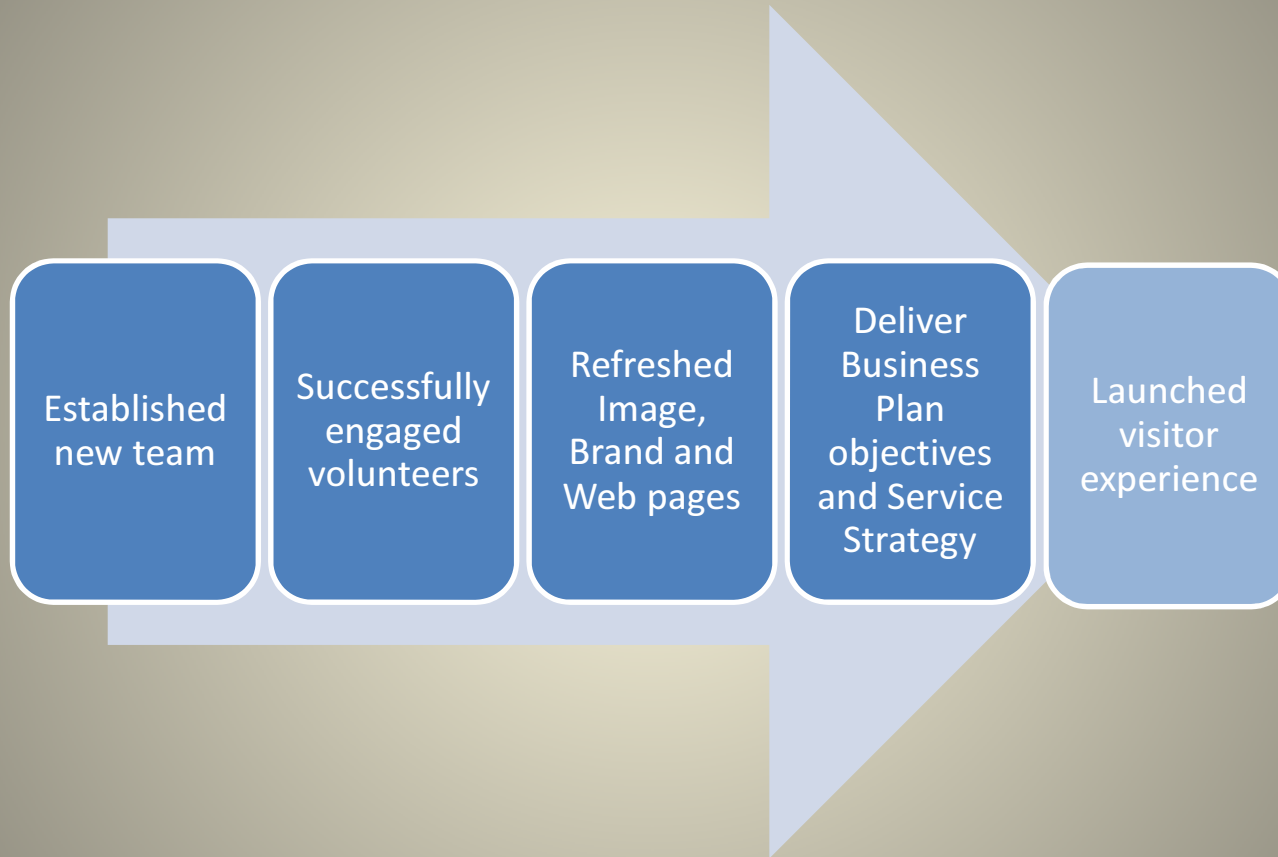


Meeting the challenge- managing a medieval monument

- Grade I Listed, Scheduled Monument.
- 2 phase programme launched in 2013 to enhance the visitor offer and to increase savings.
- Support ongoing maintenance works.
- Service operating as a negative cash limit service from 2015/16.
- T19 project- now operating as a self funded service.



Journey 2016/2018



Visitor survey results and recommendations

- Two visitor surveys completed in both low and high visitor periods
- Survey results confirm £3 entry charge as the most acceptable option
- Survey and Financial Options Analysis recommended scenario 3 in terms of income generation with an acceptable risk for reduction in visitor numbers

Projected Annual figures	Current 16-17	Scenario One	Scenario Two	Scenario Three
Adult Entry Charge	£ -	£2.00	£5.00	£3.00
Child Entry Charge	£ -	£1.50	£3.00	£2.00
Est. Change in Visitor no.	-	-15%	-50%	-25%
Number of Total Visitors	153,476	130,455	76,738	115,107
Entry Revenue	£117,131	£182,773	£264,586	£245,801
Gift Shop Revenue	£131,800	£112,030	£65,900	£98,850
Combined Revenue	£248,931	£294,803	£330,486	£344,651
Percentage difference	-	18%	33%	38%

Post-Charging Performance Results

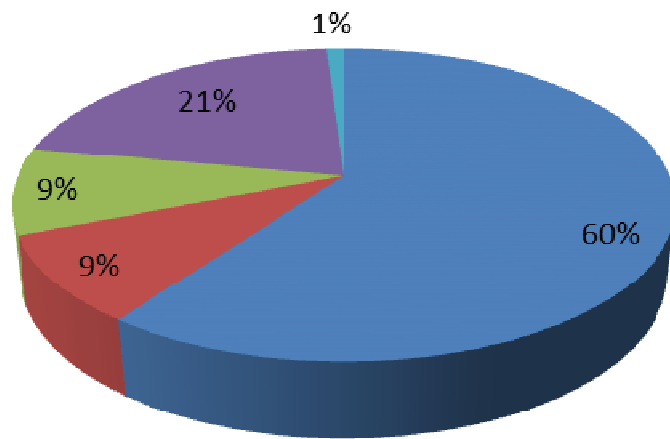
- Entrance charge introduced on the 1st July 2017
- 25% increase in our total income from £178K to £230K.
- 91% increase in our donations/entrance charge from £83K to £160K.
- 83% increase in our total income SPH from £1.68 to £3.08.
- 170% increase in donations/entrance charge SPH from £0.79 to £2.13.



Great Hall Visitors

Visitor Demographic 2017/18

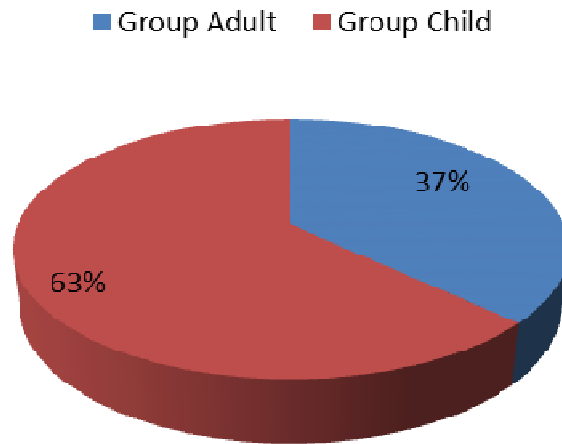
■ Adult
 ■ Child
 ■ Student
 ■ Senior
 ■ Disabled



Type	Respondents	%
Adult	34942	60%
Child	5220	9%
Student	5304	9%
Senior	12902	21%
Disabled	260	1%
Total Visitors	58628	100%

Group Visitor Figures

Group Visitor Figures 2017/18



Type	Respondents	%
Group Adult	4536	37%
Group Child	7324	63%
Total Visitors	11680	100%

Social Media Activities and Reviews

2017/18



Top Tweet earned 5,444 impressions

Make sure you tune into 'Britain's Most Historic Towns' starting this Saturday on Channel 4. Winchester will be featured in the Norman episode. If you look close, you might spot some familiar sites...

pic.twitter.com/OjiJCMP4yR



2 13 23

Top mention earned 277 engagements



Hampshire County Council

@hantsconnect · Jan 17

The Leader of Hampshire County Council has offered to host the **#BayeuxTapestry** at the **@GreatHallWinch**

In a letter to **@Number10gov**, Cllr Roy Perry has also offered to loan to France, King Arthur's Round Table as a gesture in return

hants.gov.uk/news/jan17baye...

pic.twitter.com/cfZj0gxGZC



4 19 43

Top media Tweet earned 61 impressions

Looking for something to do this Easter holiday? At the **#GreatHall** we have plenty of activities for all the family, including heraldry colouring-in sessions, make and take puppets and our usual daily guided tours. Why not pay us a visit?

pic.twitter.com/ydkNZEtDTx



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Overall rating 4.5 out of 5

"A mythical place"

"Full of history"



Overall rating 4.5 out of 5

"Beautiful history and great tour guide"

"Not expensive and very informative"

Enhancing the Visitor Experience – Steps Taken...

- ✓ New welcome desk and branding.
- ✓ Enhancing the visitor experience, one way flow of visitors.
- ✓ Guidebook and interpretation boards- self guided tour.



- ✓ Built in bespoke PA system.
- ✓ Gift shop and online shop review.
- ✓ Daily tours, themed tours and “Flash” talks.



- ✓ Activities for children and families.
- ✓ Improving school led session offer.
- ✓ Social media planner.



T19 Commercial Development Activities



Continue to increase income to recover costs and deliver savings



Continue to promote voluntary donations, focused on conservation projects and daily tours



Continue to promote sales (guide books, shop products)



Further promote guided tours and visits for pre-booked groups



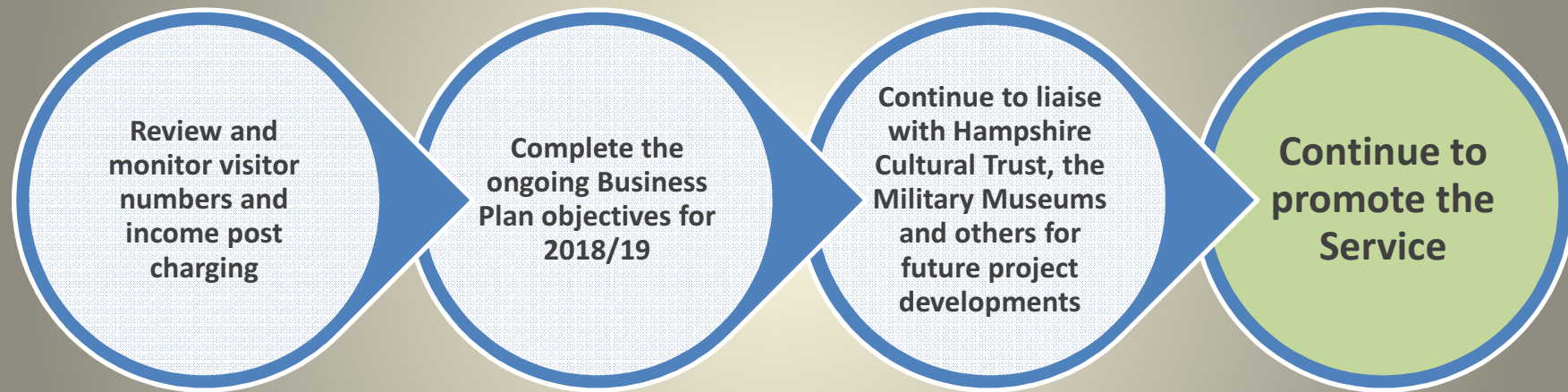
Increase external income through private hire events and FM promoted events

Upcoming Events in 2018:

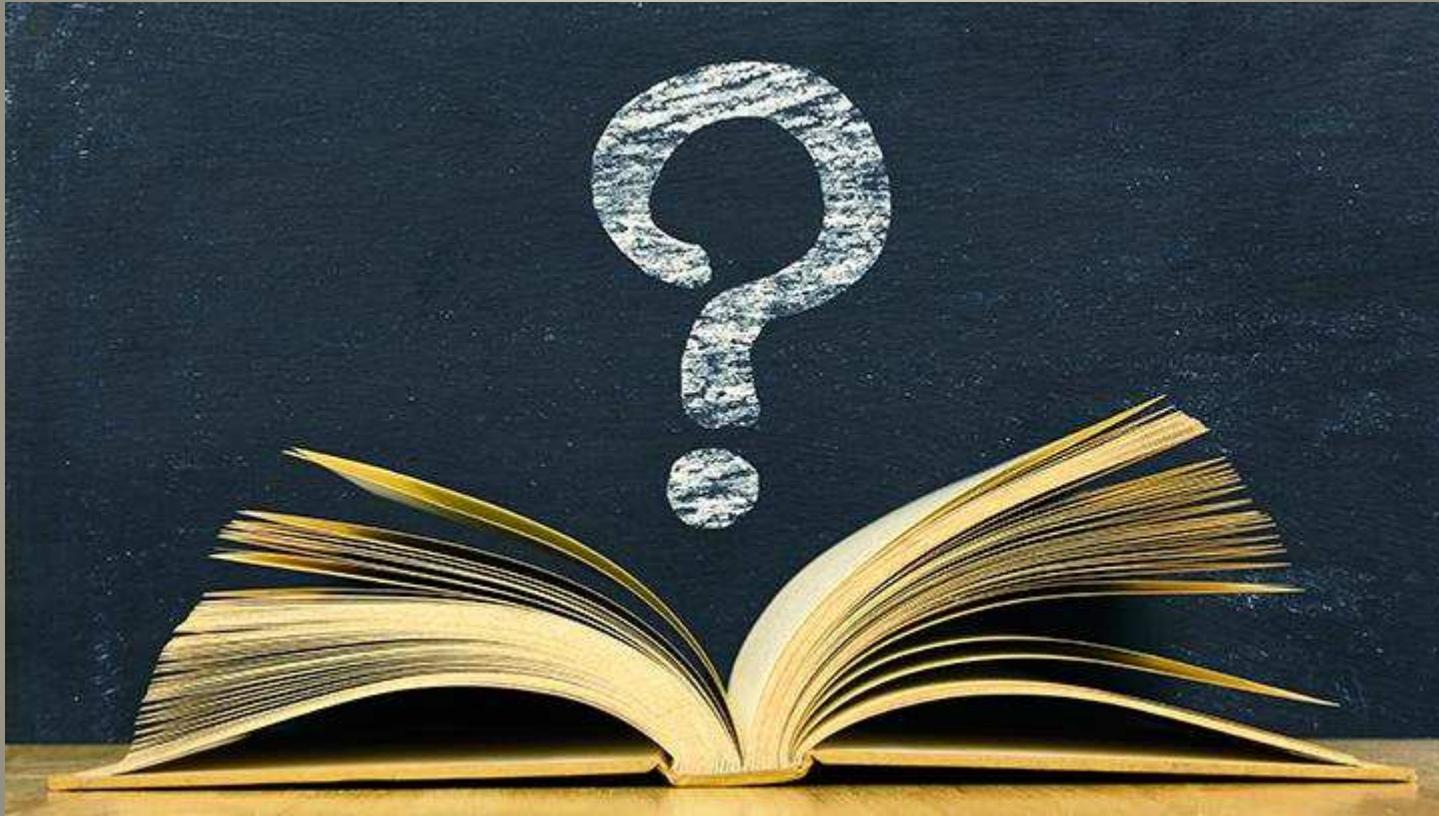
-  4 Great Hall Weddings
-  BBC History Weekend
-  Heritage Open Days
-  Ginchester
-  Contagion theatre performance
-  Father Christmas at The Great Hall



Next steps for 2018/19



Any Questions



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