

York Heritage Interpretation Plan

Heritage Committee Consultation



The Team

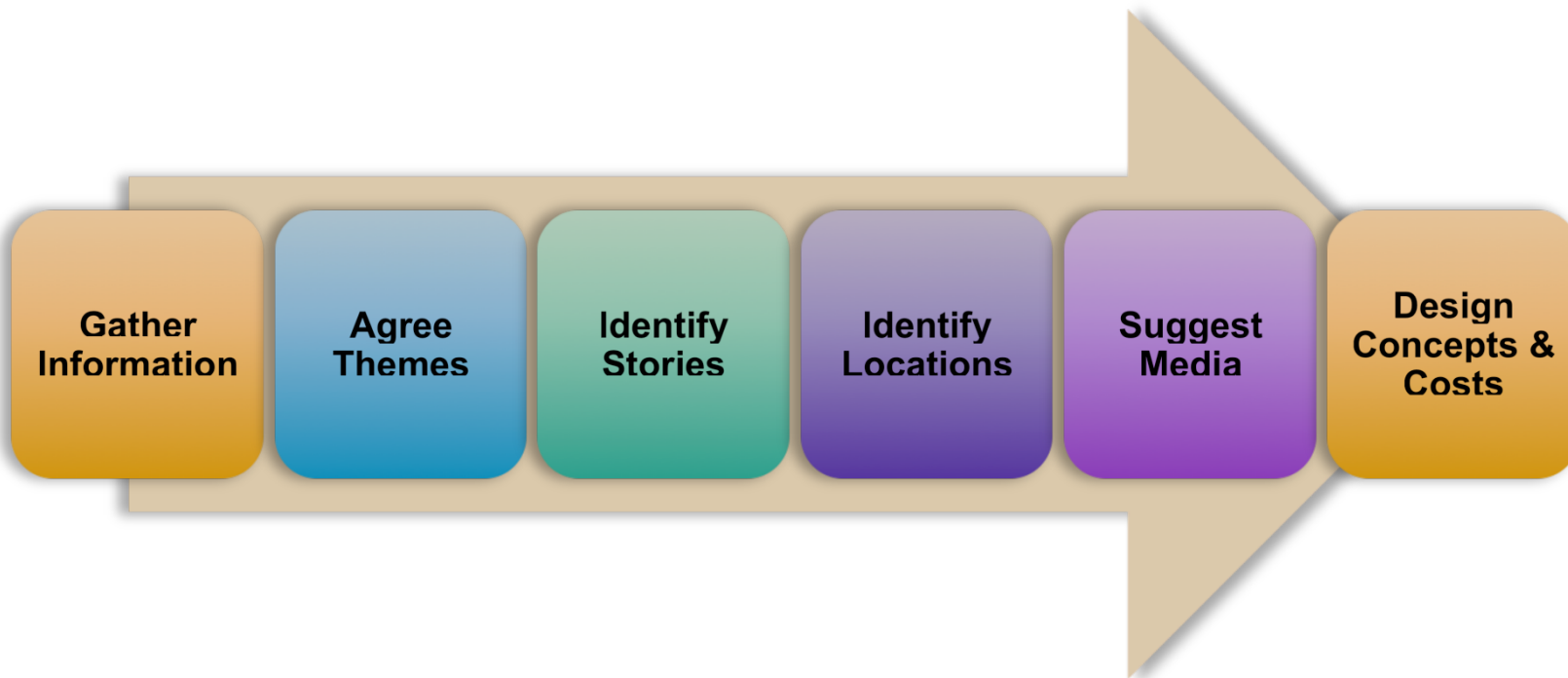
Savagely Creative -

- 💧 Interpretation Planning
- 💧 Research
- 💧 Themes, Stories, Media
- 💧 Experience Development
Recommendations

Creative Spaces -

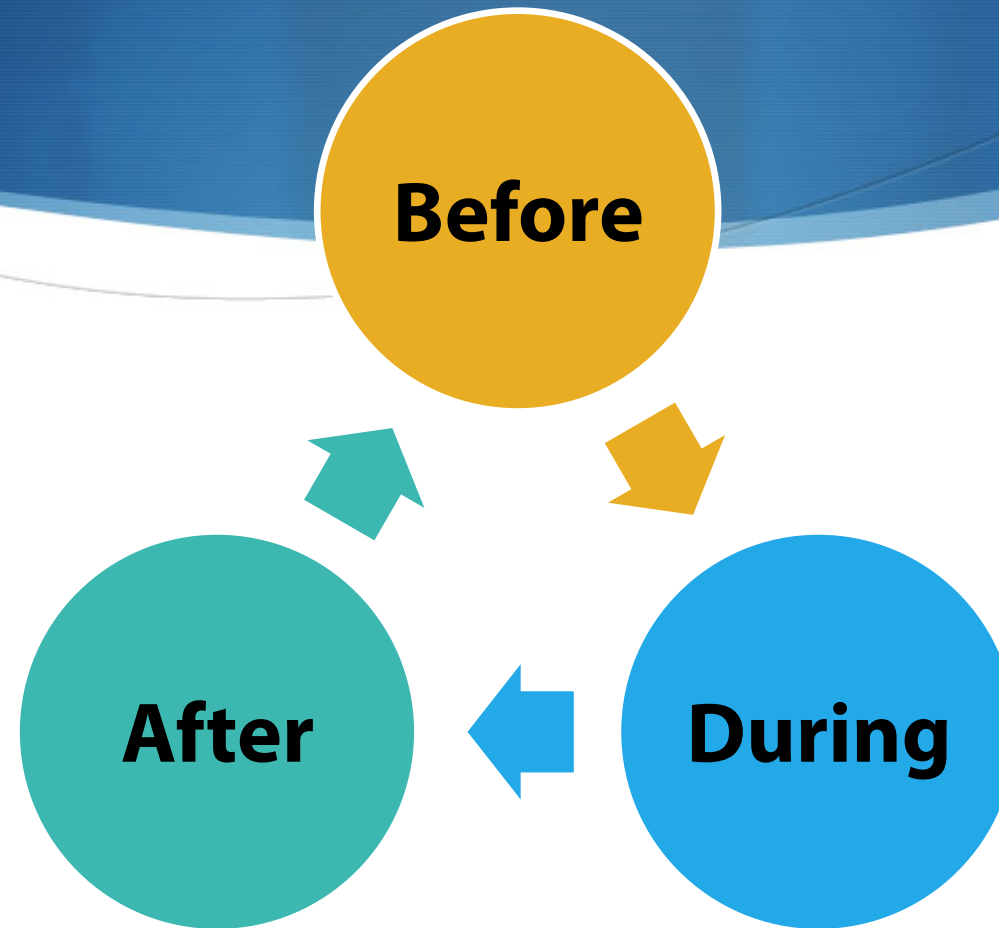
- 💧 Design Concepts
- 💧 Costings

Process – Stage One

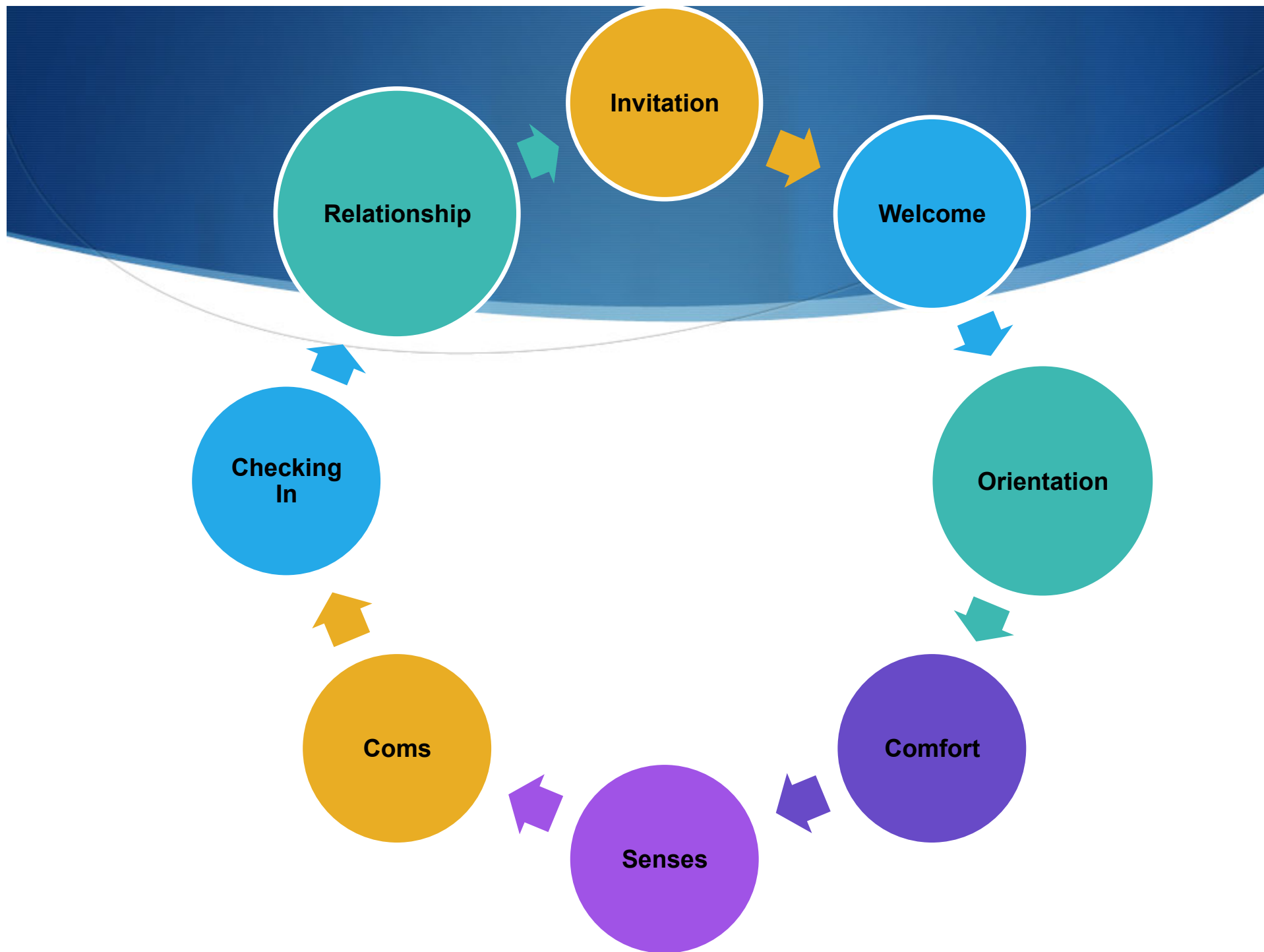


Additional Content

- 💧 Experience Development Assessment
- 💧 Linkages to other experiences



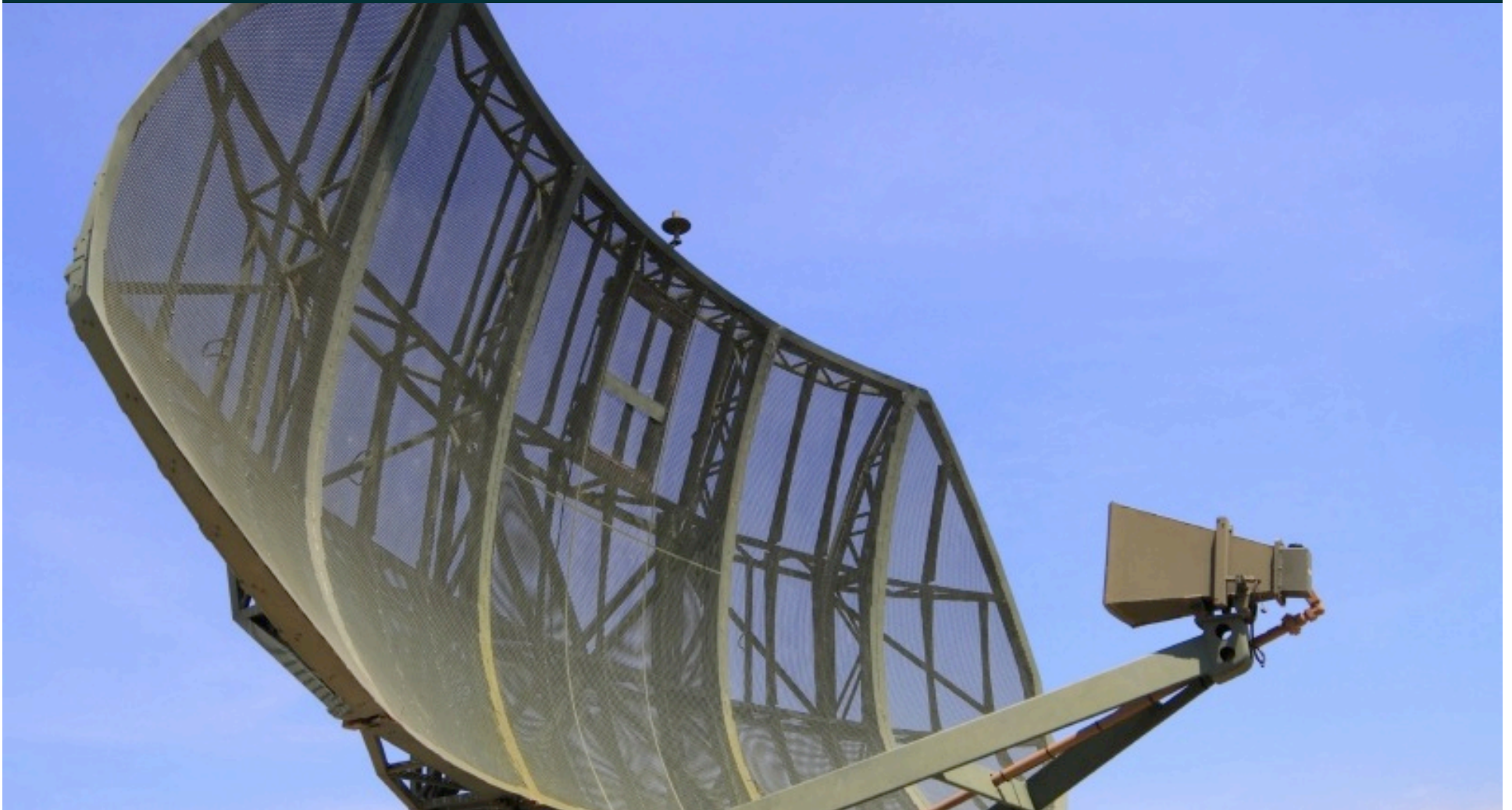
Three Stages





Before

Getting on the Radar



**Get them to
pick you**



Purpose

Getting on the Radar

Under Your Control

- ◆ Brand
- ◆ Website
- ◆ Collateral
- ◆ Social Media
- ◆ First phone call
- ◆ Booking System

Less in your control

- ◆ Social Media interactions
- ◆ Trip Advisor
- ◆ Reputation
- ◆ Word of mouth
Recommendations



During

Perception is Reality

- 💧 Signage
- 💧 Entry
- 💧 Car Park
- 💧 Front Door
- 💧 Reception Desk
- 💧 First person they meet

Orientation



Purpose

Make it simple
for them to know
how to access
your experience



Where to Now?

- 💧 Maps
- 💧 Instructions
- 💧 Layout
- 💧 Signs
- 💧 Street Furniture
- 💧 Landscaping
- 💧 Activity

Comfort

- **Mental**
- **Physical**



Purpose

Understand
possible
concerns and
remove any
physical or
mental barriers
to enjoying the
experience



At their Ease

Physical

- 💧 Toilets
- 💧 Seating
- 💧 Ambience
- 💧 Lighting
- 💧 Smells

Mental

- 💧 Reward for effort
- 💧 Safety
- 💧 Appropriate content
- 💧 Engaging

Communication

- **Verbal**
- **Non Verbal**
- **Written**



Purpose

Provide deeper
engagement



Talk to Me

Written Communication

- ◆ Fonts
- ◆ Colours
- ◆ Images
- ◆ Language
- ◆ Tone of Voice

Verbal Communication

- ◆ Tone
- ◆ Volumes
- ◆ Content
- ◆ Friendliness
- ◆ Credibility
- ◆ Approachability



Senses

Purpose

Create mental triggers that will remind them of the experience



Embedding the Memories

- 💧 Sight – Décor, Use of Colour, Views
- 💧 Sound – Music, Sound Ccapes
- 💧 Taste - Food
- 💧 Touch – Surfaces, Fabrics, Paper Quality
- 💧 Smell – Natural, Introduced



After

Checking In

Customer Survey

What do you think of the quality of our items?

Excellent	Good	Poor	Very Bad
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How good was our service?

Excellent	Good	Poor	Very Bad
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You get value for

Excellent	Good	Poor	Very Bad
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ends a

Purpose

Continual Improvement



How did we do?

- 💧 Surveys
- 💧 Conversations
- 💧 Observation
- 💧 Incentives

Create a Connection



Purpose

Creating an
ongoing
relationship



Not a One off Thing

- 💧 Souvenirs
- 💧 Photo Opportunities
- 💧 Social Media
- 💧 Email offers

Logic Model

