

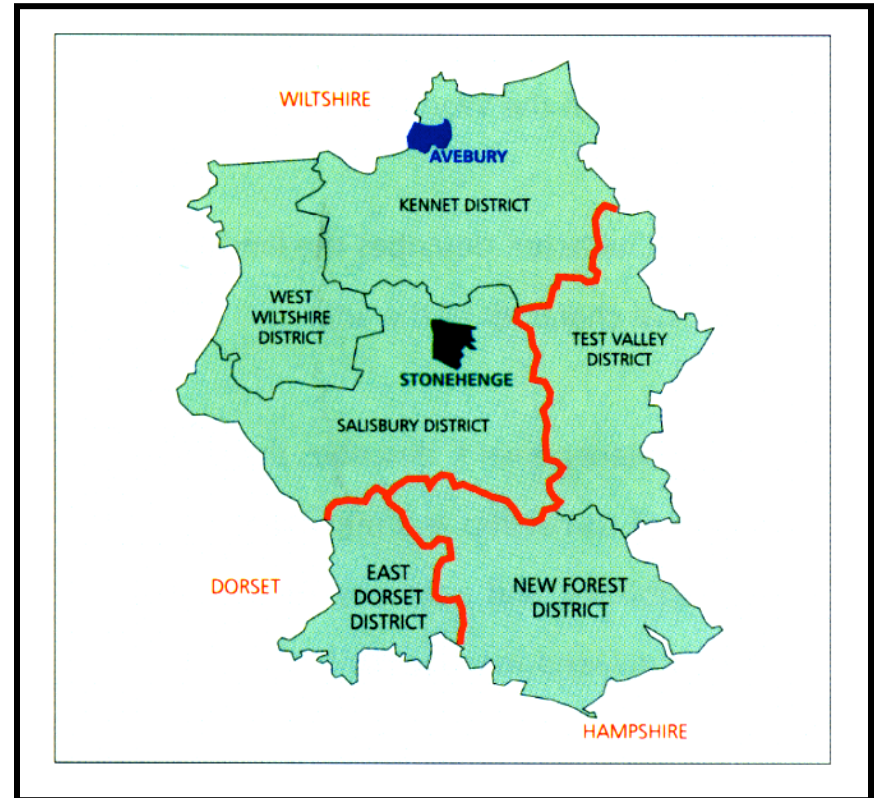
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Success of the Stonehenge Visitor Centre

**Running the Business of World Heritage – World Heritage UK Networking and General Meeting
New Lanark World Heritage Site, 4th and 5th July 2017**

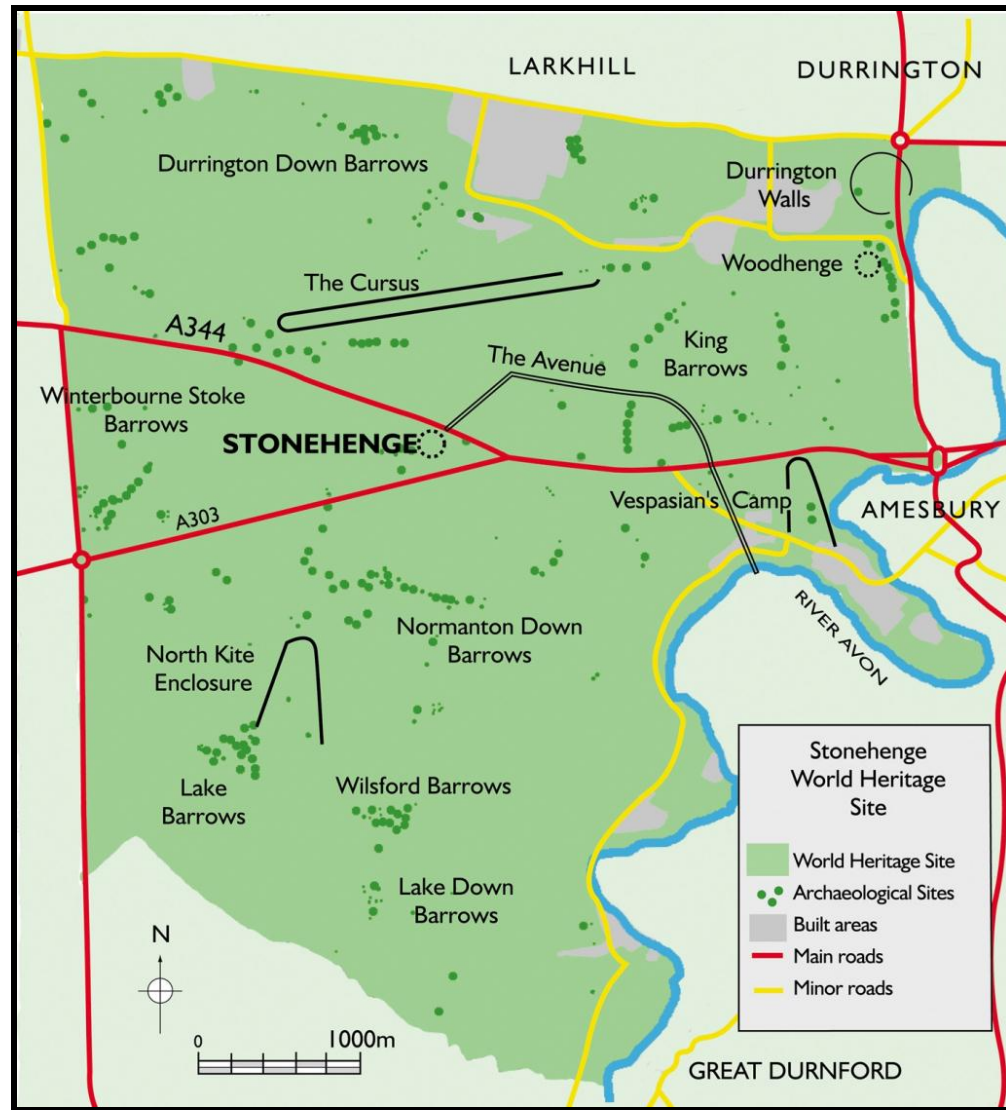
Heather Sebire, Senior Property Curator
English Heritage

Stonehenge and Avebury World Heritage Site





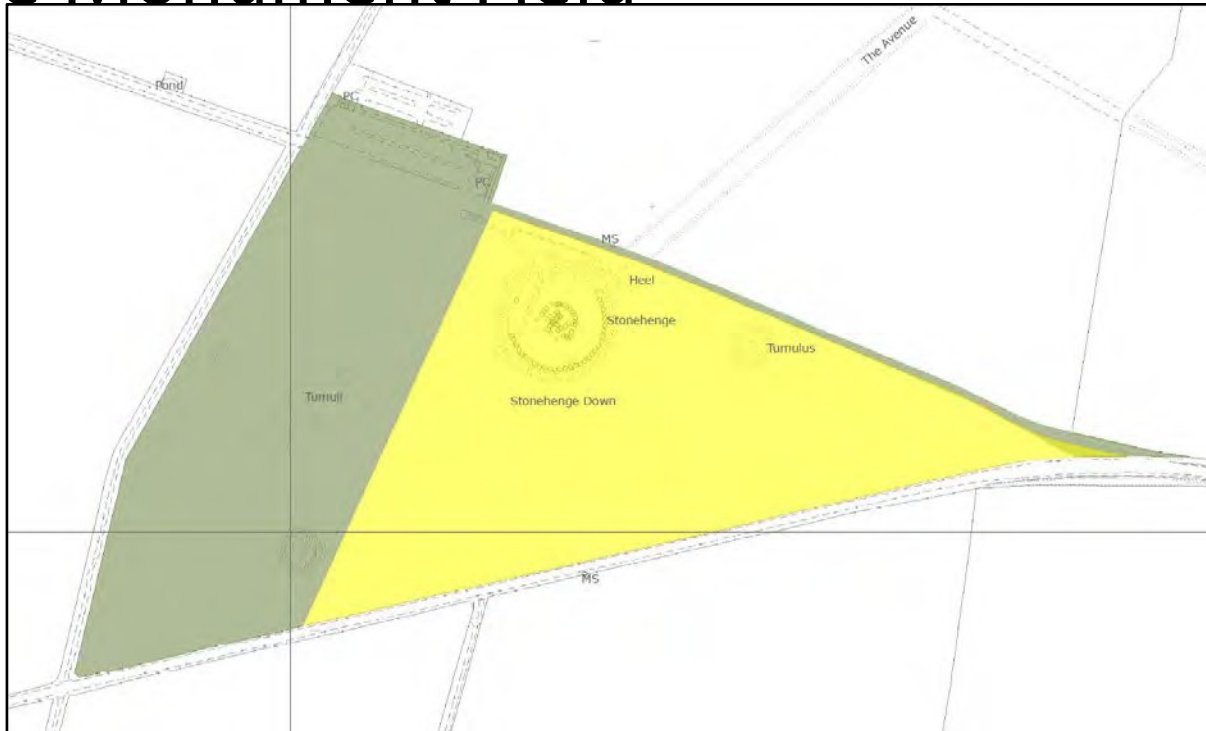
Stonehenge was inscribed as a World Heritage site in 1986



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English Heritage Areas of responsibility

- The Monument Field



Stonehenge Environmental Improvement Project

Project Objectives

- **Improve the landscape setting** of Stonehenge, by reducing noise and visual intrusion from inappropriate structures and roads
- Significantly **enhance the visitor experience** through the provision of improved, environmentally sustainable, visitor facilities
- **Enhance the interpretation of the WHS** and improve access to selected monuments
- **Enhance the education/ learning experience**, thereby improving understanding of the WHS





Previous Facilities

Airman's Corner



Airman's Corner



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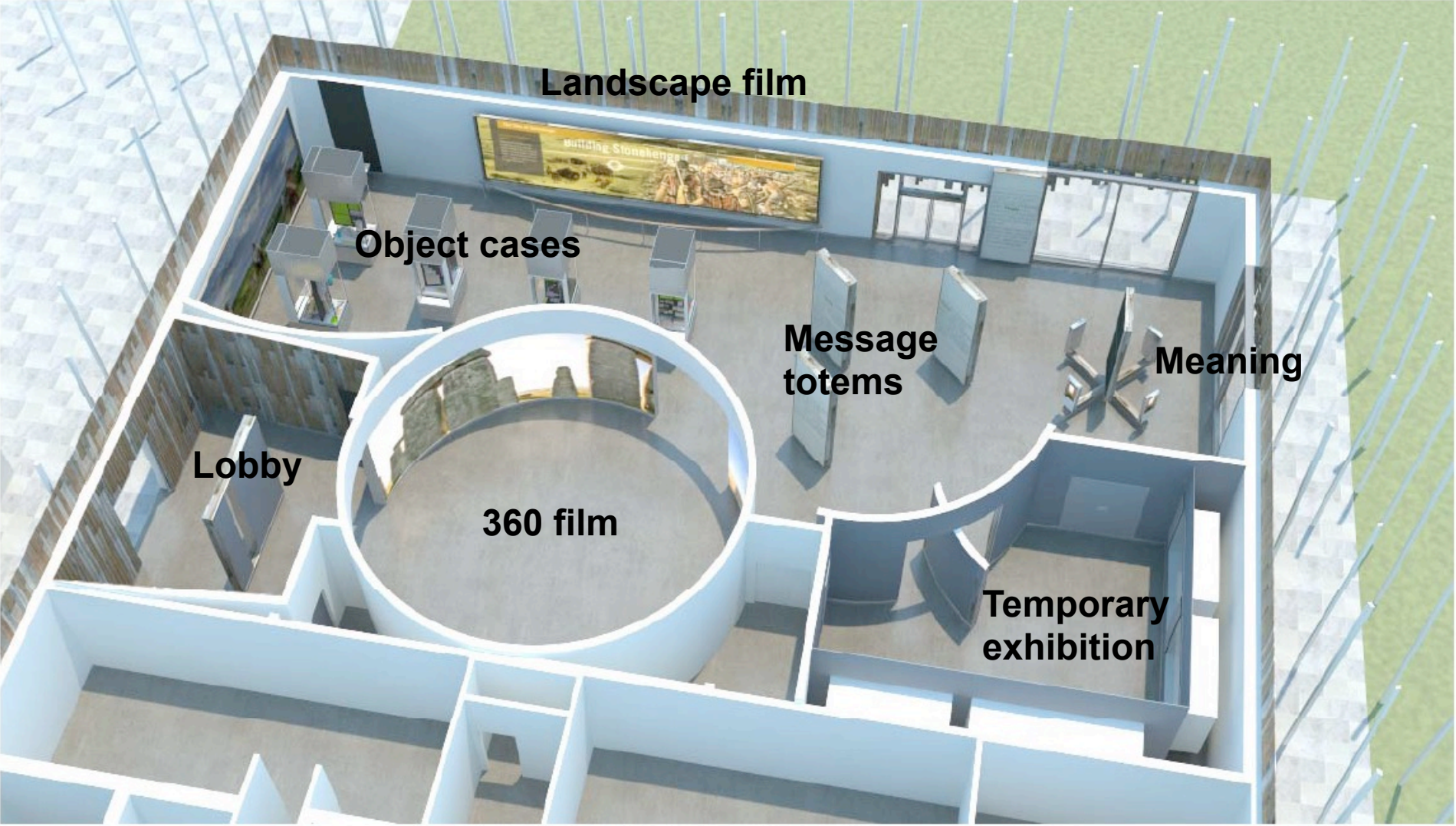
The new Visitor Centre designed by Stephen Quinlan of
Architects - Denton Corker Marshall
opened to the public on 18th December, 2013



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The plan of the Visitor Centre





Landscape film

Object cases

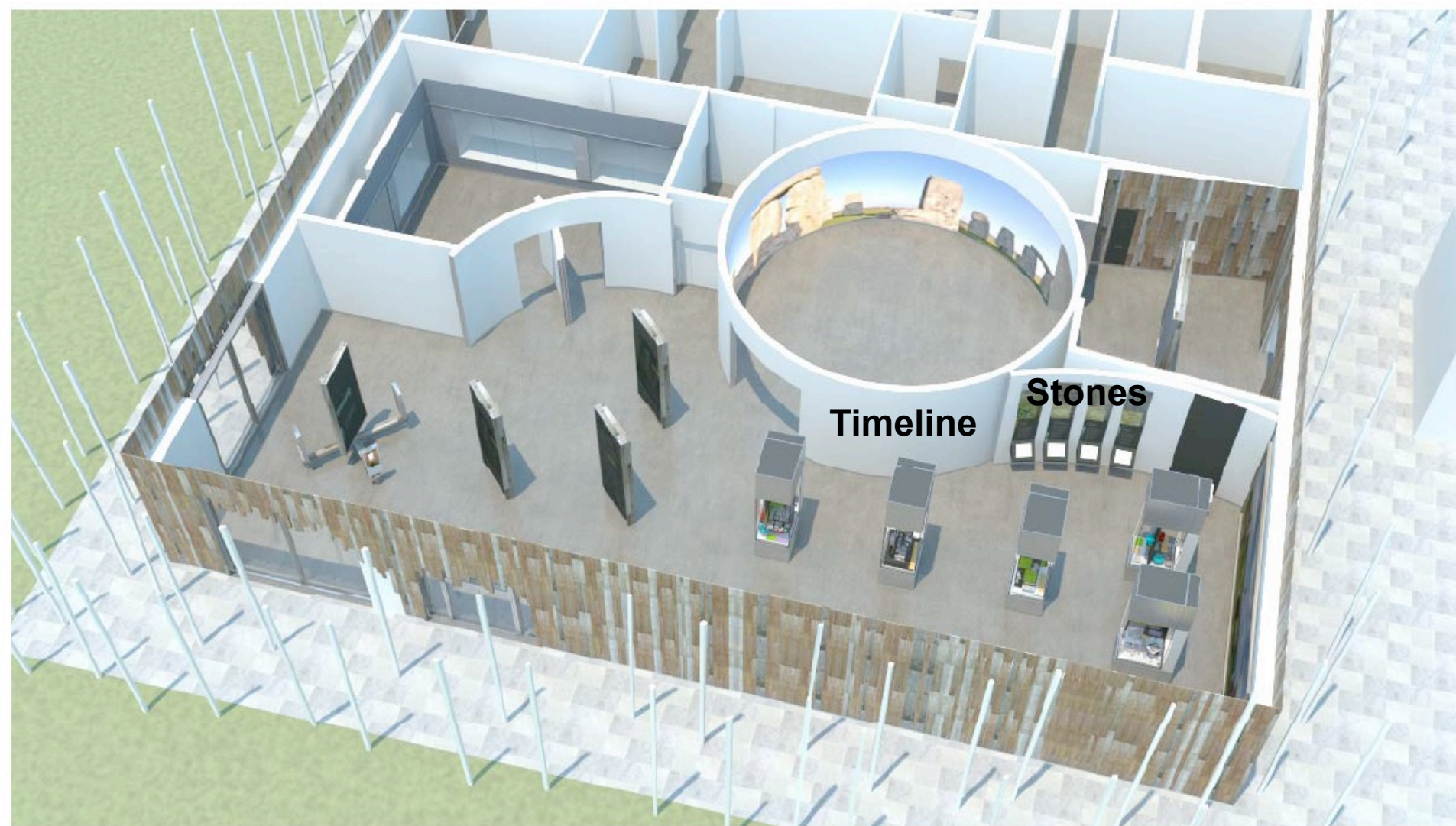
Message totems

Meaning

Lobby

360 film

Temporary exhibition



Timeline

Stones



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Standing in the Stones





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© English Heritage 2014

Showcases



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Case 1

How was Stonehenge built? Antler picks, hammerstones
Sarsens and bluestones
How was it used? Cremations and finds associated

Case 2

Who built Stonehenge? Late Neolithic toolkit, Durrington Walls settlement,
Chalk plaque pit

Case 3

What else was going on at that time? Other monuments in WHS – Woodhenge
Grooved Ware pottery and world view

Case 4

Before Stonehenge – Early Neolithic toolkit, long barrows, first pottery

Case 5

After Stonehenge – Beaker burials, round barrows, Wessex burials, first metals





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WILTSHIREMUSEUM
DEVIZES

SALISBURY & SOUTH WILTSHIRE

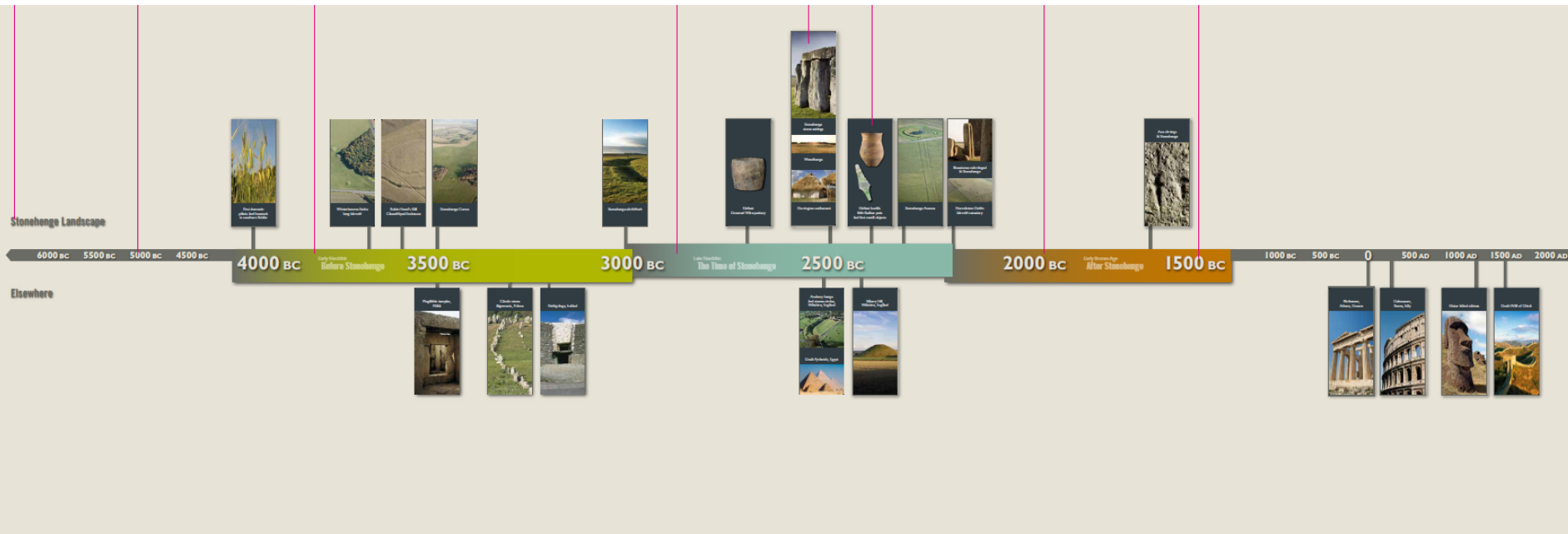
M U S E U M



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Object Cases: People



Timeline

Stonehenge is

a prehistoric temple. The stones are aligned with the movements of the sun

Stonehenge is

a masterpiece of engineering, built by sophisticated people

Stonehenge is

part of a complex prehistoric landscape



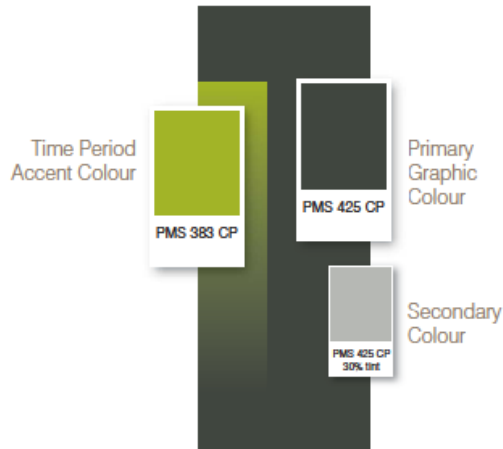
Key Message totems



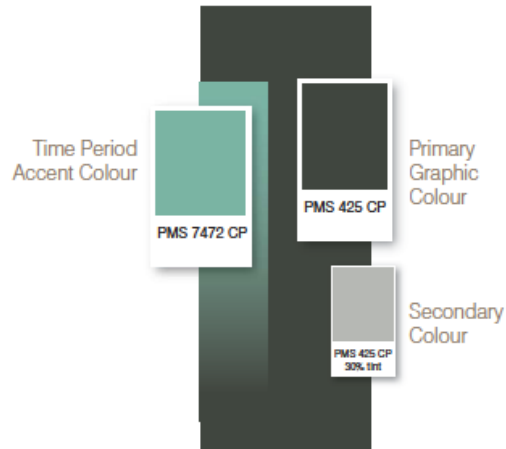
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Use of Graphic Colour Specification

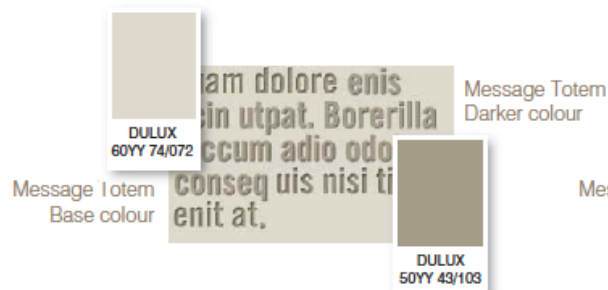
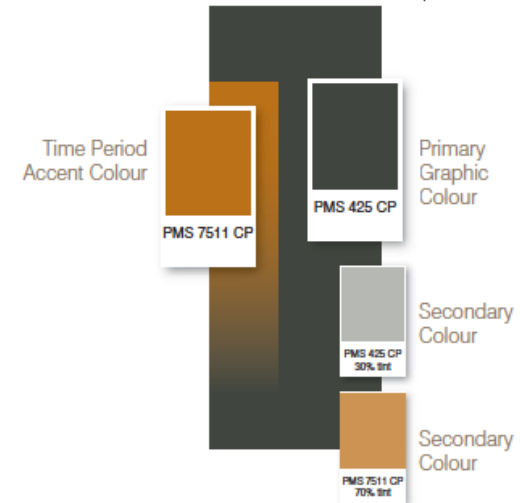
Before Stonehenge



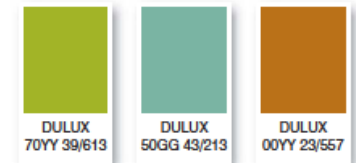
The Time of Stonehenge



After Stonehenge



Time Period Accent - Paint Colour





18th-century antiquarian and clergyman William Stukeley pioneered archaeological



H
st
in

Durrington Walls we found another avenue also leading down to the river.



in Wiltshire, that they have special magical properties, they have healing powers.



Temporary Exhibition Area



External Gallery





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SEIP Phase 2: the landscape works



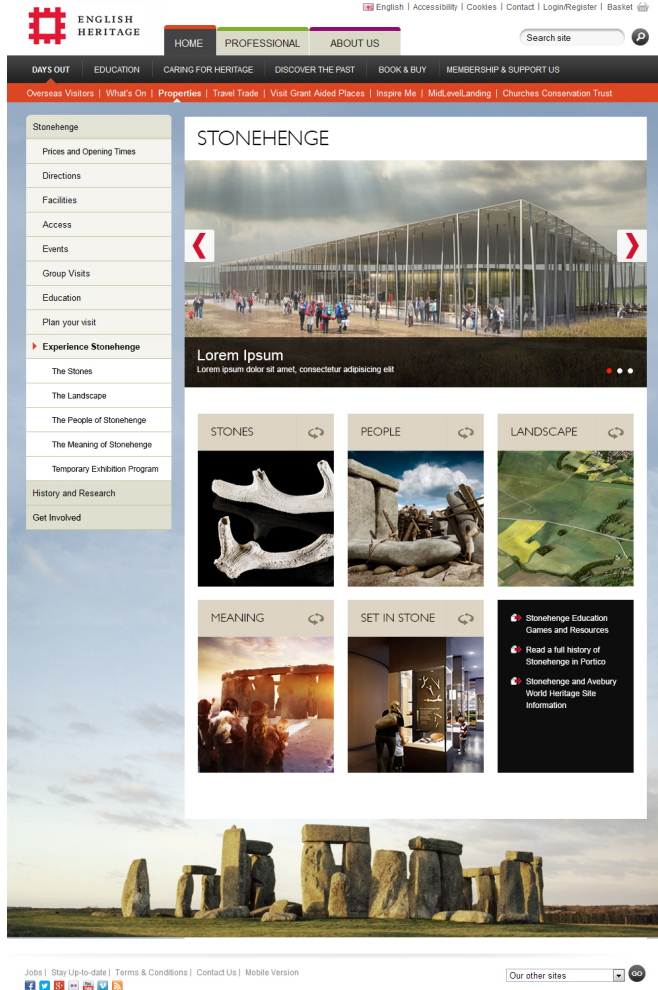
Excavations in advance of the A344 removal

During the works to decommission the A344 the Avenue ditches were located under the old road bed. The ditches were sectioned and recorded





Panels and markers



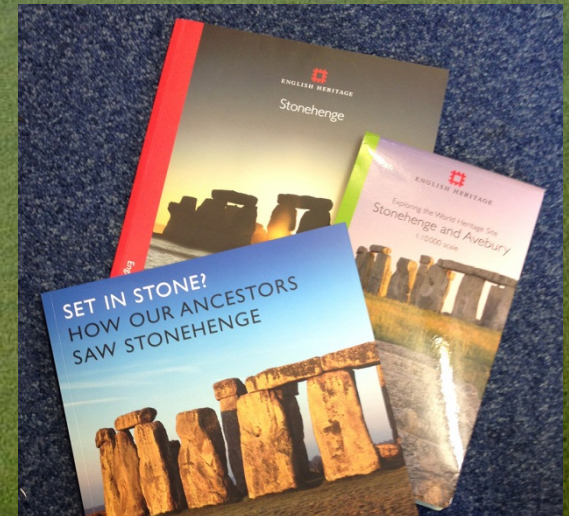
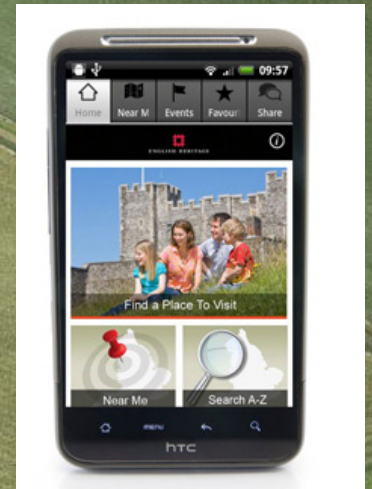
Content includes:

- Virtual tour of Stonehenge
- Interactive landscape map
- Interactive reconstructions
- Object viewer
- Temp exhibition object viewer
- Glossary
- Building Stonehenge (film)
- Meaning (film)
- Interactive timeline
- Neolithic Houses

And links to:

- Education games and resources
- WHS pages
- Full history and research

Apps and downloadable tours



Visitor Facilities



Cafe



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Visitor Cafe



Stonehenge Café

Our light and airy café is in the glass pod, near the shop in the visitor centre, and has lovely views to the west.

You can eat and drink here whether you are visiting Stonehenge or not, though on busy days you'll be charged for the car park. You can choose to sit inside or out, or take something away for your journey. Outside the café there are plenty of tables in the dappled shade of a canopy.

You're welcome to bring a picnic, though the tables in the café are for customers only, so why not have your picnic in the open-access Stonehenge landscape? All our food comes in picnic-ready sustainable takeaway packaging.



Retail



- Some of the products commissioned for the new shop alongside books including academic books and guidebooks and other English Heritage products such as locally produced drinks, biscuits etc.



Education



At English Heritage we welcomed 57,258 education visitors free of charge to the Stonehenge Visitor Centre in 2016. They can take part in one of four Discovery Visits designed for UK schools ranging from Neolithic living, exploring the landscape and the management of a busy heritage site. In 2016, 223 education sessions were all run by volunteers.



Visitor Shop



Facts and Figures

Within the first year a record 1.3 million visitors were welcomed to Stonehenge and the new Visitor Centre representing an increase of 9% from the previous 12 months.

Visitor numbers have increased by around 40% to around 1.4million.

Dwell time has approximately doubled.

Retail income has approximately doubled.

Café income similar.

Permanent employees have increased from 43 to around 100.

Our regular local contractors supply approximately another 45 staff.

We also employ approximately 40 additional seasonal staff during the months of April to October.



Looking forward

- 10 year master plan
- Publish Conservation plan
- A 303



Stonehenge is successful and welcomes visitors from all round the world

