



ENGLISH  
HERITAGE

# Maximising Commercial Income

Tuesday 14<sup>th</sup> November 2023

Lycia Lobo, Commercial Director



ASSOCIATION  
for **CULTURAL**  
**ENTERPRISES**

# English Heritage

- Who are we?

Conservation **Charity** caring for  
400 monuments, historic buildings,  
gardens, castles and ruins.

Welcome c.10 million Visitors Annually  
to our Visitor Attractions



Stonehenge, Salisbury

# 1066 Battle of Hastings, Abbey & Battlefield, East Sussex



Whitby Abbey, North Yorkshire



Dover Castle, Kent



Osborne House & Gardens, Isle of Wight



Lindisfarne Priory, Lindisfarne



1.2m Members / £50m Income



How do we  
generate income?

Organisation Turnover: £125m+



Admissions  
Membership  
Fundraising  
**Commercial**







**400 Sites / 120 Paid Entry**  
**10m Visitors**



**20 Holiday Cottages**  
**£1m income**



**£35m**  
**Commercial Income**



**150 Rental Properties**  
**£1.5m Income**



**104 Shops**  
**£17m income**



**Hire, Filming & Licensing**  
**£1.5m Income**



**32 Cafes**  
**£14m income**



**2600 Event Days**

# 4 Pillars



People

Place

Product

Profit

Retail

## 7 Concepts

Flagship  
Regional Flagship  
Essentials (Visitor or Tasting)  
Lifestyle (Artisan or Garden)  
Pre-Owned (Vintage or Upcycled)  
Temporary (Pop Ups)  
Ecommerce

## 4 Formats

Single Format  
Hybrid  
Counter Top  
Digital

Stonehenge Shop: Flagship / Hybrid: £5m Income



Pillar: Product / Core, New, Exhibition, Limited Edition



Jessica Kinnersley Textiles - Competition Winner / Belsay Shop





Guidebook Sales: **£1.3m** Income



Alcohol / Non & Low Alcohol Sales: £1.4m Income



## Active Tasting / Sampling



Outdoor Spaces / Mini Garden Centre - Eltham Palace



## Evolving Proposition / Self-Serve Drinks in Shops



# Licensing & Wholesale



THE ART FILE





**ENGLISH HERITAGE**  
by  
**DESIGNERS GUILD**

English Heritage fabrics and wallpapers are exclusively produced and distributed by Designers Guild. Inspired by the extensive archive of historic wallpapers held by English Heritage, this collaboration infuses contemporary textile and wallpaper collections with England's strong design heritage.

The collections have been created using traditional techniques as well as embracing digital printing to capture the fullest of detail held within the designs. Purchasing these collections helps English Heritage keep the story of England alive for future generations.





# Food & Beverage

## 5 Concepts

Flagship  
Heritage (Gardens, Parkland & Coastal)  
Family Play (Days Out)  
Casual (Days Out)  
Quick Kitchen (Pitstop Fuel Up)

## 4 Formats

Single Format  
Hybrid  
Hatch  
Mobile/Van

# Stonehenge Café, Flagship / Single Format



Scarborough Castle, Heritage Coastal / Hatch

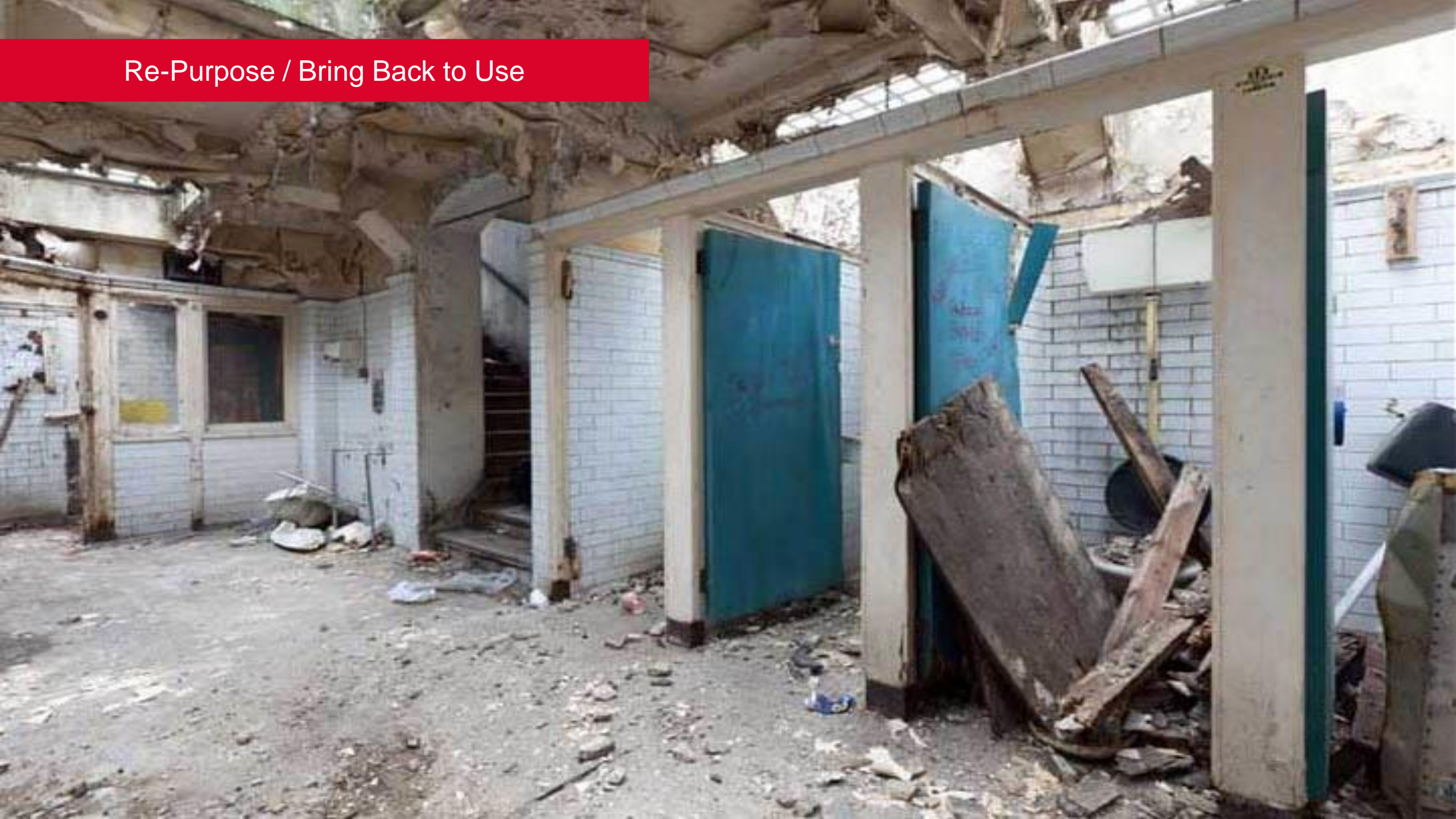


Gainsborough, Casual / Hybrid



# Holiday Cottages & Rentals

Re-Purpose / Bring Back to Use



## Callie's Cottage, Pendennis Castle





# Guest Hamper, Wrest Park



Head Gardener's Cottage, Audley End, Essex



## Rental Leases: Commercial & Residential



How do we  
fund this?

## Funding - Airbnb Example

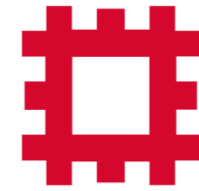
**The Guardian**  
News website of the year

News Opinion Sport Culture Lifestyle



### Travel

Airbnb donates £1.25m to English Heritage to 'boost heritage tourism'



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BLOG, ADVERTISING, TRENDING

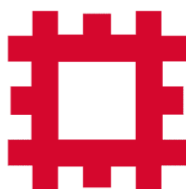
# Vodafone's Spectacular OOH Wrap at Marble Arch: A Landmark Moment



Partnerships - John Lewis / Licensing



JOHN LEWIS  
& PARTNERS



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KING & MEGAW EST.  
1982

## Rentals – Sales / Leading Experts



Wrest Park is near the centre of the Bedfordshire village of Silsoe, which is 10 minutes from junction 12 of the M1.

From junction 12 take the A 5120 towards Westoning, as you go through the village there is a fork junction, take the right turn towards Greenfield. (There is a pub called 'The Bell' on the junction).

Continue through Greenfield and Rilton, as you leave the village there is a right hand turn signposted to Silsoe - turn right.

After 800yds take the first left turn and follow this road into Silsoe - at the angled T-junction turn right.

At the second T-junction turn right again.

Turn left just before the church (on your left) - this is the drive to Wrest Park.



Wrest Park  
a historic home for  
your business

### To Let

Wrest Park, Silsoe, Bedfordshire MK45 4HR

- Office space from 9.29sq m / 100sq ft
- Historic manor with magnificent gardens
- Located immediately off A6 trunk road between Bedford & Luton
- Individual rooms or suites available

# savills

# Zoopla

Smarter about property



## FREE OFFICE FINDER

What's next?



Retail: Pre-Owned (Vintage) / Pilot at Eltham



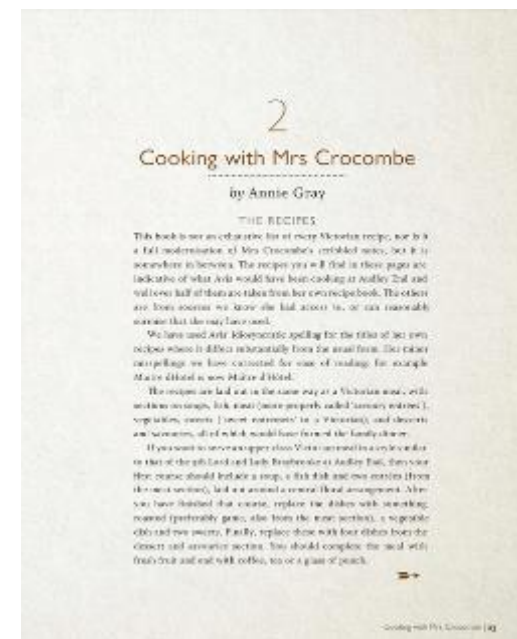
Retail: Essentials Tasting Experience Concept



## Rental Lease: Whitby Distillery



## Licensing: Ice Cream Range from Archive Recipes



# F&B: Evolving Afternoon Tea Offer



# 450

Holiday Cottage  
Compliments  
Received Annually

# £335m

Commercial Income & Growing

# 1.5m

Hot Drinks Sold Annually

# 150

Rental Properties,  
Land & Offices

# 15000

Holiday Cottage Stays Annually

# 250k

Magnets Sold Annually

# £1.3m

Guidebook Sales Annually



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