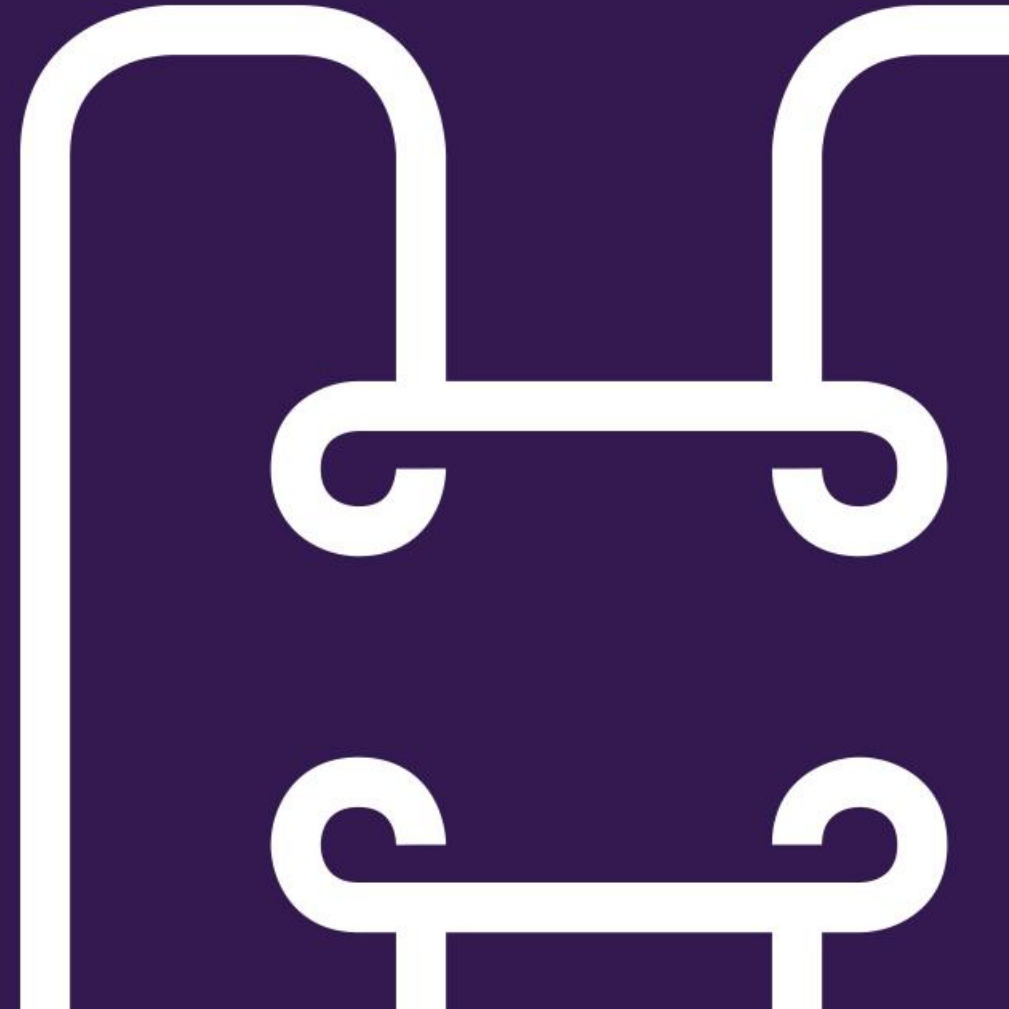




Changing lives through culture

878 AD

Weaving real and virtual into one
heritage experience



GOAL ONE

To provide high-quality programmes and venues that engage diverse audiences and inspire local pride

GOAL TWO

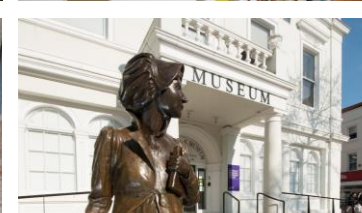
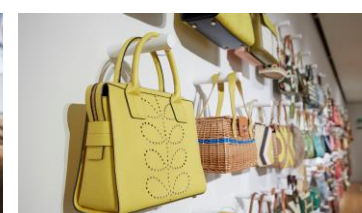
To improve wellbeing, health and happiness through cultural experiences

GOAL THREE

To deliver a financially sustainable future for culture in Hampshire, contributing to the local economy and building stronger communities

GOAL FOUR


To create fulfilling employment and volunteering opportunities through culture





Celebrating Winchester

- Home to the first kings of England
- Birthplace of English language
- Centre for learning, art, religion, trade, and law making
- Outstanding archaeological collection & research



 +10 mill fans

 +1.8 mill followers

 +4.9 mill followers

ASSASSIN'S — CREED —

BRAND PILLARS



Beyond video games



EPIC & AUTHENTIC

HISTORICAL

EXPLORATION

ICONIC HEROES



Top 3 best selling video games

+155 mill units sold

+160 mill players

+100 industry awards

Project aims

- Test the viability of a digital 21st century heritage attraction
- Pioneer new collaborations between heritage organisations, the gaming industry and technology innovators
- Widen the visitor profile to Winchester's cultural attractions
- Increase the national and international profile of the city
- Create a sense of wonder and excitement for visitors
- Capture audience feedback to inform plans for a permanent Anglo-Saxon attraction



A PARTNERSHIP WITH:



Early lessons learnt

- Surprisingly few enquiries about authenticity
- Actors regularly score as the most successful element of the experience
- Beware of the language we use, and assumptions we make
- The complexities of marketing something completely new
- Launching an app, when not all your traditional users have smartphones
- Some love it! Some hate it! ... getting used to a low promoter score