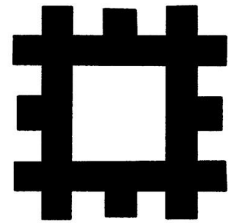
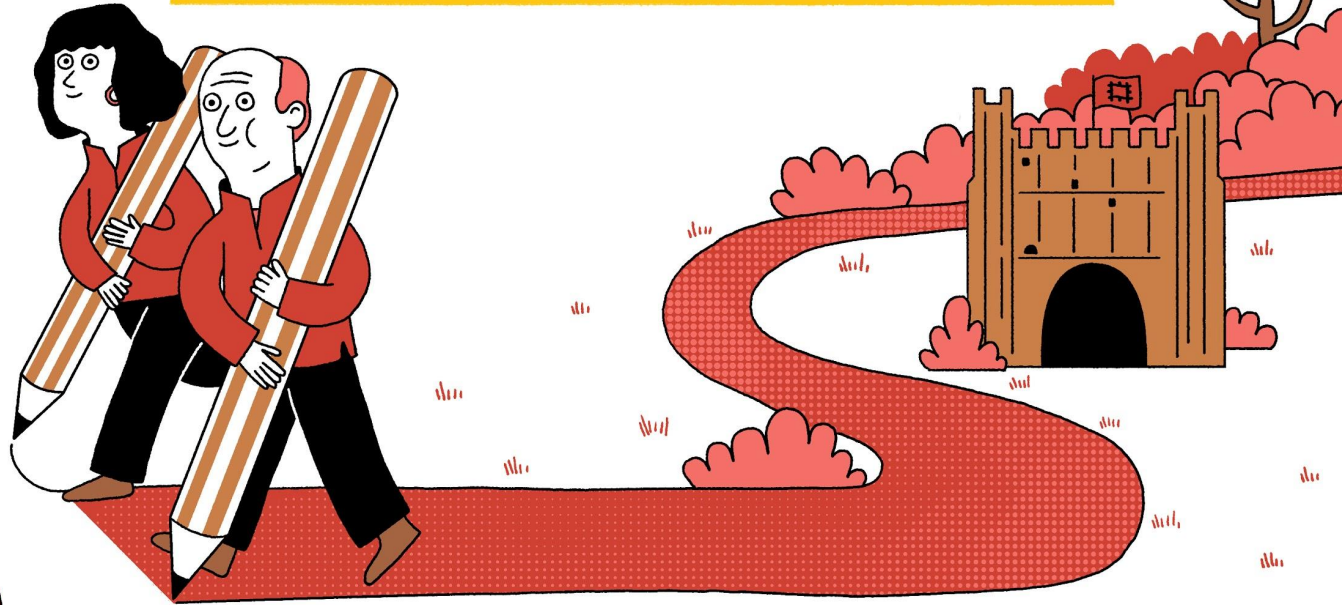


A SCRIBERIA CASE STUDY



ENGLISH
HERITAGE

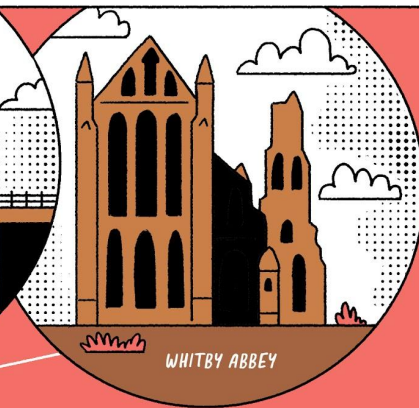
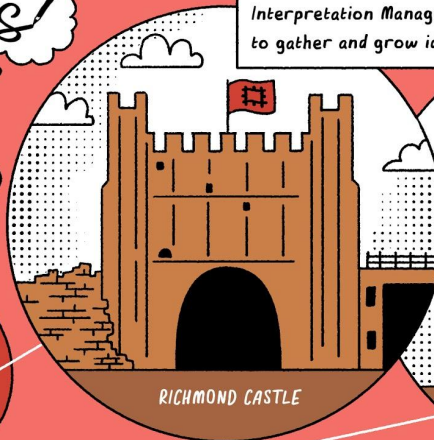
Mapping paths to historic success

English heritage cares for more than 400 historic sites.



All over the country, their teams face a constant challenge to engage the public with their vital work.

At Richmond Castle and Whitby Abbey in Yorkshire, Ruth Haycock, Interpretation Manager for North Projects, sought a new way to gather and grow ideas from staff on site.



Her aim was to map out a path to a new and improved visitor experience.

Meanwhile, in Kent, Walmer Castle's senior gardens advisor, Christopher Weddell, was hosting a Kids Takeover Day - where local school children would help him design a woodland playtrail.



He needed a fresh and fun medium to capture the children's creative input.



"Creating a visual map made our meetings in Richmond and Whitby much more dynamic and focused. It became possible to see our ideas develop in real time."

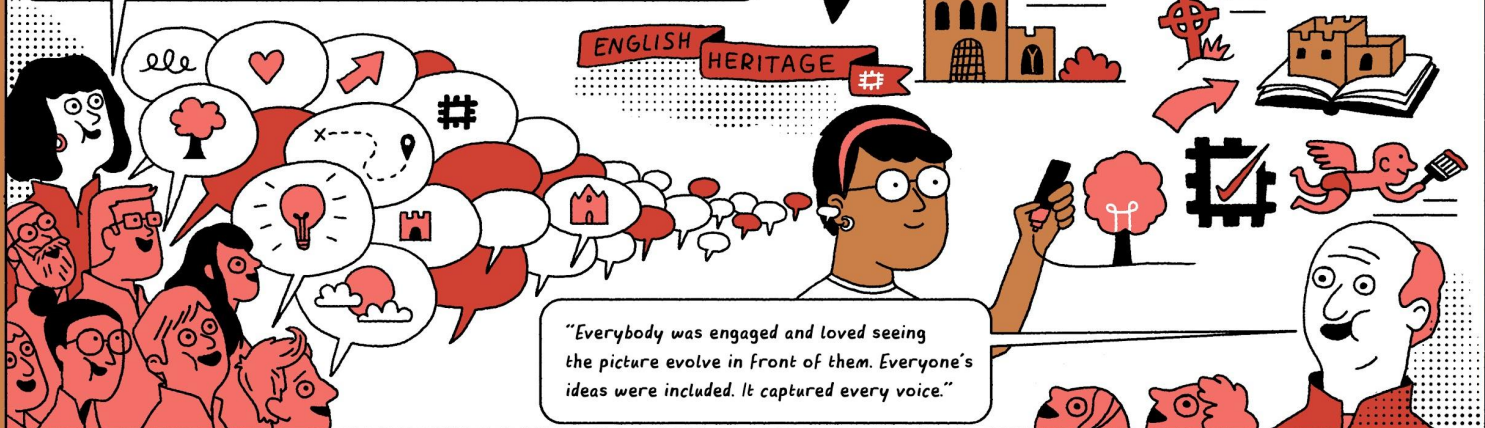
"Actively participating in all of the day's activities, Sara understood what we were looking to do and how to engage with the audience."



Two distant locations, two different projects.
But one perfect solution: SCRIBING!
(And one Scriberian, Sara, took on both challenges.)



"The day itself, and the final visual, far exceeded my expectations. We had a huge amount of information, condensed and presented in a very meaningful way."



"Everybody was engaged and loved seeing the picture evolve in front of them. Everyone's ideas were included. It captured every voice."

And in both cases, the success of the day's scribbling lived on long after.



"We've given every stakeholder a copy of the visual summary we created. We refer back to it all the time!"



"We've found so many great uses for it. Funding applications, social media, and internal communications too - highlighting the success of the Kids Takeover Day and our efforts to pull together a really engaging and innovative scheme."