

English Heritage Licensing Opportunities



ENGLISH
HERITAGE

Who we are

English Heritage preserves the places where the story of England was forged and where it can be re-told.

English Heritage is unique: unique in the breadth of understanding and expertise of our staff; unique in our standards of excellence; unique in the scope and quality of our portfolio and unique in the powerful combination of intellectual and creative resources, which help us to tell the story of England, not within the confines of a museum, but where it actually happened.

There are over **400** historic places in our care, spanning **6** millennia including:



Our work is informed by enduring values of **Authenticity, Quality, Imagination, Responsibility, and Fun**

Custodians of London's **blue plaques** scheme, which celebrates the links between notable figures of the past and the buildings in which they lived and worked

10 million annual visitors to our sites and almost **1 million** English Heritage Members of which:

45% Male / 55% Female

90% live in the UK

38% are aged 45-64

2,000 volunteers across **400+** sites

An award winning website with over **790,000** unique visitors a month and over **5.9** million unique visitors last year

Highly engaged online audiences with strong followings on  (**364,835 Facebook likes**)

and  (**116,000 Twitter followers**)

A registered **charity**, no. 1140351

Why Partner with Us?

English Heritage currently works with a number of carefully selected partners to produce a range of high quality licensed products. Working with our curators and extensive collections, our licensed partners are able to create distinctive, commercially successful products that embody the best of the English Heritage brand.

Our current licensed partners enjoy association with a well-loved leading national brand, and in return for their support, we offer different opportunity to communicate with our Members as well as visitors to our sites.

In return, English Heritage expects to see an agreed royalty commission of between 7-10% on product sold and an agreed minimum guarantee of between £10,000 - £15,000 per annum, over an initial three year period.

Partnership benefits:

- License to use the English Heritage name and logo on product as well as on supporting press and marketing material;



The Great British Card Company product and Woods of Windsor home fragrance collection launch, Harrogate Gift Fair, 2016



- Special access to our sites, collections and English Heritage experts for product inspiration and development as well as for use at related events;
- A dedicated partners' page on the award winning English Heritage website including logo acknowledgement and hyperlinks;
- PR and marketing support including coverage on English Heritage social channels including Facebook (370,000 likes) and Twitter (107,000 followers) where possible;

Why Partner with Us?

Partnership benefits:

- Complimentary use of English Heritage sites for related events including photo-shoots and PR launches;



Wood of Windsor home fragrance collection PR launch at the Wellington Arch, WI



- Complimentary news announcement in the quarterly English Heritage Members magazine (circulation 360,000) and opportunity to advertise/place inserts at a 50% discount;



English Heritage Members' magazine and Holiday Cottage

- Inclusion in the monthly English Heritage Members e-newsletter (circulation 250,000);
- Opportunities to explore other avenues for brand and product visibility at our sites as well as online and in our 18 fantastic holiday cottages;

Case Studies

The Little Greene Paint Company

English Heritage and Little Greene have been working in partnership since 2005 to create ranges of beautiful paints and stunning wallpaper. Each collection draws on historic artefacts from the English Heritage archive, resulting in historically accurate paint colours and several stunning wallpaper collections based on original documents discovered during the protection and restorations of some of England's finest historic properties.



Blue Plaque Product

To celebrate the 150th anniversary of the London Blue Plaques scheme in 2016, English Heritage are created an exciting series of home and giftware products, commencing with a collection of fine bone china dinner plates, directly replicating blue plaques including Jimi Hendrix; and Sigmund Freud.

eFlorist Ltd

The eFlorist 'Heritage' collection draws inspiration from several English Heritage sites, including Eltham Palace in south-east London, Walmer Castle and Gardens in Kent, and Carisbrooke Castle on the Isle of Wight. Each bouquet is inspired by the gardens and the stories that they tell, bringing to life scenes from another era.



Woods of Windsor

Inspired by three of English Heritage's historic English landmarks, Kenilworth Castle and Elizabethan Garden, Osborne and Eltham Palace, Woods of Windsor have created a stylish new Home Fragrance Collection, including luxury scented candles, room fragrances, and diffusers, all beautifully decorated with designs reminiscent of these monumental sites.

Contact:

Stuart South
Corporate Development Manager
020 7973 3477 | 07920 275680
stuart.south@english-heritage.org.uk

Step into England's story