



YOUR
HERITAGE



CONNECTING
CATHEDRALS

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WELCOME

Hi, my name's Adrian and I am the Creative Director here at Your Heritage. I wanted to tell you a little about me and why I am so passionate about working with Cathedral's across the UK.

I worked in Communications and Marketing for Canterbury Cathedral for a number of years prior to the COVID-19 pandemic. After the pandemic I continued to work closely with them on a freelance basis creating children's resources, video, photography, and acting as an advisor on their new digital loan boxes. I loved working at the Cathedral and I am all too aware of the challenges faced with making a working Cathedral building accessible and sustainable as a heritage destination.

The unique balance between the needs of the Christian faith and the importance of heritage income to support and maintain these wonderful buildings is not always obvious to external organisations. Cathedral's don't have the same freedoms as other heritage sites when it comes to interpretation. How can Cathedral's reach a secular audience without compromising on their mission?

In this brochure I will explain how we can work with you to bring a more diverse audience to your church and benefit from joining like minded Diocese throughout England and Wales.



Adrian C. Smith
Creative Director and Co Founder
Your Heritage Ltd

TECHNOLOGY YOU CAN AFFORD

Thanks to a 24 million pound investment by the Heritage Lottery Fund and other benefactors, Canterbury Cathedral was able to embark on a huge redevelopment programme with a specific focus on improving their offering to the local community and to open the Cathedral's collections up to new audiences.

The problem is not all Cathedral's have been as fortunate and don't have the money or resources to develop new technologies or invest in digital solutions. This is why we wanted to develop a shared solution which would reduce the financial investment required and which could harness the benefits of being part of a larger picture.

The USEEUM app was developed in Denmark in 2015, making it one of the longest serving and most developed visitor apps currently on the market. The principle was to develop one app for all museums. It was here that we saw an opportunity to harness this technology for the heritage sector and acquired the rights for the UK and Ireland.

As USEEUM is a shared platform that means it is possible for a heritage organisation to have their own profile within the app for as little as £1,620 + VAT per annum instead of having to invest £40,000+ developing their own software.



MAKING HISTORY FUN

The biggest challenge Cathedral's face is connecting with young families. We developed the RapsCALLION's Revenge game specifically to meet this need.

The cost of developing an interactive game for families is usually out of reach for most Cathedrals but by being part of a shared narrative we have been able to produce a tried and tested game, which encourages children to look away from the screen and explore their environment, at a fraction of the cost of a standalone solution.

We enlisted the skills of children's illustrator Rory Walker, to create Lord RapsCALLION and Brother Thomas. The game is already live at Hereford Cathedral. This means we are now in a position to develop new RapsCALLION adventures specific to your Cathedral at an incredibly competitive price.

As RapsCALLION is one of our primary growth targets we are currently offering the game at a discounted price of £4,165 + VAT. This includes a free marketing pack and your first six months subscription on the USEEUM platform.

We are also invested in building the RapsCALLION brand further which could lead to other shared benefits for USEEUM sites.



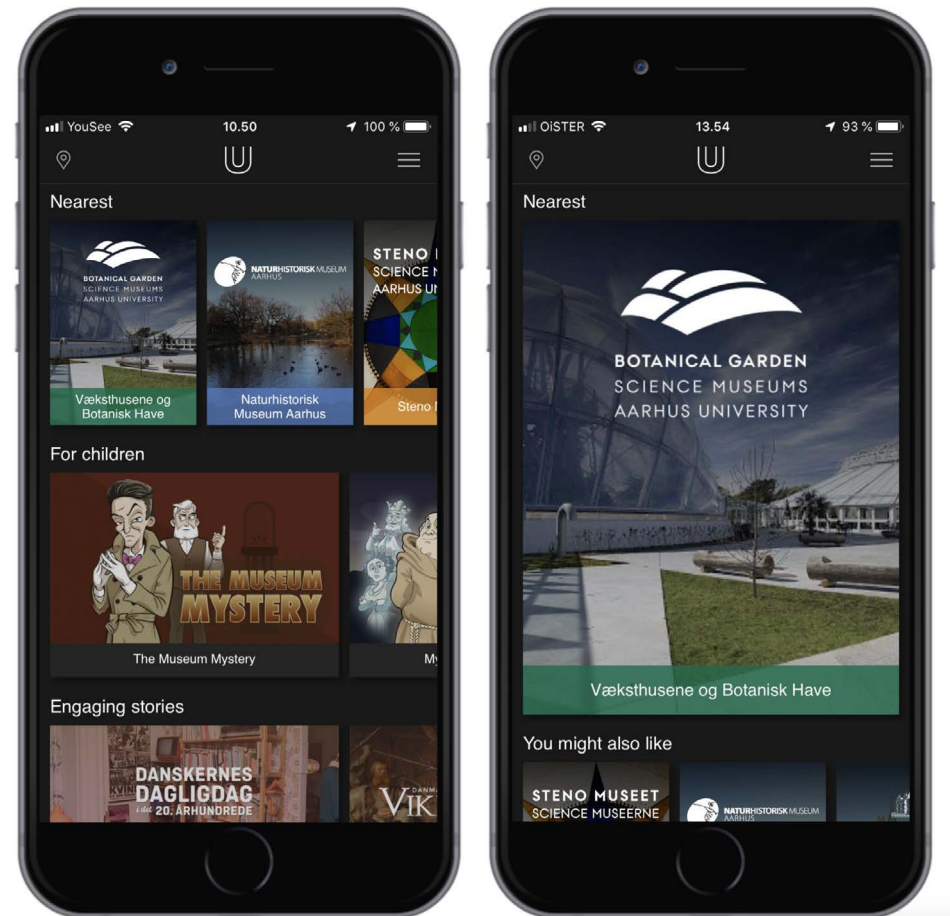
ABOUT USEEUM

The Useeum app helps Cathedrals and similar institutions turn their exhibitions and sites into guides, stories and games through one joint app. The app can be used for site-specific communication in the form of text, images, audio, video, augmented reality or games.

The joint app affords the benefits of cooperative scalability as can be demonstrated by the wide diversity of organisations who are using the platform. This enables cross-marketing and even the possibility to create cross-cutting stories and experiences that link different Cathedrals and heritage sites together and motivate users to visit them all.

To the users, this means that they can use one and the same app in various places, making Useeum a highly user-friendly solution as well.

The following pages give a very brief overview of some of the app's key functionality but it can do far more and is being constantly updated with new features all the time.



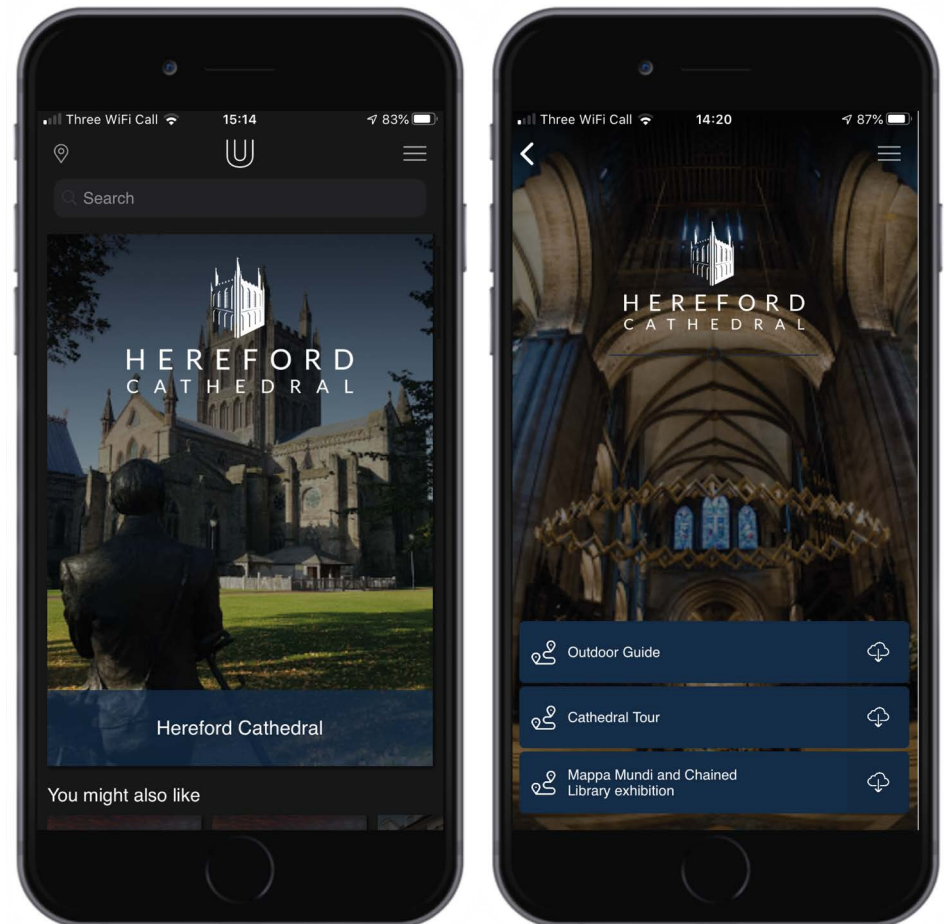
PROFILE DESIGN

In Useum, all Cathedrals would have their own profile, which is designed based on their visual identity. This gives each Cathedral the look and feel of their own app along with the many advantages of the joint platform.

The profile is available from the front page of the app with the nearest Cathedral listed first. If the user is physically located close to the Cathedral, the profile entrance is enlarged for easy access.

It would also be possible to set up a separate Cathedral's group on the App so that visitors can see which other Cathedrals offer the Useum experience.

Being a part of the Useum platform can help you attract more visitors, as your Cathedral becomes visible to users who discover you when using the app at one of the other participating museums, sites or galleries.

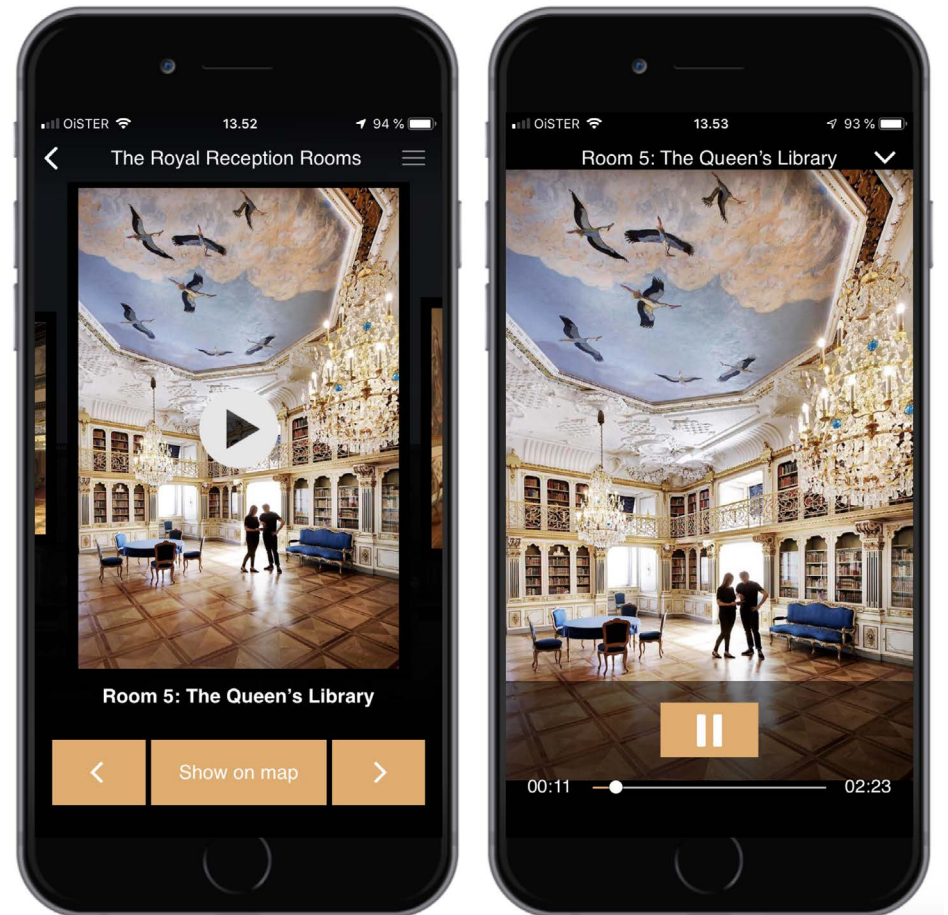


INDOOR GUIDE

Useum enables you to connect selected objects or places in the Cathedral in a way that creates guides or narratives, thus creating new trails across the Cathedral.

A standard indoor guide can include content in the form of text, images, audio or video. The content can be activated through the use of beacons (tiny Bluetooth transmitters), image recognition or number codes, depending on what is most suitable in the given context.

One example of an indoor guide is The Royal Reception Rooms at Christiansborg Palace.



OUT DOOR GUIDE

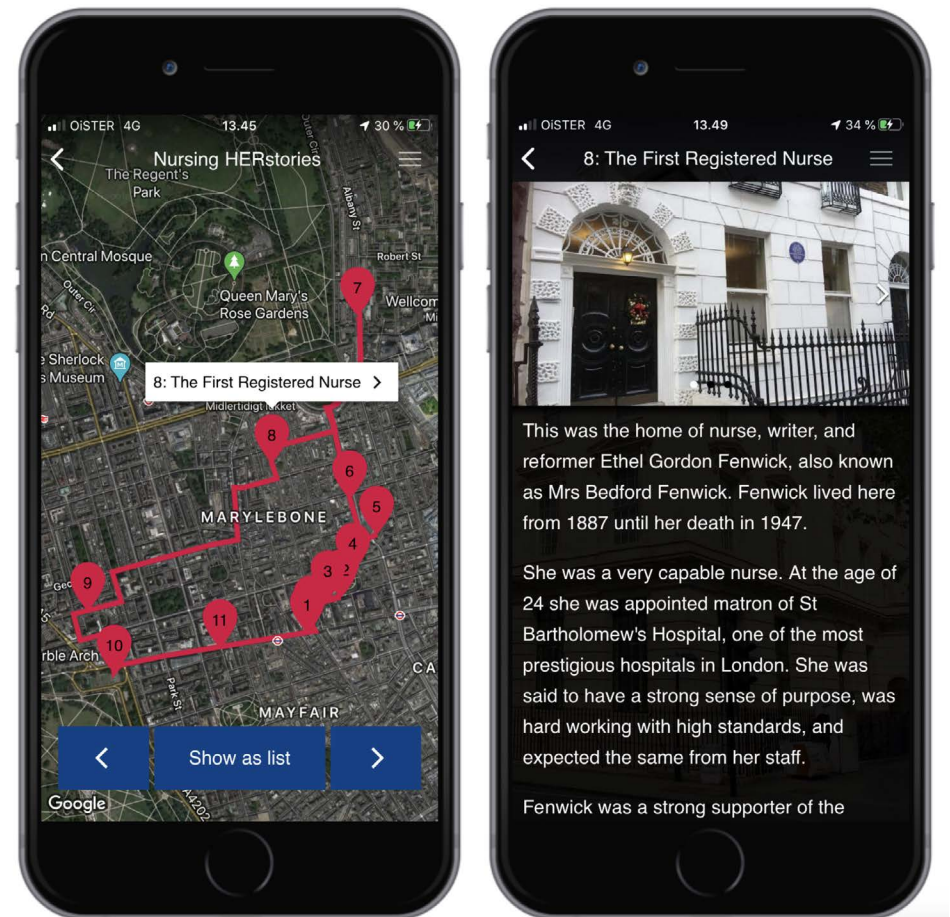
Useum also offers outdoor guides.

An outdoor guide enables you to connect text, images, audio or video to specific sites in any area and bind the sites together in one continuous story.

The user navigates from place to place via GPS and a map with a visualisation of the story route and the user's position.

An example of an outdoor guide is Nursing HERstories which takes you on a tour to celebrate the hidden women's histories around the Royal College of Nursing's building in central London.

It would be possible to develop a Pilgrims route or to create a walk around the City to other Churches within the Diocese.



VOUCHERS

Another revenue-generating feature is vouchers.

Vouchers lets you reward users for completing a guide or game with a discount for a local business or additional services.

The voucher is saved in the side menu of the app until it is redeemed. It disappears when swiped (for example by a cashier in the Cathedral shop).

Another option is that the voucher code can be used as a redemption offer for downloading the premium app or a discount on concerts or events.



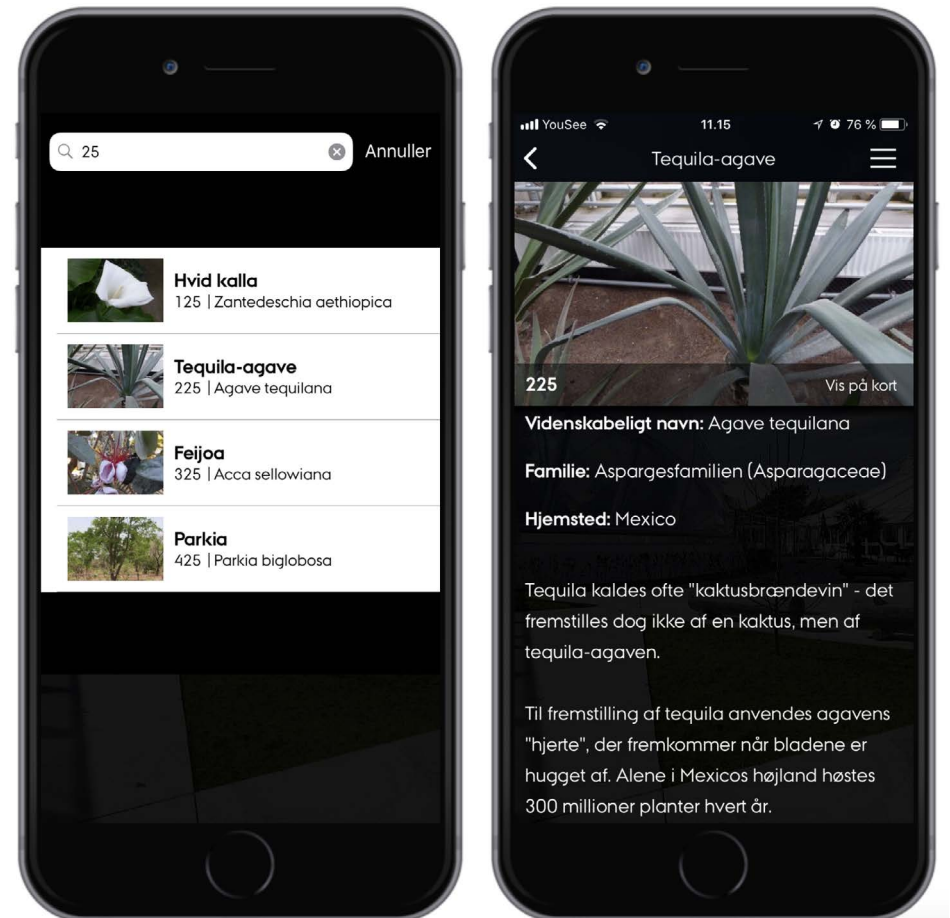
EXPLORER MODULE

The Useeum app contains experiences for everyone – including those who prefer to explore on their own rather than follow a guide.

Our explorer module makes it possible to add content to all objects, rooms, sites, etc. in the Cathedral Precincts. This enables the user to find information about whatever details catching his/her attention.

The content can be activated through the use of beacons (tiny Bluetooth transmitters), image recognition or number codes, depending on what is most suitable in the given context.

An example of a solution made with our explorer module is Find planten developed for The Botanical Garden and Greenhouses in Aarhus.



RAPSCALLION'S REVENGE

Lord RapsCALLION is trying to secure his place in history by travelling across the country and altering our beautiful heritage buildings and monuments. His brother, Brother Thomas, has discovered RapsCALLION is on his way to the Cathedral where he plans to alter some of the architecture.

In this new App adventure, young visitors are taken on a journey through the Cathedral, and are set riddles by Lord RapsCALLION to see if they are of noble blood - if they are he will reveal what it is he's planning to replace and they will be able to stop him.

The game forces players to lift their eyes from the screen 95% of the time, explore their surroundings, and to find specific places and objects in order to complete the game.

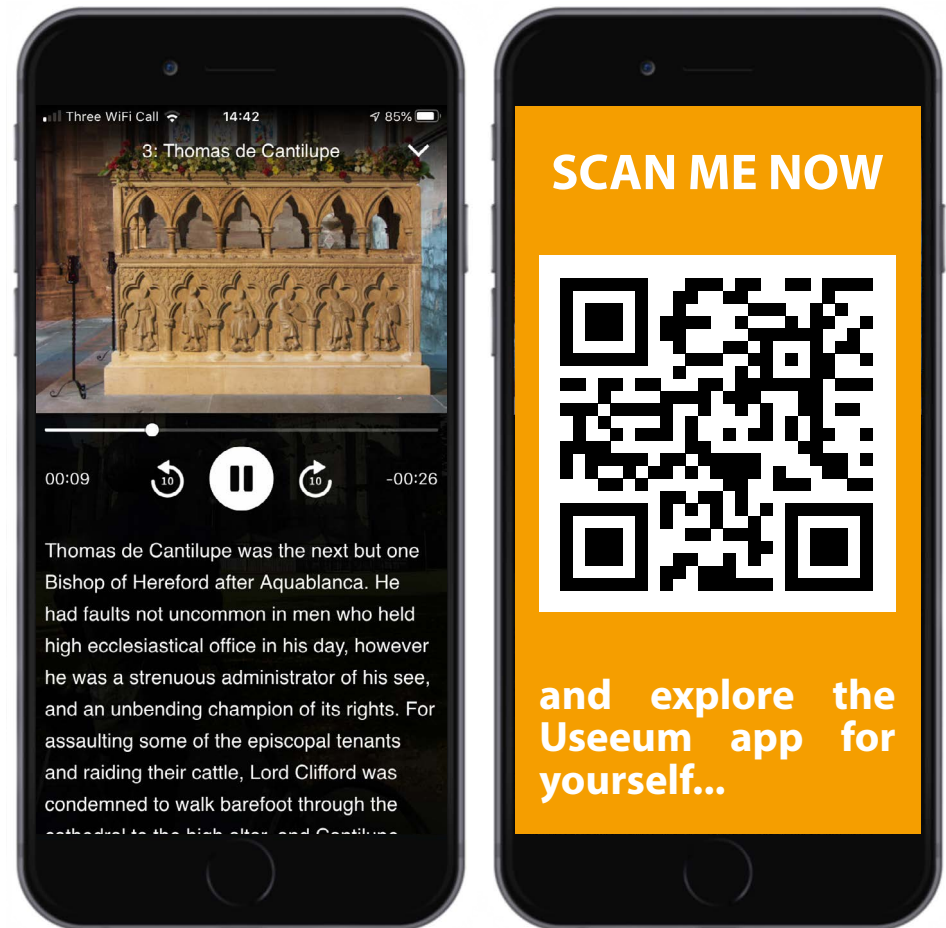
Already live at Hereford Cathedral, the game has been described as 'Epic' and 'a great way to get children involved in history' by the Cathedral's archivist. There are very few solutions out there which have been developed specifically for the Cathedral sector - we think you'll love it.



MAINTENANCE, UPDATES AND SUPPORT

Joining Useeum means joining a platform that is already running smoothly, reliably and cost-effectively.

Since Useeum is a joint app, we keep it updated for both iOS and Android for a low monthly subscription fee paid by all participating museums and heritage sites.



CATHEDRAL APP PRICING

Your Heritage have put together four different packages based on the most common scenarios. For many Cathedrals the CATHEDRAL offer represents the best value for money, though there is no reason why a CATHEDRAL can't have a DIOCESE subscription or a DIOCESE a CATHEDRAL subscription.

If you need support designing your audio trail, would like us to create new content, require assistance with research and/or outreach programmes, or if you are considering other digital solutions for Cathedral (including websites, interactive timelines, children's worksheets) please contact us for prices.

CATHEDRAL

£135^{+VAT} / month

- ✓ **1** Free Profile
- ✓ **Free Tutorials**
- ✓ **1** Indoor / Outdoor Guide
- ✓ **1 GB** storage
- ✓ **£50 pcm** Per additional Guide
- ✓ Outdoor Guides from **£50 pcm**
- ✓ Voucher set up **£500**

DIOCESE

£250^{+VAT} / month

- ✓ **3** Free Profiles
- ✓ **Free Tutorials**
- ✓ **6** Indoor / Outdoor Guides
- ✓ **2 GB** Storage
- ✓ **£30 pcm** Per additional Guide
- ✓ Voucher set up **£350**

LARGE CLUSTER

£750^{+VAT} / month

- ✓ **5** Free Profiles
- ✓ **Free Tutorials**
- ✓ **20** Indoor / Outdoor Guides
- ✓ **5 GB** Storage
- ✓ **£20 pcm** Per additional Guide
- ✓ Voucher set up **£200**
- ✓ **10% Discount** on Premium apps

NATIONAL

Call for pricing

- ✓ **10** Free Profiles
- ✓ **Free Tutorials**
- ✓ **Unlimited** Outdoor Guides
- ✓ **Unlimited** Indoor Guides
- ✓ **10 GB** Storage
- ✓ Voucher set up **£50**
- ✓ **20% Discount** on Premium apps
- ✓ Free Cathedral Trail Website



FEEDBACK

We worked with Useeum on a tour to celebrate the hidden women's histories around the RCN building in central London. The process was very straightforward, and Useeum were always helpful and responsive to any queries or suggestions we had. We're really happy with the end result, and have been promoting it to users who can't visit us in person, as well as an extra offer for those who take a tour of our building.

– Sarah Chaney, Events and Exhibitions Manager // Royal College of Nursing

We are extremely happy to work with Useeum. Their app works perfectly both regarding the user experience and in terms of development. [...] We never have to worry about all the heavy stuff like updates, coding etc. We look forward to working with Useeum again.

– Cathrine Blaabjerg, Event & Marketing Coordinator // Egeskov Castle





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