



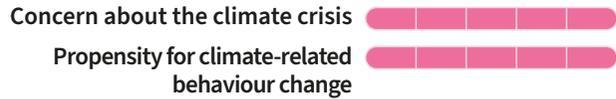
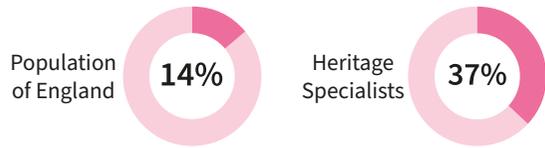
Historic England

Historic England Segments

Segment Snapshots



PINK. cultured, fascinated, open-minded



What to say? You can help us to make a difference to heritage.



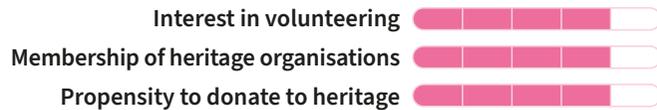
Where to say it? Facebook, local radio stations and through heritage websites. Be story and content-led.



Level of active participation in heritage

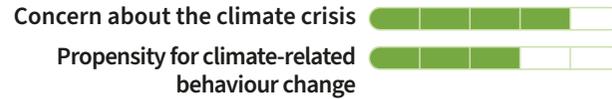


Opportunities to increase level of active participation



“Your history and heritage defines you”

GREEN. nature, active, discovery



What to say? Discover something new about the historic environment you cherish.



Where to say it? They have above average use of Facebook. That and local TV news are primary routes in.



Level of active participation in heritage

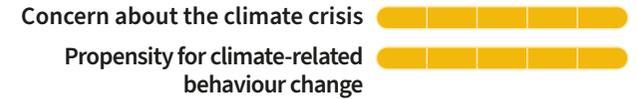
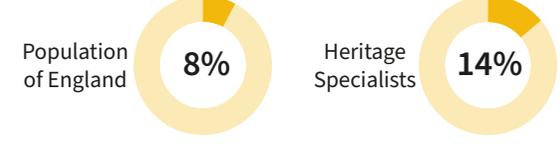


Opportunities to increase level of active participation



“Discovering new places inspires me”

YELLOW. progressive, creative, social



What to say? We tell diverse heritage stories that matter to you and your friends.



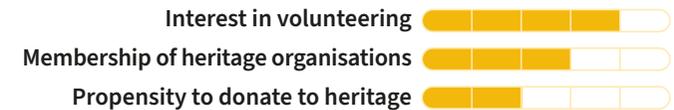
Where to say it? High users of all social media, but as visual people, particularly Instagram. Broadsheet or long read style articles for when they have more time.



Level of active participation in heritage

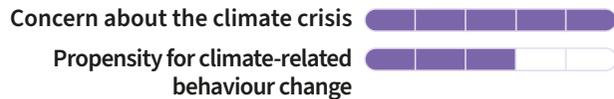
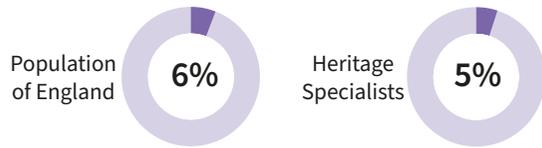


Opportunities to increase level of active participation



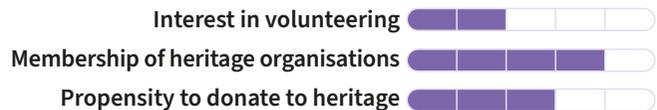
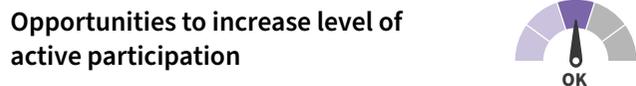
“Culture makes heritage fascinating.”

PURPLE. nostalgic, traditional, protective



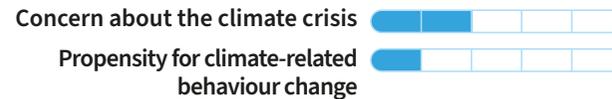
What to say? These buildings are critical to our national heritage. They are a direct line to the past which we cherish as much as you. 

Where to say it? Local TV and print media, or in TV and radio documentaries. 



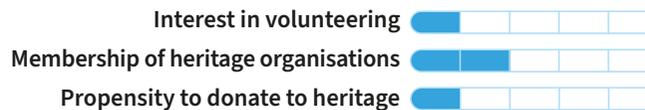
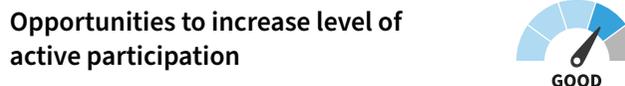
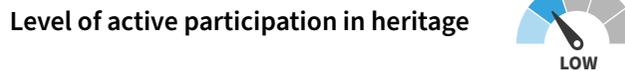
“Protecting the past is important for improving the future.”

BLUE. dynamic, passionated, outgoing



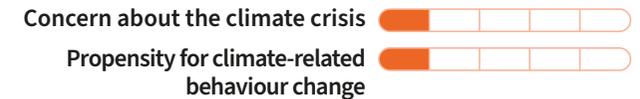
What to say? We are for everyone. We are facilitators, we are not gatekeepers. 

Where to say it? Through social media platforms such as Instagram and YouTube.  



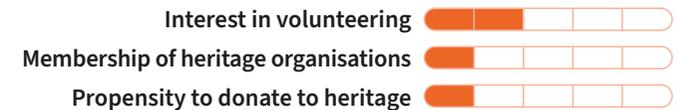
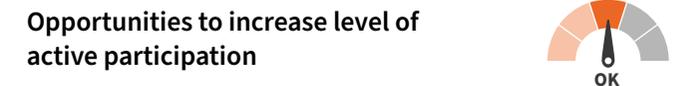
“I don’t mind if things change for the better.”

ORANGE. mainstream, proud, family



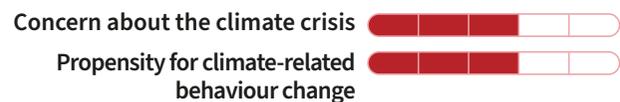
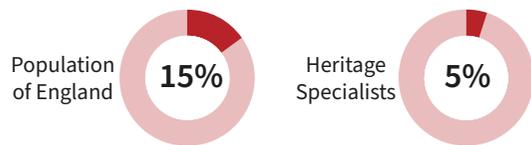
What to say? We keeps stories about the colourful characters and special places from your local area alive. 

Where to say it? Through local schools and their kids, as well as via local clubs connected with sport, or at shopping or cinema complexes. 



“Make it relevant to my everyday life.”

RED. escapists, enjoyment, trips out



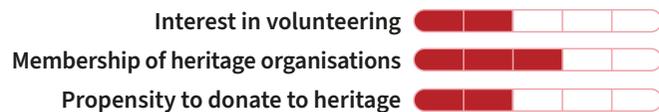
What to say? We protect beautiful places so that you and future generations can enjoy them. 

Where to say it? Facebook and TripAdvisor for planning, printed local newspapers, TV drama and documentaries. 

Level of active participation in heritage



Opportunities to increase level of active participation



“I’m more interested in the grand places. That’s real achievement.”