

St Edmundsbury Heritage Service: Case Study

Project Title: Heritage Shop Refit

Photos:



Before



During dismantling



After



Two further views of refitted and restocked Heritage Shop

Aim: *Why did we do it?*

- To upgrade shop in line with new refurbished reception area of Visitor Centre.
- Existing shop fittings were no longer practical for present stock lines.
- To maximise and improve selling space.
- To improve lighting including provision of natural light.

Description: *How did we do it?*

- New shop display units installed featuring Anglo Saxon design in keeping with theme used in Visitor Centre.
- Shop closed briefly during refit to enable stock removal and units to be installed.
- Limited service offered to minimise inconvenience to visitors. Small amount of stock made available on table in Visitor Service Reception, staff happy to help if a visitor had a specific request.
- Shop restocked using new improved fittings.

Quotes from participants: *Quality or impact of project?*

- Public reaction so far has been very positive, everybody commenting on how much more light there is and children love being able to gaze out of the window while adults are browsing.
- One mother commented on how much easier it was to get round with a pushchair now.
- A regular visitor commented on how much nicer the replica Shields and Helmets are displayed.
- Another visitor commented that he much preferred the new style display cabinets.

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Evaluation and outcomes: *Numbers and short term gains*

- *Promotes good first impression of Visitor Centre.*
- *Modern, smart and professional.*
- *Stock now displayed to its best advantage*
- *Improved lighting promotes pleasant browsing environment with added bonus of uncovered window, offering natural daylight and views outside.*

Legacy: *Longer term benefits*

- *We now have a smart versatile shop which enables stock to be displayed to its best advantage, hopefully maximising income through sales while promoting visitor enjoyment while browsing.*
- *New shop makes it much easier for staff to restock shelves and cabinets seeing instantly when stock is running low.*
- *Much easier to keep an eye on stock and hopefully deter shop theft.*

For further details about this project contact:

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