



# Sherlock Holmes Experience

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# The Outline Feasibility Study

To establish the outline feasibility of developing a permanent, Conan Doyle / Sherlock Holmes Visitor Centre:

- Focused around the City's ownership of the Conan Doyle Collection
- and Sir Arthur Conan Doyle's historic relationship with the City of Portsmouth.

# The Collection

- The Sir Arthur Conan Doyle - Richard Lancelyn Green - Collection is one of the richest and wide-ranging in the world.

- It Includes

- 2,000 objects
- 13,000 books
- 40,000 documents.

- As a collection, it is

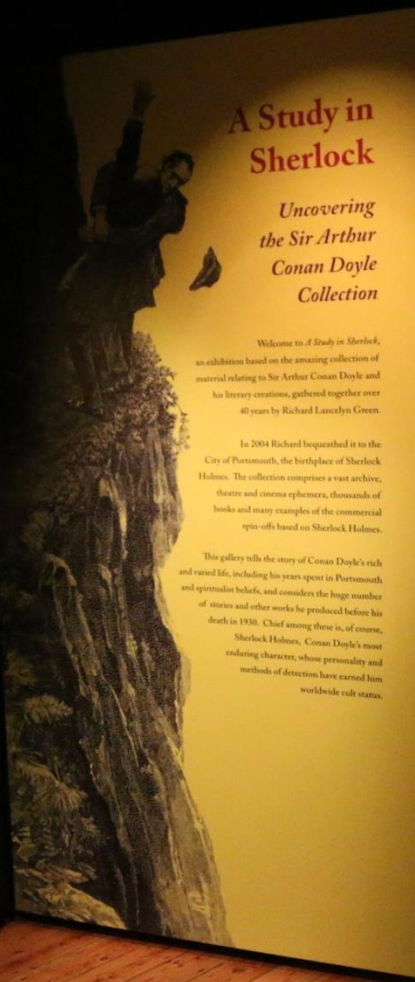
- Diverse
- Rich
- Curious
- Serious
- Fun
- Engaging
- Timeless





# The Collection

*This is treasure trove indeed. I suppose you know what you have got!*  
Sherlock Holmes, from the Blue Cartoons



The collection is our unique, direct conduit to one of the most popular and celebrated fictional characters of all time !!



# The Feasibility Study Process

- Get an understanding of the scale and diversity of the collection
- Consultation with a wide range of stakeholders to get a sense of opportunities and challenges from different perspectives – museological, academic, commercial, logistical, planning, funding and grant –aid etc
- Examine the local market place to understand size, competition & opportunities
- Examine a number of comparator projects
- Examine a number of sites and locations within the city to get a sense of likely opportunities and challenges



# Sherlock Holmes “Museum” - London

- The rooms are dressed as if the characters still live here, as well as displaying items from many of the stories.
- On the first floor you enter the famous study overlooking Baker Street and you can sit in his armchair, by the fireplace, and use the props for photo opportunities. Sherlock's bedroom is also on this floor.
- The second floor has Doctor Watson's bedroom and Mrs Hudson's room, the landlady. Here there are supposedly personal items of the detectives and Doctor Watson is there writing his diary.
- Up to the third floor and there are waxwork models of some of the main characters in the Sherlock Holmes stories including Professor Moriarty
- The shop sells an array of goods from deerstalker hats, pipes and magnifying glasses to jewellery and novelty teapots, as well as Sherlock Holmes books and films.
- There's no tea shop or café.
- £75K EBIT pa after “adjustments”
- 780m2 exhibition plus 72m2 Shop = 852m2
- Limited capacity throughput – estimated 70 – 100 pph



# Dickens World - Chatham

- Dickens World's reopened at the end of March 2013, doing away with its boat ride through the Dickensian streets.
- In its place is the Grand Tour – an hour-and-a-half guided walk through the Dickensian set by costumed actors playing parts from Charles Dickens's books.
- At the same time, the venue, which opened in 2007, slashed its entry price from £13 to £7.50 per person.
- With 20,000 visitors reported in the first two months after re-opening, annual visitor numbers are expected to be around 100,000.





# Charles Dickens Museum, London



# Charles Dickens Museum, London

- The Charles Dickens Museum at 48 Doughty Street in Bloomsbury was his family home for two years (1837-1839) whilst he rose in prominence in London society.
- The Georgian townhouse, a Grade I listed building, was opened as a museum in 1925 and has welcomed more than one million visitors over 80 years, with a collection of over 100,000 items including manuscripts, rare editions, personal items, paintings and other visual sources, and the outstanding Suzannet Collection.
- Re-opened in December 2012, following a major £3.1m investment that has seen the building doubled in size in Dickens's bicentenary year. On their tour around the new museum, visitors walk around rooms decorated as Dickens would have known them.
- Over 50,000 visitors in 2013



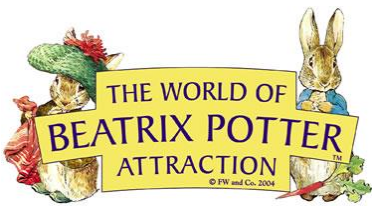


# The Roald Dahl Museum

- Situated in Gt Missenden, Bucks, the village where Roald Dahl lived and wrote for 36 years.
- The award winning Museum is aimed at 6 - 12 year olds and their families. It was created as a home for the authors archive. There are two fun and fact packed biographical galleries and an interactive Story Centre that inspires creativity
- Has a “village trail” to encourage visitors to visit the wider location
- The shop stocks books, toys, gifts and pocket-money items. The café (Café Twit) serves a family-friendly range of homemade soups, sandwiches and cakes.
- Ticket prices are £6.60 for adults, £4.40 for children and £21.00 for a family.
- 55,000 people visit each year.







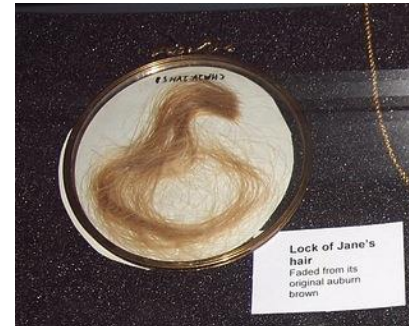
# The World of Beatrix Potter

- Located in Bowness, Cumbria on Lake Windermere.
- The World of Beatrix Potter Attraction is a 'a magical indoor recreation of Beatrix Potter's little books, complete with the sights, sounds and smells of the countryside.
- Visitors can also learn more about the story of Beatrix Potter's life with three-dimensional displays show how the Lakeland Farm (Hill Top) inspired some of Beatrix Potter's most enduring illustrations.
- Over 130,000 guests visit each year, many from overseas (Beatrix Potter is extremely popular in Japan)
- Ticket prices are £6.95 for adults, ££3.65 for children and £18.50 for families.



# Jane Austen's House, Alton

- The house at Chawton is where she spent the last eight years of her life. It is of international importance as the place where she did the majority of her mature writing, but at the same time retains the charm of a village home.
- A [17th century house](#), it tells the story of Jane Austen and her family.
- Ticket prices are £7.50 for adults, £2.50 for children
- Around 40,000 visit each year.





# Bronte Parsonage Museum

- Charlotte, Emily and Anne Bronte were the authors of some of the best loved books in the English language. Haworth Parsonage was their home from 1820 to 1861.
- The beautifully preserved museum has been opening its doors to visitors for over 75 years. Set between the unique village of Haworth, and the wild moorland beyond, this homely Georgian house still retains the atmosphere of the Brontes' time.
- The rooms they once used are filled with their furniture, clothes and personal possessions.
- Ticket prices are £7.00 for adults, £3.60 for children and £18.00 for families.
- Nearly 75,000 visited in 2012.





# Jane Austen Centre, Bath

- The Jane Austen Centre at 40 Gay Street in Bath houses a permanent exhibition which tells the story of Jane's experience in the city between 1801 and 1806 and the effect that living here had on her and her writing.
- The exhibition includes film, costume, contemporary exhibits, maps and books.
- Ticket prices are £8.00 for adults, £4.50 for children and £22.00 for families.
- Around 60,000 visit each year.



# Robert Burns Birthplace Museum

- Robert Burns Birthplace Museum is located in the village of Alloway on the outskirts of the town of Ayr. The main ticket and information points are located at Burns Cottage (accessed via Greenfield Avenue) and at the main museum building (in Murdoch's Lone). The two main sites are connected by Poet's Path, a pedestrian walkway.
- The museum comprises the famous Burns Cottage where the poet was born, the historic landmarks where he set his greatest work, the elegant monument and gardens created in his honour and a modern museum housing the world's most important collection of his life and works.
- Over 300,000 visit the site annually, with around 25% of these paying to enter the museum.
- Adults £8.00 : Child / Concessions £6.00

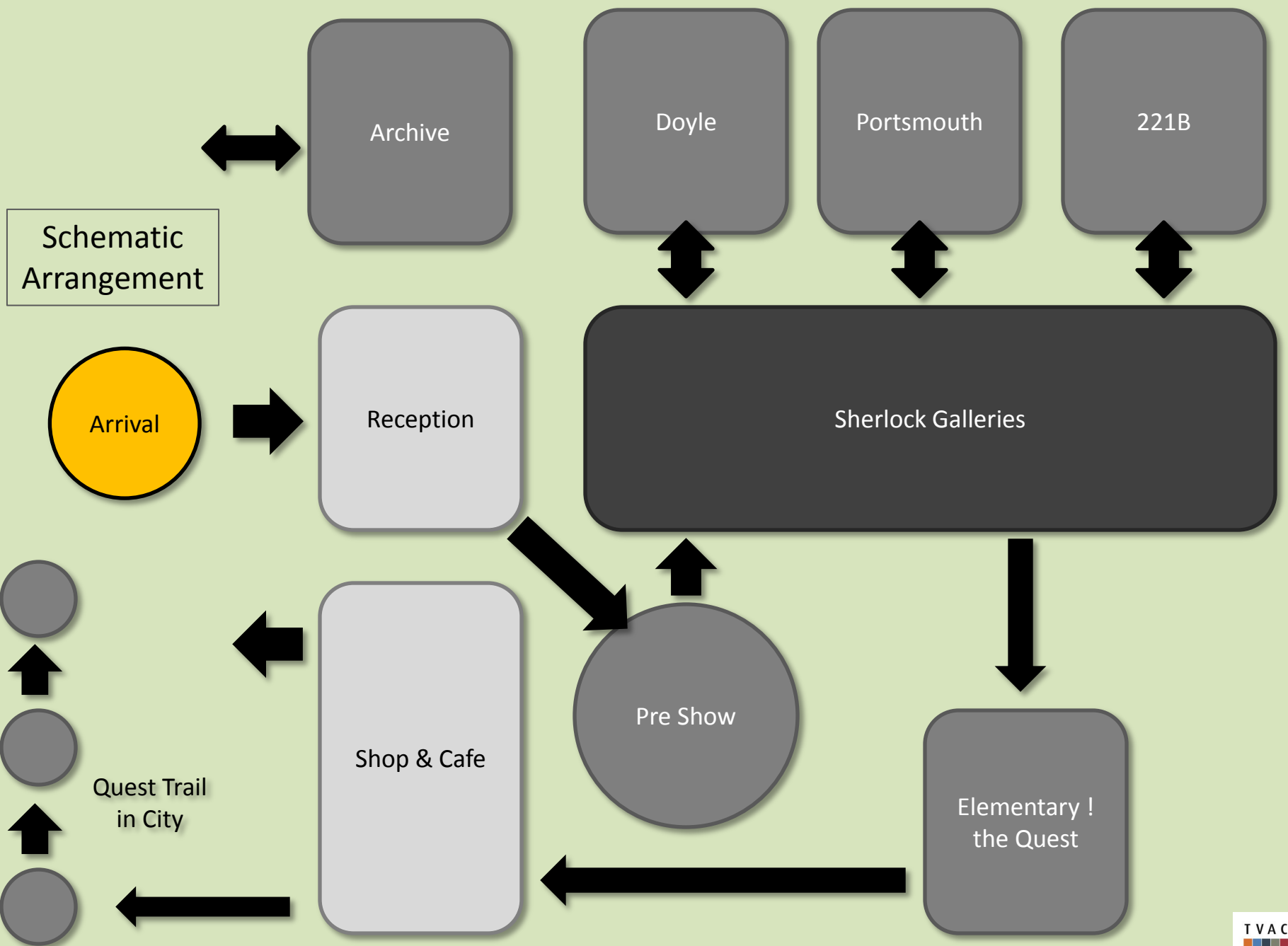


# Conclusions

- The collection is amazing and worthy of wider display and access
- To be popular, the facility should focus on its key asset – Sherlock Holmes with Conan Doyle as a secondary and surprising revealed layer.
- To be economically sustainable, it needs to be more of a visitor experience than just a museum (but NOT a theme park!)
- Based on the size of the market (circa 10m), the performance of other destinations in the city, the performance of other benchmarks we looked at we believe **in a typical stabilised year** the attraction can sustain 130,000-150,000 – dependant on final location.
- At this modest attendance level the facility can be economically self sustaining.
- The best operating model is likely to be with a commercial operating partner
- To be viable in the long term the facility should be significant, but modest in scale. That would require a building space of 10,000-15,000 sq ft net
- Development costs are likely to be in the order of 5-7 million
- There is a huge groundswell of support for the project from a diverse community stakeholders.



# What Might it Be?





Sense  
of  
Arrival



pre-show





## Sherlock Galleries – Look and Feel





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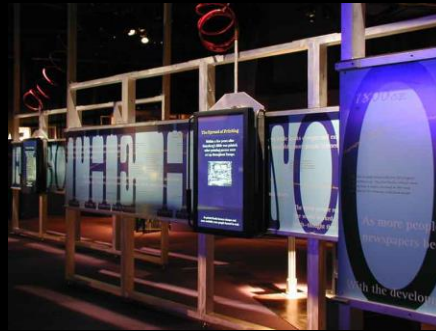


## Sherlock Galleries – Look and Feel

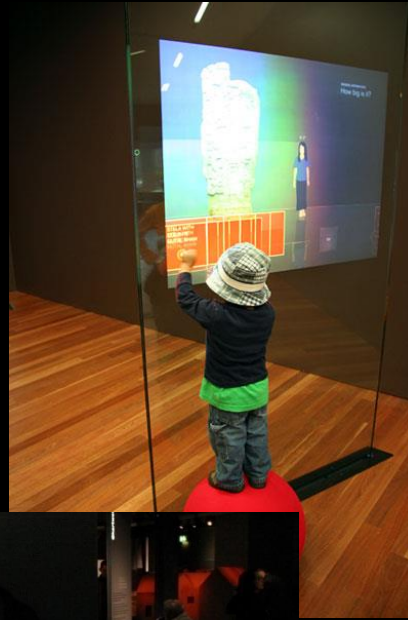
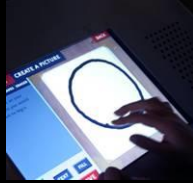




# Media - Interactives



# Media - Audio Visual





# Media - Display Cases & Objects





# Media - Models





# Media - Figurative





# Media – Costumed Hosts







## 221b Baker Street Thematic Recreations





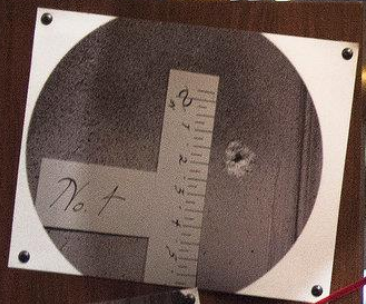
# Interactive Challenge- QUEST











**Data! Data! Data!**  
I can't make bricks without clay.

What we know:

- Suspect badly wounded wife and daughter missing
- Suspect is an American journalist and botanist
- Single-shot pistol found on the floor fired at least once
- Bullet hole in the wall above the fireplace
- Blood spray upon the portrait and walls blood droplets on floor
- Scene of chaos botany notebooks found scattered and burnt
- Bust of Napoleon found smashed on the floor
- Marks found in the sand leading to the riverbank
- Peculiar seedpod, resembling an insect larva, found burning on desk
- Suspect heard ranting about a "worm." Francis when arrested.

What the police think:

- Suspect murdered his wife and daughter
- Suspect disposed of bodies 20 yards away in the river
- Suspect attempted suicide or was injured in a struggle
- Toxic fumes from burning seedpod? Suspect driven mad?

Remember: There is nothing more deceptive than an obvious fact.

**¡Datos! ¡Datos! ¡Datos!**  
No puedo fabricar ladrillos si no tengo arcilla.

Sabemos que:

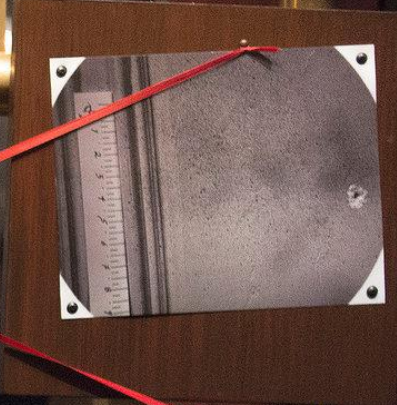
- El sospechoso está malherido, su esposa e hija están desaparecidas.
- El sospechoso es un periodista y botánico americano.
- Se halló una pistola con un solo tiro en el piso, con un solo disparo.
- El orificio de la bala se encuentra en la pared, arriba de la chimenea.
- Aparece sangre salpicada sobre el portarretrato y la pared hay gotas de sangre en el piso.
- Escena de caos, cuadernos de botánica esparcidos y quemados.
- El busto de Napoleón aparece estrellado contra el piso.
- Se encontraron marcas en la arena que lleva a la orilla del río.
- Se encontró un regamento especial, con aspecto de larva de insecto, quemándose sobre el escritorio.
- Se escuchó al sospechoso vociferar acerca de un "gusano". Estaba desesperado cuando se le arrestó.

El policía piensa que:

- El sospechoso asesinó a su esposa e hijo.
- El sospechoso se deshizo de los cuerpos a 20 yardas, en el río.
- El sospechoso intentó suicidarse o resultó herido en una lucha.
- ¿Humo tóxico como resultado de quemar un regamento?
- ¿El sospechoso se volvió loco?

Recuerde: No hay nada más decepcionante que un hecho obvio.

*Shirley Holmes*







## ELEMENTARY ! -The City Quest







# Study Centre





# The Shop

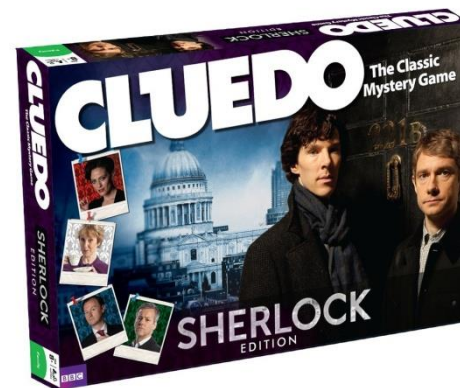
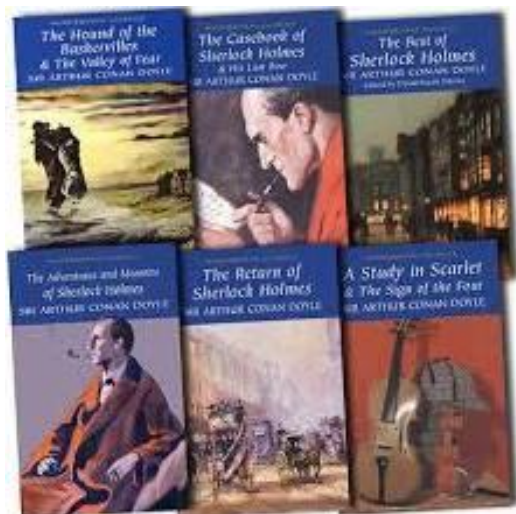
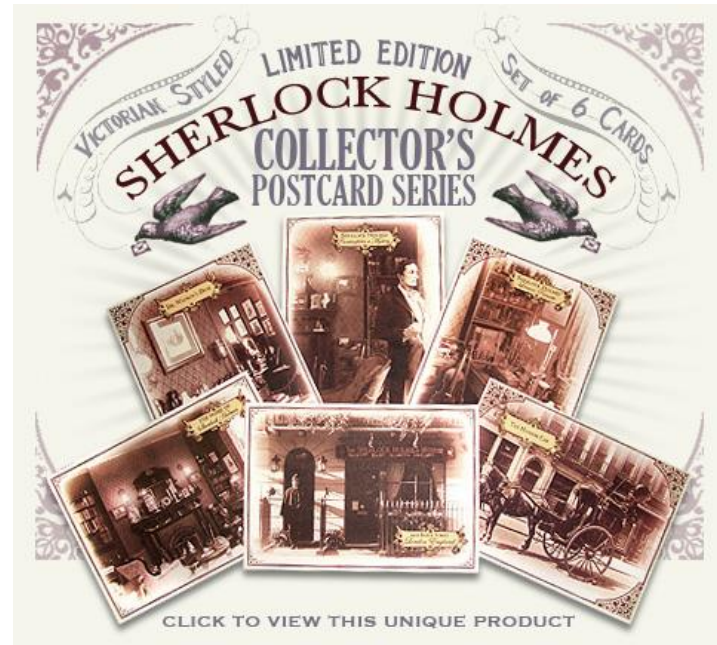




# The Shop













# Place Associations

- Shakespeare – Stratford on Avon
- The Beatles – Liverpool
- Cromwell – Ely
- Alfred the Great – Winchester
- Wordsworth – Lake District
- Beatrix Potter – Ambleside Cumbria
- The Brontes – Howarth, Yorkshire
- Charles Dickens – Chatham
- George Orwell – Fitzrovia

Sherlock Holmes - Portsmouth !!

# Web Site



The Sherlock Holmes Museum

221b Baker Street London NW1 6XE England



## SHERLOCK HOLMES BIOGRAPHY



Sherlock Holmes

Sherlock Holmes was by all accounts born on 6th January 1854, and for more than a century his name has been known in every country of the world; and not only his name, but his appearance too. The hawk-like features and piercing eyes; the dressing-gown and pipe; the deerstalker cap and magnifying glass - these details are so familiar that if he were to appear amongst us today we should know him at once.

He is still here...





# SHERLOCK'S HOME

Where Sherlock Holmes was born and will live forever



[THE PROJECT](#) [COLLECTIONS](#) [GET INVOLVED](#) [ELEMENTARY](#) [SHOP](#) [DOWNLOADS](#) [CONTACT](#)



**SHERLOCKABILIA SHOP NOW OPEN**

Sherlock's Home is the virtual home of the world's only authentic Sherlock Holmes Experience.

This exciting initiative will see the creation of the definitive Sherlock Holmes visitor centre here in Portsmouth.

Sir Arthur Conan Doyle, Sherlock's creator, lived and worked here in the City. Portsmouth is Sherlock's birthplace and now he has returned.

Come inside and see this remarkable project and how you can be involved

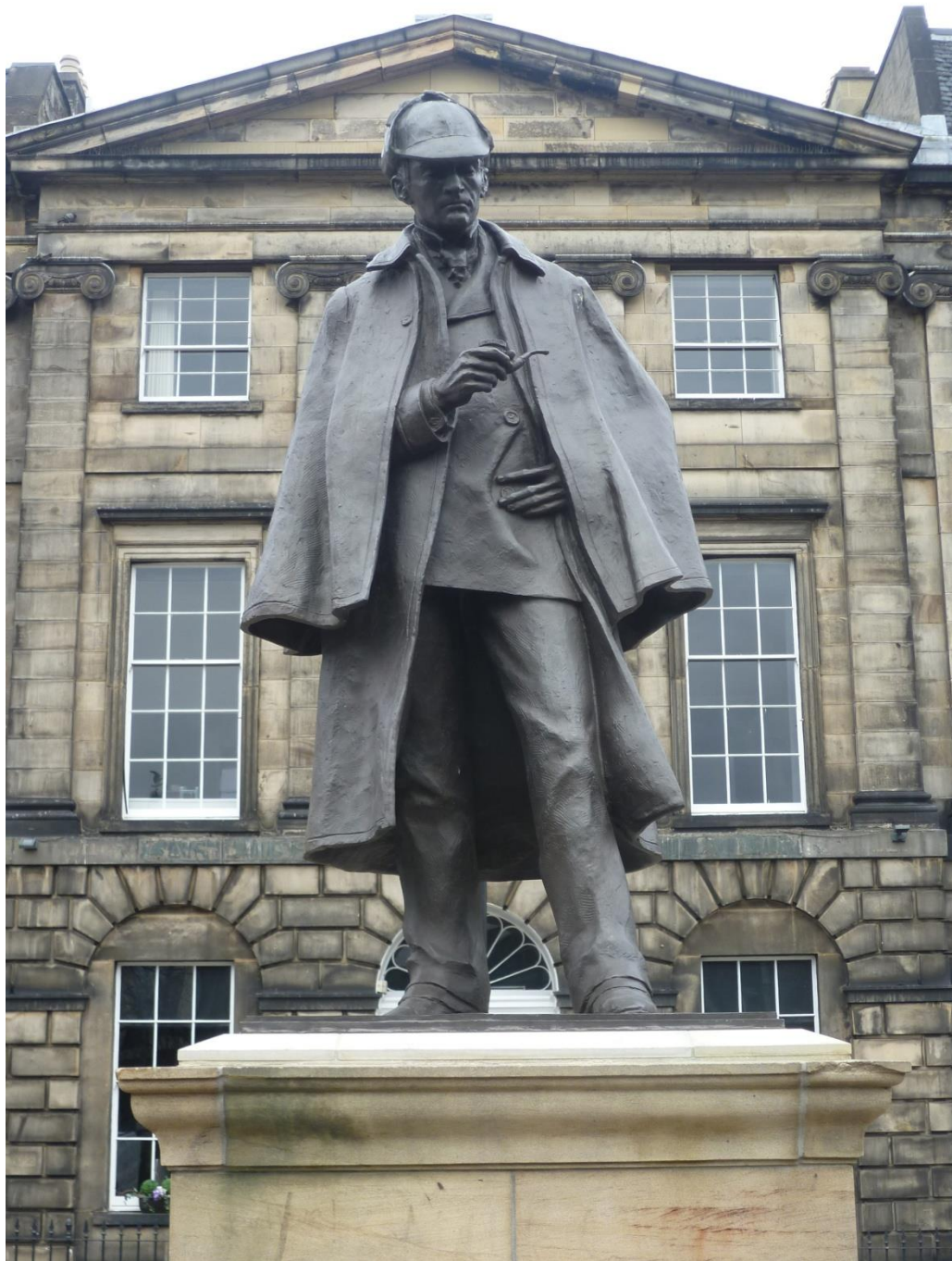


PORTSMOUTH  
the surprising city









SHERLOCK HOLMES AVENUE

DR WATSON WALK

MRS HUDSON CLOSE

BASKERVILLE TERRACE

SIR ARTHUR CONAN DOYLE WAY

LADY SCARLET ROAD







# Next Steps

- Develop a clear Master Plan for the project
- The outcome of a Master Planning exercise should be a very clearly defined project, with greater certainty around the idea (the visitor offer), the business case that supports it and a clear plan for delivery including capital costs, operating strategy, funding plan, project time plan and critical path
- This outcome should also include a unanimity of project vision amongst all the key project stakeholders



# Why Recommend?

- Opportunity to display and conserve the Collection making it accessible to a wider audience
- Benefit from a global iconic brand to which Portsmouth can quite rightly and uniquely stake its claim, as the ‘birth place’ of Sherlock Holmes.
- Sherlock Holmes is a global ‘evergreen’ brand and constantly reinvents itself in popular media – not just in literature.
- In doing so, for Portsmouth to extend and diversify its visiting and tourist offering – Portsmouth isn’t just about old ships and WWII.
- Use the brand and the pulling power of Sherlock Holmes as an educational and enrichment portal – literature, science & technology, world history, local history, social history.
- Reinforce Portsmouth’s growing position as ‘a Great Literary City’ and ‘a City with a distinctive culture, established as a major tourist destination’

As the great detective once said *“what is the use of having powers, Doctor, when one has no field upon which to exert them”*



Thank You

Any Questions?

T V A C

