Historic England

**Review of the Virtual Dive Trails Scheme (7374):
A big splash or a damp squib?**

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1 Acknowledgements

I would like to thank all the virtual dive trail contractors and organisations who helped in the compilation of this report. Particular thanks should also go to Grant Cox (ArtasMedia), Stuart Graham (CyanSub), Kevin Camidge (CISMAS) and Mark James (MSDS Marine) who went out of their way to provide extra figures and information.

2 Summary

The programme to encourage access by all to England's' Protected Wreck sites has grown rapidly since the first virtual trail launched in April 2014 with 12 sites now accessible virtually and another 2 sites shortly coming online. The lessons learnt in the development of these trails have been significant and it is now a good moment to pause and review the programme to identify what has worked well and what could be done to better ensure their success in future. A separate review has been undertaken by Serena Cant to review the accessibility of the virtual dive trails[1].

As a result of this review a number of recommendations have been made that will allow the virtual dive trails to continue to go from strength to strength in future to ensure that the Protected Wreck Sites are accessible by all.

Recommendation 1: Ensure contractors are given a brief for what usage data to collect and for how long after completion of a project. We would recommend both new user data and number of sessions is requested for a period of five years upon completion of the project. Historic England should be given access to a administrator account for virtual trail, or to a Google analytical account (or similar), that allows access to this data directly.

Recommendation 2: The number of views by country information is useful and should be collected if possible but it is not essential. This data should be made available to Historic England at the end of the five years and upon request during this time. This recommendation is in line with Policy commitment 1a of the Culture is Digital Report.

Recommendation 3: New virtual dive trails should include a paid for social media budget to publicise the trail.

Recommendation 4: Ensure that all future virtual dive trails act upon the recommendations made by Serena Cant to ensure that people of all abilities are able to experience and enjoy them.

Recommendation 5: An eye catching launch page is urgently required for all virtual trails. The page should provide a single point of access to all trails as well as the ability to provide information on the background to the virtual trails and Historic England's role in their creation. In the short term a separate page should be created to separate the virtual trails from the physical dive trails.

Recommendation 6: A targeted programme of on-going promotion with buy in from all Historic England social media accounts including tweets and Facebook posts not only on the day of launch but at key points (for example anniversaries of loss etc) throughout the year.

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[1] Cant, S, 2018 *Review of 2017-18 Virtual Dive Trails – Accessibility: Summary of key best practice features,* internal report for Historic England

Recommendation 7: Update all Wikipedia pages related to the Protected Wreck Sites with emphasis given on those where there is a physical or virtual dive trail in operation.

3. Background

3.1 Physical Dive Trails

3.1.1 Protected Wreck Sites are historic shipwreck sites of the highest significance as demonstrated through their statutory designations. They help define our nation and tell our story, yet they are all unique in terms of their locations, problems and challenges. Marine archaeology is often by its very nature inaccessible, lying deep beneath the waves and out of sight of the majority of the population. This means that it is vital to engage audiences through specific education and outreach programmes designed to raise the profile of our shared submerged cultural heritage. By making the results of research widely available, it is possible to increase knowledge and understanding, attract new visitors, and prompt new questions to ensure that the historic environment is placed high in the consciousness of future generations. To achieve this for offshore sites, Historic England has supported the creation of a number of physical dive trails on wreck sites designated under the Protection of Wrecks Act 1973[2]. The first trail was implemented in 2003 on the *Hazardous.* Whilst this trail is no longer operational due to sand cover, there are now five trails in operation (*Colossus, Coronation,* HMS/m *A1, Iona II*, Normans Bay) with two others due to open in 2018 (*Holland No 5,* Thorness Bay).

3.1.2 By encouraging responsible access to the sites, these diver trails provide interpretation material and enhanced access by licensed visiting divers. Historic England also benefit from increased visitors to these sites, as divers are encouraged to share with us photos taken on their visits which can enable site monitoring (for Heritage at Risk purposes), while the additional presence of licensed divers on site can act as a deterrent to anyone thinking of illegally accessing the wrecks.

3.1.3 The feedback from all of the trails has been very positive, with divers really benefiting from the enhanced visitor experience. It can sometimes be difficult to orientate oneself underwater and to understand what one is seeing, so the trail booklets really do help. There are additional surprising secondary benefits too; it has long been established that the heritage values of wreck sites can also provide social and economic benefits through use as learning or recreational resources or to generate tourism. Research commissioned by Historic England, and undertaken by the Nautical Archaeology Society, also illustrates that diver trails have local economic benefits too (over and above heritage values) which demonstrates the importance of underwater heritage and tourism as a contribution to the growth agenda - a fact recognised by all UK Governments[3]. For example, the diver trail on the Protected Wreck *Coronation* (in the Plymouth area) was worth c£42k in the first year it was operational alone.

3.2 Virtual Trails

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[2] http://heritagecalling.com/2013/05/27/diving-into-history-with-the-english-heritage-dive-trails/

[3] Beattie-Edwards, M, 2013 *The Local Economic Value of a Protected Wreck Final Report,* https://www.nauticalarchaeologysociety.org/sites/default/files/u9/Local%20Economic%20Benefit%20of%20a%20Protected%20Wreck_EH6608PD_Final%20Report_for%20distribution.pdf

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3.2.1 Historic England do appreciate not everyone can dive and indeed not all of the protected wreck sites are underwater. We want everyone to be able to enjoy protected wreck sites and to that end have been developing improved access to the sites. Maritime archaeology, lying at the bottom of the seabed in an area only accessible by those with the right training and equipment, has meant that traditionally protected wreck sites have only engaged with people involved in the sports diving community. Divers have been instrumental in finding and helping Historic England to manage many of the protected wreck sites, but not everyone can dive. To enable engagement with non-divers Historic England have increasingly been embracing new digital techniques of display and interpretation

3.5 One element of our digital engagement has bee the use of 3D content on Sketchfab where we have set up a series of Protected Wreck site collections to share content that has been made relating to the protected wreck sites[4]. Photogrammetry as a recording technique has proved a real game changer for the sector in opening up access to both the sites themselves and artefacts from them to a new audience. This type of platform is free, enables content to be shared quickly with the world and can really engage audiences of all ages. Sketchfab was used with great success by the international team working on the *Rooswijk* in 2017 to share finds from the excavation with the world quickly[5]. Finds were recorded by photogrammetry and recorded using a David structured light scanner and then uploaded to the site within days of being excavated enabling the public to enjoy them.

3.6 The programme to encourage access by all to England's' Protected Wreck sites has grown rapidly since the first virtual trail launched in April 2014 with 12 sites now accessible virtually and another 2 sites shortly coming online. The lessons learnt in the development of these trails have been significant and it is now a good moment to pause and review the programme to identify what has worked well and what could be done to better ensure their success in future. This is also timely given that Historic England is currently implementing a change programme that will include a reorganisation of duties and responsibilities, and some reinvestment of resources. It will take place throughout 2018, and is due for implementation by March 2019. Reviewing the virtual dive trails now will help ensure that they support the aims of the change programme and help make our Protected Wreck site public engagement more effective.

4. Developing the Virtual Dive Trails

4.1 In late 2015 Historic England put out a call for Proposals relating to England's Protected Wreck Sites (HE Project: 7374) for interpretation projects relating to England's protected wreck sites; both for the diving and non-diving public. The principle aim of each interpretation project was to design and implement a scheme for divers and/or non-divers that provided enhanced interpretation and informed Historic England's on-going programme of site investigation and management. It was envisaged that the projects would include a mix of underwater dive trails and virtual trails that were accessible by all. It should be noted that whilst the project resulted in both physical and virtual trails being created this paper only reviews the virtual trails.

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4.2 The call specified that virtual trails should:
a) bring the sites to life for the non-diving public

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[4] https://sketchfab.com/HE_Maritime
[5] http://msdsmarine.com/nicoles-time-on-rooswijk1740/

b) be designed to be hosted on the Historic England website and as such should be suitable for hosting on a responsive website that is designed for mobile use
c) be user friendly and include a variety of media to guide people around the site.

4.3   Promotion of the trails was the responsibility of the individual contractors although the call did specify that press releases should be agreed in advance with Historic England and should make use of the hashtag #HEDiveTrail on social media.

4.4   From the outset of the programme we deliberately decided to not be overly prescriptive with the techniques contractors would use. We wanted to unleash the creative potential of technology by stimulating creativity and the application of new technology. We have now taken forward a number of different virtual trails, and all have used slightly different approaches, from standalone websites through to using photogrammetry, virtual reality and computer generated imagery (CGI). In order to ensure that the virtual trails had a consistent feel, it was specified that Historic England branding and style guides should be adhered to in their creation.

4.5   As a result of the call Historic England received 9 submissions, 7 of which were taken forward. In addition a number of other organisations subsequently approached Historic England through our commissions programme to fund virtual dive trails. The following virtual dive trails have now been commissioned by Historic England.

HE Project Number	Wreck Site	Main Contractor	Date of Launch	Virtual Trail Link
7619	*Arfon*	MAT	April-17	www.cloudtour.tv/arfon
7481	*Coronation*	MAST	November -16	www.cloudtour.tv/coronation
6750	HMA/m A1	NAS	April-14	www.nauticalarchaeologysociety.org/content/a1-submarine
7442	HMS Colossus	CISMAS	June-18	http://hmscolossus.cismas.org.uk/
7494	*Holland No 5*	NAS	N/A	Due to launch in 2018
7235	*Invincible*	PAS	May-17	www.cloudtour.tv/invincible
7489	*London*	CA	November-17	www.cloudtour.tv/london
7062	Normans Bay	NAS	February-18	http://www.nauticalarchaeologysociety.org/content/normans-bay-wreck-diver-trail
7561	All Scillies Sites	CISMAS	February-18	http://vdt.cismas.org.uk/
7365	Thorness Bay	MSDS	N/A	Due to launch in 2018
7637	*U8*	MSDS	November-17	www.cloudtour.tv/u8

Table 1: A list of all virtual dive trails commissioned by Historic England to date (8th March 2018)

4.6   It was in fact not possible to host the virtual trails on the Historic England website due to the limitations of our current website platform. As a result all the virtual trails are hosted on external websites. The Historic England website links to the individual tours from one page on our main website: https://historicengland.org.uk/get-involved/visit/protected-wreck-dive-trails/

The page itself is quite hidden within the main website and not signposted from the main page. Once you get to the page itself the virtual trails are listed as links at the bottom of the page which can make them hard to find. In addition the page is not a particularly eye catching or engaging.

5 Usage figures

5.1   The platforms that sit behind the individual virtual dive trails all differ and frustratingly there is no way to collect usage data consistently across all the sites. In addition, Historic England can only request this data from contractors, rather than insist it is given, since the projects have now been completed and it is outside of the original scope of works. The information contractors were able, or willing, to provide varied greatly but it is presented here in Annex A in as much detail as possible.

5.2   For the Cloudtour platform tours the way the data is collected means that 'new users' are counted as never before seen users across all the cloudtour projects[6]. This means that if a user visited one tour on its launch and then went back to visit another tour later on when it was launched they would not be counted as a new user for the second tour. The other platforms, wordpress/sketchfab and 3DeepMedia, were not able to provide unique user data in any form. For this reason this report has chosen to focus on the number of sessions on each virtual trail rather than the number of unique users who have accessed each trail.

5.3   The first virtual dive trail to launch was HMS/m *A1* in 2014, however usage figures are not available for this trail until August 2016. Since August 2016 at least **15,025 virtual dives** have taken place on the Protected Wreck site virtual dive trails, see Table 2 - 4 below. It is worth noting here that Historic England has promoted the trails at a number of events (notably the Birmingham Dive Show, the Being Human Festival London event and the International Shipwreck Conference) where hundreds, if not thousands, of people have viewed the trails on multiple laptops and tablet devices. However as Historic England logged into the trails just once per device at these events these views would not be reflected in any of the statistics given in this paper.

Site	New Users	Sessions
Arfon	932	1,341
Coronation	288	359
HMS/m *A1*	Unknown	162
Holland 5	Due to launch March 2018	
Invincible	1,720	2,601
London	1,024	1,404
Normans Bay	Unknown	138
Scillies (*Association, Colossus*, Bartholomew Ledge, Tearing Ledge and Wheel Wreck)	405	2,414
Thorness Bay	Due to launch in 2018	
U8	6,048	7,370
	10,417	**15,025**

Table 2: Use statistics for all virtual trails from their launch until the end of February 2018. Note the figures for Colossus are combined into those for the all Scillies sites trail.

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[6] Stuart Graham and Grant Cox, pers comm 5th March 2018

**Number of Sessions for each Virtual Trail
(to end of February 2018)**
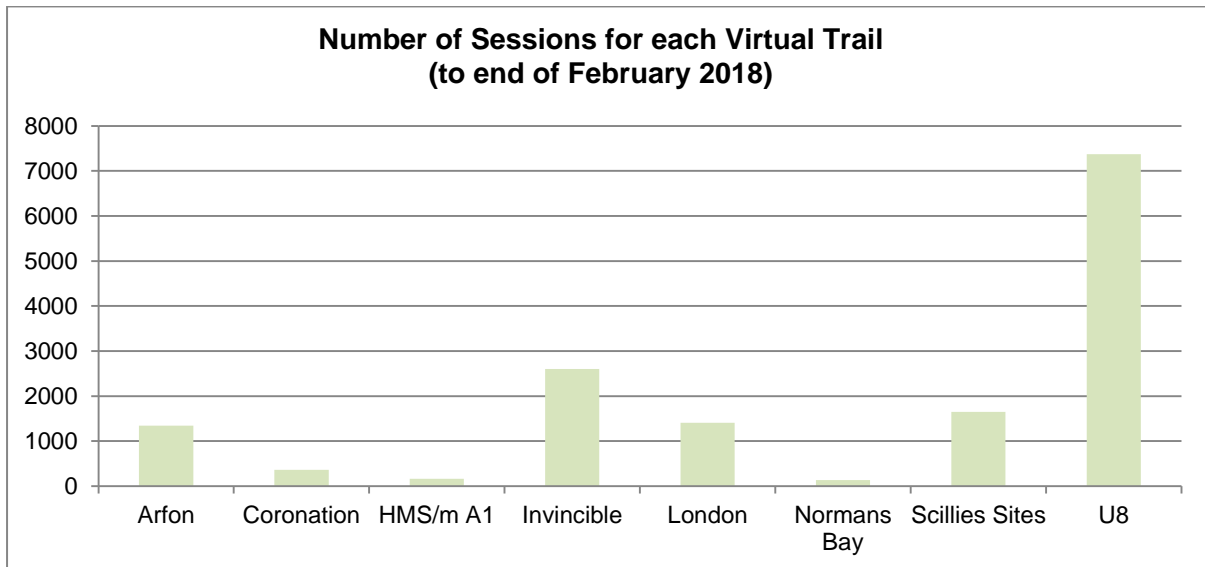
Table 3: The number of sessions spent on all virtual trails from their launch until the end of February 2018.

Average hits per month
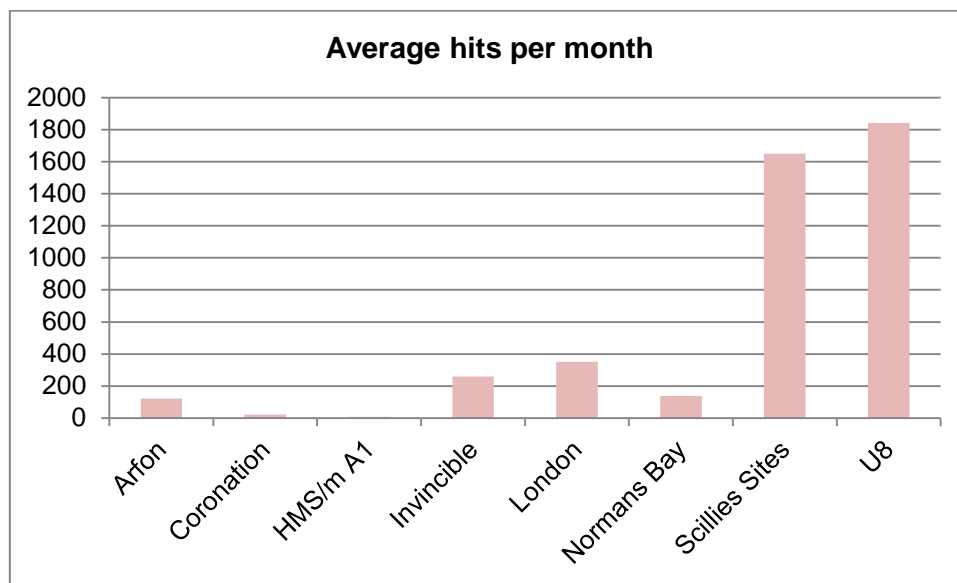
Table 4: The average number of sessions per month on all virtual trails from their launch until the end of February 2018.

5.4 There has been a great variation in the number of sessions that have taken place on each of the individual virtual trails. The *U8* virtual dive trail has been by far the most successful of all virtual trails over all with both the greatest number of visitors but also by continuing to attract high numbers of users post launch. We have been able to identify a number of reasons that we believe have helped contributed to its success: a) The *U8* has its own thumbnail and link prominently on the msdsmarine.co.uk homepage which means it is prominent on the contractor's website and easy to find. Other trails can sometimes be hard to find on contractors own websites. For example, the *Arfon* tour cannot be found anywhere on the maritimearchaeologytrust.org homepage - even after using the search feature.

b) The *U8* tour has been the only tour so far was tweeted out by the main Historic England twitter account and shared via the Historic England Facebook account. This resulted in the visitor count being driven up by the promotion to all the Historic England followers. Note that as of 9th March 2018 the main @HistoricEngland twitter account has 210,100 followers and the @HE_Maritime account just 3,232.

c) MSDS Marine, the main contractor for the U8 virtual trail, paid for Facebook advertising outside of the scope of work funded by Historic England. MSDS Marine paid for £38 of Facebook advertising resulted in 11,005 people seeing the MSDS Marine Facebook posts and 836 people then going on to click through to the virtual trail and the post was shared 21 times resulting in further exposure[7]. This paid for reach resulted in 836 people viewing the virtual trail which is far higher than the total number of people that have viewed some of the other trails. Interestingly MSDS Marine chose the UK and the USA as target areas. This is perhaps reflected in the fact that of the dive trails where country data is available, the *U8* trail had 85% of all the sessions that took place in the USA.

5.5   In March 2018 the UK Government released their #CultureIsDigital[8] policy commitments and stated that they '*encourage cultural and tech sector organisations to support the proposals set out … and work together to unlock the opportunities for Digital Culture'*. The Historic England virtual dive trail scheme pre-dates this document and policy commitments yet can be seen to fully support the ethos behind it.

5.6   #CultureIsDigital recognises culture is a key driver for the Tourism sector. It states that the 377,000 listed buildings, almost 20,000 scheduled monuments and 14 world heritage sites heritage are important motivators for visitors to the UK and DCMS-sponsored museums inspired 22 million overseas visits in 2016/17. The UK export cultural exports of £18 billion which are growing quickly. Given the limitations in available data for the use of the virtual dive trails it is impossible to say for certain how many people in how many countries have accessed a virtual dive trail. However, it is possible to say that people in at least 88 countries have visited an English Protected Wreck site through a virtual dive trail, see Table 5 below. A further break down on these figures is given in Annex A.

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[7] Mark James, MSDS Marine, pers comm 8th March 2018.
[8] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/686725/Culture_is_Digital_Executive_summary__1_.pdf accessed 8th March 2018
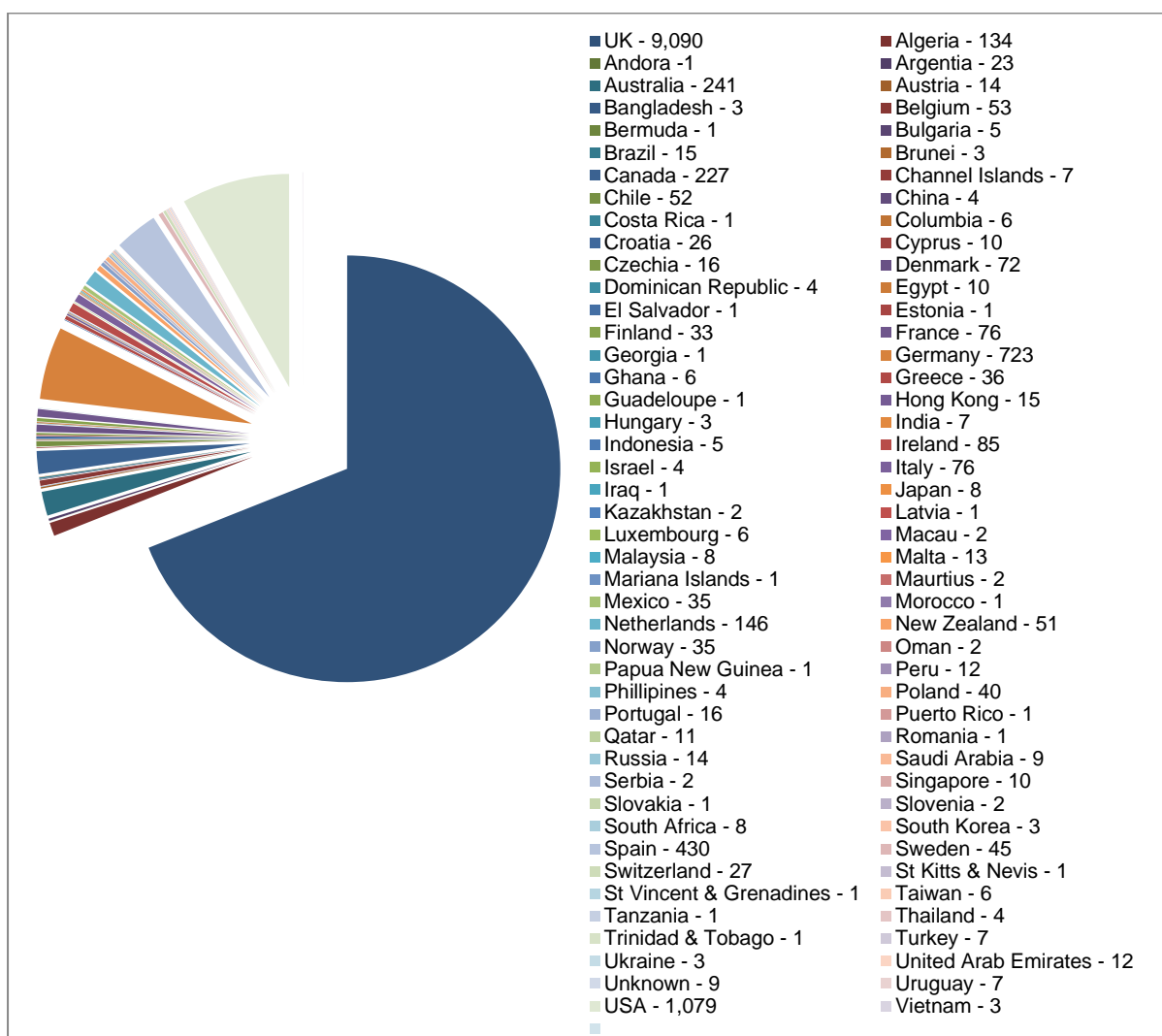
Table 5: Virtual dive trails sessions by country where data is available (Arfon, Invincible, London, Scillies and U8). Note the number of sessions per country is given as a figure after the name of the country.

6 Accessibility

This review has been complemented by a separate review undertaken by Serena Cant to review the accessibility of the virtual dive trails and should be read in conjunction with it[9]. The Equality Act 2010 provides a legal framework to providing accessible virtual trails and there are clear benefits to Historic England to maximising the audience and ensuring accessibility by all. The report has identified a separate series of disability specific recommendations to ensure that the virtual dive trails are as accessible by as many people as possible of all needs is given in that report. There is no one size fits all inclusive approach that we can use for the virtual trails, indeed it is clear that what works best for some may not work for others. However there are common adjustments that can allow a wide number of people easy access. In the course of the virtual dive trail programme the potential to reach new audiences has been realised and accessibility has been a key part of this.

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[9] Cant, S, 2018 *Review of 2017-18 Virtual Dive Trails – Accessibility: Summary of key best practice features,* internal report for Historic England

7 Feedback

7.1 The feedback received both on social media and in person has been overwhelmingly positive. It is impossible to capture all of this information here but some highlights include:

Invincible

Thanks to @HistoricEngland we can now explore the Invincible protected wreck with just the swipe of a finger! This virtual dive trail is a good example of how digitisation is revolutionising #heritage conservation strategies 👏

@Unite4Heritage, 31st January 2018 via Twitter

London

If you've any interest in #history, #shipwrecks, #archaeology, or just want a distraction from the news, this in the thing. Absolutely fascinating virtual tour of the London wreck

@StudioNIB, 22nd November 2017 via Twitter

U8

Preety awesome! 3d virtual tour of the protected wreck of one of the Imperial Navy's first U-boats, submainre U8

@BSACdivers, 14th November 2017, via Twitter

If you haven't seen it yer rge U8 virtual trail is AMAZING! A really creative way to engage non-divers and public

@keroche3, 13th November 2017, via Twitter

8 Recommendations

8.1 Future Trails

8.1.1 Analysing the current virtual dive trails for this report has enabled a series of recommendations for future virtual trails to be made to ensure that the successes of the early trails are capitalised on and problems are not repeated.

Recommendation 1: Ensure contractors are given a brief for what usage data to collect and for how long after completion of a project. We would recommend both new user data and number of sessions is requested for a period of five years upon completion of the project. Historic England should be given access to a administrator account for virtual trail, or to a Google analytical account (or similar), that allows access to this data directly.

Recommendation 2: The number of views by country information is useful and should be collected if possible but it is not essential. This data should be made available to Historic England at the end of the five years and upon request during this time. This recommendation is in line with Policy commitment 1a of the Culture is Digital Report.

Recommendation 3: New virtual dive trails should include a paid for social media budget to publicise the trail.

Recommendation 4: Ensure that all future virtual dive trails act upon the recommendations made by Serena Cant to ensure that people of all abilities are able to experience and enjoy them.

8.2 Existing trails (and all future trails)

8.2.1 Whilst interesting reading these statistics do not represent the full worth of the virtual dive trail tours, they simply show how much promotion each contractor did on launch, how much they, and Historic England, continually promote the tour through their homepages and how popular their homepages are. The one central hub for the tours on the Historic England website is hard to find and not visually appealing or easy to use. As a result potential visitors have a hard time knowing the virtual tours even exist unless they come across a social media post or an article in the press (although it should be noted that even if a potential visitor did read an article in the press and wish to access a tour in can then be hard for them to find a link to the tour to actually access it!). As a result we would make the following recommendations:

Recommendation 5: An eye catching launch page is urgently required for all virtual trails. The page should provide a single point of access to all trails as well as the ability to provide information on the background to the virtual trails and Historic England's role in their creation. In the short term a separate page should be created to separate the virtual trails from the physical dive trails.

Recommendation 6: A targeted programme of on-going promotion with buy in from all Historic England social media accounts including tweets and Facebook posts not only on the day of launch but at key points (for example anniversaries of loss etc) throughout the year.

Wikipedia is increasingly being used as the first port of call for the public to find out about something that is of interest to them. Wikipedia however is generated from user content and relies upon that user content being regularly updated to ensure it is up to date. The Wikipedia pages for the Protected Wreck Sites are often out of date, and in some cases simply wrong. It has been suggested that it would not take a huge amount of time/ resources to get the Wikipedia pages up-to-date with links to dive trail information, the NHLE and current projects included[10].

Recommendation 7: Update all Wikipedia pages related to the Protected Wreck Sites with emphasis given on those where there is a physical or virtual dive trail in operation.

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[10] Kevin Camidge, pers comm, 9th March 2018.

Annex A – Analysis by Site

1. Arfon

NHLE: https://historicengland.org.uk/listing/the-list/list-entry/1432595

Launch Date: April 2017
Contractor: Maritime Archaeology Trust

Month	Year	New users	Number of sessions
April	2017	122	155
May	2017	546	720
June	2017	42	88
July	2017	39	85
August	2017	45	75
September	2017	32	53
October	2017	40	65
November	2017	13	31
December	2017	7	13
January	2017	21	27
February	2017	25	29
		932	**1,341**

Table 7 – Arfon – Number of sessions by month since launch

Usage by country:
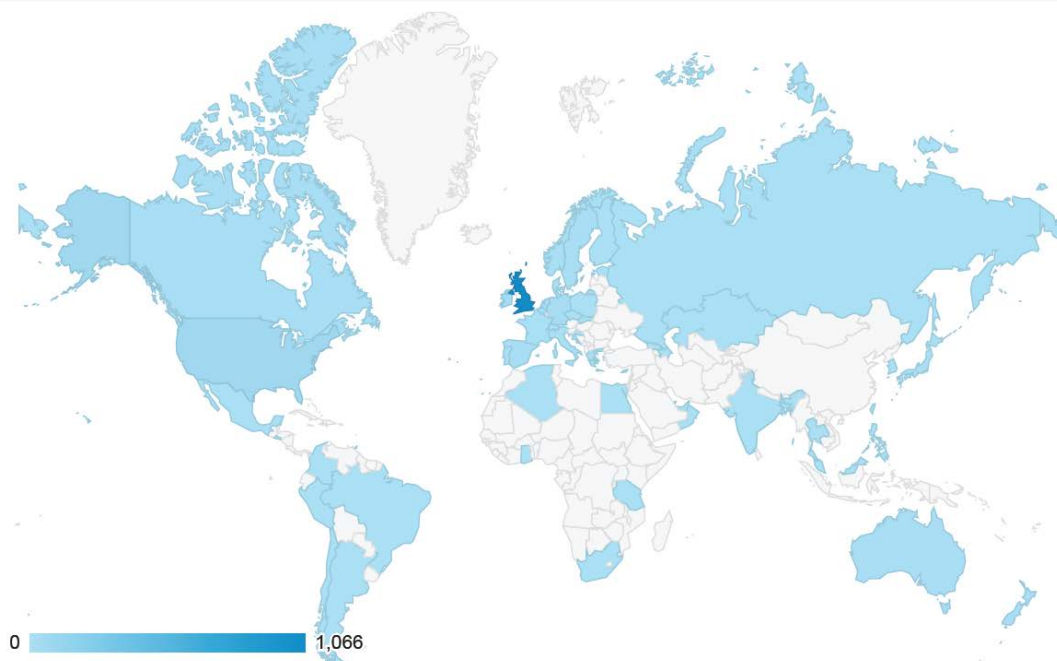
Figure 1: Map showing where the *Arfon* virtual trail has been viewed.

UK - 1,063	Algeria - 1
Argentia - 1	Australia - 7
Bangladesh - 3	Belgium - 10
Bermuda - 1	Brazil - 3
Canada - 11	Chile - 2
Columbia - 2	Croatia - 1
Cyprus - 2	Czechia - 2
Denmark - 4	Egypt - 2
El Salvador - 1	Estonia - 1
Finland - 3	France - 4
Georgia - 1	Germany - 22
Greece - 9	India - 2
Ireland - 22	Italy - 1
Japan - 3	Kazakhstan - 1
Macau - 1	Malta - 1
Netherlands - 10	New Zealand - 6
Norway - 6	Oman - 1
Peru - 1	Phillipines - 1
Poland - 1	Portugal - 2
Qatar - 9	Russia - 2
Slovakia - 1	South Africa - 2
South Korea - 1	Spain - 10
Sweden - 7	Switzerland - 1
Taiwan - 1	Tanzania - 1
Trinidad & Tobago - 1	United Arab Emirates - 3
Unknown - 4	USA - 74

Table 7 – Arfon – Sessions by country of user. Note the number of sessions per country is given as a figure after the name of the country.

2. Coronation

NHLE: https://historicengland.org.uk/listing/the-list/list-entry/1000069

Launch Date: November 2016
Contractor: MAST

Period	New users	Number of sessions
November 2016 – February 2018	288	359
	288	**359**

Table 8 – Coronation – Number of sessions by month since launch

User data by month not available.
Usage by country not available.

3. **HMS/m *A1***
   NHLE: https://historicengland.org.uk/listing/the-list/list-entry/1000043

   Launch Date: April 2014 (note data only available from August 2016)
   Contractor: Nautical Archaeology Society

Month	Year	New users	Number of sessions
August	2016	Not available	2
September	2016	Not available	7
October	2016	Not available	13
November	2016	Not available	6
December	2016	Not available	0
January	2017	Not available	0
February	2017	Not available	1
March	2017	Not available	4
April	2017	Not available	**5**
May	2017	Not available	4
June	2017	Not available	0
July	2017	Not available	34
August	2017	Not available	17
September	2017	Not available	22
October	2017	Not available	7
November	2017	Not available	0
December	2017	Not available	10
January	2018	Not available	0
February	2018	Not available	30
			162

Table 9 – HMS/m A1 *– Number of sessions by month since launch*

Usage by country not available.

4. **HMS *Colossus***
   NHLE: Colossus - https://historicengland.org.uk/listing/the-list/list-entry/1000078

   Launch Date: February 2018
   Contractor: CISMAS

   Note that this trail was launched in June 2016 but was later combined into the Scillies virtual dive trails. As a result of this the data available from June 2016 – the launch of the Scillies Trails in February 2018 is no longer available and the figures available combine this trail with that in the Scillies.. The Colossus trail statistics are therefore included in the Scillies statistics below.

5. **Holland No 5**
   NHLE: https://historicengland.org.uk/listing/the-list/list-entry/1000081

No data available as not launched yet
Contractor: Nautical Archaeology Society

6. ***Invincible***
   NHLE: https://historicengland.org.uk/listing/the-list/list-entry/1000052

   Launch Date: May 2017
   Contractor: Pascoe Archaeology Services

Month	Year	New users	Number of sessions
May	2017	1,281	1,475
June	2017	95	184
July	2017	44	95
August	2017	44	83
September	2017	49	85
October	2017	29	63
November	2017	36	46
December	2017	18	185
January	2017	75	245
February	2017	49	140
		1,720	**2,601**

Table 10 – Invincible – Number of sessions by month since launch

Usage by country:
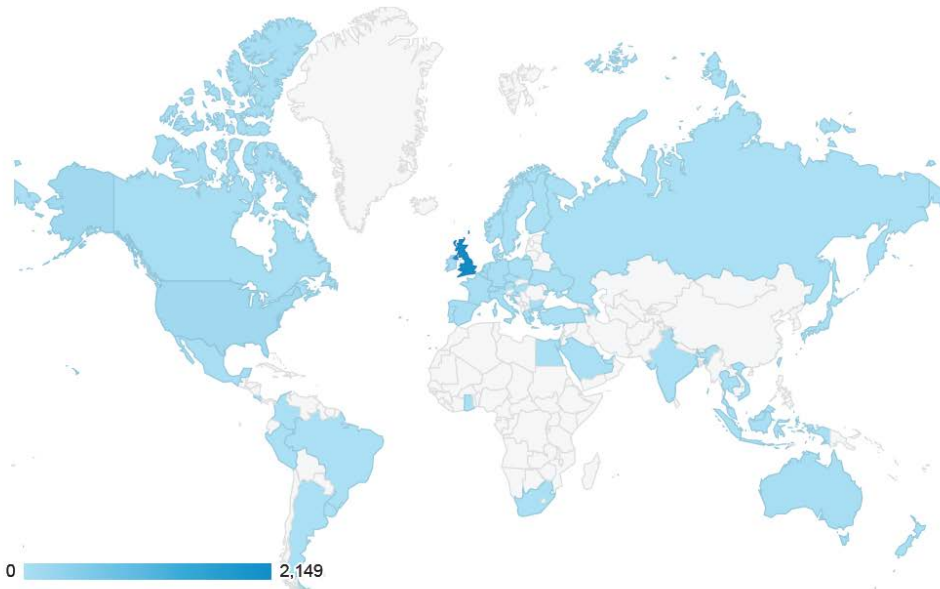
Figure 2: Map showing where the *Invincible* virtual trail has been viewed.

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■ UK - 2,149	■ Algeria - 133
■ Andora - 1	■ Argentia -3
■ Australia - 38	■ Austria - 1
■ Bulgaria - 3	■ Brazil - 2
■ Brunei - 3	■ Canada - 35
■ Channel Islands - 1	■ Costa Rica - 1
■ Columbia - 2	■ Croatia - 1
■ Cyprus - 1	■ Czechia - 1
■ Denmark - 2	■ Finland - 4
■ France - 28	■ Germany - 13
■ Ghana - 1	■ Greece - 7
■ Hong Kong - 2	■ Hungary - 1
■ India - 3	■ Indonesia - 5
■ Ireland - 23	■ Israel - 3
■ Italy - 28	■ Japan - 3
■ Luxembourg - 1	■ Malaysia- 7
■ Malta - 1	■ Mariana Islands - 1
■ Maurtius - 2	■ Mexico - 13
■ Netherlands -4	■ New Zealand - 7
■ Norway - 1	■ Peru - 1
■ Poland - 2	■ Qatar - 2
■ Russia - 1	■ Saudi Arabia - 2
■ Singapore - 3	■ South Africa - 5
■ Spain - 27	■ Sweden - 6
■ St Vincent & Grenadines - 1	■ Taiwan - 1
■ Thailand - 2	■ Turkey - 3
■ Ukraine - 1	■ Unknown - 2
■ Uruguay - 2	■ USA - 4
■ Vietnam - 2	

Table 11 – Invincible – Sessions by country of user

7. **London**
   NHLE: https://historicengland.org.uk/listing/the-list/list-entry/1000088

   Launch Date: November 2017
   Contractor: Cotswold Archaeology

Month	Year	New users	Number of sessions
November	2017	577	808
December	2017	248	330
January	2017	65	95
February	2017	134	171
		1,024	**1,404**

Table 12 – London – Number of sessions by month since launch

Usage by country:
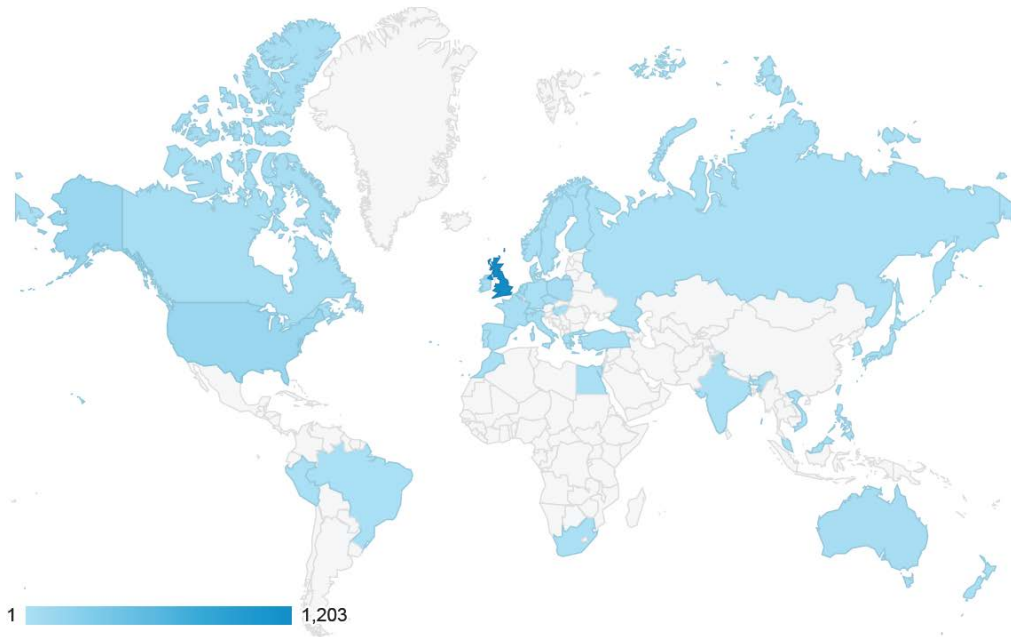
Figure 3: Map showing where the *London* virtual trail has been viewed.

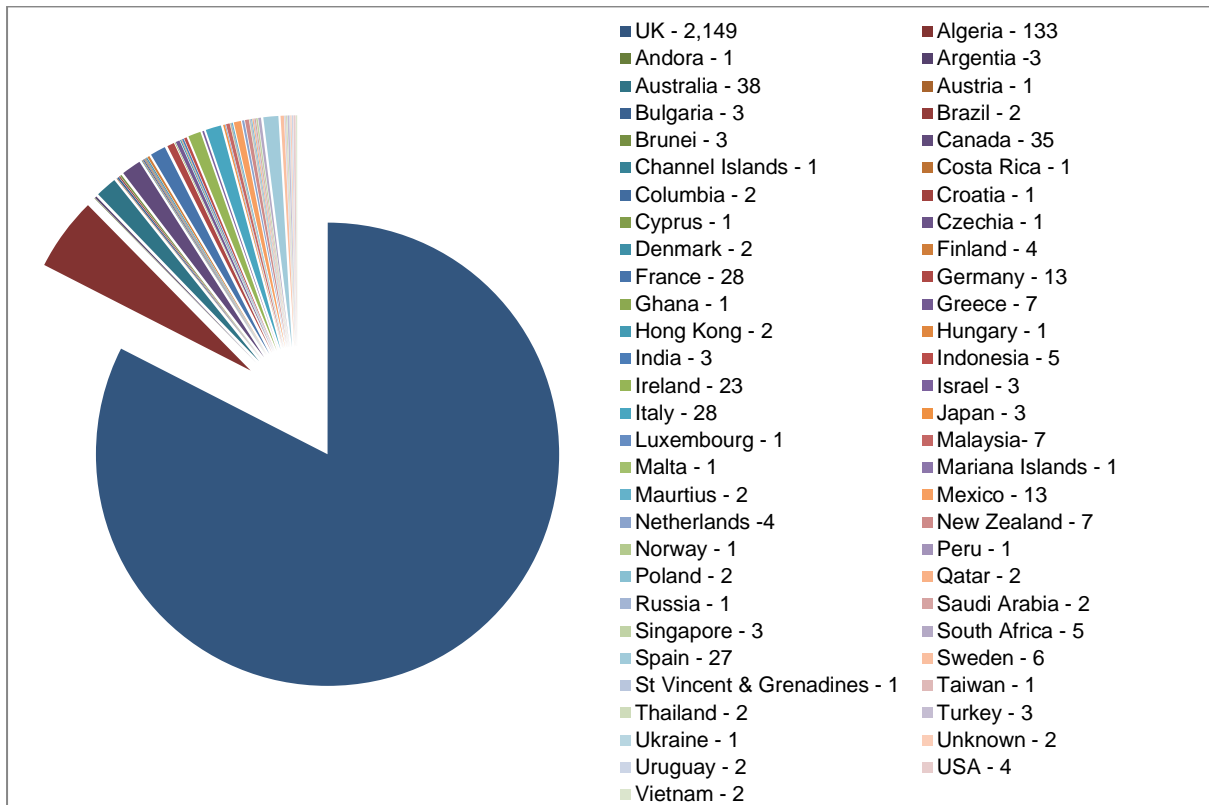|	
■ UK - 1,203	■ Australia - 26
■ Belgium - 10	■ Brazil - 5
■ Canada - 21	■ Channel Islands - 1
■ Cyprus - 2	■ Denmark - 17
■ Egypt - 4	■ Finland - 2
■ France - 5	■ Germany - 3
■ Greece - 6	■ Hungary - 1
■ India - 2	■ Ireland - 13
■ Israel - 1	■ Italy - 18
■ Japan - 1	■ Malaysia - 1
■ Malta - 3	■ Morocco - 1
■ Netherlands - 33	■ New Zealand - 1
■ Norway - 3	■ Peru - 3
■ Phillipines - 2	■ Poland - 25
■ Portugal - 2	■ Russia - 2
■ South Africa - 1	■ South Korea - 2
■ Spain - 5	■ Sweden - 2
■ Switzerland - 2	■ Taiwan - 2
■ Turkey - 2	■ Unknown - 1
■ USA - 78	■ Vietnam - 1

Table 13 – London – *Sessions by country of user*

8. **Normans Bay**
NHLE: https://historicengland.org.uk/listing/the-list/list-entry/1000084

Launch Date: February 2018
Contractor: Nautical Archaeology Society

Month	Year	New users	Number of sessions
February	2018	Not available	138
			138

Table 14 – Normans Bay – Number of sessions by month since launch

Usage by country not available

9. **Scillies (*Association*, Bartholomew Ledges, *Colossus*, Tearing Ledge, Wheel Wreck)**
NHLE: Association - https://historicengland.org.uk/listing/the-list/list-entry/1419276
NHLE: Bartholomew Ledges - https://historicengland.org.uk/listing/the-list/list-entry/1000066
NHLE: Colossus - https://historicengland.org.uk/listing/the-list/list-entry/1000078
NHLE: Tearing Ledge - https://historicengland.org.uk/listing/the-list/list-entry/1000063
NHLE: Wheel Wreck - https://historicengland.org.uk/listing/the-list/list-entry/1000086

Launch Date: February 2018
Contractor: CISMAS

Month	Year	New users	Number of sessions
February	2018	405	405
		405	**405**

Table 15 – Scillies Sites – Number of sessions by month since launch

Usage by country:

Legend:
- UK - 317
- Australia - 6
- Canada - 3
- France - 4
- Germany - 5
- Italy - 3
- Netherlands - 5
- Norway - 8
- Spain - 6
- USA - 25
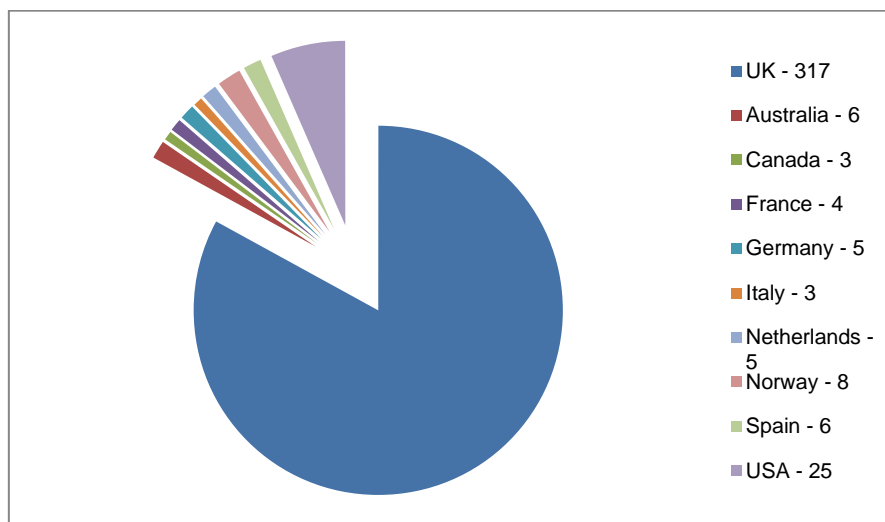
Table 16 – Scillies – Sessions by country of user

10. **Thorness Bay**
    NHLE: https://historicengland.org.uk/listing/the-list/list-entry/1402103

    No data available as not launched yet
    Contractor: MSDS Marine

11. *U8*
    NHLE: https://historicengland.org.uk/listing/the-list/list-entry/1430265

    Launch Date: November 2017
    Contractor: MSDS Marine

Month	Year	New users	Number of sessions
November	2017	1,606	2,075
December	2017	1,959	2,133
January	2018	1,558	1,968
February	2018	925	1,194
		6,084	**7,370**

Table 17 – U8 – Number of sessions by month since launch
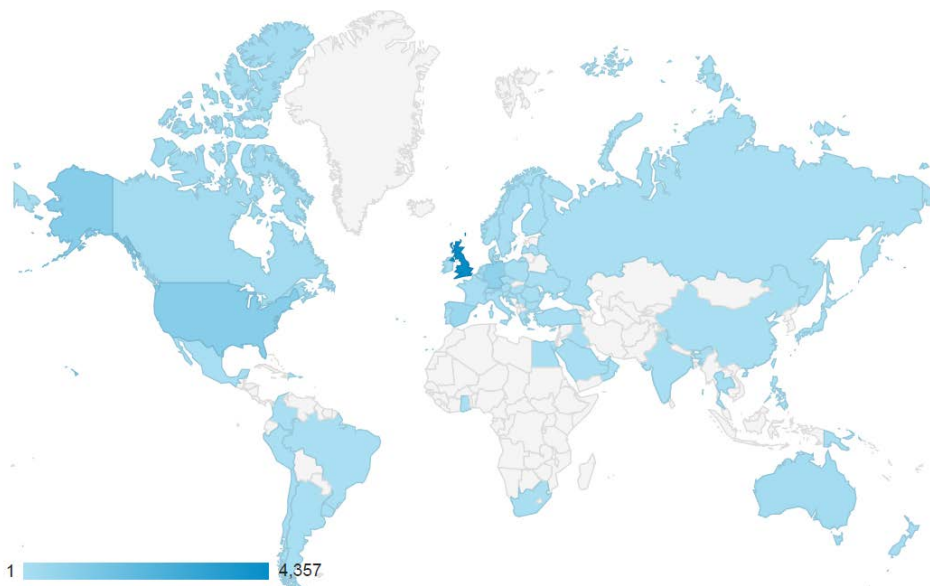
Figure 4: Map showing where the *U8* virtual trail has been viewed.

Historic England

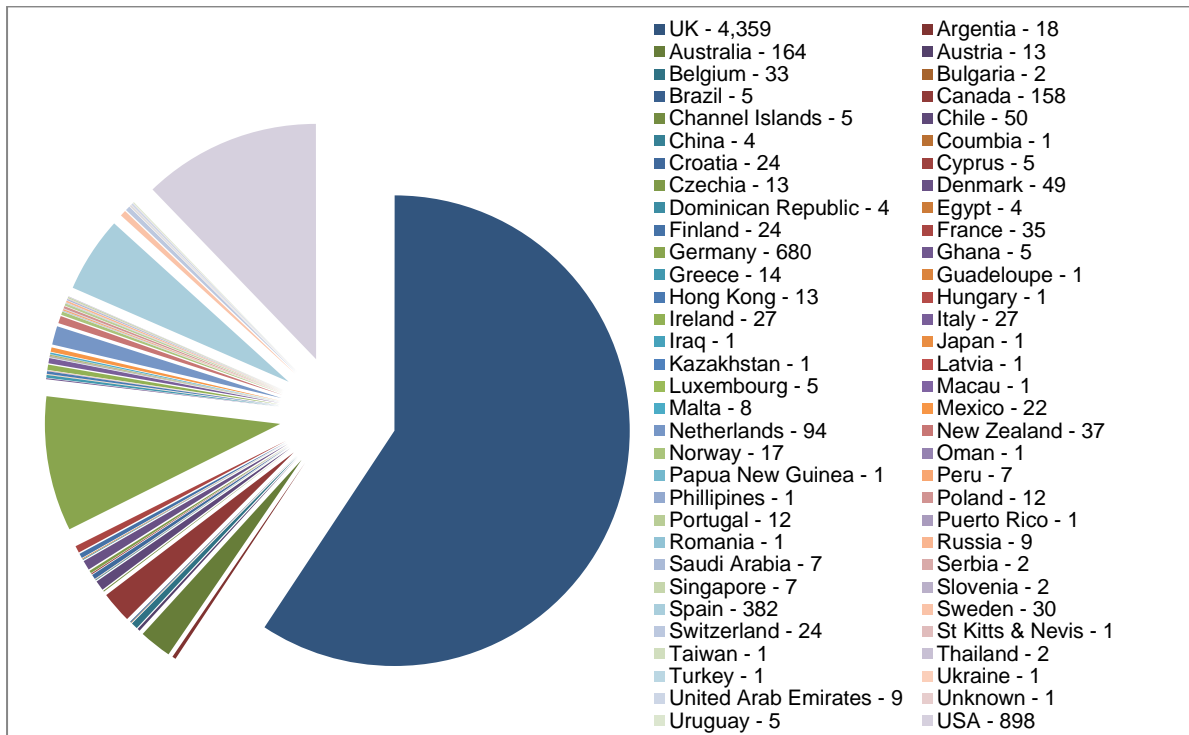|			
■ UK - 4,359	■ Argentia - 18		
■ Australia - 164	■ Austria - 13		
■ Belgium - 33	■ Bulgaria - 2		
■ Brazil - 5	■ Canada - 158		
■ Channel Islands - 5	■ Chile - 50		
■ China - 4	■ Coumbia - 1		
■ Croatia - 24	■ Cyprus - 5		
■ Czechia - 13	■ Denmark - 49		
■ Dominican Republic - 4	■ Egypt - 4		
■ Finland - 24	■ France - 35		
■ Germany - 680	■ Ghana - 5		
■ Greece - 14	■ Guadeloupe - 1		
■ Hong Kong - 13	■ Hungary - 1		
■ Ireland - 27	■ Italy - 27		
■ Iraq - 1	■ Japan - 1		
■ Kazakhstan - 1	■ Latvia - 1		
■ Luxembourg - 5	■ Macau - 1		
■ Malta - 8	■ Mexico - 22		
■ Netherlands - 94	■ New Zealand - 37		
■ Norway - 17	■ Oman - 1		
■ Papua New Guinea - 1	■ Peru - 7		
■ Phillipines - 1	■ Poland - 12		
■ Portugal - 12	■ Puerto Rico - 1		
■ Romania - 1	■ Russia - 9		
■ Saudi Arabia - 7	■ Serbia - 2		
■ Singapore - 7	■ Slovenia - 2		
■ Spain - 382	■ Sweden - 30		
■ Switzerland - 24	■ St Kitts & Nevis - 1		
■ Taiwan - 1	■ Thailand - 2		
■ Turkey - 1	■ Ukraine - 1		
■ United Arab Emirates - 9	■ Unknown - 1		
■ Uruguay - 5	■ USA - 898		

Table 18 – U8 – Sessions by country of user