

Case study 1 - online guided tour

Using: YouTube video

Historic Royal Palaces

Historic Royal Palaces have come up with a cost-efficient solution - a video of one of their Yeoman Warders giving a guided tour of the Tower of London, posted on their website.

The video was filmed using a mobile phone and social distancing, uploaded onto YouTube as a private video and embedded on the HRP website. As it was all done internally, there was no cost to produce the video, but staff resources were needed to film and edit the video.

They don't make any money from this video - but as it only lasts just under 15 minutes, it's a great introduction to the Tower of London without giving too much away, and hopefully viewers will be keen to visit in person after watching the online tour. You can watch the video here:

<https://www.hrp.org.uk/discover-the-palaces>

In addition to this, HRP also arrange a series of curator led talks online. While the talks are free, participants are encouraged to donate money to the trust (£10 or whatever the viewer can afford.)

