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| DINOSAUR ISLE | Case Study 1 | Dinosaur Isle Museum, Isle of Wight. | A resource for schools & colleges. |
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DINOSAUR ISLE

Case Study 1

**Dinosaur Isle
Museum.**

**Vocational Studies in
Heritage and
Tourism.**

**A RESOURCE FOR SCHOOLS
& COLLEGES.**

Links with:

Edexcel Level 2 BTEC First
Certificate and Diploma in Travel
and Tourism

Issue 2. August 2013

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2. ABOUT THIS DOCUMENT

The function of this case study is to provide information to schools and colleges - to support vocational studies in the operation of an Earth Science museum within the heritage and tourism sector.

This Case Study is the first in a series of resources produced for schools and the wider education community. It was initially produced in January 2005 in response to demand from UK mainland students studying tourism and business studies. It has been upgraded in the light of changes, requests for more information, and to integrate it as part of a new series of web-based resources. Comments from BTEC students of the former Cowes High School (now the Cowes Enterprise College), and from individual students in the UK requesting information, have been incorporated into the text.

This document is provided as an on-line resource from the Dinosaur Isle website, in order to minimize the environmental impact of producing a printed version.

Produced by: Trevor Price BSc(Hons), MSc, FGS, MCQI

3. INTRODUCTION

Dinosaur Isle is a museum dedicated to the diverse, and internationally famous, geology and fossils of the Isle of Wight. The building is open throughout the year. Visitors include local people, tourists, schools, colleges, university students, collectors and researchers. Educational visitors come from the Isle of Wight, UK mainland, Europe and from further afield. For students unable to visit the museum, or who wish to obtain data in advance of a visit the museums website is expanding to provide information as an on-line resource.



4. ABOUT US

Dinosaur Isle is a modern purpose-built Museum and visitor attraction on the Isle of Wight, southern England. It opened in August 2001 and displays fossils from the Isle of Wight that are currently held in trust by the local authority, or on loan in temporary displays.

The fossils were just part of a diverse collection started by the early naturalists of the Isle of Wight Philosophical Society in 1810.

The first collection was extended throughout the Victorian era. It was cared for by a succession of curators in Newport until 1913 when the fossil component was transferred to the Isle of Wight Museum of Geology, located above the Carnegie Free Library at Sandown.

After the Second World War the collection grew in size, and its popularity meant that the museum could no longer provide adequate space for the displays or visitors. More specimens were being collected, including a new dinosaur found in the 1970s. An embryonic schools programme found itself with only one room (the exhibition space) to operate in so pressure mounted to find a new building.

After a successful bid to the Millennium Commission a much larger building was constructed, and in 2001 the collection moved a short distance down the road to its present location.

The new museum was able to display many more objects from the collection, along with a viewing area in which to see conservation work. A dedicated Education Room meant that schools and other educational visitors could be catered for separately, and the number of education visitors steadily grew.



Photo 1 - Sandown Library, former home to the collection (the museum was on the upper floor).



Photo 2 - Dinosaur Isle on opening day in August 2001.

5. MISSION STATEMENT

“To be a national centre of excellence in the conservation, interpretation and acquisition of the Island’s dinosaurs and diverse geological heritage.”

and its aims are:

- To collect, document, preserve and facilitate research of geological material found on the Isle of Wight for the benefit of present and future generations.
- To display and interpret the Island’s geological past with special reference to dinosaurs for the education, enlightenment and enjoyment of local people and Island visitors.
- To deliver a programme of learning opportunities to the widest audience that promotes a better understanding of dinosaurs and geology.
- To help foster an appreciation and interest in the Island’s geological heritage so as to help conserve and protect it for future generations.
- To be responsive to public needs in making the geological heritage accessible to all.
- To facilitate continuing research into the collection, and the publication of academic and non-academic findings.

6. USEFUL FACTS

| | |
|-----------------------|---|
| Component: | Heritage and Culture |
| Sector: | Public |
| Type of organization: | Domestic |
| Funding: | Through admissions, shop revenue, charges for field trips & other events, and I.W. Council (Local Government). |
| Location Category: | The Isle of Wight is a mixed urban and countryside destination with popular beaches. Much of it is designated within the Isle of Wight Area of Outstanding Natural Beauty (AONB). |

7. NATIONAL SIGNIFICANCE / APPEAL

Dinosaur Isle is the first purpose-built Dinosaur Museum in the UK. The museum, and its store, holds many fossils that have appeared in scientific research papers (figured specimens), or are considered the master reference (type, or voucher, specimens). The Isle of Wight is the most important site in Europe, and amongst the top six sites in the world, for dinosaur remains. In addition, its Palaeogene sediments are fossil-rich and many of its geological sites are designated as Sites of Special Scientific Interest (SSSI).

The museum initially had Registered Status with MLA (Museums, Libraries and Archives). In 2008 it achieved Accredited Museum status via MLA, which was renewed in 2014 under the Arts Council.



8. RESOURCES AVAILABLE

STAFFING

- General Manager

Curatorial/ Education Team

- Community Learning Officer / Geologist / Website
- Community Learning Assistants (3 seasonal part-time)
- Interpretation Assistants (2 part-time)
- A number of volunteers

Front of house Team

- Retail Manager
- Retail Assistant (full-time summer, part-time winter)
- Retail Assistants (part-time weekend and seasonal)

Cleaning and grounds maintenance is currently contracted out.

FINANCING

- CAPITAL FUNDING

Phase 1 - £2.7 million supported by the Millennium Commission, the Isle of Wight Council and Wightlink.

- REVENUE FUNDING

Developed by the local authority the museum charges admission and is expected to be self-financing.

9. PRODUCTS and SERVICES

MUSEUM GALLERIES and LABORATORY

The exhibition is split into two main galleries dealing with the geological heritage of the Isle of Wight. The first deals with the Ice-Age back to the time of the dinosaurs. A second, much larger, gallery hosts fossils, full size skeletal and fleshed replicas of dinosaurs as well as other animals and plants from the time of the dinosaurs. Dinosaurs are housed in traditional cases and on large reconstructed landscapes; with a number of interactive displays for the younger visitor. Within the second gallery is a working laboratory with viewing windows; and an area to handle fossils and talk to experts.

EDUCATION and LEARNING

The Museum has a strong commitment to providing education to schools, special interest groups, families and the general public.

SCHOOLS

A programme of talks, fossil handling sessions, and field trips, led by qualified staff, is provided to visiting schools throughout the year (about 8 to 10,000 educational visitors attend each year from local schools, the UK mainland, Europe and further afield). The museum can support ages from Reception Class through to University level. The goal is to provide a variety of learning techniques in order to stimulate the enquiring mind.

The big ideas of Early Years Learning - of handling and using authentic things; of going to places and meeting people; making collections; of supporting the active learner; knowing; questioning; investigating mysterious objects; thinking and variety are at the heart of all later learning, no matter what the age. Feedback from teachers has established that school pupils of all ages demand access to experts as a major priority for their visit, with pupils able to freely handle and investigate real local fossils and rocks, and to be free to ask a wide range (and depth) of questions of their expert. In addition, for most schools, the ability to take the pupils out to sites of geological interest is a fundamental part of their visit (for some pupils from UK mainland schools it may be the first time they have stood by the sea, or seen a cow or rabbit in a field). Many identify the outdoor visit as the most important component of their learning experience, with a qualified expert at hand to help identify objects, without simply naming them; and to investigate the geology that is visible on the sites.

A dedicated Education Room is available for talks and other educational activities. Specific activities can be provided to support the National Curriculum, but for the majority of schools their visit is cross-curricular, supporting geography, sciences, ICT, art, numeracy and other subjects. For some schools the visit is an opportunity to get to know each other and staff at the beginning of an academic year.

Attendance from local schools and international student groups is increasing. Since 2006 there has been a significant increase in international students using dinosaurs, and the Island's geology, as a means to increase their knowledge of the English language. Teachers' packs are available for schools, although most information is now available free from the Dinosaur Isle website.

FAMILY LEARNING

Family Learning, commonly through field trips, is provided mainly during school holidays; although demand is high and all field trips must be pre-booked (all are welcome). Art activities are provided during school holidays, and Dinosaur Isle takes part in Family Learning Week.

ADULT LEARNING

Adult education, primarily through field trips, occurs throughout the year. Lectures are provided on and off-site. Adult groups, often in the form of clubs or societies, visit throughout the year. For some groups a tailored set of talks and off-site learning is designed.

OUTREACH

Outreach to schools and other groups to provide specialist activities, provide lectures, or classroom talks takes place predominantly to local schools and societies; however visits to UK mainland schools have taken place and one staff member has travelled to the USA to speak at a conference in Illinois. The museum is represented at a number of Geology and Fossil shows where objects from the Isle of Wight can be handled by the public; and experts are on hand from the museum to answer questions. School assembly talks are becoming more popular, and the staff take part in school career or aspiration days.

RESOURCES

An increasing amount of educational material is becoming available on the Dinosaur Isle website. The Education Room houses a collection of rocks, fossils and minerals to support handling sessions, and includes projection facilities.

EDUCATIONAL AFFILIATIONS

Dinosaur Isle is a member of a variety of bodies and forums. During its existence it has belonged at times to -

- ESTA (Earth Science Teachers' Association)
- GEM (Group for Education in Museums)
- SLIME (Science Links in Museum Education)
- I.W. Environmental Education Providers Forum (now the LOTC [IW] group).

However these bodies change over time and at any given moment the museum will be subscribing/active in whichever forum is most relevant. Current membership includes LAINet – the Hampshire Solent Learning Access and Interpretation Network.

OUTDOOR LEARNING

Field trips and other outdoor learning opportunities are provided throughout the year. Events open to the public are advertised on the website. Groups wishing to set-up a specific field trip programme are welcome; we cater for a number of these each year including geological and palaeontological societies as well as non-specialist groups like scouts. A variety of field-trip locations are used in order to reduce the impact on any one site.

GEOLOGICAL and PALAEOLOGICAL EXPERTISE

The staff at Dinosaur Isle have a considerable knowledge of the geology and palaeontology of the Isle of Wight. The museum provided the lead in the Local Geodiversity Action Plan in 2004/5 and again in 2010, and maintains the RIG (Regionally Important Geological/Geomorphological) site registration for the Isle of Wight. Staff advise on geological exposures of importance and liaise closely with landowners, including the National Trust. Staff played a key role in supporting the application for Geopark status for the Isle of Wight. The museum also works closely with partners, including Natural England & the IW Council AONB Unit (Area of Outstanding Natural Beauty). Staff have attended national, and international, symposiums and conferences; and publish papers in various journals.

A working laboratory / workshop within the museum provides an area for the conservation and preparation of fossils. It is used by visiting palaeontological researchers to examine fossils. Model making facilities in the laboratory provide an opportunity for additional interpretation and facilities for new displays.

IDENTIFICATION SERVICE

An identification service is provided free of charge; although it is best to contact us and make an appointment before bringing fossils in - we can still usually identify material at short notice.

SPECIAL EVENTS and EXHIBITIONS

A number of special events and exhibitions are held throughout the year.

Each summer there is a temporary themed display which integrates into the existing museum space. In 2005 the summer exhibition was based on the centenary of the naming of *Tyrannosaurus rex* and the possible link with an Island dinosaur. The 2006 African dinosaur summer exhibition identified similarities between some African and I.W. dinosaurs, and the possible reasons for this. During 2007 the theme of the summer exhibition explored the evolution of our hominin ancestors, and in 2008 we developed new displays of *Hypsilophodon*, a small dinosaur from the Island.

A themed event has been held during most October half-term holidays.

During early 2007 an existing long-term museum display depicting dinosaur-themed souvenirs, toys, games and paraphernalia was dismantled. The display was replaced with a selection of fossils found by local collectors; along with photographs of the finder and their own story of how they found the fossil and what happened to it afterwards. This display is proving very popular with visitors.

COLLECTION

Over 30,000 objects are held by Dinosaur Isle Museum in its primary collection, many of which are on permanent display; the remainder are held in a remote secure building. Objects are maintained in environmentally controlled conditions. The collection is continuing to expand through staff collecting, donations and bequests. It can be accessed by prior arrangement. A secondary collection (the Education Collection) contains a variety of objects (many of which are from the Isle of Wight) - it is used to support learning activities.

SCIENTIFIC VALUE

A broad range of specimen fossils, representing a diverse range of palaeo-environments, from the early to late Cretaceous, Eocene, Oligocene and Quaternary are on display. More specimens are housed in a remote store.

Dinosaur Isle has a number of type specimens including those of the early-Cretaceous carnivorous dinosaurs *Neovenator salerii* and *Eotyrannus lengi*; and the type specimen for the dinosaur *Yaverlandia bitholus*. Also displayed is a large cervical (neck) vertebra from a sauropod dinosaur; this vertebra has come from a brachiosaurid estimated at 23 metres in length and therefore the largest dinosaur discovered to date in the UK.

More recently a new species of pterosaur was discovered locally, and the type specimen is now on display. The pterosaur has been named *Caukicephalus trimicrodon*, and to date the type specimen is the only known example.

The legs, hips and many ribs from a large sauropod dinosaur were excavated and donated in 2010, and in 2013 more remains from an unusual plant-eating dinosaur were donated.

At the opposite end of the scale the museum displays the paratype for the late Eocene water spider *Vectaraneous yulei*; and the store contains the earliest known species of spider preserved in tree-resin, *Cretamygale chasei*.

A computerised database is maintained for the core collection. Staff carry out research, and publish results in a variety of scientific journals. Research students (some international) have visited the museum to work on specimens, and fossils have been loaned to national museums and Universities for further research.

At the end of 2012 the museum's diverse collection of papers, journals and books were gathered together to form a research library. While much of this work has been done the longer term task of getting it catalogued is now underway. This is the first time in the museum's history that this has been done. Research into the specimens has become one of the core aims of the museum's mission, and publications are now listed on its website on an annual basis, and as part of a 'Type and Figured Catalogue'.

SHOP

The large shop sells dinosaur related toys, books, videos, DVDs and souvenirs. Selected items are listed on the website; these, and others, can be ordered by email. The book area has expanded recently with a wider range of scientific and children's titles. An aim for the future is to add a 'shopping-basket' facility to the website.

WEBSITE

The old fixed website was taken over by Dinosaur Isle in 2005. The aim for the new website was initially to ensure that wherever possible it was kept up to date. However the website is a very valuable tool for education, marketing and assisting groups visiting the Island from some distance, and so the Community Learning Officer (CLO) took over the task of building and updating the new site; the Retail Manager took over the task of adding detail to the shop pages.

The new website was restructured to make it easier to navigate. A number of new pages, downloadable documents, and links, have been added over the last two years. The CLO

established the goal of reducing the amount of paper documents posted to visiting schools, and other groups, by making the information available on-line. This would reduce the amount of paper used, reduce the costs of envelopes and postage, and reduce the amount of time staff spent in posting information. Paper versions are still available to be collected or posted when required. The cost of producing publications that would otherwise require expensive design, layout and printing was slashed; and documents became available to a much wider, global, audience. An added benefit has been the ability to use colour in documents that would otherwise only be available in black-and-white. This philosophy is continuing with other areas of the website and will continue to expand.

The increased usefulness of the website is resulting in a large increase in the number of individuals accessing the site and downloading documents.

ACCESS TO BUILDING and OFFSITE TRIP/WALK LOCATIONS

There is access throughout for wheelchairs, and a lift to the first floor. In recent years we have hosted an off-road wheelchair enabling increased access for disabled children to school field trip sites, and for children on our public fossil walks. The chair is not suitable for every site but has greatly increased the opportunities to participate in outdoor events.

REFRESHMENTS

No catering is available on site for an obvious reason; sticky foods, ice-cream and drinks (and the increased humidity a catering operation would produce within the building) are not appropriate in the galleries which require a strictly controlled environment in order to protect the fossils. Food and drink are available at Brown's Café next to the Museum, and at other cafés nearby.

Soft drinks and water are available in the shop.

A picnic area, with seating, is available in front of the museum.



Photo 3 – Brown's café
(once home to part of PLUTO - the Second World War operation to supply fuel to the invasion forces during 1944. The café, surrounding grounds, the brick building next to it and the granite fort now housing Sandown Zoo were part of BAMBI - the Sandown Bay part of the operation).

TOILETS

Toilets are available on-site, accessible to wheelchair users.

CAR-PARKING

Parking is shared with the neighbouring attraction Brown's, and is also used by beach users. There are approximately 300 spaces available for cars, and room for 5 coaches. Car-parking charges are in force, from April 1st to October 31st, seven days a week. £2.50 is redeemable against admission on production of the voucher provided with the car-park ticket.

10. ADMISSION

One-off admission charges apply for individuals wishing to experience the displays. Yearly pass tickets may be purchased, and discounted rates apply for large groups, with separate prices for a range of optional services. For example - group adult visits, group talks and fossil handling sessions, education field trips, public and closed field trips, annual tickets and hire of the Education Room for meetings, training etc.

Combined tickets are available from the ferry operators Wightlink and Red Funnel.

Discounted admission is available on a number of promotions.

The prices in this case study were valid at 1st April 2013. Current prices are published on the Dinosaur Isle website.

Individual Prices (from 31st March 2013)

| | Daily | Std Fossil Walk | Yearly Pass |
|--|--------|-----------------|-------------|
| Adult | £ 5.00 | £ 5.00 | £15.00 |
| Child (aged 3 to 15, under threes are free) | £ 3.70 | £ 3.70 | £ 9.00 |
| Family group(2 adults+2 children) | £16.00 | £16.00 | £35.00 |
| Family group(2 adults+3 children) | £18.50 | £18.50 | |
| Concession – Pensioner / Student | £ 4.00 | £ 4.00 | £12.00 |

Group Rates (from 1st January 2013)

| | |
|--|-------------|
| Group – Child entry (minimum size 10, one adult free per eight paying children) | £3.20 each |
| to include Fossil Walk | £5.00 each |
| Group – accompanying Adult (one adult free per eight paying children) | £4.00 each |
| To include Fossil Walk | £5.00 each |
| Group – Adult entry (minimum 10 in a group) | £4.00 each |
| Group – Concession entry (minimum 10 in a group) | £3.00 each |
| Group – Talk and fossil handling session (Maximum 40 children per session; cost per talk) | £16.00 |
| Group – Fossil Walk only, Child, no visit to the Museum (for every eight paying children one adult free, minimum charge of £60.00) | £ 3.00 each |
| Group – Fossil Walk only, Adult, no visit to the Museum (for every eight paying adults one adult free, minimum charge of 60.00) | £4.00 each |
| Group – Fossil Walk only, Concession, no visit to the Museum (for every eight paying adults one adult free, minimum charge of 60.00) | £3.00 each |
| Group – School curriculum based activity in the Museum | £ 3.20 each |

| | |
|---|--------|
| Visit to a local school (I.W.) for a classroom talk/ fossil handling session | £60.00 |
|---|--------|

Education Room Hire

| | |
|--|---|
| When available, we can hire out our Education Room for special functions, training etc. Tea / coffee £1.00 per head (min charge £10) Contact us for out of hours prices. | £60 for a half day £90 for a full day £ 1.50 per head |
|--|---|

Custom Fossil Walk

| | |
|--|---------------------------------|
| If we do not have a planned public fossil walk we may be able to arrange a closed trip for small groups if tides and staffing allow. | Minimum charge of £60.00 |
|--|---------------------------------|

Table 1 – Admission costs and other charges for 2013.

Booking is essential for large group visits. For schools this procedure is detailed on the website and in the Teacher's Guide. Fossil trips are well-attended so booking is essential (numbers may be limited on some sites) – fossil-trip bookings are recorded on a list of potential attendees which is maintained by the shop staff until the day of the trip. Any visit which involves visiting sandy coastal sites requires checking that it is safe to do so with respect to the position of the Tide.

Admission charges remained fixed during the first few years of the new museums operation, but recently some charges have had to rise to cover increases in overheads, particularly energy costs.

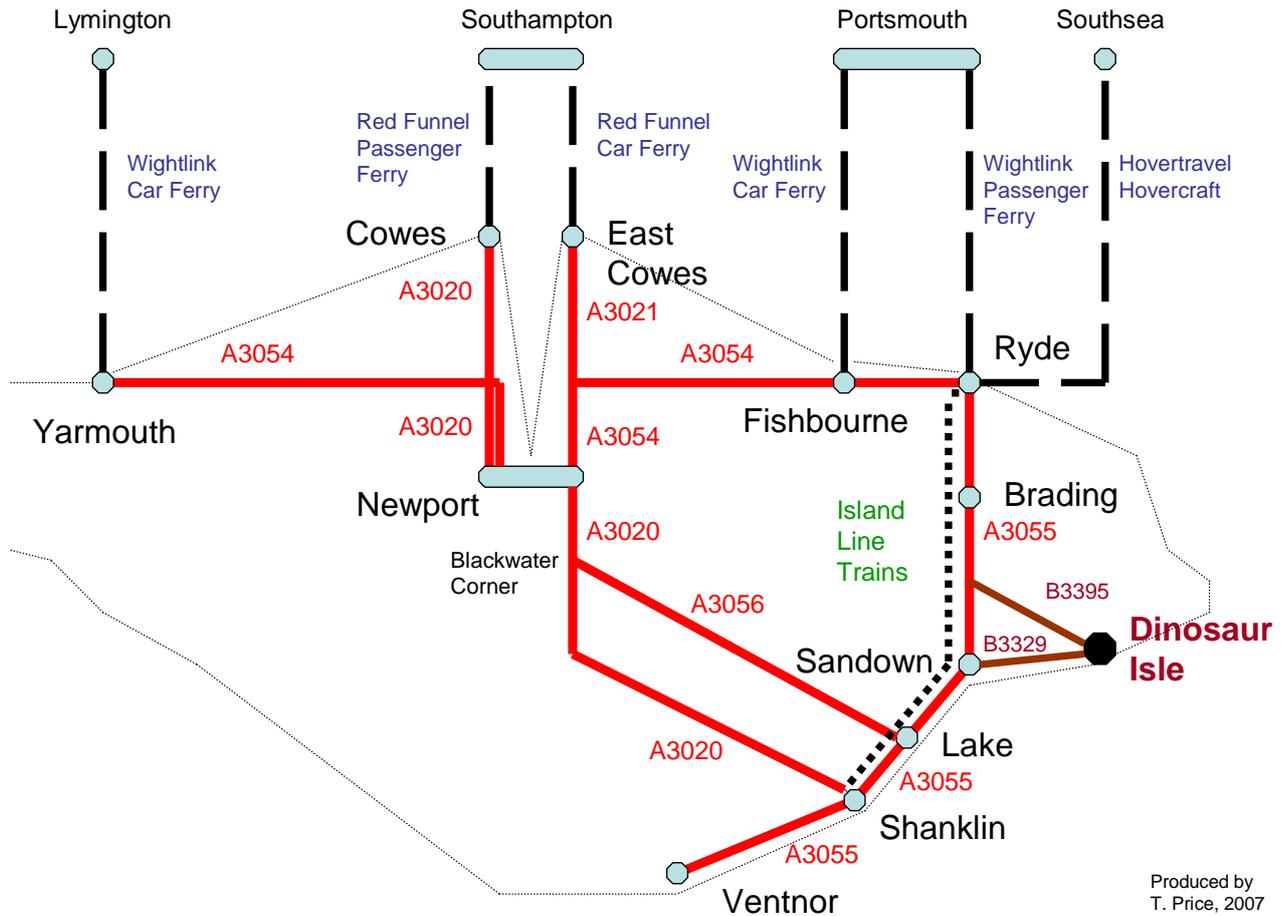
11. LOCATION and TRANSPORT

- On the seafront at Culver Parade, Sandown.
- Between the former Canoe Lake, Brown's Golf Course and Sandown Zoo.
- One mile (1.6 km) from Sandown Railway Station.
- OS Grid Reference SZ607848
- For 'Sat-Nav' users – Postcode PO36 8QA

REASONS FOR LOCATION

- Close to the internationally important and varied geology at Yaverland; a wide variety of palaeo-environments and fossils (particularly dinosaur remains) can be seen within a few minutes walk from the museum.
- In a prime tourist development area.
- Within the major tourist area of the Island.
- Built on a vacant plot of land owned by the Isle of Wight Council.

HOW TO GET HERE

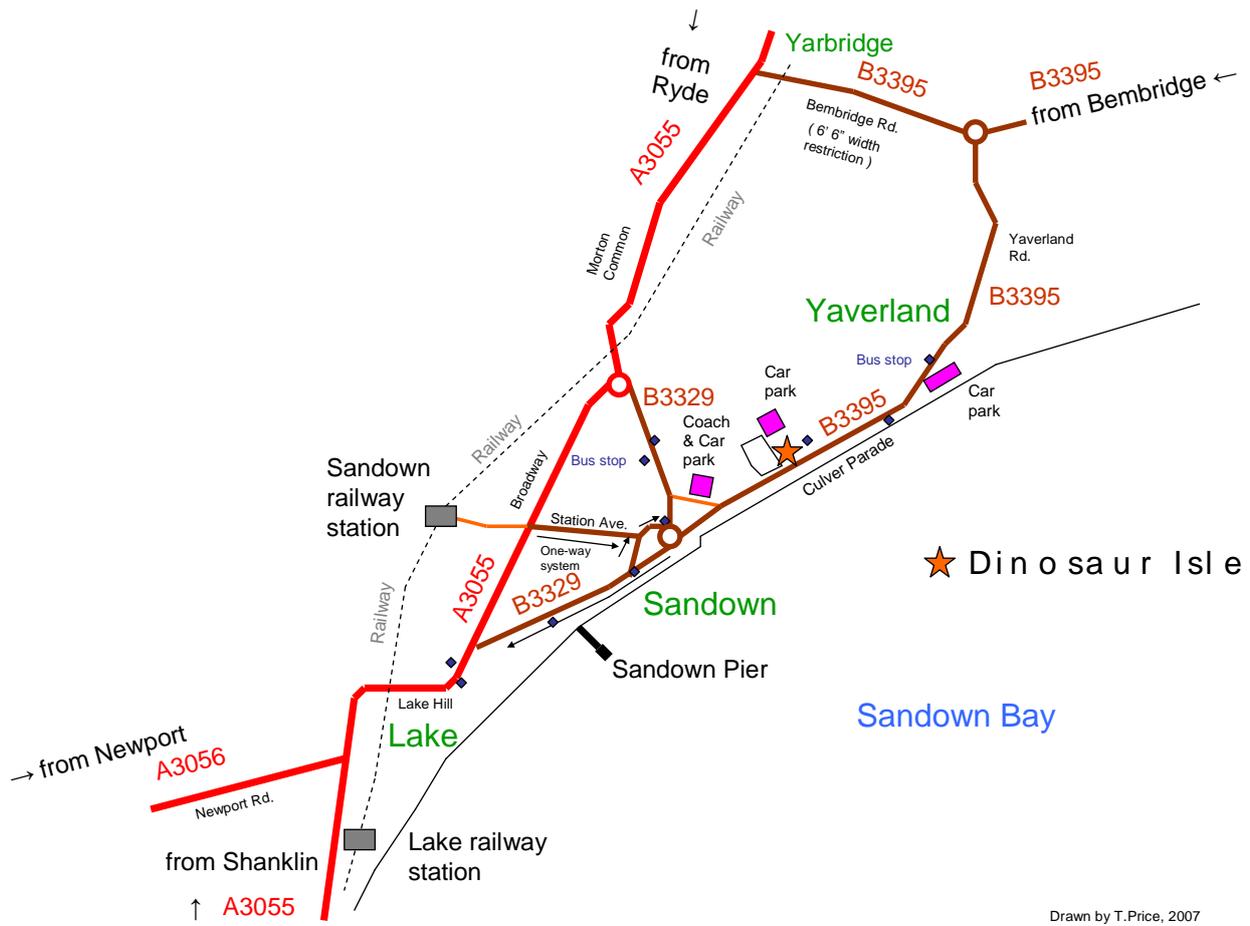


Produced by
T. Price, 2007

Map 1 – Major transport links.

ROAD

- **Ryde to Sandown** A3055
- **Newport to Lake and Sandown** A3020, A3056 & A3055
- **Ventnor to Shanklin and Sandown** A3055
- West Cowes to Newport A3020
- East Cowes to Newport A3021 & A3054
- Yarmouth to Newport A3054 & A3020
- Newport to Ryde A3054



Drawn by T.Price, 2007

Map 2 – Local transport links.

BUS

Various Southern Vectis buses travel to Sandown, in the summer there is an open-top bus running from Shanklin. During 2013 a Dinosaur themed bus ran a regular route around the Island – stopping at Dinosaur Isle. Taxis link the museum with Sandown Railway Station.

TRAIN

On the Island use the Stagecoach trains (former London Underground rolling stock) – Ryde to Shanklin, alight at Sandown.

CROSS-SOLENT FERRIES

| | |
|--------------|---|
| Car Ferries | Lymington to Yarmouth, Portsmouth to Fishbourne (Wightlink) |
| | Southampton to East Cowes (Red Funnel) |
| Fast Ferries | Portsmouth to Ryde (Wightlink) |
| | Southampton to Cowes (Red Funnel) |
| Hovercraft | Southsea to Ryde (Hovertravel) |

COACH

National coach network on the UK mainland,

For local coach companies on the Island see the Dinosaur Isle website pages.

CYCLING & WALKING

Dinosaur Isle is situated on the sea-front in Sandown Bay, close to the Isle of Wight Coastal Footpath and the National Cycle Network.



Maps, details and links to travel websites can be found on the Dinosaur Isle website www.dinosaurisle.com (Click on [Visiting](#) → [How to get here.](#))

12. VISITOR FIGURES

| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| January | | 1,035 | 784 | 612 | 884 | 657 | 617 | 1,007 | 728 | 490 | 573 | 532 | 336 |
| February | | 3,460 | 2,773 | 2,164 | 2,339 | 2,324 | 1,952 | 2,589 | 2,309 | 2,344 | 2,296 | 1,815 | 2,126 |
| March | | 5,417 | 2,132 | 1,959 | 3,277 | 2,158 | 1,911 | 3,577 | 1,686 | 2,152 | 1,429 | 1,780 | 3,048 |
| April | | 6,339 | 6,762 | 6,682 | 5,000 | 7,449 | 6,293 | 6,704 | 7,165 | 7,206 | 6,993 | 7,693 | |
| May | | 7,692 | 7,967 | 6,066 | 7,123 | 8,179 | 11,233 | 8,810 | 9,238 | 6,975 | 8,041 | 6,201 | |
| June | | 11,471 | 7,387 | 7,514 | 8,513 | 8,048 | 8,903 | 7,324 | 8,554 | 9,189 | 8,454 | 10,118 | |
| July | | 13,670 | 11,188 | 8,830 | 9,462 | 9,168 | 11,948 | 10,810 | 13,551 | 10,732 | 10,084 | 9,329 | |
| August | 35,159 | 20,476 | 16,970 | 17,300 | 18,002 | 22,030 | 20,108 | 21,302 | 20,008 | 21,742 | 17,855 | 14,666 | |
| September | 10,991 | 5,331 | 4,320 | 3,762 | 4,491 | 4,995 | 3,827 | 4,461 | 5,186 | 4,579 | 4,754 | 2,946 | |
| October | 10,638 | 5,605 | 4,676 | 5,902 | 5,705 | 5,306 | 5,450 | 5,285 | 5,863 | 6,234 | 5,515 | 3,972 | |
| November | 3,277 | 2,540 | 2,918 | 1,978 | 1,465 | 1,693 | 1,181 | 1,447 | 1,488 | 630 | 1,706 | 2,967 | |
| December | 3,547 | 2,673 | 1,162 | 1,342 | 1,033 | 797 | 707 | 712 | 963 | 562 | 700 | 598 | |
| total | 63,612 | 85,709 | 69,039 | 64,111 | 67,294 | 72,804 | 74,130 | 74,028 | 76,739 | 72,835 | 68,400 | 62,617 | 5,510 |

Table 2 – Visitor figures for the first 140 months.

The museum sometimes closes for one week in January for maintenance.

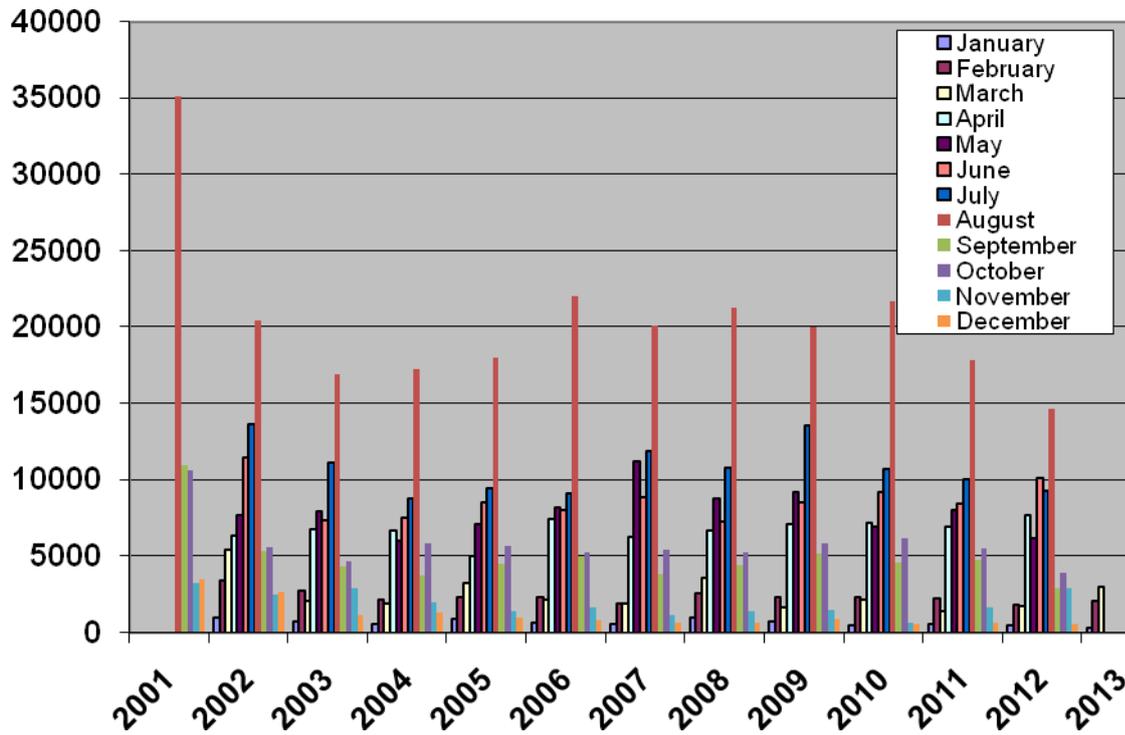


Figure 1 – Monthly visitors (up to end of March 2013).

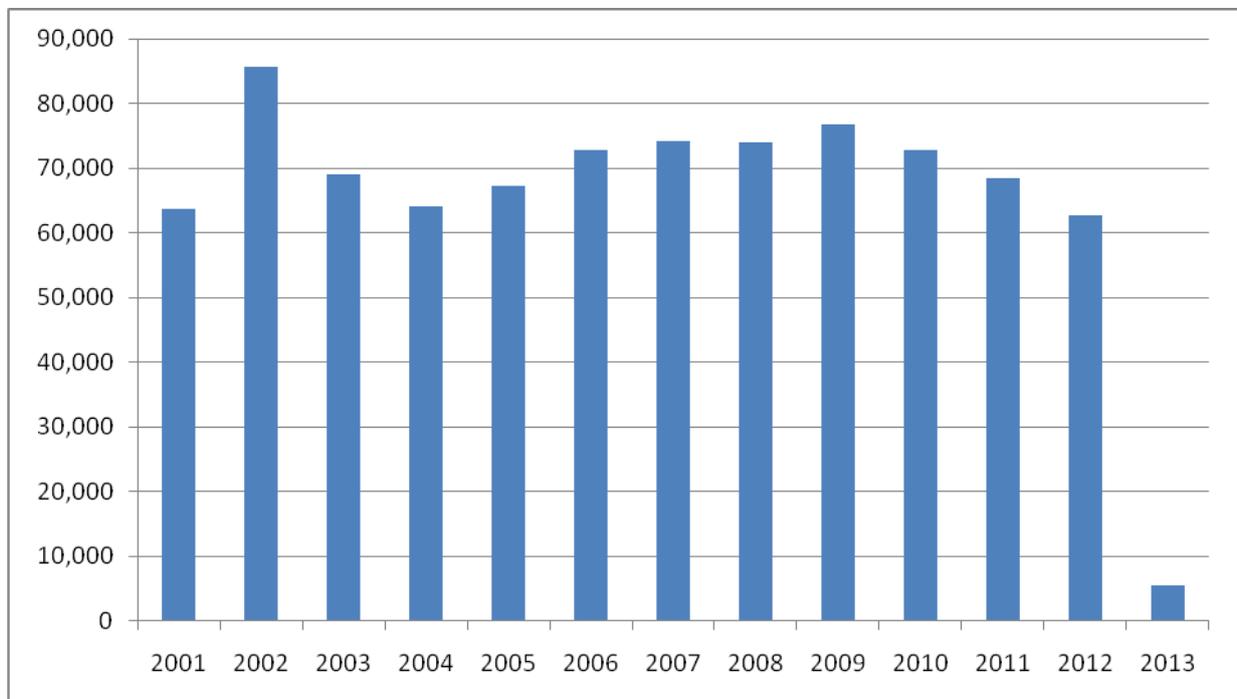


Figure 2 – Annual visitors (up to end of March 2013).

13. VISITOR TYPES

- The general public
- Families/ Single parents
- Educational student groups
- Home taught students
- Palaeontologists and collectors
- Special interest groups
- Visitors with special needs and disabilities
- Overseas visitors
- Youth groups, including scouts, guides, boys brigade, brownies etc
- Academic support groups, eg Portsmouth University 'Up for it' Club.

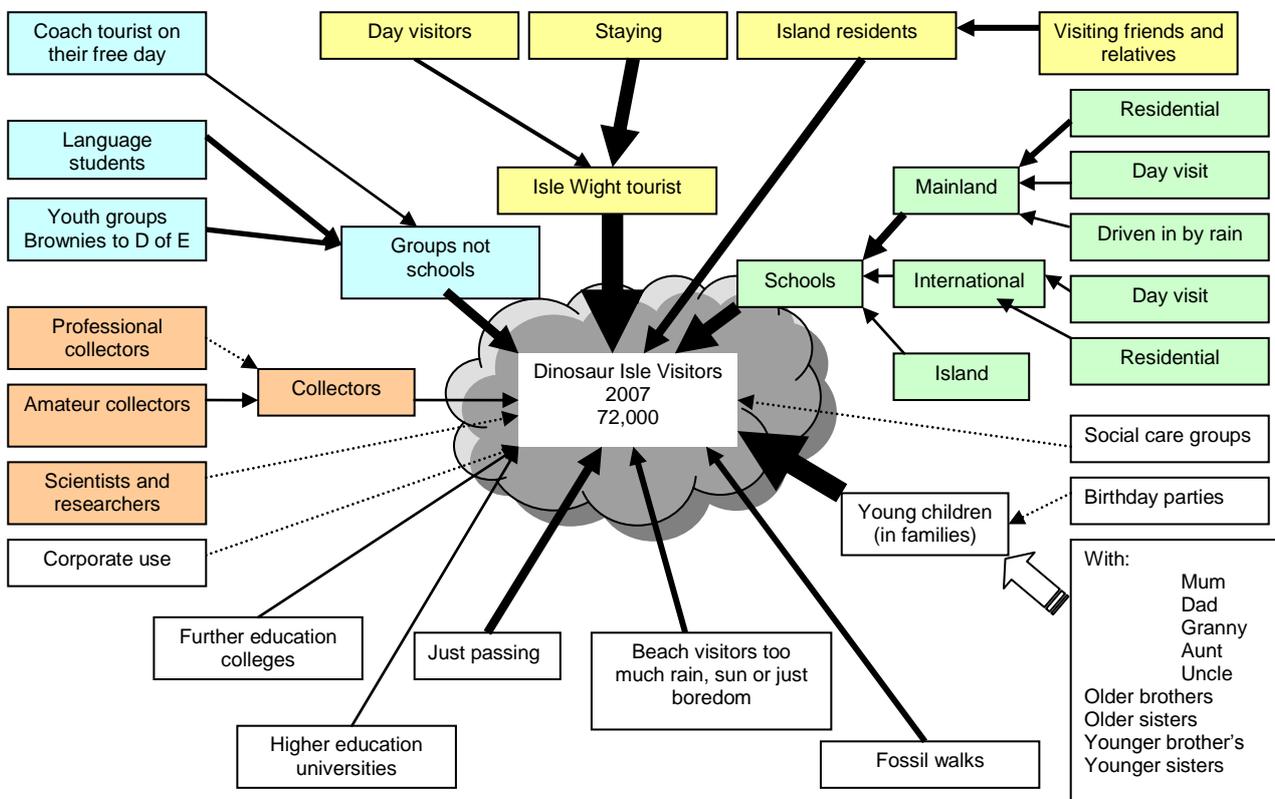


Figure 3 – Visitor types

14. MARKETING and PROMOTION

- Attraction leaflet (regularly re-issued).
- Website www.dinosaurisle.com
- Advertisements supporting I.W. features in holiday magazines.
- Stand partners at major shows throughout the UK and regional 'Days Out Fairs' with I.W. Tourism and other tourism operators.
- Own stand at local shows on the I.W.

- News coverage in local, national and international press and TV.
- Local, and regional, promotional events.
- Text and reciprocal links on other websites.

MEMBERSHIPS

- Isle of Wight Tourism
- I.W. Visitor Attraction Association
- I.W. Places of interest and leisure activities
- Southern Tourist Board

15. SOURCES OF INFORMATION

Information can be found on/in -

- The museum's website www.dinosaurisle.com
- Leaflets (main museum and fossil walks)
- Guide book
- External posters for events
- 3rd party advertising and websites
- Overseas language leaflets (currently French, German and Italian)

16. IMPACT ON LOCALITY / SUSTAINABILITY

One principle of sustainable tourism is that it should meet the needs of present tourists and local communities while protecting the natural, historical and cultural environment for the future.

The museum is seen as a key link in the redevelopment and regeneration of Sandown as a tourist destination. The building is sited next to the existing main road, and has a regular bus and a local seasonal road-train service. Direction signage is co-located with other signs. With 80% of the Island's holiday bed spaces split between Sandown and Shanklin there is ample accommodation in the area.

The interest in dinosaurs ensures that many local businesses benefit from the increased numbers of tourists that choose to holiday and take part in a visit to the museum or attend one of its popular fossil walks.

When the museum first opened its outdoor field-trip programme used only the local beach – this placed a burden on that location which has now been significantly reduced by using a number of different locations where cliff falls and coastal erosion replenish the sites naturally.

The museum is keen to promote the long-term need for increasing awareness of the Island's fragile geological landscape and the need for responsible fossil collecting. The

museum will only acquire fossils that fall within the Isle of Wight Council published fossil collecting policy; and discourages over-collecting.

It takes part in the monitoring of sites and reports concerns to appropriate bodies where there is considered to be a risk to geologically or palaeontologically important locations.

In terms of the energy and water consumption of the museum itself – significant reductions have been made through changes to lighting, and to the use of water reduction techniques on taps.

The museum is keen to reduce its environmental footprint and took part in the Green Island Award Scheme when it was running. This supported sustainable tourism through annual assessments of Island visitor attractions. Dinosaur Isle had been awarded Gold since 2005.

Planting of one particular flower bed in the past had used species which demanded continual watering – during 2007 this area was replanted by The Footprint Trust and Green Gym with species which require no artificial watering. The remaining planting around the museum has a cover of bark mulch which reduces evaporation, and existing plants survive our warm summers without watering.



Dinosaur Isle collects for Gift to Nature, an Island 2000 Trust scheme to reinvest in the natural heritage of the Island through habitat improvement and awareness projects.

The museum monitors the local lake, and provides a viewing hide and information for visitors on the resident and migrant bird-life.

17. THE WORK OF THE ISLAND HERITAGE SERVICE

Dinosaur Isle was formerly part of the Isle of Wight Council Museum Service - however in 2005 the Museum Service, Record Office, Local History Library Service, and the Archaeology and Historic Environment Service combined to form the Isle of Wight Heritage Service (IWHS); now called 'The Island Heritage Service'.

The function of the IHS is to provide –

- the operation of local authority museums open to the public,
- the long term custodianship of local historic and scientific collections, and associated information,
- education and outreach services,
- professional advice to individuals and organisations on heritage matters, and on the palaeontological/ geological history of the Island,
- support for enquiries and identifications relating to historic objects and scientific specimens.

18. CONTACT DETAILS

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England
PO36 8QA**

Telephone: (01983) 404344
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Website: www.dinosaurisle.com
Email: dinosaur@iow.gov.uk

19. RELATED EDUCATION UNITS

Edexcel Level 2 BTEC First Certificate and Diploma in Travel and Tourism

Unit 1: The UK Travel and Tourism Sector

Unit 2: UK Travel and Tourism Destinations

Unit 3: The Development of Travel and Tourism in the UK.

20. PRODUCED BY

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21. ACKNOWLEDGMENTS

In conjunction with comments from –

The former Cowes High School, - Kelly Wiltshire & her BTEC students,
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22. PICTURE (and other data) CREDITS and SOURCES

Front cover aerial shot – Skyscene
Figures 1 & 2 – T. Price
Figure 3 – Drawn by P. Pusey
Photos 1, 3 & 4 - T. Price
Photo 2 – J. Fletcher

Maps 1 & 2 – Drawn by T. Price
Table 1 – Dinosaur Isle website
Table 2 – P. Pusey

23. OBTAINING FURTHER COPIES

This document is available as a pdf file from the webpage www.dinosaurisle.com/info.aspx

Copies in paper form may be collected from the museum (please phone first), or posted (printing and postage charges may be levied) but please consider accessing it via the website first to conserve paper.

24. FEEDBACK

Please let us know if you have been using this document as part of your studies. We would like to know what you think about it. If you think it should contain more information to support your studies then we would also like to know. Please send any comments to the Community Learning Officer.

This document may be expanded in the future to provide a resource for other business-related courses. Please contact us if you want further information.



Photo 4 – Dinosaur Isle in the winter.

