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Question-by-question guidance notes.

A Project information

Questions 1, 2, 7, 8 and 9 should be straight-forward.

3: Principal applicant

This should ideally be the client who commissioned the project. If you are the contractor please ensure you have your client's agreement to enter on their behalf and include their details as joint applicant below.

4: Joint applicant

See above. This may also be used to enter a contractor's details if you are applying as the commissioning client of a project.

5: Authorised payer

If your organisation has a separate finance officer who will complete payment of the invoice, please provide their contact details. If your organisation needs a purchase order number to pay the invoice please include the number here.

6: Award category

Please choose the category that you feel is the best fit for your project. You may feel that there is more than one category you could enter; for example, a community project based in a museum. If so, enter the category which you consider represents the main aspect of your project or which you feel most comfortable entering. You will not be penalised by which category you enter but you may find yourself competing with different sorts of entries.

The categories are helpful in order to compare and judge sites that are most alike. Interpretive planning, approaches or media are not different in one category or the other; the categories are simply a way to judge the solutions different teams have found to similar challenges.

B How you delivered your project

1: Aim and objectives of the project

State the aim and objectives of your project.

The judges will be looking for a concise description of your goals and how they have been delivered. Use this section to present a summary of your aim(s) (what you planned to accomplish with your new project and its interpretation – for example learning, emotional and behavioural), and the project's objectives (the steps and outcomes you took to achieve that aim).

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Your project may have had overarching aims and objectives, with more specific aims and objectives for the interpretation. If so, include the interpretive aim and objectives here, with a brief explanation of how these fitted into the wider project context.

2: Interpretive planning for your project

State the interpretive rationale for your project and summarise the interpretive planning and methodology you used, including any consultation you carried out. You must complete this section, but you may also upload the following attachments: an executive summary of your interpretation plan or strategy, or a summary of sections 3 – 4 of an HLF application.

The judges are looking for a clear, concise summary of how you have planned your project. Include information about the process you used and the individual steps you took. Types of planning may include, for example, written interpretation, visitor or management plans, a wider organisational strategy or a grant application.

It will be helpful to briefly outline the resources and information available about your site, stories and its existing or potential audiences at the start of the interpretive planning process, as well as any research, consultation and/or visitor survey work you carried out during the planning stage and how this informed the process.

If your project is part of a bigger or longer-term interpretation strategy, explain briefly how your project fits into the wider strategy and helps deliver its aims and objectives.

3: Core audiences

State who your core audience(s) are for this project, how you identified them and how the project communicates with them.

The judges will be looking for a succinct yet clear explanation of who your core audience(s) are, as well as how and why you identified them specifically for this project.

You should then briefly explain how this project is intended to communicate with them. So, for instance, you might consider explaining how your project meets the needs of the core audience when they visit the site, what it is that might appeal to them about the project, and the way in which it has been implemented on the site. Using specific examples of aspects of the project would help to illustrate your response here.

4: Principal story, themes and / or messages

Outline the principal story, theme(s) and / or message(s) you wish to communicate to your target audience(s).

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The judges will be looking for a succinct and clear explanation of the story and main theme or message underpinning your project. Where multiple themes exist, it is important that you explain how these themes and/or sub-themes work together to present a 'whole' story. You should also explain how your story directly relates to the interests, experiences and expectations of your core audience(s).

It would also be helpful to explain how the story, theme(s) and messages work together to create the overall experience that your core audience receives when they visit your site. You might choose to illustrate your response here with specific examples of aspects of your story and/or the media being used.

5: Your key media

Describe the media your project uses and why you chose them.

The judges are looking for a summary description of the medium or media you chose and the reasoning behind why you chose them. Examples of how we define media include graphic panels, pull-up banners, object displays, guided tours, hands-on interactives, live performance, leaflets, trails, AV, mobile apps, websites, QR codes, augmented reality and sculptures. Your media can be traditional or experimental, permanent or transient.

6: Your interpretive design and arrangement

Describe how visitors experience your project, focusing on how you have designed the project for people. Explain how on-site projects integrate the media or activity with their location or setting or, for an off-site experience or virtual project, how the interpretive elements work together to tell your story.

Please describe how the overall design of the media helps to effectively communicate your key messages to your audiences. The judges are looking for two levels of information:

- 1) How the chosen medium or media have been designed.
- 2) How the different elements of the project have been brought together or arranged so that the whole project makes best use of the location. This may be how different elements relate to key locations in your site, create a visitor flow or combine to tell the 'whole story'.

7: Accessibility

Please let us know how you have ensured your project is accessible to a diverse range of audiences and/or if you have specifically designed some or all of your project to optimise access for a specific audience. If so, who are the audience(s) and what did you do to enable them to access your project?

8: Project evaluation

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Summarise any research or evaluation you have carried out since your project was launched, and its findings. Please answer this question here, but you may also upload a summary of your evaluation or research report as an attachment.

The judges are looking for a clear and concise description of any evidence you may have of your target audiences' reaction to your interpretation project. Outline any evidence of you have collected showing how your project met its aims and objectives, in particular to those you have described in Question A1. Please state when and how you undertook this evaluation. Describe whether and/or how you have been able to use evaluation to improve and modify the interpretation.

9: Why your project deserves an interpretation award

Explain why you believe your project is successful and therefore worthy of an award that celebrates best practice in interpretation.

Mention here the impact your interpretation project has made. What has it achieved? This may include the difference it has made to visitors or communities, the understanding or conservation of your site or collection, or the income of your organisation or economy of the local area. Give any examples of how your work could be termed interpretive 'best practice' and deserves recognition.

10. Showcasing your project

These are either:

- 1) Photographs, audio, video, site maps or publications that showcase your project or
- 2) Documents that demonstrate the interpretive planning, consultation, research or evaluation you have undertaken to underpin the decisions you made or which highlight how successful your project has been.

Include a maximum of FIVE high resolution jpg photographs that best illustrate aspects of your project with your application. Please ensure you have copyright permission for these images and that, unless otherwise stated, you permit AHI to reproduce these images in its publicity material about the Awards.

You may also email one or more of the following as an attachment or as a weblink embedded in the email:

- Site or project leaflet
- Site or project map or plan
- Site or project guidebook
- Site or project video, audio or other multimedia files
- Site or project digital outputs such as smartphone app/webpages/social media etc.



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- Executive summaries only of any of the following documents that demonstrate the planning and evaluation of your project:
 - Interpretation plan
 - Visitor strategy
 - Evaluation report
 - Research report
- Summary or copy of sections 3 – 4 of an HLF application

All supporting information will be treated in the strictest confidence, and will only be accessed by the judging team.