

society for the interpretation of Britain's heritage

A Hard Row To Furrow

by Peter Moore, Cheshire's
Director of Countryside and Recreation
*I write this with trepidation, knowing
that information about our mistakes is
our most valuable export! But as we
have set up, or helped to set up, eight
country parks, and are involved in the
management of countryside recreational
facilities, some of our experiences may
be worthwhile.*



Like many others, we owe a debt to Colin Bonsey and Don Aldridge who passed on their American experiences, setting the ball in motion, and to Geoff Stansfield, the workhorse who kept those in the field concerned and informed. Their vision and tenacity have given interpretation its status in Britain today.

Interpretation's ambiguous name, its American connotations, and the difficulty of defining it simply are stumbling blocks in local government. Add to these the problems of drawing an

acceptable distinction between it and education, of proving it actually achieves anything. And it costs money.

The necessity of information services is understood. The use of countryside recreation facilities by schools is welcomed. The justification for creating country parks and other sponges for legitimate leisure requirements is accepted. But after seven years, we cannot claim to have sold interpretation. That we have been permitted to do anything is a measure of trust rather than conviction.

Now, at Tatton Park, we wish to introduce interpretation extensively. Justified pride and some prejudice will have to be overcome. Tatton is popular with the Manchester public who like its attractive grandeur and sense of history and because it is well managed. Can interpretive techniques be justified? We think so.

TATTON PARK

The Countryside Commission sponsored the preparation of an *Interpretive Prospectus** by experts from Harper's Ferry. Dolly Pile's preparatory research gave a new vision of special interests of what was 'just another' stately home open to the public. As well as the Regency mansion and its parkland, Tatton contains sites of medieval villages, evidence of ridge and furrow and of field boundaries. The Old Hall has evidence of how it was furnished and run in the time of Elizabeth I. We now can illustrate a pattern of development of land and >p.3

in this issue

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NEWSLETTER ONE

SUMMER 1975

the society

The Society for the Interpretation of Britain's Heritage was formed in April 1975 to provide a forum for people engaged in studying Britain's heritage and in both planning and managing interpretive programmes and facilities which relate to this heritage.

It draws its members from the wide range of organisations - including local authorities, statutory and educational bodies and major voluntary organisations - engaged in interpretation of one kind or another.

Copies of the constitution and of the consultative document which led to the formation of the Society may be obtained from the Secretary.

Officers

President: The Right Hon. The Countess of Albemarle, DBE DLitt DCL LLD
Chairman: J Geraint Jenkins, MA FSA FMA (Welsh Folk Museum)
Vice-Chairman: Ralph Blain (National Trust for Scotland)
Secretary: Martin Orrom, TD MA FIFor (Forestry Commission, 231 Corstorphine Road, Edinburgh EH12 7AT 031-334 0303)
Treasurer: Richard F Harrison, FMA (Portsmouth Museums)
Editor: Michael H Glen, MIPR (British Tourist Authority, 239 Old Marylebone Road, London NW1 5QT)

First Meeting

The Standing Committee on Countryside Interpretation, created in 1968, formed the base on which our new Society was established. With the wider aim of concern for our whole heritage, rural and urban, the Society held its first meeting on 9 April 1975 in London.

Over 60 delegates - now members - attended and quickly despatched the business session, adopting constitution and officers with little comment. Lady Albemarle graciously accepted the office of President, and brings immediate stature to the Society.

The greater part of general discussion was concerned with communication - particularly among members. This was seen as the principal task of the proposed newsletter; exchange of ideas, information and news was a priority for

a new body in a relatively new field.

Apart from the encouraging attendance, the other fillip for the Society's fortunes was the announcement of a support grant, for two years, of £750 from the Carnegie UK Trust. As Lady Albemarle said, the Trust has already recognised the growing importance of interpretive skills and techniques.

The business meeting was sandwiched between conference sessions which began with the Chairman's inaugural address. Along with the afternoon's papers, it is summarised on pages

Interpretation

Editorials can be pretentious; they are frequently superfluous. A journal should convey its message in its content.

The content of our newsletter has been determined very much by the incisive comments made at the first meeting. If it does not meet members' needs, then members must say so.

It must also be the work of members, and not of the Editor; this is, then, a plea for contributions. Already, every member has been asked to send in a 'news sheet' when there is something to report. From time to time members will be approached for short articles. Editorial assistance will be welcomed.

No attempt will be made to try and usurp the many professional journals which already carry much of interest to our members. We shall set our sights on producing a medium of communication.

One editorial privilege is setting an editorial style - but not talking about it. We break that rule to set down our first rule: INTERPRETIVE shall reign in these pages!

The Newsletter

Issue no. 1, June 1975.

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ISSN

from p.1 people over hundreds of years.

Added interest is given by the challenge of marrying the interpreter's proposals with plans for the recreational and educational potential of Tatton. Interpretation in a complex setting is very different from interpretation in a museum.

WIRRAL COUNTRY PARK

So far, our principal interpretive experience has been in the Wirral Country Park. Based on a former rail line some 12 miles long, 150 acres cater for over half a million visitors a year. For half its length, the park runs close to the Dee estuary, opening up a wide new field for the interpreter.

The interpretive focal point is a visitor centre at Thurston, with information, audio-visual presentations and a static exhibit. The primary a-v programme is designed to stimulate the visitors' interest. The static exhibit, follow-up a-v programmes, publications and trails provide greater depth. The rangers are encouraged and trained to be outgoing and to discuss visitors' special interests. Links with the railway have been sustained by restoring Hadlow Road station.

MISTAKES

The brief for the visitor centre was drawn up before there was recourse to a specialist interpreter's advice. When that was received, the half-built structure nearly became a restaurant!

The main lessons are that the interpretive plan for the whole project must be produced first, the role of the visitor centre (if any) must be clearly defined and finally the brief for the building must be prepared with experts' advice.

There was criticism of our not providing enough space for exhibits. However, had we provided more, the interpretive programme would not have been as meticulously thought out, and would not carry as much punch as it does. The public lap it up!

INTERPRETIVE OBJECTIVES

In addition to our work at Tatton, we have produced a statement of interpretive objectives for use in the country, and we are pressing ahead with interpretation in existing and planned parks, and on the Sandstone Trail. So much, however, is a matter of catching up and patching up.

*available shortly from the Commission

In considering priorities for staffing, rate the appointment of an interpreter highly! It is all too easy to mask a view vital to the theme, to put a car park in the wrong place and to let



Thurston Visitor Centre, Wirral Country Park (Photo: Cheshire C.C.)

rangers loose, yarning the public up the garden path.

It will take many months - even a year or two - to research, plan and execute a good presentation. Regrettably, some interpreters have been set impossible tasks, producing for their masters shallow, disappointing results.

It is much easier to produce a display or guide a tour than to direct research or produce interpretive plans. The senior interpreter should understand the theory and practice of the profession and be willing to get involved in the less glamorous aspects of it. But where a number of varied projects are in hand, there can be no such person as the complete interpreter. Too many techniques as well as basic subject matters are involved.

CHESHIRE'S STAFFING

Dolly Pile, a geographer and natural historian, is senior environmental interpreter with special responsibility for planning. Her assistant is Jane Todd, a historian. Specialist - and vital - technical support comes from Graham Hutt.

The team links closely with design, land-use and other specialists before and during developments, and with the ranger service to ensure that proposals can be serviced in the field. They link, too, with ecologists, archaeologists, museum specialists and indeed anyone who can help. They are all involved in the training of rangers, ranger/interpreters and their director!

Life before interpretation was simpler, but certainly less rewarding.

in conference

The Caxton Hall, its name recalling a 'first', was appropriately chosen for the Society's inaugural meeting, which was also its first conference. The four speakers represented several colours of the interpretive spectrum and successfully avoided going over each others' ground.

Delegates were there less to learn than to come together in setting perspectives for the Society - and for interpretation. The papers led this exercise well. If one thing was learned, painfully, it was that, of all people, we should get our visual aids right! Carousel projector kits ought not to include supporting brief cases, telephone directories, etc.

Despite this, the Chairman, Geraint Jenkins opened the conference and inaugurated the Society with a characteristic and successful address.

The Chairman

The purpose of an interpretive scheme, whether it be in the form of a museum, centre or preserved site, is to explain the character and personality of a region, locality, village or town. The aim of an interpretive scheme is not to provide a glorified information centre, neither is it to impose attitudes, but its presence should promote a sense of curiosity, exploration and even inspiration in those that visit it. Its presentation should be such that it contributes to a greater understanding, appreciation and involvement in the natural and cultural heritage of the area in question.

With these remarks, Geraint Jenkins prefaced his talk and set the Society in motion. He went on to discuss THE ROLE OF MUSEUMS.

One of the main functions of an open-air museum, whether it be national, regional or local, whether it be urban or rural, is to concern itself with the study and presentation of those elements that distinguish one group of people from the other. The collections of these museums may be all-embracing and comprehensive ... or the collections may be thematic.

All open-air museums that represent a

region or district, rather than a special theme, are concerned with the presentation of the character and personality of the region that the museum serves ... the natural and cultural landscape, architecture, crafts and industries, dialects, social organisation and so on.

PERSONALITY

The Welsh Folk Museum, for example, is concerned with the study and presentation of the personality of Wales, from the point of view of human activity ... emphasizing the traditional way of life, the cultural heritage, and relating that heritage to the environment. A vital implication ... is the idea of an unbroken tradition. It is our duty to explain the personality of contemporary life in terms of history.

In any exercise concerned with interpretation, the interaction between geographical, economic and social factors is of considerable importance. Take, for example, one simple farm tool - the billhook. In the past billhooks, like other farm tools, were made by village blacksmiths for the farming population of their own districts and, since each tool was designed for dealing with a specific type of vegetation and local conditions, many hundreds of different patterns of billhook were in existence.

The same is true of vernacular buildings - their design can not be understood without some knowledge of the geological, topographical, climatic as well as the human background to those dwellings.

The countryman built his home from the materials that occurred locally; he often designed his own home; he built it according to his needs and he considered primarily, not architectural beauty of design, but the utility of the building. In so doing, the countryman hardly ever followed a particular universal style or fashion that was prevalent in other regions at the time.

The speaker then described slides of various Welsh house-types.

A HOLISTIC APPROACH

Houses, or for that matter anything else relating to the cultural heritage

of a region or locality, can never be considered in isolation. What we are concerned with in interpretation is an attempt at tracing the evolution of nature and of human society working in a natural setting... [and] in any scheme of interpretation a holistic approach is essential.

The Chairman drew another conclusion that has a bearing on interpretation.

By taking the various elements of the heritage it is possible to delineate cultural regions. There is endless variety in nature and each region falls into a number of sub-regions, which may have considerable individuality and independence of local life.



Carmarthen Coracle Fisherman
[Photo: Welsh Folk Museum]

ZONES OF TRANSITION

It must be remembered that the boundaries between regions are never fixed lines, but zones of transition. One should endeavour to obtain a picture of life in a region and its sub-regions, bearing in mind that the picture is more valuable than the frame around it. The size and shape of the frame can often be changed according to the criteria that one chooses.

The meeting was then treated to an illustration of this point by descriptions and slides of a fascinating variety of farm wagons.

If one visits a district, a village

or region, then one wants to know exactly what makes that region tick; one wants to learn something of the personality and character of the area in question. That is what interpretation is all about.

Quite often, too, unplanned interpretation is far better done outside the museum than by conscious, planned interpretation within the museum.

In any scheme of regional interpretation, the museum is not the only agency concerned, although most interpretive schemes should have an important museum content. A welcome development of recent years has been the development of institutions where one or two themes are emphasized. By selecting a topic which draws together the various strands of natural, technological, social and cultural history, a museum, if that is the correct name, can illustrate in a very concise and meaningful way, the essence and personality of a place.

RESEARCH AND CO-ORDINATION

Two factors are essential for any interpretive plan. All interpretive schemes must come as the result of intensive research into the nature of regional or local personality, and in any interpretive plan for a region or district there must be a co-ordination of resources.

After developing this theme, Geraint Jenkins concluded that... a broad picture of a region is essential before one analyses it, breaking it up into its constituent parts. In other words, the telescope is necessary before the microscope... [and] by selecting a topic, whether it be a significant theme or a limited locality, one can study and appreciate sections of the wider canvas.

John Nettleton

The Director of the Lake District National Park Centre spoke on *The Role of a Major Interpretive Centre* whose main aims he defined as conservation of natural beauty while helping people to enjoy it.

Conservation, from the management point of view, was concerned, in a centre such as Nettleton's, with scenery, buildings, wildlife, farming and woodland - the land, its inhabitants and its industry. In managing the

resource for its use by the public, a centre had to be concerned with access, enjoyment - in safety, and information.

In the Lake District, recreational usage of the resource includes such obvious pastimes as motoring, sailing, walking and climbing, and the perhaps less obvious 'quiet enjoyment'.

THE COMMUNITY'S USE

In addition to these, the demands on the National Park for educational purposes were as considerable as the potential for providing it. The community's use of the area in farming, forestry, and tourism - and its own concern for the environment - were important considerations.

The successful management of an area like a National Park depended upon, firstly, planning. This involved control over buildings and land use on the one hand and over traffic and people on the other.

Secondly, physical provision of such fundamental necessities as car parks, toilets, signs and paths was essential. Visitor Services were the third 'must'. These included rangers/wardens and information centres. John Nettleton made a telling point in stressing that a small information or interpretive centre might be adequate in a localised area, but a complex situation demanded a larger solution.

A SYNTHESISER

This led the speaker on to discuss manager/user communication. The interpretive centre was seen not only as offering opportunities to managers and users to meet each other's needs, but also as a synthesiser, in co-ordination with other services, between planning and visitors' interests.

Technique, as well as location, must be right. An interpretive centre must attract visitors but it must gear its publicity to its capacity.

A broad approach and multiple attractions avoided the danger of too specialised an approach. Basic amenities for refreshment and comfort were as essential as special techniques. Local people should be involved and attracted too.

Multi-media presentations allowed for a multi-level approach. The simple and the sophisticated could be mixed.

Involvement of the visitor from pressing buttons to planting trees added understanding and enjoyment. Staff should be on hand - meeting the people concerned with the Centre was important to visitors, even in the cafeteria.

The centre's facilities should be followed up by guided walks and tours, the provision of satellite centres, integration with other services, newsletters, books for sale and even courses of study - for all ages.

UNIQUELY PLACED

The educational aspects were in heavy demand and only the large centre had the resources to meet it. Provision of teaching facilities often complemented visitor traffic and brought in the people of the area. An interpretive centre was often uniquely placed to offer expertise and materials.

Nettleton touched on the touchy topic of economics. He had a healthy respect for the dictum that people will pay for a worthwhile product and interpretive services were no exception. The bigger, too, the centre, the better it could do its job.

On this expansive note the speaker summed up the role of the major interpretive centre as "seeking to achieve the aims of the organisation through developing understanding and appreciation of visitors in countryside issues". A visitor centre provided a constant flow of challenges, ideas, and opportunities for experiment - and for enthusiasm too, as Nettleton's talk bore ample witness.

Lord Montagu

As an aristocrat among entrepreneurs - in both real senses - Lord Montagu of Beaulieu addressed the Society with a positive and constructive approach to the business, as he called it, of presenting our island story to the public. His professionalism and personal commitment came over strongly.

Interpretation is a field in which I have been interested for many years and one of the problems facing anyone wishing to talk about it is to arrive at a precise interpretation of the word "Interpretation". Of the many dictionary definitions the one I particularly like is "to unfold", for

this seems to carry the spirit of what we are trying to do.

If we are to succeed in our attempts to interpret the heritage of these islands for the benefit of the majority of the population, we must first arouse in them an awareness of the richness and diversity of both our cultural and material resources.

VOYAGE OF DISCOVERY

We must then be prepared to meet this heightened awareness, for it will place increasing demands on ourselves and our staffs. We will need unflagging enthusiasm and willingness to help the visitors to understand what they see. We must be prepared to join them in what will be for many a voyage of discovery, and if we succeed, we must ensure that they are provided with opportunities to become personally involved in some practical sense in the conservation of their heritage.

To my mind, good interpretation has a great deal in common with good storytelling; it must catch the attention of the visitor, fire his imagination and whet his appetite enough to make him wish to learn more.

Unfortunately, at the moment we have inherited a number of archaic practices from museums of the Victorian era, and I have a suspicion that in some quarters at least these practices are still held to be acceptable today.

BLAND FORMULA

It is inevitable that, as interest in this interpretive field increases, there will be a strong temptation to lay down rules as to what constitutes good and bad technique. I believe that we should remain very sceptical of any such rules as they could lead to a uniformity of end product which would be almost as depressing as today's mass-produced bread and cakes. In our attempts to offend no one, we could produce a formula so bland that it would not satisfy anyone either.

Visitor centres and orientation displays are entirely appropriate to some areas, as are audio-visual features with twenty-five projectors and eight screens. However, there are other sites where one well-trained member of staff, one small notice or a simple leaflet may be more effective.

Whatever technique we find we select,

there are several aspects of the interpretive process which we must always consider carefully at an early stage of planning. The first of these is *staffing*. We must give very careful thought to the calibre of the staff that we employ and to their training.

The second aspect is the *planning* of the layout of the area to be interpreted and when it already exists, the circulation within it.

STIMULATING PUBLICATIONS

Our attitude to interpretation will be very clearly reflected in the materials which we publish. These will include stimulating and exciting publications for children and family groups, information and background material for teachers, carefully prepared project materials for school parties, and papers for the expert and enthusiast.

We will have available for purchase books on the subject and a high quality library will be freely available.

Lastly, there is the question of *display*... [which] should be presented in a way which encourages and excites the interest of the average visitor.

Lord Montague then spent some time discussing the growth of information centres. He commented on the need for good siting, care with layout to ensure the best circulation and the use of 'satellite' centres concentrating on specialist interests. He had telling remarks on staffing, and emphasised the importance they place on running in-service training courses at Beaulieu.



National Motor Museum [Photo: BTA]

No matter how much skill and money goes into the creation of Information Centres, their success often depends heavily on the standard of staff who work in them.

The speaker related his findings from visits to US interpretive facilities.

Voluntary museum work is seen as a very acceptable form of community service and volunteers are happy to undergo fairly rigorous training courses. Is this accepted practice in Britain?

In his own words, Lord Montague changed directions and spoke as President of the Historic Houses Association.

In Britain the country house and estate is arguably one of the most important material features in our cultural heritage. And yet it is this irreplaceable part of our heritage which is the most seriously threatened. The survival of these treasures depends on the creation of a new role in society for the houses themselves, a role appropriate to the last quarter of the twentieth century.

Michael Dower

As the doyen of researchers into environmental and interpretive matters, the Director of the Darlington Amenity Research Trust had some pungent things to say about interpretation.

His introduction to his talk with a list of his 'credentials', outlining some of the recent, relevant research projects the Trust had undertaken.

The Countryside Commission sponsored a study of farm open days which had provided some unexpected results, particularly in relation to the type and origin of visitors, a significant proportion of whom had the land in their family blood, although most came from cities. The research was complemented by the production of a guide to organisers, who could learn from others.

Currently in progress was research into self-guided trails of many kinds - farm, forest, nature, town and ancient monument trails being the principal ones. The results of this would be of interest to a variety of members.

Guided walks in Dartmoor had been studied and a future project of particular relevance was the monitoring of visitor centres, including, possibly, tourist information centres.

MAN'S REACTION

Dower has been much concerned with the study of awareness of the environment,

and with seeing how this awareness varied, and evolved through life. Man's reaction to his surroundings is a vital subject of study in the planning of interpretive facilities.

Of course there was secondary objective. People aware of their environment, its needs and problems would be better citizens, and could become guardians. They became willing to be steered into a conservational approach.

Spreading ideas about man and the land was important. It satisfied the curiosity of people. But to do it successfully, it must tune into the people themselves, and into the world of ideas.

It was a mistake to think of all people as a homogeneous group. In fact they were split into a very wide range of groups, depending very much on their own and their parents' backgrounds, their families, their ages and so on.

This un-uniform mass could be stimulated by a vast range of media. Indeed it reacted to all stimuli from the press and television, books etc, as well as formal education and, most important, the environment itself.

In selecting media for interpretive work, it was important to note that some would not attract interest until a certain level of awareness was reached. This picked up a point made earlier by John Nettleton, when talking of multiple attractions.

RESOURCE THE MEDIUM

Michael Dower emphasised that interpretation should be as human as possible, simple and direct. Where a resource existed, it was itself the medium. What was required was the correct linkage among experts, centres and systems of interpretation.

Illustrating this theme, Dower drew attention to Hadrian's Wall, which was not only a 'resource' in itself, it was also good as a medium of regional interpretation. Use it to tell a story, he said.

In closing, he emphasised his personal belief that even with a great range of corporate bodies, the new Society was an important one. Through it we could all learn more of how visitors related to a resource, why they came to the resource in the first place and how they related to their own environment.

membership

Applications for membership of the Society are considered from anyone engaged in studies for interpretations, planning, constructing or managing interpretive facilities and services. The officers of the Society have the final decision and there is no facility for corporate or transferable membership. The current annual membership fee is £2.00.

The Society passed its first century - within a month of the first meeting. Each issue of the newsletter will include a list of new members and their particular responsibilities. This will enable members to identify tasks in common and to hold local meetings on matters of mutual interest.

Because it is important that we all have the initial membership list, a disproportionate part of this newsletter has been given over to it. (Members were asked to send a note of their jobs. As some have not yet done so, a few entries are incomplete.)

List of Members

- The Right Hon. The Countess of ALBEMARLE, DBE, DLitt, DCL, LLD.
- Frank D BAILEY, BA, Royal Society for the Protection of Birds; Deputy Director (Education); education, publications, film and still photographic production, membership involvement and liaison with RSPB Regional Offices.
- Laurel BALL (Miss), Area Museums Service for South Eastern England; Assistant Director.
- Mary E BALL (Mrs.), BComm, Leicestershire Museums, Art Galleries and Records Service; Assistant Keeper, Education and Interpretation; making known museums' resources of specimens to educational bodies and organisation of museums' exhibitions.
- Brian BAYLISS, Department of the Environment; Head of Presentation Branch; public presentation of historic monuments in the state's care.
- Nigel A BAYNES
- Elisabeth BEAZLEY (Miss), ARIBA, AA Dipl, Consultant Architect; planning for interpretation, conservation, and script writing.
- Ralph BLAIN, National Trust for Scotland; Countryside Adviser.
- Colin BONSEY, FRICS, Hampshire

County Recreation Officer

- Margaret E BRADSHAW, BSc, PhD, University of Durham.
- Douglas BREMNER, BSc(Hons) National Trust for Scotland; Principal/Chief Ranger, Park Centre, Culzean; reception of visitors, park management, interpretation of natural history, ranger events programme, audio-visual programmes and exhibition in centre.
- A BULLAR (Mrs.), East Sussex County Council; Senior Planner, Countryside Group.
- Tony BURTON, The Planning Exchange; Executive Director.
- John CAMPBELL, BSc(Hons) FIFor, Economic Forestry Group; Group Chief Executive; management of a group of 14 subsidiaries and associated companies employing over 1000 persons, offering services and products relating to farming and forestry.
- Brenda CAPSTICK (Miss), MA(Oxon), Secretary of the Museums Association; promotion of the interests and development of museums and galleries and of museum staff.
- Kenyon R COOPER, BSc, FRTP, FRICS, MBIM, North Yorkshire County Planning Officer.
- W O COPLAND, BSc, Dorset County Education Department; Senior Education Adviser (S.E. Dorset); co-ordinating developments in environmental education, countryside use etc.
- Harry COWLEY, BA, FRTP, Derbyshire County Council; County Planning Officer.
- Peter CRADOCK, Merrist Wood Agricultural College; Head of Countryside Department.
- Kenneth CRAIG, MSIA, Graphic Partners, Edinburgh; Partner (see Directory).
- J M DAVIDSON, BSc, Dip Cons/Ecol, DipTP, MRTPI, Countryside Commission; Assistant Director (Advisory); direction of the Commission's research, experimental and advisory work including work in countryside interpretation. Chairman of CRRAG.
- Michael DOWER, MA, ARICS, DipTP, MRTPI, Dartington Amenity Research Trust; Director; DART's terms of reference are national in scope and include the study of natural resources and their use; rural land use and economy; social welfare; the scenic, historic and scientific heritage; tourism and recreation.
- Graham DUFFY, Graphic Partners, Edinburgh; Partner (see Directory).

● Philip H EDEN, HNC, Countryside Commission; A-V Specialist (Visitor Services Branch); reviewing and advising on techniques of interpretive presentation.

● Basil E EVANS, Gwent County Planning Office; Interpretation and Nature Conservation Officer.

● C A FRANKLIN, Automobile Association; Environmental Officer.

● Stan FROST, BSc(Wales), MSc(Lpl), PhD(Lpl), MBIol, University of Salford; Lecturer and Course Tutor in Environmental resources; organisation and teaching post-graduate and diploma courses in environmental and recreation resources.

● Anthony FYSON, Town and Country Planning Association; Deputy Education Officer; Secretary, Council for Urban Studies Centres.

● George GARLICK, Morwellham Quay Centre for Recreation and Education; Warden.

● Keith GARTON, Derbyshire County Council; Assistant County Planning Officer, Countryside and Amenities.

● John W GITTINGS, Welsh National Water Development Authority, Directorate of Resource Planning; Recreation Officer.

● Michael H GLEN, MIPR, British Tourist Authority; Manager, Information Services; collection and dissemination of information on tourist facilities to overseas visitors.

● Sydney GLEN, Graphic Partners, Edinburgh; Partner (see Directory).

● Brian GOODEY, BA, MA, FRGS, Department of Town Planning, Oxford Polytechnic; Senior Lecturer in Urban Analysis and Perception, Urban Design Group; teaching, project work and research in planning and urban design.

● Clive GORDON, Nottinghamshire County Council, Leisure Services Department.

● W GRANT, MBE, Forestry Commission; Chief Forester, Grizedale.

● J Andrew GREENWOOD, Peak District National Park; Information Officer.

● Don GRESSWELL, Vice-Chairman, Chiltern Society.

● Nicholas HAMMOND, Royal Society for the Protection of Birds.

● Richard HARRISON, FMA, Portsmouth City Council; Director of Museums and Art Galleries; management and development of museum service including city museum, five branch and site



Lady Albemarle
(Photo: UPP)

museums and various ancient monuments.

● David HAYES, BA, MS, Visitor Centres Ltd; Director.

● John HODGSON, AMA, National Trust; Curator, Sudbury Hall; administration and presentation, including education and interpretation, of country house and museum.

● John H HOLDER, Hampshire County Council; Countryside Information Officer.

● A F HOLLOWELL (Mrs.)

● Michael HOLTON, The Carnegie United Kingdom Trust; Secretary.

● Frank HOWE, BA, English Tourist Board; Head of Information Networking; encouraging the provision and development of Tourist Information Centres throughout England.

● Spencer HUDSON, MA, London Borough of Islington; Co-ordinator of Recreation; concerned with leisure opportunities available to local people.

● Gemma HUNTER, BA, Robin Wade Design Associates; Associate; research/interpretive planning.

● Roger T HURST, BSc(For), Forestry Commission; Conservation and Recreation Officer, West Scotland; planning, development and maintenance of public recreation facilities.

● E E JACKSON, The Wildfowl Trust; Director of Education.

● Geraint JENKINS, Welsh Folk Museum; Keeper of Material Culture.

● Michael D JONES, BSc, MA, FGS, Leicestershire Museums, Art Galleries and Records Service; Keeper of Earth Sciences.

● Clunie KEENLEYSIDE, Durham County Planning Department; Senior Assistant.

● Susan KENYON (Miss), BA Geog, Tourist Driver-Guide.

● R KIRTON-DARLING, Ministry of Agriculture Land Service; Assistant Surveyor.

● Tim J LAKER

● W J LANNING, East Sussex County Council; Assistant County Planning Officer (Environment).

● Brian LE MESSURIER, JP, Qualified West Country Tourist Board Guide; Minister's appointee to Dartmoor National Park Committee.

● Fred LITTLEJOHN, Graphic Partners, Edinburgh; Partner (see Directory).

● J M LONSDALE, BA(Hons), DipLD, AILA, MRTPI, Countryside Commission for Scotland; Planning Officer; in northern

half of Scotland, advising on provision of recreation facilities including interpretive centres and control of development.

● David LOWE, OBE, MA, BSc, FRSE, Member, Countryside Commission for Scotland; convener for conservation education.

● J McCLATCHLEY, Forestry Division, N.I. Department of Agriculture.

● Ian B McQUISTON, BSc, MSc, DipEd, FGS, N.I. Department of Housing, Local Govt, and Planning, Conservation Branch; Research Officer; country park design and management, interpretive planning for country parks, nature reserves and countryside centres.

● Fred MANN, MA, LLB, Carnegie Dunfermline Trust; Secretary and Treasurer of social, cultural and recreational charitable trust.

● James MARSHALL, Self-employed.

● J E MASSEY, BSc, Forestry Commission; Recreation Planning Officer, S.W. England; forest recreational facilities, natural resource conservation and landscaping.

● Simon MEADE, Council for the Protection of Rural Wales; Director.

● Peter V MOORE, Cheshire County Council; Director of Countryside and Recreation; provision and management of recreational facilities and aspects of environmental conservation.

● John A NETTLETON, BA, Lake District National Park; Director, National Park Centre; management and development of centre, recreational facilities, courses and youth and schools service.

● Martin B ORROM, TD, MA, FIPor, Forestry Commission; Display Services Planning Officer.

● Clifford OWEN, Teaching Cert, BA, FLS, AMA, Leicestershire Museums, Art Galleries and Records Services; Deputy Director; administration, interpretation and education, development of new museums.

● J Allan PATMORE, BLitt, MA, University of Hull; Professor of Geography; head of geography department.

● Andrew S D PIERSSSENE, MA, Carnegie UK Trust; Project Officer for Norfolk Carnegie Project; devising system of 'regional interpretation' for Norfolk.

● D PILE (Miss), MA, Cheshire County Council; Countryside Interpretive Officer; implementing and co-ordinating interpretive programmes.

● Michael B. QUINION, Sight Sound Productions.

● Alfred QVIST, FRICS, Conservators

of Epping Forest (Corporation of London); Superintendent of Epping Forest and Burnham Beeches.

● Patricia RILEY (Miss).

● Adam B RITCHIE, Dundee City Museum; Keeper of Natural History; encouragement of environmental awareness - urban and rural habitats and their wildlife.

● D N ROBINSON, MSc, University of Nottingham; Resident Tutor, the Louth Division; teaching and organising extra-mural courses in landscape interpretation; research in local studies; Hon. Sec. of Lincolnshire Trust for Nature Conservation.

● Kenneth G ROBINSON, Montagu Ventures Ltd; Director.

● Terry ROBINSON, BSc, Cheshire County Council; Ranger, Wirral Country Park; interpretation including interpretive projects, and assessing visitor needs.

● The Rev. The Lord SANDFORD, DSC

● Annette C SEALE (Miss), MA, MRTPI, Countryside Commission; Senior Planning Officer; Head, Visitor Services Branch.

● Michael W SMITH, BA, DipLD, MRTPI, Cumbria County Council; Senior Planner (Environment); county interpretation, recreation aspects of structure plan.

● Neil STAMPER, Department of Leisure and Recreation; Leisure Planner; with particular interest in conservation and interpretation.

● G B STEAD, Poulton-Le-Fylde College of Education; Principal Lecturer - Ecological Studies and Environmental Education.

● Roger STEVENS, BA, MSIA, Brecon Beacons National Park; Information Officer; development and operation of information and interpretation services in the park.

● Terry R STEVENS, BA, MSc, CRMA, Carnegie Trust for Wales Rural Life Centre Project; Project Officer; carrying out a two-year feasibility study on development of a centre or centres interpreting rural life in Wales.

● Richard C STONE, The University of Edinburgh; Department of Architecture.

● T SUTHERS, Leeds Museum and Art Gallery Service; Design and Exhibition Officer.

● Graham TAYLOR, BSc, MSc, AMA, Countryside Commission; Interpretive Planner; advice on interpretive provision, supervision of related research.

● Ray TAYLOR, BSc(Geog), DipTP, MRTPI, Countryside Commission; Interpretive Planner (Visitor Services Branch);

advising on countryside recreation interpretive services and facilities, research, experimentation and training in interpretation.

● Valerie M THOM (Miss), BSc(Agric), Countryside Commission for Scotland; Interpretive Planning Officer; development of, and advisory work in connection with, local and regional interpretive plans. Training of countryside rangers and interpreters.

● Jane TODD (Miss), BA, Cheshire County Council; Assistant Interpretive Officer; assisting interpretation of countryside including recreation areas.

● Laurence TOMLINSON, St Mary's College of the Sacred Heart (Newcastle-upon-Tyne); Principal Lecturer and Head of Outdoor Education.

● Paul N TOPHAM, City of Birmingham - Education Department; Adviser for environmental studies; development of environmental education.

● A M TYNAN, Hancock Museum.

● Robin WADE, DesRCA, FSIA, Principal, Design Practice; concerned with museum consultancy, museum exhibitions and various interpretive projects.

● Colin WARD, Town and Country Planning Association; Environmental Education Officer; editor of *Bulletin of Environmental Education [BEE]* etc.

● A N WATSON, Snowdonia National Park Study Centre; Lecturer in Field Studies.

● Richard WESTMACOTT, BSc MA(L'scape Arch), Self-employed; landscape architecture and land-use planning.

● Keith WHEELER, Scaptoft College of Education; Senior Lecturer in Geography.

● B Jane WHITEHEAD (Miss), Marlborough Grammar School; Geography Mistress.

● F E WHITE, Wirral Borough Council; Head Ranger, Wirral Country Park; management and maintenance of the park including visitor centre.

● A J WILLIAMS, Mid Glamorgan County Council; County Planning Officer.

● Keith W WILSON, BSc, MIFor, Forestry Commission; Recreation Planning Officer; planning appropriate development in S.E. England Conservancy of recreational facilities; member Development and Interpretation Committees for Queen Elizabeth Country Park, Butser.

● Shirley E WRIGHT (Mrs.), BSc, University of London - Wye College; Lecturer in Landscape Ecology; teaching, *inter alia*, ecological effects of recreation and management of landscape for recreation.

● T W WRIGHT, BSc(For), PhD, The National Trust.

Although membership is an individual matter, the first meeting suggested that the newsletter include a list of involved organisations. This we intend to do in a later issue.

Wheelwrights in 1806



[Shire Postcards]

Directory

We shall list in each issue firms and suppliers whose work in providing interpretive facilities or equipment can be recommended by one or more members whose name(s) also appear so that further information can be sought. Consultant members will also be listed.

Elisabeth BEAZLEY, ARIBA, AAdipl, 87 Whitelands House, London SW3
Consultant architect, interpretive planner. (Society Member)

Brian GOODEY, 7 Southlands Road, Moseley, Birmingham 13, 021-449 4695
Consultant on community environmental awareness, the establishment of urban trails etc associated with expanding environmental education in the school context. (Society Member)

GRAPHIC PARTNERS, Design Consultants, Broughton Market, Dublin Street, Edinburgh EH3 6NU, 031-556 9994
Exhibition, A/V programme and graphic design, illustration, photography. (K. Craig, G. Duffy, S. Glen, F. Littlejohn, members)

David LATTIMORE, Audio Advertising, 21 Vaughan Road, Long Ditton, Surrey 01-398 4962
Installation of Audio-visual equipment. (D. Pile et al, F.E. White)

ROBIN WADE DESIGN ASSOCIATES, 11 Mount Ararat Road, Richmond, Surrey TW10 6PQ.
Museum and exhibition design consultancy. (Society members)

Directory (contd.)

Richard Westmacott, BSc, MA(L'scape Arch), 3 St Martin's Road, London, SW9 OSP.
Consultant in landscape architecture and land use planning. (Society member)

Leisure Study Forum

Organisations concerned with leisure proliferate at an almost geometric rate, but one of the most promising and useful is the Leisure Studies Association which held its inaugural meeting in the University of Birmingham on 30/31 May. Its aim is to provide a discussion forum for all interested in the study of leisure, whether as academics or as providers in both public and private sectors. Its prime strength lies in this very diversity.

The Minister for Sport and Recreation, Denis Howell, made it abundantly clear that he welcomed the emergence of an Association which could provide an informed yet detailed view of problems and priorities in provision for leisure. He emphasised the particular need for clear thinking at a time of economic crisis if scarce available finance was to be used in the most productive way.

Five papers examined varied aspects of provision. Professor Tony Travis (U. of Birmingham) gave a general overview of the field, with a more specific look at the local authority role by Denis Molyneux (Northants CC) and at the place of national government by Dr. Cyril Smith (Civil Service College). Robert Hutchinson and Chris Cooper outlined the contribution of their own employer, the Arts Council, while Gordon Cherry (U. of Birmingham) looked at the constraints, and the opportunities, presented by the structure planning process.

The Association has now charged a committee with giving more formal guise to its aspirations and structure. The committee's chairman is Professor Brian Rodgers (Dept. of Geography, U. of Manchester) and its general secretary Dr. Stanley Parker (O.P.C.S.).

Enquiries for membership are welcomed: the modest subscription of £1 for the current year includes a copy of the *Directory of Leisure Scholars and Researchers*. The membership secretary is Michael A. Smith, Department of Sociology, University of Salford, Salford M5 4WT. J. Allan Patmore.

take note!

The DARTMOOR PONY EXPRESS bus service started this year. It is coupled with guided walks and information handouts, and will provide a better understanding of this part of the Dartmoor National Park. The Park's Interpretation Officer, Peter Freeman, began work in June.

At Sudbury Hall, in the childhood exhibition, they are exploring the limits of direct visitor participation. Art and architecture students are designing and making an interpretive room about Sudbury, and a children's architecture room.

Robin Wade is currently engaged on a museum, at Wimbledon, on the history of Tennis (opening 1977). His historical exhibition in the Norman Crypt at Canterbury Cathedral is due to open this July.

The feasibility study phase of Norfolk Carnegie Project ends in December 1975. Proposals for a system of regional interpretation for Norfolk will be put to a conference of interested Norfolk people and organisations early in July.

On behalf of the Countryside Commission, DART is undertaking a study of Hadrian's Wall, to prepare a broad planning strategy for its conservation. Various organisations which make recommendations to the Chilterns Standing Conference are expressing grave concern at the effects of Capital Transfer Tax on woodlands.

Interpretation Training Centre at Countryside Commission for Scotland, Battleby, Perth (Photo: CCS)



The Countryside Centre under construction in the Roe Valley Country Park, Limavady, Co Londonderry, is due for completion in November 1975 and will open with an initial interpretive programme at Easter 1976.

The Council of Europe sponsored the third in a series of invitational colloquia under the title 'Urban Environment and the Quality of Life' in June. The sessions were concerned with techniques for communicating environmental quality issues. A summary note will be included in the next newsletter.

First stage developments of the Auchindrain Museum of Farming Life, near Inveraray, Argyll are nearing completion and the interim visitor centre will be officially opened by Magnus Magnusson on July 12.

Colin Ward of the Town and Country Planning Association is preparing a report, financed by the Leverhulme Trustees, called *Interpreting the Built Environment*.

The Council for the Protection of Rural Wales is still feeling its way in interpretation, but it has become vividly aware of its importance with visitor pressure increasing rapidly. With help from the Carnegie UK Trust a new office has been opened and this has enabled CPRW to promote a programme of displays at conferences, meetings and public occasions.

Cumbria County Planning Department has just launched an experimental *heritage trail* to draw visitors from most crowded parts of the Lake District. It is intended to link this interpretive exercise with monitoring of public reactions and route use.

Cheshire Countryside and Recreation Division has recently appointed a technical assistant to help interpretive staff with installation of A-V equipment, wayside exhibits etc.

A DART study is in progress (sponsored by CRRAG) of a sample of 50 self-guided trails (including farm, forest, nature, town and ancient monument) throughout the country.

The Secretary (Martin Orrom) would welcome names of particular contacts, in the US National Park Service and in other bodies, both in America and elsewhere, who would be interested to receive copies of the Newsletter.

Salford University's first diploma course in Rural Recreation Resources begins in October 1975. It will include the theory and practice of interpretation. Contact Dr Stan Frost.

Bookshelf

We shall include 'recommended reading' as well as reviews of books or articles. In time, we should be able to assist in the compilation of a bibliography of interpretation.

Warren A Johnson: *INTERPRETING LEICESTERSHIRE - a Preliminary Report on the Potential Uses of the County's Cultural and Natural Assets* (Dept. of Museum Studies, U. of Leicester, 1975) "...improvements in the understanding and accessibility of Leicestershire's heritage will have to come primarily from the ingenious utilization of existing institutional resources."

HENGISTBURY HEAD (Dorset County Education Department, Portman House, Richmond Hill, Bournemouth, £1 including postage). A new handbook describing the history, archaeology and ecology of Hengistbury Head

Richard Westmacott: *SHIPLEY FARM INTERPRETATION CENTRE* (Countryside Commission and Derbyshire County Council, 1975). A recently completed design project.

BULLETIN OF ENVIRONMENTAL EDUCATION, 48, April 1975 (T&CPA) Not only a useful plug for the Society, in BEE's leader, but also some helpful *Notes on Interpretation*, contributed anonymously, presumably by a worker!

TOWN TRAILS - a special list for EAHY (BTA, 64 St James' Street, London SW1A 1NF, 38p including postage)

Based on research done by Brian Goodey, then of the Urban & Regional Studies Centre of Birmingham University

NATIONAL PARK NEWS - newsletter of the Lake District National Park. First issue of this replacement for Centre 69 due summer/autumn 1975.

Taylor, Cox and Dickins: *BRITAIN'S PLANNING HERITAGE: a regional guide* (Croom Helm Ltd., 2-10 St John's Road, London, SW11. 1975. £5.75)

The guide sets out to illustrate man's attempts to control his social and physical environment. It includes bird's eye views of interesting sites.

Principles and Practice

GUIDE TO COUNTRYSIDE INTERPRETATION - D. Aldridge: Part 1, *Principles of Countryside Interpretation and Interpretive Planning* and K. Pennyfather: Part 2, *Interpretive Media and Facilities*. (Countryside Commission for Scotland/Countryside Commission. 1975. £1.25 and £3.35)

It seems right that our Society should be formed as this country's first guide to interpretation makes its bow. In breaking new ground, too, as a joint venture between the Commissions, it is doubly welcome.

The clear diktat that both parts make is *plan your interpretation* before you plan its housing and presentation.

Don Aldridge has given us a tidy text book, meaty and requiring digestion, despite its disarming lack of bulk. Keith Pennyfather's useful check lists of techniques and of interpretive facilities in Britain are preceded by a blow-by-blow evaluation of media. But is such an analysis, without a commentary, worthwhile, or even helpful to the interpretive planner?

continued from page 16 ... would take advantage of those colleagues with interpretive programmes in the area. Future meetings will *probably* be held as follows:

1975, November, Chester [see *What's On*] 1976, Edinburgh, North Wales and Ironbridge 1977, Cardiff, Aviemore and Hampshire or Devon.

programme

● Friday 5 September
1800 Assemble at Stirling University before dinner
2015 Keynote talk: *The Psychology of Interpretation*

● Saturday 6 September
0900 Visits to Bannockburn Visitor Centre and Stirling Castle
1400 Visit to *Landmark II* Audio-Visual Workshop: *The Role of A-V as an Interpretive Medium* (Don Aldridge)
1900 Formal dinner
2000 Audio-Visual Workshop: *The Production of Simple Programmes*

● Sunday 7 September
0930 Visit to the Wallace Monument
1045 Open Forum
1300 Lunch, followed by departure of



Interpretive Participation
[Photo: Countryside Commission]

Members cannot afford to ignore these books, and their appraisal of them will encourage a constant re-appraisal. Interpretation is dynamic, dependant on visitor response. The guide must not remain static. (MHG, MHO)

optional coach to Edinburgh for trains and/or possible visits to the Royal Botanic Garden (for displays) and the Georgian House, Charlotte Square (for A-V show)

Stirling is an excellent centre for a longer holiday and members may wish to arrive early or leave sometime after the meeting has finished. The campus is most attractive and has shops, sailing, sauna, swimming, the MacRobert theatre etc. There are double rooms and self catering flats available. Wives/husbands should all be members if they wish to join the meeting.

There are many interpretive facilities such as Ben Lawers Mountain Centre (NTS), Loch of the Lowes (Scottish Wildlife Trust), Vane Farm (RSPB) all within easy reach by car for those who want to see more outside the time of the meeting.

The inclusive cost will be £14.00, (other than for personal travel arrangements). Please send your applications to the Secretary, with a deposit of £5, as soon as possible. The balance will be collected at the conference. The closing date for applications is 15 August.

what's on . . . when & where?

The dates given are those supplied to us. However, please use the contact to check beforehand, if you intend to go to any of the events listed. Plans can change even at the last moment.

10 Jun-end Jul, Dorset Naturalists' Trust Mobile Countryside Centre at Durlston Country Park, Swanage, Dorset.

21 Jun-3 Aug, Canal Boat Art exhibition, Newarke Houses Museum, Leicester. (C. Owen Leicester 53911)

1 Jul-end Aug, Guided walks and Saturday Evening Interpretation programmes, Wirral Country Park. (Information Officer 051-648 4371)

Tuesdays 8 Jul-9 Sep, Pathfinder Courses at Brockhole for holiday visitors to gain ideas and information on walking in the Lake District. Maximum number per course 60. (J.A. Nettleton Tel Windermere 2231)

14-18 Jul, Course for teachers and leaders: Lake District Geology (Youth and Schools Liaison Officer, National Park Centre, Brockhole, Windermere. Tel 2231)

12-14 Sep, The Group for Educational Services in Museums and the Museums Assistants' Group - seminar on *Museums and the Handicapped* at Museum and Art Gallery, New Walk, Leicester (cost £16 including tuition, board and lodging) (C. Owen Leicester 53911)

Stirling University Campus

[Photo: University of Stirling]

13-14 Sep, Beam Engine Steaming, Museum of Technology, Leicester. (C. Owen)

15-26 Sep, *The Local Tradition*, EAHY exhibition, Newarke Houses Museum, Leicester. (C. Owen)

28 Sep-4 Oct, Course on Interpretive Planning and Methods (for those resident in Scotland). A further course, planned for 1976 (date to be fixed) will be open to those resident/working outside Scotland. Details and forms from Valerie Thom, Countryside Commission for Scotland, Battleby, Redgorton, Perth. Tel 27921.

6-10 Oct & 3-7 Nov, Course for teachers and leaders: Mountain Walking (Youth Officer, Windermere, see above)

11-12 Oct, Narrow Gauge Railway demonstration, Museum of Technology, Leicester. (C. Owen)

15 Nov, *Third Meeting of the Society at Chester* (including interpretation of Chester city). Optional extra visit on 16 Nov to Wirral Country Park.

Stirling in September

Full details of the Society's next Conference are given overleaf. At the first conference, it was announced that the pattern of Society meetings would ensure a geographical spread, as well as covering both rural and town interests. Annual General Meetings would be held in a capital city. The peripatetic deliberations } page 15



The Editor is most grateful to members for the 60% unprompted response to the request for information. Unfortunately, it has meant some heavy pruning of news and some omissions. Next issue will have more space for topical contributions.