

interpretation

NUMBER 14

autumn 1979



* CROXTETH
* CONWY

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* VYRNWY
* ACCOUNTS

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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 a 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, of the consultative document which led to the formation of the Society and membership application forms may be obtained from the Secretary.

The Officers

President: The Right Hon. The Countess of Albemarle, DBE, D Litt, DCL, LLD
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Treasurer: Terry Stevens (West Glamorgan County Council)
Publicity Officer: Graham Taylor (Countryside Commission)
Editor: Ruth Tillyard, MA (Nottinghamshire County Council, Trent Bridge House, West Bridgford, Nottingham)

The Newsletter

No 14, November 1979 ISSN 0306-8897

'Interpretation,' the newsletter of the Society for the Interpretation of Britain's Heritage, is published three times a year. It is distributed free to members. Non-members may buy copies at 70p each.

Next copy date is February 15th 1979

Typing: Cecilie Render, Nottinghamshire County Council.
Printers: Progressive Printers, Ayr Street, Nottingham

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<u>STOP PRESS</u>	
The Treasurer's new address is 3 Heol y Fforest, Yr Hendy, Pontrddulais, Dyfed.	
ARCHAEOLOGICAL EDUCATION	

A one-day conference to mark the 25th anniversary of W G Hoskins "Making of the English Landscape" will be held in London on March 1st. Further details from Archaeological Education, Vine Cottage, Hethe, Nr Bicester, Oxon.

LONDON SEMINAR

Don't forget to return your forms about the London seminar to Martin Orrom

SHROPSHIRE CONFERENCE

Nearly 60 people attended this weekend, with the weather on the Saturday showing the scenery off to its beautiful best.

Visits

The first afternoon offered a choice of a visit to the Hereford Museum of Cider, or a guided walk, led by Andrew Jenkinson, on the Long Mynd. Most of the weekend was spent at Ironbridge, where we saw the magnificent new Museum of Iron close to Darby's original furnaces; The Gothic Warehouse which houses an A.V. programme and general interpretive display; the Iron Bridge with its Toll House and display inside. We visited the Tar tunnel, the Coalport China Works, and Blists Hill Open Air Museum, where the new squatter's house provided much interest. We were taken across the river to the Maws tile works, once the biggest in the world, which is being restored, mainly financed by a new demand for Victorian tiles. We had lectures in a new Youth Hostel/Study Centre, and a teaching room with a display on "The American Connection." In between that we went to Acton Scott Working Farm Museum, where butter-making, horses and a real muck heap were the points of most note in an interesting visit, and Bewdley Museum with its resident craftsmen, followed by the ride on the Severn Valley Railway, with supper.

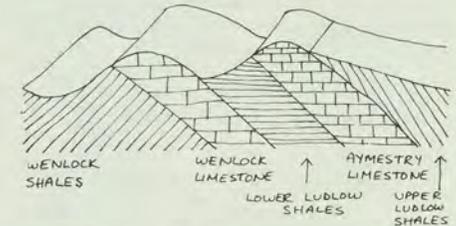
Talks

Andrew Jenkinson - The Shropshire Hills AONB: 'Problems and Possibilities.'

The definition is one problem; 'beauty' is subjective, 'natural' dubious, and 'area' not really applicable, and therefore the knob of the problem, as the Shropshire Hills lack entity.

One way to define the area would be to

see where people go, but apart from a few honeypots, the hills are sparsely used. Mining is as much a pressure as overuse. The hills are a classic geological description area, with consequent large numbers of fossil-hunters; interpretation had reduced the damage they caused, but many points of interest remain uninterpreted and unappreciated. He felt a need for a consensus as to what the interpreter in the area should do.



Neil Cossons - Ironbridge and Interpretation.

In an elequent talk that could have lasted for far longer without losing the interest of its audience, Neil covered a variety of points. His main worry about interpretation was that the media may become too powerful, and also rather uniform.

85% of Ironbridge's running costs come from gate money, in contrast to old-style museums which are free and whose attitude to people and marketing is therefore different. He claimed that the average 'cost' of a visit to a municipal museum is £1.50, and some cost much more. At Ironbridge, interpretation is part of a management and marketing package. Other income came from local councils and sales.

The concept of the museum goes back to the 1950's. In 1959 Allied Ironfounders excavated Darby's furnace to commemorate the 250th anniversary of his first 'blasting.' The starting of the new town of Telford was seen as a threat, and acted as the catalyst for the formation of the Trust in 1967.

At present, Ironbridge is a 'thinking man's' day out; a scholarly, hardline approach has been taken to interpretation and marketing, one he described

Shropshire conference

as 'po-faced.' With 250,000 visitors per year (half of these are school-children), there is now a solid base to expand outwards and attract different sorts of people. This implies that the interpretive and marketing approach will need to change, leaving room for experimentation.



Barrie Trinder - Volunteers and Museum Guiding

Barrie spoke as a member of the Trust from when it began. At that time, it was thought Ironbridge should become an open air museum along Scandinavian lines, but no-one had been to one! It was always assumed that there would be a strong volunteer element.

For the first Open Day in 1969, the Trust appealed for guides to be trained, and got 60 volunteers. There were about six Open Days until 1973 when the museum opened. The guiding work was paralleled with volunteer work on site.

Volunteers are now part of the general running of the museum, and Tony Herbert is still recruiting new guides. The museum is the best stimulus to historical study in adult education in the area. The involvement of the wider community in the interpretation is very important.

CROXTETH VISITOR CENTRE

While there is much talk about cut-backs, belt tightening and other masochistic moves, it comes as rather surprising to find a new interpretive centre on the market.

Croxteth Country Park, formerly belonging to the Earls of Sefton of national hunt and hare coursing fame, and now managed by Merseyside County Museums, formally launched its first permanent visitor facility in July this year.

The Visitor Centre forms part of Croxteth Hall, a mansion house extending to some 80,000 square feet of floor space. At 4,000 square feet, the Visitor Centre, including shop, cafe, information point and display, uses little of the space in the main building but nevertheless, presents a significant feature in the countryside recreation field.

The display entitled "The Croxteth Heritage" is permanent, more or less. It relates to the story of the land and its use by the Sefton family from the 11th Century.

The treatment is highly visual with realistic scene setting such as a Saxon gutting a red deer stag in the Royal Hunting Forest of West Derby, or a highly detailed model of Liverpool Castle in its Merseyside setting. Coursing greyhounds chasing a hare, game cocks fighting, a gamekeeper's



Croxteth visitor centre

gibbet, a game larder - all relate to the past interests of the family, particularly their involvement with field sports.

Within the display there is a small auditorium with a series of slide/tape programmes on rural crafts. Basketry, coopering, farriery and wheelwrighting are presently covered.

The Visitor Centre represents the first stage in what is hoped will be a large scale development to re-establish the practices of an old working estate, comparing them where appropriate, with modern methodology and at the same time interesting the visitor.

STAYING AMATEUR

Do we, as interpreters, get so wrapped up in being professional that we forget to be amateurs in our interpretive efforts? Do we get complacent with the "way we did it last year" and so turn our torch of creativity down to a pilot light of self-satisfaction? Most of us have creative slumps, a doldrum of the spirit. For some, such a situation is spurred by being in one area too long and growing too familiar with our resource. For others, a supervisor may deflate an interpreter's creative balloon by always pouring cold water on new ideas and rewarding those who maintain the status quo. For still others, it may be the pressure of the bureaucracy or personal concerns.

On the brighter side, some interpreters always seem to be riding a creative high. Everytime you see them, they have a new idea for a program, a new game for kids, a new insight to share. Their outlook is ever fresh,

exciting and challenging. Many of us may indeed feel like amateurs around such 'professional' interpreters whom we may even idolize. But if we ask these professionals, they may deny that they are the authorities. Rather, they are forever searching. They are truly amateurs. They find the question more fun than the answer, the wonderment more exciting than the knowledge, and the inspiration more rewarding than the results. They are people of the spirit, never content with past hurrahs. They seek only the pleasure of life's next revelation and the joy of sharing it with others. They are forever amateur interpreters, the most professional of all.

What is the distinction? We are hired to be professional interpreters, but many who we admire most in our field have advised us to be amateurs. Perhaps the difference is one of applied knowledge versus spirit. A professional in any field studies, analyzes, acquires an acceptable level of knowledge, and then applies all this to his task. As professional interpreters, we study Freeman Tilden, John Hanna, Grant Sharpe, and others. We can outline the basic principles of interpretation and are familiar with their application in talks, AV presentations, and Living History programs. Many excel in this deductive approach to interpretation, just as others follow a parallel approach to becoming a doctor, a lawyer, or an engineer.

But for an amateur, the greatest necessities are less tangible factors like desire, curiosity, creativity, and the endless search for adventure and truth. An amateur goes at his job out of love; a professional out of training. An amateur relies heavily on what he experiences, sees, feels, and discovers; the professional turns to his books for answers. The amateur seeks a new revelation while a professional concentrates on past revelations and their applications.

Our careers require us to be professionals but our interpretive spirit seeks the amateur in us. A standard for measuring our success in balancing

Staying amateur

these two factors might be our creativity. If new ideas, new interpretive insights just aren't emerging like they used to, perhaps we are leaning too heavily on the side of professionalism and cramping our spirit.

To rekindle the "amateur" in us, is no easy job. Some may snap out of a slump without even trying. For others it may take one or several serious efforts to break the professional lock and let the amateur out. Perhaps a new or even very old look at our area will retorch interest. Sometimes interviewing local oldtimers may light a burner never lit before. Maybe only a new supervisor or a transfer will help.

Whatever it takes, we must get it back. Our amateurness is the heartbeat of our interpretive communications. Our visitors come to us as budding amateur interpreters. They look to us to share our secrets of interpretation with them so they can interpret for themselves. What we share are our insights into our own curiosity and the way we search for truth. We offer visitors a glimpse at the excitement we feel in a revelation of nature or a fresh historical insight. We share a loving adventure, the adventure of an amateur in the world of the unknown, But we cannot share, we cannot offer anything but facts, if we have permitted out amateur spirit to die.

Tom Danton, Supervisory Park Ranger
Lyndon B Johnson National Historical Site.

(taken from "In Touch," the U.S. National Park Service's interpretation newsletter, March 1979)

INTERPRETERS - A SURVEY

At the Durham Conference this year, 27 delegates completed a questionnaire designed to obtain information on the type of work they are involved in; their attitudes towards that work and interpretation in general; and personal data related to their background and training.

The exercise was part of an experiment to test the format of the questionnaire and the wording of the questions, prior to a full scale survey of interpreters taking place in Wales. This eventual research will continue being undertaken as part of a PhD programme, based on University College of North Wales Bangor, by myself.

Whilst the results of the Durham Survey do not stand the rigours of statistical scrutiny, I am sure members will find this selection of results interesting. Equally, at a time when interpreter training programmes and needs are being considered by various organisations, several factors emerge as being worthy of further investigation.

Background Training

50% of the sample have post graduate university education, mostly to Master's Level. The remainder had all achieved a degree or degree equivalent, the most popular discipline being geography. Other courses mentioned included History, Sociology, Agriculture and Town Planning.

Less than 50% had attended any of the interpretation training courses which have been available since 1975. That Countryside Commission sponsored course at Leicester in 1975 was mentioned by 25% of the sample, with Losehill Hall and C.C. Scotland courses receiving a mention.

Respondents were equally divided as to

Interpreters - a survey

whether interpretation is a profession in its own right, although there is a clear mandate to improve the training opportunities for that "profession." All but one member indicated that insufficient training is available.

Useful Sources of Information

The paucity of useful sources of information on the theory and practice of interpretation is clear from the returns. Interpreters rely on meetings, conferences and visits as a means of stimulation. There is a need for a regular published source of information in Britain. American interpreters, have access to "The Journal of Interpretation," "The Interpreter," "The Canadian Interpreter," "In Touch," "Park Practice Guidelines," and the journals of Leisure Research and Leisure Science.

Of those members sampled, the following publications were mentioned as being useful: Museums Journal, The Curator, BEE, Civic Trust News, Landscape Design, and the SIBH Newsletter.

Work Loads

Whilst realising that attendance at a weekend conference invokes a selection procedure, a diversity of jobs and positions was covered in the sample. It is evident from the results that interpreters are given wide-ranging jobs. Over 90% of those sampled undertook all of the management jobs:

- Supervision of work and personnel
- Communication
- Co-ordination of projects
- Advice and Counselling of others
- Planning Interpretive development
- Delegation
- Research
- Programming Work Schedules
- Training of Staff
- Evaluation of programmes and

personnel
Budgeting and financial control

A knowledge of law was required by only 40% of the sample.

A great reliance is obviously placed upon very few persons within agencies and organisations to prepare, implement and manage the interpretive element of their work.

Employing an Interpreter

"A personal challenge... environmental concern... and maximisation of personal skills" are equalled by the "attraction of a higher salary and employment opportunity" as reasons why those sampled entered their particular job. Maybe interpreters aren't any more altruistic than those in any other employment!



In response to the question "What interpretive skills would you look for in employing an Interpretive Officer?" the following results emerged.:

A knowledge and understanding of human behaviour, psychology, anthropology was considered the most important skill required with an average placing of 2.1 (weighted score 83). The ability

Interpreters - a survey

to plan for interpretation (3.0/82), and to use effective communication skills (2.3/79) vied for second place. The least important skills required were felt to be a knowledge of (i) community economic behaviour, political science etc. (5.7/33); (ii) resource management and conservation (4.9/49); (iii) natural and man-made environments (4.5/59).

Clearly, training should orientate itself to the achievement of these skills and it would seem that intending interpreters should be encouraged to seek as their first discipline a study of sociology, psychology, anthropology etc.

Attitudes to Interpretation

Eight basic statements relating to the philosophy and objectives of interpretation (based mainly on Tilden's work) were stated and respondents asked whether they agreed or disagreed with them. On most issues, there is a strong consensus of opinion.

Most feel there is a difference between interpretation and outdoor education and the objectives should not be considered the same. Equally it was unanimously felt that interpreters should provoke the public to solve social and political problems affecting the environment; that the cultural and historical environments are as important as natural history in interpretation; and that there is no difference between the skills required for rural and for urban interpretation.

Although 30% are uneasy at the thought of interpreters becoming involved in social and political issues, the majority considered it an integral part of their job.

Terry Stevens

DORSET

The Interpretation Programme for the Heritage Coast in Dorset, detailed in Issue 11, has since been expanded to include the coastal area of West Dorset. The Purbeck coast has now been formally recognised as a Heritage Coast, and it is hoped that through similar work and attention the West Dorset coast between Lyme Regis and Portland will also be given Heritage Coast status.

Ever since the Interpretation Unit of the Dorset Heritage Coast Project was set up in March 1977, the emphasis has been placed on providing outdoor interpretive signs covering a wide variety of subjects, located at numerous sites along the whole coast. As John Allwood (who was commissioned by the Countryside Commission to produce a report on Interpretive signs in the countryside) said "...signs provide one of the most exciting interpretive possibilities in many differing locations and conditions."

The limited budget of the H.C. Project automatically precludes the adoption of a more 'lavish' interpretive programme, and these illustrative encapsulated signs provide an excellent means of achieving our objective: to inform the large number of visitors of the varied and interesting nature of the Dorset coast and hopefully through this to promote a greater understanding and awareness of the need for its conservation.

The policy is still to cover as wide an area as possible (as unobtrusively as possible) with a range of subject matter treated in an attractive and informative manner. At present there are already over two dozen of these signs along the coast - mainly in Purbeck - with a further twenty or so in the pipeline. Most of the signs include a water-colour illustration with accompanying text, often with a map as well. In spite of the large number of visitors, only two cases of vandalism have been reported; the latest involving the complete re-

Dorset

moval of the sign from the framed board - a remarkable feat, since the cross-head screws which are used to attach the signs have their centres purposely drilled out.

Variety of subject matter is of great importance; in West Dorset for example, signs are planned to include forestry, Enterprise Neptune, the Chesil Beach formation, historic Lyme, wildlife, geology and others. The programme is still active in Purbeck and the team, pursuing its policy of co-operating with local bodies, is working with the Army on a set of six signs within the Lulworth Ranges - including ones on a Fossil Forest, an old fishing village and the Bindon Firing Range.

The Interpretation Programme, while concentrating on outdoor signs, is active in other areas too: a set of illustrated leaflets has already been produced for Purbeck, with plans for some in West Dorset; Guided Walks and boat trips were arranged during the summer months; an exhibition is being designed for Kimmeridge Bay utilising an old fisherman's hut; a trail leaflet is planned for one of the villages; and a Heritage Coast poster is to be designed. An informal survey is also being carried out of the various museums and other interpretive centres in the area - such as the visitor centre at Durlston Country Park - to discover the extent of interpretation about the coast in Dorset. This information can hopefully be used for any future programme to arrive at a more co-ordinated and comprehensive coverage of coastal interpretation. The unit has already been approached in fact by Lyme Museum concerning assistance in future displays.

The future of the Interpretation Unit is uncertain as it is staffed entirely by people on the Government STEP scheme which comes to an end on February 29th 1980.

Julie Astin

AVEBURY GREAT BARN

This Centre for the Wiltshire Folk Life Society comprising a working headquarters with displays, shop, refreshment facility, recording point and workshop has now been established. Many people have been involved in the enterprise but special credit goes to the Hon. Director, Lance Vatcher, who has had responsibility since its inception for translating the initial theory into reality to make a Centre for the study and interpretation of the past way of life in Wiltshire. However, the debt to Lance goes further than that for the original seminal idea linked to Avebury was the brain child of Lance and his late wife Faith, the Curator of the Arthur Keiller Museum at Avebury who so sadly died in the early part of the year. Now Lance has decided to find new fields for his talents and at the end of this 1979 season, will be leaving Avebury.

Much has been achieved but much remains to be done, especially at the point of bringing forward the recording centre for Folk Life studies in Wiltshire itself and researching the past way of life since medieval times of this most culturally rich of all English counties embracing agricultural techniques and practice, as well as rural crafts, vernacular architecture, costume, folk lore, dialect, song, dance, drama, and general domestic economy. A new Director will have to be found and advertisements will shortly be appearing in the usual professional journals. As an assignment it is a challenge as it will break new ground and needs a professional who is not only an enthusiast in the Folk Life range of subjects, but an administrator having a lively rapport with a cross-section of people. It could suit a recently retired top Curator in this field of studies looking for a part-time position.

Harold Cory

CONWY

For a small town, Conwy has rather a lot of interpretation. Before this year, there were three places which interpreted the town to a greater or lesser extent. This summer, two new places have opened, which are described below.

CONWY VISITOR CENTRE

In 1975, when discussions were first held with the Borough Principal Planning Officer and the Wales Tourist Board regarding the possibility of establishing an interpretative centre, there was no effective interpretation in the town. The Tourist Information Centre housed a small exhibition whilst Aberconwy house, administered by the National Trust, incorporated a small museum collection.

A nationwide assessment, undertaken by the promoters, Interviron Limited, of urban locations suitable for interpretation on a commercial basis had previously indicated that Conwy possessed considerable potential. An interpretative resource considered by A Taylor to be one of the finest medieval fortified towns in Europe was there as was a readily available market of the right size and socio-economic profile. Having already surveyed the town a suitable site had also been identified, a semi-derelict, stone-built National School c1837 situated within the town walls and adjacent to the main E-W through road.



A comprehensive interpretative plan detailing the interpretative objectives was prepared as far back as 1976. These objectives were defined in behavioural terms to facilitate evaluation of the programme's effectiveness but for the purposes of this account can be summarised as being "to enrich the visitor's experience of Conwy by increasing his/her awareness of its past and how this relates to Conwy as seen today". Implicit in this is the need to inform visitors not only of the main events in Conwy's past, but also the extent to which they have contributed to the Conwy we see today. A need to direct visitors' attention to those aspects of present day Conwy which most clearly exemplify this process is equally important.

In fitting the media to the message particular regard has been paid to the relative effectiveness, as indicated by a substantial volume of research, of exhibition, slide-tape and film, in communication. It is not possible in a short article to even summarise how this fit has been attained, but it is sufficient to say that most of the interpretative message is conveyed by film which being a dynamic medium allows for more effective communication of "processes", "casual relationships" etc, whilst "events", "situations", etc which can be readily removed from their time context are more appropriately transmitted by exhibition.

All interpretative planning, exhibition research and design, film research and direction was undertaken by Interviron Ltd. Consultant architects were engaged but were subordinated to the company designer who retained control of the planning and design of the Centre.

Public response has been very encouraging, particularly with regard to the film which as far as I know is the first to be produced specifically for interpretative purposes. Visitors frequently express criticism of the inadequacy of slide-tape presentations compared with film so perhaps the time is fast approaching when the relative cost effectiveness of these media in interpretation should be reviewed.

Conwy

After delicate and somewhat protracted negotiations, the property, which was vested in a Church of England educational trust, was eventually conveyed to the company in October 1978. Extensive restoration and conversion commenced in November and the Conwy Visitor Centre opened to the public on 14 May 1979.

The building provides 2350 sq ft (214 sq m) having been added by the installation of a new first floor in part, and occupies a site of 5440 sq ft (505 sq m). Principle components are an integral foyer, sales and reception area of 1030 sq ft, a 64 seat film-theatre of 630 sq ft and an exhibition area of 1300 sq ft, the latter occupying the whole of the first floor. Toilets, a store and office accommodation complete the facilities. All internal walls have been cleaned back to the natural stone and except for the best masonry, sealed and spray-painted. The fine, heavily timbered roof has been completely stripped, restored and reslated and is retained as a feature throughout. Externally, the stonework has been removed, openings for main entrance doors cut and an entrance canopy and rear fire escape added. Apart from these alterations the building has been retained in its original form and is to become a listed building in what is a prime conservation area.

The Centre offers an interpretative programme consisting of a film, an exhibition, and currently under development, publications and related sales material. The film is an Interviron production of 16 minutes duration shot in Eastman colour with dubbed sound and is shown at half-hourly intervals or otherwise as demand requires. Projection is by a Fumeo model 9320 Xenon Arc machine with remote control operated from a control point in the shop. The exhibition is largely of two dimensional material but incorporates life size models of people important in Conwy's past, dressed in period costume.

Facilities at the Centre offer considerable scope for further development and a substantial number of alternatives are currently undergoing evaluation with a view to possible implementation in time for the 1980 tourist season. Only by the end of 1980 will it be possible to make a conclusive assessment of commercial viability; however at the time of writing there is every indication that this particular Centre at least will pass the test.

Michael D Jones MSc FGS AMA
Managing Director Interviron Ltd



ABERCONWY HOUSE

Aberconwy House was gifted to the National Trust in 1934 and until recently it had been leased as an antique shop. In 1976, the lease was

Conwy

not renewed and the Trust took advantage of the opportunity to initiate a full structural survey of the building. The findings were startling since it was found that no wall existed where the house abutted number One, High Street. It is assumed that in the late 19th century, Aberconwy House was to have been demolished and another brick and stone building was to have taken its place; meanwhile a makeshift partition of timber props balanced precariously on decaying beams served the function of a wall.

Up to the time of the survey it was thought that the house was 16th century, and perhaps one of the original houses built in the walled town.

The second floor of the building was confirmed as being timber framed, consisting of four bays, all jettied from solid stone walls of rather poor masonry in the two lower stories, and all in a style unusual in Wales. Perhaps it was constructed by masons and carpenters recruited by Edward I who stayed in Conwy after completing the construction of the Royal castle.

Although it had been decided at the outset to devote much of the available space to an exhibition, it was at this time that the actual content began to emerge, under the heading of A History of the Borough from Roman Times. The exhibition material, it was felt, should be backed up with an audio-visual programme bringing into perspective some of the points raised in the graphic material, and at the same time producing a visual story within a story.

The research for the exhibition and the story line for the audio-visual programme were written jointly by Mr Stuart Powell Bowen, one of the Consulting Architects on the Aberconwy House Scheme, and Mr Michael Senior,

a local historian. Photography was by Mrs Cycles, who very generously gave freely of her time and experience. The final story line design and graphics for the exhibition were by Mr Brian Hughes, M.A., and the construction of the panels by Cheemaprint.

Through the generosity of the Welsh Folk Museum at St. Fagans, we have been able to partly furnish the old kitchen and it is hoped that in due course we will be able to furnish another of the rooms.

The Trust's aims at Aberconwy House are to provide an informative and educational exhibition, not only for the benefit of visitors to Conwy, but for use by the local population and schools and to this end all information is in both Welsh and English.

We have not yet had a full season, but all indications are that the visitors appreciate what the Trust is trying to do, and the exhibition has been commended as being of the highest quality. As with any exhibition, it is necessary to up-date material and add to it, and as Aberconwy House is a building unique, not only in Conwy but in the whole of Wales, it is our intention to develop this theme in the future. In addition, there will be smaller exhibitions devoted to various aspects of life in and around Conwy, its industries and crafts.

J Shaw

VYRNWY VISITOR CENTRE

No-one has yet been unkind enough to point out that this project was really started the wrong way round; a building had become redundant and interpretation looked suitable as its new function. The building was a chapel located in the Vyrnwy Estate of

Vyrnwy visitor centre

Severn-Trent Water Authority. It was built in 1888 and housed its last congregation in 1971. Just as it began quietly to decay, an agreement was signed between STWA and the Royal Society for the Protection of Birds whereby 16,000 acres of the Estate became a wildlife reserve and a warden was installed. This gave the impetus for the Bethel Chapel to be considered as an information centre for bird lovers and other visitors to this beautiful area on the fringe of Snowdonia.

Collaboration on the project was soon established between the Water Authority and the RSPB and a plan was formulated which played on the strengths of the two organisations. STWA, with a reasonably healthy capital budget but a manpower embargo, would undertake the lion's share of the development; RSPB, with many competing claims on its Estates budget

but a large membership from which to draw volunteers, would man the centre when it was complete. In the summer of 1977, two people were recruited as full-time project workers under the Job Creation Scheme. One was a history graduate assigned to research and write the story of the Vyrnwy Valley and the other a fine arts graduate who turned his hand to exhibition design.

By the spring of 1978 work was underway to renovate the fabric of the building, mostly done by direct labour from the Authority's Estate workforce. The raked wooden floor with box pews was removed and a level concrete one substituted, but the attractive pulpit was revarnished and re-installed in its rightful place to remind visitors of the centre's origins. In the summer of that year the framework was constructed ready to accept the display panels and after a frantic finishing-off period, the centre opened for a short trial period in October.

Several themes are touched on by the display material but, given the nature of the sponsoring bodies, it is not surprising that the two dominant ones





are the story of how the Vyrnwy Dam came to be built and the bird life on the Vyrnwy Estate. Subsidiary topics include the link between the explosive growth of Liverpool (recipient of Vyrnwy water) and depopulation of the Welsh hills, the water cycle and the Estate as an economic unit.

A fairly wide range of media are employed in developing these themes including electronic gadgets, sound effects, local artefacts, models and mobiles and reproductions as well as the more conventional items like maps, photos, drawings and cartoons. The familiar problem of keeping the printed work within reasonable bounds was exacerbated by a policy decision to make the centre bi-lingual. A few statistics:- there are approximately 94 square metres of display space in the exhibition area and it has a floor space of 80 square metres. At June 1979 prices, it cost £28,500.

After a season's use one might venture to say that the Visitor Centre is a success. About 25,000 people have been through the doors since it opened at Easter, which is less than hoped for, but tourist traffic has been

reduced everywhere in 1979. The visitors' book is gratifyingly full of praise for the project and press and radio coverage has been equally kind. The Authority has been sufficiently encouraged by all this to apply for a Prince of Wales Award and, as this article goes to press, is awaiting the outcome.

Any such credit accruing to the project must be shared with those who helped in its development, notably the Design Department of the RSPB, and the Wales office of the Countryside Commission who were generous with both moral and financial support. The Commission has been able to allocate future grant towards finishing off the Centre. This includes the landscaping of the immediate surrounds of the building, so far neglected, and the installation of audio-visual equipment in a mini-auditorium which incorporates the old pulpit.

Obviously the creation of at least one slide-tape programme is becoming a priority for future work and it is likely to feature the changing seasons on the Vyrnwy Estate. Other shows will no doubt follow and they will be

Vyrnwy visitor centre

aimed squarely at the school parties who already visit the Estate in some strength. Indeed, before the 'school-trip season' begins again, steps will be taken to contact local education authorities and encourage them to direct schools' outings to the Centre. Moreover, many distant education authorities have outdoor pursuits or field study centres in upland Wales which might be induced to include a visit to Vyrnwy in their activity programmes.

Other issues to be tackled in future include the extent to which the sales potential of the Centre should be developed (so far avoided because of the administrative drawbacks to handling small amounts of money); the integration of the Centre into a pattern of outdoor interpretation (now in embryo); monitoring the use and value of the display and by then it will be time to renew the display!

Ken Jackson STWA

Letter

FARM OPEN DAYS FOR THE PUBLIC

Dear Interpretation

I don't think it is always realised by our members working in the field of countryside leisure provision that Farm Open Days for the public are not only one of the most cost effective facilities so far devised, but also have a flexibility and depth that are difficult to match.

The Farm Open Day provides many hundreds of acres of farmland for enjoyment and learning, without capital investment, interest or rent being paid by the organiser - a 'Farm Centre for a Day' where the only costs are those attributed to the organiser's time and these usually remain 'hidden'.

Indeed, this year we have made even greater progress in covering running costs, and it is this development that will be the insurance policy for the future of the programme.

Although our main objective is to promote the understanding of modern agriculture, our events offer the potential for a much wider application. The farmed landscape is our heritage. It holds the secrets of the earth, of life, and of man's past. It also provides the habitats for much of our wildlife. So, besides offering the visitor personal involvement with animals and their husbandry, or the production and harvesting of crops, farmland offers the venue for the interpreter to convert into a unique experience with a wide choice of themes - an exhibition where all the exhibits are real, and most of them can be touched.

The programme is sponsored by the Countryside Commission and promoted by the Association of Agriculture. If any member would like further information about the management of Farm Open Days, I would be most pleased to assist.

Yours sincerely

BRUCE MACGREGOR
The Association of Agriculture
16/20 Strutton Ground
London, SW1P 2HP

Advert

WILTSHIRE FOLK LIFE SOCIETY

The Great Barn Rural Life Museum,
Avebury, Wiltshire.

The Wiltshire Folk Life Society are seeking a professionally qualified Director/Curator to develop and manage a recently-established rural life museum at Avebury in Wiltshire. Support staff and voluntary help available. Salary in region of £3,000 per annum but terms of appointment negotiable. Might suit a retired Curator. Further details from Vice Chairman, (Great Barn), Wyndhams, St Joseph's Place, Devizes, Wilts. (Tel. Devizes 2475)

Books

NOTTINGHAMSHIRE'S HERITAGE - A STRATEGY FOR ITS INTERPRETATION

This recently published report is the culmination of several years research by a project officer employed to stimulate and co-ordinate new interpretive provision within the county.

Her report attempts to achieve these two objectives by developing a series of themes and sub-themes which imaginatively develop the ethos of Nottingham. It begins inevitably with Robin Hood and covers such a diversity of subjects as 'Harry Wheatcroft' and 'Creswell Crags.'

The means of interpreting the subjects again illustrates the author's inventiveness and imagination. It is disappointing, however, to note that the Strategy does not indicate a plan for their implementation.

Some of the most ingenious use of ideas is to be found in the section on "Additional Proposals" It would be a shame if some of these ideas and the author's other proposals were not pursued enthusiastically.

Whilst the report is likely to act as a surrogate interpretive plan for the county, it leaves many questions unanswered. It would have been worthwhile, I feel, to have developed a planning process which could have been applicable elsewhere.

In criticising the report for ignoring the whole issue of a planning process, one must question whether it has advanced our appreciation of "planning interpretive provision at a broader geographical scale." The conclusion is unfortunately 'no' for the result is a colloquial exercise of great significance to the shire of Nottingham, although it does contain some novel and creative thinking related to how themes may be interpreted. The Countryside Commission as sponsors of the project could do well, however, to look at similar exercises under-

taken in the States which have successfully established planning procedures likely to be more widely applicable, ie. I and R Planning Process for the U.S. Fish and Wildlife Service : and Interpretive Master Plans by Ohio Department of Natural Resources.

By way of more specific comment: ethnographers must regard Nottinghamshire as a cultural desert judging by the section on Folk life; I wonder if Brian Clough would regard D H Lawrence as 'the best known real personality that Nottinghamshire possesses?' Also on the debit side; geology, landscape and forestry receive scant mention. Cannot 'Enjoyment' also be a valid objective provision? Nonetheless, the author does exhibit some great ideas to thematically advance the county's interpretation and I wish her every success in getting some of her excellent suggestions off the ground. I wonder, however, if she is really happy with the existing provision? At no stage does the report advocate the closure of any facility, there again she always was polite; whether she speaks to me again after this review remains to be seen.

The author has not been assisted by her graphical advisers, who must take much of the criticism for the poor layout and visual presentation of the report. The difficulty of communicating many novel ideas made it essential to use a medium that is easy to read and follow. This is not the case. The publication, apart from the cover, is a visual clutter, with inconsistencies in typefaces, indexing and use of space. The decision not to use page numbers is an unfortunate deviation from normal practice. The photographs are interesting, but their captions are often best forgotten ie. "A ranger explains something in Sherwood Forest" or "Listening post in use" or "the Forest is still in frequent use."

The production quality of Countryside Commission publications has proved disappointing in the past. If the Commission are to remain credible as advisers, promoters and leaders in the interpretive field then they must

Books

improve their own professional standards. This publication, to which they put their name, illustrates many aspects of a "poor" publication.

The bibliography and reference list reflects another unfortunate aspect of Countryside Commission publications - 10 of the 15 cited references to interpretive publications are ones published by the Commission. Are we seriously going to advance the 'state or the art of interpretation' if all the Commission do is to promote their own work in a self-perpetuating manner?

Available from Nottinghamshire County Council, price £2.

Terry Stevens

Author's Note

The Interpretive Strategy is one of several documents resulting from the Nottinghamshire Project. These included a short working paper produced for the members of the Steering Group covering administrative responsibilities for interpretation within the county. There also was a report, submitted to the Countryside Commission "showing how the experiment was carried out, and the results and conclusions obtained" (quoted from the report reviewed), in short, a description and assessment of the planning process that was gone through. The Commission intends to draw from this the experience that may be applicable elsewhere, together with experience from other projects, and pass it on to those interested, probably through their Advisory Series of pamphlets. In addition, a leaflet which suggested an interpretive planning procedure suited to organisations in Nottinghamshire, was distributed free within the County.

COMMITTEE TO REVIEW LOCAL HISTORY
REPORT

A Committee was formed in 1979 to

"make an assessment of the pattern of interest, activity and of study, in local history of England and Wales; and to make recommendations for meeting any needs revealed by amateur and professional local historians for support and services." It considered oral and written evidence, and obtained information from selected agencies abroad. The definition taken of local history was "the study of man's past in relation to his locality."

Growth in the study of Local History has been remarkable, especially since the last war. Of 240 local history societies, 195 were established between 1946 and 1976. That Local History is a distinct form of historical study is due mainly to the amateur/recreational tradition.

Local history performs a social, recreational and environmental role - the latter through stimulating pride in an area. It also performs an educational role - offering people a process of discovery, and a discipline.

No university offers a first degree in Local History; though Leicester has a mainly postgraduate department, and others offer diplomas from the extra-mural or adult education departments. In schools, most of the teachers engaged in it do not have relevant training.

The committee recommends the creation of a range of qualifications in Local History, including first degrees, MA and other higher degrees, and further Diploma or Certificate courses, possibly offered by the Open University. Local History should be made an examination subject in schools.

All work in Local History requires access to study materials. This is a particular problem at the moment when finance is scarce. There is also a need for an abstracting service of the wealth of journals, newsletters etc.

Another problem is the lack of advice and information for people wanting to study local history. A system of grants for publications would be welcomed.

Books

There was agreement on the need for a national organisation to deal with the questions posed above. This could be done by the Standing Conference for Local History, with an extended role. The existing 42 County Local History Committees could be linked into this. These two would require some finance from statutory sources.

The Committee confidently predict that the interest in Local History studies will continue to grow.

The Report is available at £1.75 from 26 Bedford Square, London WC1B 3HU



COUNTRYSIDE RANGERS AND RELATED STAFF
Countryside Commission Advisory Series
No. 7

The booklet presents fairly basic guidance to employers on the role of these staff. The original legislation was not very explicit, but over the years what has emerged is a job whose different aspects vary in importance according to the employer.

Rangers are the basis of a countryside service, whose duties (in relation to the visitor) would all include enhancement of the visitors' enjoyment by information and interpretation; conserving the site; protecting visitors from hazards; and ensuring that they behave in a suitable way. Rangers should wear what amounts to a uniform that is recognisable to visitors. The important qualities are personality, management ability and knowledge of the countryside. Job descriptions

need to be drawn up with care, and advertising done widely.

Ranger Services need careful management. A unified, usually hierarchical structure is desirable, with career prospects within the organisation, and nationally.

Other staff working outside ranger services are described, for example those working on Countryside Management Projects, Footpaths Officers, Estate Gangs, and Interpreters and Planners. In the latter case, there needs to be good integration between field and office staff.

HERITAGE STUDY MISSION (Report of British Tourist Authority Heritage Study Mission to the United States of America).

This is a very concise document, reporting the findings of an eight-man team that visited significant American heritage sites in 1978. They were to look at the methods used to cater for large numbers of visitors, and for providing information and interpretive facilities. They were also to consider the fields of catering, revenue raising, quality, marketing and preservation. Throughout the report there are illustrations of the literature and the places visited, which were Boston National Historical Park with its seven constituent parts; other sites in Boston; Newport Mansions, Rhode Island; various sites in Washington D.C.; Mount Vernon, Virginia; Woodlawn Plantation, Virginia; Colonial Williamsburg; "The Old Country", Virginia; Walt Disney World, Florida.

There are six main sections. These deal with Presentation, where quality and design were noted to be good on the whole; Visitor Information and Control, where particularly noted were the National Park Service's method of arranging diversionary educational activities at peak times, Mount Vernon's principle of narrow passages to speed visitor flow, and the efforts made at Williamsburg and Disney World to ensure that visitors understand the choices before they commit themselves. The

Books

section on Staff covers recruitment policy (you can take a pre-Disney world university course!), training and uniforms, while that on Retail Sales covers shops and catering. Marketing and Publicity were found to be rather different from the United Kingdom.

The section so far not mentioned is one on Interpretation. There was a greater emphasis on people who tended to be trained in the art of communication as well as historical accuracy. Audio-visual features were rarely seen on their own; they are used together with objects and theatrical imagery to provide an integrated display. Where displays were sponsored, the credit was very discreet. Visitor orientation leaflets, with simplified and distorted ground plans were a positive help to management and eliminated the need for much signposting. Services for teaching groups relied on interpreters rather than materials.

The report concludes "we feel that many of the principles are directly relevant to both future planning and everyday management of the heritage of the United Kingdom." It is published at £1.75, by the British Tourist Authority.

ENGLISH HERITAGE MONITOR 1979

For £3 you get a much less well-produced document than the above, but it does contain a wealth of facts about the conservation, presentation and public use of England's architectural heritage.

There are three sections. The first deals with conservation. Besides outright demolition, there is growing concern about the soundness of many listed buildings. In Bath, 10% are in derelict or bad condition, suggesting there could be 25,000 in England as a whole. Most money spent on architectural conservation is channelled through the Historic Buildings Council. The biggest conservation spender by population was Birmingham, followed by Bath, Norwich, Chester and Canterbury.

In the section on presentation, the Monitor states that there are 1,322 buildings regularly open to the public. 39% have no charge, and National Trust properties tend to be the most expensive. There are now 632 town trails and 9 heritage centres.

The final section deals with visitor trends. Admissions rose 4% from 1979-8, with the National Trust rising 19% and Department of the Environment falling 3%. Of increased admissions, 25% is attributed to publicity, 17% longer opening hours, 11% the weather, 8% special events, 7% renovation. Historic buildings and gardens in England probably attracted at least £25m in expenditure in 1978, and employed 11,000 people.

It is produced by the English Tourist Board.

THE FORTIFICATIONS OF EAST SUSSEX

Castles that were built to repulse visitors are now becoming tourist traps, so East Sussex County Council have published an interesting illustrated booklet on the topic. The guide takes a chronological sequence, describing different types of fortification and sites where examples can be seen. It is illustrated with photographic drawings and maps and includes details of opening times, charges and public transport. Cost 40p from East Sussex County Planning Department, Southover House, Southover Road, Lewes, East Sussex, BN7 1YA

ENVIRONMENT AND COMMUNITY. A study in relationships based on the Hampshire/Romsey Schools project, by R V Bailey.

This book, produced by the Heritage Education Group, describes the co-operation between teachers, education and planning authorities, members of the Library and Museums Service and the Heritage Education Group itself. The resulting school exhibition involved a large number of children and adults in the region. The project is described in detail. Available from 17 Carlton House Terrace, London SW1, price £1.60 including p & p.

Take Note!

HISTORY TODAY

The new editor intends to launch a regular feature entitled "Monuments." Each month a historian will be asked to describe a monument in its historical context, and examine how the reader can learn about the past from a visit to the monument in question. The feature will be documented by photographs and contemporary illustrations. The term monument will be used in the broadest possible way, so that, for instance, the open fields at Laxton would qualify. Your suggestion to Michael Crowder, History Today, 5 Bentinck Street, London W1M 5RN. Even if a monument is not selected for detailed study, a news item may be included in the proposed "News and Notes" section.

TEACHING RESOURCES DIRECTORY

To obtain your copy of "The Directory of Environmental Literature and Teaching Aids," send £2.50 to the Council for Environmental Education, School of Education, University of Reading, London Road, Reading. RG1 5AQ. The Directory contains 194 pages of information.

INVESTIGATE PUBLIC PATHS

The Countryside Commission have requested authorisation for a study of how the best recreational use can be made of the footpaths and bridleways in England and Wales. A report from DART of eleven local authorities where footpath modification schemes exist has been sent to the Department of the Environment. On the whole these schemes have resulted in improvements, but the procedures are complex and insufficient.

CONCURRENT LOCAL AUTHORITY POWERS

The Government has no plans to re-allocate concurrent powers of English and Welsh local authorities in the fields of recreation, sport, the arts, museums, industrial promotion and tourism.

SEND OFF FOR IT

This publication is being updated for a new edition. The book is about unusual things that children can write off for, at prices within their reach. It included replicas, kits, posters, cut-outs, games, colouring books, wall charts etc. If you are interested in selling your souvenirs in this way, write to Elizabeth Gundrey, 19 Fitzjohn's Avenue, London, NW3 5JY.

NEW PLAN FOR COUNTRYSIDE

The Countryside Review Committee has produced its fifth and last paper. It argues that the distinction of National Parks and Areas of Outstanding Natural Beauty is not understood by the public and does not reflect the realities of the situation. A new top tier would be subject to improved arrangements for protection and management. The remainder of existing National Parks and AONB's would be administered entirely by the local authorities concerned. Similar proposals are put forward for nature conservation designations.

SIBH CORPORATE MEMBERSHIP

Now available at £10, it entitles organisations to receive three copies of each issue of the newsletter and to send up to five persons to each meeting.

CONSERVATION TRUST STUDY CENTRE

This has moved from Maidenhead to Reading. The Trust will be able to provide a greatly improved collection of 20,000 slides, working space for individuals and small groups, slide making and copying, loans of games and study kits, extensive collection of primary and secondary school books, O.S. maps etc. For full details, contact Conservation Trust Resources Bank and Study Centre, c/o George Palmer School, Northumberland Avenue, Reading, Berks.

GOODEY'S PAPER

The basis for the article in the last issue was a paper in Built Environment, vol. No.1 (1979) pages 27 - 36.

Take Note!

HERITAGE CENTRES

The Civic Trust has produced a list of the nine heritage centres now open, at Arundel, Ashford, Chester, Durham, Faversham, Ledbury, Pendle, Stockton and York. A list of some 27 embryo centres is also available on request from the Trust at 17 Carlton House Terrace, London. SW17 5AW.

COME TO BRITAIN TROPHY

Top prize went to Brighton Marina, with a special award to the Sainsbury Centre in Norwich. Commendations were awarded to the Battle of Britain Museum, Hendon; Camden Works Museum, Bath; Captain Cook Birthplace Museum, Middlesborough; Glasgow Transport Museum; Midland Motor Museum, Bridgnorth; Museum of Leathercraft, Northampton; Peak District Mining Museum, Matlock Bath; Roman Baths Museum, Bath; Somerset Rural Life Museum, Glastonbury.

WAKEFIELD'S HISTORY

A new display entitled "Wakefield - our early History" opened at the Museum this summer. It will later be complemented by another called "Wakefield - our recent history". The new display covers archaeology and early history from prehistoric times to the Civil War.

GREETINGS FROM SUE ADAMS

Sue has left Warrington to take a postgraduate planning course at Manchester University. She will be looking for jobs again in two years' time and meanwhile sends best wishes to all those in the SIBH

URBAN NATURE CONSERVATION

The Nature Conservancy Council has produced a paper on the philosophy and methods of Nature Conservation in urban areas. It is hoped that it will act as a stimulus to action. Further information from them at 19/20 Belgrave Square, London SW1K 8PY.

BATH PHOTOGRAPHIC CENTRE

The Royal Photographic Society is planning to establish a new Photographic Centre. It will house a large public exhibition centre covering contemporary photography, a survey of the history of photography and displays illustrating the impact of photography on medicine, exploration and journalism. There will also be a research department.

CAERPHILLY CASTLE EXHIBITION

A permanent exhibition entitled "This Celebrated Castle..." has been opened in a room above the outer gatehouse. It explains how and why the Castle was built, and how it decayed and has been restored. A variety of methods has been used, including models, prints, photographs and two AV programmes.

DESIGN FOR DISABLED

The DES have published a Design Note for those responsible for making educational buildings accessible to the physically disabled. It covers parking facilities, entrance lifts, toilets, medical inspection rooms and fire escapes. Available free from DES, Honeypot Lane, Stanmore, Middlesex.



EDUCATIONAL SERVICES IN MUSEUMS

The next day meeting of the Group for Educational Services in Museums: South East, will be held on Thursday November 8th at Norwich Castle Museum. Further details from Martin Elliott, Assistant Director, Area Museum Service for South Eastern England, 34 Burners Lane, Kiln Farm, Milton Keynes, MK11 3DA

SOCIETY'S ACCOUNTS

RECEIPTS & PAYMENTS ACCOUNT

Year ended 31 March 1978

<u>Credit Balance at start</u>		280.15	
<u>Receipts</u>			
Subscriptions	387.00		
" included in 76/77 Accounts, banked 13 April 1977	<u>8.00</u>	395.00	
Newsletters			
Subscriptions	50.00		
Sales	27.80		
Advertisements	<u>22.25</u>	100.05	
Conferences			
Edinburgh	1108.50		
Stoke (to date)	<u>1130.95</u>	2239.45	
<u>Payments</u>			
Administration			
Committee expenses	104.30		
Stationery, postage & sundries	82.13		
Envelope addressing machine	<u>27.00</u>	213.43	
Newsletters			
Editorial expenses, 7,8 & 9	180.23		
Printing, 7 & 8	<u>250.60</u>	430.83	
Conferences			
Edinburgh (balance)	1054.64		
Stoke (to date)	1247.08		
Cardiff (to date)	<u>140.00</u>	2441.72	
		<u>3014.65</u>	
Overdraft at close		71.33	
		<u>£3085.98</u>	<u>£3085.98</u>

We certify that the above Receipts & Payments Account has been prepared from the records and explanations supplied to us and that it is correct in accordance therewith.

Terry & Terry
11 July 1979.

Bank Reconciliation : 31 March 1978

Balance per statement		21.33 OD	
less unrepresented cheques			
(320215)	35.00		
(320216)	<u>15.00</u>	<u>50.00</u>	
Balance		£71.33 OD	

RECEIPTS & PAYMENTS ACCOUNT

Year ended 31 March 1979

<u>Overdraft at start</u>			71.33
<u>Receipts</u>			
Subscriptions		845.00	
C.U.K.T. Grant		375.00	
Newsletters			
Subscriptions	22.00		
Sales	18.70		
Advertisements	<u>20.00</u>	60.70	
Conferences			
Stoke (Balance)	2.90		
Cardiff (Balance)	1725.45		
Burton (to date)	<u>181.00</u>	1909.35	
<u>Payments</u>			
Administration			
Committee Expenses	196.33		
Stationery, Postage & Sundries	141.90		
Prospectus Application Forms	47.52		
Lloyds Bank, interest	<u>.69</u>	386.44	
Newsletters			
Editorial Expenses 10, 11 & 12	220.00		
Royalty, Sunday Times, 10	5.40		
Printing, 9,10 & 11	<u>429.72</u>	655.12	
Conferences			
Stoke (balance)	32.82		
Cardiff (balance)	1580.21		
Burton (to date)	<u>130.08</u>	1743.11	
		<u>2856.00</u>	
<u>Credit Balance at close</u>			<u>334.05</u>
		<u>£3190.05</u>	<u>£3190.05</u>

We certify that the above Receipts & Payments Account has been prepared from the records and explanations supplied to us and that it is correct in accordance therewith.

Bank Reconciliation : 31 March 1979

Terry & Terry
11 July 1979.

Balance per statement		352.05	
add unrecorded credit		12.00	
		<u>364.05</u>	
less unrepresented cheques			
(376401)	5.00		
(376402)	5.00		
(376405)	<u>20.00</u>	<u>30.00</u>	
Balance		£334.05	

interpretation newsletter

Conferences

CATERING FOR THE FUTURE

A residential course at Snowdonia National Park Study Centre from 30th November to 5th December. It is aimed at those who are concerned about the threat of environmental deterioration and who would like to gain a better understanding of some of the issues involved. Speakers will explain some of the scientific principles underlying environmental balance and will look at alternative lines of action for the future. The fee is £39. Further details from Alun Davies at the Centre, Plas Tan y Bwlch, Maentwrog, Blaenau Ffestiniog, Gwynedd. LL41 3YU

INTERPRETING THE CONSERVED ENVIRONMENT

Originally planned for November, this conference has been postponed to 11th to 13th March 1980, at Rewley House, Wellington Square, Oxford. Talks should include Michael Glen on "The Value of the Heritage," Keith Egleston on the work of the Civic Trust, John Hodgson on the National Trust, Mike Howarth (BBC) on the children's point of view, Roy Worskett on Bath, Ruth Tillyard on Nottinghamshire and Gillian Brown, Terry Robinson, Brian Goody, Philip Opher and Roger France the organiser

HIGHER ENVIRONMENTAL EDUCATION

The 3rd National Seminar on this will take place on 30th November in London. Further details from D Hughes-Evans, 183 Quadrangle Towers, Cambridge Square, London W.2.

EUROPEAN ENVIRONMENTAL EDUCATION CONFERENCE

To be held in Berne, from 29th March

to 2nd April 1980, this second conference will be organised jointly by the Institute of Environmental Sciences and the World Environmental and Resources Council. It will discuss the Tbilisi recommendations in terms of the future needs of society. For further details, contact D Hughes-Evans, as above.

LONDON MEETING

A discussion meeting will be held at the Royal Commonwealth Society, Northumberland Avenue, on Saturday, December 8th, from approximately 10.30am to 4.15pm. The theme will be MAKING INTERPRETATION MORE EFFECTIVE. The speakers will be: Michael Dower, Director, Dartington Amenity Research Trust, on PLANNING FOR INTERPRETATION. Terence Lee, Professor of Psychology at Surrey University, on RESEARCH COMPLETED AND RESEARCH NEEDED. Colin Ward, lately Education Officer of the Town and Country Planning Association, on GOALS FOR INTERPRETERS IN THE NEXT FIVE YEARS.

It is almost five years since our last discussion meeting when the Society was formed at the Caxton Hall. Since then we have held 13 meetings and much has been seen and learned. With the restriction of cash, particularly in the public sector, it is timely to review where interpretation has reached and how it is to be developed in a cost effective manner. Three eminent speakers have agreed to give us their views and this is a chance for members and friends to join in an important occasion for debating our future.

Reserve the date now. All members will be circulated individually to complete a return in the usual way.