

Spring 1986

# HERITAGE INTERPRETATION

THE SOCIETY FOR THE  
INTERPRETATION OF  
BRITAIN'S HERITAGE

Nº 32



*Right royal: A lively approach to Tudor studies at Hampton Court (see p.9).*

## In this issue

ISSN 0265-3664

World Congress at Banff  
Welsh Water Splash Out  
The Orton Trust  
Educational Visits Survey  
Live Interpretation in  
Liverpool

page 3  
page 4  
page 6  
page 7  
page 8

Educational Publications  
for Royal Palaces  
Avebury Study Centre  
Can we do better than  
Nature Trails?  
News & Reviews

page 9  
page 10  
page 11  
pages 13-16





## courses & conferences

4-6 April

**SIBH CONFERENCE & AGM:** 'The Museum Fights Back', Leicester. Contact Geoff Stansfield, tel. 0533 553560.

16-18 April

**Presentation of Historic Parks & Gardens**, joint CEI/Centre for the Conservation of Historic Parks & Gardens seminar, York. Contact Janette Ray, CCHPG, Kings Manor, University of York, YO1 2EP, tel. 0904 59861 ex 857.

14-18 April

**Woodland Management for Conservation**, joint NCC course at Peak National Park Centre.



Losehill Hall, Castleton, Derbys, S30 2WB, tel. 0433 20373.

19-20 April

**AIM Trains:** Association of Independent Museums seminar at the Boat Museum, Dockyard Road, Ellesmere Port, Cheshire, L65 4EF, tel. 051-355 5017.

22-25 April

**Scottish Countryside Rangers Association Annual Training Course:** 'Communicating Conservation', Perth. Contact Alison Irvine tel. 0592 860086. Leaflet detailing other training meetings from Steve Sankey, Balloch Castle Country Park, Alexandria, Dumbarston.

25 April

**Group of Designers/Interpreters in Museums Day Seminar:** 'The Written Word in Museum Exhibitions', Geological Museum, London. Contact A. Williams, 24 St. Edmunds Road, Shirley, Southampton, tel. 0703 35904 (day).

28 April-2 May

**Marketing for Countryside Recreation:** Countryside Commission sponsored course at Losehill, see above.

16 May

**AIM Annual Meeting:** 'Interpretation - Communicating with your Public', York. Contact Terry Suthers, Yorkshire Museum, York, YO1 2DR, tel. 0904 29745.

19 May

**Heritage Co-ordination Group meeting:** 'Prevention of Damage to Cultural Property following Natural & Man-made Disasters'.

Museum of London. Contact Mrs. Downes, Little Marsh, Beaulieu, Hants.

19-23 May

**Landscape Conservation:** CC-sponsored course at Losehill, see above.

30 May

**SIBH Regional Meeting:** 'A Day on the Farm', Sussex. Contact Tim Laker, Royal Victoria Country Park, Netley Abbey, Southampton, tel. 0703 455157.

20-21 June

**SIBH/RTPI Regional Meeting:** 'Winchester Heritage & Domesday', Contact Phil Turner, Hampshire County Planning, Ashburton Court, The Castle, Winchester, SO23 8UE.

3-5 Sept

**Heritage Education Trust Conference:** 'The Historic House, a Forum for Education & the



Arts' at St. Mary's College, Strawberry Hill, Twickenham, TW1 4SX. Contact Martin Dyer.

6-10 Oct

**Park Interpretation & Public Contact:** European Training Seminar, Losehill, see above.

20-24 Oct

**Nature Conservation in Countryside Recreation and Education in the Countryside:** CC-sponsored courses at Losehill, see above.

27-31 Oct

**Interpreting Historic Sites:** joint CEI course at Losehill, see above.

No date at the time of going to press: SIBH Seminar 'Signing for Interpretation & Direction', Battleby, Contact Frank Howie, tel. 031-229 8128.

The Civic Trust is again organising an Environment Week to focus attention on the achievements of local amenity societies. The dates are 3rd-11th May. Details from the Civic Trust, 17 Carlton House Terrace, London SW1Y 5AW.

Organisers! Please send details of meetings as soon as dates are fixed; don't wait for your full publicity material to be ready. Events frequently miss our press deadline, e.g. recent conferences 'Interpretation of Archaeological Sites' (SMA), 'Training of Interpreters' (GEM), 'Education through the Outdoors' (NAOE).

**picture point**

By special request, another gem from a certain nature trail in Warwickshire. This one shows an appealing, if basic, way of dealing with the need for instant signs when farm stock are involved; (the paddock behind is empty).



## The First World Congress on Heritage Presentation & Interpretation

30th September - 4th October 1985, Banff, Canada

Terry Robinson

Banff, a major tourist resort in the Rocky Mountains, is a part of North America acknowledged for its superb natural scenery.

The town itself is a fascinating example of a community and economy that has grown up on tourism. Sulphur springs and the Canadian Pacific Railroad were keys to the exploitation of this beautiful part of Canada. The railroad company had its eye on the tourism potential of the region when planning its routes. The 24-hour journey from Vancouver is spectacular: 'Boy's Own Paper' engineering in high mountain scenery.

There is very little interpretation on the train, unless one is fortunate enough to latch on to an organised party with a knowledgeable guide. The enormous Banff Springs and Lake Louise hotels, modelled on examples from Switzerland were destinations for many travellers in the past: now the hotels have huge car parks.

Some 200 representatives from 17 different territories attended the Congress. There were 7 from England, Wales and Scotland but the vast majority were from the United States and Canada. We were offered a 4-day programme of plenary sessions involving lectures and questions, a huge choice of presentations in smaller groups and a day of field visits.

The Congress began with a profound and searching keynote address from David Lowenthal, one of the United Kingdom delegates. Readers of his recent book *The Past is a Foreign Country* will be familiar with some of the issues he raised: the loss of a common currency with which people might understand their surroundings and their past; how to tackle veracity and authenticity.

There followed a survey of the state of interpretation in the different biogeographic realms of the World. Difficulties of standardisation to allow a true comparison hindered the success of this part of the programme. Some people also wondered why interpretation should differ in any ordered way between realms. Most speakers admitted their inability to cover the whole of their allotted realm, most of which encompassed a whole continent. The Realm Review concluded strongly however with a paper by Robert Prescott-Allen from Canada, on the need to bring global conservation issues closer to people's understanding and the urgency for interpretation to shoulder some of this responsibility.

A short session on the second day allowed time for agencies and associations

to describe their work and Terry Robinson spoke about the Society and extended greetings to the Congress on its behalf.

The third day offered a choice of field trips to study interpretation in Canadian National Parks or Alberta Provincial Parks. It was outside the main tourist season so many facilities were closed. Behind the excellent standards of presentation it was hard not to question some of the basic assumptions made in decisions such as the expenditure of twenty million dollars on a refurbished Cave and Basin Visitor Centre at Banff Springs, and the use of huge snow

similar to those used in some countryside management projects in this country.

Standing on the continental watershed that divides the Pacific Atlantic and Alaska Basins was impressive too: similar to many points in the Pennines that divide the North Sea from the Irish Sea catchments; but on a somewhat different scale.

In the evenings and all day on Thursday there was a large variety of papers in a multi-choice programme. It was possible to present some 80 papers in this way but led to inevitable disappointments at not being able to hear as much as one would have liked. Papers from the UK included the current position on training in interpretation, presented by Graham Barrow of the Centre for Environmental Interpretation: training for interpreters was a subject that excited considerable interest at the Congress. John Foster, until recently the Director of the Countryside Commission for Scotland, spoke on interpretation in Scotland, having earlier described the state of interpretation in the Palaearctic Realm in the Global Review. Terry Robinson spoke on the work of the Countryside Commission in promoting interpretation.

There were a half dozen or so multiscreen tape-slide programmes brought to the Congress. Most were dazzling, moving and exciting in their portrayal of the natural environment: a realist might worry whether a member of the audience would be disappointed at the real thing. More than half of the programmes broke down at least once and needed re-starting. Most impressive was a programme on the history of a small town using photographic album slides and recorded first-person interviews and a minimum of effects.

The final session consisted of two excellent and contrasting papers, one from Neil Cossons, a United Kingdom delegate, and the other from Dave Dame, Head of Interpretation for the United States National Park Service. They kept the Congress forward-looking and set a number of challenges for the future. Following a closing discussion, the organisers issued the Banff Declaration, nine recommendations addressed to all nations.

Of greatest significance was the fact that the United Kingdom contingent, following discussions among themselves and some representatives from other nations issued an invitation to the Second World Congress on Interpretation in Britain in 1988. The invitation was welcomed and preliminary work is already underway.



The Banff Declaration

Space prevents printing the full text of the Declaration. Two central decisions were to repeat the Congress every three years, and to form a World Society of those concerned with heritage presentation and interpretation. The Society would prepare a World Heritage Presentation Strategy, and would develop standardisation of means of presentation and seek sponsorship for this.

Recognising that interpretation is indispensable to natural and cultural resource conservation and management, Congress declared support for the World Heritage Sites Convention, and urged effective use of interpretation to promote public awareness, by agencies concerned with protecting heritage resources.

In addition, the Declaration recommends: unification and collective effort by workers and agencies in the field of interpretation; international collaboration for training and exchange of ideas; and recognition by countries of their responsibilities to the global as well as to the national community.

mobiles to run motor tours over a glacier that we were all told was a treasure needing expert conservation. (The buses were 'off' but apparently most of the taped commentary on the snowmobile concerns the power, dimensions etc. of the vehicle). Promoters of interpretation assured us they were not in tourism but it was hard to detect conservation messages in much of the interpretation, and some of the costs and benefits looked like tourism subsidies. One tour gave a chance to examine approaches adopted in provincial parks



## Welsh Water Splash Out — with the help of others

### *A new visitor centre for the Elan Valley*

John W. Gittins *Former Principal Recreation & Conservation Officer, Welsh Water*

#### In the beginning

To be given the opportunity to celebrate Elan came as a mixed blessing. After all in Wales, water is politics. Impressed with the sincerity of Birmingham's City Fathers at the end of the nineteenth century, in their desire to provide a wholesome water supply, one was also mindful that it was done against a backdrop of paternalism — remember 'Cleanliness is next to Godliness'. Coming up to date, I was well aware that some of the most significant aspects of tourism can be found by looking for those elements in a country's history which are not celebrated. In interpreting I wished to celebrate, yet leave scope for visitors to explore and discover their own sense of Elan and its meaning.

What struck me initially was the scale of things. An estate of 45,000 acres (70 square miles) set in some of the most picturesque and rugged Cambrian mountain scenery, approximately one third the size of Exmoor National Park, it's a landscape of National Park quality. Five reservoirs with a total storage capacity of 22,000 million gallons, of which on average 76 million gallons flow by gravity daily for 73 miles through pipes to the Midlands. Four of the dams — Craig Goch, Pen-y-Garreg, Garreg Ddu and Caban Coch, built of massive rock in the Gothic style — are historical monuments. The original scheme cost £6m, say £200m today. Claerwen, a concrete dam finished in 1952, is similarly impressive in its post war/Festival of Britain ferro-concrete.

38,000 sheep roam the moorland. There are ancient oak woods and production softwood forest. It is the most important upland site for breeding birds in Wales. People have lived here for over 4000 years. Today about one hundred men, women and children call this place home. Some live in the classic estate village completed during the first decade of the present century. Others, the farmers and their families, live on holdings which are amongst the most remote in Wales.

The Elan Valley is situated in Mid Wales, within two hours driving time of Cardiff and one-and-a-half hours of Birmingham. The area has attracted visitors since the middle of the nineteenth century. After the creation of the reservoirs, Elan became a popular destination for day visits, particularly for Birmingham people.

#### Another Visitor Centre?

Many readers will recall Geraint Jenkins' article in *Heritage Interpretation* no. 27, Summer 1984, entitled 'Preserving and Interpreting the Heritage of Wales'.



*Interpreters' challenge; Elan Valley with Craig Goch Dam (Aerofilms).*

Rightfully it contained many caveats about the proliferation of Centres: 'Heritage', 'Visitor', 'Interpretation', et al. With this echoing in my mind, I was well aware of the need for care. Many people asked pertinent questions. The Authority in its wisdom was more concerned about cost than anything else, but saw in their terms the prestige value of a Centre. For my part I would have readily cut the capital budget by half, if the saving could have been converted into revenue expenditure and used to fund a 'real' ranger service, for I believe deeply in the primacy of people in interpretation. This was not to be. Bricks, mortar and landscaped surrounds are more prestigious. You can show others what you have created.

It would have been good to have had a soundly based visitor profile, rather than an inspired guess at current visitor numbers. A figure of 65,000 annual visitors, mainly family groups on day or part day visits was deemed 'about right'. With the Centre, in an area where it rains for the right reason, it was felt that this could be boosted to between 150,000 and 200,000, bearing in mind the current and projected plans of the Wales Tourist Board, Mid Wales Development and Mid Wales Tourism Council. Tourism, while not a panacea for the seeming ills of Mid Wales, is a growth area in the economy of Powys.

Our aim was simple, in the words of Tilden "not so much to instruct as to provoke" visitor response to Elan, as a place in time and space; recognising that people have lived here for a very long time. Latently it might help to create a much

needed positive image of Welsh Water, certainly not the best loved public body in Wales.

The aim was developed through a number of objectives which sought to create a greater understanding of Elan, its management and the inter-relationships between the natural environment, heritage, way of life, engineering achievement and land-using activities. We sought to help visitors to gain the maximum enjoyment and benefit from their visit, to awaken in them a fascination with Elan and to enliven their experience of it, while ensuring that the objectives are achieved with the minimum impact on the environment. We also sought to encourage the safe use of the estate by visitors, reducing to a minimum the number of accidents caused by ignorance. Success would in part be measured by the number of visitors who go out from the Centre to actively discover and explore Elan's 45,000 acres of hill, moor, wood, forest and water.

The Centre itself was created by converting an existing stone workshop erected in 1906. The building is situated immediately below the Caban Coch Dam, adjacent to the Afon Elan and Village on a flat area of grassland.

The Centre comprises an exhibition telling the story of Elan, a franchised café and shop selling souvenirs, and a Tourist Information Centre staffed by the Mid Wales Tourism Council. A room adjacent to the exhibition is used to show audio visual programmes and by pre-booked educational groups outside the peak tourist

season. Toilets and office accommodation for the Ranger Service complete the indoor facilities.

Outside car and coach parking has been provided and the immediate area landscaped. Picnic areas and direct access from the Centre to the river have also been created.

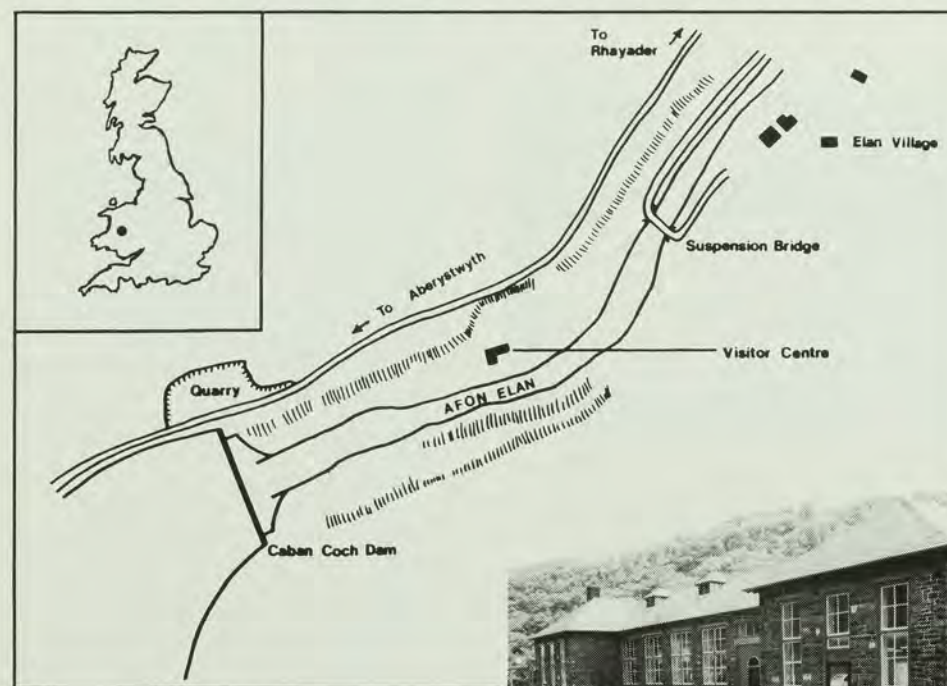
A capital budget of £320,000 was required, of which £210,000 came as grant aid from the Wales Tourist Board, Countryside Commission, Mid Wales Development, Powys County Council and the European Economic Community.

The exhibition cost £34,000 including the provision of two short audio visual programmes and computer-based activities. Nearly £70,000 was spent in meeting Highway Department standards for access/egress from the public road to the site.

#### Telling Elan's Story

The theme *Elan* was chosen for the exhibition; it is deliberately broad, some purists may say, too broad. This is developed through three sub-themes with two links. The sub-themes are: 'Times Past', 'Times Present' and 'Times Future'. The links occur between Times Past and Times Present, seen through health and hygiene 1880—1980; and Times Present and Times Future by a series of questions relating to issues concerned with people and their need for water. Here we use a global standpoint with the world seen from outer space as the 'blue planet', highlighting Third World needs, and focusing on the unique Water Industry-based charity 'Water Aid' and catalytic approach of Band Aid in raising funds to help to eliminate hunger. So from the microcosm of Elan we ended up by looking outwards, surely a fitting approach.

The first sub-theme is developed through



*The Elan Visitor Centre was converted from an existing stone building situated near the Caban Coch Dam, a few miles from Rhayader in Mid Wales.*

an exploration of the earliest residents, the Bronze Age people. Then onto the successful Cistercians who from the twelfth to the sixteenth centuries owned vast areas in Mid Wales between and around their monasteries at Strata Florida and Abbeycwmhir. Sheep laid the foundation of their power and contributed to national economic development in Mediaeval and Tudor times. This leads to a picture of family-based farming during the eighteenth century with Elan a literary landscape: the poet Shelley lived here for a short time in the late eighteenth century. He had hoped to establish a commune but due to the lack of money and a seeming reluctance on the part of his cousin Thomas Groves, Elan's major landowner, this did not come to be. Later this century a much neglected novelist, Francis Brett-Young, celebrated the area and the flooding to create the Elan Reservoirs, in his factually based novel *The House under the Water*.

Birmingham's need for water now occupies centre stage life in the expanding city as reflected in reports, photographs and an imaginary sequence of letters from a young man, born in the valley and now living and working in Birmingham, writing home to his family, and their replies. The story of land acquisition, the Birmingham Corporation Act of 1892, the uniqueness of Section 53 (which gave the public access to the gathering grounds for fresh air and exercise in perpetuity) is stated. Then comes the massive task of building the dams and creating the reservoirs. The vision of late Victorian civil engineers and Birmingham's City Fathers who undertook the bulk of the work as a City-run Public Works project typifies the confidence of the period. The creation of a 'model' temporary village to house workers and their families, with school, hospitals, a social centre, library and Britain's first municipal public house was all part of the project. Later came a

permanent 'model' village reflecting the paternalism of Birmingham's civic leaders led by Joseph Chamberlain, friend of the Cadburys of Bournville.

The second sub-theme depicts Elan today, as place — an ecological, social and economic unit. The importance of family farming, sheep, ancient oak woods and softwood production in conifer forest. A treasury of habitat and wildlife. Currently 22,000 of Elan's acres are designated as sites of Special Scientific Interest. However, recently-completed surveys by the Nature Conservancy Council indicate that 80% of the Estate meets the necessary ecological criteria for designation as an SSSI. In landscape terms, the Estate would have been the centrepiece of the Cambrian Mountains National Park had it been designated. Today a workplace for farmer, forester and waterman it plays an important role as a tourist and recreation area. This part of the exhibition looks at the various demands made on the Estate, considering the twin aspects of complement and conflict, showing how skilled management can help to achieve a balance.

Looking to the future, the exhibition projects the visitor on in time, showing Elan as a place and as a community seeing in it workplace and playspace. This part of the exhibition explains the important role of visitors and Welsh Water's tenants and employees as trustees and caretakers, then looks outward to wider horizons seeing water in world terms.

The story lines are set in the context of place and people, often real, sometimes imaginary. The bilingual text has been kept deliberately short. Our observations indicate that a large proportion of visitors read the text and delight in pointing out errors in spelling and, in three instances, of fact!

We decided to use a series of tableaux with life-size models as the main medium. There are extracts from documents, photographs, artifacts such as tools and instruments set as background, together with appropriate text. In the 'Today' section we have used picture essays of staff, farmers, farm families, wildlife and places, to tell the story, over which fly three life-size models of birds of prey which breed on the Estate. Linking in with the tableaux illustrating Birmingham's demand for water and the global issue of water today, 'hands on' experience is to be provided through a series of computer-based activities. The exhibition hall still retains an atmosphere of its former use through the retention of some of the original features. In an adjacent room there are facilities for showing audio visual presentations. Two slide-tape programmes will be available for 1986 — a six-minute sequence with the theme 'A Year at Elan' and a twelve-minute programme based on original documents, photographs, models and artifacts, telling the story of the construction of the dams, aspects of life in the village, the locality, and in Birmingham at the turn of the century. A growing series of publications supplement and develop specific aspects of the story as will a number of waymarked trails and wayside interpretive panels.



Once visitors have been around the exhibition, they will hopefully go out and see something of the place, its wildlife and people for themselves. In addition to the 'permanent' exhibition it is planned to use the main corridor of the Centre for temporary exhibitions; for example, the work of artists and craftspeople. Some artists will display their work outside the Centre, both in the immediate area and throughout the Estate. Will we ever see Welsh Water, the Welsh Arts Council and the Welsh Crafts Council sponsoring an Artist or Craftsman in Residence — or is this my personal pipe-dream?

### Ends and Means

Work commenced on adapting the building in January 1985 and by June 1985 the work was completed. This was achieved through teamwork in which Authority staff, contractors, the consultant architect and designer worked hand in hand. It was a story of pragmatism, where idealism was never completely lost and at times excitement ruled. Partnership was the keyword. For the first time European funding more than matched that from the regional and national bodies; the major portion coming from outside Welsh Water!

For design advice and implementation, we invited four consortia to tender for the commission. One declined outright, another decided that there were too many preconceived ideas and gaps in the information which they felt to be necessary. We appointed the partnership deemed best able to work with us and within the obvious constraints of budget, timescale and needs. This was the Aberystwyth-based Baker



*Elan Visitor Centre: the exhibition area after adaptation from its former use as a workshop.*

Design Associates, headed by Colin Baker, a very sensitive, practical, experienced and committed designer. As model-maker, we were delighted to engage Dennison Associates of Llanrwst and as audio visual programme maker, Chris Abram of Cardiff. A Welsh team for a Welsh project. The research, storyline creation and development and co-ordination was undertaken in-house. Additional help came from Rita Morton and Diane Williams, two Severn-Trent Water Authority employees. Many local people provided documents, photographs and artifacts and are continuing to do so.

### Opening

We opened on 9th June 1985. The official opening was linked with the launch of the Mid Wales Festival of the Countryside. David Bellamy came along to put the Centre, Elan and Mid Wales in a wider setting. He did this with considerable aplomb, delighting in the exhibition's outward look to the wider issues of

conservation... think global, act local. The first season has seen over 300 people visiting the Centre on many days during July and August. Entrance is free with a nominal charge being made for parking. With growing publicity and marketing, particularly by word of mouth, visitor numbers will undoubtedly increase. A guided walks programme was instituted; this proved to be fairly popular as did a number of weekend demonstrations by crafts men and women.

### What Lessons?

While it is still early days, the Centre is popular with local residents and visitors from further afield. With hindsight we should have spent less on adapting the building and more on staffing, particularly on the Ranger Service.

Questions are raised: are 'permanent' exhibits the answer? Or should we have gone for greater flexibility by providing some permanent display material and space for short-term exhibits? Answer: possibly. Whatever, there is space both inside and outside the building for temporary exhibits. Did the engineers have too much say? Probably, yet in Welsh Water, an engineer-dominated organisation, new ground was broken.

In conclusion one feels that the end-of-term report should read thus: "Tried hard, an example of co-operation and partnership. Attracts visitors. No doubt taught those who did it a lot. Contains elements that provoke, inform and interpret. Hopefully the start will be maintained. A beginning but by no means the end".

stonework.

Students come from all over the country for the weekend courses, and receive tuition in gilding, lettering, headstone design, restoration, walling, carving, tool skills, tracery and the use of flint. Orton Church itself serves as a restoration subject: window frames, roof and steps have received attention. There is a bursary fund to encourage students from smaller concerns to attend, and a group of Friends to help with raising money.

The management committee has representatives from local authorities, educational bodies, the Worshipful Company of Masons, the National Association of Master Masons, the Stone Federation and the Men of the Stones. Funding is by means of charitable donations and contributions from businesses and individuals, together with course fees. The Appeals Co-ordinator has been looking for a successor and has suggested that a (retired?) SIBH member may be interested in helping. Contact: Mrs. D. Muirhead, 61 Merton Hall Road, London SW19 3PR, Tel: 01-540 4910.



release their staff only at weekends. There are also occasional practical day courses for non-masons in occupations connected with the building trade, and courses run in conjunction with bodies such as the Council for Small Industries in Rural Areas.

With Leicester University Adult Education Department, the Orton Trust holds seminars for the general public, especially clergy and parish officers, on restoration and conservation of historic buildings. For architects and other professional people there are seminars on specialised aspects of traditional

## Educational Visits Survey

Chris Cooper *University of Surrey*

John Latham *Dorset Institute of Higher Education*

### Introduction

"Interpretation addressed to children... should not be a dilution of the presentation to adults... To be at its best it will require a separate program". Tilden's sixth principle of interpretation demands that children should be treated as a separate segment of the audience. If provision for this group is to be successful then it is important to begin to understand something of the needs of children. They are not miniature adults: they have different attention spans, energies, interests, and thought processes. It is also possible to segment the children's audience further, into first school (up to 8 years); primary and middle school (8-11 years); and middle and secondary school (11-18 years).

Each of these age groups needs a different interpretive approach, yet it is often impracticable to provide separate interpretive programmes just for children. This is particularly so if a site is attractive mainly to family groups. Of course, it is useful to encourage interaction amongst visitor groups themselves by aiming interpretation towards the children, with opportunities for adults to join in, but there is a danger here of alienating other visitor groups. One solution is to clearly separate interpretation for children by providing facilities and interpretive programmes for educational visits.

Many establishments already successfully adopt this approach, but there is little of their experience in published form in the UK. In North America interpretive provision for children and the organisation of field study trips and outdoor education is much better documented, (see for example *The Interpreter*, Summer 1985, special issue on schools), and evaluations of children's expectations and satisfaction from visits to museums and field trips are commonly carried out. Yet in the UK, despite many noteworthy educational programmes in field study centres, museums, and other attractions, the nature and size of the education market for visits has not been examined and no major survey of provision for educational visits to major attractions exists.

This is surprising given the recognised importance of the education market (estimated to be worth £7.5m) to tourist attractions, particularly museums and heritage properties. Of course educational visits may never be a major revenue earner, given the discounts offered, but school parties do spend in shops and on catering, but more importantly, they introduce a young market, and by word of mouth their families, and represent an investment for the future. Educational visits too, allow the attraction — particularly historic buildings,

gardens, and wildlife resources — to become a useful educational resource in the region. At the same time educational visits are encouraged to foster community relations and often museums or stately homes become an established focus of study in local primary and junior schools.

There is also a sound economic reason for encouraging educational groups as they will often visit during the week or out of the peak season and provide a much-needed contribution to fixed costs at a time when there may otherwise be few visitors.

Finally, although the educational visits market is not exempt from financial cutbacks, visits are an established part of the educational calendar, and provide a steady number of customers to supplement the more uncertain domestic market (with its sensitivity to petrol and admission prices, the weather, and the economy), or the ebbing and flowing of the overseas visitor market with changes in the exchange rate.

There are also sound educational advantages of visits from the school's point of view. Learning in centres away from school is often more relaxed and stimulating than the classroom. The well-planned visit, with pre- and post-visit briefing, and clear educational objectives, should be both enjoyable and educational. In this way museums and other sites can act as a bridge between the classroom and the outside world and bring experiences alive.

### The Survey

In view of these points, and the need to understand the needs of the audience, a survey of the size and nature of the educational market, and the scale of provision for children in major attractions in England, was carried out, with financial help from the English Tourist Board.

In fact, two postal surveys were administered: one to schools to elicit the volume, characteristics and needs of educational visits, and one to attractions to determine their provisions for, and perceptions of, this market.

The findings showed that, obviously, the bulk of educational trips were among schoolchildren, but the primary and junior school market is larger than the secondary school; not only have they fewer exam commitments, but also a less rigid curriculum. Many feel that primary age children are more responsive to the resources and interpretation offered at historic buildings and other attractions. Most attractions felt that the educational visits market had expanded over the last three years, and would continue to do so, although the 1985 teachers' action had

depressed demand. In the longer term the difficulty of timetabling visits, and restricted finance, may restrain growth in the market.

Provision of teachers' education packs and price discounts were seen as the most important by schools, followed by provision of pupil education packs and specialist education staff. Other needs were somewhere to eat packed lunches, followed by sympathetic staff. Apart from price discounts, it is the schools with younger children who seek the provision of specialist materials and help at attractions.

Most attractions made special provision for educational visits. Surprisingly fewer museums and art galleries made special provision than categories such as historic buildings, zoos/wildlife parks or leisure/theme parks. The most common provisions made were picnic areas, teachers' education pack, discounted admission price (often only on advance booking), audio visual facilities, pupil education pack, specialist staff and lecture rooms. Other provision included providing guided tours, open days for schools, lectures in schools, workshops and teachers' centres, and beginning to introduce themes and resources from their attraction into the local curriculum. Innovative provision included children's exhibitions, sixth-form conferences, educational and play areas set aside, and lunch rooms. Some of the larger attractions, and those which identified closely with the educational market, were clearly very well prepared, often providing sophisticated educational resources, as well as the more mundane lunch rooms and 'messy' workrooms.

Educational visits are a significant segment of the visitor market and many attractions are very skilled at providing for them. This survey was a pilot study to elicit the broad parameters of educational visits and clearly a more detailed study of the types and effectiveness of the provision of facilities and interpretive programmes is required. This is particularly so as, given the relatively short length of stay of educational visits, the regional bias of most trips (with an average travelling distance of around 40 miles) and the importance of both good preparation and follow-up work, then close involvement with schools can only increase the number of visits to an attraction in the long term, and secure a place for it in the region's education curriculum.

*Copies of the survey are available from Dr. J. Latham, Dorset Institute of Higher Education, Poole, Dorset.*

## The Orton Trust

The Trust was founded in 1968 with the aim of encouraging the traditional stonemasonry skills used in the restoration and conservation of historic buildings. Its activities are based on the redundant church of All Saints, at Orton near Kettering in Northamptonshire. The church was restored as a workshop with first class facilities, and the nearby church room was also restored as a lecture room doubling when required as a hall for village meetings.

The Trust made a further contribution to the re-use of redundant churches when, in 1977, it acquired St. Peter's at Little Oakley, near Corby. Here the chancel was glazed off to remain as a place of worship for the parishioners, and the nave and side aisles turned into a sculpture conservation workshop. The unit is now let to Colin Hill and Paul Harrison, who specialise in monument restoration.

Courses arranged by the Trust are of several kinds. Chief among these are monthly residential weekends in stonemasonry skills for workers and apprentices already in the trade, designed to meet the training needs of smaller firms and cathedral workshops which can afford to



## On the Waterfront: Live Interpretation in Liverpool

Mary Greenough *Visitor Services Officer, Merseyside Maritime Museum*



*Craft demonstrators at Merseyside Maritime Museum: the cooper (left) and the ship-bottler (right).*

Merseyside Maritime Museum is located at the heart of Liverpool's historic docklands and is a multi-acre site of quaysides, graving docks and traditional waterfront buildings. It is administered by Merseyside County Council and until this year has been open on a seasonal basis, from Easter until the beginning of November.

The initial phase of the Museum opened in July 1980 and was the first new activity in the South Docks, which had lain mainly derelict since the early 1970s. Many developments have taken place in the ensuing five years, including the opening of additional buildings and the completion of the quayside restoration programme. In 1984 Merseyside Development Corporation opened the repaired Canning-Albert dock system (which surrounds the Museum site) and sections of the Albert Dock Warehouses, containing offices, shops and cafés. The Museum is the largest single attraction in this developing recreational complex and attracted almost ¼ million visitors in 1985. However, despite the success it has achieved already, the Museum is still only a 'museum in the making', with new exhibitions to be opened each year as the building works are progressively completed within the Albert Warehouse Section of the site.

Since its conception the Museum has been an amalgam of many different aspects, and one of the major elements is the operation of demonstrations throughout the site. The objectives of this programme are to enhance the interpretation of exhibitions and the dock environment, to preserve and disseminate traditional

maritime craft skills, to provide activity and atmosphere on site, and to increase the public's enjoyment and knowledge.

In the Museum's early years demonstrations consisted of craft skills provided by consultants and a developing team of shipkeepers. The latter group are part of the conservation department, and although their prime function is the maintenance of the full-size boat collection this frequently provides suitable demonstrations for the public. The shipwrights restore traditional wooden craft in a workshop on full view to the public and, whenever possible, any marine engineering or rope work of the other shipkeepers is undertaken in this area.

The significant development of the demonstration programme, however, took place in 1984, when a variety of seasonal staff were recruited specifically to demonstrate craft skills and exhibits. There were three main reasons why they were introduced at this stage. Firstly, media reaction and visitor comments had shown that activity on site was very popular; secondly, certain new exhibitions had themes which could not be adequately illustrated without the use of demonstrators; and finally, the success of the museum enabled us to request a larger seasonal staff.

Craftsmen on the staff consist of a ship-bottler and ropeworker based in the sailors' life section of the Tall Ships exhibition, and a cooper repairing and constructing barrels in the restored Cooperage. Other demonstrators include a

Piermaster's Wife undertaking early 20th century household tasks in the Piermaster's House, and dockers demonstrating equipment and providing visitors with a taste of the humour of the Liverpool waterfront within the Cargoes and Dockers exhibition.

The demonstrations have all been introduced on an experimental basis, and certain ones have already been shown not to work to an extent which justifies the cost of providing the activity from a limited staff budget. For example, demonstrations of quayside cranes and vehicles were terminated after an initial season, owing to problems of safe operation on a busy site and the fear that constant use of the equipment would lead to unacceptable deterioration. Another 'failed' experiment was the use of demonstrators aboard the 170-foot Liverpool Pilot Cutter, in view of the fact that they did not add enough atmosphere to the vessel to compensate for disrupting circulation through the narrow alleyways when providing information to visitors.

The Museum has been extremely lucky in being able to recruit suitable personnel, as it is very apparent that the success of an activity depends to a large extent on the character of the demonstrator. Excellence in other skills does not compensate for an unsuitable personality. The demonstrator needs to enjoy people, to be extrovert, to be able to demonstrate and explain in a simple manner, to be chatty but aware that deep discussion with one visitor may be to the detriment of communication with others, to be cool-tempered when handling awkward

visitors, to be diplomatic when terminating a conversation, and to be able to show enthusiasm when demonstrating a task or answering a question for the millionth time. In addition to these numerous characteristics the majority of Merseyside Maritime Museum demonstrators have that 'something extra' which enables them to accompany their demonstrations with a witty narrative which at the same time remains detailed and factual. I am coming to the conclusion that this is a quality inherent in every Liverpudlian!

The Museum has gained numerous benefits, some initially not considered, from the operation of the demonstration programme:

- \* It is the aspect of the Museum which is enjoyed most by the majority of visitors.
- \* It is one of the most successful ways of interpreting exhibitions and craft skills.

Visitors are more likely to ask questions than read labels; demonstrations explain a skill or equipment more clearly than by static methods; demonstrators contain more information than a label; demonstrators give atmosphere to the exhibitions.

- \* It is a great marketing asset. The media coverage is substantial.
- \* The demonstrators provide a human element to the Museum. They are available to 'chat to' about the demonstrations and to listen to a visitor's life story. (This service is especially in demand with Senior Citizens). Visitors at times stay with a demonstrator for an hour, and also each one has a small group of 'fans' who make frequent visits.
- \* Visitors sometimes take up a craft as a hobby, as a result of viewing it at the

Museum.

- \* It has encouraged gifts of objects from the public. The gift is more meaningful for the donor when it can be given via the demonstrator in the exhibition to which it relates.
- \* The demonstrators provide the Museum with visitor feedback about the site in general, and also specific historical information given by visitors.

The success of the demonstration programme ensures that it will remain an integral part of Merseyside Maritime Museum in future years. A growing concern, however, will be the scarcity of personnel with knowledge of traditional maritime crafts and the formulation of a strategy whereby these sailor and docker skills may be passed on to future generations of Museum staff and visitors.

## Educational Publications for Royal Palaces

Gail Durbin  
*English Heritage*

The constraints of time and money often make it difficult for staff at heritage sites to produce comprehensive educational materials, and it would be difficult to name many teachers' packs of high quality. When, in 1984, I was seconded from English Heritage to the Department of the Environment to act as education officer for the royal palaces, I was effectively the first education officer for these buildings. I provide an education service for Hampton Court Palace, Kensington Palace, Kew Palace, the Banqueting House in Whitehall and Osborne House on the Isle of Wight. I inherited a set of activity sheets at Hampton Court prepared as a temporary measure some years previously, and teachers' packs on Tudor Hampton Court and Kensington Palace as Queen Victoria's childhood home were in the pipeline.

Not being committed to a heavy teaching load I have been able to spend time on the production of a number of educational publications. My priority has been teachers' packs (general guide books do not fall within my brief). These buildings are heavily visited by school groups (see table), and I suspect that the larger sites receive a high proportion of visits that bear a closer resemblance to a social day out than to carefully structured field work. Many educational visits fail because teachers are not clear on their objectives and are uncertain about how to handle a visit. Their initial training has often not prepared them and our education system concentrates

more heavily on literary than on visual skills. My intention, therefore, is to produce packs that are highly practical with many ideas that can be used in the classroom immediately.

We have not settled on a single format since different sites and periods suggest different approaches. It is important, however, to be entirely clear on the age range being pitched at. Most of our publications are intended for teachers of 9

Banqueting House	1,555
Hampton Court Palace	27,082
Kensington Palace	3,519
Kew Palace	473
Osborne House	19,385

*Visits of schoolchildren to the Royal Palaces in 1985; the figure for Hampton Court excludes April-August, when no free school visits are allowed.*

to 12 year olds, our main visiting group. Attempts to cover too wide an age range results in materials of limited value.

The essential parts of the packs are the teachers' handbooks. These will contain information about the history of the site and where to go for further information. More importantly they will contain ideas for approaches to the sites, how the visit might be related to the curriculum, how teachers and children might prepare themselves, the skills that will be required

and ideas for work once back in the classroom. The Osborne House pack, for example, suggests five different ways to handle the visit (a role-playing exercise, integrated studies with the emphasis on skills, a problem of conservation and as evidence for royal family life and Victorian social history) with appropriate ideas for preparation and follow-up in each case.

I do not subscribe to the view that worksheets are useless. It all depends on what is on the sheet. The careful construction of a really good worksheet is a highly skilled task and a worksheet should be justified by whether it acts as an aid to observation and deduction. Drawing is helpful in encouraging careful observation but if the sheet can be done away from the site or if the answers read '✓', 'Yes', 'No', '95', then it has not been well thought out. They are, however, just one method of working at a site. Most of our packs will contain worksheets with instructions for their use and suggestions that teachers be selective.

Some packs will include information sheets for children to use in class. The Tudor Hampton Court Pack, for example, contains eleven information sheets about life at Hampton Court to help children prepare for their visit. At Osborne, because of the wealth of accessible sources, we are producing a resource pack with copies of maps, plans, prints and documents, including menus, letters, the building

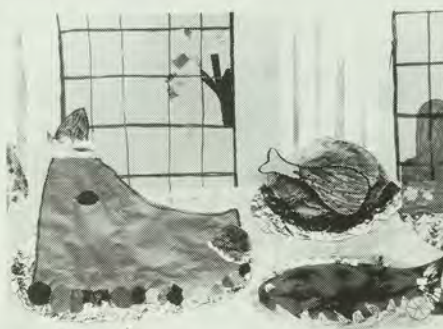
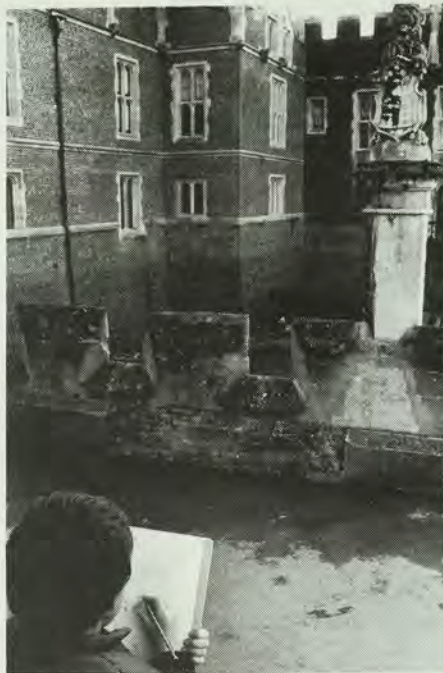


specification and the 1861 census return that names Victoria R.I. as head of the household and records her occupation as 'Sovereign'.

The Banqueting House is not well visited by schools. I hope to encourage its use by preparing a short trail round Samuel Pepys' London that incorporates a visit. Another market here is sixth formers studying History, Art History and English, and a booklet for their teachers including primary sources is in preparation. We are also experimenting with a pack on one of the Royal Parks.

Finding suitable authors is not easy. Because I am anxious for the packs to be firmly rooted in the curriculum and closely related to good classroom practice, teaching experience is an essential qualification. Subject specialists, however, are often inclined to take too narrow a view of the educational potential of a site. Middle school teachers display a more lively approach and museum people bring the ability to exploit material evidence. The brief is written jointly with the author in order to benefit from their creative ideas.

Some publications have come about through in-service courses. The first edition of the Osborne pack was written by a group of teachers at the Isle of Wight teachers' centre and some Hounslow teachers are working on Hampton Court. This is a time-consuming method of production, it has to be seen very much as training and needs firm direction from the centre, but it also generates creative ideas through discussion and ensures that the materials are widely



tested.

The final format of the packs will vary but where possible I favour booklets to loose sheets. The worksheets will be copyright free to allow duplication for educational purposes.

We do not intend confining our educational publications to schools. We are producing a short activity sheet for ESL students on Hampton Court, and negotiations are under way with a publisher to produce a Royal Parks and Palaces Activity Book for the general visitor. The next area to move into is materials for the family group.

I have learnt a lot in my first year here, principally to allow plenty of time. I don't know whether our authors have been particularly unlucky but they do seem to have had more than their share of illness, pregnancies, family problems, major building works and hip operations to prevent them meeting their deadlines. So, I may be speaking too soon, but I hope 1986 will be the year when the DoE produces a range of exciting educational publications.

*Careful drawing used as an aid to observation at Hampton Court; and a collage banquet appropriately prepared by children at the Banqueting House. (Crown Copyright photographs).*

## Avebury Study Centre

The idea of a Study Centre in Avebury arose during the five-year term of office of the Wiltshire Folk Life Society's first Education Officer, Jo Lawrie. It was her involvement with schools and school parties, centred on bringing post-medieval history alive, and the success that attended her efforts, that suggested how best to bring forward a centre for such studies. At the same time, the Department of the Environment, which was responsible for the Alexander Keiller Museum in Avebury, became aware that school parties visiting the Avebury Monument were in some measure 'running wild' and not being sufficiently informed about the significance of the standing stones.

By the time English Heritage had taken over the Department of the Environment's responsibilities, the Society had produced its plans and offered a partnership plan with them which would result in the Study Centre.

The Centre has been converted from a derelict cowshed, situated in a particularly sensitive archaeological area adjacent to the

prehistoric Circle. Indeed its original construction in the late 17th century necessitated the destruction of a section of the bank of the neolithic monument. Work commenced in April 1985 with a small Community Programme workforce, and some contract labour for carpentry, restoring the shell of the building. The original roof trusses were re-used and the roof raised by about 18 inches to give sufficient headroom within the building.

The second phase — to convert the structure to become a Study Centre — was undertaken by skilled apprentices from Y.J. Lovell Holding. By carrying out this work free of charge as the '1985 Apprentice Project', the Lovell Group made a considerable contribution towards the scheme. English Heritage provided substantial capital funding for all materials used to convert and equip the Study Centre. Other major contributors included the Pilgrim Trust and the Guild of St. George. A grant from Burmah Oil was allocated to the restoration of the 'wagon shed' area and the provision of interpretive panels on the

two wagons on display. The project was completed in August with the building ready for occupation.

The Study Centre is to be jointly used by the Wiltshire Folk Life Society and English Heritage, to provide classroom and meeting facilities for the many school children who visit Avebury and its two museums. Chris Spring, a deputy head from a Wiltshire primary school, has been seconded by Wiltshire LEA and funded by English Heritage to provide educational services to school parties. His role will be to develop the educational potential of the ancient monuments in the vicinity by the provision of resource material, on-site activities and in-service training. The appointment is for one year only but it is hoped that funds will be forthcoming to enable this exciting initiative to continue, and that the Centre will now become a focal point for a lively and energetic pursuit of folk life and archaeological studies.

Harold Cory

## Can we do better than Nature Trails?

— ecology and its interpretation

Andrew Pierssene

*Interpretive Planning & Design*

We imported Nature Trails from North America in the 1960s. They seemed an exciting way to introduce the public to the joyous mysteries of wildlife: by following pathways through the woodland or the reedbed the visitor from the grime and racket of the city might find peace and beauty and some generously supplied enlightenment in the form of interpretive labels. These, whether attached to posts or in the form of leaflets, could explain anything from an oak tree ('...there are two species of oak in Britain ... supporting 346 species of insect...') to bird song ('in early May you may be lucky enough to hear the sibilant call of the woodchuff') to nocturnal mammals (by proxy — 'the nibbled hazel shells at your feet betray the presence of the long-tailed field mouse').

The weaknesses of the nature trail system have always been, (i) that wildlife is mostly seasonal, so that many labels are out of date for three-quarters of the year; (ii) animals, whether birds, mammals, reptiles, insects or whatever, are mobile, and come and go as they please — not when we want them; and (iii) the inter-relationship between living creatures and their environment (ecology) is rather too complicated to explain within the necessary limits of a fifty-word paragraph, which is the most that we can expect the visitor to read and absorb.

We all acknowledge, and most of us have, I hope, experienced, the infinitely greater enlightenment that comes from accompanying an enthusiastic expert in the field. We must admit that by comparison the nature trail, whether attempting to communicate through permanent labels or by leaflet, has crippling limitations. Can we devise something better?

We could perhaps pin our hopes on the more spectacular indoor displays, trusting that the cleverer they are (like in the Natural History and Geological Museums in South Kensington) the better they will interpret. The trouble with these is that they don't interpret actual experience of the 'wild environment': it is all on slide or tape or computer. However clever the technical simulation of the subject being interpreted, it is actually the antithesis of nature itself. Even the most beautifully prepared and presented TV wildlife programme doesn't allow us a first-hand outdoor experience involving the senses of touch and smell and the awareness of fresh air and weather, nor the environment's reaction to us: the crack of a trodden twig, the bramble catching the trousers, the sudden noisy flight of a disturbed bird.

At least the nature trail gets us out into

the open and into the habitat the interpreter wants to talk about. We just need a better and more stimulating medium for open-air interpretation than this rather *passé* technique.

Now the SIBH/CUKT Edinburgh Conference in September 1985 seemed to crystallise ideas that had been (to maintain the chemical metaphor) in solution in the minds of many of us: namely that we need to transfer our attention away from the hardware (as if it had a *raison d'être* of its own) to the needs of the users, the consumers of interpretation. They should be more *involved*. Yes, pressing a button on an interpretive computer game is a kind of involvement, but it is an involvement with the hardware, not with the subject of the interpretation. At its best, it is a remote or secondhand experience of the subject. The fact is that proper environmental interpretation is not so much interpreting the environment as interpreting our experience of the environment. If the experience is missing, the interpretation is bound to be merely vicarious, a little unreal. This may be all we can manage in certain contexts: the *real* Viking Jorvik is several centuries past visiting, so a multi-dimensional simulation is the best that can be achieved. But our countryside is still out there, somewhere!

It is not too difficult to encourage the public into situations where they can experience wildlife habitats at first hand. But can we go further? Can we extend the 'interface' (horrid jargon) between the visitor and the wildlife environment in any way? For instance:

involve sense of touch...feet in mud, hand on textured substances like stone, soil, fur;

involve sense of smell...sniffing slight scents like plants, fungi, pine needles; encounter stronger smells like peat smoke or fox — or worse;

include sense of taste...chew herb leaves, cook and eat fungi;

include interaction with environment...causing nature to respond, e.g. attracting birds by calls or small mammals by food or moths by light;

use of natural materials...weave mat from rushes, cut hazel coppice for walking stick, skin rabbit;

assess historical features...measure medieval boundary banks, seek remains of features shown on old maps, take soil core and examine profile;

enhance viewing...provide binoculars or telescope or microscope, provide terrarium, provide tree hide;

five-minute conservation tasks...pile loose dead wood for insect and bird breeding and feeding sites, scoop a little mud from waterlogged ground to vary the habitat, prune overgrowth to let light through to ground plants.

Clearly, to arrange and supervise this kind of 'enhanced experience' will require all of the following:

### *Suitable sites*

Some sites might tolerate a fairly intensive level of this kind of use. Others might be used just occasionally. Certain nature reserves or other estates may well contain both kinds of site. Others, obviously, should not be expected to suffer any of this kind of disturbance.

Types of site might include woodland, commons, especially if they have ponds or scrub areas, lakes or rivers and their banks, farmland, heathland, chalk quarries etc. etc. They do not have to be nature reserves as long as permission is given and no ecological harm is done, and they are suitable for inviting the public.

### *Skilled manpower*

Such schemes must be ecologically sound, educationally imaginative, organisationally efficient.

Not only should the site suffer no harm, but the ideas fed into the minds of the public should lead to no harm (e.g. they must be discouraged from touching rare plants, or unrooting anything). A competent ecologist is needed to advise every time.

The educational input must see that the experiences offered are *interpreted* in terms of the environment and its life. Skill is required to ensure that the experiences become meaningful.

The logistics of handling both staff and public need careful consideration: equipment, parking, promotion, and devising the most economical use of resources.

### *Imagination*

The programme must have qualities of novelty and variety and fun. Rather more than the standard Open Day or Guided Walk is needed. How about Theme Days? Themes will depend on the type of habitat and site: their history and management as



well as their ecology.

According to circumstances, would any of these do to start the ball rolling:

- \* sheepdog demonstration on grazed common or marshland — pretext for explaining origins of fencing or ditching pattern, and management requirements; grassland flora;
- \* coppicing demonstration — why a rotation (economically?); result of rotation (ecologically); lend a hand dragging cut timber or burning or stacking brushwood, or whatever the practice is to be; explain why;
- \* night-time woodland walk, nightingale time; scents and smells and sounds: use tape-recorder (or bring your own!);
- \* historical re-enactment; period costume woodman, poacher caught in mantrap, hurdle-making, ferrets;
- \* ditching or hedging demonstration;
- \* duck decoy demonstration (probably without ducks!);
- \* search for medicinal herbs — how they were gathered and prepared for use (carefully edited for safety of participants and flora alike);
- \* communal nest-box-building on site;
- \* hire sea boat for dredging and trawling;
- \* moth light demonstration (probably with barbecue to make it sociable);
- \* short-term conservation tasks — a weekend project to be operated in shifts, with target to complete in 48 hours;
- \* habitat and plant photography — instruction from expert;
- \* instant survey — something that has to be counted or measured by group of people with no previous experience;

### Method

If this kind of approach is to be developed as a major vehicle of interpretation at any site or by any organisation, it will be worthwhile to create a system or structure whereby the planning and execution of the events or happenings can be systematised for maximum efficiency, effectiveness and economy.

To begin with, the skills required are (at present, at any rate) rather thinly spread, so it will be sensible to foster small teams of practitioners with the appropriate ecology/education/administration elements represented in each. The 'inspiration' may come from any of these sources, but the devising and handling of the active interpretation should fall to the 'education' specialist. I do not mean to imply (apologies to professional teachers) that everyone with an educational qualification will be good at this; indeed, too strong a reliance on classroom experience could be a positive handicap. A touch of Bellamy or Pyke may be needed if a 'presenter' is to be involved; but many possible formulae for 'involvement interpretation' will not require an instructor so much as what the French call an 'animateur': someone whose skill is to get people doing things without their feeling

they are being taught or coerced. (Have you ever watched a good Girl Guide leader at work?)

If a harmonious team works regularly on a familiar patch, they are likely to be able to create the greatest number of events for the greatest number of participants with the greatest economy of effort. What is more, their success should give them satisfaction and stimulate their enthusiasm, so that they continually dream up new ideas and maintain creative momentum.

### The Open Reserve concept

A report I have recently prepared for the Suffolk Trust for Nature Conservation (before the Edinburgh conference, as it happens, though very much in accord with its precepts) suggests that in Suffolk at any rate (and why not elsewhere?) certain nature reserves or estates might be considered as Open Reserves: that is, sites that are deliberately made the subject of interpretation as well as management plans. The two will inter-relate, of course. At such reserves, chosen because ecologically they should be able to withstand regular organised visiting, a programme of interpretational events or happenings of various kinds would be announced. There would be some in summer, some in winter, some for many visitors, some for few, some with children or family groups specially in mind, some for adults, some more and some less academic, some ostensibly just for fun or entertainment. Such a reserve would embrace this activity as an integral part of its pattern of management.

Physically this might affect such things as the footpath system, signing, shelter, the provision of hides and viewpoints, the laying out of demonstration plots. It would raise questions of security and wardening. But most important of all, for each reserve it would require a regular team of helpers who would study to develop and extend their skills in this form of educational activity.

The concept, incidentally, does not extend (though I suppose it might in exceptional circumstances) to an ever open gate, any more than opening a garden or stately home regularly to the public implies they may walk in whenever they like. Control of the degree of openness will have to be worked out according to the needs and limitations of each site.

This kind of programme would not stand entirely on its own. Some sites might have indoor displays associated with them, of a fairly conventional kind. For many, take-away leaflets would be prepared. An organisation such as a County Trust would ensure that at each event, there was publicity material to encourage visitors to other Open Reserves, or to sign up as members. Slide/tape programmes or video might be assembled to take out to meetings around the county: these could re-inforce the messages of the Open Reserves, and encourage visits. All the media should be mutually re-inforcing, and together point to the opportunities to get out and experience the countryside, and understand it.

By a happy chance, the acceptance of this policy in principle by the Suffolk Trust coincides with the quite independent establishment of *East Anglian Environments*, an imaginative project devised by Jan Dungey of Rural Arts which hopes to bring together the arts and environmental interpretation. At Reydon Wood, a recently acquired reserve of the Trust, it is planned to bring schoolchildren this spring to prepare an 'animated trail': a walk-route through the woods along which 'things happen'. These happenings would be designed to enhance visitors' sense of the particular character of the woodland.

The Trust has also worked hard to develop a strong children's WATCH section. Many of the activities arranged for these young people are of exactly the same kind as those now proposed for adults. Some incorporate intriguing acclimatisation methods of involving the youngsters with the countryside environment. Many securely conventional interpreters may have doubts whether these methods could be used with the general public, whose fear of the unfamiliar can be a very real barrier. But perhaps the example of the 'That's Life' and 'Late Late Breakfast Show' teams on TV have demonstrated that British reserve *can* be undermined if the 'threat' of a strange situation can be neutralised by good humour and good stage management.

Is anyone else interested in pursuing these concepts further? It would be very helpful to compare notes across the country.

*Editor's note: We know that some countryside workers are already practising several of the ideas in Andrew's article. It would be useful to hear of the extent of these activities, and receive comments on their degree of success.*

## CUKT Grants

The Carnegie UK Trust has published its **Quinquennial Policy 1986-90**. Grant-aid will be developed under three main headings. (1) Amateur Arts: the Trust wishes to encourage amateur participation, especially links between arts and the local community and its environment, e.g. local festivals, community drama, Phab projects. (2) Environment: after support for heritage centres and interpretation (for which limited grant-aid will continue for educational aspects), there will be a move to help small-scale neighbourhood projects such as nature-parks, crafts related to conservation, and other environmental projects by voluntary organisations. (3) Community Service: assistance will be directed especially to improvement in family care, involvement of the young unemployed, and promotion of voluntary action and leadership. Additional support in these areas will concentrate on independent learning and new technology. A leaflet of terms is available from Carnegie UK Trust, Comely Park House, Dunfermline, Fife KY12 7EJ, Tel: 0383 721445.

## ✂ in brief

The UK Government's submissions of sites of outstanding natural or cultural interest for inclusion in the **World Heritage Sites** list were announced in November. The first seven which will go to the World Heritage Committee for consideration are: the Giant's Causeway, Stonehenge/Avebury, Durham Cathedral and Castle, Gwynedd castles and town walls, Fountains Abbey/Studley Royal, Ironbridge Gorge and St. Kilda. The World Heritage Convention was set up in 1972 but the UK did not accede until last year; currently the list includes Aachen Cathedral and the Great Barrier Reef.

The Countryside Commission has started a programme of public consultation around the country, to formulate new recreation policies in the light of views from users and providers of **recreation in the countryside**. It will look at the wider countryside, not just the managed sites, and take into account today's sociological trends and the results of research into countryside visiting.

An All-Party Committee of MPs has called for closer co-ordination of Britain's **tourist industry**, suggesting a single statutory British Tourist Board to oversee the industry throughout the UK. It would have country-wide responsibility for developing tourism and replace what they see as competing regional bodies which dissipate resources. The Committee also wants government assistance to reduce the seasonal nature of tourism.

The BBC/Philips modern **Domesday Book** (see *Heritage Interpretation* no 30, Summer 1985), with its computer-controlled video discs, has run into problems and the launch date has been put back. The budget has been reorganised and the BBC has taken over production of the specialised software from the troubled Acorn company, which will concentrate on improved hardware design. Data collection and aspects of the innovative technology are also behind schedule.

From March to June Channel 4 TV holds its environmental festival **World Wise**. There will be special features and series, including 'Nature in Focus' for younger viewers, and a series on the work of the National Trust for Scotland. 'World Wise Reports' will be a weekly environmental magazine programme reporting news and action, with a phone referral service on conservation and environmental projects. Contributions are invited by Acacia Productions, London Ecology Centre, 45 Shelton Street, London WC2. 'Channel 4 Comment' will also home in on environmental issues: those with something to say should contact Channel 4 at 60 Charlotte Street, London W1P 2AX. A World Wise Action Pack is available price £1.25 from P.O. Box 4000, London, Glasgow or Belfast.

The imposing domed Ashton Memorial in **Williamson Park**, Lancaster, which is a famous landmark on the M6, is to be restored with the help of a massive EEC grant. Interpretation based on an audio visual presentation will be installed, and there are plans to turn the surrounding grounds into a Victorian/Edwardian theme park. Traction engines, Edwardian teaparties, miniature railway, photographic booths and a butterfly house are among the proposals.

Liverpool's **Beattie City** (see *Heritage Interpretation* no 26, Spring 1984) failed to achieve hoped-for visitor levels and has been subject to a number of closure proposals, including that of shipping out the collection to Japan. A plan to sell the 1000 items of Beattie's memorabilia to a leisure group and transfer the displays to London fell through. Radio City, owners of the loss-making exhibition, were also approached by a Jersey-based tax exile willing to finance a change of location within Liverpool to a more accessible site. No decision had been announced at the time of going to press.

Maritime heritage projects are multiplying. In **Grimsby**, the local council, property developers and Associated British Ports have drawn up plans to redevelop dockland as a tourist centre, with new recreational and commercial facilities. Associated British Ports (formerly British Transport Docks Board) is a private enterprise company already involved in schemes at Cardiff and Southampton. In Dundee, a £30m waterfront development will include a visitor and heritage centre complex planned by **Dundee Heritage Trust**, telling the story of the city's maritime past. Meanwhile the **Portsmouth Naval Heritage Trust** is a joint project to create a multi-million pound Naval Heritage Centre in the Royal Dockyard, to incorporate the existing attractions.

An **Ulster-American Heritage Trail** is being compiled by the Northern Ireland Tourist Board, to coincide with the bicentenary of Australia's first penal settlement, which falls in 1988.

Two miles south of Wray in north Lancashire is the site of the proposed **Middle Wood Centre**, an organic farm and energy-conscious study centre run by a charitable trust. Funds are sought for a £1/2m purpose-built Passive Solar Building with 20 residential and 60 day-conference places. Leicester Polytechnic School of Architecture was involved with the design. Building and farm will use only renewable resources, and courses will concentrate on identifying man's role in the natural cycle, the rewards of self-sufficiency and creative work, wildlife conservation, and the use of traditional skills. Woodland is to be managed as coppice-with-standards, and an MSC team is already at work here. Contact: Dr. R.D. Everett, Middle Wood Centre, Roeburndale, Wray, Lancaster, LA2 8QX, Tel: 0468-21031.

A Motorboat Museum, Rural Life Museum, Local History Resource Centre, marina, craft workshops and nature reserves are among linked developments planned by Basildon District Council, Essex. The **Wat Tyler Country Park** will be a major recreational facility based on 2000 acres of agricultural marshland.

A jointly funded venture between British Waterways Board and the Sports Council (West Midlands) has resulted in two **Recreation Project Officers** being appointed in the Birmingham area. They will be initiating new leisure and recreation activities along the Birmingham and Black Country Canals, working with local schools and community groups, promoting awareness of canal history and encouraging new water-based activities. Contact: Rebecca Barnham or Eliza Dalleigh, Reservoir House, Icknield Port Road, Birmingham B16 0AA, Tel: 021-454 7091.

Consultants PEIDA are to prepare a £60,000 **Greater Belfast Tourism Study**, grant-aided by the EEC, to examine potential for increasing tourist facilities and visits in the area.

Getting under way at Peterborough is **Railworld**, the £1.5m first phase of a projected Museum of World Travel. The rail museum, situated near the London-Edinburgh mainline and the Nene Valley Railway, is due to open in 1988 and will have library and research facilities as well as family attractions. Displays will include a train interior in which video screens along the length of the carriage simulate a journey through Europe. Peterborough Development Corporation is supporting the employment of a Project Director and Peterborough City Council has also been asked for money, but it is hoped that the bulk of the funding will come from commercial sources and grants.

The **York Archaeological Trust** is raising money for a new educational resource concept, the transforming of a redundant church to provide a centre where archaeological objects can be handled, ancient crafts demonstrated, and archaeological data made easily available to students.

After facing some financial difficulties, the **Manchester Air and Space Museum** has now been incorporated into the Greater Manchester Museum of Science and Industry, to become its Air and Space Gallery. A new entrance and new displays are being developed over several years.

The **Kodak Conservation Awards** are again on offer to young people for environmental projects. Full details and manual for schemes from: Kodak Conservation Awards, 5-11 Theobalds Road, London WC1X 8SH, Tel: 01-405 8979.

**Calke Park** in Derbyshire, acquired by the National Trust in 1985, has been opened to the public with grant aid from the Countryside Commission. Work continues on the preparation of the 'time-capsule' Calke Abbey for public opening, not expected to take place before 1989.

The museum world is worried about the possible effects of the UK withdrawal from UNESCO. Already adversely affected by US withdrawal, the International Council of Museums — a UNESCO agent for projects and specialist advice — is suffering a cutback of spending power of crisis proportions. Many feel that the UK withdrawal was short-sighted, that the loss of UK influence will be detrimental, and that reform of UNESCO procedures was imminent anyway.

The Council of Europe has scheduled a **European Campaign for the Countryside** for 1987-8. The aim is to foster public awareness of threats to the countryside including depopulation, urban sprawl and pollution, and to seek solutions which make it possible to establish an acceptable standard of living in the countryside and to protect the natural, cultural and architectural heritage. National and regional committees will carry out the principal activities, and seek co-operation from non-governmental and voluntary bodies. The EEC has declared 1987 European Environment Year.





## book reviews

### Battlefield Guides

Terry Robinson writes:

Further to my review of the Ordnance Survey Complete Guide to the Battlefields of Britain, I have now found that at least two other authors have 'had a go'. One is *A Traveller's Guide to the Battlefields of Britain* by Neil Fairbairn, published by Evans Brothers, and this constitutes a more lively account of what went on at the sites and their significance as battlefields. The other is *The Battlefields of Britain* by John Kinross, published by David and Charles. Anyone care to review these?

### Tourism — A Community Approach

by Peter E. Murphy, published by Methuen, London 1985, 200pp, 43 illustrations, price £19.00 hardback and £9.95 paperback. ISBN 0416 397905 and 359302.

The modern tourist industry, particularly in the western world, has reached a crucial stage in its development. Competition within the industry has intensified in a climate of constantly changing tastes and increased mobility. At the same time there is a growing awareness that tourism creates problems as well as benefits for the host communities.

The very nature of the tourism industry, as it is presently organised, and being profit and business orientated, is not conducive to the consideration of wider community goals in its development strategies. Consequently many communities are forced to resort to negative actions in response to the imposed centralist, top-down, policies. In Wales the arson campaign against second homes is a statement more directed towards the structure and organisation of the industry than it is against the tourist. It is a message that is repeated around the world. In the Pacific Islands the argument is pursued in N. Kent's excellent article, 'Tourism—A New Kind of Sugar'. In Malaysia, the writings of Cecil Rejeindra express community concern about tourism development:

"when tourists flew in  
what culture we had  
flew out of the window  
we traded customs  
for sunglasses and pop  
We turned sacred ceremonies  
into ten-cent peep shows..."

In Britain, at least, we have the chance to examine the tourist industry. The economic recession should provide the challenge and the time for retrospection. It should give us the ability to question existing and past tourism development and marketing strategies, and to consider a different prospectus for the future. *Tourism — A Community Approach* provides a timely framework for this analysis.

Two inter-party Commons Select Committees are currently investigating tourism development in Britain. Both are due to report in the Spring and whether or not they have comprehensively tackled the subject remains to be seen. It seems likely however that Murphy's appeal for a new strategy — a community approach — will be side-stepped, particularly if the tenor set by the recent reports from the Cabinet Office (*Pleasure, Leisure and Jobs*) and the CBI (*Paying Guests*) are anything to go by.

The questionable, but very persuasive, statistics produced by the tourist industry are likely to ensure continued, unfettered, economic growth designed to extract short-term gains. A viable, long-term, tourist industry requires careful management, the rational use of resources and close monitoring. Murphy argues that tourism "must be planned and managed as a renewable resource industry based upon local capitalisation and decision making... with emphasis on the inter-related nature of its component parts".

In his strategy for community-led tourism development and evolution, Murphy examines tourism from the point of view of the destination area and its people. This prescription encourages local initiative, local benefits, local control, and harmony between tourism and the environment.

Existing textbooks fail to move beyond a systematic description of tourism; this text successfully rectifies this and other inadequacies. *Tourism — A Community Approach* reinforces tourism's ability to integrate with general planning processes; it reveals the important cross-sectional linkages and the complex combination of many interlocking parts; the book concludes with a model as to how tourism can be directed towards wider community goals.

Murphy's approach is simple and effective. The book has five sections. It begins with an excellent synopsis of the nature, significance and evolution of tourism. This is followed by three sections: Environment and Accessibility, Economics and Business, Society and Culture. Issues arising from the existing situation are identified and alternative strategies for future tourism programmes are discussed. The final section (5) describes the ecological model Murphy has designed for community development and planning for tourism.

The thesis of the book, that tourism's negative impacts can be minimised by integrating the industry's needs with the general community planning processes, is refreshing, attractive and achievable. The concept is soundly argued, but the case could be more forceful if more time had been spent examining how community involvement and control could be effected.

The politics and organisation of tourism are given a wide berth, but the politics of tourism cannot be ignored if change is to take place. Perhaps case studies of successful community initiatives such as Antur Teifi (W. Wales) and La Fondation Rurale De Wallonaise (Belgium) would have helped in this task? Murphy should also have compared the national tourist industries of some Eastern Bloc countries; there are lessons to be learnt. The author is successful, however, in making the essential connection between tourism and recreation management. For the first time we have a tourism text referring to multiple use, landscape conservation techniques, carrying capacity and park management. Tourism managers take note!

*Tourism — A Community Approach* is an important publication. It will help broaden the debate on the future of tourism for certain; it should also be the catalyst for change. It must be made essential reading for students and practitioners. It should be compulsory reading for those undemocratically elected representatives of the community who are members of our national tourist boards.

The book is well written and presented. The illustrations are excellent but the photographs

are appalling. The bibliography, with over 400 references, is very useful.

In 1983, *Tourism Management* vol. 4 published an article by Murphy, 'Tourism as a Community Industry'. That article whetted the appetite, the book is not an anti-climax. Read the article first, then the book. Heed the message and let's have action to make tourism truly a community industry.

Terry Stevens

### Involving Volunteers in the Environment

by Wendy Pettigrew, published by The Volunteer Centre (29 Lower King's Road, Berkhamsted, Herts. HP4 2AB) 1985, 48 pp softback, £2.50.

This is a useful booklet packed with facts and helpful advice for anyone who may want to involve volunteers in environmental work, from local authority departments to voluntary organisations themselves.

The introduction makes it clear that it is concerned mainly with encouraging volunteer involvement in practical conservation projects on the ground. In the succeeding chapter, 'Why involve volunteers?', the author does not overlook the problems that can result from using volunteers — and how they can be avoided as far as possible. The term 'practical conservation work' is used in a fairly wide sense in the section 'What can volunteers do?' to include not only wildlife habitat and landscape management, but also interpretation and recreation, and resource conservation.

The potential importance of the contribution of local volunteers to interpretive work, whether demonstrations or guided walks, or the preparation of interpretive materials, could perhaps have been stated more strongly. The latent pride of local people and their enthusiasm to share their own insights into a locality can be a major asset. It is important that this contribution is not undersold to potential users of volunteers, particularly since, as the author rightly points out, volunteers are not a free labour force and may demand special considerations where organisation and management are concerned.

Whilst well-established arrangements often now exist between user-bodies and the British Trust for Conservation Volunteers, for example, over organising volunteers and paying costs, this is not always the case. Volunteers may be expected by local authorities, for instance, to undertake a wide variety of environmental survey work not only in their own time, but also sometimes at their own expense too. Proper financial provisions should be made to cover volunteers' expenses in this sort of work.

There is a growing acceptance of the idea that lasting progress in environmental management depends on a more fully integrated partnership between the public, private and voluntary sectors. This booklet should help to stimulate new partnerships, as well as ideas for new projects. There are a few typographical errors (Festiniog Railway is still correctly spelt with one 'F'), but it is easy to read and to the point. It can be commended to all those thinking of using or organising volunteers, or indeed, those who already do so.

G.P. Morris

### Exploring Scotland's Heritage: Orkney and Shetland

edited by Anna Ritchie, published by HMSO for the Royal Commission on the Ancient & Historical Monuments of Scotland, 184pp, numerous colour and b/w illustrations, maps and plans, price paperback £6.95, ISBN 0 11 492458 9.

This is reviewed as one of a series of eight regional guides, each describing and illustrating about a hundred of Scotland's historical buildings and archaeological relics. The guides do not set out to be fully comprehensive, but aim to select the finest, most interesting and best-preserved monuments in each region.

It is an attractively produced volume and represents real value for money. The lavish illustration and carefully worked design successfully bring to life a catalogue of human endeavour spanning some 6000 years. The text is authoritative and provides all essential information. Map references and clear directions locate each site with precision. It is however concise to the extent that any feeling of enthusiasm and excitement for the subject is missing. In reaching the declared objective of making the information available to 'as wide an audience as possible', a little more verve would have made the publication irresistible.

Orkney and Shetland are said to boast more ancient monuments to the square mile than anywhere else in Britain, and it is clearly difficult to decide what to leave out. The Uyea Breck Standing Stone on Unst (included) is arguably less spectacular than that near the old House of Lund in Westing (not included).

The Editor includes a very useful code to indicate site accessibility for disabled visitors. In general the system seems to work well, but anyone wishing to view the famous church on St. Ninian's Isle may have a disappointment. The code indicates 'restricted access for all disabled but a good view from the road or parking area'. In practice this means viewing an almost sunken site from a distance of half a mile.

These criticisms are small against the very considerable achievements of the book. If the rest of the series is produced to a comparable standard it deserves to last as long as the subject it portrays.

Ted Jackson



The *National Countryside Recreation Survey 1984* (CCP 201) is obtainable price £4.25 from Countryside Commission Publications Despatch Dept, Albert Road, Manchester, M19 2EQ.

The 1986 Journal of the National Association of Field Studies Officers contains articles on role-play, acclimatisation and inner city nature among others. It is available price £4 from Graham Rudd, ILEA Swanage Centre, Townsend Road, Swanage, Dorset, BH19 2PX.



## news from the membership

### MEMBERS' MOVES

Moving from the Dorset Institute of Higher Education, Chris Cooper is now a Lecturer at the Department of Management Studies for Tourism and Hotel Industries, University of Surrey.

John Gittins is now Assistant Director (Countryside) with Cheshire County Council. For the previous 10 years he was employed by Welsh Water, ending up as Principal Officer (Recreation and Amenities). He moved across Offa's Dyke to Cheshire in September 1985, having spent several months working for the Countryside Commission in a consultancy capacity, in connection with the Mid Wales Festival of the Countryside.

Yvonne Hosker, formerly Chief Countryside Warden at the Medlock Valley in Manchester, is now Lecturer/Course Tutor to the course in 'Countryside Skills for Recreation and Leisure' at Barony Agricultural College, Dumfries.

After 11 years at Queen Elizabeth Country Park, Tim Laker has moved to manage the Southern Area for Hampshire's Countryside Service. This is based on Southampton's urban fringe at Royal Victoria Country Park, once the site of Britain's most famous army hospital. The region also includes Upper Hamble Country Park and the County Council's land holdings and nature reserves along the coastline between the Rivers Hamble and Meon.

Bill McDermott has been appointed Assistant National Park Officer (Estates and Field Services) for the Peak National Park. He was formerly for nearly 10 years Assistant Director (Environmental Conservation) with Merseyside County Museums: in effect Director of Croxteth Hall and Country Park.

Graeme McLeerie has moved from the Salford and Trafford Groundwork Trust, where he was Project Manager, to be Executive Director of the newly set up East Durham Groundwork Trust.

Terry Stevens has left Cadw: Welsh Historic Monuments to set up a Tourism and Recreation Management Unit in the West Glamorgan Institute of Higher Education, and to develop a consultancy, 'Anian'. The word means 'capturing the mood, nature or special character...' and Terry will be specialising in rural tourism, countryside recreation and interpretation with a Welsh emphasis; (Tel: 0792 893410).

**Work Wanted:** Lynda Burns of New Zealand, currently in the US, will be visiting Britain from May to October. She is looking for paid employment (but could also manage 4—6 weeks voluntary) in interpretation or park management — manual work not excluded. Her background is in parks and recreation including seasonal interpretation and summer activities for children. Write to her at 79C Avon Circle, Ryebrooke, NY 10573, USA.

Postscript: News of the birth of Janet Cornish's baby came just too late to mention in the last issue. Mother and son are doing well.

### OBITUARY

#### John Allwood

John will be remembered for his many contributions to interpretation, by friends and clients in the Countryside Commission, in Canada, and in many other areas. Merlin Waterson writes of his work for the National Trust:

Wimpole Home Farm, Lavenham Guildhall and Blakeney Point are just a few of the properties where John Allwood worked for the Trust. Without perhaps realising it, thousands of visitors have had their enjoyment and understanding enhanced, thanks to John's outstanding gifts as an exhibition designer.

John died on 7 December, at the age of 44. Just a few days before he had been working on the exhibition on 'Constable at Flatford', to be shown in Bridge Cottage. His preliminary designs have all the qualities we had come to expect: clarity, an appreciation of the importance to the Trust of understatement, minute attention to detail, and a fresh approach to every project.

We shall miss his skill, his modesty and his special commitment to the Trust. But his work will go on giving pleasure to many, many people, and we will try to maintain the standards he set.

### CEI NEWS

#### New staff

The Centre for Environmental Interpretation at Manchester Polytechnic have recently increased their staff with the addition of two new projects officers. John Dyke, a landscape designer and historic building expert has left private practice to join the Centre. James Carter was a ranger with Cheshire County Council and a personal development tutor at Brathay Hall. He joined CEI in January to concentrate on the training programme and editing CEI Bulletin.

#### National Survey

CEI is enlarging its survey of interpretation facilities and services with support from the Manpower Services Commission. From March an expanded Community Programme team will be extending the county inventory surveys following the format developed for Cumbria, Lancashire, West and South Yorkshire, which were completed in 1985. The survey records all the main organisations and facilities involved with interpreting the natural and built environment in England and Wales, on a county by county basis. Further details from CEI, tel. 061-228 6171.

#### Bulletin

From March 1986 this will be available only to subscribers at a cost of £5 a year for four issues. The below-cost price is made possible by DoE grant-aid and support from the MSC. Future bulletins will focus on AV equipment, self-guiding trails, funding and living history.



## The Society for the Interpretation of Britain's Heritage

President: The Rev. and Rt. Hon. Lord Sandford DSC.

### The Society was formed in 1975 to:

- \* provide a forum for discussion and exchange of ideas on the interpretation of Britain's heritage, both urban and rural;
- \* disseminate knowledge of interpretive philosophy, principles and techniques;
- \* promote the value and role of interpretation to those involved with recreation management, conservation, education, tourism and public relations in national and local government, charitable bodies and private organisations.

**Annual subscription rates:** Ordinary UK £9, Library £6, Corporate £25, Student £5, Overseas £9 (£12 airmail).

### Officers 1985-6

Chairman: Terry Lee (Dept. of Psychology, University of Surrey, Guildford, Surrey GU2 5XH).

Vice-Chairman (ascending): Ian Parkin (4 Holmewood Close, Kenilworth, Warwicks CV8 2JE).

Vice-Chairman (descending): Brian Lymbery (59 Ermine Road, Ladywell, London SE13 7JJ).

Secretary: Bill Lanning (10 Priory Crescent, Lewes, East Sussex BN7 1HP).

Treasurer: Graeme McLearn (19 Pepper Street, Lymm, Cheshire WA13 0JG).

Membership Secretary: Andrew Jenkinson (Bircher Cottage, Little Stretton, Shropshire SY6 6RE).

Events Secretary: Tim Laker (Royal Victoria Country Park, Netley Abbey, Southampton, Hants.).

Publicity Officer: Janet Cornish (Prince of Wales Committee, 6th Floor, Empire House, Mount Stuart, Sq., Cardiff CF1 6DN).

Editor: Alison Maddock (Croxteth Country Park, Liverpool L12 0HB).

Publications Secretary: Bill Breakell (Bo'ness Heritage Trust, Bo'ness Station, Union St., Bo'ness, West Lothian EH51 0AD).



## SIBH matters

CEI and SIBH are jointly promoting the **Second World Congress on Heritage Presentation and Interpretation**, to be held in Great Britain in 1988. This was the outcome of the Banff Declaration, summarised elsewhere. John Foster, former Director of the Scottish Countryside Commission, will chair a special executive committee which will organise the event. Representatives of English Heritage, the Countryside Commission, the National Trust and a wide range of other interests are being invited onto the committee.

Some very useful responses to the Chairman's consultation paper on **future strategy** for the Society have been received. Comments range from details of wording and misgivings about the practicability of certain proposals, to the need to avoid duplication of effort (especially in relation to CEI), the maintenance of a good service to the membership as priority, and the desirability of not over-stretching resources as a result of any shift in the balance of activities. More opinions are welcome: there will be time for discussion at the AGM.

Practice notes on the **1985 Interpret Britain Award** winners were being put together at the time this journal went to press, for Spring publication. Judges' comments have been sent to all entrants, and the largely positive response from non-winners has been encouraging. Several have said how helpful the comments were, indicating that the award scheme can be a genuine influence for improving the quality of interpretive provision.

In the pipeline is an SIBH publication containing many of the papers presented at the **Edinburgh conference** in September 1985. David Uzzell has obtained sponsorship from several bodies including English Heritage, the Scottish Development Department and the Northern Ireland Tourist Board.

SIBH has been asked to submit written evidence to the House of Commons Environment Committee's **historic buildings and ancient monuments inquiry**. This is reviewing how the historic value of buildings is identified, systems of financial assistance, arrangements for public access, and operation of the statutory bodies in England.

Regarding **finance**, it was decided to make no re-application to the DoE for 1986 core-funding. Hopes are centering on a drive to double membership. Ideas are sought on incentive possibilities (e.g. existing members qualify for a concession or even gift if they introduce a new member). The Carnegie Trustees will consider continued grant-aid to the Society at their May meeting. Meanwhile there is again a possibility of administrative help through REACH (the Retired Executives Action Clearing House).

The Society has had some useful **press coverage** in specialist magazines lately. The Winter 1985 issue of *Tourist News*, the newspaper of the Northern Ireland Tourist Board, featured a piece on 'Interpretation — a new art'. Prompted by the award won by the Old Bushmills Visitor Centre, the article described the Society and the aims of interpretation generally, invited entrants for 1986, and also mentioned the work of CEI. Elsewhere, Janet Cornish had a page feature on the Society and the award scheme in the Spring 1986 edition of *Scottish Museum News*.

The present **Editor** bows out with this issue of *Heritage Interpretation* journal, her tenth. With any luck (says Alison) this should herald a great lurch forward, from the old 'hand-made' system of production which she inherited, using galley proofs and laborious paste-ups, to a computerised approach worthy of the latter 1980s. Readers should be able to look forward to a fresh style and some new ideas as the journal develops over the coming year. One hope is for a greater flow of news and information from around the country, to be co-ordinated by members acting as regional reporters. Meanwhile, anyone wanting to send editorial matter/letters/advertisement bookings etc. can continue to use Alison's address, from where material will be forwarded as appropriate. Alison wishes an interesting and rewarding term of office to her successor, who will be confirmed at the April AGM.

### ADVERTISING IN HERITAGE INTERPRETATION JOURNAL

Rates for camera-ready artwork: £0.75 per col. cm, min. 4 cm; one-third page £20, half page £30. Small-ads (personal etc) 4p per word, min. £1. Loose inserts £15 plus additional postage incurred. Further details from the editorial office.

### COPY DATE FOR NEXT ISSUE:

June 9th 1986