

HERITAGE

THE SOCIETY FOR THE
INTERPRETATION OF
BRITAIN'S HERITAGE

INTERPRETATION

Your Journal

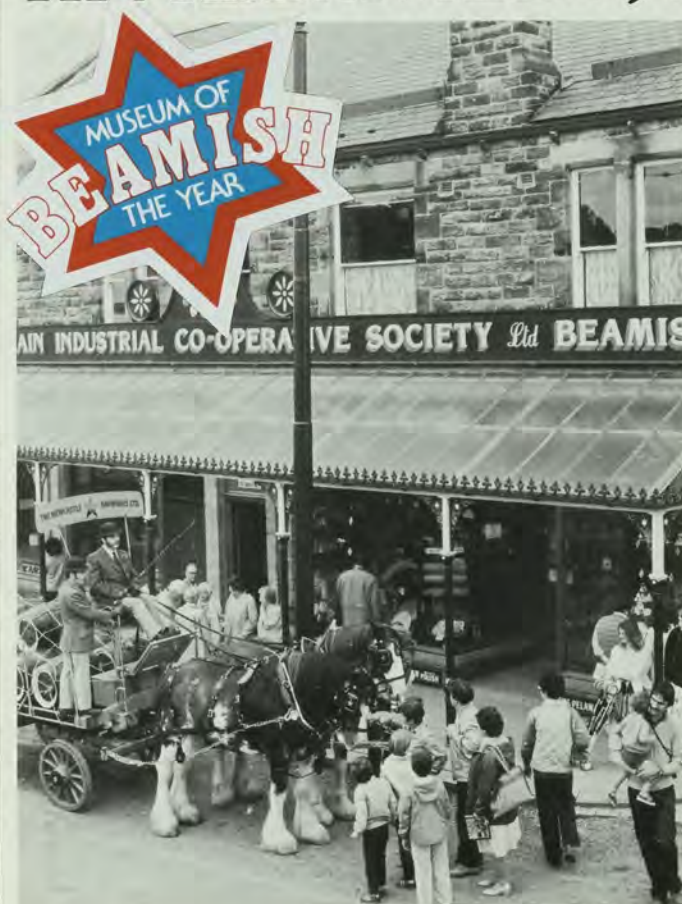
This is the 33rd edition of Heritage Interpretation. Since the first edition in June 1975, that amounts to 582 pages of invaluable records of the activities and ideas which Interpreters all over Britain, but especially members of this society have developed. Over the years the daunting task of editorship has passed through the able hands of Michael Glen (1-12), Ruth Tillyard (13-16), Tony Fyson and Gillian Binks (17-22) and from 23 to 32, Alison Maddock of Croxeth Country Park, Liverpool. Your new editor can only express his profound admiration for their achievement and hope that he can maintain the high standards they have set for the journal.

With the society under financial strain, the choice has been made to forsake the limited use of the second colour, and to expand the content of the journal with further pages and a slightly altered design. The editor is planning to give more news about the development of tourist attractions, and as much as possible, to develop features, which will give special interest to our colleagues from many other fields who work with visitors, but are perhaps under-represented in our membership.

The editor also wishes to make this *your* journal, a platform available for *all* society members to air their views, discover contacts and support, and generally find more enjoyment from sharing experience of this exciting industry in which we work.

The editor welcomes your views, hopes for your support, and asks for your help in raising advertising, or selling copies. The quality of the publication should be high to reflect the importance of the work we are

BEAMISH WINS MUSEUM OF THE YEAR AWARD 1986



"Beamish is an outstanding example of a modern Museum using flare and imagination to present the history of its area in a most exciting way."

doing. To achieve that consistently, will need all the support you can give your new editor.

John H. Holder

EDITOR

THIS ISSUE-No 33

In this issue we take a good look at some of more imaginative recent developments in the presentation of history, and have plenty of thought-provoking material on the society itself.

Summer 1986 — No. 33

CONTENTS

- 2 Beamish
- 3 Domesday
- 6 West Stow
- 7 Bowden
- 8 Wigan
- 9 Scottish Mining Museum
- 10 Leicester Agm
- 11 SIBH future aims
- 12 SIBH and CEI
- 13 World Congress
- 14 Reenacting History
- 16 Book Selection
- 17 News Desk
- 19 Meetings and Members
- 20 Courses and Conference

Congratulations Frank!

Ten years ago exactly our society's magazine recorded the opening of Beamish by Sir Mark Henig. Frank Atkinson, one of our founding members, the creator and driving force behind Beamish later explained his own formula for Beamish: *better environmental awareness through a museum for interpretation of social history* . . .

Now the many years of applying this principle have been rewarded with the top honour in the Heritage world: The National Heritage Museum of the Year Award sponsored by the Illustrated London News.

This vast, and totally unique, Open Air Museum, vividly portraying Northern life, attracts hundreds of thousands of visitors annually. Its latest development — the reconstruction of a 1920's Town Street opened by the Duke of Gloucester in 1985 — was the basis of the Museum's entry for the Award, but the Museum was judged on the "total package which it presents to its potential audience in a highly competitive world".

"This Open Air Museum was built about the people of the North of England, for the people of the North of England and by the people of the North of England. without whose generosity it would not have been possible" said Frank Atkinson, Museum Director, "Winning this Award is a real accolade for the region and an indication of national appreciation of what the region has done in preserv-

Editorial address; 10 Colebrook Place, Winchester SO23 9LP.

Published three times a year, on April 1st, August 1st, and December 1st. Price £1.50; free to SIBH members.

ing something of its history. My committee and I are delighted. It is a national justification for the conviction with which the region has worked together to present its heritage and an indication of the way in which Beamish is now capable of being a national attraction for tourists to this region."

Earlier this year Beamish won the UK Tourism Heritage Marketing Award for 1985, sponsored by Travel GBI, Consort Hotels and the British Tourist Authority. Beamish will now automatically be entered for the European Museum of the Year Award.

Beamish is funded by three County Councils and five District Councils and by the EEC, English Tourist Board, local Industry and Charitable Trusts through the Beamish Development Trust.

For further information contact Frank Atkinson, Museum Director at Beamish, Tel. Stanley (0207) 231811.

WHAT IS BEAMISH?

Beamish is an Open Air Museum in County Durham which recreates northern life as it was around the turn of the century. Buildings from the region have been rebuilt at Beamish and fitted out as they once were, to show visitors how the people of the North of England lived and worked. This exciting venture is unlike most people's idea of a museum. Visitors are given every opportunity to enter the buildings and homes, to touch or handle exhibits and, in fact, one of the museum's publicity phrases is "Experience Beamish".

The 1920's TOWN STREET is the latest development at Beamish — here is a row of Georgian-style terraced houses containing a solicitor's office, dentist's home and surgery. Next door is the Sun Inn, working public house, behind which is the harness room and stables of Newcastle Breweries dray horses which can often be seen exercising in the Town Street. Hand printing is demonstrated in a print works and across the



A view of part of the 1920's town street at Beamish

cobbled street are the grocery, drapery and hardware departments of the Co-operative store. Brass bands play in the bandstand in the Victorian park and electric trams carry Beamish visitors to other areas of the museum.

HOME FARM — a traditional farm steading, with a large collection of old agricultural machinery and implements, exhibitions on farming life, cattle, sheep and poultry and a farmhouse with bailiff's office, pantry and kitchen where proggy mats are made and food is cooked in an old-fashioned range.

THE COLLIERY — typical of an old North Eastern colliery has guided tours down a "drift" mine, industrial locomotives, pit ponies and a row of fully furnished pit cottages where bread is baked in a coal-fired oven.

ROWLEY STATION — a country railway station, first built in 1867 and now rebuilt at Beamish, which forms the centrepiece of the railway area. A signal-box, goods shed, coal cells and weighbridge house add to the authenticity and locomotives are often in steam.

TRANSPORT COLLECTION — The Transport Collection contains old electric tramcars, horse-drawn vehicles, commercial vehicles and fire engines as well as the Hetton Colliery locomotive, built by George Stephenson in 1822.

Beamish, which annually entertains over 300,000 visitors, is open daily in the summer and closed on Mondays in winter. It is administered by a consortium from the North Eastern County & District Councils and is supported by the English Tourist Board, Charitable Trusts and Industry.

Leicester — April 1986

The Museum fights back? A Personal View

Some thirty members of the society were at Leicester for the Easter conference titled *The Museum fights back*.

Lectures were given by Geoff Stansfield, and Eileen Hooper Greenhill from the University Department of Museum Studies, and by several of the Leicester City Museums' Curators. There were talks also by Ms Rennie, Keeper of Art from Stoke-on-Trent Museum of Art, and Nick Winterbotham, Education Officer from Nottinghamshire Museums.

An evening reception was kindly provided by Leicester in the New Walk City Museum, and members enjoyed a rather special lunch together on the final day at Groby. There an Iron Age farmstead has been built by museum staff (working normal office hours), on a site adjoining a pick your own farm. The ancient farm, when open in the holidays and a special school week, is occupied by a 'family' in appropriate Celtic clothing.

On the Saturday afternoon a visit was also made to Rutland Water Nature Reserve and the new Visitor Centre.

The conference was 'sold' on the basis of showing the central role of museums in heritage interpretation. Few of the speakers seemed to justify such a claim, and some to be scarcely aware of interpretation. What could have been a good debate about the role of the museum curators never took place. Since Leicester is one of the centres of the museum establishment world, with some notable antipathy towards independent museums, leisure and the business of marketing (and even tourism), we might have been rewarded with a more enjoyable contest. As it was, the museums' people hardly came out of their corner.

Reactions are invited to this highly personal review by the Editor. Will someone from the museums world reply, to start a good debate in HERITAGE INTERPRETATION.

Heritage Interpretation Summer 1986



Set in a series of tall blue and white medieval pavillion-tents, in the Great Hall of Winchester Castle, home of the Round Table, and itself one of the finest medieval halls in the country, the Domesday 900 exhibition was produced jointly by Winchester City Council, Hampshire County Council and the Sunday Times.

The series of eight 9 metre diameter tents is a solution to a requirement that the public should continue to have free access to the hall itself. In the event such rights had not been exercised.

The Winchester 'show' has been described as 'a thinking man's exhibition' with generous quantities of text, much of it in English of the Sunday Times rather than The Sun. (Recently an alternative had been provided, acoustic guides). While there have been some complaints they are few in relation to the high volume of visitors.

Although not large (some 2000 sq feet) some visitors were taking as much as 1½ to 2½ hours to study it. With strict fire regulations setting a limit of 300 in at any time, the turnover of visitors (100000 in 90 days) had been achieved through being open seven days a week from morning till evening.

The tent structure, as with any building in the round, had brought enormous problems, even in getting the buildings to fit together! Graphic panels that geometrically should have fitted perfectly had been inches out when placed very high, because it was thought that in a crowd visitors would not be able to see captions any lower down. People were as a result getting stiff necks! It also effected the way people could move round the building, and handicapped the circulation.

The display had almost no original objects because of security so every thing has had to be manufactured. Tempus the Exhibition Consultants had wanted to start off in the first tent with the Book. The designer



Electronic map in Winchester 900 Exhibition

had conceived the overhead display of Norman Britain made up of the counties shown with extracts of Domesday pages, which floated down beneath as folios to re-assemble as the Book. The next pavillion continued with explanation of who the Normans and the barons were. An electronic map used for this had proved immensely complicated with a huge brief, and needed heavy editing to tell a much simpler story, the next two tents tried to answer the question: 'what was England at the time?' and explain the influence of the Normans. Several models were included here, the most impressive, a large one of the attractive Hampshire village, East Meon near Petersfield.

One beautiful tent includes magical back-lighting effects, and the use of a painted gauze screen and some gloriously colourful Norman tree-decorations from the Bayeux tapestry, hugely enlarged and hung above head height. These were very costly but the designer, Ivor Heal regretted these had not been used more widely throughout the pavillions. There is also a nine projector show on Norman Architecture.

Throughout the exhibition there is a series of sound effects, music and Norman

voices etc. Achieving the right balance between these had been more a matter of good luck than anything else. The displays continued with King William deciding at his Christmas court at Gloucester in 1085 to have the survey carried out. This uses a tableau of several wax figures on a bare stage, seen over the shoulders of a larger group of coloured two-dimensional onlookers. This seemed to need more atmosphere. A final small set has some of the monks in Winchester at work on the Book. The exhibition story came to an end with the book's scribe laying down his pen.

Alan Bates, the exhibition manager is also responsible for the selling of the exhibition. 200000 leaflets had been distributed, as well as 10000 posters, half of them distributed by British Rail to their stations. Packs had also gone to Heathrow, and in mid July there would be a week long promotion on Waterloo Station.

However the exhibition had had the immense advantage of the Sunday Times involvement which on just one count, for example, was carrying articles into over a million households in America. The initial target of 60 pence spending per head in

the shop had been well passed with takings from visitors of £1.26 to £1.40. The target of 30% profit in the shop was also being exceeded.

400 school children were visiting the exhibition every day and all available school bookings were taken for months ahead. The ration of 400 would be doubled in October. The exhibition was about to have its 100000th visitor and to reach a turnover of £250000, half of which was taken in the shop, half from admissions. The financial target for the exhibition is about £470000 needed to cover the initial cost (about £250-300000) and all the running costs, including staffing and publicity.

The designer is at the moment costing a move at the end of the autumn. A move to America, or to France is under consideration. The historic towns of Normandy, Caen, Falaise, and Bayeux are showing strong interest.

The Winchester Exhibition is said to complement the P.R.O. one which is more concerned with the record while the Winchester displays feature England under the Normans, and give little understanding of the significance of the Domesday book.

Heritage Interpretation Summer 1986

DOMESDAY — LONDON

This exhibition, built in the corridors of the Public Records Office in Chancery Lane, begins with a 24-foot genealogical chart of the Sudeley family, descendants of Anglo-Saxon royalty, and takes us back in time to the lands and people of the Domesday Book. King William's survey acquired its terrible nickname when the native English discovered that, like the Books of the Last Judgement, it could be neither contradicted nor appealed against.

The exhibition is as much about a repressive regime as it is about a survey of a country. For almost twenty years after 1066 William pursued the subjugation of the English people, removing 2,000 English nobles in favour of fewer than 200 Norman barons. The commissioning of the survey may have been William's signal that subjugation was complete.

The centrepiece of the exhibition is the Domesday Book itself. Housed in a replica of a Limoges reliquary it forms a pivot around which visitors can sample Domesday for themselves. However, the low structure of the showcases and poor lighting for far too small type will reward the most diligent with pains in the head and back. If, that is, you are not too distracted by two 'talking heads' competing with each other for your attention.

The exhibition continues with sections on the manufacture of the Domesday Book, including an excellent live demonstration of parchment making; the Victorian revival of interest in things medieval and, finally, a room devoted to Lincoln, a Domesday city through the ages. Even with the benefits of a heavily-sponsored computer exhibit, this last singularly failed to set light to the imagination; the climax of the exhibition was long past. For those of you in the north, it might be worth waiting until 1987 when most of the exhibition is to be transferred to the Friargate Wax Museum in York.

David Gosling
Design Consultant



Photo: Living Images

GREAT LORDS

"I invite you to listen carefully to my words and give me good counsel. If the Normans are disciplined under a just and firm rule they are men of great valour, who press invincibly to the fore in all undertakings and fight resolutely to overcome all enemies. But without such rule they tear

each other to pieces, and destroy themselves. So they need to be restrained by the curb of discipline to keep to the path of justice. If they are allowed to go wherever they choose, as an untamed ass does, both they and their ruler must expect grave disorder and poverty. Therefore it is my wish to have it recorded how much each man who is a land holder here in England has in land, and

livestock, and how much money it is worth, and the records to be brought to me. I command this in order that every man may be content with his rights, and not encroach unpunished on the rights of others, so that good order will be kept in the land. Me Dieu nos Garde"

King William I, or 'Talking Head' at P.R.O. Domesday Exhibition

LIVING IMAGES

The 'living images' at the Public Records Office include the King commanding Domesday and his Chronicler, who translates into Anglo-Saxon, so that no one can evade the Norman King's Command. The life size figures provide an animated, uncannily realistic and unique form of presentation. The essence of

each programme is the recreation of a personality — past, present or future — with all facial movements and voice synchronised into a 'Living Image'. The impact is sensational. So life-like are they that they have been mistaken for the real person. All the figures and programmes are custom-made designed and engineered to give stable, consistent and high quality presentations.

The firm which produces the

systems is Living Images, who also specialise in Robotics, Holography, and lasers. They claim to offer a unique service that 'recreates the past, heightens the present and projects the future with telling effect.' In their own words they are 'creators of illusions, captivators of audiences, showmen supreme.'

Living Images, Boat-house Studios 15 Thames Street Hampton Middlesex TW12 2EW

Heritage Interpretation Summer 1986

THE CASTLE TIME FORGOT
— MOUNTFITCHET CASTLE

One of the most imaginative ways that Domesday's 900th anniversary is being celebrated is with the full scale reconstruction of a motte and bailey castle in the North of Essex. This is the only such castle in the world reconstructed on its original site. Mr Alan Goldsmith, together with a large team of advisors and craftsmen are bringing to life the remains of a site which may date back to Iron Age, Roman, Saxon and Viking times, which was also taken over as the head barony of a close relative of William I, Richard Gernon, Duke of Boulogne.

A Great Hall has been built on top of the Motte and a simple church on the bailey, both of them decorated with fine murals. The bailey also has a communal house, a guard tower, privy, kitchen, prison, blacksmiths, bread oven, brew house, and a potter's hut and kiln. There are fishponds, a dovecote and chickenhouse, a pig sty and rabbit warrens, and



Illustr: Mountfitchet Castle

other animals include goats, sheep and deer. Numerous other features have been reconstructed, including even a large mangonel or catapult.

Human figures in costume inhabit the buildings, and as well as a full colour souvenir brochure there are Walkman lecture tapes for hire. The publicity leaflet must be one of the most inventive of 1986, making

clever use of a cut-out window.

Mountfitchet Castle is 25 miles north of London, only a few minutes' walk from Stansted B.R. Station, on the Liverpool Street to Cambridge line. Nearest Motorway J.8 on M11, then aim for B1383. It is 12 miles from J.26 on the M25.

Open till Nov 30th 10—5.00 daily. Tel: 0279 813237

AFTER DOMESDAY

The Anglo-Saxon Chronicle provides a startling view of Norman England that the Winchester Domesday exhibition omits. William departed the country on obtaining a very great amount of money after hearing the first results of the survey.

'And in the course of the same year, it was a very severe year, and a very laborious and sorrowful year in England, in cattle plague; and corn and crops were checked, and there was such great misfortunes with the weather as cannot easily be conceived — there were such big thunderstorms and such lightening that many people were killed and it kept on getting worse and worse among the people. May God Almighty make things better when it is his will.'

Sadly things went from bad to worse in 1087:

It became a very severe and pestilential year in this country. Such a disease came on the people that very nearly every other person was ill with the worst of diseases — high fever — and that so severely that many people died of the disease. Afterwards because of the great storms that came before, there came so great a famine over all England that many hundreds of people died a miserable death because of the famine. Alas, how miserable and pitiable a time it was then. Then the wretched people lay driven very nearly to death, and afterwards there came the sharp famine and destroyed them utterly.

'Who cannot pity such a time? Or who is so hard-hearted that he cannot weep for such misfortune?'

SUNDAY TIMES SOUVENIR

SIBH members who cannot get to Winchester to see the Domesday exhibition may settle for a good substitute in the Souvenir brochure produced by the S.T. and priced at £1.50. Although at first sight expensive for yet another colour supplement it has some remarkable contents which make it well worth while for interpreters. On the cover is an excellent photographic scene of a Norman banquet re-enacted in Hedingham Castle, Essex, with eel in spiced sauce, rabbit, suckling pig, which the actors must have enjoyed. There is also a fine artist's impression of East Meon village in the 1090's. There are also a variety of articles on the behind the scenes people and their problems making the models, life-size figures dioramas, armour, and the fullscale carved replica of the Bayeux tapestry.

Winchester Heritage Meeting

A highly successful joint SIBH and RTPI meeting was held in Winchester in June to explore the options for the City in developing and interpreting its heritage over the next few years. Some forty educationists, planners and interpreters had a unique opportunity to explore, with expert guides, the now empty Peninsula barracks at the top of the town, and the newly finished Queen Eleanor's Garden behind the Great Hall. There were visits also to the recently completed pocket size Heritage Centre in the Brooks area, close to, but on the 'wrong' side of one of the main central car parks. The City Museum and the Cathedral were explored. Working in small groups, the conferees were set the challenge of suggesting improved locations for the Heritage Centre or a variety of tourist facilities which would help visitors and residents to gain greater enjoyment from the historic resources which are so well guarded by the city.

The Friday evening included a reception and visit to the Domesday exhibition with talks by the exhibition designer and manager, Ivor Heal and Alan Bates.

On the Saturday presentations were given by Geoff Dinkele, Humanities Advisor in H.C.C. Education, as well as Adrian Rance, Curator of Southampton City Museums, on presenting Southampton's Maritime Heritage. Celia Clarke from Portsmouth also gave a paper on projects in Portsmouth which are helping to open eyes to the less appreciated parts of Pompey's heritage.

The conference closed with group presentations, and a talk on Interpretive planning in Hampshire by John Holder.

The two days were an excellent model for any regional two day meeting, and the Society owes much gratitude to Phil Turner, Assistant County Planning Officer for Hampshire, who had put much hard work, and precious time into the immensely detailed planning which guaranteed success.

Editor

Heritage Interpretation Summer 1986

AN ANGLO-SAXON VILLAGE RECREATED

Close to the point where travellers on the Ickneild Way forded the River Lark stood the successful and self-sufficient Anglo-Saxon village Stowa, between Icklingham and Cula's ford. A five acre excavation of this, between 1965 and 1972, was the first time an entire village of the period had been examined. Many of the finds from the excavations are now on display in Moyses Hall museum, Bury St Edmunds a few miles to the south-east. A trust was formed however by the Borough Council of Bury St Edmunds to enable the research to continue through reconstructing a number of the buildings on their original sites.

The village now forms the centrepiece of West Stow Country park, a typical piece of Breckland, with a nature trail. Rangers are on hand to guide schools all year round, but in May the site comes specially to life with a 'Stowa 625 A.D. Week', when the site is filled with the people, crafts, music, stories and riddles of the old pagans. This year some 600 children attended this. Members of the Dark Ages Society are present and bring the village to life for the schools and the public. The buildings are inhabited, crafts demonstrated, and stories told. The audiences are divided into school groups (mornings), Teachers (three pre-arranged afternoons) and the public (other afternoons).

Local schools arrive in Anglo-Saxon costume and are led to the village by a Saxon woman, Emma. Each group of sixty children stays at Stowa for three hours. In this time they meet Thegn Aelfric, Herewulf his body guard, Wulf the storyteller (Kevin Crossley-Holland) and many more pagan Anglo-Saxons. They are taught something of the crafts that Saxon children would need to know. Everyone in the village eats together in the hall and hears a story from Wulf and his young story tellers. Throughout, there is a priest trying to convince the Saxons that they should desert



West Stow Anglo-Saxon Village

their pagan ways, in favour of the new 'cross-god'; the priest says that the guides (teachers) should leave Stowa and take the children to the new settlement with its church. What will be the outcome?

There is a new site guide written by archaeologist Stanley West of St Edmundsbury Borough Council, and an Anglo-Saxon England Poster from a series called Shell Education Brief.

For further information contact Alan Baxter, 2 Wideham Cottages, West Stow Country Park, Bury St Edmunds, Suffolk, IP28 6HE (Telephone Culford 718)

Other attractions in the area include Kentwell Hall, (Living History Weeks in June) Grimes Graves (English Heritage) and

the Museum of East Anglian Life at Stowmarket, and the National Museum of Horse racing at Newmarket.

GOSPORT LIVING HISTORY

Winner of a commendation in the Carnegie Interpret Britain Awards scheme for 1985, this reconstructed C17th hamlet has just completed its third year of opening. In a variety of buildings raised in the Wildgrounds, a marshy wooded valley outside Gosport, large numbers of living history enthusiasts gathered to demonstrate the skills, trades, crafts, and conditions of life of their time. Parties escorted by period dressed guides have a chance to meet soldiers of the

Trained Bands, charcoal burners, a fletcher, shoemaker, innkeeper/brewer, a dairymaid, spinners, a lacemaker, wood bodgers, a cutler, and some iron founders and blacksmiths. A barber-surgeon is also in the village and shows a rather painful treatment for the 'bloody flux' dysentery carried out with a man-size syringe to accompanying howls.

The Living History Research Group are handing over the village to trained members of a new Gosport Society to run next years event.

For further information contact Keith Hallam at Gosport Borough Council (0705 584242) or Stuart Peachey, Living History Research Group, Wyne House, High Street, Twynning, Glos, GL20 6QF.

Heritage Interpretation Summer 1986

GOSPORT, WINCHESTER & BOWDEN



Alex Smith footman at Bowden House

STEPPING BACK IN TIME in Winchester

Winchester's national award winning drama tours are taking place again this summer. These unique guided walks, designed to appeal to the whole family, give the visitor the opportunity to meet famous characters from Winchester's historic past. Played by local actors in period costume, the characters tell their own stories near the landmarks associated with them.

The tours won The English Tourist Boards National Entertainment Award for 1985 for best Promotional Marketing Idea.

In addition to William Walker, the diver who saved the cathedral, and Jane Austen, retained from last year, visitors will have a chance to meet Nell Gwynn, and King Alfred both new introductions as a result of popular demand.

Three local amateur dramatic groups provide over forty actors and actresses to cover the two month run. Thirteen trained city guides are the 'time-travel escorts'.

The walks last year achieved an audience of 60% from Hampshire, unusually high for Winchester tours.

For further information contact, Mark Smith, Tourism and Conference Manager, or Jane Searl, Winchester 68166.

BOWDEN HOUSE, TOTNES, DEVON.

The interpretation of Bowden's Heritage has meant ten years dedicated work restoring a very dilapidated house and recovering the jungle-like grounds after 40 years neglect. All the work was done by the family, consisting of: Joan and Keith, son Christopher, his wife Belinda & their 2 sons Simon and Adrian, now 14 years & 11 years of age, with the help of one fulltime man, Alex.

The first year was spent in repairing the house — rooms which had not been decorated for over 50 years took 4 months each to repair and redecorate.

When it was decided to open Bowden to the Public in 1984 we wanted to interpret the history of the house in a unique

way. We had held several period costume parties in the Queen Anne Hall which brought the house to life in a very special way and we wondered whether the magic could be captured on Open Days. It was decided to develop this theme so Joan & Belinda undertook the research work necessary to produce costumes of the mid-1700's, haunting the local libraries, buying books, collecting postcards of paintings of that period, visiting museums until they had compiled a comprehensive collection of relevant information. Eventually sack-back dresses, frock coats and breeches were produced, including servants dresses for the girls in the tea-room. We have been delighted with the appreciative response of the public as they "step back in time", as evidenced by the frantic clicking of cameras.

The tour of the house is both informative and entertaining with the family and guides in 1740 costumes, which also help to interest children — who visit in school groups to understand the period.

Visitors to Bowden enjoy our approach to history as they are welcomed by Alex the "Footman" in his green frock-coat, breeches and tricorn hat, who takes them through the medieval courtyards recounting the early history; he then hands them on to a member of the family who takes them on the tour of the house. One visitor said "this house exudes love & happiness". We like to feel this is because we are three generations living and working harmoniously to preserve this ancient piece of Devon History.

This is only a very brief account of what the Heritage of Bowden has meant to this family, but it gives the flavour of what it has meant to us to move into a dilapidated grade 2 listed house, and after working on its restoration to have it up-graded to grade 1, and then share our abiding interests with others.

Belinda & Joan Petersen.
June 1986

Heritage Interpretation Summer 1986

THE WAY WE WERE

Wigan Pier

The best known pier in the world owes its fame to two Georges. For the first, the music hall star George Formby Senior, Wigan Pier was a token of strength, a joke made at the expense of the Pier's posher seaside sisters at Blackpool and Southport. For George Orwell, his failure to find Wigan Pier in 1936 was used as a symbol of the decay of the industrial North of England. *I am afraid I must tell you*, he confided to radio listeners, *that Wigan Pier doesn't exist*. But it did exist and does still now in even greater glory. To George Formby Senior and the people of Wigan has gone the last and longest laugh of all.

Wigan Pier stands proudly at the heart of a unique complex of canalside warehouses and mill buildings... a place in which Wiganers take pride and visitors take pleasure. Concerts and conferences have a new home at *The Mill at the Pier*. In *The School's Centre* and aboard floating classrooms, guided by resident tutors, children study their heritage. The largest working steam engine in the word attracts new devotees. And, above all, graciously opened by Her Majesty the Queen in March 1986, stands the newest and liveliest of museums, THE WAY WE WERE.

Enter the world of *The Way We Were* and step back into the year 1900. This is how the people of Wigan, Leigh and other local communities were at the turn of the century; how they lived, loved, worked, played and died. Start in the fantasy world of the Wigan Pier Joke or join with Wiganers on their all-too-brief annual Wakes Week holiday at the seaside. Stroll the sands or promenade along the pier before journeying home via Blackpool and Wallgate stations. Back in Wigan experience life below ground at the coalface, see the work of the famous Lancashire pit brow lasses and feel the horrors of the Maypole colliery disaster. In their many

workshops see the industry of the foundry-workers, tinsmiths, boltmakers, cloggers, basket-weavers and textile workers. Trace the growing tensions between the bosses and the trade unions, take the pulse of life in the pub, shop and streets of 1900.

Above all, talk to the people of 1900. In the schoolroom become a child once more and experience the rigours of a strict Victorian education. In the collier's cottage speak with the family, hear their hopes and share their sorrows. Peep into the Mayor's parlour as he tries on his ceremonial robes for the coronation of Edward VII; bargain in the markets with the stall holders or talk with the young volunteer, off to South Africa and the Boer War.

The Way We Were is heritage with a difference, a historical exhibition enlivened by actors, trained to record authentically the sight, sense, smell and feel of the past. Part theatre, part museum, each visit is a unique experience, a meeting with different characters in different situations. In addition The Lecture Theatre and the Exhibition Gallery on the top floor offer audio-visual programmes and displays that change regularly throughout the year. The central ground floor space illustrates in models and pictures the importance of the warehouses, the workings of Wigan Pier itself and the history of the Leeds Liverpool Canal. This both completes the exhibition and is the starting point for the British Waterways Board display in the adjoining *Waterways Gardens*. There, outdoors, is a discovery trail for the young, boats, and stonemason's blocks to clamber over and a traditional lock-keeper's garden to enjoy; all part of the entertainment and education that make up the experience we call *The Way We Were*.

Trencherfield Mill contains the worlds largest working mill steam engine with its giant fly-



Washing day at the Colliers Cottage

wheel and rope run. The fully restored engine, one of the great glories of industrial Lancashire, is under steam daily. In the adjoining Hall, working examples of mill machines tell the story of cotton spinning. There are also displays of colliery fans, engines and the Leigh Rope-walk is once again in operation. Larger examples of industrial heritage, including the giant Steam hammer and the Leeds/Liverpool shortboat *Roland* are on external display in *Trencherfield Gardens*.

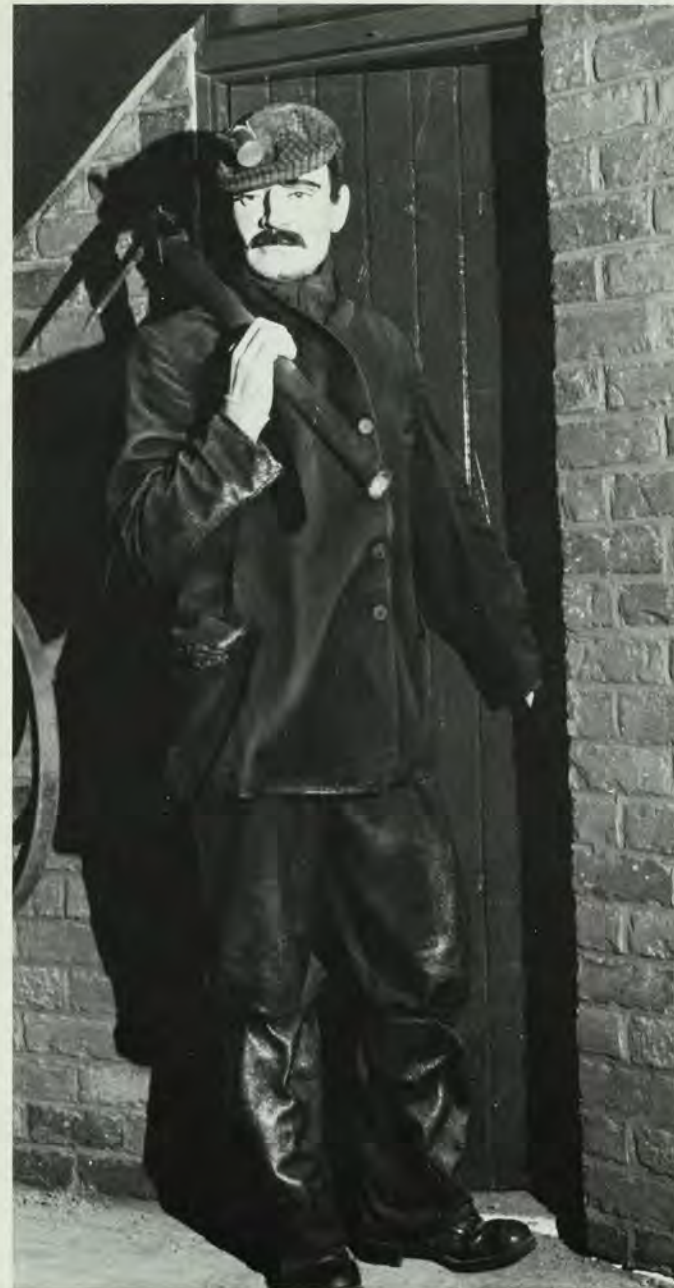
A waterbus service operates on a round trip via *The Pier*, *Waterways Gardens*, *The Way We Were*, and *The Mill at the Pier*. For students of all ages Wigan Pier offers an extensive education service. Three experienced teachers, seconded from the local Department of Education, are based in *The*

School's Centre, a complex of classrooms, craft areas and a lecture theatre situated on site. A wide variety of worksheets, guides and resource materials has been collected and prepared for the use of schools both within and without the Borough. Wigan Pier is also home base for the educational barge *Kittiwake*, a Leeds/Liverpool shortboat, specially converted as a floating classroom. The boat is available, for half day and full day educational trips.

Wigan Pier is situated on the A49 road, just south of Wigan town centre, close to junctions 25, 26, 27 of the M6 junctions 5 and 6 of M61 and the M58. The whole complex of attractions is within short walking distance of B.R Stations at Wallgate and Wigan North Western.

Heritage Interpretation Summer 1986

THE SCOTTISH MINING MUSEUM



It is 4.30am Willie Drysdale leaves home for work.



Colin McLean

My intention here is not to describe the Museum or to advertise it, but to outline some of the thinking behind one recently completed phase of a long-term interpretive plan. To do so, it will be helpful to provide a little of the historical background.

Lady Victoria Colliery is a large colliery at Newtongrange, ten miles south of Edinburgh. It

closed in 1981, and initial interest was in the preservation of its steam winding engine, one of the largest in the country. For a variety of reasons, these plans became more ambitious until the local authority took over the lease for the entire colliery. The inevitable Manpower Services Scheme was started, concentrating on building preservation and rehabilitation. By mid 1984, the Scottish Mining Museum

Trust had taken over and by the end of that year a Director and Depute had been appointed.

The colliery complex is vast, covering approximately 3 acres. After two years of repairing, it was clear that substantial work remained before visitors could safely be admitted and the workings of the complex satisfactorily explained. We had always been determined that the Museum should be about people and not about objects, and it was decided that the colliery's origins could be interpreted through the characters involved in its formation. The real characters were well documented, well known, and in one case, infamous. We also decided to focus our efforts on one small building; small enough for these efforts to bear fruit within a reasonable period, but capable of accommodating display space, visitor facilities, a library, and some civilised office accommodation.

The theme developed was a series of tableaux illustrating "a day in the life of the coal company". This allowed us to demonstrate the significance of this particular "place" as a symbol of the change from small rural collieries to very large industrial plants; to introduce the personalities involved; to show the interplay of capital, management and labour; and to show living conditions at the time. A main feature was to use one particular character (we named him Willie Drysdale and, inevitably, the real Willie Drysdale has turned up to see the display!) as a thread to link this and future phases of development.

The current display introduces you to Willie and his family, to the colliery manager (the formidable Mungo Mackay), to the aristocratic landowner, and to the company director. It was important that Willie was not portrayed in the traditional simplistic view of the "hero worker" struggling against the

evil bosses. All the characters in the play have flaws and virtues, and these are brought out in the tableaux. The next phase will be for visitors to join Willie for a shift underground.

It may be of interest to mention some of the practical problems encountered and how they were dealt with. The first major hurdle was time. A previous commitment had been made to the Scottish Tourist Board to open to visitors by summer 1985, but legal difficulties with the lease meant that we did not take occupation of the proposed Centre till January of that year. Anyone who has experience of MSC schemes knows that working to a tight schedule is very difficult, for a number of reasons. Wages are low, and topping-up is impossible with a staff of over 90. The building trades' normal dependence on bonuses is just not available, and without these incentives, progress can be erratic. It is also very difficult to get, and to keep, good supervisors, who have the time for, and can motivate, younger inexperienced staff.

The target date for opening was achieved, with a great deal of effort from all involved in the last two months, but work still continues on the final details. Part of the justification for the opening in November was that visits by school parties would see us through an otherwise lean off-season. As all in the Museum world are only too aware, the prolonged teachers' dispute has hit us very hard. One saving grace is that this relatively quiet period has left us a breathing space to give the displays and facilities that final tuning in response to initial visitor reaction.

Colin McLean is Depute Director of the Scottish Mining Museum.

Reprinted from Scottish Museum News — with grateful acknowledgements

Heritage Interpretation Summer 1986

A.G.M. REPORTS

Ian Parkin, newly elected as Society Chairman told the Leicester AGM of the awareness among committee members of the need for much larger membership, and of the need for a vigorous marketing drive. There had been successes in the last year; the Edinburgh conference had been warmly praised and the awards scheme had also been successful, although there was now need to improve the system of judging.

In 1981 there had been a paper setting out 'new directions' for the society. This had set a target of 500 members, called for more regional events, for the pushing of the national identity of the society, and for the views of the society to be heard through consultation.

Now there was a need for a quantum leap in the society's effectiveness which demand a paid pair of legs to do more of the work but that would call for further external funding. Ian Parkin would be meeting the Secretary of State for help, and there was need for discussion with the Carnegie U.K. Trust to explain the society's future thoughts.

Alison Maddock, retiring editor of the society's journal reported success, achieving publication dates reliably. Size had remained standard through her term and the print run and cost had been stable at £490 for a print run of 650 copies.

Andrew Jenkinson, Membership Secretary had taken over at the Edinburgh conference, and reported that there were 381 names on his list from 1985/6 many of whose renewals were still coming in, there would inevitably be some loss through the demise of the Metropolitan Counties. The membership was composed of 261 ordinary members, 42 corporate members, 57 library subscriptions 7 student members and 14 Honorary members. Andrew believed that there were a suspiciously large number of organisations 'using' individual or library membership.

AIMS & FUTURE STRATEGIES FOR S.I.B.H.

A Letter from The Chairman

It is a great honour, privilege and challenge for me in being elected as chairman of the premier membership organisation in the field of interpretation in the United Kingdom. I hope I will be able to look back on my period of office with some satisfaction.

Certainly I am extremely fortunate to have such an enthusiastic and diligent Committee to support me! In addition to the experience of Bill Lanning, Graeme McLeerie, Terry Lee and our new Vice-Chairman (Ascending) Ruth Tillyard upon whose wise counsel we have come to rely, there is our quietly efficient membership secretary Andrew Jenkinson, Tim Laker with his expanding events programme, and the new ideas and enthusiasm of our Editor John Holder, and Publicity Secretary Ian Solly. Together they represent an excellent team upon whom you can rely!

There is an urgent need for the society to get back to standing orders, rapid renewals and/or covenanting.

Malcolm MacLeerie, Treasurer, reported that there had been no increase in subscription this year. The society had had a grant of £5000 over three years and some had been allowed in advance and invested. Furthermore there had been £1400 assistance from the English Tourist Board and £540 from the Countryside Commission. The Carnegie Trust had given assistance through the sum of £5850 for the Edinburgh conference. The society had a balance in the bank which was not very certain at the time of the Leicester conference because the auditor was ill.

Discussion The meeting went on to discuss Terry Lee's paper on basic aims

I feel I should also record the Society's thanks to Brian Lymbery, Janet Cornish, and Alison Maddock and David Uzzel who have, we hope only temporarily retired from the management of the society after an aggregate of 15 years service — they certainly deserve a sabbatical!

As a society we face a number of challenges this year which are all related to achieving the long term financial stability of the society. We will be using Terry Lee's paper as the basis of our work following the wide ranging debate at the AGM. An essential pre-requisite is to substantially increase membership. To do this we believe we need the support of a full time administrator/development officer. This requires money and we are hopeful that a further application for financial support to the Carnegie United Kingdom Trust will be successful. We also intend to seek core-funding from the Department of the Environment and to approach other sources of commercial sponsorship.

of the society. A revised version tabled at the conference is reprinted here.

Most of the lively debate focussed on the issue of point 7; the matter of whether the society should change effectively to become a professional body. One keenly made point was a question of whether the art of one interpreter could be fairly criticised by another interpreter, and even whether the members of the committee could be said realistically to represent a peer group. However a more immediate worry was whether the 'package' was appropriate to achieve the principal requirement of the society, raising numbers rapidly and substantially.

There was also concern that the committee's ambitious proposals were in conflict with opportunities for involving

In particular, we have to secure the immediate future of the Carnegie Interpret Britain Awards after the successful first three years. As a start, however, we have been fortunate to obtain Cardiff Castle for the presentation and Awards Dinner on Thursday 6 November thanks to the generosity of Cardiff City Council and to sponsorship from the Welsh Tourist Board. This will be followed by an exciting weekend meeting.

A further key issue is to establish a closer and more fruitful, working relationship with CEI, minimising duplication and helping each other in raising the profile and importance of interpretation nationwide. We have already held a useful session and agreed to regular meetings in the future.

You will see, therefore that we have much to do this year and I am eager to steer the ship. Thank you for giving me the opportunity.

Ian C.A. Parkin
CHAIRMAN

membership in forum-type meetings.

The committee were in a difficult position because they needed a basis for discussion with CEI and with Carnegie U.K. Trust. The discussion ended with a resolution proposed by Michael Quinion that the meeting noted the contents and agreed with it in principle, but felt that it needed further referral by committee for further discussion. It was understood that the committee would not consult on its basis.

Since the aims were revised, and the attendance was so small at the Annual General Meeting the paper is included for further comments by members along with a selection of opinions.

Society members will have a full chance for discussion at the Cardiff Conference in November. (See page 20)

AIMS & FUTURE STRATEGIES FOR S.I.B.H. Revised Basic Aims of the Society and Future Strategies 1986-90

BASIC AIMS.

A 1. To promote the highest possible standards in, and to stimulate awareness of, the craft, art and science aspects of interpreting Britain's heritage and, by this means, to ensure the sensitive conservation of our heritage and its availability for enjoyment, appreciation and education.

★A 2. To act as the main professional body to serve, protect and promote the professional interests of those engaged in interpretation, whether in parks, museums, visitor centres, historic sites or other heritage settings.

A 3. To act as a focus for the exchange of information, skills and services for all those professionally or otherwise engaged in the interpretation of heritage.

A PROGRAMME FOR ACHIEVING THESE AIMS.

P. 1. Develop and extend the Carnegie Interpret Britain Awards Scheme to set, annually, high standards of interpretation.

P. 2. Provide a low cost follow-up advisory service to Awards Scheme entrants in order to encourage immediate or longer term improvements.

P. 3. Identify general, national or local needs for improvements in skills, understanding or technique (e.g. marketing, signboarding etc.); make proposals for meeting these needs within the Society or transmit them to the CEI Training Forum or other agencies as appropriate.

P. 4. Organise a wide ranging and regular programme of seminars, conferences, demonstrations and workshops to bring different interests and skills together and to stimulate new research and practical applications.

P. 5. Work with other national agencies, towards the establishment of a "British Heritage Interpretation Forum", to include representatives of the main 'providers', funding agencies and educationists. The Forum would consider national issues,

minimise duplication of effort, exchange information and agree research objectives.

P. 6. Provide and maintain a Register and Guide to Interpretive Consultants, together with advice on how best to retain a consultant and on the codes of practice normally observed by consultants.

★P. 7. Help to establish guideline codes of practice and ethics for consultants and exclude from the Register those who are found to have engaged in malpractice or unethical behaviour.

P. 8. Collaborate with the Centre for Environmental Interpretation and others to sponsor, plan, promote and administer the Second World Congress on Interpretation and Presentation of Heritage to be held in the UK in September, 1988.

P. 9. Provide and maintain a current "guide to best interpretive practice" publication, based on Carnegie Award and Commendation winners.

P. 10. Develop and extend the publication of news, current practice and advisory leaflets based on the Journal, but including also such publications of a specialist kind as the churches interpretation booklet, conference proceedings etc.

P. 11. Provide and maintain a register of professional vacancies, i.e. an SIBH Appointments Bulletin of job vacancies and jobs wanted.

P. 12. Make representations as appropriate for legislative change to enhance standards of interpretation; e.g. brief members of Parliament, give evidence to Parliamentary Select Committees and other bodies as appropriate, petition major heritage organisations on issues of relevant national importance and generally promote action within the Society's sphere of interest.

★P. 13. Support and wherever possible collaborate with the Centre for Environmental Interpretation and all other bodies which seek, through education and promotion, to advance interpretation.

P. 14. Double SIBH membership to 700 by the end of 1987 and 2000 by 1990.

Terry Lee
Vice-Chairman.

N.B. The main revisions are: one new aim, A2 and two new programme items P.7, and P.13. — (starred)

Michael Glen Comments

We must all welcome Terry Lee's wish to identify future strategies for the Society. The drafting of the paper circulated at the annual general meeting did not perhaps reflect the care with which its purpose had been considered and this created some unease among members. The intent is worthy of support in most of its major provisions.

The primary aim of the Society must be to promote the practice, including the "craft, art and science aspects" of interpreting Britain's Heritage. A priority must be to ensure that the Society's efforts in this direction are determinedly dovetailed with those of the Centre for Environmental Interpretation for the greater good, and for the good of the two organisations.

We cannot afford wasteful duplication or competition of effort; we must expect some useful overlap and a deal of intercourse between "us" and "them". They have many of the resources we lack; we have much of the professionalism and experience they need. It should be a healthy cohabitation, but without prospect of nuptials. They can run the training courses, we can contribute to them. We can run the regional meetings/workshops, they can support them.

Our Society will flourish if it continues to bring together members to inform them of developments, innovative approaches, new hardware and software relevant to or supportive of interpretive practice and to encourage creative discussion and constructive criticism of interpretive manifestations. We cannot afford meetings which lack meat or bite; we must promote ourselves to ourselves as much as we proselytise.

At the present, I do not believe the Society has the resources, or the weighting of membership, to take on the onerous task of 'professional body' with all the demands and expectations that title infers and confers. We are, rather, a body of the profession (if it exists as such). It is a profession of faith in the interpretive approach and thus single minded, not a single profession in the narrow terms that have been used to map a future for it.

Michael Quinion Writes

Everyone agrees that SIBH needs a wide membership if it is to be an effective organisation. The strategy document is right to identify this as one of the Society's principal objectives, even though the targets of doubling membership to 700 by the end of 1987 and increasing it to 2000 by 1990 will be extremely hard to reach.

But the strategy's suggestions for achieving these figures do not take full account of the reasons for the Society's existing very bad record on membership recruitment. The Society signs up about a hundred new members each year, but the total membership remains obstinately static. We can get new members, but we cannot keep them.

I believe this is because we do not give members enough for their subscription. After all, what do they get? Three issues a year of a fairly useful journal;

the opportunity to attend meetings whose value, to judge from the numbers attending, is increasingly open to doubt; the chance to buy a small number of rather specialist publications.

In recent years, the Committee has spent much time on raising public awareness of interpretation through personal contact at high political level, through making its views known to relevant agencies, and by organising an awards scheme.

These are valuable strategic initiatives, but they are not of direct value to members: they do not provide members with the means to increase their personal skills, advance their careers, or become better informed. Proposals in the strategy, for example, to professionalise the Society and to create a British Heritage Interpretation Forum, are equally irrelevant to the perceived needs of our current (and, alas, former) members.

Continued over

Ian Parkin reports

A most useful meeting with CEI was held in London in May chaired by Geoffrey Lord, Secretary of the Carnegie United Kingdom Trust, who is a great friend and ally of both organisations.

There was frank talking by each organisation on the problems that face each other but also on the enormous potential for co-operation. There was a clear consensus that each organisation has a key role to play in development interpretation in Britain and, hopefully, beyond our shores, and that our impact with national organisations and decision-makers will be much greater by working together.

It was agreed that there would be regular liaison meetings between the two organisations. If the society is to consider appointing a Development Officer then there may be advantages in locating that person in CEI. In the short term, however, it is important that the agreement to co-sponsor the 2nd World Congress on Heritage Interpretation and presentation in September 1988 is built upon, and that there is co-ordination and, possibly joint initiatives in relation to seminars, workshops, and publications. There is the possibility, for instance of representation on each others publications and programme committees.

Micheal Quinion
continued.

It is time for the balance to swing back from proselytising interpretation to the wider world towards servicing our membership. The strategy includes techniques for doing so, but they should take a higher priority.

Such an approach will bring in new members, so increasing our income from subscriptions, and demonstrate the kind of grass-roots support which will give the Society clout in the places where the decisions affecting interpretation are made.

The Society for the Interpretation of Britain's Heritage & CEI

SIBH and CEI Must Seek Closer Involvement

Writes Graham Barrow, Co. Director, Centre for Environmental Interpretation.

As all the readers of this journal will be aware, there has been a steady if not dramatic, growth in the number of organisations in Britain which, since the mid 1960's have realised that lively and enjoyable interpretation of the environment can aid conservation objectives, give visitors and residents a more memorable recreational trip and in some cases, satisfy economic and employment objectives. With this relatively recent growth in interest in interpretive planning and interpretation it is helpful to have national organisations which can foster interest in the subject and be a central point of reference and knowledge for those seeking advice. The Carnegie U.K. Trust have played a key role in helping to establish both the Society for the Interpretation of Britain's Heritage and the Centre for Environmental Interpretation. Recognising the multidisciplinary and cross-agency nature of interpretation in Britain, it is most unlikely that any single central government department or 'quango' would have assisted the establishment of either CEI or SIBH in the way that Carnegie have been able, although significant encouragement was given by the Countryside Commission.

So when the Carnegie Trust call for more co-operation between the Society and CEI we must take that request seriously. The Centre has grown significantly in the past 3 years — it had to, to establish its national role and to gather a sufficient range of expertise to offer a service throughout the U.K. The Society has also matured with the running of the Carnegie

Interpret Britain Awards scheme, the production of this regular journal and an increase in membership to 300+. CEI now has six permanent staff and an MSC community programme team of 30 young graduates. A training consortium of six central government agencies has been established and the Department of the Environment support an advisory service and regular bulletin which aim to help anyone trying to establish or improve interpretive facilities and services. Discussions are underway with Manchester Polytechnic to find more and better located accommodation for the Centre.

For the past three years or so the Society and CEI have at best informed each other of what they are doing and at worst directly competed for financial resources. To be frank, the relationships and communications could have been better. A strong voluntary movement of 'interpreters' in Britain is in CEI's opinion to be greatly welcomed. But we should not pretend that the financial resources available in this field for organisations like ours are vast and it may be necessary for there to be more mutual support and flow of resources between CEI and SIBH in the future.

At a recent meeting between the Society and the Centre, chaired by the Carnegie Trusts Secretary, Geoffrey Lord, the concept of a permanent base for the Society alongside CEI at Manchester Polytechnic was discussed along with other alternatives. If the Society could muster sufficient resources to fund a full or part time administrator/secretary CEI would be pleased to offer them space and backup, which we feel would undoubtedly lead to better and more regular communication between CEI and SIBH. A more coordinated approach to government may also yield more resources for

the Society and the Centre and avoid duplication of effort. A closer presentation of issues and needs to central government may also assist to raise the profile for interpretation in the U.K.. There are too many sceptics and there is too much poor practice around for SIBH and CEI voices to be at cross purposes. Many of our two organisations initiatives are at a fragile state in their development and the Centre for one would welcome the considerable voluntary effort and support that the Society can give.

In September, 1988 CEI and SIBH are the co-sponsors of the 2nd World Congress on Heritage Presentation and Interpretation which gives us a marvelous opportunity over the next two and half years to work together both to raise resources for the congress and to organise the most significant ever interpretation conference in the U.K.. Regular meetings between the SIBH committee and CEI staff should be the order of the day from now on in. We will seek closer involvement with the Society and would welcome guidance and views from SIBH on the future development of CEI. We feel strongly that the Society should remain independent of CEI with its own fund raising capability, its own elected committee and conducting its own programme of events and activities but that does not preclude a closer relationship. Amongst issues which should be discussed are the roles for this journal and CEI's bulletin, the Societies contribution to training in interpretation, and how the Centre can assist the Society in increasing its membership. CEI and SIBH together should be able to make approaches to government which will carry more weight and influence than our uncoordinated efforts. We may not fancy marrying but surely we can live together.

Heritage Interpretation Summer 1986

World Congress Recommendations

Recommendations of the First World Congress on Heritage Presentation and Interpretation 1985, Banff, Canada.

"People are already talking" writes Terry Robinson "about the *Spirit of Banff*. 250 keen interpreters together for a week are likely to develop

some heat. The momentum at Banff resulted in a final session that looked forward to some challenges and put out some rallying calls around which all

those involved in interpretation could gather. Hence the Banff Declaration, which may not produce instant responses, but it does put what we are all



The Banff Declaration

We, the participants in the First (1985) World Congress, believe that Heritage Presentation and Interpretation are indispensable elements in natural and cultural resource conservation and management. We affirm that protected areas, sites, and objects serve the physical, cultural and spiritual needs of humanity and provide a link from the past to the present and our future. We believe that the expanded enjoyment and awareness of these resources are essential to the long-term protection, conservation, creation and wise use of this heritage.

To these ends, we declare the need for action on the recommendations adopted by this Congress. We call upon all nations to endorse these recommendations with despatch and accountability.

We resolve to establish and maintain a World Society of those individuals concerned with Heritage Presentation and Interpretation. Towards this end, we endorse, at this time, a steering committee with global representation and a working secretariat.

Adopted by unanimous acclamation at the concluding meeting of the first World Congress on Heritage Presentation and Interpretation, Banff, Alberta Canada.

World Congress Recommendations

PREAMBLE

The recommendations relate to the input received from the delegates to this Congress, from an advance questionnaire, an open session and the numerous meetings and discussions of the Futures and Resolutions Committee. It is from this participation and advice that the following

Recommendations are presented.

These recommendations stress a wider and fuller appreciation of Heritage Presentation and Interpretation. They are designed to be both achievable and global in impact. The Recommendations provide the basis for the Banff Declaration.

RECOMMENDATIONS

Recognizing that there is a need to identify, protect and present the cultural and natural heritage of the world, the First World Congress on Heritage Presentation and Interpretation:

(1) Stresses the justification of Interpretation as a profession and pursuit essential to a wide range of international organizations, governments, protected areas and sites, voluntary bodies, private organizations and individuals.

(2) Recommends the unification of related professions, professional and volunteer agencies active in the broad undertaking of Heritage Presentation and interpretation and calls for a more co-operative collective effort between Associations, Agencies and individuals.

In view of the constrained economic environment worldwide, and recognizing the significant efforts made by governments to establish systems of protected sites and display heritage examples, this Congress:

(3) Recommends that Agencies involved in the establishment, maintenance and wise use of heritage resources become involved in effective interpretation programmes which assist the public to become aware of the value of their heritage and encourages them to enrich themselves by contact with this heritage.

Whereas natural and cultural resources belong to the people of a given country and contribute to that country's sense of national identity, and whereas such resources are often fragile, and subject to potential political, economic and social pressures, this Congress:

(4) Believes that despite the recognized indigenous significance of natural and cultural resources, these have a value that extends beyond the boundaries of nations, and that therefore every country should accept responsibility to the global community for the resources in their care.

(5) Urges governments protecting World Heritage Sites to recognize the value of each resource, and recommends that the World Society developed from this Congress develop standard on-site, and possibly off-site, means of presentation to recognize such sites, and seek sponsorship for the funding of plaques, publications and similar means of standard record.

Recognizing that Heritage Presentation and Interpretation builds support for the ethics of conservation and has fundamental economic value, and noting that presentation and interpretation techniques provide assistance to a sustainable supply of renewable and non-renewable resources, protection for endangered or rare species, living and archaeological laboratories, and pools of genetic resources, together with recreational and tourist opportunities, and pride in the stewardship of our past and our future... this Congress therefore:

(6) Underlines the importance of measures to reduce external threats to protected resources of all kinds, and recommends that

doing onto a global scale."

If you are interested in the idea of the 'World Society' you are welcome to contact:

Dr John Lunn

Lecturer in Interpretation,
Old St Stevens College,
W88200 112 Street Edmonton,
ALBERTA
Canada.

the World Society emanating from this Congress draft a document entitled "World Heritage Presentation Strategy" for discussion at the next World Congress. This would include a universally applicable definition of Interpretation and would serve as a management tool to complement the existing "World Conservation Strategy" document.

(7) Reiterates its strong commitment to the principles of the "World Conservation Strategy" and the "World Heritage Sites Convention", and urges all the associations and agencies involved in Heritage Presentation and Interpretation to participate fully in the "Strategy's" and the "Convention's" activities.

Whereas the participants of the First World Congress recognize the need for increased international co-operation to preserve, present and interpret natural and cultural resources, and mindful of the exemplary action already taken in this regard by a number of countries, this Congress:

(8) Resolves to urge all involved in heritage conservation to collaborate in international joint conferences, training efforts, granting of scholarships, interchange of expertise and personnel, on a bilateral and multi-cultural basis.

(9) Recommends that future World Congresses on Heritage Presentation and Interpretation be convened every three years, if possible in a biogeographical realm different from those immediately preceding, and further resolves that all actions possible be taken to ensure adequate financial support to ensure the broadest possible international participation in future Congresses.

Ermine Street Guard

Immaculately equipped as legionaries and auxiliary infantry from the third quarter of the 1st century AD, the Ermine Street Guard has a justifiable reputation for being the leading society in its field. All armour and equipment is made by the members, based on recent research, notably that of the late H Russell Robinson, who will be remembered for his invaluable research work on Roman armour.

Some 30–40 legionaries and auxiliaries, plus officers take the field in an impressive display of Roman battle drill and artillery firing.

The Guard is always pleased to welcome new members who show an interest in the aims of the Society. Associate membership available to those who are unable to take an active part in displays. Details from: Chris Haines, Ermine Street Guard, Oakland Farm, Dog Lane, Crickley Hill, Witcombe, Glous.

The Dark Ages Society

Probably the most authentic of the many Saxon/Viking Societies in existence now. Its members join together at West Stow Anglo-Saxon Village to recreate C.9th life in as many ways as possible: battles and social gatherings, costume and jewellery. Members have enthusiastically altered their costume to bring the village to life for the public and for schools.

For further information contact Alan Baxter, Senior Ranger, West Stow Anglo-Saxon Village Trust, (Home 2 Wideham Cottages, West Stow, Nr Bury St Edmunds, IP28 6HE

Escafeld Medieval Society

Escafeld is the pre-Norman name for Sheffield, where the Society is based. The object of the Society is to entertain the public and generate an interest in the history by providing an exciting tournament set in the opposing 13th century. The combat is real, the proposing knights using their skill to defeat their opponents. The ladies perform an old English dance during a break in the fighting and even the children have a part to play.



Photo: Plantagenet Society/Scarborough & District Newspapers

A limited time span has been chosen (1250 to 1300) to ensure continuity of choice of dress and armour. This was a period of simple flowing lines and basic colours achieved only through the use of natural dyes. Members come from all walks of life, and in some cases whole families belong. When newcomers join, they become associate members and later full members when they first appear in complete medieval dress.

Details from: Roger Lankford, Escafeld Medieval Society, 18 Ashgate Valley Road, Ashgate, Chesterfield, Derbyshire, S40 4AX.

The Plantagenet Society

The Plantagenets give displays of knightly combat using sword, mace, axe, and other assorted weaponry. The displays usually take the form of a "tournament" which has been carefully researched from the original 14/15th century passages of arms. These events include demonstrations of medieval dancing, archery and falconry, the programme spanning most of the day.

The Plantagenets stage events all round the country, one of the most notable of late being that at Bosworth on the 500th

anniversary. The Society also visit the village of Agincourt, where they stage a medieval weekend every year on the actual site of the battle which took place in 1415.

The Society is made up of people from all walks of life including metalworkers and dressmakers, who are responsible for reproducing costumes and armour of the period, manufactured as near as possible to the original designs. Details from: D Watkins, 1 Goodward Green, Fernhall Heath, Worcester.

The White Company

A relatively new society in the field of historical recreation, not designed simply to be a battle re-enactment group, but to operate more in the field of "living history". The idea is for those who have a specific interest, hobbies or even professions, to adapt them to 15th century characters, ie those interested in the bow become archers, those in calligraphy become scribes etc etc. So the company has its men-at-arms, billman and gunners, together with surgeons, preachers, musicians and, most important, cooks, amongst its members.

The White Company is organised country-wide into households, usually based on a local noble or city history, each

headed by a captain. (The adoption of "noble personalities" by any member is not encouraged). Members usually belong to the nearest household.

The times period covered is specific — 1450–1500, and the society strives for very high standards of dress, armour and equipment.

Details from: Clive Bartlett, The White Company, 11 West Close, Arkley, Hertfordshire EN5 3BY.

The Sealed Knot

The Sealed Knot of Cromwellian times was a royalist secret society working to bring about the restoration of the monarchy. Today's Sealed Knot is probably the largest re-enactment society in Britain fielding up to 3,000 members. Formed in 1968 to arouse interest in the English Civil Wars, both the armies of the king and parliament are represented.

Battles are held all over the country, both major musters and "minis". Both armies are made up of separate regiments which recruit all round the country, members usually joining as pikemen, musketeers or camp followers etc.

Details from: H B Smith, Agitant General, The Sealed Knot, 29 Scott Hill Road, Clayton West, Huddersfield, West Yorkshire HD8 9PE.

The English Civil War Society

A reconstruction of the armies of the English Civil War, the society consists of two bodies, "the King's Army" and "the Roundhead Association". Both are self-governing "armies". Nationwide in membership, the armies consist of regiments, some locally based while others have a wider distribution. Each has a distinct identity based upon an original Civil War regiment which would have been originally funded by gentlemen of some substance. The modern counterpart relies upon the skills and ingenuity of its members for its economic stability.

Like most societies, it is one in which the commitment of the member determines the degree of enjoyment gained — basically you get out what you put in!

Heritage Interpretation Summer 1986

The armies are organised into true 17th century fashion, but Generals and Officers are all promoted from the ranks and opportunity presents itself to the keen recruit. Standards of authenticity are considered high.

Members can join and trail a pike, ride with the cavalry, carry a musket, beat a drum or serve the Artillery — or swell the ranks of those who provide for the needs of the soldier, and indulge in non-military aspects of 17th century society.

For anyone unable to take an active part of the society's activities one can become a Friend of the English Civil War Society for a modest annual cost of £2 per head — for this one receives a quarterly newsletter, giving full details of the society's activities.

Details from: Rosalind Taylor, The English Civil War Society, 70 Hailgate, Howden, North Humberside DN14 7ST.

Living History Research Group

This group had its origins in The Practical History Society led by Charles Keightly, of the Roundhead Association, who did the first British living history events at Kentwell and Littlecote. It was realised that individuals could not on their own achieve the detailed research to be completely accurate in equipment and clothing. Since 1981 members have been undertaking very detailed research on shoes, clothing, military equipment, diestuffs, and food, to add much greater authenticity to re-enactments. They have links with the Costume Society.

Members have been responsible for the immensely successful prize winning 17th century village re-enactment at Gosport, which has completed its third year.

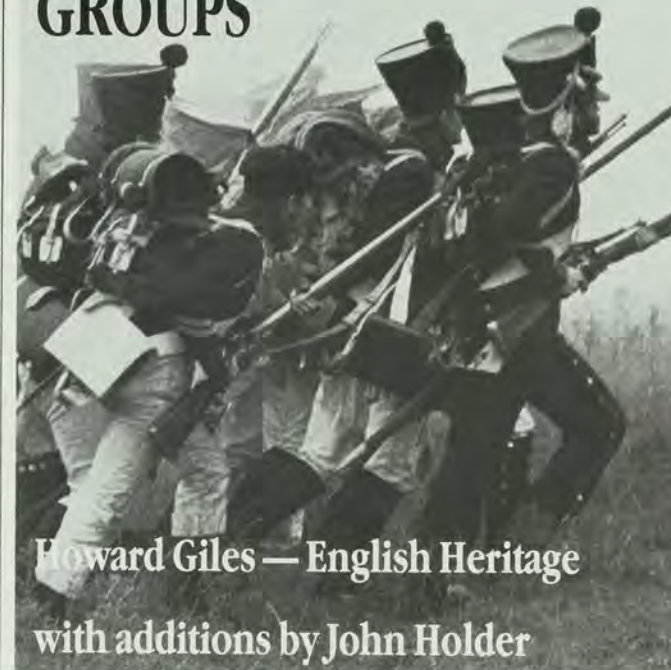
Further information: Stuart Peachey, Living History Research Group, Vyne House, High Street, Twynning, Glos, GL20 6QF

Historic Builders Group

This group has developed expertise in traditional building methods as well as practical skills and experience, in wattle, daub, thatch, and brickwork.

Heritage Interpretation Summer 1986

LIVING HISTORY GROUPS



Howard Giles — English Heritage
with additions by John Holder

Photo: Napoleonic Association

They developed the Gosport site and now have resources to develop a new project, for which they are seeking a suitable location.

Further information: Stuart Peachey, Historic Builders Group, Vyne House, High Street, Twynning, Glos, GL20 6QF

History Re-enactment Workshop

Composed of established members of varying historical re-enactment societies who can bring expertise to an event-providing historical background and research. They provide: equipment and artefacts, both original and those that can be handled, expertise in different skills, lecturing and communication of ideas to the public, including children, presentation of complete events, logistics for provision of equipment, food, weapons, etc. They also offer: special effects, media liaison, and p.r., building of realistic and suitable temporary 'sets', and dramatic skills and acting.

Their main aim is the personal enjoyment of the members through the creation of History for educational and entertainment purposes to the highest standards of contemporary

accuracy. The members concentrate on bringing to life suitable buildings (or areas) typical of the mid 17th century, (pre, during or post Civil War). They also help with promotional exhibition stands.

Regular lecture meetings are held at the National Army Museum, and include presentations by professional actors.

Details from: Roger Wilson, History Re-enactment Workshop, 47 Chelmsford Road, South Woodford, London E18 2PW.

The 68th Display Team

This society recreates the British redcoat of the 68th (or Durham) Regiment of Light Infantry of the Napoleonic Wars, being dressed in the standard British Light Infantry uniform of the time, ie red coat, green facings with silver lace, cross-belts, stovepipe Shako and brown bess musket.

Members are drawn from all over the North East of England and can be outfitted and armed by the regiment. Numerous events are held during the course of the year, both small scale local ones, and major national/international events through the Napoleonic Association.

The standard of dress, equip-

ment and drill is high, the 68th having a deserved reputation for being one of the best recreated redcoat regiments in Europe.

Details from: Kelso Yuill, The 68th Display Team, 3 The Copse, Witton-Le-Wear, Bishop Auckland, Co Durham DL14 0BA.

The Napoleonic Association

Formed with just 10 members a decade ago, the Society has mushroomed into an extraordinarily successful international fellowship of Napoleonic re-enactors. There are members in most European countries and in America with units representing British, French, Austrian, Saxon, Prussian and other armies of the era. The general standard of uniform, equipment and overall authenticity is extremely high. Battles are held throughout England and more and more of late, on the continent — the most spectacular of which was a re-fight of Waterloo on the actual battlefield in June 1985, when over 1,000 participants with infantry, artillery and cavalry, plus a 40 piece imperial guard band, re-staged a crucial part of the battle.

Members are drawn from all walks of life and some regiments have members in no less than 4 different countries!

Details from: Philip Coates-Wright, The Napoleonic Association, 18 Prior Avenue, Chiswick, London W4 1TY.

The Great War Society

Equipped largely with original First World War uniforms and weaponry, this Society has an excellent reputation for total authenticity. Members can join either as a "Tommy" of the recreated 4th Battalion, Middlesex Regiment, or as a German of the 63rd Line Regiment.

Members not only re-fight skirmishes, but also give displays of period drill, weaponry, and training.

Details from: Tom Hill, The Great War Society (GB) 1914–18, 16 Crescent Road, Woolwich, London SE18 7BM.

Details of other participating societies/organisations at 1986 English Heritage events are available on request from Howard Giles. 01 734 6010

The Lake District: A Sort of National Property

In Autumn 1984, the Countryside Commission joined forces with the V & A Museum to stage the exhibition, "The Discovery of the Lake District". One of the activities associated with the exhibition was a two-day symposium, entitled: "A Northern Arcadia and its Uses". The papers from this event are presented in this delightful book published jointly by the Commission and the V & A.



Photo: Countryside Commission

In recent years the study of landscape has been one of the most active areas of research and critical re-interpretation. The preface to the book, written by John Murdoch, (Keeper of Paintings at the V & A) explains that, "studies of the meaning and relevance (of landscape) to a wider social discourse of language imagery have been pressed forward, often against surprisingly bitter opposition. . ."

The Lake District exhibition similarly attempted to identify conflicts of interest and doctrine, the elements of a specifically human history that have made the landscape what it is. The exhibition told a story of the 18th century aristocratic cult Arcadian landscape being transformed in the 19th century by capitalist developments of hotels, villas, steam trains and steamboats into the characteristically 20th century pattern of

mass recreation . . . Well, that's what the book says it did.

The book has ten chapters on a range of seemingly eclectic subjects, including Johnathan Wordsworth on "Wordsworth and the Ideal of Nature", John Hunt on "The Cult of the Cottage", William Feaver's "Lakeland Trails", and two very enjoyable chapters on the story of our parks, and the people who climb in them by Douglas Milner and Jay Appleton respectively. Finally, Adrian Phillips usefully draws the threads together by way of a

conclusion.

As you would expect the book is liberally illustrated. The articles are thorough and stimulating. The whole project surely draws upon a similar source of inspiration, namely the Lakeland landscape, as did the Sculpture in the Forest project at Grizedale. The record of the Grizedale project is stunningly recorded in "A Sense of Place: Sculpture in the Landscape" from the Coelfrith Press. I have pleasure recommending both books to you as interpretive exercises . . . as enlightening reading . . . and as an enjoyable education.

Dr. Terry Stevens

C.C.P. 194 1986 Published by Countryside Commission and the Victoria and Albert Museum.

ISBN. 0 86170 133 X pp124 143 b/w illustrations. Price: £10.00

Countryside Conflicts — The Politics of Farming, Forestry and Conservation.

"Countryside Conflicts" has been written by a team of well-respected authors, many of whose previous writings are regarded as milestones in the emerging countryside debate. One thinks in particular of O'Riordan's fine volume for the World Conservation Strategy called, "Putting Trust in the Countryside" and MacEwen's work on National Parks.

Wildlife and Countryside Act is shown to be the biased reflection of this insidious, often perverse relationship.

It was logical for these five authors to come together after arriving at the same conclusions about the state of our countryside having started from different perspectives. A few years ago they realised that the question was not whether agricultural policies should be radically changed but when and how the changes could be effected. Their book is part of the strategy.

They attempt, and succeed, in illustrating how the economic needs of the primary landusers in the countryside (agriculture and forestry) can co-exist with the demands of nature conservation, and of a well-managed countryside.

"Countryside Conflicts" has four sections: 'Conflict in Context', 'The Political Background', a detailed examination of four case studies (moorland loss on Exmoor, afforestation in the Berwyns, draining the wetlands of Sedgemoor, and the ploughing of Halvergate Marsh), and finally their proposals for the future.

This is an excellent book that must become essential reading for all of us concerned with and concerned for the countryside. Further it must be read by others, including opinion-makers, decision-takers and landowners.

Incidentally, Temple Smith have just published a paperback entitled, "Working the Land — a new plan for a healthy agriculture" by journalists Charlie Pye-Smith and Richard North, which neatly complements "Countryside Conflicts". It looks at similar issues but tackles them in a lighter, more popular style of writing. For some audiences it would be good if we can encourage them to progress from "Working the Land" to "Countryside Conflicts".

Dr. Terry Stevens.

By: Phillip Lowe, Graham Cox, Malcolm MacEwen, Tim O'Riordan and Michael Winter. Published by Gower Publishing. ISBN 0 566 05088 9 (0 566 05089 7 pbk) pps 378. Price: Hbk. £19.50. Pbk. £8.95.

Heritage Interpretation Summer 1986

FURTHER PUBLICATIONS

Military Illustrated Past and Present.

New magazine featuring studies of military life, equipment and dress.

An Approach to Community Work. Some basic techniques. Jean Wyatt Booklet describing use of leadership networks, communication, consultation, project planning, and handling changes in groups. £3.50 (incl. p&ep). Jean Wyatt 1 Old Albert Terrace, Runcorn, Cheshire WA7 1DB

Museum Professionals Group Spring 1986 Newsletter — Includes long article by Graeme Farnell, Director of the Scottish Museum Council, with a strongly argued presentation of the case for museum curators to get involved in marketing

Educating through the Arts at National Trust properties. A practical guide by John Hodgson First in a series of booklet guides to developing environmental studies through the NT. Other titles: Environmental Studies at NT properties; Using Archives at NT properties, and forthcoming: Historical Aspects, Gardens, Villages, Art and Drama. Price 75p

Looms and Weaving. Shire Publications Anna Benson and Neil Warburton ISBN 0 85263 753 5 Price £1.25

"Please follow me" The practical Tourist Guides Handbook. Don Cross. Third edition. Outstandingly successful publication which will be reviewed in the Winter issue of Heritage Interpretation. Wessex Explore Tourist Service 20 Coldbarbour Lane, Salisbury, SP2 7BY Price £2.50 (incl. p&ep)

Gloucester Alehouses by Arthur Dodd and Philip Moss A light hearted look at the Inns and taverns of 18th century Gloucester. Outstanding research, presented with gusto and rumbustious cartoons by Phillip Moss. Typical chapter title: Entertainments Frivolities and Curious Diversions: A Fire

Heritage Interpretation Summer 1986



Illustration: Philip Moss, Gloucester Alehouses

Eater; Musical Evenings; A Mechanical Marvel; and a Visiting Zoo. The book finishes with the quotation: "When you have lost your inns, drown your empty selves, for you will have lost the last of England." Hilaire Belloc. ISBN 0 906569 08 7 Price £1.50 from City of Gloucester TIC St Michaels Tower, The Cross Gloucester GL1 1PD

Southampton Castle by John Hodgson (Text, design and artwork) Published by Milestone Publications, Murray Road, Horndean, Hants PO8 9JL ISBN 0 903852 86 1 Price £1.50

The American Museum Experience: In Search of Excellence. Scottish Museums Council HMSO ISBN 0 11 492487 2 A series of papers from a conference held a year ago in Edinburgh with the directors of six leading American museums organisations describing some of the most imaginative developments across the Atlantic. To be reviewed in the next issue of Heritage Interpretation.

New full colour souvenir guides from English Heritage: Audley End Whithy Abbey Battle Abbey, and the Battle of Hastings

From Workhouse to General Hospital

"All Human life — and death — is there" Sunday Times
"Exerts the strong grip of first hand eye-witness history . . ." The Times

City General is a travelling exhibition produced for the Television History Workshop, and based on a Channel 4 Television series. The exhibition tells the story of hospital work in Stoke on Trent through the words, pictures and mementoes of the people who worked, or used to live there. The display had its first showing outside Stoke at the Royal Victoria Country Park, site of a former military hospital, near Southampton in April.

Most of the pictures in the exhibition were gathered as a result of a HOSPITAL SHOP in Hanley in 1984, which was visited by over 1000 people who came to talk about the hospital, and brought over 500 photographs. These in themselves provide a marvellous record of hospital life.

Like the programmes, the exhibition is about hospital

work at all levels. How has the hospital changed from the days of the workhouse? What changes did the National Health Service bring? What is the job of nursing? The good times are here as well as the bad times, and something of the satisfactions and frustrations of looking after patients is conveyed by this exhibition.

To accompany the exhibition there is an excellent booklet: MAKING HISTORY 4/ The Hospital.

"The word 'clinical' has come to mean without emotion, detached. During training doctors and nurses are taught that the place for tears is the lavatory. And yet all the scrubbing, white coats and disinfectant cannot dissolve the feeling in the atmosphere. The hospital is a maelstrom of love and death, fear and compassion. The presence of illness heightens not only our awareness of life's dangers, but our sense of the possibilities of human contact. No wonder hospitals are a favourite subject for TV dramas and soap operas."

For exhibition bookings and booklet £1.00 (ISBN 0-946485-038) Television History Workshop, 42 Queen Square, London WC1 3AJ (Tel 01-405 6627/8)

LOCAL HISTORY MAGAZINE RESTARTS

A useful monthly local history magazine 'Exploring Local History' has been republished by Elmcrest Publishing of Bristol. The May issue contains a feature on The Merseyside Maritime Museum, an article on searching for Guthrum, a Danish king, at Hadleigh in Suffolk, as well as news from many local history societies, and reviews of a number of recent local publications. Aimed at enthusiastic amateurs, it offers a platform, information, reports, photographs, letters, features, etc.

Annual subscription, (incl. postage) £12.50 Exploring Local History, 13 Redcross Street, Old Market, Bristol, BS2 0BA. Editor Michael Gardener.

In the News

HERITAGE MANAGEMENT COURSE

A new course on Heritage management is to be developed by The Institute of Industrial Archaeology, University of Birmingham and the Ironbridge Gorge Museum Trust. This is a response to an increasingly felt need for mid-career training for staff in museums, related heritage attractions and tourism. Advanced and intensive training in the development and management of heritage oriented attractions.

The prime market for the course will be officers at the point of moving from lower skills of responsibility to senior management positions. The skills of management in tourist and conservation oriented organisations are not normally taught within established business schools and the techniques of marketing relevant to most areas of commerce do not directly apply to this sector.

For further information contact Dr Michael Stratton or Dr Barrie Trinder, The Institute of Industrial Archaeology, (Te. 021 472 1301).

NATIONAL WATERWAYS MUSEUM ON THE STOCKS

Approval to convert Llanthony Warehouse in Gloucester Docks into the National Waterways Museum and offices has been given by the Secretary of State for the Environment. The museum will occupy three floors of the seven-story warehouse as well as traditional buildings recovered from canalside sites around the country and reconstructed to form 'living museums' where craftsmen will demonstrate skills such as blacksmithery, rope-fender making and canal boat painting. The museum site

is surrounded on two sides by water where floating exhibits will be moored.

Work on the £3.5 million scheme is planned to start early in 1987, with part of the complex open to the public in 1988.

The GEORGIAN HOUSE revived on film

The Georgian House, 7 Charlotte Square, Edinburgh, one of eleven houses in a terrace, built to Robert Adam designs, has been brought back to life through a twenty minute video film recorded last winter. An amateur group of actors were filmed to show life during the "Golden Age" of Edinburgh. Entertainment of the rich as well as the life below stairs has been shown so well, that the film has already received five awards. Visitors to the house have a chance to see the film when it is shown once an hour, and copies can be obtained from the National Trust for Scotland. The video was commissioned by Scottish Gas.

For further information contact Peter Rickey, National Trust for Scotland, 5 Charlotte Square, Edinburgh, (031) 226-5922

HISTORY ALIVE

A new video highlighting the educational value of the Young National Trust Theatre (YNTT) has been produced. 'History Alive' aims at history, drama and English teachers. It shows groups of school children re-enacting history with the YNTT in sequences from Elizabethan Events staged at Knowle, Charlecote and Montacute which are houses strongly associated with that period.

With a running time of 25 minutes and made by Kadek Vision, this VHS video was generously sponsored by Lloyds Bank. Copies are available from Sandra Sheppard, YNTT Administrator, 8 Church Street, Lacock nr. Chippenham, Wilts. Tel (024) 973-569

New Sponsorship Deal for English Heritage

New sponsorship for English Heritage, was announced at the end of May. Gateway Foodmarkets (700 stores nationwide) are giving Lord Montagu's organisation backing worth £300,000 over 3 years, which will give a solid boost to both promotion and interpretation. Through this generosity the following projects will be funded in the first year:

— Full colour souvenir guides for Rievaulx Abbey and Rochester Castle.

— Staging and promotion of special events such as medieval battles, music and dancing at selected E.H properties.

— 'Family Discovery Packs' to increase visitors enjoyment at Dover and Kenilworth Castles and Rievaulx Abbey.

— A promotional campaign to attract visitors to E.H. Northumbrian sites, including Belsay Hall.

— A 'Friends of the Isle of Wight' scheme.

Gateway see the sponsorship as a reflection of their commitment to local communities. 'Unlike some of our competitors who concentrate exclusively on building superstores on the edges of towns and cities, Gateway continues to trade in a variety of locations, many close to local communities in towns and villages. Gateway's 36,000 staff will get the chance of a free visit to any English heritage site.

Goonhilly, Landmark in Satellite Communications

Using buses for transport around the British Telecom International site near Helston, visitors are now helped to learn the story of modern telecommunications by students, most of them with parents who work at the Earth Station. The tour takes visitors to a main building with a light show, with 3-D models, and narration lasting

ten minutes. Up in a former control tower there is a scale model of the station, and viewing gallery. They are then able to see the operational control area, the stations 'nerve control'. From the bus visitors can see the aerials, and at one there is a multi projector slide-show, and another, small cinema with general interest videos on Telecom. A new film is being prepared on the history of telecommunications over the last 200 years. Last year was the first open to the public, and despite a late start there were 42,000 visitors.

Goonhilly is open till 28th September. Information from the Station Publicity Officer, Helston (03265) 4141.

LAUNCH PAD to open July 22

Launch Pad is a large new permanent exhibition at the Science Museum where all the exhibits are experiments and demonstrations which people can try for themselves — handling equipment and using it directly rather than by remote control or push-button operation. The theme of the exhibition is 'technology' and the exhibits have been chosen to allow the visitors to explore the basic principles and simple applications involved in much of the everyday technology which keeps the modern world going.

LAUNCH PAD is intended to provide a rich and rewarding experience for young visitors. Parents and teachers may wish to use a visit as a stimulus to trigger new interests and enthusiasms. Many of the exhibits also have potential for detailed discussion and follow-up work in school.

A series of informal meetings has been arranged for teachers by the Science Museum Education Service for any one with an interest, formal or informal in science/technology. Dates: Thursday 9th, Wednesday 15th and Tuesday 21st of October.

Further information on Launch Pad on 01-589-3456 ext 694/545

Ian Parkin, David Uzzel and partner Eileen Adams, "First Interpreters" have been given a commission to undertake an ambitious two year national project called "Learning through Landscapes". The project will be based in Winchester, working under the wing of Hampshire County Council. The research will look at the variety of ways schools can both improve their own grounds, and make more effective use of the school environment in the curriculum.

Steve Sankey has moved down from Scotland to Surrey where he has joined the County Council Countryside Service.

John Holder, Heritage Interpretation Editor, reports that his book "Explore Hampshire" produced for Hampshire County Council has just reappeared in a third edition, with additional text by Barry Shurlock. Sales are approaching one hundred thousand pounds.

Michael Quinion and Michael Glen have been appointed to carry out a feasibility study of the Forestry Commission's proposed visitor provision in Cannock Forest, Staffordshire. Michael Glen

(Western Approaches) has been involved with a tourism strategy for Greater Belfast, an interpretive study for the Nature Conservancy Council and the final stage of the Edinburgh Castle Visitor Reception Study. Meanwhile Michael Quinion has just completed interpretive development of the Dolaucothi Gold Mines for the National Trust with David Gosling Design Associates, and the display at the Winchester Heritage Centre in association with Pat Riley.

Bill Breakell, Director of the Bo'ness Heritage Trust, has just published "Bo'news" a handsome magazine for the Trust, and its supporters. It includes news of the projects first major development: a planned reopening of the Birkhill Clay mine, with exciting presentation of the story of the clay, and its mining. Bill says that copies of the magazine can be obtained by SIBH members who send a stamped and addressed envelope to him. (Address in SIBH Committee list).

Andrew Jenkinson has also turned publisher with a partner, Tony Herbert. Together

they have produced a tabloid-sized "Discover Shropshire 1986". This free paper manages to pack in much information, and comparatively few advertisements. It is supported by the Countryside Commission.

Alan Machin now responsible for P.R. and Marketing for the Calderdale Inheritance project, has also been at work publishing, and has produced a quarterly newsletter for the project. Readers may like to discover more about a series of T.V. commercials featuring actors in period costume, against modern day backgrounds. The ads are aimed at stress what makes Halifax different.

Terry Stevens, "Anian" has many projects underway, notably establishing a Centre for Tourism and Recreation Management at the West Glamorgan Institute in Swansea.

Doug Glieve has been working on proposals for a new interpretive centre at Kew. This will be located in the basement of the new Princess of Wales Conservatory, and include major interactive displays using sound, pictures, and computer based information.

Members News

Robin Wade Design Associates have just completed the new visitor centre at the Giant's Causeway and are working to finish a new Museum of the Iron Age at Andover, showing the results of Barry Cunliffe's excavations of nearby Danebury Hill.

Frank Howie reports that the conference on 'Signing for Interpretation and Direction', at Battleby went well. An article will follow in the next edition of Heritage Interpretation.

Andrew Piersenné reports that he has recently completed a project for the British Waterways Board creating 'The Regents Canal Centre' at Camden. The exhibition tells the story of the canal in a novel way through the endeavours of artists and designers who have been involved in development of the area, or drawn to it because of its attractions.

Gail Durbin, Education Officer for the Royal Palaces, is appealing for members to send samples of teaching packs to help her prepare a review article, for Heritage Interpretation.

Gail can be contacted on 01-212-3358, or at the Department of the Environment, 2 Marsham Street, London SW1.

FORTHCOMING MEETINGS

20 August 1986
COMMUNITY INVOLVEMENT IN INTERPRETATION
Introduction to Community involvement, Pub lunch (pay your own) and afternoon review of school holidays activities in New Town parks
Birchwood Forest Park, Birchwood, Warrington, Cheshire, WA3 6QX
Contact: Claire Foster
Tel: Padgate 824239

24 September
THE BLACK COUNTRY MUSEUM
Meeting 2.30 PM Talk on objectives and 'Processing Visitors' and 2 hours walk round.
Contact: Ian Parkin
14 Holmewood Close, Kenilworth, Warks, CV8 2JE
Tel: (0926) 54232

2/3 October 1986
CEE NATIONAL CONFERENCE — ENVIRONMENTAL EDUCATION AND THE LOCAL AUTHORITY

Study tour and conference based at Sparsholt College of Agriculture nr. Winchester.
Contact: Stephen Sterling
Centre for Environmental Education, University of Reading, RG1 5AQ
Tel (0734) 875234 ext 218

3 October
INTERPRETATION FOR CHILDREN
Farley Mount Country Park, Near Winchester
WHY, and HOW to interpret the Countryside for Children, Lunch and Dinner included. Just £12 for the day, 10AM to 8PM
Contact: Chris Gledhill H.C.C.
Tel (0962) 64221 ext 40

9 October
GRANT AID FOR INTERPRETATION
Centre for Environmental Interpretation, Manchester Polytechnic.
Contact: Gillian Binks,
Tel Manchester (061 228) 6171

22 October 1986
CHURCHES AND INTERPRETATION
Afternoon meeting organised by the Diocese of Winchester and The Southern Tourist Board.
Applications to Mr Ben Woods, Church House, 9 The Close, Winchester SO23 9LS

**COPY DATE
FOR NEXT ISSUE
OCTOBER 20 1986**

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:
Individual UK £9.00, Library £6.00, Corporate £25.00, Student £5.00. Overseas £9.00 (£12.00 airmail).

HERITAGE INTERPRETATION

Special feature in forthcoming issues will include *Interpretation in the Countryside, Churches and the contribution of the artists to interpretation.*

Please send now articles and letters, news or views to The Editor, John H. Holder. Also wanted are your ideas of possible advertisers. Contributions of pictures, especially any humorous photos or cartoons, will be most welcome.

Copy date for next issue October 20 1986.

CAN YOU HELP GET SOME ADVERTISING or SPONSORSHIP (even by the page)?

We need to build up commercial support for the journal, to bring down its cost, so please help to sell space: Full page from just £150, to an eighth of a page for £40.

If you are advertising a job in *Interpretation*, or *Presentation* why not get a direct mailing to membership of The Society. Rates on application to the Editor.

COURSES

6-10 October Park Interpretation and Public Contact-European Training Seminar, Losehill Hall, A.C.R. and Federation of European Nature and National Parks.

8-10 October Working with volunteers, Countryside Commission Capel Manor Institute, Enfield

17-20 October Community Involvement in Country Parks, Aden and Haddo Country Parks, Scottish Countryside Rangers Association (07712 2857)

18-23 October Communications for the countryside. Countryside Commission, Brathay Hall, Lake District

20-24 October Education in the Countryside Losehill Hall 27 Oct-1 Nov October Communications for the countryside. Countryside Commission, Brathay Hall, Lake District 27-31 October Interpreting Historic Sites Losehill Hall with CEI

3-7 November Communicate on Paper Field Studies Council with CEI, at Leonard Wills Field Centre Taunton

For further information contact:
Losehill Hall (0433) 20373
Brathay Hall (0966) 32768
CEI (061 228) 6171
Leonard Wills (0984) 40320
Countryside Commission (0242) 521381



FORTHCOMING MEETINGS

THE NOVEMBER S.I.B.H. CONFERENCE

"INTO THE DRAGON'S DEN: HERITAGE AND HOSPITALITY"

Thursday 6 November to Sunday 9 November 1986

This year's conference is to be held in South Wales with the benefit of generous sponsorship by the Wales Tourist Board and Cardiff City Council.

The First evening will include a reception at Cardiff Castle followed by the Carnegie Awards Ceremony and Dinner.

Friday's theme will be **GOOD INTERPRETATION — HAVE YOU GOT WHAT IT TAKES?** with sessions on evaluation and assessment by David Uzzel, case studies on some of the Carnegie award winners, and plenty of time for discussion. A choice of special interest tours will include a rural resource, *The Inheritance of Cadw*, and *'A Capital Experience'*. In the evening there will be a reception and tour of the National and Maritime Museums.

Saturday's sessions will look at **'CURRENT ISSUES FACING INTERPRETATION'** with a paper entitled *'Have we lost our way?' and others on Sponsorship, Heritage Interpretation, and Marketing.* An afternoon visit has been planned to the Welsh Folk Museum for a look at the Family Days program and a session on the Merthyr Groundwork Trust.

On Sunday there will be a debate on Saturday's papers and for a special meeting on the paper on the future of the Society.

Into The Computer Age

Alison Maddock hinted briefly that the Journal might lurch forward into a more efficient method of composition avoiding laborious hand-made systems. Although this has not quite happened so readily it is hoped that it will do so. The editor is working with an Amstrad PCW 8256, which as yet has no programme available for page or magazine making.

An increasing number of society members are also investing in the same equipment to judge from the copy being sent to Winchester. It would be

very valuable to the editor to hear from other members who have a PCW to consider opportunities for sending written material either in disk form or transmitting text by telephone.

The idea of commissioning regional editors will be developed this summer, with the additional possibility of launching regional groups who can be more active in setting up meetings to satisfy the interests of local groups more effectively than is possible through the national organisation. If you are interested please contact the Editor.

Committee of the Society

CHAIRMAN:

Ian Parkin
4 Holmewood Close,
Kenilworth,
Warwickshire,
CV8 2JE
Tel (H) 0926 54232

VICE-CHAIRMAN:

Ruth Tillyard
62 Russel Drive,
Bearsden,
Glasgow,
G61 3BB
Tel (H) (041) 9423933

VICE-CHAIRMAN (Desc):

Terry Lee (Professor)
Dept of Psychology,
University of Surrey,
Guildford,
Surrey
GU5 0PB
Tel (Wk) (0483) 571281 ex 418

SECRETARY:

Bill Lanning
10 Priory Crescent,
Lewes,
East Sussex,
BN7 1HP
Tel (H) (0273) 472970
(Wk) (0273) 475400

TREASURER:

Graeme McLearnie
53 Hatfield Place,
Peterlee,
Co. Durham
Tel (Wk) (0429) 836533

EVENTS SECRETARY:

Tim Laker
Royal Victoria Country Park,
Nelly Abbey,
Southampton
SO3 5GA
Tel (Wk) (0703) 451156
(H) (0703) 67605

MEMBERSHIP SECRETARY:

Andrew Jenkinson
Bircher Cottage,
Little Stretton,
Shropshire,
SY6 6RE
Tel (H) (0694) 722223

EDITOR:

John Holder
10 Colebrook Place,
Winchester,
Hampshire
SO23 9LP
Tel (H) (0962) 52082
(Wk) (0962) 54411 ex 681

PUBLICITY OFFICER:

Ian Solly
16 Belvoir Crescent,
Langar,
Nottingham,
NG13 9HU
Tel (H) (0949) 60772
(Wk) (0623) 823202

PUBLICATIONS OFFICER:

Bill Breakell
Bo'ness Heritage Trust,
Bo'ness Station,
Union Street,
Bo'ness,
Nr. Falkirk, Scotland
Tel (H) (0506) 826476
(Wk) (0506) 825855