

society for the interpretation of Britain's heritage

Interpretive Planning in Canada

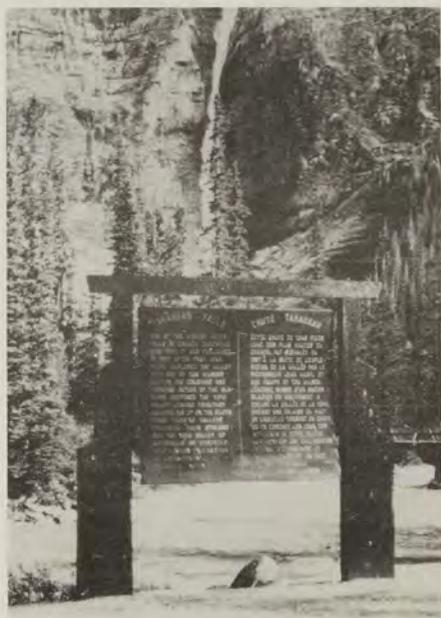
Within the last few years a system of interpretive planning has been introduced in the Canadian National Parks, and some of its first fruits are now appearing as planning documents in the Parks Canada Western Region, which covers the Rocky Mountains National Parks, including the well known parks of Banff and Jasper. This article by Robert Hall discusses the system that has been adopted, the methodology that is evolving, and the relevance to Britain.

and enjoyment of the people of Canada."
continued on page 13

RECENT DEVELOPMENTS

In the 1960s increasing recreation pressure on the National Parks and growing public awareness of environmental issues led to a rapid expansion in the National Parks programme. Before 1968 eighteen parks had been designated, the bulk before 1930; between 1968 and 1972 ten new parks were established. This sudden growth had been preceded by a redefinition of the aims of the National Parks system, and this emphasised their preservationist roles:

"The basic purpose of the National Parks system is to preserve for all time areas which contain significant geographical, geological, biological or historic features as a national heritage for the benefit, education



Bilingual interpretive sign at the Takkaka Falls in Yoho National Park, British Columbia.

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NEWSLETTER FOUR

SUMMER 1976

the society

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

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

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

Officers

President: The Right Hon. The Countess of Albemarle, DBE DLitt DCL L1D
Chairman: J Geraint Jenkins, MA FSA FMA (Welsh Folk Museum)

Vice-Chairman: Ralph Blain (Lothian Regional Council)

Secretary: Martin Orrom, TD MA FIFor (Forestry Commission, 231 Corstorphine Road, Edinburgh EH12 7AT 031-334 0303)

Treasurer: Richard F Harrison, FMA (Portsmouth Museums)

Publicity Officer: Frank D Bailey, BA (Royal Society for the Protection of Birds)

Editor: Michael H Glen, (British Tourist Authority, 239 Old Marylebone Road, London NW1 5QT)

Interpretation

That the Bangor Conference was a success none of the delegates will doubt. But its most significant achievement must be in the invitation to the Society to return to North Wales next June, to take part in a 'workshop' on the Llanberis Project. The Project is described elsewhere in the Newsletter and it is planned on a scale foreign to most of our members. It is a great compliment to our young Society that it should be invited to contribute to such an exciting development. It gave our first birthday the status of a coming-of-age.

annual general meeting

Introducing the first Annual General Meeting of the Society, the Chairman, Geraint Jenkins, praised the membership on achieving its first double century - the 202nd member enrolled as he spoke! The first year had seen three successful meetings but there was still need for publicity for the Society.

It was proposed and agreed that Frank Bailey of the RSPB should become Publicity Officer, with the principal tasks of widening knowledge of the Society and increasing membership.

The Treasurer, Richard Harrison, reported briefly on the accounts which showed a small surplus, with the bulk of the Carnegie grant of £750 still to come. Authority was given to the officers to raise the subscription for 1977-78 if the need arose.

Martin Orrom, the Secretary, outlined the proposed programme for the next two years, as follows:

September 1976: Hampshire (see p 20)
November 1976: York
April 1977: Edinburgh
September 1977: Devon
November 1977: London
April 1978: Ironbridge

The members agreed to this schedule and thereafter the meeting was open to the floor. Several members spoke and a number of suggestions will be adopted.

The Newsletter

ISSN 0306-8897

Issue no 4, June 1976.

Interpretation, the newsletter of the Society for the Interpretation of Britain's Heritage, is published three times a year, in February, June and October. It is distributed free to members. Non-members may buy copies at 40p each (including postage).

Copy date for Issue no. 5 is 17th September.

Printed in Great Britain by
G J Lawrence & Co, 122a Chase Side,
Enfield, Middlesex, EN2 0QN.

Welsh Weekend Worked Well at Bangor

Conceived and encouraged by the enthusiasm of our Chairman, and well-organised by Terry Stevens, the Society's fourth meeting was held at Bangor, in association with the Prince of Wales' Committee. Over 40 members attended and contributed to a busy, but never rushed, weekend of lectures and visits.

We were made welcome by Bangor Normal College whose bed and board were comfortable and comforting, and even the weather did its best until the last outing.

BARRY JONES

The Conference was opened by Barry Jones, MP, Parliamentary Under Secretary of State for Wales, who talked of the increasing pressure on our shrinking countryside from varied and conflicting interests. The problem, he said, is to reconcile their interests, and he saw as the role of our Society and the Prince of Wales' Committee a need to awaken people to the significance and value of the rich and varied heritage of our natural, historical and cultural environment; and to alert people to the pressures to which it is subject. *Not only that, but by research, thought and example to point the way to a more harmonious synthesis of our varying needs, and to inspire the community to follow this way.*

He drew attention to the increased provision of information and interpretive services and the development of links between and among the various organisations involved. Illustrating this, he mentioned many of the projects which have been undertaken in Wales and made particular mention of the Welsh Folk Museum.

In congratulating all those involved in interpretation, he said *there is an attitude of mind, which tends to spurn one's own backyard in favour of distant horizons. But our backyard is*

someone else's distant horizon. Let us strive together to make it worthy of their expectations - and our heritage.

HAROLD CARTER Town & Country

Professor Harold Carter, Gregynog Professor of Human Geography at University College of Wales, Aberystwyth, delivered the first lecture on Town and Country in North Wales.

With a largely rural area such as North Wales there was always a critical and intimate relation between town and country. This was to some extent obscured by the Industrial Revolution and the administrative separation of urban and rural areas in the late 19th century local government organisation. This has been recently partially reversed. These developments reflect the fact that pre-industrial towns were service centres for tributary areas whereas industrial towns, exploiting point resources, were often more closely linked to distant markets.

There are two genetic phases which created the urban system of North Wales. The first was the Anglo-Norman which at its culmination in the Edwardian conquest brought into being the great bastides such as Caernarfon and Conwy. With these came alien settlers and culture change. But with the decline of the military role the towns had no functional basis for survival unless they became market and administrative centres. Some decayed but also the interstices were filled in often by the monastic settlements of the Dark Ages taking on urban roles. These bring the prefix "Llan" into the urban context. Other elements continued to be added. The great wave of Renaissance town founding ended as a small ripple on the Welsh shores but Tremadog is a fine, although tiny, example.

Industrialism brought a new wave of town founding. The main stimulus was slate quarrying and the small settlements associated with the quarries grew together to make characteristic multi-nucleated towns as at Blaenau

Ffestiniog and often took their names from the chapels as at Bethesda. The development of the road and rail system, especially the Menai crossing, greatly stimulated the growth of Bangor and created modern Holyhead. Export of slate not only contributed to the growth of Bangor and Caernarfon but other ports such as Porthmadog and Port Dinorwic (named after a quarry). A further distinctive feature was the growth of seaside resorts in response to demand from industrial areas. Llandudno is an admirable example of a carefully planned development dating from the mid-nineteenth century.

In spite of this complex pattern of urban growth basic relations between town and country have been developed and the country is served by an effective hierarchy of towns. But in the wider sense there is an influence too. Suburban growth has tended to bring Anglicisation to the countryside while "seasonal suburbanisation", or second homes, has extended it even further. The physical heritage, in buildings, is an inheritance from past phases of growth but there is also a cultural heritage in relation to which urbanisation needs to be considered.

ALED EAMES

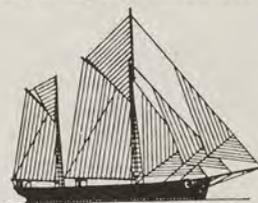
Maritime Tradition

From this broad theme, we moved on to The Interpretation of the Maritime Tradition in North Wales, a lecture given by Aled Eames, Senior Lecturer in Education, University College of North Wales, Bangor. He took Porthmadog as the main topic.

The development of maritime activity in North Wales was hastened by the development of the copper trade which demanded small brigs and sloops which were built in small ports such as Pwllheli, Amlwch and Caernarfon. Many ships, especially the popular schooners, were built with share capital owned by the community. Very often beached for loading, the ships became a mainstay of the slate industry which was growing rapidly. Soon many slate ships, some of them built in North Wales, others bought in North America, were exporting slate

to the United States and Canada, and returning with timber. There was always room, between the rows of slates, for emigrants who paid £3 for the voyage.

The most famous family of shipowners were the Davies brothers of Menai Bridge who invested also in Prince Edward Island barques which were cheap, manoeuvrable and expendible. Soon trade developed with Newfoundland, New Orleans, Quebec, Sydney, Los Angeles and other far-flung destinations. In Porthmadog's heyday, there were 50 and



more local commanders. For those in the hinterland, seafaring became the last resort alternative to eking out the land or the slate quarries.

The 1870's saw a move to iron ships, and soon the *Merioneth* undertook a record passage in 96 days to San Francisco, only to beat it on the return by 2 days. Far East trade grew and guano from South America was a favourite return cargo.

But all this was accomplished only with the loss of many lives. Over 1000 men died in rigging accidents in one year in sailing ships and the seamen hard-earned their £2.10.0 per month. The Davies family, of course, were able to bequeath great legacies from their accumulated wealth - the ship owners flourished, but seamen's families fared badly.

A typical vessel in the last part of the 19th century cost around £16,000 and would be subscribed in shares by local quarrymen, ministers, innkeepers and others. But all good things came to an end, and as the demand for large vessels for the local trade grew, local shipbuilders gave way to such as Doxfords of Sunderland and the Liverpool yards.

Children of the period were often born at sea, as captains' wives had their only home on board ship. Many a

Porthmadog native had been to Sydney before venturing as far as Llandudno. The vessels which were home had pleasant lines, with a high fore-castle, owned as often by such companies as the quarrymen of Bethesda or the Arfon Shipping Co as by the Davies family and other magnates of the time.

The growth of the Ffestiniog Slate trade saw strong links develop with Germany, Spain and other European destinations. Often German sailors would serve aboard Porthmadog ships. At the same time, many allied trades and professions took on an importance, from the figure-head carvers to the Mutual Ship Insurance Society, which insisted on high standards of building and captaincy.

But as the sea had become part of the life of the community, so it dwindled until just before the First War, when the last of the Porthmadog ships was built. The yards closed and Porthmadog eventually saw the end of a harsh, but romantic era.

DAFYDD ELIS TOMOS Welsh Countryside

A third view of North Wales came from Dafydd Elis Tomos, MP for Merioneth, in his talk, The Welsh Countryside - its Traditions, Problems and Future. He began by referring to an idyllic description of Welsh culture by Owen Edwards, a late 19th century leader of the cultural renaissance.

Edward's view was of a non-conformist, politically radical, Welsh speaking, egalitarian community, self-educated and self-educative. There was a high degree of participation by all members of the community in the culture of the village, and this was highlighted as

SUBSCRIPT

Subscriptions for 1976-77 are now due and members who have not yet sent in their £2 should please do so NOW using the renewal form on page 11. This is the ONLY reminder as such. As a dire warning - no subscription, no more issues of the newsletter!

the norm in most of the Welsh countryside.

The old culture is still very much in evidence today, with local drama groups, choirs and Eisteddfod groups, but this is being undermined by socio-economic realities. A policy is needed to underpin the culture.

He asked the question of those interested in the environment - why should they be particularly concerned about rural areas, or have objectives in correcting population imbalance? He suggested it might be a guilt feeling, among urban planners, who may have shown neglect. More and more, the over-developed technocratic, urban society was leading people back to a rural setting to try and regain their sensitivity.

The best way to repopulate evenly, though, was to build on existing communities which often showed an imbalance of age and employment, lack of job opportunities and high dependence on service industries. It was no good bringing in huge projects which caused a peaking of jobs, then dissipation of labour and no stable industry to take the place of temporary construction work, such as at power stations.

Another feature of North Wales was the relatively low level of female activity, not for cultural reasons, but simply because this reserve of very stable labour was not being used. But if it were, then transport services, for example, would need to be maintained at a practical level. Already there was a relatively high level of car ownership despite a general income level well below the UK average.

Not only were transport services important, but their integration was essential to allow for easy movement and a good settlement pattern.

In talking of the pressures on the rural community, Tomos cited the free market system which draws population towards the centres of industrial capital and power, thus creating a concentration of wealth, attractive to the late-teenagers but which many older people wish to leave, but cannot.

Turning to tourism, which he called a

double-edged invasion, he quoted the obvious benefits of employment, additional income to farmers etc, but also highlighted some of the drawbacks. There was pressure on services and specific areas (eg Snowdon, Cader Idris), there was a cultural erosion and the problem of second-home buying was most serious, both from its impact on the local housing needs and on communities where many houses lay empty much of the year.

Finding solutions for the ills was not easy. The proposed Development Board, unlike Scotland's Highlands and Islands Development Board, would not take into account primary industry such as agriculture, forestry, tourism or the extractive industries. It would have a housing role (for key workers) but no equity-participation facility.

Tomas felt strongly that rural development should not be taking up urban overspill but should be a process of building up communities, expanding local small entrepreneurs, not merely bringing in outside investment. It should be growth based on community resources, not imposition. The future of rural Wales depended on imaginative economic planning involving radical decentralisation.

HAROLD NAYLOR Resorts & Spas

The meeting was taken back to the town again, or to a particular brand of town, by Harold Naylor, Chief Executive of the Wales Tourist Board, who took us on a tour of Resorts and Spas in Britain.

Although they were the most under-rated part of Britain's heritage, there was nothing more British than resorts and spas or their influence. Starting with the washing of wounds, the curious associations between water and healing powers led to the development of the spa in England as a secular development of the Christian holy well.

The English spas flowered in London, viz Sadlers Wells, and spread out as road communications improved. Each had a master of ceremonies, who educated

those taking the waters in manners. Even doctors found the alternatives to spa treatment barbarous and cruel, and energetically promoted spas. In one of the most curiously English of all inventions, the efficacy of drinking and bathing in sea water was eventually propounded by English doctors, and a new age of leisure, unwittingly, was introduced.

And so the Scarboroughs and Brightons formed the vanguard of the seaside resort, aided and abetted by Napoleon, whose efforts in Europe effectively stopped *The Grand Tour* and could have earned him the soubriquet *Founder of British Tourism*. The 'English' resorts like Nice went into temporary decline.

Not only the bathers stayed at home. So also did the poets and artists who diverted their attentions to British subjects. The explosion of home-holidaying was channelled later by the railways which could take the inland populace on a *day trip* which included a sail in a small ship, later in a paddle steamer. As communications developed, the pent-up demand to travel took advantage of



Weymouth Bay Pump Room and Pier, interior of pump room.

cheap transport, the introduction of bank holidays, the greater spread of disposable income and so *leisure was born*.

The social effect of seeing the sea for the first time was devastating. The spas were effectively killed off and by the late century the resorts were all vying with each other as to which had the longest pier, then the grandest Grand Hotel and so on. The hotel allowed the concept of the country gentleman's life to be enjoyed by many whose love of the pier was based on the

idea of being at sea without getting wet.

The piers, demanding a new technology, were built often with mass produced balustrading etc, but combined strength with lightness, grace and beauty still evident today - Llandudno is a good example.



This expansionist vision in iron was contradicted, however, by a stream of pettyfoggish restrictions about *decency* which fossilised seaside development as it liberated end-of-the-pier humour. Other countries took over, and Devon and Cornwall, with no resorts then and no restrictions, became the top British holiday area.

Tourism developments in the last 60 years have not been in resorts. Indeed much of the Victorian good taste and good sense was soon being bulldozed into the seas, threatening to leave seaside resorts in the same position as spas. There are only three spas left in Britain (Italy has 400, Germany 300 and France 100) which hasn't recognised the revived latent demand.

The recent study, *Resorts and Spas in Britain** found this special heritage in danger. In studying Rothesay, Llandudno, and Buxton, those involved (Elisabeth Beazley, Dennis Lennon, Gordon Cullen and Michael Middleton) found a feeling of difference, of things being there for *fun*, a strong element of gaiety and lightness, away from the formality and dourness of industrial and church architecture.

This is being lost and cannot be wholly recreated. Llandudno, with its unique planning structures from the beginning, has a visual unity. Modern technology

could help to produce the elements again. Buxton, which never allowed itself to smile nevertheless had a human dimension which could be restored by bringing back the arcades which reduced the visible width of streets.

Rothesay has lost much of its quality which was the subject of anticipation on the sea journey from the mainland. Really only the little details are left to be preserved.

Optimistically, there is still hope, Naylor said, for the resorts are not dead at all. They account for the bulk of holiday accommodation and their formula for holidays is still the same. But something must be done before this curiously British heritage disappears.

**Resorts and Spas of Britain, British Tourist Authority, 1975, £2.85 + 21p post.*

TOM PRITCHARD Llanberis Project

Making it clear that he was talking as an environmentalist and conservationist, with simply an interest in interpretation, Dr Tom Pritchard introduced the concept behind the planned Environmental Centre at Llanberis, which it is hoped will be open in the late 1970s.

It all started with the CEBG's plan for a £150 million investment at Llanberis. They decided to build a nuclear-powered pump-storage station there but, realising the inevitable change in life pattern that would follow construction, wished to ameliorate the impact on the community and the environment.

The concept of a centre emerged as a focus for explaining the complex inter-relationships in the area for improving conservation, planning and appreciation of an intricate environmental situation. There was a great variety of geology, soil types, rainfall and therefore natural vegetation. There developed a complicated land use pattern following deforestation and the creation of transhumance. Slate mining was superseded by huge technological developments; and there was tourism.

But the proposed centre to convey this

picture had also to be a social focus for the villages in the area. It had to be a place where visitors could identify with local people and vice versa.

Thus, a study group of experts, including professional interpreters, scientists and planners, was set up to advise on the design of the centre. This developed ideas on three lines - providing an interpretive element for visitors, a proper social centre for the people of Llanberis and surrounding districts and an intelligence centre to feed in data on the whole area, of special value to educationalists in Gwynedd and beyond. Sir Frederick Gibberd, the architect whose firm was given the design task, took a personal interest translating the thoughts into a design. Initial soundings suggested half-a-million pounds at least may be needed to promote a scheme of this complexity and magnitude.

DOUGLAS BASSETT

As it had been agreed to hand over the scheme on completion to the National Museum of Wales, who would 'adopt' and develop it, the second part of the talk was given by Dr Douglas Bassett of the Museum.

He described the nightmare of bringing down to physical terms such a wide-ranging concept which demanded that the centre should cope harmoniously with local people and visitors. The model on display showed how the community would have a meeting hall, a large entrance hall which would accommodate the many travelling exhibitions available; and a large permanent gallery designed to illustrate the natural and social environment of the area. The remainder of the building would be given over to a largely conventional museum of natural history - lacking in the region - and backed up by a library and staff.

By bringing together experts in a teaching environment, new perception for students would be achieved by studying 'maps of ignorance' as much as by conventional transfer of knowledge. The single most important feature of the centre would be, however, the 'total environment' gallery, where

a ramp would allow visitors to progress from the top of Snowdon to sea level. Excursions into the area would support this display.

Field Visits

After the intensive series of absorbing lectures the day before, members were eager to get away from the classroom and see much of what has been discussed at first hand. The weather was benign as we set off for Porthmadog.

Porthmadog

Aled Eames described the port as it had been in its lifespan as a slate-exporting centre, from about 1824 to 1913. Where once many of the ships had been built, from the 1840s onwards, the slipways had now disappeared and one area of the harbour had been given over to an interesting development of houses. Still evident though, were the buildings which housed the sail lofts and the insurance offices, and further off, Ballast Island, created by millions of tons of dumped ballast from returning ships.

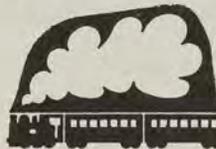
The visit included the recently established Maritime Museum, which recalls the heyday of the harbour before so many ships were lost in the first war. The principal feature of the museum is a ketch, built at Calstock on the Tamar (there were no Porthmadog vessels left anywhere) and comparable to the local sailing vessels. The Garlandstone was built in 1905, but remained an active commercial vessel until recently.



Tan-y-Bwlch

Clutching cups of coffee from the tiny buffet car, we then set off up the

mountainside, by courtesy of the Festiniog Railway. Once a slate railway, it now serves the many thousands of visitors who come to the area. The little narrow-gauge train took us



through the tree-lined route as far as Tan-y-Bwlch where we were welcomed by Tom Pritchard, Director of the Nature Conservancy in Wales.

Here, on the edge of the Coed-Llyn-Mair Nature Reserve, beside the sign that proclaimed the Festiniog Railway's start in 1836 as first a gravity and then a horse traction railway, we heard how the extraordinary variety of geology, soil and rainfall was reflected in the types of coverage to be seen. The old oak woods were largely gone, however, partly replaced simply by scrub grass used for sheep. While the people-pressure was not serious, that from the rhododendron was - it was treated as a ferocious weed.

The Nature Trail down the hill side was deliberately simple. Sophistication would be out of place in a natural area and would detract from what was, above all, a pleasant walk. There were limited resources for interpretive work and the approach was to provide what it was thought the public wanted.

After an excellent lunch served in the Field Study Centre at Plas Tan-y-Bwlch, we heard of the work of the centre from Mervyn Williams, the assistant warden.

Once the home of the Oakeley family, which owned the Gloddfa Ganol Slate mines, the Plas was now owned by Gwynedd County Council and used by the Field Studies Council. Set high in its wooded estate, the house had a fine view over the valley to the model village of Maenswrog built by and for the Oakeley family who wished to see the fruits of their quarrymen's labours.

The whole area, with its interesting physical and created landscapes, was an ideal place to study both natural and industrial history. A range of intro-

ductory courses was offered to the students who stayed at the Plas.

Llechwedd / Gloddfa Ganol

From the magnificence of the rhododendrons at Tan-y-Bwlch, we headed for the stark scenery of slate tips and the Llechwedd Mine where we boarded an even smaller train for our trip into the heart of the mountain.

Some 300 feet below the surface, we heard from a retired miner how a team of four, two rock men and two dressers worked a chamber. In the most punitive and primitive conditions, they earned a pittance for themselves and a lot for their employers - and even their income was based on a monthly contract which lowered the price per 100 (in actuality 130) if the output increased! In its hundred years of operation, the mine's methods hardly changed.

The chambers were formed in the slate seams which ran between granite strata. As many as 20 chambers came off each floor, there were 16 floors in all, the chambers opened up directly above each other.

The splitting of the slate and trimming the final product to size was done on the surface - much of the specially designed equipment was still in occasional use. What had been a water-powered mill was electrified in 1904 by John Greaves, who was friendly with Paraday.



A short bus run took us further up the hill to the slate quarry at Gloddfa Ganol. Once a mine, a great fall had created an ideal quarry situation which was still worked.

Where once 29 floors of chambers off 42 miles of tunnel fed thirteen mills, now the quarry provided only sufficient for the slab mill which turned out billiard tables, headstones, hearths and window sills - and souvenirs.

From the proprietor (and Society member), Will Roberts, we heard how the essential

qualities of slate - its *splittability* and *machinability* - were exploited. He demonstrated a huge diamond-tipped circular saw which cut through a block of slate apparently without effort and later we saw a core drill and a great planer in operation.

In one of the engine houses was an original AC electric motor, now some 70 years old, and which replaced all the previous means of handling slate up the tips. First gravity inclines had been used, then water-compensated inclines and finally steam-powered winding gear.

The little museum housed a fascinating collection of papers and maps relating to the mine and quarry as well as examples of the tools peculiar to the trade. A range of slate sizes - Princesses, Duchesses, Small Broad Duchesses, Countesses and more - showed the width of demand that once kept these mines and quarries at full production.

membership

Applications for membership of the Society are considered from anyone engaged in studies for interpretations, planning, constructing or managing interpretive facilities and services. The officers of the Society have the final decision and there is no facility for corporate or transferable membership. The current annual membership fee is £2. (Renewals *NOW* please)

A complete list of the membership is enclosed with this newsletter. Any amendments should be notified to the Secretary, Martin Orom, Forestry Commission, 231 Corstorphine Road, Edinburgh EH12 7AT. Members who joined since the last issue are also listed below.

● Sue ADAMS, BSc, MSc, MIBiol, Warrington New Town Development Corporation, Landscape Assistant. Preparation of Interpretive Plan for the New Town.

● Janet ALLEN, Carnegie United Kingdom Trust, Secretary.

● Colin BAKER, Acme Design, Partner. Architectural/Exhibition/Graphic/Interpretive Design.

● Jim BELLCHAMBERS, BSc, CertEd, Dartington Amenity Research Trust,

Project Officer. Co-ordination between Morwellham and DART; research into recreation.

● M S BENTON

● Margaret BLANDFORD (Miss), University of Reading.

● Joe B BLOSSOM, NDD, DipEd, The Wildfowl Trust, Slimbridge, Education Officer. Education and interpretation at Slimbridge.

● A R BOLTON, Audio-Visual Distributors Limited.

● Chris BULLOCK, DipArch, RIBA, Acme Design, Partner. Architectural and exhibition design.

● Maldwin DRUMMOND, Inland and Waterside Planners, Partner. Conservation and restoration planning.

● E A ESCRITT, MA(Oxon), Peak National Park, Vice Principal, Losehill Hall. Planning organisation and execution of residential courses in subjects pertaining to the Park, and interpretation in general.

● Moya E G FEELHALLY, BSc Student, Wye College (University of London). Study of countryside and urban interpretation.

● Sue GRIFFIN

● Peter Lloyd HARVEY, The Mid-Wales Mining Museum Limited, Director.

● Brian HUNTER

● Elizabeth JOSCELYNE (Miss), BA, Chester City Council, Heritage Centre Manager. Management centre; liaison on planning/publicity/tourism etc.

● Pauline MARTIN (Miss), Countryside Commission, Publications Officer.

● Jillian Evelyn MORGAN (Miss)

● A E S MUSTY

● G Harold NAYLOR, Wales Tourist Board, Chief Executive.

● E SANDON

● A V SHEPLEY, Association of National Park and Countryside Voluntary Wardens, Chairman.

● A S TRAVIS

● Jillian WALKER (Miss), MA(Hons), MSc, Northants County Council, Development Officer - Leisure Services. Country Park management and design, interpretive planning and provision, farm open days.

● F S WALMSLEY

● Winifred WESTON (Mrs), West Glamorgan Education Department.

● Josephine A WHATMOUGH (Mrs)

● Vicki WORTHINGTON, BSc(Hons) Grad Cert in Museum Studies, University of Leicester, Department of Museum Studies.

SOCIETY FOR THE INTERPRETATION OF BRITAIN'S HERITAGE

I wish to renew my membership of the Society and I enclose
apply for £2.00 subscription for the year 1 April 1976 to 31 March 1977

NAME:

ADDRESS:

SIGNATURE: DATE:

This form should be sent with a cheque to Martin Orom,
Forestry Commission, 231 Corstorphine Road, Edinburgh
EH12 7AT.

SOCIETY FOR THE INTERPRETATION OF BRITAIN'S HERITAGE

TO: (BANK)

..... (BRANCH)

Please pay National Westminster Bank Ltd (Hemel Hempstead, High Street, Branch) to the credit of the Society for the Interpretation of Britain's Heritage, account no. 54060907, the sum of TWO POUNDS now, and continue to pay that amount on the first day of April in every year until further notice.

NAME:

ADDRESS:

ACCOUNT NO:

SIGNATURE: DATE:

SUBSCRIPTION RENEWAL/APPLICATION FORM OVERLEAF

pay now:
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p.t.o.

Please pay your 1976/77 subscription NOW. The Society is dependent largely on its income from what is already a healthy membership. Keep up the numbers by remitting your £2.00 by return. Issues of the newsletter will not be sent to 'former members'! If you have kindly paid your sub., please ignore this note.

INTERPRETIVE PLANNING IN CANADA *continued from page 1*

In order to provide a rational basis for the expansion of the system a national strategy has been drawn up, and this identifies a number of physiographic regions (39 terrestrial and 9 maritime). National Parks are now designated to form a system that preserves representative areas of each region. Previously parks had been designated mainly in response to local public pressure, usually to encourage tourism or to preserve wildlife.

At the same time a process of master planning was established for each park; each master plan expands on the aims of the park, identifies five land use zones in the park according to recreation pressure and environmental fragility, and makes proposals for future developments. These plans are subjected to an extensive programme of public participation, and this has proved to be effective.

INTERPRETATION IN THE PARKS

The development of a detailed planning system has been paralleled by a growth in the National Park interpretation services. Interest in interpretation is also found in provincial parks and in the Canadian Wildlife Service. The mid-1960s saw the introduction of interpretation, based mainly on ideas from the United States. The National Parks have naturalists on the fulltime staff, and they are mainly responsible for the interpretive programme. In the summer they are assisted by seasonal staff; Jasper National Park, for example, has three fulltime naturalists and eleven summer naturalists. Interpretive services range from audio-visual centres and exhibitions to campside talks and guided hikes. Printed material is also available for the visitor, and in the winter the naturalists visit local schools and groups (the extension service).

Interpretation is seen as an important means of achieving the aims of the National Parks system; it is designed to help the visitor enjoy his stay, and to educate him about the natural and human history of the park. It often has a strong preservationist message,

encouraging the visitor to respect and care for the park's environment. At times interpretation is used to argue the need for National Parks, as in a slide show in which city dwellers express their feelings about the need for wilderness areas in National Parks. In this way interpretation is seen as a means of gaining public support for the National Parks system.

INTERPRETIVE PLANNING

Recently interpretive plans have been added to the growing volume of planning documents prepared in Parks Canada. Before their introduction, interpreters adapted the land use plans, but this was not satisfactory as these emphasised the resources of National Parks rather than the aspects which should be interpreted in the park. The first interpretive plan was produced in 1972 for Point Pelée National Park in Ontario.

Interpretive plans guide the selection of suitable topics for interpretation, help identify the location and media for interpretation and provide a programme for implementation. A number of reasons have been given for the development of interpretive planning, and these fall into six groups:

- 1 Economic: it avoids the duplication of facilities and services in the park and its neighbours, and identifies the most appropriate media and location for particular subjects.
- 2 Objective: it removes the problems of a service developed on the personal whims of the park naturalist, which can lead to "... ad hoc developments that are erratic, incomplete, unprofessional and uninformed".
- 3 Analytic: by providing a procedure for planning interpretation, it helps the park naturalist to analyse his needs and to structure his collection of information.
- 4 Evaluative: the objectives of interpretation must be identified as part of the process, and this permits the interpretive programme to be evaluated.
- 5 Financial: capital projects in National Parks need substantiation before they are approved, and the interpretive plan will justify individual projects and provide a mechanism

for financial forecasts.

6 Communicative: an interpretive plan is seen as a vehicle to inform other individuals in Parks Canada of the park's proposals, and provides continuity for successive staff.

Four possible levels of interpretive plans have been identified; these and the progress so far are as follows.

1 National Interpretive Plan: this has not been started, but a need is felt for a plan to define national objectives for interpretation. At present the physiographic regions identified for National Park designation provide a national basis for interpretation by indicating the unique characteristics of each region.

2 Regional Interpretive Plan: this co-ordinates interpretation of all parks in the same administrative region and discusses joint services, such as the extension service, and factors affecting the demand for interpretation, such as visitor travel patterns. In 1974 a plan for interpretation in the Rocky Mountains National Parks was produced, and this identifies the location in each National Park for specific topics.

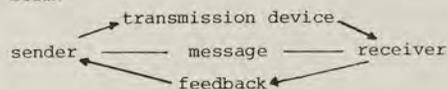
3 Park Interpretive Plan: this develops the themes and locations suggested in the Regional Plan, and considers the financial and manpower aspects. It should also contain an implementation programme and a schedule for the preparation of Unit Plans. At present the proposals for the Rocky Mountains National Parks are being developed in each park as an implementation plan.

4 Interpretive Management Unit Plan: the analysis and planning of the individual interpretive facility is the concern of this level. In Yoho National Park, for example, eight such units have been identified and two plans a year will be produced. So far a few have been completed; the plans should be reviewed every five years.

METHODOLOGY

Plans so far produced have followed a distinct line of analysis, the "sender-message-receiver" communication model. It is envisaged that interpretive plans at all levels could follow this format, although the validity of it will be shown as more interpretive plans are

created. The Rocky Mountains National Parks plans have used the model in this form:



The structure of the plans have followed this sequence.

1 Objective (sender): these are specified at three levels in order to follow the management-by-objectives method of administration, and to provide criteria for evaluation:

a policy objectives for interpretation services link back to objectives for the park defined in the National Parks System Planning Manual or the Master Plan.

b opportunity selection objectives suggest criteria for choosing particular subjects to interpret or particular methods of interpretation.

c evaluation objectives define the achievement required from interpretation, for example in increasing visitor understanding.

2 Constraints: a statement is made of constraints on the plan, which may be financial and locational, or imposed by the previous plan in the hierarchy.

3 Message: the subjects for interpretation are derived partly from other plans and partly from the interpreter's own experience of the park. Here they are identified and analysed, and it is suggested that they can be usefully broken into branching diagrams which show specific topics and their relationship to each other. In the Unit Plans this section forms the substantial part.

4 Receivers: the potential audience is analysed into different categories with the help of visitor surveys or any available information. This aids the selection of the most appropriate means and location for interpretation. In the Glacier/Mount Revelstoke National Park, for example, a branching diagram is used; visitors using the Trans-Canada Highway are divided into through traffic (private and commercial) and people who stop (sightseers, picnickers, campers, hikers and hotel users), and are distinguished from railway users and staff living in the park. It is felt that each type of

visitor needs a different approach for successful interpretation as their season, frequency of visit, length of stay, knowledge of the area and the medium to which they are most receptive will differ.

5 Media (transmission device): suitable media are discussed and selected on a number of criteria - cost, effectiveness, maintenance and servicing requirements, for example - and because personal judgement is important media are selected on a team basis. Alternatives range from a simple sign to a full interpretation centre, from a guided hike to a school kit.

6 Evaluation: a process and criteria should be established to judge the effectiveness of the interpretation programme. This is partly done through scrutiny of the plan before it is approved, but it is recognised that techniques to evaluate interpretation are poorly developed. A question-and-answer game is one method, observation of visitor behaviour, questionnaires and the interpreter's own reactions are others. However, the validity of American methods has been questioned on the grounds that American interpretation aims to put over facts, while Canadian methods seek to instill a philosophy, which is much harder to evaluate.

RELEVANCE TO BRITAIN

In Britain there is growing interest in interpretation and interpretive planning, and recently interpretive planners have been appointed to Exmoor National Park and to Nottinghamshire County Council (the posts are grant aided by the Countryside Commission). As the number of interpretation facilities develop, the need to avoid duplication and to ensure their effectiveness should increase, and it is likely that interpretive planning could fulfil all the roles in Britain envisaged for it in Canada.

While the difference in the planning systems make the hierarchical approach almost irrelevant to Britain, the basic methodology has much to recommend it. So far one text has been produced in Britain on interpretive planning, and in comparison the Canadian method emphasises the need for objectives,

introduces the analysis of receivers, and provides a clearer, if more rigid approach. However, the methodology may require adaptation to allow for certain differences between the two countries in the methods of planning and the nature of recreation resources. Some of the main differences are as follows.

1 British interpretive plans should recognise that the provision of interpretive facilities is the responsibility of several public, private and voluntary bodies, and thus they will play a co-ordinating role.

2 The British public have or will have access to a number of interpretive and information facilities, and the plan should consider the role and effectiveness of existing and planned facilities; in Canada alternative facilities are not easily reached and so receive limited consideration.

3 A hierarchy of objectives for recreation areas and National Parks has not been developed, and hence British plans should consider the purpose and direction of interpretation in some detail.

4 In Britain interpretation is seen as an important tool of countryside management policies, and it should therefore be more closely linked to recreation and conservation policies than in the Canadian plans.

Hence, while much of the detail of Canadian interpretive planning is unique to the individual National Parks, the overall method and approach may well have some application in Britain.

NOTES

The author acknowledges the financial assistance of the George Pepler International Award towards his study tour of recreation planning in Canada.

A bibliography has been prepared and copies may be obtained from the Editor (s.a.e. please)

Bookshelf

CLUMBER PARK: AN INTERPRETIVE STUDY (Countryside Commission, 1976. £1.80)

Jointly commissioned by the National Trust and the Commission, Robin Wade

Design Associates' report is a feasibility study for the establishment of a visitor centre within the kitchen garden of the Park. Taking the theme of *the Estate*, it suggests imaginative re-use of the existing vineries and the palm house.

Anthony Fyson: *CHANGE THE STREET* (Standpoints Series, Oxford University Press, 1976. £0.75)

Tony Fyson of the TCPA reflects much grass roots, non-bureaucratic thinking about the use of streets and urban landscape for human beings to live and work and play in. It is more than a gentle protest to the planners, it is refreshingly constructive.

W T Alderson and S P Low: *INTERPRETATION OF HISTORIC SITES* (American Association for State and Local History, 1976. £3.45)

Recently published, this will be a useful addition to the presently short bookshelf of works on interpretation. It is available through the University of Leicester Bookshop, which also stocks other titles relevant to the Society's work. On order is Grant W Sharpe's *INTERPRETING THE ENVIRONMENT* (John Wiley & Sons, price awaited). Add about 25p per volume for postage.

ENVIRONMENTAL EDUCATION - interpreting the furrows

R.W. West, Environmental Education Study Director, University of Sussex

In 1974 funds provided by the Leverhulme Trust enabled the University of Sussex to establish with the support and co-operation of the Council for Environmental Education a three-year research study of approaches to environmental education in primary and secondary schools. Before outlining some of the concerns and activities of the research team three initial points must be strongly emphasised. Firstly, it should be noted that the study is concerned with defining current and future practice in a complex area of curricular activity that incorporates a wide range

of traditions and growth points as divergent as, for example, rural studies, urban studies, ecology and outdoor pursuits. Secondly, the study is directed towards the production of case studies and reports that will enable educational decision makers to select from a range of strategies for effective environmental education, rather than attempting to produce a single, and by definition prescriptive, solution. Finally we would emphasise that the study is research oriented and not therefore directly concerned with the production of teaching materials for use in schools, although we hope our findings will assist teachers and others with the production of their own resource materials.

As suggested above the major problem facing any teacher concerned with environmental education is not the lack of a definition of what constitutes the "subject", but the multiplicity of definitions, many of which present ways of organising knowledge which are in contradiction with each other. Furthermore the observer of the environmental education scene cannot fail to note the vigour with which many of these conflicting definitions are supported. At times one is tempted to go so far as to suggest that a debate between the proponents of different definitions is likely to be characterised more by the heat generated than the light it may throw on the issues being discussed. It is, however, important to note that the advocates of different definitions and traditions share, by and large, a common concern which could be summarised as establishing ways and means whereby young people can become more informed about, and actively concerned with, the major environmental issues of our time.

SELECTIVE & INTERPRETIVE

For a small research team required by definition to adopt a neutral and detached position in the field of environmental education, the complexities of range, scope and variety of approaches to both environmental issues and curriculum planning and implementation are somewhat daunting. Inevitably we have been forced by the constraints on time and other resources to establish

priorities in our attempt to define alternative strategies through the illuminative study of current practice. In many respects our study is perhaps best described as being *selective* and *interpretive*, concentrating as it does on the production of a limited, but very detailed, range of case studies of approaches related to specific traditions and disciplines. Thus we have attempted to compare and contrast the theory and practice of, for example, the University of London 'A'-level syllabus in Environmental Studies, perhaps the best known and most successful attempt at a new synthesis derived from the traditions of rural studies.

This exercise has involved interviewing teachers, advisers, examiners and pupils associated with both the development and teaching of this course, and the analysis of the aims, objective and historical background of the published syllabus and scheme of work. We are concurrently exploring the rationales and complexities of the urban studies movement with its fascinating development of an analogous terminology to rural studies - urban (rural) studies centres; street (field) work; town (nature) trails, etc. In a virtually completed study one of the part-time members of the team (Wynn Graham) has analysed the extent to which a local authority Town Planning Department can be utilised as an educational resource in the context of the Skeffington Report and the current concern regarding participation in planning. A further significant exercise has been the detailed study of the links between the departments in a large urban authority and the extent to which they can be mobilised to support, and develop, the educational aims of teachers and advisers. Finally we are examining the changing approaches to environmental issues manifested in reports produced by subject associations and the examination of syllabuses that essentially define the content and boundaries of subjects such as biology, geography, history and art.

FORMIDABLE PROBLEMS

Cutting across this concern for definitions and rationales that are essentially secondary school oriented or derived

from the content and epistemology of the forms of knowledge that exemplify the secondary curriculum, is our concern with the complexities of primary education with its emphasis on the development of basic skills often in the context of an integrated, or possibly undifferentiated, approach to teaching and learning. The analysis of approaches to environmental work in this area presents formidable problems to the evaluator who can no longer pin much faith in the apparently clear-cut methods that typify much of the educational research that seeks to establish clear causal relationships between teaching methods and learning outcomes. The primary school classroom appears as the arena par excellence for the development of a truly interpretive methodology that defines what is learnt, understood and valued in terms of how children think, talk and feel, as distinct from the ways in which adults are pleased to view the child's world. To date we have done little to exploit the potential richness of this area and have, perhaps, been seduced by the calmer waters of the differentiated curriculum of the 11-18 year olds.

It is, however, in the context of the secondary curriculum that perhaps the most fiercely debated issue of environmental education is found. Essentially argument centres on whether appropriate attitudes and values towards environmental problems and, by implication, knowledge, skills and understanding, can best be developed through strategies which seek to modify the content and methods of traditional subjects such as biology, history and geography; or are more successfully attacked via the creation of new subjects with labels such as environmental studies, environmental science, urban studies, etc. Such questions bite deeply into fundamental sociological and philosophical issues relating to the constitution and organisation of knowledge in general and school knowledge in particular.

They also turn over the topsoil that currently covers the socio-political substratum that serves as the foundation for current educational practice. Some would argue that the common characteristic of environmental educators is that they are all ploughing,

but that some plough deeper furrows than others. At this stage in our study we are, perhaps, of no greater significance than a few gulls getting the pickings from the endeavours of others. But perhaps like the gulls we have learnt to recognise the furrows.

take note!

Park and Ride bus services will operate this summer in Dartmoor, Northumberland, Peak District and Exmoor National Parks. Full details from relevant National Park offices.

Robin Wade's team report that Hull's Maritime Museum will soon be open, their *American Revolution 1776* is pulling them in at Greenwich, and the Witley Common (Surrey) Information Centre is now open. (*The quintet of leaflets for Witley are most attractive - Editor*)



The *Daily Telegraph* ended May on a damning note as far as Sherwood Forest's new Visitor Centre was concerned. A remarkably silly article by Michael Wharton (who?) on 31 May complained about the latest example of 'environmental' take-over. (Copies available from the Editor - s.a.e. please)

Jane Camp follows up her Chester talk with news of the opening of Tatton Park's first interpretive exhibition - *Tatton's Victorian Heyday 1837-1901*. In the grounds, the wayside exhibit trail leads visitors round the deserted mediaeval village there.

In its annual handout of handclaps, the British Tourist Authority awarded the National Railway Museum at York its *Come to Britain* trophy as Britain's outstanding tourist development of 1975. Special awards went to Gladstone Pottery Museum and Wedgwood Visitor

Centre, both in Staffordshire. A number of other museums, and interpretive facilities received commendations.

Lord Sandford is keen that the Council for Environmental Education be active in promoting the educational use of historic houses. Members interested in being on a register of those competent, active or willing to acquire interpretive skills in this field should contact our Society's secretary.

Member John Campbell, Chief Executive of Economic Forestry Group, has been elected to the Forestry Committee of Great Britain, which represents woodland owner interests to Government.

Cumbria County Council has recently restored and opened Eskdale Mill at Boot. A water corn mill with 600 years of history, it now contains an exhibition on the history and technique of milling.

Peter Cradock's Countryside Department at Merrist Wood Agricultural College has developed a new OND course in Countryside Recreation that will be offered from September 1976. Essentially practical, the course will feature Countryside Interpretation, a subject which the college has covered since 1970.

Strathclyde Regional Council recently opened a small interpretive centre on Glasgow's water supply at Milngavie reservoirs. Soon to be published will be a folder of leaflets illustrating various aspects of the Forth and Clyde Canal. A two-hour interpretive bus tour of Glasgow enters its second summer and at the 18th Century Village of New Lanark, a heritage trail has been produced.



The Countryside Commission's *Hub of England* cycle hire service started on 22 May, based on five youth hostels in the Cotswolds and Northamptonshire. It is backed up by mapped routes and interpretive notes.

continued on page 20

Design and Display in Visitor Centres

This weekend course from 14-16 May was organised by the Peak National Park Study Centre for those professionally involved in interpretation. It aimed at investigating "the essential elements of design techniques in Visitor Centres and the factors which influence displays and exhibitions."

The questions asked were:

- 1 How are Visitor Centres planned and designed?
- 2 What are the techniques appropriate for displays and exhibitions?

The speakers were James Gardner, Design Consultant, Professor Terence Lee of the Department of Psychology, University of Surrey, Andrew Greenwood and Barry Tullett, Information Officers with the Peak and Lake District National Parks respectively, Philip Eden, Countryside Commission, Peter Freeman, Interpretation Officer, Dartmoor National Park, Stanley Jeeves, CPRE (Salisbury Hall), Robert Gilchrist, Consultant Architect and Mervyn Davies, Reserve Warden, Aber Falls Nature Reserve, with an additional contribution from Shelagh Gregory, Peak National Park Designer.

Subject matter ranged from *The Role of the Designer and/or Architect* (James Gardner and Robert Gilchrist) to the more technical aspects of audio-visual equipment (Philip Eden), included 4 case studies (Barry Tullett, Peter Freeman, Shelagh Gregory and Mervyn Davies), and a visit to Edale Visitor Centre.

Professor Terence Lee talked about the *Influences of Visitor Behaviour on the Design Brief* and earned a spontaneous round of applause with a brief introduction to environmental psychology that seemed to be as thought-provoking as his contribution to the SIBH Stirling Forum reported in *Interpretation Newsletter 2* (Autumn 1975).

In general the talks were of a high standard provoking some useful discussion Robert Lee

amongst participants. As always on a tightly programmed course there was perhaps insufficient time for questions and discussion but this only points to the success of the speakers in stimulating interest.

The Course was attended by 36 delegates from all parts of the country representing the interests of the National Parks, Nature Reserves and planning authorities and included five representatives of Architectural/Design partnerships.

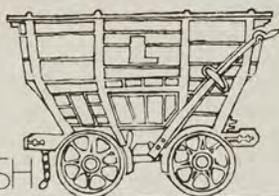
It was also reassuring to note that about one third of the participants were professionally trained designers of one kind or another and the speakers also included five designers.

A number of participants obviously had come expecting to learn more of the nuts and bolts of design and display such as techniques for lettering and graphic display, and this perhaps points to the need for the establishment of design guide manuals with a clearly defined policy of presentation prepared by those professional designers employed within the park organisations or by outside consultants, as well perhaps as indicating a need for a longer course devoted to an exchange of information and understanding on this aspect.

However for the majority of the participants the content of the course, aimed as it was at considering the concept and philosophy of design and display in interpretation seemed to strike the right balance between theory and practice. As was to be expected, the emphasis was on the rural environment and here again there is perhaps a need for a broader based course dealing with design and display in interpretation and covering both the urban and rural environments; a point raised by at least two speakers and several participants.

The Course location at Losehill Hall near Castleton certainly gave participants an environmental context that matched their interest in the course subject matter and the friendly atmosphere engendered by Peter Townsend and his staff ensured a successful and useful weekend.

what's on ... when & where?



AT BEAMISH

13,27 Jun, 11 Jul, Band Band Concerts in reconstructed Victorian bandstand. 3pm.

6 Jul, Opening of new Visitor Centre by Sir Mark Henig. 2.30pm.

19 Jul, Opening of reconstructed Rowley Railway Station by Sir John Betjeman.

5 Sep, Commercial Vehicle Event.

19 Sep, Beamish Trophy Trail for pre-1950 motor cycles etc.

COURSES

1-8 Sep *Recreation Planning and Management*. Field Studies Council course at Rhyd-y-Creiau, The Drapers' Field Centre, Betws-y-Coed, Gwynedd LL24 0HB. The Course Director is John W. Gittins. Details from A.D. Thomas, Warden.



The Countryside Commission for Scotland is to run a further Interpretive Planning Course this autumn, based on its Battleby Training Centre and the Scottish Field Studies Association's Kindrogan Field Centre. Running from 29 September to 6 October, the course is designed for professional staff involved, or likely to be engaged, in interpretive planning. Details and application forms from CCforS, Battleby, Redgorton, Perth PH1 3EW.

1-3 Oct, *Footpath Preservation - directions and implications*: A course for those concerned with public footpaths and rights of way in the countryside. Details from Peter Townsend, Principal, Peak Park Study Centre, Losehill Hall, Castleton, Derbyshire.



LOSEHILL HALL

next meeting

HAMPSHIRE: SEPTEMBER

The next meeting of the Society will be held in Hampshire from Friday 10 to Sunday 12 September 1976. Full details of the programme will be sent to all members as soon as possible.

The conference will concentrate on the educational aspects of interpretation, and field visits will reinforce this theme. It is planned to spend a day at Beaulieu, a visit will be made to the Butser Visitor Centre in the Queen Elizabeth Country Park and it is hoped to include the Weald and Downland Open-Air Museum at Singleton.

Meetings and accommodation will be in the King Alfred College of Education, Winchester. The cost of the weekend will be no more than £20. Applications for places, accompanied by £5 deposit, should be sent to Richard Harrison, Portsmouth Museums, Museum Road, Old Portsmouth PO1 2LJ.

TAKE NOTE *continued from page 18*

Warrington town centre now has a town trail and based on it will be a workbook for schools' environmental study groups.

George Garlick recently became Chief Warden of the new Hollingworth Lake Country Park, near Rochdale. His place at Morwellham has been taken by Gary Emerson, whose arrival coincides with the new slide programme on copper mining produced by Michael Quinion.

Andrew Pierrson is now running an interpretive unit in Norfolk, producing thematic guides to the story of the county, based on his report for the Norfolk Carnegie Project.

Stan Frost reports progress on an ecological programme for Blackpool Zoo, and the audio-visual programme for Martin Mere (see issue 3) is nearing completion. Both projects have given outstanding opportunities for practical study to his students.