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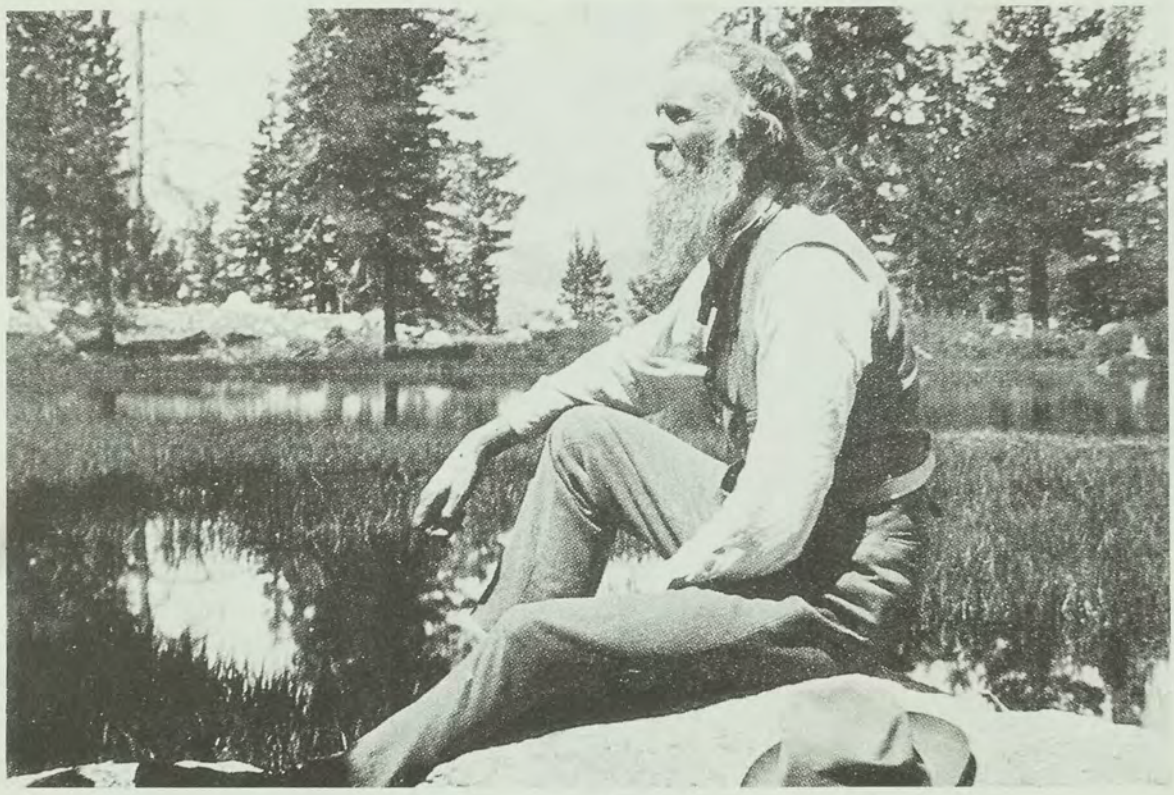

John Muir

After our joint issue with CEI, in colour, we return to our previous format for issue No 40

LATE NEWS ON CARNEGIE AWARDS

JOHN MUIR - PROPHET OF THE WILDERNESS

FRANK HOWIE

Writer - Researcher - Photographer.

In April of this year I went to California to make a programme for BBC Radio Scotland on the life and work of John Muir, the "prophet of the wilderness". I had long had an interest in Muir's ideas and this year, the 150th anniversary of his birth, provided the necessary "hook" that allowed the BBC to accept my proposition that Muir was a man with ideas of great interest to listeners.

"I'll interpret the rocks, learn the language of flood, storm and the avalanche. I'll acquaint myself with the glaciers and wild gardens, and get as near the heart of the world as I can."

John Muir wrote that in 1871. He wasn't expressing an intention to take up a job with his local interpretive centre; he was defining a lifestyle that would enable him to spend his time in his beloved Yosemite Valley, in the Sierra Nevada Mountains of northern California. He had come a long way from his birthplace in Dunbar, a small fishing town some twenty miles east of Edinburgh.

In America today John Muir is regarded as an intellectual and spiritual giant - one of the founding fathers of the modern environmental movement and the inspiration behind the National Park system which became a model for the World. This year, Congress passed a Bill inaugurating John Muir Day as a national commemoration of his achievements.

In the country of his birth he has been largely ignored. But that is changing: in the 150th year since his birth in 1838, moves are afoot to honour Muir in a way befitting the man.

Like so many Scots at that time John Muir's father took the family to America, lured by the promise of religious freedom and land.

John's youth was spent carving a farm out of the frontier in Wisconsin. What time he had spare was spent in "the glorious Wisconsin wilderness".

In 1860, he was accepted by the University of Wisconsin on account of his skill at invention despite his lack of formal education since leaving Scotland. Rather than following a formal course he chose a broad range of studies including geology and botany. It did not lead to a degree but gave him the skills of observation and deduction that were to be invaluable later.

As if to make a clean break he set of on a walk: a long walk of 1000 miles from Kentucky to Florida. He began writing journals of his travels, journals that were to be published much later in life and widely read, combining some of the most beautiful evocations of landscape with rigorous scientific observation.

He headed for California, by boat, via Panama, landing in 1868. John Muir arrived in the Yosemite Valley in 1869. The place captivated him. He made it his home for the next five years. He supported his frugal life style by working as a shepherd. Not through love of sheep for he soon saw the impact of those "hooved locust" on the delicate ecology of the high mountain country. But the job gave plenty of time to develop his interest in the natural sciences more fully and particularly to examine the Sierra Nevada mountain range.

Yosemite Valley is one of the World's most fantastic places; a gem in a glorious mountain range - the Sierra Nevada. The range captivated John Muir even from a distance as he walked eastwards across the Central Valley of California. He called it the Range of Light. Much later, the doyen of American landscape photographers, Ansel Adams responded to that same quality of mountain light.

From the valley floor at four thousand feet, sheer walls of granite rise for half a mile, crowned by such majestic summits and domes as El Capitan and Half Dome. Groves of giant Sequoias cover the lower ground, while the rock faces are bare, polished granite, contrasting with spectacular waterfalls - including Yosemite Falls themselves, dropping 2,425 feet (739 metres) in two cataracts to the valley floor.

The landscape is enhanced by dramatic change in topography and climate. Several vertical miles in altitude can be achieved in a couple of days backpacking. This leads from the warm valley floor to genuine wilderness in the high Sierra back country within sight of the highest point in what is

John Muir's home, Dunbar.

John Muir's home, Martinez Calif.

now Yosemite National Park, Mount Lyall at 13,114 feet (2,997 m).

I had the great pleasure this Spring to spend some time in Yosemite Valley, and in the High Sierra back country. My route took me from the Valley floor to Cloud's Rest at almost 10,00 feet. Even in mid-April spectacular views over the Park from the high country were the sole prerogative of back-packers: snow covered much of the high country and the high altitude Tioga road, heavily used by summer drivers, remained closed.

Much of my route followed the John Muir Trail. Steep in places, the trail is well maintained and discreetly signposted. It leads to many locations lovingly described in Muir's writings.

I had not expected the use of rusty metal plate to look appropriate or discreet in a wilderness area - but there it was. Small signs of sheet metal, roughly cut with a welding torch carried simple directional information in letters which had been burned through the metal-again, presumably, by torch. They had rusted naturally - and had been allowed to. The "traditional" routered, wooden signs were present in the developed areas of the park, but up here in the back country iron was the choice.

There is little more than this in the way of interpretation in the back country. It is largely confined to the intensively developed Valley floor area where a visitor centre with various interpretive programmes caters to the great majority of visitors who are happy to stay at this level. Those who do go on to the back country are well prepared with advice on avoiding "bear incidents" as well as suggestions on making the experience of John Muir Country more enjoyable and uplifting.

This sense of "uplift" is approached head-on by the Rangers. I found it slightly "over-the-top" at one of the popular "camp fire" talks, but it seemed to go down very well with the Americans. Maybe mine was a very British reaction - or maybe spirited uplift is something that doesn't get through to me in the company of a hundred or more others, despite the campfire camaraderie.

Muir never considered himself a "pure" scientist. His emotional reaction to nature, particularly in the unique environment of Yosemite was always there, influencing his whole life and pervading his writings. He wanted to know, interpret and understand the true nature of the story behind the scenery, but at least equally important was the spiritual or emotional impact on himself and, he believed, on mankind. A growing awareness dawned on him: even his beloved mountains were under threat by the relentless pressures of a young State of California, anxious to tame the wilderness and push back the frontier that had already disappeared from the eastern half of the country. His years of solitary exploration of Yosemite were over.

Liberty Cap and Nevada Falls.

Wind sculpted rocks and half dome.

John Muir the Interpreter and Campaigner

The years from 1870 to 1880 saw his wider explorations of California and Alaska. But under persuasive pressure from friends he agreed to write up some of his journals for publication and rapidly acquired a reputation as a naturalist and lecturer.

His years of exploration and daring feats of mountaineering in Yosemite were recorded in the outpourings of his journals. His acute sense of observation and the breadth of his interest in the natural world led him to make connections between the rocks, the plants and the animals of the area. Though he did not use the term himself, his writings are ecological in the truest sense of the word. Following a path familiar to us today, the pure scientific ecology was soon to merge irreversibly with the controversies and politics of conversation.

He became involved with a group of people in and around San Francisco who began actively campaigning for some form of protective designation for the threatened areas of California and for Federal Government control of the great natural forests that were being logged with no thoughts of regeneration. Yosemite Valley already had State protection, but abuses through overgrazing and logging showed the inadequacy of this. Creation of a Yosemite National Park was the objective.

1880 saw him marry. Friends feared his loss to family life but a compromise was reached.

I met Linda Stumf, Head of Interpretation at the Martinez National Historic Site, near San Francisco, where John Muir's home and aspects of his life are interpreted to over 30,000 visitors each year. She described Muir's dilemma at this time as a battle between his head and his heart. As he wrote in letters to close friends, his Scottish conscience was driving him to stay in the study at home in Martinez and to go to San Francisco to fight for Yosemite, while his heart was pulling him to the mountains. His conscience won. He concluded that it would be a selfish act to continue to enjoy Yosemite for his own sake, convinced that it would be lost for future generations.

Linda Stumf. like most Americans, considers John Muir to be the major publicist, as well as philosopher, behind what later became the whole, worldwide conservation movement. He was the first person to write in a way that interested the public in these matters. And he succeeded in his own time with what were very radical ideas: the unquestioned philosophy was Man and Industrialism - build the railways, link up the country, build more machines, exploit the land. Muir was at the opposite pole saying: things are going too fast; you have to think about what kind of

world you are creating for the future.

His dilemmas at this time are interpreted at the National Historic Site, His home is lovingly looked after in almost complete absence of barriers between the visitor and the furniture, paintings and bric-a-brac of his life. Only his study, or "scribbling den", is kept at a safe distance. The house speaks for itself, though guides are there to help if you want. The adjacent visitor centre has the familiar A-V, bookshop, exhibition. I had feared an over-the-top, all-singing/all-dancing presentation. I now stand corrected of my prejudices - after all, the Americans pioneered interpretation, they should be good at it by now.

John Muir soon realised that writing alone was not enough. More vigorous activity was needed to save Yosemite and other wilderness areas in America. With friends he had discussed the possibility of setting up an organisation to lead the fight and in 1892 he founded the Sierra Club and became its first President.

Earlier campaigning had led to a degree of protection for Yosemite Valley: in 1864 the Federal Government had granted the area to the State of California for preservation and public enjoyment. John Muir's campaigning led to the establishment in 1890 of Yosemite National Park - controlled by the Federal government - around the Grant lands of the Valley. Continuing unsatisfactory management of the Valley by The State of California continued to be the target of the Sierra Club's criticisms. The Club achieved its goal in 1905 when Yosemite Valley was receded to Federal control as part of an enlarged - and enriched - Yosemite National Park.

Muir had spearheaded the campaigns for Yosemite and other conservation issues. He moved between "wilderness journalism", public speaking and private persuasion. He took interpretation and political lobbying to new heights when he acted as personal guide to Yosemite for President Roosevelt on a visit to California in 1903.

Up to his death in 1914 Muir continued to travel widely and in between to write, lecture and enjoy family life. He also undertook one last, long campaign - the battle for the Hetch Hetchy Valley.

This was an area of outstanding beauty, rivalling Yosemite Valley itself, and just a few miles to the north. It had been earmarked as a site for a reservoir to serve San Francisco.

The long battle to save the area was finally lost in 1913 when Congress approved the reservoir proposals. It may have broken John Muir's heart. It certainly wore him out and denied us more than a few further books from his pen. He died a year later.

The Hetch Hetchy defeat for early American conservation did the movement little harm; instead it attracted publicity and interest. The Sierra Club began a growth in activities and in membership to its present level of almost half a million. John Muir has become America's favourite prophet of the wilderness with numerous natural features named after him, with a growing readership of his books and commemoration of the family home at Martinez as a National Historic Monument. His radical stance and progressive ideas continue to set an example for American conservationists today.

Frank Howie concludes this article in the next issue.

GLASGOW GARDEN FESTIVAL: AN INTERPRETIVE OVERVIEW

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The aims of Garden Festivals themselves are, I suspect, not really known to the powers that decided there should be a series throughout Britain nor to those charged with getting them in place. In general, they are supposed to help economic regeneration in a variety of ways. In Glasgow this has been by means of the creation of thousands of jobs, both on the site and indirectly in the city's tourism and service sector; it has also made an important contribution to the improvement of Glasgow's image. The public relations value and the cumulative benefit are impossible to measure, as is the sheer pleasure given to its visitors. In terms of numbers – 4,350,000, the thing has been a success, and it looks as if the land will be put to beneficial use, little of it horticultural but providing employment. Compared to Liverpool and Stoke, although it is early days yet, Glasgow seems to have done the best on these two most measurable indices. (Liverpool did well on numbers but much of the land lies unused, Stoke flopped on numbers but is using the reclaimed land more fully).

Should a Garden Festival have an interpretive content? My view is yes, if the intention is to attract and interest a large number of visitors. Glasgow lost opportunities here; the first was in the selection of an apparently random selection of themes and the location of every garden within one of them. These undoubtedly helped to obtain sponsors, especially in the early days providing inspirations and "pegs to hang on". Thereafter their use served only to confuse, as on the ground there was so much overlap and inconsistency. It would have been better to have dropped them before the public got involved.

The second lost opportunity is a symptom of Glasgow continuing to turn its back on its own past (the city has no industrial history museum). Here, on a site ideally suited, there was no introduction to the city and its relationship with the Clyde --the very foundation of its greatness.

Understanding leads to appreciation, enjoyment, pride .... etc ... True, here and there were snippets, such as photos of individual garden sites "before", mentions in passing of what restored buildings originally were, and a small SDA display on reclamation techniques on the festival site.

So the interpretation was almost all within individual sponsors' gardens. For me, Local Authorities represented the best and the worst. Some genuinely tried to put on a floral interpretation based on their area, such as Dumfries and Galloway and Leeds City Council, or simply to provide a breathtaking floral display, such as Glasgow itself. But most tended towards the extremes of Dundee or Inverclyde which mounted glorified trade stands. And should they be blamed? I think not.

interest whose listing would be rather tedious and pointless here. The major techniques employed were exhibition and audio-visual. Exhibitions tended to be fairly conventional though high quality, a good example being Britoil's Timetrek, a history of plants. Of the more original, the Forestry Commission deserves particular mention for its variety of techniques chosen -- I suspect with much more thought about the audience than most. The audio-visuals were mostly slick, public relations-y products, though one that sticks in the memory as conveying a special sense of place (of the "nature is wonderful" variety) was on the Ardnamurchan Peninsular, provided for the local council by the life assurance company that owns much of the area.

And what about the interpretation of gardens and flowers at the Festival? Mostly description rather than interpretation, but interesting nevertheless. The Royal Horticultural Society tried to go further than cultivation details with a display showing where familiar flowers came from, and the National Trust for Scotland introduced a welcome human element by linking in the Scottish explorers who discovered plants aboard. There were a couple of efforts to encourage people to help wildlife in their own gardens, notably the Wildlife Consortium which used a local character --"Oor Wullie" -- to convey the message.

An important outdoor land-use was well represented by a complete farm with animals indoor and out, and a variety of crops planted in small pockets throughout that part of the site. This latter was a good idea which did not really work because of insufficient explanation.

One cannot neglect aesthetic beauty and quality as a vehicle for increasing appreciation. The water feature was a lovely landscape to be in, and the wildflowers, planted en masse, were stunning. Many, many of the gardens were individually beautiful, my personal favourites being the National Trust for Scotland's and the Scottish Horticultural Society (Hortus Scoticus). The overall standard of design, planting and maintenance of all the linking and non-sponsored areas was exceptional; the whole place was immaculate on the busiest days and up to the very end. Also, throughout, there was a brilliant collection of outdoor sculptures which were clearly enjoyed by the public and made the most of their setting.

Perhaps the most common criticism of the Festival was that there were too much entertainment and not enough flowers. I think the reason for this feeling was only in the design; at the main entrance there were no floral approaches to sweep you in and get you in the mood, and arrivals were greeted by the hard and often constricted landscape of the Highstreet. It was good to keep all the shops together, but it would have been nice to admire some stunning floral displays first. Also, I think fashions in landscape architecture may be to blame; a lot of the displays were tasteful, naturalistic, even posh. There ought to have been more brash, colourful displays of massed bedding flowers. A bit too populist for designers whose showcase this was supposed to be? The Glasgow Parks Department garden was the main exception.

Overall, I think the Festival did provide an excellent family day out, with the right mix of horticulture and entertainment given the relatively small site. So excellent that I visited, on a season ticket, about 25 times with my children. I spent more on carparking than entrance fees! We all enjoyed the floral environment and its changes over the season, the play areas, the farm animals, the rides (especially the 250-foot tower with its views of the Clyde, the city and the old dry docks and boatyards), the music (Scotland's national instrument seemed made for the Garden Festival), the buildings (when it rained). In short I think the whole concoction worked.

(All photos John Hemming)

INTERPRETIVE POLICIES AND PRACTICES IN THE NATIONAL PARKS OF ENGLAND AND WALES.

CHRIS WOOD

Information Services Officer, Yorkshire Dales National Park.

It is appropriate that it is to the US National Park Service, and in particular Stephen T. Mather, the first Director, that we must assign the beginnings of Interpretation. It is said that in summer of 1919 Mather came across a 'nature guiding' and lecture programme being undertaken by Charles and Mary Goethe and friends in the Lake Tahoe area, California. Aware of the pressures for commercial exploitation of the national parks, Mather saw in such public contact work a means of building support for preserving 'park values' (or conservation values), and he persuaded the Goethes to tranfer their activities to the Yosemite National Park the following year.

The interpretive experiment undertaken at Yosemite in 1920 is therefore claimed to have constituted the beginning of the US National Park Service's interpretive programme. So enthusiastically was interpretation embraced that it was eventually claimed to be 'the most direct and most important function of the Service'. In the words of Gary Everhardt, a subsequent Director, its aim was to: 'translate that which is preceived into that which relates personally to (park visitors) as individuals and to bring into focus the truths that lie beyond what the eyes see.'

Seventy years on and in another country which has a very different landuse history and national park system, Mather's vision for creating a more environmentally conscious public remains as important and as relevant as ever. However, it was not until the 1970's that the value of interpretation to park management began to be recognised seriously by the national park authorities of England and Wales.

Interpretation and National Park legislation.

Interpretation was not a word ever used in the 1949 Act which set out the grounds for the establishment of the National Parks in England and Wales. Nor was it mentioned in the Scott, Dower or Hobhouse reports which preceded the Act. This is strange as our parks were to a limited extent modelled on the US concept, and the term Interpretation was in common usage in the United States in the 1940's.

John Dower's well-known report of 1945, which examined how the National Park idea might work in England and Wales, gave scant reference to public education in any form. The report merely drew attention to the importance of 'informative and educative publicity', putting particular emphasis on the publication and dissemination of:
'a simply expressed "National Parks Code" of "Do's" and "Don'ts", with a summary and explanation of the regulations in force, as affecting the visiting public'. (para 96).

The 1947 Hobhouse report, however, which proposed a system for the running of National Parks, was more forthcoming. This report advocated public education programmes in both the Park Management and Nature Conservation chapters. Of special note was the recommendation to develop National Park centres. These should:
'provide material in the form of books, maps, models and museum exhibits, for the enquiry by the visiting public into the topography, history, natural history, rural economy and general culture of the Park and its neighbourhood, together with facilities for reading, field studies, and similar pursuits, for periodical talks and exhibitions of cinema films, and for the sale and distribution of National Park literature and maps. In short, each centre would be a focus of interest and a source of infinite educational value for those visitors ..... who seek a deeper understanding and appreciation of the significance of unspoilt country'.
(para. 203).

With regard to nature conservation, the report recommended:
'making available to the visiting public, information on the wildlife and natural features of each National Park, and providing facilities for observations, study and research in this field. Moreover, (park authorities) should aim to foster an intelligent public conscience, which will be more effective in the conservation of wild life than any prohibitive regulations'.
(para. 278).

TABLE 1	Exmoor	Dartmoor	Brecon Beacons	Pembroke Coast	Snowdonia	Peak District	Yorkshire Dales	North York Moors	Lake District	North-umberland	Broads	TOTAL
Annual visits to park (millions)	2	7.5	7	2	11	18	8.5	11	12	1	not available	80m
Annual visits to Nat. Park Centres 1987/88	(14.6%) 292,000	(2.7%) 201,000	(3.55%) 250,000	(15.5%) 310,000	(3.6%) 400,000	(1.7%) 304,000	(4.7%) 400,000	(1.53%) 170,000	(7%) 850,000	(42.3%) 423,000	96,000	(4.96%) 3,696,000
No. of Nat. Park Centres	5	7	4	10	7	7	6	5	10	3	4	68
No. of Information Points	0	0	0	3	10	6	18	0	4	0	1	42
No. of Info./Interp. Publications	28	36	45	82	25	52	77	64	64	38	31	542
No. of Guided Walks 1987/88	230	300	130	311	140	?	183	84	617	390	33	2418
No. of Permanent Trails	3	3	0	14	2	0	2	6	0	0	3	33
No. of Info./ Interp. Staff F/T P/T	4 12	6 ?	5 8	9 19	8 26	10 23	7 15	? ?	9 ?	8 7	4 10	70 ?
Residential Study Centre			*		*	*	*		*			5
Youth & Schools Officer(s)		*		*	*	*		*	*	*		7
National Park Newspaper	*	*		*	*	*	*	*	*			8

N.P. Information/Interpretation services in England and Wales.

In the end Parliament decided that both the supply of public information and the running of educational programmes would be undertaken by a statutory National Parks Information Service. Section 86 of the National Parks and Access to the Countryside Act, 1949, clearly sets out the aims of the Service, as follows:

'It shall be the duty of the (National Parks) Commission to take such steps as appear to them expedient for securing that persons interested:
(a) will be informed of the situation and extent of, and means of access to, National Parks ..... and the accommodation and facilities available for persons wishing to visit National Parks .....
(b) will be able to learn about the history, natural features, flora and fauna of National Parks and the objects of architectural or historical interest therein and the opportunities for recreation available therein, and that suitable methods of publicity are used for the prevention of damage in National Parks .... and otherwise for encouraging a proper standard of behaviour on the part of persons visiting National Parks .... and the said methods shall include the preparation of a code of conduct for the guidance of persons visiting the countryside.

It should be noted that the 1949 Act laid the duty to provide a National Park Information Service on the National Parks Commission (now the Countryside Commission). It is not clear why Parliament did this, when the responsibility of providing other park services (eg, the warden services) was laid on the parks individually. In all probability the Service, with its reponsibility for preparing a 'code of conduct', was seen in a national rather than a local context.

Whatever the answer, in practice there has been no conflict because from the outset the Commission has confined its activities to national publicity and until quite recently discharged its local responsibilities by giving financial aid to the parks (as a special grant until 1982, thereafter information/interpretation services have been funded by parks individually from their annual budgets).

One other small piece of legislation relating to the information and educational work of National Parks was passed in the Countryside Act, 1968. Section 12 of the Act provided for a National Park Authority in association with the Countryside Commission to establish and run study centres (first, Losehill Hall in the Peak National Park, was opened in 1972). It is now generally recognised that the first twenty years, spanning the period between the designation of the National Parks and the reforms of their administrations as a part of the 1974 local government re-organisation, were extremely unproductive. This was highlighted by the 1974 Sandford report which reviewed National Park policies (and which, incidentally, contains the first official acknowledgement of the term Interpretation). The report was critical of, amongst other things, the slow progress in developing National Park centres and the poor quality of the existing information/interpretation service. It strongly recommended that the situation be improved, adding:

'Our reference to economy ..... does not imply that we consider the cost of information and interpretation work should be grudged. On the contrary, we believe there is no more fruitful way of promoting at a single stroke the conservation of the countryside and enjoyment of visitors, and recommend that adequate funds and staff should be made available for this purpose.' (para. 17.20).

The Government's response to the Sandford report (DOE Circular 4/76) was to acknowledge the importance of the Information/Interpretation Service and to 'give encouragement to its continued development within available resources'. In an effort to meet the report's criticisms of low standards the Countryside Commission took immediate steps to 'demonstrate the thinking required for effective deployment of interpretive services'. One particularly important product that resulted from this initiative was Don Aldridge's book 'Principles of Countryside Interpretation and Interpretive Planning'.

The current position

In effect the National Park Information/Interpretation Services have a variety of responsibilities. These may be summarised as follows:

1) to provide information on such things as accommodation, public transport, places to visit, etc., that will help park visitors to better organise their stay and make it more enjoyable;
2) to provide advice on the public's rights in the countryside (eg, access) and to promote public safety and considerate behaviour;
3) to create a deeper understanding and appreciation of the special nature of the National Park landscape through interpretive and more formal educational activities;
4) to develop a wider awareness of National Park purposes through local and national media and public relations activities.

Since 1974 the establishments of the National Parks in general, and of the information/interpretation services in particular, have been considerably strengthened. In the financial year 1987/8 a total of 70 full-time and over 120 part-time staff were employed on information/interpretation work. Some statistics relating to the 1987/8 information/interpretation services are shown in Table 1.

Only Exmoor has ever had a full interpretive plan. This was developed from the Exmoor National Park Interpretive Plan Study, a Countryside Commission report summarising research into creating 'regional interpretive plans', published in 1974. A similar study document reviewing the potential for an Information and Interpretation Service for Broadland, was published by the Broads Authority in 1982. Exmoor National Park has subsequently been a partner in the 1985-7 Exmoor Tourism Development Action Programme (TDAP), which contains an additional interpretive element, although there is no written plan, while Dartmoor National Park has been working with others to begin a TDAP this year.

Nevertheless, strategies for the information/interpretation services are published in the National Park Plans (soon to be in their second five year review). Each strategy examines the existing information/interpretation programme and outlines priorities for action over the next five year period. There is usually a brief resume of the rationale for information/interpretation work, but little or no critical examination of the effectiveness of the existing interpretation or of the changing context for, and issues to be confronted by, any new interpretive provision. Some parks (eg, Dartmoor and the Peak) have recognised these shortfalls and are preparing interpretive plans.

The National Park Plans also describe the range of interpretive techniques employed. The list is common to all parks and includes publications, visitor centre and other displays, audio and audio-visual presentations, lecture and guided walk programmes, special events, wayside exhibits, permanent and seasonal trails, and so on. The interpretation provision is of high standard and most parks boast some especially imaginative or well-organised features (eg. Pembroke's living history programme at Carew Castle, or the Dales' National Park Camps, organised in association with WATCH).

Present and future trends

The National Park Information/ Interpretation Services have come a long way since 1974. Perhaps the most significant achievement has been the now virtual completion of a material infrastructure and it can be said that in development terms the information/interpretation services have reached an important plateau. Nevertheless all parks recognise that there are still gaps in the visitor service and that many opportunities remain to improve both the scope and quality of the interpretive provision.

Some attention is currently being paid by parks to increasing the audience for interpretation. As Table 1 shows, in many parks fewer than 5% of visitors ever enter a National Park Centre. This writer would hazard a guess also that no more than 10%

of visitors ever participate in any form of park interpretation. In an effort to involve a larger audience, some parks are now establishing second-tier 'Information Points', based on village post-offices or general stores, and to introduce general outdoor interpretation panels at popular village and countryside sites. One or two parks have also embarked upon programmes to improve the quality and range of their interpretive publications, while virtually every park has seen advantage in producing a mass circulation newspaper.

The National Parks have additionally recognised a need to communicate with a wider range of social groups. For example, whilst most parks have Youth and Schools Liaison Officers who service the needs of formal educational or recreational groups, a large number of children entering the parks in informal family or holiday groupings are hardly catered for at all. Nor have park residents ever been subjected to special interpretive programmes (rarely, if ever, is a local farmer seen in a National Park centre). These are both groups which will be receiving more attention in the future. Already the Broads Authority targets much of its interpretation at the family on holiday. Similarly the Dales National Park is experimenting with interpretive programmes for children. It is also collaborating with the University of East Anglia in an ESRC sponsored research project that is looking into ways in which interpretive techniques can help to improve communication between farmers and landowners, statutory undertakers and visitors in the newly designated Pennine Dales Environmentally Sensitive Area.

Another encouraging trend is the willingness of information/interpretation managers to evaluate critically, and if necessary overhaul, their interpretive programmes. The Brecon Beacons, Northumberland and Dales National Parks, for example, are each in their own way currently undertaking a review and/or reorganisation of their guided walks programmes. And the Lake District National Park has recently undertaken a major review and reorganisation of the whole of its visitor service department. Such self-criticism can only lead to improved standards and a more professional service.

Yet there are also worrying trends. One is, to quote Lord Winstanley, a former Chairman of the Countryside Commission, the view of (interpretive) techniques as 'ends in themselves rather than as tools to do a job'. The value of intepretation as a 'management tool' is acknowledged by all parks, yet few have spelt out an interpretive programme that integrates fully with broader park management priorties. And only in a handful of cases is park interpretation targetted in such a way that it positively assists in resolving the serious management issues of the day.

Then for many of the park information/interpretive teams there is the constant frustration of never being able to set aside long blocks of quiet time for creative work. The major priority in any year is to meet the information needs of visiting public. As the information package becomes more comprehensive, so its preparation claims more staff. The winter period is the busiest, there being a hectic scramble to complete accommodation and public transport guides, information manuals, events calendars, an 8-40 page newspaper, and so on. In the last few years wider public relations and media responsibilities, particularly relating to the 1985-7 National Parks Awareness Campaign and the 1987 Festival of National Parks, have also made substantial inroads into available staff time - and these functions look set to demand even greater resources in future years.

But most worrying of all is an insidious reduction in the quality and scope of interpretive provision because of the pressures on the information/ interpretation services to make money. This threat most obviously affects the provision of interpretive publications and in some parks the production of in-house, site specific publications is being neglected in favour of buying-in non-specific, externally produced products. Associated with this has been a slow conversion of some national park centres into nothing more than decorative bookshops. It seems to this writer that there is nothing inherently wrong in making an income from the information/interpretation services, it's just that there are ways of doing it which, far from eroding the quality of the service, can significantly enhance it. More fundamental, however, is the argument that to neglect in-house publishing and the interpretive element of National Park Centres is to fall short on responsibilities for park management.

In conclusion, the benefits to the parks of interpretation have been recognised both in the legislation which set them up and in subsequent policy documents and management plans. Together the National Parks provide one of the largest and most diverse interpretive programmes in the country, while their information/ interpretive staff form an important group of professionals. There is still much to do to make existing interpretive programmes in the National Parks more relevant and effective, and there are still uncharted waters to explore. Nevertheless, these are exciting times for countryside interpreters, for against a background of sweeping agricultural reforms, Stephen T. Mathers vision for a better informed public assumes a relevance and urgency he could never have envisaged.

Brockholes Visitor Centre, Lake District N.P. *(Photo - Ken Jackson).*

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Chris Wood is Information Services Officer with the Yorkshire Dales National Park, based at Grassington. The views he expresses here are his own and should not necessarily be taken as those of the Yorkshire Dales National Park Committee.

DANCES TO THE MUSIC OF TIME.

SIMON BERRY

Last month Butlin's opened the first stage of a £25 million redevelopment programme for its Ayr holiday centre. It might not seem a lot to spend, but it is only part of a £9 million plan Butlin's owners, the Rank Organisation, is putting into effect for their "Holiday Worlds".

This year at Wonderwest World (*aka* Butlin's Ayr) you can whiten your knuckles on the £1 million Looping Star roller coaster, have yourself shot into a plunge pool at the Wondersplash sub-tropical water world complex with its own waterfall and rapids, or unwind at the new Galaxy entertainment complex which offers a piano-bar cabaret as well as ballroom dancing.

The Ayr redevelopment represents a surprising (some would say over-ambitious) change of image for Butlin's, faced by a demise in its traditional "hi-de-hi" trade. Perhaps equally surprising was the Scottish Tourist Board's decision to cover 10 per cent of the cost of the £12 million first phase. Without that kind of money, Rank was ready to close down the operation with the loss of 850 seasonal jobs.

The project is just one sign of rapid changes in tourism, an industry that now accounts for 5 per cent of Scotland's national income and provides almost 130,000 full-time jobs. It is increasingly being dominated by leisure organisations with worldwide expertise in attracting huge inflows of visitors — plus all the ensuing costs and benefits.

In England, such leisure parks and heritage centres are already up and operating very profitably: without any public money, Alton Towers in North Staffordshire attracts 2 million visitors a year and the Jorvik Centre in York draws an annual 800,000. Now Scotland, which despite a smaller base population retains huge potential for tourism, is being combed for feasible sites.

The first of the new heritage centres are likely to be located in the larger towns and cities, particularly those like Glasgow and Dundee which are actively promoting an altered image to the visitor.

One scheme soon to reach the stage of planning application is the proposal for Stirling's Top of the Town where leisure contractor L & R (who already operate the *Royal Scotsman* on Highland tours) envisage a small "heritage park" of five historic buildings, including the Castle, to emphasise the town's pivotal place in Scottish history. Such a development, its promoters argue, could boost the number of visitors to Stirling from the present 300,000 to 750,000 within five years. L & R admit that it will be looking to the public purse for as much as half of the £8 million start-up costs.

By contrast, the newly-opened Scotch Whisky Heritage Centre on Edinburgh's Castlehill has been entirely funded by the whisky industry. It is an ambitious attempt to raise the profile of whisky by working in some colourful episodes of history.

An audio-visual presentation and a simulated distillery interior on the ground floor explains the basics of the process (as would any visit to a distillery), but upstairs 17 electrically propelled "barrel cars", complete with a running commentary by Hannah Gordon, take the tourist through a series of theatrical tableaux which, with the help of models in period costume, tell the history of whisky over the last three centuries.

The Scottish Whisky Heritage Centre (designed and built by Heritage Projects, who also built the Jorvik Centre) is undoubtedly a good hour's entertainment, particularly for the footsore visitor with children. Not everyone, however, sees it as a desirable blueprint for future visitor attractions in Scotland.

David Hayes, who founded the pioneering Landmark Centre at Carrbridge in 1970 and also operated the Camera Obscura further up the Castlehill, is sceptical of its value: "People will undoubtedly pay to have a novel experience, but if you're

ORKNEY
Visitor Centre: Scapa Flow Orkney IC / HIDB.

AVIEMORE
Visitor Centre: Stakis Land and Estates.

OBAN
Gateway to the Isles Centre: Waterfront Plimley Estates / HIDB.

INVERARAY
Town Jail Centre: Landmark Visitor Centres / HIDB £200,000. Summer 1988.

GREENOCK
Scottish Emigration Centre: Waterfront Inverclyde Maritime Heritage Trust / Ravenstone Securities. £5m. Early 1990s.

GLASGOW
The Glasgow Ark: Catherdral precinct. Heritage Projects / SDA / Glasgow DC / Strathclyde RC. £5m. Spring 1991 (300,000).
Marine Life Centre: Broomielaw SDA. £10m. Early 1990s.

COATBRIDGE
Summeriee Heritage Park (Phase II). Summerlee Heritage Trust / ERDF / Monklands DC. £2m. Early 1990s.

NEW LANARK
Visitor Interpretation Centre and Museum: New Lanark Conservation / STB / HBMD. £1.25m. 1990 (100,000).

DUNBEATH
Heritage Centre: Countryside Commission / Nature Conservancy Dunbeath Preservation Trust / HIDB. £200,000 Summer 1988.

FORRES:
Macbeth Centre: Moray DC / HIDB. £500,000. Early 1990s (70,000+).

ABERDEEN
Oil Experience Centre: Seafront, Aberdeen. Beyond 2000 / SDA / oil industry. £25m. Early 1990s (600,000).

DUNDEE:
Discovery Heritage Centre: Waterfront. GA Group / National Leasing and Finance / SDA. £5m. Early 1990s (250,000).

STIRLING:
Top of the Town and Castle: L & R Leisure / Stirling DC / HRMD / STB. £8m. Early 1990s (750,000).

EDINBURGH:
The Younger Universe: Holyrood Brewery site. S & N Brewries / SDA / STB. £2m. Early 1990s (1,000,000).
The Edinburgh Story: Tolbooth Kirk. Heritage Projects / SDA / STB / Edinburgh DC. £2.5m. Summer 1989 (400,000).
Forth Bridges Visitor Centre: South Queensferry (Toll Plaza). FBVC Trust / Moat Houses Hotels. £2m. 1990 (200,000).

Stages on the heritage trail: a map showing some of the latest projects with (where available) estimates on completion dates and numbers of expected visitors.

seriously into heritage and intend leaving people better informed than they were before, you've got to make something rub off. In Edinburgh they will get a "ghost train' ride rather like the Jorvik one but little else, I'm afraid."

Hayes concedes that there are enormous opportunities for interpretation centres based on the history of Scottish towns and cities, but that there is a growing danger of formula solutions by companies like Heritage Projects, who already have similar centres operating in Oxford and Canterbury as well as Jorvik in York and "The Edinburgh Story" which will open next Spring.

Heritage replies that every aspect of the presentation is scrupulously researched and that a local expert is always used (in Edinburgh's case, Professor Michael Lynch) to ensure that the customer always gets historical accuracy rather than spurious tradition. The company points out that its blend of animatronics and inter-active video provide a stimulating environment that few other museums or visitor centres can match.

Although it denies any intentions of monopolising the market in Scotland, Heritage Projects is also involved in the £5 million Glasgow Ark scheme near the Cathedral and the proposed Emigration Centre at Greenock. Its recent link-up with developers Mountleigh plc suggests that the company is prepared to provide high-tech heritage attractions as part of a package that might be more acceptable to planning authorities when a major shopping development is being mooted.

Although grants and other incentives are being offered with greater readiness to heritage-based ventures, more questions are being asked about their educational value. Some people already in the heritage business fear that millions of pounds are about to be spent on painstakingly re-created versions of history while the task of interpreting existing sites and buildings goes by default.

There is a suspicion of the new packaged heritage schemes particularly from those who have spent years preserving Scotland's past - both buildings and machinery - and are now ready to recoup some of the money and effort by building visitor centres. If many of the proposed schemes are built, there will be intense competition between them unless overall visitor numbers to Scotland increase dramatically.

Jim Arnold, who has been involved in the preservation and rebuilding of New Lanark, is worried by the prospect of a rash of ill-considered commercial centres: "Once the cinema was the main leisure industry in Scotland; quite soon you may find any town of substance will have its heritage centre. It is quite possible to apply a successful formula to any number of sites. The crowds will probably come."

The important thing, he believes, is for the visit to be educational in the sense that those who come should gain some insight into a past way of life. Interpreting history is an area that bodies like the National Trust for Scotland and the Scottish Development Department's Historic Buildings and Monuments Division (witness its recently-opened visitor centre at the closed Dallas Dhu distillery) have recently moved into as part of a new approach to the buildings in their care.

At New Lanark a water powered spinning frame is being restored to working order and it will be the centrepiece of new interpretive facilities to be phased in over the next two years. The visitor should come away with a very real sense of what it was like to work in a cotton mill 200 years ago when Robert Owen introduced his principles of "enlightened" management to the industry. The village is undoubtedly an important element in understanding the origins of the Industrial Revolution in Scotland as well as being a delightful place to visit.

In the early 1970s, New Lanark's future was still in doubt; only strenuous lobbying and fund-raising provided the opportunity for a new leisure-related role which will provide the revenue to maintain the distinctive buildings in the village. Something like 100,000 visitors will be needed every year to ensure the new initiative is viable.

To achieve this, Jim Arnold and curators of many of Scotland's historic buildings will have to work hard to compete with the sophisticated marketing techniques of the commercial operators. They're now in the business of selling heritage to the consumer; if they're going to make it pay, they clearly can't afford to live in the past.

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Tableau at Edinburgh's Whisky Heritage Centre. *(Photo. Heritage Projects)*

INTERPRETATION IN THE NATIONAL PARKS

SIBH AND NATIONAL PARK INFORMATION OFFICERS JOINT MEETING KIRKBY LONSDALE 6-8th MAY 1988.

Sword of Damocles

A literal Sword of Damocles hung over our heads in Ingleborough Cave in the shape of a huge and threatening stalactite. The metaphorical threat, in the eyes of one National Park Authority at least, was whether a Government intent on budget-cutting would fall on the 10 (or 11) supine National Parks and incur mortal injury to all the services which they hold dear - not the least of which is Interpretation. Peter Freeman (Lake District National Park) was not content to prostrate himself in the face of this threat. Girding himself with a commercial approach, sponsorship initiatives, joint ventures and partnerships he would battle for survival. He would be an actor on the stage in the 21st century - but only if he could generate income from the sites and projects which he controlled as Head of Visitor Services. Would this approach really imperil serious interpretation? Peter forecast the demise of county councils, the withdrawal of Government support for National Parks and the devoting of any EEC monies to landscape management rather than intrepretation. The relationship with tourism has to be sorted out - declared Peter - National Parks cannot stand back from it. John Baker (Yorkshire Dales National Park) was prompted to query whether interpretation shouldn't be an integral part of Park management rather than merely an adjunct to visitor services.

Gerry Belton (Exmoor National Park) took up this theme in reviewing his experience with the Tourism Development Action Plan for his area. The plan-making process revealed a lot of emphasis on resources/assets, from Lorna Doone to coastguard look-out points - but perhaps too little on visitors. Subsequent discussion focused on the distinction between interpretation and public relations; the apparent obsession of National Parks with resources rather than the visitor as client and the question as to whether interpretation could be market-led.

Wherry Good

Enter Diana Shipp as a boat! The Information Officer of the Broads Authority was stunningly attired in a natty nautical number which defies description. Diana gave her usual zesty performance, proving, if proof were needed, that interpretation can be fun. It can embrace brass bands, puppet shows, street theatre, magic lantern shows, craft demonstrations, outdoor art, noisy kids and quiet electric boats. Visitors to her Centres arrive to check the usual touristy facts but, seduced by colour, graphics and high quality design, they stay to learn about the environmental problems facing the Broads.

Peter Hordley (Pembrokeshire Coast National Park) was also in the business of the "soft sell". He entices people to the Castles of Wales with the promise of pageantry, feasting, storytelling and entertainment, then ladles out a rich broth of fact and fantasy along with real gruel to feed both the minds and bodies of his willing guests. Like Diana, Peter has formed fruitful relationships with local theatre groups and amateur performers to stretch his own meagre resources as far as possible.

Is Dartmoor a Prison?

Meagre resources were listed amongst the problems faced by John Weir of Dartmoor National Park. Standing-in for Liz Prince (the former Interpretation Officer) John confessed to being in a TRAP of a TDAP. He gave a litany of troubles which were doubtless familiar to all those in the audience who are committed to fine ideals but who are blown off course by such requirements as keeping down the in-tray, producing next year's calendar, showing people around the patch, making money and so on. John was inclined to wonder if the Tourist Development Action Plan was generating work for its own sake. He kept his angst at bay with a dry sense of humour and illustrated his talk with delightful cartoons.

Tony Hopkins (Northumberland National Park) rounded-off the first day with a case study of guided walks. On joining the National Park Office he had found an over-ambitious programme of walks, many suffering from low popularity and some suffering from poor leadership. He had given the programme a good shake, reducing the number from 430 to 380, allocated a full-time member of staff to the organisation of walks, re-named and re-presented them, introduced winter walks, developed a corps of reliable paid guides, linked several walks to countryside events and demonstrations, tied-in with bus services and so on. Now the programme is leaner and fitter and generating money. It is still subsidised by the National Park Authority but Tony is sanguine about that in view of the valid contribution it makes to meeting Park objectives as established in the 1949 Act.

The Conference Peaks Out

Chris Wood (Yorkshire Dales National Park) shrugged off the threat which Peter Freeman had posed on the first day and expected interpreters to be around in the next century because of their contribution to the well-being of the Parks. Interpretation which was well-integrated with Management could:-

- direct the public away from sensitive areas

New Visitor Centre at Ullswater. *(Photo. Ken Jackson)*

- enhance enjoyment for visitors at the site
- increase awareness of the value of the site based on deeper understanding
- modify behaviour and attitudes
- assist the public in making informed choices about the future of the site or the wider countryside

Simon Rose (Three Peaks Project) would soon establish whether this philosophy was hopelessly optimistic or not. His lightning photo-tour of the Dales' best-known hills showed vividly the grandeur and the threat to the landscape from commercial pressure. The main footpaths had become an ever-spreading quagmire on the wet flushes and a barren scar on the drier shales. Rejecting the options to Do Nothing or Close the Area, his project team were striving to find the right blend of engineering works, re-vegetation and interpretation to accord with the topography and patterns of use. Simon was carrying the message out to potential users as well as using on-site interpretation - tailoring the message to the type of audience.

It was early days on the Three Peaks Project, and the verdict would not be in for some time.

High Points and Long Views

From his well-earned position at the leading edge of conservation policy-making at the national scale, Tim O'Riordan (University of East Anglia) shared his vision of Britain's landscape at the turn of the century. The current over-production of grain was leading to quotas and set-aside; farmland was going out to cereal production; in the South and Midlands much of the set-aside land will go to sheep production of a cost-effective kind and the marginal farming in the uplands would suffer most heavily. The nation was seeking an answer from farm diversification. Farmers would be encouraged to produce landscape and habitat which the nation wanted more of, rather than food which the nation had enough of. Environmentally Sensitive Areas were heralding this changed approach. Tim claimed that ESA's were now popular with farmers. The 1990's would be a time of dramatic change and policy-makers had an excellent opportunity to shape the landscape of the future. He saw interpretation as an important ingredient in promoting the right changes, not an add-on. Interpreters could inform the public of what was possible and stimulate debate about what was desirable. This was heady stuff for humble interpreters!

Ann Shadrake (University of East Anglia) gave a fascinating glimpse of the practical implications of turning O'Riordan's vision into a reality. She was engaged in a 2½ year research project backed by the Yorkshire Dales National Park, the University of East Anglia and the Economic and Social Research Council. It was ambitious in scope; studying the cherished, humanised landscape of the Yorkshire Dales, analysing the changes that were happening to it, predicting future change, sketching-in scenarios and debating these with the interested groups who had the power to influence and change things. Could the flower-rich meadows survive? Would new farm buildings overwhelm the old? Would marginal lands revert to moor or bracken? What if .....?

Ann was trying to reach the traditional decision-makers (farmers, landowners, National Park Authorities) but also convince new audiences - notably the public, who might just have aspirations for the Dales' landscape which was being created with money from the public purse. Planners and ex-planners in the audience saw the ghost of Skeffington peering over Ann's shoulder at this point and, from the floor, Doug Gleave applied a douche of cold water to the idea that this experiment was, in fact, interpretation's finest hour. Ann conceded that the actual mechanisms had not yet been worked out, but defended the notion that they comprised true interpretation (a) because of the large element of description and illustration which would be used, albeit on future states rather than past or present ones, (b) she aimed to provoke responses from the various protagonists by informing and stimulating debate, and (c) her principle aim was to create understanding.

O'er Vale and Hill

It took a coach journey to Windermere to bring the party down from the rarified atmosphere of future upland landscapes to the gritty realities of running the Lake District's main visitor centre, Brockhole. In a candid session, Bob Matthews and Liz Andrews shared the problems of the place with conference delegates and analysed the likely reasons for its recent falling popularity. The group split into fragments and everyone went off to make their own SWOT analysis of the place. Unfortunately delegates were seduced by the charms of a lakeside setting and by tea and biscuits on the terrace, so the promised plenary session to repay our hosts for their hospitality with ideas and proposals never materialised.

On Sunday May 8th startled visitors to Clapham in the Yorkshire Dales may have thought they were seeing a re-enactment of John Wesley's open-air preaching as 40-50 delegates were harangued by a man atop a convenient boulder. But whilst the evangelical zeal was evident, the talk was of limestone scenery, local worthies and interpretive publications, and the speaker was the indefatigable Chris Wood. Chris then led the group up the dale to Ingleborough Cave as a final treat before the Conference closed. Our guide through the underground wonders was a knowledgable local who, despite a peg leg, hopped around with accustomed ease delivering funny lines and hard facts in a dead-pan manner. So the week-end was rounded-off in a memorable fashion as we skirted the Crystal Pool, admired the Elephant's Legs, chuckled at the Coffee Pot, defied the Sword of Damocles and emerged blinking into the changeless (?) landscape of the National Park.

Thanks are due to the staff of the Yorkshire Dales National Park and of the Lake District National Park who helped with the conference arrangements and who extended warm hospitality to the gathering.

The party at Ingleborough Cave *(Photo. Ken Jackson)*

FROM JOHN HARRISON

Dear Sir,

At your Annual Conference in 1987 I spoke to your Society on the subject of **Intrepretation of Social History - Reality not Modern Myth** and confined myself specifically to my experiences at Bunratty Folk Park. I was standing in for Michael Roberts of Shannon Heritage who was unable to attend.

In **Heritage Interpretation** number 38 your reviewer - Alan Machin - wrote the following:
"Michael Roberts, the researcher for Bunratty, gave a presentation so laid back as to be almost horizontal, a position which rendered him liable to being driven all over by serious-minded critics".

Before I spoke, the Chairman explained that I was not Michael Roberts. I supported this contention twice - once at the beginning of my talk and once at the end. But even this triad of denials seems to have escaped Mr. Machin. I admit it was early, and it was the day after the visit to Bushmills Distillery, so brief lapses of mental attendance might be expected.

But Mr. Machin's criticism of the subject matter of my talk can hardly be explained by mere lack of attention. It is simply an illogical and peremptory dismissal. I took the position that I do not believe that Folk Parks are real, and that both Bunratty Folk Park and myself benefit from this viewpoint. Does Mr. Machin think that Folk Parks are real? I don't know, because he said nothing, either at the conference or in his review. If he had said something it might well have led to an interesting debate.

Those with even the faintest trace of humour know that levity can have specific uses apart from a general catharsis. There were two speakers just before me. Paddy Doherty described his projects with young people in troubles-ravaged Derry City, and David Uzzell told us about the interpretation of the atrocities which destroyed one French village during the second world war. These emotionally charged presentations left me -and many other people - with lumps in our throats. I spoke immediately after David Uzzell, and I had no choice but to try to release some of the emotional charge through laughter.

My own subject was light in comparison to those of the two previous speakers. The change of atmosphere was necessary for me to make my point.

Yours faithfully,

JOHN HARRISON
Prospect, Maree, Oranmore, Co. Galway.

The Committee has apologised to both Michael Roberts and John Harrison for the confusion over names and offered this opportunity for Mr Harrison to reply to Alan Machin's conference review. *Editor.*

THE CARNEGIE INTERPRET BRITAIN AWARDS 1988.

Once again the panel of judges has been on the road appraising and inspecting the entries; once again they have met in confidential sessions to calibrate their assessment techniques; once again they have pondered the merits of interesting schemes from all over the country and once again this painstaking process has yielded a crop of worthy winners.

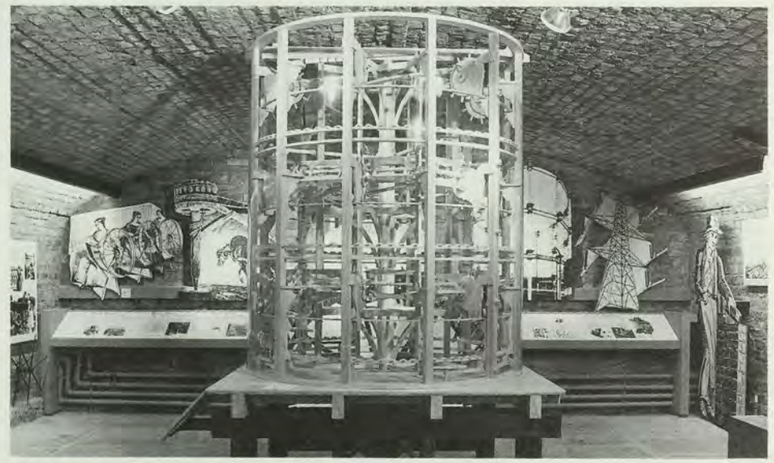
So the Carnegie Interpret Britain Awards 1988 have been granted to the following projects:-

WINNERS

1. The Inner Farne Information Centre and Outdoor Interpretation Panels, Farne Islands, Northumbria.
   Responsible body - The National Trust.
2. The Macclesfield Silk Musuem, Macclesfield, Cheshire.
   Responsible body - Macclesfield Museums Trust/Macclesfield Sunday School Heritage Centre Trust.
3. The Wildlife Water Trail, How Hill, Norfolk.
   Responsible body - Broads Authority.
4. The Visitor Centre at Harrold-Odell Country Park, Harrold, Bedford.
   Responsible body - Bedfordshire County Council.
5. Rhyd-y-car Terrace Housing, Welsh Folk Museum, St. Fagans, Cardiff.
   Responsible body - National Museum of Wales.

Seventy-seven entries were received from all over the country when the 1988 competition was announced early in the year. The Awards Committee wanted to call special attention to the many schemes which depend heavily on MSC involvement and their request was the stimulus for a number of such entries and also allowed UK 2000 to offer a grant towards the costs of running the scheme.

St. Cuthberts Chapel (left) and Inner Farne Information Centre.



Model of a silk throwing mill, Macclesfield Silk Museum.

COMMENDED SCHEMES

1. Belfast Civic Trails. Belfast
   Responsible body - Bryson House/Belfast Civic Trust.
2. "EIGG - An Island Landscape" publication by Susanna Wade-Martins.
   Responsible body - Countryside Publishing, Glenfarg, Perthshire.
3. Quay House Interpretation Centre, The Quay, Exeter.
   Responsible body - Exeter Canal and Quay Trust/Exeter City Council.
4. "Go wild in the Country" (Summer activities for children). Locations in Cheshire.
   Responsible body - Cheshire County Council.
5. Cheshire Ring Canal Walk, North Chesire.
   Responsible body - Cheshire County Council.
6. Manchester Jewish Museum, Manchester.
   Responsible body - Trustees of Manchester Jewish Musuem.
7. "The Daily Grind" (historic newspaper). Calderdale Industrial Museum.
   Responsible body - Calderdale Metropolitan Borough Council.
8. Scenes from Elizabethan life - Parnham House, West Sussex.
   Responsible body - West Sussex County Council.
9. Grizedale Visitor Centre - Grizedale Forest, Lake District.
   Responsible body - The Forestry Commission.
10. Bringing History Alive - (Events programme in historic properties in England).
    Responsible body - English Heritage.
11. Mountfichet Castle - (Reconstructed motte & bailey.) Stanstead, Essex.
    Initiated by - Alan Goldsmith.
12. Third Duke's Tale - (Interpreting for children). Goodwood House, Sussex.
    Responsible body - Goodwood House.
13. Jedburgh Abbey - (Interpretation and Visitor Centre) Borders, Scotland.
    Responsible body - Scottish Historic Buildings and Monuments Directorate.
14. "Archictecture of the Thirties" (2 publications covering buildings in Scotland.)
    Responsible body - Royal Institute of Architects in Scotland.
15. Canterbury Heritage - (Time-walk museum) Canterbury, Kent.
    Responsible body - Canterbury City Council.

Visitor Centre at Harrold-Odell Country Park. *(Photo - Beds. C.C. Photographic Unit)*

Rhyd-y-car Terrace Housing. *(Photo - Welsh Folk Museum)*

NEW EVENTS, NEW IDEAS, NEW MEMBERS?

If you had attended all of the Society's workshops and seminars over the past six months you would have been inspired by the interpretive "spin-offs" from just one publication (Rossendale, June); taken a behind-the-scenes look at the most successful Garden Festival to date (Glasgow, July); learnt how to produce cheap but effective publications (Cumbria, August); gained an insight into skilled living history performances (Blackness Castle and Singleton, August); investigated the potential for stereo "walkman" tours (Penhow, September); and ridden on a narrow gauge steam railway in a popular and innovative country park (Dorset, October).

Attracting between 20 and 35 people each, these events have been popular with members and non-members with a wide range of interests and experience. We are planning to produce a full year's programme of events at the beginning of 1989. Proposed topics include Farm Based Interpretation (perhaps SIBH's contribution to British Food and Farming Year?), Employment Training and Interpretation, a further Low Cost Publications Workshop (this time in the South), Interpretation of Industrial Archaeology (in Cornwall), and follow-up events to this year's two Living History seminars. That's in addition to the 1989 Annual Conference and AGM in Bristol on 14-16 April on Interpreting Business and Industry and a seminar on Interpretation and Community Development in Manchester on February 16th and 17th. Note these dates in you diary.

As always your ideas, and your practical help (for example in offering a venue for an event) are needed. It is only through the active support and involvement of members that we can develop a supportive Regional network and indeed a healthy and dynamic Society. Many thanks to all those who have offered their help so far.

Contact: Stephen Woollett, Events Coordinator, Old Bakery, Old Road, Harbertonford, Totnes, Devon, TQ9 7TA. Phone: 080 423 668.

SECOND WORLD CONGRESS ON HERITAGE PRESENTATION AND INTERPERTATION

This major event took place from 30th Aug. to 4th Sep. 1988 at the University of Warwick and those who attended are doubtless still recovering from an amazing feast of talks, visits and displays. At the time of going to press not all the summaries by Theme Co-ordinators have arrived, so here are those which have.

DAVID UZZELL writes:-

An interesting paradoxical question emerged in the theme group **"Funding and Marketing".**

1. Why is it difficult to get funding for interpretation within a booming tourist industry? This highlighted the issue that there is a need for more research on our markets and products. Interestingly, this seemed to be a dominant message in many of the other theme groups and was articulately expressed by our two keynote speakers, John Broome and Neil Cossons. But the issue is wider than simply research on our markets, fundamental though this is. We have to understand our business more fully:

   * it often has a poor image
   * poor presentation
   * inadequate organisation
   * poor research
   * poor planning
   * we cannot decide whether we want to be in competition or cooperate with other heritage attractions
   * the tourism infrastructure, such as the environment around attractions, is often poor.

In short we need to be more professional.

2. Interpreters are in the 'warm glow' business - we strive to pay attention to the warm glow of our customers. But we also need to pay attention to the warm glow of our funding agencies. We must educate funders, change their attitudes, especially in the public sector to change its construal of the organisations responsible for conserving and presenting our heritage. We need to change the attitude of government agencies from seeing themselves as deficit funders to investors - investments not only in financial terms but in terms of the cultural/educational issue of the population.

3. The third issue was for me potentially one of the most significant and worrying. The responsibility for conserving and interpreting much of our heritage is in the hands of the charitable and voluntary sector. These bodies are now having to learn how to become professional, how to borrow and capitalise their organisations and how to compete for the leisure boon. Yet many of these organisations have an entirely different culture to their competitors in the public and private sector. As a consequence there is a danger that these charitable and voluntary organisations will tear themselves apart as the demands of competition and the high level commercial orientation required will be at variance with the culture which has often been the foundation for their development and support.

4. It was apparent that the Funding and Marketing theme had a different pace, atmosphere, feel and underlying philosophy than some of the other themes. This served simply to highlight the potential conflict between what has been called earning and education. Participants were concerned to highlight this potential conflict and the need to ensure the integrity of the heritage and that it should not be devalued for mammon. In short, we must ensure that we are not caught up in the contemporary zeitgeist of knowing the cost of everything and the value of nothing.

GILLIAN BINKS writes about:-

Education & Training for Interpreters

It is widely accepted that education and training improves work performance. Training of personnel in interpretation philosophy and practice is an investment, yielding dividends of improved planning and management of facilities, better marketing and P.R. as well more skilled and fulfilled staff in many aspects of heritage and resource management.

Training Needs

In the education and training sessions a wide range of skills and attributes were identified that the compleat interpreter should have - (a sort of Renaissance person in green wellies and a Smokey Bear hat or Viking helmet depending on their cultural origins).

It was accepted however that it is unrealistic to expect the vast majority of people who find themselves involved in interpretation to measure up to this ideal and that the ideal training programmes should aim to turn out interpreters who are well grounded and well adjusted.

- with an understanding of the philosophy of interpretation and their role in creating a sense of place,
- with a well informed enthusiam for their particular area of interest,
- with a realistic appreciation of their strengths and weaknesses and what interpretation can and cannot do,
- valued as a key member of staff and working in a supportive management structure,
- happy and cheerful and constantly refreshed in their work,
- who have an empathy with their audience and skilled in those communication media which they are happiest with,
- and confident to draw in others with skills in different approaches and techniques to help them get their message across.

Implications for Training

Some of the implications which were identified for those involved in providing training are

- that there was no single formula for training provision - there is scope for a variety of formal, inservice and on the job training (but not undergraduate)
- that the use of personalities was widely expressed as one of the best media,
- that more investment in training people should be made by employers and those concerned with managing resources -the key resource - a budget of 2-4% of salaries was identified,
- that a consortium approach to funding training using a variety of agencies was practical and cost effective,
- that a priority was a need to train trainers,
- that we should be concentrating our efforts on those people who are employed directly as interpreters but recognise that there are many other potential 'part time' interpreters in the local community (volunteers, hotel receptionists even the petrol pump attendant) who can help enhance a sense of place - and we should (where resources allow) think of ways of training them,
- that we should be looking to extend the repertoire of communication media available to interpreters - particularly the language of art and that employers should be encouraged and be brave enough to appoint people with environmental arts and community development skills to their teams of interpreters and rangers,
- that we should include development training as well as hard skills training.

MALCOLM McBRATNEY writes on his theme **'Interpreting the Built and Historic Environment'**

To summarise 37 papers and 50 hours of talking and looking is difficult. I also anticipated that many of the points I wished to make would be covered by other theme group convenors. That has been the case so, as Henry VIII said to each of his six wives, I will not keep you long.

At the beginning of the conference, Peter Rumble warned us that we may use jargon when talking among ourselves, but should avoid it with the public. There was no evidence of the latter, but I have certainly added some phrases to my interpreter speak dictionary.

Henceforth, I will separate my audience into scooters, skimmers and scourers, present them with plausible history, and gain political support for my work by benevolent obfuscation balanced with the incremental no. I shall, of course, make full use of interpreters' sign language even though it is not as fully developed as it might be. There is still confusion between

I am talking about native American culture

Switch on the left hand projector

Switch on the right hand projector

I am unsure about the definition as in "heritage".

The question of fake heritage was much discussed, but the reponse to the visit to the Black Country Museum - total enjoyment and acceptance of the recreated village of 1924 - suggests that experienced and hardened interpreters had difficulty in rejecting "fake heritage" if it is well done.

Theme papers showed that we have plenty of techniques to use in interpretation, but a repeated question was when to use them. There was recognition that the professional needs to blend mastery of technique with judgement about when to use it. Whatever technique we use we should be concerned to stimulate.

We have had a wonderful selection of papers. Some gave food for thought -Mark Laenen with his selective use of the past - but others, such as Robert Hewison provoked a more immediate response. There was laughter but concern too when he reported that a recreator (not working for English Heritage) had asserted "what's history if you can't bend it a little". There was perhaps a surprising consensus that Hewison in the role of Jeremiah had something to say about where the heritage industry is going.

Commercial impact on interpretation concerned many, but those who visited Glouscester will agree that our boatman's guided tour of the docks - done for purely commercial reasons - was an interpreter's treat. But that - as he would have said - is another story.

IAN PARKIN writes on **'Identifying and Responding to the needs of Visitors'.**

My theme incorporated two keynote papers and some 18 papers and Workshop Sessions, encompassing on extraordinarily wide range of subjects all related to the issue of understanding and responding to the needs of visitors.

My keynote speakers set the scene admirably with Martin Westwood from Warwick Castle spelling out the attention to detail that a commercial heritage site has to give to the total visitor experience. Of particular interest was the concept of independent external evaluation of his site to ensure the quality of product is constantly monitored. He also stressed the importance of KNOWING your visitor and this was developed further by Mike Watson when he explained the detailed Visitor Surveys that the American National Park Services are currently undertaking as a critical step in the process of planning for the future - their INTERPRETIVE CHALLENGE.

The principle of FIRST KNOW YOUR VISITOR was brought out time and time again duirng the week. Terry Stevens stressed that visitors need a FRIEND and the INTERPRETER and INTERPRETATION plays a key role between the visitor and the site. Other speakers reiterated this in relation to zoos, rural and countryside sites, nature reserves and historic and industrial towns.

To do this, however, we need to get inside the mind of the visitor, David Treweek introduced the technique of visitor employed photography which evaluates photographs taken by visitors within the context of a survey.

Paul Risk went further in a workshop session where he discussed the importance of communication skills for an interpreter and the significance of NON-VERBAL communication on the part of the visitor. Everyone came out of the Session much more self conscious of their facial expressions!

Claude Moulin introduced the need for a speakers who spoke of the importance of planning and managing not just the site itself but the 'corridor' the visitor uses to reach it -for instance the MAIN STREET programme in Canada. It is not enough to ensure a historic 'sense of place' and that this was a crucial site like element in developing a memorable visitor experience. This was developed further by Warwick Castle is beautifully presented if the FIRST impressions the surrounding town give are BAD - this is not the case I hasten to say in relation other to Warwick although we identified many ways in which the visitor experience could be enhanced. We introduced the concept of INTEGRATED HERITAGE MANAGEMENT - the need to ensure the wider environment is managed to the same high standard as the historic site itself.

Finally Jenny Feick and Kees Verburg emphasised that you cannot develop a quality heritage site without thorough INTERPRETIVE PLANNING within which research and survey data play a fundamental part.

Summarising, therefore; the key messages from my Theme Group reinforced BASIC PRINCIPLES -

* know your visitor and their needs
* plan and develop your facilities with attention to detail over the whole visitor experience - from road signing to get you to the site - to the toilets, catering and facilities for children and the disabled. The interpretive component must, of course, be of high quality but is only one part of the total visitor experience.
* management excellence of both the site and the STAFF ensures QUALITY presentation but this management should be extended to the wider environment through which the visitor travels to reach the site.
* CUSTOMER CARE, the relationship between the staff and the visitors is paramount.

CHAIRMAN'S CHATTER

As I gather my thoughts for these few words I am conscious that time has rushed on and it is already over two months (and three by the time you read this!) since the Second World Congress on Heritage Presentation and Interpretation held at Warwick University. Views of the event appear elsewhere in this journal, but I feel I must say how successful an event it was from the Society's point of view. It was an opportunity to raise our profile, not only in the UK but also internationally, and as co-promoters, to encourage a closer relationship with C.E.I. It was salutory to discover how few other countries, particularly within Europe, have similar membership organizations - something we must follow up, looking to 1992. I should like to express my thanks to Terry Lee, Ian Parkin and David Uzzell, our representatives on the organizing committee for their hard work and particular thanks to John Foster, the committee chairman for his efforts over two years in ensuring that everything went well.

You will be aware of the increased range of regional events that have been staged this year - facilitated by our now having Steve Woollett as a part-time events organizer.

The next stage of our development programme is to appoint a development officer. We have funds for a part-time post and have interviewed once. We saw some excellent people, but none who quite matched our needs. We are currently reassessing the situation to see if we can turn the post into a full-time one, which would, hopefully, stimulate even greater interest.

All this relates to our growth as a Society, offering improved services to you, our members. One concern I have is that all too rarely do we hear what you, as members, want. So comments please -these are always gratefully received.

Have a happy Christmas and a stimulating 1989.

Ian Solly
Chairman

DIARY DATES

FEBRUARY 16th-17th. Interpretation and Community Development, Joint SIBH/CEI Seminar in Manchester. Details - Stephen Woollett (080 423) 668.

MARCH 4th. Ethnic Heritage. Joint Conference with St. Mary's College, Strawberry Hill. Details -John Iddon 01-892-0051

MARCH 5th-6th. Expo Shop 89. Interior design/display exhibition for retailers NEC, Birmingham. Details - Laura Thomas 01-439 4090.

MARCH 13th-14th. Tourism in the 1990s - the Next Move. International Conference at Gloucester Hotel, London. Details - Mary Mackinnon (0483) 300966.

MARCH 19th. History of Brick Buildings. One-Day School at Chalfont St. Giles, Buckinghamshire. Details - John H. Edwards (02404) 2775

APRIL 14th-16th SIBH Annual Conference and AGM. Theme: Interpreting Business and Industry. University of Bristol. Details - Stephen Woollett

APRIL 22nd-MAY 1st. Environmental Week.

PUBLICATIONS

QUEEN VICTORIA AT KENSINGTON PALACE. Department of the Environment £3.95 + 60p p&p.
A large building with a long history and extensive collections can be overwhelming to the average, interested adult visitor. How much more so for young children to visit with parent or teacher? Good preparation and selection from the wealth of material presented is the only answer for a successful visit. This pack will help teacher or parent do just that.

Presented in A4 format, the pack consists of a Teacher's Book crammed with information, photographs, plans and drawings. Good practical advice on pre-visit planning, ideas for classroom work and practical activities are included. Nine separate Information Sheets for use by children either before or after a visit and seven worksheets for use on site complete the pack.

The concentration on Queen Victoria allows a range of related topics to be covered such as dress, pastimes and interior design. The Information Sheets are well constructed for individual class use and the worksheets are designed to be copied for use at the Palace.

Like others in this series, this pack will be invaluable for teachers intending to visit Kensington Palace and deserves wider promotion to the general public, with or without children, who are looking for a more lively approach to a fascinating subject.

Alan Staniforth.

VISITORS WELCOME: A Manual on the Presentation and Interpretation of Archaeological Excavations; by the Centre for Environmental Interpretation for English Heritage. Published by HMSO. Price £25.00.

Visitors Welcome is one of the most substantial guides to interpretive practice to appear on the British market. That its scope is restricted to archaeological excavations focuses attention on specific situations, but does not diminish its value for a much broader spectrum of heritage sites with similar interpretive problems to solve.

This practical manual is a collaborative effort between English Heritage (Dai Morgan Evans and Geoff Wainwright) who are again showing their eagerness to emerge from the interpretive Dark Ages, and the Centre for Environmental Interpretation in Manchester (Gillian Binks, John Dyke and Philip Dagnall), who have knowledge of a wide range of good interpretive practice to draw upon.

As a publication it is an object lesson in graphic design, though I was less happy in parts with its literary style. The multiplicity of authorship probably accounts for the detectable differences in style and some overlap in content between the two main parts of the work. The first section addresses interpretive planning issues -from the fundamental "Why Interpret?" to the practical "Who can Help with Funding?", and the second section is a technical appendix with information on everything from the cost of AA road signs to using video.

A useful feature is the provision of check lists covering both interpretive planning (for example making sure you "Think Visitor") and practical aspects such as costings of various publications. The "manual" style, combined with an over-eagerness to stick to their own advice and keep sentences short, can lead to a certain banality as sentences are read in isolation -for example regarding publications, "An ideal place for a good illustration is the front cover".

At various points the advice was to call in professional help - with a-v, or graphic design - but surprisingly no mention of professional interpreters. But perhaps you do that by buying the book, in which case the substantial paperback price of £25.00 looks like a very good bargain!
Andrew Jenkinson.

CARISBROOKE CASTLE. A Teacher's Resource Book Published by English Heritage 1988. Written by Rosemary Cooper. Price £2.50. ISBM 185074 1948.

This book is intended to help teachers to use Carisbrooke Castle as an educational resource and the ideas contained within it are aimed at the 9-12 year old range.

The layout is clear with the contents divided into three main sections; background information, suggestions for teaching approaches and practical information on organising a visit.

The text is broken up with black and white photographs of the castle today, archive photographs, line drawings which illustrate the use of certain examples of children's work. The latter, together with photographs for children carrying out specific activities are an effective way of engaging a teacher's interest. Some of the photographs are annotated, which provides a clear link with points in the text.

The first section is short and concise with by far the majority of the book concerned, quite rightly, with suggestions for educational approaches. It is encouraging to find a resource booklet which suggests open-ended, active approaches to learning without the usual attempts to give the teacher a complete history of the site and no flexibility within which to plan a visit. The breakdown of each educational approach into 'preparation', 'site visit' and 'follow up activities' also encourages teachers to view the castle as a resource which should fit into a programme of work rather than a 'one-off' summer term's outing.

Throughout the approaches, cross curricula links are explored and many of the suggested activities include, maths, craft, art and English. The booklet, however, is most firmly orientated towards the past with no real suggestions for the exploration of Carisbrooke Castle's role today or in the future. However, this criticism only really implies that a further booklet exploring this dimension of change through Carisbrooke Castle would be equally useful to teachers.

I have a personal dislike of worksheets, as their educational value is sometimes dubious, however those included in this book (copyright free) at least encourage pupils to observe and draw, to make deductions and give opinions, and do not simply require the finding of correct answers. The pupils using the worksheets in this book would, however, have to be fairly able. The level of language used, would require pupils with any learning difficulties to need a fair degree of assistance.

The suggestions for active methods of interpretation, be they of visual evidence, empathy through role play, or story telling are exciting, and particularly pleasing is the use of landscape paintings to look at the process and concept of change. Elements of problem solving are also introduced into the King, Servant and Gaoler exercise. An obvious understanding of much of present thinking in education lies behind this excellent resource booklet.
Lesley Hehir.

ANCIENT MONUMENTS IN THE COUNTRYSIDE: An archaeological management review. Timothy Darvill. English Heritage 1987. £12.50

This is an A4 paperback book of some 188 pages setting out the policy of English Heritage towards the 650,000 known monuments dotted around England, in varying degrees of care. The opening chapters describe the development of protective legislation, the continuing search and survey work addressed at the resource and the concept of archaeological resource management to balance conflicting demands. England's countryside is then divided into 9 types e.g. wetland, lowland heath, arable and each one is discussed at some length in terms of its importance, the particular threats to it and suggested management solutions.

The book is comprehensive and scholarly; Mr. Darvill displays an impressive grasp of what is going on in archaeology today and also in resource management. He ranges over our prehistory, our history and our landscape in a knowledgeable way and includes a comprehensive bibliography for those whose thirst is not quenched in the body of the book. For interpreters with a need to explain the wider context of a certain site, his approach is helpful, clear and concise.

Despite its straightforward approach and good illustrations, doubt begins to creep in as to whether this is the right format for an avowed intention of campaigning amongst landowners and public bodies for due recognition for archaeology amidst competing forms of land-use. In its endeavour to provide evidence and justification, it has become probably too long and too weighty to be read by anyone who does not already have a sympathy for, and an interest in, the subject. The author has also written a colourful 16-page brochure covering the same points in an abbreviated form and it may be that this is a much more effective weapon in the fight for archaeological conservation.

Interpreters will be disappointed at the way their discipline is dealt with in this book. It is many pages into the book before interpretation is first mentioned. After that, it is assigned a role under many of the landscape chapters, but typically brings up the rear in a recurring section headed "exploitative management'. The more sensitive reader will blanch a bit at seeing our potential contribution included here. The author seemingly has not been exposed to the idea that interpretation should be an integral part of the management of those archaeological resources which could, or already do, receive visitors. It can rationalise visitor pressure, enhance enjoyment and possibly provide an income. And, even on sites where visits are not encouraged, interpretation's methods might be enlisted to raise general awareness of the need for conservation and thus increase support for the variety of measures which English Heritage already, on the evidence of this volume, deploys to such good effect.
Ken Jackson

KENSINGTON GARDENS TRAIL.
Deaprtment of the Environment £2.50 + 40p p&p.
This pack comprises two A4 booklets, one of 24 pages is the Teacher's Book, the second of 20 pages, is intended as a children's work book and is directed to the 8 to 13 year age range.

The layout follows a trail around the grounds of Kensington Gardens and makes no apology for concentrating attention on the large variety of trees to be seen - over 40 species are mentioned in the Teacher's Book and 36 are illustrated!

For the discerning teacher (or parent) prepared to visit the gardens prior to taking the children, there is a great deal of information from which to select. Arriving on site for the first time with children would, however, present problems. The very clear leaf drawings in the Teacher's Book should certainly help identification but the value of including Indian Bean Tree and Cockspur Thorn must be questionable. Amongst all these trees one almost loses sight of the historic interest of the gardens. Mention is made of the Speke Obelisk and the Albert Memorial for example but not without reference to nearby trees.

Whilst the children's book is useful, the ideas it suggests are all well documented elsewhere, for example, bark rubbing and tree measurements.

In summary, the information in the children's book would have been better incorporated into the Teacher's Book and whilst the latter is well laid out, teachers and parents must be prepared to do their homework before taking the children.
Alan Staniforth.

OTHER PUBLICATIONS

COUNTRYSIDE VOLUNTEERS - The Project and the Process. Published by The Voluteer Centre. UK. (£4.95 incl.) Written by Sarah Buchanan.

A GUIDE TO PORT SUNLIGHT VILLAGE by Edward Hubbard & Michael Shippobottom. Liverpool University Press. £3.50 net. ISBN 0 85323 116 8.

FAMILY WALKS AROUND SUTTON BANK. Published by North York Moors National Park Authority. £1.90 (£2.20 by post) ISBN 0 907480 14 4

EMPLOYMENT TRAINING - how will it affect people, employers and the voluntary sector in rural areas?
Report of Seminar organised by NCVO in May 1988. 50p inc. p&p.

IN THE NEWS

SHAPING PLACE
The **Civic Trust Education Group** on 6th October, launched the first edition of its new restyled and retitled education broadsheet, **Shaping Place.**

"In launching **Shaping Place**" Martin Bradshaw, Director of the Trust, said that "we are reaffirming the Civic Trust's belief in the vital and continuing importance of environmental education. It's a paradox that at a time when environmental awareness has never been greater at community level, we are burdened with poor quality development which too many of us don't seem to notice".

Shaping Place aims to encourage everyone - children, young people and adults - to look at our surroundings with fresh eyes, to learn about what we see, to care, and to act to improve things. Replacing the popular Heritage Education News, **Shaping Place** focusses on using our local place for learning right across the curriculum. Helping young people to read a building as you read a book, learning to look up, down and around and see materials, textures and colour, understanding the laying out of space, and explaining, coming to terms with and influencing change is what it's all about.

40,000 copies go free every term to every school in England and Wales, and amenity societies, planners, educationalists and hosts of individuals interested in environmental education. The education work of the Trust is substantially supported by the Department of the Environment.

WORLD ARCHAEOLOGICAL CONGRESS
The First World Archaeological Congress was held in Southampton in 1986. From this meeting a new World Organisation has been created, based on individual and institutional membership, that hopes to address the contemporary issues facing archaeology rather than simply being a forum for "telling of our latest finds".

Integral to the aims of the World Archaeological Congress is the presentation and interpretation of the archaeological heritage - topics that will be discussed at the Second World Archaeological Congress to be held at the University of the Andes, Merida, Venezuela in September, 1990.

Contact either:- Peter Stone, Education Branch, English Heritage.

or Prof. Peter Ucko, Dept. of Archaeology, University of Southampton.

MUSEUMS RISING TO NEW CHALLENGES.
Rarely, if ever, has the world outside museums challenged the world inside so directly and in so many ways, says the Museums Association in its Annual Review published in September.

Museums and galleries have never before been so popular; had a clearer educational role, or offered such wide economic and social benefits. And they have never before faced such urgent preservation tasks. But at the same time, government policies, a more demanding public and technological advances are resulting in massive pressure for change, comments the Review.

In responding to these new challenges, the Museums Association has developed an ambitous 5-year plan to expand its services.

Among the new initiatives are:

* a major new training programme for museum staff
* a new parliamentary service to keep a on watch issues which affect museums and their public
* a new series of eleven regional guides, entitled 'Exploring Museums'
* the opening of a new Museum Shop in the West End of London
* the designation of 1989 as Museums Year, in recognition of the Association's Centenary.

Launching the Review, Ian Robertson, President of the Museums Association said, "The real value of museums and galleries to the community is becoming clear as never before. Both the Museums Association and museums themselves are changing rapidly and becoming equipped to answer the new challenges facing us."

COUNTRYSIDE VOLUNTEERING
There are ever growing numbers of volunteers involved in the countryside and agencies are becoming more dependent on their contribution.
The Volunteer Centre UK through its Countryside Volunteering Project has developed a number of resources to assist those who work in the countryside with volunteers.

Just published is the **Countryside Volunteers Project Report and Project Data** - a document of use to those who want to know more about the role of volunteers in the countryside and those who have a responsibility for project development.

A **Catalogue of Services** describes all the services on offer including a membership package, subscriptions to specialist mailings, training and information, relevant to volunteers in any organisation.

The Volunteer Centre UK announced the establishment of an **Environmental and Countryside Unit** at the Centre from November 1988 which is jointly funded by the Countryside Commission and the Nature Conservancy Council.

Contact - The Volunteer Centre UK, 29 Lower King's Road, Berkhamsted, Herts HP4 2AB.

JORVIK VIKING FESTIVAL
The call of the Lur will stir the city to life in January, as York heralds its 4th Jorvik Viking Festival.
The new year Festival, hosted by Jorvik Viking Centre owners - York Archaeological Trust will encourage city visitors to forget the dreary winter. Viking feasts will warm the body, whilst Viking dramas and clashing warriors will take off the seasonal chill, after an explosive opening fireworks display.

Children will play a major part in the Festival - with many activities inviting them to enter into the Viking spirit - including a mythical beast making session.

Groups of schoolchildren will exchange their uniforms for Viking garb, and recreate a Viking village in Coppergate Square - building houses, making implements, spinning, weaving and cooking. Throughout the month, schools and junior chess clubs will compete at Hnefatafl - the Viking equivalent of chess.

One of the many exciting free events is the Longships Challenge, when the Ouse brims with a fleet of Viking oarsmen, competing for two prestigious trophies. Two-hundred torch-bearers will process through York's streets, to bear the body of a fallen Warrior King to his funeral longship. Flaming arrows will set the pyre alight, to end the Festival in a dramatic blaze of fire. Preparations for the festivities have been underway for over eight months, in order to stage what is hoped will, this year, be Europe's largest Viking Festival.

1688. GLORIOUS REVOLUTION? THE FALL & RISE OF THE BRITISH ARMY 1660-1704
Special Exhibition.
November 3 1988 to March 13 1989.
The Stuart Army, painstakingly built up by Charles II and James II, totally fell apart when it was faced with the invasion of William of Orange in 1688. The Exhibtion looks at why this was and also at how the Army recovered to such an extent that by 1704 it was to play a major part in Marlborough's victory over the French and Bavarians at Blenheim. A fine collection of military paintings from all over Europe will be on display as well as rare weapons and pieces of equipment. Modellers will enjoy a complete model infantry battalion, with every man represented by a painted model soldier. There will also be a reconstruction of a late 17th century guardroom, complete with furniture, weapons, everyday items and full scale figures in replica uniforms.
Saturdays from November 5 to March 12 1989. Living History.
Every Saturday during the period of the above Exhibition, members of the History Re-enactment Workshop will recreate the daily life of soldiers and their families in a reconstructed period guardroom and living quarters. Extensive research, training and practice has enabled the re-enactors not only to dress but also to speak and behave as their seventeenth century counterparts would have done. Visitors will be welcome to try on articles of uniform and armour, talk to the re-enactors and find out more about late seventeenth century life. The resulting conversations are guaranteed to be interesting, often amusing, and always entertaining.

Open from Monday to Saturday 10am-5.30pm and Sunday 2pm-5.30pm. Admission free.
National Army Museum, Royal Hospital Road, London SW3 4HT.

THE QUEEEN MOTHER OPENS CHERRYBURN
On Tuesday 28th June 1988, the Queen Mother officially opened the Thomas Bewick Birthplace Museum at Cherryburn, Northumberland (featured in Issue No 36).

Her Majesty Queen Elizabeth The Queen Mother chatting to some of the UK 2000 employees who worked on the restoration of Cherryburn.

PANNELL KERR FORSTER ASSOCIATES MOVES INTO MUSEUM RECRUITMENT
An executive recruitment service for museums, galleries and heritage sites has been launched by Pannell Kerr Forster Associates, leading management consultants, and Musuem Enterprises, the trading company of the Museums Association.

"Now, with our new partnership we will cover the recruitment of a wide range of people, from directors and curators to site managers and administrative staff, ensuring that employers and potential employees are brought together in a professional and efficient manner" commented Peter Melrose, Associate Director at Pannell Kerr Forster Associates, and Mark Taylor of Museums Enterprises.

Pannell Ker Forster Associates is a major consultant to leisure, tourism and museums and this new venture highlights the growing success of its specialist recruitment services.

THE DINOSAUR MUSEUM
For over 140 million years dinosaurs ruled the earth. Then, 65 million years ago, their marathon rule came abruptly to an end. How they lived, what they looked like and why they disappeared has absorbed and fascinated man almost more than any other single issue concerning the animal kingdom.

This fascination certainly prevails amongst visitors to one of Britain's most unusual musuems - The Dinosaur Museum, in Dorchester, Dorset. Here some of the answers to the mysteries are explained in the exciting displays. For the museum, which is Britain's only museum devoted to dinosaurs, has adopted a novel approach to displays and to its visitors. Everything has been designed so that the visitor is intimately involved with the exhibits. The Museum, which has established a for its interpretive techniques, is situated in the reputation centre of Dorchester, at Icen Way.

A visit actively involves the visitor in exploring the mysterious world of the dinosaurs through the many interactive and computerised displays that blend with fossils, skeletons, life-size reconstructions and audio-visual presentations to inform and entertain. The staff, led by the Museum's director Jackie Ridley, have concentrated on a new approach using modern techniques to bring the prehistoric world of the dinosaurs to the 20th century.

Visitors are positively encouraged to touch. People find this invitation to touch and experience great fun. After feeling dinosaur bones, footprints and the like, they can put their hands into the "feelies' to make up their minds what the skin of a dinosaur might have felt like. They can also literally change a dinosaur's colour and appearence in the colour-chamber.

The Dinosaur Museum's unique combination of actual fossil material, skeletons, life-size reconstructions, interactive and computerised displays and audio-visual presentations make it an exciting visit for all the family.

MEMBERS MOVES

Niall Carson has moved to Whitby after 8 years as Senior Ranger of Croxteth Hall & Country Park, Liverpool. Now operating as a freelance Countryside Ranger Service ("RENTaRANGER"), he and his wife Anthea provide a range of conservation skills for hire. Nationally, they will specialise in creating interpretive software for use on BBC microcomputers in schools and visitor centres.
Ruth Tillyard will move in the New Year from Bearsden, Glasgow to 21 Craigmaddie Road, Bardowie, Glasgow G62.

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;
* to 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 £12.00, Library £7.00, Corporate £30.00, Student £6.00, Overseas £12.00 (£16 airmail).

The views expressed in articles and reports are not necessarily those of the Society for the Interpretation of Britain's Heritage.

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