

Interpreting your heritage



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- What do you want to say and who do you want to say it to?
- Think creatively – going beyond panels





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What do we mean by interpretation?

Interpretation is primarily a communication process that helps people make sense of, and understand more about, your site, collection or event. It can:

- Bring meaning to your cultural or environmental resource
- Enhance the visitor experience
- Enable communities to better understand their heritage

Association for Heritage Interpretation

Interpretation is not just about facts and figures, it is the way in which the interest, value, significance and meaning of heritage is communicated to people. It is a learning activity which communicates the stories and ideas behind the heritage and provokes the audience to think for themselves, coming to their own understanding about what its subject means to them.

Heritage Lottery Fund



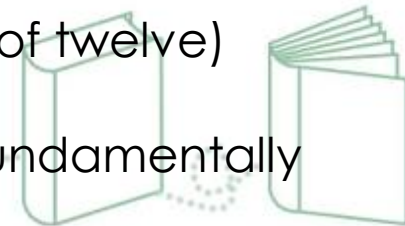


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Freeman Tilden

1. Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.
2. Information, as such, is not Interpretation. Interpretation is revelation based upon information. But they are entirely different things. However all interpretation includes information.
3. Interpretation is an art, which combines many arts, whether the materials presented are scientific, historical or architectural. Any art is in some degree teachable.
4. The chief aim of Interpretation is not instruction, but provocation.
5. Interpretation should aim to present a whole rather than a part, and must address itself to the whole man rather than any phase.
6. Interpretation addressed to children (say up to the age of twelve) should not be a dilution of the presentation to adults, but should follow a fundamentally different approach. To be at its best it will require a separate program.





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Who cares?

My site is important because...

I love this place because...

Local people value this because...

If people only one know thing about this place I want it to be...

My favourite story about this place is...

This place is important because...





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Who do you want to
reach?



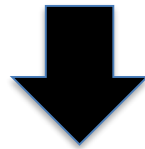


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Take a step back:

- What are the key things you want to communicate?
- Who do you want to communicate with?



Interpretation determined by these questions





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ASK – funders love consultation

RESEARCH – similar sites/venues

TALK – to other projects





Differentia -
Horden
Denes





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<http://www.talkingstatues.co.uk/>



DICK WHITTINGTON'S CAT

HIGHGATE HILL



written by: HELEN LEDERER

animated by: HELEN LEDERER

with support from: ALMEIDA THEATRE and ISLINGTON COUNCIL



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Berlin street



Charles Dickens' House



Erewash Museum





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Shelley Signs and Eden Project

Summer Sun & Healthy Waters

The mineral spring on 'moorland' ground (just at the south end of the old spa) was used as a health spa for its own hot water from early times. Dr Fuller states in his History of Brixham, 1766:

"In the summer season, many who have come to drink it have been obliged to go home again for want of lodgings."

By the 1800s the natural spring waters were combined with the heat and steam along the cliff tops (forming brine and taking coal tips were all part of the experience). There is a note in the 1800s that the spa was a 'mineral spring' although some prefer it as a 'natural mineral spring' from the 'moorland' ground. It is known as 'The Golden Palace'.

from Complicated Brixham Journal July 17th 1878

Industry and commerce

The paper hospital of St Bartholomew was founded in 1224 in the area of the Spa. The actual site is unknown by the end of the 18th century. Spital was described as a run-down decrepit settlement compared with Brixham town. The village occupations were mainly quarrying (that included whaling) and the rendering of blubber (boiler building for inshore salmon fishing, mending and smelting).

During the early 19th century visitors came for the bathing and spa and by the mid Victorian era, industry expanded to include a foundry, a forge, tanning curing yards, chemical and many works.

With the arrival of the railway in 1847 tourism increased, despite the frequent foul smells and other ailments (causing the Brixham 'Smell' from the many industries in the area). On the positive side, the growth of industry helped local entrepreneurs to influence the introduction of coal gas lighting and piped fresh water to the village.

The healthy spa (chalybeate waters) were still the centre of the visitor experience and by the late 19th century large Villas were built in 'New Town' Spital to accommodate the visitors to the beach and the Spa Well.

Spa Villa Lodging House

Enterprising women catered for visitors in the holiday apartments in this highly decorated villa.

In the 1880s many lodging houses were managed by local women and some beach front proprietors advertised their hot sea water baths.

Produced by Spital Improvement Trust with help from: www.spitalgreat.co.uk

Coal mining and inshore fishing contrast with the arrival of well heeled gentry seeking fresh air, spa waters and tea bathing for their health. The horse drawn railway traverses the sandy bay taking coal to the jetty known as 'Coal Street' at Hakewell. The railway was originally built in 1830 for the carriage of stone to construct the Brixham pier and lighthouse, which was completed in 1832.

Inspired from a painting by John Dixon Evans 1822: by permission of Brixham Town Council & the Brixham Pier & Lighthouse Trustees.

Who are they?

Famous people such as William Shakespeare, Lord Byron and Sir Walter Scott figure prominently in the local history. Sculptors and here we can see some historical British figures alongside some local Brixham figures.

Ponds are Good for Wildlife

This little pond is a great habitat for wildlife. It has a lot of water, a lot of plants and a lot of insects. It is a great place for many different types of animals to live. The water is clean and the air is fresh. It is a great place for many different types of animals to live.

We have designed this area so that a wide variety of plants and animals live in and beside the pond.

Supported by:

For more information, visit www.hertsdirect.org/edenham

South Africa

Coastal fynbos

A low shrubby vegetation, adapted to windy shores, sandy soils and salt spray. A bit like our Cornish moorland - only warmer.

Fynbos and coastal fynbos are threatened by the arrival of invasive non-native plants. Organisations such as Flora and Fauna International and Resources Africa are working to protect the area.



Eumelic conglomerate, a rare rock type

Shetland Amenity Trust



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What can you do yourself and what do you need to buy in?

- Research
- Copy writing
- Illustration
- Graphic design
- Sign maker
- Accessibility
- Maintenance



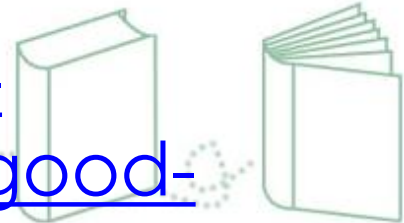


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Help and resources:

- Association for Heritage Interpretation (AHI)
- Heritage Lottery Fund - <https://www.hlf.org.uk/interpretation-guidance>
- James Carter – www.jamescarter.cc/good-stuff/
- Scottish Natural Heritage - <http://www.snh.gov.uk/policy-and-guidance/heritage-interpretation/good-practice-guidelines/>





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Any questions?

