

Pots, Pits and People

Interpretation Options Appraisal

April 2020



This presentation draws together initial thoughts and ideas about how interpretive installations and media can assist in Bulwell's Pots Pits and People project.

It is important that as proposals develop, we give consideration to the interpretive value of different forms of interpretive media as well as using realistic development and production costs.

This paper can be used to help inform the process.

It also identifies some potential different funding streams which can be explored to supplement NLHF applications and / or act as match funding or fund specific features.

Assumptions

The ballpark costs included in this report make the following assumptions:

- Content research and resources supplied by client group and local historians
- Scripts and texts authored by interpretation consultants or specialist copy / script writer

Design constraints and considerations

Each project has a unique set of constraints and considerations which will help guide the design process. These should be listed before the design process commences. They might include statutory regulations e.g. SAM or Listed Building Regs, social behaviours e.g. prone to vandalism, environmental e.g. coastal environment, site ownership issues, planning and advertising consents, operational and maintenance budgets etc.

Whilst these issues are important, they should be presented in such a way as to not hinder creative development.

Other costs to consider – Delivery Phase

When authoring project costs plans, the following lines should also be included:

- RIBA stages 2 to 4 – design / development stages: ~£12,500
- Project management of Implementation stages: ~£28,000 based on project cost of £250,000
- Suppliers PM, prelims and expenses ~£12,500
- Image licenses and copyright ~£2,500
- Contingency @ 5% (£12,500 or 10%: £25,000)

Next steps – Delivery Phase

- Work up the interpretive aims & objectives and themes, topics and stories in a cohesive and recognised format. This should be done in close liaison with the Activity Plan.
- Ensure the Activity Plan clearly defines the project audiences (evidenced).
- Hold a creative workshop with, say, up to 12 stakeholders and members of the local community to explore ideas for interpretation interventions and activities.
- Map out proposed interventions on an annotated plan and describe each proposal with the assistance of found images or concept sketches.
- Cross reference design ideas with activities and create a narrative map to ensure all themes and stories are represented.
- Create a Concept Design cost plan (estimated).
- Test ideas through various community engagement activities e.g. focus groups, world café, public display. Amend as required.
- Once the Concept Design is approved, work up each idea to a developed design stage, sufficient to go out for tender (design, manufacture and install).

Interpretation aims and objectives

An interpretation project should have specific aims and objectives. These will tie in very closely with those of the Activity Plan – and, indeed, may well be shared.

For example:

Visitor experience related aims:

- Explain Evesham Abbey's local, national and worldwide significance.
- Make connections between the Abbey site and other key heritage features in the town.
- Help visitors find their way around easily.
- Use the existing Abbey walls / ruins as interpretation assets.
- Reflect the humanity of the site.
- Be layered and accessible to everyone whatever their background, needs or interests.
- Use appropriate techniques to engage and inspire all visitors.
- Be child and family friendly.
- Use people and characters to tell stories and connect with the audience.
- Use digital interpretation where appropriate.

Management and partnership aims :

- Help to develop Evesham as a tourist destination.
- Help to develop and maintain footfall to the site.
- Ensure longevity, robustness and the efficient management and maintenance of the interpretation.
- Encourage volunteering, donations and support for the Evesham Abbey Trust.

- Support partnerships with key stakeholders including xxx.

Objectives in interpretation further articulate the guiding principles of a scheme, and provide a measurable framework for evaluating the effectiveness of the scheme through visitor surveys or observational methods (as per NLHF evaluation requirements).

There are three main kinds of objective:

1. **Learning** – what we want visitors to learn as a result of the communication.
2. **Emotional** – what we want visitors to feel in response to the communication.
3. **Behavioural** – what we want visitors to do as a result of the communication.

For example

Learning objectives:

As a result of engaging with the interpretation, the majority of visitors will be able to:

- Express a general understanding of the foundation and the growth of the Abbey.
- Appreciate the physical scale of the Abbey.
- Express a general understanding of the power of the Abbey and its widespread influence.
- Express a general understanding of the significant historical events that have influenced Evesham.
- Express a general understanding about the importance of the Abbey to the town and its community.
- Express an understanding of the importance of further archaeological exploration of the site.

- Talk about one or two of the interpretive characters they encounter.
- In addition, visitors will learn the detail of one or more of the themes, depending on their particular interests.

Emotional objectives:

As a result of engaging with the interpretation, the majority of visitors will feel:

- A greater sense of place, ownership and local pride (local residents).
- Stimulated and inspired by the stories of the Abbey and its heritage.
- Connected to the history and significance of the Abbey.

Behavioural objectives:

As a result of engaging with the interpretation, the majority of visitors will:

- Be able to easily access and use the interpretation.
- Share their enthusiasm for the history and heritage related to Evesham Abbey site.
- Be more likely to visit other related heritage sites in the town and local area.
- Be more likely to return for an activity or more in-depth learning.
- Be more likely to try outdoor activities, growing their own food and other health related activities.
- Be inspired to think about the values of life.
- Be more likely to attend or become involved in Evesham events.
- Be more likely to show an interest in volunteering with or joining the EAT (local visitors).

Interpretation themes, topics and stories

Themes in interpretation summarise the key messages that should be left in the minds of the audience. They are an essential way to organise a wide range of stories into a coherent narrative, and should sum up the essence of what makes a place special.

The themes may never appear in these words in the interpretation, but should guide content development and the specific messages contained within each piece of interpretation.

A well written theme will read as a single sentence or idea.

An Interpretation Plan should set out a range of themes for the interpretation. These could be explored either as parallel threads or distinct stories within the interpretation.

During the design development phase, we should always refer back to the themes and stories to ensure each is able to be covered with the selected projects or media.

The themes currently identified for the Pots, Pits and People project should be worked up in a recognised format, including an overarching theme. This overarching theme represents the principle idea being communicated, and should ultimately tie the primary themes together. For example:

Overarching theme:

By standing on the site of Evesham Abbey, you are at the centre of significant social, cultural, economic, and political events that unfolded over 1000 years

Primary themes:

1. History of the Abbey

The story of the rise and fall of the Abbey that become one of the largest and wealthiest in the country is a fascinating insight into the strengths and weaknesses of human character.

2. The building of an abbey

The building of the Abbey in the days before mechanisation was an incredible achievement.

3. Monastic life

The Abbey may have become very wealthy, but life as a Benedictine monk was no bed of roses.

4. The Abbey, its relationships and roles with Evesham

The town of Evesham evolved around the Abbey with strong links between the townspeople and the Abbey, which continue to this day.

5. The Rudge Family & the Abbey Site

The Rudge family, who owned the Abbey site over a span of 400 years, has contributed much to the heritage of Evesham, not least by enabling everyone to once more have access to the whole site.

6. Archaeological exploration

Archaeological excavation of the site has provided fascinating insights into the changing Abbey over time, but there is so much more to unearth of the secret history of Evesham.

Each Theme should have a number of topics or stories we want to tell. For example:

2. The building of an abbey – engineers, craftsmen and artisans

2.1 Periods of building/rebuilding of Evesham Abbey:

- Saxon foundation
- Rebuilt in the Norman (Romanesque) style during c.1077 to c.1213
- Major repairs and embellishments (c.1214 –1236)
- Chapter House built, and embellishments and repairs (c.1282-1316)
- Building of the Great Gateway and completion of boundary wall (c.1317-44)
- Building of the Bell Tower, embellishments / additions to the two parish churches and abbey (c.1513-39)

2.2 The process of building a medieval abbey

- Building in medieval times was as complex a process as it is today, involving an 'assembly line' of craftsmen.
- Medieval stonemasons were highly skilled craftsmen who combined the roles of architect, builder, craftsman, designer and engineer. The master mason usually oversaw the work of all other labourers on site.
- Medieval builders introduced machines into many stages of the work, including cranes for loading and unloading stone from boats, pulley systems for raising stone, drills for wood-working, human treadwheel to lift heavy weights.
- It was hard, often dangerous work.

2.3 Contemporary craftsmen

- Stonemasons: e.g. carved face on the Bell Tower; 1970 grotesques in All Saints' Church.
- Stained glass in St Lawrence depicting historical events

Interpretive sculpture

A community competition or professional sculptor could be engaged to create an iconic centrepiece – a talking point to engage interest in one, several or even all of the project themes.

However, the idea of creating a giant pot sculpture and linking this to the Beautiful Bulwell scheme with annual planting, is appealing.

A high budget item may be difficult to justify politically and within the community.

Interpretive value

- Stand out, iconic
- Recognised locally and possibly beyond
- Can integrate with local studies and town trail activities
- Vulnerable to anti-social behaviour – upkeep costs
- More evocative people are featured

Themes

Potentially all but specifically

Bulwell People and Stories

Industry: Pots, Pits & Bricks

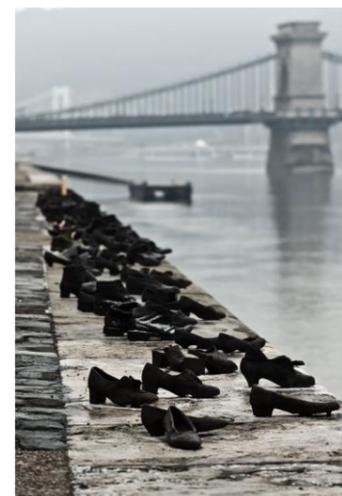
Cost

£25k to + £200k

Subject to scale, detail and materials. E.g. cast SG Iron, resin or terracotta (vulnerable to breakage)

Notes

- Tie in with Beautiful Bulwell
- Installation as well as smaller pots, hanging baskets and other planting around the town
- May be longer term aspiration as large budget item may be politically sensitive



Underpass public art

The underpass under Bulwell High Road and linking the town centre to Commercial Road and the residential areas beyond is an opportunity to create an iconic themed design through a community led design initiative. The areas leading in to the pass and the walls within could be adorned with mural type interpretive art though the idea of utilising sculptural form and lighting could have the most impact.

Interpretive value

- Stand out, iconic
- Recognised locally and possibly beyond
- Can integrate with local studies and town trail activities
- Local community project – groups to contribute to the visioning and design process

Themes

Potentially all but specifically
Bulwell People and Stories
Industry: Pots, Pits & Bricks

Cost

£25k to + £200k

Subject to scale, materials used and degree of specialist lighting design.

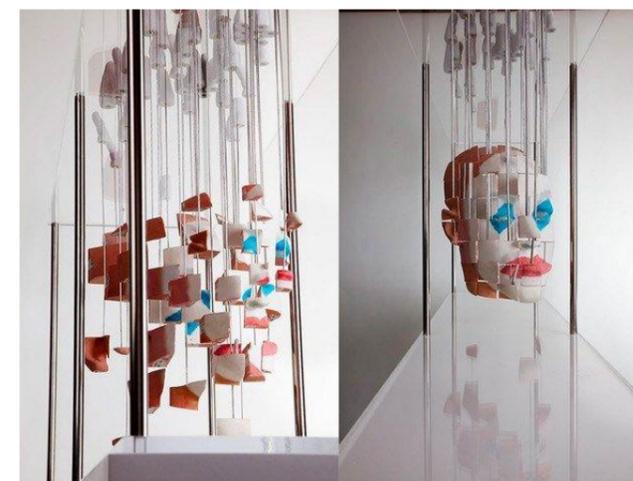
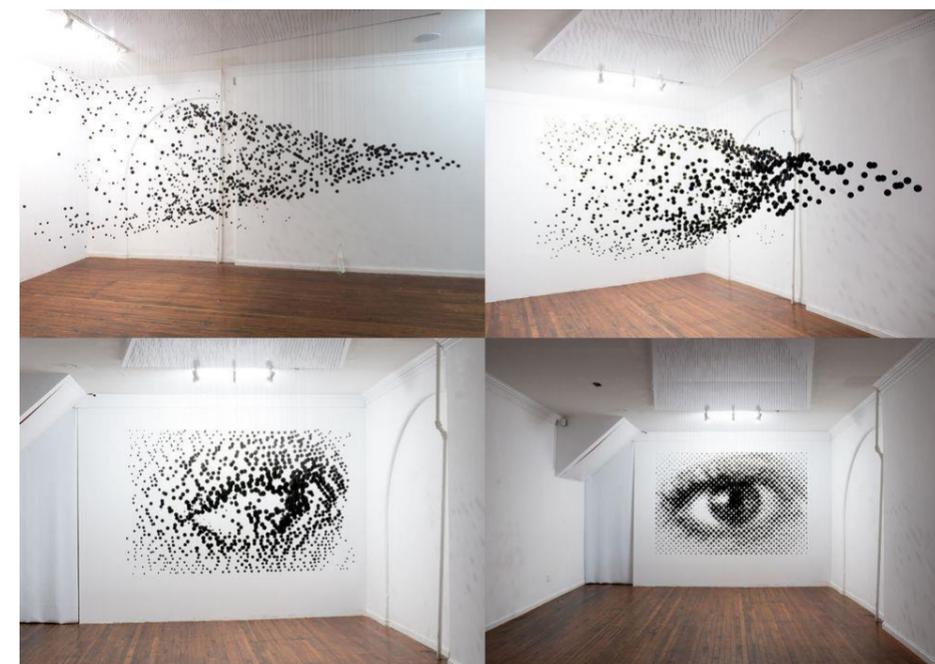
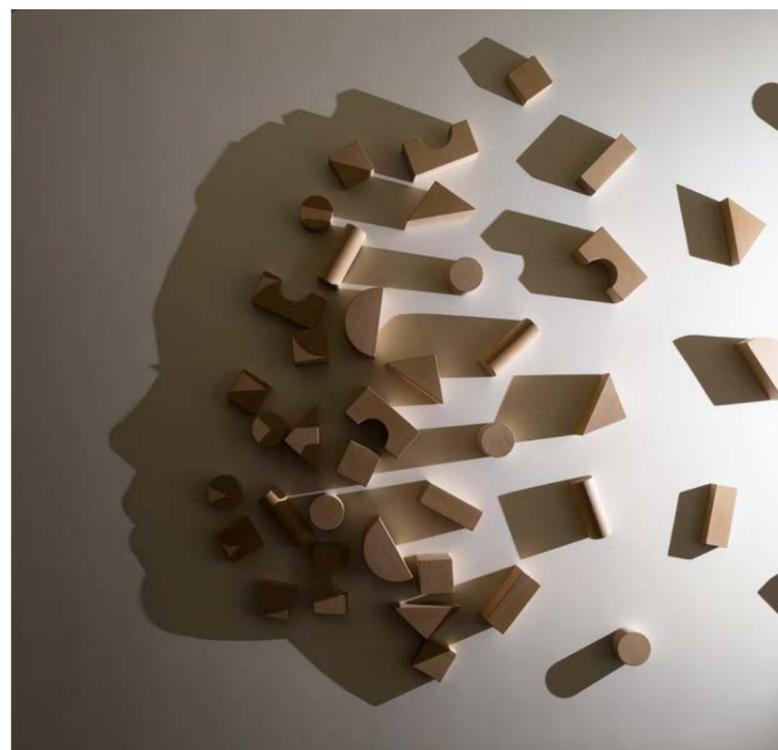
Notes

- Consider anamorphic installation on ceiling / walls of the underpass – see next slide



Anamorphic sculpture

There is the opportunity to consider an anamorphic sculptural design within the underpass.
Some examples have been shown here.
Whilst the concept design would be developed as a community initiative, the technical design would be led by an expert to avoid costly errors in production.



Former building footprint: planting

Planting using either box hedging or yew or “sky rocket” conifer trees could be created to form the former footprint of Bulwell Hall.

Any project in the park setting can link to health and well-being agenda.

Interpretive value

- Show footprint of former building
- Can integrate with local studies and town and park trail activities

Themes

Bulwell Hall and Park

Cost

£10k to + £50k

Notes

- Need to consult with Nottingham City Council Parks dept re. upkeep and maintenance



Former building footprint: sculptural

Tall sculptural interventions to form the former footprint of Bulwell Hall.

Opportunity for creative use of materials and possible link to environmental initiatives

Any project in the park setting can link to health and well-being agenda.

Interpretive value

- Show footprint of former building
- Iconic
- Can integrate with local studies and town and park trail activities

Themes

Bulwell Hall and Park

Cost

£20k to + £100k

Notes

- Need to engage Nottingham City Council Parks dept re. upkeep and maintenance



Town and park trails

Trails using printed leaflets (professionally printed and distributed at the Riverside Centre, or print your own) or on a smartphone app can guide users around points of interest or story hotspots in the town, along the river Lean and into Bulwell Hall Park and other green spaces.

Both adult and children's trails can include fun or read and answer activities – though each to be specifically designed to suit learning styles.

Can link with most other interpretive interventions such as sculptural, panels, benches etc.

Interpretive value

- High interpretive value
- Layered content can help appeal to different audiences
- Illustrative and design approach can humorous or more subdued – to appeal to different audiences and learning styles
- Artwork can be updated / refreshed for new print runs

Themes

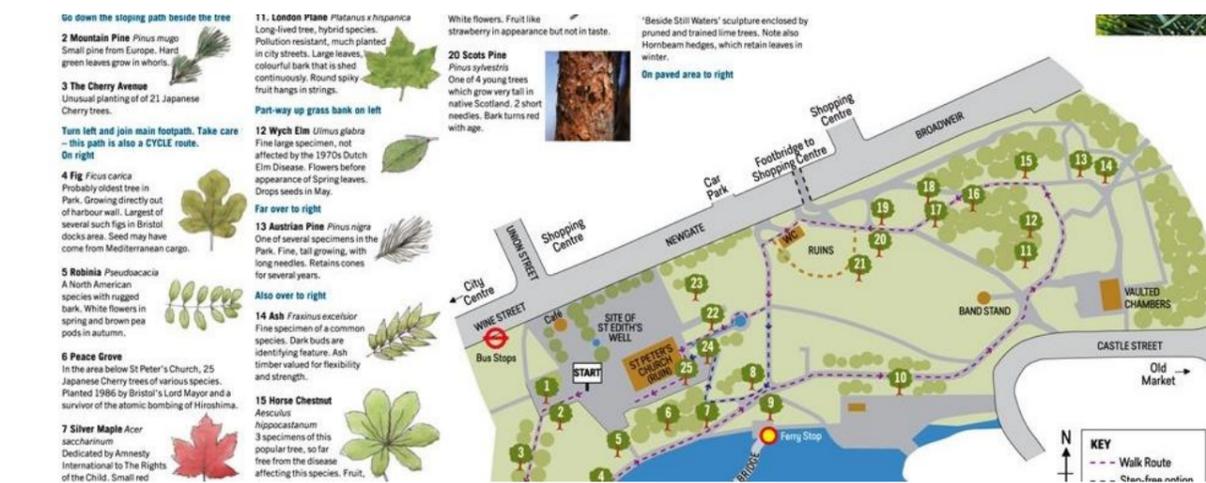
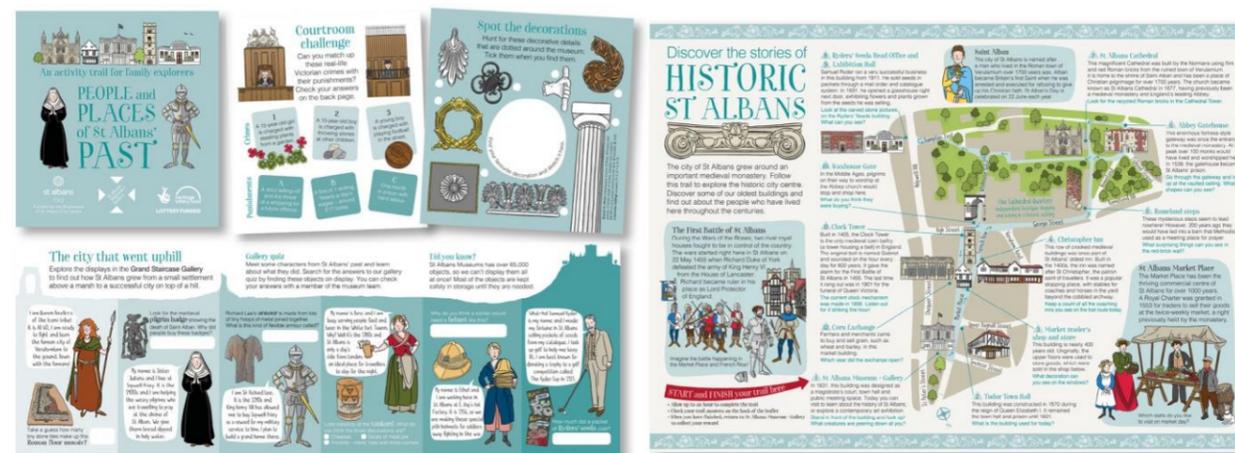
- Bulwell in WWII
- Bulwell Hall and Park
- Bulwell People and Stories
- Industry: Pots, Pits & Bricks
- Anglo Saxon and Medieval Bulwell
- Victorians

Cost

Initial content development and graphic design: £1k to £2k.

Illustrations: £150 (simple line) to £2,500 (colour reconstruction) each.

Leaflet print costs (10,000, 130gm satin paper): £350 (Z-fold, A4) to £600 (A3 folded to A5).



Children's activity trails

Fun activities and illustrative style specially designed to suit kids interest.

Opportunity to link in with schools programme and with curriculum focused activities.

JOIN THE DOTS

Join the dots to complete the picture, and then colour it in.

The majestic Red kite used to be in real trouble, but now it's thriving again in the Land of Oak & Iron.

BLACKHILL & CONSETT PARK ACTIVITY TRAIL

PARK MAP

DOT-TO-DOT

These are the 3 Giants of Consett - Con, Ben & Mug. Help them to complete all the activities in the park!

1 Find your way to the old park gate. How can you write in the missing date?

2 This hat made of leaves is a bit of a riddle. What kind of animal lives in the middle?

3 These words in the ground are all about steel. Which steelworker's job does this cross reveal?

4 This boy in the fountain has won local fame. After you've seen him, can you tell me his name?

5 Visiting the wishing stone is something you must do. Close your eyes and make a wish, and see if it comes true!

6 Scramble uphill till you find the Black Rocks. How many rocks can you spot on top?

Colouring

Help bring the picture to life by colouring in the train as it leaves the station.

RAILWEEK

RAILWEEK
8-14 OCT 2018

into rail

Maths

Safety equipment is very important in keeping workers safe on the railway. Can you do some maths to work out what the hard hat, safety glasses and hi-visibility jacket are?

1. $4 + 4 + 4 + 4 = 16$

2. $2 + 2 + 2 + 2 = 10$

3. $3 + 3 + 3 + 3 = 21$

4. $4 + 4 + 4 = 12$

5. $2 + 2 + 2 + 2 = 8$

6. $3 + 3 + 3 + 3 = 12$

7. $2 + 2 + 2 + 2 = 8$

STOVE R FAMILY FUN

Welcome to Stove R. Complete the activities to discover more about the Falling Sands Viaduct. Enjoy the journey!

1 Find the route

2 Count the arches

3 Load up the train

4 Who came from where

5 Falling Sands Viaduct detective's fact file

6 Join the dots

7 Find the hidden

Well done you've finished! If you haven't already, make sure you visit the Engine House.

ENGINE HOUSE FAMILY FUN

Welcome to the Engine House. Complete the activities below to discover more about the Falling Sands Viaduct. Enjoy exploring!

1 Falling Sands Viaduct Detectives Quiz

2 Meet Edward Wilson

3 Meet the Navvies

4 Danger! Look Out!

5 Pack for a journey

6 Who gets up the earliest?

7 I spy with my little eye...

Congratulations you've finished! We hope you had fun visiting the Engine House and Stove R - if you haven't been for a ride yet, make sure you do.

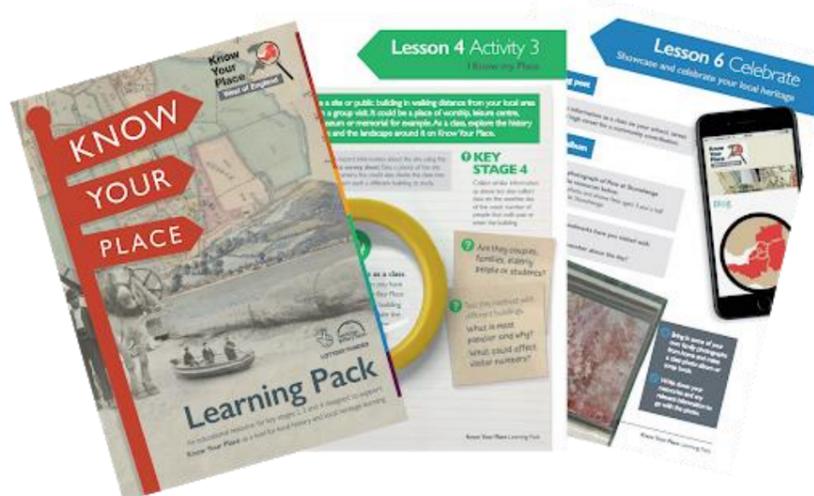
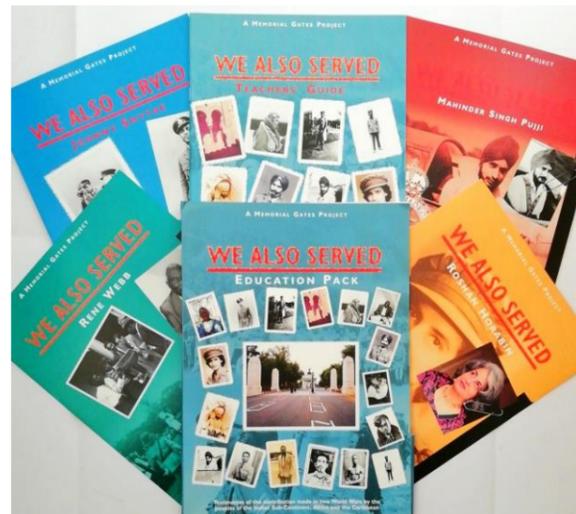


Education packs

Similar to the children's activity trails but focused specifically on curriculum areas such as maths, English, local studies, the Victorians.

Special needs / sensory packs may also be developed e.g. specifically for children with autism or with sight or hearing impairments.

Develop in consultation with local teachers and include a Teachers' Guide to allow self-led / guided activities.



Point of interest plaques

Trail markers and / or “blue plaques” can be used to identify points of interest – with either just an icon to tie in with town and park trails or a small amount of interpretive content.

QR codes can be used to launch content on smartphone apps.

Interpretive value

Ties in with town and park trails
Wall and or pavement mounted
Pictorial and / or icon / text

Themes

Bulwell in WWII
Bulwell Hall and Park
Bulwell People and Stories
Industry: Pots, Pits & Bricks
Anglo Saxon and Medieval Bulwell
Victorians

Cost

£100 (simple printed Dibond plaque) to £750 (cast bronze) each – subject to size and materials.

Notes

- Upkeep of public realm street furniture to resolve
- Use QR codes



Pavement art / interpretation

Paved areas can be sandblasted and colour filled to create artistic, orientation, interpretive detail or provocative designs.

Can tie in with the town trails idea and even act as the trail markers.

Interpretive value

- Subject to level of detail
- Can have high visual and interpretive impact
- All themes could be interpreted subject to location

Themes

Bulwell in WWII

Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Anglo Saxon and Medieval Bulwell

Victorians

Cost

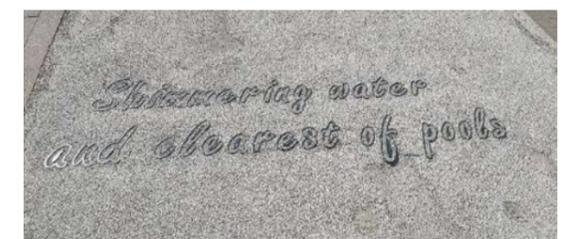
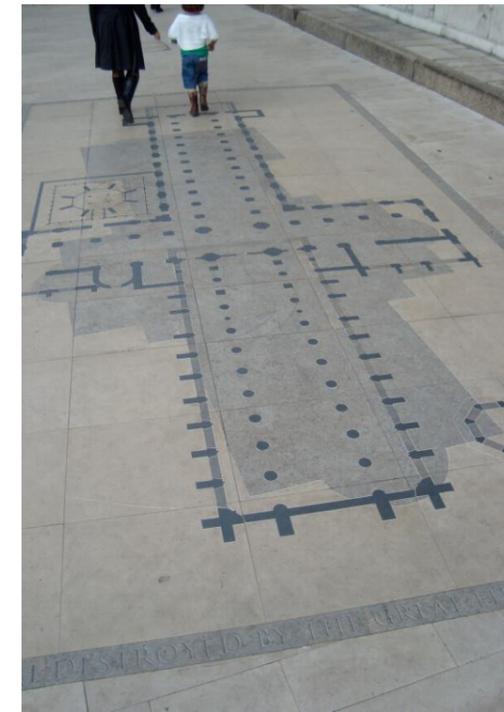
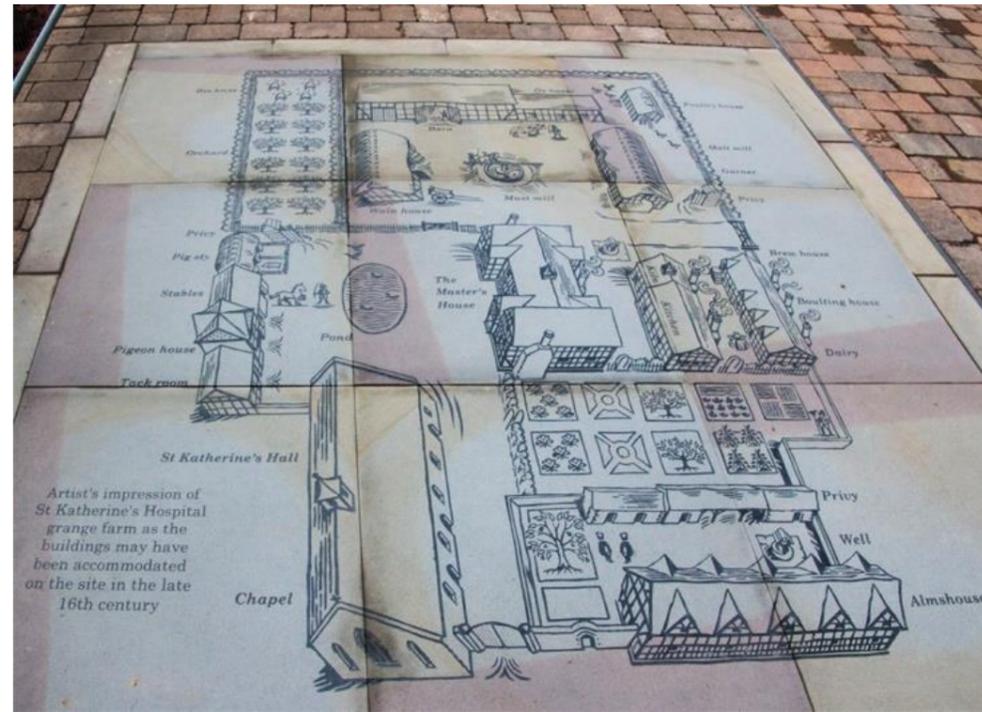
Initial content development and graphic design: £1k to £2k

Illustrations: £250 per sq m (simple line)

Implementation (mask, sandblast and fill) approx £1,200 per sq m. Includes substrate but not groundworks.

Notes

- Consider location and nature and resilience of substrate.
- Resin infill detail can wash / wear away
- Sensible maintenance budget needs accounting for.



Character totems

People respond best to people and people stories – so a cast of Pots, Pits and People characters (fictional and / or non-fictional) could be created to help convey our stories. Our characters can be presented as 2D or 3D totems and include interpretive text and / or audio.

They would link directly to POIs on town and park trails. The characters, however illustrated, could be used on trail leaflets, interpretation panels, wall murals, touchscreens and apps to create a consistent narrative presentation style.

Interpretive value

- Striking providing well designed and robust construction
- If selecting a cast of characters, they can underpin the whole of the narrative journey
- Ties in with trails and activities
- Can include audio (solar or wind-up)

Themes

Bulwell in WWII

Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Anglo Saxon and Medieval Bulwell

Victorians

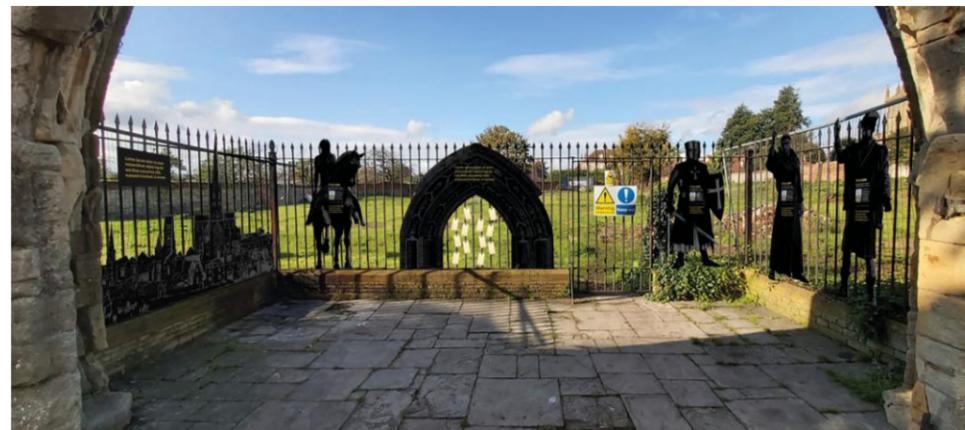
Cost

£1,200 (Dibond) to £7,500 (etched glass) each

With audio – add up to £2,500 per installation

Notes

- May require planning permission



Interpretive benches

Existing benches of new installations, in the town and parks, can hold written, illustrated or audio content. A variety of materials (timber, metal, stone) can be considered.

Can tie in with the town and park trails

Interpretive value

- Dual purpose – seat and interpretation
- Evocative quotes or imagery etched in to materials
- Can add audio in the form of wind-up or solar powered push button
- Materials palette to suit project

Themes

Bulwell in WWII

Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Anglo Saxon and Medieval Bulwell

Victorians

Cost

£1,500 (simple quote on off-the shelf bench) to £5,000

(more complex design on bespoke bench) each

Line illustrations ~£750 each

Add approx £3,000 for audio option

Notes

- Upkeep of public realm street furniture to resolve
- May require planning permission



Models

A model of the town during its industrial peak and / or showing Bulwell Hall could help interpret important aspects of Bulwell's heritage.

Scale models are costly to produce and can be prone to vandalism.

Materials used and level of detail can contribute significantly to cost.

Can tie in with town and park trails

Interpretive value

Moderate interpretive value

When keeping to scale, vertical scale reduces impact.

Themes

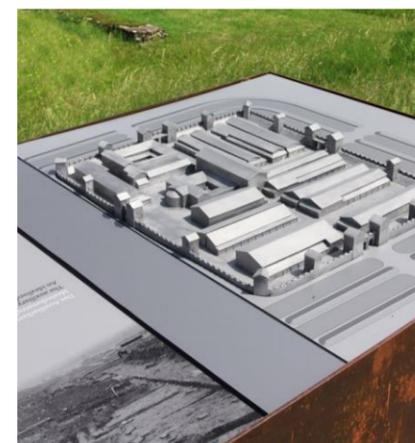
Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Cost

Allow £30k to £50k



Interpretation panels

Though a conventional and perhaps obvious solution, a printed panel in a plain or sculptural frame, floor or wall mounted, can provide a simple means of conveying specific POI content and / or messages about the broader project.

Tactile elements and / or audio can be incorporated too.

Interpretive value

- High interpretive value and a decent amount of layered content can be included
- Tie in with town and park trails

Themes

Bulwell in WWII

Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Anglo Saxon and Medieval Bulwell

Victorians

Cost

£2.5k to £10k each subject to illustration, sculptural/ tactile components and materials used.

Add £3k if audio option added.

Notes

Vulnerable to anti social behaviour, vandalism and graffiti.

Measures can be included to mitigate impact such as sacrificial panels or use of printed vitreous panels – though this is costly @ £1,000 for an A1 print.



Large format graphics

Wall or window mounted – perhaps in the Riverside Centre in community or waiting areas, or on the large wall areas adjacent to the Commercial Road underpass.

Interpretive value

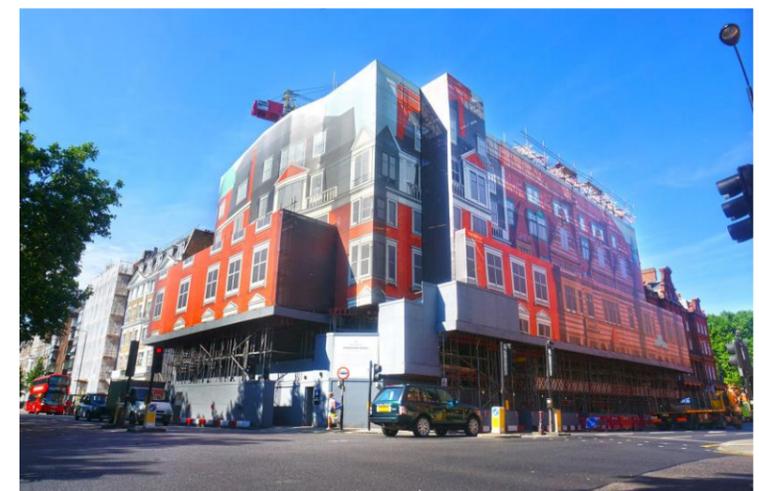
- Striking high impact
- Dependent on location, a content rich large illustration combined with written content

Themes

Bulwell in WWII
 Bulwell Hall and Park
 Bulwell People and Stories
 Industry: Pots, Pits & Bricks
 Anglo Saxon and Medieval Bulwell
 Victorians

Cost

Illustrations - £500 to £2500
 Graphic design – Depends on level of detail but allow £1,000
 Production and install costs – allow £30 per sq m indoors and £50 per sq m outdoors



Lens / AR panels

This is a low tech means of showing former features or scenes – e.g. the former viaduct, Bulwell Hall or the Olympic Cinema / theatre on Main Street.

Can be incorporated with written and other illustrative content and / or audio.

Full illustration or simpler silhouette style can work in some instances.

Interpretive value

- High impact
- Requires user engagement – which can improve content understanding.

Themes

Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Cost

Full illustration version – £4k to £8k

Smaller silhouetted version allow £2,500 each

Notes

- Full sites survey required to ascertain suitability as the position and perspective of the visual must be accurately aligned.



Smartphone apps

A smartphone Web app provides the best means of providing layered content and can be designed to appeal to different user groups. Interactive and fun “gamified” sections can boost appeal and augmented reality sequences can help bring the past to life. Could be the primary or supporting component in the town and park trail, performing audio trail function.

Interpretive value

- Top level or deep layers
- Can appeal to different audiences
- Augmented reality features opportunities
- Audio visual techniques can be used to help engagement and storytelling
- QR codes – linking with on the ground features
- Include gamification / fun challenges
- Own devices – not issues with vandalism

Themes

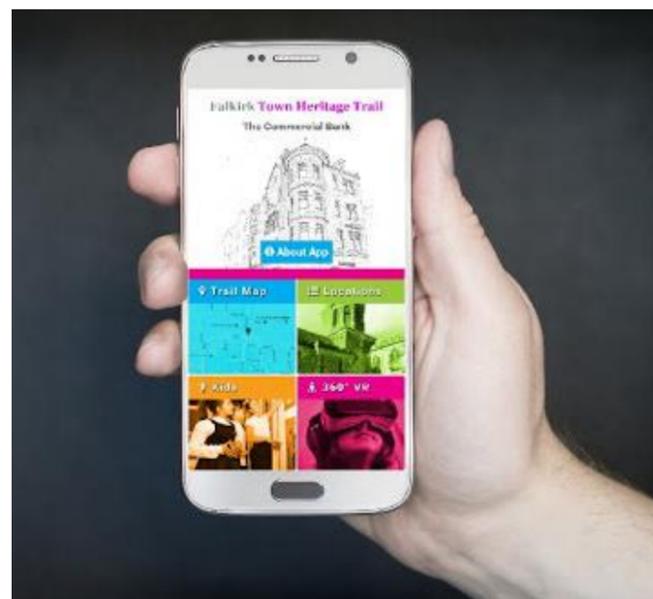
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Cost

£15k to £90k subject to complexity and amount of gamification, AR and AV content.

Notes

- Need evidence of likely take up
- Do some benchmarking to establish success or otherwise in other similar locations.
- Budget for annual updates to keep up with latest operating systems
- Can include client managed CMS to allow content refreshment.



Touchscreens / kiosks

Housed in the Riverside Centre, a touchscreen kiosk is an excellent means of providing lots of layered information and can include fun game elements too. Eminently updatable if a CMS is included.

Interpretive value

- Top level or deeper layers to suit different audiences and learning styles
- Versatile – can offer different options – content and games
- AV opportunities – including oral histories and talking heads.
- Include gamification / fun challenges
- Supply with Content Management System to allow regular updates (community curated)
- Larger screens are a great way of displaying high resolution archive images.

Themes

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Cost

Hardware (PC, touchscreen, audio handset): £1,200 each
 – subject to screen size.

Kiosk: ~£500

Software inc graphics: £4,000 to £7,500

Special content such as games: £1,500 to £4,000 each

CMS: £2,500

Notes

- Touchtable is an option instead.
- Can be installed in multiple locations to achieve economies of scale.



Website

Apart from being a shop window for the project and an online brochure, the website can also be a repository for all of the content created in other areas of project delivery.

Using a bespoke or off the shelf content management system, or using a platform such as Wix – the website can be a relatively inexpensive and effective means of engaging a wide audience.

Town and park trail leaflets can be downloaded from the website.

Interpretive value

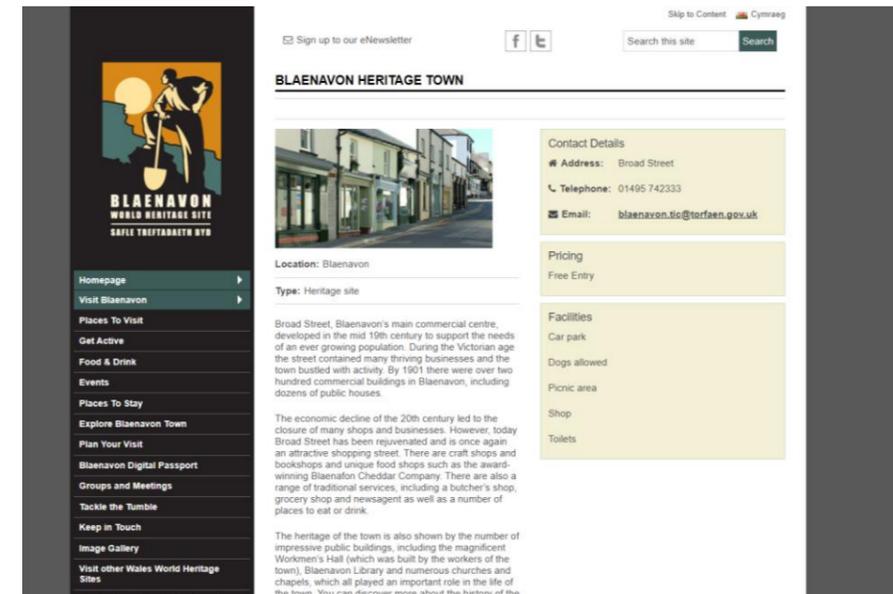
- High level of interpretive value
- Can be designed with areas targeted at specific audiences
- Eminently updatable

Themes

- Bulwell in WWII
- Bulwell Hall and Park
- Bulwell People and Stories
- Industry: Pots, Pits & Bricks
- Anglo Saxon and Medieval Bulwell
- Victorians

Cost

- Allow £8k
- Ongoing costs to use ISP



Community film & theatre

Galvanising members of the local community who may have an interest in producing a film or piece of theatre – such a production could be shown as a live performance in open air theatre and / or in community spaces such as in the Riverside Centre.

There would be significant development of a diverse set of skills in such a production.

The style of production and stories conveyed could be humorous and / or an authentic take on past events.

Opportunities to engage with local schools.

Interpretive value

Dramatised storytelling has high interpretive value

A different production could be created each year until all themes had been covered over a 6-year period

Themes

Bulwell in WWII

Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Anglo Saxon and Medieval Bulwell

Victorians

Cost

Depends on style of production, what hardware might be invested in and what professional services are employed.

A community film production company could be engaged to assist with the storyboarding, scripting, filming and post production – working very closely with community members. They would already have the production kit.

The Heritage News Channel production at Grange Court was produced in 2014. We worked with a Herefordshire company called Rural Media. Cost: +£8,000.

Costume hire / production, set building, venue hire etc all to be considered.

Screens / media players – allow £1,500 each



Oral histories

A tried and tested method of engaging interest from local communities and essential in certain respects as stories will be lost unless recorded and catalogued.

Training in questioning, use of recording and editing equipment are essential parts of the process.

Make available online or on kiosks or other similar hardware at, say, the Riverside Centre.

Interpretive value

- High value
- Opportunities for fascinating anecdotes which cut across different themes

Themes

Bulwell in WWII

Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Anglo Saxon and Medieval Bulwell

Victorians

Cost

Hardware: £100 to £600

Training: £450 per day

Play-back hardware – if a stand-alone kiosk is used, allow £1,750

Notes

Use Audacity for editing – free software



Storytelling

Primarily associated with the Activity Plan – sessions can be organised for children families and adults – subject to stories being told and style of delivery.
Professional storytelling companies might be engaged and training can be included for local people.

Interpretive value

Dramatised storytelling has high interpretive value
A different focus could be created each year until all themes had been covered over a 6-year period?

Themes

Bulwell in WWII

Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Anglo Saxon and Medieval Bulwell

Victorians

Cost

Training: allow £450 per day

Professional delivery: allow between £500 and £2,000 dependent on scope.



Son et lumière

Special annual or bi-annual event projecting a sound and light show on to local buildings such as the stables at Bulwell Hall (if permitted safe) of the old Olympic Cinema / theatre on Main Street.

An entertaining and theatrical production.

As with theatrical production, all themes could be covered over a period of 6 years.

Local community groups can be involved in ideas and content production and stewardship etc on production nights.

Interpretive value

High impact, Iconic

If the production is narrated, more content can be delivered

Themes

Bulwell in WWII

Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Anglo Saxon and Medieval Bulwell

Victorians

Cost

Depends on scale – number of projectors and other hardware to be used.

Allow up to £1,750 per projector (20,000+ Lumens, with sound system).

Filmic / CGI / software production – depends on length of production and complexity of the CGI. Prices can range from, say £50 to £500 per second.

Notes

Large scale outdoor event logistics / police liaison to be considered

Generator hire needs factoring in usually



Immersive audio visual

270 degree immersive video production in a confined space in the Riverside Centre.

High end production values used to portray a plotted history or timeline of Bulwell and can be used to convey strong project messaging

Interpretive value

High interpretive value and high impact
Iconic installation

Themes

Bulwell in WWII
Bulwell Hall and Park
Bulwell People and Stories
Industry: Pots, Pits & Bricks
Anglo Saxon and Medieval Bulwell
Victorians

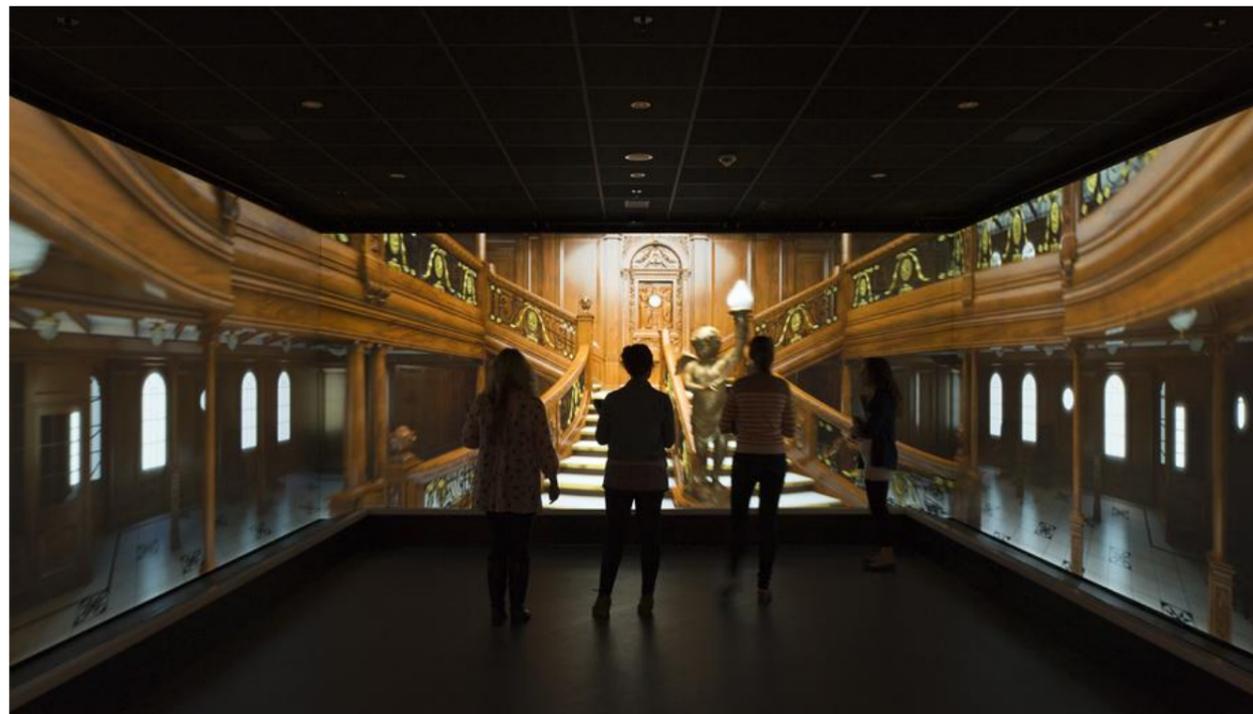
Cost

Large screen hardware likely to be in £10,000 for small space to £50,000 for larger areas.

Filmic production – subject to timed length and amount of CGI. If simple presentation using gobo lighting effect and archive images, then software could be around £15,000 but raising to in excess of £50,000 for more detailed / advanced CGI.

Notes

Could be traveling / mobile installation in a 40ft container
– hire out to other towns / organisations



Heritage healing and wellbeing projects

For in the same way that walks through Britain's forests are now being prescribed as an effective way to help counteract anxiety and stress, so conservation trusts and charities of the heritage industry are starting to promote the power of ruins, historic buildings and historic artefacts to improve mental wellbeing.

Perhaps more aligned with the Activity Plan, consider:

- Heritage walks – town and parks trails
- Engaging with heritage assets
- Object handling to provoke conversation and storytelling
- Moments out of time – e.g. dressing up activities

Interpretive value

Can have high interpretive value though the mental health issues are probably the more important benefit.

Themes

Bulwell in WWII

Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Anglo Saxon and Medieval Bulwell

Victorians

Cost

Training leaders – allow £450 per day

Replica artefacts or storage for loan objects.



Step back in time house

Popular attractions where implemented well, these are moment out of time experiences and tie in with Heritage Healing and town trail.

Need suitable property or, alternatively, fit out in a local vacant shop unit in the town centre.

Call for fixture and fittings from local community can reduce costs.

Add sounds and smells to have higher impact.

Logistics and staffing to consider.

Interpretive value

High value as it puts you in place and time – very immersive.

Themes

Bulwell in WWII

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Victorians

Cost

Allow up to £10k per room subject to starting point, which room (s) and level of detail.



Community / visitor feedback, thoughts and pledges

Very low cost way of getting community or visitor feedback and content.

Pose a question and ask for a written response.

Such a system can be done virtually through the website but best in reality in a place such as the Riverside Centre as an interpretive hub.

May need occasional moderation.

Interpretive value

Subject to written content

Very engaging – evidence shows that people are more likely to read other visitors' content in greater detail than professionally created content!

Themes

Bulwell in WWII

Bulwell Hall and Park

Bulwell People and Stories

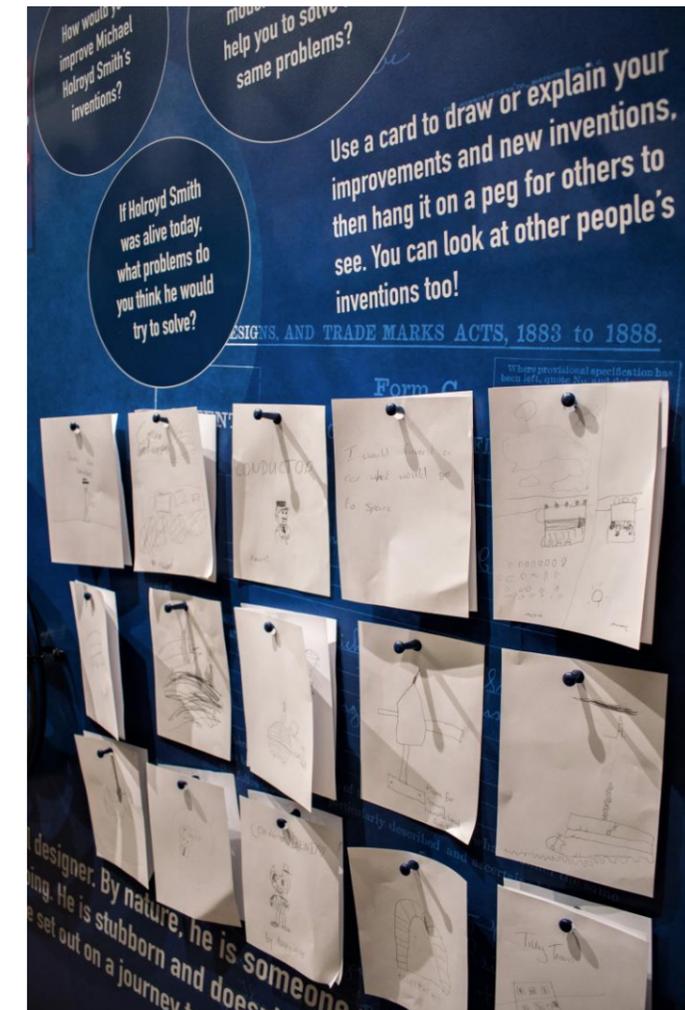
Industry: Pots, Pits & Bricks

Anglo Saxon and Medieval Bulwell

Victorians

Cost

£500 to £2,000



Interactives - simple

Simple interactives which encourage users to have to work a little to access content are fun and engaging. Having to work to get the answer means people are more likely to remember the content too. Solutions may be mechanical e.g. lift flaps, reveal wheels (good for linear stories or processes), feely boxes, jigsaws etc or digital e.g. push-button or RFID tagged items to trigger a response or action. Include dressing up and simple free-play, and snakes and ladders games as interactive activity. Whilst interactives can be sited outdoors, we'd recommend they be considered for use in the waiting or community areas of the Riverside Centre.

Interpretive value

High interpretive value

Popular

Action must be a gimmick which masks the content

Themes

Bulwell in WWII

Bulwell Hall and Park

Bulwell People and Stories

Industry: Pots, Pits & Bricks

Anglo Saxon and Medieval Bulwell

Victorians

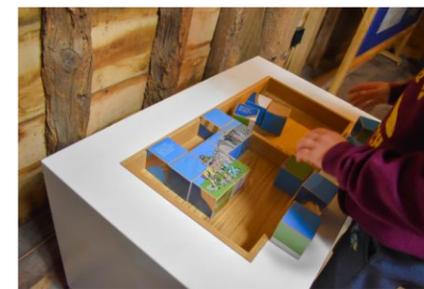
Cost

Low tech mechanical: £1,000 to £3,000

Digital – depends on output mechanism but typically £2,500 to £6,000

Notes

- Robustness essential
- Test to destruction during development



Interactives - complex

More complex interactives can be developed to demonstrate specific ideas or processes. Extensive research and development required not only to ensure that the correct learning outcomes are achieved in an accessible way, but also to ensure robustness.

Might be mechanical e.g. gears and other mechanisms or electrical.

3D jigsaws included due to complex design and manufacture (fabricated of 3D printed)

Whilst interactives can be sited outdoors, we'd recommend they be considered for use in the waiting or community areas of the Riverside Centre.

Interpretive value

High interpretive value

Popular

Action must be a gimmick which masks the content

Themes

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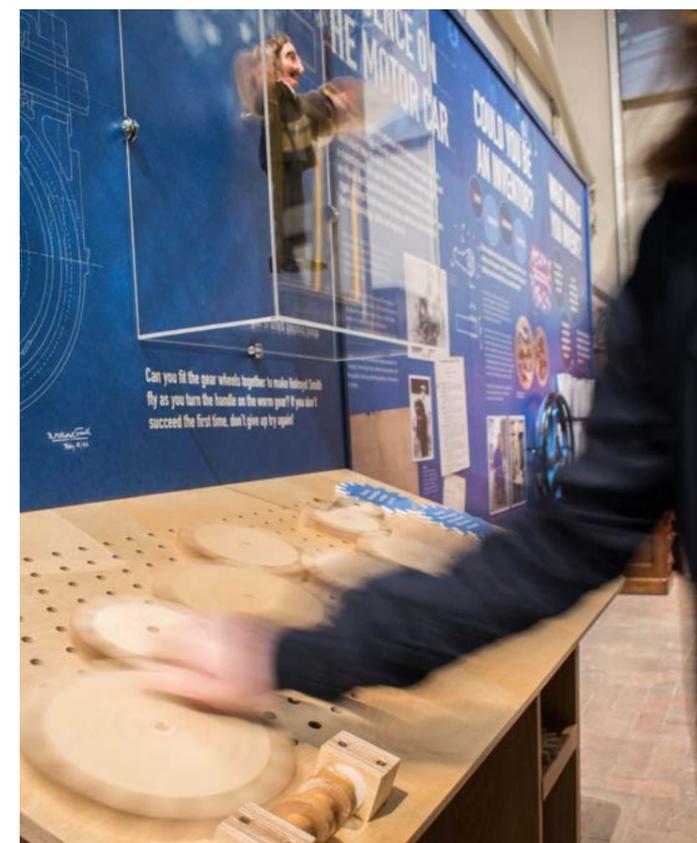
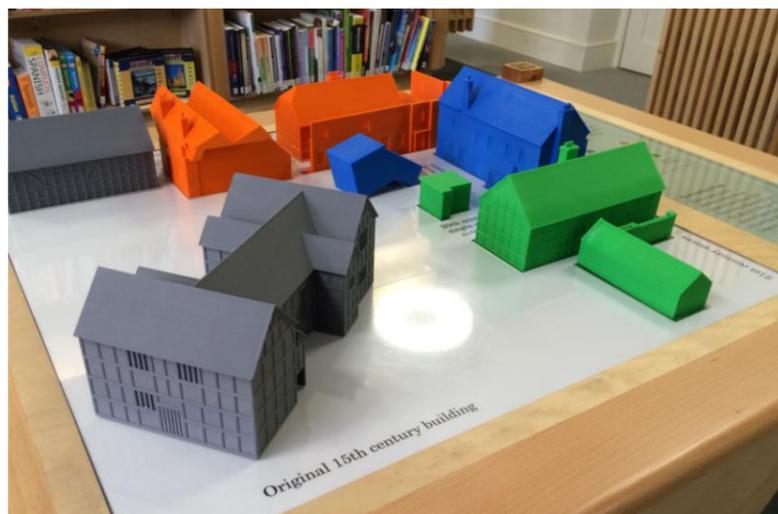
Victorians

Cost

£8,000 to £25,000

Notes

- Robustness essential
- Test to destruction during development



| Interpretive media | Ballpark cost | Bulwell in WWII | Bulwell Hall and Park | Bulwell People and Stories | Industry: Pots, Pits & Bricks |
|--|--|-----------------|-----------------------|----------------------------|-------------------------------|
| Interpretive sculpture | £25k to + £200k Subject to scale, detail and materials. E.g. cast SG Iron, resin or terracotta (vulnerable to breakage) | | | | |
| Underpass public art | £25k to + £200k Subject to scale, materials used and degree of specialist lighting design. | | | | |
| Former building footprint: planting | £10k to + £50k | | | | |
| Former building footprint: sculptural | £20k to + £100k | | | | |
| Town and park trails inc Education Packs | Initial content development and graphic design: £1k to £2k Illustrations: £150 (simple line) to £2,500 (colour reconstruction) each Leaflet print costs (10,000, 130gm satin paper): £350 (Z-fold, A4) to £600 (A3 folded to A5) | | | | |
| Point of interest plaques | £100 (simple printed Dibond plaque) to £750 (cast bronze) each – subject to size and materials. | | | | |
| Pavement art / interpretation | Initial content development and graphic design: £1k to £2k Illustrations: £250 per sq m (simple line) Implementation (mask, sandblast and fill) approx £1,200 per sq m. Includes substrate but not groundworks. | | | | |
| Character totems | £1,200 (Dibond) to £7,500 (etched glass) each With audio – add up to £2,500 per installation | | | | |
| Interpretive benches | £1,500 (simple quote on off-the shelf bench) to £5,000 (more complex design on bespoke bench) each Line illustrations ~£750 each Add approx £3,000 for audio option | | | | |
| Models | Allow £30k to £50k | | | | |
| Interpretation panels | £3k to £10k each subject to illustration, sculptural component and materials used. Add £3k if audio option added. | | | | |
| Large format graphics | Illustrations - £500 to £2500 Graphic design – Depends on level of detail but allow £1,000 Production and install costs – allow £30 per sq m indoors and £50 per sq m outdoors | | | | |
| Lens / AR panels | Full illustration version – £4k to £8k Smaller silhouetted version allow £2,500 each | | | | |
| Smartphone apps | £15k to £65k subject to complexity and amount of gamification and AV content. | | | | |
| Touchscreens / kiosks | Hardware (PC, touchscreen, audio handset): £1,200 each – subject to screen size. Kiosk: ~£500 Software inc graphics: £4,000 to £7,500 Special content such as games: £1,500 to £4,000 each CMS: £2,500 | | | | |
| Website | Allow £8k Ongoing costs to use ISP | | | | |
| Community film & theatre | Cost: +£8,000. Costume hire / production, set building, venue hire etc all to be considered. Screens / media players – allow £1,500 each | | | | |
| Oral histories | Hardware: £100 to £600 Training: £450 per day Play-back hardware – if a stand-alone kiosk is used, allow £1,750 | | | | |
| Storytelling | Training: allow £450 per day Professional delivery: allow between £500 and £2,000 dependent on scope. | | | | |
| Son et lumière | Depends on scale – number of projectors and other hardware to be used. Allow up to £1,750 per projector (20,000+ Lumens, with sound system). Filmic / CGI / software production – depends on length of production and complexity of the CGI. Prices can range from, say £50 to £500 per second. | | | | |
| Immersive audio visual | Large screen hardware likely to be in £10,000 for small space to £50,000 for larger areas. Filmic production – subject to timed length and amount of CGI. If simple presentation using gobo lighting effect and archive images, then software could be around £15,000 but raising to in excess of £50,000 for more detailed / advanced CGI. | | | | |
| Heritage healing and wellbeing projects | Training leaders – allow £450 per day Replica artefacts or storage for loan objects. | | | | |
| Step back in time house | Allow up to £10k per room subject to starting point, which room (s) and level of detail. | | | | |
| Community / visitor feedback, thoughts and pledges | £500 to £2,000 | | | | |
| Interactives | £1,000 to £25,000 | | | | |

| Funder | Type | Amount | Process | Deadlines | Notes |
|---|--|---|---|---|--|
| NLHF Large Grants | Will fund heritage projects linked to: <ul style="list-style-type: none"> Nature Designed landscapes -parks and gardens Landscapes and the countryside Oral history Cultural traditions Community archaeology Historic buildings, monuments and the historic environment Museums, libraries and archives Acquiring new objects Commemorations and celebrations Industrial, maritime and transport | £250,000 to £5million | Same process as above. Must achieve mandatory outcome – a wider range of people will be involved in the heritage. | Development Phase application deadlines 1 June 2020 - decision by end of September 2020 1 September 2020 - decision by end of December 2020 23 November 2020, 12 noon to receive a decision by the end of March 2021 | Can be used to fund: <ul style="list-style-type: none"> Activities to engage the community in heritage. Repairs and conservation Digital outputs incl. websites, apps, films New staff posts Paid training and placements Professional fees <p>Must contribute at least 10% of development phase and 10% delivery phase costs for projects over £1 million. Under £1 million – 5%</p> |
| National Lottery Grants for Heritage - Medium Grants | As above. Also at this grant level, will also fund activities to support organisations who want to build their capacity or achieve significant strategic change. This could include developing new skills or knowledge, exploring new models of governance, leadership, business and income in order to improve the management of the heritage. | Two Levels: Between £100,000 and £250,000 and Between £10,000 and £100,000 (see below). | If help needed to develop the project before starting the full application, can submit a project enquiry form – always best to do this even if you don't think you need it. Will assess online application in 12 weeks and following assessment, it will be assigned to a quarterly committee meeting. | Same deadline dates as above. | Must achieve mandatory outcome – 'wider range of people will be involved in the heritage.' Can cover a wide range of direct project costs e.g. <ul style="list-style-type: none"> Volunteer expenses Training costs Event costs (incl. room hire, refreshments and equipment) Capital works Purchase price of heritage items (incl. land, buildings and collections) New staff posts Professional fees Costs to improve access to the heritage Activities to help strengthen organisation <p>Need to contribute at least 5% of project costs.</p> |
| National Lottery Grants for Heritage - Medium Grants (lower level) | As above. | Between £10,000 and £100,000 | As above - assess online application and then goes to monthly panel meeting. Give a decision within eight weeks. | No deadlines can apply whenever you want. | As above. No contribution needed but you should consider whether other funders, organisations or people might be able to support the project. This will help show that other people and organisations are committed to the project. |
| National Lottery Grants for Heritage - Small Grants | As above. | Between £3,000 and £10,000 | As above. | No deadlines can apply whenever you want. | For shorter one-year projects. As for medium grants plus will also fund costs associated with taking on new responsibility for heritage (for example, feasibility studies). |

| Funder | Type | Amount | Process | Deadlines | Notes |
|---|---|---|--|---|--|
| The National Lottery Community Fund – Awards for All | Focus on arts, heritage and sports projects that bring people together to build strong community relationships, improve community places and help more people to reach their potential | £300 and £10,000 | Online application. Decision within 18 weeks. | N/A | Can fund: <ul style="list-style-type: none"> • equipment • one-off events • small capital projects • staff costs • training costs • transport • utilities/running costs • volunteer expenses Project has to involve communities in design, development and delivery of the activities you're planning. |
| The National Lottery Community Fund – Reaching Communities | Aimed at organisations who want to test ideas and take action on the issues that matter to people and communities. Can cover project activities, operating costs, organisational development and capital costs but need to show how they will improve the community. | Flexible funding over £10,000 for up to five years | Submit idea via online form, video or email. If your idea is accepted, they'll ask you to submit a full proposal | N/A | Can fund: <ul style="list-style-type: none"> • staff salaries • project activities • running costs • small-scale refurbishment • equipment • organisational development Needs to involve local people and bring different organisations/groups together to deliver a project that has a local benefit. https://www.tnlcommunityfund.org.uk/funding/programmes/reaching-communities-england#section-1 |
| Garfield Weston Foundation | From small community groups, to large national institutions, the Foundation's aim is to support organisations that have effective solutions to helping those most in need. | Regular Grants – up to £100K Major Grants – over £100K | For a major grant start by sending a one-page summary. Otherwise submit funding proposal online – maximum of 10 sides of A4 including your budget and fundraising plan and relevant information | Regular Grants – ongoing Major – in line with board meetings | Trustees have a preference for charities directly delivering activities to those in need, especially charities in the Welfare, Youth and Community sectors and in regions of economic disadvantage. Will fund Capital, Revenue (core costs) and Project work for arts, community, environment, learning, museums and heritage and youth projects. Do not provide funding for: <ul style="list-style-type: none"> • one off or annual events such as galas or festivals • individual salaries – do not support staff salaries as part of general overheads through Project or Revenue/core cost grants and do not make grants for a specific job or particular member of staff • feasibility studies For £100,000 or more expect the project and/or annual income to be in excess of £1 million. https://garfieldweston.org/ |

| Funder | Type | Amount | Process | Deadlines | Notes |
|---|--|-----------------------------|---|---|--|
| Arts Council National Lottery Project Grants | <p>Open-access programme for arts, museums and libraries projects</p> <p>Projects that help people engage with artists, cultural practitioners and organisations and collections</p> <p>Need to focus on one or more of these disciplines:</p> <ul style="list-style-type: none"> • Music • Theatre • Dance • Visual arts • Literature • Combined arts – incl. festivals, carnivals • Museum practice - accredited museums • Libraries Arts-focused projects | £1,000 and £100,000. | <p>Online application.</p> <p>Under £15K will hear in six weeks</p> <p>Over £15k – 12 weeks.</p> <p>Note: their application form and process is quite complicated so expert advice might be needed.</p> | N/A – always open. | <p>Outcomes must meet 4 criteria: Quality, Public engagement, Finance and Management</p> <p>Will support projects where the capital expenditure totals less than £100,000. Fund up to 90% of cost of whole project.</p> <p>Museum practice projects could include:</p> <ul style="list-style-type: none"> • Public programming, including displays and exhibitions. • Commemorative projects around the core collections and objectives • Digital and creative media projects that encourage interaction with collections • Conservation of objects, as long as there are associated public engagement • Projects that engage the public in consultation on collecting or other museum activity e.g. focus groups, participatory practice or co-design • Outreach/community engagement • Projects involving children, young people and learning including Arts Award • Organisational resilience and professional development <p>Projects don't have to take place in an arts setting. Keen to see how creative media is used to produce and deliver work.</p> <p>Over £15k - project should make a contribution to the Creative Case for Diversity. More than £50k: project needs to demonstrate likely strong impact on the wider artform/sector you're working in.</p> <p>https://www.artscouncil.org.uk/sites/default/files/downloadfile/ACPG_Museum_projects_sept2019_0.pdf</p> |
| Clare Duffield Foundation | Funding for cultural learning and museum learning spaces | £10,000 to in excess of £1m | Initially letter of application – they do not accept email applications. If request is progressed to the next stage they send an application form. | Ongoing but grants only awarded at Trustees meetings held twice a year -usually in June and December. | <p>Majority of expenditure is for capital projects – only a small number of grants are made each year for programme funding.</p> <p>Learning Spaces need to conform to their criteria – see https://www.clareduffield.org.uk/clare-learning-spaces</p> |

| Funder | Type | Amount | Process | Deadlines | Notes |
|-----------------------------------|---|---|---|---|--|
| The Wolfson Foundation | Funding for Places Scheme – Arts and Humanities | £15,000 to £500k Usual grant range: £50,000 – £500,000 | Two stage application process. Stage 1 via online link. If successful invited to submit Stage 2. | Decision dates: June and December annually. | <p>For historic buildings - support organisations managing sites of outstanding historic, architectural and cultural significance and that have a clear emphasis on public access and engagement. Grants are awarded towards conservation and restoration work, interpretation, and education spaces. Need to be Grade II* listed and produce one or more of the following outcomes:</p> <ul style="list-style-type: none"> • increased numbers of visitors to historic sites • better public engagement with and understanding of sites of historical and cultural significance • improved future sustainability of the organisation <p>For Museums - will fund capital works and projects to improve the interpretation of collections/sites if you can demonstrate they are of national significance.</p> <p>Grants are generally awarded towards refurbishing or creating new galleries and occasionally education and learning spaces. Need to be fully accredited and either holding a Designated Outstanding Collection or able to make a strong case for its significance within a national context.</p> <p>Match funding required if project cost is >£50,000. Do not fund salaries or overheads. https://www.wolfson.org.uk/funding/</p> |
| Asda Foundation | Funds significant local projects Colleagues nominate initiatives which will make a real long-term difference, benefiting the wider community with our vision to 'Transform Communities, improving lives locally. | Not stated but in East Midlands have funded projects for £2,000 to £32K | Need to get local store to be your Community Champion and nominate you. Then complete application form. If pass this stage put to Board for decision. | N/A | <p>Project needs to include initiatives to support local community and address a need.</p> <p>Needs to benefit wider community and not just one group and develop a relationship with local store.</p> <p>Requires you to demonstrate the need for the facility locally and how it will make long-term difference by transforming the community, improving the lives of those who live there</p> <p>https://www.asdafoundation.org/what-we-fund/significant-local-community-projects</p> |
| Veolia Environmental Trust | Will fund community, outdoor and play spaces and projects that are open to the general public for at least 104 days a year without any limit or unreasonable restrictions of use <u>but not</u> museums or exhibitions. | £10,000 to £75,000 | Online application forms - Stage 1 and Stage 2. | Four funding rounds a year – see website | Need to check if Bulwell falls within current priority areas. Must have 10% of the total project cost in cash before you submit your Stage 1 Application and if application successful 10% of the awarded amount need to be found paid to the landfill operator from a third-party contributor. |

| Funder | Type | Amount | Process | Deadlines | Notes |
|---|--|--|---|---|--|
| The Beaverbrook Foundation | Capital, running and projects costs. | Not stated | Initially via simple online form on website. | Not stated | Will fund capital expenditure, revenue/running costs and special projects. Promote the concept of match funding - may make a payment conditional upon the applicant obtaining the remaining funding from other sources. Favour applications matching interests of first Lord Beaverbrook. List of who they funded on website. https://beaverbrookfoundation.org/grants/ |
| Foyle Foundation | Small grants scheme and Large grants for learning | £10,000 - £500,000. Majority of grants £10,000 to £50k unless for large capital applications. | Online application form | Applications accepted all year round Except for capital projects, usually takes up to 4 months to receive a decision. For capital projects seeking more than £75,000 -twice a year Spring and Autumn. | Learning grants - will support projects which facilitate the acquisition of knowledge and learning and have a long-term strategic impact. Key areas for support are: <ul style="list-style-type: none"> libraries, museums and archives; special educational needs; projects that encourage sustainability by reducing overheads or which help generate additional revenue; projects and activities which increase access and widen the diversity of attenders/visitors. Small Grants Scheme- designed for smaller charities, especially those working at local community level, in any field, across a wide range of activities. Fund charities that have an annual turnover of less than £100,000 per annum http://www.foylefoundation.org.uk/ |
| Pilgrim Trust | Preservation and scholarship incl. preservation of and repairs to historic buildings and conservation of collections | Not stated but £26,000 was the average grant size in 2018 | Submit Stage 1 application online If successful then invited to submit a Stage 2 application | N/A | Special consideration is given to projects that give new use to buildings which are at risk and of architectural or historic importance. Will consider applications for: Revenue costs incl. salaries and overheads Project costs Capital costs where the total capital cost is less than £5 million https://www.thepilgrimtrust.org.uk/grants/apply-for-a-grant/ |
| Coalfields Regeneration Trust Grants | Coalfields Community Investment Programme | Do not fund capital costs but projects falling under three different themes - skills, employment and health & wellbeing. | Up to £10k (£125k pot at each round – often over-subscribed. Last year the number of successful awards was 22% of the total applications received.) | Four decision making committees up to 31st March 2020. Need to complete eligibility survey first (dates you can do this announced on website). If you meet the criteria you will be sent an application form within 7 working days. | Check 2020 dates |

| Funder | Type | Amount | Process | Deadlines | Notes |
|---------------------------------------|--|--|--|---|--|
| Headley Trust | Arts and Heritage - UK | Not stated but approved over 100 in 2018 from 3k to £100k to total value of £1,825,000 | Online application form | N/A | Will fund: <ul style="list-style-type: none"> Regional museums (with special consideration for curatorial support and acquisitions) The display, study and acquisition of British ceramics Conservation of industrial, maritime and built heritage Arts education/outreach and access to the arts for disabled and disadvantaged people Can include salaries and capital work. See annual report for an idea of what it funds. http://www.sfct.org.uk/Headley.html |
| Rank Foundation | Pebble Grants – capital costs | Not stated but most commonly donated amount is £1000 | Online application form – capital costs form | Trustees meet twice a year – next meeting January 2020 | For charities with annual income of less than £500,000 who have already raised one third of total costs. Project has to cost less than £1 million Project has to benefit wider community and can cover building work, refurbishment, equipment etc https://rankfoundation.com/pebble-grants/ |
| The Wyseliot Charitable Trust | Art and Heritage | up to £5,000 | By letter to Jonathan Rose The Wyseliot Charitable Trust 17 Chelsea Square London SW3 6LF | N/A | The advancement of the arts, culture, heritage or science |
| AIM Biffa Award History Makers | Grants from Landfill Community Fund for Exhibitions developed by AIM members | Up to £75,000 | First application stage via brief Expression of Interest form of no more than 200 words. Then invited to make full application. | Next funding round will be announced late 2019/early 2020 | Must be AIM member and located within 25 miles of a Biffa Award operations site and 10 miles from a Landfill site to be eligible – check which area Bulwell is in. Focus on new exhibitions that inspire the public through the lives and achievements of historical figures who have made a significant impact on the industrial, creative industries and arts, scientific, commercial or social history of the UK. Favour projects which include activities for young people studying STEAM subjects. Grants cover capital and revenue expenditure. A maximum of 10% of the grant can be used for supporting work such as site-based education resources or publicity material and creating content for the History Makers website. Up to 5% project management costs can be included within the 10% additional project costs. Exhibitions/interpretation must be fully accessible to the public for a minimum of 104 days per year. |