INTERPRETATION PLANNING

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Some Context

- Assumes you want funding support or are funded
- Broadly NLHF
- This is interpretation pre-Covid - Q&A
- Assumes funders are still operating
- Fundraising is VERY competitive - improve your chances of success by careful planning and research
- Done right, interpretation can bring new and different people to you... AND help funders achieve their aims
Why an Interpretation Plan?

- Satnav
- Structure
- Planning helps avoid unsupported snap decisions
- A key document for your business
- A plan, a record and owner’s manual
1. Inception

- What is the purpose of your interpretation?
- Aim to develop a visitor experience, not just an exhibition - this is the difference between exhibition and interpretation design
- What do you want people to leave knowing?
- What do you want people to leave feeling?
- Also, what do you know about your audiences already
2i. Assessing The Assets

- Objects, collections, archives, building features etc
- Do you have good imagery / video of heritage assets?
- What areas / spaces are available?

Think holistically, not just inside
2ii. Assessing The Assets

- Archival research - what other information is out there in local museums, archives, online, private collections
3. Developing Stories and Themes

- Workshops with staff, volunteers, local experts
- Map out key stories and themes
- How could the information be best presented?

- Just because you think it’s interesting and worthy doesn't mean audiences will - you need to find out!
- Think about layering
Consultation, Visitor & Market Research
4i. Consultation, Visitor & Market Research

- You MUST know: your audiences; you community; their preferences; potential audiences AND the marketplace
- You can end up very wide of the mark without this
- Eliminate assumptions
- Sound out audiences and, ideally, non-visitors about:
  - proposed themes/stories AND
  - how they might be presented e.g. guided tours v. digital
- Even pre-Covid, online consultation was working more and more effectively - Q&A
4ii. Consultation, Visitor & Market Research

- Think bigger picture too - look at local initiatives e.g. local high street regen schemes
- Is there a demand for temporary exhibition capability?
- Be sure to understand broader local need in terms of languages, disability and accessibility - look at the JSNA. Open, don't close doors for people
- Best practice - look to see what other people are doing - what's worked elsewhere.
5i. Interpretation Development

- You now have a much better idea of the form and content your interpretation might take e.g. graphics panels, touch screens, oral histories, audio tours, projection, films, guided tours, app, 3D models, tactile timelines
- Start to develop 'mood boards' - images of relevant examples from elsewhere.
- Can now work up some initial concepts, working with a designer or consultant.
5ii. Interpretation Development

- Remember the layering!
- Remember that people absorb information differently
- Remember durability
- Accurate costing starts here - DO NOT GUESS - it WILL come back to haunt you
- Evaluation
6. Testing

- Armed with well-formed ideas / visuals, go back to the audiences
- Have you interpreted their responses correctly?
7. Design and Budget Finalisation

- You can finalise the interpretation
- Depending on project scale, create 3D visualisations
- Produce technical but not manufacturing drawings
- Project delivery plan
- Management and maintenance plan and associated costs
- Develop a final accurate budget
CONGRATULATIONS!
You have an Interpretation Plan!
8. The Interpretation Plan

- Ideally this is an evolving, dynamic, NOT a one-time document
- A plan, a record, and owner’s manual
- The IP can help you engage numerous funders
- One size will not fit all but whatever the size of the project:
  - Know and listen to audiences and potential audiences, then document it
  - Start gathering information now!
  - DON'T GUESS THE BUDGET!
Funders?

Anthony and Elizabeth Mellows Charitable Settlement
Aslackby Trust
Atlas Fund
Aurelius Charitable Trust
Bentalls PLC : Bentall Charitable Trust
CEMEX Community Fund
Chapman Charitable Trust
CHK Charities Ltd
Church Care
Clore Duffield Foundation
Coral Samuel Charitable Trust
Country Houses Foundation
Dennis Curry Charitable Trust
Gale Family Trust
Garfield Weston Foundation
Gretna Charitable Trust

Helen Isabella McMorran Charitable Foundation
National Lottery Heritage Fund
Hintze Family Charitable Foundation
J A Floyd Charitable Trust
Joseph Strong Frazer Trust
Leche Trust
Lord Barnby's Foundation
Rank Foundation
Sainsbury Family Charitable Trusts
South Cambridgeshire District Council Community Chest
Swire Charitable Trust
Trusthouse Charitable Foundation
William and Jane Morris Fund
Wolfson Foundation

Look who's funded elsewhere!
Thank you

QUESTIONS?

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