



INTERPRETATION

Appendix C - Costed interpretive media options for Applecross



Please note that all the costings shown here are guidelines only. Precise and detailed costings should be undertaken on a site-specific basis before any applications for funding are submitted paying particular attention to local labour costs and materials.

Costings shown will have VAT added where suppliers are VAT registered. Allowances for Gaelic translation have not been included on the understanding that these could be done locally at low cost using local Gaelic.

Costings have been provided by Interpretation associates, Ross Associates and Plexus Media.

A. ON SITE MEDIA

1. Orientation panels (costings from Ross Associates)

Orientation means - knowing where you are facing!

Orientation panels aim to show a visitor **where they are** - and **where they could go next**.

They will usually be sited at the **entrance point(s)** to a site, often in a car park, or less often within the site at a confusing junction.

They often include **a map and walk routes** and other **practical information** such as 'do's and don'ts'.

They will usually include **brief introductory text** about the site.

They will sometimes include **photographs of people using the site**.

They may be **mounted on an existing feature** such as a wall (landowner/planning consent may be required).

They may also be **mounted on a free-standing metal or wooden frame** (sometimes called a base or mount) with legs concreted into the ground.

Mounts can also be 'clad' in **timber, stone or metal** as appropriate.

Orientation panels are basically practical - they **do not attempt to tell the full story** of the site.

The panels themselves are made of materials such as **GRP (Glass Reinforced Plastic)** on an indoor site or **fibreglass/resin** on an outdoor site.

Creating an orientation panel will involve: **research, writing, editing, sourcing of photographs and illustrations such as maps, design, production and delivery**.

Orientation panels can cost between £2,500 and £5,000 depending on the size and mount.

Within this Applecross interpretive plan, we recommend:

- **one orientation panel on Coillegille/Ardban located at the car park at Ard Dhubh Junction**
- **one orientation panel on policy/woodland walks at Walled Garden Car Park**

Allow a token additional amount for Gaelic translation of headers. This will vary according to the quantity required.

An allowance needs to be made for transport and installation costs.

2. Interpretive panels (costings from Ross Associates)

Interpretation means – **communicating a particular story** to particular people!

Interpretive panels aim to **tell the story of the site** to the visitor or to local people who don't know the stories.

They are **less likely to offer a map** than orientation panels, unless interpretive themed routes are on offer.

Subject matter may include **what species can be seen** or **the history of the site**.

They will show **more photographs/illustrations** than an orientation panel (which may add to the cost).

The materials, mounts, costs and lifespan are similar to orientation panels.

Occasionally a **hybrid interpretive/orientation panel** can be developed but this can lead to a text-heavy, very large panel and we advise against it if at all possible.

Interpretive panels can cost between **£3,000 and £5,500** depending on the size and mount and quantity/detail of illustration and images required.

Within this Applecross interpretive plan, we recommend:

- one interpretive panel at Applecross Broch, featuring a cutaway drawing of the Broch in use and complete.

Allow a token additional amount for Gaelic translation of headers. This will vary according to the quantity required.

An allowance needs to be made for transport and installation costs.

3. Interpretive signage (costings from Ross Associates)

Interpretive signage can be made of **GRP-type materials, wood or stone** (at Applecross only the last two are appropriate and will **vary in size according to the location** and the distance from which it is required to be read.

Within this Applecross interpretive plan, we recommend:

- two gateway signs for Applecross reading 'Welcome to the Applecross Peninsula' in both Gaelic and English (Gaelic first)

Large-scale gateway signage for Applecross easily visible from the car could cost between **£3,500** (for carved timber) and **£4,000** (for routed stone).

An allowance needs to be made for transport and installation costs.

4. Interpretive benches (costings from Ross Associates)

Interpretive benches offer **some interpretation pictorially and a place to sit down**. Benches are usually **made of timber** and a standard design can be used with varying text, or site-specific designs can be made.

The benches have a **practical purpose** – seating – and are less likely than panels to be vandalised in isolated areas.

Text or images routed into the backs or seats of benches can include: timelines, a toposcope of mountains in the distance, pin figures at work, poetry or quotations.

Interpretive benches are **attractive to look at** in their own right, and like interpretive features, can become **destination points** within the site.

There is evidence that visitors to sites make an effort to see all the benches if their designs and text are individual and site-specific.

Creating an interpretive bench will involve: **research, writing, editing of text: design, production, delivery and installation of bench**.

These can be **made of wood at forestry workshops using computerised machines or craftsman-made from wood or stone**, allow **£1000 - £3,500** per bench. Within the Applecross plan we are recommending extensive use of interpretive benches along paths and at places where a panel could intrude or offend, but have not recommended precise locations or quantities at the request of the client. The areas of use are likely to include Clachan Churchyard, the Head of the Bay area and all ALPS paths other than the rougher walks from Toscaig.

If you require professional help in deciding the content of the benches, allow an additional **£200** per bench.

- We specifically recommend a Poetry Arbour bench for inside Walled Garden. This wooden/stone bench built against the wall in a corner of the garden with a roof over it would need a hinged seat in which an interactive poetry book could be hidden. Some carving desirable. This would cost in the region of **£3500**.
- We also recommend the installation of a viewpoint bench area on the Beechwood Trail. This would cost in the region of **£3000**. Interpretive content to be decided after a site meeting – this is a late addition to the plan.

You will need to allow for delivery and installation.

5. Interpretive waymarking (costings from Ross Associates)

Waymarking is a **form of signage** for a particular area. It will link strongly into **interpretive trails** described on orientation panels or in off-site interpretive media such as leaflets, websites and audio downloads.

Waymarkers are usually **made of timber**, although **stone or iron** can be used.

They are usually of a standard design and carry an individual logo or other ID (at their most basic, a coloured routed ring around the top, but site-specific designs are more interpretive).

Visitors follow the waymarkers along a ‘there and back’ linear route, or around a circular trail on site.

They should be **located on a sightline basis**, rather than ‘one every XX yards’. From any one waymarker you should be able to just glimpse the next.

Waymarkers will deteriorate over time and will require replacement in 10 – 12 years.

Waymarkers will require: **design, production, delivery and installation of waymarkers** (the more isolated and inaccessible the location, the higher the installation cost).

A set of **bog-standard wooden Forestry Commission Scotland waymarkers** can be purchased for about **£20/each**, but they are not things of beauty!

Within the Applecross plan, we recommend site-specific **wooden waymarkers in a standard design** with a site-specific logo will cost about **£3,000 for 25** installed. This may not sound like many, but their location should be sparing to avoid spoiling the sense of discovery on the walk. Allow an additional £500 per waymarker if information it carries is increased at the start or end point of a walk.

You will need to allow for delivery and installation.

B. PORTABLE MEDIA

6. Interpretive leaflets (costings from Interpretation/Ross Associates)

Interpretive leaflets are a **portable** means of interpretation.

They can be **simple A4** (normal sheet of paper size) folded twice into a 1/3 A4 leaflet.

They can be **more complex A3** (twice A4 size) folded once, then twice again into an A4 leaflet.

They can be designed **booklet-form**, involving stapling, but this greatly increases the cost and we advise against this for interpretive leaflets.

The leaflets can be made available from orientation points in **self-service dispensers** (which can either be designed into orientation panels or free-standing, and would add about £400 to the cost).

Alternatively they can be distributed to **schools, libraries, local POs and shops** and **tourist information centres** in the area.

In terms of content, they will almost always have a **map, photographs of people using the site, advice on routes and brief details on history/what people may see as appropriate.**

An interpretive leaflet will involve **researching, writing, editing, picture/illustration sourcing, design/artwork, print and distribution.** For the design/artwork alone, you can expect to pay **£800 - £1200**, depending on how large/detailed the map is (we would expect to reuse the existing excellent map as a base and so this cost could be reduced).

Print costs for a full colour (described as 'four colour process') both sides, A4 folded to 1/3 A4 leaflet will cost around **£700.00** for 10,000 copies., A3 folded to 1/3 A4 will cost around **£900** and A2 folded to 1/3 A4 will cost around **£1500** for the same quantity.

You can get round printing your leaflet at all (or at least reduce the quantity) by making your leaflet **downloadable from a website** (see interpretation online).

7. Applecross Gaelic conversation sheets (costings from Interpretation/Ross Associates)

These would be double-sided laminated sheets for use by visitors waiting for a meal in one of the three Applecross eateries. One side would cover the story of Applecross Gaelic and list Gaelic courses and events; the other would offer some words and phrases in Gaelic for people to try amongst themselves, with phonetic pronunciation. There should be a different version for each of the three eateries. One could focus on colours, one could focus on placenames and one on greetings, perhaps

The costs of doing this would be negligible if the planning was done by the Bealach Group: allow **£1** per sheet for double sided photocopying in colour and lamination. A dozen sheets could be supplied to each restaurant at the beginning of each season, so **£36** unless there was a writing/translation fee on top.

If you required a professionally designed shell which related to the other interpretive design for these sheets, then allow **£120**.

8. Detailed themed walk sheets

Costings as above, providing the development of content (including photography if required) and production could be done voluntarily and locally. If maps are required, allow **£300** for a simple hand-drawn route map of a walk.

9. Applecross Guide Book (costings from Interpretation/Ross Associates)

A guide book is a traditional form of interpretation which can be used both as means of exploring on site and as a souvenir of a visit (the latter usually outweighs the former).

Full colour would be preferable to mono. They could be sold both online via the Applecross website or via commercial wholesalers (although Amazon-type wholesale costs can be high) and locally, both in Applecross itself and in the surrounding area.

To be readable the guide book would require one editor or writer to ensure that copy received from different writer works together as a whole. Assembling the copy and images can be time-consuming and any changes to data in the book cannot be corrected once printed.

Writing

A professional copywriter to edit the research & writing supplied by the Trust and produce the final copy: estimated 12 days @ £400 = £4,800.

Design

Fees for design of visuals and final artwork for a 40pp booklet with 4pp cover using text and images supplied by client.....£5,400.00

Production

Printing 40pp booklet, 150gsm pages with 250gsm laminated cover, full colour both sides throughout

5,000 print run.....£3,650.00

10,000 print run.....£5,800.00

C. Virtual media

10. Interpretive website & downloads

Increasingly communities are using websites as a **cheap and flexible** interpretive tool.

See good examples at www.dalwhinnievoices.org.uk and www.merkinchlnr.org.uk.

A website enables information to be **changed easily** and without cost.

It can carry both **orientation** (e.g. a downloadable map or audio route guides) and **interpretation** (e.g. details about species and habitats, audio downloads about times gone by).

It can have an **events page**, enabling a community to promote a series of guided walks or craft markets.

It can carry downloadable **audio tracks** such as an audio route guide or oral history recordings.

It can also carry a **picture library** of archive and other shots, and have the facility for people to upload others and comment on those that are there.

Basic websites can be **set up for nothing** – see www.spanglefish.com Spanglefish sites offer a free self-edit website but have a few ads on the home page to cover the cost.

A more evolved Spanglefish self-edit site costs £50 per year.

Within the Applecross plan we recommend a **neutral interpretive website** to which all existing Applecross website for sites and services can link for interpretive material. This could evolve from the existing ALPS website as ALPS reaches the end of its funding cycle. Whether based on an existing website or not some professional design/redesign will be essential.

To create a website you will need: a **local paid or voluntary webmaster (essential!), photographs, design/illustration if necessary, text writing and additional web company assistance** with any special features required (the Dalwhinnie website above cost **£2,000 excluding content**).

If using a professional writer/designer, allow **£1500 for content writing and design or website itself. Professional moderation, photography and special website features** may further add to the cost, allow another **£1,000**.

Of course text can be written for free, the website comes with a certain level of design in-built and local people are often happy to provide photographs, although these need to be good quality, so costs can be much lower. If you are anticipating paying for the writing of content for DOIS, itineraries, trails, audio downloads etc you can either pay per item or, more logically, offer the entire website writing of downloadable material as a single writing/editing job. If you wish to follow this route, you would need to write a brief offering a fixed fee of about **£4,000** over a period of 6 – 8 months to allow the editor/writer to put them together with members of the local community.

11. APP-lecross (Interpretation)

Apps are among the hardest form of interpretive media to cost as they are so heavily content-dependent.

This app costing is based on 5 main menu items:

Places to visit:

incorporating built and natural heritage sites along with beauty spots and viewpoints.

Visitor services:

Accommodation, places to eat, craft outlets etc

Wildlife to look out for:

a list of local common and rare wildlife and some data/images about each

Local life:

To include audio, video and images of the past and present of Applecross

Local Walks:

List of popular walks with map and text based directions

How to get the information...

Each of the above would be available from the main menu and touching each menu item would take you to a list of entries relating to the topic.

The list of entries would scroll up and down with the flick of a finger and have thumbnail images and titles for each entry.

Touching an entry would take you to a screen including a zoomable image, text about the entry and appropriate links relating to that item.

For example, on the Visitor Services list would be an entry for the Potting Shed Restaurant.

Touching the thumbnail or title for the Potting Shed would slide you over to a page with one or two zoomable images (controlled via the "pinch" gesture), a paragraph or two of text describing what is on offer, a clickable phone number, a clickable link taking you to the Walled Garden on Google Maps and a clickable link taking you to the Potting Shed's own website.

This rationale would be common for the first 3 menu items and the 4th "Local life" would be similar although instead of a page of text with links, you would view a video, listen to some audio or flick through some images.

The walks...

The last menu item "Local Walks" would, again, be list-driven but would use the iPhone's GPS capabilities.

We could create a map of each walk so that when you click a walk from the list, you are taken directly to the overview map of the walk. There would be a constant ability, however, to switch seamlessly between the map and a numbered text description of the walk (eg: 1. 'Climb the stile and head north through the field in front of you...').

When you are actually walking the route the iPhone will know where you are (thanks to the onboard GPS tracker which is **not** mobile phone signal dependent) and will plot your location on the map with a graphic (this could be as simple as a red dot or perhaps something more interpretive, like, say, an illustration of a boot). Again, thanks to GPS, switching between the map and text views will take you straight to the numbered point you are at or highlight your position visually with a graphic.

Scenarios...

1. *I want to find out what the best beauty spots are in Applecross.*

You would select "Places to visit" from the main menu and scroll through the list of titles and thumbnail photos until you see a viewpoint. You can then touch the list item and find out where it is and some local info about what I can see from that viewpoint.

2. *I want to find out about where I can stay when I travel to Applecross next month.*

You would select "Visitor Services" from the main menu and scroll through the titles and thumbnails to find a B&B that you like the look / sound of. You can then touch the list item and get a brief overview of the B&B, tap in its phone number and book a room over the phone. Alternatively you could touch on the link to its website and book online with a credit card if the B&B has an online booking system.

3. *I want to find out about the early Christian settlements here.*

You would select "Local History" from the main menu and scroll through the titles and thumbnails until you find the entry "The arrival of Christianity". You can then touch the list item and (depending on what content we have) read text, watch a video clip, listen to Maelrubha tell his story on audio or flick through a gallery of images. The text could be peppered with touchable links that reveal the locations of interesting sites in Google maps.

Costs...

Assuming the text, photographs, videos and audio can be supplied, then the basic app described above can be delivered for £2,600.

This includes concepting, project management, app graphics, all coding and delivery to the iTunes store.

Content...

Creation of content can be looked at with further discussion. **We could record and create 5 x 2 minute, sound-effect-rich audio segment of Maelrubha talking us through a day in the life of his settlement (assuming script guidance provided by Heritage Centre team) for around £1,000 delivered (including script development and actor's fee).**

There are many very good photographers living in Applecross and it would be good if the app development could benefit them.

NB1 Apple's iTunes App Store

A vendor can only upload an app to the iTunes App Store if they are registered and paid up as a developer with Apple.

We could upload the app to the store through an associate's developer licence and our associate could handle all aspects of the app whilst it is to be available including managing any updates and giving quarterly statistical reports.

This takes away the necessity of ALPS requiring to register with Apple and pay them £100 per year - plus having to learn how to manage their own developer account and apps which is quite complex.

NB2 Gaelic

A fully bilingual approach to this app development would increase the costs but Applecross Gaelic could be covered as an item of interest under 'Applecross Life' with audio of people speaking and details on how to find out more about Gaelic in Applecross.