



# INTERPRETATION

## Appendix A

**Recommendations for interpretive phases, locations, media and summary content**





Media	Phase	Location	Content/action	ALPS Project links	Notes
<b><i>Written/portable</i></b>					
Applecross leaflet	Phase 1 (2011 for 2012)	Distributed throughout Applecross and beyond	Complete coverage of things to do and see in Applecross	All <i>All ALPS stakeholders, eatery and craft outlet owners would require input</i>	Recommend renaming former Scenic Walks leaflet as 'Things to do and see in Applecross' or similar. Title and subheaders in Gaelic and English , body text in English
Gaelic activity sheets (laminated A4 double sided)	Phase 2 (2012 for 2013)	Supplied to all restaurants, accommodation providers and craft outlets	One side outlining Gaelic activity in Applecross and challenges facing the language, promoting Bealach courses; the other listing phonetic Gaelic phrases to try out	People and places <i>Bealach Group/Heritage Centre</i>	While not everyone in Applecross may speak Gaelic, and especially not in its eateries, a sheet encouraging visitors to try some Gaelic phrases on each other may plant the seed of learning Gaelic in the minds of some non-speaker visitors and is worth encouraging.
Specialist themed walk leaflets	Phase 2 (2012 for 2013)	Supplied from Visitor Centre, Heritage Centre, all hubs	Summary versions of online downloadable information sheets	All <i>All ALPS stakeholders, plus some external specialist writers if none available</i>	This could be linked to the development of downloadable information sheets online.

				<i>locally</i>	
BOOK	Phase 2 (2012 for 2013)	Supplied from local and national outlets	A book which can act both as an on site guide and as a souvenir of Applecross	All <i>All ALPS stakeholders, plus some external specialist writers if none available locally</i>	This should be put together at the very end of the interpretive
<b>Virtual</b>					
Downloadable online information sheets (DOIS), e.g. 'Milton Loch wildlife', 'Geology of Applecross', 'Applecross Gaelic' 'Salmon of the River Crosan', 'Maelrubha of Applecross', 'The Coming of the Vikings', 'Applecross and seafood'	Phases 1 (2011 for 2012) and 2 (2012 for 2013)	Detailed print-out information sheets on themed areas of interest with text and images	Various, linking to agreed themes and content	All <i>Most stakeholders, experts in particular fields which link to themes</i>	These should ideally be no longer than a double-sided A4 sheet. Rather than create longer DOIS than this, they should be subdivided into sheets on separate topics  Can be expanded as expertise sources
Downloadable online itineraries, e.g. 'where can we go to experience wild Applecross?', 'where can we get a	Phases 1 - 2 (2011 for 12 and 2012 for 2013)	Detailed print-out themed itineraries giving a combination of walks, cycles and drives	Various, linking to agreed itineraries and content	All <i>Those managing sites mentioned within itineraries</i>	These should ideally be no longer than a double-sided A4 sheet

taste of Applecross? 'Who first called Applecross home?' 'What's it like to live and work in Applecross', 'Where's the best places to explore the sea and shore?'				<i>Visitor Centre team</i>	
Downloadable walk routes and trails, e.g.  Archaeology Trail, Geology Trail, Wildlife Trail, Food Trail - and path guides to all ALPS-restored or created paths	Phases 1 (2011 for 2012) and 2 (2012 for 2013)	Step by step walk routes around the peninsula	Various, linking to new and restored walk routes within ALPS	All  <i>Those who manage the land over which the walks cross, or those who live there</i>  <i>Visitor Centre team</i>	These can 'put flesh on the bones' of routes outlined more briefly in the new Applecross leaflet.
Downloadable audio MP3 files	Phases 1 (2011 for 2012) and 2 (2012 for 2013)	Audio files giving pronunciation of local Gaelic placenames; views of life in Applecross; 'human toposcope' interviews with local people at top of Bealach'	Various as outlined	All  <i>ALPS/Heritage Centre/Bealach Group/Visitor Centre</i>	These files could be downloaded to phones, MP3 players etc from a website in advance of the visit or during the stay from locations with Internet access such as the Visitor Centre.

<b>On-site</b>					
Remove outdated Salmon panels	1 (2011 for 2012)	Head of the Bay, riverside	Remove and replace with salmon DOIS (see virtual interpretation)	Woodland, Grassland and Wildlife <i>ALPS</i>	SNH funded these but would accept their removal if salmon river life cycle is interpreted through a different medium
Remove Clachan Church panel	1 (2011 for 2012)	Clachan church car park	Remove and replace with interpretive bench and Clachan Church DOIS (see virtual interpretation)	Worship and burial <i>ALPS, Heritage Centre</i>	Pre-printed DOIS could also be made available in the church with a donation suggested  Interpretive bench will cover church history pictorially
Remove any outdated or confusing waymarking/signage	1 (2011 for 2012)	Notably Milton Loch Walk around campsite area	Remove and replace with new waymarking which ties in Broch, Hebridean Barns and Flower Tunnel restaurant	People and Places <i>ALPS Those who manage sites affected by waymarking</i>	-
Review and consolidate signs at junction with Applecross House drive	1 (2011 for 2012)	Junction specified	Review all signs at this junction point and consolidate into one eye-catching hand-carved sign, ideally	People and Places, Trails and Thoroughfares <i>ALPS/Trust Walled Garden/Potting Shed team</i>	Potting Shed's signage is inadequate at the junction – would recommend wording changed to read 'Potting Shed Restaurant – great local food from our garden to your plate' or something similar. Mention of woodland walks also highly

					desirable.
Remove outdated notice board structures	1 (2011 for 2012)	At Ardheslaig, Walled Garden Car Park and Head of the Bay	Remove and do not replace at Ardheslaig or Head of the Bay	People and Places, Trails and Thoroughfares  <i>ALPS, Walled Garden/Potting Shed team</i>	Replace only Walled Garden panel with new carved-surround interpretive panel with policy/head of the bay walks
Design, make and install new waymarkers	1 (2011 for 2012) and 2 (2012 for 2013)	Throughout new and existing walks	Walk titles, distance to destinations	All	Minimalist approach required. Waymark at points likely to confuse only, and at start and end points.  Have a larger start/end point sign with destination, duration and grading of walk (will link to more detail in walks leaflet)
Design, make and install new parking sign and orientation panel at Culduie-Ard Dhubh junction car park for Coillegille	2 (2012 for 2013)	At car park area opposite Ard Dhubh (NB some basic surfacing works desirable)	Connects to waymarkers leading to path to Coillegille and Ard Ban, encouraging people to use car park and explore path	People and Places, Trails and Thoroughfares  <i>ALPS, Residents/owners of property in affected townships</i>	'Park here' Parking sign should tie in with symbol in leaflet, without which people are unlikely to find their way to Coillegille anyway.  Nasty blue P for parking sign to be avoided!
Design, make and install interpretive benches for use along trails and	2 (2012 for 2013)	Precise locations left to client at client's request	Individual themed pictorial stories following suggestions in	All	Benches should be made of timber/stone, unique to place, no two alike, within a common and identifiably Applecross

paths			Main Plan 6.2		style – with the possibility of selling duplicates for self assembly to interested visitors?
Design, make and install bilingual 'peninsula signs'	1 (2011 for 2012)	Locate at Shildaig/Kinloch junction and Tornapress junction	'Welcome to the Applecross Peninsula' in English and Gaelic	People and Places <i>ALPS</i>	One option is for a big, beautiful hand-carved stone/wood sign, setting the tone for craftsman-based interpretation throughout the Peninsula
Design, make and install Beechwood Trail viewpoint bench	1 (2011 for 2012)	Locate at Beechwood Trail near Campsite end	Curve of interpretive benches or one single bench	Trails and Thoroughfares <i>ALPS</i>	A late addition to the plan, the interpretive content of these benches needs to be established after a site visit