



INTERPRETATION

Appendix F – Sample press releases and survey forms





INTERPRETATION

Applecross Stories 2

Telling the stories of Applecross through interpretation - for local people and for visitors

**Wide range of stories and views shared at Applecross story-gathering sessions
on April 4th and 5th 2011**

Applecross stories old and new were aired and shared at the first of three informal sessions at the Community Hall and school in Applecross recently. The story-gathering is part of a process assisting the local community to devise appropriate interpretation for the area.

“We came away inspired by how much people who live there care about Applecross,” commented Verity Walker, who is facilitating the project on behalf of ALPS and the local community. “People talked to us about everything from how difficult it is for people who wish to live and work in Applecross to secure land or housing, to tales of shipwrecked monks, the best walks and places to explore - and even issues surrounding the sustainability of local prawn fishing.”

Natural concerns regarding the erosion of old ways of life were expressed by long-standing residents, while others spoke movingly of the spiritual significance of Applecross to them as newcomers. What quickly became clear was that while no two people may stay in Applecross for exactly the same reason, there is much common ground in terms of people’s appreciation of its unspoiled natural beauty, peace – and a strong feeling of sanctuary, although not necessarily in a religious sense.

Children from the local school spent an hour with the team sharing the important things about Applecross to them. “It was fantastic to hear them describe how they love building dens in the woods,” project associate Stephen Wiseman pointed out. “That’s something so many children elsewhere can no longer experience.” The children sang songs, unprompted, in both Gaelic and English to illustrate stories they told, such as the famous tale of the eagle which stole a baby.

“The story-gathering process is just as much for local people, especially more recent arrivals, as it is for visitors,” Verity said. “It’s about giving everyone who visits or who lives here the chance to connect with the unique qualities of this community and landscape – and that is also just as much about the present as it is about the past.”

Those who missed the story-gathering sessions can still find out a bit more over Easter. Look out for the ‘Applecross – your story’ sheets which will be available from the Potting Shed, the campsite, the Applecross Inn and the Applecross shop/PO between now and the end of April. They’ll tell you a bit more about the project and ask your advice – return it (to wherever you picked it up) and you could win a meal for two at either the Applecross Inn, the Potting Shed or the Flower Tunnel - or local crafts to the value of £30!

If you'd prefer to talk rather than fill in a form, you can contact Verity Walker on 077789 22407 or Stephen Wiseman on 0791 7676786 or by e-mail at verity@interpretaction.com.

This project has been funded by the Applecross Trust, the Heritage Lottery Fund, Highlands and Island Enterprise, the Highland Council, LEADER and the European Regional Development Fund.

Ends.

Date of release: 13 April 2011

Editors please note: this is the second of several community activities scheduled during interpretive planning for Applecross. We'll be happy to feed back the results of our work through future press releases and will be taking photographs during the course of the project for possible media use. Your help in supporting this process is much appreciated.

Contact Verity Walker for all further details on 077789 22407 (please note she is on leave from 18 – 25 April so please contact Stephen Wiseman instead during this period on 0791 7676786).



INTERPRETATION

Applecross Stories

Telling the stories of Applecross through interpretation - for local people and for visitors

Story-gathering days - Monday 4th April (6pm – 8pm) and Tuesday 5th April (10am – 1pm)

Story-telling is something at which Highland communities have always excelled. A new project is starting soon in Applecross under the auspices of the Applecross Landscape Partnership Scheme which aims to look at the best ways of telling local stories - through interpretation.

The Black Isle-based heritage consultancy *Interpretation* has been contracted to help the community devise a local interpretive plan. Verity Walker, Director of the firm explains:

"I first saw Applecross from the top of the Bealach when I was about 6 years old from my mother's ancient Austin A40 which had just battled up the hairpin bends, and I've never forgotten it. Applecross is still a magical place to live or to visit and we are aware that any interpretive planning needs to be done with a very light hand to avoid any risk of compromising the area's beauty and wildness. We'll be working closely with local people to help them decide which stories are most worth telling are, and where and how to tell them."

Most people's experience of interpretation is limited to an interpretive panel at a viewpoint or a guide book at a heritage site, but many more options are available, some of which have no on-site presence at all. Over the next few months the team will be talking with local people and visitors about the stories they would like to share, or those they would like to hear. The *Interpretation* team will be advising on different interpretive media and discussing what will work where before any plan is finalised.

The first activities on site will take place in Applecross Community Hall on Monday 4th April (6pm – 8pm) and Tuesday 5th of April (10am – 1pm) with two informal drop-in 'story-gathering' sessions. This should give both people who work during the day and those who do not a chance to come and hear what the project is all about, share stories and give their views. Whether you were born and brought up in Applecross or are just visiting, why not come along and meet the team? You can look at some interesting maps of the area, enjoy a free *strupach* and a blether - and find out what the project is all about.

If you'd like to know more, you can contact Verity Walker on 077789 22407 or by e-mail at verity@interpretation.com.

This project has been funded by the Applecross Trust, the Heritage Lottery Fund, Highlands and Island Enterprise, the Highland Council, LEADER and the European Regional Development Fund.

Ends.

Date of release: 18th March 2011



INTERPRETATION

Applecross – *your* story

Please take five minutes to help Applecross plan how it tells its stories through new interpretation. We hope you find this interesting and thank you for your help.

Please just circle or tick anything you agree with - and leave blank anything you don't agree with.

1. A question about you and Applecross

I was born here or have spent most of my life here I moved here as an adult

I live here for some but not all of the year I am a first-time visitor

I have visited Applecross once or twice before I am a frequent visitor

Other/comments:

2. If you are a visitor, did you try to access any information about Applecross online before you came? (If you live in Applecross please miss this question and go straight to Q3)

Yes No

If you said **yes** to this question, did you find out what you needed to online? Yes
No

Comments:

3. Which Applecross stories do you think should be told through interpretation?

Applecross access, roads and transport Applecross history and prehistory

Life and work for people who live here all year round Applecross climate

Tales of the sea and islands and legends Sea routes and fishing Folk tales, myths

Best local walking routes Tales of St Maelrubha and local church history

Applecross as a sanctuary from the rest of the world Gaelic culture and placenames

