

Red Kite

Bathscape Interpretation Plan

**Bathscape Partnership
Bath & North East Somerset Council**



November 2017

Bathscape Interpretation Plan

Bathscape Partnership

Red Kite

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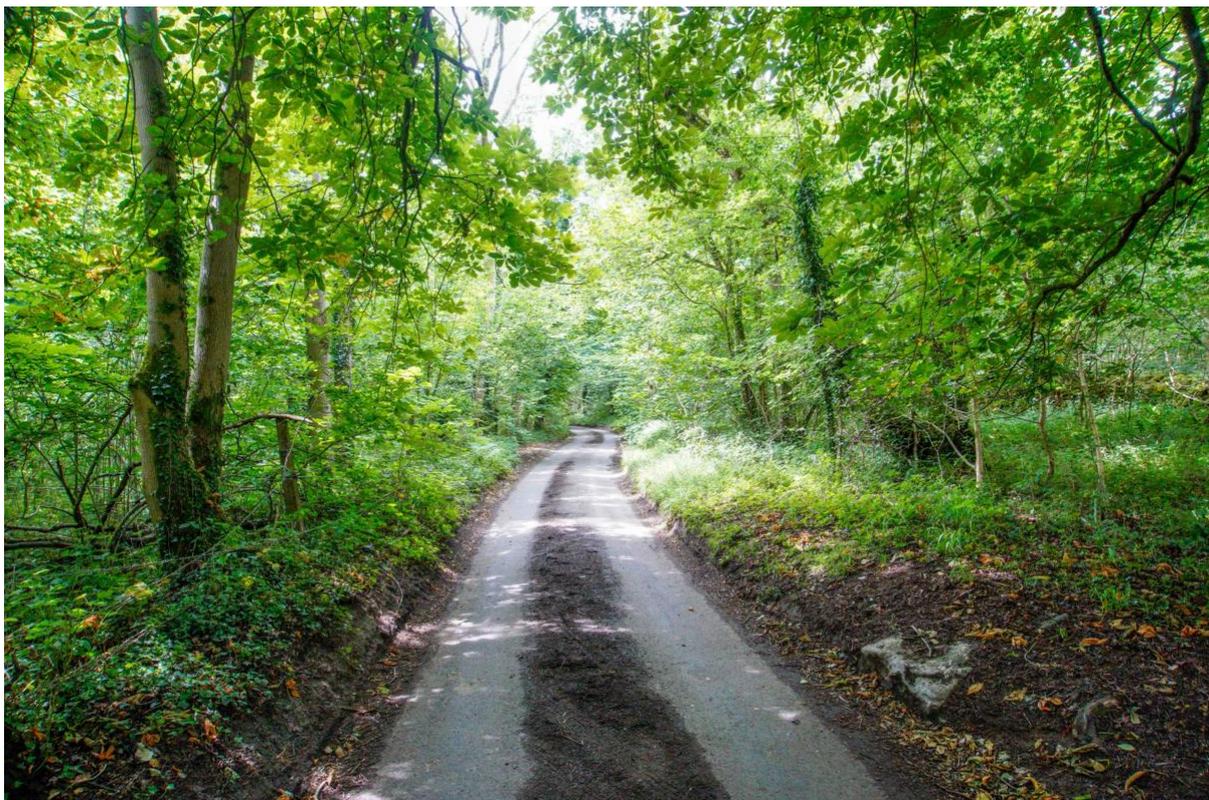
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Cover: view over Bath from Alexandra Park RKE

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Warleigh Wood RKE

Text in boxes throughout this document are selected quotes gathered by the consultation questionnaire

1 Introduction

1.1 Setting the scene

The Bathscape is the natural setting of the City of Bath. It is an area up to 10km from the city centre that includes the hollow of the River Avon valley where Bath was originally settled and developed. It is the riverside meadows, the valley sides and the hill tops that collectively provide Bath with a landscape that contrasts, and augments, Bath's distinctive built character and contributed to its designation in 1987 as a World Heritage Site (WHS).

Much of Bathscape is within the Cotswolds Area of Outstanding Natural Beauty (AONB), a protected landscape of national importance. There are few places in Britain where a city with WHS status abuts a protected landscape, providing a setting that is valued both locally and nationally.

The Bathscape project, which is seeking funding from the Heritage Lottery Fund (HLF), aims to promote and deliver greater care and protection for this landscape, improving features, engaging communities and encouraging greater understanding of its heritage values. This Interpretation Plan provides a programme that will help explain Bathscape to both residents and visitors, and to help achieve the aims of the project.

1.2 Brief introduction to Bathscape

The natural environment around Bath is crucially important for its status as a World Heritage Site. 'The green setting of the City in a hollow in the hills' is one of the six attributes of the values identified in the WHS Statement of Outstanding Universal Value. The landscape provided the Oolitic limestone used in its architecture as well as a setting for many of its buildings. Extending right into the city in places, such as Primrose Hill and Widcombe, it provided the essential green backdrop that is a key element in the city's distinctive character.

The predominant components of the landscape are broadleaved woodland and calcareous grassland. The woodlands, some of them ancient, hug the valley sides and extend to the skyline. The grasslands, many uncultivated, have a rich diversity of flora and fauna with some notable rarities.

The cultural elements of the landscape include Roman remains at Lansdown camp, fine Georgian streets that took advantage of the picturesque setting, blending countryside and town, the bridges and neo-classical aqueducts of the Kennet and Avon Canal, and the structures of the Great Western Railway, including bridges over the River Avon and the tunnels and viaduct at Twerton. The many cemeteries, including Abbey, Lansdown and Smallcombe, add to this diversity by holding stories of their deceased incumbents and hosting diverse wildlife.

There are a host of intangible attributes and traditions that add to Bath's character. Its use for therapy and wellbeing involved a culture of bathing, healing and worship that is several thousand years old and continues today. There are also cultural associations with many prominent people from many periods, including architects, quarry owners, politicians, artists, writers and musicians.

The Bathscape is a profoundly beautiful landscape, beloved of writers and artists and cherished by those who sought tranquillity, therapy and wellbeing over hundreds of years.

1.3 Process

This interpretation plan is the output of a contract let by Bathscape / B&NES to Red Kite Environment, which was commissioned in June 2017 and completed in November 2017. Our brief was to produce an interpretation plan with the following elements:

- To set out what the interpretation should achieve and identify the audience, interpretive resources and interpretive themes and objectives for the Bathscape project.
- To improve understanding of existing audiences and how to best engage and encourage new audiences.
- To identify appropriate interpretive media.
- To provide a coherent and strategic interpretive framework to inform the development of Bathscape interpretive projects.
- To set out a comprehensive and co-ordinated plan for the provision of interpretive media and site information.
- To provide relevant information to help set the baseline for Bathscape evaluation work.
- To scope opportunities for volunteers/community to participate in the development of interpretative media, design, layout and content.
- For each element of interpretation identify its interpretative theme objective type of media, audience and cost relevant to projects set out in Bathscape round 1 HLF application.

Over the course of the contract we have:

- visited much of the Bathscape area, including sites, footpaths, popular routes, and cycleways and viewpoints
- held a workshop with representatives of many of Bathscape's partners

- held individual meetings and discussions with representatives of relevant organisations
- devised a questionnaire on Survey Monkey that was distributed as an advertisement on Facebook to people within a 17km radius of Bath
- audited a range of existing interpretation, including interpretation panels, leaflets, websites, activities and publications
- attended a meeting with contractors working on other Bathscape projects, including surveys on forests, grasslands, trails, landscape and viewpoints
- prepared a draft plan for comment by the client and partners
- prepared the final interpretation plan document.

1.4 Status of this document

This interpretation plan sets out a framework and programme for interpretation of the Bathscape area. It presents our findings, our approach, a series of objectives and themes, and our recommendations for media. It takes a strategic view of the overall messages for interpretation and recommends specific media and activities that are site-based or site related.

In using this plan it is important always to relate what is site-specific to the wider picture, enabling users to understand the detail within the context of the broader stories of Bathscape, to create a cohesive interpretation of the whole area.

The words and phrases used in this plan, in the objectives, the overall message, the themes and storylines, will not necessarily appear in any subsequent interpretation materials. They are used here simply to provide the framework for those who will produce interpretation materials or activities.

More facebook/social media outreach would have an impact. More information about old landscape features such as camerton romano-british town, fosse way, tumuli...

2 Interpretive resources

The unique landscape of the Bathscape area and the millennia of human settlement have combined to leave a rich natural and historic legacy which, subsequently, offers a wealth of material for interpretation.

The following list identifies and briefly describes those places, features and people that have contributed, and continue to contribute, to the unique character of the setting of Bath. The list cannot claim to be comprehensive and any omissions are not deliberate.

2.1 Physical resources

American Museum in Britain

Established in 1961 this is the only museum of Americana outside the United States. It houses a remarkable collection of folk and decorative arts in Claverton Manor.

Bath City Farm, Twerton

Bath City Farm was set up by the local community in the early 1990s and covers an area of 37 acres. It provides a green space, where local people can learn about sustainable farming and food growing, acquire new skills and develop new friendships. Fine views over the city.



View from Bath City Farm *RKE*

Bath Stone

Bath Stone is an oolitic limestone and is also called 'freestone', because it can be sawn or 'squared up' in any direction. It's warm, honey colouring gives Bath its distinctive appearance. The stone was highly valued and exported by way of the Kennet and Avon Canal and the railway network.

The heyday of stone mining was the 18th and early 19th centuries, although there is evidence of Roman quarries on Bath Golf Course on Bathampton Down. Within the Bathscape area there were stone workings at what is now Brown's Folly Nature Reserve and at Hampton Rocks Quarry on Bathampton Down.

Bathampton village

The village lies two miles east of the city of Bath. The River Avon and the Kennet and Avon Canal pass through the village and the church has Gothic features added by Ralph Allen.

Bathampton Camp

Site of an Iron Age camp or stock enclosure.

Bathampton Down

Flat limestone plateau owned by The National Trust with flower-rich grasslands and fine panoramic views over the city of Bath. It is the location of Ralph Allen's Bath stone mines and also of earlier Roman quarrying activity.

Bathwick Wood

National Trust owned spring bluebell wood with evidence of Medieval terraces and embankments. It is a diverse habitat for butterflies and invertebrates.

Bathampton Meadow

This reserve was created in 1996 to provide additional flood relief for the A46 Bathampton bypass. Managed by Avon Wildlife Trust, these wet meadows and the oxbow lake provide a good habitat for migrant birds and resident dragonflies.

Bathampton Toll Bridge

The bridge and toll house were built in 1872 for the Bridge Company Turnpike Trust.

Bathampton Wood Quarries

Old Bath stone quarries with remains of stone tramway. The quarry in the SE corner has become a popular National Trust woodland play area.

Batheaston village

The Fosse Way descends into Batheaston at Bannerdown Hill and the village contains a number of historic houses including Eagle House which became an important refuge for suffragettes who had been released from prison.

Beckford's Tower and Lansdown Cemetery

Built between 1826 and 1827, by William Beckford, Beckford's Tower was once home to one of the greatest collections of books, furniture and art in Georgian England. A museum is housed on the first floor. It is a Landmark Trust property and is managed by the Bath Preservation Trust.

When the Tower became a mortuary Chapel for the parish of Walcot the land that once made up the Tower gardens, the final part of Beckford's Ride up to the Tower from Lansdown Crescent, became a cemetery. Now the site of over 5,000 graves, the Lansdown Cemetery is the final resting place of some of Bath's most significant residents, including the architect of the Tower, H.E. Goodridge. Beckford's monumental marble tomb sits isolated on its own green mound.

Beechen Cliff and Alexandra Park

Beechen Cliff is located just south of the city with magnificent panoramic views of the city and the surrounding wooded valleys and hills. It has been a popular postcard view of Bath over the past 100 years. As the name suggests, Beechen Cliff is home to many fine, mature beech trees. It is managed by B&NES Parks Department.

Situated at the top of Beechen Cliff is Alexandra Park, named in honour of Queen Alexandra. This 11 acre park was opened to commemorate the Coronation of Edward VII in 1902. Its lawns and fine trees create a restful atmosphere, and there is a children's play area and public toilets. There is a second viewpoint in Alexandra Park, to the east of Beechen Cliff's steps. Access to the park is by a long flight of steps, otherwise known as Jacob's ladder, or by road from Wellsway.

Browne's Folly SSSI

Flower-rich grasslands, ancient woodlands and old mine workings which provide a home for endangered greater horseshoe bats. The site takes its name from the tower built by Wade-Browne in 1849 and is managed by the Avon Wildlife Trust.



View from Alexandra Park *RKE*

Bushey Norwood

National Trust owned land with an Iron Age hillfort, early Roman earthworks and standing stones, known locally as claver 'key' stones.

Carrs Wood, Twerton

Carrs Wood is a 21.1 hectares (52 acres) local nature reserve in the valley of Newton Brook. Part managed by B&NES Parks, it includes the notable Bath asparagus.

Charmy Down

RAF Charmy Down was an airfield opened in 1941. During WWII it was used primarily as a night-fighter interceptor field. From 1943 until it closed in 1946 the base was used by the United States Army Air Forces. Today all that survives is the perimeter track and a few derelict buildings, including the control tower. The outline of the runways can still be seen in aerial photography.

Claverton village

The church of St Mary the Virgin has a Norman tower. Other parts of the church date from the 13th century, but underwent extensive renovation in 1858. Ralph Allen of Prior Park is buried in a pyramid-topped tomb in the churchyard.

Claverton Down

Panoramic views over the city and a National Trust woodland play area. The flat plateau has also provided sufficient space for the University of Bath and the Bath Golf Course. Ralph Allen developed carriage rides around the plateau for enjoyment and the views.

Claverton Manor

The existing building was designed by Jeffry Wyattville and built in the 1820s on the site of a manor bought by Ralph Allen in 1758. It now houses the American Museum in Britain. The landscaped gardens have fine views over the River Avon and Kennet and Avon Canal.

Claverton Pumping Station

A 19th century pumping station, which pumps water from the River Avon to the Kennet and Avon Canal using power from the flow of the River Avon.

Combe Hay Mine

This was a Fullers Earth mine which operated until 1979. What remains of it can be found beside the Odd Down Park & Ride and in the recycling centre. In the late 19th century a windmill drove the machinery.

Culverhay Castle (Englishcombe Castle)

Ditch and bank earthworks, to the east of Englishcombe church, are now the only remains of a 13th century castle which probably featured a stone keep and low curtain wall.

Cleveland Pools

The pools, on the banks of the River Avon, are the country's only surviving Georgian lido. It was a favourite with locals and visitors alike until it closed in 1984. The

Cleveland Pools Trust is aiming to restore and renovate the lido to return it to public use.

Dundas Aqueduct

Named after Charles Dundas, the first chairman of the Kennet and Avon Canal Company, this 18th century aqueduct carries the Kennet and Avon Canal over the River Avon.

An inclined plane railway once brought stone from the Conkwell Woods quarries down to a wharf on the east side. The line of the railway is now used as a public footpath.

Englishcombe village

A small settlement lying on the route of the Wansdyke with a 12th century church and restored 14th century tithe barn attached to Rectory Farmhouse.

Hampton Rocks

These were the old quarry workings on Bathampton Down. During the late 18th century they were the haunt of artists, including Thomas Gainsborough who lived in Bath for sixteen years. A rock in this area known as 'Gainsborough's Palette' is presumably the same one mentioned in 1840 by Henry Lawson in his *Recollections of the Late William Beckford*. The quarry was made safe in the 1960s when explosives were used to block the mine entrances. (For illustration see Thomas Barker *Hampton Rocks, Morning 1790*.)

Kelston Roundhill

A 160 acre working farm and prominent landmark between Bath and Bristol with a renovated Old Barn. The site, privately owned, is used for a wide range of educational and leisure events.

Kennet and Avon Canal

The 87 miles long canal links London with the Bristol Channel. Features of the canal in Bath are Deep Lock (the second deepest canal lock in the UK) and the Dundas Aqueduct. The towpath forms part of a long-distance cycle route.



Lansdown

Site of Iron Age camp, Roman earthworks and the *Battle of Lansdowne* which took place on 5th July 1643 during the English Civil War.

Lansdown, Sir Bevil Grenville's monument

The monument commemorates the heroism of the Civil War Royalist commander Sir Bevil Grenville (1596–1643) who on 5 July 1643 fell mortally wounded at the Battle of Lansdowne, leading his regiment of Cornish pikemen.

Little Solsbury Hill

The summit is owned by The National Trust. There is evidence of an Iron Age hillfort. The limestone grassland is flower-rich and there are panoramic views over the city.

Midford village

A relatively small village straddling the boundaries of Somerset and Wiltshire. Site of two disused railway viaducts, a redundant packhorse bridge and Midford Millennium Wood.

Midford Castle

An 18th century mock Gothic folly built in the shape of the ace of clubs for Henry Disney Roebuck. It is privately owned and not open to the public.

Monkton Combe village

Originally owned by the monks of Bath Abbey, hence Monkton Combe, the village stood on the route of the (now disused) Somerset Coal Canal, which ran parallel to Midford Brook. There is an 18th century village lock-up and two mills, no longer working.

Monkton Farleigh Mine

Situated above Bathford, these mines were used as an ammunition store during World War II. A tunnel was built to the east of Bathford to carry ammunition to railway sidings at Shockerwick.

Newbridge Slopes

An area of scrubby grassland near Newbridge Park & Ride, soon to be managed by the Avon Wildlife Trust. There is potential for flower and invertebrate-rich habitat.

Newton St Loe village

A small village with a number of interesting buildings including a 17th century school, 18th century Newton Park mansion and Newton St Loe Castle, part of the original fortified mansion. The majority of the village is owned by the Duchy of Cornwall.

Prior Park Landscape Garden

The garden was created in the 18th century by local entrepreneur Ralph Allen, with advice from 'Capability' Brown and the poet Alexander Pope. The garden, owned by The National Trust, is set in a sweeping valley with magnificent views of Bath.

Rainbow Wood Fields

Owned by The National Trust the area is named after the arc shaped woodland. Yellow meadow ants build their anthills in the meadows. Good for spring flowers and varied bird life.

Saltford Brass Mill

Although this renovated brass mill is just outside the Bathscape area it is representative of the extensive brass industry that extended all along the River Avon from Bristol to Bath, connecting the copper mines of Cornwall with the Somerset zinc and local coal industries.

Sham Castle

A Grade II listed mock medieval castellated screen wall on the plateau of Bathampton Down, a private golf course, built in 1762 "to improve the prospect" from Ralph Allen's town house in Bath. Fine views over the city.

Smallcombe Wood

National Trust owned site of ancient woodland with varied bird life and rare flora.

Smallcombe Garden Cemetery

Smallcombe is a beautiful valley cemetery with great wildlife diversity, and within a fifteen-minute walk of the City centre. In 2015, The Smallcombe Garden Cemetery Conservation and Heritage Project was awarded an HLF grant to support a two-year conservation project.

Somerset Coal Canal

Begun in the late 1790s the canal ran from Paulton to connect with the Kennet and Avon Canal. It is now disused and much of it is derelict. The short stretch at Brassknocker Basin (Limpley Stoke) where the canal joins the Kennet and Avon at Dundas Aqueduct was restored during the 1980s and is now a thriving marina with moorings.

William Smith the geologist oversaw the work at Tucking Mill and Robert Weldon's experimental caisson lock at Combe Hay proved a major visitor attraction when first operated in 1799.

South Stoke village

A charming village comprising picturesque houses built of creamy oolitic limestone. South Stoke is a designated Conservation Area thereby retaining much of its original character.

Sydney Gardens

This fine city park is the only surviving early 19th century pleasure garden. With the Kennet and Avon Canal cutting through it in a Venice style, and the railway passing alongside it, it was a Victorian spectacle of note.

Swainswick

Home of the legendary King Bladud who discovered the hot springs around which the city of Bath would ultimately grow. St Mary's church dates from the 12th century and

contains a ledger slab of John Wood the Elder, architect of Georgian Bath. The village possibly derives its name from Sweyn Forkbeard (960-1014).

Three Shire Stones

These three vertical blocks of limestone with a large cap stand on Bannerdown Hill, Batheaston. They mark where the counties of Gloucestershire, Wiltshire and Somerset meet. The stones are formed in the style of a burial chamber with three small dressed stones (the original stones) inside, each dated 1736 and with the initial of one of the three counties.

Tucking Mill hamlet

A small hamlet once home to William Smith, 'the Father of English Geology', and the site of a Fullers Earth factory which operated from 1883 until the end of World War II.

Twerton Roundhill Local Nature Reserve

The conical shape of Twerton Roundhill was formed as the soft clays that once surrounded it eroded away, leaving a peak of Bath stone (oolitic limestone). Its grassy open slopes support some of the best limestone grassland in the city. The Roundhill also provides fantastic views over Bath and the surrounding countryside.

Two Tunnels Greenway

A shared use path for walking and cycling. It follows the disused railway trackbed of the Somerset and Dorset Joint Railway, which was closed in 1966, from East Twerton through Oldfield Park to the Devonshire Tunnel. It emerges into Lyncombe Vale before entering the Combe Down Tunnel, and then coming out to cross Tucking Mill Viaduct at Tucking Mill into Midford. The new route links Bath and the National Cycle Route 24, 2.5 miles (4 km) south of the city.



Two Tunnels Greenway *RKE*

West Wansdyke

The archaeological remains of West Wansdyke survive to varying degree along its course as either discontinuous sections of earthworks preserved with substantial bank and ditch or as a crop mark evidence and sub surface buried deposits. Some sections are protected as scheduled monuments. Although not precisely dated it is believed to date to the late Roman or early post-Roman periods. Its role is still debated but may have been a territorial boundary. Evidence on the ground is sparse but the route passes through Newton St Loe, Englishcombe, Odd Down and South Stoke. It can be seen from Twerton Roundhill. A conservation management plan for the monument was produced in 2015.

The Museum of Bath at Work

This museum, within the city centre, is a fascinating record of the engineering, craft and other industrial history of Bath. It provides a wealth of stories about the commercial development of Bath over the last 2000 years. It has displays of Bath stone, Bath chairs, Bath buns and the many ways that Bathonians have earned a living since Roman times.

2.2 Notable people

These are some of the people who either directly influenced the Bathscape area or were influenced by it and whose stories are integral to the interpretation.

Ralph Allen (1693-1764)

Philanthropist and reformer of the postal system Ralph Allen, together with architect John Wood the Elder, was responsible for creating the enduring image of Bath as a city of houses built with the distinctive honey-coloured Bath stone. He owned Combe Down and Bathampton Down stone mines and had Prior Park built as his house to show off the versatility of the local Bath stone.

William Thomas Beckford (1760-1844)

An English novelist, art collector, critic, travel writer, slave-owner and sometime politician, Beckford spent the his last years living in his home at Lansdown Crescent. It was during this time that he commissioned Bath architect Henry Goodridge to design and build a folly on the northern edge of his land at Lansdown Hill, in which to house his art collection. The building is today known as Beckford's Tower.

Thomas Gainsborough (1727-1788)

English portrait and landscape painter, draughtsman, and printmaker who become the dominant British portraitist of the second half of the 18th century. He preferred landscapes to portraits, and is credited (with Richard Wilson) as the originator of the 18th-century British landscape school.

He lived and worked in Bath for 16 years (1759-1774) where the local landscape (particularly Hampton Rocks) inspired him and his fellow landscape artists, Richard Wilson and Thomas Barker.

William Smith (1769-1839)

'The father of English geology'. His 1799 circular geological map of five miles around Bath was the first-ever printed geological map and coincides with the Bathscape project area. He supervised the building of the Somerset Coal Canal through Tucking Mill. In 1815 he produced the first geological map of Britain.

Nathaniel Wells (1799 – 1851)

Wells was the son of a Welsh merchant and a black slave. He became a wealth landowner and was Britain's first black magistrate and the first black High Sheriff. He lived and died in Bath.

John Wood the Elder (1704-1754)

A Bath based architect, born in Twerton, John Wood is credited with creating the distinctive image of Bath so familiar today from the panoramic viewpoints surrounding the city. His most notable work in Bath included St John's Hospital, Queen Square, Prior Park, The Royal Mineral Water Hospital, the North and South Parades and The Circus.

Dr George Cheyne, William Falconer, Dr James Graham and other doctors promoted Bath and its landscape setting for health. Dr G Cheyne – the author of an essay on Health and Long Life 1724 – opened a practice in Bath 1702

There are also a host of stories from 'ordinary' people – those who worked in the stone quarries, in agriculture, in businesses, and as servants to the rich. There are stories of the workhouse, of which there were many in and around Bath, and the people who lived, worked and died in them. There are also the stories of the villagers living in the Bathscape area whose graves can be found in the many cemeteries.

2.3 Viewpoints

A parallel project to the production of this plan is the analysis of viewpoints around Bath and the selection of sites that could be promoted and interpreted to the public. The study, by Fiona Fyfe, has shortlisted eight representative sites, out of a longlist of over 40 and drawn up assessment reports to act as blueprints for further sites to be taken forward by volunteers in the delivery phase . The eight representative sites are:

- Little Solsbury Hill
- North Parade Bridge
- Widcombe Hill
- Dundas Aquaduct
- Beechen Cliff
- Twerton Roundhill
- Bath City Farm
- Prospect Stile

A further ten sites are suggested as the priority to be taken forward for further study by volunteers at the next stage of the project. These are:

- Beckford's Tower
- Approach Golf Course
- Sham Castle
- Primrose Hill
- Bathampton Down
- South of South Stoke
- Bathwick Fields
- Skyline Walk near Prior Park
- Kelston Roundhill
- Two Tunnels Linear Park

All these sites have potential for interpretation and we make recommendations in section 10.1 for interpretation for the eight shortlisted sites.



Prospect Stile toposcope *RKE*

2.4 Routes and trails

There are key routes within and across Bath suitable for walkers and cyclists that keep users away from traffic and provide safe and enjoyable routes suitable for families. These routes provide opportunities to explore Bath and the Bathscape, and to learn about and enjoy some of its features. The key routes are:

- Bath and Bristol Railway Path
- Kennet and Avon Canal
- Two Tunnels Greenway

- Sections of the Somerset Coal Canal
- River Avon and the new route through the Bath Quays Waterside Park

Walking routes to be developed as part of the Bathscape project will significantly add to the list of opportunities for people to access and enjoy the landscape around Bath. These walking routes comprise:

- A circular route of about 20 miles that closely follows Julian House charity Circuit of Bath walk route
- A route from the city centre to Newbridge Park & Ride
- A route from the city centre to Weston
- A route from the city centre to Ensleigh
- A route from the city centre to Bathampton along the Kennet and Avon Canal
- A route from the city centre to Bathampton over Bathampton Down
- A route from the city centre to Monkton Combe
- A route from the city centre to Odd Down Park & Ride



View near St Catherine RKE

It's very important to maintain the green landscape that surrounds Bath. I love the fact that from the city centre you're surrounded by green spaces on every horizon - please don't let it be spoiled!

3 Current interpretation

A requirement of the brief was to undertake an audit of existing interpretation, in its many forms, throughout the Bathscape area. We assessed site interpretation panels, toposcopes, leaflets, websites, activity programmes and relevant publications. The full audit is presented on an Excel spreadsheet, separate from this document. This analysis summarises the results of the audit.

3.1 Review of interpretation

3.1.1 Interpretation panels

We surveyed many sites, routes and viewpoints and recorded 42 panels. We cannot guarantee that this is comprehensive and, in fact, it is very likely other panels exist in locations around Bath. It is, however, a representative sample of panels and shows a good spread of different types and approaches.

Key points

- The panels are very varied, having been produced by a number of organisations and contractors. There are many, such as those along the Kennet and Avon Canal and near the National Trust Bath Skyline Walk, that are new, produced in high quality materials and have excellent interpretation of sites and stories. They also have layered text with levels of interpretation suitable for different readers.
- There are also many panels, particularly older panels that are showing their age, that are of a much lower standard, have poor maps and have text that is too long, too difficult to access and would be difficult for some audiences to read.
- A common problem with many panels is an excess of text. It is always tempting to tell a long and complex story on a panel. Most readers are not prepared to read this amount of text. We use a guideline of 250 words maximum for panels – many exceed this number by a considerable margin.
- Some panels are in very poor condition and need either removal or replacement. Examples are one at Twerton Roundhill that has been badly damaged, a panel at Newton St Loe that is faded and has a rotten frame, and one at Lansdown Cemetery that is faded and looking very outdated.
- Some of the more contemporary panels, such as those along the Two Tunnels Greenway and the Somerset Coal Canal, have an attractive design but excessive and complex text.
- Of the three toposcopes found, the one at Bath City Farm is attractive and informative, while those at Alexandra Park (a piece of heritage in its own right!) and Prospect Stile had merely names and directions.



Bath Flight Audio Trail panel RKE

3.1.2 Leaflets

There are a variety of leaflets available, some from the Bath Tourist Information Centre and many available online. They are mostly walks around the Bathscape area, but also include site leaflets and cycle routes.

Key points

- Most of the leaflets are good quality with clear mapping, attractive illustrations and clear interpretive text. Most were concise but a few have excessive text that is more difficult to access.
- A series of route guides produced by B&NES Council have route information with symbols that are difficult to understand. They are purely guides, with no interpretation.
- The Bath Skyline walks leaflets are attractive and easy to understand though some feedback from users suggests that the map may be difficult to understand.

3.1.3 Digital media

Websites are an important source of information about places and sites, and are increasingly being used by people both before and after visits. They provide information as well as downloads for leaflets and events programmes. We assessed 18 websites that provide information about the Bathscape area.

Key points

- Most websites assessed were interesting, informative and useful, providing a host of details about aspects of Bath's resources, museums, heritage, features and opportunities for recreation.
- Many appeared to be regularly updated, with some, such as Visit Bath, Total Guide to Bath and B&NES, the Bathscape pages and the Bathscape Walking Festival pages providing dynamic up-to-date information about resources, places, services, events and activities.
- Only a few of the websites, or website pages, have information about the Bathscape area outside of the city. Notable sites include Bathscape, Bath Skyline (www.thenationaltrust.org.uk/bath-skyline), and selected pages on the Cotswolds AONB website (www.cotswoldsaonb.org.uk)

3.1.4 Activity programmes

We attended one event, a Family Day at Entry Hill Golf Course in August, and reviewed events programmes provided by organisations in the Bathscape area. The Family Day aimed at engaging local families in fun activities, including artwork, climbing and nature walks. Participants appreciated the activities offered and enjoyed the opportunity to spend time in a green space close to Bath.

Other events programmes, such as the Wild Wednesdays at Claverton Down and the guided walks on the Bath Skyline Walk, both run by the National Trust, are popular and well attended and appear to provide high quality interpretation of the area. The pilot Bathscape Walking Festival, organised by the Bathscape project, was a comprehensive programme of walking activities to introduce people to the pleasures of Bath's landscape.

3.1.5 Relevant publications

There are a large number of publications available that describe Bath, its buildings and heritage features, and the landscape of north Somerset. Two guidebooks by the National Trust describe Prior Park and the Bath Skyline, providing comprehensive descriptions of places specifically within the Bathscape area.

A significant reissued book is 'Walks within the Walls' by Peter Smithson, the architect of much of the University of Bath buildings. The book describes a series of walks around the historic streets of Bath and into the natural landscape surrounding the city. The walks are considered from the perspective of an architect appreciating both the historic and the modern, showing the ingenuity of 18th and 19th century design and use of materials and the current form of the city as a 'live shell' that can teach and inspire ideas of current and future design.

3.2 Summary critique

The interpretation audit revealed a diversity of interpretive media and activities. Our overall observations are:

- There are a large number of interpretation panels within the Bathscape area, of varying quality and condition. Many of these provide good interpretation of the area, its history and natural environment. We would recommend that no further interpretation panels are provided by the Bathscape project for sites or features,

although some of Bathscape’s partners may wish to replace or augment the provision of panels. We would recommend, though, provision of on-site interpretation at selected viewpoints.

- There are many leaflets describing walks and places to visit within Bathscape that are attractive and of high quality, though some are simply directional rather than interpretive. There are opportunities to prepare other leaflets for the area that encourage access into Bathscape from the city and its suburbs, chief among these are the new circular and radial routes being developed as part of the Bathscape project. We would recommend that any new leaflets have a strongly interpretive function, rather than being just directional.
- There is a profusion of websites that cover the area, but few (though some of these are notable, including the Bathscape and Walking Festival sites) provide information or interpretation of the Bathscape area. There is clearly opportunity to offer a site that provides a comprehensive description of Bathscape and its many attributes, and the opportunities people could have to sample and enjoy its features.



Panel at Combe Down tunnel RKE

The countryside and landscape around bath is one of the main reasons I moved to this city and I have thoroughly enjoyed exploring it so far, lots of places yet to be visited and I look forward to exploring more.

4 Audiences

This chapter reviews the assessments that were undertaken during the preparation for the original bid for the project and presents the target audiences for interpretation.

4.1 Audience assessments

Bath is a national and international visitor destination and people visit because it is a World Heritage Site. They come to admire the Georgian architecture and wider setting, to visit the Roman Baths, museums and galleries, to shop, eat and drink, and to use the high-profile cycling and walking routes, such as the Cotswolds Way.

The Bathscape target audience can be divided into two broad categories: temporary (tourists) and permanent (local residents and students).

Bath's popularity as a tourist destination was confirmed by the 2014 Bath Visitor Survey which recorded approximately 967,000 staying visits from UK and overseas visitors and 4.8 million day-visits to Bath & NE Somerset. Such an influx of visitors is important to the local economy and it is estimated that the combined numbers of visitors produced £405 million worth of visitor spend.

The same survey revealed that 4% of these visitors lived within a B&NES postal code area and a further 12% lived within the wider South West region including 5% in Bristol and 4% in Swindon. 52% of respondents were from elsewhere in the UK and 28% of all visitors were from overseas. The majority of visitors (77%) were on a leisure/holiday trip with the average duration of a day visit lasting a little over five hours and usually restricted to sightseeing. Visitors staying overnight tended to expand their itinerary to include walking in the local countryside or touring the surrounding area.

The permanent audience is made up of the 134,094 people (ONS 2014 mid-year estimates) who live in the wards that make up the Bathscape project area. The B&NES Voicebox and MENE surveys indicated that 40% of this population are either infrequent visitors to, or non-participants in, the area. This rises to 49% in disadvantaged areas such as Twerton, Whiteway, Southdown, Snowhill and Foxhill, a pattern confirmed through consultation with local schools and community groups and the Natural Green Spaces Voicebox survey of 2015. This, combined with high percentages of old (60+) and young (19 or under) means there is a need to develop new audiences within the Bathscape area to include deprived communities, schools, students, people with mobility needs and people over 60, whilst continuing to engage existing audiences.

In summary, the target audiences for Bathscape are the 4.8 million annual visitors, local people who are already engaged in the area and deprived communities yet to engage with the Bathscape heritage.

A profile of UK visitors shows that 73% of visitors to Bath were categorised as ABC1's including 44% as AB's and 29% as C1's based on the occupation of the

highest earner in their household. A further 17% of visitors were categorised as C2's and 10% as DE's.

4.2 Target audiences

Preparation work for the Stage 1 application to HLF identified the following as target audiences for the Bathscape project:

- Farmers and landowners (individuals, companies & organisations) who manage the land – and need to be influenced to safeguard the heritage
- Local people (including those living in the city and villages and market towns in the vicinity)
- People living in the more deprived areas of Bath where there are low levels of engagement with the heritage – particularly Twerton, Whiteway, Southdown, Foxhill and Snowhill
- Tourists and visitors – UK and international who are visiting Bath to experience the heritage
- Workers and commuters to Bath
- People visiting Bath to shop, eat and drink
- Young people – pre-school, children, teenagers
- Family groups, especially those with young children, including residents and visitors
- Schools and organised youth groups
- Older age groups, including those receiving social care
- People needing to improve physical and mental wellbeing
- Children and adults with mobility and/or additional needs
- Students – further and higher education and life-long learners
- Walkers – local people and visitors accessing the heritage including dog walkers and runners
- On-road and off-road cyclists – using the well-developed network of routes
- Special interest user groups and individuals, for example amateur naturalists, local archaeological and history societies
- Organised youth groups – Youth groups, Brownies, Guides, Cubs, Scouts and Woodcraft Folk
- Friends and community groups including civic societies and faith groups

From the analysis of audiences in 4.1 above we would not suggest that this target audience list is changed, though it may be ambitious for the project to provide interpretation that is suitable or appropriate for all these audiences.

I'm amazed how many bathonians know so little about the joys of the natural world in such close proximity to the city.

5 Consultation

A significant part of the consultation for this plan involved the distribution of a Survey Monkey questionnaire. The questionnaire was put out via a Facebook advertisement to people within a 17km radius of Bath, from 21 July 2017 for one month. After a few days when it became obvious that responses were very largely from people over 55 a further advertisement was placed on Facebook targeted to people aged 18 – 35.

During the month that the questionnaire was available, 631 responses were received (we had aimed at 200 responses), with people completing most of the questionnaire and adding a large number of personal comments and suggestions. A summary of the responses is presented below, while the whole responses, including the comments, appears in Appendix 1.

We also received feedback at two events attended or run by the Bathscape project, a meeting held at the Bath City Farm and a Family Day held at Entry Hill Golf Course.

5.1 Summary of questionnaire responses

The most popular places to visit in the Bathscape area are:

- Kennet and Avon Canal (61%)
- Bath Skyline Walk (45%)
- Prior Park (31%)
- Dundas Aqueduct (27%)
- Sham Castle (18%)
- Bath City Farm (17%)
- Kelston Roundhill (17%)
- Little Solsbury Hill (14%)
- Beckford's Tower (12%)
- Brown's Folly (10%)
- Bushey Norwood (8%)
- Carrs Wood (4%)

Other places listed by respondents include:

- Primrose Hill
- Primrose Wood
- Victoria Park
- American Museum
- Alexandra Park
- Bathwick Fields
- Two Tunnels
- Bath racecourse
- Sulis Meadow walk
- Twerton Roundhill
- Lavender Farm
- Rainbow Woods
- Charlecombe
- Bathampton Meadows

The most popular activity when visiting these areas is walking (86%), followed by dog walking (28%). People were also cycling (26%), running (24%) and picnicking (25%), geocaching, going on a guided walk and attending talks or workshops run by experts. Other activities mentioned include wildlife watching, photography, boating and visiting family.

When asked if people felt they were *up to date* with news about the landscape and heritage around Bath only 3.5% said 'yes, very', while 37% thought they were 'quite up to date' and 60% felt they were 'not at all' up to date. A large proportion of people therefore had either some or very little up to date information about environment and heritage. The most popular sources of information are local newspapers (58%), online conversations with friends and family (55%) and following groups and conservation charities on social media (36%).

When asked how *knowledgeable* they were about Bath's landscape and heritage, 80% said they had either some knowledge or were very knowledgeable, but 17% felt they had no knowledge at all.

Social media is clearly an important means of communication, with 28% saying they were very likely to get information about landscape and heritage in this way and 53% of people saying they were quite likely. Other sources of information that people would use are email updates, conversations with friends and family and local newspapers. Leaflet drops, magazines and Twitter were also listed as channels for finding out what is happening with Bath's landscape and heritage. Currently, though, only 21% of people feel that information is widely available to locals, with 30% feel that information is not widely available.

The most common barriers preventing people visiting and enjoying the countryside are lack of time (46%) and lack of information (40%). 15% felt there was insufficient access to public transport. Lack of parking and health issues were also mentioned. Interestingly, 30% of people felt nothing prevented them visiting the countryside.

Asked how likely it would be to take part in activities, the most popular were 'independent exploration with a printed or digital guide (30% very likely and 52% quite likely) and downloading information to read (27% very likely and 53% quite likely). Other activities people would like to participate in include training events, talks and workshops, guided walks and volunteering.

Many comments were left on the survey. Examples include:

I am pleased with the work local groups and green councillors are doing to protect and preserve. A recent example is Bathampton meadows I am really glad it didn't get turned into a giant park and ride.

We definitely need to equip people to enjoy and read the landscape so that it can be better protected. I wrote a guided walk around Englishcombe (meant for guests at a friend's B&B in Pennsylvania (Newton St Loe) several years ago which I would be happy to update / share or lead a walk.

Would love to walk more - i.e. the Skyline walk - but as a female pensioner, not on my own!

I would LOVE if we could have some mountain biking trails built around Bath. Especially up near the uni and the sham castle area. I'm sure many young people would appreciate this and it would encourage them to experience Bath's heritage in a way they enjoy.

There is a lot focussed at children/ family's but not much for everyone else. Need more for adults with a higher level of information/ involvement.

There are plenty of footpaths/cyclepaths to explore. Information might help some people to find out more if they need to.

There is a lot to offer around Bath and I am pleased there are plans to make more use it.

I would like to explore more but I don't know where to start.

We need more children to care about the countryside. We need to do something about littering.

I feel the map on the current Skyline walk info is not very clear. I've had several conversations with people visiting Bath trying to understand where the walk goes. And every time looking at the map just ended up in confusion. Perhaps people who do not do a lot of hiking are more used to the Google maps type layout.

It's wonderful of course. I would like to find more short walks that I can go on with the dog (ones where I know not just how to set out on a footpath, but how to get back again!)

5.2 Conclusion

Bath's surrounding landscape is clearly used, enjoyed and highly valued, with a high proportion of respondents accessing popular sites for informal recreation. Most people felt they knew something about the area but also felt they were not up to date with information about its environment and heritage. Many felt they would like to know more about it and would welcome more information, and opportunities for activities and events.

The most popular sources of information and news are websites and social media, though traditional printed media are still important. The wide variety of comments show a clear passion for the area, and the need to protect its features and attributes.

6 Relevant documents and initiatives

The Bathscape project will operate in an area that has many overlapping assessments policies and management initiatives that may have a bearing on the many ways that it might be operated and interpreted. In this section, we provide a brief summary of the relevant documents and initiatives run by partner organisations.

6.1 Summary of relevant documents

B&NES Cultural Activities Survey 2016

Key statistics from the survey that are relevant to this plan include:

- City of Bath has 4.5 million tourist visits each year
- Local participation in cultural activities relates strongly to socio-economic background
- The majority of respondents to the Voicebox Resident Survey stated that they had more than five hours of leisure time per week, 62% in 2015 and 61% in 2013.
- The proportion of respondents to the Voicebox Resident Survey who stated that they had two or more hours of leisure time a week has decreased, from 94% in 2013 to 87% in 2015.
- 85% of respondents to the 2015 Voicebox Resident Survey said they used the internet/social media networks in their leisure time on a daily or weekly basis.
- 38% of respondents to the 2015 Voicebox Resident Survey said they used public libraries in B&NES, and 87% of them said they were satisfied with the library service.

Heritage Counts

Heritage Counts has collected data on the use of heritage since 2002. Relevant data on heritage organisations and the use of heritage assets nationally include:

- There has been an increase of 39% in visits to historic properties between 1989 and 2015 (61.3 million visits in 2015).
- There has been growth in the number of members of heritage organisations or around 10% in the last year.
- Heritage participation is becoming more inclusive. There was a decreasing gap in participation between the most and least deprived areas between 2009/10 and 2015/16. 'New' heritage visitors, and also those 'disengaging' with heritage, are more likely to live in urban areas, live in deprived area, have a young age profile, and come from a black and minority ethnic group.
- There was been a 3% decline in recorded school visits to heritage sites from 2015 to 2016.

The most popular historic attractions, according to Visit England, are historic houses (37% of all heritage visits) and historic gardens (15%). Between 2015 and 2016 visits to historic gardens have increased by 7% while visits to castles/forts have decreased by 3%.

Of all visitors to historic attractions, 15% are from overseas, 56% are from local/day trips and 28% are other UK visitors.

Bath City-Wide Character Appraisal

This appraisal assesses the character of Bath, and its history and significance, within its landscape setting.

The growth of the city, particularly in the 18th century, as a spa and a fashionable resort, a place to see and to be seen, using local limestone and in a style and layout that reflected, and respected, its setting, provided it with a powerful homogeneity and distinctiveness of style. The setting, the surrounding hills of the southern Cotswolds, was, and still is, as important an element of this character as the city itself.

The appraisal describes the setting as:

‘The key ingredients that have influenced the form of Bath are the presence of hot mineral water springs, the River Avon, cold water springs on the seven surrounding hills, the degree of enclosure that the hills give and the gentle sheltered landform at the foot of the Cotswold Hills.’

The buildings respond to the topography of the surrounding hills and valleys, some following contours, overlooking open ground to panoramas, while others are at right angles to the contours. These responses to the topography of the landscape contribute greatly to Bath’s unique appearance. It also gives rise to a multitude of views to the wooded skyline with an abundance of private and public open spaces, trees, and landmarks such as Beckford’s Tower, Prior Park and Sham Castle, and views from the many hills and viewpoints into the city itself.

The key points listed in the appraisal include:

- Physical influences; geology, landform, drainage pattern and orientation
- Development responds creatively to natural topography
- Green space brings the countryside into the city
- Key characteristic views and vistas to trees and open landscape
- Limited colour palette of muted tones
- Development characteristically makes use of the views to the city and undeveloped slopes and hills. The visual focus changes according to viewpoint (no one part of Bath can be considered out of sight)
- Open space provides the setting to key buildings and set pieces

Implications of the appraisal for the interpretation plan

There is opportunity for interpretation to explain:

- How the location of Bath in its wider landscape made a deliberate connection between its design and layout, and its setting.
- How the tones of the city buildings reflect the tones of the surrounding hills – made from the same stone.
- The close relationship between the city and its water resources – hot water and cold water.
- How the expanding city allowed green spaces to extend into the conurbation, bringing the countryside into the city.

- How the views across the valley, in and out of the city, say so much about its development.

Bathscape Landscape Character Assessment (LCA)

An LCA was prepared alongside this document as part of the evidence for the Landscape Partnership Scheme bid. The LCA provides a consistent approach to describing the rural parts of the Bathscape area and form an important part of the Landscape Conservation Action Plan. The LCA identifies seven character types within Bathscape and for each type it identifies forces for change and landscape condition. Some of the more widespread threats and opportunities include:

- Loss of skyline trees.
- Intrusion of development.
- A reduction in the extent and diversity of wildflower meadow.
- Management issues relating to hedgerows and tree lines.
- Trees within the cityscape.
- Perceived loss of tranquillity in rural areas.
- Perceived disconnect between Bath residents and the landscape surrounding Bath.

Cotswolds AONB Management Plan

The Management Plan identifies issues for awareness and understanding of the AONB. It recognises that many organisations are involved in the AONB's promotion and interpretation and in engaging people in its conservation and in enjoying and appreciating its attributes. Together with the Conservation Board, they provide opportunities to raise awareness of the Cotswolds and its special features.

The key issues identified by the plan are:

- *The provision of education and learning opportunities can help to reach new audiences and encourage a deeper understanding and awareness of the Cotswolds and the natural environment.*
- *With many conservation and other organisations operating across the Cotswolds AONB, often based on local authority administrative boundaries, there is a fragmented approach to the provision of information regarding the Cotswolds.*
- *The provision of information and interpretation in a variety of formats can help to increase the understanding and awareness of the Cotswolds. The growth and variety in electronic media will continue to present many opportunities for presenting information and helping to reach new audiences.*

The plan's objective for awareness and understanding:

By 2018 it can be shown that residents and visitors demonstrably value the natural beauty, historic character and cultural heritage of the Cotswolds and understand the need to invest in and sensitively manage the special qualities of the area.

Bath Public Realm and Movement Strategy

Alongside a range of aspirations to improve access and movement, to refashion streetscape and riverscape and to re-animate Bath's centre through activities and events, the strategy recognises the important role of information to ensure the city is easy to access and is enjoyable for people to live, work and relax.

The 'Strategy' ...will ensure an information interface is developed for Bath that makes day-to-day journeys to and around the city easier and more efficient, whilst also attracting more visitors to spend time in the city's spaces and destinations. It proposes a whole journey approach, that will link and connect information across all channels of delivery at all stages of the journey. The system will balance simple, hierarchical information with highly detailed mapping and interpretation to meet the user's needs and successfully communicate the city.'

The strategy proposes a major upgrade to the river Avon frontage to improve access to the river and for enhanced public movement along its entire length, to provide a continuous river corridor walkway. This will include the provision of new bridges for pedestrians and cyclists, that will improve circulation.

The proposed key projects, which comprise a Bath visitor website, a walk map, themed maps/guides, digital information services, arrival points, pedestrian signs and shopping directories, also include interpretation points such as:

- Historical plaques
- Interpretation signs
- City vista displays
- Public art interpretation
- Detailed guides

Implications of this strategy for the Interpretation Plan

- The strategy recognises the importance of the public realm in Bath and of encouraging and promoting easy access through the City. The Interpretation Plan strongly supports better access both across the city and to its fringes and the surrounding countryside.
- The interpretation of the Bathscape area should integrate seamlessly with the information system, which includes interpretation, providing people with interpretation for a journey that explores all areas between the centre and the surrounding countryside.

Bathscape Projects and Activities Plan SD3

This document, submitted to HLF as part of Round 1 application, itemises the range of projects and activities that will be included in the Bathscape scheme. The projects are arranged under four themes:

- Conserving and restoring
- The therapeutic landscape
- Access
- Learning, training and skills

Conserving and restoring – projects that manage and restore grasslands, woodlands, trees, landscapes and heritage features. Many of these projects will be achieved by working closely with landowners and the community, and by involving volunteers. Interpretation, including preparation of materials and organising events and activities, will be an important element of this work. The ‘Caring for Heritage at Risk’ project will include promoting better recording, interpretation, access to and care of historic features...’

The Therapeutic Landscape – projects and activities that develop the therapeutic tradition associated with the heritage of Bath to support health and well-being through greater contact with the landscape and natural environment. Many of these projects include working with local communities to connect them with nature through learning groups, walks and practical management work.

Access – projects and activities to improve access to the landscape and natural environment and reduce physical and other barriers. Projects include the development of the Bathscape circular path, and routes that connect the city with the surround landscape. Volunteers will be encouraged to participate, developing phototrails and videos.

Learning Training & Skills – activities to improve the understanding and skills of target audiences, volunteers and participants. Projects include the development of a wide range of interpretive media, events and activities, training courses, recording and monitoring and arts activities.



Footpath near Banner Down RKE

6.2 Other initiatives

Many organisations operate within the Bathscape area, running projects and interpretation activities to be taken into account in developing Bathscape's learning, training and interpretation projects. The Bathscape Partnership includes many of these organisations. We provide a brief summary of some of these activities.

National Trust

The Trust is a major landowner in the area, with one key property, Prior Park, that is open to the public. It owns land around the Bathampton Down and Claverton Down areas. Its main activities are:

- It manages the Bath Skyline Walk that connects many existing footpaths through NT and golf course land.
- The quarry in the south east corner of Claverton Down has a woodland play area, popular with residents and schools.
- Rainbow Wood is used by schools as a Forest School site.
- The woodland walk between Rainbow Wood and the play area is a 'Fairy Tale' walk for under 8s.
- It produces the Skyline Walk leaflet, for the trail, and a Walk the View leaflet that has a route from Bath Abbey to the Skyline Walk.
- The Trust runs many activities, including Wild Wednesdays in holiday times and a programme of guided walks.
- It has pages for Bath Skyline and Little Solsbury Hill on its website.

Avon Wildlife Trust

The Avon Wildlife Trust has two nature reserves, Brown's Folly and Bathampton Meadows, and will soon have a site close to Newbridge Park and Ride, whose management is being transferred from B&NES Council. It runs, or is participating in, a number of other activities in the area including:

- Wild Walcot – an urban conservation project
- Activities at Bath City Farm
- Projects with Wessex Water
- Working with schools across the area
- Involvement in the Bathscape Walking Festival

Avon Frome Partnership

The Partnership, of 3 councils and the Environment Agency, deliver cross-boundary projects, including on the Bristol Bath Railway Path (BBRP) and the River Avon routes. Key projects include:

- Encouraging volunteers to manage green spaces.
- Preparing funding bids, including for interpretation projects. A bid has been made to HLF for eight new interpretation panels for BBRP, two of which are in Bathscape.
- Developing dedicated web pages for routes.
- Producing leaflets, signposting and waymarking for the two trails, and waymarking for trails from these routes to other places.

Waterspace

The Waterspace initiative, led by B&NES with partners the Environment Agency, Wessex Water, and the Canal and River Trust, is revitalising waterways in the B&NES area including improving boating and moorings, recreation and leisure. The project has been involved in street furniture audits and coordinating volunteers on litter-picking.

Public Realm Strategy

The strategy provides a framework for the design and location of waymarking and routes within Bath. It has delivered waymarking plinths, with map and directions, in the city centre. It has an overall policy of distributing people away from the main shopping streets, to side streets and out of town. Bathscape would provide a wider focus with landscape experiences.

Visit Bath

Visit Bath is a private organisation with a membership of local businesses and B&NES Council. It provides support for members and a comprehensive destination marketing service for Bath and its surrounds. Key activities include:

- Running the Bath Tourist Information Centre
- Managing the Visit Bath website, which gets 3 million hits a year
- Producing a city guide, with over 300,000 copies produced and distributed a year
- Producing, but shortly abandoning, an app for Bath
- Research, including tracking people movement around the city from wifi use

B&NES Parks Department

The department manages parks and public spaces in B&NES, some of which are in the Bathscape area. It has funding through S106 agreements which can be spent on park development, potentially matching funds available through Bathscape. Key sites are:

- Carrs Wood
- Twerton Roundhill
- Soulis Meadows
- Springfield Park
- Odd Down Workhouse Burial Ground
- Alexandra Park/Beechen Cliff
- Kensington Meadows

Each of these parks has potential for community involvement to help with management.

Archway Project

The Archway Project is a major initiative in Bath that has Heritage Lottery Funding. The project aims to reveal more of the Roman Baths site to the public, transform the learning programme offering more activities and events for local people and visitors and creating a World Heritage Centre. The Centre will have an exhibition about the World Heritage Site and its setting and will provide interpretive material for visitors. The green setting of Bath is one of its themes.

Great Spas of Europe

The Great Spas of Europe is a group of spa towns that developed for healing pain disease with mineral waters, dating from before modern medicine began in the nineteenth century. The series includes historic European spa towns that have an integrity and authenticity of the component parts. The towns all have spa features such as spa houses, colonnades, churches, theatres, dedicated hotels and boarding houses.

The combination of the fabric of the towns with parks and green spaces and the surrounding landscape is very important. Many of the treatments throughout the series of towns involved taking exercise in the landscape resulting in the relationship between the town and its surroundings presenting a therapeutic landscape.

There are 16 towns in seven countries and currently only the City of Bath is a World Heritage Site.



View from Twerton Roundhill RKE

I am keen to get students from school out into the countryside more. We are doing quite a lot of conservation work in the school grounds but would be happy to link up with other things that are going on.

7 Aims and objectives for interpretation

In this chapter, we set out what we propose should be the overall aim and key objectives for the interpretation of Bathscape.

7.1 Interpretive aim

To help people to understand and enjoy the significance of Bathscape, its origins, development over time and its environmental and historic resources.

7.2 Interpretive objectives

The key objectives for the interpretation of Bathscape are set out below in three groups – learning objectives, emotional objectives and behavioural objectives.

Learning objectives

People who live within, or visit, Bathscape will understand and appreciate:

- how the landscape was formed from the deposition and erosion of oolitic limestone and the creation of the Avon valley
- how the geology of Bathscape had such a profound influence on the city's settlement and development over thousands of years, and particularly in the last three hundred years
- how the landscape supports many different habitats that are refuges for a wide diversity of wildlife
- how the land was settled and used from 6000 years ago, to today
- how the landscape provided the raw materials for settlement and food, including limestone for building, timber for fuel, grasslands and fields for grazing and cultivation and water for drinking, irrigation and transport
- why the development of Bath was so inextricably linked with its landscape setting, with the springs in the hillsides, the stone from the quarries, the opportunities it gave for exercising and socialising and for the aesthetic beauty of the city's picturesque setting
- how elements of the landscape, including the springs, the location of the city in the valley, the surrounding woodlands and grasslands, contributed to the long history of the city as a spa and a place of wellbeing
- the powerful story of the connection between the city centre, the fringes of the city, the immediate countryside and the further reaches of the Bathscape
- how the landscape has been an inspiration for art and the development of landscape painting
- how significant characters were instrumental in the history and development of the area, including Ralph Allen and William Smith
- why its history, trade, industry and communities are so significant and how they developed, and continue to change
- how future developments – and climate change – could affect the landscape, its nature and its communities.

Emotional objectives

Those who live in, or visit, Bathscape will:

- develop a powerful sense of empathy with the landscape and its relationship with the city of Bath
- absorb and enjoy the sense of remoteness in parts of Bathscape, while recognising its proximity and connectedness to the city of Bath
- develop a strong attachment to Bathscape and its protection and management
- share their appreciation and enjoyment with others
- adopt and promote the ethos of the Bathscape project and apply it to their communities
- be able to experience a sense of wellbeing that access to the countryside can bring.

Behavioural objectives

Those who live in, or visit, Bathscape will:

- wish to explore and enjoy it and discover more about its many characteristics and qualities
- make return visits to explore and learn about its details and intricacies
- want to take part in events and activities of all kinds, organised by the Bathscape project or by other organisations
- support the work of the Bathscape project, the individual partners and other organisations involved in the conservation and interpretation of the landscape
- join or support organisations working to record, interpret and conserve Bathscape.

Collectively, these objectives help to achieve the overall goals for interpretation:

- to provoke people into learning, discovering and exploring places and ideas
- to relate places and ideas to people's own awareness and understanding
- to reveal new meanings and relationships.

A further goal is:

- to help people to enjoy finding out about their heritage and that of others.

These objectives should be used as the basis for monitoring and evaluation, as described in Chapter 11.

Provision of information about the K&A canal and skyline is already quite good. A central website/portal would be good.

8 Themes and storylines for interpretation

Themes are a mechanism for presenting the key strands of a story that will be used when devising and developing interpretation. The themes introduce the storylines that describe Bathscape and will be used in all interpretation media. We suggest one overarching message and five themes for Bathscape.

8.1 Overarching message

The landscape around Bath, the Bathscape, has profoundly influenced its settlement, development and use over millennia, resulting in a city that has an intimate connection with its natural setting.

The key message that interpretation media should convey to all users is this sense of connection between the city and its landscape setting, a connection that has existed throughout Bath's history and development and left an indelible mark on the character and distinctiveness of the whole area.

8.2 Themes

The following sub-themes allow the whole story to be encapsulated in a series of statements that will guide the interpretation.

Theme 1 Shaping the land

The underlying rock and its erosion have significantly influenced the ways people have used and lived on the land, resulting in a landscape that is both harmonious and varied.

Storylines

- The oolitic limestone that underlies everything, and the rock strata with a high iron ore content providing its golden colour.
- The layers of Fuller's earth under and between the limestone strata.
- The influence of geology that permeated the culture and economy of Bath.
- The creation of the Cotswold escarpment through erosion by the River Severn.
- The dominating presence of the five plateaus, all capped by greater oolite.
- The River Avon and its tributaries carving valleys into the Scarp.
- The eight enclosed landscape valleys with their distinctive wooded and grassland slopes.
- The springs along the valley sides issuing water from the Cotswold aquifer.
- The hot springs in the city, the only hot springs in the UK, rising from 2.5km underground, where it is in contact with hot rocks, through fractures in the Jurassic limestone beneath the city.

Theme 2 Settling the land

People have settled in the valley of the Avon for six thousand years using the natural resources of the river and the hills for food, building materials, defence, recreation and wellbeing.

Storylines

- The use of the hills for hillforts, for settlement and to protect settlements.
- The building of castles to protect the estates of the valley.
- The construction of the Wansdyke as a defensive or territorial boundary of ditch and bank.
- The Roman settlement of the spa around the hot springs, and as a key point at Lansdowne along the Fosse Way, and the management of the city for 350 ye.
- The management of the city and its environs by a monastic administration for 800 years.
- The importance of the River Avon over the millennia as a source of water and a means of sanitation, a transport route, and a source of power.
- The Georgian development of the city based on the natural spa, its fine terraces, crescents, squares and colonnades, its general hospital as a treatment for the poor, resulting in a city promoted by the City Corporation as a place for pleasure as well as a place for healing.
- The Georgian planning that connected the city with its surroundings, including the paved parades and crescents that offered views across the valley.
- The use of local stone in the distinctive vernacular architecture.
- The expansion of villages, many with churches, farms and fine merchants' houses around the valleys, using natural resources.
- The development of parkland estates that took advantage of picturesque views of Bath and the surrounding landscape.
- The 18th to 21st century expansion of the city with industrial development and the growth in the population.
- The growth of key engineering industries, such as Stothert and Pitt's cast iron products that were widely used, including the bridges over the Kennet and Avon Canal and cranes that were used throughout the empire.
- The development and growth of the craft industry including Bath Cabinet Makers that produced high quality goods, for example for the first class cabins on the Titanic, and the innovative furniture production of Herman Miller and its iconic factory on the river.
- The legacies of the slave trade and the wealth it created that enabled the establishment of, for example, the Pulteney Estate and Beckford's Tower.

Theme 3 Working the land

People have exploited the natural resources of the river valley and surrounding hills to transport goods and people, rear their livestock and quarry Bath's distinctive golden limestone.

Storylines

- The quarrying of stone at the Combe Down and Bathampton Down mines.
- The use of Bath stone as a 'free stone' that can be cut in any direction, used widely for buildings throughout southern England, for churches, houses and public buildings including Bristol Cathedral and Cabot Tower.
- The use of the stone over millennia for building and engineering projects.
- The use of the 'room and pillar' method for mining limestone.
- Sheep and wool production resulting in the extreme wealth of landowners.
- The production of food and horse fodder.
- The forests and their use for timber, for the construction of buildings, fences and for firewood.
- The impact of significant characters such as William Smith, the father of geology.
- The importance Ralph Allen in developing quarries to extract Bath stone for building.
- The development of workhouses for the poor around Bath, in the 18th and 19th centuries, and their importance for offering accommodation and work for the poor.
- The construction of the Kennet and Avon Canal and the Somerset Coal Canal as crucial transport routes through the valleys.
- The canalisation of the River Avon, promoted by Ralph Allen, which turned the city into an inland port and a key staging point between Bristol and London.
- The development of water power along the watercourses for mills for wool production, saw mills and water pumps to maintain water levels in the canals, which was a key driver for generating wealth in the city.
- The construction of the railway along the Avon valley, providing quick and efficient transport for people and goods.
- The development of major industries along the River Avon, including
- The importance transport routes traversing the landscape, including rivers, canals, railways and roads, for the distribution of products and people to and from the Bath area.
- More recent impacts on the landscape, such as Charmy Down WW2 airfield opened in 1941.

Theme 4 Enjoying the land

Bath is a city built on leisure and pleasure, where people have gathered to take the waters and enjoy the landscape rich with rural walks, far-reaching views and fresh air.

Storylines

- The continuity of the use of the landscape for pleasure and leisure for 300 years into present day.
- The carriage rides, created by Ralph Allen, that enabled people to walk or ride out to appreciate the special landscape.
- People taking the air for cure walks as part of their therapy and wellbeing experience.
- The gardens and parks that enhanced the natural setting providing venues for therapeutic experiences, such as Prior Park and Beckford's Tower.
- The development of the Georgian city as a promenade resort for recuperation and relaxation, enjoying vistas and taking walks from the city centre, through the pleasure gardens in the city fringes and into the countryside, appreciating mills, canals, follies, spas and cemeteries.
- The development of a Georgian city society that appreciated and enjoyed opportunities for fresh air and exercise, social interaction between classes, 'showing off' people's finery and civility, enhancing understanding and knowledge, and experiencing exploration and adventure.
- The development of formal parks in the city and its fringes as accessible outdoor space and a key part of the planned historic landscape, and as a 'stepping stone' to the wider landscape around the city.
- The evolution of eighteenth century medical practices that included encouraging visitors to take exercise through walks and rides in the surrounding countryside.
- The development of the notion of the 'therapeutic landscape', the adoption of the 'Rules of Bath' and the creation and evolution of a polite and mannered society.
- The landscape as an inspiration to artistic movements.
- The use of the landscape in art, such as by Thomas Gainsborough, the originator of 18th century British landscape school, as part of a new approach to landscape painting.
- Visiting and viewing the landscape for leisure and pleasure, once the privilege of the few but now enjoyed by the many.
- The vistas and viewpoints that enable people to enjoy the location of Bath nestled in its landscape.
- The location of monuments and landmarks at significant points in the landscape, such as Greville's monument and the three shires stones.
- The wide range of footpaths, cycle paths, towpaths that people can use today to enjoy the Bathscape.

Theme 5 Conserving the land

The hills and valleys have a diversity of habitats, including grasslands, ancient woodlands, riverside meadows and wetlands, offering refuge to a rich variety of species, some of which are national rarities.

Storylines

- The ancient semi-natural woodlands that hug the edge of the escarpment and cloth the valley sides.

- The grasslands on the plateaus and valley bottoms with distinctive calcareous flora and fauna.
- The riverside meadows with a rich grassland and wetland flora and fauna.
- The wetlands of canals, rivers, springs and streams with their associated flora and fauna species.
- The diversity of lower plants that thrive in the damp conditions of the valley sides.
- The cemeteries that have become rich sources of wildlife, as well as evocative histories of Bath's people's past.
- The designations that help to protect and manage habitats, such as the AONB, LNRs and other nature reserves.
- The management work taking place to help protect significant habitats and associated species.



Smallcombe Cemetery RKE

Apart from the skyline walk, I'm not sure where one would start finding a walk in the Bath countryside - I'm sure the information is out there but I'm not sure where to look it up.

8.3 Summary of themes and storylines

Overarching message				
The landscape around Bath, the Bathscape, has profoundly influenced its settlement, development and use over millennia, resulting in a city that has an intimate connection with its natural setting.				
Shaping the land	Settling the land	Working the land	Enjoying the land	Conserving the land
<p>The underlying rock and its erosion have significantly influenced the ways people have used and lived on the land, resulting in a landscape that is both harmonious and varied.</p> <ul style="list-style-type: none"> • Underlying limestone • Layers of Fuller’s earth • Influence of geology • Cotswold escarpment • Five plateaus • River Avon and tributaries • Eight enclosed landscape valleys • Springs from Cotswolds aquifer • Hot springs in city 	<p>People have settled in the valley of the Avon for six thousand years using the natural resources of the river and the hills for food, building materials, defence, recreation and wellbeing.</p> <ul style="list-style-type: none"> • Hillforts for settlement and protection • Castles to protect estates • Wansdyke • Roman settlement • Monastic influence • Georgian development as spa town • Georgian planning • Villages in valleys • 19th to 21st century expansion • Use of local stone 	<p>People have exploited the natural resources of the river valley and surrounding hills to transport goods and people, rear their livestock and quarry Bath’s distinctive golden limestone.</p> <ul style="list-style-type: none"> • Stone quarries • Free stone with wide use • Stone for building • ‘Room and pillar’ method • Sheep and wool production • Food and fodder • Forests for timber • Local characters • Ralph Allen • Workhouses • Water power and use • Transport routes • Charmy Down airfield 	<p>Bath is a city built on leisure and pleasure, where people have gathered to take the waters and enjoy the landscape rich with rural walks, far-reaching views and fresh air.</p> <ul style="list-style-type: none"> • Continuity of use over 300 years • Carriage rides • Taking the air for cures • Gardens and parks • 18th century medical practices • Therapeutic landscape • Follies in landscape • Landscape for artistic inspiration • Landscape in art • Leisure and pleasure • Vistas and viewpoints • Monuments and landmarks • Footpaths, cycleways, towpaths 	<p>The hills and valleys have a diversity of habitats, including grasslands, ancient woodlands, riverside meadows and wetlands, offering refuge to a rich variety of species, some of which are national rarities.</p> <ul style="list-style-type: none"> • Ancient semi-natural woodlands • Grasslands on plateaus and valley bottoms • Riverside meadows • Canals, rivers, springs and streams • Diversity of lower plants • Cemeteries • Designations • Management work for conservation

9 Interpretive approach

In this chapter we present our rationale for providing interpretation in Bathscape and present some guiding principles for preparing and developing interpretation materials.

9.1 Approach

In the setting of Bath, and the City of Bath, there is a profusion of interpretation media and materials. From websites through to panels, leaflets and other publications there is a wide range of guidance and information available to inform both residents and visitors. A significant issue with this interpretation, however, is that it is uncoordinated and lacks any integration to provide a comprehensive and coherent picture that explains the countryside around Bath and its connection with the city. Our interpretive approach is to help provide a sound interpretive overview, to provide connections and to fill any significant gaps with new material and activities.

The main elements of our approach are:

- A comprehensive Bathscape website that is highly functional, easily accessible, is interactive, provides downloadable materials, and has clear links to other sites and information.
- Developing social media. The Bathscape project already uses social media for communication. We present some proposals for developing social media for different purposes. Some of these recommendations are more focused on marketing and running a campaign but we have included them here to show how the project can use this platform to present an integrated communications, marketing and interpretation programme.
- A programme of participatory events and activities that encourage and empower people to become engaged in Bathscape, to include activities that are provided *for* the community, and *by* the community.
- An interpretive map leaflet that includes a map of the Bathscape area showing places to visit and routes for walking and cycling. It should clearly show the radial and circular trails and public transport routes by which they can be accessed.
- A series of interpretive map sheets that will be coordinated with interpretation provided at the Archway World Heritage Centre that is currently under development.
- Interpretive panels, or toposcopes, at key viewpoints that explain the view and its features.
- A series of interpretive hubs with interpretive materials about Bathscape and its relationship with the city of Bath. Some of these hubs are already identified – they are the Park and Ride sites around Bath. The Archway World Heritage Centre will be a central hub, while other sites will be identified by the Bathscape project team.

- Arts, music and drama projects to encourage audiences with community projects and activities.
- Selected printed materials that fill gaps in current provision, including radial and circular route leaflets and a newsletter with an events programme.
- Signage within the city, into and within Bathscape. We are not recommending any specific directional signage as this is the responsibility of B&NES but we would strongly recommend that any signage used follows the City Information System, particularly signage that directs people from the city into the Bathscape area.
- At all stages, and wherever appropriate, we would strongly recommend involving communities and volunteers in the development of interpretation materials and delivering projects and activities. By involving local people the Bathscape project encourages a sense of ownership in the project and the place and empowers people to take responsibility for continuing the initiative after the project has finished. We believe it is realistic for the project to recruit, train and involve up to 50 volunteers for developing and running interpretive activities and media.
- We recommend that the Bathscape Project works closely with the two universities in Bath to provide opportunities for academic research, student placements and volunteering. Many of the activities proposed in this plan would be appropriate for student involvement, particularly for research and data analysis. There would be opportunities, too, for tapping into experts in various fields of study who could contribute to outreach work, guided walks, research for interpretation materials and digital media.
- We recommend the Bathscape Project develops a series of evocative statements about the area that can be used in the website, social media, publications, events and activities and publicity materials to present an image of the area and the work the project will do to conserve and enhance its special features. These statements should be developed with the community and with other local organisations to ensure a local 'flavour', to develop local 'buy-in' to the project and to highlight local features and stories.

9.2 Guiding principles

We would strongly recommend following a set of guiding principles whatever media are chosen for Bathscape. We would advocate that interpretation for Bathscape should be:

Cohesive – emphasising the importance of Bathscape as a distinctive landscape with each individual feature contributing to an overall story. The interpretation should also connect closely with interpretation produced for the city of Bath, including heritage features and the World Heritage Centre.

Layered – with a clear hierarchy from easily accessible introductions on websites, to more detailed interpretation and information on leaflets and other selective media at carefully chosen locations. Each interpretive element will contribute to a cohesive, integrated and comprehensive story about Bathscape and its features.

Attractively designed and evocatively written – to reflect the natural beauty of the landscape and to encourage an emotional response as well as an intellectual appreciation.

Developed to reflect local distinctiveness and skills – through the use of local artists and craftspeople, natural local materials where possible, and through the use of media that engage as many of the senses as possible.

Delivered by people as well as by media – responding to research that shows that personal interpretation is the most effective way to tell the stories of a site.

Organisations working in the area have skilled staff and volunteers who can enthuse residents and visitors with their understanding and knowledge. For example, the Mayor’s Guides give daily free tours in the city, and other organisations, such as the National Trust, have volunteers who provide tours.



National Trust Bath Skyline panel RKE

10 Proposed interpretive media

The range of media available for interpretation has never been wider. Media range from simple printed information sheets and leaflets through to interactive websites, from guided walks through to music and drama activities, and from interpretive panels to QR codes and apps. The challenge now is not in finding ways to deliver interpretation but in choosing those that are appropriate for the place, the task, the audience and the budget.

Our proposals for media are presented below.

10.1 Individual items

10.1.1 Website

The Bathscape website would be the primary source of information and interpretation about Bathscape and the Bathscape project. The website should be the central hub providing information, inspiration, interpretation and ways to get involved. The site should be easily accessible and comprehensive and have interpretive content. It should include an Instagram gallery, a blog and opportunities for showing video. It should include:

- An easily accessible explanation of the Bathscape area and its historic link to the City of Bath.
- A gazetteer of sites, places to visit, trails, cycle routes, features with links to interpretive materials for these sites.
- A comprehensive events programme and listing for activities organised by the Bathscape project and other organisations within the area.
- An event management system enabling site visitors to book onto events and sign up for volunteer activity.
- An email newsletter sign-up feature using a free third-party app such as mailchimp to allow visitors to subscribe to updates (see more on this below).
- Automated feed for social media channels, including Bathscape Instagram, Facebook and Twitter feeds and signup options. Any images on the site should be pinnable (on Pinterest).
- Integrated Instagram gallery. Feeds can be automatically populated according to the #hashtag used: for example, one feed could display all images using the #bathscape hashtag; another could display all those entered for a photo competition featuring #inthebathscape.
- An interactive map allowing visitors to explore areas and activity within Bathscape. Google Maps or openstreetmap could be used and styled to make this cost-effective. It is possible to click through to user generated content in the form of photo galleries with Bathscape region hashtag, e.g. #priorpark or #shamcastle.
- A blog for regular updates on the Bathscape project. Comments should be permitted if the staff is available to administer, or they can be left off. Blog articles can in turn be published on social media channels and used for email updates.
- Landing pages. Pages with a distinct call to action or purpose, usually with tracking codes.

- Video for informative vlogs and/or interviews with local people.
- Interpretation of key elements of the Bathscape area, including explanations of history, habitats, wildlife, key features, characters and events.
- Audio features with stories and reminiscences from people living and working in the area.
- Video toposcopes of the panoramas seen from the various viewpoints for people unable to access them. These should be videos through the seasons to enable people to see the view at different times in the year.
- Google Analytics, which will enable analysis of particular pages and levels of engagement, as well as the gathering of demographic data.

There are options for the website to be standalone, or located within an existing site. Our strong recommendation is that it should be linked with or located within the **Visit Bath** website, which currently receives around three million hits a year, is regularly updated and could provide support for the site after the project has finished.

The costs of developing and maintaining the website will be met by the interpretation budget. Ongoing updating of the site after completion of the Bathscape project will need to be considered and budgeted for by the Bathscape Partnership

10.1.2 Social media & Newsletter

Social media can encourage local groups to engage with interpretation, as well as being a vehicle for interpretation itself. It should be used to develop authentic, meaningful connections with the local community (rather than just gathering 'likes' and follows arbitrarily) and recognise that, as with the offline community, some groups may need more support and encouragement to get involved than others.

'Retargeting' (where specific messaging is shown to groups who have or haven't engaged with a particular page on a website) is suggested as a method of encouraging more reluctant groups to engage in Bathscape interpretation activities. Establishing online rapport with key influencers within the community can also help transmit Bathscape's message to hard-to-reach groups. We suggest some time is allocated to creating, updating and optimising social media pages and have included this in the costs table.

Initial research will be needed to identify and connect with the online groups best placed to promote and encourage Bathscape interpretation amongst their following. These 'key influencers' may include, for example:

- Instagram user @visitbath (19600 followers)
- Facebook group bathdogs (1531 members)
- Twitter user @WeLoveBath (45,900 followers)
- Groups representing the more deprived areas of Twerton and Foxhill - e.g. the [LoveTwerton](#) and [savefoxhill](#) Facebook pages.
- Local Businesses

Social media, via paid 'adverts' targeting selected locals (e.g. those interested in dog walking or conservation), can also be used to build a mailing list of individuals who are:

- likely to engage in interpretation activities and
- likely to encourage others to do so

The mailing list will form the backbone of digital communication for the entire project. Activity to facilitate engagement should include:

- An automated sequence of emails to welcome and engage new subscribers (the 250 + people who requested updates after the survey should be manually added to the list). The sequence should include:
 - An initial welcome email
 - A 'history of Bathscape' (2-3 days later)
 - How you can help (2-3 days later)
 - Regular (every 3-4 weeks) emails: blog articles & interpretation, events, how to get involved
- An informative, attractive landing page on Bathscape/Bathnes site will encourage people to sign up for updates. This page will include a 'Facebook pixel', enabling later 'retargeting' to encourage people who do not sign up the first time. It's important to identify this group where possible, as not signing up to a newsletter does not necessarily equate to lack of interest.
- The sign-up form should request name, email address and postcode. The postcode can allow for email list segmentation by location and tailor-made outreach to different areas.
- In order to raise the profile of Bathscape, get email sign-ups and increase participation, a Facebook & Instagram awareness campaign will be run. The campaign will target 18-65+ year olds groups in Bath and in a 10 mile radius. Experience with the survey suggests we may get the best results by targeting age groups separately. We would expect 1,000 clicks to the landing page for a budget of £10 a day, approximately ¼ of whom are likely to sign up for updates and receive the automated sequence (above). The remainder, who were interested enough to click on the campaign but not to sign up, will be added to an audience retargeting group to receive later information about Bathscape on Facebook (as outlined above).
- Twitter can also be used to encourage participation and subscribers to the newsletter. A 'website clicks or conversions', for example, targeting people living in the Bath area.
- To expand the reach of Bathscape, local groups can be contacted, requesting inclusion in their newsletters. Suggested local groups likely to have email lists include:
 - Students' Unions
 - Local fitness instructors (particularly those working in the target areas of [Twerton](#) and [Foxhill Community Centre](#). Exploring the Bathscape on foot would be relevant to, for example, Slimming World & Weight Watchers audiences, and speak to an otherwise hard-to-reach demographic ([Slimming World Twerton](#))
 - Dog walkers
 - Environmental groups
 - Rotary Club / Inner Wheel
 - WI leaders (Bath WI [here](#))
 - Bath Youth Offending Team, Compass Project

- A second landing page on the Bathscape site can encourage less-engaged groups to participate in Bathscape activities or interpretation. ‘Retargeting’ (above) allows select communication with people who have visited the website but have not signed up for email updates. The calls to action on this page will be ‘softer’ than the first landing page, inviting people to do something easy, for example:
 - Follow Bathscape on social media
 - Share ‘I’m part of the Bathscape’ graphic on their social media profiles (it should only take one click to share on Instagram, Twitter or Facebook)
 - Find out about events near you (mailing list as above)
 - Explore the interactive map

All action should direct to a ‘Thank you’ page which includes a retargeting pixel that facilitates later communication with, or to, this audience. This audience can then be used for targeted updates, for events, volunteer opportunities and news on social media for the duration of the project.

Once an online community is established, interpretation and engagement activities can be run on a regular basis, for example:

- Run an Instagram #inthebathscape photo competition. Ask people to take and post photographs – for example, selfies, pets, views – of the Bathscape area and post on Instagram with #inthebathscape hashtag. The project could offer a prize draw every six months to win prizes from local businesses, for example a local restaurant voucher or something that can be sent digitally rather than posted or collected in person. Images using the hashtag can be fed into the gallery page on the website. Winners can be chosen manually, at random or by asking others to vote (the latter will work best once there is 100+ social media following). We would recommend a running time of one month for each competition.
- Interactive map involvement. Using postcode data from the email list, invite people to share their photos of Bathscape areas near them for inclusion on an interactive map. Use hashtags to organise the information, e.g. #priorpark.
- Tag a walking buddy. Design a series of quotes over images of Bathscape and ask people to tag a friend they like to walk with. Quotes can be specific/local “For me, Bath means Home” or general “Everywhere is within walking distance if you have the time” (Ideas [here](#)). Encourage #walkingbuddy hashtag. We would recommend a running time of one month.

10.1.3 Participatory activities

Participatory events and activities are, by their nature, ephemeral but their major advantage is that they involve people directly, and they are interactive. They are particularly effective for interpretation as they are fun to join, and face-to-face interpretation is the most powerful form of interpretation for encouraging engagement and understanding.

Participatory activities are especially valuable for communities and families that may want entertainment as well as learning, and that have skills and experiences that can contribute to the organisation and running of the activities.

Working with community groups

Organising events and activities for, and with, people from local communities should be a significant part of the interpretive provision. The Survey Monkey questionnaire has shown that there is interest in learning about Bathscape, including attending walks led by experts and attending training sessions. Communities should be involved in planning and delivering these events and activities, helping the project to build a strong community base for action both during and after the completion of the project.

We would recommend a number of activities that could attract significant interest from residents and community groups including:

- A community mapping project similar to those run by Know Your Place and Bath Hacked. We would recommend the activity is run in partnership with Bath Hacked (www.bathhacked.org) which has completed similar projects within the city. This project would use web-based mapping and involve communities in identifying and assessing resources within the Bathscape area. There is an option also to run an access project that rates accessibility of routes and sites. The project would include community meetings to raise awareness of the project and support participants. This project would be suitable for participation from volunteers in helping and leading the activity.
- A community video and digital media project ('Voices from the Valley' or 'Stories from the Hills'). The Survey Monkey questionnaire identified a demand by respondents to make videos of the area. This project would include sharing special places, reminiscing about people's past experiences in the area and exploring new places, and would be predominantly intergenerational, sharing oral histories and new experiences. The project should involve basic training in video and sound recording and community meetings for sharing experiences. The final videos should be uploaded onto the Bathscape website.

There are opportunities within this activity to expand and connect with a variety of media, including sounds and images and social media, enabling people to experience and enjoy Bathscape both physically and remotely. The outputs could be professionally curated and edited to create a presentation or performance that could be widely distributed.

This project is analogous to the intergenerational oral history project outlined in 'SD3 Bathscape Projects and Activities Plan'. The project would involve training volunteers and community members in video and audio recording techniques, video editing and presentation. Costs will be met within the Bathscape Intergenerational Oral History Project budget.

There is opportunity too for a video project that records changes to the Bath landscape over the life of the project. This project would record 'before and

after' videos and time-lapse sequences of the landscape and habitat management activities, seasonal changes in habitats and any changes to heritage features.

This activity is ideal for participation by volunteers as both helpers and leaders. The costs would include training in video technique for both volunteers and community participants. It would also be ideal for involvement by students from the universities, participating for research, input to digital media production and editing and volunteering.

- Community exhibitions, with past and present photographs and stories from villages around Bath. These exhibitions should be held in community centres and village halls. The activity would need to be initiated by Bathscape staff but could be led largely by volunteers in communities. We would recommend working with 10 community groups over the five years of the project, resulting in one exhibition per group.
- Developing community trails. The radial and circular routes provide a good framework for access to Bathscape. There are also many other existing public rights of way that criss-cross the area. This project would encourage communities to develop walking trails using the existing routes, that could link to the radial or circular routes and provide local people and visitors a wide selection of access opportunities.

These trails should be easy access and there are opportunities to promote photography and video that records condition, gradient and surfacing that enables potential users to understand and take decisions on whether the trail is suitable for their use. This cost of this project would be met by the Easy Access Routes and Photo / Video Trail component of the overall scheme.

Voluntary participation in helping with, and leading, the development and maintenance of these trails would be key to their success.

- Species recording and citizen science projects. Again, the Survey Monkey questionnaire identified a demand for learning more about the Bathscape area, including its heritage and wildlife. This project would involve offering practical sessions run by experts and volunteers on species and heritage features and encouraging local recording. Outputs of the project could include local maps and exhibitions of features found, trends in species populations and local habitat management projects. The activity could attract involvement from the universities, providing opportunities for research, advice, placements and volunteering.

This activity relates closely with a key activity for the Bathscape project for ongoing recording and monitoring of species and habitats, including species-rich grasslands and woodlands. Records would be sent to the Bristol Regional Environmental Records Centre (BRERC). The cost of this activity will be met by the Habitat Recording and Monitoring allocation in the overall project budget.

- A guided walk programme led by experts. Guided walks are run by many organisations and are a standard way to introduce and explain a place or a feature. There is still a high demand for guided walks, and a programme should be included in the events aimed at a range of audiences, including families, novice walkers and knowledgeable amateurs. When introducing each walk or activity we would recommend inviting participants to take photographs and tag them with #bathscape and the location, for example #priorpark, and send to Bathscape for inclusion on the website. Award prizes from local businesses. We would recommend organising and running 20 walks per year over the course of the project.

The Bathscape project should also work with other organisations providing guided tours, such as the Mayor's Guides and the National Trust, to offer information about the Bathscape area that can be included in their tours.

These walks would be in addition to the annual Bathscape Walking Festival.

- A programme of 'cure walks' focused on disadvantaged communities and the less-abled. This programme would encourage people from selected communities of need and interest, and those with limited ability for walking to enjoy Bathscape. Options would include health walks for people wanting to improve physical and mental wellbeing through connecting with the natural landscape around Bath, and walks for families with buggies and those in wheelchairs that have difficulty accessing wild places. The walks will be led by trained volunteers with support from the Cotswold Voluntary Wardens. The cost of this activity will be met by the Therapeutic Walks Programme in the overall scheme.
- Adopt-a-park projects. B&NES Council owns and manages a number of public parks around Bath. These sites are important public parks with a range of management issues that would benefit from investment by the Bathscape project and greater community involvement in understanding and caring for their features. These sites include:
 - Carrs Wood, near Twerton, with woodland and some open grassland. The site is currently used as a forest school by a local school and has potential for use for woodland related activities.
 - Twerton Roundhill, with species-rich grassland and fine views.
 - Sulis Meadows, open fields with a section of the Wansdyke and a rebuilt section of drystone wall.
 - Workhouse Burial Ground, a cemetery with over 3000 burials of people who lived and worked in the nearby workhouse. The site has potential for the creation of a wildflower meadow or similar conservation project.
 - Alexandra Park, with great viewpoint over Bath and a footpath link to the city centre. The Park is next to Beechen Cliff Woods and Magdalene Gardens. The whole site has potential for viewpoint, open space and woodland activities.
 - Springfield Park, in Foxhill estate, with open grass and woodland areas, and play area. The park lends itself well to a range of environmental activities.

- Kensington Meadows. This open area has potential for school and community group activities.

Each of these parks has potential for establishing, or developing existing, friends groups and running community activities. We would recommend using these sites to start working with communities on interpretive and interactive projects, establishing active groups to engage in activities and learn about their features, and work to caring for the sites in the long term. These sites can then act as ‘stepping stones’ to exploring, understanding and caring for the wider countryside of Bathscape. It is also in the interests of B&NES Council to encourage the communities to care for, and respect, the parks.

We would suggest that at each site a project is developed with the community that could be a long-lasting legacy of the Bathscape project, such as planting a tree, sowing a meadow or creating a sculpture or other artwork. The community would then be inspired to engage in long term management of the project.

Working with youth groups

Youth groups are a challenging audience but can get involved with fun and ‘hands-on’ activities. The project should focus on audio and video techniques in countryside locations, helping participants to develop new skills in audio and video recording, animation and editing, while enjoying outdoor activities. It would be crucial to identify an organisation that will maintain contact with these groups after the project has finished, for continuity in the legacy period. This work would be suitable for volunteer involvement in both helping and leading activities.

Working with schools

Schools are an important audience and there are many that are located within, and in the outskirts of, the city. Currently, we are aware of schools visiting sites in Bathscape such as Prior Park and Rainbow Wood, with three schools using the wood for self-led forest school activities and one using Carrs Wood. Many other sites lend themselves for use by schools, such as the parks listed above – particularly Kensington Meadows and Springfield Park – plus Brown’s Folly nature reserve and Little Solsbury Hill (though access may be difficult for a school group). There is opportunity for schools to be involved in practical projects described in the ‘Working with communities’ section above, such as tree planting and creation of meadows.

These activities are analogous to the ‘connecting with nature’ activities in the SD3 Bathscape Projects and Activities Plan, where the aim was to establish a network of outdoor learning sites and facilitate their use by groups.

School children would benefit from experiencing the selection of panoramas visible from the viewpoints surrounding Bath. However, transport costs are often prohibitive so the provision of online access to these viewpoints would be an advantage. Videos of the toposcope views should be uploaded on to the Bathscape website together with explanatory notes or a commentary.

Working with businesses

There are many businesses in and around Bath that could have an interest in the conservation and management of Bathscape. Businesses could be interested in sponsorship opportunities or in participating in practical tasks such as team building exercises. Small businesses, such as shops, could also function as mini-information points, promoting awareness of Bathscape and its work, as well as walking routes, and activities and events held locally.

Working with people with disabilities

Bathscape should work closely with disabled groups or with people with disabilities in the community, to promote access – both physical and intellectual – and to encourage engagement in the countryside. There would be opportunities to work with local associations for people with visual impairments, to develop tactile and audio trails and possibly Braille guides for trails. There are opportunities too for working with physical disability groups and dementia groups, with a variety of activities such as visits to sites and viewpoints, art and craft activities and photography.

Outreach work

The Bathscape project should develop an outreach programme of talks and demonstrations for delivery at community and church clubs, lunch clubs, day centres, schools, children's centres and residential homes for elderly people. The programme will enable people to learn about and celebrate the heritage of Bathscape through the seasons using different media. There should be opportunities for local residents to share and record memories of the area (to connect with the community video project above) which can then be used in interpretation materials. A key aim will be to bring communities together, increase physical and emotional wellbeing and develop a strong sense of place and ownership with the natural landscape, in order to encourage future repeat independent visits. Costs will be met partly out of the Bathscape Outdoor Seasonal Celebratory Events budget.

Our recommendations for participatory events and activities

For participatory events and activities we propose that:

- a Bathscape project officer works with local communities, youth groups, schools, businesses and disability groups using participatory techniques to encourage groups to get involved in the development of a wide range of activities listed above
- photographs, videos, audio recordings, artwork and written materials gathered and created at these events and activities should be used in exhibitions and regularly uploaded onto the Bathscape website, and kept as archive materials.

Staff costs for this work will be met within the staffing budget while the costs of materials, equipment hire, venue hire and other necessary resources will be met from the interpretation budget or from other specific project budgets within the overall scheme identified above.

10.1.4 Interpretive map leaflet

Although there is a mass appeal of digital media, there is still a demand for printed material which can now be easily and relatively inexpensively produced and printed,

and can also be downloaded from websites and printed by individuals. We propose that the Bathscape project produces one definitive interpretive map leaflet that covers the whole Bathscape area. It should be printed at A2 size and folded to A5 with a map on one side and interpretation of features and stories on the reverse. The interpretive map leaflet should include the following:

- A clearly designed and illustrated map of Bath and its setting, showing key features, the radial and circular walks, the major viewpoints, walking and cycling routes such as the Two Tunnels Greenway and the Bristol and Bath Railway Path, Park and Ride sites, public transport connections to walks and viewpoints, and other information that will help to orientate the user with the map.
- Short descriptions around the map of the major features of the Bathscape area, such as Alexandra Park, Prior Park, the Bath Skyline route, Little Solsbury Hill, Dundas Aquaduct, Lansdown, Prospect Stile, Carrs Wood, Twerton Roundhill, South Stoke village, etc.
- On the reverse, interpretation of key features around Bathscape with clear photographs or illustrations, Transport information, sources of further information, key organisations, etc.

The interpretive map leaflet should be a key document made widely available at the TIC, local libraries, shops, community centres, local workplaces, churches and other gathering points. The content of the leaflet should follow the thematic approach of this interpretation plan and should dovetail with other leaflets and information produced by the project. It should also dovetail with the city guide produced by Visit Bath – the two leaflets providing essential information and explanation about the city of Bath and the Bathscape area.

We would strongly recommend involving communities in the development of this leaflet, for them to identify places, sites and stories that can be included in the leaflet.

The costs of production and printing of the interpretation map leaflet will be met from the interpretation budget.

10.1.5 Interpretive map destination sheets

The Archway Project is a major initiative in Bath that is seeking funding from the Heritage Lottery Fund. The project aims to reveal more of the Roman Baths site to the public, transform the learning programme offering more activities and events for local people and visitors and creating a World Heritage Centre.

The Centre will be a major visitor facility in Bath, with an exhibition space interpreting the key features of the World Heritage Site from different times in its history, and rooms for learning activities. The exhibition will include a panel on the landscape around Bath, emphasising the importance of the connection between Bath and its natural setting. It will also include many examples of places and features that people can visit, and include these ‘destinations’ on a dedicated panel.

Each of these destinations will have a ‘tear-off’ map leaflet with explanations and directions for people to visit and enjoy. We propose that the Centre also provides a parallel set of ‘tear-off’ map leaflets for places to visit in the Bathscape area, which

will be supplied and funded by the Bathscape project. We envisage that these will include a selection of the radial routes and some key places and viewpoints that can easily be reached from the World Heritage Centre.

We would recommend that all the tear-off map leaflets be designed to fit on two sides of an A4 sheet with the map on one side, together with simple direction information, and interpretation of the site, or route, and its setting on the reverse. These will be simple and cost effective to produce and have the added advantage of being easily downloadable from the websites (World Heritage Centre and Bathscape) for printing. All the map leaflets should follow a common design, probably the design style for the World Heritage Centre, with the Bathscape leaflets carrying the Bathscape logo.

Discussions with the Archway Project manager have indicated support and enthusiasm for joint working on this interpretation.

The costs of design and production of the Bathscape tear-off map leaflets would be met by the interpretation budget.

10.1.6 Trail leaflets and newsletter

The radial and circular routes being developed by the Bathscape project are a major advance in offering opportunities for people to access and enjoy the countryside around Bath. Each of the radial routes has been designed to offer access from the centre of Bath, either as a direct route or linked by public transport, and each will also link with the circular route around Bath. The circular route, largely following the Julian House annual charity Circuit of Bath route, allows walkers to enjoy the whole experience of travelling around the Bathscape, with its views across Bath and to the hills and valleys beyond.

We recommend that each of the routes has its own dedicated leaflet produced in the same style as the Interpretive map sheets above, as a simple A4 sheet, with a map and brief explanations of features on the route on one side, and other information and directions on the reverse, suitable for downloading from the internet and home printing. The leaflets should interpret areas and sites that can be seen and experienced along the route as clusters that can tell a range of stories. Where possible, these stories should connect to build a picture of life and landscapes in that part of the Bathscape. This would enable the routes to have notional themes with each telling an overall different story. We would suggest these themes should be:

- Route 1 The River Avon as a transport route
- Route 2 Georgian town planning and the views across Bath
- Route 3 A walk through time – Romans to today
- Route 4 The Kennet and Avon Canal and the goods it transported
- Route 5 A taste of the Bath Skyline and the view over Bathampton
- Route 6 Farmland and views over Bath and Bathscape
- Route 7 Hidden valleys and green spaces around Bath

Newsletters are excellent ways of providing active and dynamic information, and explanation, to communities and visitors. While the website should be continually updated with news about the project we would recommend a printed newsletter is produced that can be distributed to community centres and organisations, schools,

the TIC, and delivered to houses particularly in the more deprived communities. The newsletter should include an events programme. We would suggest that the newsletter is no more than an A3 sheet folded into A4, with attractive photographs and engaging text. It should be produced twice a year.

The design and production of the leaflets will be met by the interpretation budget.

10.1.7 Viewpoint toposcopes

The viewpoints project being developed for Bathscape identifies eight shortlisted viewpoints that provide a commanding view over parts of Bath and its landscape setting. These are:

- Little Solsbury Hill (trig point)
- North Parade Bridge – area close to bridge
- Widcombe Hill (post box opposite McCaulay Buildings)
- Dundas Aquaduct (tow path)
- Beechen Cliff (viewpoint)
- Twerton Roundhill (bench near trig point)
- Bath City Farm (by sundial)
- Prospect Stile (viewpoint)

Viewpoints are always attractive locations for people to visit. They provide opportunities for people to see the layout of the surrounding land, the locations of buildings, the historic features of the landscape and, in Bath, the relationships between the development over time and the landscape in which it sits. Each of these viewpoints provides a very different view of the city and of Bathscape, some, such as Little Solsbury Hill, showing the whole city within the valleys, while others, such as North Parade Bridge, showing the river and its surroundings before the backdrop of the hillsides beyond.

We recommend that at each viewpoint a toposcope is installed to show a graphic illustration of the view and its major features. Toposcopes can often be large and intrusive, but we would suggest relatively smaller panels – around 1000mm x 300mm – that will allow for a panoramic illustration of the view and brief interpretation of its features. They should not only have names of features, but have short explanations of their significance, history or characters associated with their past. Advice should be sought from the highway authority for location of the toposcope at, or near to, the North Parade Bridge.

The cost of the design, production and installation of the toposcopes will be met by the Bathscape interpretation budget.

10.1.8 Interpretive hub materials

Interpretation hubs will be important entry points into the city. They will provide welcome and introductory information, and brief interpretation of the city and its setting. The hubs should be located at frequently visited points around the city. Currently, the three Park and Ride sites are identified as potential interpretation hubs and are well suited for the task. Other potential hubs will be identified as part of the preparation work during the development stage but may include Widcombe Parade and the Batheaston car park by the River Avon.

Interpretation hubs at the park and ride sites provide opportunities for people who have parked and are waiting for a bus to understand more about the Bathscape and for people to take a bus out from the city to enjoy walks in Bathscape. They have existing facilities, such as a shelter and toilets, and have access to existing footpaths into the landscape.

We recommend providing introductory displays at up to five hub sites, including the three already identified. The display should include two panels containing the same map of Bathscape as used in the interpretive map leaflet, an introduction to key Bathscape features and explanations on how to access the area from each location.

The cost of design, production and installation will be met by the interpretation budget.

10.1.9 Art, music and drama project

Art, music, drama and storytelling can be powerful ways to engage people with their local environment and history, and to actively engender a sense of guardianship. The outcomes of community arts project can be ephemeral or long-lasting, but essentially, they enable communities to understand and connect with their locality through enjoyable and stimulating professionally coordinated projects and activities.

We propose that:

- public art, music and drama activities be organised in association with a community artist, musician, local colleges, schools and community organisations
- the use of professional public art be considered as part of the development of the Bathscape project, perhaps attracting separate sponsorship.

We have made no provision for the appointment of staff to run art projects but have made an allocation for the costs of materials and equipment that may be needed to run arts, music and drama projects. There is opportunity, too, to use budgets that will be allocated for outdoor seasonal celebration events in the overall project budget. We suggest that a performance activity could be developed during the course of the project and performed as a celebratory event towards the end.

10.1.10 Signage

Signage and waymarking to encourage people to access Bathscape from the city centre and the suburbs is not strictly an interpretive function, although it is very important as a mechanism to introduce people to the countryside. Signage is the responsibility of the Public Rights of Way section of B&NES Council, but it could be an important function of the Bathscape project to encourage installation of better waymarking for the radial routes and for other key access points. We would recommend that wherever possible waymarking and signage follows the Bath City Information System (CIS) that provides a coherent and integrated design and approach to information and direction.

Part of the CIS includes panels with maps and directions, that will also show that free wifi is available across the city centre. This is an important opportunity to provide people with details about the Bathscape project through the Bathscape website. On

accessing wifi the home page will be the Visit Bath website. By including Bathscape within this website there is easy access into Bathscape information and interpretation.



View from South Stoke RKE

I love that I can access countryside on foot from my front door in 15min, no matter where I have lived in Bath. It's part of what keeps me here.

10.2 Summary of interpretive media and activities, with costs

Prices in **red** would be allocated from the Interpretation budget

Prices in **black** would be from other budgets

Bathscape Interpretation							
No	Project	Description	Theme	Yrs 1	Yrs 2/3	Yr 4/5	Budget allocation Ex VAT
10.1.1 Website			1 – 5				
	Develop Bathscape website	Easily accessible explanation of Bathscape Gazetteer of sites, places to visit, trails, etc Comprehensive events programme. 8 days development.					£3200
	Event management system	System to enable website visitors to book onto events and sign up to volunteer activity. 2 days development.					£1600
	Email newsletter sign-up	Allow visitors to subscribe to updates, using a free third party app such as Mailchimp. 4 hours development.					£200
	Automated feed for social media channels	Bathscape Instagram, Facebook and Twitter feeds and sign-up options. Images should be pinnable. 2 days development.					£800
	Integrated Instagram gallery	Feeds to be automatically populated according the hashtag used. 6 hours development.					£300
	Interactive map	Allows people to explore areas and activity with Bathscape. Use Google Maps or openstreetmap for cost-effectiveness. 3.5 days design and development.					£1400
	Blog	Regular updates on the Bathscape project. 5 hours development.					£250

Bathscape Interpretation							
No	Project	Description	Theme	Yrs 1	Yrs 2/3	Yr 4/5	Budget allocation Ex VAT
	Landing pages	Two landing pages wi a distinct call to action or purpose, with tracking codes. 2 days development.					£800
	Video	Informative vlogs and / or interviews with local people – can be embedded on site directly from YouTube or Vimeo, requiring no development costs.					
	Audio features	Stories and reminiscences from people living and working in the area. Staff time. Creation of audio/video included in Community Projects below.					
	Video toposcopes	Video of the panoramas seen from the various viewpoints for people unable to access them.					£5,000
	Google analytics	Enables analysis of pages and levels of engagement, and gathering of demographic data. Included as part of the web design.					
Sub-total							£13,550
10.1.2 Social media			1 – 5				
	Create, update and optimise social media pages	Include industry best-practice for Bathscape Twitter, Facebook and Instagram profile pages. 1 day social media professional.					£475
	Research and connect with key influencers	Use Twitter, Facebook and Instagram seach functions fo find and connect with 20+local KIs for each platform. 0.5 day social media professional.					£250
	Build relationships with influencers	Show that Bathscape is genuinely interested in their posts. Ongoing 1.5 hours per week for staff time.					
	Contact local businesses to	Staff time.					

Bathscape Interpretation							
No	Project	Description	Theme	Yrs 1	Yrs 2/3	Yr 4/5	Budget allocation Ex VAT
	secure prizes for competitions						
	Develop newsletter template	Develop a re-usable branded template for Bathscape communications. 1 day front end developer.					£400
	Design automated sequence of emails.	Emails will welcome and engage new subscribers. 0.5 day marketing professional. 1 day copywriter if required.					£500
	Add survey respondents to list	Add respondents' emails to list and start email sequence. Staff time. Bathscape staff time.					
	Create landing page designed specifically for newsletter sign-ups	Page will encourage people to sign up for updates. Sign-ups will be integrated with the Mailchimp list. 1 day developer.					£400
	Facebook & Instagram awareness campaign	Targeting 18-65+ year olds in Bath + 10 mile radius. £10 per day for one month. 2 days social media marketer.					£310 £950
	Twitter website clicks or conversion campaign	Targeting people living in the Bath area and those following the KIs. £10 per day for 1 month. Set-up, targeting, launch & management 3 hours.					£310 £175
	Contact local groups and request inclusion in their newsletters	Provide group administrators/leaders with a paragraph of text that will link to the landing page. 1 day marketing professional.					£475
	Create second	Targeting people who have visited the page but not					£400

Bathscape Interpretation							
No	Project	Description	Theme	Yrs 1	Yrs 2/3	Yr 4/5	Budget allocation Ex VAT
	informative landing page on website	signed up for email updates. 1 day developer.					
	Run Instagram photo competition	Ask people to take and post photographs. Set up, 1 day marketing professional.					£475
	Interactive map involvement	Invite people to share photos for inclusion on interactive map. Bathscape staff time.					
	Tag a walking buddy	Design a series of quotes over images and ask people to tag a friend to walk with. 1 day graphic designer					£350
Sub-total							£5470
10.1.3 Participatory events							
	Working with community groups	Community mapping project. £1500 per year over four years for training, publicity, expenses, etc. Allocation from Interpretation budget.	1 – 5				£6000
		Community audio/video project. Intergeneration video – for community workers, video trainers, equipment hire, venue hire, etc. Allocation from the Intergenerational Oral History Project budget. Recording changes to Bathscape during the life of the project – for community workers, video trainers, equipment hire, venue hire, etc. £2000 per year for three years. Allocation from the Interpretation budget.	3, 4, 5				£37,500 £6000
		Community exhibitions. Materials, equipment and training for up to 10 exhibitions. £500 per exhibition and £2000 for training and other expenses.	3, 4, 5				£7000

Bathscape Interpretation							
No	Project	Description	Theme	Yrs 1	Yrs 2/3	Yr 4/5	Budget allocation Ex VAT
		Allocation from the Interpretation Budget.					
		Developing community trails. Allocation from the Easy Access Routes and Photo / Video Trails budget.	4, 5				£30,000
		Species recording and citizen science. Expert training for volunteers, provision of materials and equipment. Allocation from the Habitat Recording and Monitoring budget.	5				£20,000
		Guided walk programme. Led by experts. Allocation from Interpretation budget. 20 walks per year at £100 per walk including expenses.	1 – 5				£10,000
		Cure walks programme. Led walks for disadvantaged communities and the less abled. Allocation from the Therapeutic Walks programme budget.	3, 4, 5				£25,000
		Adopt-a-park, £500 allocation per park per year for 4 years. Allocation from Interpretation budget.	1 – 5				£14,000
	Working with youth groups	Helping to develop new skills in audio/video recording and animation. Audio/video expert, hire of equipment and venues. £2000 per year for four years plus £2000 for training and expenses. Allocation from the Interpretation budget.	4, 5				£10,000
	Working with schools	There is opportunity for schools to be involved in practical projects, such as tree planting and creation of meadows. Cost allocation for youth workers, venue hire, equipment and materials, and video production for viewpoint panoramas from the 'Connecting with Nature' budget.	5				£30,000

Bathscape Interpretation							
No	Project	Description	Theme	Yrs 1	Yrs 2/3	Yr 4/5	Budget allocation Ex VAT
	Working with businesses	Sponsorship opportunities, participating in practical tasks, or mini information points. Allocation from the Interpretation budget.	1 – 5				£2000
	Working with people with disabilities	Promoting access or encouraging engagement in the countryside. £1000 per year for five years, for training, equipment and venue hire, and expenses. Allocation from the Interpretation budget.	4, 5				£5000
	Outreach work	Talks and demonstrations, and sharing memories. Allocation from both the Bathscape Outdoor Seasonal Celebration Events budget (£15,000 out of £25,000 in budget) and the Interpretation budget (£8000).	1 – 5				£15,000 £8000
Sub-total Other budgets							£157,500
Sub-total Interpretation budget							£68,000
10.1.4 Interpretive map leaflet							
	interpretive map leaflet	A2 sheet with map, text and photographs on one side and text and photos on other. A2 folded to A5. 4 colours both sides on 130gsm paper. Research, design, map, images and text £5100 Print 50,000 copies £4900	1 – 5				£5100 £4900
Sub-total							£10,000
10.1.5 Interpretive map sheets							
	Interpretive map destination sheets	Simple A4 sheets with map and text on one side and text on other, suitable for downloading as pdf and home printing. Design in same style as WHC destination sheets. 12 different individual map destination sheets	1 – 5				£8400 £3530

Bathscape Interpretation							
No	Project	Description	Theme	Yrs 1	Yrs 2/3	Yr 4/5	Budget allocation Ex VAT
		Research, design, text and images £8400 Print 10,000 x 12 copies £3530					
Sub-total							£11,930
10.1.6 Trail leaflets and newsletter							
	Trail leaflets for new circular and radial trails	8x simple A4 sheets with map, text and photos on one side and text and photos on other, suitable for downloading as pdf and home printing. Design in same style as WHC destination leaflets. Research, text, design, map, images £6200 Print 15,000 x 8 copies £3340	1 – 5				£6200 £3340
	Newsletter	A3 folded to A4, double sided, produced twice a year. Design template for production by staff. Template design £500 Print 10,000 copies per year £800	1 – 5				£500 £800
Sub-total							£10,840
10.1.7 Viewpoint toposcopes							
	Toposcopes for 8 shortlisted viewpoints	8x1000mm x 300mm printed on Duralite and mounted on stone or timber plinth and installed. Research, text, design, images £5600 Production on Duralite £1200 Plinths with oak 'sleeper' uprights (1800x250x125) with 'sleeper' cross piece (1200x250x125) x 8, with attachments for mounting and delivery £950. Coated steel legs and frames, add £400 per panel. Assembled and installed by contractors or by volunteers. Cost is for contractors.	1 – 5				£5600 £1200 £950
Sub-total							£2150

Bathscape Interpretation							
No	Project	Description	Theme	Yrs 1	Yrs 2/3	Yr 4/5	Budget allocation Ex VAT
10.1.8 Interpretive hub materials							
	Interpretation materials at hubs	The full list of sites needs identification but will include the P&R sites. Allocation for research, writing, design and production of materials for an unspecified number of sites from the Interpretation budget. 2No. A0 panels printed on Duralite and wall mounted in shelter. Up to 5 sets of 2 panels with one panel as common for all sites and one with site specific information. Research, text, design, images £4600 Production in Duralite £6400	1 – 5				£4600 £6400
Sub-total							£11,000
10.1.9 Art, music and drama							
	Art, music and drama project	Development of an arts-based activity to be performed towards the end of the project. £10,000	1 – 5				£10,000
Sub-total							£10,000
10 Signage							
	Provision of signage along trails	Allocation for signage that may be needed for the circular and radial routes.					£5000
Sub-total							£5000
Total Other budgets							£157,500
Total Interpretation budget							£153,540

11 Monitoring and evaluation

Monitoring and evaluation are crucial parts of the process of planning and implementing interpretation programmes. They are also the phases that tend to be given least resources in funding and time. By designing a monitoring and evaluation programme at the start of the project with clear actions and outputs and then building in a feedback process that will enhance interpretive provision the process becomes less onerous and more effective. The objectives listed in Chapter 7 should form the basis for monitoring, providing a framework of desired outcomes that can be measured during the evaluation process.

Mechanisms for judging the success of new interpretive initiatives will need to be put in place and these are proposed below.

We recommend the following actions:

- Pre-testing of new interpretive media
- Monitoring of the use of interpretive media (including use by different audiences and those with accessibility challenges)
- Evaluation of media
- Evaluation of the interpretive approach as a whole

There are many methods that can be used to undertake each of these activities and we identify a number of them below. The list is not exhaustive but indicates some of the methods that can be employed to take stock of different elements of the interpretive approach. Wherever possible, pre-change data should be obtained in order to provide for immediate comparisons and to establish base lines of 'graphs' for continued monitoring and evaluation.

11.1 Pre-testing

Pre-testing is something that many organisations fail to do because 'deadlines' are cited as the need to get things on the ground, or out in the public domain. On the principle of 'getting it right, rather than getting it now', we advocate strongly that the Bathscape tests out new media before committing final expenditure and implementation work. A further benefit of this approach is in ensuring that the local community is given a chance to feed into the development process both by commenting and by participating.

In terms of printed and similar material, this process is now simpler and cheaper with the availability of computer-derived artwork that can be produced inexpensively and circulated, if testing printed material, or set up with suitable lamination if testing interpretive text and graphic designs. Reactions can be sought from selected or random users / viewers, from 'focus groups' or otherwise chosen groups of people, or by other means that ensure wide pre-implementation appraisal and approval.

11.2 Monitoring

Once media are in place, then monitoring their use and / or success can be done in a variety of ways, often in conjunction with evaluation. For example, the following largely quantitative checks could be instituted:

- Including QR codes in leaflets, panels and other materials to enable the project to keep a record of the number of hits on the website, and inviting comments on the website about the interpretation.
- Maintaining accurate checks of questions asked – and the type of questioners – as well as of material issued and advice given at visitor centres where these are in place.
- Maintaining accurate records of printed material distributed and replenished.
- Maintaining accurate records of publications issued and / or sold and comments made.
- Maintaining records of contact with members of the public expressing an interest in the reserve, by origin and profile of visitor.
- Making observation of visitors' use, behaviour, time spent etc when viewing interpretation.
- Making observation of visitors' use of graphic and printed material.
- Maintaining records of number of visitors during special events.
- Making systematic counts of website hits.
- Monitoring and analysis of the use of Facebook and Twitter sites, and of comments posted on Trip Adviser.

11.3 Evaluation

The more time-consuming and, therefore, costly, aspects of the work of appraising success are those that involve qualitative research, which can include:

- Face-to-face interviewing of visitors (and non-visitors) using the external interpretation and / or attending events / activities or guided walks / tours.
- Distribution of questionnaires for self-completion.
- Use of focus groups, private and public meetings etc.
- Analysis of questions asked and answered (or not) by visitors.
- Analysis of unsolicited written communications by email, letter or otherwise.
- Retention of visitor data for future marketing use.

Pre-testing, monitoring and evaluation provides essential data and anecdotal material that informs the interpretive approach and guides it throughout its implementation. It is recommended that the Bathscape dedicates appropriate time and resources to the evaluation process in order to determine those initiatives that are successful in developing and maintaining the audience for interpretation as a whole. This will help to ensure that resources are effectively targeted.

**Prepared for the Bathscape Partnership
Bath & North East Somerset Council by**

Red Kite

We would like to offer our thanks to everyone who provided the information and insights that enabled this work to be carried out. Any errors and misinterpretations in the report are in good faith and remain our responsibility.

Red Kite Environment
November 2017