

Red Kite

Bath Sydney Gardens Interpretation Plan

Bath & North East Somerset Council



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1 Introduction

1.1 Setting the scene

Bath Sydney Gardens is a fascinating place. Acknowledged as one of the best Georgian pleasure gardens in Britain, they are a relic of a bygone age, while also being one of the most cherished parks in Bath, enjoyed by residents and visitors alike. Originally created for the leisure-seeking classes of Georgian Bath, it provided a safe and agreeable place to relax, to be seen, to take the air and to make a connection with nature.

The Gardens was the 'theme park' of its day, providing varied entertainments to paying guests, and even when its popularity as a place to promenade waned, it continued to be an important public park in Bath's townscape, a green space that has been valued and appreciated by Bath's residents and visitors for over 200 years.

Decline in the late 20th Century has prompted a desire to revitalise the Gardens and a Parks for People project, funded by the Heritage Lottery Fund, has provided an opportunity to breathe new life into this vital green space. The project will renovate its historic features and provide new facilities for local communities.

This interpretation plan is a key part of this renovation work, providing guidance on how the gardens can be explained to the community and visitors. It reviews current interpretive provision, outlines the current and desired audiences and presents, aims, objectives, an over-arching theme and sub-themes for interpretation. It proposes a programme of interpretive media, both off-site and on-site, that will help to explain its varied stories.

1.2 Brief introduction to Sydney Gardens

Sydney Gardens is a 4.9 Ha public garden in the Bathwick area of Bath. Designed in 1791 by Thomas Baldwin and completed by Charles Harcourt Masters, it was an integral part of the planned Bathwick estate owned by Sir William Pulteney. A key feature of this designed townscape is a longitudinal thoroughfare along the centre of the gardens through Great Pulteney Street to Pulteney Bridge. The gardens opened on 11 May 1795.

Originally called Sydney Vauxhall Gardens, it is one of the oldest public parks in the Britain and considered by many to be the best remaining eighteenth-century pleasure garden in the country. It was designed as a commercial pleasure garden with a variety of attractions including the Sydney Hotel (now the Holburne Museum), a labyrinth (hedged maze), a horse ride, grotto and an artificial rural scene with moving figures powered by a clockwork mechanism, known in Georgian times as a 'cosmorana'. Events held in the Gardens included promenades, public breakfasts, public meetings and an annual flower show.

Over the years Sydney Gardens has been affected by transport developments and changing demands by the public. The construction of the Kennett and Avon Canal in 1800 and the Great Western Railway in 1840 cut transport routes through the Gardens, but by the late 19th century it fell into decline and was bought by the local council to be opened as a public park in 1913. A variety of renovations and improvements have taken place over the years culminating in a Heritage Lottery Fund project to provide a major revitalisation of the Gardens and its historic features.

Sydney Gardens is a rare survivor that reflects the social and physical environment of Georgian Bath. The Gardens have absorbed a multitude of changes, including major transport infrastructure, turning them to advantage to provide a public park that is as relevant and popular today as it was when first created.



Harcourt Masters Map 1794. B&NES

1.3 Process

This interpretation plan is the output of a contract let through LDA Design by Bath & North East Somerset Council to Red Kite Environment. The contract began in April 2018 and was completed in July 2018.

The brief was to produce an interpretation plan with the following elements:

- Review existing interpretation of the Gardens.
- Use existing ideas and plans developed for interpretation by the project team.
- Draw on knowledge of the Gardens gained by the project team, and on the developing Activity Plan.
- Identify ways that interpretation can facilitate park user experience for local communities, new visitors and residents, as well as tourists.
- Consider and advise on potential digital platforms.
- Articulate the 'story' of the gardens, the historic assets and existing artefacts, architecture, and the relationship between art and nature, and develop these for use across different media.
- Identify and articulate wayfinding, including full accessibility.

Over the course of the contract we have:

- Researched the history of the gardens including their original creation in 1791 and their use over time.
- Consulted research and community consultation reports provided by Bath & North East Somerset Council.
- Visited the gardens on several occasions to familiarise ourselves with its features and attributes and the potential for interpretation.
- Provided feedback to the client on initial ideas.
- Consulted LDA Design to seek alignment with design proposals for the gardens.



Sydney Gardens, Hotel and supper boxes, 1801

2 Interpretive resources

2.1 The gardens and its features

The history and features of Sydney Gardens are described in detail in various documents including the Conservation Plan prepared by LDA Design and the Activity Plan being prepared by B&NES. We will not duplicate this detail here but simply draw out some key features that are of relevance to this plan.

- A Georgian 'pleasure garden' with the significance of social history in the age of its creation and early use.
- The overall original design of a formal planned garden with an intrinsically relaxed layout, created for pleasure, leisure and promenading.
- A combination of strong axial views and intimate secluded spaces.



Holway, 1840. Sydney Gardens, Bath

- The Gardens contained a variety of historical features, now disappeared, including a cascade (1810 – 1820), an aviary (1824), a cosmorama (1824), a hermit's cot, a watermill or Miller's Habitation, a Sham Castle and moat, a theatre, water features and an adult swing (Merlin Swing) installed for therapeutic purposes.
- A variety of lawn areas for general recreation and for temporary events.
- A former bowling green, with a recently re-created labyrinth cut into the sward. The bowling green has a club hut.

- A play area with play equipment.
- Two hard surfaced and fenced tennis courts.
- A 'long seat' made of stone, an early feature of the gardens.
- Six existing entrances from surrounding roads and the Holburne Museum.
- A central main axis route and vista that extends from the Loggia at the eastern end to the Holburne Museum, through to Great Pulteney St.
- A Temple of Minerva, built originally for the Empire Exhibition at Crystal Palace in 1911 and relocated here in 1913 in the centre of the Gardens.
- A section of the Kennet and Avon Canal, completed by John Rennie in 1800, with a scenic towpath, two listed cast-iron 'chinoiserie' footbridges and two stone bridges for the ride.
- A section of the Great Western Railway, built by Isambard Kingdom Brunel in 1840, with a railway walk alongside, and listed bridges.
- A set of Edwardian toilets, now derelict
- A contemporary toilet block.
- The Gardeners' Lodge.
- The Bathwick Street ticket kiosk.
- A Gardeners Bothy.
- An underground Georgian reservoir with exposed walls near the entrance and associated below ground culverts.
- The site of a Georgian Labyrinth.
- A remnant of the original Georgian horse ride that encircled the gardens.
- A variety of trees with a mix of species and ages, including London plane, beech, horse chestnut, sycamore, common lime, yew and Corsican pine, a few of which date from the planting of the gardens in 1795.
- A mix of habitats including amenity grassland, woodland, scrub and wetland, with records for wood avens, hedge woundwort, meadowsweet, winter heliotrope and dandelion. Many of these habitats are suitable locations for moths and other invertebrate species.
- Bird species that include long tailed tit, nuthatch, bullfinch, great spotted woodpecker, goldcrest, blackcap and grey wagtail. Birds seen overhead include house martin and swift, peregrine falcon, raven and sparrowhawk.
- A population of several species of bats that pass through the gardens, including lesser horseshoe, greater horseshoe, barbastelle, serotine, and common, Nathusius and soprano pipistrelle. Minerva's Temple provides moderate to high potential for bat roosting at all times of the year, while other likely roosting sites include trees and ivy cover throughout the gardens. Bats also use the canal as a flight corridor.

2.2 Notable people associated with the gardens

During its heyday in the 19th century the gardens were used extensively by the higher strata of society for relaxation, recuperation and simply promenading. The various activities laid on for visitors also attracted a diverse clientele. Notable people associated with the gardens include:

- **Sir William Pulteney**, who owned and developed the Bathwick estate.
- The Gardens' designers **Thomas Baldwin** (c.1750 – 1820) and **Charles Harcourt Masters** (1759 – 1866).
- **Richard Brinsley Sheridan** (1751 – 1816) the celebrated playwright.
- **John Rennie** (1761 – 1821), Scottish engineer, who designed and built the Kennet and Avon Canal 1794 – 1810.
- **William IV** (1765 – 1837), who resided at 103 Sydney Place
- **Jane Austen** (1775 – 1817), who stayed nearby and was a frequent visitor.
- **Isambard Kingdom Brunel** (1800 – 1859), who built the Great Western Railway.
- **Charles Dickens** (1814 – 1870) who visited Bath in 1835.
- **Princess Helena** (1846 – 1923), the daughter of Queen Victoria, who visited in 1889.
- **John Arthur**, 7th child of Queen Victoria and Prince Albert (1850 – 1942), who alighted from the train in Sydney Gardens during a visit to Bath.
- **John Nash** (1893 – 1977), painter, who visited the Gardens and painted several views of the canal in Bath including 'The Canal Bridge, Sydney Gardens, Bath', which is at Victoria Art Gallery, Bath.



Sketch of the Fancy Fair at Sydney Gardens, Bath

3 Current interpretation

We undertook an audit of existing interpretation as a crucial part of the contract. The different types of media are reviewed below.

3.1 Review of interpretation

3.1.1 Interpretation panels

There are no interpretation panels on site explaining the gardens and their history. There are information panels that advise users on keeping the gardens safe and tidy and provide details of upcoming events.

3.1.2 Leaflets

We are not aware of any leaflets for the Gardens but there are some available for the Holburne Museum.

3.1.3 Digital media

B&NES Council website

Googling Bath Sydney Gardens brings up a page with a brief description of the history of the gardens and what you can see today. It also describes the current Parks for People Project that aims to restore and enhance the Gardens.

Visit Bath website www.visitbath.co.uk

A page on the site describes Sydney Gardens, its history and current features.

www.janeausten.co.uk

A page on this website gives a detailed description of the Gardens and their use by Jane Austen. It includes quotes from other publications, such as *Walks through Bath* by Pierce Egan, 1819.

Other websites

The Gardens feature in a number of other community and tourism related websites, such as BathUK (www.bath.uk) and Bath Newseum (www.bathnewseum.com), Historic England (<https://historicengland.org.uk/listing/the-list/list-entry/1001258>) and Wikipedia (https://en.wikipedia.org/wiki/Sydney_Gardens).

www.austenonly.com

This site, as its name suggests, specialises in Jane Austen history and includes a page on Sydney Gardens and its development during the time that she lived in Bath.

3.1.4 Activity programmes

As part of the HLF project, staff of B&NES Council, in particular the Community Ranger, have been organising and delivering a programme of activities and events for the local community. These include:

- Consultation events, including a stall at Bath Carnival.
- Learning and play activities, led by RSPB.
- Theatre performance.
- Guided walks, including a Mindfulness Walk, historic tours and a Tree Walk.
- House of Imagination pop-up arts activity for children and young people.
- Learning sessions with local schools and Bath Home Educator group.
- A Talk specially to open up the context of heritage of the Gardens, in partnership with the Holburne Museum.
- Volunteering gardening sessions.
- Recreating the historic labyrinth with the help of volunteers.
- Training events for the Friends of Sydney Gardens, park users and residents.
- Tai Chi in the park.
- Neighbourhood nature watch.
- Bird survey including an 'early birds' walk and talk.
- Creative session for users of Julian House support service.
- A Community Day attended by over 850 people as part of World Heritage Day, featuring stalls, games, arts and crafts, play activity, Stone Carving Demonstration, live readings of Jane Austen's novels.
- Special play session for families with a 15-minute walk of the park.

These activities were held from summer 2017 to early summer 2018.

3.1.5 Relevant publications

Bath Sydney Gardens are featured in the following publication:

The Last Promenade: Sydney Gardens, Bath, Brenda Snaddon, Millstream Books, 2000.

The Year of the Pageant, Andrew Smith and Kirsten Elliot, Akeman Press, 2009.

3.2 Summary critique

There is very limited current interpretation of Sydney Gardens. The most detailed interpretation exists in websites, including the B&NES Council site and Visit Bath, which provide background explanations of the history and current features of the Gardens. There are currently no specific leaflets or other free publications about the Gardens.

Activities held as part of the development phase of the Parks for People Project are varied and have been well attended, attracting new and existing audiences and participants. These would be continued and extended in Stage 2 of the project, if funded.

4 Audiences

4.1 Target audiences

The audiences for interpretation have been identified during the initial and development phases of the HLF funded project. They are:

- Local children and their families
- Teenagers and young adults
- Over 65s
- Vulnerable people (Homeless, Victims of Abuse)
- People in poor health (all aspects, including mental wellbeing)
- Day visitors and tourists
- Learners
- People with disabilities
- People with dementia

This is a broad range of users with varied interests and accessibility issues. Many are also likely to be regular visitors, although those attending events may be new visitors, or infrequent visitors, to the Gardens.



Walking Festival launch 2018 Sydney Gardens *B&NES*

5 Aims and objectives for interpretation

In this chapter, we set out what we propose should be the overall aim and key objectives for Bath Sydney Gardens.

5.1 Interpretive aim

To help people understand and enjoy Sydney Gardens, their origins, uses and stories, and explore their natural and historic features.

5.2 Interpretive objectives

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

Learning objectives

People who visit Sydney Gardens will understand and appreciate:

- How the Gardens were created as a key part of the Bathwick development, and as a place for recreation and leisure.
- How the Gardens were promoted and used as 'pleasure gardens' with organised activities, meals, entertainments and special events for the enjoyment of users.
- How a great many changes have taken place over the 200 years of their existence, including the construction of the canal and railway in the 19th century and the decline in its use during the 20th century.
- How the Gardens are associated with notable individuals, including Jane Austen and William IV.
- How the Sydney Hotel became an integral part of the Gardens, offering food and entertainment, before its decline and ultimate re-purposing as the Holburne Museum.
- How Sydney Gardens is part of the wider cultural and social history of Bath, including the geo-political landscape of the era
- How it became a public park after its transfer to Bath Council.
- How the Parks for People Project aims to revitalise the Gardens and provide more, and better, facilities for the public.

Emotional objectives

Those who visit Sydney Gardens will:

- Develop a powerful sense of empathy with, and affection for, the Gardens and its location at the edge of Bathwick.
- Absorb and enjoy a sense of history connected with the Gardens, including their original layout and landscaping, their use as a pleasure gardens, the associations with notable people, their role in the wider cultural context of Bath and their survival as the best example of Georgian gardens.
- Develop a strong attachment to the Gardens and its protection and management.
- Share their appreciation of the Gardens with others.

- Be able to experience a sense of tranquillity and wellbeing that was the original intention of the Gardens.

Behavioural objectives

Those who visit Sydney Gardens will:

- Wish to explore and discover more about the history, features and stories of the Gardens.
- Make return visits to the Gardens to enjoy and learn more about its features.
- Want to take part in events and activities, including those that celebrate its history and use, and those that are helping to renovate and revitalise its features.
- Support the work of the Parks for People project in the care and interpretation of the Gardens.
- Support Bath & North East Somerset Council in its work to manage and care for public spaces.

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 8**.



Nursery visit *B&NES*

6 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 Sydney Gardens and will be used in all interpretation media. We suggest one overarching theme and three sub-themes for the Gardens.

The overarching theme is the fundamental message that the Council intends to convey to the Gardens' users and visitors. It provides a framework for all the themes and storylines that are relevant for the Gardens, and provides a simple, easily understood statement containing the key elements that explain Sydney Gardens. The wording of the main over-arching theme will not necessarily be used in interpretative media for the public but is the key message to be conveyed through interpretive media.

6.1 Overarching theme

Located within a planned Georgian estate, Sydney Gardens was designed as a place for pleasure and leisure, and although the gardens have changed over time, it remains a peaceful and pleasurable green space for people today.

6.2 Sub-themes

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

Sub-theme 1 Enjoying the Gardens

Sydney Gardens has been a place where locals and visitors have gathered to relax, enjoy entertainment and revitalisation since Georgian times and it remains a popular place for leisure today.

Storylines

- Sydney Gardens is the best remaining Georgian Pleasure Garden in Britain.
- It is a planned and designed landscape, part of the designed townscape of Bathwick, developed specifically for pleasure-seeking visitors in the Georgian era.
- Sydney Hotel and Sydney Gardens were part of the Georgian planned development of Bathwick, built during the growth of the City in the 1700s.
- The Gardens included an underground reservoir that supplied Bath with water for various fountains and water features.

- Pleasure Gardens were highly fashionable in Georgian times, providing space for people to promenade, meet and socialize, show-off, be entertained and to enjoy fresh air.
- Plant collections in Georgian times were popular among wealthy landowners, who paid for collectors to seek plants from exotic locations around the world.
- The large houses of Sydney Place were rented by the wealthy for months at a time, so that they could enjoy the genteel pleasures of Bath. Jane Austen, Princess Caroline and King William IV all rented houses near Sydney Gardens.
- The creation of Sydney Gardens was an important part of the development of Bath as a place for wellbeing in Georgian times.
- The Parks for People Project aims to revitalise and restore Sydney Gardens.
- Sydney Gardens is as much a place for relaxation now, as it was in the 1800s.
- Sydney Gardens is a meeting place for people of all ages and abilities.
- The Holburne Museum, converted from the Sydney Hotel, has a key location in the park and is a major attraction as a heritage centre, a national attraction and a meeting point for people from around the area.

Sub-theme 2 Travelling through the Gardens

Sydney Gardens is a thoroughfare for pedestrians, commuters, train travellers and boaters, all passing through its tranquil spaces.

Storylines

- The Gardens was a planned landscape with strong visual links/routes from and to the Sydney Hotel, now the Holburne Museum.
- The relatively level ground in the valley of the Avon offered the best routes for the canal and the railway, and these two transport routes cut through the Gardens, although the connectivity of the gardens was maintained by the construction of bridges over the canal and the railway line.
- The building of the Kennett and Avon Canal and the Great Western Railway, though much criticised at the time for their routes through the Gardens, were crucial to the development of Bath as a thriving town and as a tourist centre.
- The canal, peaceful now, was in its heyday an important route between Bristol / Bath and London, while the railway became a much faster route, carrying passengers and goods between London, the West Country and south Wales.
- Cycle routes through the city link the Gardens with the Kennet and Avon Canal, Bristol and Bath Railway Path, the River Avon, and routes out of Bath into the Bathscape.
- Sydney Gardens is a route into personal wellbeing and health. The park can transport you to a quieter, more peaceful place.
- Sydney Gardens is an important stepping stone between the city centre and the countryside around Bath.

Sub-theme 3 Nurturing the nature of the Gardens

Sydney Gardens is a vital green space, with a wealth of trees, birds, bats and invertebrates creating a natural haven in the midst of the city.

Storylines

- Sydney Gardens is a vital and much-loved green lung for local people. It is small enough for people to know it all, close to housing and schools, designed with a series of discreet and distinct outdoor spaces which function almost as outdoor rooms, which allows for multiple uses and makes it feel bigger.
- The Gardens is a crucial wildlife corridor connecting to both the Bathscape and the city centre.
- It is a haven of peace and tranquillity away from the hustle and bustle of the city and everyday life.
- A few of the specimen trees, such as a couple of beeches, a London plane and a yew, were planted at the time the Gardens were created when plant collections had become very popular. These trees have witnessed many events in their lifetimes.
- There are diverse habitats in the Gardens, including amenity grassland, woodland, scrub and wetland (through the presence of the canal).
- A variety of trees with a mix of species and ages, including London plane, beech, horse chestnut, sycamore, common lime, yew and Corsican pine.
- The canal provides a wetland habitat suitable for aquatic vertebrates and invertebrates, and above the water provides an aerial hunting space for bats.
- Some of the more natural areas of the Gardens have wildflowers such as wood avens, hedge woundwort, meadowsweet and winter heliotrope.
- Many species of birds have been recorded in the Gardens including long tailed tit, treecreeper, goldcrest, blackcap and redwing.
- The trees and some of the buildings, including the Temple of Minerva, provide habitats and roosting sites for bat species, including those recorded for the area - lesser horseshoe, greater horseshoe, barbastelle, serotine, and common, Nathusius and soprano pipistrelle.



6.3 Summary of themes and storylines

Overarching message/theme		
Located within a planned Georgian estate, Sydney Gardens was designed to be a place for pleasure and leisure, and although the gardens have changed over time, they remain a peaceful green space for people today		
1 Enjoying the Gardens	2 Travelling through the gardens	3 Nurturing the nature of the Gardens
<p>Sydney Gardens has been a place where locals and visitors have gathered to relax, enjoy entertainment and revitalisation since Georgian times and they remain a popular place for leisure today</p> <ul style="list-style-type: none"> • Best remaining Georgian Pleasure Garden • Planned and designed landscape • Part of Bathwick estate • Underground Georgian reservoir • Pleasure Gardens highly fashionable in Georgian times • Georgian plant collections and collectors • Sydney Place houses rented by wealthy • Important as part of development of Bath as place of wellbeing • Parks for People Project helping to revitalise Gardens • As much a place for relaxation now as it was in the 1700s • A meeting place for people of all ages and abilities 	<p>Sydney Gardens is a thoroughfare for pedestrians, commuters, train travellers and boaters, all passing through its tranquil glades</p> <ul style="list-style-type: none"> • A planned landscape with strong visual links • Level ground offered best routes for building the canal and railway • The canal and railway were crucial to the development of Bath • The canal and railway were important routes for people and goods • Cycle links to the canal, Bristol and Bath Railway Path, River Avon and Bathscape • Gardens are a route to personal wellbeing and health • Gardens are important stepping stone between the City and Bathscape 	<p>Sydney Gardens is a vital green space, with a wealth of trees, birds, bats and invertebrates creating a natural haven in the midst of the city</p> <ul style="list-style-type: none"> • Sydney Gardens are vital and much-loved green lung for people • A crucial wildlife corridor connecting the City to Bathscape • Haven of peace and tranquillity • A few trees date from when the Gardens were first planted • Georgian plant collectors • Veteran trees and their stories • Diverse habitats include grassland, woodland, scrub and wetland • A wide variety of trees • Canal is a wetland habitat for aquatic plants and animals, and a hunting space for bats • Wildflowers include wood avens, hedge woundwort, meadowsweet and winter heliotrope • Many bird species have recorded including treecreeper, goldcrest, blackcap and redwing • Trees and buildings are habitats for many species of bats

7 Proposed interpretive media

7.1 Our interpretive approach

There are many types of interpretive media available, and the choice has never been wider. The traditional forms of leaflets, panels and guided walks are now supplemented by interactive websites, apps, digital platforms. Personal, face-to-face interpretation is generally acknowledged as the most effective form of interpretation and includes a host of exciting events and activities such as music and drama, arts and storytelling. The challenge is to choose those that are appropriate for the place, the task, the audience and the budget.

Our interpretive approach for Sydney Gardens is to help users – the target audiences defined in 4.1 above, whether they are residents or visitors – to understand its history and its key features and to make connections between the Gardens, the people and cultural context associated with its history. The aim is to offer media and activities that will inspire public interest and encourage a strong sense of place in all who enjoy its features.

We understand that many of the users of Sydney Gardens are regular visitors who enjoy its tranquillity and its special features. Our recommendation is that interpretation should be a mix of on-site and off-site media. The on-site interpretation is limited in extent and is largely visual, providing a welcome and introduction, while the off-site interpretation offers in-depth explanations, setting the Gardens into their historic and contemporary contexts with more detailed interpretations of features, history and wildlife.

The overall approach to interpretation will be fun and engaging, reflecting the original concept of the Pleasure Gardens. It will include images of people who have enjoyed the Gardens over the last two centuries. The interpretation will focus on providing portals or gateways, to enjoyment, imagination and fun as well as giving users a better understanding of the historical and contemporary role of the gardens.

The on-site interpretation would consist of introductory panels at entrances and strong graphic images of the Gardens through time and of its associated people and wildlife, and an events programme, while the off-site interpretation would be provided through a website, leaflets, interpretation sheets and learning guides.

We consider that people visit the Gardens to relax and enjoy themselves and don't want to be bombarded with excess information and interpretation. We should provide strong and evocative images that are intriguing and encourage further exploration, and if people want to know more, to provide them with the links to other sources, such as the website, events and activities and the Sprytar digital platform. We believe this approach provides the most appropriate mix of media for the Gardens and its audiences.

Our detailed proposals for media are presented below.

7.2 Individual items

The different types of proposed media are summarised here:

Off-site media

1. A dedicated website, or dedicated pages on the B&NES site or other local website, such as Visit Bath
2. Social media
3. Sprytar platform
4. Downloadable pdf trail sheets – for tree trails, heritage features, etc
5. Downloadable learning materials for schools

On-site media

6. Welcome entrance lecterns
7. Telltale Tiles
8. Orientation compass
9. Timeline frieze mural and ceiling painting
10. Georgian and Victorian characters coming through doorways
11. Loggia arched murals – windows into the past
12. Toilet block mural
13. Transparent panel on the Edwardian gents' toilet
14. 'Eyes to the skies' convex mirrors for viewing up into tree canopies
15. Sneak a peak
16. Locate the locals
17. Up-lighting for trees
18. Labyrinth
19. Tree labels
20. Model ponies
21. Participatory activities

Off-site media

7.2.1 Website

A website should be the primary source of information about Sydney Gardens for its users and potential users. The website should be the central hub providing information, inspiration and interpretation, and details of how to get involved in the Gardens and their renovation. The site should be easily accessible and comprehensive and have interpretive content.

At present, there is a Sydney Gardens page within the website of the Bath & North East Somerset Council. This page appears near the top of the list during a web search so is easily accessible. There is no need to change its location, or even to provide a separate dedicated website, as long as the page is kept updated regularly, that downloadable interpretation and information is easily accessible and that there is commitment to maintain the page(s) in the long term.

The webpage(s), or site, should include:

- An easily accessible explanation of the Gardens and its history, associated people, features and wildlife, and the Parks for People Project that is helping with its revitalisation.
- A comprehensive events programme for guided walks and other activities provided by the project, the Council and other organisations.
- An interactive map of the Gardens that helps people to explore its features and its history.
- Updates on Project activities in a blog, or as regular updates in the events section. This should show images and descriptions of activities held, the progress of the Project and any involvement by communities.
- Short videos, films and audio interviews, co-created with volunteers and local specialist interest groups, about the wildlife and history of the gardens.

It would be advantageous to use Google Analytics to analyse use of the page or site, levels of engagement and the gathering of demographic data.

If there is any issue with developing the site, and its ongoing update and maintenance, there are options for the page or the site to be hosted by other organisations, for example Visit Bath, that have capacity to manage web pages of this type.

We envisage the initial setting up of the website to be a contract let to a professional website developer, who will also provide any necessary training to maintain and develop the website during the course of the project.

7.2.2 Social media

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 meaningful connections with local communities, rather than simply gathering 'likes' and 'follows' arbitrarily. We suggest establishing a social media presence through Facebook, Instagram and Twitter and regularly updating and optimising social media pages.

We propose that setting up social media platforms be carried out by the website developer to ensure the proper links are made between the website and social media. The developer should also provide any necessary training for staff to maintain the social media presence during the life of the project.

7.2.3 Sprytar platform

The project Team's review of available digital platforms for discovering and enjoying public parks revealed that Sprytar is one of the more effective media. Sprytar has a list of parks and routes around the country and the information about each park includes trails, explanations of features and quizzes. Inclusion of Sydney Gardens with the Sprytar platform could be good means of promoting and explaining its features. It can also be used as a mechanism for generating income and publicity around activities in the park, whether they be Council or privately run.

7.2.4 Downloadable pdf sheets

The Bathscape and Archway projects in Bath are proposing the use of simple tear-off A4 sheets that explain 'destinations' that can be visited. These sheets will have a simple design for two sides of an A4 sheet and can easily be downloaded and printed off on a home printer. They will include a map and simple interpretation of sites. The sheets will also be available from the new World Heritage Centre in Bath.

We propose producing a series of sheets for Sydney Gardens in the same style. One will be a leaflet for Sydney Gardens as a key destination in Bath, while others will be:

- Trail maps – such as a tree trail, a Jane Austen trail, pleasure gardens and Georgian life, archaeology and buildings, landscape and art, transport (railway and canal), and the Georgian horse ride.
- Games – exciting activities for families and groups to explore and discover aspects and features of the Gardens including treasure trails and, i-spy games.

An alternative would be to produce a 'souvenir guide' similar to those produced by the Canal and River Trust for their key honeypot sites on the canal network, which are A2 folding to A5 with an annotated map on one side and 8 individual pages on the reverse. These can be sold for between £1 and £3.

7.2.5 Downloadable learning materials for schools

In the same style as the downloadable pdf sheets above we propose producing a set of downloadable and printable learning materials for schools, groups and families. The materials should link with the national curriculum, initially for Key Stage 1 and 2 pupils, and for Key Stages 3 and 4 pupils if there proves to be a demand for materials.

The materials should include:

- Background information about the history of the Park and its key features, with particular focus on the Labyrinth
- Maps and historic photographs
- Self-guided trails
- Tree Trail
- Interactive games
- Self-guided 'discovery' trails linked to Locate the Locals, in 7.2.17 below
- Two centuries of People in the Park picture gallery

On-site media

7.2.6 Welcome entrance lectern units

Welcome and entrance lectern units

There are five existing entrances into the gardens and two new ones proposed, at the northern end of the gardens.

Lectern-style panels, double sided, possibly shaped like a roof, designed in a style that reflects the fun and playful heritage of the gardens. The lectern frames should be made of metal, rather than timber, for longevity, and installed with bolts set into

hardstanding located next to the main route, so that they can be removed if necessary. The design of the lectern frames should be developed, alongside proposals for other furniture in the gardens, possibly in a style that echoes the Stothert and Pitt bridges over the canal or a more contemporary design. Panel content will be Welcome and orientation, a map with a ‘You are here’ marker and general brief introduction to the gardens. Ideally, the Welcome panel will also include interpretation about dogs and cycling, to reduce the need for additional signs at the entrance points. The second panel will provide brief, image-rich interpretation about specific features near that park entrance.

Canal and railway lectern units

Two further lectern units should be installed at good viewing places for the canal and railway.

Possible content of the entrance lectern panels is shown below.

No	Location	Works	Roof panels	Potential images for the location	Nearby stories	Trail route symbol for Telltale Tiles
1	Entrance at Sydney Place south west of Holburne Museum (numbered 8 on the masterplan map). On east side of path in the verge with hard standing around.	Remove metal post and fix ‘clipframe’ signs on the wall for holding event information. Hard standing around lectern	Generic – welcome, map, you are here, intro to Sydney Gardens, dos and don’ts, and image of Georgian person on horse. Site specific panel <ul style="list-style-type: none"> • Georgian rides • Georgian fashion for promenading and display 	<ul style="list-style-type: none"> • Specimen conifer • Georgian on a horse • Contemporary user on fairground horse 	<ul style="list-style-type: none"> • Sydney Place and its seasonal residents such as King William or Queen Charlotte. • Georgian planned Bathwick development. 	Horseshoe
2	Entrance at Sydney Rd, opposite McDonald Bath Spa Hotel (near J, The Bothy). Located in place of current rubbish bin.	Remove post and signs. Fix clipframe on wall of Bothy for event information. Hard standing around lectern	Generic as in 1. Site specific panel <ul style="list-style-type: none"> • The Labyrinth and Merlin swing • The reservoir 	<ul style="list-style-type: none"> • Beech tree • Merlin swing • Contemporary user 	<ul style="list-style-type: none"> • Cleveland House 	Merlin Swing
3	Entrance at Sydney Rd, by tennis courts and loggia. Located on west side of bench.	Hard standing around lectern. Renew, upgrade fencing around tennis court.	Generic as in 1. Site-specific panel <ul style="list-style-type: none"> • Georgian Loggia • Victorian tennis court 	<ul style="list-style-type: none"> • Plane tree • Loggia • Victorian or contemporary tennis player 	<ul style="list-style-type: none"> • Construction of Sydney Rd 	Loggia
4	Entrance at Beckford Rd (numbered 15)	Hard standing around lectern.	Generic as in 1. Site specific panel	<ul style="list-style-type: none"> • Copper beech 	<ul style="list-style-type: none"> • Cleveland Pools 	Canal boat

No	Location	Works	Roof panels	Potential images for the location	Nearby stories	Trail route symbol for Telltale Tiles
	on masterplan map). New entrance as in Masterplan.		<ul style="list-style-type: none"> The building of the canal Canal bridges 	<ul style="list-style-type: none"> John Rennie or a canal navigator Contemporary user 		
5	Entrance from Beckford Rd (numbered 14 on Masterplan)	Hard standing around lectern.	Generic as in 1. Site specific panel <ul style="list-style-type: none"> Children's play in parks from Georgian times to now 	<ul style="list-style-type: none"> Cherry tree Victorian children playing Contemporary children playing 	<ul style="list-style-type: none"> River Boating station 	Steam train engine
6	Entrance by Beckford Rd and Bathwick St.	Hard standing around lectern.	Generic as in 1. Site specific panel <ul style="list-style-type: none"> Jane Austen and her use of Sydney Gardens 	<ul style="list-style-type: none"> Beech tree Jane Austen Contemporary user 	<ul style="list-style-type: none"> Jane Austen Bathwick 	Quill pen
7	Entrance from Holburne Museum (numbered 5 on Masterplan)	Hard standing around lecterns. Need to determine precise location. May be opportunity for two panels for symmetry and to cater for larger numbers of visitors using this gateway.	Generic as in 1. Site specific panel <ul style="list-style-type: none"> Garden designer Pleasure gardens and Sydney Hotel <p>If 2 lecterns:</p> <ul style="list-style-type: none"> Pleasure gardens Cosmorama Georgian pleasures and promenades 	<ul style="list-style-type: none"> Plane tree Hot air balloon Gardener Merlin swing Booth with people sitting and chatting Promenading 	<ul style="list-style-type: none"> Holburne Museum Temple of Minerva View line through from Loggia to Gt Pulteney St Roman cemetery with coffins 	Temple
8	By railway viewing point (numbered 9 on Masterplan)	Hard standing around lectern.	Site specific panels <ul style="list-style-type: none"> Brunel and building of railway The railway today 	<ul style="list-style-type: none"> Brunel Steam train Contemporary train 		
9	By bridges H or I.	Hard standing around lectern.	Site specific panels <ul style="list-style-type: none"> John Rennie and building the canal The canal today 	<ul style="list-style-type: none"> John Rennie Canal boat Canoeist 		

7.2.7 Telltale Tiles

We propose installing sets of 4 or 5 cast metal units, 100-150mm diameter or square and approximately 3m apart, into the surface of paths extending from the entrances, with symbols or images that tell the tales of the Gardens and subtly lead visitors on a journey to the centre of the Gardens. The tiles will lead visitors to a feature explained on the entrance lectern unit. The symbols or imagery used on the tiles could be

transferrable to other interpretative media, such as the orientation compass (see 7.2.9 below) and trails.

Suggested symbols for trails leading from entrance lectern panels

MM No	Symbol	Trail leads to...
1	Horseshoe	Georgian ride area and the 3 horses
2	Merlin's swing	Labyrinth- an entrance
3	Loggia	Loggia
4	Canal boat	Canal side
5	Steam train engine	Railway path
6	Quill pen	Statue of Jane Austen
7	Temple	Temple

7.2.8 Orientation compass

An orientation compass set into the surface of the tarmac path in front of the Temple of Minerva, at a central point in the 'cross-roads' of paths in front of the Temple would provide a central orientation point for the Gardens. The compass would be produced in a style to reflect Georgian maps and could include various symbols arranged in a spiral going into the centre point of the compass. The compass will need to be robust and capable of being driven over by maintenance vehicles. It could be made in etched bronze, set into the surface of the path. The orientation compass project could be co-developed with a school or youth group or a community arts group.

In addition to the 4 compass points, the symbols could include the Telltale Tile symbols, as well as other items that could reflect the gardens – such as a Merlin swing and a hot air balloon, leaves, flowers, fish.



Location for orientation compass RKE

7.2.9 Timeline frieze mural and ceiling painting

The Temple of Minerva is the central point of interest in the Gardens. We propose installing an illustrative timeline wall frieze and a ceiling painting in the Temple. The timeline frieze would occupy only the top 0.8m - 1m. portion of the three walls of the Temple of Minerva, to avoid impairing the appearance of the temple from the paths leading to it, and to prevent the mural conflicting visually with performances or films that may be staged or screened in the temple.

Because the temple is a listed structure, the mural and the ceiling painting will need to be installed as a separate 'wall and ceiling' unit, fixed at key points into the mortar, ideally when the building is being restored. All fixings should be easily reversible. The timeline and ceiling painting could be printed onto a rigid material such as GRP or onto robust textile-type of material such as PVC 'canvas' and suspended tautly between a small number of fixing units set into the mortar at the corners of the ceiling. This enables the artwork for the timeline and ceiling painting to be produced in a studio and easily be reproduced for replacement and use in other interpretive media such as the website and printed materials. If the ceiling painting is built as a new, suspended textile ceiling, with a small space between the original ceiling and the ceiling painting, it may also provide additional roost space for bats.

The frieze mural would show selected times in the development of the land now occupied by Sydney Gardens. It would be a continuous illustration with the north-west wall depicting earlier periods with Bronze Age people, Romans, Saxons, medieval merchants, the north wall devoted to the Georgian era and the north-east wall illustrating Victorian times to the present day.

The ceiling painting shows the view of Sydney Gardens as if from the 1802 hot-air balloon flight, looking down into the gardens in their Georgian heyday. The twist of looking *up* to the ceiling to see a view looking *down* is a mental jump echoing the visual illusions of the Georgian cosmorama.



Inside Temple of Minerva RKE

7.2.10 Georgian and Victorian characters coming through doorways

There is a permanently closed door at the back of the Loggia connecting to the garden of the house behind. We propose fixing an interpretive panel onto it with an illustration of two life-size Georgian visitors coming into the gardens. This interpretive approach could also be used on the green garden gate that leads from the Holburne Museum grounds into Sydney Gardens. There are also some garden gates/doors that lead into Sydney Gardens from private houses off Sydney Road. The owners of these gates may be keen to be included in this kind of interpretation. Again, this approach echoes the portal concept.

7.2.11 Loggia arched murals – windows into the past

The loggia has two side windows with curved arches. There is wall space on either side of the entrance into the loggia wall, between the entrance and the curved arches, that could house interpretive illustrations without these being visible from outside the loggia. These two illustrations could be arched to echo the side windows. The illustrations would show the view out of the loggia in Georgian and Victorian times, with the Georgian view showing the view before the canal and bridge were constructed, and the Victorian view showing the canal bridge but not the railway bridge. Each illustration would have minimal text, perhaps in the style of a label for a painting.



Inside Loggia – arched murals to be located between the existing windows and the entrance *RKE*

7.2.12 Toilet block mural – desperate denizens of Bath through the ages

The contemporary toilet block near the Holburne Museum has simple stone side walls, with inset arched alcoves, similar to window shapes. We propose installing a timeline mural on the three south-facing arch shapes showing a queue of people from the key historic eras of Sydney Gardens, queueing for the loo. These could include a Roman, Saxon, medieval person, Georgian, Victorian, Edwardian, 1960s and contemporary person and a dog as a humorous way of reminding people to pick up dog poo.



Murals to be located in lower sections of alcoves *RKE*

7.2.13 Transparent panel on the Edwardian Gents and Ladies Toilets

The Edwardian toilets are due to be renovated and when restored, a polycarbonate or other transparent material panel could be fixed at the entrance, with a life-size illustration of an Edwardian man going into or coming out of the door of the Gentleman's toilet and a Edwardian woman at the Ladies toilet.

7.2.14 Eyes to the sky convex mirrors for trees

Many of the older trees in the gardens have a magnificent branch structure that is also an important habitat for many different plants and animals. We propose installing a series of convex mirrors under selected trees that provide easy views up through the branches without needing to look up, which is uncomfortable for some people. Convex mirrors provide a wide-angle view that enables viewers to see a much larger area of branches.

The mirrors should be fixed onto wooden posts or similar structures to enable children and adults to look down to see the leaves and branches of the tree above them. The mirrors can be permanently fixed or could be fixed temporarily into sockets in the ground and used only for special events such as guided walks through the Gardens.

7.2.15 Sneak a peak

Fixed magnifiers offer a chance for people to pick something up from the ground – a leaf, a pine cone, or an insect – and see it in more detail. Magnifiers set into wooden posts (MagPosts) are available commercially and used in nature reserves and forest parks (see pic). We suggest locating three magnifiers around the Gardens in woodland areas where there are items available to see in more detail. Another option would be to provide a telescope and a tripod to let people look high into the trees.

As with the mirrors above, these magnifiers could be located permanently or installed temporarily into sockets in the ground during walks or other special events.



MagPost by Caledonia Play RKE

7.2.16 Locate the Locals

People, particularly young people, enjoy searching and finding small illustrations of animals, such as foxes, squirrels and insects. We suggest creating a series of etched illustrations fixed on posts, with etchings that are suitable for making rubbings. These can be installed for special trails and events, temporarily located around the Gardens in discrete places for young people and families to find. This will encourage families to explore the Gardens special wildlife, particularly species that are not immediately visible, such as bats and foxes. The etching posts would be positioned in places that were unobtrusive and challenging to find. Images of the same creatures could also be replicated on the welcome panels and on the orientation compass, for a cohesive approach to imagery and themes in the Gardens.

7.2.17 Tree lights

During Georgian times the use of lanterns in the Gardens was a popular feature. Each evening the lanterns were lit to illuminate the walkways and the trees. This would be an appealing feature to emulate today by locating discrete LED lighting to

be used on special occasions. The lighting could be permanently installed or installed temporarily for use during an event. The lighting would be particularly effective as uplighters into the trees. Care should be taken to choose lights and locations that are sensitive to wildlife in the Gardens, particularly bats. Mains power will need to be arranged for the lighting.

7.2.18 Labyrinth

The labyrinth will be restored as part of the revitalisation programme and relocated to the area that is above the Georgian reservoir. We propose that this is interpreted on the relevant nearby lectern panels and in more detail on the website.

7.2.19 Tree labels

A tradition in arboreta is to provide labels for individual trees that give the species name and its country or region of origin. While Sydney Gardens is not strictly an arboretum it nonetheless has some fine standard trees and many of their dates of planting have been recorded. To uphold this tradition, we propose that a selection of trees have labels that explain their name, origin and date of planting. For a few significant trees the label could include a brief explanation of their ecology and use, preferably with some fun details. The labels should be discrete and in a traditional style and written in text that is easily understood by all ages. Again, more details can be provided on the website.

7.2.20 Model ponies

We propose installing a set of three 3D ponies along the remaining section of the original ride, suitable for young children to 'ride'. The models should be robust and colourful, maybe in the style of fairground horses, and fixed robustly into the ground. Brief explanation about the ponies should be included in the lectern panel close by.

7.2.21 Participatory activities

Personal interpretation, in the form of guided walks and fun activities, is always considered to be the most effective for explaining heritage.

- Community activities, such as community arts, oral history projects, art projects creating temporary artworks for the Gardens.
- Inter-generational activities where people of all generations share their stories.
- Guided walks, on trees, bats, plants, bugs, history, archaeology, transport, etc.

7.3 Guiding principles for interpretive media

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

Cohesive – emphasising the close links between the history of the Gardens, its original creation, its development over time, its associations with notable people and cultural contexts, its landscape and layout, and its wildlife.

Layered – with a clear hierarchy from easily accessible introductions on websites, to more detailed interpretation and information on downloadable media. The on-site interpretation should be sparse, focusing on providing images of the Gardens and its features.

Attractively designed and evocatively written with minimal text on on-site, outdoor interpretation – to reflect the attractiveness of the Gardens, to be suitable for the Gardens many repeat visitors and overseas visitors, and to encourage a strong emotional response to visual images as well as an intellectual appreciation.

Developed to reflect local distinctiveness and skills – to reflect the Georgian designed landscape and the designed townscape which surrounds the Gardens.

Delivered by people as well as by media – wherever possible, interpretation should be delivered by people, in the form of guided walks, activities and events.



Temple of Minerva RKE

7.4 Summary of interpretive media and activities, with costs

Sydney Gardens Interpretation							
No	Project	Description	Theme	Yr 1	Yrs 2/3	Yrs 4/5	Budget allocation Ex VAT
7.2.1 Website			1 – 3				
	Develop website	Create easily accessible website, or website pages within the B&NES website, that explains Sydney Gardens and includes comprehensive events programme. 8 days development.					£3200
	Event management system	System to enable visitors to book onto events and sign up to volunteer activity. 5 days development for booking and payment system.					£2000
	Interactive map	Allows people to explore areas and activities in the Gardens. 4 days development					£1600
	Video	Embed vlogs and / or interviews with local people and videos made by volunteers and local specialist interest groups. 1 day training and travel					£600
	Google Analytics	Enables analysis of pages and levels of engagement and gathering of demographic data. Included as part of the web design.					£0
Sub-total							£7400
7.2.2 Social media			1 – 3				
	Create, update and optimise social media pages	Include best practice for Twitter, Facebook and Instagram profile pages. 1 day for development and 1 day training and travel for project staff.					£1000
Sub-total							£1000

Sydney Gardens Interpretation							
No	Project	Description	Theme	Yr 1	Yrs 2/3	Yrs 4/5	Budget allocation Ex VAT
7.2.3 Sprytar platform			1 – 3				
	Develop platform	Develop Sprytar platform. <i>NB We have called this company several times but have been unable to make contact to ascertain current approximate costs.</i>					£8000- £10,000
Sub-total							£10,000 max
7.2.4 Downloadable pdf sheets			1 – 3				
	Interpretative 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. 10 different individual map destination sheets, printed and downloadable Research, design, text and images design: 2 days per sheet, £7000 Print: £3000 <i>An alternative would be to produce a 'souvenir guide' similar to those produced by the Canal and River Trust for their key honeypot sites on the canal network, which are A2 folding to A5 with an annotated map on one side and 8 individual pages on the reverse. Same cost as above.</i>					£10,000
Sub-total							£10,000
7.2.5 Downloadable learning materials for schools			1 – 3				
	Downloadable learning pack for schools	Simple A4 sheets in the same format as the interpretive sheets above. Up to 10 individual					£7000

Sydney Gardens Interpretation							
No	Project	Description	Theme	Yr 1	Yrs 2/3	Yrs 4/5	Budget allocation Ex VAT
		learning sheets for Key Stage 1&2 pupils and youth groups. Download only. Research, design, text, images: 2 days per sheet £7000					
Sub-total							£7000
7.2.6 Welcome entrance lectern panels			1 – 3				
	Welcome panels at each of the 7 entrances and interpretive panels at railway and canal	Double lectern panels with 2 no. A1 lectern panels at each entrance point, plus sites at railway and canal, in a design to be agreed, manufactured in a robust and long-lasting material such as Duralite, EcoDura or PrimaDura, with metal frames. Production of bespoke map for use in all welcome panels: £600 Research, design, text and images: £600 per panel, 18 panels = £10,800 Production of panels: £350- £450 per panel, 18 panels, £6300 - £8100 max Frames/legs per double lectern: £600-£1600 each, depending on design, 9 frames: £5400 - £14,400 Installation, bolted to ground, per panel TBC.					£23,100 - £33,900
Sub-total							£33,900 max
7.2.7 Telltale Tiles			1 – 3				
	Cast metal tiles set into the ground	Cast metal tiles approximately 150mm square (or diameter) with relief symbol in 7 designs – horseshoe, merlin swing, loggia, canal boat, steam engine, quill pen, temple) Design £700 5 no. of 7 different tile designs at £482.50 per set, £3377.50 total					£4077

Sydney Gardens Interpretation							
No	Project	Description	Theme	Yr 1	Yrs 2/3	Yrs 4/5	Budget allocation Ex VAT
		Installation. TBC.					
Sub-total							£4077
7.2.8 Orientation compass			1 – 3				
	Orientation compass	Compass design set into the tarmac path. 4m width, cast bronze. Can be made in different ways, varied budgets. Concept, research and design: £1500 Etched in bronze as a number of tiles £10,000 Cast in bronze as circle and 4 triangular compass points £32,000 Installation and delivery: TBC					£11,400 - £32,200
Sub-total							£32,200 max
7.2.9 Timeline frieze mural and ceiling painting			1, 2				
	Timeline frieze and ceiling painting	Concept, research, illustrations and design £6000 Manufacture £5700 Installation £4500 £16,600					£16,600
Sub-total							£16,600
7.2.10 Georgian and Victorian characters coming through doors			1				
	Life size illustrations of Georgian and Victorian figures	Up to 5 individual figures produced as panels and installed on doors at the Loggia, the green garden gate and possibly also on gates to private gardens. Research, design and illustration £2200 Manufacture and delivery. £1300 each, £6500 for 5					£8300
Sub-total							£8300

Sydney Gardens Interpretation							
No	Project	Description	Theme	Yr 1	Yrs 2/3	Yrs 4/5	Budget allocation Ex VAT
7.2.11 Loggia arched murals – windows into the past			1, 2				
	Panels on inside walls of Loggia	2x A0 panels with curved tops, in the style of the existing windows in the Loggia and located on the inside walls either side of the entrance with illustrations of the scene from the Loggia in Georgian and Victorian times. Concept, illustration and design £2800 Manufacture £550 per panel, £1100 Delivery and installation £350 £4250					£4250
Sub-total							£4250
7.2.12 Toilet block mural			1				
	Timeline mural on outside of toilet block wall	3x panels to fit the recesses in the toilet block wall. Concept, research, illustrations and design £1800 Print and manufacture on suitable materials £3600 Installation £200 £5600					£5600
Sub-total							£5600
7.2.13 Transparent panel on Edwardian Gent's loo			1				
	Transparent panel on Edwardian gents' and ladies' doors	2x life size panels printed on polycarbonate or similar, with illustration of Edwardian gent on one and Edwardian lady on other emerging from the toilet. Research, concept, illustration and design £1400 Print and manufacture on 10mm polycarbonate or similar £1575 Installation £200 £3175					£3175

Sydney Gardens Interpretation							
No	Project	Description	Theme	Yr 1	Yrs 2/3	Yrs 4/5	Budget allocation Ex VAT
Sub-total							£3175
7.2.14 Eyes to the sky convex mirrors			3				
	Convex mirrors to view the woodland canopy	5x 30cm convex mirrors mounted on timber posts for vertical view through branches, located into steel slots set into the ground in appropriate locations. The mirrors will be installed just for individual events. 5x 30cm convex mirrors (traffic mirrors) at £30 per mirror = £150 5x 100mm x 100mm x 1m oak posts £75 5x 100mm x 100mm galvanised steel post holes £85 each, £425 Delivery and installation £200 £850					£850
Sub-total							£850
7.2.15 Sneak a peak			3				
	MagPosts to view small items in the Gardens	Locate 5x MagPosts in steel slots set into the ground in locations around the Gardens. The posts will be installed only for special events. Supplied by Caledonia Plan https://www.caledoniaplay.com/product/magpost-large/ 5x MagPosts at £160 per post = £800 5x 100mm x 100mm galvanised steel post holes £85 Installation £100 £985					£985
Sub-total							£985
7.2.16 Locate the locals			3				

Sydney Gardens Interpretation							
No	Project	Description	Theme	Yr 1	Yrs 2/3	Yrs 4/5	Budget allocation Ex VAT
	Illustrations of wildlife in the Gardens	Up to 10 deep etched mini plaques with illustrations of animals found in the gardens, including fox, squirrel, pipistrelle bat, butterfly (sp?), great spotted woodpecker, nuthatch, etc. 10x 150mm x 150mm plaques etched in metal installed on posts, for temporary placement at events in the Gardens Artwork £1050 3D Lasertec £2625 10 x 100mm x 100mm x 1m oak posts £150 £3825					£3825
Sub-total							£3825
7.2.17 Tree lights			1, 3				
	Set of lights directed vertically through tree branches	Set of LED lights directed vertically through tree branches and installed for special events. 1x set of 10no. tree lights, 10w (1000 lumens) with spike is £66 each, £660 for 10					£660
Sub-total							£660
7.2.18 Labyrinth			1				
	Interpretation of labyrinth	Interpretation of the labyrinth would be included in the welcome panel double lectern unit installed at the entrance to the Gardens from Sydney Road. Cost included in welcome panels above.					£00
Sub-total							£00
7.2.19 Tree labels			3				
	Tree labels for notable trees	Small panels attached to trees or to metal posts located next to each tree.					£750

Sydney Gardens Interpretation							
No	Project	Description	Theme	Yr 1	Yrs 2/3	Yrs 4/5	Budget allocation Ex VAT
		Concept, text and design £xx 20 x 150mm x 150mm panels in Nova Dura £450 20x Galvanised steel posts £200 Installation £100					
Sub-total							£750
7.2.20 Model ponies			1				
	Fairground style ponies	3x fairground-style ponies securely fixed, H&S compliant, located in area of former horse ride to the right after entrance from Sydney Place. 3x model ponies suitable for children to use, carved in timber or cast in metal, bespoke design by interpretive sculptor. Concept, design, fee, delivery. £12,500 Installation TBC					£12,500
Sub-total							£12,500
7.2.21 Participatory events activities			1 – 3				
	Range of participatory events and activities for the community	A selection of events and activities for communities, including guided walks, community arts events, oral history projects, inter-generational activities, etc Coats already included in the Activity Plan					£00
Sub-total							£00
Project management							
	Project management	Project management to oversee implementation 20 days @£375 per day £7500					£7500

Sydney Gardens Interpretation							
No	Project	Description	Theme	Yr 1	Yrs 2/3	Yrs 4/5	Budget allocation Ex VAT
Sub-total							£7500
Total Interpretation budget ex VAT							£136,972 – £170,572

8 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 5 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.

8.1 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 Parks for People Project 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.

8.2 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 Gardens, 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.

8.3 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 Parks for People Project 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 Bath and North East Somerset 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

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