

# Using interpretation to showcase the story of your church

Monday 7 December 2020



**Discover  
Churches**  
Herefordshire & Shropshire

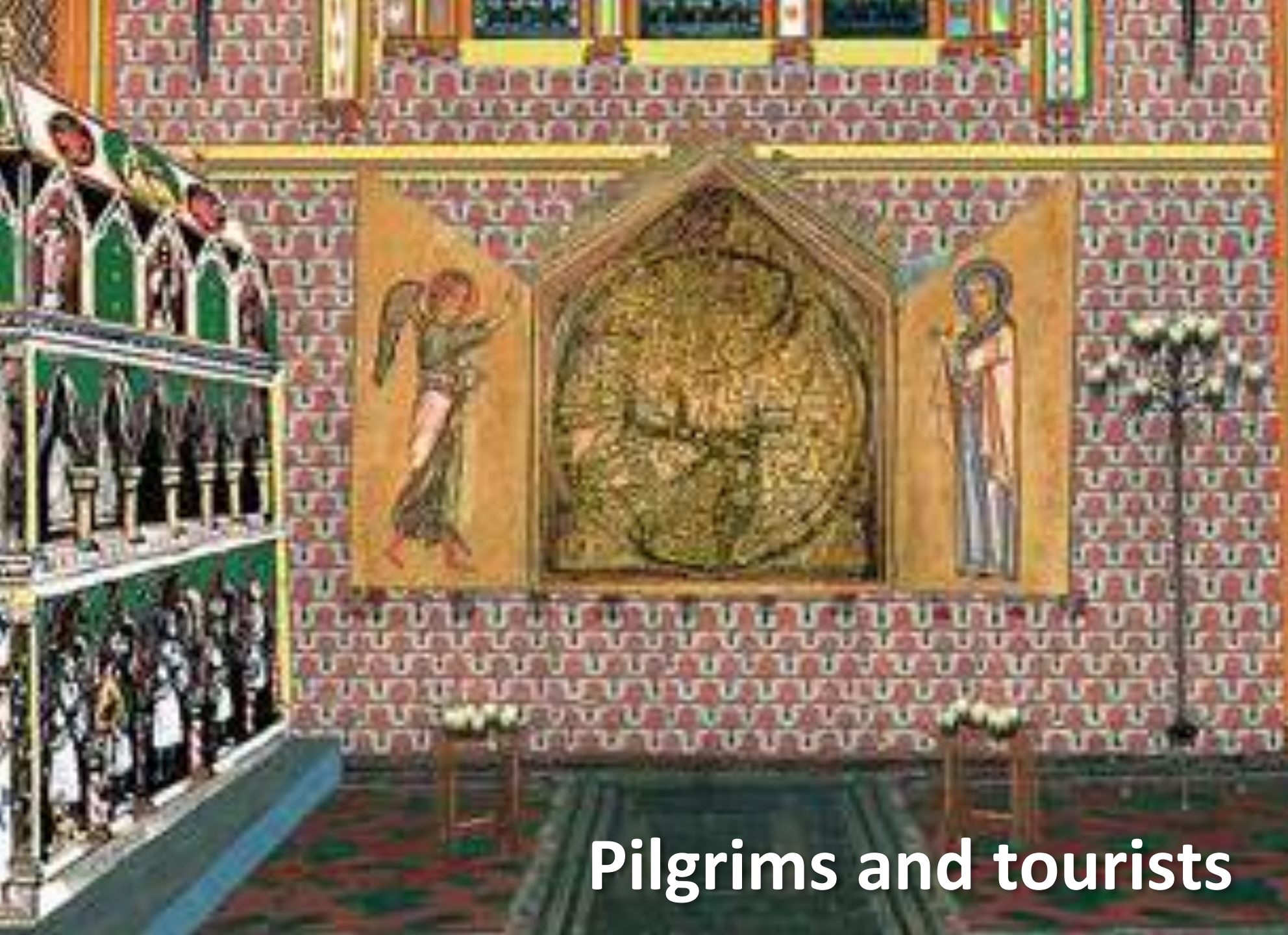
**Communications & Marketing 2**

## **Menti activity**

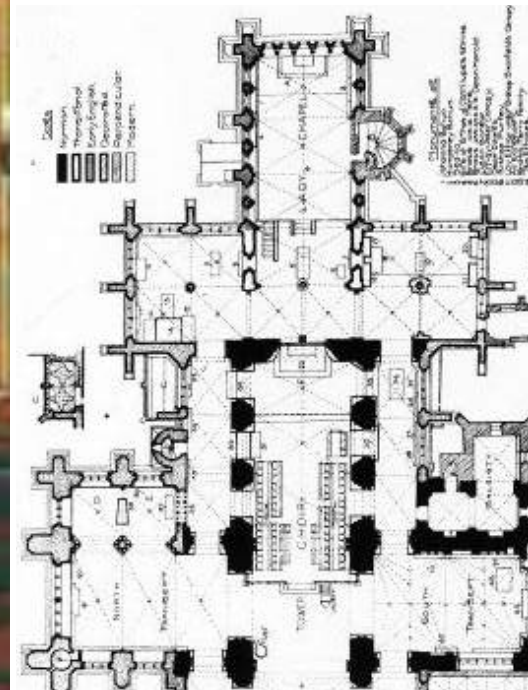
Do you believe Heritage Interpretation is at odds with your church environment?

If yes, please give your reasons





Pilgrims and tourists





# Heritage Interpretation

All heritage sites need interpretation.

Even an expert architect needs local information in order to interpret a building in the right way.

Heritage sites use many different interpretation methods to help visitors interact with their site.

“If people understand their building, they will value it; by valuing it, they will want to look after it; in caring for it, they will help others enjoy it. From enjoyment of the historic environment comes a greater thirst to understand it and the circle begins again.”

*Dr Simon Thurley*

# Faith Interpretation

“Making faith sites open, accessible and ensuring a meaningful visit has challenges, though many congregations are responding with increasing professionalism. *Building Faith in our Future, The Church of England*

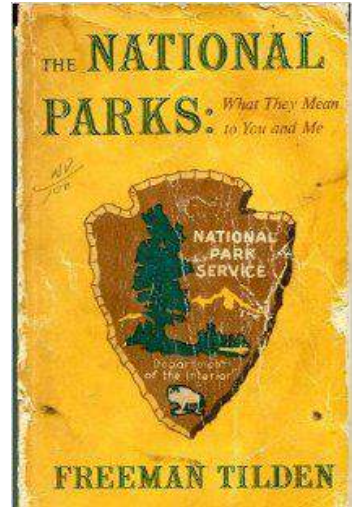
“If possible your church should be open during the day. The presence of legitimate visitors will help deter those with criminal intent.” *Ecclesiastical Insurance Group*

“The parish churches of England are some of the most sparkling jewels in the precious crown that is our historic environment.” *Dr Simon Thurley*

# Freeman Tilden - Principles of Interpretation 1957

*Interpreting Our Heritage, 1957*

- Interpretation that does not **relate** what is being displayed to something within the personality/experience of the visitor, will be sterile.
- 'Information' is not Interpretation. Interpretation is **revelation** based upon information, they are entirely different things.
- Interpretation is an **art** (combining many arts), whether the materials presented are scientific, historical or architectural. Art is in some degree, teachable.
- The chief aim of Interpretation is not instruction, but **provocation**.
- Interpretation should aim to **present a whole** rather than a part, and must address itself to the whole [person] rather than any phase.
- Interpretation addressed to children **should not be a dilution** of the presentation to adults, but should follow a fundamentally **different approach**. To be at its best it will require a separate program.



*Tilden's principles remain highly relevant to interpreters across the world. In 2002 Larry Beck and Ted Cable published "Interpretation for the 21st Century - Fifteen Guiding Principles for Interpreting Nature and Culture", which elaborated upon Tilden's original*

2020

## Seven working principles for interpretation / The National Trust

- Are you creating the right first impression?
- Does the spirit shine through?
- Does the visit appeal on different levels?  
Invite action / Catch the eye / Make a connection / Explain the detail
- Does every detail count?
- Can the place speak for itself?
- Are there reasons to return?
- Are we stretching and surprising people?

Colour schemes, smells, what's on the menu. The style of signage, leaflets, activities, passing conversations. The position of things, parking, paths, benches, even bins. Every detail adds up to tell a property's story.

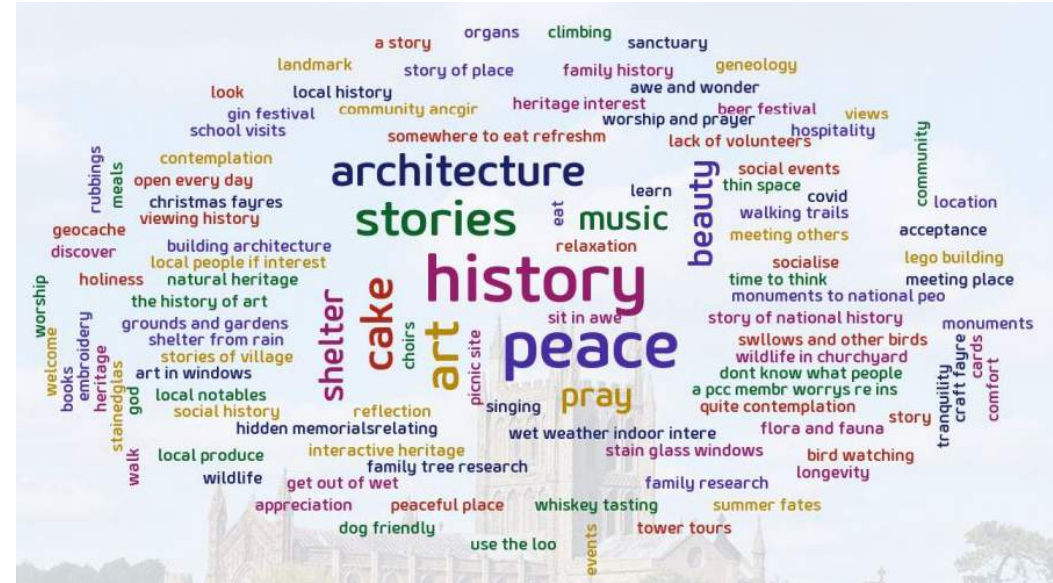
So we all play a part in interpretation.

Reveal, relate, provoke, holistic, inclusive

# Know your visitors

Who they are, their likes and dislikes,  
their reasons for visiting

- Local members of the community, family and friends
- Casual visitors looking for a quiet place
- Specialist groups or individual visitors (*church crawlers*)
- People carrying out research, looking for something specific (*researching family history*)
- People attending a special service or event (*life events*)
- Walkers and cyclists (*pilgrimage*)
- School, college & university groups
- Visitors with environmental interests (*churchyard*)
- 'Tourists'; staying locally, traveling from other parts of the country or overseas?





# Interpretive panels and text labels

## Text labels

Text labels near objects are the backbone of interpretation. They give background, and specific or contextual information



- What it is
- Where, when and by whom it was made
- The materials and techniques used to make it
- Any inscriptions on it

V&A 'Gravestone Information'

## pros and cons

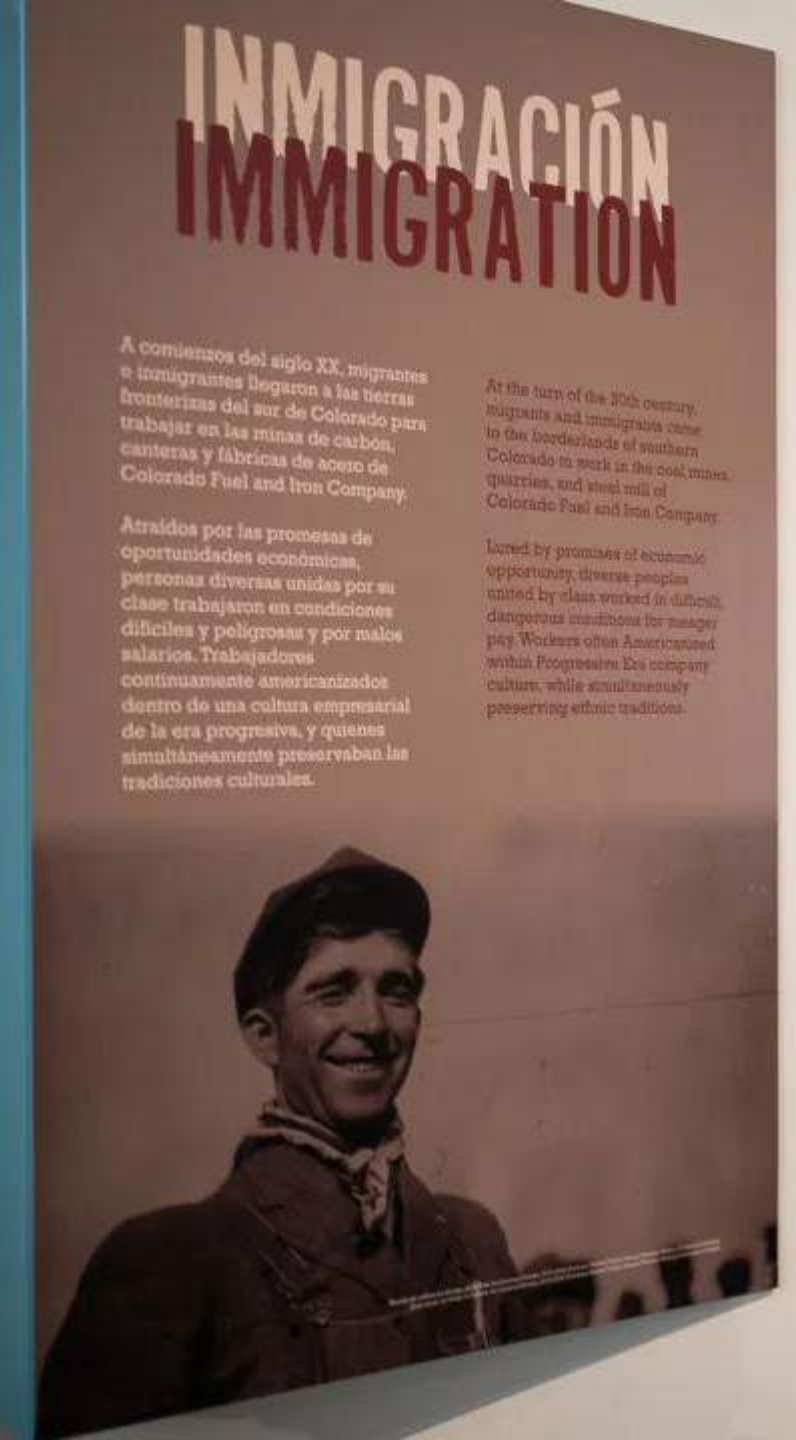
Readability... who for? Reading age? English as first language?

Writing for VI? Lighting, clarity?

**Types of label: Factual / personal / creative / what are the stories it can help to tell?**







## Writing Text Panels

Most interpretive script should resemble the way we speak rather than the way we write.

## Streakers, Strollers & Studiers

Research into visitor behaviour has distinguished three types of visitors, based on how long they spend reading text in interpretive displays. To cater for all three types of users give your text panels a clear hierarchy of text:

1. Single line, attention grabbing title (streaker)
2. No more than 50 words summary (stroller)
3. No more than 250 words script (studier)

## Keep It Short

Before you start scripting your panel set an ambitious word limit: **the shorter, the better** (250 words including titles and summaries).

If it needs to be longer a graphic panel is not the right medium to use. Keep it clear and to the point, and use simple and short sentence structures.

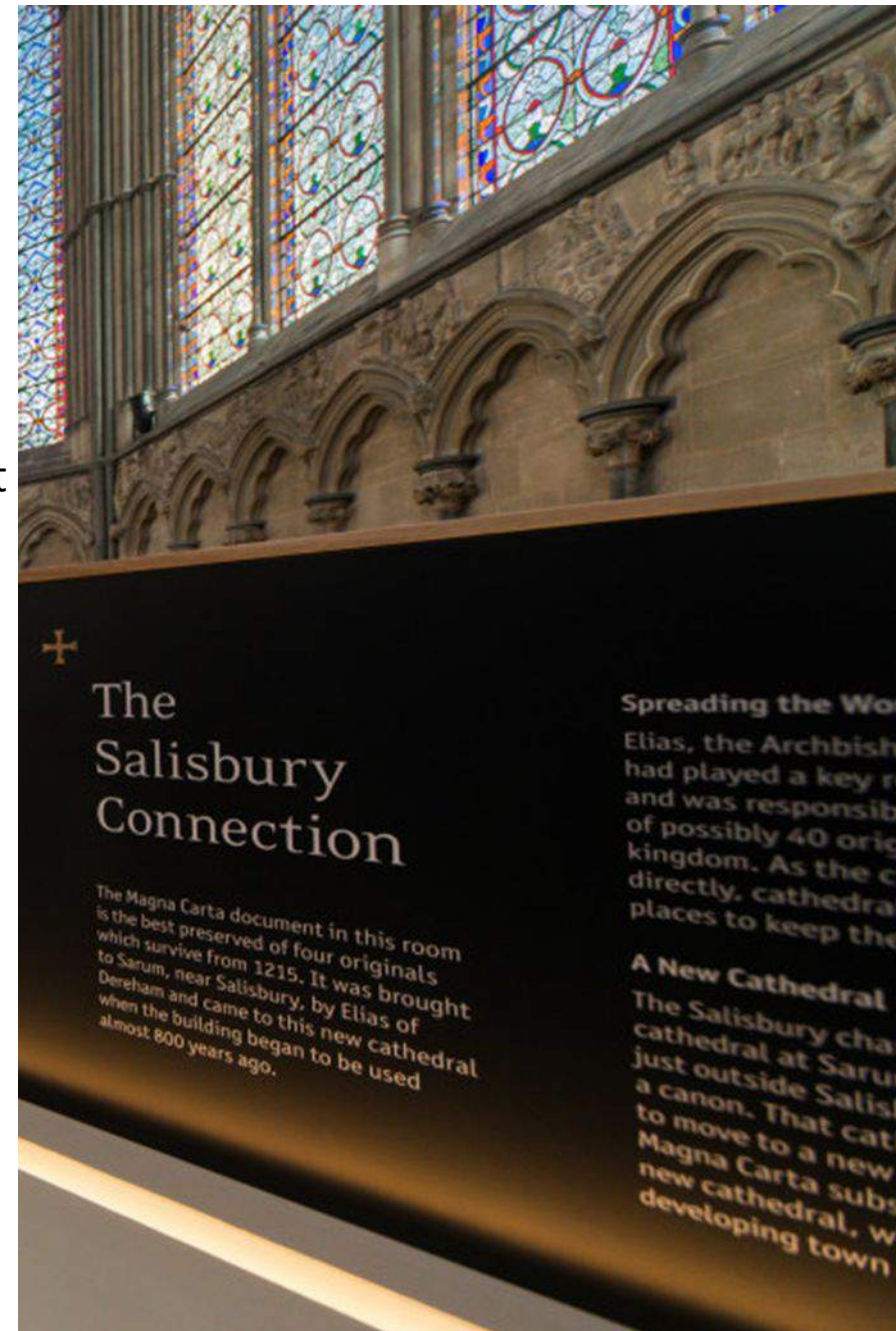
## Grab that headline

Every panel should have a clearly identifiable title.

This is the first thing a visitor will see and it must achieve two objectives:

- Grab people's attention
- Give a flavour of what the panel is about

Think “newspaper headline” rather than “essay title”.



# Accessibility

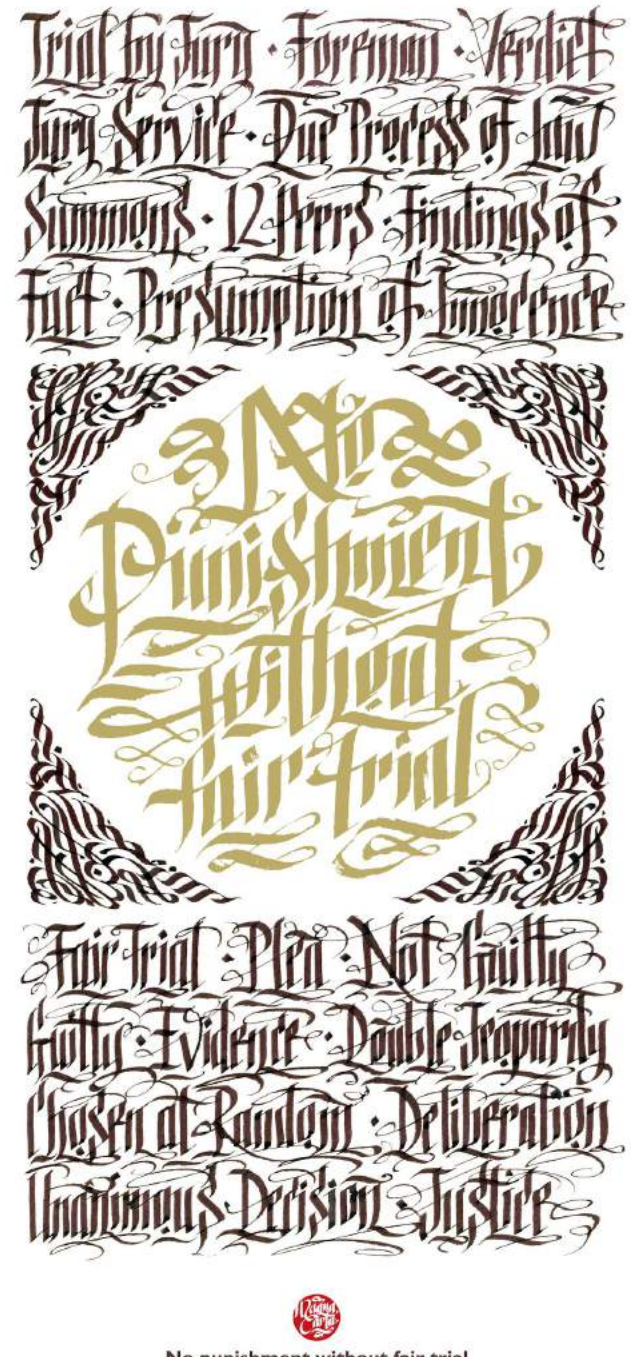
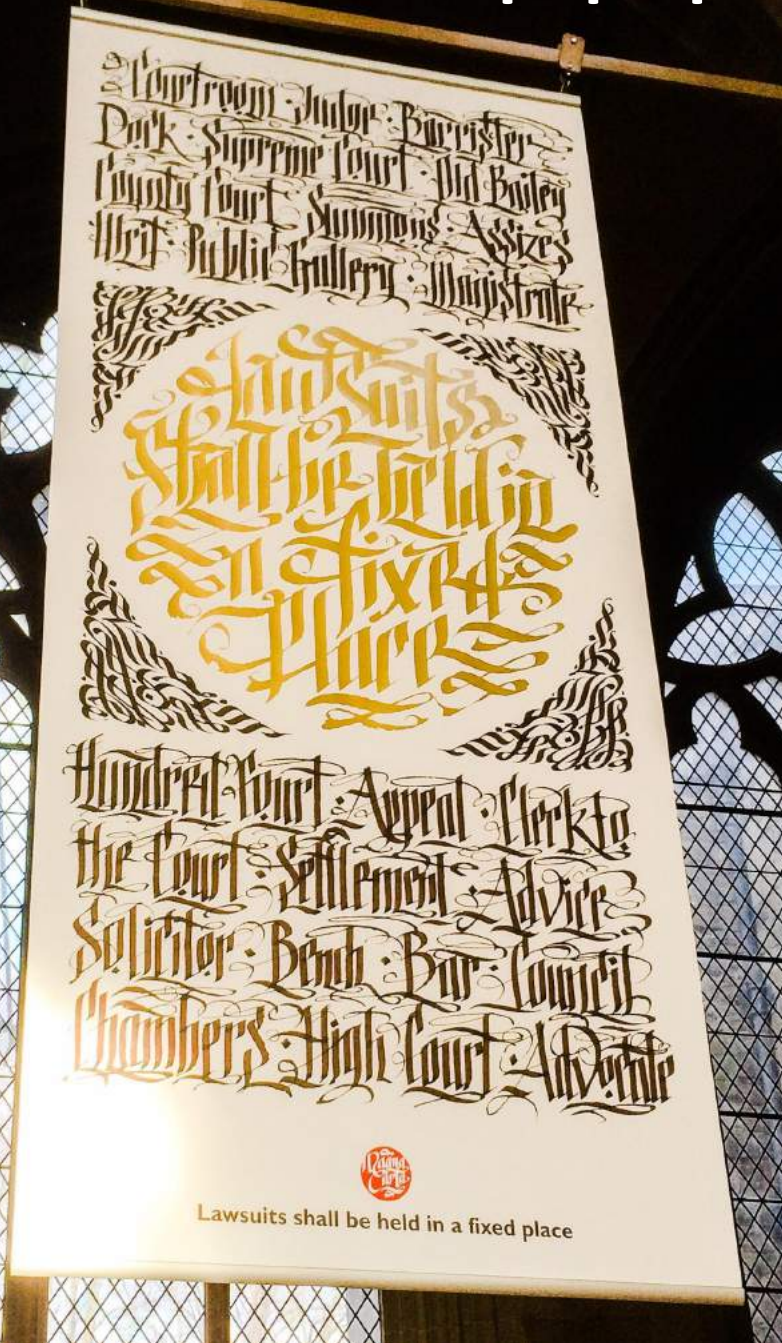
- Accessibility is a legal responsibility (Disability Discrimination Act)
- Accessible interpretation benefits everyone, not just those visitors with alternative needs
- The best way to ensure your interpretation is accessible is to work with people who have experience of special access needs.
- Access is very personal and individual, what suits one person, might not suit the next.

## Graphic style:

Avoid complicated fonts / Use “sans serif” / Make the size of the text as big as possible / Do not capitalise titles / Avoid italics or underlining of text / Emphasise with a larger font or emboldened / Align text to the left / Allow for visual breaks in the text with paragraphs and line-spacing / Use high contrast background and text colours / Make sure the background is not over complicated.



# Banners and pop ups





# Internal notices





# External notices and signage



- Signage audit





# Staying 'on brand'

## And also don't miss...

All these events are free and open to the public.

**15 October – 18 December**  
**Christmas Cards for Good Causes**  
 Monday – Saturday, 10am – 4pm  
 Browse a selection of gifts, wrappings and cards, supporting UK charities.

**28 November – 23 December**  
**Christmas Tree Festival**  
 Daily, 8am – 4pm

**16 December**  
**Children's Festive Craft Workshop**  
 1 – 3pm  
 For more details go to:  
[westherefordteam.org.uk/allsaints](http://westherefordteam.org.uk/allsaints)

**Throughout December**  
**Hereford Schools' Carols**  
 Pop into the café in December and you are likely to find one of many delightful local school concerts of carols and Christmas music.

All Saints Church and Café  
 High Street, Hereford, HR4 9AA.

For more information on Christmas and Advent service times go to:  
[westherefordteam.org.uk](http://westherefordteam.org.uk)  
 or phone 01432 370414

For more information on café events and dinners go to:  
[cafeatallsaints.co.uk](http://cafeatallsaints.co.uk) or email  
[manager@cafeatallsaints.co.uk](mailto:manager@cafeatallsaints.co.uk)  
 or phone 01432 370415



## Advent and Christmas in Hereford at All Saints Church and Café

Christmas is the perfect time to visit All Saints with a host of seasonal events, carol concerts, special services and festive feasting

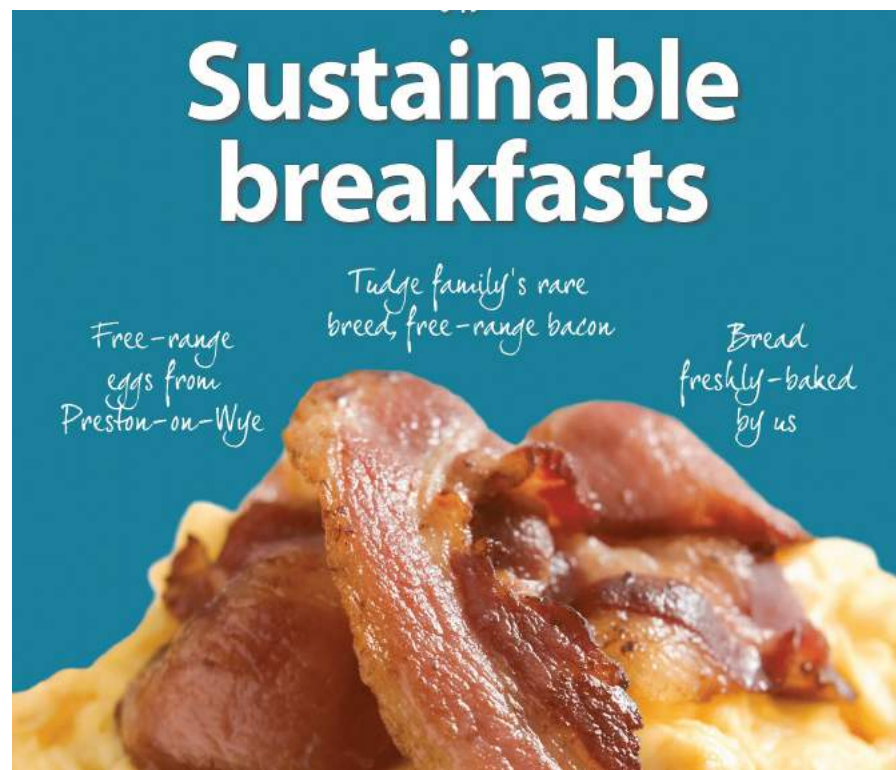
**Wednesday Suppers and December Dinners**  
 – dates inside!

THREE CHOIRS FESTIVAL



Pre-concert suppers and late-night music

Breakfast, lunch and beautiful coffee



Free-range eggs from Preston-on-Wye

Tudge family's rare breed, free-range bacon

Bread freshly-baked by us



Breakfast Lunch Beautiful coffee



[cafeatallsaints.co.uk](http://cafeatallsaints.co.uk)



## All Saints Church and Café Hereford

Explore 700 years of history plus the very best home-cooked Herefordshire produce in the heart of the city.

As featured in  
*The Guardian's*  
*Britain's Best Eats*  
 and BBC's  
*A Vicar's Life*

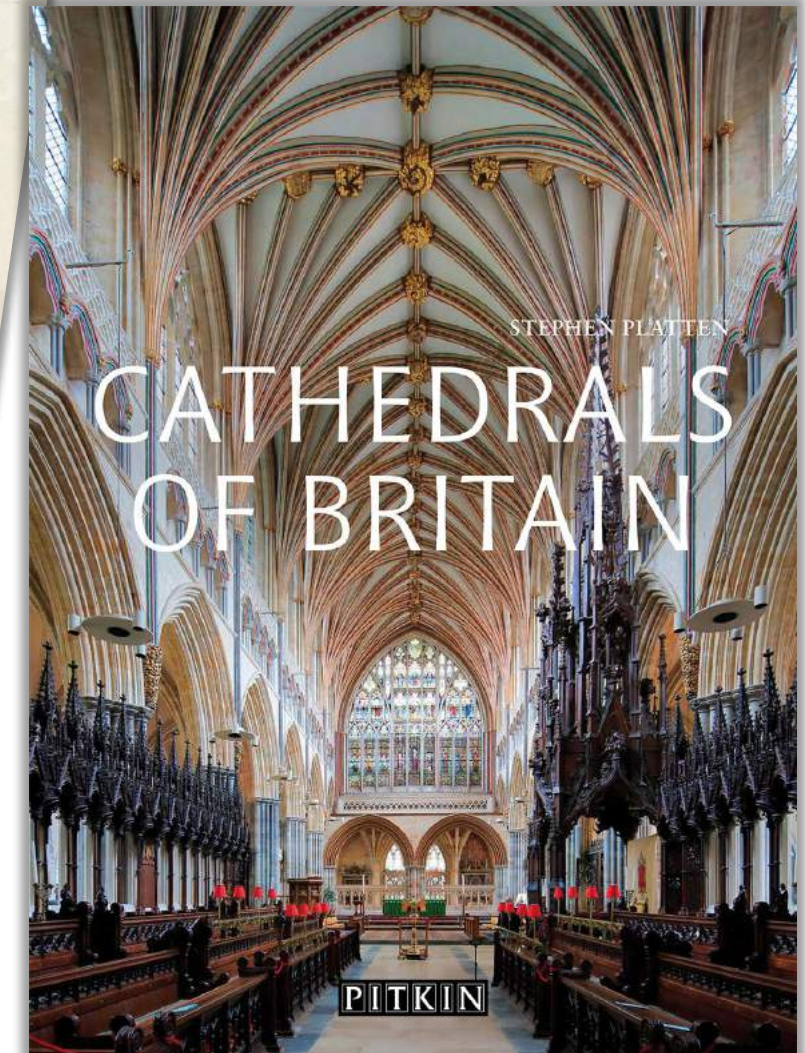


**Discover Churches**  
 Herefordshire & Shropshire



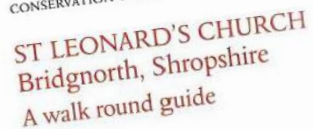
## Other printed material

- Guidebooks
- Leaflets
- Floor plans





## Know your audience



1907, contains a request Curzon of (1859–1905) and his wife Mary, (1859–1907). The windows, c.1910 by the artist named Mary, were painted in the same. The memorial itself, designed by the architect and Lady Curzon, is in the shape of a black base, while the floor is made of stone from the Urals, chosen by the Countess of White tomb.

ing of Peace,  
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tions of the  
(1580-1642)

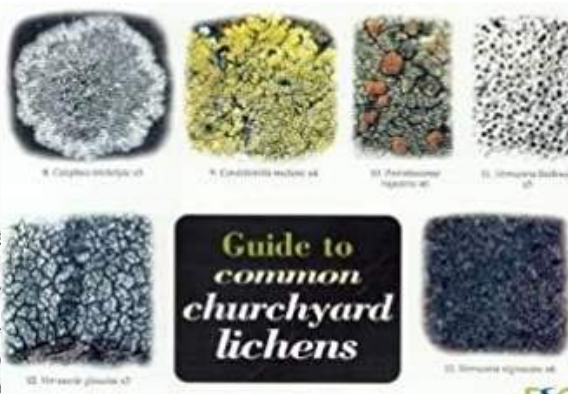
another panel by the same artist in the chancel showing the Scourging of Christ.

4 **Memorial** of 1737 to Sir Nathaniel Curzon, 2nd Baronet (d.1718) and his wife Sarah (d.1727), daughter of William Penn of Penn, Buckinghamshire, by the noted sculptor Peter Scheemakers of Antwerp. They are seated on either side of a funerary urn.

**5 North window** showing St Chad, St Thomas à Becket, St Nicholas, St Catherine, St Mary and St Margaret; by James Powell, 1912. All Saints' church was originally dedicated to St Margaret.

**5 Memorial** to Sir Nathaniel Curzon, 4th Baronet (d.1758) and his wife Mary, designed by Robert Adam and sculpted by J M Rysbrack another noted craftsman from Antwerp. Their two sons and a child who died in infancy are also shown.

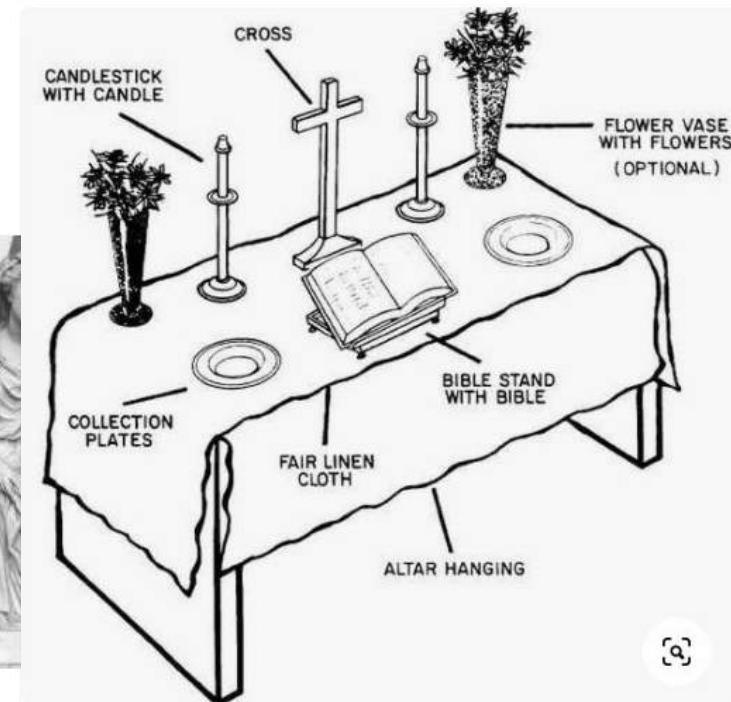
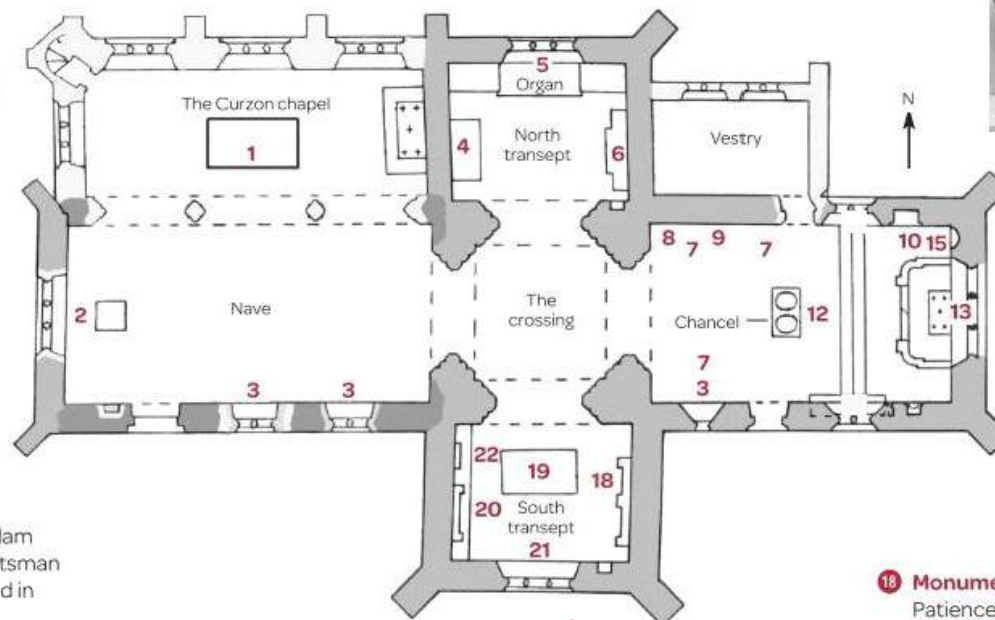
7 Three **oak box pews**, used by members of the Curzon



8 **Memorial** to Alfred Nathaniel Scarsdale (d.1916), rector of George Curzon, Viceroy of India

**9 Memorial** to Blanche Curzor 4th Baron and mother of George by H H Armstead. This contains a fluorspar found only in this

**10 Alabaster ledger-slab** in memory of William Curzon (d.1547).



**15 Memorials** to Sir Nathaniel Curzon, 1st Baron Scarsdale (d.1804) and his son, Lord Curzon of Kedleston (d.1925). **ALTAR** by George Savelle (d.1812).

The altar is the heart of the church. It usually stands at the east end of the chancel or presbytery, in an area known as the sanctuary.

15 The altar has two principal symbolic meanings. First, it is a sacrificial altar. Christian writers saw Jesus as a sacrificed lamb in his crucifixion. The altar remembers and repeats that sacrifice. Second, it is a table for a communal meal, remembering and repeating the last supper. The altar is frequently marked by five crosses, referring to the five wounds of Christ.

**18 Monument** of 1664 to Sir John Curzon and his wife Patience, with their four sons and three daughters shown underneath.

## Self guided tours / Floor plans



AT EACH OF THE 13 ROUTE LOCATIONS, DISCOVER:



#### PLACE AND HISTORY

Windows into the medieval past



#### WALKING ROUTE

With map, guide and information



#### THE HANGED MAN'S JOURNEY

The strange tale of William Cragh



#### ST THOMAS AND MEDIEVAL BELIEF

Colourful stories of Hereford's medieval saint



#### LISTEN AND WATCH

Music from Hereford Cathedral, medieval soundscapes, video, and more



#### SPIRITUAL REFLECTION

Inspiration for visitors of all faiths and none



#### KIDS

Fun activities for children and families



#### NATURAL WORLD

The landscapes and wildlife around you



#### EXCURSIONS

Great places to visit nearby

Solve a puzzle to collect your virtual badge for each location!



EXPLORE INTERACTIVE, MULTIMEDIA CONTENT ON YOUR PHONE, TABLET OR PC



Follow your own medieval quest.



### Virtual Church Tour

Uncover secret stories and hidden places.



Church Tour:  
Front Doors



saint mary's press

18/05/2018

## DISCOVER MEDIEVAL ELY CATHEDRAL

### Queen's House & wooden bridge

The Queen's Hall was built as guest accommodation and a hall on this site has been known by this royal name since the thirteenth century. Queen Philippa of Hainault (1314-1369) stayed here when she came to visit her close friend, Prior Crauden.

The present hall was built in the mid-fourteenth century and is an early example of brick building in Ely.

The wooden bridge once at first floor level, which connected the Hall to the Prior's House, has gone, but you can still see the bricked-up outline of the door leading to it in the corner of the Hall wall.

Read more >>



Return to overview

27 of 28



Explore the Gallery

The Infirmary	The Great Barn	The Chapter House	Queen's House & wooden bridge	Vineyard & Cherry Hill	The Octagon	The Lady Chapel	The Cloister
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3D TOURS BY APOLLO3D SERVICES INDUSTRIES USING YOUR 3D ABOUT LATEST WORK CONTACT US

## COVID-19 UPDATE

Apollo3D are open and ready to help your business through these challenging times. Following government guidance and implementing our own plan, we are still in a position to 3D capture and promote your venue – making sure you are more than prepared for when the doors open again.

\*\* ASK ABOUT OUR DELAYED PAYMENT SERVICE \*\*

## 3D VIRTUAL TOURS

It's what we do.



# New technology and virtual tours





## ONLINE EXHIBIT

## Glories in Gold &amp; Glass

St. Paul's Cathedral



## ONLINE EXHIBIT

## Designing St Paul's Cathedral

St. Paul's Cathedral



## ONLINE EXHIBIT

## St Paul's Watch

St. Paul's Cathedral

# Online exhibitions

**St PAUL'S**  
CATHEDRAL

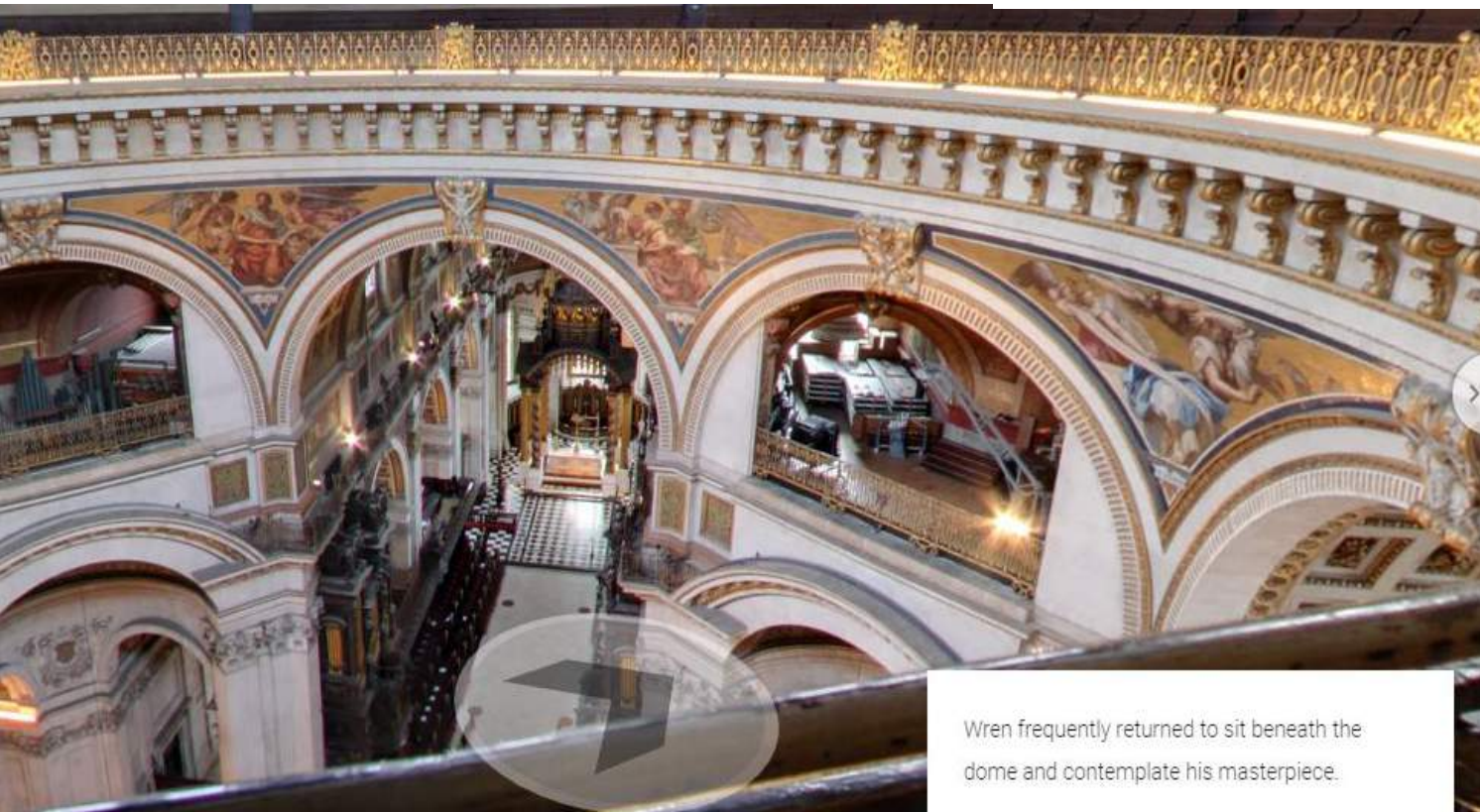
St. Paul's Cathedral

London, United Kingdom



<https://artsandculture.google.com/partner/st-paul-s-cathedral>

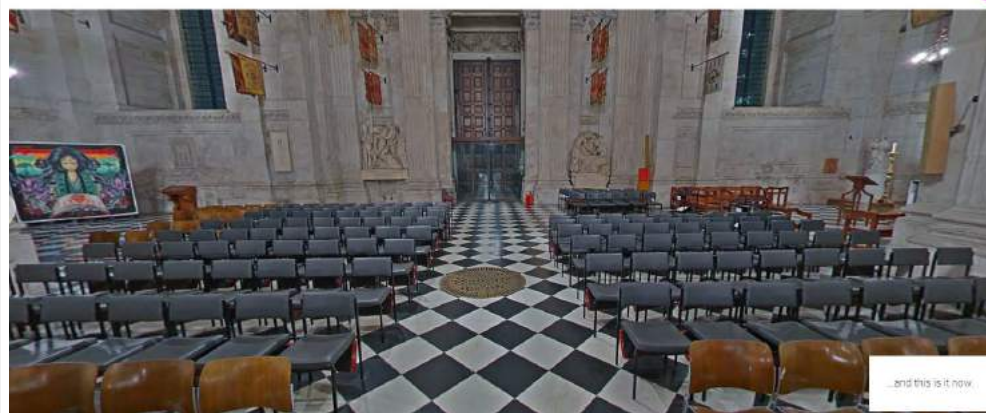
St Paul's Cathedral is the Anglican cathedral for London, a religious centre and an architectural gem. It is here, beneath the magnificent dome designed by Christopher Wren, that people and events of special importance to the country are celebrated, mourned and commemorated. There has been a place of Christian worship on the site since 604 AD. The present St Paul's...

[Read more](#)

Wren frequently returned to sit beneath the dome and contemplate his masterpiece.

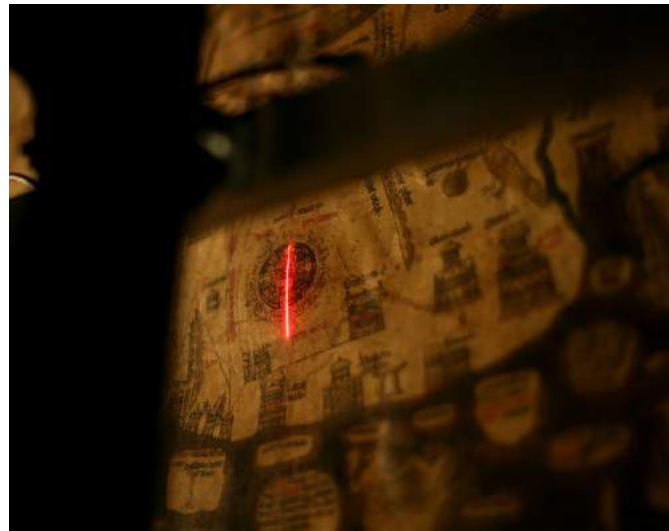


This is the interior then...



...and this is it now.









Tactile exhibits



# Guided tours

*Duration: 60–90 minutes*

- Architectural interests
- Art in the cathedral
- Current conservation projects
- Herefordshire / Shropshire musical tradition
- Magna Carta in the Marches
- Pilgrimage today
- Saints and Sinners
- Stained Glass
- Schools and Educational tours





# Living history interpretation and costumed events





# Delivering live interpretation

- **Scripted** – a piece is researched, scripted and learned line for line. With background information, the interpreter can answer questions after the presentation.
- **Researched free flow** – the interpreter researches the subject well, and then, in character, presents to the audience.
- **Improvisation** - the interpreter is armed with information and improvises a piece based on what they feel the audiences needs are
- **Living history** - the interpreter sets about day to day tasks from a relevant period of history. They can either 'ignore' the public, or interact with them in character
- **Tours in character** – a tour in costume and as a character that is relevant, giving valuable insights into the building and its use



Saint Mary's Church Craswall, Herefordshire

333 views • Feb 12, 2017

LIKE DISLIKE SHARE SAVE ...



Mr H's Hot Pot  
6.76K subscribers

SUBSCRIBE

# User generated content

- You Tube Channels
- Events, services, lectures or recitals

*pre-Covid*



Belmont Abbey Herefordshire HD Drone Footage



Virtual Tour of Holy Trinity Church in Guildford



# ***Covid and beyond...***

- Zoom
- Skype
- MS Teams
- Digital worship
- Podcasts
- Soundcloud
- You Tube
- ***Events, services, lectures or recitals***

[Apple Podcasts](#) | [AudioBoom](#) | [CastBox](#) | [Deezer](#)  
[Google Podcasts](#) | [iHeart](#) | [Listen Notes](#)  
[Podchaser](#) | [RadioPublic](#) | [RSS](#) | [Spotify](#)  
[Stitcher](#) | [TuneIn](#)





# Images

- Smartphones

*'Taking good digital photographs'*

*Composition / Creativity / Safeguarding*

- Photographs posted on social media  
*Make contact*
- Photographs taken at your events
- Friendly local photographers
- Photographic clubs or competitions
- Projects with schools / young people
- Archival photographs and plans
- Paintings, drawings and creative UGC





# Evaluation

- **Front-end** - identify your target audience and consider what they will need.
- **Formative** – evaluate the facility in development. You can still make changes before you have committed all your resources.
- **Summative** – checking against the initial plans, find out whether it actually worked.

Visitor numbers / income generation / data capture

Visitor comments / volunteer feedback / Questionnaires / feedback forms

Qualitative / quantitative

Lessons learned / Celebrate!



# Interpretation activity

*(revisit storytelling activity)*

***One of the following, or a better story from someone in your group***

- 1) A humble and relatively inaccessible 12<sup>th</sup> century church is currently in a poor state of repair, do you think it would be worth a visit...?
- 2) During a recent spell of dreadful weather, a tree has fallen in the village. A local craftsperson is using the wood to make something for the church...
- 3) Our churchyard has a large number of very old apple trees. Each autumn, members of the community make baked goods using the fruit.
- 4) On Easter day in 1786, the central tower of this riverside church collapsed, though you wouldn't have any idea looking at it today...



# Interpretation activity

- Who is my story intended for? *Single or multiple audiences, children?*
- What is the purpose of telling my story? *Refer back to the Theme / story behind the story of workshop 1*
- What do I want viewers to do as a result of hearing my story?
- What interpretation methods would be most suitable to tell my story?
- What images would help to tell my story?
- How might 'the senses' be used to help tell my story?
- How can I measure the impact of my story? *Evaluation: Front end / Formative / Summative*

# Interpreting our church stories

ACTIVITY

My story						
Key message						
Who is my story intended for?	What is the purpose of telling my story?	What do I want viewers to do as a result of hearing my story?	What interpretation methods would be most suitable to tell my story?	What images would help to tell my story?	How might 'the senses' be used to help tell my story?	How can I measure the impact of my story?



## **National Churches Trust: Interpreting your Building**

<https://www.nationalchurchestrust.org/working-what-you-have-things-do-now/interpreting-your-building>

## **Displays and Interpretation: Diocese of Chester**

<https://www.chester.anglican.org/mission/mission-pages/displays-interpretation-4968.php>

## **Writing a visitor booklet: The National Trust**

[https://intoorg.org/wp-content/uploads/2015/09/seven\\_working\\_principles\\_of\\_interpretation\\_booklet.pdf](https://intoorg.org/wp-content/uploads/2015/09/seven_working_principles_of_interpretation_booklet.pdf)

## **Writing Text Labels: V7A Blog**

[https://www.vam.ac.uk/blog/creating-new-europe-1600-1800-galleries/labels-gallery-text?gclid=Cj0KCQiAkuP9BRCKARIsAKGLE8V9FCWY9BNDmJDy5Y3597ujX5Kja8b4Qro3JCLat7O4wq8L69R\\_dIUaApJjEALw\\_wcB](https://www.vam.ac.uk/blog/creating-new-europe-1600-1800-galleries/labels-gallery-text?gclid=Cj0KCQiAkuP9BRCKARIsAKGLE8V9FCWY9BNDmJDy5Y3597ujX5Kja8b4Qro3JCLat7O4wq8L69R_dIUaApJjEALw_wcB)

## **MLA Top Tips for Interpretation**

<https://www.museumdevelopmentyorkshire.org.uk/wp-content/uploads/2017/12/10-Top-Tips-for-Interpretation-2011.pdf>

## **Google Arts and Culture: St Pauls Cathedral**

<https://artsandculture.google.com/partner/st-paul-s-cathedral>