



Why did the Conwy County Borough Council develop this interpretive centre? (How does it help to serve its mission, goals and objectives?)

The objectives of the Great Orme Country Park are to:

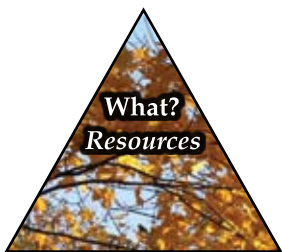
1. Conserve the scenic beauty, relative remoteness and wildness, and the natural flora and fauna
2. Create opportunities for people to enjoy and appreciate its qualities without compromising the conservation objectives
3. Manage the Park so as to meet most effectively the conservation and recreation objectives by designating a Local Nature Reserve with the Country Park

The main purpose of the visitor centre is to “interpret the Great Orme’s history and wildlife and explain why management of the headland is so important.”



Who are the visitors and what are they seeking?

The headland is a renowned tourist attraction receiving over 600,000 visitors per annum who primarily come to enjoy the natural qualities of the site, in particular the exceptional coastal scenery. In addition, about 70 school groups visit the site each year which are provided with a full day of activities and a variety of experiences of the Great Orme.

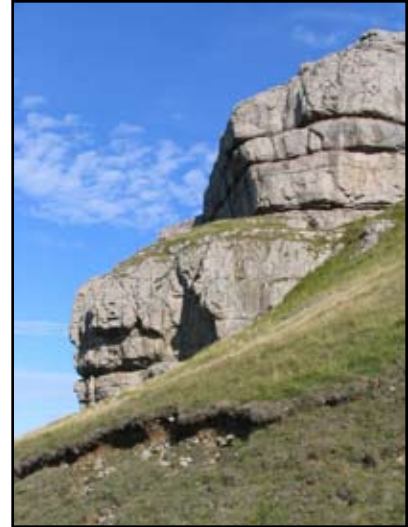


What are the tangible resources of Great Orme?

- Great Orme Country Park with rare or threatened dry heath/ dry grasslands/shrublands on calcareous substrates on which are found wild Kashmir goats, rare flowers, two unique species of butterfly, sixth century St. Tudlos’s church, iron-age fort, stone-age remains, WWII emplacements, all on a Carboniferous limestone headland with cliffs harboring seabird colonies
- Summit Complex with amusements, shops, Victorian picture house, and a bar dedicated to boxer Randolph Turpin
- Great Orme Tramway built in 1902-03, Victoria Station at base, halfway station with historic exhibits, top station with visitor centre
- Great Orme Copper Mines , a 4,000 year old bronze age mine

Answer this question after experiencing the site:

What are some of the key meanings and universal concepts associated with these resources?



How, When, Where are the tangible resources and their intangible meanings interpreted?

- The Visitor Centre was opened in 1983 and contains interactive exhibits and an introductory film on the history, wildlife and management of the Great Orme
- A visitor operated camera links to seabird colonies on the cliffs
- Two interpretive trails use booklets and ten panels to interpret nature and history
- An interpretive panel located at a gunsite interprets wartime buildings
- Personal services are offered through a year round programme of guided walks, talks, children's events, and other activities.

With one other program participant, experience the Visitor Centre and outdoor media as a visitor would. After you have experienced the interpretive media to your satisfaction, with your partner, jot down responses to the following:

Evaluating the Visitor Centre

Comfort and Accessibility:

Do you feel welcome? Comfortable? Were there convenient places to rest? Could you easily access restrooms?

How effective is the wayfinding? Did you know where to go? What guided you?

Is the centre universally accessible? Could someone in a wheelchair access all the interpretation? Were there elements available for someone with vision or hearing impairments? Someone who couldn't speak English or Welsh?

Does the media enhance social interaction? Did you see any families, couples, or groups talking about certain exhibits or interact with each other as they explored them?

Exhibition Design Elements:

Does the physical environment look interesting and invite exploration? Are there any deterrents to exploring them?

Was a good mix of presentation elements used in the exhibition (real objects, graphics, text, models, dioramas, sound, participatory and interactive devices, etc.)?

How effective are the exhibit labels and text panels? Are they written as a message hierarchy (3-30-3 rule)? Is the writing concise and active? Are your questions being answered? Are the labels/panels unified (font style, size, color, graphics)? Do they connect you to the real objects?

How well is the exhibition maintained? Is the area clean? Are objects dusty? Is glass clear? Are there access points for cleaning? Are all of the components working?

Meanings and Connections (exhibits and film):

Do the exhibits stimulate your curiosity? Do they catch your attention and entice you to interact with them?

Are there opportunities for intellectual connections? Can you learn important information from the exhibition?

Are there opportunities for emotional (intangible) connections? Were there universal Concepts presented?

Are there opportunities for physical connections? Can you manipulate objects, use your senses, or interact with exhibits?

Overall, what are the strong points of the exhibition and film? How could they be improved? What other media would you recommend that would help create connections between visitors and the Great Orme?

Evaluating the Outdoor Interpretation

Apply the Fraction of Selection to the trail booklets and interpretive panels. Which has the highest Fraction of Selection? Which has the lowest? Why?
(Show Fraction of Selection)

Apply Seven Ways to a Message to the panels and booklets. Provide examples where these ways have been used effectively.
(List here)

Provide examples where the panels and booklets could better apply the Seven Ways to a Message.

Where are opportunities provided for intellectual, physical and emotional connections to the meanings of the Great Orme resources? (describe ways these might be improved).