

Appendix 2

Planning for Interpretation Toolkit

This toolkit offers guidance and advice to National Park Authority staff needing to develop an interpretation idea into a real project. You may have been approached by a partner organisation and need to help shape the development of an interpretation project, or perhaps you have your own idea that you'd like to explore. Use the different tools to help explore and shape ideas, then download and complete the [Planning for Interpretation Form](#) and send it to the Interpretation Team for further help and guidance.

3. Who is it for and where do you want to do it?

Our target audiences each have an action plan. Think about the audience that you want to reach with your interpretation idea and use the action plans to help further develop your project

[Children and Young People](#)

[Under-represented Groups](#)

[Residents](#)

[Visitors](#)

[Disadvantaged Groups](#)

If your project will be based at one location use the [Site Category Grid](#) to identify what category of site your location is. Within the grid we have suggested the best methods of interpretation available within each type of site.

5. Has it worked?

Thinking about how to evaluate your project during the planning stage can be really useful. How will you know whether the project has met the aims and objectives that you set out with? The Interpretation Team have put together some guidance on [Monitoring and Evaluating Interpretation](#) that will help you build these processes into your project?

1. Why do it?

What are your aims and objectives?

Spending time upfront on clarifying why you want to do this and what benefits you are trying to achieve will pay off. Use our [Vision for Interpretation](#) to help get started and contact one of our [Interpretation Champions](#) who can offer guidance and advice within their area of specialism. Also have a look at the [Examples of Good Practice](#) section of the toolkit.

2. What are you going to interpret?

As a National Park Authority we have an agreed set of [key messages](#) that outline the stories that we most want to tell. Does your idea fit within a certain message or theme? Links to materials that can help you learn more about [key messages](#) are also available.

4. How will you do it?

Taking in to consideration your aim, theme, audience, location, key messages and stories what is the best kind of interpretative media to use? Look at the [Advantages and Disadvantages of Interpretative Media](#) section of the toolkit. Then look at our list of [Interpretation Champions](#) again, some Champions have had training in interpretation media especially new technologies such as podcasting. If you choose to use panels, you may need planning permission, the Interpretation Team will advise you about this once you've submitted your Planning for Interpretation Form.

When would you like to do it? The Interpretation Manager has an [Interpretation Work Plan](#) that sets out any major interpretation work to be delivered during this financial year. Could your project fit in with existing programs of work to save time and cost?

Is there an opportunity to work in partnership with others to deliver your project, the [Peak District Interpretation Partnership](#) has a number of partners who may like to get involved? Working with partners can also help to bring funding to a project that the Authority can match with time and skills. Have a look at the list of [Funding Opportunities](#) currently available to check funder's criteria against your projects.