

## Appendix 3

### Introduction

The Peak District National Park Authority Interpretation Framework has been developed following a review of interpretation activity in 2009/2010. The development of the framework, alongside the existing Interpretation Strategy (2000), has provided an opportunity to raise the profile of interpretation and provide colleagues and partners with a 'toolkit', which will help them interpret the National Park to visitors. The framework recognises the enormity of the subject within the Park and provides several avenues of advice, which will assist as we aim to prioritise interpretative themes and activity, with increasingly limited resources. Equally, it acknowledges the vastness of our audience and takes the first steps towards approaching interpretative via particular learning styles.

*NB Vision, definition and aims are pertinent to the National Park Authority, the Peak District Interpretation Strategy sets out interpretation in the wider context of the National Park.*

### Vision

Through interpretation we will provide opportunities to make deeper connections with the Peak District National Park. By unlocking hidden stories we can reveal what lies beyond the immediately obvious, inspiring people and enabling them to draw their own conclusions about the special qualities of the National Park.

### Definition of Interpretation

Interpretation is the art of bringing to life places and objects, creating a source of inspiration by translating complex subjects into everyday language and sharing knowledge with many, that is perhaps only held by a few. Interpretation provides a starting point, rather than a complete story, instilling a sense of curiosity and wonder that inspires visitors to find out more, return and connect with the National Park.

We can interpret in many ways and whilst panels and leaflets will always have a place, stories can be shared orally through guided walks and talks, experientially through education sessions and practical volunteering opportunities and through the world of new media via podcasts, social network sites and interactive websites.

### Aims

The framework will enable us to achieve the following:

- Raise the profile of interpretation within the National Park Authority, thus leading to a wider range of opportunities to promote understanding
- Those who benefit from interpretation have a greater level of understanding, make a deeper connection and find a desire to cherish, protect and conserve the special qualities of the National Park
- Use a range of media and interpretative technique to create a greater interaction between people and place
- Support partners and staff to secure a greater consistency in style, quality and message
- Embrace innovative techniques to streamline delivery, whilst reaching new audiences
- Celebrate traditional interpretation techniques, looking to maintain and enrich existing opportunities