



INTERPRETATION AND BOSTON LODGE PROJECT

Interpretation Plan

OL-19-00516

21st May 2021



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This document outlines our initial ideas for the interpretation and design of the new visitor experience across the Ffestiniog and Welsh Highland Railways (FfWHR). We feel the thematic structure, stories and design ideas outlined here provide an exciting framework on which to develop the interpretive visitor experience during the Delivery Phase.

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This document has been informed by and should be read in conjunction with the Activity Plan, Architect's Plans, Conservation Management Plan and Business Plan.

*“We can feel our history slipping through our fingers -
we must act now to save that history.”*

Paul Lewin , CEO, FfWHR

Through this ambitious and exciting project, we will tell the story of the railway and so help thousands of visitors understand the area’s pioneering spirit and global impact and explain how the industry has shaped the landscape and community over 200 years. The project will enable us to involve more people in the railway and help those people develop their skills. The project will also rescue historic buildings at Boston Lodge bringing them back into use as well as creating some new buildings. The work at Boston Lodge will enable us to allow people to see behind the scenes and get involved if they wish. It is hoped this will further invigorate the involvement of volunteers, in the oldest operating railway engineering works in the world.

VISION STATEMENT



This is a list of changes that have been made through considered review, necessity and improved ideas relating to visitor experience. It is our opinion that these changes offer a more engaging visitor experience and represent better value to the project and visitor.

Refocused digital spend - less website development, as this aspect is handled in house and just needs re-ordering not new design. The digital spend will focus more on a travelling App, films and allowing visitors digital access into Boston Lodge restricted buildings.

Development of station identity - We are interpreting more stations than proposed in round 1. It is important that the subtleties of the railway's stories are illustrated through the inter connectivity of the stations. These have been carefully chosen to coincide with other attractions in order to reach wider audiences.

Two mini hub sites at Beddgelert and Tan-y-Bwlch - These two locations have facilities within walking distance of the station and attract large numbers of visitors that are not all linked to the railway. They offer an opportunity to engage non-railway and railway visitors, as they use these locations for the locos to take on water and for passengers to alight and explore the local area.

CHANGES SINCE ROUND 1



Clinging to the landscape, FfWHR represents a history that stretches back over 200 years. A history that encompasses our hunger for development and a determination to overcome seemingly insurmountable obstacles.

This story is in danger of being lost.

Even though steam locomotives still traverse the landscape, visitors are only leaving with a fraction of the story. Our task is to add deeper context to a visit to the FfWHR. We want to tell stories of daring land grabs from Mother Nature, horses pulling the slate industry to the fore and endless precision engineering achievements. Threaded throughout these attainments are the fragile stories of people and communities that are at most risk of decay. It is imperative that we retain these threads to the past and weave them into our interpretation, enabling visitors to grasp the simple story of slate and rail but also the complexities of the lives of those interwoven within the life of the railway.

This document outlines an exciting and wide reaching plan for the interpretation of the Ffestiniog and Welsh Highland Railways, including the newly accessible Boston Lodge Works site. The thematic framework, stories and interpretive design ideas outlined here provide a meaningful and engaging platform on which to develop a world class visitor experience.

CONTEXT & INTRODUCTION



This set of shared principles are echoed in the Activity Plan. They are designed to guide this project and ultimately provide positive outcomes and rich experience for staff, visitors and volunteers alike.

Support visitors to learn about the history and heritage of the railway and Boston Lodge Works

accurate, relevant and audience appropriate storytelling, grounded in the Welsh language, culture and landscape

Every touch point leads to a better understanding of the story

layering the story across people, panels and digital means exciting new revelations can be experienced throughout the visit and beyond

Engage and inspire volunteers to ensure the story grows into the future

showcases volunteer history, roles and stories

Work in partnership with the local community to better engage and involve people with the railway and its heritage

connecting the local community with their railway

Inspire people to think about a career with the railway or at Boston Lodge Works

highlight roles, progression and science - technology - engineering - arts - maths (STEAM) relevant experience

Support the resilience and sustainability of the organisation

calls to action and promotes sustainability stories

GUIDING PRINCIPLES



The majority of people travelling with children 'agreed' they enjoyed learning through interactions with the heritage and the staff and volunteers

Through surveys aimed at visitors, local communities, staff and volunteers, as well as group and one to one consultation sessions, we can evidence a real appetite for improved engagement strategies.

On average, 53% of visitors said they learnt something about the heritage of the railway. To improve this figure we intend to shine a light on the railway's heritage and improve visitors opportunities to engage with this story by widening the types of engagement available.

We also want to deepen the engagement of those who are intrigued to find out more. 80% showed moderate (44%) or great (36%) interest in learning about Boston Lodge and the FfWHR's heritage and history.

Interpretation will focus in on the volunteers stories and it is expected that their amazing tales will impact on the 73% who showed little (25%) or no (48%) interest in volunteering.

Boston Lodge tours, delivered in Welsh and English, will highlight the ground breaking work done on this site and help inform the 43% of locals who are not aware of the technological innovations linked to the FfWHR.

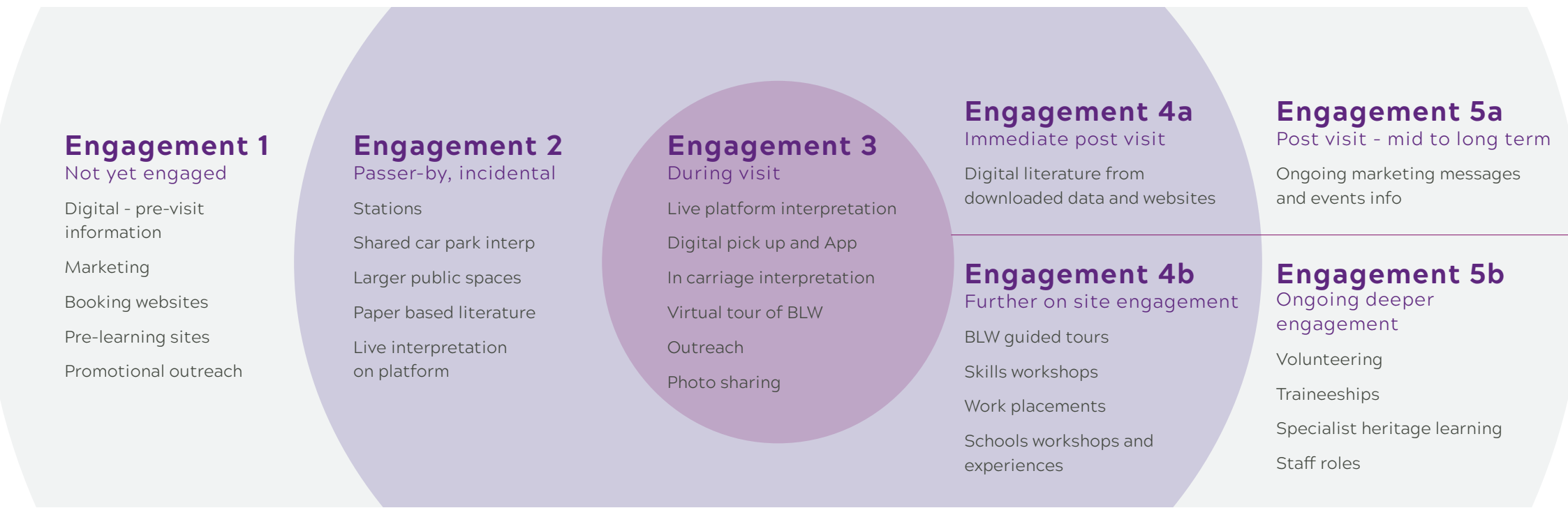
CONSULTATION & ENGAGEMENT



ENGAGEMENT STRATEGY

This diagram represents the combined engagement strategy of interpretation elements and activities that will accompany potential visitors, actual visitors and repeat visitors. Outlines of activities mentioned here are detailed in the accompanying Activity Plan

The combination of interpretation ingress points will mean visitors may arrive with a greater knowledge of the heritage on offer and a clearer understanding of what they want to gain. Consequently the engagements will need to flex and adapt to varying visitors needs.



ENGAGEMENT STRATEGY

Learn a little extra history at every touchpoint

Engagement 1

Not yet engaged

These elements are to enhance the visitor experience before arrival and should make the visitor more at ease and better informed.

Digital - pre-visit information light touch interpretation designed to generate enquiry.

Marketing - informing visitors of special events and temporary exhibitions.

Booking websites - a chance to plan a journey with helpful suggestions of what to do on wet days and sunny days, places to disembark for new and different visitor experiences.

Pre-learning sites - encourage the 'keen to dig deeper' through information complementary to the offer on site.

Promotional outreach - potential visitors will hear about the offer at events such as Shrewsbury flower show and marketing events at Kings Cross



Engagement 2

Passer-by, incidental

These elements are designed for passers-by using the landscape for sight seeing, walking, biking or due to an inquisitive nature.

Stations (primary, physical contact points) interpretation telling the story of the railway and of different roles of the staff.

Shared car park interpretation - combination of the railway's story and wider context of the landscape of the line.

Larger public spaces - longer dwell times mean an opportunity to tell the wider railway story. These are also spaces that can be utilised for temporary exhibitions.

Paper based literature - tourist information leaflets that focus on the people stories of the railway will attract visitors to engagement 3.

Live interpretation on platforms - opportunities for railway representatives to talk to visitors who congregate on platforms to see the trains.



Engagement 3

During visit

This stage is layered to allow passengers to engage with the heritage in a low key way or dig deeper when their interest is piqued.

Live platform interpretation - volunteers and staff are better trained to deliver heritage content on the platform, keeping visitors engaged even before they embark.

Downloadable App - using personal devices visitors can access more interpretation by downloading a bespoke App. Providing layered information, as well as a more child friendly game play aspect the App adds another dimension to the visit.

In carriage interpretation - Carriage tables, when replaces, will be printed with a simple map of the line to help orientation. Volunteers and staff offer nuggets of information, keeping visitors engaged in all elements of the journey.

Outreach - making sure audiences are aware that opportunities exist to engage in a deeper or more hands on way.

Photo sharing - experiences and photos shared on social media platforms will continue a positive visitor experience and promote this positive experience to friends and family.

ENGAGEMENT STRATEGY

Learn a little extra history at every touchpoint

All visitors are expected to engage with the first three stages, but at stages four and five the engagement types split.

The majority of visitors will be content with their experience at this stage and will be happy to carry on with their holiday with fond memories of their time at the FfWHR. The option to find out more using the App they downloaded or via occasional social media announcements will satisfy them until their next trip.

There is also a group who want more and at this point the engagements become deeper and more orientated towards those who want a hands on experience of life on the railway.



Engagement 4a Immediate post visit

This visitor is content with the experience and leaves the railway keen to utilise the digital information more as they reflect on their trip.

Digital content and literature - Visitors can explore a little deeper. The downloaded App and the well structured website provide links to wider content.

Engagement 4b Further on site engagement

This transition stage from visitor to volunteer involves trying different activities and searching for a good fit. The activity plan details several opportunities to make this transition.

BLW storytelling guided tours - Engaging first person interpretation placing Boston Lodge in its historical setting and the visual spectacle of heritage skills in action.

Skills workshops - Opportunities to sign up to taster sessions in a wide range of heritage skills.

Work placements - A range of placements will be available to young people looking for work.

Schools workshops and experiences - for schools in Gwynedd to experience the railway and Boston Lodge both in school and on site.

Engagement 5a Post visit - mid to long term

Final engagement is light touch communication of future offers and activities to encourage a re-visit and word of mouth recommendations.

Digital information - capturing a digital address to promote future events will help visitors feel they are part of something exciting. Careful management of this will create positive experiences.

Engagement 5b Ongoing deeper engagement

This final level is to be embedded within the organisation, looking for opportunities to be more deeply involved for a sustained period of time

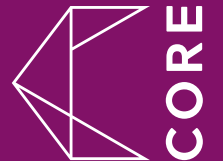
Volunteering - By carefully matching volunteers to real roles, we can create genuinely satisfying and productive experiences for a wide variety of people.

Traineeships - Undertaking a paid traineeship enables people starting their career to gain valuable skills related to the management of a heritage railway and a visitor attraction.

Staff - Inspiring people to apply for a job at the railway and become part of running the railway.

A black and white photograph of a steam locomotive engine, showing the boiler, smokestack, and various mechanical components. The locomotive is positioned on tracks, and the image is partially overlaid by a purple geometric shape on the right side.

PROJECT OUTCOMES



PROJECT OUTCOMES:

The Interpretation Plan has been mapped to the specific project outcomes. What follows is a list of the outcomes that this aspect of the project will help to achieve.

A wider range of people will be involved in FfWHR heritage

- A wider range of people will have engaged with heritage as interpretation reaches the 200K customers travelling on the railway and the 50K visitors to stations who currently come and enjoy the railway as a visitor attraction. This audience base includes a wide range of people from a variety of backgrounds and locations for whom the Railway has not previously provided interpretation.
- A volunteering programme and recruitment drive welcomes all, but targets younger and older people in particular. New kinds of permanent volunteer roles (such as archive and research roles) will ensure that people who are less able to volunteer in practical, hands on roles are included in the project.
- Bespoke activities and engagement for target audiences will increase the numbers of young people and socially isolated adults engaged with the railway.
- Welsh people will feel that their heritage is valued. Content will be developed in Welsh and English, rather than translated, to ensure that Welsh voices are genuinely represented and heard.

Our heritage will be in better condition

- Historically significant buildings dating back to the early 1800s will have investment for the first time, saving them from risk of irreversible decay and potential demolition.
- The Top Yard at Boston Lodge will have investment for the first time, being restored and used as the entry point for tours and interpretation. Lost building forms will be reinstated to complement existing retained buildings and tell the story of Top Yard.

- Buildings will be restored to support modern day functions as well as enabling continued original use and making their heritage more visible - continuing FfWHR's achievement throughout site, sensitively combining the old with the new.
- Buildings will be in a better condition to house and keep in working order some of FfWHR's unique heritage assets.

Better interpreted and explained

The Activity and Interpretation Plan will support visitors to learn about the history and heritage of the railway and Boston Lodge Works.

People who travel on the railway and visit Boston Lodge will better understand:

- The history of the railway from slate wagons pulled by horses to modern visitor attraction, and its role as an innovator in industrial heritage.
- How Boston Lodge represents living heritage - as a working site which dates back to the early 18thc.
- The role the railway played in the historic slate industry, and how the slate industry shapes the landscape that railway users see today.
- The link between building the Cob and the Boston Lodge site.
- The history of the buildings, structures and stations along the railway.
- The vast diversity of volunteer roles needed to run the FfWHR and opportunities for them to get involved.

PROJECT OUTCOMES:

Better interpreted and explained - continued

They will:

- Hear the voices of the Welsh community and the volunteer family through the interpretation they encounter.
- See and learn things that engage, surprise and inspire them to find out more.

Archive research and interpretation will:

- Record the archaeological and historical relevance of Boston Lodge Works as they are restored, including tangible and intangible heritage.
- Reveal and interpret stories about the railways and the people who made it happen.
- Reflect the voices of the Welsh community and the volunteer family.



People will have developed skills

For the organisation:

- Traineeships will provide professional people for areas in which there is currently a real skills shortage - project management of conservation projects, operations management and interpretation of industrial heritage.
- Skilled volunteers will allow the organisation to provide more activities, such as guided tours.
- New staff will bring and share skills with the organisation, and particularly with volunteers.

For the sector:

- Traineeships will provide professional people for areas in which there is currently a real skills shortage - project management of conservation projects, operations management and interpretation of industrial heritage.



PROJECT OUTCOMES:

People will have learned about our heritage, leading to ideas and actions

People travelling on the railway will understand its significance and as a result:

- Their perception of Wales will change because they better understand the industrial heritage of North Wales and its global significance.
- They may return, or stay longer in the area.
- They will feel that welsh industrial slate heritage is interesting and accessible and be more inclined to visit other industrial sites.
- Children will be introduced to welsh industrial slate heritage, and see that it as an interesting and fun subject to learn about.

People visiting Boston Lodge will develop a deeper understanding of the site, and as a result:

- They will progress from passive learners to active, hands-on learners.

Local people will:

- See that their local area has its own distinct history and heritage, and feel proud as a result.
- See FfWHR as a place with relevance and connections to their own family history.
- Consider volunteering, and understand that their local connection and stories will be of value to the railway.

School aged learners and teachers will:

- Learn about local community history experiences that dovetail directly into the primary and secondary curriculums.

People will have greater wellbeing

People visiting Boston Lodge, and engaging with tours and workshops will:

- Meet new people and enjoy sharing a sociable experience.
- Gain skills and knowledge which will give them confidence.

Volunteers/trainees and staff will:

- Meet new people and enjoy sharing sociable experience.
- Gain skills and knowledge which will give them confidence.
- Feel that their volunteering/traineeship is giving them a sense of purpose.
- Feel that their contribution is important and valued.
- Enjoy new facilities that are comfortable and fit for purpose.



The interpretation strategy will:

- Better engage the large number of existing visitors to the FfWHR.
- Provide greater relevance to the local communities, referencing deep family ties to this historic railway and the slate industry.
- Provide a more attractive offer to missing or underdeveloped audiences highlighted during consultation.

The Activity Plan has a complete view of engagement across staff, volunteers and visitors. The data on the next page shows specifically how the new interpretation strategies will positively impact on new and existing audiences and attract potential new volunteers.

There are specific targeted groups where activity planning and interpretive planning will focus. We have developed a scheme that is accessible to a wide audience and presents engaging and relatable content to a wide range of visitors both existing and new.

New visitor groups we will engage are:

- Non-traditional railway visitors
- Visitors from centres of urban deprivation
- Local people with family connections
- Schools based in the FfWHR community
- Young people wanting to develop skills
- People at risk of social isolation
- Adults working or living in stressful environments


AUDIENCES



AUDIENCE ENGAGEMENT

This table shows how we consider the new interpretation will impact a variety of audiences. This includes known visiting groups and new audiences identified during round one consultation.

There is a purposeful overlap with the Activity Plan audience engagement where we see certain visitor groups that seem to have fewer interpretive engagements being picked up through targeted activities specifically aimed at these groups.

	Website booking page with heritage snippets	Heritage blog	Links to technical material	Accessible non technical content	Telling the railway story	Telling the slate story	Live interpretive explainers	Real volunteer stories	Historic people stories	Silhouette figures	Digital story enrichment - app	BLW Tour Guides	Digital story enrichment - tour material	Tactile object displays	Emotive and explanatory films	Clear volunteering opportunities	Developing content for Boston Lodge tours	Uncover new archive material
																		
Current Audiences																		
Staff							x									x	x	x
Volunteers		x					x									x	x	x
Families				x	x	x	x			x	x				x			
Adults on holiday	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
Tour groups and international visitors	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		
Spectators around the railway				x	x	x	x	x	x	x								
Special interest groups	x	x	x		x	x	x	x	x	x		x	x	x	x	x		
Ardent rail enthusiasts	x	x	x		x	x	x	x	x	x		x	x	x	x	x		
Local people attending special events	x			x	x	x	x											
Potential New Audiences																		
Non-traditional railway visitors	x			x	x	x	x			x								
Visitors from centres of urban deprivation	x			x	x	x	x	x	x	x	x				x			
Local people with family connections	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x
Schools based in the FfWHR community	x	x		x	x	x	x	x	x									
Young people wanting to develop skills			x					x								x	x	x
People at risk of social isolation		x	x													x		
Working or living in stressful environments	x			x											x			

As we have gone through consultation it has become clear that there are three strong narratives that need to inform the storytelling elements within this interpretation.

The first of these is the historical events that changed the landscape from a wild and lonely estuary into an industrial melee of slate and steam and over time into one of Wales' top visitor attractions.

The second narrative comes from the people of the railway. It is clear that visitors, the local community, staff and volunteers alike, want to hear the stories of those involved with the early railway.

The final narrative is the voice of volunteers and those involved in bringing the FfWHR back from dereliction.

We want visitors to leave talking about the man who blocked the estuary and the people who laid the cob. We want them to empathise with quarry workers on the quarryman's train and the horses pulling those trains. They should be thinking about the skill of a fireman or the art of splitting slate.

These are the stories we want to tell and we will use people to tell them. Purposeful encounters with knowledgeable staff and volunteers throughout the visit are complimented by the narrated histories that will introduce you to characters who will take this story and pepper it with personality.

STORYTELLING



Welsh leading

It is important that the story is told in the most engaging and fluid way possible for visitors. For this reason we will be using a copywriter who is able to write both in Welsh and English. We want to utilise the benefits of both languages and therefore not merely translate from one to the other, which often results in awkward sentences and words that don't quite translate. We understand that this will mean we get slightly different content in each language, but we would rather it was content true to the language it is written in, rather than a close replication of another.

Tone of Voice

Content will be delivered with careful layering. Visitors will be drawn in with bold meaningful titles designed to grab attention and raise levels of curiosity. Opening paragraphs will deliver overview text in an easily accessible language at a reading level that will accommodate the widest cross section of visitors. As visitors read on texts will begin to deliver detail and a deeper story level.

Technical language

It is important that some technical language is incorporated into the content but this should always be backed up by an easy to understand definition or a visual interpretation of what it means in the form of a diagram, illustration or image.

LANGUAGE





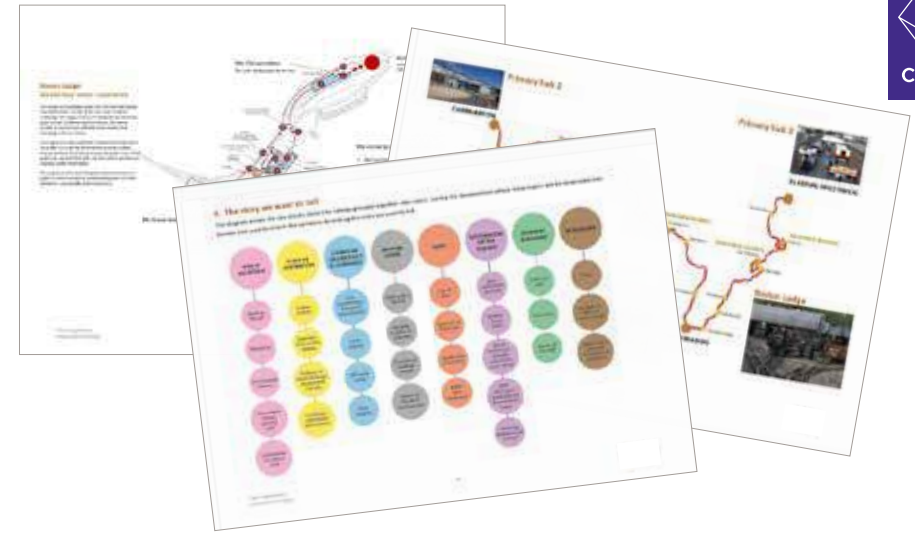
INTERPRETATION STRATEGY



ROUND 1 INTERPRETATION REVIEW

We have reviewed the Round 1 interpretation plan during the initial project orientation phase and continue to reference back to it as we receive more results from consultation.

The points below are the initial findings linked directly to wider consultation.

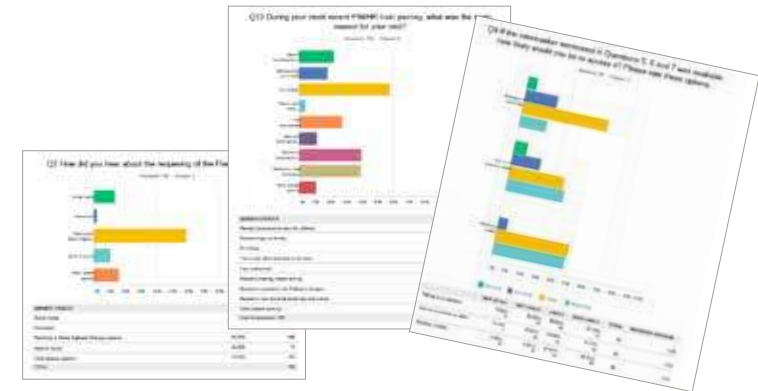


Points to consider moving forward

1. First IP has done a good job of collating all stories - we now need to look for the themes and adjust the weighting to ensure an engaging story for a wide range of audiences.
2. Conscious effort to tie into the story told at the Maritime Museum and signpost this as an extra interpretive resource.
3. Oral histories are costed for in the plan but the intent is not clear - Two crucial collections are needed here, Welsh community voices and Volunteer voices. We will look for opportunities to link these directly into the interpretation as it is developed.
4. Digital carries a lot of weight in the first document - The pre and post visit experience is obviously enhanced through digital but we would pay special attention to how it is used during the visitor experience to ensure it enhances rather than detracts.
5. We need to develop the links between this project and the World Heritage Site Slate proposal.
6. In depth tour to give access to the site and the heritage - our preliminary consultation suggests that the vast majority of visitors would want to come on a tour, so careful audience consideration will be needed when developing this element of the interpretation.
7. Site specific story development - the railway story is very strong overall but we need to see if we can develop stronger individual identities to more of the stations where we want to tell more bespoke stories linked to that specific area.
8. We are reminded that the primary delivery of interpretation should come from the people working and volunteering at the railway sites.

SURVEY FINDINGS - GUIDED TOURS AND INTERPRETATION

These points reflect on analysis of data from the visitors survey, local community surveys and staff and volunteer surveys as well as consultation sessions with volunteer groups and individual phone calls.



Points to consider moving forward

1. Guided tours need to be built on a skeleton of topics and related facts and then brought to life by an individual tour guides style and skill of explaining what went on here.
2. A key element of interpreting the Boston Lodge site is having access to the various buildings and actually witnessing the skills in action - 90% said they would like to see this.
3. Tours should be available to all ages - 80% said they would want to tour BLW but 52% of the audience travelled with children of which around 70% were aged 1-12.
4. Approximately 80% of children travelling on the railway enjoyed finding out about the heritage - this shows a hunger to discover.
5. Only 38% of visitors went with the intention of discovering the railway's heritage - opportunity to make this a more valid reason to visit.
6. Oral histories need to be captured before it's too late, both in the Welsh community and the volunteer family.

SURVEY FINDINGS - DIGITAL CONTENT

An online survey was sent out to passengers who had travelled on both the Ffestiniog and the Welsh Highland Railway in the last 18 months.

The focus of this survey was to test the appetite of visitors for digital content whilst on the visitor journey. We had 507 responses back which gave us a very strong data set to work with.

Points to consider moving forward

1. On holiday 94% (FR) and 86% (WHR) access digital data using phones or tablets
2. 30% (FR) 28% (WHR) would be willing to download data packages using personal data allowances
3. 57% (FR) 56% (WHR) would want to use a free WiFi network
4. 4% (FR) 8% (WHR) were concerned that they didn't have enough storage to download large data packages
5. Information people would most like to see as extra information on their journeys are
 - o History of the railway
 - o Walks to discover more
 - o Facilities - toilets, shops and cafes
 - o Other places to visit

6. Journeys would be enhanced by supplying extra information on:

Landscape

- o 89% (FR) 90% (WHR) said it would be enhanced slightly or significantly
- o Only 38% (FR) 36% (WHR) said it would be enhanced significantly

Station information

- o 86% (FR) 76% (WHR) said it would be enhanced slightly or significantly
- o Only 24% (FR) 24% (WHR) said it would be enhanced significantly

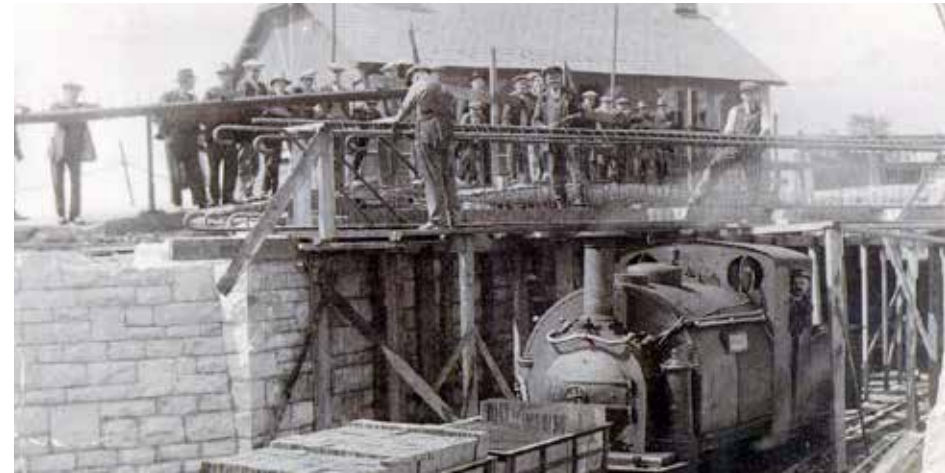
Local area after disembarking

- o 92% (FR) 89% (WHR) said it would be enhanced slightly or significantly
- o Only 29% (FR) 34% (WHR) said it would be enhanced significantly

7. Visitors said they would like to get this information from
 - o Volunteers - 76% (FR) and 73% (WHR)
 - o Digital - 81% (FR) and 73% (WHR)
 - o Leaflets - 94% (FR) and 94% (WHR)

INTERPRETATION OUTCOMES

This is a list of interpretation outcomes we would aim to achieve through a combination of written interpretation, interactive engagements and environmental influence.

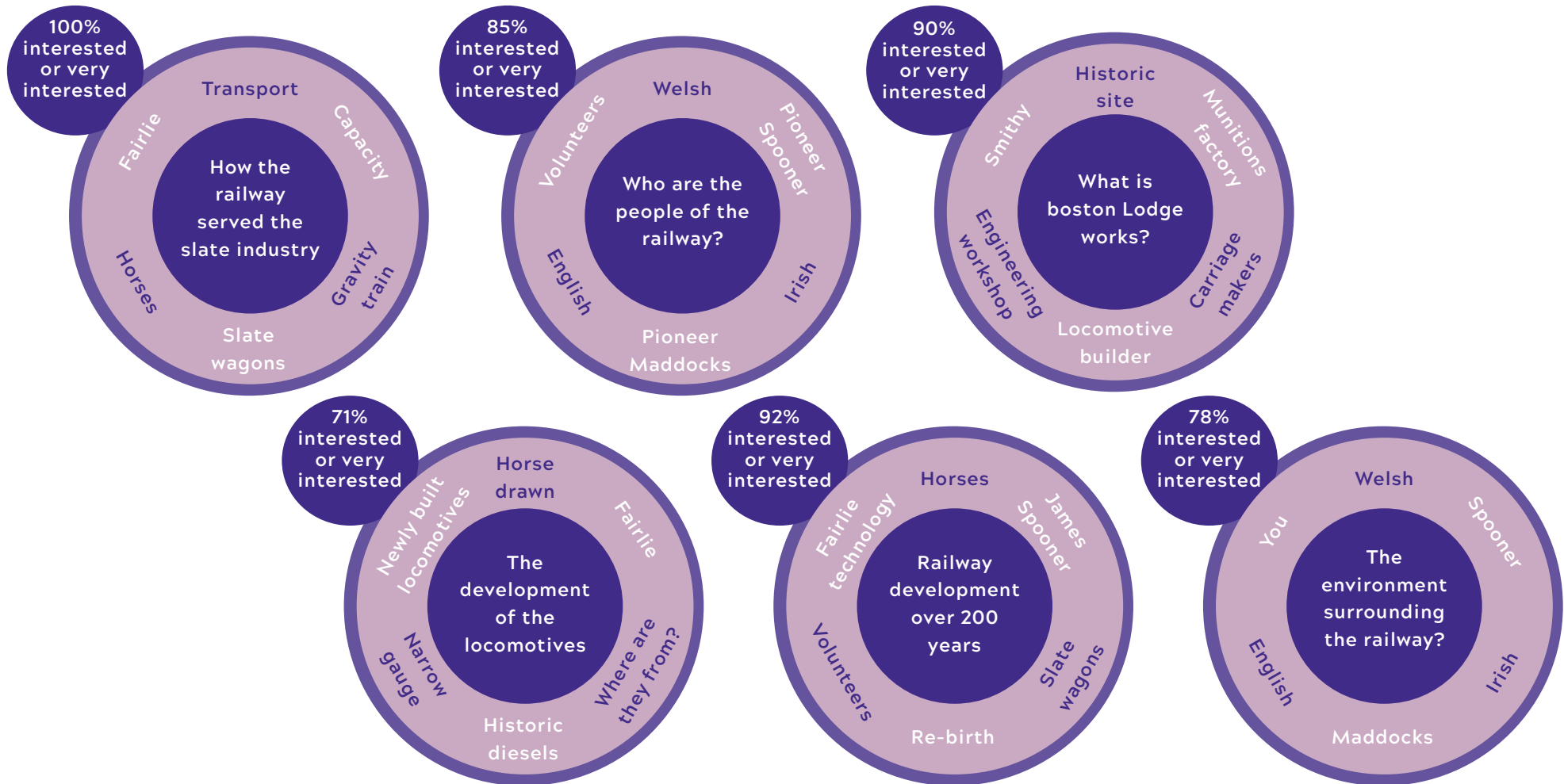


Interpretation outcomes

1. Understand the history of the railway from slate wagons pulled by horses to innovative role models and their decline. Followed by a remarkable modern history of how the railway was rescued and restored into a modern day visitor attraction.
2. Realise the intrinsic link to the historic slate industry.
3. Understand the link between building the Cob and the Boston Lodge site.
4. Provide visitors with site specific interpretation.
5. Visitors to better understand the vast diversity of volunteer roles in running the FfWHR and opportunities for them to get involved.
6. Hear the voices of the Welsh community and the volunteer family.
7. To engage and surprise visitors.

WHAT DO VISITORS WANT TO KNOW

This diagram explores the questions visitors have whilst visiting the FfWHR and the inevitable areas of explanation that will help generate a thematic structure.



DEVELOPING THEMES

Following on from the consultation process we looked at the story areas that visitors were most interested in and began to see how these could be delivered as thematic structures through the interpretation.

These themes will directly link into the roles of the Interpretation Officer and the Interpretation Trainee. They will also act as the foundation for several volunteer based activity briefs such as: collection of oral histories from local communities and volunteers; content development; Boston Lodge tour scripts; digitising archives; archival research and content editing.



Moving and improving

This main theme draws together stories of how the railway was built through the magnificent Welsh landscape, seemingly clinging to the hillsides. Also explored are the railways key role and purpose of moving goods and passengers from A to B. The ‘improving’ element to this theme is a series of stories highlighting the adaptations that were made, both in the execution of moving and what is being moved. This main theme is broken down into three sub themes as follow:

Slate transportation

Stories that tell of the need to move more and more slate as demand for Welsh slate soars across the globe. The Ffestiniog line is born out of opportunity, necessity and ingenuity and the Welsh Highland Railway is a consolidation of tramways and dreams. All of which moved millions of tons of slate to destinations around the world.

Moving Mountains

Looking at the way people have approached, what seem like, insurmountable challenges in order to build and then renovate these railways. Stories will explore the difficulties of surveying and then building a gravity powered line around mountains and valleys and then, years later, adding in solutions to bypass a new reservoir using an army of volunteers. These stories will reflect the ongoing determination to ‘move mountains’ with the opening of the WHR, a 25 year push to finally reach Caernarfon and the building of a new station there.

Ferrying passengers and more

Let’s not forget that as well as moving slate, these railways moved passengers and freight and were the transportation networks long before the ‘white van man’ appeared on the scene. There are stories to tell of workers commuting and the rise of early tourism, even before todays modern ventures. The railway transported mountaineers to Snowdon and sight seers to the most beautiful remote valleys, as well as passengers, timber from saw mills, beers and wine heading to pubs and hotels. These are just some of the interesting freight moving from A to B.

DEVELOPING THEMES



A working breathing railway

This second theme looks at what it takes to keep a railway running. The stories will focus on the historic roles and those who filled and fill them. As we introduce the formidable volunteer workforce we will see evidence of living historic skills, not as heritage demonstrations but as the vital lifeblood that keeps this place breathing.

A unique set of skills

In the past the remoteness of the railway meant it needed to be self sustaining and skills were highly prized and sought after. This remains true today. By looking at the skills on show throughout the working site we open a window to the heritage of the railway. As we hear stories of today's staff and volunteers talking with passion about their roles we can hear the voices of those gone by who share their skills and passions.

Self supporting network

Looking beyond the unique skills, we see that there is a network of roles and responsibilities that it could be said are standard in most working environments. That is until you realise a large percentage of these roles are filled by volunteers, some of whom travel long distances just to be involved in the railway. These are railway people, and we want to tell their stories and show that there may be a place for you.

DEVELOPING THEMES

Stories of slate, sweat and steam

A collection of stories that showcase the pride of local communities, remote communities and individuals who class this railway as theirs. People came from far and wide to build the railways, some staying, some taking their learnt skills with them to other projects. This is as true today as it was when the railway was first conceived. These stories will be told from two perspectives. Firstly those with generational roots involved in the railway before its closure and secondly those involved in the rebirth of the railways from the 1950s onwards.

Welsh heritage and family pride

We have some archival material that shows the communities links with slate and the railway as well as the stories of groups involved in the temporary munitions factory at Boston lodge and the Welsh track laying gangs. We want to supplement this by adding extracts from oral histories collected during the research stage of production. Linking with the Interpretation Officer and the volunteer activities to collect oral research we can offer a real outcome for the stories collected.

Volunteer stories and memories

This is an opportunity to shout about the joy of being involved! Stories of volunteers will not only explain their role but also why they do it and what they get out of it. This whole section will raise the visitors awareness of what it means to be involved and encourage those that want to make investigations into how they might fit into the railway family. This section will link to events and activities outlined in the Activity plan and the Marketing plan.



THEMATIC STRUCTURE

The table below shows the stories of the railways mapped against main themes. Unlike the round 1 document, we can now see the clear focusing of the stories that link back to the areas of interest expressed through visitor consultation.

- Stories common to both railways
- Stories specific to Ffestiniog Railway
- Stories specific to Welsh Highland Railway

Main Themes	Moving and improving			A working breathing railway		Stories of Slate, Sweat and Steam	
Sub Themes	Slate transport	Moving mountains	Ferrying passengers	A unique skill set	A self supporting network	Welsh heritage and family pride	Volunteer stories and memories
Sub theme descriptions	Stories of development driven by the need for more slate	Building and rebuilding railways. New track, new tunnels, new ideas. Same tasks new pioneers	At look at how the passenger service has changed.	What it took and still takes to run the F&WHR	A wide range of volunteers and a wide range of roles	Stories of the historic and present day links to local families	Stories from the 1950s to current day
Stories	Maddocks the cob, the lodge and the harbour - 1808-11 How Maddocks created drained land and a harbour. The environmental cost	Building the Cob 1808 Quarrying stone to build the Cob. Living in Boston Lodge Not right first time - fixing the Cob	Quarrymen Adjusting the timetable to provide a bespoke service	Construction The crews who built the line. Changing track to keep on track with the changes	The wide range of skills Look at all the skills needed to make this place work	Historic slate links with local families Recount the histories of families who had members working in the slate mines	1954 Pioneers The story of the restoration
	Spooner Survey 1830 How do you survey valleys, hills and mountains to find a route	Building a gravity railway Methods used to cut this line into the hillsides and over the valleys	Commuting in the 1870s David Lloyd George used the train to his office in Blaenau Ffestiniog	Running a horse drawn railway Horse station, slate shipping yard and weighbridge	Opportunity to get involved Information about the ways into volunteering	Welsh railway ties Stories of those involved in the railway before its restoration and during the restoration	How did you get involved? Volunteer pen portraits to help visitors understand the passion and fulfillment the volunteers get
	Horse drawn railway The gravity train, horses and tramways	Self sustaining Boston Lodge Works builds, maintains and repairs	Ffestiniog Toy Railway A promotional tourism offer from 1939 of a road and rail tour 'Thro' Faeryland'	Learning about steam Firsts locos and setting up shop to deal with them	Gangs and family Look at relationships that have developed and how support networks are vital	Black Hand Gang Volunteer track laying gang, friendly rivals of 'the rest of the world' gang	Why do you do it? Volunteer pen portraits to help visitors understand the passion and fulfillment the volunteers get
	Steam capacity 1863 Steam engines introduced to keep up with the ever increasing slate production	1954 - Restoration begins What seem like insurmountable issues are tackled by irrepressible volunteers	Public transport The role of the railway as a transport link for everyday passengers	Building steam locomotives in the modern era Modern day engineers building modern day steam engines	Geographical range Simple story about how far people are willing to come to put in a shift	Munitions factory During WWI women run Boston Lodge Works as a munitions factory	What do you get out of volunteering? Volunteer pen portraits to help visitors understand the passion and fulfillment the volunteers get
	Fairlie engines increase capacity 1870 The world watches on as Fairlie and Spooner show off the double-bogie articulated locomotive	Restoring the WHR The journey of WHR from derelict to open again - the most modern heritage railway	Tourism to Snowdon WHR brings tourists to Snowdon to walk the Watkin Path - 1892 1920s Five Valleys tour 1934 maintain a summer service	Wooden carriage building and restoration A skill that continues to this day		Welsh Highland Story The reason for this railway and its struggles to balance the books	Would you like to get involved? On gallery discussion to get people to voice out loud a desire to get involved
	Closure of the railway due to decline in slate production Railway closes 1946	Locos returned, rebuilt and created Stories of restocking the railway with locos and rolling stock rebuilt and brought in from South Africa	Focus on the natural environment Modern passengers encouraged to disembark and explore the surrounding environment	Electrifying idea 1900 - Portmadoc Beddgelert and South Snowdon Railway propose an electric line			Remembering our volunteers Stories of the volunteer workforce who have passed on
	From mine to main line Tramways, inclines and aerial ropeways brought slate from the mines to the main line and then off around the world	Long road to Caernarfon Many plans since 1885 to reach Caernarfon - finally achieved in 1997	Delivery! Not just passengers - all types of goods were shipped using the railway. From beer to boots, it all moved on the rails				
Cross Cutting Theme	The rise and fall of the slate industry that served the world						



ENGAGEMENT & STORY MAPS



The story of the FfWHR's history, its restoration and the vibrant volunteer community it supports are the three main themes for our Explainers and Tour Guides to begin to mould their tales.

The following pages will expand on our five approaches to telling the story of the FfWHR. However across the project it is important to us that we stick to these storytelling principles which ever method the visitors encounter.

- Wherever possible narrative will be delivered in the first person by the staff and volunteers. Part of the Activity Plan storytelling training will ensure a consistency in the facts that everyone delivers whilst empowering volunteers as Explainers.
- Content, in whatever format, should be layered and delivered from the premise that visitors are starting this experience from knowing nothing.
- Content should be widely accessible both physically and intellectually but it should not be devoid of technical information. This type of information should be used where it is appropriate and be well presented and scaffolded to aid understanding.

STORYTELLING TOOLKIT



STORYTELLING TOOLKIT



Explainers

In every corner of the Ffestiniog and Welsh Highland Railways there are staff and volunteers that exude a passion for the roles they play within this railway company. These explainers are the frontline when it comes to engaging the 250,000 visitors each year.

The project will work with staff and volunteers through the activity plan, to equip them to better engage with visitors. Helping them understand the best ways to deliver their individual story gems as well as sharing a coherent historically accurate story of the railway's heritage.

Through a series of workshops explained in the activity plan, we will develop gifted explainers to take on greater responsibilities as live, on train, on platform interpreters and Boston Lodge tour guides. Everyone will have a voice to add to the visitor experience.

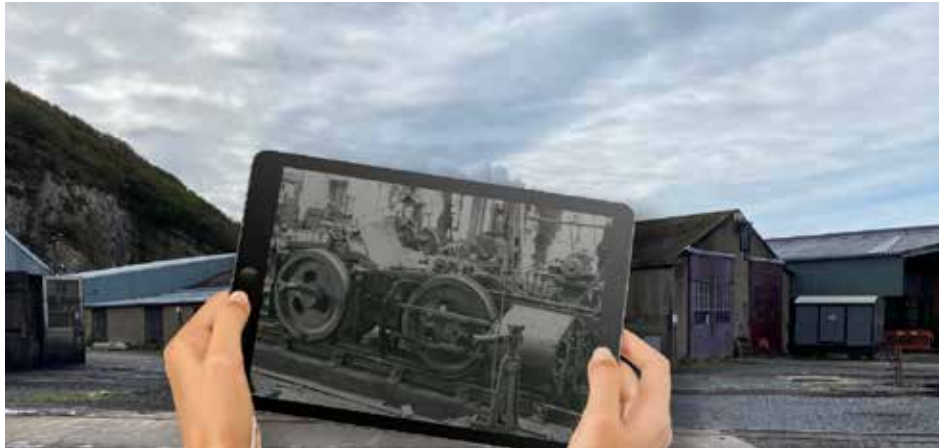


Written word

Written content, across all media will be engaging to a wide range of visitors. It will carry central messages, telling visitors about the history of the railway, the people who worked here and the volunteer army that keep it going.

The content written will be layered. Designed to engage through eye-catching headlines and immediately accessible opening paragraphs, all visitors will find some level of engagement. The delivery of complex information will be carefully considered, as this type of content may be better delivered through other methods such as more technical digital content or activity based engagements that focus on specific skills.

STORYTELLING TOOLKIT



Digital and AV

We will offer a wide range of digital engagement to the visitor. It is important to reach visitors before they arrive, content accessed at home needs to be inspiring and succinct.

Whilst on site, AV elements will offer discovery through curated information regarding locomotive and rolling stock, community oral histories, photo archives and oral histories of volunteers and staff.

We will use film to give a sense of place and time; showing gravity slate runs, quarry workers skating home, the life of a fireman or the discovery of the abandoned loco shed.

Visitors' hand held devices will be utilised to deliver extra content at specific locations, I-spy trails for younger visitors and in carriage interpretation to enhance the journey.



Experiential

Utilising the full range of senses is important to create robust memories and engaging experiences.

Throughout the experience we want visitors to fully engage with the interpretive elements on offer. Rich visual and audio engagement will be delivered at Boston Lodge and Caernarfon station. Visual stimulation of imagination and empathy will be triggered by figures and props on platforms telling their stories. Any opportunities to allow tactile contact with objects will be captured.

View points will be signposted and opportunities for sensory engagement will be suggested within text and by volunteers.

Participatory

For many people, information discovered rather than given, creates a richer and more rewarding experience. To provide this experience we will add opportunities for visitors to explore and discover.

This could be as simple as signposting a path to the Cei Mawr dry-stone embankment or a more complex treasure-trail app assisting discoveries on a longer walk.

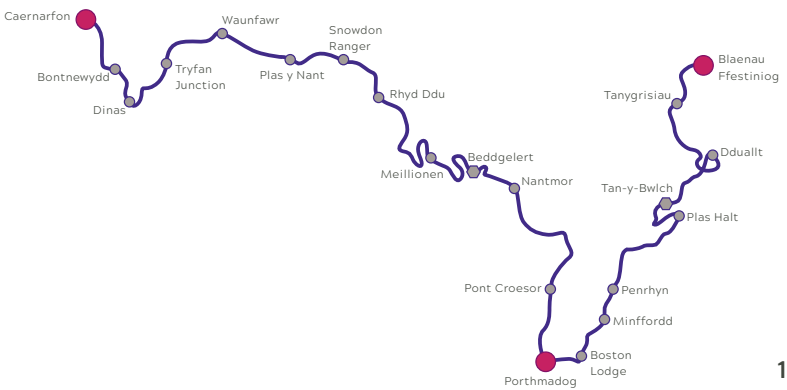
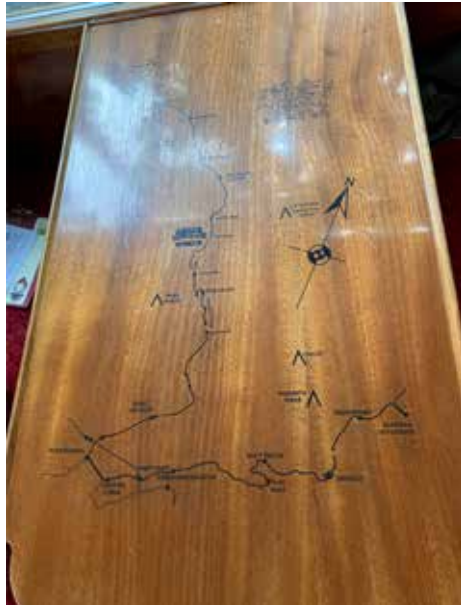
Of course the Activity Plan will outline opportunities for visitors to commit to practical hands on experiences, but interactive elements showing engineering advancements, like the articulated bogie or how to find a level without laser tech will engage all visitors during their visit.

ON BOARD INTERPRETATION

The main form of interpretation on the trains themselves are the words, passion and character of the tour guide, staff or volunteer.

Some trains already feature maps of the railway and these will continue to be added as carriages are refurbished in the future.

Small incidental graphics will be applied to glass to prompt visitors to look for flora and fauna.



New simplified map to be developed as a project asset in the Delivery Phase to help visitors better understand the route through the landscape

A broad digital package will be used to enhance the visitor experience where it is most impactful. The use of a bespoke App will allow visitors to take interpretation with them as they travel and a series of films will deliver factual and emotive content to help visitors realise the discoveries of the first volunteers and the variety of today's volunteers.

Film will be used to promote the train journey experience. Modern footage will be interlaced with historic scenes to give visitors a sense of the story behind these journeys.

The story of volunteers will be told by volunteers. Giving a sense of what it means to them to volunteer and the diversity of roles available.

A finale film at Boston Lodge Works is designed to help the visitor discover the wide diversity of roles available through volunteering at the FfWHR. Volunteers will demonstrate their roles and skills and talk about their personal experiences of their time on the railway.

A visitor's online journey is mapped over the next 3 pages and includes the use of a bespoke App developed to enhance and accompany the in carriage and on platform experience.

DIGITAL STRATEGY



DIGITAL INTERPRETATION - PRE VISIT

Planning a trip

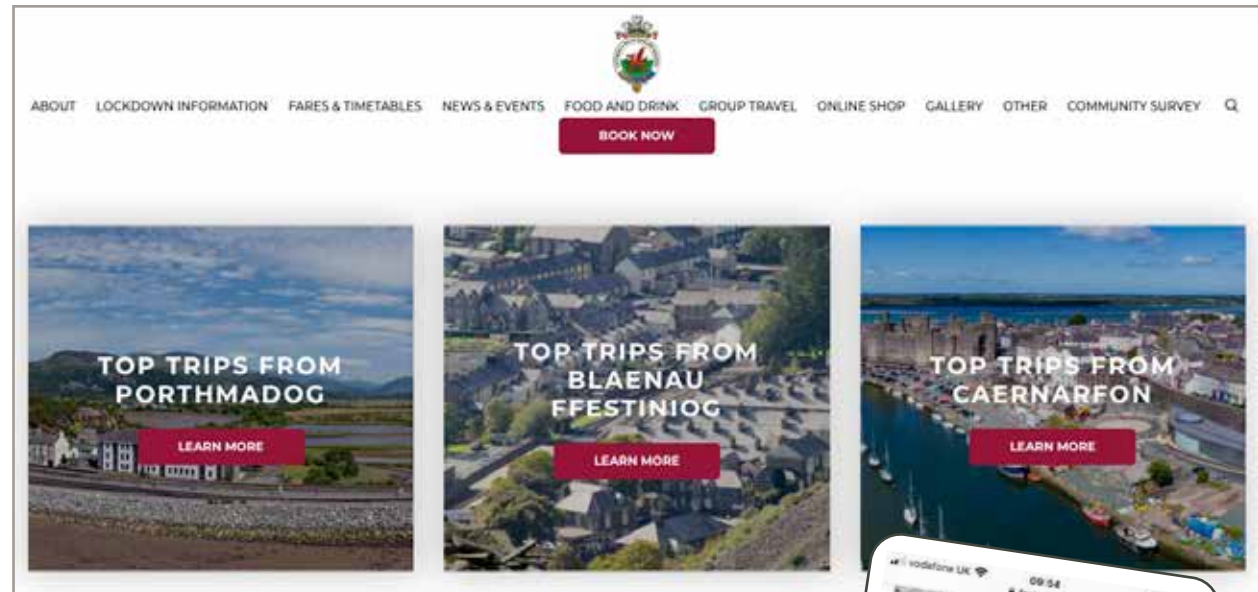
Setting the scene for a visitor is important. We want them to feel confident in the trip they are investing both time, money and even reputation in.

The best way to ensure a level of confidence with our visitors prior to a fantastic visit, is through digital engagement of which there is an abundance available to us. The best way for us to control this engagement is through the website.

The website does a great job of visually selling the scenic nature of the trip but does little by way of preparing the visitor for a heritage engagement. The areas we felt most need to be improved are:

Other - This section hides away some really important information, history, volunteering, Boston Lodge and publications which contain information about the area.

Online shop - This section seems disjointed and will discourage shoppers from buying online. Promotion of a pre-visit guide book might prove popular.



Plan your visit - This section has some really good information but seems to only appear when browsers are in the shop section. It is important that this is prominent.

Confusing routes - The website is packed with great imagery and informative information, however finding it can sometimes be difficult. We propose a restructure of the content into a more visitor friendly layout.

Ongoing Development - The website is constantly being developed and by the time of submission has begun to address some of these issues.



WEBSITE AND INTERPRETATION INTEGRATION

The FfWHR website is an ever changing and adapting entity. Never more evident than in the constant race to keep up with Covid compliance and constantly changing visiting permissions and restrictions. We have worked with the inhouse web designer and marketing team to develop a strategy for the website that accommodates the clients current flexible needs but that

when funding is achieved, will be easily expandable to accommodate the new visitor experience. Therefore, this page outlines an agreed strategy for these works. The 'Before the trip' and 'During the trip' sections will be part of ongoing in house development. Post funding we will work to integrate the 'After the trip' section of the website with the rest of the interpretation.

Before the trip

The primary function of the website is to sell tickets. Plans for ticket options will make it more than just a train ride, they will add experiences to the journey.

Opportunities to link specific visitor activities to train tickets will be a great way to promote the Boston Lodge Tours and other specific activities laid out in the activity plan. This element of the heritage offer will be easily promoted through the online ticket package information.

For visitors who are just wanting the 'train ride', perhaps family groups with less disposable income, it is vital that the heritage offer is a prominent feature of the ticket they buy. Ways to achieve this would be:

- The use of historic images alongside modern
- Strap lines 'Come and see a double fairlie'
- Did you know? Heritage facts about their specific trip
- Digital sales receipts come with a short punchy online leaflet or video of what to expect



During the trip

Social media posts are a great way for visitors to express themselves during the experience on the railways.

We propose that this content be centrally pooled on the website to create a dynamic area where potential visitors can see what the visit is all about and past visitors can remember their time on the railway.

After the trip

Follow up contact should be made with those who booked digitally, downloaded the app or were willing to give their email address. This message should contain a link to the website where more detailed content about the railway can be found.

This content should be carefully curated by the Interpretation Officer and Interpretation trainee. It should not come across as an encyclopedia but more a series of dynamic blog entries that together build a fresh and exciting picture of the FfWHR.

These entries should be informed by the ongoing volunteer archive work outlined in the activity plan.



POST VISIT VOLUNTEERING PROMOTION

A post visit opportunity

Space on the website for visitors to celebrate their experience with others is a great way to keep people engaged and get others talking and asking about a potential visit. Personal recommendations of experiences, food and walks that all started on the railway are a real draw for those looking in.

However, in this section we want to go further than sharing notes, we want people to engage with the railway through volunteering experiences. A section of the website that allows visitors to post comments, ask questions and sign up for further information about volunteering opportunities.

Volunteering

The volunteering page will show the volunteer team at work with anecdotal evidence endorsing the benefits of being a volunteer. The positive social benefits, personal development, improved wellbeing and self esteem are all fantastic outcomes of volunteering.

How do I get involved?

Available roles and responsibilities will be actively advertised as people will feel more inclined to respond to a quantifiable need than an open ended commitment.



Promote volunteering

A film will be commissioned to promote the positive effects of volunteering by capturing some of the amazing achievements of the volunteer force and its history. This film would be used on the website to demonstrate the opportunities, positive outcomes and personal development that await future volunteers.

The Project will be able to respond positively to potential volunteers, linking them with well matched opportunities.



DIGITAL INTERPRETATION - DURING VISIT

The digital proposal has been carefully designed to discourage users from being 'glued' to their screens whilst travelling through the beautiful and captivating landscape.

The App which would be downloaded pre-visit or at the Hub sites, is self-contained and does not need further data connections once loaded onto a phone or digital device.

The primary outcome of the App is to encourage discovery on the railway journey. Using GPS to locate visitors, the App will suggest a list of buildings, structures or features to look out for. As visitors find the treasures they click on them to reveal some choice interpretation that will be relevant to the exact spot they are stood in. This will engage all levels of visitor from competitive spotters to knowledge seekers.

An extra feature that will be relevant to visitors wherever they are on the railway is an 'I spy' locomotive page. This will be pre-loaded with all the rolling stock on the railway. As they are spotted a record of what you have seen will begin to grow. This can be repeated as a nature based 'I spy' if visitors disembark for a walk in the amazing surroundings or even a 'Roles on the Railway' section to promote the diversity of opportunities for volunteers..



Start up - Input from the user will inform the App where you are on the line or they can use GPS



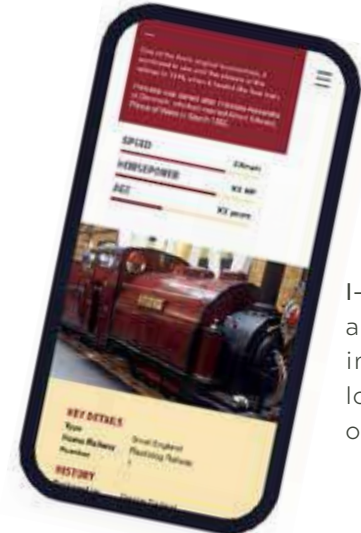
Look up - The App is designed to make users look away from their device and spot things they would normally not notice. When you spot something click on the image



Learn - Clicking on the image reveals information about what you spotted.



Keep looking - Clicking 'Spotted' records what you found and sends you out to look for the next hidden gem



I-Spy - This stand alone section carries info about all the locos and carriages on the line

DISCOVERY APP BRIEF

Main objectives:

- To encourage exploration
- Provide layers of interpretation
- To provide interpretation in more remote areas
- To extend the visitor journey beyond the train
- To be interactive but not a distraction

Visitor Experience:

Visitors can download the app pre-visit, prompted during online booking or at hub-sites at Caernarfon, Porthmadog, Blaenau Ffestiniog and Boston Lodge, where there is free wifi access. Self-contained, the app needs no further data connections once loaded onto your digital device.

The images on this page show a landscape version of the app on the previous page - portrait mode is easier to use with one hand whilst walking, or for visitors with limited dexterity, the landscape option works well when on a train or stationery and supports images of trains and landscape really well. Both options, and a combination should be explored during the Delivery Phase.

The app will use GPS to locate you on or around the railway and then offer site specific information, trails or spotting challenges. These will include:

- Look out for... a collection of interesting things to look for whilst on the train journey
- Station exploration - stories linked to the structures and buildings of the stations
- Trails - for those wanting to get off and explore, walk information will be available
- Train spotting - an index of rolling stock is available to tick off what you saw and find out a bit more about it
- I-spy will offer visitors the chance to record and discover more about flowers, birds, mammals and insects, as they use the trails in the area.
- The sounds of FfWHR - a simple game challenges visitors of all ages to guess the sounds of the locomotives and wildlife on the FfWHR

Technical Notes:

The application will be developed using Google's Flutter platform for cross-platform development. This robust and performant framework allows us to deliver identical iOS and Android apps from the same codebase, reducing development and maintenance costs significantly. Flutter is also a robust cross-platform framework with good 1st party support and a safe foundation for an app that will be supported for many years to come.



The main Hub Sites are the three main ingress and egress points on the railways. At these points it is key to engage the visitor with the story of the two railways and start them on their historic journey.

Each Hub will contain the over arching story of the railways. The tales of building a narrow gauge line clinging to the hills, historic transportation of slate, goods and people and the rebirth of the railways through an army of volunteers. Each hub will have an emphasis linked to its location but it will be obvious to visitors that these three locations share a common underlying story.

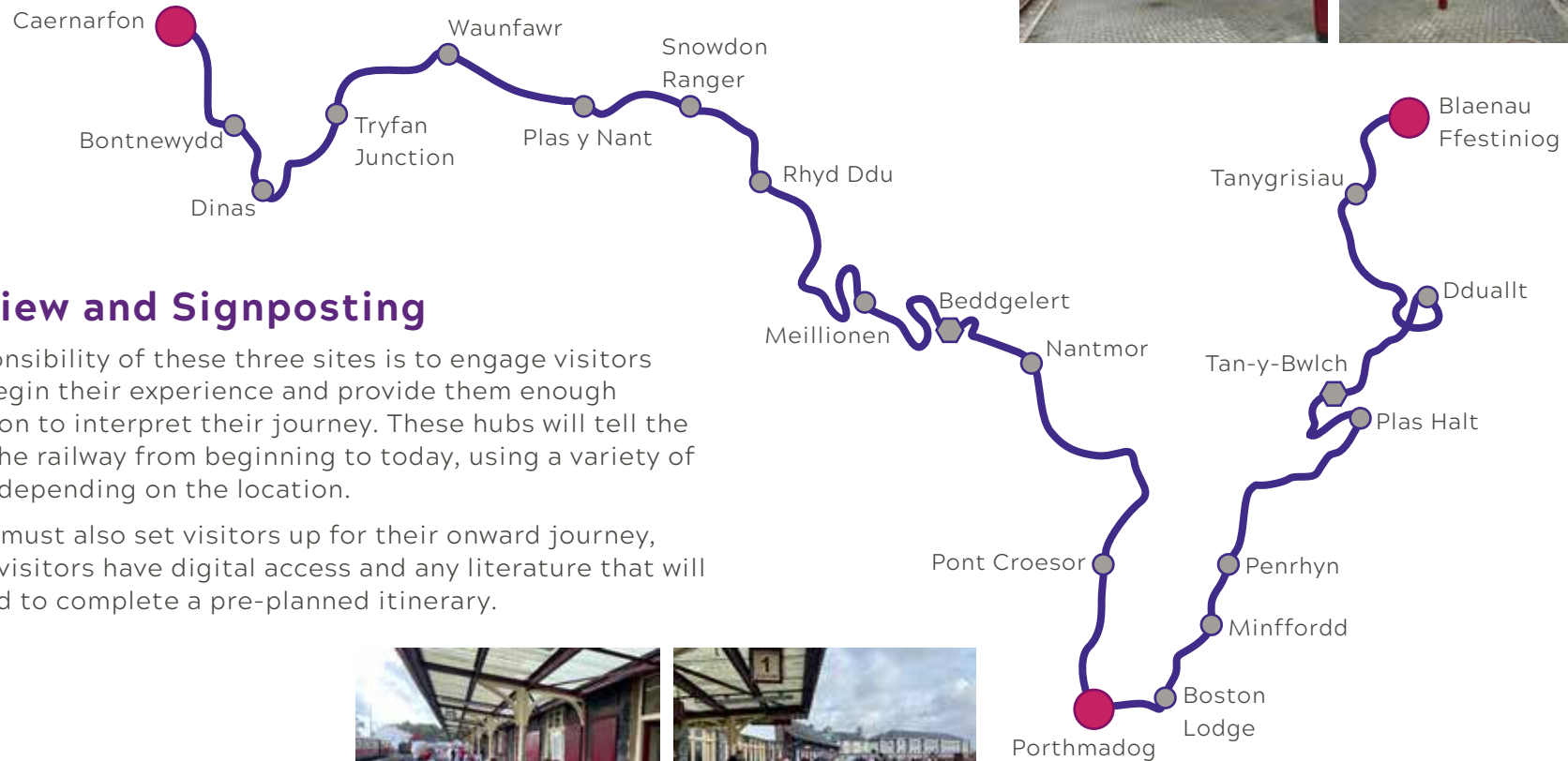
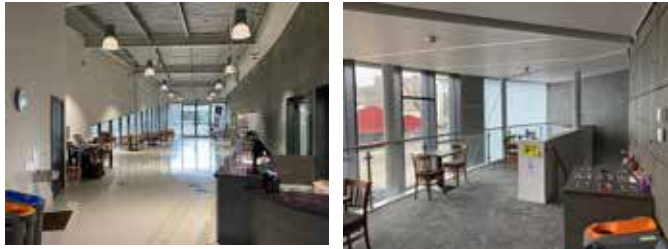
Whilst at the Hub Site, visitors will be encouraged to download the App to further enhance their journey. The Hubs will signpost both the Mini Hubs and other points of interest to be found at stations on the route. The App will act as a reminder of the important landmarks as visitors embark on their journey.



MAIN HUBS



STORY MAP - MAIN HUBS



Overview and Signposting

The responsibility of these three sites is to engage visitors as they begin their experience and provide them enough information to interpret their journey. These hubs will tell the story of the railway from beginning to today, using a variety of methods depending on the location.

The hubs must also set visitors up for their onward journey, ensuring visitors have digital access and any literature that will be needed to complete a pre-planned itinerary.



STORY MAP - MAIN HUBS

Hub site stories

Each of the three hub sites tell the story of the railway's history from slate tramways to modern station buildings.

The role of the hubs is to engage visitors in the history of these lines, why are they here, who built them and what effect did they and do they still have? Information needs to be easily accessible and quickly digested. Delivered in bite sized chunks, the nuggets visitors pick up here will lay the foundation for the rest of their visit.

Hubs will have

Overview content with a slant to location

Signposting to enable route planning

Film content at Caernarfon

Digital instruction - how to download use and engage with content in the App

Leaflet information for related attractions

Information regarding World Heritage Site status

Live interpretation

During storytelling activities staff and volunteers will develop the skills to tell stories linked to the railway and these stations in particular.

The Interpretive Officer will oversee that the facts being delivered in these stories are accurate and that all relevant stories are being told consistently.



Overview content for
Caernarfon



Overview content for
Porthmadog



Overview content for
Blaenau Ffestiniog

Panel stories

Slate transport

Horse drawn tramway
Closure of the railway due to decline in slate production

Moving mountains

Restoring the WHR
Long road to Caernarfon

Slate transport

Maddocks, the Cob, Boston lodge and the harbour
Spooner Survey 1830
Horse drawn gravity railway

Moving mountains

Building the Cob 1808
1954 - Restoration begins

Slate transport

Spooner Survey 1830
Horse drawn gravity railway
Fairlie engines increase capacity 1870

Moving mountains

Building a gravity railway
Self sustaining

Digital stories

From mine to main line

How slate made its way down to Caernarfon and onto ships

Welsh heritage and family pride

Black Hand Gang
Welsh Highland Story

Ferrying passengers

Commuting in the 1870s
Public transport - in the middle of town

Welsh heritage and family pride

Welsh railway ties

Ferrying passengers

Quarrymen

Welsh heritage and family pride

Historic slate links with local families

MAIN HUB 1 - CAERNARFON



Display structure featuring a short film introducing visitors to some of the volunteers they might meet on their journey



Seating integrated into structure to allow visitors to watch a short film of volunteering opportunities

Low tech interactive and discovery drawers built into display structure

MAIN HUB 1 - CAERNARFON

The visuals on this page show the interpretive structures in more detail. Each is a standalone display that uses a combination of graphic, digital and hands-on engagements to draw the visitor into the stories of the FfWHR railway and it's people. The structures are on lockable castors so they can be moved around the space to accommodate changing displays and events.

Display structures are inspired by layers of slate and blocks of building material used in building the railway



Integrated seating for those visitors who wish to dwell

Inset screens with speakers, introduce visitors to different volunteers past and present

Discovery drawer could include small objects or further layers of interpretation

SCENIC FILM

Overview:

This film is projected onto the wall above the welcome desk and ticket purchase point in the station. Therefore it acts as both an advert for the railway experience and a piece of interpretation, teasing potential visitors with snippets of the experiences you can enjoy if you buy a ticket to ride the train.

Visitor Experience:

Aerial footage of the trains and the railways will show different landscapes and areas of interest that visitors will pass through, but specifically showing the views from angles that are not always seen anywhere else within the experience.

Moving archive images will link to the past in visually pleasing ways, encouraging visitors to use other means to explore for themselves. Using bold railway inspired typography the messaging can be placed within the images without the need for audio.

Powerful imagery will subtly convey the differing offers at the various stations and the Boston Lodge tour. Gentle prompts will encourage visitors to take this journey experience further by downloading the App to take with them.

A way to do this could be to include keywords that can be used to help ask questions and promote themes or activities which are relevant to the operation.

Text will be presented in Welsh and English

Project Assets:

FfWHR has a fantastic bank of recent aerial footage that can be incorporated to promote the route and views that visitors to the railway can enjoy.

There is also a vast archive of images that can be mixed into this which we can bring to life as cinemagraphs.



VOLUNTEER FILMS

Main objectives:

- Aesthetically beautiful films
- Short but powerful
- Range of films to showcase various age ranges and cultures
- Accessible in both English and Welsh
- Celebrate the volunteer workforce both historically and today

Visitor Experience:

This series of short films will be designed to show visitors that the railway has a diverse range of volunteer roles that are filled by people like themselves. We want visitors to recognise these people as their peers and as someone they can relate too.

The films will be placed amongst the railway heritage story and will tell the story of how this railway was revived by volunteers and continues to thrive due to their commitment and enthusiasm.

The short and concise nature of these films make them easy to dip in and out of whilst waiting for a train. But the impact should leave a lasting impression and something to ponder as they set out on their railway journey.

Learning Outcomes:

- Visitors will better understand the volunteer ethos that drives the FfWHR
- Different people bring unique skills across all disciplines
- Together these skills make a wider impact
- I know how I could get involved as a volunteer on the FfWHR



CAERNARFON - MULTI-DISPLAY PANELS



1600mm afl

1200mm afl

700mm afl



Welsh and English text on the same panels,
Welsh first/higher where relevant.
Addition of a brighter colour in-keeping with contemporary
interior of Caernarfon station.

MAIN HUB 2 - PORTHMADOG

We propose displaying key stories at Porthmadog in both Welsh and English. Graphic panels will be positioned along the platform walls of the station where visitor footfall is very high.

Further along the platform there is more space available, where a double sided interpretation panel will feature alongside a silhouette of a historic character and horse from the railway. The silhouette links to the app to reveal more content for visitors.



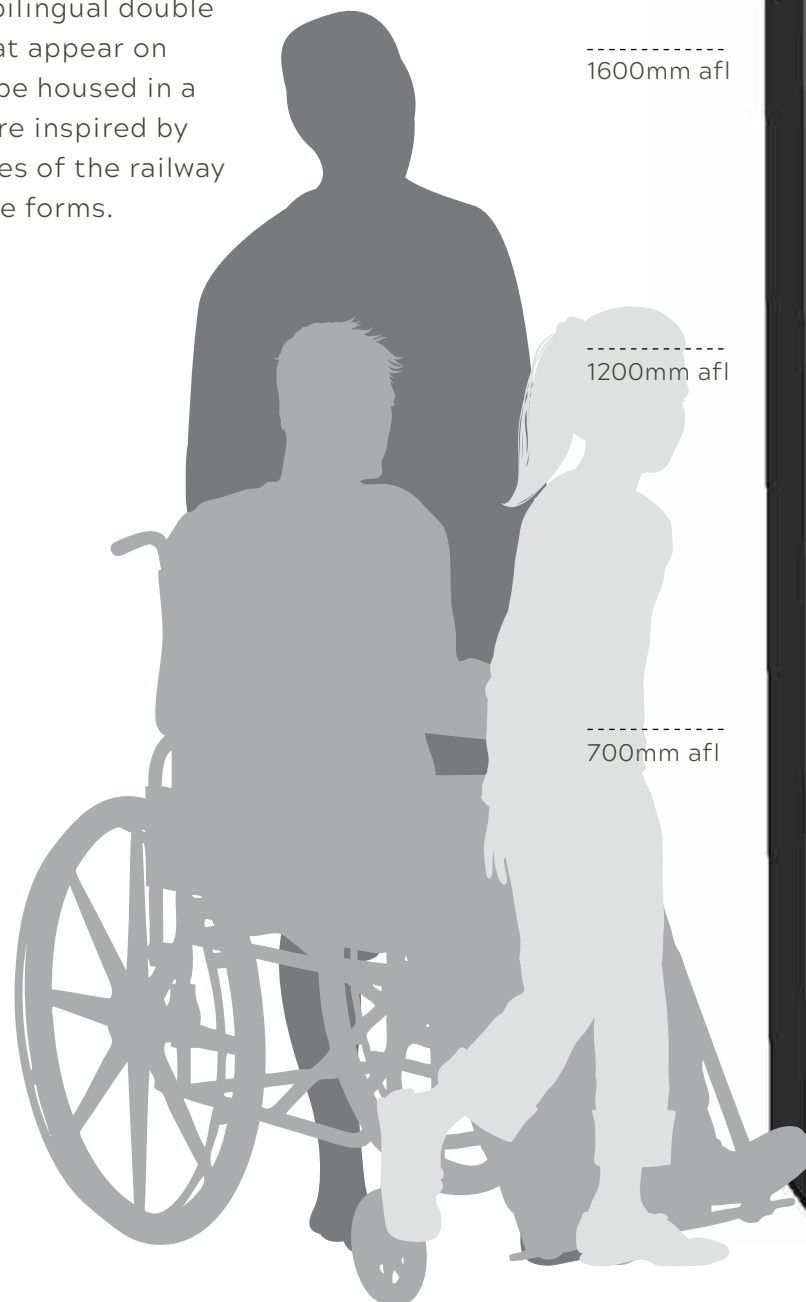
MAIN HUB 3 - BLAENAU FFESTINIOG

Following the same principle as Porthmadog (previous page), we propose a combination of wall mounted and freestanding graphics at Blaenau Ffestiniog. A graphic vinyl to the roller shutter could feature images of historic workers when the building is closed.



STATION PLATFORM PANELS

Freestanding bilingual double sided signs that appear on platforms will be housed in a robust structure inspired by the parallel lines of the railway tracks and slate forms.





Welsh and English text will be on separate panels, the primary colour of each panel chosen to complement the decoration at each station. Different images will be used to support the same stories across the panels so not repetitive for visitors.

MINI HUBS

The Mini Hubs, one at Beddgelert and the other at Tan-y-Bwlch, serve to reinforce the over arching story told at the main hubs. These sites were chosen due to their increased footfall which will enable engagement from non-travelling passengers as well as reinforcing the heritage story to those travelling from one of the Main Hub Sites.

The interpretation at these sites, in conjunction with the App, will encourage visitors to explore the landscape around the stations. It is important that visitors get a real sense of the challenges faced when building the railway but also to look at how the narrow gauge has restricted the impact the railway has on the local ecology.

Silhouetted figures on these stations will showcase the historic roles on the railway. Visitors will be able to scan these figures to find out more about their role and how it is mirrored in today's volunteer force.



Tan-y-Bwlch station



Beddgelert station

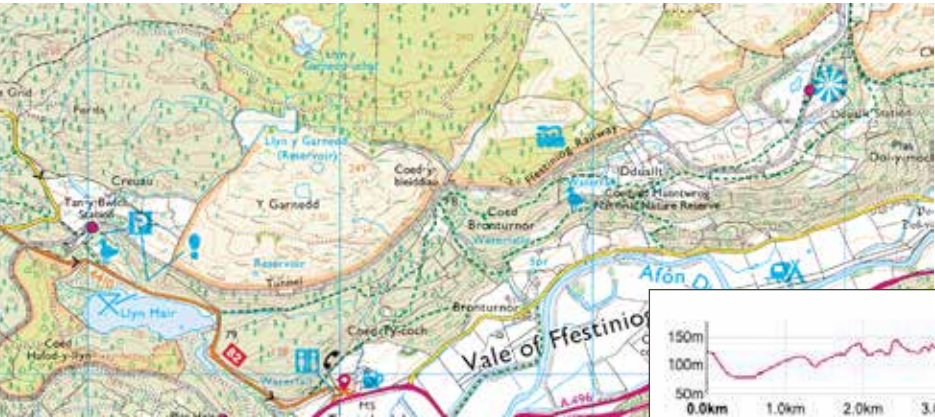
STORY MAP - MINI HUB SITES

Small and punchy

These two sites offer more than just a place to stretch your legs. Because of the facilities on offer here and the substantial footfall these two sites will carry a more in-depth story of the railway and its past, alongside individual stories linked to the sites.



As visitors explore the environment surrounding the railways they will begin to see how the use of a narrow gauge is both necessary to navigate the difficult terrain but also means the railways make minimum impact on the natural ecology.



Trail from Tan-Y-Bwlch to Dduallt - 1 hour



STORY MAP - MINI HUB SITES

Stories for individual sites

These two stations offer access to refreshments as well as the village of Beddgelert and walks from Tan-y-Bwlch. This combination means greater footfall and longer dwell times at the stations.

It is important that we utilise this opportunity to properly introduce passengers and would be passengers to the railway. For this reason we would add overview panels of the railway at both sites alongside content that is relevant to the individual stations.

One of the important storytelling methods is to let the people working on the railways speak. So for each of the stations there are selected known characters or job roles that will be interpreted directly from the person represented. We want visitors to see the parallels of historic roles and those still in evidence today.

People include

Bessie Jones - station mistress at Tan-y-Bwlch.
Miriam Roberts - station mistress at Beddgelert

Live interpretation

During storytelling activities staff and volunteers will develop the skills to tell stories linked to the railway and these stations in particular.

The Interpretive Officer will oversee that the facts being delivered in these stories are accurate and that all relevant stories are being told consistently.



Content for Beddgelert

Panel stories

Overview text including
Welsh Highland Railway story
See the gradient climb -
s-bends and loops

Restoring the WHR
The journey of WHR from derelict
to open again - the most modern
heritage railway

Historic slate links with local families
Miriam Roberts

Digital stories

Welsh railway ties
Stories of those involved in the
railway before its restoration and
during the restoration

'Delivery!'
Not just passengers - all types of
goods were shipped, from beer to
boots, it all moved on the rails



Content for Tan-y-Bwlch

Overview text including
Horse drawn gravity railway
Fairlie engines increase capacity 1870
1954 - Restoration begins

Focus on the natural environment
Modern passengers encouraged
to disembark and explore the
surrounding environment

Historic slate links with local families
Bessie Jones

**Closure of the railway due to decline
in slate production**
Railway closes 1946

Ffestiniog Toy Railway
A promotional tourism offer from 1939
of a road and rail tour 'Thro' Faeryland'

MINI HUB 1 - BEDDGELERT



Beddgelert is a significant tourist attraction so here we propose four interpretive panels telling two stories bilingually. Panels will be fixed to the walls of the existing platform building where visitors can sit and wait for a train.

Further along the platform visitors will 'meet' Miriam Roberts the Station Mistress.

According to legend, Beddgelert is the resting place of Gelert, the faithful hound of the medieval Welsh Prince Llewelyn the Great.

MINI HUB 2 - TAN-Y-BWLCH



At Tan-y-Bwlch, fixed interpretation will be displayed in three layers - a double sided graphic column will be positioned on the platform whilst bilingual panels will be affixed to the walls of the original wooden station building.

Visitors will 'meet' Station Mistress Bessie Jones and learn about her role on the railway.

The stations stories will be discrete to their locations but will also carry links to the wider story, signposting potential visitors to the Main and Mini Hub sites to gain a greater understanding.

These sites are chosen due to the potential footfall from other activities as highlighted on the map on the next page. Adding in these individual stories to station sites gives an opportunity to add specific flavours by telling niche stories that would be edited out of the Hub sites. The stories will be chosen to arouse interest and encourage further discovery.



Taking on Snowdon from Ryhd Ddu



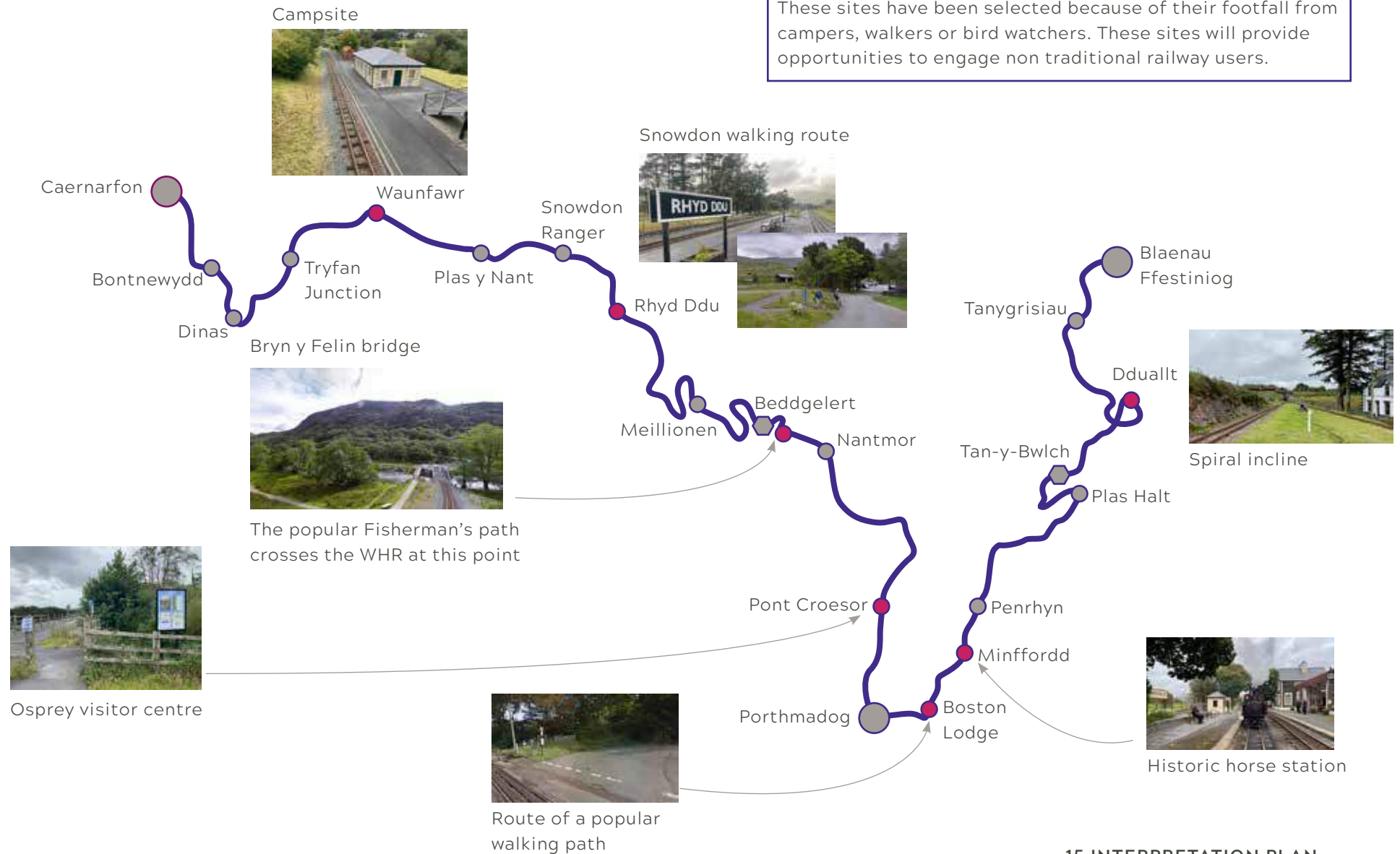
Dduallt spiral

STATION STORIES

STORY MAP - STATION STORIES

Footfall story points

These sites have been selected because of their footfall from campers, walkers or bird watchers. These sites will provide opportunities to engage non traditional railway users.



STORY MAP - STATION STORIES



Bryn y Felin bridge

Site specific stories



Waunfawr

Site specific stories



Rhyd Ddu

Site specific stories



Pont Croesor

Site specific stories



Boston Lodge Halt

Site specific stories



Minffordd

Site specific stories



Ddualt

Site specific stories

Panel stories

From mine to main line

Tramways, inclines and aerial ropeways

Restoring the WHR

The journey of WHR from derelict to open again - the most modern heritage railway

Tourism to Snowdon

WHR brings tourists to Snowdon to walk the Watkin Path - 1892

Welsh Highland Story

The reason for this railway

Building a gravity railway?

Methods used to cut this line into the hillsides and valleys

A unique skill set

Running a horse drawn railway - focus on horse station at Cae Ednyfed

1954 - Restoration begins

What seem like insurmountable issues are tackled by irrepressible volunteers

Digital stories

Long road to Caernarfon

Many plans since 1885 to reach Caernarfon - finally achieved in 1997

From mine to main line

Tramways, inclines and aerial ropeways

Tourism to Snowdon

WHR brings tourists to Snowdon to walk the Watkin Path - 1892

'Delivery!'

Not just passengers - all types of goods were shipped, from beer to boots, it all moved on the rails

Fairlie engines increase capacity 1870?

The world watches on as Fairlie and Spooner unveil these workhorses?

Self sustaining

Boston Lodge Works builds, maintains and repairs

Building a gravity railway

Methods used to cut this line into the hillsides and over the valleys

3 - BRYN Y FELIN



Bryn y Felin River Bridge carries the Welsh Highland Railway over the Afon Glaslyn at the start of the Aberglaslyn Pass. A lectern style interpretation panel located along the footpath will tell stories of tramways, inclines and aerial ropeways.

Inspired by the heritage conservation ethos of the railway, the legs of the lectern will be made from the railways reclaimed railway track, which will be cut and welded by volunteers.

4 - WAUNFAWR



We propose displaying two interpretive panels on the walls of the station building - a modern replica built in 2018 in the style of the original.

“Waunfawr” is Welsh for “Big Heath”

5 - RHYD DDU



We propose a lectern at the edge of the visitor carpark at Rhydd Ddu, close to the platform and the start of the Rhydd Ddu path up Snowdon.

“Rhydd Ddu” is Welsh for “Black Ford”



6 - PONT CROESOR



A lectern panel will be positioned by the footpath adjacent to the platform and the viewing site of the Glaslyn Osprey Project.

7 - BOSTON LODGE HALT



Boston Lodge Halt is a request halt on the Ffestiniog Railway and we propose locating a lectern panel at the edge of the road adjacent to the start of the footpath.



8 - MINFFORDD



An angled panel will be positioned within the memorial garden overlooking the site of Maenofferen Slate Quarry Works.

“Minffordd” is Welsh for “Roadside”

9 - DDUALLT



We propose fixing wall panels to a stone built shelter constructed by volunteers. This location provides excellent views (and sounds) of trains on the Ddualt spiral.

“Ddualt” is Welsh for “Black Hill”



A tour of Boston Lodge Works is not a static view of a set of historic buildings, more a glimpse into the past through the work of a highly skilled workforce, still utilising practices seen when the buildings were new.

Fixed interpretation will be light-touch - this is a living, breathing, historical and most importantly an authentic experience.

Tours will be developed and tailored for a the mainstream visitor, specialist visitor groups and Welsh speaking groups, mainstream or specialist. Through the activities set out in the Activity Plan, volunteers will be given the opportunity to train to be tour guides. Special emphasis will be placed on the art of storytelling.

As the tour content is developed through consultation with the Interpretation Officer, the Interpretation Trainee and the volunteer guides, we will ensure that a factually accurate framework is developed with room for Guides to add their own personal slant linked to their volunteering history.



BOSTON LODGE WORKS TOUR



The architectural restoration of the site has enabled better access to buildings that were in disrepair and the renewal of the Waggon Store which had gone all together. The improvements to the site mean that it is possible to better tell the story of Boston Lodge Works.

Visitors will gain an understanding of the horse drawn waggons when they can see the Smithy and the renewed Waggon shed. Being able to utilise the Old Engine Shed to house an exhibition in the same space where legend has it this derelict railway was rediscovered, adds a real sense of atmosphere to the event.

As visitors are guided through the site they will get a real sense of the history from both the buildings and the guides storytelling skills. We intend to add to this atmosphere through the use of props, strategically placed around the site. This could include a pair of metal workers tongs or the bare boiler of a disassembled engine.

Their purpose will be carefully choreographed to add depth and flavour to the stories and messages we want to deliver. Having something that can be explored and interacted with will add to the depth of experience for the visitors

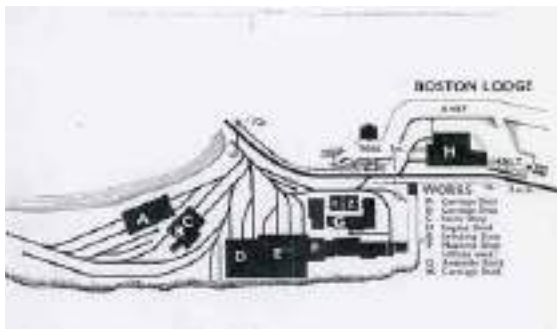


As visitors make their way down into the site they will first enter the newly built Waggon Shed for an orientation session. Whilst they don their hi-vis, visitors will notice a map of the site showing historic images of the buildings, but more importantly the people who worked here. We want visitors to feel the sense of the continued work flow from the sites earliest history to the modern day.

As they are guided through the site, tour guides will point out the props and show images and footage that reveal the activities that take place in these buildings both in the past and still today.

Having had opportunities to roam through the National Lottery Heritage Fund Small Loco Shed and listen to a description of a day in the life of a skilled trades person, the group will make their way to the Old Engine Shed. As the doors are eased open and people peer in, they will feel something of the discovery felt by those who first rediscovered the treasures hidden away in here.

As visitors make their way to the end of the shed, into the exhibition space they will be able to investigate the inner workings of a steam engine and immerse themselves in a film designed to evoke the excitement, struggle and elation of this railway's rebirth.



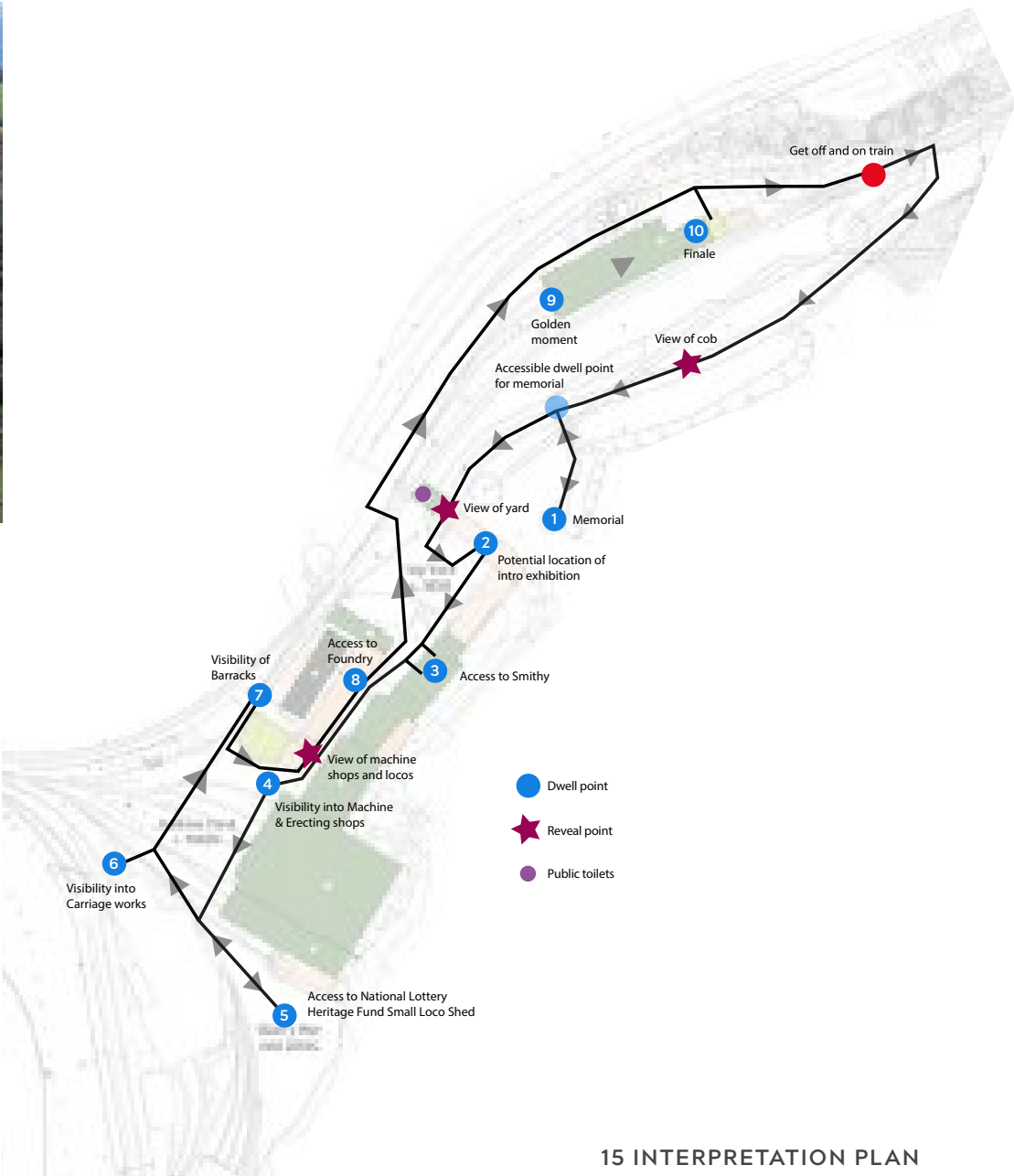
STORY MAP - BOSTON LODGE



Tour the site

Visitors embarking on this guided tour will be taken around a truly unique working site. They will understand the reason that Boston Lodge is here and its part in the building of the Cob. They will then go on to see that from its beginnings as a source of stone it has gone on to be the birth place of locomotives, carriages and all that was and is still needed to keep the railway moving.

The site will offer visitors a glimpse into the real workings of the railway in the carriage works, erecting and machine shops as well as exhibitions that assist a greater insight into the life of Boston Lodge and the exhilaration of its re-discovery in 1954.



TOUR PROPS

As the visitor moves around the site on their tour, the guide will use strategically placed props to help bring the story to life. Props for each location will be selected alongside the development of the script.

* Examples on this page to demonstrate the approach only and will be identified during the Delivery phase

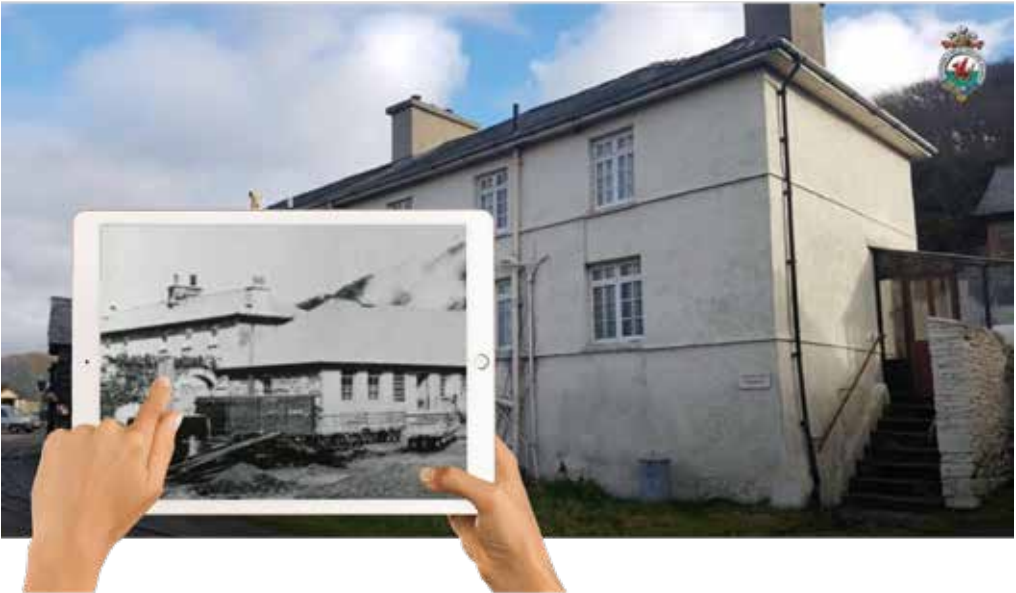


TOUR TABLET

Volunteers and staff will carry a tour tablet as they guide visitors around site, enabling them to access images and content tailored to the needs and desires of each group. This will enable tours to be personalised and bespoke. Content will include, but is not limited to:

- Map of historic site
- Map of modern site including visitor facilities
- Historic images of buildings
- Photographs of staff and volunteers
- Photographs of working processes
- Interior shots of workshops in action

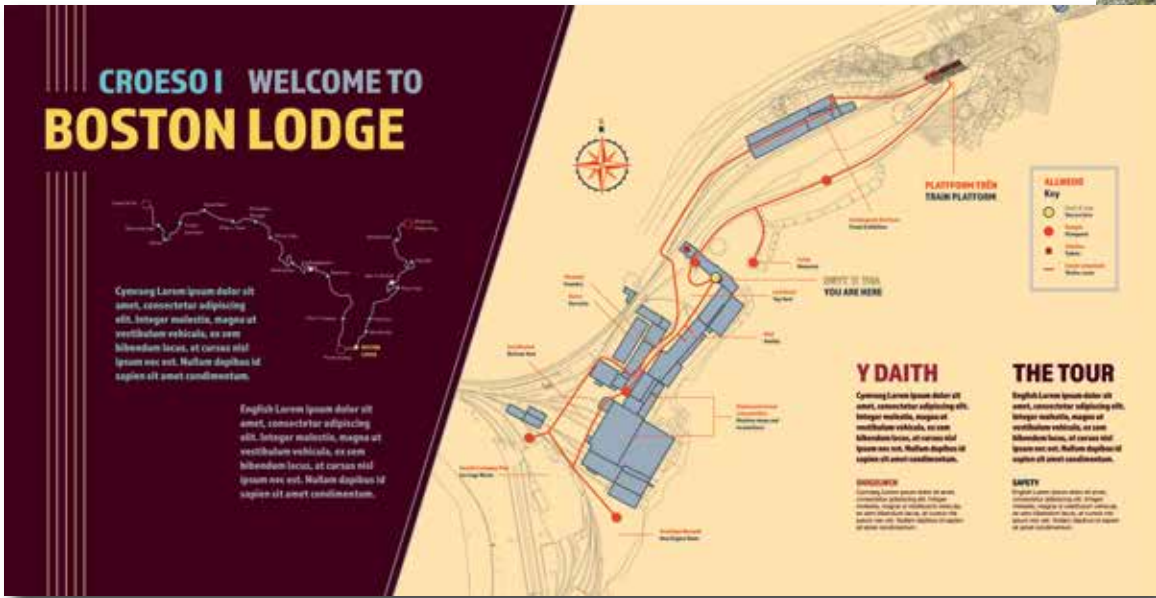
Images:
 Right - Georgian Barracks
 Below - Blacksmith's shop
 Below right - Old Engine Shed



ARRIVAL

As visitors arrive at Boston Lodge, they will disembark the train and be provided with branded high vis vests. This not only sets the scene for their upcoming adventure, but allows staff and volunteers on site to quickly identify who is a visitor.

A new site map will provide some context and orientation for visitors before they make their way as a group to the introductory exhibition.



The look and feel for graphics at Boston Lodge convey the fact that this is an active and industrious place. A limited but bold colour palette is used.

Base layers of the architects drawings have been used to add a blueprint feel to the design.

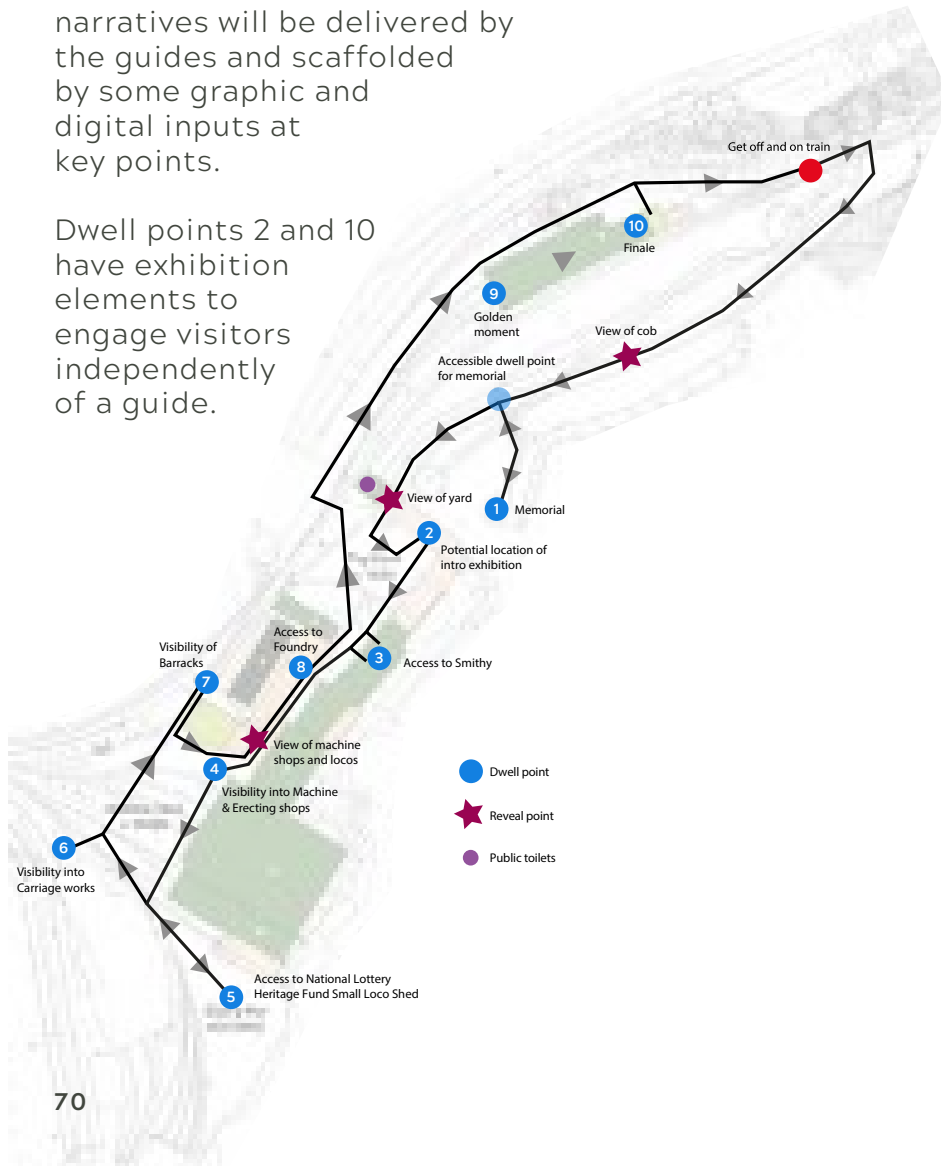
The vertical slate layers used in the hub station interpretation reappear here. They can be used throughout all graphics, they could also be interpreted as rows of railway tracks.

STORY MAP - BOSTON LODGE

Story

This is an overview of the tour and the stories to be told. Most of these narratives will be delivered by the guides and scaffolded by some graphic and digital inputs at key points.

Dwell points 2 and 10 have exhibition elements to engage visitors independently of a guide.



1 - Memorial

Stories

Slate transport

Maddocks the cob, the lodge and the harbour

Construction

Building the Cob 1808

Volunteer stories and memories

Remembering our volunteers



2 - Waggon repair shop

Stories

Slate transport

Horse drawn railway - slate to Porthmadog

Moving mountains

Self sustaining - Boston Lodge Works builds, maintains and repairs

Volunteer stories and memories

Why do you do it?
How did you get involved?



3 - Smithy and Iron foundry

Stories

A unique set of skills
Running a horse drawn railway

A self supporting network
The wide range of skills

WAGGON REPAIR SHOP - TOUR INTRODUCTION

An undercover section of the new Wagon Repair shop provides a weather-proof location for the tour guide to give a short introductory talk

Visibility into working and storage areas. Both sides of doors used to display interpretation when open and closed



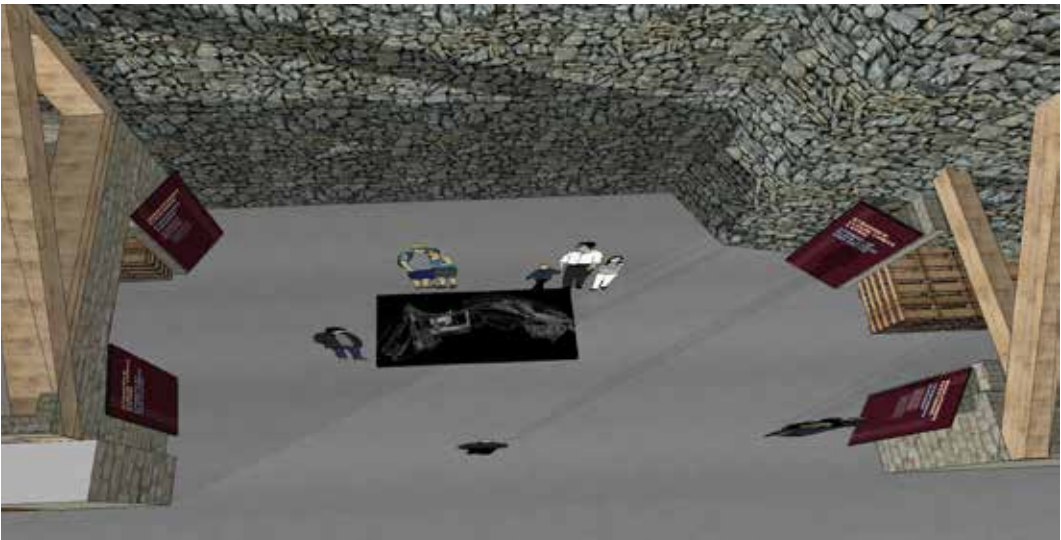
Rock face remains exposed

Reinstate railway tracks and make flush for accessibilty

Tactile model of site for visitor orientation - a useful prop for the tour guide to use during their introduction and H&S talk

WAGGON REPAIR SHOP - TOUR INTRODUCTION

Plan shows floor space retained for maximum tour capacity



No interpretation to outside of building to maximise authenticity of historic recreation.



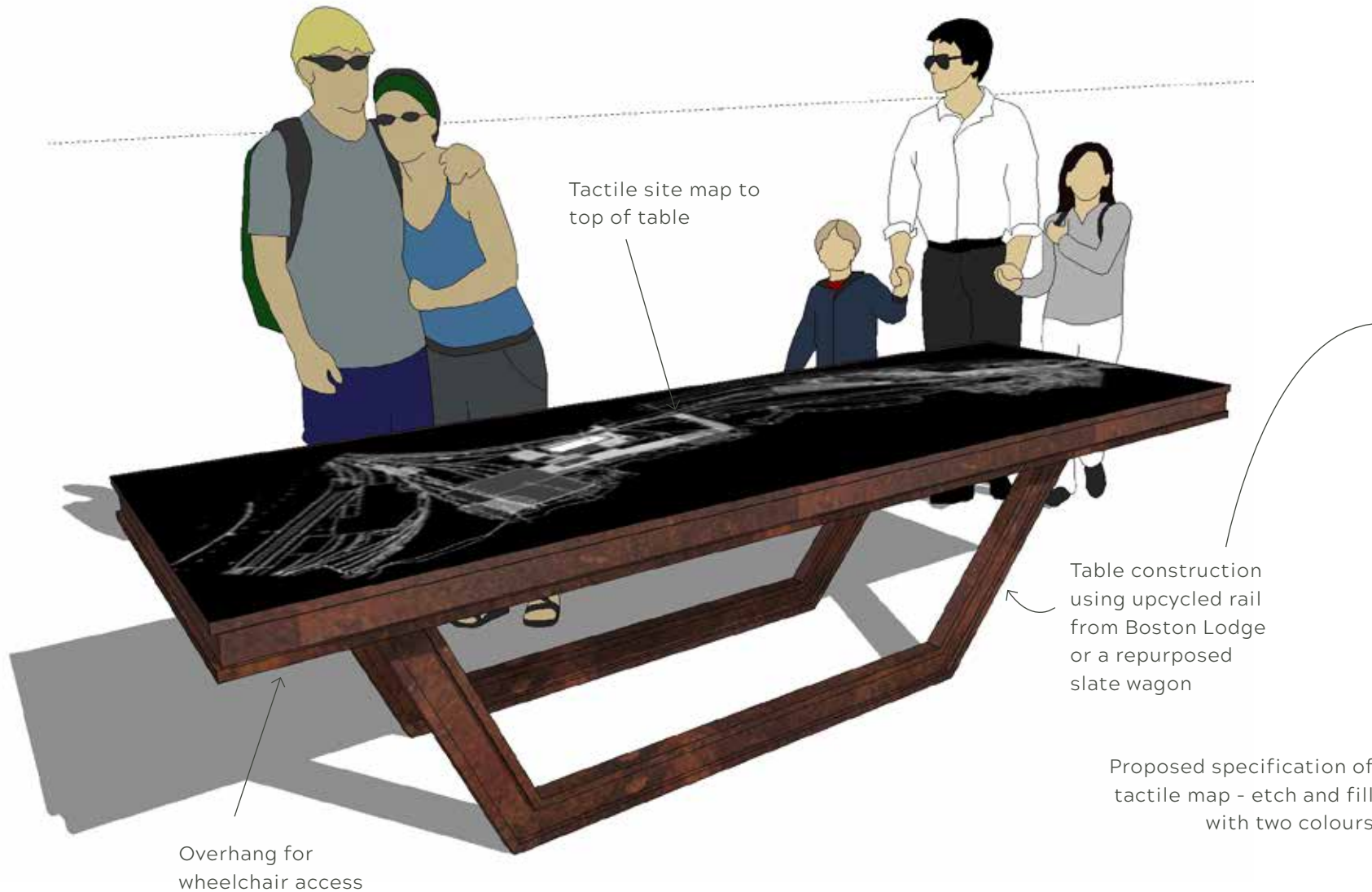
Visual showing view into back of house and storage areas



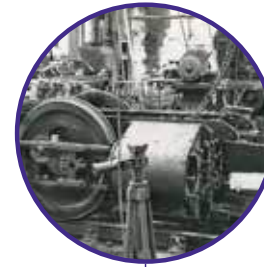
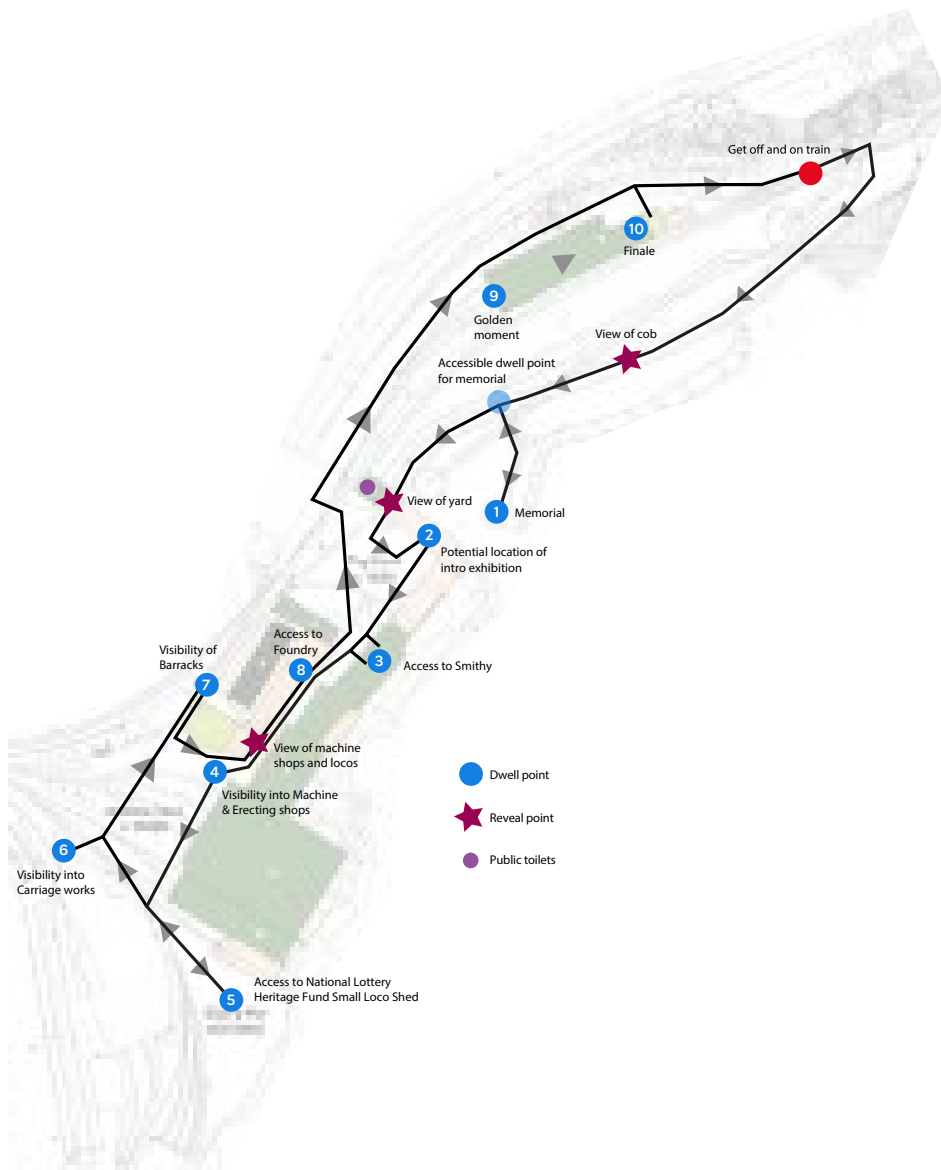
Elevation of introductory exhibition area (with external pillars removed for purpose of visual)

WAGGON REPAIR SHOP - TACTILE SITE MAP

A tactile site map will provide an invaluable introduction for visitor orientation and a useful prop for the tour guide to use during their introduction and Health & Safety briefing.



STORY MAP - BOSTON LODGE



4 - Machine and erecting shop

Stories

A unique set of skills
Learning about steam
Building steam
locomotives in the
modern era

A self supporting network
Look at all the skills
needed to make this
place work

Slate and passenger transport
Fairlie engines increase
capacity 1870



5 - New engine shed

Stories

A unique set of skills
Learning about steam
Building steam
locomotives in the
modern era

Volunteer stories and memories
Why do you do it?
How did you get
involved?



6 - Carriage works

Stories

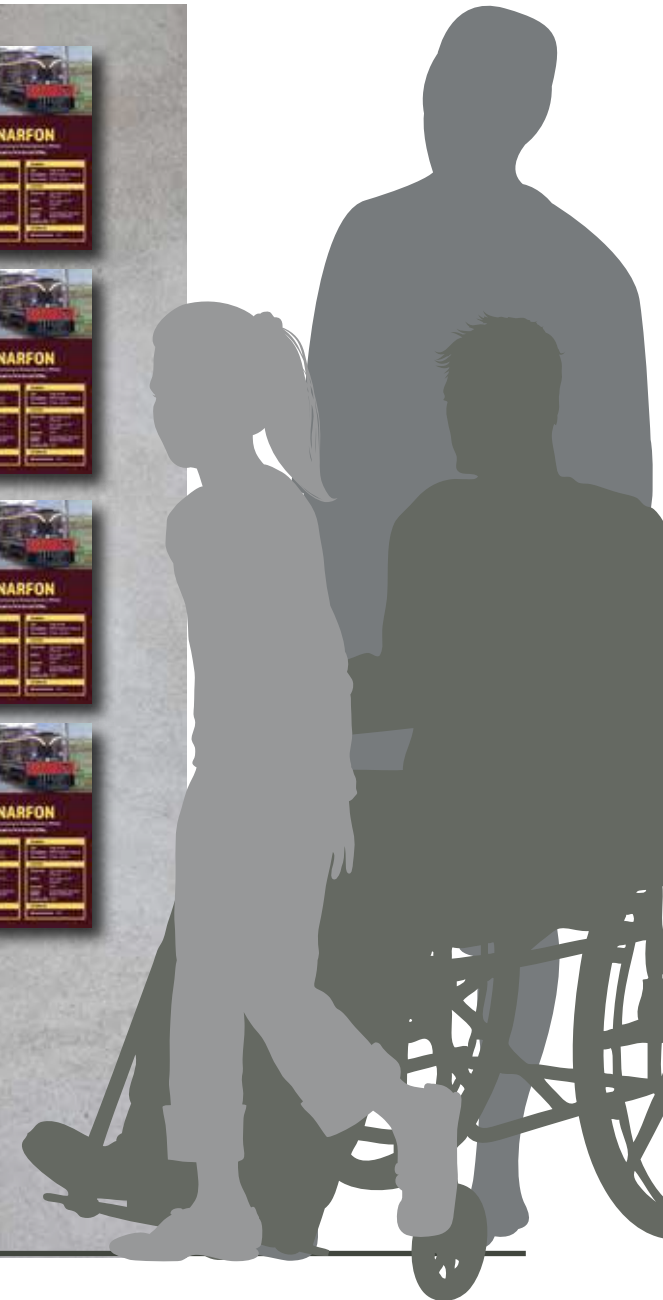
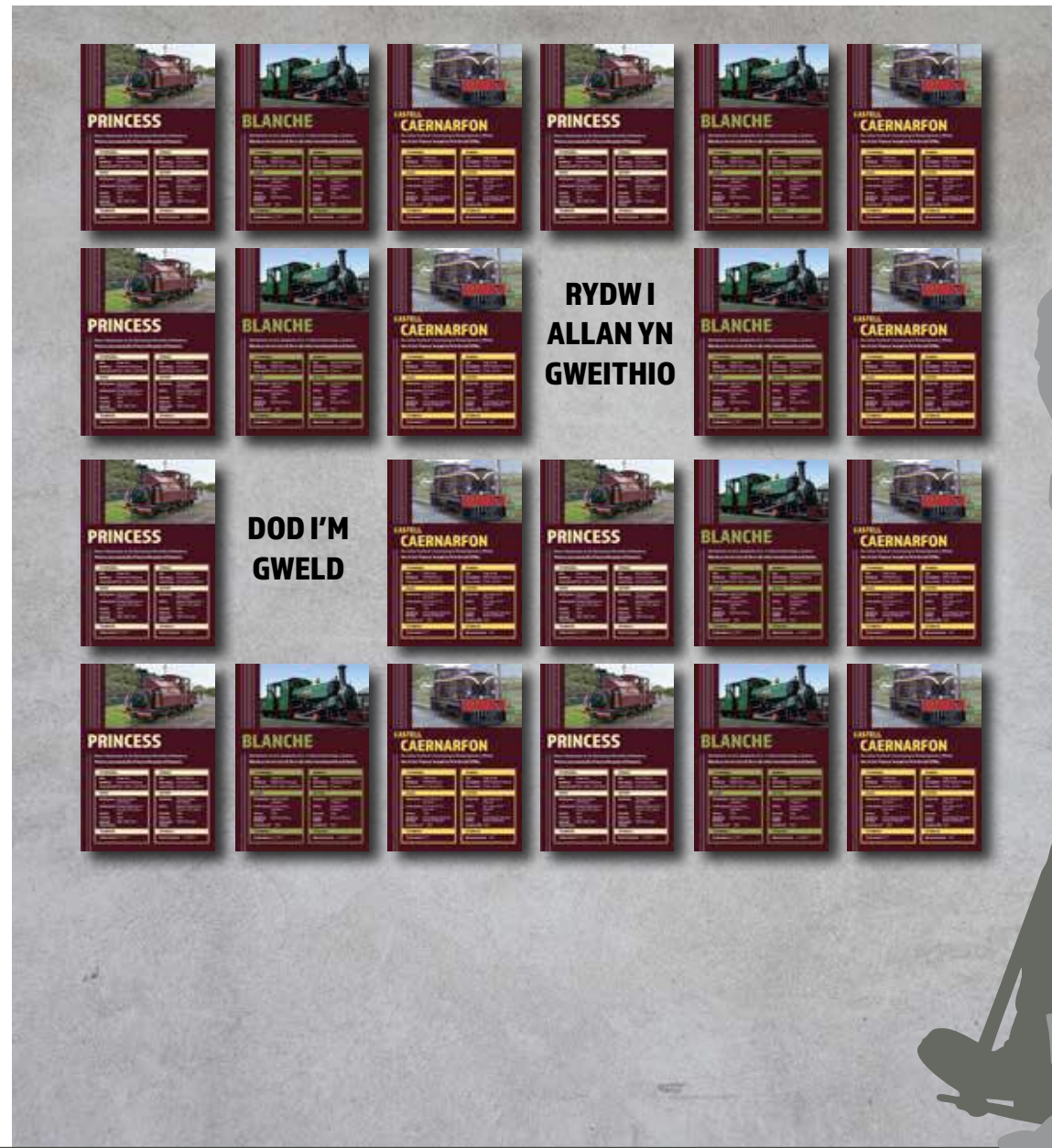
A unique set of skills
Wooden carriage
building and
restoration

A self supporting network
The wide range of skills

NLHF SMALL LOCO SHED - LOCO BOARDS

Visitors can enter the National Lottery Heritage Fund Small Loco Shed and explore the locos within it. To celebrate the breadth of the locos both in service and under renovation, we propose a ‘top trumps’ style interpretive display that provides visitors with key information about each loco (see next page for further details).

If the loco is at Boston Lodge that day, the board will be removed from the display and hung from the train itself. A message on the wall behind will encourage visitors to look out for the locomotive whilst on site.



NEW ENGINE SHED - LOCO BOARDS



PRINCESS

Enwir y Dywysoges ar ôl y Dywysoges Alexandra o Ddenmarc.
Princess was named after Princess Alexandra of Denmark.

CYFFREDINOL		GENERAL	
Moth	Uoegr fach	Type	Small England
Rheilffordd	Rheilffordd Ffestiniog	Home Railway	Ffestiniog Railway
Statws Cyfredol	Wed'i Adler yn gosmesig	Current Status	Cosmetically Restored
HANES		HISTORY	
Dyluniwyd gan	George England, CM Holland	Designed by	George England, CM Holland
Adelladwyd gan	George England & Co., Hatcham Iron Works	Built by	George England & Co., Hatcham Iron Works
Adellada	1863	Date built	1863
Ymestlitas	1946	Withdrawn	1946
Atswmpio / Ailadelladwyd	1882, 1895, 1923	Refurbished / Rebuilt	1882, 1895, 1923
TECHNEGOL		TECHNICAL	
Trefolant Olwyn 0-4-0ST+T		Wheel Arrangement 0-4-0ST+T	



BLANCHE

Mae Blanche yn un o ddosbarth o dri, a'r ddau arall yw Linda a Charles.
Blanche is one of a class of three, the other two being Linda and Charles.

CYFFREDINOL		GENERAL	
Moth	Uoegr fach	Type	Penrhyn Mainline Hunslet
Rheilffordd	Rheilffordd Ffestiniog	Home Railway	Ffestiniog Railway
Statws Cyfredol	Wed'i Adler yn gosmesig	Current Status	In Service
HANES		HISTORY	
Dyluniwyd gan	Hunslet Engine Company	Designed by	Hunslet Engine Company
Adelladwyd gan	Hunslet Engine Company	Built by	Hunslet Engine Company
Adellada	1893	Date built	1893
Rheilffordd Wroddol	Penrhyn Railway	Original Railway	Penrhyn Railway
Prynwyd gan FR	1963	Bought by FR	1963
TECHNEGOL		TECHNICAL	
Trefolant Olwyn 2-4-0ST+T		Wheel Arrangement 2-4-0ST+T	

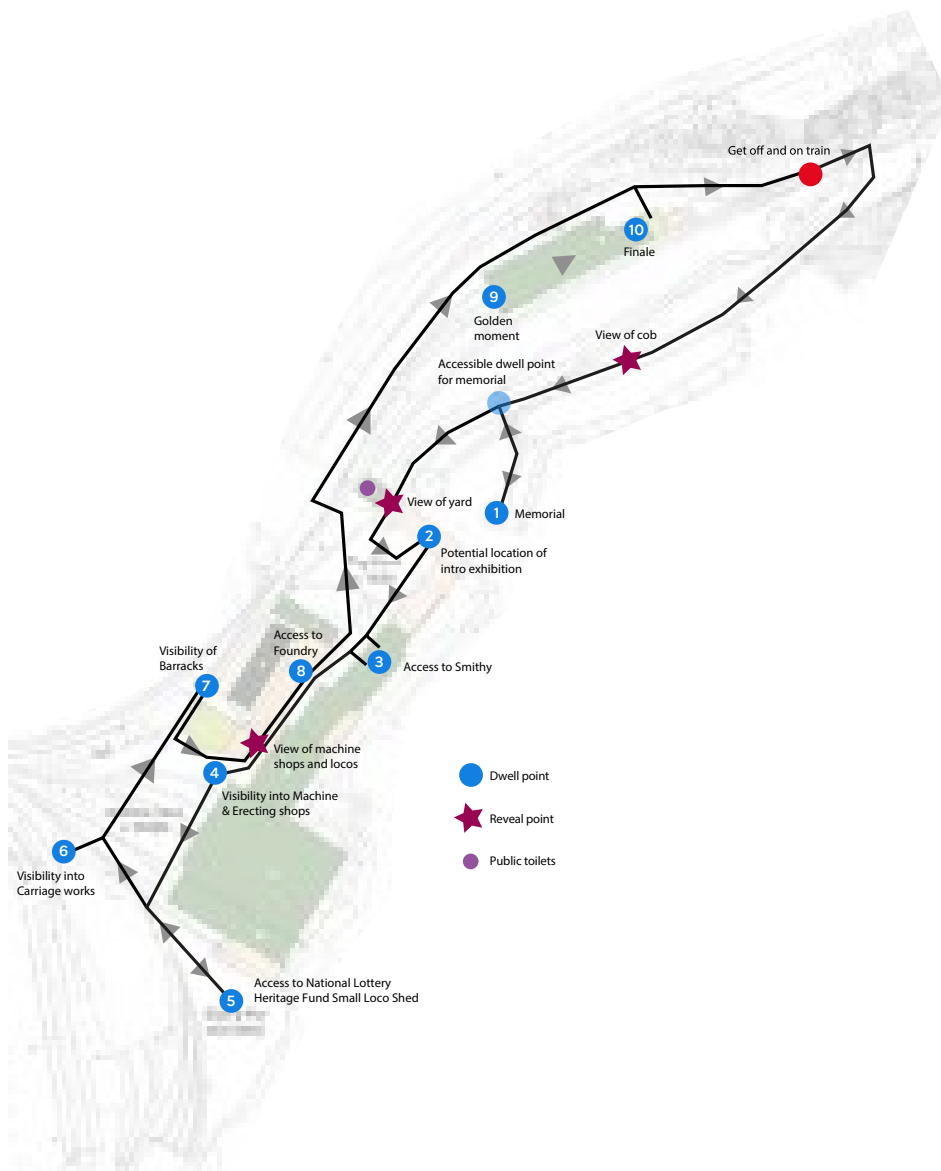


CASTELL CAERNARFON

Un o ddau 'Funkeys' a brynwyd gan FR yng nghanol y 1990au.
One of two 'Funkeys' bought by FR in the mid-1990s.

CYFFREDINOL		GENERAL	
Moth	Diesel mawr	Type	Large diesel
Rheilffordd	Rheilffordd Eryri	Home Railway	Welsh Highland Railway
Statws Cyfredol	Dan Adnewyddu	Current Status	Under overhaul
HANES		HISTORY	
Dyluniwyd gan	CH Funky & Co (Pty) Ltd	Designed by	CH Funky & Co (Pty) Ltd
Adelladwyd gan	CH Funky & Co (Pty) Ltd	Built by	CH Funky & Co (Pty) Ltd
Adellada	1967	Date built	1967
Rheilffordd Wroddol	Consolidated Diamond Mines of Namibia	Original Railway	Consolidated Diamond Mines of Namibia
Prynwyd gan FR	1993	Bought by FR	1993
TECHNEGOL		TECHNICAL	
Trefolant Olwyn D-D		Wheel Arrangement D-D	

STORY MAP - BOSTON LODGE



7 - Barracks

Stories

Moving mountains
Building the Cob 1808
1954 - Restoration begins - tackled by irrepressible volunteers

A self supporting network

Look at all the skills needed to make this place work

Welsh heritage and family pride

Munitions factory
During WWI, women run Boston Lodge Works as a munitions factory



8 - Foundry

Stories

A unique set of skills
Learning about steam
Building steam locomotives in the modern era

Moving mountains
Self sustaining Boston Lodge Works builds, maintains and repairs



9 - Old engine shed

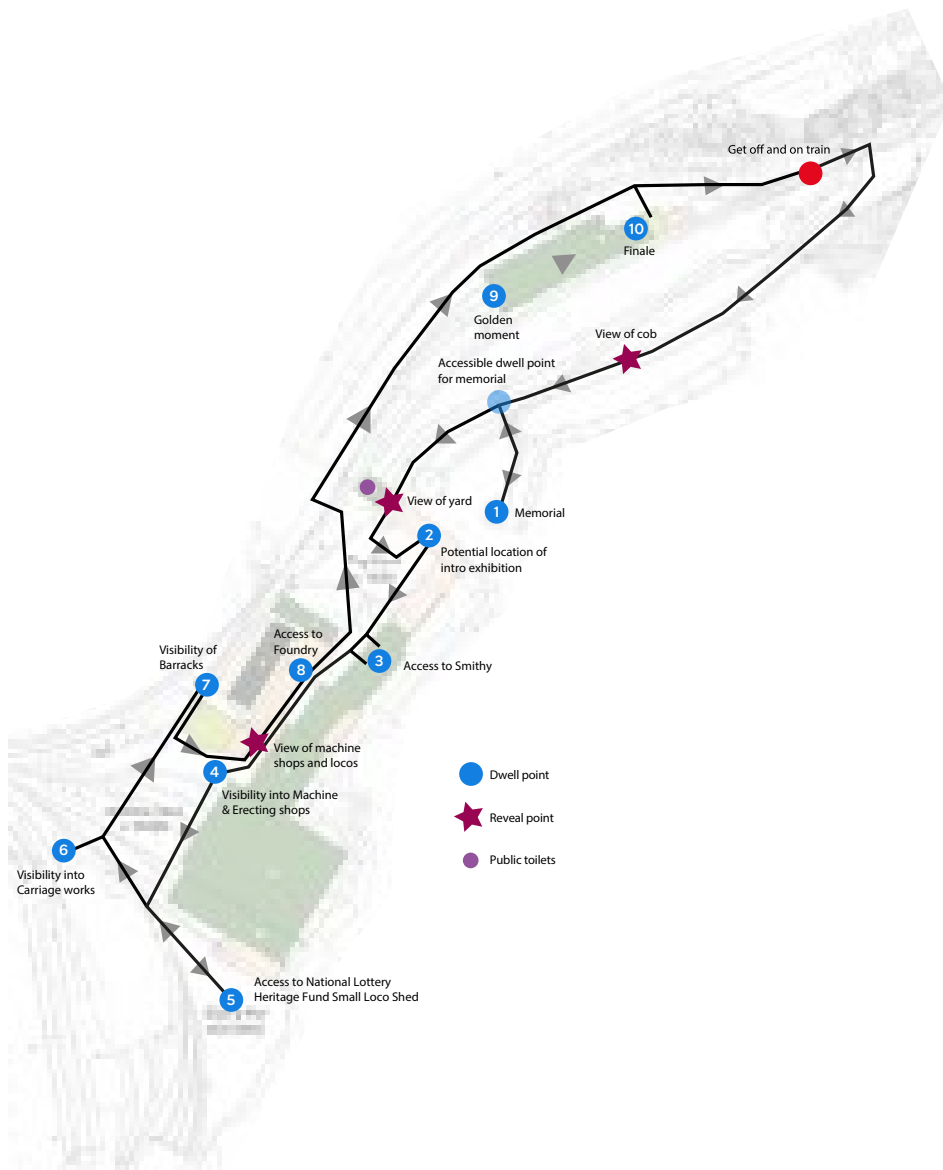
Stories

Moving mountains
1954 - Restoration begins. What seem like insurmountable issues are tackled by irrepressible volunteers

Volunteer stories and memories

1954 Pioneers
The story of the restoration

STORY MAP - BOSTON LODGE



10 - Old engine shed exhibition space

Stories

Slate transport

Maddocks the cob, the lodge and the harbour - 1808-11
 Spooner Survey 1830
 Steam capacity 1863

Moving mountains

Building a gravity railway
 1954 - The old engine shed reveals its treasures and ideas of restoration begin.

A self supporting network

The wide range of skills
 Opportunity to get involved

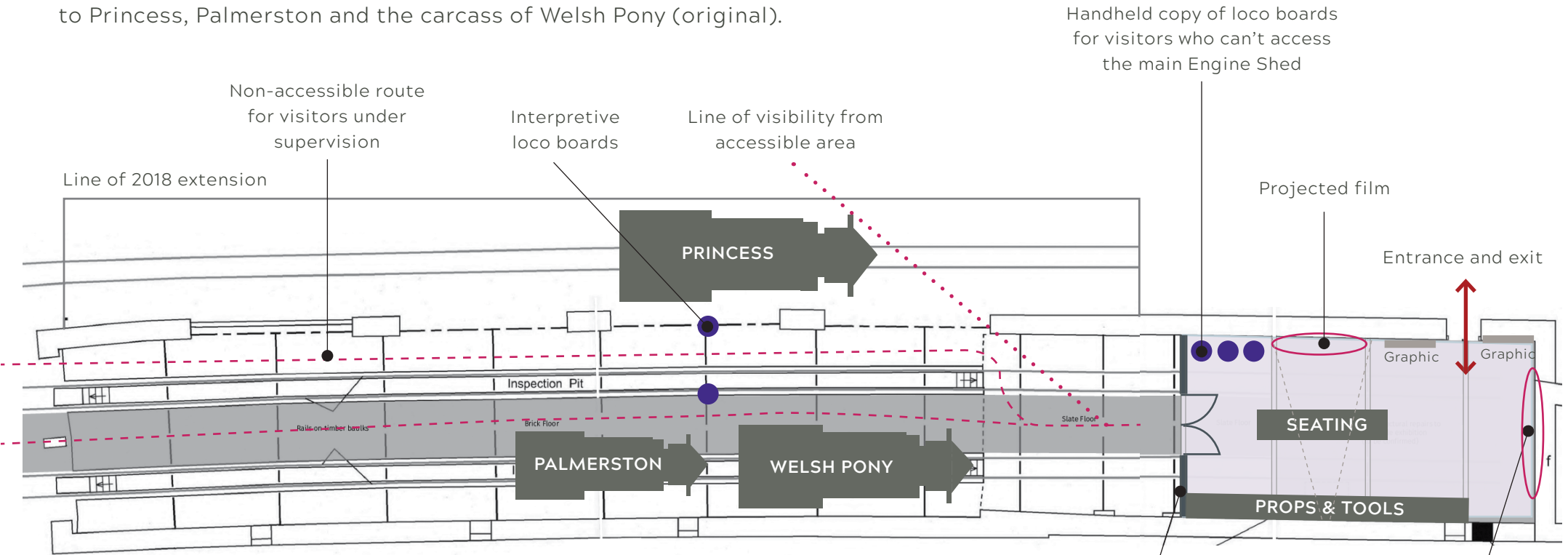
Welsh heritage and family pride

Stories of the historic and present day links to local families

Volunteer stories and memories

OLD ENGINE SHED

The last stop on the guided tour is at the Old Engine Shed, which will be restored to it's pre-1940 glory and will provide a new home to Princess, Palmerston and the carcass of Welsh Pony (original).



Minimal interpretation will support choreographed placement of machinery, tools, props, drawings and prototypes - taking visitors back in time as they are welcomed 'behind the scenes'.

Partition wall to be reinstated by staff and volunteers

Archive photograph displayed with life-size people to recreate historic view of Engine Shed



MY RAILWAY, YOUR RAILWAY



A large format film is projected onto the wall of the shed featuring all the skills, roles, people, activities and opportunities available at Boston Lodge and beyond

Archive photograph displayed with life-size people to recreate historic view of Engine Shed

Accessible storage of tools, props and prototypes made at Boston Lodge for visitors to explore and handle

MY RAILWAY, YOUR RAILWAY

The finale film in the Old Engine Shed will share in intimate detail, the passion and commitment of people who live, work and volunteer on the railway.

The story of volunteers will be told by volunteers.

The visitor will meet characters from past and present who will tell stories of their relationship with the railway, how they first got involved and why they return again and again.

We open with multiple faces representing the wide range of people that are involved in the railway. These will also be representative of younger generations who are getting involved in the work of the railway for the first time and older people representing those who have spent decades in the community.

Visitors will learn about the wide variety of jobs, roles and skills required to operate the railway.

The film will end with a clear call to action for visitors to 'find out more' by visiting the website for access to further layers of interpretation and volunteering, training and employment opportunities.



We propose a split screen technique that will quickly demonstrates the vast volunteer community across the railway. As the film develops, some images will fill the screen and come to life as the person introduces themselves and starts their story...

Volunteers will be filmed on location, at close range and carrying out their job on the railway. Stories will be told in both Welsh and English with bi-lingual subtitles. A large print hand held guide with the film content will also be provided in the Old Engine Shed.

BOSTON LODGE - TRAINING AND RESEARCH / SCHOOLS CENTRE

Whilst the volunteer training and schoolgroup space won't be accessible to tour visitors, it's important it feels part of the heritage experience so it can help entice people to become further engaged and build a relationship with the railway. We propose a graphic display that features the diverse range of people, jobs and roles on the railway - hopefully people will see something in this display that is relevant or appeals to them, and will provide them with the information they need to take the next step.



APPENDIX 1 - STYLEGUIDE

The following pages illustrate where we have taken inspiration from for the design approach for this project.

A combination of colours, textures, materials and styles informed by the landscape, steam locomotives, the working industry and the existing signage and aesthetic of the railway.

DESIGN APPROACH - INSPIRATION MOODBOARD



COLOUR PALETTE



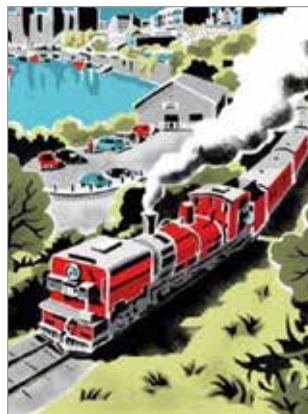
SHILFORD FFESTINIOG FFESTINIOG RAILWAY

AMSERLEN • TIMETABLE

CYFATHRIBWCH Y LLWYR A'R Y CALENDWR YR LIN LLYW ISOD

Yr	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30
2	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45
3	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55
4	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05
5	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15
6	11:15	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25
7	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35
8	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45
9	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55
10	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05
11	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15
12	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25
13	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35
14	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45
15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55
16	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05
17	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15
18	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25
19	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35
20	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45
21	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45	20:55
22	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45	20:55	21:05
23	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45	20:55	21:05	21:15
24	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45	20:55	21:05	21:15	21:25
25	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45	20:55	21:05	21:15	21:25	21:35
26	16:15	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45	20:55	21:05	21:15	21:25	21:35	21:45
27	16:30	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45	20:55	21:05	21:15	21:25	21:35	21:45	21:55
28	16:45	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45	20:55	21:05	21:15	21:25	21:35	21:45	21:55	22:05
29	17:00	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45	20:55	21:05	21:15	21:25	21:35	21:45	21:55	22:05	22:15
30	17:15	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45	20:55	21:05	21:15	21:25	21:35	21:45	21:55	22:05	22:15	22:25
31	17:30	17:45	17:55	18:05	18:15	18:25	18:35	18:45	18:55	19:05	19:15	19:25	19:35	19:45	19:55	20:05	20:15	20:25	20:35	20:45	20:55	21:05	21:15	21:25	21:35	21:45	21:55	22:05	22:15	22:25	22:35

MAE'NODD YR YDOR YR LLYW YR LLY



Primary colour palette - taken from current brand guidelines to ensure new interpretation can exist sympathetically alongside existing signage and graphics along the railway



Secondary colour palette - a neutral palette used alongside the primary palette where appropriate to bring designs up to date and ensure good contrast for accessibility



A new contemporary accent palette of bold bright colours chosen to contrast with the rest of the palette for maximum impact when used sparingly across key locations and stories

TYPOGRAPHY

The fonts suggested here have been chosen to suit the bold, industrial style proposed in the colour palette and moodboards. A font called ‘Almaq’ for the titles will establish this, with Helvetica Neue providing an accessible, easy to read sans serif font for the longer sections of body text.

Almaq is a versatile font that can be adapted to produce different styles. This is useful as each location may need a slightly different approach. For example, the sign written style would suit the station interp whereas Almaq without any embellishment may work better at the more modern Caernarfon Station.

Title font treatment

ALMAQ
ALMAQ
ALMAQ

Titles

ALMAQ CAPS

Intro

Almaq (Sentence case)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 “ ’ , . : ; ! ? £ @ & * © ()
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß**

Body

Helvetica Neue Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 “ ’ , . : ; ! ? £ @ & * © ()
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß**

TYPOGRAPHY

Different weights of fonts will be used within the graphics hierarchy to ensure effective layering of interpretation is balanced with accessibility.

Heading

140pt Almaq Refined
(All Caps)

HISTORIC ST

Intro paragraph

38pt Almaq Refined
(Sentence Case)

**Outstanding scenery, comfortable
carriages and historic steam engines
await you here in the heart of Snowdonia.**

Body copy

28pt Helvetica Neue Regular

With some of the most comfortable carriages on any preserved railway – standard or narrow gauge – you can step back in time to a more civilised age.

APPENDIX 2 - COVID CONSIDERATIONS

It is sensible to include some potential adaptations to proposed visitor engagements to accommodate any future legislative changes to public spaces.

We can ensure that all new graphic, hands-on engagements and interactives are manufactured from non-porous materials that can easily be wiped down using anti-microbial wipes or be finished in anti-microbial paint surfaces.

The use of digital engagements is an important part of our visitor experience. We have avoided the requirement for visitors to touch exhibits, relying on motion sensor activation wherever possible.

Tour tablets and audio enhancements are available with wipeable covers for easy and efficient cleaning between tours.

All the new digital assets that will be generated as part of the project can be adapted to sit on the website and accessed remotely in the event of further site closures.

APPENDIX 3 - DELIVERY PHASE BUDGET



FFWHR Interpretation and Boston Lodge Project

RIBA 3 BUDGET

05.05.21

		Description	Specification	Quantity	Size	Cost
Fees	Across all sites	Review of RIBA 3 following feedback from NLHF		25	days	£ 7,500.00
		3D Technical Design				
		Graphic Proofing				
		Interpretation Plan Development & implementation		13	days	£ 5,200.00
		Content Management				
		Mentoring Interpretation trainee				
		Design overview		6	days	£ 2,000.00
		Project Management		17	days	£ 6,800.00
		Onsite meetings		4	days	£ 3,360.00
		Copywriting in Welsh and English	Alongside content generation by Interpretation Trainee	tbc	N/A	£ 8,000.00
Deliverables	Across all sites	AV01 Equipment	To support website, sound & video editing	1	tbc	£ 2,500.00
		Character illustrations	See proposals in Interpretation Plan	5	characters	£ 750.00
		Discovery app	See proposals in Interpretation Plan	1	N/A	£ 22,000.00
		Interpretive units	Durable sprayed structure to include AV/interactive/graphic display	3	800x1600	£ 15,000.00
	Main Hub 1 - Caernarfon	Character silhouette	Powder coated steel, floor fixings	1	800x1600	£ 2,200.00
		AV02 Short films	Footage to be supplied/generated by client team, fee for editing only	3	N/A	£ 15,000.00
		AV02 Film hardware	2x 24" screens, speakers, players and buttons. Existing projector also utilised	2	N/A	£ 5,100.00
		Double sided panel on platform	Powder coated steel frame, 2x dibond panels, fixings to floor	1	800x1600	£ 4,750.00
	Main Hub 2 - Porthmadog	Character silhouette	Powder coated steel, floor fixings	1	800x1600	£ 2,200.00
		Single sided wall mounted panel	Dibond panel, backing panel & fixing battens	4	500x1100	£ 1,000.00
		Double sided panel on footplate	Powder coated steel frame, 2x dibond panels, fixings to floor	1	800x1600	£ 4,750.00
		Character silhouette	Powder coated steel, floor fixings	1	800x1600	£ 2,200.00
	Main Hub 3 - Blaenau Ffestiniog	Single sided wall mounted panel	Dibond panel, backing panel & fixing battens	4	500x1100	£ 1,000.00
		Single sided wall mounted panel	Dibond panel, backing panel & fixing battens	4	500x1100	£ 1,000.00
		Character silhouette	Powder coated steel, floor fixings	1	800x1600	£ 2,200.00
		Character silhouette	Powder coated steel, floor fixings	1	800x1600	£ 2,200.00
	Mini Hub 1 - Beddgelert	Horizontal bilingual sign	Dibond panel bonded to existing	1	1500x800	£ 440.00
		Internal graphics	Foamex	5	500x700	£ 500.00
		Mini Hub 3 - Bryn y Felin bridge	Lectern panel using recycled rail track	1	800 x 600	£ 650.00
		Mini Hub 4 - Waunfawr	Single sided wall mounted panel	2	500x1100	£ 500.00
	Mini Hub 5 - Rhyd Ddu	Lectern panel using recycled rail track	Vault graphic - cost assumes BL staff / volunteers cut and weld track	1	800 x 600	£ 650.00
		Mini Hub 6 - Pont Croesor	Lectern panel using recycled rail track	1	800 x 600	£ 650.00
		Mini Hub 7 - Boston Lodge Halt	Lectern panel using recycled rail track	1	800 x 600	£ 650.00
		Mini Hub 8 - Minfordd	Angled panel to top of wall overlooking yard	1	500x1100	£ 750.00
	Mini Hub 9 - Ddualt	Single sided wall mounted panel	Dibond panel, backing panel & fixing battens	2	500x1100	£ 500.00
		AV03 Tour tablet hardware	Ipad Pro and bump case	1	N/A	£ 4,000.00
		AV03 Tour tablet software	See proposals in Interpretation Plan	1	N/A	£ 4,000.00
		AV04 Audio enhancement equipment	Digi-wave tour guide system inc. headset, earphones, rechargeable receivers and cases	15+1	N/A	£ 7,500.00
	Boston Lodge - site wide	Building signs	Dibond panel, backing panel & fixing battens	14	300x100	£ 1,400.00
		Site map	Dibond panel, backing panel & fixing battens	1	1200x800	£ 250.00
		High vis vests	See proposals in Interpretation Plan	40	N/A	£ 300.00
		Loco boards	Dibond panel and hook fixings	35	500x700	£ 3,500.00
	Boston Lodge - Intro exhibition	Door graphics x 2 sets	Dibond panels fixed direct	8	800x1800	£ 1,200.00
		Model table	Etch and fill tactile top - cost assumes BL staff / volunteers cut and weld track	1	800x2000	£ 5,000.00
		Wallpaper graphic	See proposals in Interpretation Plan	1	10000x3000	£ 1,650.00
		Wall panels	See proposals in Interpretation Plan	2	500x1100	£ 500.00
	Boston Lodge - Volunteer room	Wall banner with photographic print	External grade banner	1	3000x3000	£ 550.00
		Handheld copies of loco boards	Dibond panel and hook fixings	3	500x700	£ 300.00
		AV05 Film - rebirth of railway	See proposals in Interpretation Plan	1	N/A	£ 12,000.00
		AV05 Film hardware	IP rated projector, PIR sensor, Brightsign, Amp, 2x Speakers	1	N/A	£ 12,000.00
	Boston Lodge - Finale exhibition	Large print guide of film content	Laminated paper	3	N/A	£ 150.00
		Display / storage racking	PC sum, may be possible to re-use existing racking	tbc	tbc	£ 2,500.00
		Seating unit	Upcycled railway track with timber top - cost assumes BL staff / volunteers cut and weld track	1	2000x1000	£ 1,000.00
		Installation	10 days 2 men + Lead			£ 22,600.00
	Delivery	x4 165 miles HGV				£ 1,980.00

TOTAL £ 204,380.00
ex vat

Fees inc. Delivery & Installation £ 49,440.00

Digital design, software production & hardware procurement £ 84,100.00

Non-Digital £ 70,840.00

Overview

Successful project delivery will require the creation of key supplier partners who will furnish all of the deliverables outlined in the project plan.

There are 6 main disciplines that will be packaged for tender issue as self-contained scopes of work. The Project Team will target and invite suitably qualified suppliers to apply for one or more of the packages of work.

- Copywriting in Welsh & English
- ‘App’ development, construction and implementation.
- Audio-Visual hardware
- Audio-Visual content development and software programming.
- Joinery, metalwork and set-works fabrication, incl. CAD Drawings & Site works
- Graphic Production

The project team will develop detailed briefs for each scope of works, to include a full and thorough description of final intent. This information will include materiality, durability, expected specification and quality levels. Health and Safety and accessibility standards will also be included.

The complete developed design document will be issued with the tender documentation.

To avoid any potential for imbalanced tenders, third-party procurement specification will be issued to a granular level, to include hardware manufacturer details, exterior graphic manufacturer details and fixed site duration allowances for installation.

Qualification

The project team will invite a minimum of three suppliers to bid for each of the works packages.

These suppliers will have proven experience within the visitor environment and/or cultural-heritage sectors and be able to demonstrate with a minimum of three case studies, successfully delivered work of a similar type and scope value.

For packages in excess of £10,000, tenderers must prove their financial security by submitting three years trading accounts as well as a statement of current liquidity.

Suitable qualification will be determined by the Project Team representatives.

Evaluation

Submissions will be assessed against quality, risk, cost and social value. The scoring criteria will be a tally of scores

Quality	minimum 0	maximum 5
Risk	minimum 0	maximum 5
Cost	minimum 0	maximum 5
Social Value	minimum 0	maximum 3

The maximum score that can be attained is therefore 18.

We will request that bidders provide a short synopsis of their understanding of the project and why they are suitable to fulfil the undertaking. This should be no longer than 500 words. This will constitute part of the quality assessment.

We would like bidders to propose means of providing social value to the project, through training and skills development for our volunteers and local communities or any other means they consider beneficial.

The Project Team may wish to carry out a short, informal discussion with bidders after evaluation assessment.

APPENDIX 5 - DELIVERY PHASE PROGRAMME

FFWHR Interpretation and Boston Lodge Project Interpretation Delivery Programme

05.05.21

- Core task
- Client team task
- NLHF task

- On-site meeting
- Digital meeting
- Mentoring Interpretation Trainee
- Welsh / English copywriter



Task	2021				2022												2023											
	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A				
Delivery Phase																												
General																												
Mentoring Interpretation trainee																												
Project Team meetings																												
Interpretation & Design meetings																												
RIBA 3																												
Grant award																												
Permission to start																												
Start up meeting and remobilisation																												
Any amends from NLHF feedback																												
Remaining RIBA3 design & specification																												
Exhibition Development Plan																												
Develop briefs for sub-contract packages																												
Meeting to review progress																												
Review and approval to proceed to RIBA4																												
RIBA 4																												
Tender of sub-contract packages																												
Site surveys																												
Copywriting (Dual)																												
3D Technical Design																												
AV Design																												
Graphic proofing																												
Meeting to review progress																												
Client Sign-Off Riba 4																												
RIBA 5																												
Procurement																												
CAD Production																												
AV Software Production																												
Prototyping & Testing																												
Manufacture Joinery																												
Manufacture Fabrication																												
Pre-production artwork																												
Manufacture Graphics																												
Client Sign-Off Offsite manufacture																												
AV Hardware Testing																												
Delivery & Installation Railway sites																												
Delivery & Installation Boston Lodge																												
RIBA 6																												
Handover & Training																												
RIBA 7																												
In-Use																												



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