

Wray Valley Interpretation Plan July 2019

Dartmoor National Park Authority

The aim is to communicate to all visitors and users of the Wray Valley Trail, the story of the railway and the impact it has had on the people and the landscape of Dartmoor using the ***Dartmoor Story***. The aim is to deepen visitors understanding of Dartmoor, and to facilitate an enjoyable, and safe learning experience for all visitors, whilst encouraging visitors to explore and enjoy Dartmoor's natural and cultural heritage in ways that respect and help protect the special qualities of the National Park.

Themes relating to National Park purposes and the over-arching 'sense of place' theme of the Dartmoor story:

Forged by fire; fashioned by the hands of time and people. The story of Dartmoor's cherished and protected landscapes and wildlife is one of powerful geological forces, relentless weather and more than 4,000 years of human activity.

(DNPA Interpretation Plan Extract, Imagemakers 2013)

This interpretative plan strives to use Tilden's principles in all interpretation:

Provoke, relate, reveal, address the whole and strive for message unity

(Interpretative Master Planning, by John A Veverka)

Goals

1. To share the "In the Footsteps of the Victorians" story and how it relates to the wider Dartmoor Story
2. To present the special qualities of the Wray Valley and the wider Dartmoor area to a wide audience in a popular & accessible way
3. Increase understanding and enjoyment of users to the area
4. Support the local economy – provide links to the local communities along the route
5. To provide visitor friendly integrated interpretation and information for the area (pre visit, on site and post visit)
6. To provide interpretation material aimed at visitors and local users and broaden audience to include harder to reach groups, in particular families
7. Repeat visits (focus on local people)
8. Support and promote the National Park purposes

Interpretative Objectives

Learning

Having engaged with interpretation relating to the In the Footsteps of the Victorians, people will be aware that:

L1. The essence of Dartmoor's distinctive tors and moorland landscapes, its pattern of streams and rivers, its traditional field boundaries, buildings and settlements has been created largely by granite.

L2. Dartmoor's complex and varied landscapes have been shaped by farming, forestry and industry over thousands of years – and people continue to influence them today.

L2F: Tor-ism and Conservation (VICTORIAN DARTMOOR)

Victorians brought train transport, tourism and an increasing awareness of conservation to Dartmoor. You can follow in their footsteps by exploring disused railways on the edges of the moor.

L3. Dartmoor's varied landscapes host a fantastic diversity of wildlife, habitats and species, much of it rare and protected.

L3F: Ancient oaks and valley cloaks (WOODLAND)

Dartmoor's steep-sided wooded valleys and isolated copses are important refuges for a great diversity of wildlife.

L4. Dartmoor's contrasting remote and intimate landscapes, big skies, mysterious ancient monuments and distinctive wildlife have long inspired legend, folklore, story-telling and art and remain a continuing source of inspiration for many.

L5. We all have a part to play in protecting Dartmoor's natural and cultural heritage through our choices as individuals and as society.

Behavioural

Having engaged with interpretation relating to the In the Footsteps of the Victorians, people will:

B1. Be able to find their way around easily.

B2. Be more inclined to visit other parts of Dartmoor that are less familiar to them.

B3. Actively follow up interests sparked by the interpretation, for example, through attending guided walks, talks and other events.

B4. Extend their stay and spend more money locally as a result.

B5. Be more likely to return to Dartmoor in the future.

B6. Be inspired to volunteer and /or support the care and conservation of Dartmoor's cultural and natural heritage.

B7. Recommend places and experiences to family and friends and post positive messages on their social media pages.

Emotional

Having engaged with interpretation relating to the In the Footsteps of the Victorians, people will feel:

- E1. Increased confidence to explore new places and have different experiences of Dartmoor.
- E2. A deeper sense of connectedness with Dartmoor 'the place' through enhanced memories and experiences.
- E3. Surprise about the extent to which people have influenced Dartmoor's landscapes over time.
- E4. A desire to discover more and go deeper into Dartmoor's stories.
- E5. An increased sense of pride in 'their local heritage' (local residents).
- E6. That Dartmoor's heritage is important to them personally and deserving of care and protection (residents and visitors).
- E7. A heightened sense of enjoyment.

Audience

The three audience groupings identified in the Audience Development Plan as priorities are:

1. Local residents; including those interested and those 'just living here'
2. Families and young people
3. Honeypot site visitors; including those 'passing through'

Equality of Opportunity

- i. To ensure equality of opportunity by removing barriers – confidence, information, financial, intellectual, physical and by offering additional support and interpretation to ensure there is something for everyone
- ii. To ensure messages are crafted and presented to actively engage all users at a variety of intellectual levels
- iii. Utilise appropriate new and emerging opportunities/technologies
- v. Ensure the site and the information is accessible

Branding

Dartmoor Story Branding, Acknowledge all partner organisations