

## National Trust

### Creative Interpretation at Porth y Swnt Aberdaron

One commission over two years for a creative practice/collaboration/artist

Fee: £18,000 over two years

Deadline for expressions of interest: 5pm Wednesday 12<sup>th</sup> of October

Interviews: Monday 24<sup>th</sup> of October

## Overview

In March 2017 Porth y Swnt, the National Trust visitor centre and visitor experience will have been open for 3 years. We are looking for a creative practice/collaboration/artist to design and deliver an interpretive intervention within a specific area of the centre and based on three key themes of Geology, Agriculture and Wildlife. The work should address the feedback received from visitors, and offer imaginative approaches that will give our visitors opportunities to engage and interact with the story.

[www.nationaltrust.org.uk/porth-y-swnt](http://www.nationaltrust.org.uk/porth-y-swnt)

## Background

Porth y Swnt was opened as part of a Visit Wales and ERDF funded Coastal Centre of Excellence project at the end of March 2014.

The purpose of the centre is to promote and interpret the unique qualities of the area's language, culture, history, geology and biodiversity. The centre aims to attract visitors to Aberdaron and Llŷn throughout the year, extending the traditionally busy period during the summer holidays. It is ideally located for this being in a prominent position in the heart of Aberdaron, with an adjacent car park. It also offers a way of retaining existing tourists in the area for longer by providing an additional tourist attraction and somewhere to spend time in poor weather.

Using an innovative mix of poetry, art installations, technology and audio visual elements, the visitor journey through the four areas of the centre- The Deep, The Way, The Light and The Fold- is designed to encapsulate what makes the area special and to give teasers that inspire further exploration. [The existing map guide, introductory panel text and audio guide all give an overview of the four different areas of the centre]

The centre doesn't attempt to replicate information and experiences already available at other attractions on the peninsula or digitally, instead it provokes, facilitates and inspires the visitor to go out and explore the wider Llŷn area first hand.

The vast majority of visitors have been very impressed with the centre:

"amazing and so imaginatively presented"

"beautiful and thought provoking, a rare treat in these days of 'spelling it out'"

"I think that this is the most exquisite, creative, poetic, beautiful and informative 'museum' I've ever visited. If only more were like this"

The negative comments have been focused on the lack of information about certain topics

"too arty not factual"

"too abstract. Frustrating not to learn more about the peninsula"

"wasn't enough info given about Llŷn itself"



### Further information

<https://www.nationaltrust.org.uk/features/geological-diversity-on-lln->  
<http://www.montyfunk.com/Llyn%20Map/activities.html>

### **Agriculture:**

#### Importance to Llŷn

Agriculture is at the very heart of Llŷn's community and history, and is a key interpretational requirement. The landscape of the peninsula has been sculpted by humans working the land. Although modern farming has had its affect, traditional farming is still seen, with the field boundaries, and habitats which make Llŷn so special, testament to this. The National Trust is rolling out a programme of improving farm management to directly improve nature conservation, and as such is looking to adopt techniques lost to modern farming. Llŷn has not been overrun by large commercial agricultural ventures. Here farming is still very much based around the family unit and the link between generations of the same family to the land is an important part of what sets Llŷn apart.

#### Current Interpretation

The topic is currently depicted by the poem Ode to the Farmer on numerous farm house objects in a display case created to reflect the plan of Carreg Plas a large local farm. On the audio guide three generations of the Roberts family who farm locally talk about their lives.



### **Wildlife:**

#### Importance to Llŷn

The quality of many of Llŷn's habitats, both terrestrial and marine, are of international importance and the National Trust and partner organisations have been working to enhance nature on the peninsula for decades. The rich diversity of the peninsula's habitats supports important and rare species, some of which are synonymous with Llŷn such as the Chough.

#### Current Interpretation

Wildlife is currently represented by a species box featuring illustrations of the 'big 5' species featured in the Aberdaron Wildlife Safari leaflet- Chough, peregrine, hare, seal, porpoise. Various experts talk about the difference species on the audio guide as well as mentioning some of the important habitats of Llŷn.

### Further information

<https://www.nationaltrust.org.uk/features/geological-diversity-on-lln->  
<https://www.nationaltrust.org.uk/features/ultimate-wildlife-watching-adventures-in-lln->



## Target audiences

3 key target audiences have been identified to deliver the project objectives of

- increasing dwell time in summer
- lengthen the tourist season
- develop new audiences who will visit outside the traditional summer period.

These are identified and described using the National Trust segmentation tool. They are:-

**Curious Minds:** Active thinkers, always questioning and making connections between the things they learn. They have a wide range of interests and take positive steps to create a continual flow of intellectual stimuli in their lives.

**Explorer Families:** Families that actively learn together, the adults will get as much out of their experience as the children. To fit in the interests of all family members planning, sharing and negotiation are essential.

**Out and About:** Spontaneous people who prefer chance encounters to making firm plans and love to share their experiences with friends.

## Required output

To research, design and deliver creative interpretation developments at Porth y Swnt. The developments should influence visitor behaviour and experience by changing the experience from a predominantly passive one to bring in elements of interactivity. There should be subtle links to the National Trust cause where appropriate.

To develop in consultation with National Trust staff a creative interpretation approach that will deliver the interpretation objectives outlined above.

## Budget

There is a budget of £18,000 this includes the artistic/design fees of all interpretative elements of the project, and the manufacture, supply and fixing of all associated equipment and materials. It also includes VAT.

Work to be undertaken and paid for in separate packages-

Year 1 2016/17 (completion of interpretation plan and phase 1 of installation): £8,000

Year 2 2017/18 (phase 2 installation): £10,000

## Timescale

- Deadline for expressions of interest- 5pm 12<sup>th</sup> of October
- Interviews to be held at Porth y Swnt 24<sup>th</sup> of October 2016
- Initial ideas and approach agreed by 16<sup>th</sup> of November 2016
- Full design proposal submitted by 9<sup>th</sup> of December 2016
- Final design sign off by 15<sup>th</sup> of January 2017
- Phase 1 installation completed by 1<sup>st</sup> of March 2017

## How to apply

Please send expressions of interest by EMAIL ONLY to [laura.hughes@nationaltrust.org.uk](mailto:laura.hughes@nationaltrust.org.uk)

Format: a single PDF, containing:

- 1) An initial creative response to the brief;
- 2) A brief CV of the group or the primary artist(s)/ creative lead, with a brief summary CV of other artists/ creative partners who will be involved;
- 3) Up to 10 images of your work/links\* to other media.

\*Please provide hyperlinks to online files or a Dropbox containing the files. Time-based media should be limited to up to four clips of no longer than 5 minutes; images should be no larger than 1600 x 1200 pixels.

Information submitted in other formats will not be accepted. The deadline for expressions of interest is 5pm Wednesday 12<sup>th</sup> of October; no applications after this date will be considered. We encourage you to visit Porth y Swnt if you wish to research your application. We cannot cover expenses for research visits.

For queries relating to the project, please contact [laura.hughes@nationaltrust.org.uk](mailto:laura.hughes@nationaltrust.org.uk)