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Curragh Plains

# Interpretation, Branding and Wayfinding Strategy

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the paul hogarth company

Tandem™

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This Action Plan Report outlines a set of coordinated developments for site-wide interpretation, a new place brand for the Curragh Plains and the introduction of a wayfinding scheme.

The proposals have been agreed with the project team and shared with stakeholders – including the general public – via open consultation sessions. This document encapsulates agreed proposals.

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## Development process

Working together to deliver a better experience

There is a distinct and beneficial relationship between interpretation, branding and orientation/wayfinding.

Each gains value and effectiveness from the others and they can all be mechanisms for increasing the appreciation of a place/experience.

When developed together each supports the other:

- Interpretation establishes the foundations and core values
- Place branding symbolises and expresses those core values
- Orientation and wayfinding presents core values while helping the visitor understand and navigate their surroundings

### Interpretation

Interpretation is a mission-based discipline that builds on the fundamental and distinguishing characteristics of an experience to provoke greater understanding and appreciation.

With greater appreciation comes the urge to value and subsequently preserve that which is being interpreted.

At the Curragh Plains, interpretation has a vital roll to play in instilling visitors with a sense of care and consideration for their surroundings.

### Place branding

Place branding encompasses, expresses and symbolises the same distinguishing characteristics as interpretation.

Place brand values are a distillation of core ideas and concepts born out of interpretation research findings.

Place branding *can* be developed independently from interpretation but great benefit is gained when developed in close relationship.

### Orientation/wayfinding

Orientation and wayfinding have a functional roll in helping the visitor understand where they are, what is around them and how to navigate between locations.

It also provides:

- Opportunity to deliver interpretation to the visitor at a point where they are open to new information, ideas and concepts.
- Opportunity to instil within the visitor the values and characteristics of the place brand.

## Key points learned from the *Conservation Management Plan*

The agreed actions build on a number of key points highlighted in the *Conservation Management Plan* that are of direct relevance to interpretation, branding and wayfinding have been extracted here:

The *Conservation Management Plan* describes area where public stakeholders feel there is opportunity for improvement, including:

- Facilities and infrastructure such as parking areas, bins, seating, picnic areas, toilets, coffee outlets and dedicated trails, bridleways, cycle trails and walking routes to manage user conflicts.
- Management of litter, fly-tipping and sheep grazing.
- Zoned areas for different uses e.g. scramblers.
- Protection through National Park designation and the introduction of rangers/custodians. (*There are currently three land staff: one Maor and two Fomhaor*).
- Waymarking and signage that communicates the importance of the landscape and its heritage features.

Comments gathered during the consultation period inform the *Conservation Management Plan* give insight into current perceptions that can inform the development of interpretation, branding and wayfinding:

- ‘a dynamic, multi-layered landscape of international significance, rich in built, natural and cultural heritage.’
- ‘an area offering peace, space, calmness, tranquillity and beauty.’
- ‘a landscape that has continually changed over thousands of years.’
- ‘a community of people...’
- ‘a product of the long and complex relationship between the underlying natural characteristic of the environment, and the people that have interacted with it’
- ‘Almost 200 archaeological monuments have been documented...a necropolis of late prehistoric burial mounds...’
- ‘Its wealth of history has helped shape the country...’
- ‘a working environment for...the Irish Defence Forces, the horse-racing industry and sheep owners’
- ‘The military presence makes the Curragh a special place’





## Issues and opportunities

From the *Conservation Management Plan*

Issues and opportunities highlighted in the *Conservation Management Plan* will be supported by interpretation, place branding and orientation/wayfinding:

### Function as a protected natural asset of international importance

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Encouraging the protection of natural assets is a basic function of heritage interpretation and will be promoted through provocative and revealing themes and topics.

### Establish high quality climate resilience principles

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This can be expressed, shared and promoted through orientation, wayfinding and interpretation signage, both in the messaging presented and in the materials used.

### Continue to function as a first-class horse training facility

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Although this may not require new interventions, the story of the Curragh's horse racing heritage will be a key aspect of interpretation.

### Promote sustainable, quality agricultural practice

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While branding, orientation, wayfinding and interpretation may not be able to drive this, it can celebrate how it is being realised.

### Reinforce community bonds

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Branding and interpretation instils an experience with qualities linked to local pride and community identity.

### Celebrate heritage and Ireland's history

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A function of interpretation, this also supports a strong brand proposition.

### Facilitate education and awareness of the Curragh's unique significance

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A function of interpretation, this also supports a strong brand proposition.

### Promote sustainable tourism

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Brand communication, wayfinding and interpretation can be agents of sustainability by contributing to the management of visitor behaviour, expectations, understanding and appreciation of the environmental and community assets.

### Support commercial and economic opportunities

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A stronger brand will underpin the development of related commercial opportunities by association, but the Curragh name must be protected to ensure that only opportunities of a high quality are allowed to benefit from the association with the Curragh Plains name.



## Enhancing the visitor experience

Inspiring behavioural change through interpretation

Visitor-focused interpretation and branding will help to address adverse behaviour that does not support the protection of the Curragh Plains or appreciation of its significance.

The *Conservation Management Plan* highlights that the majority of people do have respect for the Curragh Plains. It also notes that:

*‘although the Curragh is owned by the State it is effectively treated as everybody’s property and thus nobody’s property’*

(Smith, 2009)

Visitors to the Curragh Plains have enjoyed freedom to do what they want, without guidance, regulation or interference.

They can park where they want or drive across the grassland to their favourite spots, unaware of damage they do. Long held attitudes, values, habits and perceptions have been unchecked for many years.

Interpretation and branding can influence positive behavioural change. Not by dictating rules and regulations but by highlighting the significance of this special place and demonstrating how the visitor can play a part in its protection.

Behavioural change will be encouraged through the delivery of positive, direct and carefully balanced interpretation.

Storytelling can inspire visitors to appreciate a site’s significance. How to act, where to go and what to see can be communicated with a clear ‘voice’ imbued with a sense of personal responsibility and ownership; that it is:

*‘Our Curragh, for us all to enjoy and care for’.*

The table to the right highlights how behaviour can be positively effected by interpretation:

Targeted Behaviour	Targeted Change
Parking illegally	Inform where parking is illegal. Inform why it is restricted.
Littering and fly-tipping	Provide bins. Provide information on how littering affects the landscape. Encourage custodianship of the landscape.  Expand relationship with existing ‘Maor’ and ‘Famhaor’ to allow custodians to ‘call and report’ littering.
Accessing areas where they are allowed/not allowed	Provide clarity where areas are accessible (for all ages) what amenities are nearby (e.g. facilities/picnic area) and a difficulty rating to access these area so intergenerational groups can enjoy together.
Disregard for the landscape’s sensitivity	Nurture understanding by sharing the positive aspects of human interaction within the sensitive landscape and celebrate custodian values. Nurture a pride of place ethos.
Disregard or lack of awareness of historical monuments	Encourage visitors to engage with accessible sites through compelling interpretive story-telling.
Lack of understanding of the Curragh’s significance	Celebrate the ‘story’ of the Curragh. Highlight key sites/ views, locations and trails. Incorporate compelling and accessible story-telling.
Erection of fences	Inform where (if anywhere) fences can only be erected.
Respect shown by ‘majority’	Celebrate and foster those who have a custodian ethos, re-enforce and celebrate positive behaviours.  Offer opportunity to ‘call in’ poor behaviour and develop an ‘us together’ approach.



## Movement strategy

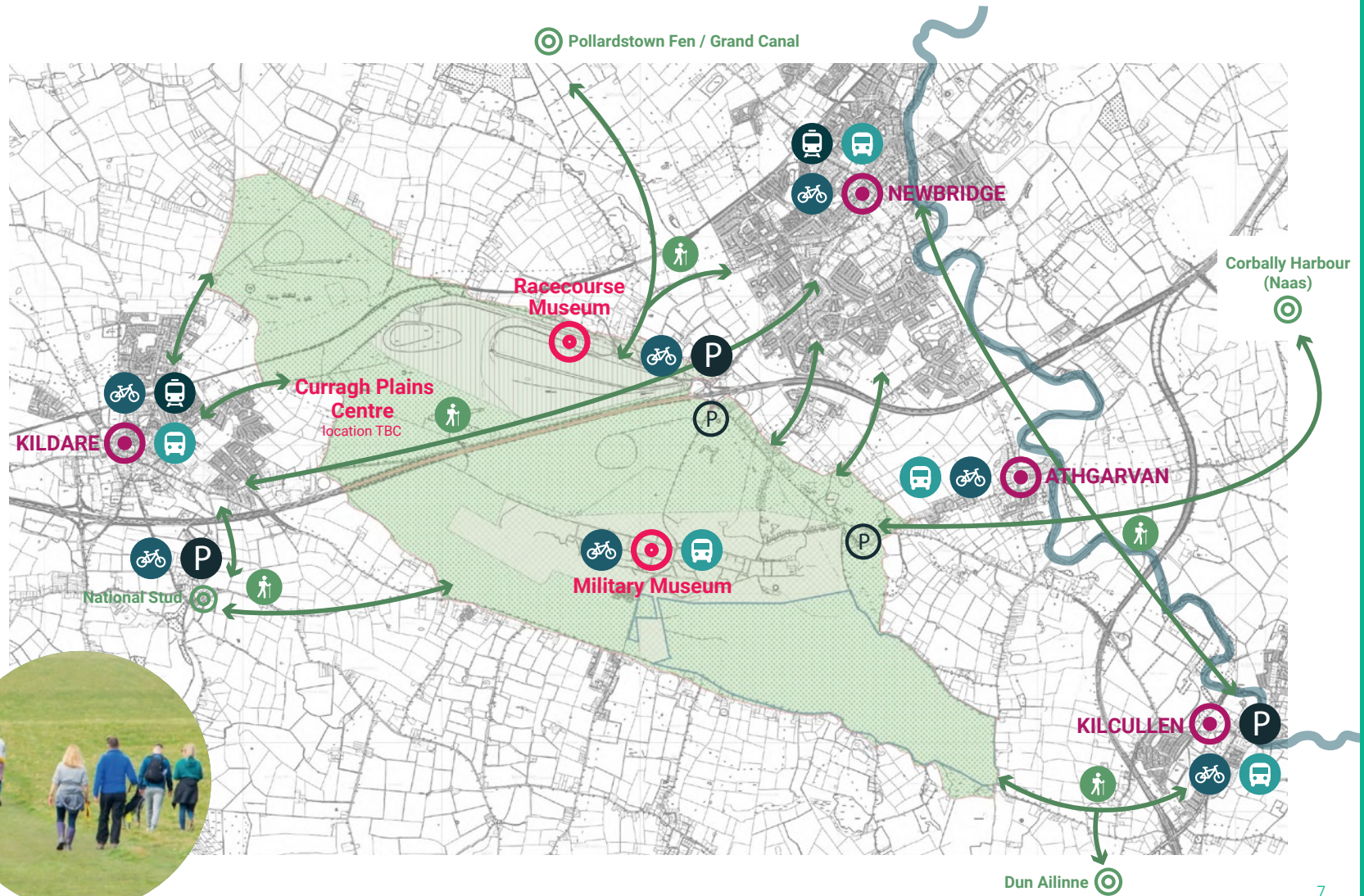
Future travel and the Curragh Plains

To protect the Curragh Plains it is vital to consider how future visitors will travel to and around this special landscape.

The Sustainable Movement Strategy proposes a gradual transition from the private car to other, more sustainable forms of transport.

### By Foot

The best way to experience the Curragh is by foot. While no pathways can be constructed on the plains, pedestrian signage and mapping will help build visitor confidence.



## Movement strategy

Future travel and the Curragh Plains



### By Bike

A cycle hire scheme could provide a fun and environmentally friendly way to explore the Curragh.

A network of cycle greenways should also connect the Curragh with surrounding settlements.

Importantly the road network must be made safe to accommodate cyclists and therefore, to encourage more widespread usage.



### By Bus

Another possibility for the Curragh is a zero emissions shuttle bus system.

Such a bus could bring visitors to the Curragh from surrounding towns and transport hubs, as well as between attractions on the plains.

Not only would this benefit the visitor, but also serve the local community.



### By Train

Visitors from outside the county should be encouraged to visit the Curragh by rail.

It is unlikely the re-opening the former halt the Curragh Racecourse would be viable. However, by bringing visitors in via Kildare and Newbridge, the increase footfall can benefit these town centres.

Excellent linkage from Kildare and Newbridge Stations to the Curragh Plains will be essential.



### By Car

Car Parking requires management to minimise its impact on the Curragh and surrounding towns.

Main car parks should be located near motorway exists, operating on a 'Park & Stride' basis, or in conjunction with a local bus service.

Small car parks on the Curragh should be designed, moving away from the current haphazard situation. These must be limited in size and through good design, blend into the landscape.



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**ACTION 1:**  
Interpretation

## Action 1: Interpretation

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### Overview

During Stage 1 an interpretation development process included:

- A site visit to the Curragh Plains.
- Audience research incorporating profiles, demographics and target audience.
- Benchmarking against national and international comparators.
- A research report that gathered information from existing research, reviewed narrative opportunities for target audiences and identified a set of themes and topics aligned to project objectives.
- Establishing principles for site-wide interpretation.

The outcome of this process is a set of interpretation themes that will shape the character and personality of a stories told across the Curragh Plains.

Analysis and research to date have revealed a strong focus on topics such as care, conservation, protection, history, legacy and others. Themes are constructed around these topics.

Performance indicators will help assess value that interpretation will bring.

#### Key performance indicators:

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##### Visitor survey:

- Perception of Curragh Plains
- Understanding of key messages

##### Long term:

- Tourism industry interest and feedback
- Visitor numbers
- Visitor spend
- Bed nights booked

#### Theme 1: A preserved ancient landscape

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Not the only generation to understand the significance of this special place, our ancient ancestors have left behind hundreds of archaeological monuments; tombs, ceremonial sites and areas where ritual events may have taken place. This ancient landscape is largely preserved today through mythology and folklore.

#### Theme 2: A home for horses across millennia

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The cult of the horse, some believe, began in Ireland with people who settled around 4400 years ago. Bronze Age people left their mark through many burial mounds. Millennia later the sound of hooves across the plains can still be heard in the renowned racecourse.

#### Theme 3: A place of natural freedom

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The open grassland of the Curragh Plains offer unique vistas where wandering flocks of sheep, nesting birds and unique flora punctuate the landscape. The water that flows below ground nourishes the plains, fostering richer habitats and a future where humans and nature can thrive in harmony.

#### Theme 4: The Curragh Plains community

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It is not just the dedicated rangers who care for the Curragh Plains. Surrounded by the towns of Newbridge, Arthgarvan, Kildare and Kilcullen locals will tell you their own reason they care for the Curragh.

Families and farmers alike might cite the incredible views while hikers may observe the sound and sight of galloping horses training after sun rise.

Families might recall curious sheep that enhance their days out during lambing season. Some enjoy the connections to military heritage while to others the plains are their gym or playground, running track or walking trail.

#### Theme 5: A unique military landscape

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In pockets of the Curragh Plains a military history has left its mark on the plains, not just in the Curragh camp but in the surrounding landscape, buildings but also in the stories, memories and connections made between those associated with the camp, those who live nearby and the role of the camp today.

## Action 1: Interpretation

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### Interpretation

Purpose and principles

In the *Curragh Plains Analysis and Research Report* a general list of interpretation principles were included to demonstrate their potential function.

These principles have been expanded and developed to demonstrate a site-specific approach for the future development of site-wide interpretation on the Curragh Plains.

#### The role of interpretation

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Interpretation aims to influence behaviour and appreciation of the Curragh Plains in a positive way.

It does this, it has five key functions:

#### **Provoke:**

This captures the visitor's attention by prompting thoughts and emotions.

Visitors familiar with the sights and sounds of horses on the Curragh Plains may be encouraged to grow a sense of place and significance through sharing the legacy of horses on the landscape.

With a connection that goes back to the Bronze Age, these sights and

sounds have been part of the human experience here for millennia.

#### **Reveal:**

Giving new insights leads the visitor towards new understanding and can make them 'feel' something.

By celebrating the international significance of the Plains' rare unenclosed grassland landscape a greater sense of place, pride and appreciation can be promoted.

#### **Relate:**

Visitors are more likely to understand something if they can relate to it.

At the Curragh Plains, this might include, for example, reference to the folklore attached to the landscape and the oral history associated with St Brigit.

In this way the visitor can make a connection to an existing legacy that pre-dates the visitor.

It can be used to provoke thoughts about the next generation of visitor, and potential stories and memories today's visitors might share with the next generation.

It might also provoke emotions about spirituality and the sense of wellbeing that is gained from being on the Plains.

#### **Entertain:**

An entertaining experience is a memorable experience.

How and what visitors experience can increase the effectiveness of engagement. People retain information when having fun and entertaining experiences, such as using humour or using exciting technology can increase the potential for 'mean-making' experiences.

At the Curragh Plains the personality of the 'voice' (see below) might be explored through a series of Kildare/ Curragh/sheep related jokes that feature on the main panels.

#### **Address the whole:**

Exploring wide reaching effects will help the visitor appreciate its full importance.

*'Interpretation can entertain, inspire and provoke thought, celebrating the natural and cultural assets of an area by enhancing, changing and improving perceptions.'*

#### Addressing behaviour

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Many visitors come to walk their dogs either on or off leash. While dog walkers are a key audience and repeat visitor to the Curragh Plains, welcoming this visitor can be done in a controlled way.

By encouraging the walkers to walk their dogs in some areas, explaining why they are discouraged in others can influence later decisions and informs the visitors where they are welcome to walk and where they need to be more respectful.

For example, in areas where sheep are not grazing, overwintering plover are not wintering or ground nesting birds are active in the breeding season, visitors are overtly welcomed and also advised where to go at key points in the season. In this way visitors understand they share the landscape and its beauty with invisible visitors such as birds.

## Interpretation

Purpose and principles

Informed by the data compiled during this analysis and research stage we can begin to understand what interpretation might be delivered on the Curragh Plains.

This interpretation, informed by the ‘audience’ data and targeted behaviours, should be bespoke, practical and responsive – to engage visitors in ways that ensure they feel interpretation is for them.

Interpretation can be targeted at specific audiences. For example, child-friendly, playful and fun interpretation might appeal to a family audience.

*‘Information is not necessarily interpretation, however all heritage interpretation contains information’.*

**Freeman Tilden**  
Heritage Interpreter

### Story-telling interpretation

Interpretation should provoke, engage, inspire and entertain in accessible ways.

In this way a family who visits, for example, Dan Donnelly’s Hollow can engage with the story of the location on a multi-generational level ensuring each member of the family has a meaningful, fun and enjoyable moment.

The multitude of stories at this location can be written/shared or delivered in a way that expresses an underlying conservation message imbued with a sense of pride-of-place and a connection of ‘stories’ across the landscape.

### Practical interpretation

As the concepts develop, we will deliver an approach that guides and orientates the visitor, ensuring they are motivated to discover other sites where they might expect to be further engagement.

In addition it can inform the visitor how far the next location is, if it is in walking distance, where they can park their car legally and how their visit can impact (positively) on the Curragh Plains.

### Next Steps

Interpretation will attempt to influence targeted behavioural change by nurturing and celebrating an understanding of the landscape, foster custodian values and support a ‘together’ attitude. We will explore the potential for infrastructural solutions that support interpretation such as a central and gateway hubs, thresholds, cycle trails, designated parking and visitor facilities.





## Action 1: Interpretation

### Interpretation

#### Tone of voice

'Tone of voice' refers to the personality of communications, including , in this case encountered through interpretation presented on signage or delivered digitally in written or spoken form.

It may be formal and authoritative, friendly and casual, or a combination of these or other characteristics. Crucially, it should be consistent, recognisable and, crucially, aligned to interpretation values and principles – interpretation is more powerful when 'heard' through a single voice.

The tone of voice for the Curragh Plains will speak to and serve diverse stakeholders with equally wide-ranging interests and priorities: Kildare County Council, Department of Defence, Curragh Racecourse, National Monuments Service, the farming community and the local residents who walk here every day.

Tone of voice can help unify these parties under a common voice that can contribute to a number of identified and desirable objectives:

- *Function as a protected natural asset of international importance*
- *Established high quality climate resilience principles*
- *Continue to function as a first-class horse training facility*
- *Promote sustainable, quality agricultural practice*
- *Reinforce community bonds*
- *Celebrate heritage and history*
- *Facilitate education and awareness of the Curragh's unique significance*
- *Promote sustainable tourism*

Additionally, tone of voice with help communicate with visitors to the Curragh Plains by relating concerns and values.

#### *Influencing behaviour*

Tone of voice can contribute to how behaviour on the Curragh Plains is managed. Many of us respond poorly to over authoritarian instructions but may be persuaded to behave differently if communicated to in an empathetic and friendly way.

Through careful use of language, it is possible to influence attitudes towards issues such as parking, respect for nature and care taken at archaeological sites.

The tone of voice should offer helpful and supportive guidance while sharing the significance of the Curragh Plains.

The voice and subsequent interpretive texts should be relatable to the local visitor and appeal to audiences aged 45 years and older based on the public consultation response results. It should also be cognoscenti of a family audience.

The tone of voice proposed for the Curragh Plains can be described as:

- **Caring:** *an advocator of stewardship and respect for the landscape*
- **Familiar:** *welcoming and comfortable with all types of visitor*
- **Excited:** *by events, from the racing season to the natural seasonality of flora and fauna*
- **Helpful:** *warm and open with advice and guidance*
- **Insightful:** *generous with knowledge, heritage and*
- **Sensitive:** *when highlighting how behaviour might adversely effect the landscape*
- **Dedicated:** *showing the work that occurs on the Curragh Plains, the community and the farmers whose sheep graze there.*
- **Fun and engaging:** *using humour to make an important point*

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**ACTION 2:**  
Brand Development

## Overview

During Stage 1 interpretation research and insights informed the development of a brand proposition for the Curragh Plains.

A place of contrasting activities, interests and priorities, a common link was, nevertheless, identified from which a brand proposition was established.

The groundwork for this included:

- Setting out overarching principles for place branding.
- Exploring third-party brand influences.
- A study of comparative place brands.
- An examination of distinguishing characteristics of the Curragh Plains.
- Establishing principles for brand development.

The outcome of Stage 1 is a focused and clearly defined brand proposition that will support and encourage greater respect, understanding and appreciation of the Curragh Plains.

Key performance indicators provide quantifiable means for measuring the future success of the brand proposition.

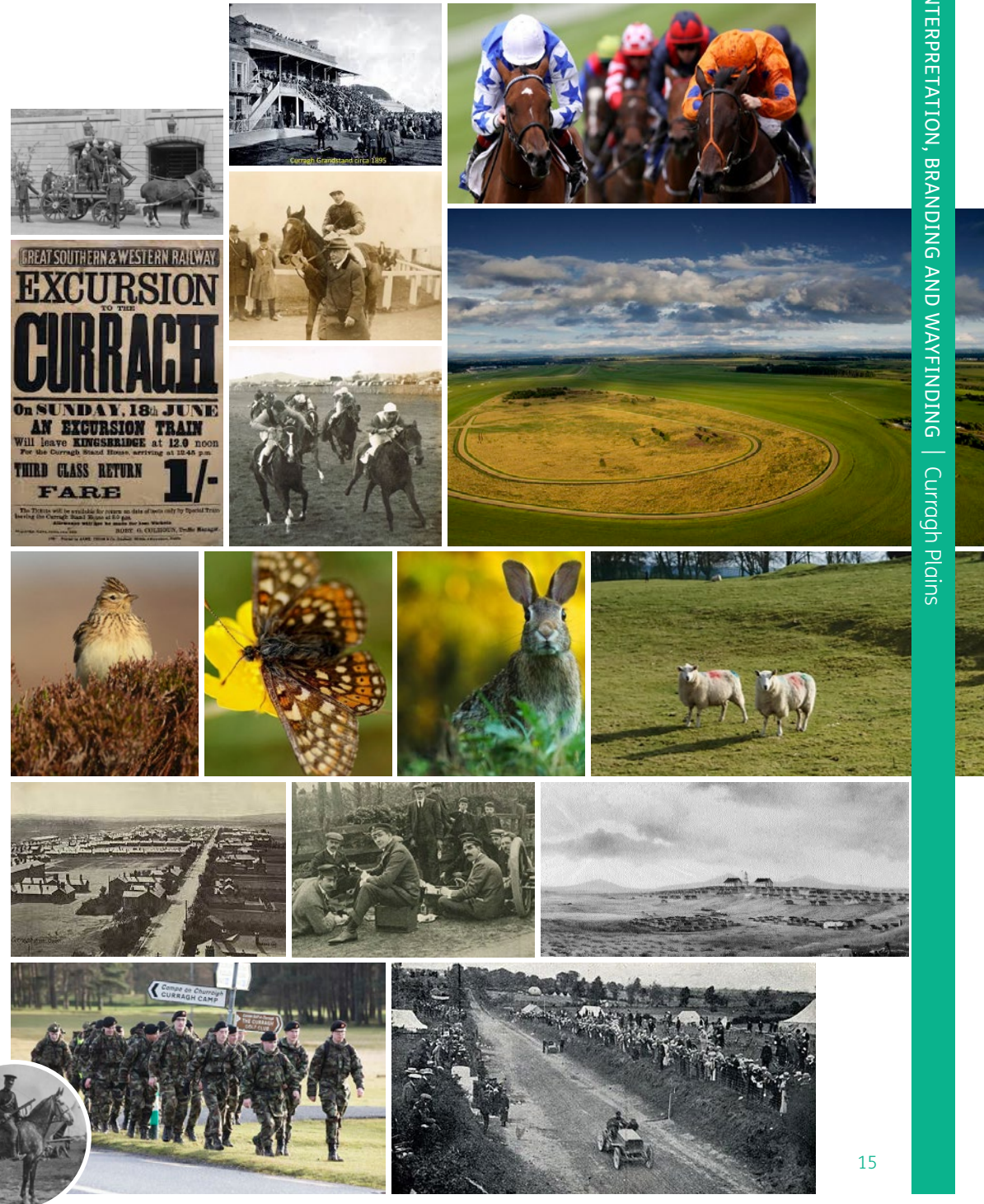
### Key performance indicators:

Visitor survey:

- Brand recognition
- Brand perception

Long term:

- Adoption of brand assets by third-parties
- Behavioural change
- Tourism industry interest
- Visitor numbers
- Visitor spend
- Bed nights booked





## Action 2: Brand Development

### Place branding

Purpose and principles

A good place brand has five underpinning principles:

#### Distinct

A place brand builds on physical and conceptual characteristics, including topography, ecology and climate; community, culture and heritage.

#### Authentic

A place brand sets expectations that must be matched by the experience.

#### Memorable

A distinct, authentic experience will be remembered long after it is over.

#### Co-creation

A place is as much a product of the people that live and work there than it is of its physical make up.

#### Place-making

A place brand is the product of many small encounters coordinated through formalised brand guidelines.

A Curragh Plains place brand will be an agent of competitive identity building and will support sustainable economic benefits.

It will promote the unique qualities of the Curragh Plains, helping it stand out as a distinct, unique, authentic and memorable place to:

- Visit and experience
- Have pride in and care for
- Build associations and invest in

The development of a Curragh Plains began by assimilating its distinctive, multi-faceted and authentic characteristics which were then shared in a series of open public consultations. Now, with full support of all stakeholders involved, we are in a position to develop a place brand.

A place brand manifests itself most simply as a designed landmark – a symbol that, over time, will come to represent the Curragh Plains’ brand – but the landmark is merely ‘the tip of the iceberg’.

A place brand is experiential and touches all the senses. It relates to how a place is perceived and is connected to a place’s language, character, sights, sounds and smells.

The Curragh Plains place brand will be a tool of governance, by which associated activities, events, interventions, products and experiences are developed, designed, communicated and presented.

Most importantly, a place brand will help to keep the Curragh Plains distinct, unique, authentic and memorable by facilitating understanding, appreciation, pride and care.

While Curragh Plains falls within Fáiite Ireland’s Ireland’s Ancient East tourism region, its close proximity and brand alignment to Ireland’s Hidden Heartlands should not be ignored.



#### Brand influences

The Curragh Plains falls with the Fáiite Ireland regional tourism brand of Ireland’s Ancient East (IAE). This has particular relevance as it emphasises storytelling and getting active.

##### Extract from IAE proposition:

*‘The Ireland’s Ancient East promise to the visitor is to experience “five thousand years of history, in lush green landscapes with stories told by the best storytellers in the world.” Storytelling is at the heart of this brand...’*

Although a little outside of the Ireland’s Hidden Heartlands region it nevertheless aligns well.

##### Extract from IHH proposition:

*‘Explore the lush green heartlands of Ireland’s natural rural beauty, where activity and relaxation are centred around rural communities and their lifestyles, that can be discovered across a lattice work of land and water trails...’*



## Unifying diverse characteristics

Finding commonality in shared concerns

The brand proposition has been established through examination of the distinguishing characteristics of the Curragh Plains. This led to the identification of unifying shared concerns.

The brand proposition is the foundation stone of the brand. It is a tool to help benchmark brand assets and communications – to assess their suitability and to judge whether a design or message is ‘on-brand’.

It will inform the development of a brandmark, a vision and values, tone of voice and imagery.

In turn, these assets will govern the expression of the brand through all forms of communication, whether they be traditional and digital marketing communication or spoken and behavioural.

### Military landscape:

- WWI trenches
- WWII defences
- Curragh Camp
- Military Museum
- Military Cemetery
- Geopolitical events
- 1234 Battle
- 1798 Massacre

### Ancient landscape:

- Neolithic cursus
- Prehistoric ritual landscape
- Bronze/Iron Age barrows
- St Brigid
- Dún Áilinne
- Myths and legends

### Natural landscape:

- Semi-natural grassland
- Fungal assemblage
- Natural heritage
- Largely un-farmed
- Grazing sheep
- Grazing restrictions
- Threats
- Geology

### Cultural landscape:

- Art, music, film and poetry
- Golf
- M7 innovation
- Gordon Bennett Cup
- Amenity site
- Dan Donnelly
- Social history
- Agriculture/sheep

### Equine landscape:

- National stud
- Famous racecourse
- Iconic grandstand
- Training
- Innovation hub
- Racing heritage
- Horses in ancient times/mythology
- Watchtower

### Shared concerns unify varied characteristic:

Although the Curragh Plains can be viewed in these different ways, they are unified by shared concerns.

The Conservation Management Plan, describes factors threaten the unique ecological and cultural value of this special place – from the effects of unchecked but legitimate usage to unauthorised and damaging misuse.

### Brand Proposition:

*‘Curragh Plains is a living, precious landscape to explore, celebrate and care for’*

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**ACTION 3:**  
Wayfinding Implementation

## Action 3: Wayfinding Implementation

### Overview

It is crucial that there is a high level of sensitivity given to the ecology of the Curragh Plains and it is agreed across the project team that it would be inappropriate to introduce a large number of wayfinding interventions.

A 'light touch' approach to wayfinding, however, has the potential to benefit visitors greatly and each intervention provides an opportunity to promote positive behavioural values.

Our outline proposal for wayfinding presented:

- A strategic wayfinding hierarchy of interventions
- Indicative examples of signage types
- Sketch design concepts for a suite of signage types that can be deployed with sensitivity to each location

From Stage 1 we have an agreed approach to wayfinding and visitor communications.

The effectiveness of wayfinding interventions can be measured through key performance indicators.

Examples of signage types



### Key performance indicators:

#### Visitor survey:

- Perception of Curragh Plains
- Visitor movement observations
- Understanding of key messages

#### Long term:

- Tripadvisor reviews
- Behavioural change
- Tourism industry feedback

## Wayfinding

Purpose and principles

Wayfinding signage communicates information that helps a visitor understand where they are, what is around them and how best to move. This can include:

- A location map (or maps) showing the immediate area, places of interest, amenities and routes
- Interpretation that helps the visitor understand the importance and relevance of where they are and what is around them
- Contact information and branding that represents the body responsible for the signage

Signage can be free-standing or mounted to an existing structure. The type of signage used in any given scenario will be governed by what best satisfies needs, as well as practical matters such as available space, safety and environmental considerations.

Critical orientation and wayfinding questions are answered through the use of annotated mapping.

### The visitor

Questions answered by orientation and wayfinding signage may, at times, be specifically for the tourist and can positively effect the visitors' experience by revealing opportunities to enhance their time spent on the Curragh Plains.

### Where to find the answers?

When a question arises, we need to know where we can find the answer. This is a key consideration and challenge when designing wayfinding signage: it must stand out and be recognisable but it should also be respectful of its surroundings and location. A careful balance is required.

*'The ease by which a visitor moves around contributes to the positive feelings they have for a place.'*

Wayfinding questions include:

- Where am I now?
- How do I get from A to B?
- How far is it?
- How long will it take?
- What will I see on the way?
- Can I walk or do I need transport?
- Am I there yet?
- Am I in the correct place?
- What can I do on the way?
- What can I do nearby?
- What can I do in the time I have?

The ease by which a visitor moves around contributes to the positive feelings they have for a place.

When considering *'the right direction'* we must assess what a route has to offer over another. While one route may be the most direct, an alternative, longer route may offer a more enjoyable experience.

### Heads-up mapping

Considered best practice in wayfinding, *'heads-up mapping'* is the term used to describe a map that is orientated to the viewpoint of the user instead of the traditional *'north-up'* orientation.

It is turned so that with everything above a *'You are here'* marker is in front of the visitor. What is shown on the right on the map is to the right of the visitor, etc.

This makes it much easier for the visitor to understand how the map relates to their current surroundings.

It also requires the design, installation position and map orientation to be carefully considered, site by site, in order to deliver accurate and effective orientation and wayfinding.



## Action 3: Wayfinding Implementation

### Wayfinding Signage

A light touch system

A system of wayfinding signage will deliver light-touch but beneficial value to visitors, whether familiar with or new to the Curragh Plains.

Each sign type has specific purpose:

#### Information Hubs

Located outside of the Curragh Plains at key points where visitors are likely to stop, pass through or be based, including transport hubs (e.g. train stations) local towns or villages. Discovery points provide an overview of the Curragh Plains delivered through an on-brand tone of voice.

#### Gateway markers and Signs

Located at entry points to the Curragh Plains, these signal to the visitor that they are entering a special place and will be amongst the boldest expressions of the Curragh Plains landmark.

#### Orientation Hubs

Orientation Hubs are wayfinding and interpretation signs located at key points across the Curragh Plains. These provide points from which the visitor can explore the immediate area. They will take the form of vertical totems or lecterns depending on sensitivities associated with specific locations.

#### Discovery Posts

Discrete Discover Posts will provide further wayfinding and interpretation at intermediary locations between Orientation Hubs. They have low visual impact on the environment.

#### Digital support

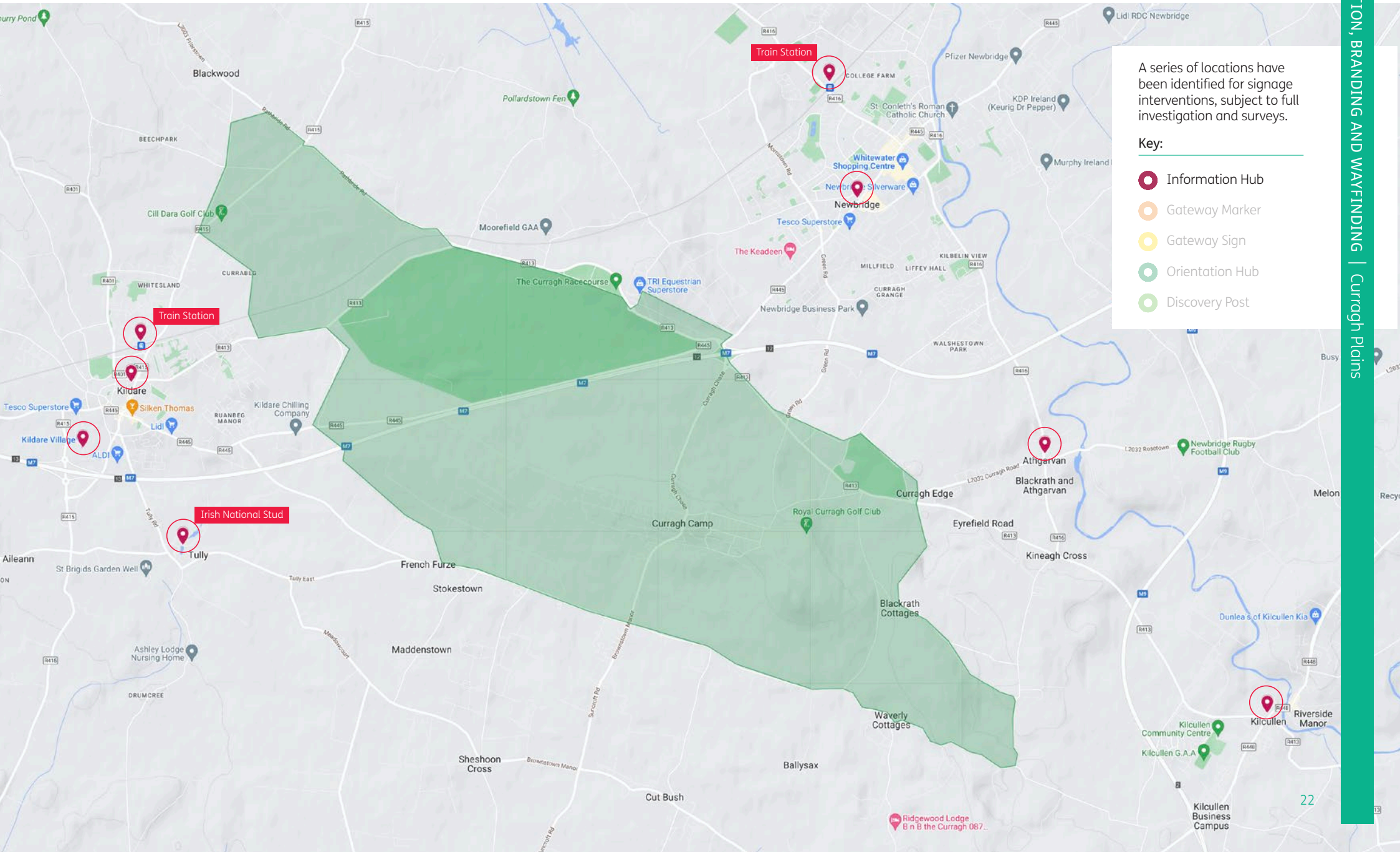
Additional information, interpretation, notifications and wayfinding can be delivered to personal digital devices via QR codes on signage.





# Action 3: Wayfinding Implementation | Information Hubs

All locations are indicative only and are subject to change



A series of locations have been identified for signage interventions, subject to full investigation and surveys.

**Key:**

- Information Hub
- Gateway Marker
- Gateway Sign
- Orientation Hub
- Discovery Post

## Action 3: Wayfinding Implementation

All locations are indicative only and are subject to change

Subject to design development at Stage 2b

## Information Hubs

### Totems



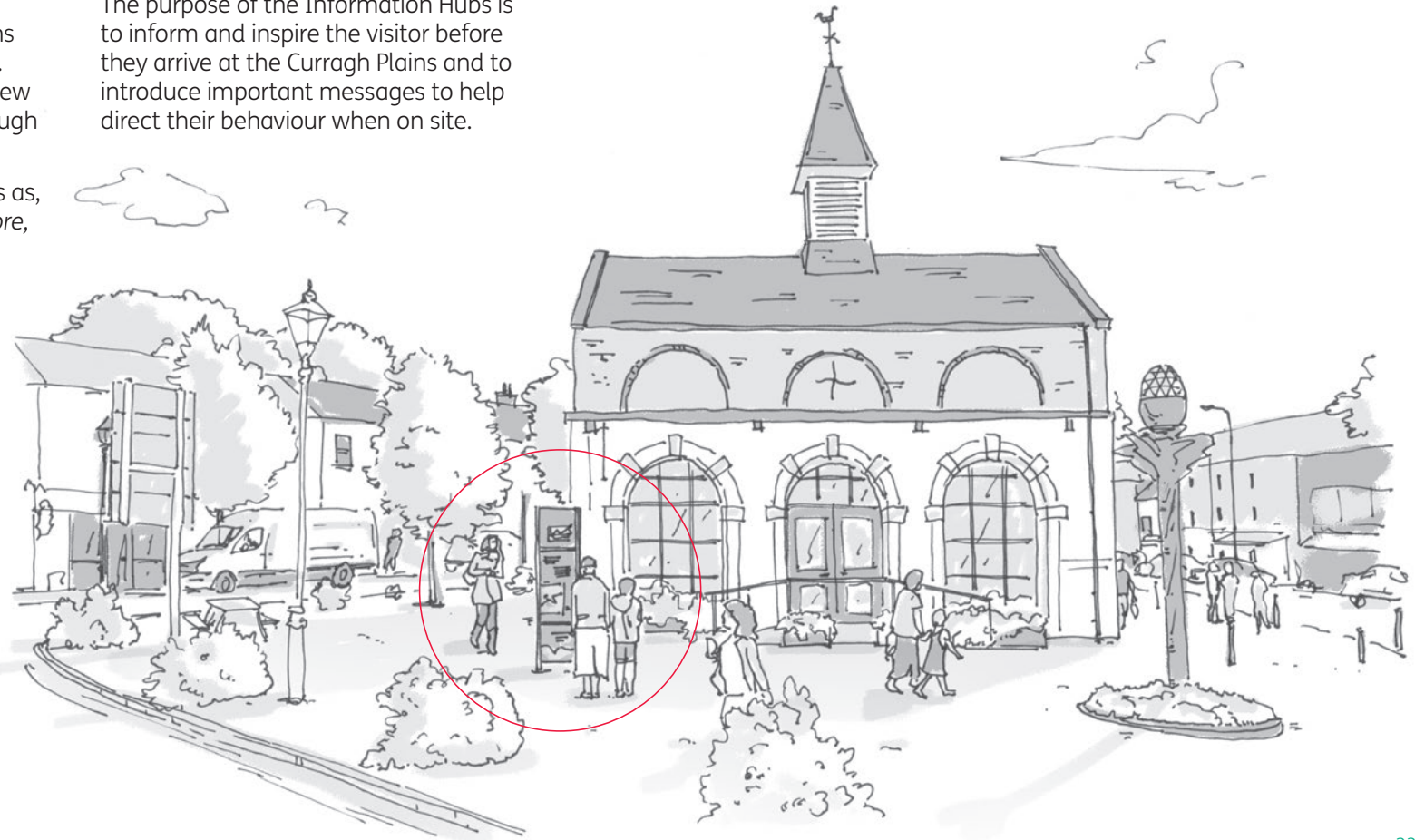
Examples of totem signs

Located outside of the Curragh Plains, at key points in nearby towns or at transport hubs (train stations). Information Hubs provide an overview of the Curragh Plains delivered through an on-brand tone of voice.

They will position the Curragh Plains as, *'a living, precious landscape to explore, celebrate and care for'*.

The purpose of the Information Hubs is to inform and inspire the visitor before they arrive at the Curragh Plains and to introduce important messages to help direct their behaviour when on site.

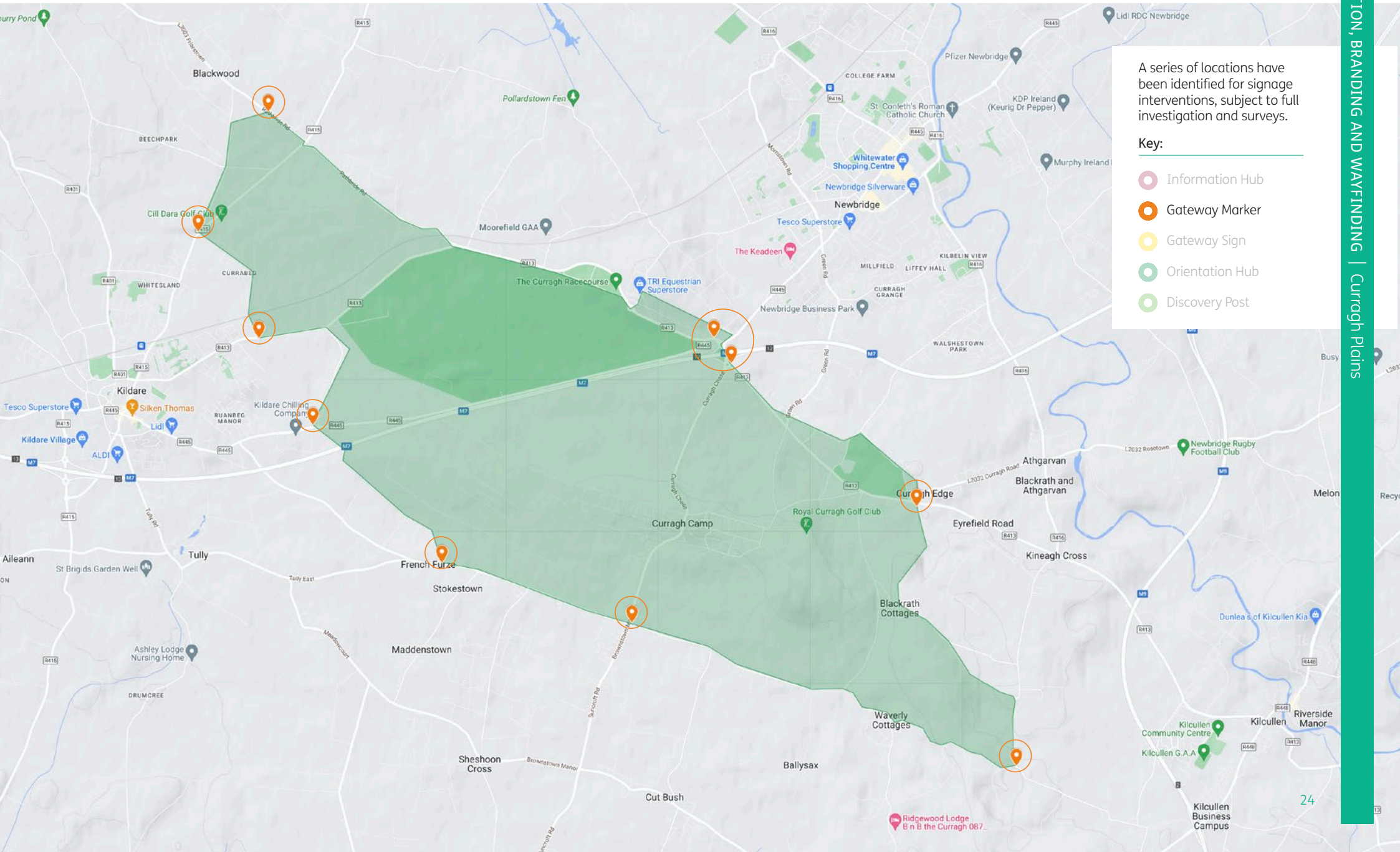
*Kildare Town Heritage Centre is an example of a potential location for an Information Hub*





# Action 3: Wayfinding Implementation | Gateway Markers

All locations are indicative only and are subject to change



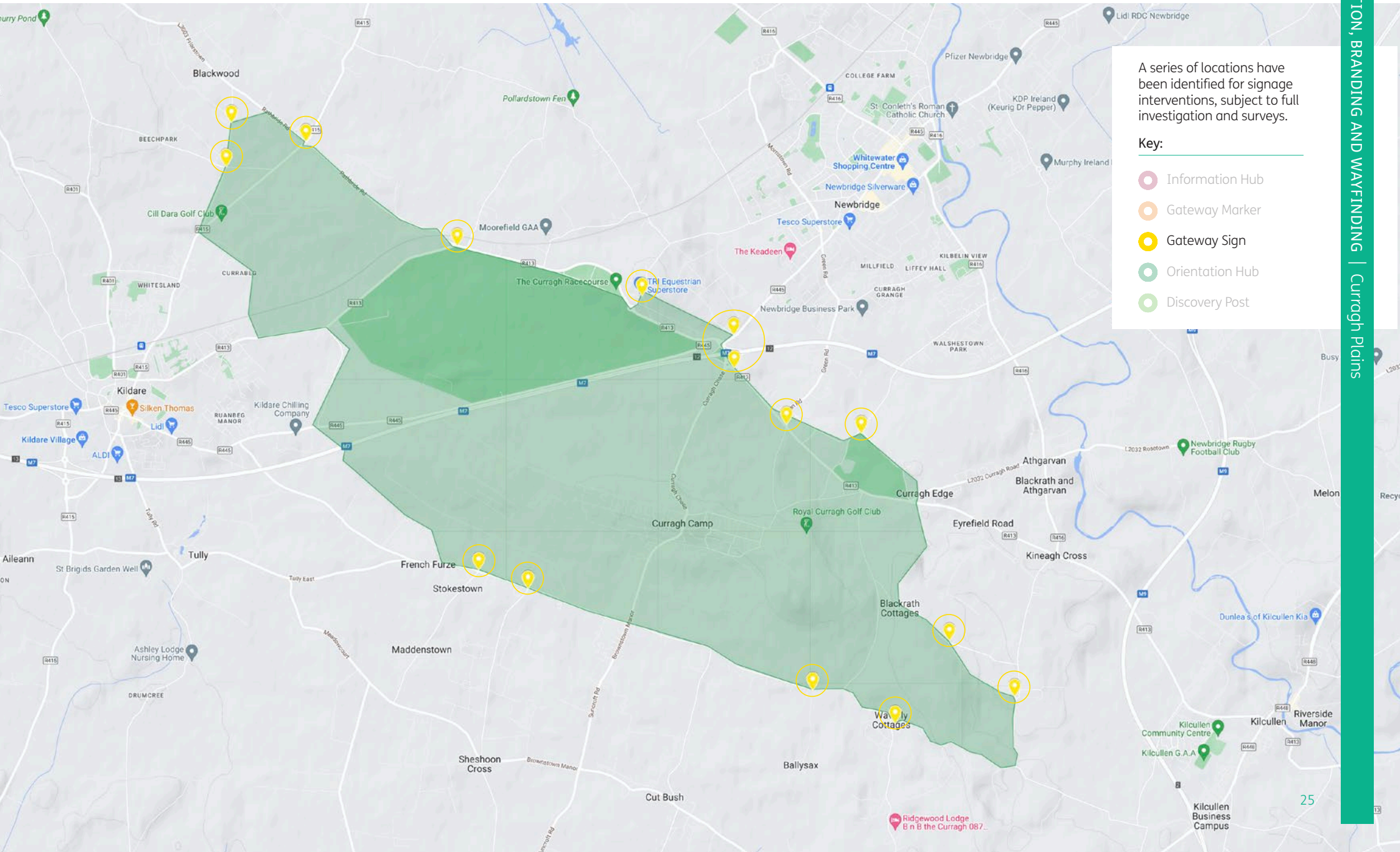
A series of locations have been identified for signage interventions, subject to full investigation and surveys.

**Key:**

- Information Hub
- Gateway Marker
- Gateway Sign
- Orientation Hub
- Discovery Post

# Action 3: Wayfinding Implementation | Gateway Signs

All locations are indicative only and are subject to change



A series of locations have been identified for signage interventions, subject to full investigation and surveys.

### Key:

- Information Hub
- Gateway Marker
- Gateway Sign
- Orientation Hub
- Discovery Post



## Action 3: Wayfinding Implementation

All locations are indicative only and are subject to change

Subject to design development at Stage 2b

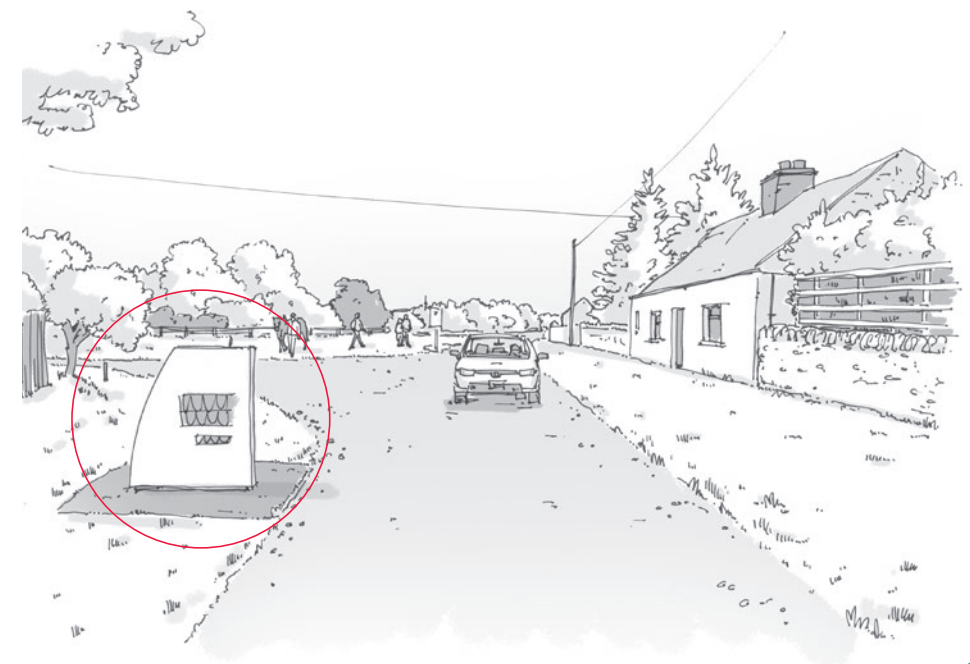
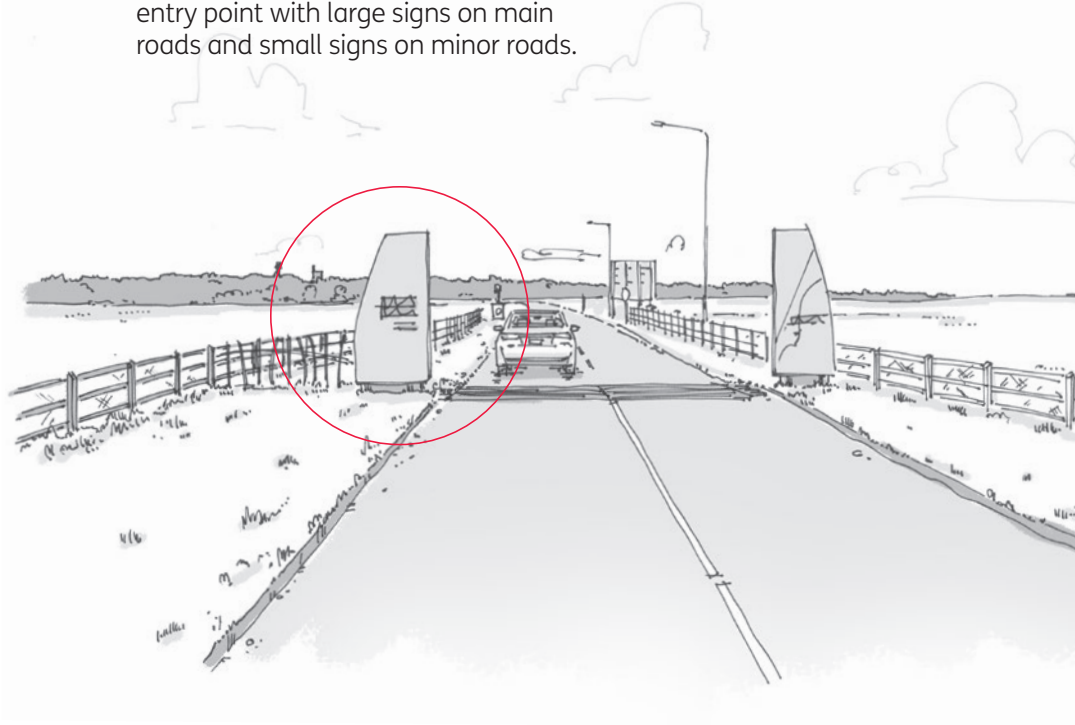
## Gateway Markers and Signs

Located at entry points to the Curragh Plains, Gateway Markers (large) and Gateway Signs (small) signal that you are entering a special place. The physical scale of Gateway Markers will vary in accordance with the scale of entry point with large signs on main roads and small signs on minor roads.

The design of Gateway Markers and Signs will use materials that are harmonious with the surrounding area and will incorporate one of the boldest expressions of the Curragh Plains brandmark.

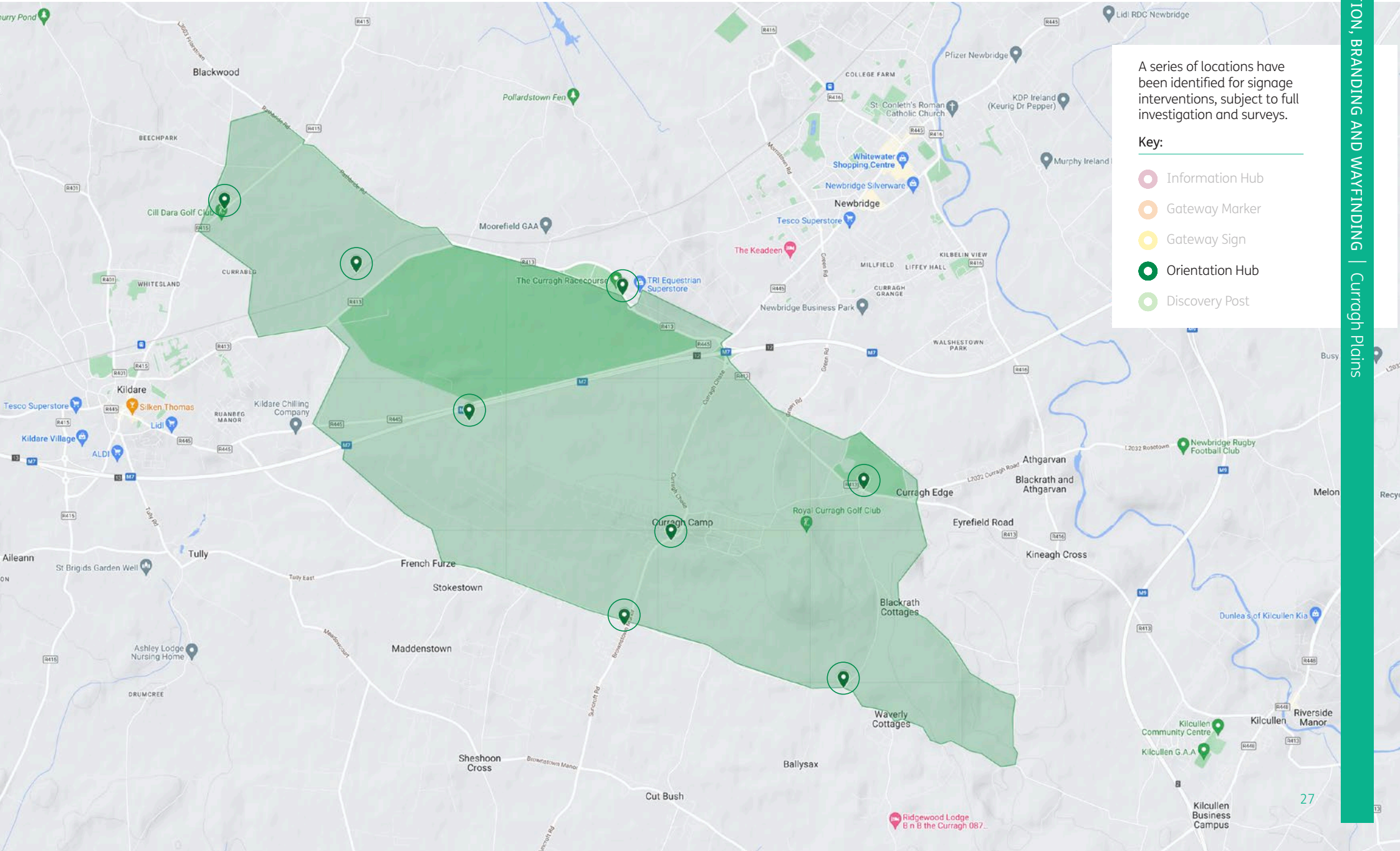


Examples of gateway signs



# Action 3: Wayfinding Implementation | Orientation Hubs

All locations are indicative only and are subject to change



A series of locations have been identified for signage interventions, subject to full investigation and surveys.

**Key:**

- Information Hub
- Gateway Marker
- Gateway Sign
- Orientation Hub
- Discovery Post



## Action 3: Wayfinding Implementation

All locations are indicative only and are subject to change

Subject to design development at Stage 2b

## Orientation hub

### Totem

Totem style Orientation Hubs will be located at points across the Curragh Plains from which the visitor can explore the immediate area on foot.

Totem signs will be used where there is extensive existing built environment, such as within the military camp and at the race course.

Totems will incorporate:

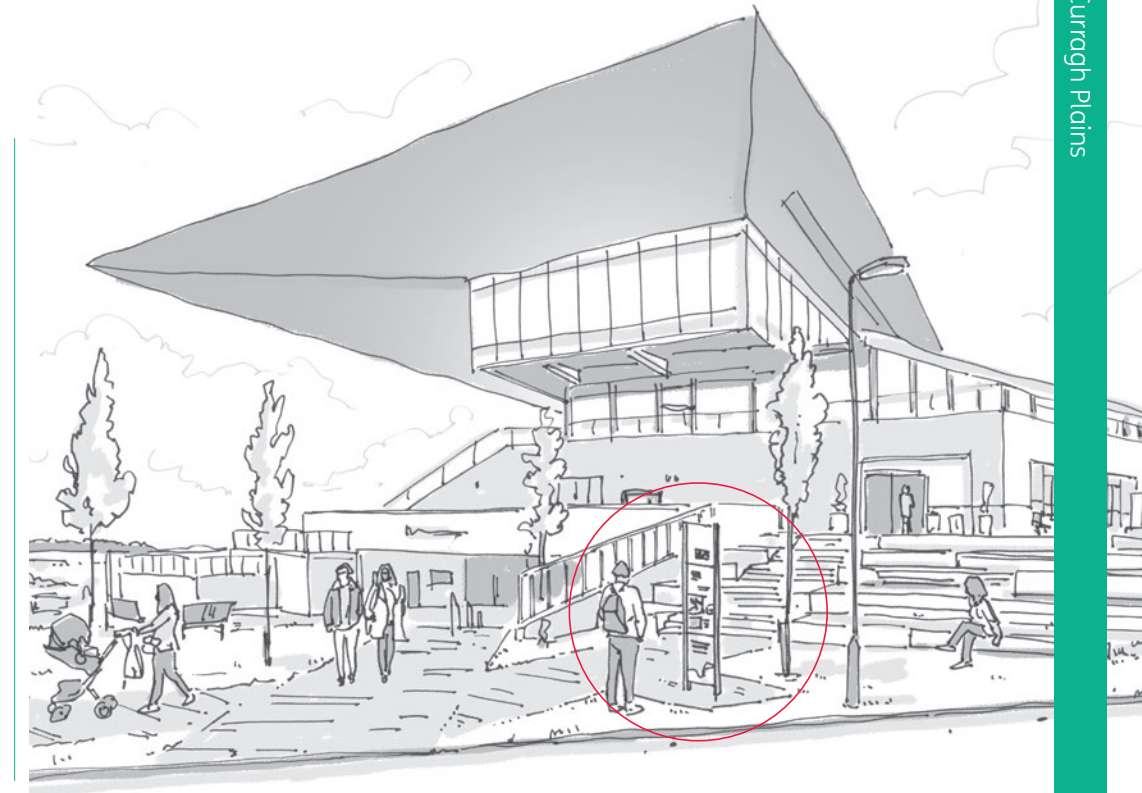
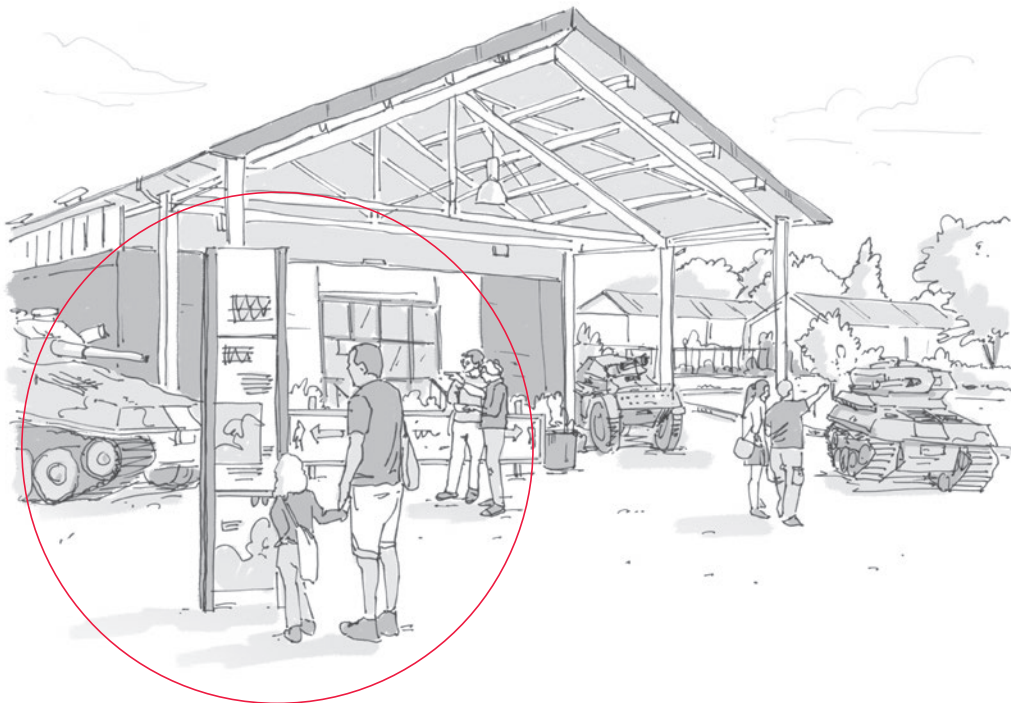
An overview map that facilitates understanding of the full site and an immediate area map to facilitate exploration on foot

On-brand messaging that:

- Galvanises a sense of place and significance
- Encourages further exploration
- Reveals location-specific stories
- Promotes appreciation and care



Examples of totem signs



## Action 3: Wayfinding Implementation

All locations are indicative only and are subject to change

Subject to design development at Stage 2b

## Orientation Hub

### Lectern

Lectern style Orientation Hubs will be located at points across the Curragh Plains from which the visitor can explore the immediate area on foot.

Lectern signs will be used where there are wide open views or significant sight lines that would be impaired by a large totem sign.

Lecterns will incorporate:

An overview map that facilitates understanding of the full site and an immediate area map to facilitate exploration on foot

On-brand messaging that:

- Galvanises a sense of place and significance
- Encourages further exploration
- Reveals location-specific stories
- Promotes appreciation and care



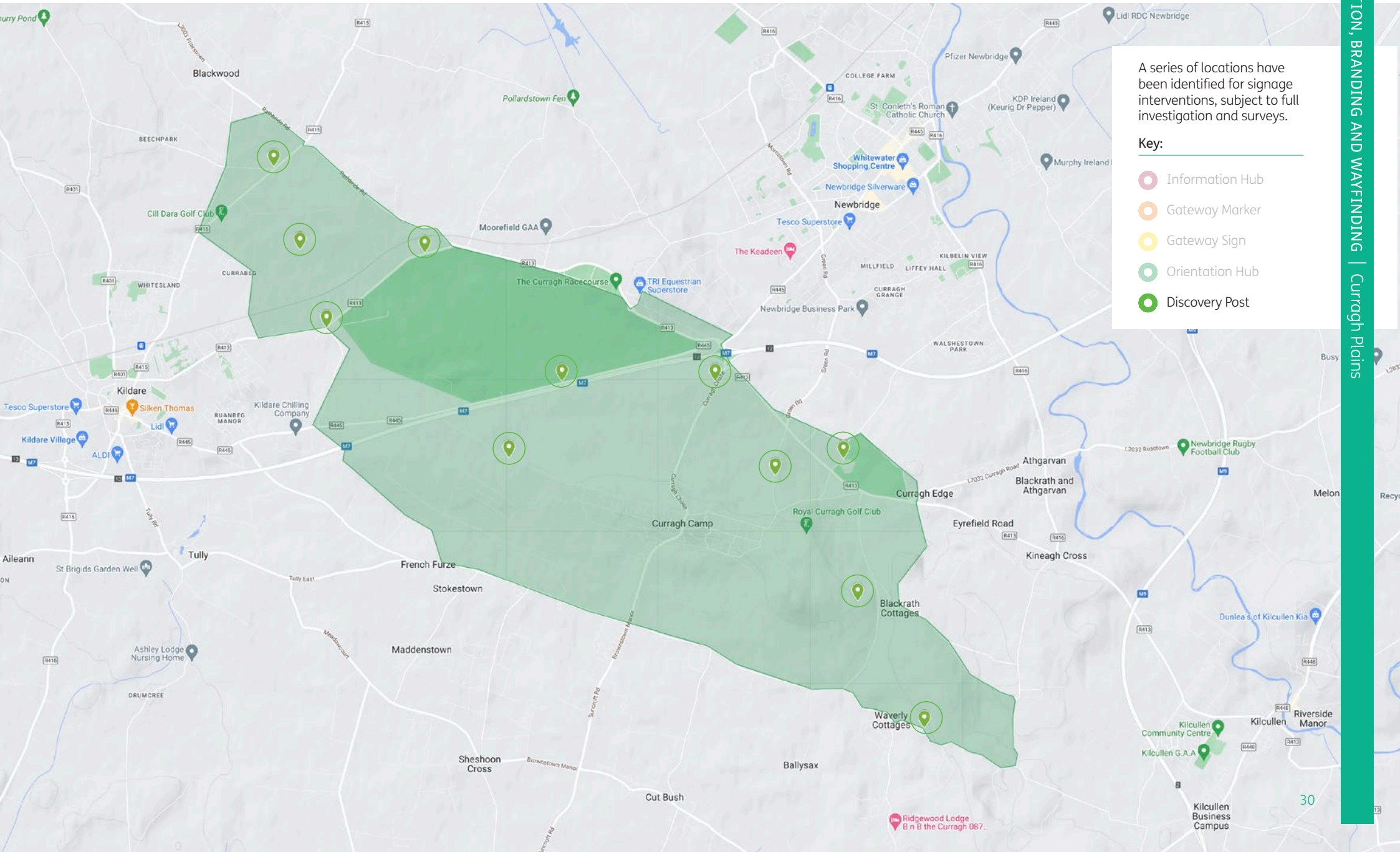
Examples of lectern signs





# Action 3: Wayfinding Implementation | Discovery Posts

All locations are indicative only and are subject to change



A series of locations have been identified for signage interventions, subject to full investigation and surveys.

- Key:**
- Information Hub
  - Gateway Marker
  - Gateway Sign
  - Orientation Hub
  - Discovery Post

## Action 3: Wayfinding Implementation

All locations are indicative only and are subject to change

Subject to design development at Stage 2b

## Discovery Posts

Discovery Posts will be located at locations from which the visitor can explore on foot or by bike.

They will also act as intermediary points encountered along a route from one location to another.

Discovery Posts will be used where there are open vistas or significant sight lines that would be impaired by a larger sign.

Discovery Posts will provide directions, distances and interpretation.



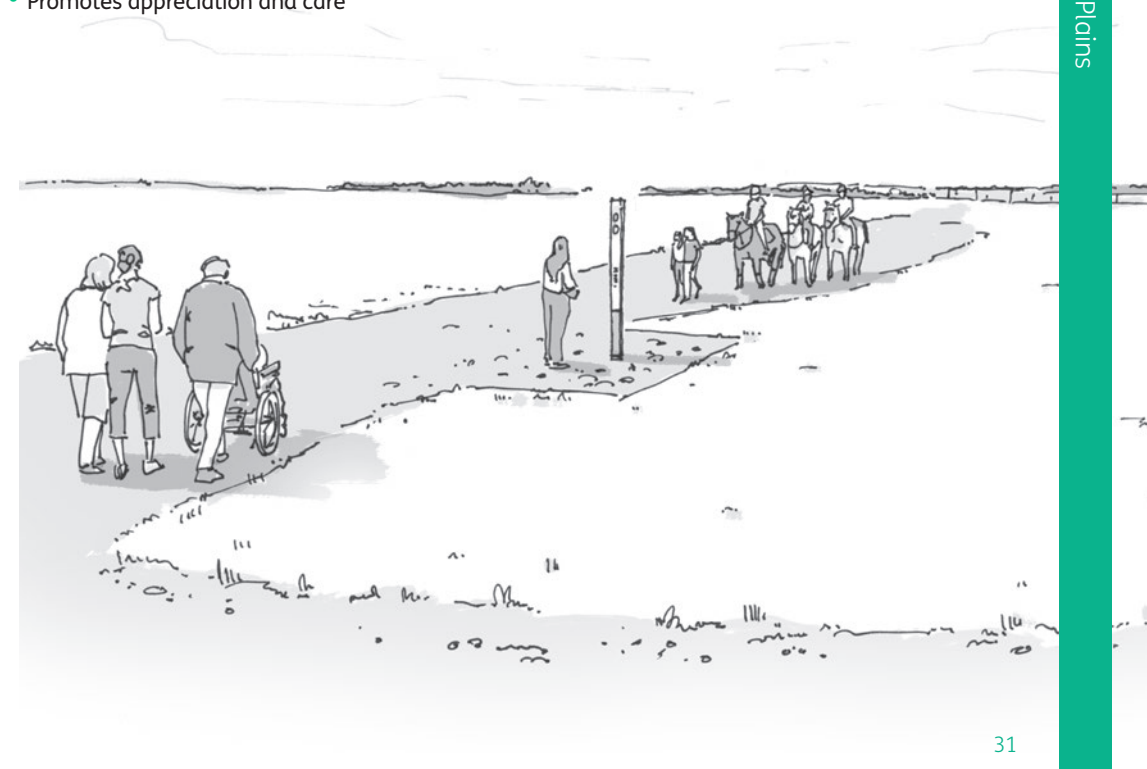
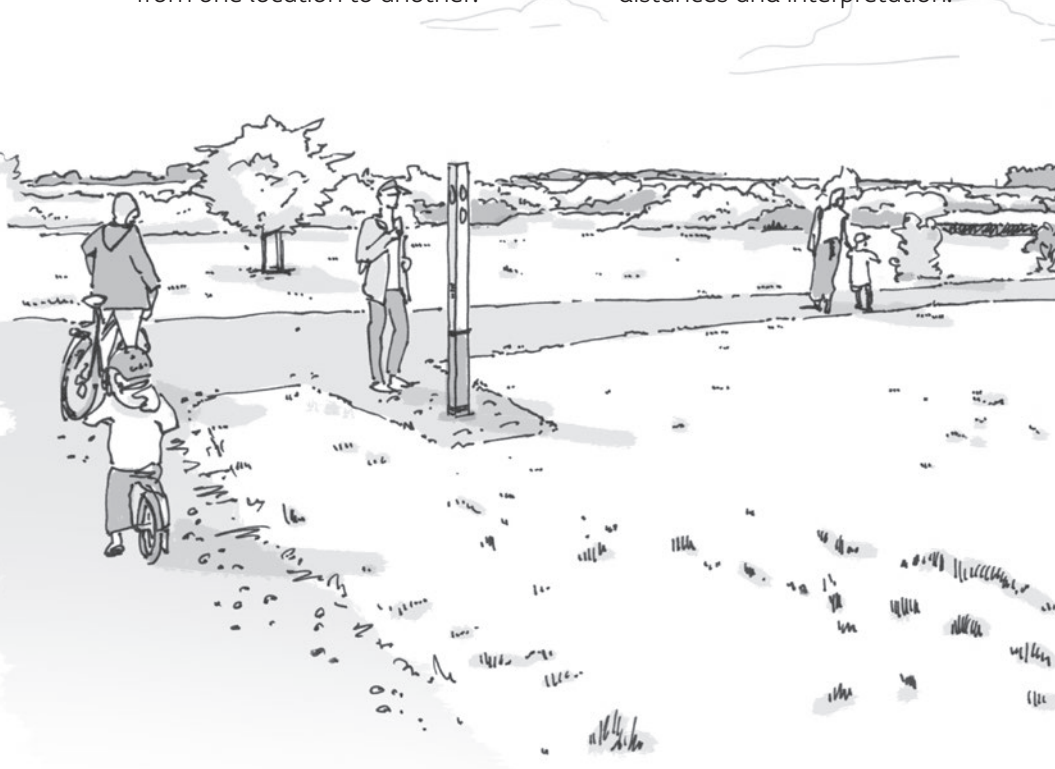
Examples of discovery posts

Posts will incorporate:

An immediate area map that facilitates further 'out-of-car' exploration.

On-brand messaging that:

- Galvanises a sense of place
- Encourages further exploration
- Promotes appreciation and care





## Action 3: Wayfinding Implementation

All locations are indicative only and are subject to change

### Digital support

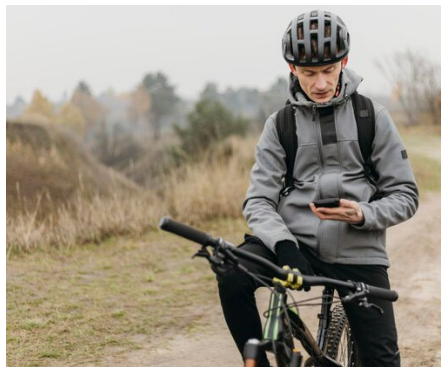
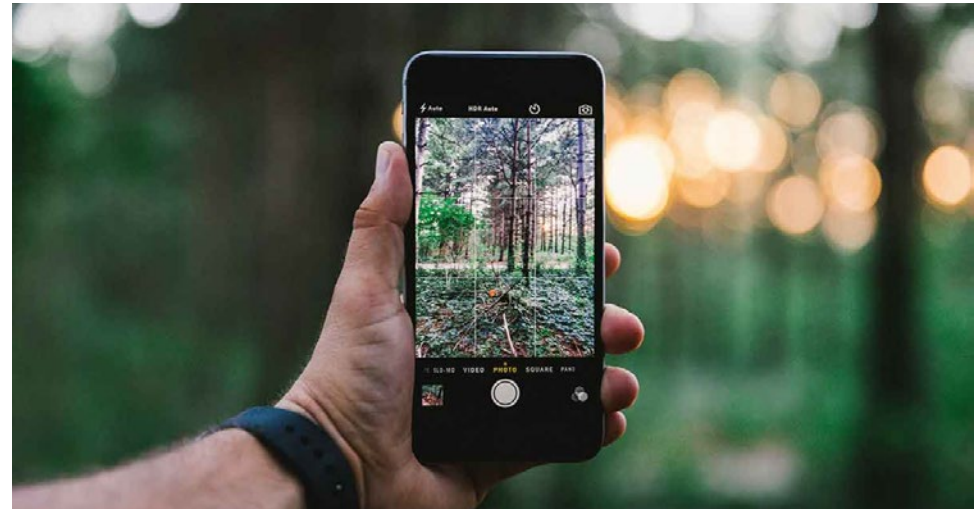
Delivered to personal devices

Although beyond the current scope of work for this project, physical signage can be enhanced with digital support delivered to personal devices triggered by on-sign QR codes incorporated into design now.

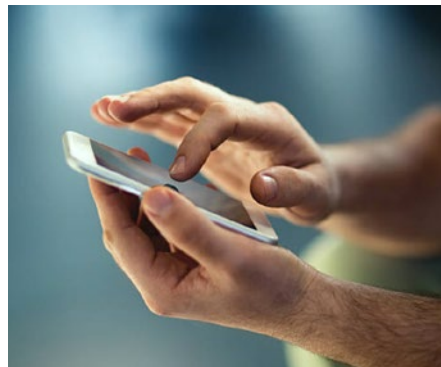
By delivering information and interpretation in this way, physical signage can be kept to a minimum while a rich, engaging and evolving interpretation experience can be enjoyed by the visitor.

Digital support can incorporate:

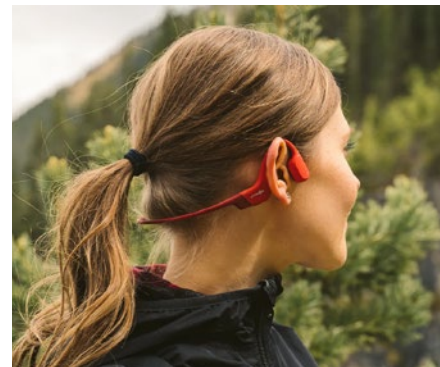
- Google Maps directional information and instructions
- Text and image-based interpretation
- Audio guides, video, interactivity and/or augmented reality
- Notifications and important announcements
- On-brand messaging that goes further in galvanising a sense of place and significance, encouraging exploration and promoting appreciation/care



Google Maps based wayfinding



Text and image-based interpretation



Audio guides to enhance experience

Interactivity can introduce play and challenge

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## APPENDICIES



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Appendix 1:  
Visitor Types

## Appendix 1: Visitor types

This is a snap shot of international, national and local audiences who potentially visit the Curragh Plains and Curragh Racecourse.

The international and domestic demographic information is taken from Fáilte Ireland Tourism research. Additional information on local, equine-related visitors and military history enthusiasts is considered based on client meetings, site visit and the consultation responses.

Visitor engagement is central to an effective interpretation strategy.

Interpretation must be aimed at these audiences while ensuring elements outlined in the Conservation Management Plan are woven into the visitor experience. Audience data also informs the direction of branding concepts.

Type	Profile	Seeking	Appeal	Missing
<b>Culturally Curious</b>	40 yrs + Individuals Couples Professional (holidaying longer)	Looking to visit new places Have new experiences Explore landscapes History and culture Genuine relationships with locals Be active in nature	Not a package holiday Off the beaten track Potential for stories and culture Nearby hotels/B&Bs/guesthouses Golfing opportunities Racing events Outdoors	Meeting people Food and drink experiences Guided tours Walking and cycling Unique festivals <b>TARGETED APPEAL:</b> • Clarity on landscape/culture/experience • Orientation/wayfinding • Must-sees
<b>Social Energisers</b>	Young couples Adult groups Friends and colleagues	Excitement and fun Social experiences, e.g. events, festivals, gigs, etc New experiences 'Wow' factors	Near urban environment with social appeal (nightlife/pubs) Nearby attractions Outdoors	Fun activities A 'Curragh' attraction Trendy/artisan events and experiences Social media opportunities <b>TARGETED APPEAL:</b> • Quirky photo moments • Ease of access • Nearby location • Social life
<b>Great Escapers</b>	30 yrs + Usually couples With young children	Time out from busy lives ('down time') Rural holiday as a family Connection with the landscape/nature Sense of history To bond with those they are with Peace and quiet 'Wow' factor Feel recharged afterwards	Landscape and nature History Space to reconnect, experience nature and have down time Space to roam and explore Peace and quiet Outdoors	Competitiveness with more appealing landscapes Breath-taking landscape Walking/cycling trails Access to history 'Wow' factors <b>TARGETED APPEAL:</b> • Facilities and parking • Orientation/wayfinding • Views of landscape • Variety of trails and heritage interpretation

## Appendix 1: Visitor types

Type	Profile	Seeking	Appeal	Missing
<b>Connect Families</b>	Young families Parents in their 30s/early 40s Children under 10	Spend family time together Discover hidden gems Having 'things to do together' Varied experiences, e.g. petting farm, picnicking, surfing, beach walks Create special memories	Space to be together Safety for their kids Freedom Golfing Outdoors	Lacks varied things to do Potentially boring Weather dependant No facilities, guidance or trails Reason to visit Targeted appeal: • Facilities and parking • Orientation and wayfinding • Confidence kids won't get bored/ indoor offering
<b>Footloose Socialisers</b>	Groups of friends Short breaks	Events/ international matches/Curragh Racecourse events Variety of events Interesting surroundings Try new places, meet locals	Connectivity with the 'outdoor/ hiking' Curragh and the 'racing' Curragh Proximity to urban centres A new place Outdoors	Connectivity with 'outdoor/hiking' Curragh and 'racing' Curragh Knowledge of interesting surroundings Compelling reason to visit Targeted appeal: • Part of packaged social event • Shareable, quirky photo opps.
<b>Indulgent Romantics</b>	45-64 yrs Couples	A new place to visit Spontaneous weekend breaks Nice hotels Quality food and wine Luxury	One in a variety of experiences within the locality if interested in horses/military Nearby urban centres with accommodation	Compelling reason to visit Targeted appeal: • Tandem bikes • Romantic sunset view points

Type	Profile	Seeking	Appeal	Missing
<b>Equine Related Visitors</b>	Racegoers/ enthusiasts Event attendees Culturally curious equine visitors	To enjoy their favourite sport To experience something new To experience behind the scenes. To attend a repeat/once-off social event	A place specifically pitched at horse goers and known internationally.	Extended appeal and relevance across the Plains
<b>Locals</b> <i>Athgarvan, Kilcullen, Newbridge and Kildare</i>	All ages but from local areas: • Golfers • School children and parents • Equine industry • Dog walkers • Locals • Sports enthusiasts • Farmers • Walkers • Joggers • Naturalists	Somewhere to use bikes quads or joyride Somewhere to golf/practice golfing Somewhere they get to by car Somewhere to bring young children (to entertain) A visit to the military cemetery, the military museum, the golf clubs, or WW training trenches.	Provides all of the elements (regardless of appropriateness) for local visitors. It should be noted the consultations did not directly mention cafe or break facilities and the expectation is not to host an interpretive centre requiring amenities but consider safe, bespoke and audience-specific enhancement opportunities.	Guidance on: • Where and what to see • Where/how to park legally • How to 'protect' the landscape • Where the best views are • Where to find clusters of interesting sites • Looped trails and walking routes • Where to find facilities, seating, amenities. A connection with the Curragh story and the Curragh racecourse.
<b>Military History Enthusiasts</b>	Culturally Curious visitors interested in military Ex-military personnel, staff/families	To re-connect with the Curragh Camp To visit the Military History Museum	The Curragh camp hosts a unique and exemplary military collection	Greater connection with the wider Plains and the military history outside the camp grounds



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Appendix 2:

# Comparative Research

## Experiences

Each location has been selected for at least some comparable characteristics

### Phoenix Park, Dublin



**Comparable features:**

- 351 different plant species, 3 of which rare and protected.
- Wetlands (ponds) comparable to Lough Bawn in Curragh Plains.
- Military presence: Magazine Fort
- Wildlife: particularly famous for wild Fallow Deer.
- Flat expanse or plain of land.
- Monuments on site: Pheonix Monument, Wellington Monument (perhaps comparable to the Kildare monument).
- Use by local people (dog walkers, families etc).
- Mix of interpretation topics (military, monuments, burial chamber etc.).
- Dexter cattle introduced to graze on grounds (2021).

**Area:**

7km<sup>2</sup>

**Description:**

One of the largest enclosed public parks in any capital city in Europe.

**Interpretation:**

Focus on history of the site, and information surrounding. Interpretative broken into categories: Archaeology, Built Heritage, History, Nature and Biodiversity.

**Primary Users:**

Dog walkers, walkers and families. Park used by Irish Astronomical Society for evening stargazing. Historical talks hosed at the site, most recently 'First Flights an Illustrated Talk on Aviation Anniversaries' and the history of the site is widely documented.

### Burren National Park, Ireland



**Comparable features:**

- Comparable in scale (1,500 hectares while the Curragh is 2,000 hectares).
- Nature and biodiversity: orchids, common daisies and Special areas of Conservation (SACs)/ Special Protection areas (SPAs).
- Fungi, bacteria and other micro-organisms.
- Wildlife including birds, amphibians and butterflies (Curragh known for frogs).
- Area is of particular interest to botanists and ecologists because of the numerous bird species that nest and visit (similar to Curragh).
- Relatively flat expanse.
- Use by local people (dog walkers, birdwatchers, families etc).
- Grazing for cattle.

**Area:**

15km<sup>2</sup>

**Description:**

The word 'Burren' comes from an Irish word 'Boireann' meaning a rocky place'.

**Interpretation:**

History of site alongside nature and biodiversity on the site. Interpretation is focussed on the geology, flora, farming and wildlife. Wildlife includes: amphibians, birds, invertebrates, butterflies, fish, flora, habitats, lichen, mammals and reptiles.

**Primary Users:**

Walking trails and guided walks available, wildlife 'spotters', visitors to the woodland nature reserve, educational outreach for school groups with educational programmes available.

### Connemara National Park, Ireland



**Comparable features:**

- Identical in size (2,000 hectares).
- Un-pathed, open spaces that include grasslands and heath.
- Varied birdlife (meadow pipits, skylarks, stonechats, chaffinches, robins and wrens).
- Native wildlife: rabbits, foxes, stoats, shrews, and bats.
- Untouched nature: wild plants and flowers.
- Grazing for cattle and sheep.

**Area:**

20km<sup>2</sup>

**Description:**

Connemara National Park features 2,00 hectares of mountains, bogs, heaths, grasslands and forests. Some of the Park's mountains, namely Benbaun, Bencullagh, Benbrack and Muckanaght, are

part of the famous Twelve Bens or Beanna Beola range. Connemara National Park was established and opened to the public in 1980.

**Interpretation:**

Interpretation provides an overview of the history of the site.

**Primary Users:**

Site used by wild campers, hikers, walking trails, nature trails, photography and drone users, dog walkers and families with a children's playground.

Site has an educational programme for pre-school, primary school, university/college groups, scouts/cubs/guides, special needs groups and youth/community groups. Special events include children's activities, guided walks and evening talks.

## Experiences

Each location has been selected for at least some comparable characteristics

### Salisbury Plain, England



**Comparable features:**

- Military base (owned by MOD and used as training ground).
- Prehistoric/historic sites.
- Vast flat expanse.
- Mix of interpretation topics (military use, conservation, ancient monuments).
- Wildlife: site used frequently by birdwatchers and ornithologists.
- Areas of nature reserve: unusual plants (nature and wildlife tours available).

**Area:**  
300m<sup>2</sup>

**Description of Site:**

An ocean of grassland and a sweep of big sky. Ancient monuments loom out of the mist; camouflaged soldiers crouch in the undergrowth.

Largest remaining area of chalk grassland in Northwest Europe, 2,300 prehistoric sites and also the largest military training area on British soil. The military presence benefits the archaeological sites and natural habitats.

**Interpretation:**

The presence of the military has led to both accidental and deliberate conservation. A mythical landscape full of stories and legends. 15 interpretation points highlighted on walking route map.

**Primary Users:**

Bird watchers/ornithologists, hikes, long distance walks, driving tours and off-roading trips, Salisbury Plain Safaris (nature/wildlife tours), heritage tours, tourists and visitors to 'The 'lost' Village of Imber' (including historians).

### Dartmoor, England



**Comparable features:**

- Site used for horse riding.
- Used for filmmaking (War Horse).
- River/lough (used for fishing).
- Used as military firing ranges for over 200 years.
- Wildlife: birds, small mammals.

**Area:**  
954km<sup>2</sup>

**Description:**

History lovers can explore castle ruins and learn about myths and legends at the museums or on a guided walk, families have exciting attractions to choose from, while there's lots of opportunities for rambling over tors, cycling up challenging hills and staying active in the great outdoors.

**Interpretation:**

History and heritage well documented including archaeology, myths and legends, War Horse (filming took place on Dartmoor), and arts and literature.

**Primary Users:**

Family orientated site with a kids 'Superworm Activity Trail' that includes an activity pack with a Kraft bag to colour in, forest superhero mask, 7 creatures facts cards, activity sheet to complete at home, stickers, pencil and crayon.

Site is also used by artists and for art workshops, with gallery and craft centres surrounding site.

**Other uses:**

Horse riding, fishing, water sports, climbing, photography, walking, cycling and letterboxing.

### Windsor Great Park, England



**Comparable features:**

- Similar in size.
- Historic monuments.
- Rare wildlife, plants and fungi.
- Site used for horse riding.
- Lakes, ponds and rivers (fishing).
- Largely flat and open expanse.
- Deer park (Red Deer).
- Heard of Long Horn cattle.
- Mix of interpretation topics.

**Area:**  
28.5km<sup>2</sup>

**Description:**

You will discover a Royal history spanning over 1,000 years, including - historical monuments, ancient forests and stunning horticultural displays, as well as rare wildlife, plants and fungi.

**Interpretation:**

Interpretation focussed on the 'the experiences that generations of the Monarchy have enjoyed throughout history as you wander through Windsor Great Park'.

History of park well documented with a detailed timeline available.

Various interpretation panels throughout site at 'Historic Points of Interest'.

**Primary Users:**

Dog walkers, families with children, cycling and rollerblading, walking, running, picnicking, fishing, drones and flying model aircrafts, mountain biking at Swinley Forest and horse riding.



## Experiences

Each location has been selected for at least some comparable characteristics

### Sutton Park (Sutton Coldfield), England



**Comparable features:**

- Proximity to towns and villages.
- Sense of ownership by local communities.
- National nature reserve (SSSI).
- 7 lakes and wetlands.
- Rich variety of plants and wildlife.
- Cattle, sheep and wild ponies graze on land.
- Site used for horse riding with horse box parking.
- Open, relatively flat expanse.

**Area:**  
8.4km<sup>2</sup>

**Description:**

Sutton Park is a 2,400 acre National Nature Reserve located 6 miles north of the city centre. It's one of the largest urban parks in Europe and is designated as a Site of Special Scientific Interest.

Has open heathland, woodlands, seven lakes, wetlands, and marshes – each with a rich variety of plants and wildlife, some rarely seen in the region. Cattle and wild ponies graze on the land.

**Interpretation:**

Visitor centre includes interpretative displays and maps.

**Primary Users:**

Horse riding (Donkey Sanctuary on site); sailing, kayaking and canoeing with the Sutton Sailing Club and lessons available with the Royal Sutton Coldfield Canoe Club.

Thousands of anglers visit every year, model aircraft flying field, golf course, orienteering courses. School users, with regular events and activities available through the Rangers and Friends of Sutton Park Association.

### Litoral Norte Natural Park, Portugal



**Comparable features:**

- Similar proximity to towns and villages.
- Large open space.

**Area:**  
87.5km<sup>2</sup>

**Description:**

The North Coast Natural Park stretches for nearly 18km between the Cávado River estuary and the village of Apúlia in a line of white sand dunes.

Dotted with low vegetation that helps to anchor the sand, these dunes act as a natural barrier against the sea winds that give them their shape and prevent the ocean from encroaching upon the nearby farmland.

Their soft, harmonious colours, which take on warm hues at dusk, make this one of the most beautiful landscapes on the Portuguese coast.

**Interpretation:**

Minimal interpretation available, one text panel at entrance to park.

**Primary Users:**

Tourists and local users for outdoor activities including: hiking, kite surfing, canoeing, kayak runs, paddle surfing, rafting and river tours.

### Teijo National Park, Finland



**Comparable features:**

- Lakes (Lough Bawn in Curragh Plains).
- Nature and biodiversity: lots of rare birds.
- Mammals: moose and deer.

**Area:**  
33.8km<sup>2</sup>

**Description:**

Teijo's attractions include peaceful lakes and forests, as well as historic ironworks villages where traditional crafts still thrive.

From these picturesque settlements you can head straight out to explore the lakes, seashores, marshes and forests of the national park – and go hiking, canoeing or fishing.

You can get a good taste of Teijo on a day trip, but it's also well worth staying over – out in the wilds under a starry sky, or in cosy lodgings in a charming village.

**Interpretation:**

No obvious interpretation available aside from maps.

**Primary Users:**

Tourists, visitors to experience local heritage and crafts, hiking, canoeing, camping and fishing. Also available are accommodation and conference facilities.

## Experiences

Each location has been selected for at least some comparable characteristics

### Vadvetjåkka National Park, Sweden



**Comparable features:**

- Comparable in size.
- Large, open space (roadless).
- Rare plant species: alpine flora.

**Area:**  
26.3km<sup>2</sup>

**Description:**

In the roadless land by Sweden's border with Norway lies Vadvetjåkka National Park

A desolate corner of northern Sweden. Come here if you want to experience profound solitude, an abundance of alpine flora and a system of deep caves.

**Interpretation:**

No interpretation, signposts and maps available.

**Primary Users:**

Visitors to the caves, campers, hikers, walkers and spelunkers.

Interesting to note that dogs and other animals aren't allowed in the park except during January 1–April 30.

### Töfösingdalen National Park, Sweden



**Comparable features:**

- Comparable in size.
- Small lakes on site.
- Wild open space with boundless border fields.
- Untouched nature.
- Has been tended by people and cattle since the 1750s.

**Area:**  
25.5km<sup>2</sup>

**Description:**

True wilderness, boundless border fields and primeval forest.

This is what all nature-loving romantics dream about: deserted open spaces with primeval pine and lush spruce forests, rushing waters and small glittering lakes.

The archetype of wilderness, with its inaccessible, barren, desolate and rugged border fields.

Nature here is so untouched because in places the terrain can be almost impassable.

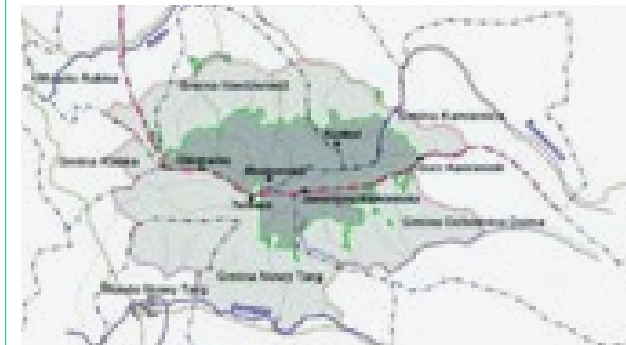
**Interpretation:**

No interpretation, signposts or maps available.

**Primary Users:**

Stays in cabin host/protection cabins, hikers with marked hiking trails, fishing in the lakes and nature spotters for wolf lichen.

### Gorce National Park, Poland



**Comparable features:**

- Half of area is under strict nature reserve regime (rare plants/vegetation).
- Rich biodiversity.
- Abundant animal life: comparable animals include over 90 species of breeding birds and frogs.
- Rare birds: including eagles.
- Livestock (mostly grazing sheep).

**Area:**  
51km<sup>2</sup>

**Description:**

Carpathian forest only slightly affected by human activities in the past. Highest elevations are occupied by sub-alpine spruce forests. Trees get old then die giving place for new woody vegetation.

The glades spread out among comprehensive forest cover enrich the Gorce's biodiversity and elevate its landscape values.

**Interpretation:**

Interpretation primarily in the form of educational programmes and exhibitions.

**Primary Users:**

Hiking and walking on trails and sightseeing for tourists in the Gorce Mountains, mountaineering, day trips to mountain region.

Educational outreach for local school groups, and university groups with indoor lectures held on site.

Primary educational programme called 'what a shall soaks up in its early days, it will give off later'.

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the **paul hogarth** company

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We can help you tell your story



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