

An aerial photograph of a village in Horsham District. The image shows a mix of residential houses, lush green trees, and a large church with a prominent steeple. A swimming pool is visible in the lower right, and a tennis court is in the bottom right corner. The image is framed by blue triangular overlays in the top-left and bottom-right corners.

**Horsham District
Community
Partnerships Forum**

Heritage Trail Resource Kit











Create your own Heritage Trail

This resource kit has been produced by Gail Chapman working with the Horsham District Heritage Trails volunteers and the Horsham District Community Partnerships Forum, supported by Horsham District Council's Horsham Museum & Art Gallery and the Heritage Lottery Fund.

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Cover image: Photo by Chis Stevens, courtesy of Rudgwick Preservation Society
Image to the right: The Lydds, with panoramic view.

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Introduction

The Horsham District Heritage Trails project was initiated by the Horsham District Community Partnerships Forum (HDCPF) with the project being taken forward and jointly run with Horsham District Council's Horsham Museum and Art Gallery and supported by the Heritage Lottery Fund.

The project expanded on the network of Millennium heritage plaques spread throughout the District. Individuals and local groups - including history societies - were asked to identify, research, create and promote new heritage trails. The project provided training for the volunteers and engaged a designer to produce the trails in an attractive format.

Around 30 volunteers took part and 21 new trails were created.

As the trails were developed the project team and volunteers supported development of this resource kit for future heritage trail creators.

This resource kit focusses on advice for an individual or small group wanting to create a self-guided heritage trail.

Wiston Millennium Heritage Plaque



Getting started

Creating a self-guided heritage trail can be a fantastic way to learn more about your area, share your passion and engage others with your local heritage. It can also, however, be a challenge. Below are some top tips on how to get started in the right way.

Talk to your local Museum, history group & local Council

It is very hard to do this in isolation. The museum, local group or Council could help with research, with production, with printing the end product or hosting it on a website or app and they could be very helpful in sharing your trail with those you want to encourage to walk it.

Look at what's already out there

Check with your local Council, visitor centre, museums, archives, history groups and search online. It can be surprising how many trails are already out there and you don't want to be competing with an existing trail.

Collect trails that you enjoy walking

There are lots of great examples of good heritage trails. Collect the ones you enjoy. It will really help you think about what you are going to need to make your own trail.

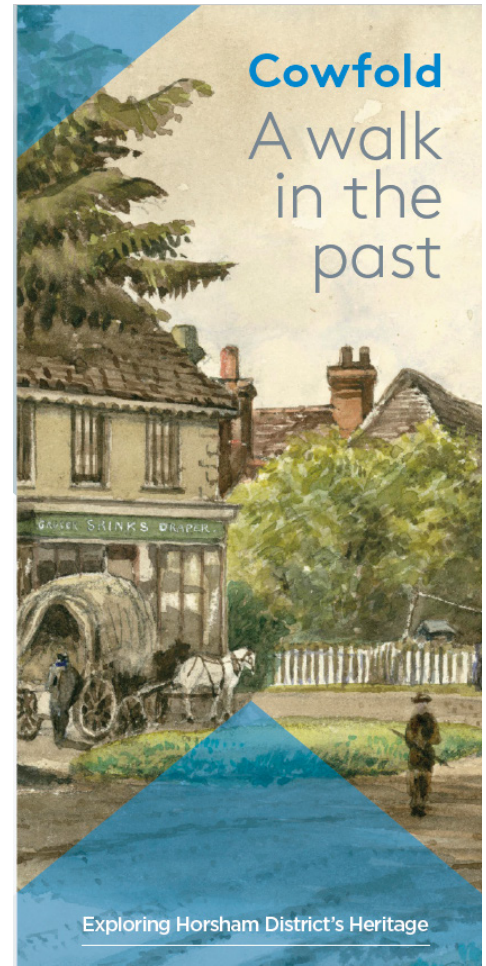
Decide how you are going to publish your trail Decide from the start in what format you are going to produce your trail and what resources, funds or support you will need to make it happen. For example Horsham Heritage Trails produced high quality, printed and folded trail map leaflets. This required funding a designer and a printer. But the trail could be produced in other ways, like a simpler printed format or an online-only trail.

Think about 'heritage' vs 'history'

Our history is the discovery and presentation of facts about our past. Our heritage is how we engage with that past, what we value about it and the stories it tells us.

Making a 'heritage' trail is a responsibility - and can be a lot of work!

As soon as you bring heritage into your trail you are taking on a position of responsibility. When someone walks a heritage trail they believe that the story they are reading is based on fact. It is your responsibility to do your best to make sure what you are sharing is accurate as well as engaging.



*"It's hard work but if you persist it will pay off."
Horsham District Heritage Trails volunteer*



Plotting your route

Once the decision is made to make a self-guided trail you need to consider the basic principles of what you will need to include to make it a good trail.

Heritage trail essentials

What are the basic building blocks needed to create a self-guided heritage trail? Here are our top 5:

- » a map
- » clearly defined and indicated routes
- » illustrative points of interest
- » details of accessibility, facilities and amenities
- » a good story to tell that links to the physical aspects of the route being followed

Think about your audience

It is important to always have in mind who you picture walking your trail. Set some parameters by asking yourself questions about your intended audience:

- » will they be a specific group e.g. children, families, academics?
- » is it for people already interested in the topic and with some background knowledge or someone completely new to the topic?
- » do you want to interest hikers with a good walk and use the opportunity to introduce local heritage to them?

Access

When thinking about your audience also consider how they will be accessing your trail and what information you will need to mark on your trail so visitors will be able to plan accordingly.

- » will there be somewhere near the start for them to park a vehicle or easy access to local transport links?
- » how long will the trail be, will it be for experienced hikers or casual walkers?
- » will your route include stiles, steps and steep inclines?
- » are there parts of the route that might be weather dependant - e.g. slippery when wet or prone to flooding?
- » will your route cross any fields where farm animals may be present so dogs must be kept on leads?



Maps & paths

Whether you have a subject in mind or an area you want to explore looking at the modern OS map of that area is a good place to start. OS Explorer maps with a 1:25000 scale are ideal.

Making your trail using public rights of way is recommended. A right of way is a path that anyone has the legal right to use on foot, and sometimes using other modes of transport.

Rights of way are marked on the OS maps. Some Councils also host digital maps where you can highlight rights of way.

The maps also have a range of useful symbols to look out for. View the key for interesting features such as historical features, possible obstacles and tourist and leisure sites.

Place names

In England many place names go back to before the Norman Conquest. They might hint at the presence of certain features and suggest how long they have been present.

However, be careful of the pitfalls. The name might be a modern copy of an old name in a new space or the name might be corrupted over time leading to misunderstandings or there may be more than one meaning for the same word. The English Place-Name Society publications are a great resource with reliable information for this part of your research (see the link on p21 for more information).

Getting out there

Get your camera, take your map and get exploring! Whether you have selected a route around a particular area or already pinpointed likely sites of interest, it helps to take notes and photos as you walk of interesting features, or obstacles you might want to consider.

The built environment

As you explore consider the built environment around you that could be a great inspiration for further research.

- » ruins – from castle walls to the stones of an old sheep enclosure, all can tell a tale
- » gate lodges and toll houses
- » consider the vernacular architecture - an architectural style that is designed based on local needs, availability of construction materials and reflecting local traditions.
- » churches and graveyards – fantastic sources of social history and hidden historical or artistic gems

A useful quick guide to recognising national architectural styles is T. Yorke's 2008 book *British Architectural Styles: An Easy Reference Guide* (England's Living History).

Reading the landscape

The countryside itself can also provide inspiration. Managed landscape features can often still be identified today and can help uncover the hidden history of a local area.

England, for example, is made up of the planned landscapes of the 18th and 19th century and the ancient landscapes from the Bronze Age to Queen Anne.

A useful guide to helping you understand the features of your local landscape can be found in *The Illustrated History of the Countryside* by Rackham, O, 2000.

Physical features of the landscape can also indicate a legacy of occupation and activity for further research. These might include quarries, mills, airfields, quays, vineyards and farmland.

Review and repeat

Be flexible with your initial route. Be prepared to walk your route a number of times and adjust it according to:

- » how it works for you as a walker - e.g. are there parts that were much more difficult than you realised or have obstacles you'd prefer to avoid
- » how it helps tell your story - e.g. does it show your points of interest in the best way, could a different route make the overall story of your trail more coherent?
- » how your research develops - e.g. if you discover new sites to include

Volunteer Advice

Practical tips from our experienced volunteers

Work together

"Work at least in pairs . . . it's good to bounce ideas off one another."

"It's good to have a group from different areas of expertise. Too many with the same background can fail to view a proposed trail from different viewpoints."

"Sketch out the trail first and go through it with your fellow 'conspirators'. Probably two or three attempts at creating the trail on paper will be needed before coming up with a firm route and then progressing to hitting the outdoors to walk it. When you do walk the trail, we found you needed at least two to comment on points of interest as you walked, and one to take the notes. The one taking the notes is vital – by the time you finish the walk around, all will be tired, and no-one will remember exactly what they said! The note taker will ride to the rescue"

Prepare and set parameters

"Have a length of walk - time/distance - in mind before starting to plot a route."

"Desktop what you think might be the features of interest before setting out."

"Consider the merit of each site and only include those that fit the bill."

Get expert advice

"Involving a local expert on nature and history is especially useful."

"I found it helped to ask local groups for their suggestions of important sites first."

Think about your audience

"Be clear who you are aiming the walk at."

"Make it simple and as obstacle-free as possible but ensure it tells a compelling story. Be aware of the audience you are trying to address."

Think about the environment

"Check at various times of the year: leaves on trees can make a big difference to what may be seen."

"Be aware of winter flooding and if it occurs try to find an alternative route."

"Record the terrain including condition when wet"

Keep it simple

"Keep it simple and realistic and point out practical details such as accessibility, car parking, refreshments etc."

Don't be afraid to change

"Walk it, test the distance and do not be afraid to change it if it is too long or there are long stretches without much to see."

"Walk the route several times recording landmarks, type of path - footpath, bridleway, track or road. Do not rely exclusively on finger posts - they may not be there in a few years' time."



Research methods

Good research is important so you can tell stories on your trail that are accurate as well as engaging.

Set a question

Once you have a topic in mind for your research it helps to set a question. Our volunteers explored stories such as a range of local village histories, iron production on the Weald and a local snapshot of childhood experiences through time.

It can help to guide your research by setting a question or key message about your topic that you want to share through your trail. Think about your audience, what do you want them to take away at the end. Let this question guide your research.

Example question/key message from a volunteer trail: *Did you know Cowfold has over 500 years of rich and fascinating heritage - out of character with 'a place for holding cattle'.*

Types of resource

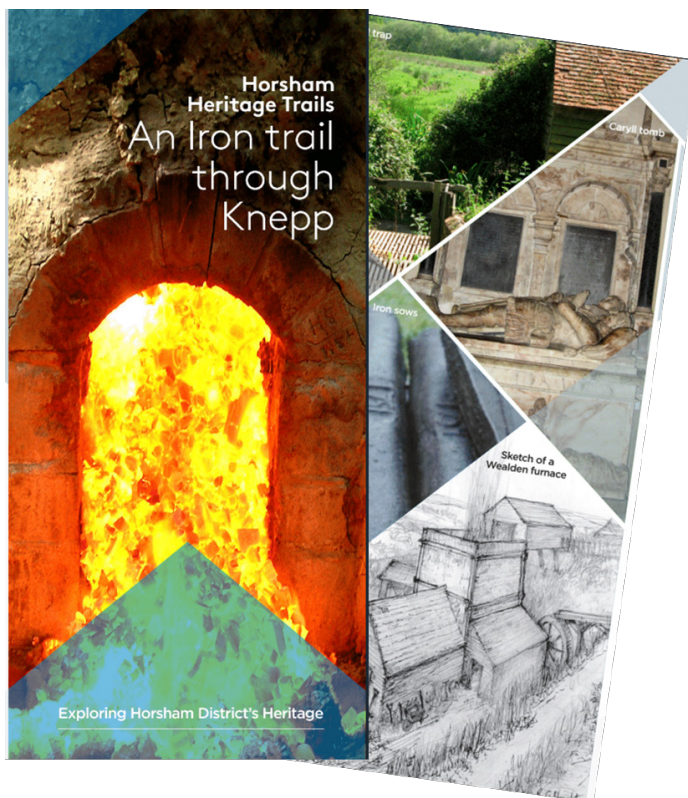
"Sources encompass every kind of evidence that human beings have left behind of their past activities – the written word and the spoken word, the shape of the landscape and the material artefact, the fine arts as well as photography and film"

Tosh, J. 2015. The Pursuit of History

Essentially all sources you will consider will be Primary or Secondary:

Primary = evidence contemporary with the event described usually from an eye-witness account.

Secondary = after-the-fact records and interpretations.



Primary sources e.g.:

- oral history
- posters
- materials & artefacts
- literature & poetry
- maps
- photographs & films
- newspapers & magazines
- personal written materials such as diaries, letters, postcards
- sales particulars
- business/company records
- official written records e.g. marriage & death certificates, burial records, court records etc.

Secondary sources e.g.:

- reference books
- biographies
- exhibitions
- historic listings
- monuments records
- scholarly articles
- heritage trails
- archaeological reports
- aerial photography
- encyclopaedias
- obituary notices
- TV shows
- websites
- popular books

Where to look

There are a range of places to look and top tips on how to make the most of your research:

Museums, Libraries, Archives & Records offices

- » check them out online, see if they have the materials you need and how you can access them, many places will have restrictions or need advance bookings
- » check the rules of what you can bring
- » consider a photography licence
- » make contacts with staff who could help you with your research
- » local and County library services can also have useful websites to explore

Online resources

- » think - is it reliable information? Can you check the references? Have they been used reasonably? Is it a peer reviewed article?
- » recognised organisations – always preferable if you can use recognisable sites. This doesn't mean others are off-limits - you just have to be sure and confident in the research
- » check the date of publication and make a note of the date accessed
- » check the copyright status



Horsham Museum & Art Gallery

Private Collections

- » spread the word – talk to your local groups and ask if anyone is interested in sharing
- » be clear with your intentions – from first contact make sure they know why you are asking and what you are working on
- » respect – remember this is a person's personal collection
- » agreement in writing – if it is a collection that will add to your research and you may wish to use it in some way - particularly if you want to quote from it, use images or refer to it on the leaflet or online - make sure you have a written agreement in place to protect you and them
- » safeguarding – if visiting a stranger's home it can be better to go in pairs. As a minimum let someone know you are going and when you get back and be aware that you may be visiting a vulnerable person

Reliability

Every resource needs to be considered in terms of both its usefulness and reliability.

Usefulness – how could it help tell your story?

Reliability – are there any factors that would make you wary of using it as fact?

Example source: An extract from a letter written by a young soldier to his mother in 1914 about his experiences at a training camp.

Usefulness:

- » offers contemporary insights
- » information on everyday life you are unlikely to be able to find out in other ways
- » provides human interest
- » engaging

Risk/reliability:

- » it was written for his mother so this will no doubt colour how he relates the information
- » it is likely to be affected by social values and influences with which the author grew up
- » you could not use it to make generalisations about the experience of soldiers as a whole as this one example only illustrates the impressions of an individual

Is your source subject to copyright?

Whether explicitly listed or not, copyright can affect many of the resources you use.

Copyright is automatically given to original creative works – e.g. drama, books, poems, music, art, photographs etc. It also applies to film, television and sound and music recordings.

People can mark their work as copyright but they don't have to, it is an automatic right. It protects that work from being copied, distributed, adapted or put on the internet.

In general length of copyright lasts:

- » written, dramatic, musical and artistic works = 70 years after the author's death
- » sound and music = 70 years after it was first published
- » broadcasts = 50 years from when it was first broadcast

Archives, museums and records offices will help in regards to resources in their collections.

Useful links for more information:

- » <https://www.gov.uk/topic/intellectual-property/copyright>
- » <https://www.tate.org.uk/download/file/fid/102893>

Referencing

Keeping track of your references is good practice for returning to resources and obtaining copyright if you decide you need a quote. If you decide you want to share further information online good referencing will give you credibility and enable further researchers to find out more.

Key points to make a note of are:

- author/editors
- year of publication
- version/issue
- title (e.g. book, webpage article, paper and journal)
- publisher / website
- archive references
- page numbers

Some example ways to reference can be found here: <http://www.librarydevelopment.group.shef.ac.uk/referencing/harvard.html> and <https://guides.library.uwa.edu.au/Oxford>

Most importantly **be consistent** and cover the **key points** of information.

Useful exercise: Pool your resources

As part of the Horsham District Heritage Trails project members from a variety of groups shared and pooled knowledge creating a bumper list of online and offline resources ranging from national research resources to very specific local collections unique to the area.

Visit your local museum, check out local history forums or Facebook pages and share knowledge!

Volunteer Advice

Practical tips from our experienced volunteers

Get expert support

"Link to a local historian or wildlife expert and use their knowledge."

"Books on the area are extremely useful. Ask local historians/museums for good reference book/materials."

Work together

"If possible, do not do this on your own; get a small group together which can help with the research."

Think about your position of trust

"When making a 'heritage' trail you are putting yourself in a position of trust. It is your responsibility to do your best to make sure what you are sharing is accurate as well as engaging. "

Tell a compelling story

"Make sure you have a compelling story that can be told simply but effectively."

Use existing knowledge

"The main theme of the walk could be something you already have a detailed knowledge of."

Check your facts

"The internet is an unbelievably valuable tool for checking dates and researching good descriptions of certain trail highlights to use within the leaflet text. Ask your local area 'old timers' - they have a wealth of knowledge and will enjoy coming up with stories. . . .best to check on details in more than one source [and check the reliability of that source]."

"Once a site has been chosen, compile a summary of it and get . . . local historians to validate it."

"Check the basic facts!"



Writing your trail

Below are 12 key factors to think about when writing your trail:

1. Set a word limit

It is easy to get carried away. Look at examples of successful trails you would like to emulate, for example National Trust trails, and count the number of words they have used.

2. Set a question

Why are you writing? As with directing your research it helps to set a question or mission statement for your trail. This mission statement will help you to focus when writing your trail. It is not the same thing as your introduction although the two may have similar points.

Example: "Did you know....the Deepdene was once a grand estate that had a house and landscape that were shaped over time by influential owners like Thomas Hope?"

You should aim for all points on your trail to relate back to your mission statement.

3. Think about your audience

Who are you writing for? Look at examples of the kind of material that audience reads and familiarize yourself with how language is used. Best of all ask people you see as part of your target audience to review your work.

4. Be clear, not clever

Do you need to use that word? Is there a simpler version that has the same effect? If it is a technical term, can you give it context?

5. Set the tone

Choose a short selection of tonal words to establish the 'feel' or tone of your trail and keep your writing within these parameters.

Example tonal words: friendly, informative, inspiring

6. 'Hook' your reader

How to start? How to grab attention? Try starting with:

- » an unexpected phrase
- » did you know?
- » rule of three – three words or phrases
- » a rhetorical question
- » an amazing fact

An iron trail through Knepp

Did you know the Weald was the centre of the armaments industry for nearly 200 years supplying cannon and shot to the Government and merchant ships?

The traditional Sussex rhyme:
'Master Huggett and his man John,
They did cast the first can-non'
dates from around 1574 in the reign of Queen Elizabeth I.

3 *Continue along the drive to the furnace pond.* Once the largest expanse of water in southern England, this provided water to power the furnace bellows to blast air into the furnace. A notice at the far end of the bay (dam) illustrates a sectioned furnace with a degree of artistic licence. Below the bay is an ice house, later housing a pump, and an eel trap. Furnace ponds often doubled as fish ponds. The pond was drained in 2019 to dredge silt, 15m thick in places.

7. Use the active voice

Avoid passive sentences. Active sentences are easier to read, more immediate, lively and informal. It will make your writing confident and puts the person at the forefront.

Passive - "The Deepdene Estate was transformed by Thomas Hope."

Active - "Thomas Hope transformed the Deepdene estate."

8. Bring your point to life

- » bring in sensual richness – see if you can engage the senses, jolt the imagination
- » have fun with words
- » think about adding other voices – quotes, poetry etc.

9. Make it flow

Think about the rhythm of your sentences. Use confident statements and try mixing up long and short sentences. Read it out loud to yourself; if you stumble, others will too.

10. Don't leave the best to last

You only have a small space to get and keep your audience's attention. Use the good stuff up front and don't risk losing your audience by taking too long to get to the point.

11. Think about layers

Your trail leaflet is essentially a top layer. There may be the opportunity to provide a further layer of depth on your local history society website.

It is essential, however, that your trail leaflet must work as an independent document without assuming that people will go online for that extra information.

12. Check your work

A bit obvious but it's very hard to accurately proof your own work. Especially useful is to get someone completely unfamiliar with your story to look over it.

Useful exercise: Essential overview

The aim of this exercise is to:

- » focus on what is essential to your trail
- » organise your thoughts
- » highlight where you may have gone off on a tangent if you have already started writing or provide a useful precise starting point if you have not

What to do:

1. Write in one sentence your mission statement/key message
2. For each point on your trail write what is the location and the key topic for that point in as few words as possible.

Example:

"Did you know....the Deepdene was once a grand estate that had a house and landscape that were shaped over time by influential owners like Thomas Hope."

1. Trail entrance: introduction
2. Above WW2 tunnels: Deepdene WW2 railway
3. Viewpoint over garden: introducing Thomas Hope

Volunteer Advice

Practical tips from our experienced volunteers

Have a clear brief

"Get a definite idea of the size of the leaflet and target number of words of the trail prior to writing."

Less is more

"Have fewer points of interest with richer information, rather than lots of points of interest with few words."

"Do not use two words where one word will do."

"Don't use too much jargon."

"When in doubt, leave it out!"

Don't assume

"Remember that your audience may not be as knowledgeable as you about aspects of the trail so do not assume prior knowledge."

Keep it interesting

"Write to inspire and tempt the reader to go on the trail."

"Make it compelling and interesting! Always ask the question 'Why would anyone want to come on this trail?'"

"Make it interesting! Try not to bore the reader with insignificant facts, e.g. Bert Smith donated £43 in October 1856 . . .etc. but say things like 'the villagers all joined in fundraising to pay for the renovation.'"

"Entice people to search out more."

"Do not repeat information."

Allow plenty of time

"It will take far longer than you think. Check on the word count allowed for the leaflet before you start! Ask at least two people to proofread for you. Remember the people using the trail want to find it concise and interesting. Although set to inform, it does not want to be like a school lesson."

Get help proof-reading

"Have one of you draft it, then finalise it with a second person to get a better result and reduce word count."

"Ask friends/neighbours to read through and offer constructive criticism."



Illustrating and designing your trail

Illustrations for your trail might include photos you have taken yourself, professional photographs, sketches or illustrations by a designer or you, or historical images.

Getting the best images for your trail

Modern images are a good way to illustrate your trail to attract visitors and to add value to the story you are telling. If you are taking the modern photos of your trail here are a few tips:

- » Use a decent camera or a high-quality phone.
- » If creating a trail to be printed, images should be at least 1mb in size and high resolution (300dpi and above). For online trail only it's still best to take high resolution images originally then reduce the file size according to what works for your website.
- » Think about the composition. This is not just a tool to indicate a particular feature but should be attractive to entice visitors and add value to the trail beyond the text.
- » It can be nice to include people in your images - however, if your photographs contain identifiable individuals you must get written permission from them for using their photograph in your trail. Be clear where the photo will be used and in what formats (e.g. printed, on a website, on your social media). If children are involved you must get permission from a parent or guardian.
- » It helps to have more images than you need so you have options when it comes to designing your trail.
- » If possible, it is worth reaching out to see if you are able to get assistance from a local experienced or professional photographer - unless you are one!

Select historical images can be a great addition to a trail. Here are a few practical tips on getting those images ready your trail:

- » Check the copyright and make sure you get permission to use the image. Remember copyright is automatically given to original creative works whether in books, archives or online (see page 11 for more info).
- » Get high resolution scans of the image. Some museums, archives and records offices will provide you with high resolution scans - usually for a fee. Others will allow you to scan them yourself. If doing that make sure to scan at a high resolution.
- » Make sure to include somewhere on your trail any required credit or copyright information.



Designing your trail

Laying out the trail in an attractive format can be a challenge if you are not a designer. The Horsham District Heritage Trails worked with a professional designer and we would recommend contacting your local museum, Council, or history society to see if they can help.

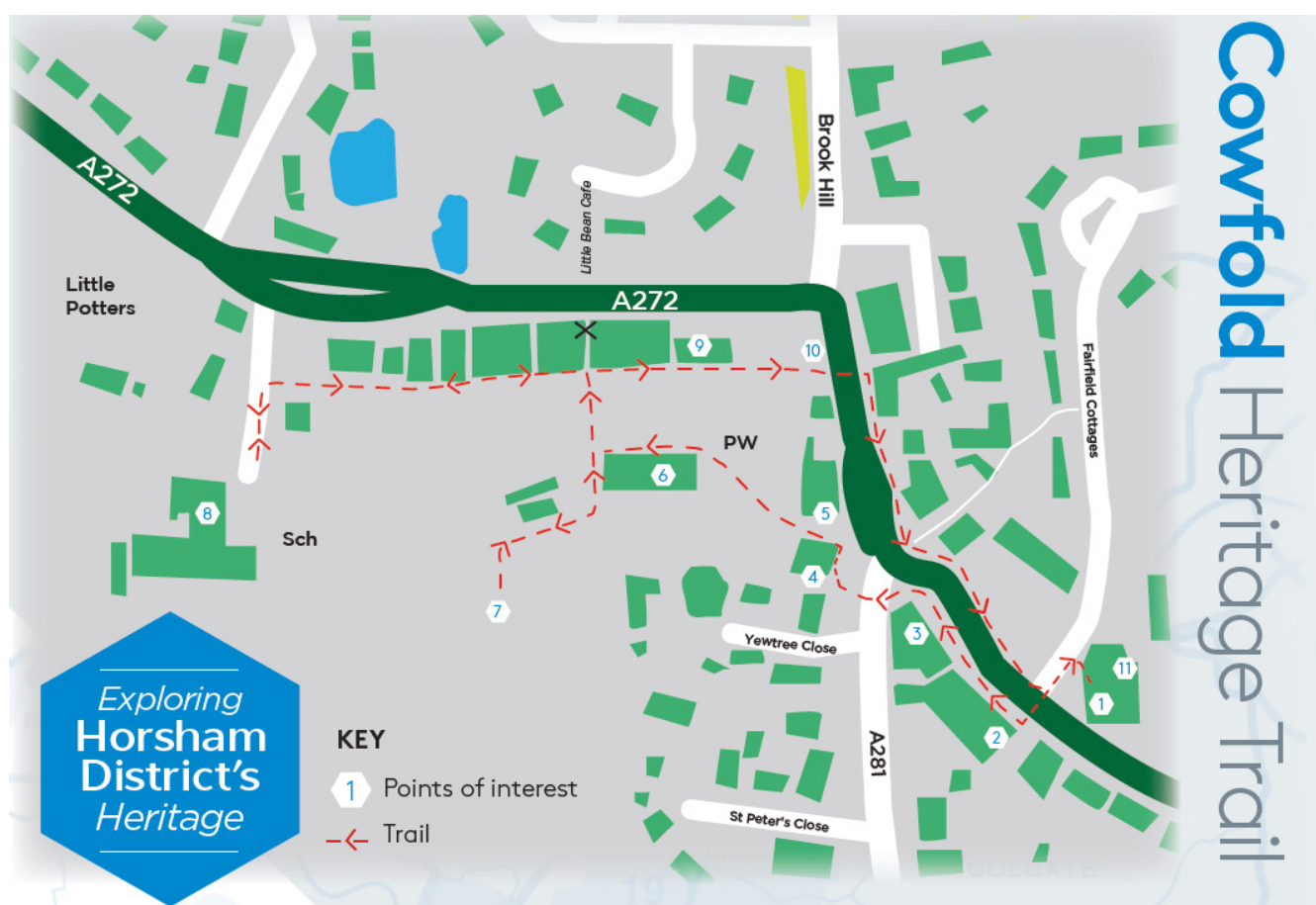
When choosing which images to use for your trail there are some key factors to consider:

- » is it relevant to your message or 'mission statement'?
- » does it add to the story of your trail?
- » will it catch the eye and help promote your trail?
- » does it fit with the tone of your trail?
- » are there historic images you can use to expand on and add value to your story?
- » is this photo something they will see if they follow the trail? Does it therefore need to also be in the leaflet?
- » think hard about the cover. It should promote the message of your trail and catch attention on the shelf
- » if working with designer offer a few options where possible - not too many but a small selection will give them flexibility with the design to get the best outcome for you

At the beginning we set out that a map is an essential part of your trail. We worked with a designer to produce bespoke maps. If working this way make sure to mark-up clearly for the designer:

- » all the key points of interest
- » the route to be taken
- » any significant features beyond the story - e.g. toilets, parking, steps, road crossings etc.

If not working with a designer then remember to keep it simple and keep it clear. Ensure you have copyright permission to reproduce and adapt whichever map you choose to use and test it out with friends and family to make sure it is easy to follow.



Beyond the story

Creating a self-guided trail leaflet means more than providing the story. Don't forget what else you will need to provide:

- » access information: what will your audience need to know?
- » how to get there: how do they get to the start of your trail? Where can they park?
- » facilities: is there a public toilet in the area? Are there places to eat and drink?
- » find out more: Is there more info on a group website for example?

Volunteer Advice

Practical tips from our experienced volunteers

Make your images attractive

"Good quality photographs are essential to spark interest."

"Images – must be visually attractive. Avoid pictures of housing estates, uninteresting looking fences etc. Include people in some of them to show there are some inhabitants!"

"The trail leaflet has to encourage someone to do it. Words will not grab the attention. . . On a rack of leaflets, you want yours to stand out. Therefore, the image is as important as the written word."

Take and use high quality images

"Carry a decent camera with you unless you have a really high quality phone."

"When you take a digital photograph, you can set the camera to take a picture up to or more than 5mb. Do not take a photograph less than 1mb."

"If you are using old photographs or paintings and scanning them in, you can set the scanner on 300, 600 or 1200 dpi. Go for the highest – it will take time to scan but gives the designer the opportunity to focus on elements in the picture."

Be selective

"Not every point needs a photo, if it's easily identified you do not need one."

Tips on lighting and angles

"Take pics on a clear but lightly overcast day to avoid high contrast, particularly in woodland settings."

"Take several images from different angles."

"Make sure the light is good and in the right direction, e.g. am or pm."

Reach out

"Contact local history groups for photographs/images."

"If possible, get a professional photographer to take the images, or at least a decent camera!"

"If you do not feel confident in taking a photograph find your local camera club – a joint project can work well – a mixing of word and image in harmony."

Let the designer, design

"If you are fortunate to employ a designer, let the designer, design, obviously you have an idea and it should be a dialog, but do not do the design yourself, unless you know how to."

"Do not expect the designer to know the area you are talking about, it is not their job to interpret what you have written, they are there to turn a sketch drawing into a work of explanation, that is understandable to all. So, you must be clear in what you draw, only include the essential elements, and be concise. Note most maps are not to scale – they are a guide to the walker/driver, not an ordnance survey or satellite map."

Help your local economy

"It can be a good visitor attraction to help your retailers."

Testing your trail

A key stage before finalising your trail will be to test it out with your intended audience.

Create a feedback form

To make sure you get useful feedback from your trail testers it helps to set out some key questions. These might include:

- » how much they enjoyed the trail on a scale of 1-5
- » is there anything that would have made the trail easier to follow?
- » how useful was the information about access and facilities?

See page 23 for the Horsham Heritage Trails example feedback form.

Finding trail testers

Look for those who fit your intended audience. It could be other members of the local history society who haven't been involved in making the trail, a local walking group or a local family.

Using the feedback

Carefully consider the feedback you get.

Is the comment a common one? Or is it only one person? If it is a common or recurring comment then it is worth making a change.

Has the feedback come from someone with authority? For example, has a local museum curator identified an historical error?

Is it practical to make the change? Perhaps you could not use an alternative path suggested because it would cross private land.

Risk assessment

Before publishing your trail assess the risks your walkers may face. Is there anything you can do to mitigate those risks? Have you used the best route around an obstacle? Have you highlighted a risk like that part of the path being very slippery when wet?

An example risk assessment can be found on page 22.

Example

"We asked two sets of people to test the trail for us – and neither got lost, which really is an important criterion. One of our groups were not local, which was a really good test – not one wrong turn! No adverse comments – both enjoyed the trail and learnt from it; even the local couple took on board new information from the experience. Local businesses appreciated the fact that the trail took in a lot of the High Street, enabling new visitors to the area to become familiar with all the shops and eateries that they could enjoy once the trail was completed."

Horsham District Heritage Trail volunteer



Marketing your trail

How are you going to let people know about your new trail? Below are the key stages to making a marketing plan.

Set goals

For example:

- » I want xxx people to walk my trail this year.
- » I want xxx people to become aware of it.

Define your audiences

This will be the same audience you identified when getting started.

Plan your key messages

For example:

"Discover the hidden history of your local town with this new heritage walking trail."

Identify how to reach your audience

Even with little or no budget there are places you can raise awareness about your trail that your intended audience will see:

- » your local history society could share with members
- » your local museum and library might share a printed trail leaflet
- » are there local websites where you can advertise for free that appeal to your target audience?
- » send a press release to local newspapers and magazines that your audience would read
- » ask if your local groups have social media accounts that could be used to promote your trail
- » if targeting tourists, are there hotels, B&Bs, pubs or restaurants near the trail who might share a trail leaflet?
- » are there local or national events you could attend?

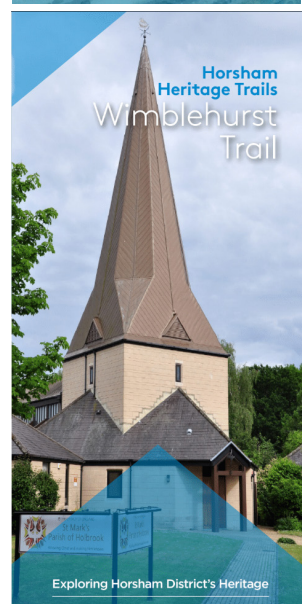
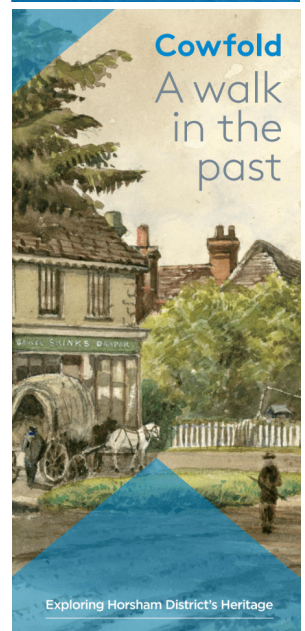
Create a timetable

This will really help if trying to get into particular issues of magazines or newspapers.

Evaluate your marketing

It can help if possible to try and measure how your marketing is working so you can plan for the future. You might measure:

- » How many local history society members have walked your trail 6 months or a year after you start promoting your trail.
- » Social media statistics on how many people you are reaching with messages about the trail.
- » Your local museum or library could tell you how many leaflets have been picked up. If you have been working closely with them they might even be able to ask visitors for feedback such as have they walked the trail and how did they hear about it?





Useful links

Audience

<https://www.nationalarchives.gov.uk/documents/archives/understanding-your-audience.doc> - this is more often used as a marketing tool

OS maps

OS maps online:

<https://www.ordnancesurvey.co.uk/shop/os-maps-online.html>

OS general info

www.ordnancesurvey.co.uk

Their blog, useful videos and access to online maps <https://www.ordnancesurvey.co.uk/resources/>

Place Names

Key to English Place Names – <http://kep.n.nottingham.ac.uk/>

English Place Name Society - <https://www.nottingham.ac.uk/research/groups/epns/downloads.aspx>

Countryside code

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/701188/countryside-code.pdf

National online resources

- » National Library Scotland Maps - <https://maps.nls.uk/os/>
- » National Record of the Historic Environment (NRHE) via PastScape - <https://www.pastscape.org.uk>
- » Historic England Archive - <https://archive.historicengland.org.uk/>
- » Historic England listed building records - <https://historicengland.org.uk/>
- » Archaeological data service – <https://archaeologydataservice.ac.uk/>
- » British Newspaper Archive: <https://www.britishnewspaperarchive.co.uk/>
- » Find My Past: <https://www.findmypast.co.uk/>
- » Other online newspaper archives listed here with tips on use, some are subscription based: <http://www.nationalarchives.gov.uk/help-with-your-research/research-guides/newspapers/>
- » British History Online - <https://www.british-history.ac.uk/>

Copyright

<https://www.gov.uk/topic/intellectual-property/copyright>

Copyright of orphaned works

<https://www.gov.uk/guidance/copyright-orphan-works>

Ways to reference

<http://www.librarydevelopment.group.shef.ac.uk/referencing/harvard.html> <https://guides.library.uwa.edu.au/Oxford>



Risk Assessment

Trail:
Location:

Date of Assessment:
Assessor:

| Activity | Hazards | Risk | | | Risk control Measures | Residual Risk | | |
|--|--|------|---|----|--|---------------|---|----|
| | | L | S | RR | | L | S | RR |
| Use of roads | Accident related injuries | 3 | 5 | H | <ul style="list-style-type: none">Where possible alternative paths that do not require the crossing of roads will be usedAny routes along-side roads will be on pavementsA route across any road will be made only at marked pedestrian crossing pointsIf crossing a high speed road even at a pedestrian crossing this will be indicated on the map to warn visitors | 2 | 5 | M |
| Walking in park and on public walkways | Slips, trips and injury from overhanging branches. | 3 | 3 | M | <ul style="list-style-type: none">Advice regarding steep and uneven ground given on the trail including recommending sturdy footwear if necessaryNotes made of any obstacles like steps or stiles and if necessary indicate when particular areas might be very slipperyRoute will use public rights of way that are managed by and kept clear by the County Council | 2 | 3 | L |
| Crossing fields | Injury from cattle Injury to cattle from dogs | 3 | 3 | M | <ul style="list-style-type: none">Clear note on trail leaflet if a field may contain cattleRemind visitors to follow the countryside codeIndicate clearly on trail leaflet that all dogs must be kept on leads | 2 | 3 | L |

L = Likelihood of risk S = severity of injury or impact on reputation RR = Risk Rating (L x S)

H = 15-25 High risk M = 8-12 Moderate risk L=1-6 Low risk

Horsham District Heritage Trails

Feedback form

Thank you for walking our heritage trail, we would love to hear your feedback.

Trail title: Date:

1. How much did you enjoy the heritage trail?

Not at all ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Very much

2. To what extent do you feel the trail helped you understand your local heritage better?

Not at all ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Very much

3. a. How easy was the trail to follow?

Very difficult ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Very easy

b. Is there anything that would have made the trail easier for you to follow?

4. a. How useful was the information about access and facilities?

Not at all useful ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Very useful

b. Is there any practical guidance you wish the trail leaflet had provided?

PTO

5. What will you remember most about the trail?

6. To what extent do you feel the trail made you prouder of your local heritage?

Not at all ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Very much

7. As a result of walking this trail would you:

a. recommend the trail to others? YES ☐ NO ☐
b. walk another Horsham District Heritage Trail? YES ☐ NO ☐

Any other comments

Please help us understand who is walking our trail by completing the questions below.

Please provide us with the first 5 digits of your postcode:

What is your gender?

☐ Male ☐ Other (please specify)
☐ Female ☐ Prefer not to say

What is your age?

☐ Under 18 ☐ 45 - 54
☐ 18 - 24 ☐ 55 - 65
☐ 25 - 34 ☐ 65 +
☐ 35 - 44

THANK YOU!

FIND OUT MORE:

Discover all the Horsham District
Heritage Trails and learn more about
the surrounding area at

www.horshammuseum.org

This resource kit is supported by the Horsham District Community
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**Horsham
District
Council**

