



# INTERPRETATION

## Appendix D

**Feedback from 'your story' visitor surveys (NB multiple choices were asked for so totals will add up to more than 67)**



1. Of the 67 people who returned surveys:
  - 13 were born there or had lived there most of their lives
  - 26 moved there as an adult
  - 5 live there for some but not all of the year
  - 6 were first time visitors
  - 7 were occasional visitors
  - 22 were frequent visitors

NB these do not add up to 67 as multiple choices were possible.

2. Of these 35 visitors, only five had not consulted the Internet about their visit to Applecross beforehand. Of those who did, 10 experienced confusion or difficulty in finding what they were looking for.

3. Most popular five categories of stories (in order of preference) which could be told through interpretation are:

- Tales of the sea and islands/sea routes and fishing (many people circled and linked both)
- Applecross access, roads and transport (Bealach specifically mentioned)
- Applecross history and prehistory (Rock Shelter and Heritage Centre mentioned)
- Life and work for people who live here all the year round (fishing and craft work mentioned)
- Gaelic culture and placenames (again Bealach mentioned)

4. People felt these stories could best be told:

- By people from Applecross rather than outsiders (mention of guided tours led by local people, audio)
- Through local arts/crafts (mention of need to promote local craft work)
- Through displays linked to Applecross Heritage Centre (mention of new Curator)
- Through waymarked trails
- Through interpretive benches – locations suggested along the river and at viewpoints on coast road

- There was significant opposition expressed to any kind of on-site panels which some felt to constitute 'Disneyfication'.