An Interpretation Framework for The Origins and Prehistory of Wales 250,000 BC to AD 47/78

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Cadw

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Welsh Assembly Government

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A pan Wales approach to interpreting the prehistoric past

Introduction to the Interpretation Plan

Cadw commissioned the preparation of a strategic interpretation plan for the theme of *Origins and Prehistory of Wales 250,000 BC to AD 43*[1], in order to help to inform interpretive delivery at key specific sites across Wales.

The development of this Plan together with its interconnected storyline strand, *Roman Conquest and Settlement*, aims to create a more cohesive and compelling approach to interpreting the heritage of Wales for leisure visitors.

Approach to the Plan and its recommendations

The content of the Interpretation Plan:

- Identifies the key elements of the story, including how and why the landscape of Wales became peopled by early Neanderthals, then modern humans like ourselves leading to the emergence of farming communities 6,000 years ago, and the construction of monuments associated with death and ritual. However, there was not a continuous human presence in Wales throughout this period. Wales only really became permanently populated after 10,000 BP. Also identified is the changing nature of society in later prehistory through evidence of settlement pattern, earthwork enclosures and hillforts, together with artefact assemblages and comparator evidence.

- Identifies the key sites or destinations (using sites recommended by Cadw) that can help bring the *Origins* story to life (NB. some key sites are problematic in terms of both physical and intellectual access and the approach and recommendations address this challenge)

- Proposes interpretive approaches that are participative and involving, noting that all sites are unstaffed and many open to extreme weather conditions. Therefore recommendations are realistic in terms of audience needs and numbers, and propose media approaches appropriate to the sites and their stories

- Proposes strong interpretive themes and approaches

- Is firmly grounded in current archaeological evidence, theory and research

[1] Our Plan extends these dates slightly and covers the period 230,000BC to AD47/78. In Wales, the earliest Roman Campaigning was around AD47 and it took 30 years of campaigning for the Romans to secure a long term occupation of Wales.

- Offers proposals and recommendations that acknowledge each site's unique qualities and makes recommendations that ensure each site provides a complete visit in itself, as well as part of a wider landscape understanding (please refer to the audit specifically)

- Provides recommendations in terms of pre-visit information and interpretation, welcome and orientation, a desire for further exploration and learning

- Recommends an interpretive approach that is suitable for a broad audience base, from families on holiday to walkers and special interest visitors, as well as local community residents. Recommendations include ways of engaging new audiences and repeat visitors and draw on information provided by Cadw and its tourism partners, together with broader visitor intelligence.

Interpretation Plan methodology

Audits

The Interpretation Plan is a result of a series of site visits to key places selected by Cadw (please refer to Map 01). These site visits were undertaken during November and December 2010. Appendix A provides a comprehensive site audit with an introduction and overview before providing individual site-specific observations and recommendations for the site visited. This can be used as an individual or a cluster based action plan for detailed development and implementation.

Desk research

Desk research was undertaken into the evidence for current and anticipated audiences for the topic Origins of Wales, and prehistory more generally. This evidence is very limited so a further review of more general interest relating to heritage site visitation and trends in future visiting was undertaken, together with research into the increasing use of digital media in a cultural context.

Research

Research and consultation regarding topic and thematic content, site understanding and associated collections was undertaken during the Plan preparation. Particular thanks go to Gwilym Hughes of Cadw, Adam Gwilt of National Museum Wales and Fiona Gale, County Archaeologist for Denbighshire. Other contributors include: Ken Brassil and Elizabeth Walker of National Museum Wales, Phil Bennett, Head of Heritage for Pembrokeshire Coast National Park Authority, Neil Johnstone of Menter Mon and Dave Penberthy of Cadw.

Delivering the Interpretation Plan

The Plan will be developed and delivered by Cadw in collaboration with its partners and stakeholders, consisting of other national, regional and local organisations. Recommendations for collaborative and partnership delivery are provided within the text.

This Plan provides a strategic approach to interpretation across Wales and as such does not give detailed costs for further development and delivery activity and media. However, the Plan recognises the importance of key funding bodies such as the Heritage Lottery Fund (HLF), as well as the Heritage Tourism European Funding Project (HTP), and aims to provide an approach to access and visitor engagement that would meet the strategic aims and outcomes of these and other funders. Further information can be found at: http://www.hlf.org.uk/inyourarea/Wales/Pages/WelcomeWales.asp for HLF and http://www.cadw.wales.gov.uk/default.asp?id=292 for HTP. In March 2010 the total value of the *Origins and Prehistory*, and the *Roman Invasion and Settlement* implementation packages was envisaged to be in the region of **£500,000**. This compares with the total value of the *Wales: the first industrial nation* implementation package that is likely to be in the region of £1,900,000.

In our view this is an inequitable distribution of funds for the different thematic strands, as an *additional £500,000 investment dedicated to Origins and Prehistory would be likely to produce a step change in visitor interest*, *visitation and subsequent economic impact*. This is due to its potential to provide a range of 'new' and considerably enhanced tourist destinations and products, especially as the clusters identified are located in popular staying and day visitor destinations / landscapes. Industrial heritage by comparison has previously received major funding over many years and is a product that has relatively static (and in some cases declining) visitor interest. It also represents a very small time period of Wales' history in comparison to the Prehistory thematic strand.

Recommendations recognise the importance of balancing economic benefits with the management and conservation of fragile monuments, together with providing enhanced engagement and appreciation of Wales' prehistoric past and the contribution that understanding plays in the development and identity of Wales as a nation in the 21st century.

In summary, the Origins Plan aims to promote the potential for the interpretation of prehistory to effect transformational change; in terms of visitor attitudes and learning outcomes, visitor interest and footfall to sites and visitor interest in engagement and debate about the many enigmatic aspects of our ancient past. The Plan advocates skills development and the deployment of flexible on-site people based interpretation that unites monuments, collections and ongoing research in a dynamic approach, rather than extensive use of 'fixed' interpretive media that will have a limited appeal and lifespan.

Challenges for interpreting the Origins and Prehistory of Wales

Introduction

This section explores some of the issues and challenges associated with interpreting prehistory and provides a simple time context for the reader.

Understanding the Issues and Challenges for Interpretation

The thematic strand for the *Origins and Prehistory of Wales* is different to other pan Wales themes in several key aspects:

- The time span is immense, very distant from our own 21st century lives, and complex, from 230,000 BC to AD 47/78. *This means that providing a meaningful context and 'timeline' for leisure visitors and learners is really challenging.*

- The topic itself may be perceived of as daunting and not especially interesting at first, so *finding visitor 'hooks' to draw out intrigue and build anticipation is critical to the success of new interpretive initiatives*.

- Prehistory, as the term implies, is a time before any written records, therefore our understanding relies on other types of evidence and research: archaeology, genetics, botany, geography and climatology and many other areas of scientific research. *This means that interpreting the ancient past can be difficult, contradictory and changing, as new research and theories are presented and debated. This can also make prehistory exciting and dynamic, if communicated carefully!*

- This thematic strand provides the opportunity for Cadw to show leisure visitors that 'pre-history' can be advantageous as it can generate flexible and creative theories for interpreting fragmentary material evidences in new ways. Prehistory can be more dynamic in the way it approaches discovery processes and techniques. There is plenty of opportunity for interesting ideas and debate! *The opportunity here is to present different ideas and to enable genuine debate with visitors in a variety of ways.*

- All the sites (apart from museums) are not regularly staffed and many are located in relatively remote areas, requiring effort to explore and understand. *This presents particular challenges for site management and conservation, interpretation and physical access.*

- The landscape sites and any associated or relevant artefacts and collections are physically separate and disassociated. Supporting artefacts and archaeological material underpin the landscape and monument evidence. This is important 'individual' / human scale evidence

and helps to provide a vital interpretive link for visitors, painting a 'bigger picture' of an ancient society, its everyday life, ritual, interaction, artistic expression and use of resources, from stone to metals and clay, as well as textile, bone or antler and timber (evidence provided by environmental archaeology, other specialist research, as well as comparator sites and other world cultures). *The challenge is to bring these important and complementary aspects together to provide greater insight for visitors.*

- A more fundamental challenge is the possibility that prehistory could become marginalised as a resource and a thematic strand. This may happen if more imposing Roman and especially Medieval monuments with better Cadw infrastructure and staffing are prioritised above less accessible monuments with perceived less 'wow' factor. *This report therefore provides an advocacy document for more equitability of investment for prehistory and challenges Cadw to consider the considerable benefits of transformational change in the demonstrable interest in and visitation of its outstanding assemblage of prehistoric sites.*

A simplified chronology

The time context (from 250,000 BC to AD47/78) is extensive, and spans the following broad periods:

Palaeolithic (Old Stone Age) c. 500,000 – 10,000 BC[2]

225,000 BP[3]	Settlement at Pontnewydd Cave (early Neanderthals)
40,000 BP	Neanderthals live alongside Evolutionary Modern Humans in Europe
30,000 BP	Neanderthals die out in Europe
26,000 BP	Ritual burial in Goat's Hole Cave, Paviland, Gower
23,000 BP	Britain becomes too cold so people leave for the continent
18,000 BP	Height of last period of bitter cold in Europe (Last Glacial Maximum)
13,000 BP	Climate warms up and people reappear in Britain
12,000 BP	Cold snap that sees Britain emptied of humans for 1,000 years

[2] Before Christ, used for dates after c. 12,000 years ago
[3] Before Present

Mesolithic (Middle Stone Age) c. 10,000 – 4,500 BC

c. 10,000 BC	People return to Wales and have not left since
c. 7,000 BC	Britain becomes an island

Neolithic (New Stone Age) c. 4,000 – 2,400 BC

c. 3,800 BC	Monumental tombs built
c. 3,800 BC	First farmers in Britain
c. 3,000 BC	Passage graves in Wales
c. 3,000-2,200 BC	Earliest phases of Stonehenge built (bluestones moved from Pembrokeshire to Wiltshire)
c. 2,800-2,300 BC	Henge monuments built; timber circles and standing stones erected
c. 2,600 BC	Europe's largest enclosure built in Wales's Walton Basin
c.2500-2150BC	The earliest metal objects to Wales are gold and copper from Ireland and the Continent. This period is known as the Chalcolithic or Metal-using Neolithic, but is usually associated with the transition into the Bronze Age. The earliest Beaker burials in Britain belong to this time. However, in Wales, there are few early beaker burials – most belong to the period 2200-1800BC, during Early Bronze Age proper.
2400/2300BC	The earliest copper flat axes were made in Wales & Britain

The Neolithic period was a time of change and innovation. Neolithic communities became more settled and farmed the land. They quarried stone, built monuments, made pottery and established trading links across Europe.
A settled farming lifestyle allowed more time for creativity, exchange of ideas and technological developments. This was the era of the tomb builders and their legacy of great communal monuments to ancestral veneration, which remain today as iconic and enigmatic sites within the landscape.

Bronze Age c. 2,500/2100 – 800 BC

2200-2100BC	Appearance of bronze in Wales and Britain for the first time (tin from Cornwall)
2200-1800BC	Beaker burials in Wales and the great stone circle at Stonehenge built
2100-2000BC	Introduction of cremation burial rites – sequence of food vessels, urns and cups thereafter till 1600BC
2000BC	Beginning of copper mining in Wales e.g. Parys Mountain, Cwmystwyth (most Welsh copper mines flourish between 1900-1400BC. Great Orme starts later at 1700BC, but continues until 1000BC)
1700-800BC	Increasing deposition of metalwork in hoards and rivers lakes and bogs
1000BC	Earliest palisaded forts e.g. Dinorben, Moel y Gaer, The Breiddin

	First use of iron in Britain
900-700BC	Collapse of bronze exchange networks

The Early Bronze Age 2300-1500BC is a period marked by burial and funerary monuments. Individual people are marked within grave burial rites, in contrast with the communal tombs of the Neolithic. Grave goods show warrior and status relationships, hinting at hierarchies within society and identities of the deceased.

The Middle and Late Bronze Age provides quite contrasting evidence – an absence of burials, but an increasing visibility of settlements (roundhouses) and increasing frequency of metalwork hoarding and votive deposition in wet places.

Bronze Age societies can be considered as those in which some explored, networked and acquired new and magical technologies and exotic goods. These networks relied upon international exchanges of metals and metal objects, together with ideas and technologies, all creating a complex web with nodes and links across wide geographic areas. In Wales, a person who could access and exert some control over acquiring such valued things, would become powerful. As a result they could control the gifts and exchanges of these within local and regional societies. Furthermore, the display, gifting and burial of these items promoted status distinctions.

Most Bronze Age people were farmers. However they remained as small-scale social groups who were still quite mobile, many of whom moved animals around ancestral landscapes season by season. Settlements were small and unenclosed, comprising of a few buildings, rather than villages or towns. There is little archaeological evidence of high population density or fixed and laid out fields, unlike in other parts of southern Britain, for example.

<u>Iron Age c. 800 BC – AD 47/78</u>

800-600BC	Earliest Iron Age (known as the Llyn Fawr period in Britain) Deposition of Llyn Fawr hoard c.700BC with iron sword, sickle and spearhead
600BC-AD47/78	Hillforts as iconic community foci across Wales – probably perform a variety of functions e.g. refuge, storage, animals, settlements, fairs, religious. Most people live on farms.
400BC-AD150	Appearance of La Tène or ‘Celtic’ Art in Europe and later development of Insular British styles (e.g. sacred lake of Llyn Cerrig Bach)
300BC onwards	Agricultural surpluses enable specialisation of production and regional exchange networks (e.g. food, salt, glass, querns, iron, metalworking) Hillfort defences and entrances become increasingly elaborate. Priestly Druid identities originating in Britain

100BC-AD50/75	Development of elite identities and formation of tribal structures (Ordovices, Deceangli, Demetae, Silures)
55 BC	Julius Caesar leads first Roman landing in Britain
AD43/4	Caratacus adopted as war leader of Silures & Ordovices
AD 47	Roman army first Campaigns in Wales
AD 61	Suetonius Paulinus crushes the Druids in Anglesey
AD78	Roman Occupation of Wales achieved

The Iron Age can be viewed as a key period of social transformation.
For much of the Iron Age, communities of perhaps a few hundred people centred around shared hillfort settlements, hundreds of which exist around Wales.

During the Late Iron Age, larger regional tribal structures, perhaps 60-80 miles across, coalesced and elite identities become more strongly represented.
This occurred before invasion of the Roman Army, though the 30 years or two generations of resistance and opposition to Rome speeded up these internal processes. The trajectories of change in Wales were differently experienced within different regions, and contrasted with the developments experienced in southern England (for example, money, oppida (settlements), temples, wheel made pottery and cremation burial rites are not seen in Wales.)

Visual Timeline

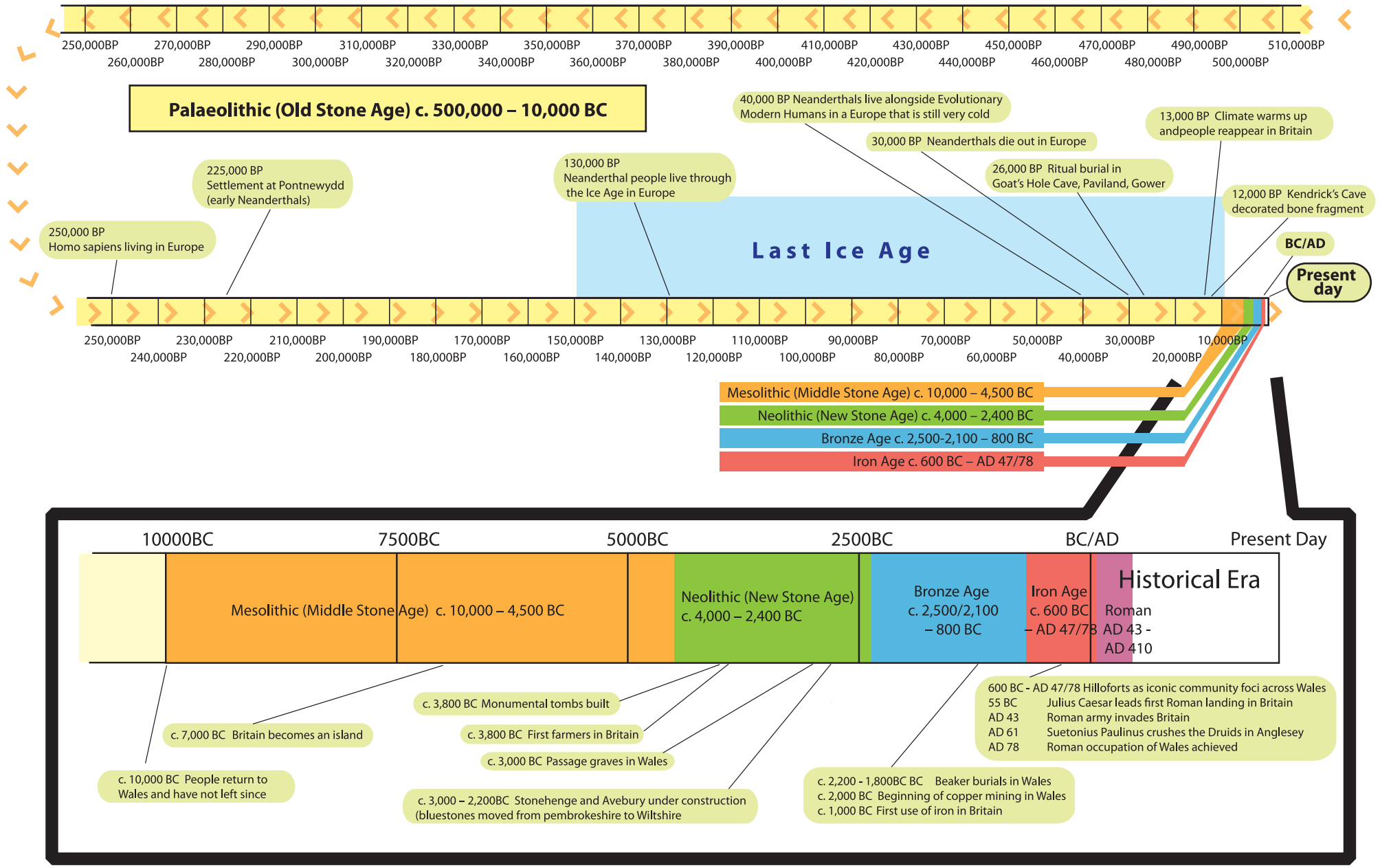
In order to better grasp the time span and relative relationships between notional time 'periods' we have prepared a visual 'timeline' for internal use. We found this device very helpful when considering the challenge of communicating the time spans to visitors, and it may be that some visual device in gallery exhibitions and on the website would be valuable as a time navigation tool. The timeline is illustrated overleaf.

Communicating time and key events

The timeline, together with our fieldwork and research, demonstrates that the focus of visitor interest and accessible resources firmly rests within the period c. 5000 BC and AD 47/78. We are *not* saying that the Palaeolithic and Mesolithic stories are unimportant, merely that these sites and the associated evidence is sparse and much more challenging for leisure visitors.

It may therefore be appropriate to focus limited resources on stories, sites and collections that more easily and readily bring the ancient past to life, and placing it within the context of First Farmers, Early Metalworkers[4], Iron Age communities

[4] Neolithic and Bronze Age peoples are included under 'Early Peoples' in the Welsh curriculum.



Visual Timeline

The Origins and Prehistory of Wales: a strategic approach to interpretation

Prepared by Carolyn Lloyd Brown FTS MAHI & David Patrick for Cadw

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and Celts, as well as Romans. This is a pragmatic approach to helping visitors grasp the time span and to relate prehistory to ‘popular’ periods and peoples.

The Palaeolithic and Mesolithic stories are better told within gallery spaces and through expert ‘advocates’ who can bring these periods to life. We expand on our ideas for specific sites within the audit.

Generally, we believe that there may be a danger of raising visitor expectations that cannot be fulfilled if a site is explored and proves very difficult to physically access (which is the case with many of the cave sites) and then difficult to ‘understand’ or even disappointing (due to remoteness, scale, lack of visible archaeological evidence, artefacts and so on). This is *not* the right way to approach exciting and engaging people with their early ancestors, and Cadw does not want to ‘turn off’ visitors in any way.

Audiences for Interpretation

What we know – current intelligence

There is very little direct visitor data for the sites and monuments that form part of Cadw's Origins and Prehistory thematic strand. The monuments are largely unstaffed and the only monument with reliable visitor data is the iconic Pentre Ifan burial chamber in Pembrokeshire, which has an automatic visitor counter and on this evidence received some 24,895[5] visits during 2008/9 (the vast majority in the summer months). Visitors for the National Museum of Wales number about 350,000 p.a., with the Origins Gallery estimated to attract some 106,000[6] of those visitors each year. Castell Henllys Iron Age village in Pembrokeshire attracted about 29,500 visitors in 2009[7]. In north Wales the Heather and Hillforts Landscape Partnership Project[8] has developed a series of events at many of its Iron Age hillforts and associated sites. In October 2010 a laser show and fireworks marked the 200th anniversary of the Jubilee Tower, Moel Famau. An estimated 5,000 people came to that (of which 500 pre-booked). Further qualitative evaluation is taking place of other activities, including Hillfort Glow, an evening event co-ordinated across 10 hillforts in March 2011, which was fully booked by 300 people. This approach demonstrates the potential for using sites as venues for exciting and engaging 'happenings' that have both local resident and tourist appeal.

More generally, evidence from attractions across Wales is that adults make up just over 72% of all visits, with children making up nearly 28% of all visits: the highest proportion of children visit themed attractions (nearly 38%) and lowest proportion visit historical property attractions (nearly 26%)[9].

However, the *interest* in prehistory can be measured in other ways apart from footfall to museums and monuments. For example, the statistics for the online Megalithic Portal (see www.megalithicportal.co.uk) which has been active for about ten years are that it has received about 201,221,001 page views in that time; it has some 10,000 regular, registered users of the site; has over 70,000 images of monuments available and has published more than 35,000 stories. The website's mission is to create a 'hitch hiker's guide to the ancient past' through an open forum that enables exchange of information, experiences and ideas.

Cadw is keen to promote Wales' outstanding ancient heritage to a wide range of audiences, including families and inter-generational groups, local residents, day trippers, those visiting friends and relatives (VFR), older explorers, walkers of all ages, schools and other special interest groups. The sites within this strand are

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[5] Dave Penbethy, Cadw, pers comm., 2010 and Cadw counter stats summary 2008-9
[6] Adam Gwilt, NMW, pers comm., 2011
[7] Visit to Tourist Attractions 2009: Report for Visit Wales by Beaufort Research 2010
[8] http://www.heatherandhillforts.co.uk
[9] As 3 above

often remote and involve some effort to discover and explore, therefore active walkers are a key audience. This is not true of all the sites however, and some places are more easily accessed and offer opportunities for family exploration and engagement. By offering a package of interesting places and activities within an area, Cadw and partners / collaborators can provide incentives to explore, interact, exercise, have fun and learn.

The potential

The Origins and Prehistory of Wales has the potential for wide audience appeal and with this in mind we have prepared a brief market section that has helped to inform our recommendations by understanding the strategic context for heritage tourism in Wales, together with the opportunities afforded by new media, which we believe is especially relevant to this thematic strand. In each section below we have drawn key points from the documents and then articulated implications for interpretation.

The strategic context

Achieving our Potential - Wales Tourism Strategy 2006-13 Vision:

A Customer Responsive, Innovative, Sustainable and Profitable industry which makes an increasing contribution to the economic, social, cultural and environmental well being of Wales.

Social influences

- The population of the EU is ageing. The size of the *55+ age group is projected to increase* while younger groups will fall in relative terms. These new seniors will be more active, enjoy better health and be more affluent.
- The consumer is becoming *more sophisticated and more demanding*. Growing awareness of the value of products and the range of choices available mean that tourism destinations must meet the individual needs of each market segment and ensure that they offer value for money.
- Time is becoming more limited and valuable. The *higher value being placed on free time leads to enhanced expectations*, an insistence for greater value for money and an increased demand for short, additional holidays.
- The traditional family unit is declining and there is a *growing tourism market for groups such as single parent families, children travelling with grandparents, and extended singles* travelling as groups of friends.
- There has been a trend towards self-development, learning new skills and health and well-being. *This provides opportunities for providers of activity and special interest products*.

Concern for the environment is increasing. *More people will want to visit destinations which are perceived to be green and environmentally friendly*.

Partnership working is essential in an industry which is fragmented - the tourism experience is delivered mainly by the private sector but many public sector organisations play a role in the way that tourism is developed, managed and marketed.

Summary

The Wales Tourism Strategy provides intelligence on trends that Cadw needs to plan for when considering future investment in infrastructure, interpretation and marketing. Visitors are increasingly seeking high quality, active, sustainable offers that provide inter-generational interest and satisfaction.

Having understood the importance of activity for many visitors, and knowing that Wales offers outstanding landscape quality, a key strategy for the walking market is summarised below.

Wales Walking Tourism Strategy

Walking as a holiday and day visit activity is clearly very popular in Wales. *Almost three quarters of UK holiday visitors, and two thirds of overseas holiday visitors to Wales go walking at some point during their stay, and over half of all day visits in Wales include walking*.

- Walking Tourism offers considerable economic benefits to Wales. *Spending by walking visitors is estimated to bring over £550 million into its rural and coastal economies*.
- For rural and coastal areas that offer good walking opportunities, walking is clearly the main draw for many visitors. *Good walking country is a fundamental part of their visitor appeal*.
- *Walking visits can contribute to reducing seasonality*. They offer potential for boosting shoulder season demand. More experienced walkers and hill walkers also visit during the winter, generating much needed additional demand at this time of year.
- *Walking visits can contribute to the development of sustainable tourism*. The promotion of walking opportunities from accommodation bases, or linked with public transport, can play an important role in reducing visitor use of their cars during their stay.

The Wales Spatial Plan

This is a strategic framework for the next 20 years to guide future policy interventions by the Assembly Government, its agencies, and local authorities and the activities of the voluntary and private sectors. As well as setting out the issues that are important to Wales overall, the plan divides Wales into six areas and proposes specific strategies and actions for each area.

The plan contains a commitment to build on the distinctive economic advantages and potential of tourism and to enhance the natural and built environment to support more sustainable tourism activity. *There is also emphasis on respecting regional distinctiveness and on strengthening the sense of place in local areas across Wales*.

The Assembly Government's culture strategy, Creative Futures - Cymru Creadigol, sees culture as a springboard for the development of the economy and strong communities, and *identifies cultural tourism as having an important role to play in maximising the economic benefits of culture*.

Regional Tourism Strategies

Four Regional Tourism Partnerships in Wales are implementing strategies for the development and marketing of tourism in their respective regions. These strategies complement and support the priorities identified in the Tourism Strategy, Achieving Our Potential. They have been developed on spatial lines to take account of the strengths, attributes and tourism potential of each individual region. The four Regional Tourism Partnerships continue to engage closely with their respective regional economic for and with the Wales Spatial Plan to ensure that the strategic priorities for tourism are fully integrated into the wider strategic framework.

- The strategic priorities of the Tourism Strategy for North Wales are to strengthen the unique sense of place, improve the quality of tourism facilities in North Wales and to reduce seasonality across the region.
- The focus of the Tourism Strategy for South West Wales is on generating more business outside the main summer season and to attract higher spending/higher value markets.

The Tourism Strategy for South East Wales emphasises the importance of developing urban and business tourism, events, cultural and heritage products as well as golf and luxury breaks.

- The vision of the Tourism Strategy for Mid-Wales is to develop a competitive, market led tourism industry that contributes to the region's economy and sustains its communities, culture and environment.

Visit Britain, Culture & Heritage Topic Profile, February 2010

Further trend analysis and qualitative research on visits to and demand for cultural heritage is provided by Visit Britain. Some key points for the Origins and Prehistory strand are provided below.

Authenticity and Uniqueness

In consumers' continued search for meaning in their lives, *the trend for authenticity has been identified to refer to the search for something real, original or authentic*. This can be in a product, a service *or an experience*, as well as looking for a sense of it within themselves. This has always been something the older generations and the more upmarket younger consumers have had a particular interest in, but it is now applying to a cross section of society and is likely to increase among the population of developed markets as accessibility to knowledge and information continues.

Many destinations already market their cultural tourism on the theme of authenticity, for example New Zealand ran a '100% Pure' campaign, utilising its Maori heritage. However, *what was once a niche opportunity is now becoming mainstream as consumers are moving away from wanting a service to wanting an experience on the basis of how 'real' or how authentic it feels*. Does this holiday allow them to experience the 'real' Britain or are they being offered a tourist experience that they may view as less authentic? *A key consideration is that for the experience to feel authentic it also has to avoid high tourist density*, so it is important that consumers are offered enough choice away from the mainstream activities and experiences to avoid these quickly becoming tourist hotspots in themselves.

VisitBritain's extensive research into the emerging markets shows that a *desire for 'immersion into the culture of the country they are visiting' is a key differentiator* of those that are most likely to visit Britain in these markets versus those who are not. As tourists 'develop an ever more critical attitude to the artificial in favour of greater authenticity' they in turn *want more emotional satisfaction from their holidays*. Linked to the need for authenticity is a sense of nostalgia, a longing for the 'simplicity' and 'honesty' of the past. Movements such as 'Slow Food' and 'Slow Cities' are a clear result of this desire.

Experiential Holidays

In the future, people will have more and more diverse interests, and *travel will develop to be more about the experience and participation*. It will be *the immersion and passion that counts above the destination itself*. This is about having a desire not just to have things or buy things, but to experience them.

VisitBritain's research in Japan (2008) demonstrates this *growing trend among travelers towards independent and experiential holidays* rather than the 'trophy tour'. The signalling of status has become more subtle and involves experiences and events, not just ticking off famous cities and landmarks.

Collecting Experiences

As consumers have less time, they are demanding more from their leisure activities and there is an ever-increasing number of savvy travellers who want to collect 'experiences', not just tick a destination off the list. Travellers are

becoming more discerning and confident about travel and so destinations need to have core elements that differentiate them from the competition. *Britain needs to keep on growing its strong culture and heritage* offering not only to diversify itself from competitors with a similar product offering but also from destinations offering new experiences appealing to consumer needs.

For example more and more travellers are becoming interested in the experiential side of Britain, such as pubs, concerts, and *unique experiences* such as punting in Cambridge.

Intelligence for digital audiences and interpretive media

As the sites and monuments in the Cadw portfolio are unstaffed and mainly in outstanding landscapes where conventional on-site media would be inappropriate, we thought it would be useful to review the latest research on digital audiences for culture. This research provides valuable insight into the potential opportunities for engaging visitors in new ways.

Digital audiences: engagement with arts and culture online[10]

Executive summary

Every day millions of Britons engage with the arts and cultural sector through digital media. This engagement comes in many forms and is in a constant state of evolution, driven by technological change. Five years ago, mobile phones were for texts and calls, and Facebook barely existed. *Today, a quarter of us have a smartphone through which we can listen to a song, or watch a trailer for an artistic performance*. Over 40,000 people track the Royal Opera House and over 58,000 the British Museum through Facebook, while FACT in Liverpool has 7,000 Twitter followers.

However, this research represents the first time that this online engagement with arts and culture in England has been captured and quantified.

Overview of key findings

The findings in this report confirm that engaging with the arts through digital media is now a mainstream activity. *Crucially, this engagement augments, rather than replaces, the live experience*. Just as live music has grown stronger in the era of iTunes, so people still want shared, live experiences in other arts and cultural genres. However, this is not to demote the internet to the role of marketing channel: a significant minority of us use the internet to consume, share and create artistic content.

Specifically, our survey of a 2000-strong sample of the English adult online population finds that:

[10] Digital audiences: engagement with arts & culture, MTM London, November 2010, for MLA, Arts & Business and Arts Council England

Over half of the online population (53%) have used the internet to engage with the arts and cultural sector in the last 12 months:

- The most common activities centre around discovery of information about a live event or artist/performer (33%) and ticketing (20%)
- Other key activities include watching or listening to a clip of an arts performance or exhibition (16%), whilst a further 8% had watched or listened to a full arts performance
- 6% say they have used the internet to "create something artistic" in the past 12 months.

Interaction with arts and cultural content in digital environments can be classified into five main categories: access, learn, experience, share and create:

- Access: discovering what's on, filtering opportunities and planning attendance or participation
- Learn: acquiring new skills and knowledge (for example, finding out more about the life of an artist)
- Experience: experiencing the full creative or artistic work online
- Sharing: using the internet to share content, experiences and opinions
- Create: use of the internet to assist with the creative process itself.

People currently use digital media primarily as a complement to, rather than a substitute for, the live experience:

- The most prevalent online activities are those that support access to live events. This is also where the greatest proportion of people can see potential going forward
- People who watch/listen to online clips indicate that they are (in the main) doing so in order to sample, filter and decide what events or shows to see live
- Most people perceive the live offline experience as being superior to the online.

Music is the genre showing the highest level of online engagement – however, opportunities for other cultural genres remain strong:

- Of those who had viewed an online clip of an arts event, 81% had viewed a music clip. Dance (30%) and theatre (27%) were the next highest, followed by visual arts (19%)
- *However, there appear to be clear opportunities for other genres: for example, 56% of museums fans and 47% of those interested in archives would like to take a virtual tour of the institution they were visiting online*
- Similarly, five minute performance/exhibition clips appealed to nearly half of those with an interest in visual arts and 41% of dance fans, whilst 44% of dance fans said they would take a virtual tour backstage.

Strategic implications for the sector

The internet is changing the way we consume, share and create arts content: in 2010 English people of all ages and backgrounds used the internet to view paintings and theatre performances, but also to create and post their own art, including films, music and photos.

Importantly, this engagement augments, rather than replaces, the live experience. Our segmentation clearly shows that leading edge consumers of digital technology also tend to be passionate about the arts and regular attendees at live arts and cultural events. In other words, although engaging with the arts and cultural sector through the internet is now a mainstream activity, this does not appear to be to the detriment of the live experience.

As a result of these changes, arts and cultural organisations are faced with a dizzying array of opportunities for broadening and deepening their engagement with their audiences. The internet is a marketing and audience development tool, *but also a core platform for booking tickets, distributing content and delivering immersive, participative and fundamentally new arts experiences.* Some of these are still related to a live experience – such as a Twitter book club, or a location based mobile app guiding us through an exhibition. Other experiences may be online only, such as a work of digital art or an online game.

However, this research also shows that the revenue opportunities associated with many of these opportunities can be limited. Although exciting, the internet can represent additional cost without any guarantee of additional revenue: arts organisations will need to strike a balance between ambition and pragmatism when deciding where to invest their money in digital media.

One area of investment which this research suggests can yield financial returns is marketing and audience development. Arts organisations that are skilled in digital marketing – and particularly in areas such as search engine optimisation and the use of social (earned) media – will see more people through their doors than ones that rely on an old-school website and the odd email newsletter. The second half of this section discusses the implications for digital marketing strategies in more detail.

Equally, it is important not to relegate the internet to the role of marketing channel. *Our respondents saw the internet first and foremost as augmenting the live experience rather than replacing it*, but this did not just mean providing listings and e-ticketing. *Our Leading edge segment welcome and already use the (sadly few) genuinely immersive and participative arts and cultural experiences that are already available online*. This report confirms that there is an appetite for the sector to innovate and create a new generation of experiences that take advantage of some of the internet's unique characteristics – however challenging that may be given the current economic climate.

Implications for digital marketing strategies

Social media has become a major tool for discovering as well as sharing information about arts and culture, second only to search through Google.

An effective search engine optimisation strategy has been crucial for many years now as search engines are one of the primary routes for people discovering information online. This research confirms what many of the more forward thinking arts and cultural organisations already know – that earned media, predominantly in the form of Facebook and YouTube, has become a central component of any digital marketing strategy.

Marketing through social media sites and platforms requires a diverse array of skills, and as our research shows, is very easy to get wrong. Our respondents were extremely sensitive to being 'marketed to' through these platforms. But our *more digitally savvy segments (Leading edge and Confident core) now spend significant portions of their lives on these platforms, and arts organisations are missing an opportunity if they are not there with them, listening, communicating, engaging*. Each of these platforms has idiosyncrasies in terms of the content and tone that are appropriate, and also the audiences they attract, and learning how to use them is an art in itself.

Trusted aggregator and listings sites on mobile and fixed internet

Aggregator and listings websites play a key role in providing information on a range of arts and cultural organisations and events, helping people who may lack the knowledge and confidence in their own artistic taste to make full use of search engine results. Importantly, they come in many shapes and sizes: online marketing strategies should take care to work closely with these sites to maximise visibility and quality of information relating to their offer. Key categories of site include:

- Leisure information/listings aggregators such as Time Out, View London, lastminute.com, Days Out Guide, bbc.co.uk and the national and local newspapers
- Ticketing agencies such as Ticketmaster, See Tickets etc
- Mobile phone apps for local listings or promotions such as vouchercloud and Time Out could raise brand or event salience and encourage audiences to try a live experience. Making an organisation's website compatible with the major phones is advisable where the audience is Leading edge, as well as for future proofing an organisation's digital footprint

Finally, popular websites in other sectors are potentially valuable places to have online advertising, reviews, or other additional content (e.g. clips); for the Late adopters this might be newspaper and travel sites, whereas for the Leading edge segment this would include iTunes and Spotify. Effective partnership marketing

with brands and websites outside the cultural sector can also play an important role in helping art organisations reach audiences they might not otherwise reach.

Three main audience segments, five main categories of interaction

People fall into five distinct segments based on their behaviour and attitudes to the arts and digital media. Three of these segments are of particular interest to arts and cultural organisations: each is clearly differentiated from the other in terms of attitudes and behaviour. The study also reveals five main categories of interaction – access, learn, experience, share, create.

Importantly, *arts and cultural organisations should be able to use these segments and five categories of activity as a framework for mapping their audiences requirements* and understanding which types of content and functionality are likely to be of most value to which segments of their target audience. This, in turn, should enable them to make more informed decisions about which online content and functionality to invest in.

Key types of content that were regarded as high value by all segments included:

- Clips of performances or exhibitions are already one of the most effective sampling tools, so *providing online 'tasters' of offline arts and cultural experience via audio-visual content is a valuable marketing approach and holds great audience appeal*
- *Virtual tours hold great appeal, although there are few on offer in the market at present*
- Audience reviews and ratings; testimonials.

People currently use digital media primarily as a complement to, rather than a substitute for, the live experience

The most prevalent online activities are those that support live events - this is also where the greatest proportion of people can see potential going forward.

This offers a clue to arts and cultural organisations when developing their online offers. *By taking care to position their online experiences as different, rather than a replication of the live offer, organisations could help to manage audience expectations by ensuring that the two are seen as complementary rather than substitutive*.

Organisations should consider *how they might tap into audiences' desire for sociability, atmosphere and immersion by creating 'sociable' online experiences that encourage user interaction*.

Implications for Origins and Prehistory

Although there is currently limited quantitative data for site / monument visitation, the qualitative evaluation and trend analysis for heritage tourism and digital cultural audiences provides some excellent intelligence to help inform recommendations.

Target audiences

- Active explorers and leisure walkers
- Local recreational walkers
- Keen walkers / hikers and adventurers
- Families and inter-generational groups
- Older, active visitors (50+)
- Visitors seeking authentic, slightly different / unusual cultural experiences
- Visitors seeking tranquillity, spirit of place, spiritual experiences (some of these may cross over into pilgrimage type visits and be interested in Christian heritage)
- Formal learners, including school groups
- Special interest visitors who seek out ancient places and spaces

Interpretive media approach

We describe our recommendations later in the report but it is clear from the research that there is considerable potential for well deployed, designed and marketed digital media including virtual site tours, special event videos, downloadable site 'tours' and apps to help plan and explore new places, together with the promotion of special events taking place on site.

Furthermore, as the Megalithic Portal already demonstrates, given a suitable platform and forum, there are opportunities for sharing experiences, personal endorsement and recommendation of places and events that can help to build an interested and loyal audience that will benefit the interest in and exploration of ancient landscapes and places, together with their associated collections.

It will be important to ensure that the importance and principle of cross referral of interpretation and information to other sites is not overlooked and that promotion of other sites within a geographic area and of thematic relevance or interest is provided wherever possible.

Resources (sites and collections) and site audits

Introduction

This section briefly introduces the resources available for interpreting the origins and prehistory of Wales. It then introduces and explains the site audit process and refers to Appendix A, the detailed audit sheets.

Types of sites and monuments

The resources are the varied range of sites represented broadly though the site visit itinerary provide by Cadw and described in more depth in the individual audits. They include:

- Caves

- Ceremonial sites – stone circles, alignments, standing stones
- Henge monuments
- Tombs (Neolithic)
- Barrows & Cairns (Bronze Age)
- Religious places – e.g. Llyn Fawr and Llyn Cerrig Bach (all together, these make up ceremonial and burial landscapes)

- Axe factories
- Industrial sites such as Great Orme mines

- Settlements & enclosures
- Hillforts (occupying, as yet, poorly defined farming landscapes)

In summary, all the sites are archaeological monuments, the vast majority being located within a landscape setting (as opposed to a built up location, with one or two exceptions). Some are relatively easily to access, while others are in remote locations, well off the beaten track. Some are difficult to locate at all and identify on the ground without an expert guide! None are in their original state, having suffered erosion, robbing and rebuilding over the centuries. *The sites currently are therefore little more than enigmatic remnants of ancient civilisations, providing intriguing interruptions on a long distance walk.*

Artefacts

In addition, there are artefacts and collections associated with some of the sites and many have undergone archaeological and scientific investigation, providing further 'layers' of information and interpretation. The types of artefacts include:

- Stone tools
- Stone axeheads & perforated stone implements
- Fragments of bone, antler and so on fashioned to make tools and decorative items such as beads
- Pottery of various forms – funerary and settlement
- Copper/bronze flat axes, palstaves, socketed axes
- Swords, rapiers, daggers, spearheads and shields
- A huge range of decorative and functional metalwork items
- Gold jewellery, exotic materials (e.g. amber, jet, faience, glass) and personal ornamentation
- Horse harness fittings / chariots
- Vessels – cauldrons, buckets, tankards, bowls
- And much more

Other resources

Other, less tangible resources perhaps best described as knowledge includes rock art, style/design, Celtic Art 'art' such as rock carvings, decoration of items; evidence learned from scientific research into archaeological remains, such as plant and food materials, pollen, dental analysis; collective knowledge, such as astronomical alignments, importance of particular stone sources

The sites and artefacts, together with excavation reports and further scientific analysis, provide us with a picture of the ancient past that at once dispels commonly held misconceptions of 'barbarians' or 'savages'. Rather, there is an impression of **a complex, evolving society living, working, creating, imagining and expressing itself in many ways that we can recognise and empathise with** (if not understand), *despite the immense time span*.

At Goat's Hole Cave, Paviland for example, the earliest known ritual burial of an Evolutionary Modern Human in Europe, a young man had been covered with red ochre and buried with a bracelet of mammoth tusk ivory, a periwinkle shell pendant, other shells, ivory rods and spatulas made of bone. He had been laid to rest with care and ceremony, with items that were important and precious to him, to his relatives and friends – something we can directly recognise today, some 26,000 years (about 1,300 generations) later. *The role of interpretation, and a key driver for Cadw, is to help 21st century visitors make these connections*.

Site Visits and Audits

Cadw prepared an advisory list of groups of representative sites to visit and audit in detail as follows:

Plan	Region	Sites
Origins / Prehistory	Anglesey	**Barclodiad y Gawres** (partially reconstructed Neolithic chambered tomb; earliest example of art and decoration) **Bryn Celli Ddu** (late Neolithic chambered tomb) Ty Mawr huts / settlement **Din Lligwy** (Romano-British stone built huts) Penrhos Feilw standing stones
	The Gower	**Goat's Hole Cave, Paviland** (first human burial in NW Europe and earliest known ritual burial in Britain - site inaccessible except at low tide) **Parc le Breos** (Neolithic tomb) and Cat Hole Cave Arthurs Stone/Great Carn (ringcairn and burial chamber) Samson's Jack standing stone
	Pembrokeshire	**Castell Henllys** (Pembrokeshire Coast NPA visitor centre) **Pentre Ifan** (iconic chambered tomb) Carreg Coetan Arthur burial chamber **Foel Drygarn** hillfort Carn Menyn (origin of Stonehenge bluestones – key link with WHS) Iron Age Promontory Forts – omitted from audit Gors Fawr stone circle and standing stones Crugiau Cemmaes Bronze Age Barrow Cemetery

	Llyn Peninsula	**Tre'r Ceiri** (hillfort) Garn Boduan Mynydd Rhiw axe quarry sites Garn Fadrun
	Denbighshire	**Clwydian Hillforts** (Moel y Gaer / Foel Fenlli / Moel Arthur etc) Pontnewydd Cave (first humans in Wales) - Llyn Brennig (Bronze Age Cairns and timber circle)
	Others	**Garn Goch hillfort** (largest hillfort complex in Wales - has existing Brecon Beacons NPA panels) Bryn Myrddin Hillfort (private visitor centre) Dyffryn Ardudwy (Neolithic burial chamber) Graig lwyd Neolithic axe quarries (Penmaenmawr) **Great Orme** Bronze Age Copper Mines Cwmystwyth Copper mines / Copa Hill – <u>omitted from audit</u>

The sites indicated in bold were 'must visit' key locations, and the others were notable destinations in the area. Following consultation, the site list was amended slightly, with the changes shown as <u>underlined</u>.

Many of the sites have national, if not international, significance and represent the most iconic and important sites in Wales, and virtually all are publicly accessible.

The sites are broadly grouped in geographic clusters (please refer to the maps at the end of this section) and as such offer the potential for themed visitor 'itineraries' within established tourist destination areas.

The site clusters are relatively coastal and coincide with established popular holiday destinations and routes. There is a notable absence of monument representation in south east Wales and Powys, however. It is therefore recommended that key Roman sites such as Caerleon and Caerwent should be

interpreted in the context of pre-existing Iron Age hillforts, and the Interpretation Plan for the Romans in Wales needs to consider and link with hillforts in south east Wales.

The audits were conducted as 'leisure visitors' with deliberately limited pre-visit planning in order to gain an impression from a visitor perspective, with little or no prior knowledge. Both general and site specific recommendations are made in the Plan.

The audits, together with their recommendations, can be found in Appendix A.

Emotional auditing

At the start of the audit process, the *Origins Gallery* at the National Museum Wales in Cardiff was visited, together with the reconstructed Iron Age settlement sites at St Fagans and at Castell Henllys. Overall impressions, sensory experiences and emotional responses were recorded at these sites and were compared with the impressions gained at the different landscape monuments.

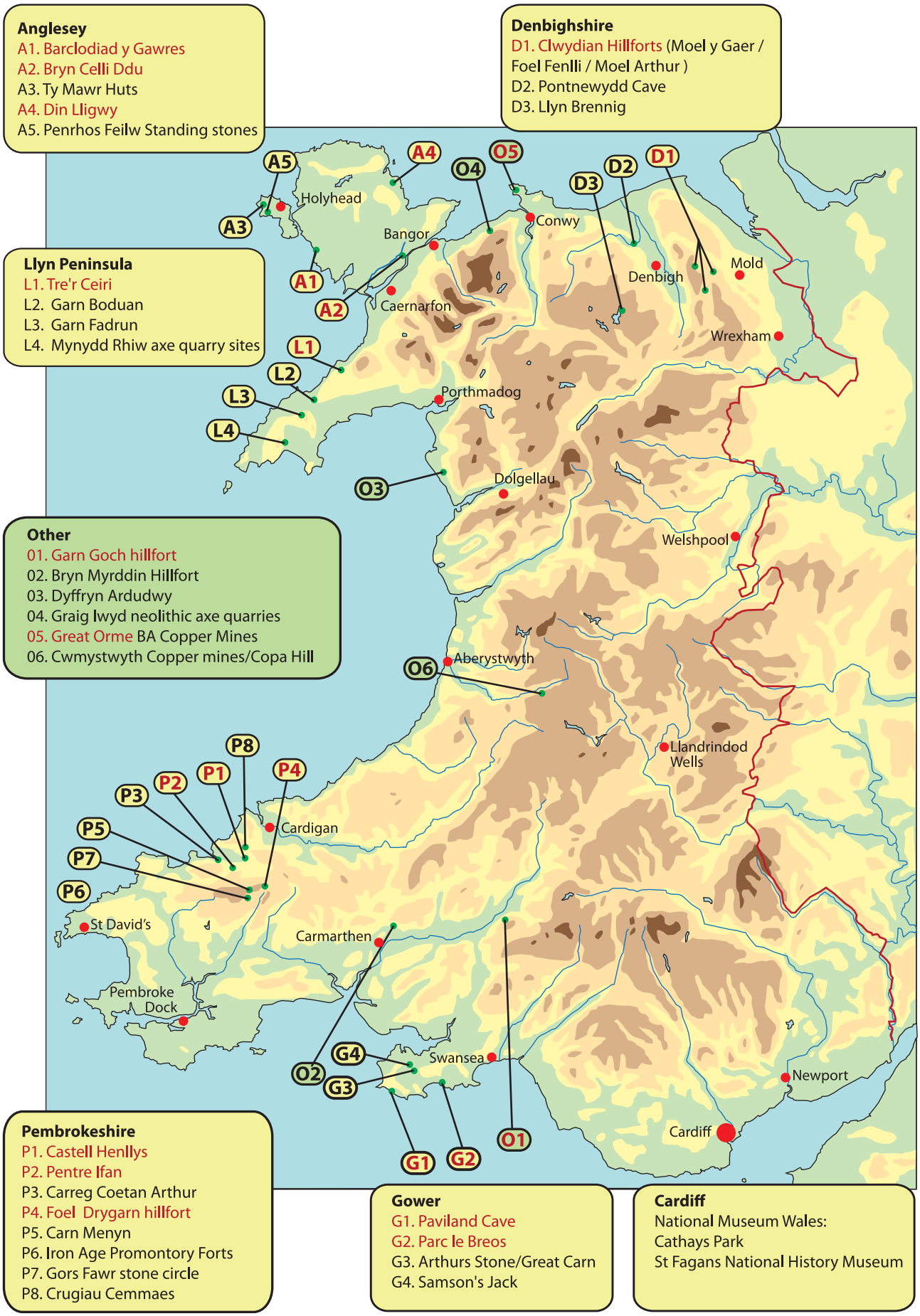
We believe that this 'emotional audit' offers an important and different dimension to a visitor experience and provides valuable insight into current and potential visitor engagement for future development. Good interpretation provides sensory engagement and aims to provide an emotional response that leads to a deeper level of visitor interest and impact, with the aim of aiding both site conservation (positive and respectful behavioural responses) and visitor learning (intellectual responses and new insight).

After visiting all three different types of experience, we firmly believe that the combination of all three experiences offers complementary, emotionally powerful and enriching visits with greatly enhanced insight. *Unsurprisingly, the understanding of landscape context (place), artefacts (people) and reconstructed settlements (dynamic communities) brought the ancient past into close focus, enabling a greater sense of connectivity than the individual sites and museums offered alone*. This has greatly influenced our thinking and recommendations for the pan Wales Interpretation Plan, presented later in the document.

The tabulated summary of the site response comparisons is presented below.

Site response comparisons – emotional audit

Origins Gallery, National Museum Wales	Prehistoric sites in the landscape	Reconstruction Iron Age sites – St Fagans, Castell Henllys
Artefacts – power of objects (wonder) & power of objects (talisman) Objects as iconic representation of people long ago Objects of beauty Link with people: Everyday life Materials Workmanship Art / creative thinkers Practicalities Living – food Shelter Transport (horses) Adornment Craft / skills evident Environment Links with other groups Touching the past / being close to past people through handling their objects Amazement, admiration, respect Extraordinary	Open air Weather, seasons Day / night Activity needed – walking Need incentive to make effort and explore Landscape Views Flora and fauna Discovery (excitement, anticipation) Challenge Scale Natural materials Energy Survival Travel “Elemental” Big skies Other worldiness / “thin places” (spiritual element) Tranquillity, peace Beauty Remoteness, isolation Perplexing Breathtaking	Smells Sounds Fire / wood smoke / haze Lack of light Mud Water Wattle fences, enclosure Shelter, safety Utensils – the everyday Visual presence of buildings Animals - life Debris Sense of community (village and family / house) Cosy, homely, welcoming Decoration, adornment of buildings People like us in different homes Families Farmers Craftspeople Stories Ordinary / everyday



Map showing representative sites

The Origins and Prehistory of Wales: a strategic approach to interpretation

Prepared by Carolyn Lloyd Brown FTS MAHI & David Patrick for Cadw

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Developing appealing content and 'destinations'

Providing context

We have already touched upon the complicated issues associated with prehistoric monuments and sites that are less evident in more recent historic periods. These complexities make placing the field monuments into an understandable time and societal context, together with the selection of appealing messages and stories to develop for use in small presentations very challenging, for example:

- The length of time the period covers, some 250,000 years, is complex, not fully understood by experts and is likely to be hardly recognised by the general visitor
- The massive changes in climate, environment, sea level and land use have a direct bearing on many of the sites and make it hard for visitors to comprehend ancient landscapes
- Structures, burial chambers and hill forts for example, can be deceptively simple and straightforward in their apparent construction and use but are often multi-phase, and used over many generations, with interpretation of their use and meaning changing regularly as scientific analysis and archaeological theory progresses
- Aspects that might be more interesting to visitors, such as astronomical alignments and evidence of certain flowers used in burials for example, can be missed in the attempt to cover the broader (but 'safer' and more traditional) story of construction and use
- Many of the monuments required highly organised and motivated social structures to plan and organise their design and construction, and then support a huge workforce to execute the project, sometimes over many generations – all of which needs to be conveyed in an easily assimilated way

The excellent 'Origins Gallery' at the National Museum of Wales tries to explain this long and complex story, yet even here, with dedicated space and high quality resources, the story can be challenging to fully understand and appreciate. Within the museum displays, the objects are impressive and the opportunity to handle real objects is a highlight and a privilege. The sense of 'touching the past' was palpable and provided further inspiration for our recommendations.

The Gallery successfully realises ancient people, their beliefs and communities by the extensive use of contemporary ethnographic parallels and imagery that is dynamic and thought provoking. This made interpretations of the past more 'real' and credible. It demonstrated that theories were speculative and invited visitors to debate and contribute their own ideas. The Gallery showed how scientific investigation contributed to knowledge. This approach provided further appeal by demonstrating that museum and archaeological research was exciting and at the forefront of new thinking.

However, the fundamental issues for Cadw is that beyond the carefully constructed learning environment of a gallery, the complexity of the subject matter makes it extraordinarily difficult to take any individual landscape site and create an interpretive package that enables the leisure visitor to arrive, explore and quickly comprehend a monument's creation, purpose, evolution and eventual demise. In other words, the challenge lies in creating compelling 'destinations'.

Strategic approaches to promotion and presentation

In a national interpretation strategy consideration must be given to the way in which sites are grouped and presented. Cadw has identified a selection of key sites that are largely in geographical groups, which suggests that geographical 'clusters' with the option for a 'gateway' or 'hub' site to introduce and interpret the overall group would be an appropriate way to promote and present the 'Origins of Wales' story. However, this regional approach might not be easily applied across the whole of Wales. For example, the 'Other' sites recommended for visiting in the study brief seem isolated, with no focus or means of providing a gateway presence, or the appeal of a 'cluster' of interesting places to explore in a day or half day visit.

Options to consider when promoting and interpreting the resources include:

Regional clusters
As suggested by Cadw, grouping according to geographic location and proximity

Site type
Interpretation by site types, for example, hill forts, stone circles / standing stones, burial chambers, hut circles / settlements, industrial sites, early sites (caves and open air settlements). This very traditional 'gazetteer' approach enables the monuments across Wales to be considered by type, allowing specific site types to be graded according to criteria such as quality of monument, historic importance, accessibility, quality of site and so on.

Accessibility
Rating by accessibility, including getting to and around the site and the amount of information that can be interpreted / understood at that site. This information will be essential to provide for all promoted sites to visit in the form of pre visit information, providing good practice access information.

Local geographic association
Identifying associations between sites, such as a settlement with an adjacent burial chamber and a ceremonial site and promoting these as specific site groups that interpret a 'time phase', perhaps through a walk or trail route.

Time periods
Grouping by age similarity: Palaeolithic sites, Bronze Age sites, Iron Age sites etc, put together in their own 'time zones' (although many sites are multi period and complex, with new research on continuity emerging regularly).

Thematic
Identifying appropriate themes that enable sites to be grouped, such as industry, arts, daily life etc (although many sites can interpret several themes potentially). This approach could be added to geographic clusters, as well as providing a national picture.

Individual Itineraries
Increasingly, visitors are researching and personalising their own itineraries, creating their own pathways and experiences. Whilst many may choose recommended options, it is useful to enable people to create their own 'ways' and trails.

Each of the above has pros and cons for different end users, and it might be that, in a database of sites created for visitors, some or all of these approaches to grouping sites are considered as alternative ways to search for visit planning and follow up information.

Interpretation framework

Interpretive aims

The Heritage Tourism Project theme *The Origins and Prehistory of Wales* provides the lead for the interpretive content of the Plan. As we have already demonstrated, this is an extensive time period and potentially complex (and possibly largely meaningless for the general visitor) content theme.
The interpretive aims therefore are to:

- Provide impactful, popular and appealing content
- Demystify the extensive time period
- Debunk some likely myths on prehistoric people and monuments
- Link sites, artefacts / collections, landscapes and other evidence
- Provoke debate
- Generate new respect for and interest in the ancient past
- Deliver a selection of accessible and engaging sites that are easy to explore
- Provide a sense of family adventure and exploration with physical activity (walking) and a sense of reward
- Generate measurable outcomes in terms of: visitor footfall, website resource downloads, new activities and events on site, development of new roles and jobs, cross-visitation of sites, the development and promotion of 'new destinations' and 'products'
- Generate baseline data in terms of visitor footfall to sites, and then a year on year increase to the sites

Storyline appeal and interpretive content

Creating an Interpretation Plan for the origins of Wales when Britain was not even separate from continental Europe is a distinct challenge. *However, to try and chart the unique ancestral and culturally distinctive aspects of Wales is very important and should be attempted.* The evidence for this may come from genetic science, distinctive art and craft forms and the emergence of the Welsh language for example. Equally, to place Wales within its wider European context underpins the nation's importance and influence. This aspect is important and has relevance throughout 'Origins' and the Roman thematic strands.

A sense of shared ancestry and identity

It may be that a way of exploring this important topic is to focus on a sense of **identity or identities** and what that means today (in terms of a community and an individual), compared to what it may have meant many thousands of years ago. Individual identity may be expressed through clothing, body art, jewellery and other adornment and so on. How were great tombs or enclosures a focus for shared identity and tribal / territorial delineation? Is there evidence for continuity of ancient art forms and patterns?

Prehistory can contribute strongly to a sense of cultural identity (and people can feel proud about the distinctive places and peoples encountered), while cultural identities can also be looked at in the prehistoric past at different levels, and with multiple identities.

Interpretive proposition - Ancestors

The interpretive proposition is to take the concept of **Ancestors** (common to all of us) and **create specific roles or aspects to explore** across the time continuum, for example (NB. the list is illustrative only and deliberately makes no distinction between female or male, child or adult):

- Hunters
- Toolmakers
- Farmers
- Gatherers
- Hearth keepers
- Tomb builders
- Makers
- Metal workers
- Artists / sculptors
- Travellers / explorers
- Spirit seekers (such as Shamans / Priests / Druids)
- Warriors
- Traders
- Herders
- Dreamers
- Leaders
- Slaves
- Ancestors & gods
- Invaders

The aim is to use these simple, impactful roles to create a picture of individuals little different in their physical and social needs perhaps to visitors of the 21st century, living, working, playing and dying in complex communities involving recognisable family groups of children, adults and elderly people.

Visitors can touch their ancestral lives briefly by exploring ancient sites, perhaps handling replica items on site - possibly real items within gallery spaces - their ancestors had made, used or worn and by having a picture painted (through physical reconstruction, visuals or descriptive prose) that provides a glimpse into the past and their lives.

Topic based conventional ‘themes’ can be developed under these headlines, but this avoids the textbook approach with titles such as ‘the development of a farming economy’ for example.

Each site might focus on one key aspect or role, or select several roles to describe and develop, drawing on archaeological research, artefact evidence, ethnographic insight and scientific discovery.

A group of sites can paint a picture of society and a community at a specific past 'time slot' within a particular landscape that is being experienced and enjoyed in the present. It may be possible to create a comprehensive sense of the past in a part of Wales, by visitors exploring each site and building a jigsaw-like picture of an entire area, physically travelling in the present, but in their imagination and with the help of others, shifting back to a time of ancestors – *experiencing an ancient, but shared, heritage.*

Contextualising the past

Under the overarching Ancestors theme, a number of themes and topics can be further explored, some using the ancestors 'roles' and others placing the ancestors into context. These will include:

Timeline

The most challenging aspect in establishing interpretive content is to engage visitors in lives long past and difficult to imagine. The recommendation is to always provide visitors with a **visually simple timeline** that provides easy 'touchstones' for visitors to gain an immediate understanding *in broad terms* of prehistoric Wales. This means placing the key 'time periods' within an overall context that shows the relationship with associated climatic and landscape changes as well as historic time, creating comparisons with perhaps the Roman occupation and the era of the Welsh Princes. Cadw can develop a visual timeline as part of their branding and identity guidelines.

The aim however, is not to become overly concerned with explaining the detailed time context, rather to bring the prehistoric past to life, making it easier to imagine, empathise with and therefore understand better. By reducing the emphasis on time distance our aim is to bring prehistory much closer to the present day, making it seem less daunting yet still intriguing, mysterious and enigmatic.

Landscape and climate

No matter what the time period, all visitors want to have a sense of what places were like in the past. For our thematic strand, the landscape and climate changes have been dramatic and the simplest, most effective way of demonstrating those changes is by **high quality visual representation** (such as commissioned artwork depicting groups of people in their landscape). Impressions that provide an instant visual understanding of a place are key interpretive tools. In particular,

where the same or similar views (both outward to place a monument in its landscape, and 'inward' to provide a sense of human scale and detail) can be presented, then visitors can develop a rapid connection with past landscapes and lives.

We have therefore created the cornerstones of heritage interpretation: time, people and place. What is left is the really big question, and one that is not always easily answered with scientific and other investigation: WHY?

Tackling the intangible

Interpretation should always be underpinned by high quality, current research and understanding. People need to get a sense of surviving evidences, processes and techniques of discovery and how interpretations are built upon these. In the case of prehistory that understanding is usually speculative and often contested (in a positive way, as new research and analysis is undertaken, and new sites with new material are discovered).

In the case of fossil evidence, a single find can dramatically change academic theory and lead to completely new concepts. This is the case for field monuments, entire landscapes and individual artefacts that require interpretation and reconstruction. Artefacts in the NMW's collection illustrate the issues very well and reflect the bigger picture. The very enigmatic nature of prehistory holds great appeal and potentially offers visitors the opportunity to consider, imagine and postulate their own theories about ancient lives, contributing in a real sense to current theories and debates.

Therefore, for this thematic strand, it is essential that qualified speculation is encouraged within the interpretive content and output, and that different (contested) ideas of the motivations of our ancestors are communicated with professional enthusiasm to visitors.

Principles for interpreting the Origins of Wales sites

Principles for interpretation:

- Utilise and develop geographic 'clusters' of sites that can be promoted, managed and viewed together

- Collaborate with the National Museum Wales to present the Origins Gallery[11] as a key gateway / hub and comprehensive interpretation point for the pan Wales story, and contextualising the landscape sites.

[11] NB. The major NMW project at St Fagans aims to create a comprehensive learning resource that extends the collections to more fully interpret lives and landscapes

- Nominate other gateway sites that can become a focus for information provision (and preferably artefact displays), relating to each geographic cluster

- Assess infrastructure at all sites, starting with gateway sites and most visited / accessible sites and improve provision, ranging from signposting, access routes and car parking to site identification and accessible routes

- It is important to reiterate that fixed on-site interpretation in a physical sense at most of the monuments in the Origins thematic strand will be extremely limited, and *therefore most of the interpretive content will be delivered by other means*

- Note: all content needs to be considered for reproduction in both Welsh and English languages

- Engender a sense of wonder in visitors to the sites, and a new respect for the ancient past and peoples through a variety of interpretive approaches. This will include providing a network of linked information taking the artefacts and museum information back to the sites and landscapes using a mix of methods (including events, enablers and guides), allowing the opportunity for continuing change and development.

This is an audience responsive, flexible and mobile approach, involving many voices, including archaeologists, story tellers, local volunteers and community members, artists and so on. It can provide a really comprehensive yet flexible, people-based approach.

These principles are discussed in more detail below.

Clusters of sites and hubs or gateways

Introduction

Given the selection of sites for this study, we believe that using gateways or hubs associated with geographic clusters of important sites is a sensible means of communicating with the potential audiences for Origins and Prehistory.

We recognise that the development of gateways / hubs would involve other organisations and that their collaboration, whilst likely, cannot be assumed. However, we believe that ownership of a site or museum shouldn't be an obstacle to deciding on the optimum way to meet visitor needs. When viewed from the visitor perspective, the barrier of ownership simply shouldn't be an issue. Accepting this premise we make our suggestions for gateway sites here.

The National Museum Wales (NMWC) in Cardiff (and in future, St Fagans National History Museum) provides the opportunity for providing a national hub for the Origins of Wales, supported by the scholarly resources based at NMWC.

A national gateway / hub

Equal to the prehistoric remains out in the landscape is the huge collection of artefacts at the National Museum Wales. Here, the story of the Origins of Wales is told around displays of the fabulous artefacts recovered over the centuries. The National Museum Wales is ideally placed to be promoted as a key hub or gateway to understanding the Origins of Wales, via the Origins Gallery (and subsequently the proposed new galleries at St Fagans). The overriding interpretive theme could be *Exploring Our Origins through Objects, People and Places*. NMW are currently developing a strand of interpretation for St Fagans based on the concept of *craft* – how objects tell stories about their makers and users.

The National Museum would ideally provide for visitors (real and virtual) the means to access information on a range of representative prehistoric sites across Wales that might be recommended for visiting by the public, creating a link between artefact (and other evidence) and site wherever the connection is known. This link should be made from each site back to artefacts in this and other collections across Wales via whatever interpretation is utilised.

For example, the NMW might have an interactive computer database where information about each site where artefacts on display were discovered. This information could be downloaded to encourage site visitation and further exploration. A simpler 'in gallery' printed card system might be used, showing site details of where key artefacts belong.

Such a 'national hub' or gateway enables sites across Wales, including those not currently in the specific groupings identified in the brief, to be promoted to a large, highly motivated and interested audience.

Regional hubs / gateways

The purpose of regional hubs or gateways would be to create a focus of attention on the prehistoric sites in a particular area. Proposed gateway sites have been suggested because they already have an established presence in the area, they are staffed and they cover an appropriate topic that could be expanded to include interpretation of the Origins site in that particular grouping.

Importantly, there is opportunity to strengthen regional collaboration with museums that have appropriate storage and collection display space, and which can provide a base for 'Discovery Guides' (see recommendations later in this

section). Equally, there could also be a collaborative role for the Welsh Archaeological Trusts, who have been depositing their excavated material with the regional museums for some time.

Content topics could draw out distinctive qualities and attributes of each region or area, creating a sense of localised identity, set within the larger national picture, and highlighting the nationally significant aspects of each area's archaeological resource.

Regional gateways or hubs would have:

- Information points about Origins sites in their locality (staffed if possible)
- Printed interpretation
- Access to web based information
- Information about visiting sites, including tours and itineraries – guided and self-guided
- Events and activities
- Information about events and activities at regional sites
- Publications and maps
- Guidance on National Origins sites

NB. At this stage, the suggestions for Gateway locations made below are exactly that – suggestions and ideas - not definitive recommendations.

Pembrokeshire Hub

Castell Henllys is an Iron Age hillfort operated by PCNPA, where roundhouses on the site have been reconstructed in the original postholes discovered during excavation. The site was used as the setting for the BBC TV Series 'Surviving the Iron Age'. Re-enactments of Iron Age life take place during most weekends. It is staffed and has educational, retail and refreshment facilities.

Additionally / alternatively, Oriel y Parc in St David's can also be considered. This venue could take the temporary loan of archaeological collections. This large 'window on the National Park' visitor centre, run by PCNPA, has free admission and is serviced with AC-NMW collections.

Anglesey Hub

Gateway / hub site to be established. Options include the new visitor centre planned for Amlwch (to open 2011), Beaumaris Castle, where Cadw are installing a prehistoric arts multi-media show, and Oriel Ynys Mon.

Oriel Ynys Mon has an art gallery showing creative exhibitions from all art forms, and the history gallery provides an introduction to the island's past. Located in Llangefni it is central, there is no admission charge and it is open daily.

Llyn Hub

The three hill forts and one axe factory listed as sites to visit for the study form a discrete group of upland, hard to get to sites. Criccieth or Caernarfon might be possible gateway locations, but more likely would be a low key approach utilising existing TIC facilities (if they remain operational in the current funding climate) on the peninsula itself. The sites can be promoted at other gateways in the north. There is the potential to use Bangor Museum or National Slate Museum at Llanberis as possible elements within a hub. There is also Segontium Roman Fort in Caernarfon, though management of this small museum and site is challenging!

Conwy & Gwynedd Hub

The Great Orme Copper Mines are Bronze Age copper mines open to the public offering walking tours through the ancient mining tunnels. There is an admission charge and the mines are currently open March – October. The site is staffed, has educational, retail and catering facilities and a schools programme. It offers an introduction to the wider Orme landscape and is in the popular resort of Llandudno.

Other Options

Gwynedd, Conwy, Denbighshire, Flintshire & Wrexham could become a 'North Wales east and North Wales west' with Wrexham and Oriel Ynys Mon being the best equipped museums to take on regional hub roles. Museums in Mold and Bangor should also be considered for such a role.

Gower

Oxwich Castle has been suggested as an outdoor hub, with a supporting gateway to Gower venue at Swansea Museum. Most visitors will arrive at the Gower Heritage Centre first, which is directly associated with Parc le Breos and therefore a more practical option for adding Gower prehistoric sites orientation information. Gower Heritage Centre is seasonally staffed.

*The **map overleaf** shows the geographic clusters of sites and demonstrates how groups of individual prehistoric sites can be brought together and promoted for exploration.*

Links with the Roman Invasion and Settlement Interpretation Plan

This Interpretation Plan for 'Origins and Prehistory' has a close link with 'Roman invasion and settlement' and needs to dovetail with and complement the plan being independently prepared for this pan Wales topic. The interpretation associated with key Iron Age and transitional sites will need to ensure that a

comprehensive and balanced picture is presented, enabling visitors to understand the complexity and interest provided by continuity of use and the integration of new ideas, people and language.

The Origins thematic strand covers the time period known as the Iron Age (800BC – AD47 / 78), which leads up to the period of the Roman invasion and campaigning in Wales. As we have described earlier, the Iron Age can be viewed as a key period of social transformation.

For much of this period, communities of perhaps a few hundred people centred around shared hillfort settlements, hundreds of which exist around Wales. The Roman historian Tacitus describes four tribes in Wales, the Silures, Demetae, Ordovices and Deceangli. Confusingly, there could be two others, the Cornovii and Dobunni. Archaeologists and historians are unsure if the tribal groups regarded themselves as distinct tribes, or were communities defined by geography and resources. The lack of a clear hierarchy in the Iron Age settlement pattern may point towards clan and family ties being more important than tribal affiliations. It is thought that these 'tribes' were probably fluid and constantly changing entities.

During the Late Iron Age, it is thought that larger regional tribal structures, perhaps 60-80 miles across, coalesced and elite identities become more strongly represented. This occurred before the invasion of the Roman army in AD47, though the 30 years or two generations of fierce resistance and opposition to Rome speeded up these internal processes. It is recorded that the Druids were defeated in Anglesey in AD61 and the Roman occupation of Wales was effectively achieved by AD78.

The trajectories of change in Wales were experienced differently within different regions, and contrasted with the developments experienced in southern England (for example, money, oppida (settlements), temples, wheel-made pottery and cremation burial rites are not seen in Wales.)

In Wales there is a ‘north-south’ division that reflects Roman military strategy. The northwest, northeast, west and southeast areas of Wales show different settlement patterns and provide a starting point for regional ‘clusters’ of sites suitable for visitor exploration (utilising sites of different periods, for example prehistoric, Iron Age and Roman). Generally, experts are unsure of the extent and style of Roman occupation in Wales and especially in the southwest, due to the paucity of evidence.

In conclusion, when liaising with colleagues preparing the Roman Plan, research reveals that this period was as enigmatic and challenging as the prehistoric period, although of a much shorter timescale!

Example transition 'cluster'

However, during the research and audit stages of preparing the Plan, it became apparent that selected sites (and small groups of geographically clustered sites) offer the potential to show continuity, contrast and change during the Iron Age and Roman periods. For example, the following 'cluster' or itinerary could be developed in south east Wales:

Y Garn Llwyd, a Chambered Tomb in Monmouthshire

Gray Hill stone circle (Mynydd Llwyd), Monmouthshire

Mynydd Margam, relict archaeological landscape
This landscape includes Bronze Age cairns at Ergyd Uchaf and at the head of Cwm Cynffig, a ring cairn, the site of the Bodvoc stone and Twmpath Diwlith and the scheduled prehistoric site, an oval enclosure known as the 'Danish Camp'.

Bulwarks Camp, Chepstow
This double banked and ditched fort remains impressive today. Located in the town of Chepstow, it probably dates from the later Iron Age.

Llanmelin Wood, near Caerwent
150BC defended site of considerable strength near Caerwent. A complex of enclosures that may have been the immediate native predecessor of Roman Caerwent and potential tribal centre of the local tribe, the Silures, at the time of the Roman conquest.

Caerwent
Venta Silurum or 'market of the Silures' although not a particularly large Roman civilian settlement, was tribal capital of the Silures, whose territory lay within south and east Wales.

Caerleon (Isca Silurum)
The legionary fortress of Caerleon was constructed in 74/75 AD by the Second Legion Augusta, one of the legions involved in the invasion of Britain thirty years previously, and who were subsequently based here.

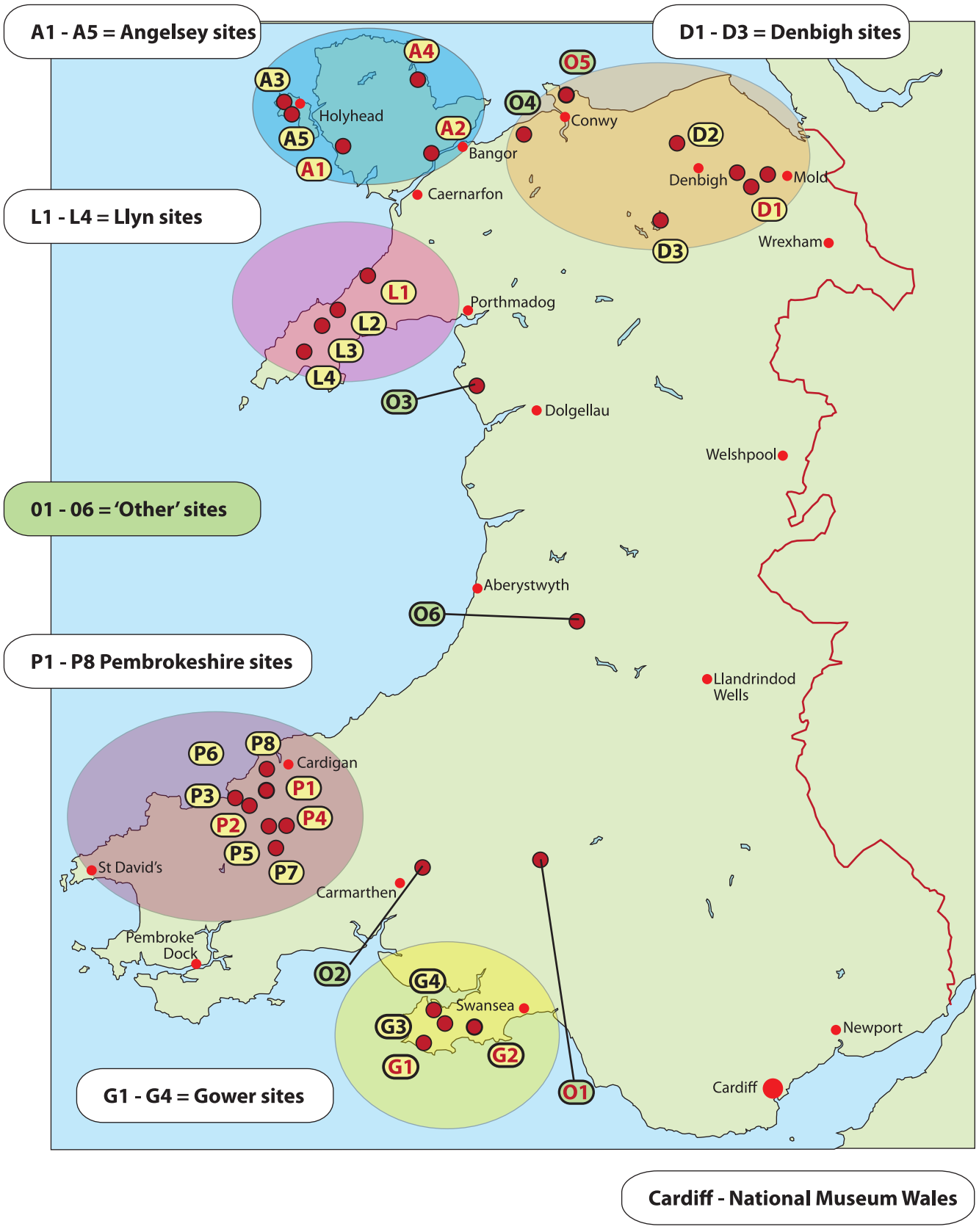
Applying a people-centred approach

The adoption of the simple thematic approach for 'Ancestors', using appropriate character / community 'roles' lends itself easily to the development of a cluster that illustrates the story of the early history of Wales, covering prehistoric and Roman periods. A story that is relatively unknown, yet which offers plenty of interest in terms of content and landscape exploration.

***For example, the roles of traders, leaders, warriors, slaves, negotiators and invaders could be explored at these sites to interpret both Iron Age and Roman stories in southeast Wales*.**

A cluster group such as this offers opportunity for collaboration, phased development and sharing of resources, such as Discovery Guides (see Media Recommendations).

NB. The site audit sheets for the Origins sites provide individual recommendations where applicable to the 'transition stories'.



Sites showing cluster groups

The Origins and Prehistory of Wales: a strategic approach to interpretation

Prepared by Carolyn Lloyd Brown FTS MAHI & David Patrick for Cadw

May 2011

Interpretation Media Recommendations

Introduction

While the physical archaeological sites are the focus of this plan and are where leisure visitors will be arriving looking for interpretive information, the likelihood is that the main access points for obtaining *in depth interpretation* will be on-line, downloadable and published resources, museum displays, hub or gateway sites and other supporting media. This may be the opposite to what landscape-exploring visitors are likely to expect but, as has been discussed earlier, the topics and storylines are so large and complex that only the briefest information can ever be presented physically at any one particular site. It is important that the limited provision of on-site interpretation is therefore comprehensively supplemented with online / downloadable resources and by taking a different approach to on site provision, specifically through people and events.

Our proposals are listed according to how they are likely to be accessed by the public, depending on their point of contact with the subject. Each group of proposals is subdivided into two sections, the first listing high priority / high impact proposals that are developed in some detail, the second listing possible opportunities for future development.

A tool to pull the understanding together

We propose that a 'Links' network be created, where objects, sites, stories, activities, and places cross-reference to allow visitors to see the links between them, For example, linking certain objects to sites where they were found – replica on site, site information at museum – grouped in print, leaflets, web. Throughout the interpretation of Origins, links will be emphasised to encourage visitors to seek more information across the interpretive platform.

The Internet

Priority recommendations

Create Origins or Ancestors web pages, linked in to Cadw, National Museum Wales, the People's Collection and other locations. This should be a high quality interactive set of pages that covers all aspects of the Origins storyline in an accessible, entertaining and interactive way, offering links to a wide range of topics, related information and websites and downloads for planning visits to regional groups and specific sites. It should have regularly updated news stories and information about events and activities at all sites.

It should be noted that this would have significant infrastructure, support, staffing, resourcing, authoring and image copyright implications. It would need to be agreed as a truly shared resource, and the pragmatic approach would be to allow various bodies to retain a profile lead on the elements where they were contributing strengths. In this sense, it might be more feasible and practical to develop a network of interlinked websites.

NB. AC-NMW have been collaborating with the Royal Commission, National Library and CyMal on a '*People's Collection*' website which is a powerful resource available as part of the potential web presence 'mix'.

Secondary recommendations

The webpages might include:

- Timeline putting early Wales into a temporal context
- Timeline animations, showing evolution of sites
- Animations, film of reconstruction activities, for example, axe-making and use, building, pottery and so on
- Landscape viewpoints then and now – overview of landscapes, defence, astronomical, uses etc, over time periods
- Downloads including audio and audio visual presentations about Origins
- Games and activities specially designed to the themes
- Webcam at gateway sites, hubs
- Weather links for tour planning

Items for purchase

Items available for on-line purchase or at sites with retail facilities, other retail facilities close to important sites; some available via internet prior to visit to sites, and possibly for download at a site

Priority recommendations

- 'Pocket Prehistory' - a pocket-sized fold out map /guide, also downloadable, illustrations and maps. High quality reconstruction illustrations and illustrative maps of key sites and monuments, designed to be used in all media and as App downloads to allow users on site to navigate each monument with interactive maps and mini site tours. Also, a low cost specially folded leaflet that easily fits in a pocket or bag, available from all outlets, very visual, containing key sites, visiting routes, maps and illustrations. Possibly available in north and south Wales versions, and as a download.

- Origins Explorer's Pack - back pack aimed at individuals in school groups / school age children for purchase, including for example: print items, wall-

chart, replica artefacts, activities such as colouring, rubbing, ideas for model-making, map-reading guide, compass, stamping kit, modelling kit. This could be presented as a shoulder bag / rucksack or a simple pack to carry. Assessment of the product in use will allow the contents to be adapted and changed. NB. this resource could be a loan item available at hub sites for a small deposit

Secondary recommendations

- Book on the Prehistory and Origins of Wales - A book that summarises all the key sites, drawing together the origins of Wales as represented by the most important monuments, sites and the collections in the National Museum

- Origins field guidebook - A version of the Origins book created as a field / touring guide, making use of high quality photographs, illustrations and maps (or these two aspects combined into a single volume – also downloadable for ibooks and Kindle)

National Museum Wales Origins Gallery

Priority recommendations

- Collaboration on linking artefacts with sites and the resources for that – replica items, loans[12], training for staff and volunteer field guides, and expertise on resource development

- Create links with artefacts / storylines and sites / landscapes, through new interpretation that places greater emphasis on the historic landscape context. Ensure that AC-NMW has strategic input into selection and planning of this approach, in the context of developing plans for St Fagans: National History Museum.

- Efforts are made to achieve high level agreement on collaborative working, relative roles and profiling. Following this, opportunities are made for increased staff interaction, knowledge and skill sharing across organisations. Such collaboration and co-operation could lead to mutually beneficial project secondments

[12] Through museums with MA accreditation and security/environments suitable for borrowing national collections

Secondary recommendations

- Computer terminals in gallery with Origins website to support displays

Hub / Gateway sites

Interpretive provision at each of the gateway sites, assuming the sites are able to accept this role, will vary according to available space and budget. The priority recommendation is to agree the nature of the gateway role with each site.

Key recommendation

Create an Origins display to promote regional sites to include:

- Information about visiting sites, including tours and itineraries – guided and self-guided
- Events and activities
- Information about events and activities at regional sites
- Publications and maps
- Guidance on national 'Origins' sites

Longer term recommendations

- Information points about Origins sites in their locality (staffed if possible)
- Printed interpretation
- Access to web based information

Discovery Guides Programme

Discovery guides offer the best opportunity for interpreting the Origins sites to the visiting public. These guides would tour a variety of sites to an agreed and published timetable (where possible), meeting the public, interpreting the sites and artefacts and, most importantly, answering questions and discussing the broad and complex stories associated with prehistoric life in Wales. This work is already taking place to some degree, with the gallery enabler in the Origins Gallery at NMW and by PCNPA staff based at Castell Henllys, but working on site at Pentre Ifan burial chamber.

Discovery Guides might be based at some of the Gateway centres. Castell Henllys already undertakes work of this kind and could become a central point for training and resource development.

This might include single operatives, small teams of operatives and linking with other practitioners for larger events

A Discovery Guides programme could include:

- Talks, guided tours and demonstrations at certain sites to a set timetable
- Tours around groups of sites in a location
- Meet at each site, or pre-booked with transport provided
- Events and re-enactments at certain sites
- Prehistoric craft demonstrations, such as stone, wood, bone, metal and pottery working, flint knapping, cooking etc
- Storytelling
- Gathering an audience and interpreting through stories
- Can include stories, plays printed for further involvement
- Interpreting archaeological programmes

Equipment provided for use by Discovery Guides might include:

- Discovery box, including replica items, such as axes, metalwork, fabrics, flints etc for handling under supervision
- Activities kit, including materials for rubbings, sketching, measuring…
- Van / vehicle for transport to sites, complete with shelter, seating (and could conduct minibus tours)
- Printed items for sale

Well trained, inspiring guides with good interpersonal skills can be the bridge linking visitors to the vast and complex backgrounds to the Origins monuments, informing, provoking and inspiring.

Individual site recommendations

A principle established earlier is to provide a network of linked information taking the artefacts and museum information back to the sites and landscapes using a mix of methods. In addition to print and web based items listed above, these include:

Representations of people / artefacts at sites

Incorporate a replica item relating to the monument into displays and linking back to where the artefact can be found. This will only be possible where the site has a suitable location for a semi-permanent display on or near the site without affecting the archaeology or enjoyment of the monument.

Consideration should be given to having these items removable so that they are not left on site over winter.

Examples include:

3D / bas-relief representations or Illustrations of a key item such as a stone axe, a cremation urn, a piece of decorated metal or body adornment as a primary message in a graphic panel.

3D / bas-relief representation as above, as tactile panels

Art pieces presenting a visualisation of people, artefacts and monument use

Raw materials, such as particular stone used, antler picks

All these items to be linked back (text, web link etc) to a museum where the actual artefact can be seen, a quarry where the material was sourced etc.

Events

In addition, we recommend the development of events based interpretation and activities across the year (within clusters), learning from the success of the Heather and Hillforts team, and drawing on experience of Cadw's own work with providing appealing events at a range of sites. Events engage local and repeat audiences in particular and also bring in new audiences who might not otherwise make the effort to discover the historic landscape 'gems' of Wales.

Infrastructure Recommendations

For the Origins thematic strand to be successful in building visitor interest and visitation to field sites, the development of infrastructure will be vital. Therefore, our general recommendations are:

<u>All sites</u>
Establish ground rules for each site where visitors are recommended to visit, see below.

<u>Signposting: improve signage to sites.</u>
Consider all routes to each site and ensure that routes from main approach roads are clearly signposted

<u>Parking: improve parking facilities at each site</u>
Assess likely demand at each site and ensure adequate and safe parking is provided at a point suitable for gaining pedestrian access to the site. Include space and locking points for bicycles where appropriate.

Public Transport
Assess public transport routes and provide access to routes, stopping points and timetables via the internet. Consider route-marking from nearby stops to the site.

Orientation at main point of access
Provide suitable, sensitively located and appealing site orientation information panels at each main point of access to the site, specifically car parks and busy footpath routes. These should include:

- Name and type of site
- 'Project' name, i.e. the Origins of Wales, to clarify historical period (instead of Cadw, site owner / operator details)
- Site plan and illustration – this is what is here
- Distance from access point – how to get there, how far is it (time walking)
- Access information – gates, surfaces, poor weather
- Source for further information (i.e. web addresses, download details)
- Details of other sites in vicinity – "follow the story to other places nearby"

Route marking
Route marking may be required on some but not all sites, to include:

- Walking route to and around each site
- Best viewpoints re each site

DDA provision
Where appropriate, introduce seating and lean-rails along routes and at the sites

Access and site improvement recommendations

- Consider re-aligning access / entrance / parking at sites
- Evaluate key sites to see whether improvements can be made to site access.
- Consider creating new parking areas with improved safety, accessibility and capacity
- Consider improving paths, surfaces, gateways, enclosures, hedges to give better viewing, reveal of sites, site coverage and so on
- Reference to sites and their significance or associational value that are close by
- List sites in close proximity, with map and details where possible or reference to contact details, print etc.
- Seek to link sites with signs via footpaths, trails and routes to create a 'product' within an area, building on the strategic aims of the Wales Walking Tourism Strategy

Organisational recommendations

One of the most positive aspects of developing the Origins Interpretation Plan is the amount of goodwill and support it has generated between professional colleagues in different organisations, all of whom are keen to engender a much greater interest in prehistory. This goodwill can only be good news for visitors, as well as for the organisations. Our recommendations are:

As a priority, for Cadw to take the lead at high level and create a small working group that has the *strategic objective of generating advocacy and promotion of prehistory through deploying an action plan of collaborative activities that can help deliver step change in attitudes and resources* for this thematic strand.

For Cadw to review the resources available through the HTP programme and *redeploy proposed capital funds between the thematic strands to ensure that Origins and Prehistory has a more equitable share to enable delivery of the infrastructure, access and interpretive enhancements* proposed to deliver increased awareness and visitation of the landscape sites.

For Cadw and collaborative organisations to *develop a methodology for enhancing the understanding of target user needs, existing and potential visitor profiles and engaging in a programme of focus group consultation*. This could be considered in a number of ways, for example: the trial use of explorer packs (family and school groups), apps (all groups, especially families, overseas visitors, and independent explorers), the activities and deployment of Discovery Guides (families and local visitors). Also, to build a programme of evaluation and feedback via the website, together with on site evaluation of events through staff and the Discovery Guides work. A helpful first step would be to start to establish baseline visitor statistics through the installation of automatic counters at a cross-section of sites to count the number of actual visits.

For Cadw to harness and schedule commissioned fieldwork and survey – undertaken by the Welsh Archaeological Trusts in order that archaeological processes and techniques as relating to prehistoric sites could be fed into regional activities and event programmes. This might include summer excavation visits or landscape encounters, temporary exhibitions and talks, working with museums, community projects involving engagement with different groups and so on. As we have indicated earlier, visitors respond positively to the dynamic processes of discovery and their effect upon our changing understanding of prehistory in Wales and how it has shaped the place we live in and visit today. This would demonstrate the importance of research and public interpretation to the continuing work of Cadw and the Trusts.

Marketing and promotional recommendations

For Cadw to consider two campaigns:

The first aimed at visitors and promoting the enigmatic qualities and stunning settings of the sites, together with key artefacts associated with the time periods and the sense of discovering the best of 'hidden Wales' on foot. Visitors are ready for something fresh and different in terms of heritage and Wales' internationally significant prehistoric sites set within outstanding landscapes can provide that 'new product'. However, for this to yield results, appropriate resources need to be focused on the assets and the benefits of seeking out mysterious and undiscovered places.

The second aimed at recruiting staff / volunteers for the Discovery Guides programme, promoting the opportunities for meeting people, being an ambassador for their local community / area, for Welsh heritage and developing highly valued, transferable skills through undertaking training facilitated and led by key partners including Cadw, PCNPA and AC-NMW, for example.

Example visits and experiences: Pembrokeshire Case Study

In order to illustrate the range of interpretation visitors might encounter on future visits to prehistoric sites in Wales we have provided three examples for the notional Pembrokeshire 'cluster'. These describe three different visitor types and an outline scenario of what might be encountered on a visit. *NB. Please refer to Pembrokeshire site audit sheets for individual site recommendations for access and ideas for interpretation.*

Target audience: Family on holiday

Previous Museum visit – NMW Origins Gallery; contact capture for database of interest. Activities: gallery browsing, gallery trail leaflet, artefact handling and discussion with enabler, audio visual presentation and overview of places to visit

Web research – Activities: places to visit / things to do / wet weather options; contact capture for database of interest; downloads for specific sites and storyline elements, quizzes etc

Targeted email promoting Castell Henllys, storytelling events, Discovery Guide programme and Explorer Pack with Pocket Prehistory; opportunity to pre-book events; downloads reminder / prompt

Castell Henllys - Visit the site and experience Iron Age domestic life and craft activity within the reconstructed houses; try weaving and other hands on sessions, participate in a storytelling session; opportunities for handling replica items and further interactivity with costumed interpreters.

Cluster hub interpretation and promotion of other sites in the area to explore - linking stories and places within the area

Discovery Pack and Pocket Prehistory purchased as a souvenir and for use on site

Download app / podcast for cluster providing interpretation of the landscape, the time context, farming, domestic life and activity, archaeological evidence and research

Other explorations / options:

Minibus tour departing from Castell Henllys for selection of local sites with Discovery Guide (good for poor weather day) and portable resources for handling and discussion at each site

Pentre Ifan and Carreg Coetan Arthur – visit: encounter with Discovery Guide and opportunity for handling replica items (good for sunny day), on site graphic(s), low relief replica artefacts, interactive download – site tour, film sequences, descriptive story and introduction to archaeological research and thinking

Oriel y Parc – visit: art activities; refreshments; gallery visit and temporary Origins promotion and display; promotion of National Park sites and activities; touch screen interpretation (Origins website exploration and further interpretation and download opportunities)

Target audience: Independent Walkers

Gors Fawr Circle – park and visit site, read illustrative panel and download app, handle low relief artefact replica(s), walk to Carn Menyn - Inspired to explore further and receive promotion of Discovery Guide that afternoon at Pentre Ifan (see above). Continue walk to Foel Drygarn hillfort with interpretation from download.

Pentre Ifan – park and visit site, find Discovery Guide there and encounter artefact handling, engage in debate; reminder of other local sites to explore; feedback from visitor interest

Back to Newport – evening stroll to Carreg Coetan Arthur - read illustrative panel, handle low relief artefact(s) before pub meal and discussion!

Target audience: 55+ explorers (with party member with limited mobility)

Newport TIC visit: purchase Pocket Prehistory, staff member promotes other opportunities for accessible landscape exploration, demonstrates virtual tours on website / display screen; book guided minibus tour of sites v

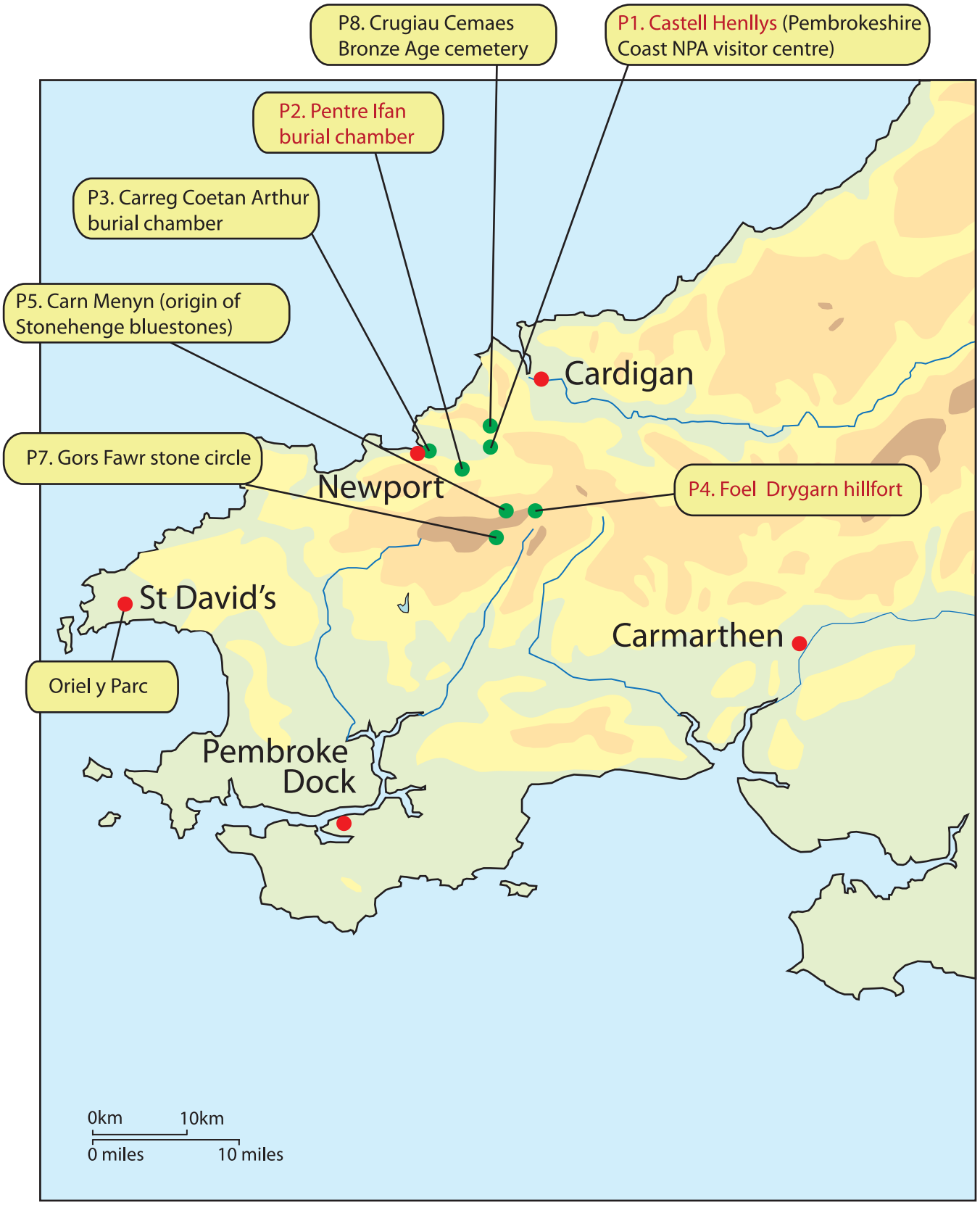
Carreg Coetan Arthur - stroll to site and enjoy burial chamber with accessible viewing platform and interpretation

Take minibus tour (or visit independently) – enjoy Pentre Ifan with infrastructure enhancements made for accessibility; engage with Discovery Guide and handling resources

Castell Henllys – attend evening storytelling session in roundhouse using access support (all terrain buggy)

Oriel y Parc, St David's – visit, fully accessible gallery exploration and lunch

The map overleaf shows a geographic cluster of key sites in Pembrokeshire that can be promoted and developed as an 'Origins' / 'Ancestors' destination.
NB. Castell Henllys has the potential to host the training of Discovery Guides and provide a base for the Guides and their resources.



Sites in the Pembroke Cluster

The Origins and Prehistory of Wales: a strategic approach to interpretation

Prepared by Carolyn Lloyd Brown FTS MAHI & David Patrick for Cadw

May 2011

Concluding remarks

This Interpretation Plan for the Origins and Prehistory of Wales:

Identifies the key elements of a long and complex story, recommending that the focus of visitor interest lies within the period c. 5000 BC and AD 47/78 (and dovetails with the Roman Invasion and Settlement Interpretation Plan).

Proposes *reducing* the emphasis on time depth and distance by taking a people centred approach to interpretation and focusing on a sense of identity and shared ancestry by exploring individual roles and perspectives. **This will deliver relevant and appealing stories.**

Encourages *considered speculation and debate* about our enigmatic past, engaging visitors in debate and showing audiences that research in to prehistory is dynamic and exciting, making new discoveries every day. **This promotes the importance of archaeological research and experimentation**.

Strongly recommends the drawing together of individual monuments, their landscape setting and the artefact assemblages and other archaeological evidence, so that *a 'complete' picture is interpreted* for visitors. **Furthermore, this encourages beneficial collaboration and partnership working across disciplines Wales-wide.**

Proposes engaging interpretive approaches that *promote accessibility, enhanced infrastructure to aid increased visitation* and a range of media that are appropriate to the unstaffed, often remote sites located in outstanding landscapes. Furthermore, a key recommendation is **the development of a Discovery Guides programme that provides a responsive, flexible, personal resource that can be deployed across a range of unstaffed sites**

Promotes the Origins and Prehistory thematic strand as being *capable of delivering transformative impact* and benefits through relatively modest, integrated investment in people, in IT resource and at sites across Wales.

Appendix A

Site Audits

Site Audits

The following pages comprise a series of audit sheets organised in approximate geographic clusters as follows:

- Anglesey
- Clwyd and Denbigh
- The Gower Peninsula
- The Llyn Peninsula
- Pembrokeshire
- Others

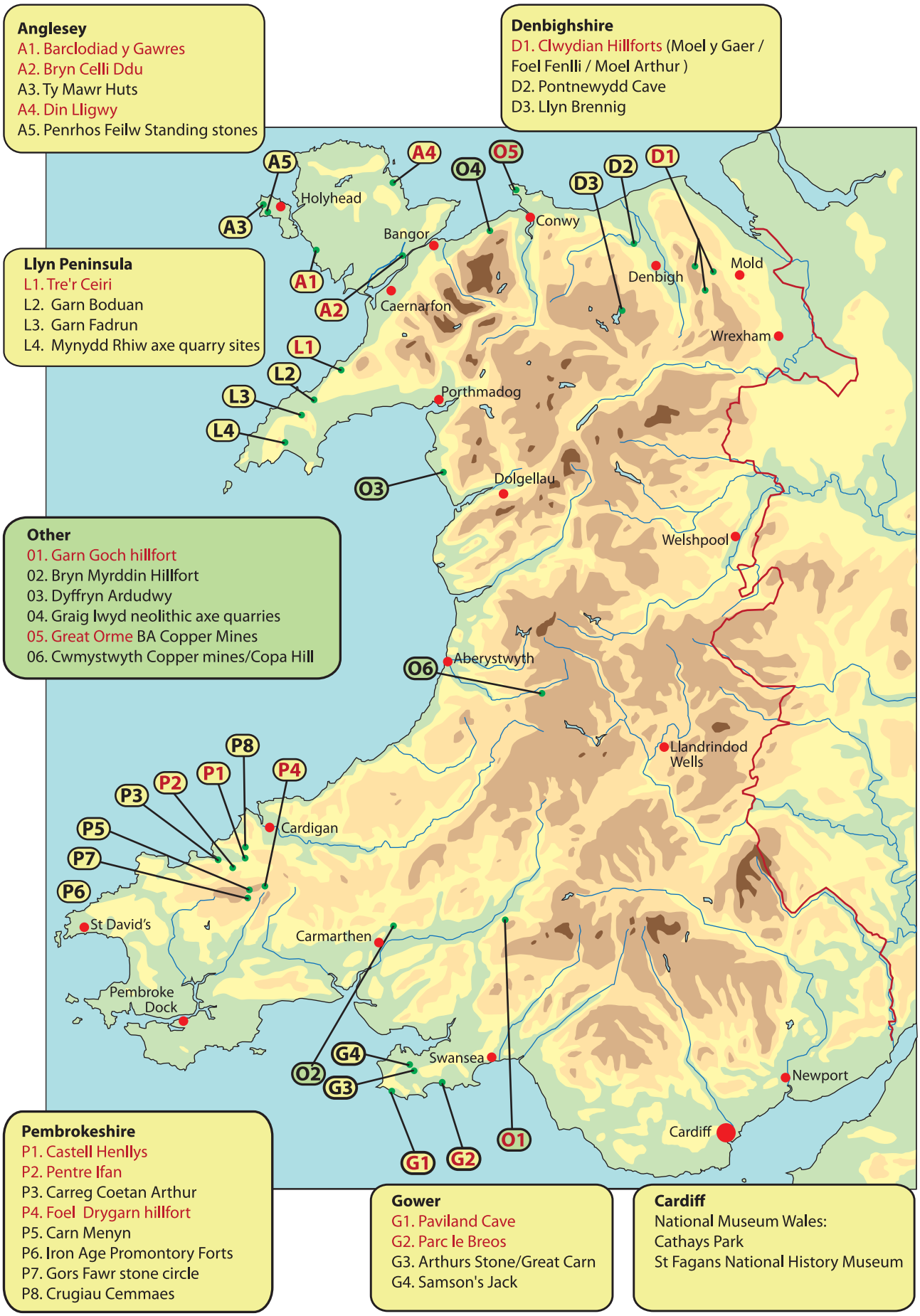
A map of the sites visited is provided overleaf, together with their reference number.

The audit sheets are organised with the following information:

- Title and location with image
- Summary of the site and its significance to the thematic strand
- Our site evaluation, covering routes and signposting to the site, parking at the site, access, current interpretation (if any known of), the site's assets and opportunities for visitor interest, issues and challenges relating to leisure visits
- Our suggestions and ideas at this stage, relating to infrastructure, access and interpretation, with potential links to other sites and / or organisations. Please note that although carefully considered, these are not definitive recommendations, and all will require further planning, content and concept development

Reference photographs are provided with each audit.

NOTE: The audits were conducted as 'leisure visitors' with deliberately limited pre-visit planning in order to gain an impression from a visitor perspective, with little or no prior knowledge. A large number of sites were visited out of season, in a relatively short space of time, so *the recommendations should be viewed as a first stage in the individual and cluster planning and development process.*



Map showing representative sites

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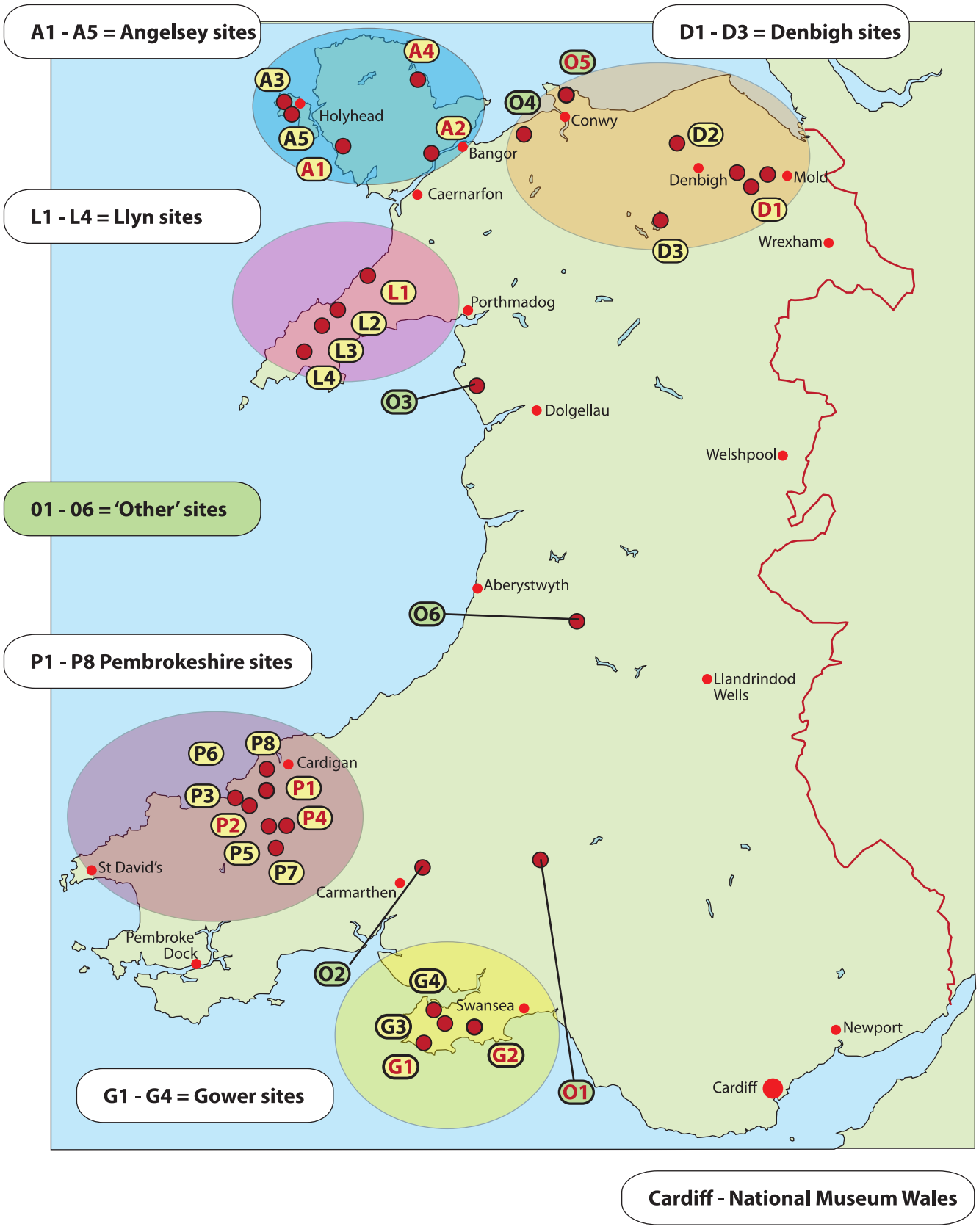
Prepared by Carolyn Lloyd Brown FTS MAHI & David Patrick for Cadw

May 2011



Sites showing cluster groups

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Map Location A1: Barclodiad y Gawres, Llanfaelog

Summary
Neolithic decorated passage grave dating from the 3rd millennium BC. A very important site related to the tombs of the Boyne Valley in Ireland (Newgrange, Knowth and Dowth). Several of the wall stones in the partially restored tomb are decorated with abstract designs including spirals, zigzags and lozenges. Excavation of the side chamber revealed evidence of a fire which was quenched with a stew containing reptiles, fish and small animals before being carefully covered with limpet shells. The monument has a spectacular coastal location. The reconstructed chamber is normally locked and a key is obtainable from the Key Keeper at the Wayside Stores in Llanfaelog. The burial chamber can be visited by appointment every Saturday, Sunday and Bank Holiday Monday between 12 and 4pm from 1 April until 31 October.

Site evaluation

Routes and signposting
Good roads to site, signposting

Parking
Beach car park (Porth Trecastell / Cable Bay) with space for 30 - 40 cars

Access
- Entry into chamber at restricted times and requires key holder (1.2 miles away) to be present.
- Narrow, sandy path runs alongside low cliffs and beach. Not suitable for wheelchairs or buggies
- No specific signposting.
- Public footpath runs from car park and passes the site (Isle of Anglesey Coastal path). 10 mins walk from car park.
- No seating
- No interior lighting

Interpretation
- Graphic panel at start of footpath
- 2 cast metal signs at monument, one in English, one in Welsh
- 1 graphic panel on site, Barclodiad y Gawres
- Accompanied entry (not known if this includes any guide information)
- Further information re Cable Bay and AONB at car park
- Cadw Guidebook for Ancient Monuments of Anglesey (available at local outlets but not on site)
- We believe there is a full scale replica of the inside of the chamber at the Oriel Ynys Mon in Llangefni, but this was not visited for the audit.

Assets and Opportunities
- Large, nearby car park, with short walk to access
- A visually ‘complete’ burial chamber with mound over
- The decorated stones
- Experience of being able to walk inside an ancient tomb
- Sense of enclosure / intimacy of tomb
- contrasts with open and distant views externally
- Spectacular setting with extensive views over sea and to the adjacent bay
- Linking coast path
- Legend of the ‘Giantess’s Apronful’ (name derives from this)

Issues and Challenges
- Secure gate and requirement for appointment limits visitor access and may lead to
- disappointment if key holder not available
- Concrete dome not sympathetic and suggests different form for structure
- Concrete cap to dome is unattractive
- Intrusive signs at entry point
- Lack of lighting within tomb makes it difficult to fully appreciate the decorated stones (key holder carries a torch)

A1 Barclodiad Gawres – Recommendations

- Improve and maintain signage from main roads to site
- Mark site on coastal footpath at appropriate locations
- Make improvements to car park
- Remove existing interpretive panel
- Create and install new identification and orientation signage at car park
- Create illustrations for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download
- Consider options for creating a new approach route to the site by acquiring field to right of path, allowing the monument to be seen in a wider and more sympathetic space, or improving path for fuller access. Possibility of a short, circular walk.
- There is potential to create a fully accessible walk to this spectacularly located monument, providing an enriching coastal landscape experience for visitors with limited mobility.
- Remove existing graphics / signs and replace with new identification / orientation / interpretation panel at a discrete distance from the monument. Consider a tactile model / reconstruction of site in car park to encourage exploration and provide alternative if not open.
- The reconstructed mound with its concrete cover and rough walled entrance is not sympathetic to creating a sense of the true monument. Plan a re-working of the mound, the entrance, the gates and the interior. Consider this as a 'public activity', where the public can follow an archaeological style re moval and reconstruction of the mound.
- Make guided visits more easily available / accessible / regular.
- Use 'Discovery Guides' with replica handling items and other resources on regular occasions
- Develop a modest events programme, including day time and evening (torchlit) storytelling

Key messages on site

- What the burial chamber remains are, who used them and how they were used
- When they were in use (time context)
- 'Art' / decoration in the monument, its possible significance and relationships with other societies
- What the landscape would have been like when the monument was in use and how people lived
- Relationships to the surrounding landscape, other monuments and the sea
- Archaeological investigation and research

Potential roles to explore thematically

- Tomb builders
- Ancestors and gods
- Makers, metal workers, artists
- Travellers and explorers

Links to

- National Museum
- Oriel Ynys Mon in Llangefni
- Anglesey Gateway, Bryn Celli Ddu and other sites in proximity
- Boyne Valley

A1 Barclodiad Gawres – Additional images

Map reference A2: Bryn Celli Ddu, Llanddaniel Fab

Summary
Neolithic burial chamber overlying a henge monument, dating to late 3rd millennium BC.
One of the best known monuments in Wales with an accessible and atmospheric burial chamber. The site has a long and complex history and has been excavated and partially restored. It is thought that phase 1 was the creation of a henge monument and phase 2 was the building of a passage grave.
A decorated pattern stone was discovered at the back of the chamber and a replica was subsequently made for the site. The original stone is at NMW, Cardiff. There is a tall standing stone, assumed to be Bronze Age, on a ridge to the north of the site.

Site evaluation

Routes and signposting
- Good roads to site, signposting

Parking
- Dedicated car park with space for 8 - 10 cars

Access
- Steep stone stile leading to level well maintained path to monument, kissing gate at monument restricts buggies. Ditch restricts full access across site and into monument.
- Some route markers, although one missing where path diverges from public footpath. 10 mins pleasant walk from car park.
- Entry into chamber narrow.
- No seating, although it would be possible to sit inside the monument.

Interpretation
- Graphic panel at car park
- 2 cast metal signs at monument, one in English, one in Welsh
- 2 graphic panels on site, The Henge and The Burial Chamber
- Cadw Guidebook for Ancient Monuments of Anglesey (available at local outlets but not on site)

Assets and Opportunities
- A ‘complete’ burial chamber with earthen mound over
- Experience of being able to walk inside the monument
- Views to Snowdonia
- Atmospheric
- Attractive setting generally

Issues and challenges
- Reconstruction not accurate
- Stile limits access
- Signs missing
- Complex site with long and changing ritual use makes interpretation challenging

A2 Bryn Celli Ddu – Recommendations

- Maintain signage from main roads to site
- Mark site on footpaths at appropriate locations
- Remove existing interpretive panel
- Create and install new identification and orientation signage at car park
- Consider use of a tactile model of the monument within its setting
- Consider viewpoint from road by car park across to monument, identifying the monument in the landscape
- Create illustrations for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download
- Create a new more accessible route to the footpath to avoid the steep stile at the start by acquiring space in the adjacent field (link to tactile model, raised lettering and use of a downloadable descriptive tour of site)
- Ensure signs along the path are maintained
- Ensure all gates are wheelchair / pushchair friendly
- Consider extending the site boundaries allowing the monument to be seen in a wider and more sympathetic space
- Possibility of a short, circular walk on existing footpaths
- Remove existing panels and replace with new interpretation panels
- If the mound is deemed to be incorrect, consider a re-working of the mound, this as a ‘public activity’, where the public can follow an archaeological style removal and reconstruction of the mound.
- Use of Discovery Guides with associated handling items
- Storytelling events – day time and evening (torch-lit)
- Thematic guided walks

Key messages on site

- What the henge and burial chamber remains are, who used them and how they were used
- When they were in use (time context)
- ‘Art’ / decoration in the monument, its significance and relationships with other societies
- What the landscape would have been like when the monument was in use
- Relationships to the surrounding landscape and significance of the valley

Potential roles to explore thematically

- Tomb builders
- Ancestors and gods
- Makers, metal workers, artists
- Travellers and explorers

Links to

- National Museum of Wales
- Anglesey Gateway, Barclodiad y Gawres and other sites in proximity
- Sites in Brittany

A2 Bryn Celli Ddu – Additional images

Map reference A3: Holyhead Mountain Hut Group (Tŷ Mawr Huts)

Summary
An unenclosed settlement of which about 20 structures are evident, but there were originally many more buildings (more than 50) over a larger area. Excavation has demonstrated a long and complex occupation dating back to 500 years BC and continuing into the Roman period. Current thinking is that a group of eight farmsteads are evident, but only one or two were occupied at any one time. Occupation of the lower slopes of Holyhead Mountain goes back much further, to late Neolithic or early Bronze Age, and some Mesolithic flint tools have been excavated on the Mountain. The structures are distinct, and elaborate entrances, together with some stone furniture such as basins and benches can clearly be seen, making it an evocative and interesting site.

Site evaluation

Routes and signposting
- Good road to car park, signposting

Parking
- Large shared RSPB car park with space for 30 – 40 cars

Access
- Gated access to field, rough grassy path around site. No route markers.
- 2 mins walk from car park
- No seating.
- Public footpath to summit, set in open access land (a lengthy and steep walk of about 1-2 hours to the summit).

Interpretation
- 1 graphic panel at site entry point (giving inaccurate information about where the viewer is) and another centrally on site
- Some reconstruction illustration of how the farmsteads may have appeared
- Cadw Guidebook for Ancient Monuments of Anglesey (available at local outlets but not on site)

Assets and Opportunities
- A 'complete' settlement to walk through and imagine
- Relatively easy ability to explore settlement
- Easily identifiable hut walls, mix of building types
- Adjacent cliff and hill walks, RSPB site and lighthouse nearby
- Walk to summit if desired
- Good views and attractive setting
- Lots of visitors, an established destination point

Issues and challenges
- Under promoted site
- Lacks drama and site definition

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A3 Tŷ Mawr Huts – Recommendations

- Improve and maintain signage from main road to site
- Mark site on coastal footpath at appropriate locations
- Create and install new identification, orientation and interpretation signage at car park
- Remove existing interpretive panel
- Create illustrations for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download
- Consider a tactile model of the site to demonstrate different building types and uses
- Consider possibility of a short, circular walk.
- Remove existing graphics / signs and replace with new / orientation / interpretation panel at a discrete distance from the monument
- Consider reconstructing one / more of the huts as a 'public activity', where the public can follow an archaeological reconstruction of the buildings
- Assess mound on site for suitability as a formal viewpoint over the site and out to sea
- Use of Discovery Guides and handling items
- Guided walks and events to aid animation

Key messages on site

- What the building remains are, who used them and how they were used
- When they were in use (time context)
- What the landscape would have been like when the site was in use
- Relationships to the surrounding landscape – domestic, farming and ceremonial monuments, especially continuity of use and settlement of Holyhead Mountain

Potential roles to explore thematically

- Farmers
- Toolmakers
- Traders

Links to

- National Museum Wales
- Anglesey Gateway, Penrhos Feilw standing stones and other sites in proximity
- Other Iron Age and Roman sites in area
- RSPB and lighthouse

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Map Reference A4a: Lligwy Burial Chamber, Moelfre

Summary
A late Neolithic burial chamber with a vast capstone measuring 5.5m by 4.8m. When it was excavated the remains of between 15 and 30 individuals were found, together with pieces of broken Beaker and grooved ware pottery, animal bones, shells and flint implements.

Site evaluation

Routes and signposting
- Single track road to site, no signposting.

Parking
- Space for 1 or 2 cars on verge adjacent to field, although more parking available at Din Lligwy (A4b) some 5 mins walk away.

Access
- Kissing gate leads to a field in which the stones stand 1 min walk away. No actual path, so limited accessibility
- The monument is closely surrounded by traditional municipal style upright iron railings with a gate (difficult to open)
- No seating.

Interpretation
- 2 cast metal signs at roadside, one in English, one in Welsh
- 1 graphic panel at monument

Assets and opportunities
- Attractive and sheltered setting
- Dramatic scale of capstone
- Proximity to other Din Lligwy sites (see below)
- Cadw guidebook for Anglesey

Issues and challenges
- Municipal style, closely spaced railings
- Livestock in field

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A4a Lligwy Burial Chamber – Recommendations

Main recommendation is to create a single mini destination from a group of small sites. Consider the three Lligwy sites together, interpreting 3 sites and 3 eras – late Neolithic at the burial chamber, Romano-British at the settlement of Din Lligwy hut group, and medieval at the small chapel of Hen Capel (reflecting Anglesey's rich heritage). Promote a single, suitable parking place and clear, accessible footpaths linking all three, placing them in the context of Anglesey's strategic importance and development.

If this is not possible or desirable:

- Improve and maintain signage from main roads to site
- Mark site on footpaths at appropriate locations
- Identify car park further along road
- Create and install new identification and orientation signage at this car park
- Consider extending site boundaries to set monument in a wider and more sympathetic space with different and less visually unsympathetic enclosure fencing
- Remove existing interpretive panel
- Create illustrations for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download

Possible

- New site identification / orientation panel situated discretely by monument

Key messages on site

- What the burial chamber remains are, who used them and how they were used
- When they were in use
- What the landscape would have been like when the monument was in use
- Relationship to the surrounding monuments

Potential roles to explore thematically

- Tomb builders
- Ancestors and gods

Links to

- National Museum Wales
- Anglesey Gateway, other Lligwy sites, and other sites in proximity

Map reference A4b: Din Lligwy Settlement / enclosed hut group, Moelfre

Summary
A distinctive enclosed 'estate centre' comparable to a Roman villa complex, with an occupation spanning Iron Age to Romano-British / Roman. Clear and impressive remains of domestic, agricultural and industrial buildings in a sheltered setting but with views over Lligwy Bay.

Site evaluation

Routes and signposting
- Single track road to car park, some signposting

Parking
- Awkward space on wide bend with space for perhaps 6 – 8 cars

Access
- Kissing gate leads down steps to field. No clear path, muddy, and with steps and short incline, some route markers. 6-8 mins walk to site
- No seating.

Interpretation
- 1 graphic panel at car parking area
- 2 cast metal signs at site, one in English, one in Welsh
- 2 graphic panels on site
- Cadw guidebook for Anglesey

Assets and opportunities
- Continuity of time periods represented
- 'Complete' settlement to explore
- Enclosed in woods, with occasional views out to coast
- Easily identifiable walls, mix of building types

Issues and challenges
- Mix of signs at car parking area
- Poor path to site
- Limited views out

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A4b Din Lligwy Settlement – Recommendations

Note: Consider treating the three Lligwy sites together, as above

- Improve and maintain signage from main roads to site
- Mark site on footpaths at appropriate locations
- Create and install new identification and orientation signage at car park
- Remove existing interpretive panel
- Create illustrations for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download
- Replace stepped access with suitable accessible route
- Create accessible path to site
- Remove existing graphics / signs and replace with new orientation / interpretation panels at a discrete distance from the monument
- Guided walks and events
- Discovery guides and replica handling items

Key messages on site

- What the building remains are, who used them and how they were used
- When they were in use, including story of continuity (link to Roman invasion of Britain and Wales specifically)
- What the landscape would have been like when the site was in use
- Relationships to the surrounding landscape – farming and ceremonial monuments, the sea

Potential roles to explore thematically

- Farmers
- Toolmakers
- Makers, metalworkers, artists
- Traders
- Leaders
- Slaves

Links to

- National Museum of Wales
- Anglesey Gateway, other Lligwy sites and other sites in proximity

Map reference A5: Penrhos Feilw standing stones, Holyhead

Summary
A pair of Bronze Age standing stones almost 3 metres high, made of Holyhead schist.

Site evaluation

Routes and signposting
- Single track road to site, some signposting

Parking
- Pull in space for 1 or 2 cars on verge adjacent to farmer's field

Access
- Kissing gate leads to field (occupied by horses on our visit) in which the stones stand some 2 -3 mins walk away.
- No seating.

Interpretation
- 2 cast metal signs at roadside, one in English, one in Welsh

Assets and opportunities
- Tall, enigmatic stones
- Stones are weathered and lichen covered, suggesting age
- No close fencing so walking around is possible
- Views over landscape
- Stones visible from lane

Issues and challenges
- Proximity to farm buildings
- Horses in field

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A5 Penrhos Feilw standing stones – Recommendations

- Mark site on footpaths at appropriate locations
- Consider interpretive viewpoint from road across field to monument, identifying the monument in the landscape
- Create and install new identification and orientation signage

Key messages in print / electronic media:

- Why the stones were erected, who by, when and why… and why here
- What the landscape would have been like when the monument was in use

Potential roles to explore thematically

- Dreamers
- Ancestors and gods

Links to

- National Museum Wales
- Anglesey Gateway, Ty Mawr and other sites in proximity

Map reference D1: Clwydian Hillforts (Heather and Hillforts Project)
D1A Moel y Gaer

Summary
3km walk up and down
Moel y Gaer, Llanbedr was built during the Iron Age around 2,500 years ago. The hillfort has just one set of ramparts (the earthen banks and ditches) which would have roundhouses made of timber inside in which people lived. There are two entrances into the hillfort. The one to the north is complex, with banks acting as a funnel to make it harder for people to attack.

Site evaluation

Routes and signposting
This section of the Offa's Dyke Trail is located in the Clwydian Range AONB, which is indicated by notices at the edge of the AONB, and the Moel Famau Country Park which is signposted. There are no specific signs to the hill forts. A bus stop is located at the car park. For public transport links, please visit traveline-cymru.org.uk or call 0871 200 22 33 Source: Heather and Hillforts.

Parking
See details under D1B.

Access
Whilst no footpaths lead directly to Moel y Gaer stunning views of this fascinating hillfort can be seen from the Offa's Dyke Trail to the east and from a public footpath to the west. Start both routes from Moel Famau Iron Gate car park. The hillfort is within access land, so it is possible to follow old tracks to the site but these are not evident on the ground.
This section of the Offa's Dyke Trail is well made and easily followed. The route leads from the car park to Jubilee Tower on the summit of Moel Farnau (a Victorian stone building serving as a viewpoint over the landscape) passing Moel y Gaer below. The walk to the tower takes approximately 50 mins. The path is suitable for casual walkers but is steep in places and only just suitable for buggies. There are several points along the path, including the Jubilee Tower, where the hill fort can be clearly seen. Seating available on route. On our visit (a sunny but cold Sunday in March) we estimated 150 people on the path at one time.

Interpretation
See D1B below for interpretation.
This walk has signposts for a mobile phone Heritage Trail, which is indicated on a map on an interpretive panel, although on our visit we didn't notice some of the marked points, nor did we see anyone making use of this trail.

See Heather & hillforts website:
http://www.heatherandhillforts.co.uk/
website
audio downloads for MP3 and mobile phone events

Assets and opportunities
- Specialist tours / visits
- Opportunity to see a hillfort from 'above', from the Offa's Dyke Trail
- Link to Offa's Dyke Trail, an established and popular walker's route
- Links to other hillforts, providing partnership opportunities, such as the Heather & Hillforts initiative

Issues and challenges
- No public footpaths

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D1A Moel y Gaer – Recommendations

- Interpret from the Offa's Dyke Trail
- Make the sources of information for audio tours clearer

Key messages on site

- What the hill fort remains were, who used them and how they were used
- Views and what the landscape would have been like when the fort was in use
- Time context of pre-Roman Wales, local tribes etc
- Communication

Potential roles to explore thematically

- Farmers
- Leaders
- Warriors
- Traders
- Slaves

Links to

- National Museum Wales
- Other sites in proximity

Map reference D1B: Foel Fenlli

Summary
1km walk uphill
Foel Fenlli (also known as Moel Fenlli) was built during the Iron Age, around 2,500 years ago. There is evidence that people would have lived inside the hillfort collecting water from a spring in the centre of the fort. People have been using the hillfort before and after the Iron Age. There is a possible Bronze Age burial mound inside the fort and in 1816 a hoard of 1,500 Roman Coins were found.

Site evaluation

Routes and signposting
Moel Fenlli can be accessed by taking the A494 Ruthin to Mold road and following the brown signs for Moel Famau Country Park. Moel Fenlli car park is situated opposite Moel Famau car park.The car park is located in the Clwydian Range AONB, which is indicated by notices at the edge of the AONB, and the Moel Famau Country Park which is signposted. There are no specific signs to the hill forts. A bus stop is located at the car park. For public transport links, please visit traveline-cymru.org.uk or call 0871 200 22 33 Source: Heather and Hillforts

Parking
There are two pay and display car parks where the minor road crosses the ridge of the hills. They both serve visitors visiting the country park, Offa's Dyke Trail and exploring the hills generally. Capacity is approximately 120 cars. The north car park is currently undergoing extensive upgrading.

Access
There are two routes to the hillfort, although neither are clearly marked or explained. A footpath can be taken directly up to the Fort from the car park below, but this is a very steep and potentially dangerous route in wet weather. The Offa's Dyke Trail runs from the car park and takes an easier route up that leads visitors to the hillfort entrance, from where the route diverges, enabling visitors to enter the fort interior, or follow the southern ramparts for an easier walk to the highest point.

The choice of routes isn't made apparent to visitors. Only suitable for competent walkers. Narrow, steep and rocky paths with steep drops. The walk to the high point takes approximately 45 mins. On the day when there were approx 150 people on the route to the Jubilee Tower (see D1A above) there were only 10-12 on the route to the hillfort, and these people may have been on the Offa's Dyke Trail rather than visiting the hillfort.

Interpretation
The on-going redevelopment of the car parks includes several dry stone settings suitable for interpretation. Three interpretation panels have been put in place in a drystone compound which serves as a viewpoint over the Vale of Clwyd. We didn't see any that specifically interpreted the hillfort. There is no interpretation on the route or at the hillfort.

See Heather & hillforts website:
http://www.heatherandhillforts.co.uk/
website
audio downloads for MP3 and mobile phone events

Assets and opportunities
- Very clearly defined hillfort and ramparts
- Walking route around ramparts
- 360deg panoramic views
- Links to other hillforts

Issues and challenges
- Steep, narrow and potentially muddy paths
- Rough, heather-covered interior with no features

D1B Foel Fenlli – Recommendations

- Interpret from the Offa's Dyke Trail
- Interpret from car park area
- Make the sources of information for audio tours clearer
- Visits with Discovery Guides

Key messages on site

- What the hill fort remains were, who used them and how they were used
- Views and what the landscape would have been like when the fort was in use
- Time context of pre-Roman Wales, local tribes and Roman invasion and settlement

Potential roles to explore thematically

- Farmers
- Leaders
- Warriors
- Traders
- Slaves

Links to

- National Museum Wales
- Other sites in proximity

Map location D1C Moel Arthur

Summary

1km walk uphill
Moel Arthur was built around 2,500 years ago. It can be found nestled between Penycloddiau hillfort and Moel Llys y Coed. Although it is a small hillfort, it can boast some of the largest banks and ditches (ramparts) of all the hillforts in the area.
Activity on Moel Arthur wasn't just limited to the Iron Age. There is a possible Bronze Age burial mound in the centre of the hillfort and evidence of quarrying on the southern edge of the hill. Legend has it that the hill was exploited during the 'Cilcain Gold Rush', by ever-optimistic gold diggers.

Site evaluation

Routes and signposting

Moel Arthur can be reached by taking the Mold to Denbigh road (A541) and turning the first left after the Cilcain turn off. The fort is 2 miles down this road. There are no sign posts. The road is steep and very narrow.

Parking

- There is a small car park with space for 10 – 15 cars

Access

Steep muddy path, waymarked as Offa's Dyke Trail. Path to hillfort and summit indicated by carved slate marker on ridge. 20 min walk to top.

Interpretation

- 1 interpretation panel at the car park covering the hillfort and moorland life.
- See Heather & hillforts website:
- http://www.heatherandhillforts.co.uk/
- website
- audio downloads for MP3 and mobile phone
- events

Assets and opportunities

- Easily reached from car park
- On Offa's Dyke Trail
- Excellent views to surrounding landscape
- Proximity of other hillforts (partnership)

Issues and challenges

- Small car park with narrow access lanes
- Steep ascent
- Featureless heather-covered interior

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D1C Moel Arthur – Recommendations

- Make the sources of information for audio tours clearer
- Visits with Discovery Guides

Key messages on site

- What the hill fort remains were, who used them and how they were used
- Views and what the landscape would have been like when the fort was in use
- Time context of pre-Roman Wales, local tribes and Roman invasion and settlement

Potential roles to explore thematically

- Farmers
- Leaders
- Warriors
- Traders
- Slaves

Links to

- National Museum Wales
- Other sites in proximity

Map reference D2: Pontnewydd Cave, near St Asaph

Summary
Palaeolithic cave site thought to be a camp providing evidence of oldest human remains known from Wales dating back some 230,000 years.

Site evaluation

Routes and signposting
- Very poor roads for some distance around the site, almost no passing places, no signposting

Parking
- No roadside parking available

Access
- The cave is on private property adjacent to a road. A rough path leads to the cave via a field gate. The cave entrance is walled up, with a locked metal door providing access.

Interpretation
- None

Assets and opportunities
- Finds from cave (teeth, stone tools and animal bones with evidence of butchery)
- Evidence of Neanderthal ancestors

Issues and challenges
- Access not viable unless land owner agrees
- Risk of falling stones
- No parking nearby and very narrow lane

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D2 Pontnewydd Cave – Recommendations

Initial options
- a) do not attempt to encourage visits
- or b) Consider seeking permission from landowner for public access
- Improve gate and path
- Simple waymarking indicating route to cave
- Select best viewing point and consider sign saying dangerous beyond here
- Regular maintenance of path

Key messages on site
- Importance of finds in cave
- Landscape then
- Length of time since this occupation
- Discovery and excavation

Thematic / topic content
- Hunters
- Travellers / explorers
- Story tellers

Links to
- National Museum Wales
- Denbighshire Gateway - The Great Orme mines
- Other caves sites in proximity

D3 Llyn Brennig, part of the Denbigh Moors (Mynydd Hiraethog)

Summary
A short archaeological trail starts at the car park to the north east of Llyn Brenig that includes Broncyn Arian ("Money Hillock" is a Bronze Age burial mound, covering a complex series of stake circles, a dry stone wall, and a central grave, dating back to 1,600BC) and a Ring Cairn. The Ring Cairn was a ceremonial monument – a low, stone ring, surrounded by a circle of posts, which originally may have been carved. This area seems to have had a number of uses. Nearby, there is a large stone marking a Mesolithic camp – where ashes from fires, and flint tools were found and dated to 5,700BC. The trail finishes at a Hafotai Settlement dating from the 16th century. These were summer houses used when the sheep and cattle were bought to the moors to graze. The Hafotai Settlement has evidence of a number of huts built of stone with thatch of heather and rushes.
There is also evidence of a pre-historic hut on the same site – although it is uncertain what it would have been used for.
See also http://www.cpat.org.uk/projects/longer/histland/hiraeth/mhiraeth.htm

Site evaluation

Routes and signposting
- Single track road to car park, no signposting

Parking
- Space for 10 - 15 cars (much larger car park at the Visitor Centre)

Access
Trail leads along a well-made track, with first monuments close by across rough grass.
The last two thirds of the trail is across rough moorland with steep hills. A map of the route is available at the visitor centre, some 6 miles away but this is of poor quality. Some route markers exist, but not enough to allow safe and clear navigation of the route. The route would take approx 45 – 60 mins of steady walking, some of it is uphill. There is some seating at the start of route.

Interpretation
- 1 graphic panel at start of trail
- 1 graphic panel at ring cairn
- 1 graphic panel at the Hafotai
- Leaflet / guide at Visitor Centre

Assets and opportunities
- Some sites easily accessible
- Ring cairn with posts erected is an unusual monument
- Trail linking sites (although well done – could be greatly improved)
- Lakeside visitor centre (6 miles away) offers good facilities (WCs, café and shop with exhibition and other material)

Issues and challenges
- Current trail leaflet needs improving to ensure clarity
- Trail markers missing
- Toilet block adjacent to start of Trail (opposite side of the lake to the Visitor Centre) is closed due to vandalism
- Site before reservoir not explained

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D3 Llyn Brennig – Recommendations

- Improve and maintain signage from main roads to site
- Mark site on footpaths at appropriate locations
- Create and install new identification and orientation signage at car park
- Re-write trail and create more complete trail guide and map
- Ensure trail signs are complete, clearly show the route and are maintained
- Create illustrations of various monuments on trail for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download
- Replace all interpretive panels on route
- Replace timbers from ring cairn with new
- Consider decorative / symbolic carving
- Guided tours and events
- Discovery guides with artefacts for handling

Key messages on site
- Breadth of monument types
- Landscape then, time in use
- Discovery and excavation
- Modern changes - reservoir

Thematic / topic content
- Hunters
- Farmers
- Ancestors and gods
- Spirit seekers

Links to
- National Museum Wales
- Gwynedd Gateway - The Great Orme mines
- Other sites in proximity
- Llyn Brennig Visitor Centre

Map Location G1: Paviland Cave (Goat Hole), Port Eynon, Gower

Summary

Site of the first known ritual burial in NW Europe - site is inaccessible except at very low tide and with a rock scramble. One of the richest Upper Palaeolithic sites in Britain. More than 5,000 artefacts were recovered from the deposits in the cave. Best known for the "Red Lady of Paviland" (a headless skeleton of a man, mistakenly identified as a woman, stained red with ochre) who lived 18,000 years ago. Other objects found in the cave include jewellery made from reindeer teeth and mammoth ivory and worked flint tools. Some exhibits can be seen in NMW Origins Gallery. In the last Ice Age, Goat Hole would have been inhabited as an inland cave, perhaps used as a hunting station for large animals such as mammoth, woolly rhino and bison, overlooking a wide plain and river towards Devon.

Site evaluation

Routes and signposting
- Good roads, but site not signposted

Parking
- Pull-in adjacent to farm track on National Trust land – Pilton Green.
- Space for 8 -10 cars but very muddy when wet and danger of bogging in with vehicles.

Access
- 1.5 km walk from parking place
- Grass path with stiles, crossing fields leading to very steep and rocky descent to shore.
- VERY dangerous with loose scree and rocks and tidal inlet means timing is critical – suitable for competent scramblers / fit walkers only with tide table information, and / or accompanied by a guide.
- No route markers - 20 mins to cliff top and adjacent cave.
- Descent should not be recommended.
- No seating.
- Cliff-top path crosses route close to adjacent cave

Interpretation
- None

Assets and Opportunities
- Fascinating assemblage of finds and story from Paviland cave (well displayed and interpreted at Origins Gallery in Cardiff by NMW)
- Ancient landscape story – sea further away than today – different outlook
- Internationally significant
- Adjacent cave
- Nearby popular coast path

Issues and challenges
- VERY dangerous – not to be recommended for direct public access

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G1 Paviland Cave – recommendations

- Agree use of parking spaces with landowner / National Trust
- Improve parking area
- Introduce signage to parking area
- Provide identification and interpretation panels relating to NT Pilton Green and Paviland Cave (ensuring that access to actual cave is shown as not practicable)
- New footpath signs
- Provide Interpretation where cliff path crosses footpath from road
- Create illustrations for use on interpretation panel and other media

Key messages on site

- Importance of burial
- Landscape then
- Length of time since burial
- Discovery and excavation
- Beauty of coastline
- South Gower Nature Reserve
- **H&S: No access, dangerous descent and tides**

Possible roles to explore thematically

- Hunters
- Explorers
- Dreamers
- Ancestors and gods

Links to

- National Museum Wales, Cardiff
- Other Gower sites
- Swansea Museum

Map Location G2: Parc le Breos, Parkmill, Gower

Summary
Parc le Breos Burial Chamber is the finest and best preserved Neolithic chambered long cairn in south east Wales. It is also one of the most thoroughly investigated. The bones of up to forty people were found during excavations and the chamber was partially consolidated and restored in 1960/1. It is thought that this was a communal tomb, perhaps used over a long period of time.

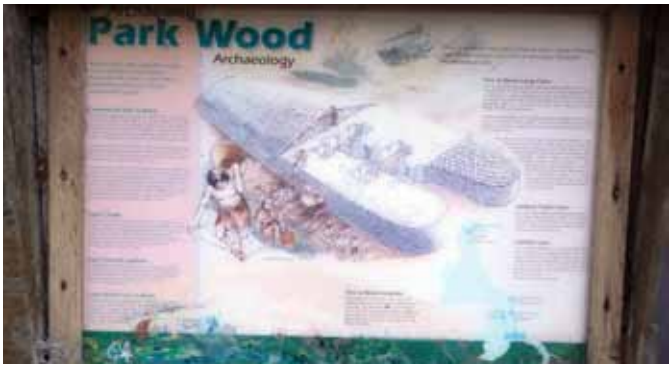
Site evaluation

Routes and signposting
- Narrow, rough lane from Gower (Parkmill) Heritage Centre. Signposted.

Parking
- Space for 15 – 20 cars

Access
- Well made level track which is a public footpath.
- Accessible to monument, although monument is surrounded by grass.
- No route markers.
- 5 mins walk to burial chamber - 500m walk from car park
- No seating.
- Country Park is well used by families, dog walkers, tourists

Interpretation
- 1 graphic panel – Park Wood Archaeology
- 2 Forestry Commission graphic panels
- 1 old cast metal sign adjacent to monument



Assets and Opportunities
- Car park and level path close to various monuments
- Landscape is pleasant and sheltered valley
- Monument easily accessible
- Picnic place (tables) provided
- Caves and burial chamber make good pair of sites
- Lime kiln nearby
- Lots of flat greenspace suitable for families to picnic and play
- Event and storytelling potential
- Small visitor centre close by with refreshment facilities and car parking
- Partnership opportunities

Issues and challenges
- Very narrow approach road
- Monument lacks presence and difficult to comprehend without roof

G2 Parc le Breos – recommendations

- Establish role of Gower Heritage Centre and whether this should be a gateway or hub for Gower Origins sites. This might involve:
- information points about Origins sites on the Gower (staffed if possible)
- printed interpretation
- access to web based information
- information about visiting sites, inc tours and itineraries – guided and self-guided
- Events and activities
- Information about events and activities at regional sites
- Publications and maps
- Guidance on National Origins sites
- Minimum would be an exterior graphic sign introducing Origins sites on the Gower, and printed information available inside

Site

- Improve and maintain signage from main roads to site
- Ensure roads leading to site and passing places are well maintained
- Mark site on footpaths at appropriate locations
- Remove existing signs, interpretation by car park
- Create and install new identification, orientation and interpretation signage at car park
- Create illustrations for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download

Possible

- New site identification / orientation panel situated discreetly by passage grave
- New site identification / orientation panel situated where path leads to Cathole Cave

Key messages on site

- What the passage grave remains are, who used them and how they might have been used
- When they were in use (time context, longevity, continuity)
- What the landscape would have been like when the passage grave was in use

Potential roles to explore thematically

- Tomb builders
- Ancestors and gods
- Travellers

Links with

- All Parc le Breos sites and those close by
- Other Gower sites
- National Museum Wales, Cardiff

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Map location G2: Cat Hole Cave, Parkmill, Gower

Summary
Natural limestone cave occupied in the Upper Palaeolithic period. Evidence of long period of use, first as a transit camp (Early Upper Palaeolithic), then more intensively occupied during the Late Upper Palaeolithic (many artefacts recovered from this period), and later still used in the Bronze Age for burial, and in the medieval period.

Site evaluation

Routes and signposting
- As G2 Parc le Breos

Parking
- As G2 Parc le Breos

Access
- 10 min (500m) walk beyond G2 Parc le Breos
- Steep climb up rocky path and steps to two caves.
- Not easily spotted in tree lined slopes of the valley
- No seating

Interpretation
- None

Assets and Opportunities
- Story of cave use over long period
- Landscape & climate change
- Flora and fauna associated with cave in different periods
- Potential for storytelling and events
- Potential for accompanied visits
- Partnership opportunities

Issues and challenges
- Limited access
- Nothing to see except cave entrance – disappointing experience
- No marked routes

G2: Cat Hole Cave – Recommendations

- See notes above. No fixed on site interpretation.
- Guided walks and talks / Discovery Guide
- Storytelling in association with chambered tomb

Key messages

- The importance of the caves, who used them and how they were used
- What the landscape would have been like when the caves were in use, and when that was (time context, longevity and different uses at different times)
- Health & safety: access and danger
- Where further information can be found

Potential roles to explore thematically

- Hunters
- Toolmakers
- Dreamers / artists (possibly)

Links to

- National Museum Wales, Cardiff
- Gower sites
- Swansea Museum

Map Reference G3: Arthur's Stone / Maen Ceti, Reynoldston, Gower

Summary
An unusual Neolithic chambered cairn. Often called 'Arthur's Stone', Maen Ceti has a giant natural boulder ('maen') which is perched on smaller upright slabs within a spectacular setting, affording outstanding views. Nearby (to the west) are the remains of a large Bronze Age round cairn, also in a spectacular location with extensive views all around.

Site evaluation

Routes and signposting
- Good roads, no signposting

Parking
- Pull-in adjacent to road (informal).
- Space for 15 – 20 cars but very poor surface.
- NB Parking is close to brow of hill and visibility to cross the road is poor. Traffic is potential hazard for younger families.

Access
- Grass track over moor, wet / boggy in places.
- Accessible for most walkers.
- No route markers.
- 600m walk - 10 mins to Arthur's Stone, a further 2 mins to cairn.
- No seating.
- Open Access land.
- Long distance footpath Gower Way and bridleway cross by parking area, and other footpaths close by.

Interpretation
- None

Assets and Opportunities
- Car park close to monuments
- Far reaching landscape and estuary views
- High point with views – viewpoint close by
- Enigmatic and dramatic monument

Issues and challenges
- Parking very poor
- No marked routes
- Limited expert knowledge about the monument

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G3 Arthurs Stone / Great Carn – recommendations

- Improve and maintain signage from main roads to site
- Mark site on footpaths at appropriate locations
- Arrange for car park to be upgraded (levelling, defining informally)
- Create and install new identification, orientation and interpretation signage at car park
- Install signs to monument
- Create illustrations for use on interpretation panel and other media
- Guided walks
- Discovery guides and resources

Key messages on site:

- What the burial chamber remains and the adjacent cairns were, who used them and how they were used
- Views and what the landscape would have been like when the monuments were in use
- Potential roles to explore thematically
- Tomb builders
- Ancestors and gods

Links to:

- National Museum Wales, Cardiff
- Gower sites
- Swansea Museum

Map reference G4: Samson's Jack, Llanrhidian, Gower

Summary
Standing Stone of quartz conglomerate, it is 3.2m high and rises to a blunt point. Its base measures 1.5m by 0.8m. Thought to be Bronze Age (3000-1000 BC). One of a group of eight standing stones below the western end of the Cefyn Bryn ridge. There is a particular concentration of standing stones in west Gower, but little is know about their purpose or their date of erection and use.

Site evaluation

Routes and signposting
- Reasonable roads, no signposting

Parking
- No parking on southern road.
- Possible to pull in directly by farm entrance for short period of time only (space for single vehicle only).

Access
- Public footpath through farmyard and along edge of fields.
- Able walkers only.
- No route markers.
- 8 - 10 mins walk to stone.
- No seating.

Interpretation
- None

Assets and Opportunities
- Impressive standing stone – enigmatic / iconic
- Grouping of standing stones in West Gower

Issues and challenges
- No parking
- Access through farmyard with gates
- Monument hidden behind hedge (poor setting)
- No marked routes

G4 Samson's Jack – recommendations

- Mark site on footpaths at appropriate locations
- Consider removing / re-locating hedge to allow walkers full access to monument
- No on site interpretation
- Review potential to create stones walk / trail
- Guided walks

Key messages in print / electronic media

- Theories about why standing stones might have been erected, who by, when and why here (link to concentration of standing stones in Gower and other Bronze Age monuments)
- What the landscape would have been like when the monument was in use (link to present
- landscape and ridge)

Potential roles to explore thematically

- Dreamers / thinkers

Links to:

- National Museum Wales, Cardiff
- Gower sites, especially Bronze Age
- Swansea Museum

Map reference L1: Tre’r Ceiri, Llanaelhaearn

Summary
Tre'r Ceiri (”town of the giants”) hillfort stands 450 metres above sea on an exposed peak of Yr Eifl on the Llyn Peninsula in Gwynedd. It is one of the best preserved and most densely occupied hillforts in Britain, its stone ramparts surviving in places to near full height and enclosing over 150 visible stone houses. The earliest fort was defined by a stone wall, which surrounded an elongate area of the ridge top. It enclosed an Early Bronze Age cairn, which has been the focus of a recent excavation. The fort was entered through two main entrances, each with approaching trackways. A second outer wall was later built around the western and northern sides of the fort. Small oval, terraced enclosures surround the fort and were probably used as stock enclosures and cultivation plots. A spring immediately outside the fort probably provided the water supply for people and animals.
The Iron Age fort probably housed 100 people living in about 20 houses. During the Romano-British period, the fort grew into a large village or small town with perhaps as many as 400 inhabitants. Most of the finds from this hillfort, including pottery, iron tools, stone spindle-whorls and glass beads, belong to the Romano-British period (AD50-400), showing that it continued as a settlement during the occupation of north-western Wales by the Roman army.
In one of the houses, a fine and unique gold plated brooch was discovered. Its elaborate decoration is of the late La Téne art-style and it was probably made during the middle of the first century AD. This brooch is displayed in the Roman Archaeology Gallery at the National Museum Cardiff.
Web ref: http://www.museumwales.ac.uk/en/2373/

Site evaluation

Routes and signposting
- Good road to near point, single track to car park, no signposting

Parking
- Near point: pull-in adjacent to footpath, space for 3 – 4 cars, but on dangerous bend
- Nant Gwrtheyrn upper car park: space for 40 – 50 cars, although may be occupied by other users

Access
- Steep paths, steps over hillside, boggy, wet in places.
- Dangerous steep entry route to fort, with large, loose rocks.
- Able walkers only with good footwear.
- No route markers.
- 50 mins steep walk uphill from nearest road, 1.5 – 2hrs walk from Welsh Language and Heritage Centre
- No seating.
- Public footpath to summit, set in open access land.

Interpretation
- Remains of 2 poor quality interpretation panels, one has deteriorated to be almost unreadable, the other vandalised and destroyed

Assets and opportunities
- Incentive of a high ‘peak’ to scale
- Stunning 360 degree landscape views
- Easily identifiable and impressive dry-stone fort walls (ramparts) and house / building walls
- Sense of ‘city in the sky’ / large community
- Atmospheric and dramatic site and setting

Issues and challenges
- Steep, high hill
- Very exposed and danger of sudden, poor weather / visibility
- No marked routes (although path on lower slopes)
- Dangerous rocks at fort entry
- No clear paths within the fort
- Steep and sudden drops require caution when exploring
- Old interpretation panel structures currently give very poor impression of management / care
- No interpretation on site, as missing
- No seating

L1 Tre'r Ceiri – Recommendations

Infrastructure
- Remove old interpretation from site (URGENT)
- Create and maintain destination signage from main road to site
- Mark site on footpaths at appropriate locations
- Indicate Nant Gwrtheyrn car park at pull-ins on main road
- Create and install new identification, orientation and interpretation signage at car park
- Consider seat and viewpoint at suitable footpath junction
- Consider simple seating / rest points along track at suitable points
- Ensure footpaths to site are well marked and maintained
- Consider re-working site entrance route (pathway) to make safe for users

Interpretation / engagement
- Create illustrative site plan for use on interpretation panel and / or consider tactile model of site in car park
- Create site guide / tour as leaflet for central distribution and download
- Guided walks

Key messages on site
- What the hill fort remains were, who used them and how they were used
- Views and what the landscape would have been like when the fort was in use
- Time context of pre-Roman Wales, local tribes and Roman invasion and settlement

Potential roles to explore thematically
- Farmers
- Leaders
- Warriors
- Traders
- Slaves

Links to
- National Museum Wales, Cardiff
- Llyn Gateway, if decided upon
- Other sites in proximity, such as Gar Boduan hillfort (Iron Age and Roman)

Map reference L2: Garn Boduan, Nefyn

Summary
An Iron Age hillfort containing well preserved remains of some 170 stone houses and a separate citadel or small fort, possibly of a later date. Boduan was a semi legendary figure of the 7th century AD. The site was occupied in the Iron Age and Roman period.

Site evaluation

Routes and signposting
- Reasonable but narrow roads to nearest point, no signposting

Parking
- Pull-in close to footpath, space for 1 - 2 cars, but currently well used by logging lorries.
- Parking available further away in Nefyn, with footpaths leading to summit

Access
- The public footpath leads along a clear path to the Open Access summit, through forestry land, which is currently being felled, creating churned-up paths and dangerous vehicle movements.
- The path is steep towards the fort entrance and the heather-covered hill-top.
- Able walkers only.
- No route markers.
- 40 mins walk uphill, estimate 1hr – 1hr 30 from Nefyn.
- No seating.

Interpretation
- None

Assets and Opportunities
- High hill with stunning landscape views
- Identifiable dry-stone fort walls and many hut walls
- Evident scale of ancient occupation
- Dramatic and atmospheric

Issues and Challenges
- Steep, high hill
- Very exposed
- No marked routes
- No clear paths on fort site

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L2 Garn Boduan – Recommendations

Infrastructure

- Create and maintain destination signage from main road to site
- Mark site on footpaths at appropriate locations
- Create more suitable car parking space
- Create and install new identification and orientation signage at car park
- Create illustrative site plan for use on interpretation panel in car park area
- Create site guide / tour as leaflet for central distribution and download
- Guided walks
- Ensure footpaths to site are well marked and maintained

Key messages on site

- What the hill fort remains were, who used them and how they were used
- Views and what the landscape would have been like when the fort was in use

Potential roles to explore thematically

- Farmers
- Leaders
- Warriors
- Traders
- Slaves

Links to:

- National Museum Wales
- Llyn gateway, if decided upon
- Other sites in proximity, such as Tre'r Ceiri

Map location L3: Garn Fadryn, Gardfadryn

Summary
An Iron Age hillfort with two major phases of occupation, followed by a medieval fortification, the construction of which is linked to the sons of Owain Gwynedd, making it one of the earliest Welsh stone castles.

Site evaluation

Routes and signposting
- Reasonable but narrow roads to nearest point, no signposting

Parking
- A pull-in close to footpath, space for 1 - 2 cars, other similar spaces might be available nearby

Access
- Two narrow lanes lead towards the hill, but neither show public footpath signs or directions to the hill. The western path is obviously used as direct access to the Open Access land, but without a sign this can easily be missed.
- A steep path with some steps leads to the heather-covered hill-top.
- Able walkers only.
- No route markers.
- 40 mins walk uphill.
- No seating.
- Public footpaths marked on map do not lead onto Open Access land, which is confusing and might put walkers off.
- A clear and popular path runs up from the village of Garnfadryn, where parking is very limited.

Interpretation
- None

Assets and Opportunities
- High hill with stunning landscape views
- Identifiable dry-stone fort walls and hut walls

Issues and challenges
- Steep, high hill
- Very exposed
- No marked routes
- No clear paths to Open Access land

L3 Garn Fadrun – Recommendations

Infrastructure
- Create and maintain destination signage from main road to site
- Mark site on footpaths at appropriate locations
- Create more suitable car parking space
- Create and install new identification and orientation signage at car park
- Ensure footpaths to site are well marked and maintained

Interpretation / engagement
- Create illustrative site plan for use on interpretation panel
- Create site guide / tour as leaflet for central distribution and download
- Guided walks

Key messages on site
- What the hill fort remains were, who used them and how they were used
- Views and what the landscape would have been like when the fort was in use
- Time context: Iron Age and Roman, Roman invasion and early medieval Wales

Potential roles to explore thematically:
- Farmers
- Leaders
- Warriors
- Traders
- Slaves

Links to:
- National Museum Wales
- Llyn gateway, if decided upon
- Other sites in proximity, including Garn Boduan and Tre'r Ceiri

Map location L4: Mynydd Rhiw, Aberdaron

Summary
A Neolithic axe factory, evident from the rock mining activity that created a series of shallow pits on the hillside. It was excavated in 1959. The axes produced from this site are thin and narrow like chisels and are very finely worked and polished. With vegetation growth, this site is difficult to identify.

Site evaluation

Not visited

L4: Mynydd Rhiw – recommendations

Sites such as this which are difficult to comprehend on the ground and which are very vulnerable to removal or damage of archaeological material should not be promoted, unless for specific, accompanied guided walks. A notable walk event may include a walking guide and or Discovery Guide with handling items and a demonstration of axe working, for example.

Map reference P1: Castell Henllys (Pembrokeshire Coast NPA visitor centre)

Summary
Castell Henllys is one of the many Iron Age promontory forts in PCNP, dating from c. 600BC. The reconstructed village was used as the setting for the BBC TV Series 'Surviving the Iron Age'. All the roundhouses on the site are reconstructed in the original postholes which were discovered during long term research excavation. Other features on site include a chevaux de fris and a spring. The local tribe 'the Silures' are there most weekends, re-enacting Iron Age life.

Site evaluation

Routes and signposting
- Main road to site but then single track road to parking area
- signposting from main road

Parking
- Narrow track to car park 40 – 50 spaces
- Coach park 2 spaces
- 3 -5 min walk away to education centre and shop, longer to village

Access
- Uphill walk to main fort site
- Transport provided for those needing assistance
- Grassy site, some seating
- Routes clearly marked
- Public footpath crosses lower part of site

Interpretation
The site has been operating as a visitor facility for several years, and has many interpretive facilities, although much of the physical (on site) interpretive material is ready for upgrading. There is a comprehensive schools programme, guided tours, living history, storytelling and many other events throughout the year.

Assets and Opportunities
- Car park at site
- Reconstructed village – sense of life (and daily life) in the Iron Age
- Discovery guides and knowledgeable staff
- Immersive experience for visitors
- Natural world – Water, woods, hill, trees, soil, embankments
- Dwellings, decoration, adornment of buildings, daily life, vantage point, defences
- Decay, archaeological experiments, animals, plants, craft (pole lathe, turning), cooking, metal working
- Costume, dress, food and drink, family life, interior spaces, weapons, stone moving tools
- Landscape
- Views
- Use by schools
- Good interior spaces for exhibitions, activities etc

Issues and challenges
- Narrow approach road
- Entry and orientation to site needs re-working to welcome visitors when approaching from car park
- Internal spaces could be better utilised
- Most site graphics need updating
- Has limited refreshments but lacks café (to draw additional visitors)

P1: Castell Henllys – Recommendations

As a proposed gateway to Pembrokeshire sites, Castell Henllys should achieve the criteria set out in that section.

Other proposals
- Improve and maintain signage from main roads to site
- Ensure roads leading to site and passing places are well maintained
- Mark site on footpaths at appropriate locations
- Improve all on-site graphics

Key messages on site
- Daily Life / Everyday Life
- When was the hill fort built
- How long was it in use
- Who lived and worked there
- What was everyday life like
- What the landscape would have been like when the fort was in use

Potential roles to explore thematically
- Farmers
- Traders
- Makers / metalworkers
- Toolmakers
- Story tellers

Links to
- National Museum Wales, Cardiff and St Fagans
- Pembrokeshire sites such as Newport TIC, Oriel y Parc, St Davids, also Carn Ingli
- Other sites in proximity such a Pentre Ifan and Carreg Coetan Arthur

P1: Castell Henllys Additional images

Map reference P2: Pentre Ifan

Summary
Pentre Ifan Burial Chamber has a comprehensive Cadw Statement of Significance & Monument Interpretation Plan (Atkins, 2008). In summary it is an iconic chambered tomb of the so-called 'portal dolmen' variety, dating to the Neolithic period. It is one of the best known and most visited prehistoric sites in Wales and its 16 ton capstone is the largest in the British Isles.

Site evaluation

Routes and signposting
- Single track roads, some signposting to site

Parking
- Pull-in (lay-by) adjacent to road
- Space for 6 – 8 cars (inadequate in high season)

Access
- 200m walk from road - stony track fairly level alongside fields. Suitable for all users. Route clear. 3 -5 mins to site.
- Track with surface changes to grass on actual monument site, which will be difficult for wheelchair users.
- No seating.

Interpretation
- 1 Cadw site title panel at car park
- 1 very old Cadw site interpretation panel set in gorse bush
- Occasional on site guide / talks from PCNPA

Assets and Opportunities
- Car park close to monument
- Level access – good wheelchair / limited mobility access potential
- Landscape setting is superlative
- Views are far reaching
- Spectacular monument and backdrop views to Carn Ingli
- Iconic monument used extensively in PCNPA and Pembrokeshire marketing for tourism
- A 'must visit' destination
- Partnership with PCNPA

Issues and challenges
- Narrow approach roads
- Monument difficult to understand
- Lacks contextual understanding with landscape

P2: Pentre Ifan – Recommendations

- Improve and maintain signage from main roads to site
- Ensure roads leading to site and passing places are well maintained
- Mark site on footpaths at appropriate locations
- Create and install new identification, orientation and interpretation signage at car park
- Consider extending site boundaries to set monument in a wider and more sympathetic space
- Consider options for creating a larger car park space and a new approach route to the site.
- Remove gorse bush concealing existing interpretive panel
- Remove existing interpretive panel
- Create illustrations for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download

Possible

- New site identification / orientation panel situated discretely by monument

Key messages on site

- What the burial chamber remains are, who used them and how they were used
- When they were in use
- What the landscape would have been like when the monument was in use
- Relationships to the surrounding landscape

Potential roles to explore thematically

- Tomb builders
- Ancestors and gods
- Spirit seekers
- Dreamers

Links to

- National Museum Wales, Cardiff
- Pembrokeshire sites such as Newport TIC, Oriel y Parc, St Davids, also Carn Ingli
- Other sites in proximity such as Carreg Coetan Arthur

Map reference P3: Carreg Coetan Arthur, Pembrokeshire

Summary
Burial Chamber (Dolmen) in Pembrokeshire in Nyfer valley. Located close to the centre of Newport with public access. Although called a tripod dolmen four uprights exist - only two of which support the capstone (which is said to replicate the summit of Carn Ingli to the south). Excavations have revealed cremated bone, Beaker and Grooved ware sherds.

Site evaluation

Routes and signposting
- Main roads in Newport, signposting

Parking
On road.
- Space for 4 - 6 cars in residential area

Access
- Site is at the end of a short cul-de-sac, which is private, therefore all visitors have to approach the site on tarmac surfaced road / paths. No track on actual monument site, which will be difficult for wheelchair users.
- Suitable for all users. 2 min walk to site.
- No seating.
- Pembrokeshire Coastal Path runs close by.

Interpretation
- 1 Cadw site title panel at entrance

Assets and Opportunities
- Car park close to monument
- Compact, sheltered site
- Views to hills
- Close to Newport – historic town and to the coast and in National Park
- Potential for accessible monument visit if adapted further
- Partnership with PCNPA
- Links with Pentre Ifan and Carn Ingli

Issues and challenges
- Private road and close to adjacent bungalows / in urbanised setting
- Lacks wider views and connectivity to landscape

P3: Carreg Coetan Arthur – Recommendations

- Mark site on coastal path at appropriate locations
- Consider marking parking bay on main road adjacent to private road turning
- Improve full access into monument site
- Consider creating gaps in hedges / removal of hedges to allow more space around monument, views to river
- Consider new footpath approach from coastal path
- Create illustrations for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download
- Possible:
- Create and install new identification / orientation signage at monument entry

Key messages on site

- What the burial chamber remains are, who used them and how they were used
- When they were in use
- What the landscape would have been like when the monument was in use
- Relationships to the surrounding landscape

Potential roles to explore thematically

- Tomb builders
- Ancestors and gods
- Spirit seekers
- Dreamers

Links to

- National Museum Wales, Cardiff
- Pembroke Gateway and other sites in proximity especially Pente Ifan and Carn Ingli

Map Reference P4: Foel Drygarn hillfort, Pembrokeshire

Summary
This Late Bronze Age / Early Iron Age hillfort stands at the end of the Preseli range and is capped by three cairns which can be seen for miles around. Aerial photographs have revealed numerous hut circles on the summit.
It can be accessed via a footpath from the Crymych to Mynachlogddu road, where there is a lay-by for parking. Once on top, there are fantastic views in all directions. Three cairns crown the summit. Upon first glance they appear to be heaps of random stones, but a close inspection of the interiors reveals carefully constructed mounds, each with a number of circular depressions.

Site evaluation

Routes and signposting
- Reasonable roads, no signposting
- A single standing stone is passed on the lane to the site

Parking
- Pull-in space adjacent to field gate. Space for 2 -3 cars

Access
- Grass / stony track over hillside, steep in places.
- 1.5km walk uphill - 30 - 40 mins.
- Able walkers only. No route markers. No seating.
- Bridleways close to site, permissive path to site, on Open Access land.

Interpretation
- 'Battle of the Preselau' (access to significant places) graphic mounted on stone
-

Assets and Opportunities
- Spectacular views
- Landscape
- Earthworks and cairns

Issues and challenges
- Difficult / limited parking
- Monuments difficult to understand
- Exposed setting, steep climb
- No marked routes (easy to become confused)
-

P4: Foel Drygarn hillfort – Recommendations

- Improve and maintain signage from main roads to site
- Mark site on footpaths at appropriate locations
- Improve car park space(s)
- Create and install new identification, orientation and interpretation signage at car park
- Create illustrative site plan for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download

Key messages on site

- What the hill fort remains were, who used them and how they were used
- Associated monuments – cairns on site and Carn Menyn
- Views and what the landscape would have been like when the fort was in use

Potential roles to explore thematically

- Farmers
- Traders
- Leaders
- Warriors

Links to

- National Museum Wales, Cardiff
- Pembrokeshire gateway
- Other sites in proximity

Map Reference P5: Carn Menyn

Summary
Bluestones outcrop ancient mine / quarry in Pembrokeshire. The outcrop from which the famous Stonehenge Bluestones (spotted dolerite) are said to have come from. Path links to Gors Fawr stone circle.

Site evaluation

Routes and signposting
- Reasonable roads, no signposting

Parking
- As P4, and a further pull-in space for 2 -3 cars

Access
- 2.5 – 3km walk uphill, can link with P4
- Grass / stony track over hillside, steep in places.
- Able walkers only.
- No route markers.
- 30 - 40 mins from P4, and same from other parking space.
- No seating.
- Bridleways close to site, permissive path to site, on Open Access land.

Interpretation
- None

Assets and Opportunities
- Spectacular views
- Landscape
- Bluestone outcrops

Issues and challenges
- Difficult parking
- Monument / significance very difficult to understand (disappointing)
- Exposed setting
- No marked routes and vegetation makes going challenging

P5: Carn Menyn – Recommendations

- Improve and maintain signage from main roads to site
- Mark site on footpaths at appropriate locations
- Arrange for car parking locations to be upgraded and signed
- Create and install new identification and orientation signage at selected car park
- Install signs to monument
- Create illustrations for use on interpretation panel and other media
- Create illustrative site plan for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download

Key messages on site

- Why was stone quarried here and moved to Stonehenge?
- Why not from a closer source?
- Who did this work?
- What was their society like to support this work?
- How did they do it?
- What can still be seen?
- What else is there here?
- Views and what the landscape would have been like when the monuments were in use

Potential roles for thematic exploration

- Toolmakers
- Traders
- Leaders
- Slaves

Links to

- National Museum Wales, Cardiff
- Stonehenge WHS
- Pembrokeshire gateway
- Other sites in proximity, including Gors Fawr stone circle

Map reference P7: Gors Fawr stone circle, Pembrokeshire

Summary
Gors Fawr stone circle stands on a small moor beneath the Preseli Hills. Gors Fawr in Welsh means 'great marsh', and the moor is well named being a wilderness of gorse bushes and reeds with sheep grazing the short turf. The 16 squat stones are almost indistinguishable from the sheep when viewed from a distance. Two taller stones stand at a distance from the circle, and it is said that these two stones, about 50 feet apart, are aligned on the midwinter sunset, or the midsummer sunrise, but these are assumptions, and may not directly link back to the circle.

Site evaluation

Routes and signposting
- Reasonable roads, no signposting

Parking
- Pull-in space adjacent to field gate. Space for 4 -5 cars

Access
- 200m walk from road
- Grass path over level heath, wet in places.
- Suitable for most walkers. No route markers. 3 - 5 mins.
- No seating.
- Bridleways close to site, on Open Access land.

Interpretation
- [new?] Slate slab at entrance names site but gives no other interpretation

Assets and Opportunities
- Close to road
- Views to surrounding landscape, inc P5
- Potential for accessible, level access if adapted further (boardwalk, for example) Adjacent standing stones
- Footpath links

Issues and challenges
- Low stones = unimpressive monument
- Monument difficult to understand
- Boggy ground and streams in wet weather, together with tall marsh grasses and gorse in season, make site challenging to access

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May 2011

P7: Gors Fawr stone circle – Recommendations

- Improve and maintain signage from main roads to site
- Mark site on footpaths at appropriate locations
- Improve and maintain parking places
- Create and install new identification orientation and interpretation signage at car park
- Consider an accessible path to viewing point closer to stone circle
- Create illustrations for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download

Key messages on site

- What the stone circle and associated standing stones are, who used them and how they were used
- When they were in use
- What the landscape would have been like when the monument was in use
- Relationships to the surrounding landscape, other monuments

Potential Roles to explore thematically

- Spirit seekers such as Priests / Druids
- Dreamers
- Ancestors and gods

Links to

- National Museum Wales, Cardiff
- Pembroke Gateway and other sites in proximity, especially Carn Menyn

Map Reference P8: Crugiau Cemmaes, near Eglwyswrw, Pembrokeshire

Summary
Bronze Age Round Barrow Cemetery. In 2009/10 archaeological investigations were undertaken by DAT and a summary of the results follow.
To the west of the barrows large ditches were recorded, probably parts of large enclosures, adding to information visible on aerial photographs, along with one or two circular features that may be roundhouses, rather than barrows. To the east a less substantial ditch formed complete, oval enclosure, with an entrance on the south-east side. Within this were one or two roundhouses and possibly two rectangular structures. It is likely that the oval enclosure is Iron Age, but the date of the other remains must remain speculative.

Site evaluation

Routes and signposting
- Reasonable roads, no signposting

Parking
- Pull-in space by road.
- Space for 8 - 10 cars

Access
- Grass path across fields, steep in places.
- Suitable for most walkers. No route markers.
- Bench seating provided
- 5 - 8 mins walk

Interpretation
- Pembrokeshire National Park viewpoint sign

Assets and Opportunities
- Spectacular and far reaching views
- Earthworks and cairns

Issues and challenges
- Difficult parking
- Monuments difficult to understand
- Exposed

P8: Crugiau Cemmaes, near Eglwyswrw – Recommendations

- Improve and maintain signage from main road to site
- Mark site on footpaths at appropriate locations
- Improve and maintain parking places
- Create and install new identification and orientation signage at car park
- Create illustrations for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download

Key messages on site

- What the barrows are, who used them and how they were used
- When they were in use
- What the landscape would have been like when the monument was in use
- Relationships to the surrounding landscape, other monuments

Potential roles to explore thematically

- Cairn builders
- Ancestors and gods
- Dreamers

Links to

- National Museum Wales, Cardiff
- Pembrokeshire Gateway and other sites in proximity

Map location no. O1 - Garn Goch hillfort

Summary
Iron Age hillfort in Carmarthenshire, Brecon Beacons National Park
There are two hill forts at this location known as Y Gaer Fach (the small fort) and Y Gaer Fawr (the large fort). They occupy two separate summits on the same long ridge overlooking the River Towy. One of the largest hillforts in Wales, located some 213 metres (700') above sea level. It is defended by huge dry stone walls known as storm ramparts.
Web ref: http://www.brecon-beacons.com/Archaelogy-Carn-Goch.htm

Site evaluation

Routes and signposting / way-marking
- Vehicular access via narrow, single track lanes, some signposting to site.
- The site is located 1.5 – 2km walk uphill from nearby Bethlehem village.
- Recent monolith type marker stone erected on footpath to hill fort, including some carved lettering and symbols (unfortunately, it could be mistaken for an ancient stone).

Parking
- Pull-in adjacent to track. Space for 15 – 20 cars

Access
- Grass / stony track over hillside, steep in places.
- Able walkers only
- No route markers
- 10 - 15 mins to lower site, a further 10 - 15 mins to upper site
- No seating
- Long distance footpath Beacons Way crosses site

Interpretation
- 1 Geopark graphic panel
- 1 Brecon Beacons National Park notice Open Access land, Countryside code

Assets and Opportunities
- Car park close to monuments
- Landscape
- Views
- Dry-stone walls, mounds, cairn – lots to see
- Open moors
- Native ponies grazing on hillsides

Issues and challenges
- Very narrow approach roads
- Monuments difficult to understand without a guide
- Exposed site with no marked routes

O1 Garn Goch hillfort – Recommendations

- Improve and maintain signage from main roads to site
- Ensure roads leading to site and passing places are well maintained
- Mark site on footpaths at appropriate locations
- Remove existing signs, interpretation at car park
- Create and install new identification, orientation and interpretation signage at car park
- Create illustrative site plan for use on interpretation panel
- Create site guide / tour as leaflet for central distribution and download

Key messages on site

- What the hill fort remains were, who used them and how they were used
- Views and what the landscape would have been like when the fort was in use
- Ponies (if they are always there) flora and fauna then and now

Potential roles to explore thematically

- Farmers
- Traders
- Warriors
- Invaders

Links to

- National Museum Wales, Cardiff
- Pembrokeshire gateway
- Gower sites
- Other sites in proximity
- Roman sites

Map location no. O3 Dyffryn Ardudwy Cairn, Dyffryn Ardudwy, Gwynedd

Summary

Neolithic burial chamber (portal dolmen monument type), consisting of a large cairn containing two chambers facing up the hill.

Site evaluation

Routes and signposting
- Good roads, existing signposting

Parking
- None specifically for the monument, but on-street parking possible, together with large space at village hall nearby.

Access
- Footpath leads from the road to the monument.
- Route is signposted.
- Steps and gates 5 mins walk gentle uphill slope.
- Suitable for most visitors except wheelchair users, mobility disabled.
- No seating.

Interpretation
- Old cast metal sign

Assets and Opportunities
- Large monument with two dolmen structures
- Close to town and easily accessed by most visitors
- Overlooks school playground – partnership opportunity
- Potential to enhance sense of shelter / enclosure

Issues and challenges
- Proximity of town and school detract from atmosphere
- No views

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O3 Dyffryn Ardudwy Cairn – Recommendations

- Improve and maintain signage from main roads to site
- Identify most appropriate car parking location
- Create and install new identification and orientation information at entrance to site
- Consider options for new accessible route to site
- Create illustrations for use on interpretation panel and other media
- Create site guide / tour as leaflet for central distribution and download

Possible

- New site identification / orientation panel situated discreetly by monument

Key messages on site

- What the burial chamber remains are, who used them and how they were used
- When they were in use
- What the landscape would have been like when the monument was in use
- Relationships to the surrounding landscape

Thematic / topic content

- Tomb builders
- Ancestors and gods
- Travellers (links to Ireland)
- Artists (link to cupmark decoration on stone)

Links to

- National Museum Wales
- Other sites in proximity including Mynydd Rhiw (link with small plaques of polished stone found in eastern chamber)

Map location no. O4 Graig Lwyd, Penmaenmawr, Gwynedd

Summary
Neolithic axe factory dating to 3rd millennium BC and the third largest axe factory (or production centre) for polished hand axes in the country. Excavations identified a line of small ancient quarries on the eastern summit, together with waste flakes, hammerstones and broken, unfinished axes. A bock of suitable size rock was struck from the cliff, flaked roughly to shape, then edges straightened to neaten, all done with a hammerstone. The 'rough – outs' were then taken down the hill for the longer process of polishing. Bangor Museum has a display of various stages of manufacture. The axes were traded all over Britain. There are several stone circles and features in the vicinity which make the general site worth visiting.

Site evaluation

Routes and signposting
There are no signs to this specific site, which is not readily identified without the assistance of an expert on site, although there are signs that lead to a number of sites in the vicinity.

Parking
None specifically for the monument, but on-street parking possible in the village of Penmaenmawr.

Access
Footpaths lead from the village to the site, and one old route is partially waymarked from the village outskirts on a walk that takes in 'Green Gorge, Jubilee path, Old Church and Druids Circle', although the way markers are less than comprehensive. Some recent markers have been installed on part of the North Wales path, which partially connects some of these sites.
The paths are steep up to the high ground and then rough tracks over open moorland.
1 or two seats, depending on route taken.
1hr 30 mins to sites.

Interpretation
- None

Assets and Opportunities
- Several prehistoric features within close proximity once on high ground
- Fine landscape and sea views

Issues and challenges
- Steep ascent to high ground
- Axe factory site not found, and is unlikely to be of interest to any but specialist visitor

O4 Graig Lwyd, Penmaenmawr – Recommendations

Guided walks accompanied by Discovery Guide provided as occasional event.

Key messages

- What happened here
- How the axes were used & why they were important
- Time context

Thematic / topic content

- Toolmakers (skills)
- Traders (distribution)
- Dreamers (iconic value of axes)

Map location no. O5 Great Orme Mines, Llandudno

Summary
Bronze Age mining site dating to 2nd millennium BC. Unique and exceptionally important site and the only Bronze Age copper mine in Europe which can be visited.

Site evaluation

Site visited on this occasion, but visitor centre and mines closed for winter months, visited previously

Routes and signposting
- Signposting from Llandudno is poor and could be improved.
- Tram station allows full pedestrian access to the site

Parking
- On site, capacity for 30 – 40 cars

Access
- Walks from Halfway tram station nearby.
- Much of open air site is accessible but underground tour is not.

Interpretation
- Guidebook, panels on site, guided tours, visitor centre depicting life and times in the Bronze Age, film and demonstrations

Assets and Opportunities
- Atmospheric, evocative underground tour of passages
- Evident scale of 'industrial' operation was considerable

- Staffed site provides partnership potential
- Established destination that is unique in Europe

Issues and challenges
- Appeal – extending to holiday market is a challenge
- Accessibility to underground tour – due to nature of remains
- Private sector operator can make partnership / collaboration with public sector difficult (in terms of administration and auditing)

O5 Great Orme Mines, Llandudno – Recommendations

Infrastructure
- Improved destination signposting and promotion in Llandudno and at Great Orme car park

Key messages
- What is here
- Why it is so important
- Time context – longevity of use

Thematic / topic content
- Miners
- Toolmakers
- Metal workers
- Traders
- Slaves

Partnerships / links
- Cadw
- National Museum Wales
- Bangor Museum
- Other sites in proximity

Appendix B

General Bibliography

Appendix B

General Bibliography

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[Each title in this series of four regional guides provides comprehensive information about 150 ancient and historic monuments, all of which are accessible to the public]:

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