



the **MORAY** council



Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd 's nan Eilean

Forres Area Community Trust



Friends of The Falconer Museum



**FORRES** in **BLOOM**



Forres Conservation Area

Part 4: Interpretation Plan

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November 2013

## Forres Conservation Area

### Part 4: Interpretation Plan

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| <b>Contents</b>            |   | Page |
|----------------------------|---|------|
| <b>PART 1 – Background</b> |   |      |
| <b>0</b>                   | <b>Executive summary</b>                            | 3    |
| <b>1</b>                   | <b>Introduction</b>                                 |      |
| 1.1                        | Purpose of the document                             |      |
| 1.2                        | Significance of Forres and Vicinity                 |      |
| 1.3                        | Consultation  |      |
| 1.4                        | Review and evaluation of existing interpretation    |      |
| 1.5                        | Directional signs                                   |      |
| 1.6                        | Orientation signs                                   |      |
| 1.7                        | Street furniture                                    |      |
| 1.8                        | Web based materials                                 |      |
| 1.9                        | Print based information                             |      |
| <b>2</b>                   | <b>Identifying Demographic Audiences</b>            | 16   |
| 2.1                        | The Local Market                                    |      |
| 2.2                        | The Tourism Market                                  |      |
| 2.3                        | Visitors to Heritage attractions in the Forres area |      |
| 2.4                        | Other tourism contexts relevant to Forres           |      |
| 2.5                        | Market segments                                     |      |
| 2.6                        | Visitor motivations                                 |      |
| 2.7                        | Strategic policy                                    |      |
| 2.8                        | Interpretive objectives                             |      |
| <b>3</b>                   | <b>Sources</b>                                      | 24   |
| <b>PART 2 - The plan</b>   |   |      |
| <b>4</b>                   | <b>Interpretive themes</b>                          | 25   |
| <b>5</b>                   | <b>Presentation</b>                                 | 27   |
| 5.1                        | Endline – So many places to Discover                |      |
| 5.2                        | E portal  |      |
| 5.3                        | Interpretive zones                                  |      |
| <b>6</b>                   | <b>Narrative and storylines (sub themes)</b>        | 28   |
| 6.1                        | Forres: Our millennium in our mile                  |      |
| 6.2                        | Forres: No ordinary town and no ordinary people     |      |
| 6.3                        | Forres and Vicinity: So many places to Discover     |      |
| <b>7</b>                   | <b>Interpretive materials</b>                       | 33   |
| 7.1                        | Interpretive hardware                               |      |
| 7.2                        | Interpretive software                               |      |
| 7.3                        | Evaluation  |      |
| <b>8</b>                   | <b>Future visitor profiles</b>                      | 40   |
| 8.1                        | Tourists  |      |
| 8.2                        | Day visitors  |      |
| 8.3                        | Schools and young people                            |      |

|     |                                   |    |
|-----|-----------------------------------|----|
| 9   | <b>Cost and maintenance</b>       | 42 |
| 9.1 | Costs                             |    |
| 9.2 | Installation and maintenance      |    |
|     | <b>Appendix 1 – Forres Heroes</b> | 44 |

## 0 Executive summary

The Forres Interpretive Plan is the fourth of a suite of four related documents which are linked to a number of strategic economic initiatives which are being developed for Forres and vicinity. The documents mesh with the Moray Economic Strategy and the developing work of Forres Conservation Area Working Group (the Working Group).

The first of the documents, the Conservation Area Appraisal, sets out what was considered to be significant about the outstanding townscape qualities of the town centre of Forres, while at the same time identifying problems and risks from which it is presently suffering. The second, the Conservation Area Management Plan, identifies the need to preserve the best features of what has survived and sets down conservation standards, measures encouraging sensitive development and suggestions for enhancement of the public realm.

As the Conservation Area Appraisal and this Interpretive Plan identifies, Forres has a wealth of unique history, heritage assets and colourful 'heroes'. On the basis that people remember themes not facts, five broad interpretive themes – warriors, people, Macbeth, the past and place - have been identified as a compelling representation of Forres's development over the last 1000 years. Forres could be the Heritage Capital of Moray.

It is intended that this Interpretive Plan should be of value in showing how vivid interpretive themes and media can tell, for Forres's economic benefit and people's enjoyment, the story of Forres's historic environment, the events, the buildings and the characters.

Achieving greater economic benefit means influencing visitors who currently pass through Forres and West Moray without stopping and regular day trippers who take part in an activity, with a range of experiences to increase the propensity to spend further time and money in the town. For this to be the case requires that interpretive facilities and other points of the visitor experience are of good quality and match that of Forres's heritage potential.

Suggestions are made for bringing interpretive elements forward quickly in a cost effective manner. These include better utilisation of existing interpretive provision and encouraging businesses and their staff to champion Forres's heritage to customers and visitors.

Improved digital connectivity is seen as essential. A single web portal for Forres with attractive interpretive material accessible via a click or two is a priority. The huge and growing popularity of smart-phones means web based materials and dedicated apps are available to many people on the move, increasing opportunities for cost effective interpretation.

The Plan concludes Forres, in common with much of Moray, has an extensive 'supply' side of heritage resources but the 'demand', quality and consistency side of audience experiences and visitor markets is much less developed and Forres will have to employ wide reaching and innovative methods to bring the economic outcomes the Working Group wishes to see for the town and its hinterland.

## **PART 1 – The background**

### **1 Introduction**

#### **1.1 Purpose of the document**

1.1.1 This document is the fourth of a suite of four documents focused on the Forres Outstanding Conservation Area. The documents have been commissioned by a consortium of bodies under the leadership of the Moray Council. The Forres Conservation Area Working Group is represented by the Moray Council, Highlands and Islands Enterprise, the Forres Heritage Trust, Forres Area Community Trust, the Friends of the Falconer Museum and the Forres Britain in Bloom Committee. The four documents are listed as follows:

Part 1 Conservation Area Appraisal

Part 2 Conservation Area Management Plan

Part 3 Conservation Area Action Plan

Part 4 Interpretation Plan

1.1.2 The terms of reference for the document are contained in the brief supplied by Moray Council which sets out the background to the work and the requirement for the Interpretive Plan to address:

- interpretive objectives;
- relevant target markets;
- a review of existing interpretation;
- a review of relevant sources and available research;
- identification of overarching themes and location-specific story-lines;
- suggest approaches to interpretive delivery;
- cost and maintenance assessment of the proposed delivery mechanisms;

1.1.3 Part 1 of the plan involved identifying and consulting with stakeholders and communities, reviewing audience research and examining source material associated with Forres and vicinity. This work informs the interpretive significance and develops strategic and realistic vision leading to purpose and objectives. The purpose and objectives inform Part 2 – theme development leading to story-lines, future audiences and finally delivery design, content and viability.

#### **1.2 Significance of Forres and Vicinity**

1.2.1 Forres is a place where people live and work. Over the centuries, people in Forres have changed and adapted their town and the surrounding hinterland to leave today's legacy. Some Forres people, often from humble backgrounds, have left their mark, beyond Forres, on distant battlefields and on emerging nations and marketplaces. It might be said that they represent the drive and entrepreneurship organisations like HIE are trying to attract to the Forres Enterprise Park for the 21st century.

1.2.2 The particular challenge in interpreting the heritage of Forres and its people in the 21st century is picking up meaningful themes of past conservation

and change that stimulate interest and passion in today's residents and visitors.

- 1.2.3 Forres's heritage is and will remain authentic. The cultural and architectural content of Forres are important baselines in the attractiveness of the town, which is beneficial to the residents and could attract more visitors. These are described in the Statement of Significance (Section 7) within the Conservation Area Appraisal.
- 1.2.4 Tourism represents an increasingly important economic activity for Forres. Presenting its heritage to visitors, through authentic experiences, can help enliven the town. Tourism also links Forres to sites like Culbin, Brodie, Findhorn, Kinloss, Burgie, Logie and the Dava, although they each provide their own authentic experiences. Collectively and collaboratively with Forres, they can also provide the visitor with a choice of accommodation, food and retail opportunities.
- 1.2.5 However, Forres is the primary shopping and commercial centre for this part of Moray. The town aspires to have a sustainable economy within a setting steeped in history. The town offers an attractive, unique location for businesses, for individual retail outlets and for a range of services needed by residents and visitors. Interpretation should seek to find ways of combining the depth of Forres's historical significance and that of its hinterland, with local commercial interests.
- 1.2.6 Green spaces are a fundamental element of life in Forres. They provide space for residents and visitors to relax, contributing enormously to the attractiveness of Forres. Cluny Hill, Grant Park, Roysvale Park and the banks of the Mosset Burn constitute valuable green space where interpretation can add meaning and enjoyment.
- 1.2.7 Forres is a witness to Moray's history and an attractive residential and working environment for over 9174 residents in 3863 households (2001). Potentially, Forres is a fascinating environment for leisure and discovery for residents and visitors. The town is a carrier of Moray's identity and image, within and, beyond the area. Forres could be the Heritage Capital of Moray.

### **1.3 Consultation**

- 1.3.1 The Working Group provided a list of 'reference' groups to contact and consult. Contact was made through email questionnaires, telephone discussions and public meetings. Forres Area Community Trust and Cameron Taylor in particular, have been very helpful to the development of this plan.
- 1.3.2 The reference groups we contacted included:

Forres Area Community Trust (FACT)  
 Forres in Bloom (FIB)  
 Forres Heritage Trust (FHT)  
 Forres Footpath Trust (FFT)  
 Forres Community Woodland Trust (FCWT)  
 Findhorn Bay Arts Group  
 Dava Way Group  
 Transition Town Forres  
 Findhorn Bay Local Nature Reserve Management Group  
 Forres Community Council  
 Moray Council

National Trust for Scotland

#### 1.4 Review and evaluation of existing interpretation

Interpretation is everyone's business. It is a process that should help audiences explore, understand and appreciate Forres's heritage in ways that are broader and more fulfilling than just simple recreational experiences.

Interpretation comes in many forms from traditional panels and leaflets, events and exhibitions to inspiring visitor centres and reconstructions. To be effective, interpretation should engage non-specialist audiences in a vivid and meaningful way that humanises and personalises heritage.

The reality for Forres and vicinity is that, while broadly interested in their version of interpretation, the groups listed above have all adopted their own individual approach, mixing community needs with those of visitors.

Individual group web sites, leaflets and signage were, generally, well designed and fitted the purpose of that particular group, but as a collective experience for the visitor to Forres there is a confusion of brands and messages. There is no clear set of brand values for Forres and no associated set of common interpretive stories.

Despite the rising trend of smart-phone and social media use, there is no obvious single e –media entry gateway to the visitor journey to Forres and vicinity to place interpretive content. There is little evidence of measures designed to help visitors around that virtuous customer information circle which drives other successful tourism destination development - *Inspire – look – book – travel – visit – keep in touch*.

National bodies like Historic Scotland (Sueno's Stone and Dallas Dhu), Forestry Commission (Culbin) and the National Trust for Scotland (Brodie) have their own 'corporate' style and offer site specific interpretation. They have no interaction with each other and very little with local groups.

The following sites and features of interest, in and around Forres, have some degree of interpretation to offer the visitor. There is a range of sites with little or no information or interpretation readily accessible to the visitor.

All ability access is a legislative requirement, often a condition of public sector funding, and an underlying principle of effective interpretation. Access is not merely physical but includes social and intellectual access too. Given that one in four UK households have someone with some form of special need, all ability access provision is essential socially and economically.

Current provision in Forres is not always fully accessible in terms of location and content. Plaques are hidden from view or located high up on buildings or away from sight lines. There is evidence of limited maintenance and initial design has not always recognised all ability needs. For example, the lettering on some signage and orientation panels is rather small for people with visual disabilities or too high to be clearly seen by those confined to wheelchairs.

### 1.4.1 Buildings and attractions with interpretation

#### *The Falconer Museum*

A museum, with a large single room with gallery above, dating from 1865, housing some of Hugh Falconer's fossils and a wealth of heritage exhibits relating to Forres. The Falconer room tells the story of his life. The museum also includes the Forres Visitor Information Centre (VIC).

#### *Nelson's Tower*

An octagonal neo Gothic Tower on Cluny Hill was erected in 1806 by public subscription, as a memorial to Admiral Lord Nelson. Open to the public for two hours per day, the Tower is 21 metre tall and offers a fantastic view over Forres and across the Moray Firth to the north. Simple interpretation in two rooms tells the story of the Tower and there is a panorama on the roof. Some materials from previous displays remain in the rooms giving a disjointed feel. Enthusiastic volunteers answer visitor's questions and provide the best form of interpretation.

Fixed to the exterior of the Tower are inscribed panels which commemorate the battles of the Nile (1798), Copenhagen (1801) and Trafalgar (1805) and that the Tower was built by public subscription. Its architect, Charles Stewart, is recorded in an inscription on the spandrel over the main doorway.

#### *Forres Tolbooth*

In its present form the Tolbooth dates from 1838 and was used as Court House and Public Offices. There are plans for interpretation combined with visitor facilities to be located in the Tolbooth. The building is opened regularly to visitors and the residents of the town and the displays of historic photographs are always popular.

#### *Balnageith*

Balnageith is the original site of RAF Forres, on farmland between the town and the A96 and used as a training base by mainly Whitley aircraft of No. 19 OTU from 1941 to 1945. Some buildings and section of runway remain. Beside the A96 are a 1977 cairn and a panel and model aircraft which were erected in 2011 to commemorate the personnel of 19 OTU and the Polish armed forces who were billeted here between 1945 and 1947.

#### *Benromach Distillery*

Benromach is Spey side's smallest working distillery and has a free visitor centre, interpreting the process of making whisky. It is on the Malt Whisky Trail.

#### *Dallas Dhu Distillery*

A former distillery operated by Historic Scotland, where visitors can see in detail how whisky is produced, although it is not now a working site. Interpretation provided through audio guided tours and interpretive panels. It is on the Malt Whisky Trail and accessible from the Dava Way.

### *Brodie Castle*

Brodie is an impressive castle, dating from the 16th century, with art collections, decorative ceilings and fine furniture. The Brodie family have equally long connections with the area and, selectively presented, the family archive could be a rich source of interpretive materials. Interpretation in the castle is delivered by guided tours and woodland walks with interpretive panels.

The property can be booked for functions such as weddings, parties, and corporate events. The restored stables are B listed and include function space on the first floor which can seat 56 people and is accessed by an outside stair. Brodie has a history of staging public performances, including plays, concerts, and more recently historical pageantry. The premium quality Laird's wing of the castle accommodates up to 14 self-catering visitors. There are two other self-catering properties on the property, and a basic campsite with mains water but no power supply which is mainly used by youth groups.

### *Logie Steading*

The steading is a converted sandstone farm buildings housing individual creative/art businesses and the River Findhorn Heritage Centre - an interpretive display about the River Findhorn.

### *Kinloss Abbey*

A picturesque, peaceful and atmospheric ruin with three interpretation boards mounted lectern style. They carry large amounts of information in the form of text and site plans. They are printed in a small font making reading them a challenging and intellectual exercise.

### *Findhorn Foundation, Park, EcoVillage and Cluny Hill*

The Findhorn Foundation is a spiritual community, ecovillage and an international centre for holistic education. Based mainly at The Park, Findhorn and at Cluny Hill in Forres, the community extends to include many individuals and organisations within the local area and to the islands of Iona and Erraid on the west coast of Scotland. The Ecovillage expresses sustainable values in the built environment through ecological houses, innovative use of building materials such as local stone and straw bales and applied technology in the sewage treatment facility and electricity-generating wind turbines. Many visitors come to the Park to view the ecovillage or participate in events. There is site based interpretation linked to the range of projects pursued by the Foundation.

### *Moray Arts Centre*

Located in the Park at Findhorn, the Moray Arts Centre hosts arts exhibitions and events. The building and its curtilage, open to the public, includes interpretive elements on art and design.

### *Findhorn Heritage Centre and Ice House*

Operated by a local heritage company, the centre seeks to interpret the story of Findhorn from prehistoric times to the present. The display includes dioramas, panels and models.

### 1.4.2 Monuments, Stones and historical plaques with interpretation

#### *Sueno's Stone*

The stone is one of the most remarkable early sculptured monuments in Scotland. On one side a tall cross accompanied by once elaborate figure sculpture at the base; on the other sculptured groups of figures of warriors, etc., disposed as though depicting hunting and warlike scenes. At over 6m high, Sueno's Stone is Scotland's tallest sculpted standing stone. Its carvings suggest it may mark a Pictish victory of the 10th century. Historic Scotland has provided interpretive panels, but they are now rather dated.

#### *Witches Stone*

Situated in the low wall at the front of the Forres Police Station is a small cast metal plaque, white lettering on black, more information than interpretation, commemorating the burning of witches on the nearby Cluny Hill. Legend has it that witches were placed in barrels and rolled down the hill. This spot being where they came to a halt. The site is easily overlooked.

#### *Mercat Cross*

Erected in 1844, the cross has a descriptive plaque at its base with information rather than interpretation.

#### *Lord Strathcona Plaque*

A very modest, easily overlooked, plaque on Castle Bridge celebrates Donald Alexander Smith who, at the age of 17, left Forres for Canada. There he became the resident Governor of The Hudson Bay Company. He created the Canadian Pacific Railway Company (CPRC) (the line was completed in 1885). Knighted by Queen Victoria in 1886, he was given the title Lord Strathcona. His cousin was George Stephen, from Dufftown, (Lord Mount Stephen), the first president of the CPRC.

#### *James Thompson Memorial*

The stone edifice on Castlehill, is a memorial to Dr James Thomson, a surgeon, who tended the sick and wounded in the Crimea in 1854. An engraved text summarises his story. It is believed this is the site of a medieval castle and power base for Moray; no remains of the castle can be seen.

#### *Nimrod XV230 Plaque*

The memorial was erected to commemorate Crew 3 of Nimrod XV230, from 120 Sqn RAF Kinloss, 12 of whom were killed in action over Afghanistan in 2006.

#### *Whitley Bomber 1440 Plaque*

Brass plaque erected in 1989 and attached to corner of a house beside Orchard Road Car Park, commemorating the death of an aircrew that died when their aircraft, a Whitley Bomber No 1440 crashed on the town, near this spot, in 1940. The plaque is a little tarnished.

### 1.4.3 Green space and natural attractions with interpretation

#### *Grant Park and Rose Garden*

Grant Park is an award-winning park with some famous floral sculptures that have earned Forres great success in the 'Britain in Bloom' contest. The sunken garden is on the site once occupied by Forres House. The house was demolished and the grounds were donated, as a park, to the town by Sir Alexander Grant, hence its name. Interpretation is limited to small signs. More historical detail on the park is included in the Conservation Area Appraisal.

#### *Cluny Woods and Sanquhar Loch*

Cluny Hill comprises five tree clad hills, rising to 75m (246 feet), a half-mile (0.8 km) east of the town centre and divided from one another by hollows or passages. Cluny Hill may have been the site of fortification belonging to Macbeth. The woods include Cluny Hill grave-yard. Interpretation is limited to small signs and temporary notices. More detail is included in various web sites. Sanquhar Loch or pond is accessible on foot or cycle from a network of paths.

#### *Culbin Forest*

This large coastal pine forest has a unique and fascinating history, shaped by man and nature. The main access to the forest is through the Wellhill site. Interpretation, based on a plan prepared in 2006, provided by the Forestry Commission includes a range of signs, welcome panels, leaflets, worksheets, interpretation panels and viewpoints supplemented by guided walks/events and website information. This site has, generally, more extensive interpretive material than any other site in the area, but the branding and corporate style is entirely the Forestry Commission and few, if any, links are made to other local sites or stories.

#### *Randolph's Leap*

A gorge in the River Findhorn, 6 miles south of Forres is known as Randolph's Leap. Randolph was the Earl of Moray in the mid-14th century. He did not jump across the river; an enemy he was pursuing escaped by leaping across. Interpretation is limited to discrete plaques and marker stones beside the path.

#### *Sluie Gorge*

This site is situated just off the A940 about 4 miles from Forres on the Forres to Grantown road. Sign Posted - Sluie Walk. A forest walk provides access along the edge of a deep gorge on the River Findhorn.

#### *Findhorn Bay LNR*

Findhorn Bay is a SSSI, SPA, Ramsar Site and a Local Nature Reserve (LNR). The Local Nature Reserve is managed by a local committee. Interpretive facilities include a public bird hide, accessed using a code for the lock, and an array of five panels. The third objective in the management plan is to develop and maintain a strategy for the environmental interpretation of the FBLNR's natural, economic and social heritage, and to make provision for

educational opportunities within the Reserve. A long term plan is to relocate the bird hide to the south side of the bay.

#### *Dava Way*

The Dava Way path links the 24 miles between the historic towns of Forres and Grantown-on-Spey. Almost the entire route follows the old Highland Railway line. Information boards with text and maps are located at key junctions. A set of new panels, linked to a new guidebook available to download, will shortly be installed along the route over spring/summer 2013.

#### *Moray Way and Coast Trail*

The Moray Way is a circular route, which could begin and end in Forres. It links the Dava Way, part of the Speyside Way and the Moray Coast Trail. The latter trail links Forres with Cullen.

#### *Califer Hill*

This excellent view point to the south east of Forres, overlooks Findhorn Bay and has a car park and an orientation panorama panel. No road signs are in place to help the visitor locate the viewpoint, access is by single track road and most use of the site is probably by local people. The Douping Stone, associated with Riding the Marches, and shown in historical photographs is located on Califer Hill, beside Upper Califer Farm.

### **1.4.4 Macbeth**

Shakespeare's play Macbeth mentions Forres several times, albeit in historically inaccurate terms, giving the town, in effect, recognition anywhere the play is performed worldwide. However, within the town itself, there is little apparent appreciation of this link. From time to time performances of the play are held in locations like Brodie Castle and at Cawdor Castle. Macbeth's Hillock, west of Brodie, beside the A96, said to represent the meeting place with the three witches and has some discreet signs, but is difficult to find. A new private house is being constructed nearby the hillock. One Forres business, MacLean's bakery, uses Macbeth as a marketing image on some of their product lines.

The Working Group have set up a project group with the aim of developing a programme of activities to establish and exploit Moray as the home of the Macbeth initiative, giving ownership of 'Macbeth' to the community rather than to any single business or organisation and ensuring that the benefits to be derived are shared.



**Macbeth currently has a low profile in the Forres area**

## **1.5 Directional signs**

As their name suggests, direction signs are intended to inform and reassure the visitor. However, they can be used to help create a sense of place and an element of local distinctiveness, relevant to interpretation. Equally, without appropriate management, they can confuse the visitor.

### **1.5.1 Directional road signs**

Forres Historic Royal Burgh threshold signs have been placed on the A96 and B9011. They have been temporarily removed during new road layout work. The sign design usefully conveys something of the local historic heritage to passing visitors. Brown Coastal Trail signs with a blue anchor symbol represent the North East Coastal Trail, which ends in Forres and begins in St Cyrus. Interpretation linked to this trail is available online.

### **1.5.2 Directional pedestrian and cyclist signs**

National Cycle Route 1 links Findhorn, touches the north part of Forres and goes on toward Nairn via Brodie. Route 1 has its own distinctive signage and is supplemented by conventional metal blade signs.

Forres has a range of signs directing people, mainly on foot, in the town, on local paths and on long distance 'ways' linked to the town. These include:

- 'Heritage' style finger posts ( black with raised gold lettering and/or symbols) located within the town;
- Forres Footpath Trust logoed map boards, rack signs, blade signs, finger posts and post roundels on the path network. Signage is in a mixture of timber, plastic and metal with coloured and uncoloured logos;
- Green and brown timber finger posts are used for the Dava Way, Moray Coast Trail and Moray Way. Each of the ways has a different logo.

## **1.6 Orientation signs**

On arrival in Forres, visitors encounter orientation maps in a consistent, format and style; ubiquitous to many urban locations. The map boards, in quasi heritage style with gold lettering on black 'Welcome to Forres', are located in the High Street, and three car parks including Victoria Road, Orchard Road and Leys Road.

On one side they carry the Forres Community Map and on the other a smaller scale map of the Paths and Trails around Forres and an overview of Forres' special features and history. Not interpretation per se, and while they do offer a welcome, they are perhaps a missed opportunity to generate excitement and enthusiasm about Forres' historic environment. If anything, they carry too much information for casual visitor purposes as they also fulfil a municipal directional role.

## **1.7 Street furniture**

Well designed and placed street furniture can help to create a sense of local identity and distinctiveness, relevant to interpretation. Forres has bins, planters, seats and other street furniture in the ubiquitous black and gold 'heritage' style. In some locations along the High Street redundant whisky barrels have been used as seasonal planters by Forres in Bloom, giving some inkling that there is a local whisky heritage.

*Designing Streets; A Policy Statement for Scotland 2010* provides helpful advice for Forres:

“Every piece of street furniture should earn its place in the street. Street furniture should have a clear function and should not be regarded as simple ornamentation. Street furniture should be integrated into the overall design of a street and relate to context.”

Forres High Street has an interactive 24/7 tourist information kiosk, erected in 2011 and located in front of the Tolbooth.

## **1.8 Web based materials**

As noted in 1.3, Forres has a wide range of organisations, local and national operating in the town and its vicinity, all with an interest in local heritage, culture and their environment. Most have their own web sites, developed in their own styles, often to meet the needs of a local audience. Between them they carry a significant amount of information, rather than interpretation, including materials like walking guides that can be down-loaded.

While this diversity might be seen as a strength equally, there are few consistent messages or themes about Forres and the visitor is left to form their own understanding. The visitor planning a trip to Forres will require patience and persistence to navigate their way through this material.

Visitors searching for information and interpretation on Forres may come across Forresweb.net as a source of visitor and community information. This site is operated and maintained by volunteers and while it is not presented in the style of a commercial destination site portal, it is reasonably effective and two clicks will take users through to the individual web offerings of attractions and accommodation providers, but not interpretive material.

The 'Great escapes: Moray' app is free to download from the Apple app store for iPhone, iPod Touch or iPad. It was created with the help of local schools and volunteers. The app will guide visitors through 20 Moray points of interest, chosen and interpreted by local schools and volunteers, mainly in the Elgin area. It features layers of historical maps from NLS collections. The 1868-1870 OS map comes installed on the app. The 1904 and 1938 OS maps are available to download and install separately.

In addition to the map layers, there are archive film clips, short audio interviews, images, audio narration, and text. The content was developed in collaboration with the National Library of Scotland and local archives, museums, and libraries in Moray.

Forres has little presence on You tube.

There are local Facebook sites.

As of March 2013, the Forresweb Facebook records 1200 'friends'.

As of March 2013, the Forres Facebook records 14,281 visits with 1455 'likes'.

## 1.9 Print based information

### 1.9.1 Leaflets

Over the years Forres has been included as a stop in a range of local and long distance ‘trail’ initiatives giving rise to maps, signage and trail leaflets and guides. From an economic perspective trails like Coastal route takes visitors out of Forres, albeit they may visit other parts of Moray.

Trail logos are shown in Table 1. Most trails have benefitted from short term project funding to produce information. In some cases leaflets and guides have not been updated or reprinted, but may still exist for downloading somewhere on the web.

Trails include:

- North East Coastal Trail (150 miles by road from St Cyrus to Forres) – leaflet and web site;
- Moray’s Coastal Trail (Road from Forres to Cullen) – leaflet (out of print);
- Moray Firth Aviation Trail (Road from Nairn to Peterhead) – booklet (out of print);
- Moray Coast Trail is part of the North Sea Trail (Path section from Forres to Cullen) – leaflet and web site;
- Dava Way (Forres to Grantown) – maps, leaflets, booklet and web site;
- The Moray Way combines the whole of The Dava Way, two thirds of The Moray Coast Trail and about half of The Speyside Way in a circular route – web site.
- The Dava Way and the Moray Coast Trail are promoted as part of the Scotland’s Great Trail initiative overseen by Scottish Natural Heritage.

**Table 1: Multiple path logos**



Moray Coast Trail



Moray Ways



The Moray Way



Dava Way



Forres Footpath Trust



Forestry Commission



North Sea Trail



National Cycle Route 1



Scottish Natural Heritage

The Dava Way Association has prepared a 70 page guide book with maps – the Dava Way Companion - to be available mainly in digital form on their

web site. A small print run of 500 copies is planned. The information in the guide book links to information panels on the ground. They also have a trifold colour leaflet

In addition to these long distance trails, Forres has a network of paths in and around the town and in nearby sites, which also have leaflet/map combinations.

The Forres Footpaths Trust published in 2004, in paper form, a 19 page booklet *A Guide to Walking in Forres and the surrounding area*. This is now available as downloadable pdfs on their web site and as a 24 page booklet containing route descriptions for all current walks around Forres with many full colour photographs. Forres Footpath Trust uses the strapline: *See Forres from a different viewpoint*.

Forres Community Woodland Trust produced a colour A4 membership leaflet and a leaflet/map showing mountain bikes routes in Sanquhar Woodlands.

Forres in Bloom produced Forres Footprints, a colour A3 trifold map based leaflet based on a street plan and sub titled "Take a heritage walk through the ancient Royal Burgh of Forres."

Forres Community Council produced a colour A3 trifold map based leaflet based on different street map to Forres in Bloom and sub titled "Forres Moray extends you a warm welcome."

The Forestry Commission Scotland provides a trail guide/map for Culbin Forest which is normally available in the leaflet rack at the car park. It is also available as a pdf on the Forestry Commission website.

Information leaflets are produced for the Falconer Museum, Kinloss Abbey, Benromach Distillery and Malt Whisky centre, Findhorn Heritage Centre & Ice house, Brodie Country Fare and Logie Steading. VisitScotland produces a What to see & Do Guide, Explore: Moray Speyside which mentions most of the larger attractions and popular walks.

### 1.9.2 Maps

The Forres Area Forum produced a Forres town and area map leaflet in 2011. The map is also used as a base map in the car park orientation panels described in Section 1.6.

CPL in association with VisitScotland produce a tear off map pad, carrying advertising, with a map of Moray and inset maps of the main settlements including Forres.

A town street map dating from 2001 is in circulation and is displayed in some shops and public buildings.

Commercially available maps, based on the OS, have been produced for the Moray Way and the Moray Coast Trail.

## 2 Identifying Demographic Audiences

Detailed information on the numbers, demographics and motivations of people who already visit Forres is scarce. The following sections have been put together using national and regional data, supplemented by local surveys carried out within the last 10 years.

People living within day trip distance of Forres and vicinity and tourists already in the north of Scotland will be the main audiences. Figures are given below for the number of residents living within different distances of Forres, although many other non-tourists who are potential visitors pass close to the town along the A96. Also, figures are given for overnight stay tourists who might become Forres visitors. The different attractions and interpretation in Forres and vicinity that might be further developed will tend to have distinctive markets, which would need further analysis.

The Moray Firth area within Highland attracts considerably more tourist visits than the Moray Local Authority area, with a large and varied overnight accommodation supply. There is a lot of competition for visitors' time and relatively expensive tours and activities do not tend to attract repeat visits. Brodie Countryfare, adjacent to the A96, has more than 500,000 visitors per year, and this is the most popular attraction in the Forres area and probably demonstrates the value of proximity to the A96 (which Forres and vicinity does not currently capitalise on fully).

There is a variety of tourist accommodation in Forres including B&Bs, guest houses, hotels and self-catering. There are six hotels in Forres. There are no 'budget' hotels or bunkhouses. Camping and caravan facilities are available in the Forres area, although not in the town itself.

### 2.1 The Local Market

Moray's population in 2011 was an estimated 87,260. Adding Highland residents within approximately an hour's drive of Forres would give around 200,000 "local" residents. It is estimated that around 25,000 people live within 15 minutes' drive, 70,000 within 30 minutes and 170,000 within 45 minutes.

Moray's resident demographic structure is similar to other rural areas in Scotland, with a relatively low proportion of people of working age and a higher and increasing proportion of people aged 60 and over relative to the Scottish average (26.5% to 23.3%).

A Forestry Commission survey at Culbin in 2004 showed almost 80% of visitors had travelled from home and 75% had travelled less than 15 miles. Most had an Inverness postcode and 65% were over 40. This suggests West Moray relies significantly on the East Highland catchment for its day visitors.

### 2.2 The Tourism Market

The GB Tourism Survey and the International Passenger Survey for 2011 gave the following figures in Table 2 for overnight tourism in the Highland Council area and Aberdeen and Grampian (including Moray).

**Table 2: Overnight tourism in the North and North East of Scotland**

|                        | <b>Highlands</b> | <b>Aberdeen and Grampian</b> |
|------------------------|------------------|------------------------------|
| <b>Number of Trips</b> | Millions         |                              |
| GB Visitors            | 1.86             | 1.37                         |
| Overseas Visitors      | 0.39             | 0.25                         |
| <b>Totals</b>          | <b>2.25</b>      | <b>1.62</b>                  |
| <b>Number of Days</b>  |                  |                              |
| GB Visitors            | 7.81             | 4.38                         |
| Overseas Visitors      | 1.64             | 1.20                         |
| <b>Totals</b>          | <b>9.45</b>      | <b>5.58</b>                  |

| <b>Seasonality (GB Visitors)</b>            |     |     |
|---|-----|-----|
| Jan-March                                   | 15% | 17% |
| April-June                                  | 26% | 23% |
| July-Sept                                   | 39% | 33% |
| Oct-Dec                                     | 19% | 26% |
| <b>Self-Catering Average Unit Occupancy</b> | 50% | 43% |

Holiday visitors were dominant in Highland (84% of GB visitors and 82% of overseas visitors), but less so in Aberdeen and Grampian (47% of GB visitors and 45% of overseas visitors), with business trips and visits to friends and relatives relatively more important. Local changes to the profile of military units in the area may influence visit types.

Visitor research for the Aberdeen and Grampian area by VisitScotland (2010) showed that the main reasons people visit the area were scenery and landscape, peace and relaxation, and nice walks in the countryside and to find places of interest.

The findings suggest that visitors to the north east on holiday are mainly UK resident adults aged over 45 travelling as a couple by car, often staying with friends and relatives, and with interests in general sightseeing, countryside walks and visiting places of interest.

A96 traffic counts give a 24 hour 7 day average of 11,600 vehicle movements per day in 2009<sup>1</sup>. In 2011 for the A96 just east of Forres, the average was recorded as 12024 per day with 1706 HGVs or 14.2 % of the total.<sup>2</sup> An estimated average figure for daily vehicle movements for 2013 was given as 12148. Another nearby location on the A96 shows the average daily flow to be 11641 vehicle movements per day. This breaks down to higher average daily flow in August – 13079 vehicle movements with morning peak hour flows of 936 and afternoon peak hour flows of 1070.

To calculate the visitor element in these flows, we note average daily flows in 2010 as January showing 8669, March 11551 and 6635 vehicles in December. These can be assumed to reflect mainly local or year round commercial traffic. Comparison between the peak flows recorded in March and August, the height of the tourist season, gives an indicative estimate of approximately 1500 visitor vehicle movements per day on the A96 at Forres.

<sup>1</sup> Moray Council. Areas for Transport Investment in Moray – Jacobs Consultancy Feb 2011

<sup>2</sup> Transport Scotland and Moray Council

Further assuming a season of 200 days – April to October and approximately 2.5 people per vehicle, visitor number passing through Moray are estimated at 750,000 people per year. The 2011 STEAM report estimated 630,000 visitors in Moray and 1,654,000 visitor days a decline from 2010<sup>3</sup>.

The large majority of Forres visitors travel by private car. The majority of our visitors will continue to come by car in the foreseeable future. Elgin is the largest town or city, and Moray the only local authority in Scotland, without a direct public transport link to Glasgow or Edinburgh. Travel to Moray by public transport requires a lengthy diversion and interchange in Inverness or Aberdeen.

There are 10 services from Aberdeen to Inverness, stopping at Forres, on Mondays to Saturdays departing from 0625 hrs to 2155 hrs and five services on Sundays departing between 1000 hrs and 2100 hrs. The average journey time is 2 hours 15 minutes.

There are 10 services from Inverness to Aberdeen, stopping at Forres, on Mondays to Saturdays departing from 0500 hrs to 2122 hrs and six services on Sundays departing between 0955 hrs and 2052 hrs. The average journey time is 2 hours 14 minutes.<sup>4</sup>

The rural nature of Moray means that many bus services require additional subsidy from Moray Council to enable them to operate.

Forres railway station provides an attractive option from which grow the uptake of more sustainable transport options to Forres. The challenge is to more seamlessly integrate the transport options that exist and to encourage people to visit Forres on foot or by cycle. Interpretation could assist with this challenge.

### 2.3 Visitors to Heritage Attractions in the Forres area

The most recent Visitor Attraction Monitor published by VisitScotland was for 2009<sup>5</sup>, and figures are given overleaf for visits to heritage attractions relatively close to Forres or otherwise considered relevant.

**Table 3: Visitor numbers at attractions near to Forres**

| Attraction                          | 2012     | 2011     | 2010     | 2009     |
|-------------------------------------|----------|----------|----------|----------|
| Brodie Countryfare                  | 500,000E |          |          |          |
| Johnstons of Elgin (Visitor Centre) |          |          |          | 202,200  |
| Culloden Battlefield (NTS)          | 98,107   | 95,135   | 99,335   | 112,178  |
| Culbin Forest                       | 50,000 E | 50,000 E | 50,000 E | 50,000 E |
| Cawdor Castle                       |          |          |          | 86,560   |
| Fort George (HS)                    |          |          |          | 61,460   |
| Logie Steading                      |          |          |          | 55,000 E |
| Elgin Cathedral (HS)                |          |          |          | 23,267   |
| Ballindalloch Castle                |          |          |          |          |

<sup>3</sup> Moray HIE Steam Report 2011

<sup>4</sup> Aberdeen to Inverness Transport Corridor Study: STAG Pre-Appraisal: Final Report Scott Wilson 2007

<sup>5</sup> The publication has been discontinued, and other sources have been accessed for more recent visitor number information. (E) Estimate

|                           |         |        |        |        |
|---------------------------|---------|--------|--------|--------|
| Brodie Castle (NTS)       | 29,076  | 16,773 | 19,077 | 21,203 |
| Elgin VIC                 |         |        | 16,570 |        |
| Falconer Museum & VIC     | 14,094  | 15,923 | 14,786 | 14,677 |
| Dallas Dhu (HS)           |         |        |        | 11,619 |
| Elgin Museum              |         |        | 6,810  | 7,486  |
| Spynie Palace (HS)        |         |        |        | 6,932  |
| Balvenie Castle, Dufftown |         |        |        | 5,321  |
| Fochabers Folk Museum     |         |        |        | 1,946  |
| Kinloss Abbey             |         |        |        |        |
| Benromach Distillery      | 7,000 E |        |        |        |

Note: The table is incomplete as some operators have not responded to requests for visitor numbers.

Whisky tourism is a major theme in Moray and, close to Forres, Dallas Dhu and Benromach are both on the Whisky Trail. Elsewhere in Moray, Glenlivet has the highest visitor numbers. There is evidence of a recent decline in this market, although spend per head by 'whisky tourists' at these sites is, generally, likely to be high.

At Brodie Castle, NTS reported that paying visitors were down 16% at 5451, non-paying (NTS members) were up 62% at 23,625. Total visitor numbers for 2012 were up 38% on 2011, reaching 29,076. In part, this was considered due to local families making use of the new adventure playground at Brodie opened in 2012.

As of March 2013, Trip Advisor had 1140 reviews in total for Forres (for comparison Aviemore had 7310). Trip Advisor lists nine attractions for Forres. None have a great number of reviews. Of these, only three could be classed as heritage attractions with interpretation. Benromach Distillery, Logie Steading and Brodie Castle are ranked as attractions two, three and four respectively in terms of the quality of reviews. The number one attraction in Forres, according to Trip Advisor, is Ace Adventures who offer Canyoning, Canoeing, Rafting and Kayaking on the River Findhorn.

The conclusion is that Forres is lagging behind other destinations in making best use of social media to convey compelling stories to attract new visitors.

## 2.4 Other tourism contexts relevant to Forres

A 2009 HEACS report estimated that tourism expenditure in Scotland attributable to the historic environment supported some 37,000 full time equivalent employees in Scotland and generated nearly £1.3 billion in Gross Value Added (GVA).

The importance of Scotland's heritage to its tourism industry is demonstrated by the 2008 Visitor Experience Survey, which showed culture and history to be an important or very important for 70% and 67% of visitors respectively. The same survey found that 89% of overseas visitors and 67% of UK domestic visitors to Scotland visited a historical attraction as part of their trip.

## 2.5 Market Segments

VisitScotland research in 2006/7 identified a number of consumer segments considered to offer the best potential for increasing the volume and value of domestic tourism to Scotland.

Given the importance of the domestic tourist market, who currently account for 81% of visitors to Moray, three segments, identified by VisitScotland, are considered to be particularly relevant to Forres.

### ***Affluent Active Devotees***

- 1.4 million households in UK, Northern based (48% Scottish)
- Have strong emotional connection to Scotland
- Well-travelled experience seekers, enjoy active pursuits
- 85% visited Scotland in last year

With an average age of 50, and typical of the 'older yet younger' active experience seekers, this segment is well suited to what Moray can offer in terms of their interests, inherent warmth to Scotland, disposable income and opportunity to travel. Many will be 'empty nesters' treating themselves to the finer things in life, preferring to stay in hotels and enjoying good food and drink.

### ***Younger Domestic Explorers***

- 2 million households in UK, Northern based (70% Yorkshire and further north)
- Strong advocates of holidaying in own country
- Believe Scotland is accessible, plenty to see and do and is good value
- Aged 25-45, 36% with school age children
- 81% visited Scotland in last 2 years

Younger families and single couples in this target segment are increasingly looking for more traditional holidays. A recent YouGov study reported that 75% of parents plan to include wholesome, authentic activities on their next holiday, such as cycling, walking, visiting museums, etc. This segment is also interested in wildlife, culture, genealogy and general touring. This trend and mind-set has a good fit with the wider attractiveness of Moray, not just the more family focussed activities.

### ***Mature Devotees***

- 1.9 million households in UK, Northern based (80% Yorkshire and further north)
- Most loyal group for holidaying in Scotland
- Oldest segment, traditional in outlook
- Like to revisit places, tour local area and watch wildlife
- 81% visited Scotland in last year

Mature Devotees continue to be important to tourism in Moray but more on a retention front. Creatures of habit, they are less open to trying new areas but are more loyal to favoured areas. Therefore, they are deemed more of a 'safe group' from a marketing perspective.

**Affluent Southern Explorers** were not specifically identified by VisitScotland's research, but could be attracted to Moray (with the proximity of Inverness Airport being an advantage).

- 2.3 million households in UK, Southern based (39% in London)
- Spend most nights away on holiday, tend to take longer breaks
- Enjoy outdoors and love things Scotland has to offer on a break
- 3rd highest total holiday spend
- 84% visited Scotland in last 2 years

As the most affluent segment, and the one most likely to take longer holidays, these people are of definite commercial interest to Forres, especially as potential purchasers of luxury products such as whisky, knitwear and food. Whilst affluent, they are not overly materialistic and like to fit in with local culture when on holiday. They are explorers, and Scotland has a definite appeal to them. They like to discover new places and broaden their minds, and are open to suggestions of new things to do.

## 2.6 Visitor Motivations

Gilmore and Pine in their 2007 book, *Authenticity: What Consumers Really Want* noted *"goods and services are no longer enough: what consumers want today are experiences – memorable events that engage them in an inherently personal way. As paid for experiences proliferate, people now decide where and when to spend their money and their time – the currency of experiences – as much if not more than they deliberate on how and what to buy."*

The 2009 HEACS report suggested that *"cultural value could, for instance, be divided into a number of elements, such as: aesthetic; spiritual; social; historical; symbolic; and authenticity."*

*"Children often grow up with virtually no understanding of the rich, natural and cultural heritage in their home area."* (Brochu and Merriman National Association for Interpretation USA) 2008.

Given the choice of attractions available and young people's sophisticated use of technology as their entertainment, it can be difficult to persuade children to enjoy real experiences and learn about heritage by actually seeing, feeling and taking part. Firing the imagination of families, children and young adults is a real challenge for sustainable heritage.

Provision for the under 12s, and for family groups generally, has been more readily accommodated by heritage sites in the Forres area, such as Brodie Castle, than activities for independent young people with their own transport or (where travelling as a group) access to a minibus. Those young adults who do engage in the historic environment are disproportionately weighted towards those in further and higher education.

How sites are promoted to young people is important. For example, 64% of 15-24 year olds in the UK in the period January-June 2010 used a feature phone and 36% a global smartphone. They spend less time searching the internet than adults but more time on Facebook. Facebook and other social media are principal sources of peer influence on young people.

There are people who tend not to engage with the heritage of their areas. This is often down to barriers including poor provision for those with

disabilities (mental health, learning, sensory and physical), people from socio-economic classes D and E (likely to be living in areas of multiple deprivation – of which there are few, if any, in Moray), unemployed people and older people.

The barriers that these groups face include, motivation (having other, or 'better' things to do), financial (the costs of transport), cultural (a lack of recent history of using built and natural heritage, and a perception that 'it's not for us') physical barriers (distances between a car park and the attraction, for the less mobile); knowledge (poor signage and a lack of information).

### **Event Audiences**

Events like the Toun Mercat, Forres Highland Games, Findhorn Bay Arts Culture Day, Forres Theme Week Piping Hot – the European Pipe Band Championships (held in Forres 2013 -2016) and the World Orienteering Championships provide opportunities for interpretation that appeals to different audiences.

Forres's active twinning links with Vienenburg, Germany, and Mount Dora, Florida offer opportunities for tourism related events.

### **Schools**

Forres Academy [www.forresacademy.org.uk](http://www.forresacademy.org.uk) provides secondary education to all Forres area young people, and has an active out of school programme of activities for pupils supported by school staff, and volunteers from the parents association, and others. Forres Academy school roll is approximately 1000.

Primary education is provided by three schools in Forres – Pilmuir, Anderson's and Applegrove. All offer a full primary curriculum enhanced by many after school activities.

The Moray Steiner School is an independent school run on the principles of Rudolph Steiner offering full kindergarten, primary and up to S2 curriculum for up to 80 children. In addition regular seasonal festivals are celebrated with events welcoming local community participation.

## **2.7 Strategic policy**

In response to the closure of RAF Kinloss and to diversify the area's economy, the Moray Community Planning Partnership has produced the Moray Economic Strategy.

The Strategy's Action Plan has five linked themes, which comprise:

1. Innovation in Business and Technology;
2. *Developing a High Profile, High Value Tourism Offer;*
3. Broadening and Developing the Economic Contribution of Moray's Education and Health Infrastructure;
4. *Developing Moray's Cultural Heritage and Arts Assets;*
5. Reinvigorating Moray's Retail, Leisure and Civic Sectors.

The second and fourth of these are of particular relevance to the interpretive proposals being considered for Forres. Tourism has been

identified as an underperforming sector in Moray, and “warrants special attention”.

The Working Group endorsed the emerging Moray-wide approach to tourism as:

- Moray-wide co-ordination of events;
- Whisky and food;
- Macbeth;
- Nature and the environment underpinning everything
- A ‘light touch’ tourism support structure, possibly part of the Chamber of Commerce;
- Local organisations – such as that in Forres – forming an integral part of the overall structure of tourism, with collaboration between areas encouraged.

Moray Tourism Development identified whisky, outdoor activities and ancestral tourism as key future activity segments – the historic environment is not specifically identified as a theme.

## **2.8 Interpretive Objectives**

With this emerging approach and the Moray Economic strategy in mind, the following interpretive objectives are proposed.

1. Improve and enhance visitor experience;
2. Provide greater access to the local heritage;
3. Create a sense of ownership of and pride in the historical and environmental legacy particularly by the younger generation;
4. Improve the economic opportunities, especially through tourism;
5. Create the opportunity to conserve and improve the built, historical and social environment.

### 3 Sources

Forres has a wealth of written material in archives, books and pamphlets, architects' plans, genealogical records, newspapers (Forres Gazette) and maps. Newspaper articles are a rich source of features recorded in everyday language. There are over 20,000 photographs in Moray Council's records – some relevant to Forres, including some by George Washington Wilson. The RCAHMS data base lists 365 entries for Forres, Moray. Part 1 of the Conservation Area Appraisal also provides extensive sources and detail, and a bibliography is provided at the end of the document.

Valuable for interpretation, are personal historical accounts of visits to Forres by noted travellers including among others, Defoe, Pennant, Johnson and Boswell and Elizabeth Grant of Rothiemurchus.

Artists including William Daniell, with his image of Nelson's Tower on a sparsely treed Cluny Hill, captured Forres scenes. Cartographers like Timothy Pont, General Roy and John Wood have provided some useful maps of the town and its development.

In terms of accounts that can add authentic detail and colour to interpretive content the following sources have been identified. This is not an exhaustive list. The challenge is to filter out key themes and storylines from this wealth of detail.

**Table 4: Reference sources**

| Author   | Title   |
|--|---|
| Algie M,J  | Guide to Forres and objects of interest in the neighbourhood 1887                         |
| Anon   | The Illustrated summer annual and local register for the counties of Moray and Nairn 1906 |
| Bartholomew, J   | John Bartholomew's Gazetteer of the British Isles 1887                                    |
| Bennett, S, Byatt, M, Main, J, Oliver, A, & Trythall, J. | Women of Moray, Luath, 2012   |
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| Dick Lauder, T   | The Great Moray Floods of 1829  |
| Groome, FH   | Ordnance Gazetteer of Scotland 1896   |
| Ritchie, J, R  | The Pageant of Morayland 1932   |
| Rhind,W  | Sketches of the past and present state of Moray 1839                                      |
| Shaw, L  | History of the Province of Moray 1827   |
| Taylor, C, Murray, A                                     | On the Trail of the real Macbeth: King of Alba, Luath 2008                                |
| Watson, J  | Morayshire Described 1868   |
| Wilson, B  | Lord Strathcona, The story of his life to 1902 Methuen & co. Ltd.                         |
| Photographs  |   |
| Seton, M   | Forres and Area Past and Present, Moray Council 1982                                      |
| Fraser, A  | A Glimpse of Forres of Yesteryear, Moravian press 1989                                    |

## PART 2 – the plan

### 4 Interpretive themes

People remember themes – they forget facts. The following five main interpretive themes for Forres are proposed - the themes we want people to remember.

#### Warriors, People, Macbeth, the Past and Place

1. **Warriors** - Warriors from Forres have fought in conflicts at home and abroad for 1000 years.



OTU memorial and Field Marshall Sir Donald Stewart

2. **People** - Forres people connect to the world with, amongst many things, tea, biscuits and transcontinental travel.



Eliza Gordon Cumming and Hugh Falconer – Forres people

3. **Macbeth** - Shakespeare's Macbeth is still infamous in theatrical performances worldwide but the real Macbeth was a great leader in 11th century Moray.



19<sup>th</sup> century representation of Macbeth

4. **The Past** - To understand Forres, one must understand medieval and Victorian business.



Reminders of the medieval street plan and grand Victorian buildings

5. **Place** - Location, location, location. Forres and the surrounding sites are there for a reason. Understand the reason and their story has meaning.



Pont's 16<sup>th</sup> century map of Forres and the Benromach Distillery both highlight the significance of place

## 5 Presentation

It is proposed the Working Group encourage a multi-layered approach to presenting interpretation to target audiences in and around Forres.

### 5.1 Endlines

Firstly, it is proposed an endline is adopted for all future interpretive materials, relating to Forres, to bind the visitor offering together, but still allowing for local groups to promote their distinctiveness. As the name suggests this would be used as a 'footer' or endline to Forres interpretive and promotional materials. It is suggested imposing a header on interpretation provided by existing groups is unlikely to be acceptable.

**Proposed endline: *Forres - Moray's Heritage capital: So many places to Discover***

Action would be required by the Working Group to encourage bodies like the Forres Community Council, the Forres Footpath Trust, Forres Heritage Trust, Forres in Bloom and the Dava Way Association etc. to incorporate this endline into their web sites, future leaflets etc.

Businesses in Forres should be encouraged to develop their own interpretation within the endline and the five themes. Close collaboration with Moray Tourism Development is vital as Forres should contribute to the Moray economy and vice versa. Customers wish to experience a seamless journey, during which confusing messages, logos and styles are not generally helpful.

### 5.2 E portal

Secondly, it is proposed that the enhancement/development of a single e entry point for Forres visitors be a priority; an e portal or 'front door' beyond which visitors can be signposted to all the individual groups operating in and around Forres. This could be a development of Forresweb (see Section 7.1.1).

The portal would carry the commonly agreed history and heritage of Forres, which is currently repeated in various forms by different groups.

### 5.3 Interpretive zones

Thirdly, it is proposed that the Working Group be encouraged to promote three geographical 'zones' under three 'straplines' summarising what we want visitors to know from their visit, and as a basis for interpretation and interpretive materials.

Zone 1 - Forres (Bridge Street, High Street and Victoria Road)

Strapline – *Forres: Our millennium in our mile*

Zone 2 - Forres (The town of Forres and Cluny Hill)

Strapline – *Forres: No ordinary town and no ordinary people*

Zone 3 - Forres and vicinity (The Working Group area)

Strapline – *Forres and West Moray: So many places to Discover*

## 6 Narrative and storylines (sub themes)

### 6.1 *Forres: Our millennium in our mile*

It is proposed interpretive materials for zone 1 focus on three main themes:

#### 6.1.1 Theme 1 Warriors from Forres have fought in conflicts at home and abroad for 1000 years.

Any visitor to the town, to get a flavour of Forres should be encouraged to walk that mile from Castlehill Bridge to Sueno's Stone. They will begin in a peaceful riverside place where Forres remembers fallen warriors from two world wars beginning with the Alexander Carrick 1922 war memorial 'Jock' and the reality that is Afghanistan in the Nimrod memorial. The Thompson obelisk marks another bloody conflict, the Crimean War where Florence Nightingale demonstrated that disease killed more soldiers than bullets. Castlehill itself is resonant of the mediaeval castle that once stood here, dominating this area of Moray. Nelson's Tower looks down on the town from Cluny Hill, reminding people of naval battles on far off shores. The mile walk ends at Sueno's stone marking an early Pictish battle.

#### 6.1.2 Theme 2 Forres people connect to the world with, amongst many things, tea, biscuits and transcontinental travel.

What could be more comforting after the walk than a nice cup of tea and a digestive biscuit? Millions of people settle down to enjoy them every day. Did you know we have two men from Forres to thank for both? Dr Hugh Falconer helped to bring commercial tea growing to India from China in the 1830s and the rest, as they say, is history. He was also an early palaeontologist who heavily influenced Charles Darwin's game changing book – *The Origin of the Species*. A real international Forres hero.

Close to the shelves carrying tea in your local supermarket will be the distinctive red packaging of McVities Digestive Biscuits. Alexander Grant, son of local railway man, rose from apprentice baker to wealthy business man, creating the popular digestive biscuit along the way. Donald Smith, another local Forres hero, born beside Castlehill Bridge, became Lord Strathcona, chairman of the Canadian Pacific Railway Company, who engineered a crossing of the formidable Rocky Mountains to connect Canada coast to coast with a railway for the first time. Both remarkable men came from humble backgrounds in Forres.

#### 6.1.3 Theme 4 To understand Forres, one must understand medieval and Victorian business.

Forres today exhibits the classic pattern of a Royal burgh. The central High Street is like a backbone, stretching east west and narrow fish bone wynds, at right angles north south. The Tolbooth sits in the centre as town HQ. From here burgh councillors brought order, justice and taxes to people's lives and, from time to time, punished them through incarceration or in rather more brutal ways. Forres is no random location. A castle, long gone, sat above the present day bridge. The Mosset Burn was, generally, a friendly source of power for mills and the level flood plain across to the much larger River Findhorn was good for farming. Grand Victorian buildings dominate the High Street and tell of empire and wealth invested in this corner of west Moray.

Medieval punishment could be particularly brutal and that meted out to so-called witches was particularly barbaric and the Royal Burgh of Forres was no exception. The Witches stone, according to tradition, marks the point where nailed barrels came to rest after being rolled down Cluny Hill with the accused inside. Drumduan, at the east end of Forres, carried the local gallows and poor Dorothy Calder, while escaping the barrel treatment, was the last accused witch to be burnt alive here.

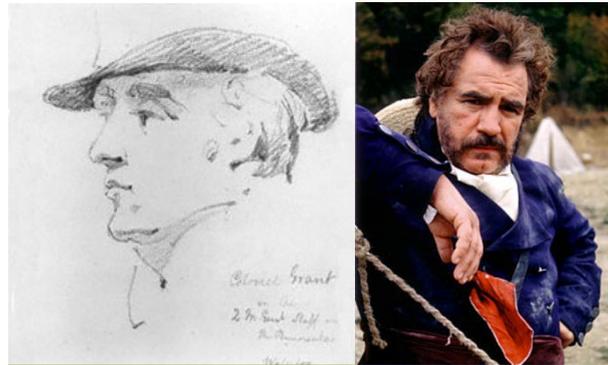
## 6.2 ***Forres: No ordinary town and no ordinary people***

It is proposed interpretive materials for this town wide zone 2, utilise all five main themes:

### 6.2.1 Theme 1 Warriors from Forres have fought in conflicts at home and abroad for 1000 years.

Appendix 1 - Forres Heroes identifies a range of warriors with connections to Forres including:

Two holders of the Victoria Cross;  
 A general who led British forces into Afghanistan 125 years ago;  
 A naval navigator who mapped part of Australia;  
 The first respectable spy – effectively the founder of MI6;  
 The military surgeon who is credited with founding the Royal Army Medical Corps;



**The first respectable spy. Lieutenant-Colonel Colquhoun Grant (1780–1829) commanding officer of the Corps of Guides and Head of Intelligence for the Peninsular Army. The character of Major Michael Hogan, played by actor Brian Cox, in the Sharpe TV series was based on Colquhoun Grant.**

The emotional connection and sacrifice made by Forres warriors creates a powerful compelling story.

*"We were but warriors of the working day"* is a quote from Henry V Act 4 Scene 3 and is inscribed on the memorial to the World War II airmen at Balnakeith.

*"They graced Britannias Story"* are the words inscribed on the memorial inside Nelson's Tower to the men of Forres who died in the Boer War of 1889 – 1902.

Nelson's Tower itself is described as a *"monument to departed heroism"*

*"To all who bravely serve their country"* is the inscription on the Nimrod memorial

Even some overseas military forces owe their existence to Forres people. Lord Strathcona's Horse (Royal Canadians) is a regular armoured regiment of the Canadian Army. Currently based in Edmonton, Alberta, the regiment is part of Land Force Western Area's 1 Canadian Mechanized Brigade Group.

- 6.2.2 Theme 2 Forres people connect to the world with, amongst many things, tea, biscuits and transcontinental travel.

Some notable Forres people were described in section 6.1.2. Appendix 1 Forres Heroes identifies a range of other people past and present, in addition to warriors, and all with Forres connections who made their mark at home and abroad. Their stories warrant a wider audience.

There is considerable scope to use important historical figures to link with and interpret buildings, streets and places within the town.

- 6.2.3 Theme 3 Shakespeare's Macbeth is still infamous in theatrical performances worldwide, but the real Macbeth was, by many accounts, a great leader both in Moray and in Scotland.

There is no doubt Forres plays a significant role in the play Macbeth. Shakespeare places King Duncan's palace in Forres. The play in Act 1, scene 2 opens in a camp near Forres. In scene 3, described as a heath near Forres, Banquo asks of the three witches "How far is't call'd to Forres?" Scene 4 is described as Forres the palace. In Act 3 the actions mostly takes place in the palace at Forres.

Historically, as we know, much of Shakespeare's play is an inaccurate interpretation of both history and geography. However, the real Macbeth was a significant figure in 11th century Moray. Before becoming King of Alba – what we now know as Scotland - in 1040, Macbeth was Mormaer or ruler of the Province of Moray.

At the time of his rule as Mormaer or Earl, Moray was a much bigger area than it is today, extending from the Spey in the east to beyond Inverness in the west. As Mormaer, Macbeth and his entourage would have travelled throughout their lands collecting rents and administering justice. There was no single administrative centre or 'capital' as we would understand it today but if there is a place in Moray that is most closely associated with Macbeth, it is Forres. Macbeth may even have had his protective fortification sited on top of Cluny Hill.

- 6.2.4 Theme 4 To understand Forres, one must understand medieval and Victorian business.

As noted above, the street pattern of central Forres displays its medieval roots, built on a ridge with a central high street, burgage plots at right angles, ports and cowgates. Until the early 19th century, little new building had taken place over the past century due, in part, to taxes levied to fund overseas conflicts and Forres had entered a period of decline. Many properties at the start of the 19th century were over 100 years old and dated from the 17th century. In this period of burgeoning empire, Forres would enter a time of unprecedented economic growth and regeneration and by the 1820s Forres was beginning to expand rapidly with the building

of new villas in the outskirts of the town. The Muckle Spate of 1829 devastated the low lying areas of Forres and infrastructure like roads and bridges, but the area soon recovered. Many of the grand buildings that exist today on the High Street, elsewhere in Forres and the country estates surrounding the town were constructed during the Victorian period.

A Victorian guide to Forres lists the following as operating in the town: Woollen mill, Chemical works, Flour Mill, Bone Mill, Saw Mill, Barley and Oatmeal mill, Bobbin Mill, Gas Works, Slaughter House, Coach Works, Brewery, Tree Nursery and Railway Station.

Cluny Hill cemetery is full of gravestones tells a story of enterprise and wealth. The stones are marked up with the occupations of workers in local industries like auctioneer, bank agent, estate factor, baker, carpenter, builder, wheelwright, shoemaker and tailor.

The nearby seaport of Findhorn provided Forres merchants access to that medieval marine motorway, the North Sea, and goods moved to and fro along the coast and across to Scandinavia. With the arrival of the railway in 1863, sea transport declined.

#### 6.2.5 Theme 5 Location, location, location

In the shadow of Cluny Hill, Forres townsfolk mainly lived above the floodplain. They knew the awesome power of water. Over the centuries the Findhorn and Mosset Burn have regularly flooded. But, on the 4th of August 1829 the people of Forres awoke to a sight frightening in its scale. Sir Thomas Dick Lauder in his book *The Great Moray Floods of 1829* wrote:

*From Mundole about two miles to the west of Forres and from Forres to Findhorn about five miles to the north the whole plain was under water... One half of the bridge of Forres over the burn immediately under the Castlehill had disappeared during the night.*

Could it happen again? The 1829 'Muckle Spate' was, what scientists call, a one in 200 year event. In other words, statistically speaking, a flood on this scale will happen roughly once every 200 years. Today, there is a much more sophisticated flood alert system in place so residents should have more time to prepare. Moray Council have recently spent £18 million pounds on a flood protection scheme for the Mosset Burn so, fingers crossed, Forres should be able to cope with most future flood events.

Forres pioneered public parks and greenspace and Cluny Hill was the location for the first hydropathic establishment, or health spa, in Scotland. The building is now occupied by the Cluny Hill College, part of the Findhorn Foundation. Once called the Montpellier of the North, the relatively mild climate of Forres attracted merchants, tea planters, sea captains and military men returning from all the corners of the empire to retire and enjoy their wealth. Today Forres in Bloom utilises the relatively mild climate to win national and international awards.

### 6.3 ***Forres and vicinity: So many places to Discover***

The third zone for interpretation is the entire Working Group area. It is about encouraging visitors out to surrounding attractions in the Forres area and for visitors to these locations to come and visit Forres.

The sites could be linked by a 'Scenic route' using local roads around Forres as part of the visitor experience. Some additional locations, like viewpoints, could be constructed to enhance the experience. Some destinations have commissioned well known artists and constructed view points as public art, creating new audiences.

Creative planning could also better link existing services like tearooms and retail along the scenic route to encourage greater visitor spend.

These sites would also be encouraged to use the endline – **So many places to Discover.**

Significant interpretive sites within the Forres area include:

Findhorn  
 Findhorn Bay  
 Kinloss Abbey  
 Burgie Castle  
 Califer Hill  
 Blervie Castle  
 Logie Steading  
 Dallas Dhu  
 River Findhorn – Randolph's Leap, Sluie  
 Dava Way  
 Brodie Castle and Gardens  
 Macbeth's Hillock  
 Culbin - Wellhill

Most will link to the five main themes, but each site will have its own sub themes and story.

Forres also has links with other relevant locations beyond the Burgh area that could assist with interpretation. For example, interpretive links could be made with other Nelson memorials elsewhere in the UK, most notably that on Calton Hill in Edinburgh. Forres is twinned with towns in America and Germany and the world-wide connections made by Forres heroes, like Lord Strathcona, offers tremendous interpretive opportunities.

## **7 Interpretive materials**

### **7.1 Interpretive Hardware**

#### **7.1.1 Web site**

A refreshed and focused Forres web presence, in association with a wider Moray site is, probably, the most essential element in providing an interpretive platform for the interpretive themes. Forresweb.net has much to commend it, not least its voluntary basis and could perhaps, with additional support, provide the core service behind a Visit Forres site.

Improved digital connectivity promoting Forres and hence, the wider area to key audiences should be a high priority to encourage and inform visitors and promote footfall in these difficult economic times. A couple of clicks should take users to what they want to know.

Visitors must be able, easily, to research the destination, download materials, make bookings and contribute their own content based on their experiences. Adoption of a good combined ICT portal with search engine optimisation has to be an absolute priority for Forres and the basis of other multimedia interpretation.

Blogs and podcasts by local writers, interpreters and enthusiastic heritage managers and visitors could be used to keep the site fresh and up to date. The site should combine the interests of all the Forres partners – public, private, community and voluntary.

#### **7.1.2 Apps**

Increasingly web based materials are viewed via mobile smartphones. 15% of today's travellers download an app about a destination – before they travel. This trend is likely to continue. According to Nielsenwire<sup>6</sup>, by 2015 50% of European travellers are forecast to use a smart-phone to find travel information and/or make reservations.

A Forres app could be used to convey tourism information and provide access to interpretive web sites. Free apps are common in many tourism destinations. For example, an app for the Cairngorms National Park has attracted over 65,000 app loads. Visitors can 'shop' by site as they move around the Forres area.

#### **7.1.3 Signage**

Forres is bypassed by the A96(T). While this obviously reduces traffic flow through the town, it requires good threshold signage to attract passing visitors. Threshold signage has been temporarily removed but future signage should clearly highlight the town's heritage and attractions. The Working Group could usefully consider a survey and review of entry point signage effectiveness, especially, for example, to highlight the Macbeth theme.

#### **7.1.4 Leaflets**

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<sup>6</sup> <http://www.nielsen.com/us/en.html>

In our electronic age print materials still have a place for target audiences. Three print items are suggested for consideration:

- (a) Trifold A4 leaflet based around a town map and highlighting the core Zone 1 of Bridge Street, High Street, Victoria Road from the perspective of a walking tour.
- (b) Trifold A4 based around the same town map, extending to Zone 2, the entire town including Cluny Hill.
- (c) Forres area leaflet to include Zone 3, the Working Group wider area.

Hard copy interpretation can effectively be extended onto items like menus and table tops in cafés and restaurants and packaging in retail spaces.

#### 7.1.5 External Panels and Street Gallery

A programme is suggested to agree removal and relocation or refurbishment of existing interpretive installations, damaged plaques and signs removed or repaired; others to be relocated to more visible places.

Sueno's Stone is a good example of a site where the interpretation needs improvement. Wording on the panels is too small and there is too much text. The Working Group should be encouraging Historic Scotland to represent the interpretation under the warrior theme. The key question 'Who is fighting who?' is included in the interpretation but is lost in the mass of text.

Street galleries have been used to good effect, for example, in Cromarty and Ullapool to interpret life under the sea. They comprise of a set of screen printed posters, on waterproof fabric, erected externally, for a few weeks, on key buildings to tell a story. They are stand alone, but can be arranged like a trail and may have an accompanying printed guide. They are aimed at audiences who normally do not engage with heritage.

In Forres, a street gallery could be a cost effective way of profiling to new audiences characters, events and buildings from Forres' past. Street banners on lampposts could also be used to highlight and interpret heritage resources in a cost effective manner. Empty shop front windows could usefully be used as short term interpretive space.



**Street gallery in Cromarty and street banners in Aviemore**



**Interpretation in empty shop unit Banff, Canada and a Street Gallery Edinburgh**

#### 7.1.6 Public realm

The network of wynds and closes in Forres is a strong feature of the historic townscape with the potential to recall aspects of how the medieval town used to be. Few Forres wynd or close names have been erected. It is suggested it would greatly add to the interest of the High Street were a more systematic installation of signs undertaken with, for example, the close name set into the pavement at the entrance to each close and a small interpretive panel, at selected closes, carrying a brief commentary on features of interest. Closes off the Royal Mile in Edinburgh have been highlighted by such signs and draw visitors to explore further.



**Engraved Close name, Edinburgh and interpretive panel at Close entrance**

For a more authentic experience, consideration should also be given to reinstating gates at the close entrances, where these have been removed. The gates could include images which are relevant to the former names and historic functions of the closes.

To celebrate Forres literary links with Shakespeare and other authors, it is suggested pavement engravings could be installed along the High Street carrying quotes from writers and others relevant to Forres. Elsewhere bus shelters have carried interpretive text or literary quotes. A contemporary twist to interpretation in the public realm could be added by considering an interpretive sculpture of a notable Forres character like, for example, Lord Strathcona. Statues have been used in a rural setting and you can join Robert Burns on a seat beside the Birks of Aberfeldy where he was inspired to write a poem. Quirky statues of comic characters have been used to great effect in public spaces in Dundee and have become recognisable city icons. However, care will be required to ensure any installation does not detract from the quality of the public realm.



Sculptures at Edinburgh Park

Elgin architect Charles Doig, was famous for designing the pagoda roof, a malt whisky distillery’s most instantly recognisable feature. Future design of street furniture and installations in the public realm could draw more extensively on this concept giving Forres much more of whisky flavour in line with Moray’s key theme. The award winning Forres in Bloom group already draw on this theme with their planters and other installations.



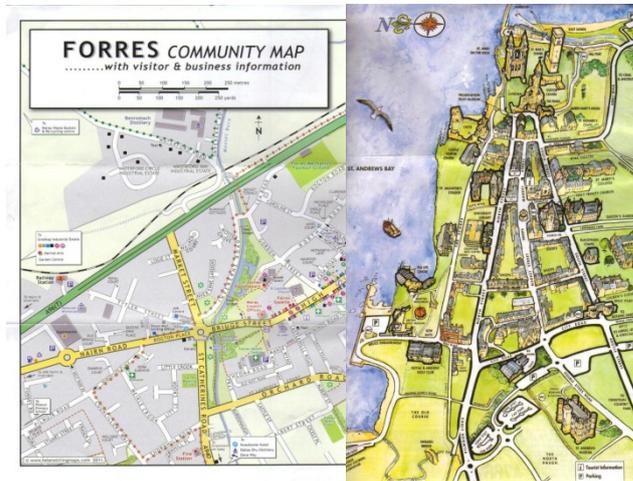
Whisky imagery in Forres

7.1.7 Maps

Forres has an excellent base map prepared in 2011 and used on the orientation panels. This should be available for use by everyone in print, online and on site and could replace most of the other ones currently in

circulation. It should form the basis for print and online materials and would give a consistent map for visitors to use.

For future consideration, other historic towns like Forres have adopted a panorama oblique style to their maps that is more user friendly for most people who are unused to maps.



**Town Maps**

#### 7.1.8 Internal panels

To engage local people it is suggested the Working Group take the interpretation to where people already go. It is suggested that a single interpretive panel about the town be designed and installed within public buildings in Forres. There are a range of buildings used by the public as meeting and service spaces. It is proposed that they be offered wall mounted interpretive panels.

**Table 5: Public buildings in Forres**

| Location                      | Ownership/Management      |
|-------------------------------|---------------------------|
| Forres House Community Centre | Moray Council             |
| Forres Town Hall              | Moray Council             |
| The Hub                       | Forres Groups Action      |
| The Forres Learning Centre    | Moray College (UHI Moray) |
| Forres Masonic Hall           | Masons?                   |
| Auchernack House              | Moray Council             |
| Church halls                  | Local churches            |
| Schools                       | Moray Council             |
| Cluny Hill College            | Findhorn Foundation       |

#### 7.1.9 Interpretive Events

A coordinated events and promotions strategy are highlighted as important by the Moray Economic Strategy. The Working Group could look to add further interpretive content to existing Forres events and to consider re-establishing past events.

Riding the Marches

Riding of the Marches of the Royal Burgh was one of the oldest customs in Forres. Provosts, Burgesses and Magistrates used the event to confirm land boundaries. The most recent event was in 2012, prior to this, it is believed that the event last took place on Sunday 2<sup>nd</sup> June 1985. Previously the Marches were apparently ridden on June 13<sup>th</sup> 1558, June 22<sup>nd</sup> 1615, April 24<sup>th</sup> 1649, 1840 and 1898. There is a painting in the Tolbooth, dated 1840 and showing men on horseback at the Douping Stone. The Douping Stone on Califer Hill was an important destination and photographs from 1898 in the Falconer Museum show a crowd, this time mainly on foot, gathered to watch new burgesses being douped or 'bumped' against the stone. Accounts from the time, suggests the ceremony was discontinued because of injuries sustained during the douping process.

It is suggested the Working Group may wish to consider re- establishing this event on an annual basis - probably without the actual douping process being re-enacted! Common Ridings in the Scottish Borders are popular events based on tradition and, unusually, attract audiences of local people, visitors, the diaspora and a range of ages from young to old.

Opportunities exist for more 'theatrical' guided walks, perhaps with costumed characters from the past, telling stories of famous or infamous Forres people and events.

## **7.2 Interpretive software**

It is suggested the Working Group develop heritage training through a 'know your area' heritage champion scheme. Frontline staff in shops and hotels could be encouraged to develop their own Don't Miss list; the 10 best things to see and do in Forres. Staff could be encouraged to improve their knowledge of the Forres environment through, for example, guided walks and pub quiz nights.

Appendix 1 identifies at least two well know celebrities, actors – Joanna Lumley and Brian Cox for example with Forres links. Given the right interpretive event and linked to their relative and character respectively, both could contribute to the 'warrior' interpretive theme.

## **7.3 Evaluation**

There are three key forms of evaluation relevant to the proposed interpretation:

- Front-end analysis aims to find out what the audience might feel or know about a theme.
- Formative evaluation to be done with design mock-ups/ proofs to test that graphics, text, and design work as intended.
- Summative evaluation is carried out when interpretation is in place in order to find out if and to what degree the desired outcomes are being achieved.

Of these, formative evaluation is the most applicable and cost effective since it can become part of a project during implementation. It is therefore suggested that during implementation of the proposed phases, an allowance for the formative evaluation of the proposed contents and design is included.

Within these forms of evaluation there are a number of quantitative and qualitative techniques that could be applied including:

- Audience questionnaires that test levels of knowledge and interest in a theme;
- Focus group discussions which test responses to proposed text, illustrations or physical locations. For public realm installations, these are best done on site;
- Quantitative counts of visitor numbers visiting sites in Forres, attending events or web site hits, downloading the app or using publications (it was noted during the study there a lack of useful visitor data for Moray);
- On-site questionnaires that test what different visitor groups have learnt or feel about Forres heritage. Behavioural observers can use a checklist of behaviours such as 'reads panel', 'talks to companion', 'listens to audio', or 'watches video' to measure what proportion of visitors read or interact with the interpretation;
- Behavioural observation using 'stopping power' and 'holding time' – as measures of an installation's effectiveness;
- Feedback from businesses on customer perceptions (Trip Advisor, Facebook) and business performance.

A general observation suggests there is little data available in Moray on visitor numbers, demographics or motivation and the Working Group could usefully consider how this baseline material might be collected. It is also apparent visitors do not know about the heritage opportunities that are available in and around Forres.

## **8 Future visitor profiles**

### **8.1 Tourists**

The interpretive experience should aim to continue to cater for existing markets. But strategically Forres could consider additional interpretive facilities and experiences that will broaden the offer for first time and repeat Affluent Active Explorers to Moray and meet the need of a other market segments that can be attracted for overnight stays including Young Domestic Explorers, a market with potential to develop long term affinity to the Forres area, affluent southern explorers and better off traditionalists with niche interests in the historic environment, gardens, art, whisky, gentle outdoor activities etc.

### **8.2 Day Visitors**

Repeat visitors from within an approximate 45 minute drive time, including the populations of Elgin and Inverness, which are expected to continue to grow.

Moray's population is projected to increase by 9.9% between 2010 and 2035, with the main increase in those aged over 65 (+10,435) – although these official projections do not take the closure of RAF Kinloss into account (the impact of which has been partially mitigated by the arrival of army personnel at the former RAF base).

The population of Inverness & Nairn, to the west of Forres, is projected by Highland Council to increase by 23,098 between 2010 and 2035 (+27%), again with particularly strong growth in the retired or semi-retired population.

Infrequent or currently non-visitors within a two hour drive time, i.e. including Aberdeen – in particular, with improved facilities, families, 50 plus empty nesters and retired couples.

### **8.3 Schools and young people**

Forres is not really a destination catering for young people and families on holiday. However, history plays a special role in helping local young people understand the present and predict the future by developing their ability to make judgements in light of an understanding of the processes of change. The Working Group could set the target of ensuring every S1 Forres school pupil undertakes a guided walk along the High Street and up Cluny Hill to Nelson's Tower and the cemetery and is exposed to the extent of Forres historical past.

The change to the Curriculum for Excellence presents an opportunity for Forres schools to study and use the town for fieldwork. Learning Teaching Scotland's website Scotland's History, SCRAN, Glow, BBC Learning, Scottish Screen and the Heritage Education Forum are all rich sources of digital materials on the historic environment. Space could be made available in any future facility in the Tolbooth for school project work interpreting the historic environment to be displayed.

It is suggested the Working Group could seek a link with the UHI through Moray College; perhaps linking with undergraduate teaching and postgraduate research projects.

Young people could be encouraged to contribute to the heritage of Forres via the production of a particular product like a short YouTube film. Facebook also offers opportunities for interpretive delivery to a younger audience.

## 9 Costs and maintenance

### 9.1 Costs

The indicative costs of significant projects are shown below for budgeting purposes. It is proposed priority be given to high impact (wide coverage but lower cost) projects designed both increase footfall and interpret Forres's special qualities.

Alongside an appropriate design approach however, the organising and funding of maintenance is crucial. As a 'rule of thumb' it is suggest an annual maintenance budget is allowed for of around 2-3% of the capital cost of an installation.

Funding for maintenance should be identified in the budgets of the partner organisations and departments, and planned for in each funding cycle.

**Table 7: Indicative costings**

|   | 2013/14 | 2014/1 | 2015/16 |
|---|---------|--------|---------|
| Action  | £,000   | £,000  | £,000   |
| Training  | 2       | 1      | 1       |
| Repair of existing signage  | 5       |        |         |
| Develop and host interactive web site – on going search engine optimisation | 15      | 5      | 2       |
| QR codes for smartphones at key sites – linked to web site materials        | 1       | 1      | 1       |
| Print items x3  | 5       | 5      | 5       |
| Base map  | 3       |        |         |
| Develop new Forres phone app  |         | 8      |         |
| Street Gallery  |         |        |         |
| Young persons' video  | 5       |        | 1       |
| Internal panel x 15   | 7.5     |        |         |
| Close/Wynd signs  | 10      | 5      |         |
| Pavement engraving  | 3       | 2      |         |
| Public art sculpture  |         |        | 20      |
| Event management  | 2       | 2      | 2       |
|   | 58.5    | 29     | 32      |

### 9.2 Installation and maintenance

Great care will be required to ensure interpretive media remains up to date and compelling. Scotland has many provincial heritage facilities that have benefited from significant up front capital investments but several years some are languishing, visitor numbers are declining and they not meeting customer needs.

The future care, maintenance and management of all interpretive installations must be carefully considered at both planning and implementation stages. Design and robust structures and materials, with good longevity and inherent vandal resistance are essential.

Interpretive installations should follow good practice to ensure they are accessible to all abilities.

Any website, online material, QR codes etc. will need regular monitoring and updating, especially to manage the social networking elements (if chosen for implementation), check all download links are functioning correctly, and provide updated news for special interest and general visitors.

## Appendix 1: Forres Heroes

### Alexander Adam (1741 – 1809)

He was an antiquary, author and educator. Born at Burgie (near Forres in Moray), the youngest son of a farmer, Adam became known as an innovative educator. He moved to Edinburgh in 1858 and took classes at the University, while lodging in a small room at Restalrig and living on a diet of porridge. He was appointed as headmaster of George Watson's Hospital (1761-68), going on to become Rector of the High School of Edinburgh, holding this position until his death. Here he inspired the young Sir Walter Scott (1771 - 1832).

### William Anderson VC (November 1885 – 13 March 1915)

He was a Victoria Cross holder from an action in France whilst a member of the Green Howards. He was born Dallas and educated in Forres.

### Colen Campbell (1676 –1729)

Born near Brodie, he was a pioneering Scottish architect and architectural writer, credited as a founder of the Palladian style. He spent most of his career in Italy and England. Colen Campbell was perhaps more responsible for the growth in popularity of Palladian architecture in England than any single architect. The author of the influential *Vitruvius Britannicus* Campbell transformed a nation's vision of what a grand stately home should be, and helped shape the style that became the norm for the grand country houses of 18th century Britain.

### James Dick (1743 - 1828)

The founder of the Dick Bequest, which still supports teachers in the north east today, was born in Forres. Early in the 19th century James Dick's business interests in the Caribbean and London had accumulated considerable wealth. At his death, £140,000 was bequeathed to a Trust for the benefit of the parochial schoolmasters in the counties of Aberdeen, Banff, and Elgin.

### King Duncan I (c.1010 – 1040)

A Scottish monarch he succeeded his maternal grandfather King Malcolm II (c.954 - 1018), which was much resented by Macbeth (c.1005 - 1057), who was also a grandson of Malcolm, and had expected to take the throne... Duncan could not have been different from Shakespeare's portrayal; he was foolhardy and not particularly effective. Macbeth formed an alliance with their cousin the Earl of Orkney, and they defeated and killed Duncan at Pitgaveny, near Forres. Duncan's son Malcolm Canmore (c.1031-93) succeeded to the throne only after he had defeated Macbeth and Macbeth's son Lulach.

### Hugh Falconer (1808 – 1865)

He was a geologist, biologist, and tea-planter in his early career, who had also served in the Honourable East India Company. Made tea available to the masses of Britain, influenced Darwin's theory of evolution, and discovered the first fossil ape.

### **Alexander Falconer**

He was the older brother of Hugh and a merchant in Calcutta. The building of the Falconer Museum in 1870 was covered by a sum of money bequeathed for this purpose by Alexander Falconer in 1856.

### **Peter Fraser** (September 23, 1765 – August 13, 1840)

A Forres born merchant and political figure, who lived in New Brunswick. He represented York in the Legislative Assembly of New Brunswick from 1809 to 1827.

### **James McIntosh Fraser** (12 March 1889 – 27 August 1961)

Born in Forres, was an Australian trade unionist and politician. He was Senator for Western Australia and minister in the Australian war time government.

### **Sir Alexander Grant** (1864 – 1937)

He was a biscuit manufacturer, who is said to have invented the 'digestive'. Born in Forres, the son of a guard on the Highland Railway, Grant was educated at Forres Academy. He was apprenticed to a local baker, but then moved to Edinburgh where he joined biscuit-maker Robert McVitie as his assistant. Grant transformed McVitie and Price by opening biscuit factories in Edinburgh, London and Manchester. As the original partners retired, Grant took over the business, becoming Chairman and Managing Director in 1911. He became a wealthy man but proved a generous benefactor. He bought Forres House and grounds for the town of Forres, which became Grant Park, and paid for improvements to the harbour at Nairn. Grant also encouraged the future King George VI to run his 'Duke of York Camps' for boys in the 1930s.

He gave £200,000 to create the National Library of Scotland, £10,000 to buy banqueting silver for Holyrood Palace and £50,000 to the University of Edinburgh to support their new science campus at King's Buildings. One of the first buildings on that campus, the Grant Institute of Geology, was named in his honour and opened by his friend and fellow Moray-man Ramsay MacDonald (1866 - 1937).

Grant had supported MacDonald financially, because he was the first Prime Minister without a private income. This became controversial as the press linked this support to the award of a hereditary baronetcy in 1924. Grant was also recognised with the freedom of Edinburgh (1923), Forres and Nairn (1932). He died in Edinburgh in 1937 and lies buried in Forres. His portrait, together with that of his son, hangs in the Forres Tolbooth.

In 1947, his son Robert McVitie Grant died a bachelor at only fifty-two and the business passed to his daughter's son, Hector Laing later Lord Laing of Dunphail (1923 - 2010). The following year, McVitie & Price merged with another Scottish family-run biscuit manufacturer, Macfarlane, Lang & Co., Ltd, to form the United Biscuits Group, led by Laing. In 1969 the Edinburgh factory closed and production transferred to England.

**James Grant (1772 - 1833)**

Born in Forres, James Grant was a British Royal Navy officer and navigator in the early nineteenth century. He made several voyages to Australia and Tasmania, and was the first to map parts of the south coast of Australia.

**Duncan Grant of Lingieston**, a past Provost of Forres. (1729 – 1788)

He had nine sons and three daughters. Among his sons were

Son 1: **Walter Grant**, Master in Equity of the Supreme Court of Judicature at Madras, who died there on the 5th of November 1807, aged 38 years.

Son 2: **Sir James Grant** (Wellington's senior medical officer at Waterloo), died 1864.

Son 3: **Colonel Alexander Grant** (who served under Wellington in India); died 1834.

Son 4: **Archibald Grant**, Midshipman in the Southampton Frigate, who lost his life by volunteering a hazardous duty in 1793, aged 18 years.

Son 5: **Sir Lewis Grant**, who became Governor of Trinidad. Died 1852.

Son 6: **Duncan Grant** Captain in the 78th Highland Regiment, who fell when gallantly leading on the escalade at Ahmedneggur, in India, on the 8th of August 1803, aged 26 years.

Son 7: **Robert Grant**, who died at Forres in 1795, aged 17 years.

Son 8: **Lieutenant-Colonel Colquhoun Grant** (1780–1829) commanding officer of the Corps of Guides and Head of Intelligence for the Peninsular Army. The character of Major Michael Hogan, played by actor Brian Cox, in Bernard Cornwell's Sharpe series of novels is loosely based on Grant.

Son 9: **Hugh Grant** Died in infancy 1782

**Constance Gordon-Cumming (1837 – 1924)**

She was a prolific and feisty travel writer and landscape painter. Her best known books are *At Home in Fiji* and *A Lady's Cruise on a French Man-of-War*. The latter book resulted from an invitation to join a French ship put into service for the Bishop of Samoa so that he could visit remote parts of his far-flung diocese. She also visited the Yosemite Valley in 1878.

**Eliza Gordon Cumming (c1799-1842)**

She was known for her great beauty and many accomplishments, including gardening, painting and salmon fishing, and is remembered particularly for her fossil collecting and collaboration with some of the leading palaeontologists of her day.

**Shirley Henderson (1965 - )**

Born in Forres. Actress with credits including *Trainspotting*, *Bridget Jones Diary*, *Harry Potter*

**John Hoyes (1775 - 1839)**

Born in Forres, became Speaker of the House of Assembly in the Island of Granada. Died and is buried in Forres.

**Charles Lumley VC (1824 – 17 October 1858)**

Born in Forres, Lumley was a captain in the 97th Regiment of Foot (later The Queen's Own Royal West Kent Regiment) of the British Army during the Crimean War at Sebastopol he charged Russian guns for which he was awarded the VC. (Joanna Lumley is one of his descendants)

**Macbeth (c1005 - 1057)**

Macbeth was born in around 1005. His father was Finlay, Mormaer of Moray, and his mother may have been Donada, second daughter of Malcolm II. A 'mormaer' was literally a high steward or earl of one of the ancient Celtic provinces of Scotland. Findlay was killed in 1020, apparently by his nephew.

In 1032, Macbeth became Mormaer of Moray, a post he held until his death in 1057. In August 1040, Macbeth killed the young ruling king, Duncan I, in battle near Forres and became King of Alba. His marriage to Kenneth III's granddaughter Gruoch strengthened his claim to the throne. In 1045, Macbeth defeated and killed Duncan I's father Crinan at a battle in Perthshire.

With the opposition subdued, for 14 years Macbeth seems to have ruled equably, imposing law and order and encouraging Christianity. In 1050, he is known to have travelled to Rome for a papal jubilee. Leaving Scotland for such a lengthy journey suggests confidence he would not be challenged in his absence. Macbeth was also a military leader and carried out raids over the border into Northumbria, England.

In 1054, Macbeth was challenged by Siward, Earl of Northumbria, who was attempting to return Duncan's son Malcolm Canmore, who was his nephew, to the throne. In August 1057, Macbeth was killed at the Battle of Lumphanan in Aberdeenshire by Malcolm Canmore (later Malcolm III).

**Sir James McGrigor (1771 – 1858)**

Wellington's Chief Medical Officer during the Peninsular War. Married to Mary, the youngest daughter of Provost Duncan Grant, he was said to responsible for the creation of the Royal Army Medical Corps.

McGrigor was instrumental in promoting the monument to Dr. James Thomson, a surgeon, who tended the sick and wounded in the Crimea in 1854, but who was actually from Cromarty

**James McIntyre (25 May 1828 – 31 March 1906),**

Born in Forres and emigrated to Canada where he became known as the Cheese Poet.

**David Millar (1977 - )**

He was a competitive cyclist at the centre of a doping scandal and was given a two-year ban from his sport. Born in Valetta (Malta), the son of a Scottish RAF pilot, Millar was raised in Forres (Moray), England and Hong Kong. He

moved to France at the age of 17 and turned professional two years later. He won the Prologue of the Tour de France in 2000, holding the prized yellow jersey for winning stages in 2000, 2002 and 2003. He has also had success in the Tour of Spain and in time trials. Despite speaking out against the use of drugs, a crash and over-extending himself in 2001 led to him taking the blood-enriching hormone Erythropoietin, an established practice amongst many of his team-mates. Following his ban, he joined the Spanish team Saunier Duval and moved to Biarritz and found further success.

#### **Joseph Mitchell (1803-1883)**

He was born in Forres, although the family moved to Inverness in 1810 where Mitchell attended Inverness Royal Academy. He continued his studies in Aberdeen. In 1820 he went to work on the construction of the Caledonian Canal where he came to the attention of Thomas Telford, becoming his assistant.

From 1824 until his retirement in 1867 Mitchell held the post of Inspector of Highland Roads and Bridges. He also acted as engineer for the Scottish Fisheries Board. He carried out surveys for the railways and was involved in the construction of much of the rail network in the Highlands, including the Perth to Inverness line and the viaduct carrying the railway over the River Findhorn just east of Forres. Some of his roads, bridges and canals are still in daily use today.

#### **George Raff (15 April 1815—28 August 1889)**

Born in Forres, he was a merchant, sugar grower and Australian politician who spent a substantial part of his life in Australia.

#### **Don Ritchie MBE (1944 - )**

Prolific long distance athlete and member of Forres Harriers. Winner and record holder in many ultra-distance races, up to 200km, and multi hour events.

#### **Professor Donald Singer (1954 - )**

A professor of clinical pharmacology and therapeutics at the graduate medical school of the University of Warwick, where he was appointed in 2003. He was awarded Bachelor of Medical Biology and Bachelor of Medicine and Surgery degrees from the University of Aberdeen in 1975 and 1978 respectively, followed by the MD degree in 1995. President of the Fellowship of Postgraduate Medicine.

#### **James Smith (c. 1645–1731)**

He was a major figure in Scottish architecture, who pioneered the Classical style in Scotland. He was described by **Colen Campbell**, in his *Vitruvius Britannicus* (1715–1725), as "the most experienc'd architect of that kingdom". He was the son of the Forres burgess mason of the same name who hailed originally from Tarbat, Easter Ross. Smith initially trained as a Jesuit priest at the Scots College in Rome, but gave up his studies to travel through Europe studying architecture. He became Master Mason to the Scottish Crown and built for himself the mansion at Newhailes, now in the care of the National Trust for Scotland.

**Donald Stewart** (March 1824 – died in Algiers 26 March 1900)

Field Marshal Sir Donald Martin Stewart, 1st Baronet, GCB GCSI CIE, born in Forres and became a British field marshal. In 1878, Stewart commanded the Kandahar field force in the Second Anglo-Afghan War and took Kabul. He was for five years Commander-in-Chief, India, and afterwards a member of the Council of the Secretary of State for India.

**Lord Strathcona** (1820 – 1914)

Born Donald Alexander Smith, at the age of 17 he left Forres for Canada. There he became the resident Governor of The Hudson Bay Company. He created the Canadian Pacific Railway Company (the line was completed in 1885). In 1886 he was knighted by Queen Victoria and was given the title Lord Strathcona.

**Les Wallace** (1962 - )

A Scottish, former World Champion darts player. He adopted the nickname McDanger - coming out for his matches dressed in a traditional kilt.

**Roy Williamson** (25 June 1936 – 12 August 1990)

Educated in Moray and a Forres resident in his later years, Williamson was a Scottish songwriter and folk musician, most notably as one half of the folk duo the Corries who penned the unofficial Scottish Anthem 'Flower of Scotland'.