

JAMES CARTER - curriculum vitae

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Higher Education BA(Hons) English and Related Literature
University of York, 1976

MSc Environmental Resources
University of Salford, 1982.

Professional qualifications and activity

I am a Fellow of the Association for Heritage Interpretation, and served as the Association's Chair from 2002 to 2004.

Summary

I am skilled in communicating with visitors about the places and collections they come to see; in advising and helping others to do this; and in developing and delivering training. I work with a wide range of conservation and countryside bodies, museums, and tourism organisations.

Work experience

1997 - present: Freelance specialist in communication and training for environmental, heritage and tourism projects

I manage interpretation projects ranging from single panels to area-wide programmes involving arts commissions and landscaping work; prepare visitor management and communication plans; edit books, newsletters, and professional journals; and run training events and conferences. Example projects include:

- Interpretation management and copywriting for the **Tweed Rivers Interpretation Project**. This major Heritage Lottery funded scheme included arts based projects, archaeological reconstructions and close community liaison. (For Scottish Borders Council and Berwick-upon-Tweed Borough Council).
- Editorial work for the new **Shetland Museum**, a major re-development project that will house collections in a landmark building next to the old harbour in Lerwick. I acted as editor for text drafted by museum staff that introduces the various sections of the museum, as well as individual cases.
- Participatory workshops on exhibition interpretation and copy writing for staff at Glasgow Museums working on both the **Kelvingrove Art Gallery and Museum** and **Riverside** re-development schemes. These workshops addressed the challenges of working with a radical approach to interpretation, and included a substantial practical exercise with peer review.
- Interpretation concepts and script for major new exhibitions at **Knockan Crag** in Assynt, a flagship geological National Nature Reserve. (For Scottish Natural Heritage, in association with John Finlay Associates)

- Innovative first-person narrative based interpretation for trails around archaeological sites in **Glentress Forest**, Peebles (For Forest Enterprise)
- Interpretation management and copywriting for **Water of Leith Walkway Millennium Project**. This involved developing a new visitor centre and a range of arts based commissions designed to encourage use of the Walkway. (For the Water of Leith Conservation Trust).
- Developing a communications strategy for the **Great Glen**, which set out a coordinated approach to signing and interpretation for three long distance routes running through the Glen. In conjunction with Ross Associates.
- Interpretation planning for a network of recreational routes around **Kinlochleven**, in conjunction with Neil Donaldson. The proposed routes were designed to enhance the range of tourism opportunities around the village, and to establish it as an exciting and more accessible walking destination than nearby Glencoe
- Editing the magazine **Interpret Scotland** for a consortium of national agencies.
- Running **training workshops** on interpretation in the Czech Republic for participants from community based sustainable tourism schemes. The workshops coincided with the publication of a Czech version the book '*A Sense of Place*' (see below)
- Developing, co-ordinating and running a series of training events on **wildlife tourism** throughout Scotland. These events aimed to help people who deal directly with the public to answer visitors' questions about wildlife, and to enthuse them about the potential of this aspect of Scottish tourism. (For Scottish Natural Heritage, Tourist Board Training and Highlands and Islands Enterprise)
- Producing a review and policy options on links between the **arts and the natural heritage**. (For Scottish Natural Heritage and the Scottish Arts Council)
- Developing interpretation proposals for the **Kabaka's Trail**, a community based cultural project in Uganda, and running training workshops for community members. (for Action for Conservation through Tourism)
- Interpretation concept and design proposals for **Alloa Tower** and its nationally important collection of portraits from the collection of the Earl of Mar. (For Clackmannanshire Heritage Trust/National Trust for Scotland. Project manager, in conjunction with John Finlay Associates)
- Organising and directing **courses on planning and writing interpretation** for the National Museums of Scotland, Scottish Natural Heritage, Northern Ireland Museums Council and Plas Tan y Bwlch, Wales
- External examiner for MA/PGDip course in Heritage Studies, University of Salford

1986 - 1997: Senior Research Fellow, Centre for Environmental Interpretation (CEI),
 Manchester Metropolitan University

As manager of the CEI's Scottish office, I was responsible for all aspects of the Centre's operations in Scotland. This included securing and managing grant aid, financial and project management, and office administration. Examples of specific projects include:

- Editing and co-authoring *'A sense of place - an interpretation planning handbook'* (a manual on interpretation for community groups, published by the Tourism and Environment Initiative. Awarded a commendation in the Interpret Britain Awards scheme)
- Advising and supporting a community based group on Westray, Orkney, as they developed a new visitor centre. (For Scottish Natural Heritage and Westray Buildings Preservation Trust)
- Managing all organisation and publicity for *'Weighed in the Balance'*, a national conference in Edinburgh on evaluating interpretation.
- Producing a guide to taking better photographs, for use by Rural Action's community projects. The guide used non-technical language to explain the major points in just four pages.

1983 - 1986 Course Director, Brathay Hall, Ambleside

1981 - 1983 Countryside Ranger, Cheshire County Council

1980 - 1981 Information desk assistant, Manchester Airport

1979 Independent travel overland to India via the Middle East

1978 Farm labourer and tractor driver, Northease Farm, Lewes, Sussex

1977 - 1978 Freelance contributor and station assistant, BBC Radio Brighton

Selected publications

Tweed Rivers – new writing and visual art inspired by the rivers of the Tweed Catchment. Published as part of the Tweed Rivers Interpretation Project. Concept developer and co-editor, with Ken Cockburn (2005)

A sense of place – an interpretive planning handbook (editor and co-author). Published by the Tourism and Environment Initiative, Inverness (1997; 2001)

A review of research on changing recreational behaviour through communication and Putting out fires with imagination: a case study using interpretation to encourage desired behaviour in Enjoyment and Understanding of the Natural Heritage, ed. Michael B. Usher. Published by The Stationery Office (2001)

Arts and the Natural heritage (with David Masters). Scottish Natural Heritage (1998)

Rock poems, rock music: using poetry and the arts to interpret geology (co-author with Tim Badman) in O'Halloran et al (eds): Geological and Landscape Conservation (1994)

Numerous articles in *Environmental Interpretation* and other journals