

## Case study for Heritage Counts 2015

Theme demonstrated by case study:	Positive local management
Name of project/group:	Every picture tells a story
Location:	Yorkshire Dales
Duration (if applicable):	June 2013 – to date

Short description of project:

The objective of the project was to widen awareness of the subtleties of historic buildings and the conservation work of the Yorkshire Dales National Park Authority Historic Environment Service.

How did the project achieve its objectives?

The project created an exhibition of stunning images to capture visitors' attention and tell a story of the area's heritage through photographs. The team produced a very low cost exhibition of 32 framed colour photocopies of case work images from the Yorkshire Dales National Park Authority Historic Environment Record. Detailed captions were added to help people understand what they were looking at. The exhibition was initially for display in the foyer of the National Park Authority offices at Yoredale but it has since been displayed at the Dales Countryside Museum, Farfield Mill, Kettlewell and Skipton churches and will go on display at Richmond Station next year. The images and captions are now available on the YDNPA web site - <http://www.yorkshiredales.org.uk/visit-the-dales/things-to-see-and-do/whats-on/events/other-ydnpa-events/2015/every-picture-tells-a-story/every-picture-exhibition-images.pdf> . Following the popularity of this exhibition, a follow up exhibition on the Authority's lead industry conservation work has now been created.

What difference has it made? Main outcomes and outputs:

The reaction from visitors has been fantastic, with very positive comments made in the visitor's book. Local press has also been interested and reported on the exhibition to help increase awareness and visitor numbers. The success of the initial exhibition has meant that more space has been secured for it to visit other locations.

What were the main lessons learnt or challenges? Would anything be done differently?

It is amazing how much an image can capture the imagination and interest of residents and visitors to the Dales and the exhibition really helped people appreciate what they were looking at. The only cost involved were the frames, photocopies, caption lamination and

staff time – selecting images, writing captions and hanging.

What is the future for the case study?

The images and captions are now web published ensuring that the work continues to have impact and wider reach. It was such a popular vehicle for communicating about the Authority's work that a follow up exhibition on the Authority's lead industry conservation work has been created.

The images can be seen at: <http://www.yorkshiredales.org.uk/visit-the-dales/things-to-see-and-do/whats-on/events/other-ydnpa-events/2015/every-picture-tells-a-story/every-picture-exhibition-images.pdf>



A very large carved stone re-used as a lintel to a smart doorway in Dent. ©YDNPA



With lead vulnerable to theft today, finding the original 1781 lead hopper still in place is a significant heritage asset to the Dales. © YDNPA

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