



National  
Trust

## Ravenscar – Improvements to visitor infrastructure

### Design and Access Statement

#### Background and Introduction

Ravenscar is situated within the beautiful North York Moors National Park. The National Trust are making improvements to the visitor infrastructure at its visitor centre at Peakside and the nearby Peak Alum Works. We are refreshing the presentation at these sites with a modern and fresh approach which is sympathetic to the location.

#### Signage and infrastructure at Peakside

The National Trust is improving the appearance of our entry points at key outdoor sites across the country to enhance the information available to visitors. This will be achieved by providing new welcome and orientation signage, which is aimed to be more consistent in appearance, whilst appropriate to the site, and will provide a more visible and informative welcome for visitors. There are two types of signs: a 'visibility (threshold) sign' & a 'welcome & orientation sign'. The signs themselves have been developed following consultation with user groups nationally.

**Welcome & Orientation sign:** This will be sited where people can gather safely in the most useful location for visitors. The largest part of this sign is a map which has been designed to be very easy to read and navigate with. The map drawing will be orientated to the exact position of the sign itself so that visitors can clearly navigate from the sign. Additionally it will contain the following information to help visitors to make the most of their visit to the site:

- **Welcome statement** which explains what this site is and why the National Trust look after it
- **Things to do statement** which outlines different activities and things to see and do in the local area
- **Facilities, hazards & restrictions** which will help people understand what facilities there are onsite (e.g toilets, café) and any health and safety guidance that would be useful for the visitor to understand (e.g. proximity of steep cliffs)
- **Contact information** for the local National Trust office
- **Temporary messaging** will be provided on each board by the use of a blackboard and/or A4 clip frames. These will be used for notices, events posters and will be regularly maintained by the local staff.

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Each section of the board is removable and easily replaceable so in the event of a footpath closure for example, it will be easy to remove and update the map with a new route, which will ensure the longevity of the sign. We will be using hardwood timber, and high quality signage materials which have been tested to ensure their robustness with the elements.

The Ravenscar visitor centre sign will replace an existing large sign with a more sympathetic, smaller sign in the same style as the other new signage.

#### **Sign Locations**

The sign locations have been carefully chosen. The threshold sign will replace an existing sign at the roadside and is envisaged to be a presentation improvement. It will be clearly

seen from the road but not distracting. The welcome and orientation board is located near the visitor centre and is designed to be accessible to those who have arrived and parked at the roadside as well as those who are passing by on existing walking routes. It has been located here to be visible yet minimise the visual impact and not break up the views. The map to be displayed on the board shows the area beyond as you look at it. The visitor centre sign will be mounted on the building wall and, although clearly visible, it is less obtrusive than the existing sign.

### **Sustainable Timber**

The oak timber being used is being sourced locally from sustainable sources.

### **Impact on highway safety**

The signs will not impact on road safety. The welcome & orientation sign is located away from the road entrance. They don't interfere with the skyline or vision whilst travelling along the road. The visibility (threshold) sign that can be seen from the road is located to afford least negative impact on road users. It can be seen travelling from either direction along the road giving a good length of notice if people are looking for the car parking places and therefore minimising sharp braking.

### **Sample images of signs**

These are to give an idea of the signs, in terms of look and build quality. The exact designs shown in these images vary slightly from those of this application – please refer to the design drawings and spreadsheet with this application for the specific signs that we are requesting permission for.

#### Example - Visibility (Threshold) sign



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#### Example – Welcome & Orientation sign





### Cycle rack and picnic tables

The cycle racks will replace an existing modular rack. The new racks have been chosen based on guidance from cycling organisations to minimise damage to the cycles when locked to them. The frame of the cycle is attached to the rack rather than the wheel. They are also deemed to be less obtrusive in the landscape. They are constructed from polyester powder coated steel and will be mounted directly into the ground.



Image of new style of cycle rack

The picnic tables are made from recycled plastic in a wood effect . This material was chosen to be hard-wearing and resistant to damage in the coastal climate, easy to clean and look in keeping in the landscape location.



Photograph of picnic tables

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### The Peak Alum Works interpretation

The Peak Alum Works is a Scheduled Ancient Monument in a fantastic cliff-top setting on the route of the Cleveland Way. The existing interpretation is very dated and in poor condition. It consists of panels mounted close to the ruined buildings and it has been agreed to replace the existing panels with a suite of new panels and two simple welcome and orientation panels at each entrance to the site. The replacement panels are the same size as those currently in place. A Scheduled Ancient Monument consent has already been given for the scheme.



Example of existing dated and faded interpretation panel in the Peak Alum Works

The new panels will complement the visual style and colours of the new signage which we are installing nearby at Peakeside and will reuse the existing detailed reconstruction drawings that are on the existing panels. The two new welcome and orientation panels will include a simple site plan to encourage walkers on the Cleveland Way to make a detour on

the site and find out more. The interpretation scheme plays an important role in the overall presentation of the site. The new and replacement panels will be sensitive to their immediate and distant surroundings, balancing the need for contemporary information for our visitors, and the overall aesthetic of the landscape.

#### **Consultation and Access**

A range of stakeholder have been consulted as part of the development of this scheme including members of the South of Tyne property team, members of the National Trust regional consultancy including archaeologist Mark Newman and visitor experience consultant Jo Foster. The team have also consulted with the following North York Moors National Park staff, who are partners in these improvements.

National Trails Officer Malcolm Hodgson,  
Interpretation Officer Julian Brown  
Head of Promotion & Tourism Catriona McLees

The whole scheme is designed to improve visitor information and orientation in the area.

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