

Worksheet 1: Knowing your visitors

Everyone who spends time on your waterway is a visitor and identifying why they are there can help you to engage with more of your community - which in time means more support for your wider project. We advise that you work through this sheet with your group to focus your mind on who visits your waterway now and who you would like to attract in the future. This sheet will assist you when you are filling in worksheet 2: 'Targeting your audience'.



Who are your visitors now?

Age, gender, where do they come from?

Why do they visit your project and what do visitors do when they are there?

Dog walking/fresh air/exercise?



- You will need to consider that not every place is suitable for everyone.
- Think about what your project has to offer and who might be the most appropriate target for a new audience.
- It can be useful to prioritise a maximum of 3 new audiences.

Who would you like to visit your waterway?

Who would you like to visit your waterway and why?

Worksheet 2: Targeting your audience

Once you have an idea in mind of who you would like to see visiting your waterway you can start to consider how you can best attract them. It is worth thinking about as even with the best interpretation in the world if nobody knows about it nobody will visit. This sheet is best used alongside worksheet 1 'Knowing your visitors'.



How would your target audience hear about you?

Facebook/Word of mouth/posters?

Why would they want to visit?

Dog walking/interest/fresh air?

What would encourage them to visit?

What facilities would they need?

It is a good idea to look at nearby tourist attractions and see what is offered there.

What form of interpretation would best meet their needs?

[Click here](#) for more information on learning styles.

Learning Styles – basic principles

When you are deciding on your interpretation project it is worthwhile giving some thought to the following key points:

People learn in different ways and have a preferred style of learning: touch, sight, sound. Can you offer a varied range?

People learn more when they are actively engaged. When they are doing something, such as thinking about a question you have asked or looking for an object.

People learn better when they are at ease.

[Read more about learning styles here](#)