

Guided Walks

Apps & Maps

Workshop B
**Engaging the
General Public**

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Writing Leaflets

Planning Events

Leaflets

Engaging and Informing People

Dr Beverly P Bergman

Lothian & Borders GeoConservation




Why use a Leaflet?

- ◆ Popular
- ◆ Informative
- ◆ Eye-catching
- ◆ Easy to pick up
- ◆ Easy to read
- ◆ Easy to carry
- ◆ Inexpensive

Developing a leaflet

- ◆ Choose your location or topic
- ◆ Initial planning visit
- ◆ First draft
- ◆ Collect illustrations
- ◆ Preliminary layout
- ◆ Refining your project
- ◆ Funding
- ◆ Printing & distribution

Choosing your location or topic

- ◆ Is it interesting to a wide audience?
 - ◆ Do people go there?
 - ◆ Is it accessible?
 - ◆ Are the geological features easily visible?
 - ◆ Are the geological features easy to understand?
 - ◆ Is there an overall “take-home message”?
- 
- A decorative graphic of a mountain range in shades of teal and blue, located at the bottom right of the slide.

Initial planning visit

- ◆ Make up a small group
- ◆ Walk round the area listing features of interest
- ◆ Assess route, paths, accessibility, hazards
- ◆ Assess how to get there – public transport, car parking
- ◆ Note any other features – interpretation boards, visitor centre, refreshments, toilets
- ◆ Re-evaluate suitability for a leaflet

First Draft

- ◆ List each feature – aim for 6-8 in final version
- ◆ Note any additional relevant information – local history, personalities
- ◆ Are there any geological features which provide an opportunity for in-depth explanation?

Collect Illustrations

- ◆ Revisit area and take photographs
- ◆ Maps
- ◆ Diagrams

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otherwise use Open Source material or
seek permission from copyright holder

Preliminary Layout

- ◆ Start sketching out ideas
- ◆ Software
 - CorelDraw
 - Powerpoint
 - others
- ◆ May need to involve a designer!

Refining your Project

- ◆ Team meetings to review progress
- ◆ Correspondence with designer
- ◆ Follow-up site visit to review, check and validate

Funding

- ◆ May be difficult in current economic climate
- ◆ Own funds
- ◆ Sponsorship
 - Corporate
 - Private
- ◆ Specific fund-raising events
- ◆ Don't lose heart!

Printing & Distribution

- ◆ Most economical quantity
- ◆ Designer may be able to arrange or advise
- ◆ Distribution outlets – target appropriate people to avoid waste
- ◆ Exhibitions, displays and open days

Water of Leith

Stockbridge
Geological Walk

Local Geodiversity Site

Lothian and Borders
GeoConservation

James Hutton

A man ahead of his time

From the portrait by Sir Henry Raeburn
Founder of Modern Geology
(1726 - 1797)

Lothian and Borders RIGS Group

Canongate Wall

Art
Science
and Politics

Lothian and Borders RIGS Group

Stones of Scotland

Footsteps in time

Geological diversity

Regionally Important Geological Site
Regent Road, Edinburgh

Lothian and Borders RIGS Group

Joppa Shore

History

Geology

Regionally Important Geological Site

Lothian & Borders RIGS Group

Craigleith Quarry

Geological Trail

Edinburgh's Historical Building Stone

Regionally Important Geological Site

Lothian and Borders RIGS Group

North Berwick

Volcanoes

Geological Walk

Local Geodiversity Site

Lothian and Borders RIGS Group

Craiglockhart
&
Edinburgh's Seven Hills

Lothian and Borders RIGS Group

Done!

Questions



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James Hutton
A man ahead of his time
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Canongate Wall
Art Science and Politics
Local Geodiversity Site
Scottish Parliament Building
Edinburgh
Lothian and Borders GeoConservation

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Craigleith Quarry
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Edinburgh's Historical Building Stone
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