

Fairhaven Lake and Gardens

CLIENT: Fylde Council
Lytham St Anne's, Lancashire

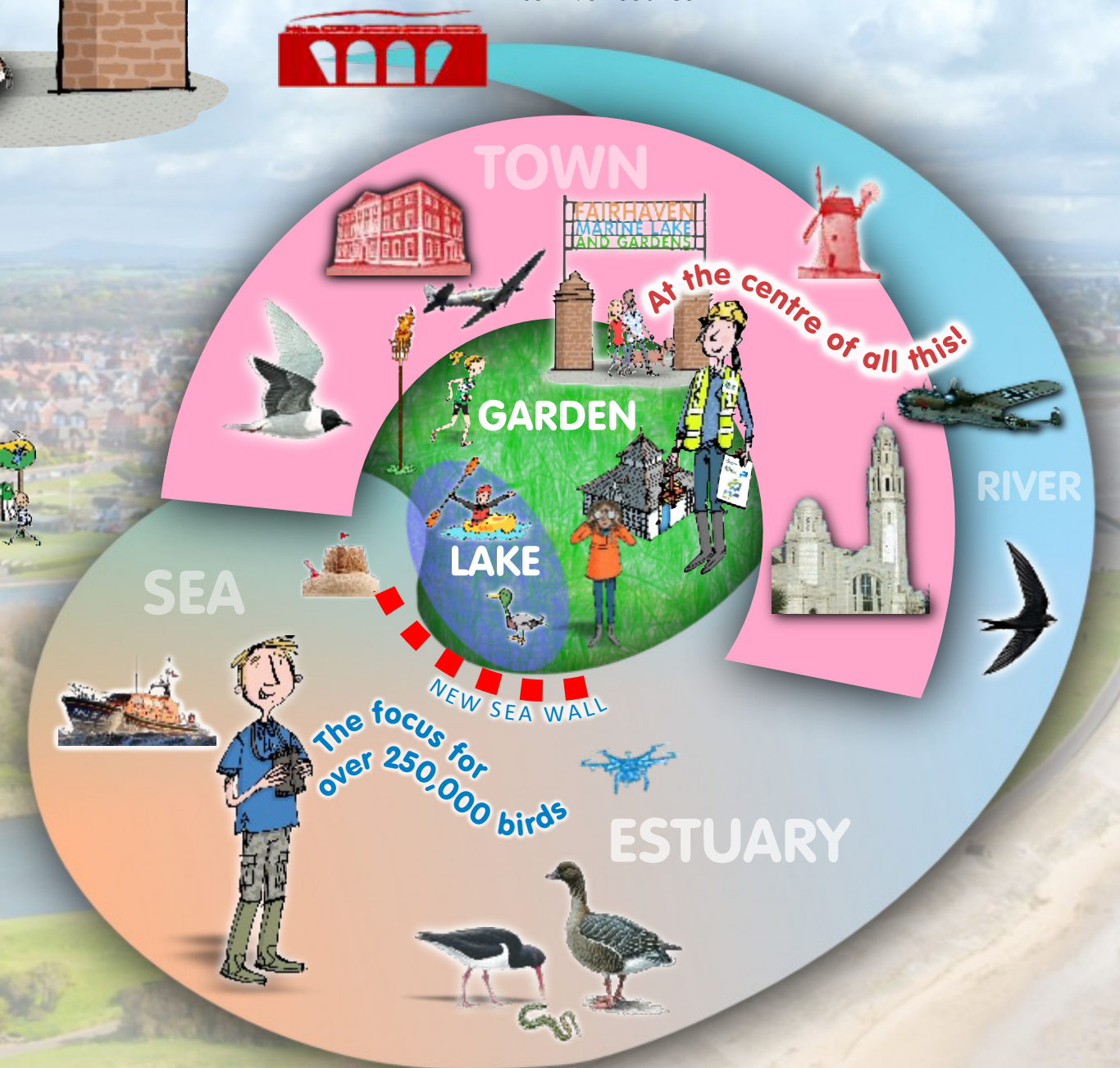
- An Exhibition Plus design and build project
- Heritage Lottery funded
- Delivered in 2022

Working with the in-house Fylde team of Julie Vale and Charlie Richards, and the RSPB, we developed the successful site-wide interpretation for this lake and garden on the estuary of the River Ribble, a unique annual home to over 250,000 birds.

The revised historic visitor centre houses a new interactive exhibition, with ground-breaking technologies that allow the hidden seafront to be discovered. Using a new app that interacts with their surroundings, visitors can take virtual journeys of the park and town of Lytham St Annes and explore the RSPB's nearby nature reserves.



Journey from sea to river source



History meets nature



The Studio 14 Meadway Close London NW11 7BH markm@explus.co.uk www.explus.co.uk

Ideally sited, the park nestles between the town, river and estuary.

PUBLIC CONSULTATION

We proposed ideas and asked for opinions and feedback.



The visitor centre and park are in a sunken site, with the estuary and its wildlife hidden from view.
The new interpretation needed to draw in the special features and bring them alive.

SITE GRAPHICS AND ORIENTATION

We developed site wide orientation and information graphics using friendly characters reflecting the past and present use of the site.



The oystercatcher, the kid friendly motif



THE NEW VISITOR CENTRE

Audio effects of seasonal wildlife and a spitfire that flies overhead twice an hour!



History and wildlife meet

Rotating kiosk with virtual and real views that bring the living estuary inside

TIMELINE WITH AUDIO HOTSPOTS

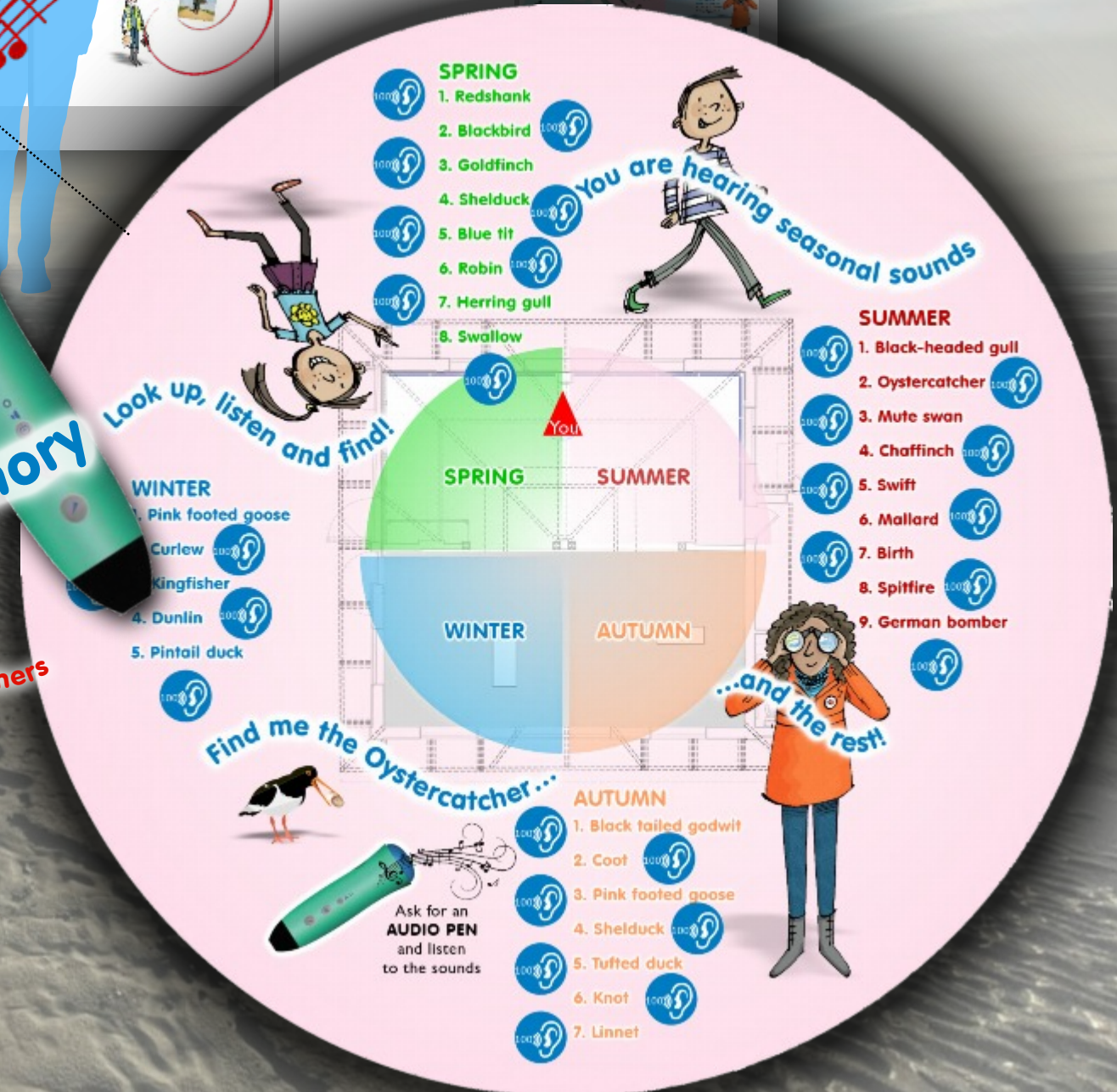
Site timeline with audio hotspots using audio pen.
The bird sounds and memory clips can be easily adjusted and changed



Listen to 100's of different bird calls



Record your memory for others



BRINGING THE VISITOR CENTRE INTO THE HEART OF THE ACTION



Live CCTV link
to the estuary

LIVE LINK TO 360° CAMERA



GuidA - Rotating kiosk
with real-life friend posing.



The Visitor Centre
hidden from the main estuary view.



A UNIQUE DRONE FLIGHT + TWIRL APP

an app that enhances a site visit

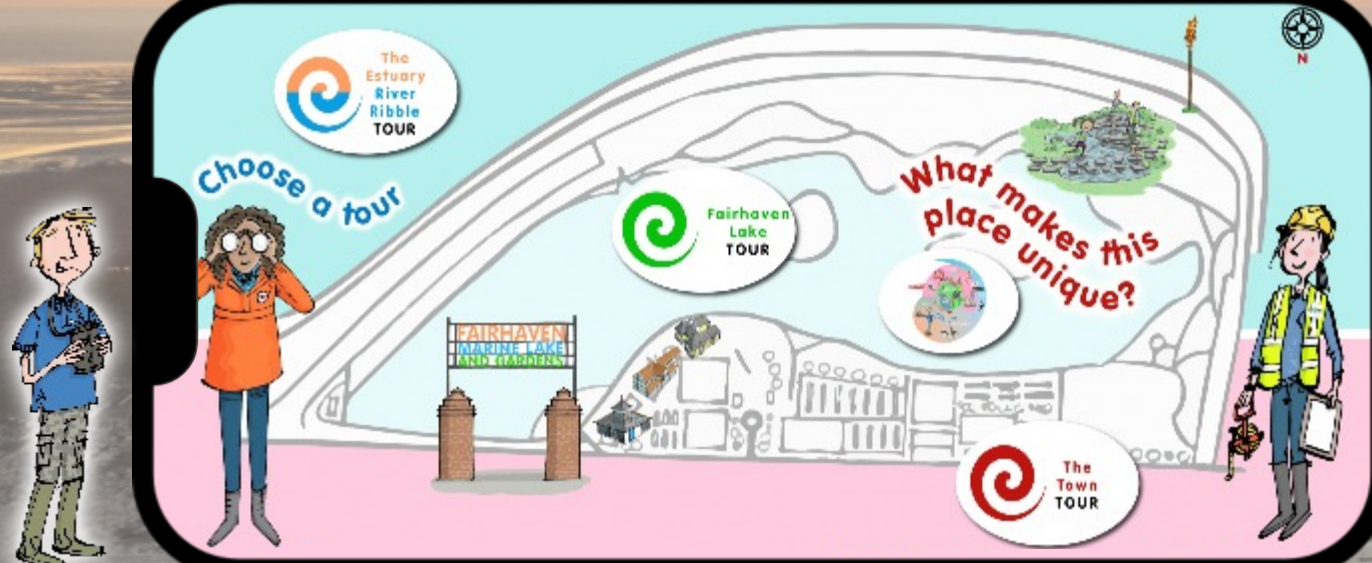
A new way of interpreting the locale and site using a rotating kiosk and app with custom drone photography and multimedia hotspots. The concept allows visitors to explore on site and get to places difficult to reach or accessed remotely - ideal for DDA engagement.



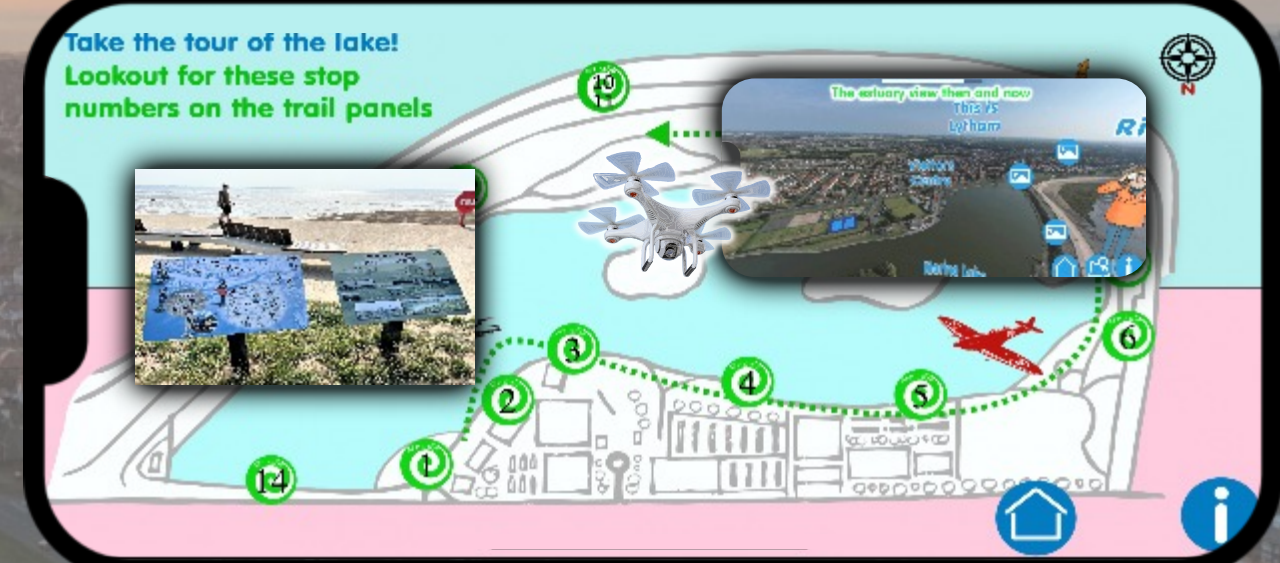
1. Rotating Visitor Centre kiosk with live CCTV estuary link, introduces the app



2. The LAKE is central to where the TOWN, ESTUARY and RIVER meet



3. Explore and promote the RSPB reserves across the estuary, lake and town



4. Explore the lake remotely or linked to 14 site graphics panels



5. Drone take offs link to 360 degree interactive twirls with multi-media hotspots



6. Take a Spitfire flight to the source of the River Ribble and explore further



THE VISITOR CENTRE AT NIGHT

Delivering messages even when the visitor centre is closed



Peep holes on the front door . . .

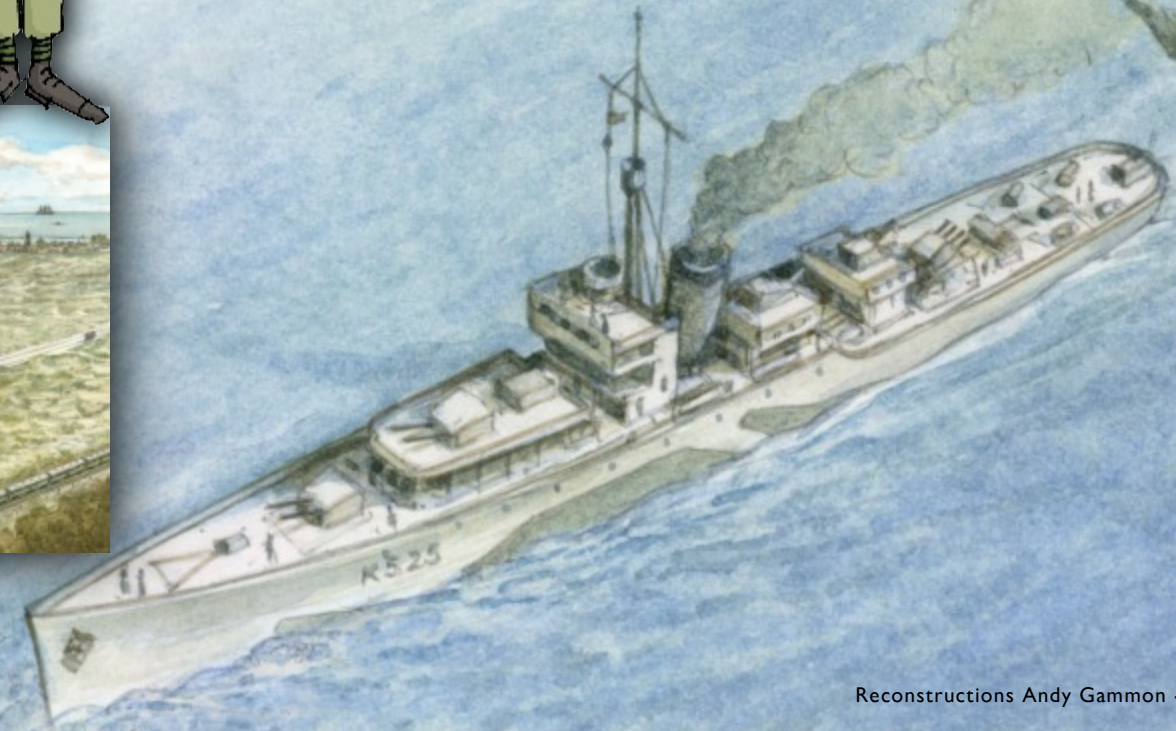


. . . allow views in at night.

Window illuminations reveal the new graphic characters while the RSPB electronic board tracks live bird-arrivals.

RECONSTRUCTING THE PAST

Fly at Spitfire speed
to the river source



A boatload of memories

Our motor boats were built to take all knocks, visitors enjoyed their trips on the Lake. Generations can recall their very first outing, and that time they took the wheel to 'skipper the ship' themselves!



The Visitor Centre used to be home to the park manager.



Norman Bernsen was the lake manager from **1922 to 1955** repairing a boat similar to this one.



Listen to some memories of fun on the water and give us your own



Ask for an audio pen inside to listen to these and record your own memories.



A **1950s** family outing.

HAVING FUN AND MAKING MEMORIES



...from NOW to THEN

“Fairhaven Lake opened originally in 1893 and it's great to see it up and running once again.”

