

Appendix II

Guidelines for information boards

Aim

Defining the purpose of such an information board is a crucial step. It is a powerful communication tool and it should be used to the site's best advantage. The role of the Board is to provide the main salient information on the site - such as the interest features, the footpaths and the applicable site regulations.

Ideally, one should be able to interpret the board just by having a quick look at the pictures (having a glance at the board would indicate that for example no camping is allowed). At the same time, those who are actively looking for information should be able to get enough details from the board.

The welcome board could have a plan for the whole site indicating for e.g. the location of the other signs (preferably in the most strategic areas of the site) with numbers. This could help visitors get an overview of the whole area initially and when looking at the other signs get an idea of the context of that particular spot within the protected site.

The content should be in a language that is understood by most people. To this extent, references to Government Notices and Legal texts may be totally removed, or perhaps put in small print at the lower side.

Content of Information Board

The board contents should be presented in both Maltese and English languages. Key texts, such as important warning signs (for e.g. avoid walking close to cliff edges) may also be presented in other languages such as Italian and German.

The sign should carry less text and more visual images (these have no language inhibitions).

Site specific regulations may apply according to the particular area; these are best depicted graphically.

Include contact number (mobile) should anyone wish to report an infringement or ask for further assistance, particularly after office hours.

Include logos of administrative bodies and sponsors.

Placement of Information Board, Design & Material

Board should be located in a strategic area; at the same time it must not be visually intrusive. By having all site infrastructure/facilities (waste bins, information board, etc.) located in one area, the rest of the area will be cleared, thus improving the site visually.

The possible use of marine ply wood as board material should be evaluated (maybe for the board base and for the smaller signage within the area itself [e.g. to mark nature trails] – of course this material cannot be used for colour prints). This material is probably more complementary with the natural environment and resists well weathering.

By having the board placed at a lower elevation, perhaps even slightly tilted (more comfortable for reading) a less intrusive result will be achieved.