

PERSONAL DETAILS

Name: Cathy Lewis MA MAHI

Position: Interpretation consultant and copywriter

Address: 2 Coastguard Cottages, Bonvils Road, Worth Matravers, Dorset BH19 3LS

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References: Available on request

SUMMARY OF RELEVANT EXPERIENCE

Since 1995, I have worked as a freelance interpretation consultant and copywriter. In recent years, much of my work has focused on writing text for museums and heritage sites, and in running training courses in copywriting. My clients have included:

Heritage and countryside organisations

The National Trust, English Heritage, the Wildlife Trusts, Royal National Lifeboat Institution (RNLI), the Cornish Mining World Heritage Site, Dorset AONB, the Canal & River Trust, the Sensory Trust

Design consultancies/architects

PLB Projects Ltd, Bright 3D, Audio Trails, Mallinson Architects and Engineers, RFA Design

Councils

Dorset County Council, Hampshire County Council, Southampton City Council

Museums and heritage sites

Bovington Tank Museum, Bluebell Railway Museum, Haslemere Educational Museum, Tullie House Museum & Art Gallery, Winchester Cathedral, Coleridge Cottage, Torre Abbey & Art Gallery

EXAMPLES OF RECENT PROJECTS

Copywriting for museums and heritage sites

At the following sites, I have worked as a copywriting consultant, advising the curators and historians on how to write engaging text for non-specialist and family audiences, and editing their work accordingly:

- Torre Abbey & Art Gallery, Devon
- Children's Centre for Civilisation & Creativity, Cairo (award winner at the 2012 Museums & Heritage Show)
- New exhibition hall at the Tank Museum, Bovington, Dorset
- The restored Coleridge Cottage (National Trust), Somerset
- The Bluebell Railway Museum, West Sussex
- Basing House (Norman castle and Tudor palace), Hampshire

Scriptwriting for audio tours and apps

- Cornish Mining World Heritage Site (7 audio trails and activity sheets)
- Stonebarrow Hill Smugglers' Trail, Dorset (National Trust/AONB family audio trail, app and children's activity sheets)
- Downe village, Kent (teenagers' audio trail for Darwin's former home town)
- Montgomery Canal, Wales (app and children's activity trail)
- Barnstaple Heritage Trail, Devon (family audio trail and activity sheets)
- Andover Museum, Hampshire (children's audio trail)
- Malahide Castle, near Dublin (garden and castle audio trails)

Children's interpretation

- Editor of the National Trust's children's newsletter, Trust Tracks, for five years
- Copywriter of family and children's guides for many National Trust properties including Corfe Castle, Dunster Castle, Snowhill Manor and Greys Court
- Author of children's wildlife books for the National Trust called 'Wild Things'
- Copywriter and consultant for the children's guide and various family-friendly exhibitions at Winchester Cathedral
- Downloadable family trail for the Lancaster Canal and Lune Aqueduct, Lancashire

University lecturing and professional development courses

- Part-time lecturer at Winchester University on 'Writing for museums' (on-going)
- Training workshops on 'Writing for children and families' for the National Trust, the Royal National Lifeboat Institution, English Heritage, the Wildlife Trusts, British Waterways, Cardiff City Council, National Museums Wales, and the Association for Heritage Interpretation
- Workshop on 'Writing for magazines, newspapers and blogs' for the Wildlife Trusts
- Professional Development workshop on 'Writing for children' for the Western Australia Heritage Council, Australia (2008)
- Masterclasses on 'Interpreting for children' for Flinders University, Adelaide, Australia (2008)

PROFESSIONAL MEMBERSHIPS

- Executive Committee member/e-newsletter editor for the Association for Heritage Interpretation for six years
- Member of the Association of Independent Museums
- Member of the Museums Association

RELEVANT QUALIFICATIONS

- Winchester University: MA in Writing for Children (Distinction)
- London College of Fashion, London: Certificate in Magazine Journalism (Credit)