

Dean Valley Regeneration Project

NLHF Expression of Interest

Final Report



for Dean Valley Regeneration Limited

November 2019



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1.0 Introduction

This short report presents a summary of the outputs created by Rob Robinson Heritage Consulting in drafting an Expression of Interest suitable for a subsequent NLHF application for the Dean Valley Regeneration Project – the regeneration of the designed landscape of the Water of Leith between Dean Village and Stockbridge.

The drafting of the Expression of Interest necessitated addressing key weaknesses in the initial project proposals, which were identified as:

- Poor project vision
- Lack of activities identified or proposed
- Limited / confused interpretation

The following issues were also noted, although these were noted as beyond the scope of the RRHC contract:

- Agreeing the steering group composition and the project / application lead
- Agreeing the elements to be included in the ‘project’
- Demonstrating wider public support

It should be noted that this report is written concisely in order to provide the basis for the subsequent NLHF Expression of Interest (section 4).

2.0 Vision, Aims and Objectives

2.1 Prelude

Following research, consultation and a project workshop to identify and clarify project focus and parameters, a revised vision, aims and objectives for the project have been identified. These are presented below and provide a more ‘people focused’ project that will deliver benefits more closely aligned to the NLHF outcomes.

2.2 Vision

Effective cooperative management of Dean Valley’s landscape

The rejuvenated historic and natural features will create a new aesthetic, a modern sublime landscape that is worthy of its original splendour. A new template for public-private conservation-management will effectively balance and enhance access, nature and heritage and successfully manage the continued growth in visitor numbers. Improved wellbeing will be at the heart of this well-managed historic landscape with Hygeia, the goddess of health, becoming the focal point for increased involvement in the heritage of the valley. This project will create a cooperative community focus for heritage conservation and increase access, audiences and activities providing a sustainable solution to the valley’s long term conservation.

2.3 Aims – meeting the vision, the project aims to...

1. Involve more people in actively and effectively caring for this nationally significant designed landscape over the long term
2. Create a sustainable conservation-management model from a baseline of good condition heritage assets that also improves nature diversity
3. Improve the wellbeing of local people, particularly elderly and disabled residents, and provide opportunities for young people
4. Create a new generation of pupils that understand and value the importance of the area's history and nature

2.4 Objectives – the project aims will be delivered through...

1. The production of an adopted long term Management Plan for the designed landscape that brings private owners, the local council and Trusts together to ensure holistic management of access, nature and heritage
2. Improved access to the walkway, to heritage and to its stories particularly for those who currently find it difficult to access
3. The delivery of a programme of events and activities that will widen audiences, spread use and encourage 'ownership' and discovery, including the development of green classrooms for local schools and nurseries
4. Revealing the Dean Valley's hidden and forgotten stories, through interpretation that will inspire users and bring the prolific heritage of the landscape and its people to life
5. The restoration of the historic fabric and the careful management of nature to ensure safe visits and sublime experiences
6. The development of heritage skills training courses and encouraging involvement through the wheel of wellbeing approach, considering body, mind, spirit, people, place and planet
7. Improved sustainability by introducing income generation to fund future maintenance

2.5 Matching objectives to NLHF outcomes

NLHF Outcome	DVRL Objectives
A wider range of people will be involved in heritage	The delivery of a programme of events and activities that will widen audiences, spread use and encourage 'ownership' and discovery, including the development of green classrooms for local schools and nurseries
Heritage will be in better condition	The restoration of the historic fabric and the careful management of nature to ensure safe visits and sublime experiences
Heritage will be identified and better explained	The installation of appropriate interpretation that will inspire users and bring the prolific heritage of the landscape and its people to life
People will have developed skills	The development of heritage skills training courses ...
People will have learned about heritage, leading to changes in ideas and actions	The production of an adopted long term Management Plan for the designed landscape that brings private owners, the local council and Trusts together to ensure holistic management of access, nature and heritage
People will have greater wellbeing	...and encouraging involvement through the wheel of wellbeing approach, considering body, mind, spirit, people, place and planet
The funded organisation will be more resilient	Improved sustainability by introducing income generation to fund future maintenance
The local area will be a better place to live, work or visit	Improved access to the walkway, to heritage and to its stories particularly for those who currently find it difficult to access
The local economy will be boosted	Improved sustainability by introducing income generation to fund future maintenance

3.0 Activities and Interpretation

3.1 Target audiences

A review of available user survey data and local demographic information confirms that:

- The project area is one of the most affluent in Edinburgh, although the Old Town, Princes Street and Leith Street zone just beyond the area's boundary is in the 4th decile for deprivation (SIMD), particularly for housing, crime, education and employment
- The immediate Stockbridge and Dean Valley locality (wider Inverleith area) has a proportionally higher number of older residents, particularly one person pensioners
- This is the most popular section of the Water of Leith walkway with a high proportion of visitors as well as local users, primarily due to its historic features and proximity to the city centre
- The Water of Leith audio trail is most listened to on this stretch of walkway with Dean Village at 2,890 listens, St Bernard's Well at 3,860 and Stockbridge at 1,890 (since launch in 2016)

Considering the project vision, aims and objectives along, with the area's demographic profile and opportunities, the following target audiences are recommended for the project:

- Disabled users
- Elderly residents
- Families and children
- Local residents (including volunteers and cyclists)
- Schools and nurseries
- Tourists

Note that other audience segments are not excluded, but rather that these stated audiences have been identified as those most able to benefit from the project.

3.2 Activity aims and objectives

While developing additional aims and objectives for activities (and interpretation) is an option, it is recommended that the relevant wider project aims and objectives are used. This keeps the project more streamlined and avoids an over-profusion of aims and objectives at this stage.

Relevant wider project aims for activity:

- Involve more people in actively and effectively caring for this nationally significant designed landscape over the long term
- Improve the wellbeing of local people, particularly elderly and disabled residents, and provide opportunities for young people
- Create a new generation of pupils that understand and value the importance of the area's history and nature

Relevant wider project objectives for activity:

- The delivery of a programme of events and activities that will widen audiences, spread use and encourage ‘ownership’ and discovery, including the development of green classrooms for local schools
- The development of heritage skills training courses and encouraging involvement through the wheel of wellbeing approach, considering body, mind, spirit, people, place and planet

3.3 Proposed activities

The proposed activities have emerged through consultation, identifying opportunities relating to target audiences and the wider project proposals. All activities will require further development and participant or partner buy-in both before and after the NLHF stage one application. The proposed activities are presented below relating to target audiences.

Title	Description	Target audiences
Heritage skills training	Apprenticeships and vocational contractor training in ironwork and masonry repairs as well as tree works and landscape management and maintenance	<ul style="list-style-type: none"> • Local residents (beyond immediate locality – focusing on deprived areas in city centre)
Art classes	Outdoor art classes in painting and photography throughout the year	<ul style="list-style-type: none"> • Disabled users • Elderly residents • Families and children • Local residents • Schools and nurseries
Art exhibitions	Large format temporary exhibitions at Lindsay’s Mill (and / or along the walkway), showcasing the art and photography from the above classes as well as reproductions of previous masterpieces of key views of the area (links with the Scottish National Gallery of Modern Art)	<ul style="list-style-type: none"> • Local residents • Tourists
Nature’s classrooms and green gyms	For local schools and nurseries without greenspaces (Stockbridge and Flora Stevenson Primary Schools). The production of an education pack relating to specific themes and locations both on the walkway and in the private gardens (Belgrave Crescent, Moray Bank and Dean) for pre-arranged school and nursery use. To also include selected PE lessons and daily mile use of the private gardens	<ul style="list-style-type: none"> • Schools and nurseries

Research projects	Community research into the art, nature, industrial and social heritage of the area and shared through the interpretive proposals (below)	<ul style="list-style-type: none"> • Disabled users • Elderly residents • Local residents • Schools
Winter warmers	A programme of winter talks (mostly indoors) on the landscape's heritage with warm refreshments, utilising the India Place Community Shed	<ul style="list-style-type: none"> • Disabled users • Elderly residents • Local residents
St Bernard's Well (and truly open)	Volunteer managed opening of St Bernard's Well on set days throughout the summer, donations suggested! To also investigate the potential of opening St George's Well	<ul style="list-style-type: none"> • Local residents • Tourists
Health and fitness walks	A regular programme of led walks specifically focusing on local charities including Viewpoint Housing, Deanhaugh Trust, Lifecare and Edinburgh and Leith Old Peoples Welfare Trust as well as mother and toddler groups	<ul style="list-style-type: none"> • Disabled users • Elderly residents • Families and children • Local residents
Guided heritage walks	A year round programme of heritage walks and outdoor talks to sites along the walkway and including the private gardens. A mix of free volunteer / EWH led and paid experiences with first person costumed interpreters	<ul style="list-style-type: none"> • Families and children • Local residents • Tourists
Volunteering	Establishing and recruiting a local group of conservation volunteers led by WoLCT to take an active role in caring for this area of the Water of Leith as well as encouraging wildlife	<ul style="list-style-type: none"> • Local residents
Call for community projects	To engage with and elicit a variety of small activity projects from local community groups that strengthen their links with the landscape and enhance wellbeing	<ul style="list-style-type: none"> • Disabled users • Elderly residents • Families and children • Local residents

An early stage cost estimate for these activities is approximately £100,000. In addition, a full time project officer will be required over a four year period (in post for one year of development and three years of delivery), which is likely to be in the region of £120,000.

3.4 Interpretive aims and objectives

The wider aims specifically relating to interpretation are:

- Involve more people in actively and effectively caring for this nationally significant designed landscape over the long term
- Create a new generation of pupils that understand and value the importance of the area's history and nature

While the relevant wider objectives relating to interpretation are:

- Improved access to the walkway, to heritage and to its stories particularly for those who currently find it difficult to access
- Revealing the Dean Valley's hidden and forgotten stories, through interpretation that will inspire users and bring the prolific heritage of the landscape and its people to life

3.5 Proposed interpretation

Vision

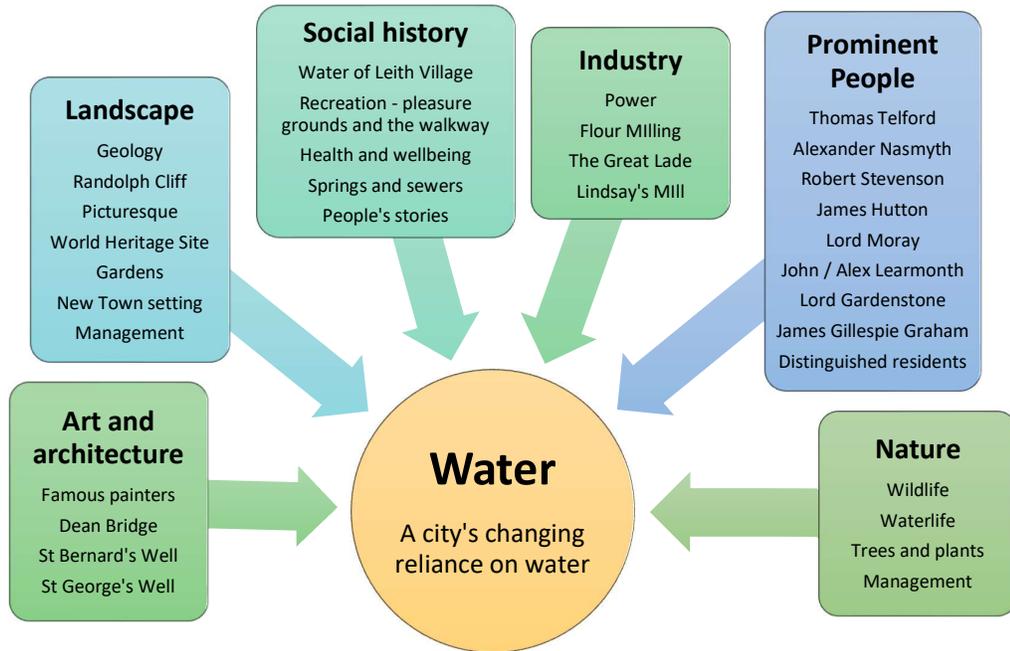
The interpretation will increase users' understanding and appreciation of the Dean Valley by providing appropriate and sustainable media that connects people with the landscape and encourages responsible involvement.

Themes and messages

The diagram overleaf identifies six key thematic topics for the interpretation with some of the main specific story topics identified beneath. It is interesting that 'water' is arguably the overarching connecting theme linking all of these and the city's changing reliance on water over the centuries is recommended as the foundation for the key interpretive message.

Water has played a crucial role in creating the landscape and providing the need for the involvement of prominent engineers and the attraction of artists and architects over the years. The source of clean spring water provided an early attraction, water as a source of power for the mills provided employment and the growth of communities, water as the vein in the picturesque landscape provided the focus for art and architecture, water moved from the sublime to slime with its use as an open sewer before the city's deep sewers once again brought clean water to the Water of Leith creating the lifeblood for the resurgence of nature. This area has always been the most popular place for the city to connect with its river, it still is today and will continue to be well into the future if appropriately managed and cared for.

It should be noted that while 'water; the city's changing reliance on water' is suggested as the binding interpretive theme, as the interpretation for the project develops, specific interpretive messages will be developed and are likely to include strong connections with landscape and cooperative management.



Interpretive projects

A series of interpretive projects are recommended below. It should be noted that all the capital works remain as per the feasibility studies and that those suggested below purely relate to the interpretation.

Title	Description	Target audiences	Indicative cost
Interpretive benches	The design and installation of a suite of interpretive benches at key viewpoints and rest points. These may include audio benches, artistic benches and benches containing inset graphic panels	<ul style="list-style-type: none"> Disabled users Elderly residents Families and children Local residents Tourists 	£25,000 for a suite of 6 high quality interpretive benches
Walking trail (leaflet and app)	The design and creation of a walking trail including the wider designed landscape with free leaflet / leaflet download and appropriate web app for further interpretive content – and linking to the wider Water of Leith audio tour	<ul style="list-style-type: none"> Disabled users Elderly residents Families and children Local residents Tourists 	£40,000 assuming simple web app or links to existing app provider

Stone carvings – poetry and art	Involving the local community in the identification and selection of poetry text, key messages, quirky facts and images to be carved into appropriate stones either laid into footpaths or in existing walls	<ul style="list-style-type: none"> • Disabled users • Elderly residents • Families and children • Local residents • Schools and nurseries • Tourists 	£12,000 for, say, 8 low key but inspiring carvings
Thomas Telford statue	The design and installation of a statue below Dean Bridge celebrating the life and work of Thomas Telford	<ul style="list-style-type: none"> • Local residents • Tourists 	£20,000 (indicative)
More guided walks	As per the activities, a year round programme of heritage walks and outdoor talks to sites along the walkway and including the private gardens. A mix of free volunteer / EWH led and paid experiences with first person costumed interpreters	<ul style="list-style-type: none"> • Families and children • Local residents • Tourists 	Within activity costs
St Bernard's Well	The provision of a regular visitor experience at St Bernard's Well led by volunteers delivering on site interpretation	<ul style="list-style-type: none"> • Local residents • Tourists 	£3,000 for interpretation and visitor experience training
Lindsay's Mill	The design of an interpretive space replacing 'the Dean Industrial Village' panel with a more engaging experience perhaps including appropriate floor treatment interpretation, sculptural elements, millstone display and robust outdoor interactives (and likely to include some of the interpretive elements above)	<ul style="list-style-type: none"> • Disabled users • Elderly residents • Families and children • Local residents • Schools and nurseries • Tourists 	£50,000 indicative budget

An early stage cost estimate for the interpretation, assuming that all are professionally produced by an interpretive design agency, is likely to be in the region of £150,000.

4.0 Draft Expression of Interest

4.1 Introduction

This section of the report provides the draft text to 'copy and paste' into the NLHF expression of interest form. It recognises and adheres to the strict word counts and any amendments or additions must be mindful of these. The text below provides a summary of the entire form and identifies the questions *to be completed by applicant*, once agreed.

It is important to note that in advance of submitting the expression of interest further discussions regarding the project should take place between the agreed applicant and NLHF. These should be to forewarn and enthuse the NLHF and to discuss the project / EoI to ascertain any required changes in emphasis or priorities, as well as to discuss timescales.

4.2 Summary

Name of your organisation – *to be completed by applicant*

Project reference number – *to be completed by applicant*

Project Title (please choose a title which you think best describes your project)

Reconnecting people and landscape in the Dean Valley

or

Connecting heritage, people and nature in the Dean Valley

Date submitted – *to be completed by applicant*

4.3 Section one - your organisation

1a. Name and address of your organisation – *to be completed by applicant*

1b. Is the address of your project the same as the address of your organisation? – *to be completed by applicant*

1c. Details of main contact person – *to be completed by applicant*

1d. Legal status of your organisation – *to be completed by applicant*

1e. Do you consider your organisation's mission and objectives to be: (please select the options that apply) – *to be completed by applicant*

1f. Where did you hear about us? – *to be completed by applicant*

1g. Have you previously talked to anyone in our Development Team about your project idea? – *to be completed by applicant*

Section two - project proposal

2a. Please tell us about your project (800 word limit – currently 791 words)

Connecting heritage, people and nature in the Dean Valley and delivering effective cooperative landscape management.

This project will rejuvenate the historic and natural features of the Dean Valley, creating a new, modern sublime landscape worthy of its original splendour, fit for the future. It will be a new template for public private conservation management effectively enhancing access, nature and heritage whilst successfully managing continued growth in visitor numbers. With Hygeia and wellbeing at its heart, it will create a cooperative community focus for sustainable long term conservation and greater enjoyment.

The project area is within the nationally significant designed landscape between Stockbridge and Dean Village within Edinburgh WHS. Including the Water of Leith and the private Belgrave Crescent, Moray Bank and Dean Gardens, it is one of the finest picturesque landscapes in a townscape in Britain. It includes numerous A and B listed structures and properties including Telford's Dean Bridge and St Bernard's Well.

The project is essential as the overall management of the landscape and its features has become fragmented and, overtime, this uncoordinated approach to conservation and maintenance has led to its heritage becoming degraded and obscured, with the regeneration of public and abandoned land most in need. The historical and natural significance of this important area where Scotland's capital has its closest connection with its river cannot be appreciated. The need for action is well supported by users, residents and stakeholders demonstrated through their considerable consultation and involvement to date.

The project is being delivered through a partnership comprising City of Edinburgh Council, Edinburgh World Heritage, Dean Valley Regeneration Limited, Water of Leith Conservation Trust, Dean Village Association and representatives of the three private gardens.

The project will involve more people in actively caring for the landscape, create a sustainable conservation management model, address abandoned land, repair key heritage assets, improve access, improve nature diversity, improve wellbeing, particularly of elderly and disabled residents, provide opportunities for young people and create a new generation of heritage conscious local schoolchildren.

It will do this through:

Involvement: delivering events and activities including art classes and exhibitions, green classrooms and gyms, research projects and winter warmer talks, particularly for older residents, public opening of St Bernard's Well, providing health walks and volunteering opportunities and a call for community projects in the development phase.

Condition: the restoration of historic fabric, particularly the railings and stone walls and careful nature management, particularly trees and invasive growth, to ensure safe visits and better wildlife habitats.

Identified and better explained: an outline interpretive plan identifies the connecting theme of 'A city's changing reliance on water' and will deliver the stories of nature, prominent people, industry, social history, landscape and art and architecture through a suite of media

that will inspire users and bring the prolific heritage of the landscape and its people to life. These will include interpretive art, benches, inscriptions and a walking trail (leaflet and digital).

Developed skills: apprenticeships and vocational contractor training will be provided in ironwork and masonry repairs, tree works and landscape maintenance.

Changes in ideas and actions: a collaborative approach to conservation management will be achieved by producing and adopting a long term Management Plan, bringing private owners, CEC and Trusts together and addressing abandoned land to ensure holistic management of access, nature and heritage.

Wellbeing: the project will develop the activity and volunteering programme along the ‘wheel of wellbeing’ approach, ensuring that these consider body, mind, spirit, people, place and planet. There will be a particular focus on older and disabled residents, young adults and schoolchildren.

More resilient: improved financial sustainability to fund future maintenance will be achieved through donations to St Bernard’s Well and mobile café licences.

Better place to live, work or visit: improved access to the walkway, to heritage and to its stories will be delivered, particularly for those who currently find it difficult to access.

Considerable project development work has been undertaken, including the identification of, and contact with, all relevant stakeholders, the holding of public meetings, the production of a Conservation Statement (*Peter McGowan, 2015*), a biodiversity report (*Sue Bell, 2016*), a first phase feasibility study (*Elizabeth Dorrian, 2017*), a second phase feasibility study (*LUC, 2018*), both with detailed cost proposals, and outline activity and interpretation proposals (*RRHC, 2019*).

Proposals with detailed costing are developed to RIBA Stage 2, and are supported by the City of Edinburgh Council. We plan an 18month development phase from Spring 2021 and a three year delivery phase (2022-2025) for activity, capital and landscape works.

Overall project cost (ex.VAT) is estimated at £1.921m, including contingency (£1,326,00 capital and landscape works; £150,000 interpretation; £100,000 activity; £120,000 project management; £75,000 project development; £150,000 inflation). Of these, the Stage One Development Cost is estimated at £125,000 (professional fees, activity testing, project management).

2b. How much are you likely to ask for from us?

£960,500

2c. When are you likely to submit a development phase application if invited to do so?

Please note that there is a limit of 200 words for this question.

We anticipate that a period of 12 months will be required to prepare and submit a development phase application. This will provide sufficient time to draw down relevant funding, employ professional assistance required to develop the project and NLHF application, prepare a detailed funding plan with secured development phase funding and ratify project support across all partners and stakeholders.

Section three - submission

Your local team may wish to use your email to send you invitations to workshops or events they are running for potential applicants, or other useful information about our grant programmes. Please tick this box if you would like to receive this information by email. You can unsubscribe at any time. – *to be completed by applicant*