



# **PENICUIK TOWNSCAPE HERITAGE SCHEME**

## **ACTIVITY PLAN**

2018-2023

PREPARED FOR THE  
TOWNSCAPE  
HERITAGE ROUND 2  
APPLICATION

by

Midlothian Council  
February 2018

## OVERALL APPROACH TO ENGAGEMENT

1. The success of the heritage regeneration project for Penicuik town centre will be mainly determined by the extent and effectiveness of community and visitor involvement with the project. The core aim of the regeneration efforts is to attract people to the town centre to improve its function, vitality and economic viability.
2. Town centres need to seek out new purposes beyond traditional retail uses in response to the needs of modern society. By taking a heritage focused approach to place making in the town centre, best use can be made of the existing assets of Penicuik. There are already significant levels of community involvement in civic matters in Penicuik, for example the community run Ladywood Leisure Centre, the community arts association, the community development trust and the Business Improvement District (amongst others).
3. The Penicuik Heritage Regeneration project, which incorporates the Townscape Heritage scheme, has community engagement as one of its core work streams. Engaging with the wider community to increase awareness and understanding of the town's unique architectural and social heritage and to develop and promote projects that will assist the process and enhance the town centre. Specific target groups include residents, traders, schools/colleges, and youth and community groups.
4. Through the work of the Community Development Trust, Community Alliance and others there is already awareness and interest in the papermaking and co-operative heritage of Penicuik, but the TH scheme offers the opportunity to encourage a broader and more in-depth awareness and involvement in the town's heritage, and to engage with new audiences because of the additional resources that will be available.

## ENGAGEMENT ACTIVITIES DURING SCHEME DEVELOPMENT

5. During the preparation of the Round 1 bid for Townscape Heritage funding meetings were held with representatives of Penicuik Community Development Trust, Penicuik Community Alliance and Penicuik First to gauge interest in a potential scheme. These meetings were followed up with a meeting arranged and attended by community representatives in July 2016, which was attended by around 35 local residents and representatives of organisations with an interest in the project. The potential for a heritage regeneration project was also discussed at a further community meeting on August 2016 involving Penicuik First (BID) and other community representatives.
6. Engagement activities were a significant element of the development phase of the townscape heritage scheme, with particular attention focused on broadening out the reach of the engagement activities. The consultants who were commissioned to undertake elements of the Development Phase led two specific community engagement activities – two public consultation workshops (incorporating a Place Standard evaluation) and a drop in consultation event. The consultants also undertook a series of business interviews, interview with key community stakeholders and an online questionnaire for local people.
7. The online survey attracted 614 responses, a significant majority of which supported the proposed engagement and skills development activities. The business interviews were undertaken in July and early August 2017 with 12 businesses located in the TH scheme area. The public consultation workshops involved 32 representatives of the local community and business sectors. 75 attendees were recorded as entering the drop-in consultation event with 34 completing the written questionnaire that was made available on the day.

8. The Penicuik Heritage Regeneration Project Managers were involved in the engagement activities outlined above, and in additional engagement activities including liaison with the Community Council and owners, and discussions around learning opportunities with local schools and colleges.
9. The engagement activities initially planned for the Delivery Phase during the preparation of the Round 1 submission have been incorporated into this Activity Plan. The consultation undertaken during the Development Phase confirmed these initial ideas as still valid. The initial suggestions for engagement activities have also been added to as a result of the consultation work during the Development Phase.

#### WHO WILL INVOLVED IN THE TOWNSCAPE HERITAGE SCHEME

10. The engagement activities outlined above have helped to clarify where engagement activities during the Delivery Phase of the Townscape Heritage scheme will be targeted. The main stakeholders listed below have been identified in the Communications Strategy:
  - Penicuik residents (general)
  - Penicuik residents (owners & tenants living in the project area and in eligible buildings)
  - Local traders (general)
  - Local traders (businesses with premises within the project area and in eligible buildings)
  - Local schools (primary & secondary)
  - Penicuik Community Development Trust
  - Penicuik First (BID)
  - Midlothian & East Lothian Chamber of Commerce, East of Scotland Region Federation of Small Businesses & Midlothian Business Gateway
  - Penicuik Historical Society
  - Penicuik Community Council
  - Penicuik Locality Plan Steering Group
  - Midlothian Tourism Forum
  - Rotary Club of Penicuik
  - Midlothian Training Services
  - Edinburgh College (training provider)
  - Local architects, surveyors, building contractors and associated trades
  - Local media including the Midlothian Advertiser
  - Local churches
  - Penicuik library
  - Local police
  - Voluntary groups
11. There is already an active and engaged community in Penicuik, which provides an excellent base for involving and engaging the community in the Townscape Heritage Scheme. Significant progress has been made during the development phase in terms of engaging with different parts of the community, particularly the schools. This has informed and influenced the activities outlined in this plan. There will of course still be challenges with engaging all parts of the community throughout the project, not least for the often encountered reasons of perceived lack of time and relevant skills, but also because of the volume of existing and new community activities in the area. Engaging harder to reach groups within the community, and with new residents will be an important task within the scheme.

## ACTION PLAN

12. The table below provides a summary of the planned activities for the Delivery Phase of the Penicuik Townscape Heritage scheme. These activities are the minimum that will be delivered. It is anticipated that over the lifetime of the scheme, opportunities to undertake additional activities will emerge and be pursued.
  
13. The planned activities have been separated into different themes. There will inevitably be some overlap between these themes as the scheme develops, but they provide a useful framework for the wide range of activities that will take place over the coming years. The themes are:
  1. Business Training and Retail Support;
  2. Building Maintenance and Repair;
  3. Traditional Construction Skills;
  4. Community Awareness Raising;
  5. Young People;
  6. Heritage Trail and Tour Guides;
  7. Arts & Culture Programme;
  8. Penicuik Archives;
  9. Digital Outputs; and
  10. Project Team Training and Skills Development.
  
14. Further details on the planned activities are provided in the tables on Pages 10-32. A separate table has been provided for each activity, grouped into the relevant themes.
  
15. The Digital Outputs Strategy for the scheme, which supports the relevant activities, is provided in Appendix 1.

Activity	Audience	Benefits for People	Outcome	Resources	Costs in Project Budget	Timetable	Targets & Measures of Success	Method(s) of Evaluation
<b>Theme 1: Business Training and Retail Support</b>								
Shop Doctor advice service	Shop owners	Free advice	Business development	Expert advisor	£3,000	Years 1 - 3	Take up rate and positive impact	Participant feedback
Shop Penicuik Welcome Pack	New residents	Local awareness	Increased use of town centre	PM/PO Design & print services	£500	Years 1 – 5	Distribution to all new-build houses	Monitoring of pack distribution
Supporting local business events	Businesses, residents & visitors	Increased visits to town centre	Improved vitality of town centre	PO/PM Materials Creative support	£1,500	Years 1 - 5	Two activities per year	Monitoring participation
<b>Theme 2: Building Maintenance &amp; Repair</b>								
Training on traditional maintenance and conservation	Property owners & tenants	Improved knowledge & skills	Better maintenance and repair of historic buildings	PM/PO Expert trainers	£6,000	Years 1 - 3	30 participants	Feedback from events and visual surveys
Homeowners maintenance & repairs guide	Property owners & tenants	Support informed decisions	Better maintenance and repair of historic buildings	PM Design & print services	£1,500	Year 1	Distributed to all owners & occupiers	Visual surveys
Shopfront Guidance	Businesses	Improved knowledge & skills	Improved vitality of town centre	PM & expert input Design & print services	£4,500	Year 1	10 shopfronts improved	Monitoring of grant awards

Theme 3: Traditional Construction Skills								
Traditional repairs and maintenance	Tradespeople	Short courses with SVQ accreditation	Improved quality of work on historic buildings	Specialist training provider	£18,000	Years 1 - 3	One course per year	Feedback from participants
Workshop for local specifiers	Building surveyors	Continuing professional development	Sustainable repairs and maintenance	Specialist training provider	£3,000	Years 1 - 2	6 participants	Feedback from participants
Exchanging good practice events	Built environment professionals	Continuing professional development	Raised awareness of traditional techniques and materials	Speakers	£500	Years 2 & 4	20 attendees	Feedback from participants
Demonstration project	Trainees and local people	On-site learning of traditional skills	Provide practical experience	Specialist training provider Materials	£24,000	Years 1 - 5	2 Modern Apprenticeships Two on site events per year	Participant feedback
Theme 4: Community Awareness Raising								
Launch day	Residents & visitors	Increase knowledge of the scheme	Community are fully informed from outset	PM/PO Local contractors (for demonstrations)	£2,000	Year 1	50 attendees	Event feedback
Exhibition & Hard Hat Tours	Residents & visitors	Increase awareness and interest	Increased engagement with the historic environment	PM/PO Penicuik Historical Society Contractors	£1,000	Years 2, 3 & 5	50 attendees	Event sign in
Doors Open Day	Midlothian community	Increased awareness of heritage	Increased visits to town centre	PM/PO Midlothian Council	£1,000	Years 1 – 5 (host launch in Year 1)	Attendees at launch event Properties involved in DoD	Event records

Participate in local and national events	Midlothian community	Increased awareness of heritage	Increased visits to town centre	PM/PO Midlothian Council	£1,000	Years 2 – 5	Participate in one event per year	Project evaluation
Family Heritage Days	Residents & Visitors	Wider engagement in regeneration	Increased visits to town centre	PM/PO	£3,000	Years 1 – 5	30 participants per event	Event sign in
Volunteer development	Community	Increased involvement and skills development	Capacity built within community	PM/PO	£1,000	Years 2 – 4	3 – 4 new volunteers per year	Training records
<b>Theme 5: Young People</b>								
Pupil engagement	Local school pupils	Contribute to employability programme Raise awareness of heritage construction skills	Encourage built environment related career choices	PM School staff Contractors Specialist trainers	£5,500	Years 1 – 5	Participations by pupils 2 Modern Apprenticeships offered	Project monitoring Pupil feedback
Documentary feature film	S2 & S4-S6 pupils	Pupils and viewers will have a deeper understanding of Penicuik history	Heritage will be better interpreted	PM/PO High School staff Penicuik Historical Society	£7,000	Years 1 – 4	120 pupils participating	Feedback from pupils
Drawing Workshops and animated film production	Primary school pupils	Pupils will develop drawing skills and historical knowledge	Young people will develop an interest in the history of their town	PM/PO School staff Penicuik Historical Society	£500 (plus equipment from feature film project)	Years 1 – 4	30 pupils per year	Feedback from schools

Photography project & exhibition	S4-S6 pupils	Production of themed photographs for exhibition in 'heritage corners' in shops and public buildings	Production of material for other activities. Achieves a range of Curriculum for Excellence outcomes	PO High school staff Penicuik Historical Society Penicuik Community Development Trust	£6,500	Years 2 - 5	Raise and engage community awareness of wider heritage and culture Contribute to Scottish Studies N5 qualification	Student achievements Visitor records
Scotland + Venice 2018	Young people	Visioning the future of the town hall	Generation of ideas	WAVEparticle team	£0	Year 1	Young people will learn about the built environment	Project records
Architectural engagement	Architectural students at Edinburgh College of Art	Provide setting for practical projects	Develop heritage architecture skills	PM ECA staff	£1,000	Year 1 & 3	20 participants	Student feedback
<b>Theme 6: Heritage Trail &amp; Tour Guides</b>								
Digital and Physical Heritage Trail	Community & school pupils	Pupils create guided and self-guided heritage trail around town centre	Pupils will develop skills through inter-disciplinary learning. Visitors will be informed of local heritage	PO High school staff Penicuik Historical Society Local archivist Specialist app support	£7,000	Year 1 – 5	Operational in Year 4	App analytics and pupil feedback
Volunteer Tour Guides	Community and visitors	Training of local residents as tour guides	Deliver quality interpretation of the built and cultural heritage	PM Scottish Tour Guides Association	£8,000	Years 1 - 3	STGA Regional Affiliate accreditation	Visitor feedback



Theme 7: Arts & Culture Programme								
Historic Venues for events	Community & visitors	Performance arts/music events provided venues in historic buildings	Increased engagement with the cultural, artistic and social heritage of Penicuik	PM/PO Penicuik Community Arts Association	£7,000	Years 2, 3 & 5	100 attendees at events	Feedback from participants and audience
Theme 8: Penicuik Archives								
Project Archivist	Community & visitors	Collation of existing local material, community engagement, training of volunteers	Provide future generations with information through well organised archive	Archivist	£50,000	Years 1 – 5	Increase engagement with archives. Provide events and education opportunities	Event records Training records Digital archive analytics
Dedicated space and well-presented archives	Penicuik Historical Society Community Visitors	Provision of dedicated space for exhibitions and organisation of archives	Increased access to the archive material	PM/PO Project Archivist Design input	£5,000	Years 1 - 4	15 new volunteers Increased web traffic Visitors to exhibitions	Web analytics Volunteer records Event records
Theme 9: Digital Outputs								
Website & social media	All stakeholders	Ensure access to information about the scheme and related activities	Audience development and community engagement	PM/PO Web developer Midlothian Council	£2,000	Year 1 – establish web site and social media accounts Years 2 – 5 Maintenance	Well used digital platforms	Web and social media account analytics

Theme 10: Project Team Training & Skills Development								
CPD on heritage interpretation and digital outputs	PM PO Midlothian Council officers	Improved skills in digital engagement and interpretation	Enhanced audience development and communication	Partner organisations	£3,200	Years 1 – 5	Participation in events Effectiveness of digital outputs	Midlothian Council performance framework
Conservation skills and knowledge development	Project Team Steering Group	Up to date knowledge and skills	Team able to fulfil their responsibilities to full effectiveness	External learning opportunities	£3,070	Years 1 - 5	Identified training needs met	Training records

## Theme 1: Business Training and Retail Support

<b>Activity</b>	“Shop Doctor” advice service
<b>Audience</b>	Local business owners in properties potentially eligible for shopfront grants
<b>Benefits for People</b>	Advice offered on business planning, merchandising, window display, stock control, social media marketing etc.
<b>Outcome</b>	Improved business competitiveness
<b>Resources</b>	Expert advisor/training provider
<b>Costs in Project Budget</b>	£3,000
<b>Timetable</b>	One promotional event and taster workshop undertaken in Year 1. One information sessions and two training courses delivered in Years 1, 2 & 3
<b>Targets &amp; Measures of Success</b>	60% of business within the TH/CARS area take up opportunity for advice over the 5 years of the scheme 50% of participants report positive impact on business after 12 months.
<b>Method(s) of Evaluation</b>	Feedback from participants after events, and follow up feedback after 12 months.

<b>Activity</b>	“Shop Penicuik” Welcome Pack
<b>Audience</b>	Occupiers of new build housing in the Penicuik area; other new residents; visitors to Midlothian
<b>Benefits for People</b>	Improves awareness of the retail/service/leisure opportunities offered in Penicuik town centre
<b>Outcome</b>	More people are shopping and taking part in leisure activities locally
<b>Resources</b>	Project Officer/Manager time Design, print and distribution of packs
<b>Costs in Project Budget</b>	£500
<b>Timetable</b>	Production - Year 1 Review and update in Year 3 & 5
<b>Targets &amp; Measures of Success</b>	Distribution of packs to all new houses completed in Penicuik ward during Years 1-5
<b>Method(s) of Evaluation</b>	Monitoring of pack distribution and downloads from website

<b>Activity</b>	Supporting local business events (including the street market) through complementary activities such as storytelling and exhibitions
<b>Audience</b>	Local businesses, residents and visitors
<b>Benefits for People</b>	Increase in activities in the town centre for families, visitors and other town centre users.
<b>Outcome</b>	Increase in town centre footfall and activity supports business competitiveness.
<b>Resources</b>	Project Officer/Manager time Exhibition materials Creative/artistic/performance support
<b>Costs in Project Budget</b>	£1500
<b>Timetable</b>	2018-2023
<b>Targets &amp; Measures of Success</b>	Two activities per year during Years 1 – 5
<b>Method(s) of Evaluation</b>	Monitoring of participation in activities

## Theme 2: Building Maintenance and Repair

<b>Activity</b>	Training Events & Courses on traditional maintenance and conservation practice
<b>Audience</b>	Property owners and tenants (residential & commercial properties)
<b>Benefits for People</b>	Improved awareness of the need to safeguard the character of the conservation area and to make regular maintenance inspections. Education on the cost effectiveness of traditional techniques and materials. Property owners and occupiers will have confidence in use of traditional building skills and materials. Will improved understanding of energy efficiency in traditional buildings. Will increase confidence in dealing with contractors and in relation to grant funding for property improvement.
<b>Outcome</b>	Building owners and occupiers will have sufficient knowledge of good maintenance and conservation practice to allow informed decisions on repair and restoration.
<b>Resources</b>	Project officer/manager time Specialist trainers Event management resources
<b>Costs in Project Budget</b>	£6,000
<b>Timetable</b>	One promotional event or taster workshops undertaken in Year 1 One information session and two training courses on maintenance delivered in Years 1, 2 & 3.
<b>Targets &amp; Measures of Success</b>	30 property owners/business attend events
<b>Method(s) of Evaluation</b>	Feedback from event participants Biannual visual surveys to ensure high quality works have been completed.

<b>Activity</b>	Produce Homeowners Maintenance & Repairs Guide
<b>Audience</b>	Property owners and tenants (residential & commercial properties)
<b>Benefits for People</b>	Will raise general awareness of repair needs of historic properties. Guidance documents available online and in print will enable easy access to relevant information for building owners and occupiers.
<b>Outcome</b>	Building owners and occupiers will have sufficient knowledge of good maintenance and conservation practice to allow informed decisions on repair and restoration.
<b>Resources</b>	Project Manager & other expert input Design and print of leaflets

<b>Costs in Project Budget</b>	£1,500
<b>Timetable</b>	Leaflets produced in Year 1
<b>Targets &amp; Measures of Success</b>	Distribution of leaflet to all building owners & occupiers in scheme area
<b>Method(s) of Evaluation</b>	Biannual visual surveys to ensure high quality works have been completed.

<b>Activity</b>	Shopfront Guidance
<b>Audience</b>	Commercial property owners and tenants
<b>Benefits for People</b>	Will increase knowledge of materials and work methods, particularly in relation to reinstating detail or preserving detail of historic shop fronts
<b>Outcome</b>	Investment in property including shop front improvements will improve the economic viability of the historic village core and continue to make the town centre even more attractive to residents, shoppers and visitors.
<b>Resources</b>	Project Manager & other expert input Design and print of leaflets
<b>Costs in Project Budget</b>	£4,500
<b>Timetable</b>	Guide produced in Year 1
<b>Targets &amp; Measures of Success</b>	10 businesses supported in improving their shopfront over 5 years
<b>Method(s) of Evaluation</b>	Monitoring of grant awards

## Theme 3: Traditional Construction Skills

<b>Activity</b>	Upskilling programme in traditional repairs and maintenance for tradespeople – initially focusing on carpentry and joinery (repair, maintenance and energy efficiency improvements to sash & case windows and traditional doors); stone masonry (traditional masonry repairs & rendering/harling); and traditional roof work (where masonry meets lead & slate)
<b>Audience</b>	Local contractors and council employees
<b>Benefits for People</b>	Short courses provide continuing professional development for specialist and general contractors Contractors achieve heritage skills endorsement on a CSCS card at VQ Level 3 (SCQF 6). SVQs in Heritage Skills are jointly awarded by CITB & HES
<b>Outcome</b>	Local contractors will have increased awareness and practical skills in traditional construction and maintenance methods. Local contractors will have achieved SVQ qualifications which allows candidates to demonstrate competence in specialist skills needed to work on building conservation and restoration projects
<b>Resources</b>	Delivered by an approved specialist trainers (e.g. college providing short courses/CITB National Progression Award)
<b>Costs in Project Budget</b>	£18,000
<b>Timetable</b>	Years 1, 2 & 3
<b>Targets &amp; Measures of Success</b>	10 contractors contacted At least one course per year attracts sufficient participants to run.
<b>Method(s) of Evaluation</b>	Feedback from course participants on completion and after 12-18 months.

<b>Activity</b>	Professional development workshop for Local Specifiers on historic building repair and maintenance
<b>Audience</b>	Midlothian Council Officers (specifiers) and Local Building Surveyors
<b>Benefits for People</b>	Local specifiers develop sufficient knowledge of maintenance work and conservation practice to allow them to make informed decisions on the repair and restoration of buildings. Ensure understanding of healthy house and energy efficiency, and standards and materials to be utilised.
<b>Outcome</b>	Lay framework for high quality conservation standard works from outset including public realm and agreed parameters for grant aiding properties. Support long term sustainable repairs and maintenance to conservation standard
<b>Resources</b>	Specialist advisor/training provider Workshop/seminar materials

<b>Costs in Project Budget</b>	£3,000
<b>Timetable</b>	Events in Years 1 & 2
<b>Targets &amp; Measures of Success</b>	Up to 6 specifiers attending events on standards
<b>Method(s) of Evaluation</b>	Feedback from event participants and follow up feedback after 12 months

<b>Activity</b>	Host conservation based meetings/workshops to promote exchange of good practice in collaboration with BEFS, RIAS, RICS and Scottish/Edinburgh Traditional Building Forum to provide CPD opportunities
<b>Audience</b>	Built environmental professionals including surveyors and architects
<b>Benefits for People</b>	Local professionals develop sufficient knowledge of maintenance work and conservation practice to allow them to make informed decisions on the repair and restoration of buildings. Dissemination of training materials on maintenance, pricing, energy efficiency, materials and standards. Increased understanding of cultural heritage resources
<b>Outcome</b>	Raised awareness on the cost effectiveness of traditional techniques and materials
<b>Resources</b>	Workshop/seminar materials Speaker expenses
<b>Costs in Project Budget</b>	£500
<b>Timetable</b>	Technical seminars in Years 2 & 4
<b>Targets &amp; Measures of Success</b>	At least two events held over the lifetime of the scheme, with at least 10 attendees per event
<b>Method(s) of Evaluation</b>	Feedback from event participants



<b>Activity</b>	Clerk Mausoleum & St Kentigern's Church Demonstration Project
<b>Audience</b>	Penicuik residents, visitors, trainees and volunteers
<b>Benefits for People</b>	On-site learning (site masonry & other site experience) through work placements (range of durations) Hard hat tours and viewing platform providing opportunity to view work in progress.
<b>Outcome</b>	Provide practical experience for those interested in traditional building restoration
<b>Resources</b>	Specialist Training Provider Equipment/Materials
<b>Costs in Project Budget</b>	£24,000
<b>Timetable</b>	Year 1 – planning Year 2-5 – project runs
<b>Targets &amp; Measures of Success</b>	Offer two modern apprenticeships over 5 years Run at least two on site experiences (visitor or learning) each year
<b>Method(s) of Evaluation</b>	Visitor feedback Student feedback Student log of apprenticeships

## Theme 4: Community Awareness Raising

<b>Activity</b>	Launch Day to provide information on the TH scheme and grant availability, advice and guidance on traditional materials and techniques, information about contractors and courses, and demonstrations of stonemasonry and plastering
<b>Audience</b>	Town centre residents, visitors and business/property owners Wider local community
<b>Benefits for People</b>	Increase public knowledge of the TH scheme and its purpose Raise public awareness of the character and value of the historic townscape
<b>Outcome</b>	Community are fully informed about the project from the outset
<b>Resources</b>	Project Manager/Officer Local specialist contractors (for demonstration projects)
<b>Costs in Project Budget</b>	£2,000
<b>Timetable</b>	Early in Year 1
<b>Targets &amp; Measures of Success</b>	At least 50 attendees at launch event
<b>Method(s) of Evaluation</b>	Sign in & head count at events Feedback forms

<b>Activity</b>	Temporary Exhibition & Hard Hat Tours
<b>Audience</b>	Local community and visitors
<b>Benefits for People</b>	Increase awareness and interest in a wide range of local heritage/historic environment matters Increase public awareness of the TH scheme Opportunity to view conservation works in progress
<b>Outcome</b>	Increased engagement with the historic environment
<b>Resources</b>	Project Manager/ Officer Penicuik Historical Society Volunteers Contractors
<b>Costs in Project Budget</b>	£1,000
<b>Timetable</b>	Years 2, 3 & 5
<b>Targets &amp; Measures of Success</b>	50 attendees per exhibition 5 participants per tour
<b>Method(s) of Evaluation</b>	Sign in at events

<b>Activity</b>	Hosting Doors Open Day Launch Event 2018 & participation in Doors Open Days in Years 2-5
<b>Audience</b>	All individuals, communities and interested organisations across Midlothian
<b>Benefits for People</b>	Increased awareness of the heritage in the scheme area Increased visitors to the town centre
<b>Outcome</b>	Increased participation in Doors Open Day events in Penicuik
<b>Resources</b>	Project Manager/Officer Midlothian Council Conservation & Environment Section
<b>Costs in Project Budget</b>	£1,000
<b>Timetable</b>	Year 1 (Host launch event) Years 2 – 5 Building participation in Doors Open Day
<b>Targets &amp; Measures of Success</b>	Number of attendees at Launch event equal to 2017 launch At least one property in scheme area involved in Doors Open Day each year
<b>Method(s) of Evaluation</b>	Event sign in

<b>Activity</b>	Events as part of wider Midlothian Festivals & Scottish Government themed years' programme (2018 Young People; 2020 Coast & Water; 2022 Scotland's Stories). Participation in festivals/events taking place in Penicuik & Midlothian e.g. Penfest, Midlothian Heritage Week and Midlothian Science Festival.
<b>Audience</b>	All individuals, communities and interested organisations across Midlothian
<b>Benefits for People</b>	Increased awareness of the heritage in the scheme area Increased visitors to the town centre & visitor attractions
<b>Outcome</b>	Midlothian residents are more aware of the heritage attractions in Penicuik
<b>Resources</b>	Project Manager/Officer Midlothian Council Conservation & Environment Section
<b>Costs in Project Budget</b>	£1,000
<b>Timetable</b>	Years 2 – 5
<b>Targets &amp; Measures of Success</b>	Participate in at least one external event each year
<b>Method(s) of Evaluation</b>	Project Evaluation

<b>Activity</b>	Family Heritage Days – intergenerational events to raise local awareness and interest
<b>Audience</b>	Local residents and wider community with links (past or present) to Penicuik
<b>Benefits for People</b>	Better understanding of the history and heritage of the town Wider engagement in the regeneration of the town centre
<b>Outcome</b>	Increase engagement and input into the community vision for the future of the town centre
<b>Resources</b>	Project Manager/Officer
<b>Costs in Project Budget</b>	£3,000
<b>Timetable</b>	Annual events
<b>Targets &amp; Measures of Success</b>	30 participants per event
<b>Method(s) of Evaluation</b>	Sign in Sheets

<b>Activity</b>	Identify local volunteers with an interest in participating in/ leading local restoration projects and provide these volunteers with training in heritage project management, preparing funding applications and support during the scheme.
<b>Audience</b>	Local community
<b>Benefits for People</b>	Increased community involvement and networking Skills development for volunteers
<b>Outcome</b>	Capacity built within the local community to carry out heritage based projects in the future
<b>Resources</b>	Project Manager/Officer
<b>Costs in Project Budget</b>	£1,000
<b>Timetable</b>	Years 2 – 4
<b>Targets &amp; Measures of Success</b>	3 new volunteers identified and receive training per year (Years 2 – 4)
<b>Method(s) of Evaluation</b>	Training records

## Theme 5: Young People

<b>Activity</b>	Pupil Engagement: <ul style="list-style-type: none"> <li>- Present information on opportunities in traditional building skills and professional careers at Careers Fairs</li> <li>- Provide opportunities for skills development through the Employability Programme</li> <li>- Pre-apprenticeship Taster sessions on traditional building skills</li> <li>- Urban design/place making workshops</li> </ul>
<b>Audience</b>	Pupils at Beeslack Community High School, Penicuik High School & feeder primary schools
<b>Benefits for People</b>	Visits to a variety of different work situations is integral to the success of the Employability Programme. Input from trades/professions involved in the TH scheme would widen the field of employment ideas and give focus to all pupils about the importance of their local community/sustainability. Encourage less gender stereotyping around careers in heritage construction Increase awareness of the need for heritage construction skills through project site visits
<b>Outcome</b>	Encourage consideration of built environment career options Support improvements in employability skills
<b>Resources</b>	Project Manager Pupil Support and other High School staff College staff Contractors involved in TH Scheme
<b>Costs in Project Budget</b>	£5,500
<b>Timetable</b>	Years 1 – 5. Opportunities provided annually.
<b>Targets &amp; Measures of Success</b>	Participation by pupils in all opportunities offered 2 modern apprenticeships in traditional skills offered over 5 years
<b>Method(s) of Evaluation</b>	Project monitoring Pupil feedback and follow up post school

<b>Activity</b>	Documentary feature film
<b>Audience</b>	S2, S4-6 Pupils Beeslack Community High School & Penicuik High School
<b>Benefits for People</b>	Pupils and viewers will have a deeper understanding of the history of Penicuik Conservation Area. The films would focus on people, ideas, life and death in Penicuik town centre and would explore, conserve and interpret the past and present in the town centre and so generate innovative interpretation.
<b>Outcome</b>	Heritage will be better interpreted. Schools pupils will have developed transferable skills

<b>Resources</b>	Project Officer/Manager High School staff (including Expressive Arts Faculty at Beeslack Community High School) Penicuik Historical Society iPads & USB adaptors Software licences
<b>Costs in Project Budget</b>	£7,000
<b>Timetable</b>	One film per year in Years 1-4
<b>Targets &amp; Measures of Success</b>	120 pupils involved in film production over 4 years
<b>Method(s) of Evaluation</b>	Feedback from school pupils

<b>Activity</b>	Drawing workshops & short animation/stop motion film production
<b>Audience</b>	Primary school aged children (Cornbank St James, Cuiken, Glencourse, Mauricewood, Strathesk & Sacred Heart Primary Schools)
<b>Benefits for People</b>	Forms part of the community based inter-generational education programme focusing on significant Art and Architecture of Penicuik. It will be a vehicle to bring together people of all ages to share their knowledge and stories of Penicuik's wide heritage through the ages. Young people will use drawing and digital animation tools as a way of exploring history and heritage.
<b>Outcome</b>	Young people will develop an interest in the history of their home town and community.
<b>Resources</b>	Project Officer/Manager School staff Penicuik Historical Society iPads & USB adaptors Software licences
<b>Costs in Project Budget</b>	£500 (plus will utilise equipment purchased for documentary feature film project)
<b>Timetable</b>	One film per year in Years 1-4
<b>Targets &amp; Measures of Success</b>	30 pupils per year
<b>Method(s) of Evaluation</b>	Feedback from schools

<b>Activity</b>	Photography Project (Forgotten Beauty of Penicuik's Heritage) & Exhibition (Heritage Corners)
<b>Audience</b>	S4 – S6 High School pupils
<b>Benefits for People</b>	<p>Pupils will use the town centre as the subject of their photographs, which would capture the architecture, atmosphere and people of the town.</p> <p>Completed work will be exhibited for the community in “heritage corners” created in shops and public buildings in Penicuik. Images will also be used in marketing materials for the TH scheme, and in the film making projects (detailed separately). Each year the students will focus on a different aspect of Penicuik's wider heritage.</p> <p>This may include pupils working with Penicuik Historical Society to explain/interpret their archives in innovative ways (e.g. photography, digital images, coding/games, audio/video interview, online database etc.)</p> <p>The project will involve pupils working in collaboration with Penicuik Historical Society, Midlothian Archive and local archivist to develop their research skills and collate the information for an annual public drop in session where they will present what they have found and interview members of the public on their memories of the history and culture of Penicuik. This information could be uploaded to a digital platform (e.g. Pin History)</p>
<b>Outcome</b>	<p>Pupils will achieve a range of Curriculum for Excellence outcomes.</p> <p>Information will feed in to both the film making and digital heritage trail activities.</p>
<b>Resources</b>	<p>Project Officer</p> <p>High school staff</p> <p>Penicuik Historical Society</p> <p>Penicuik Community Development Trust</p> <p>Penicuik First/Business Owners</p>
<b>Costs in Project Budget</b>	£6,500
<b>Timetable</b>	Years 2 – 5
<b>Targets &amp; Measures of Success</b>	<p>Raise and engage community awareness of wider heritage and culture.</p> <p>Develop research, interview, communication and presentation techniques.</p> <p>Collection of data and information in a sustainable, cumulative manner which will be retained in a digital format.</p> <p>All S3 pupils taking part can satisfy the Scottish Research element of N5 Scottish Studies qualification.</p> <p>150 pupils involved.</p>
<b>Method(s) of Evaluation</b>	<p>Student achievements in terms of N5 Scottish Studies qualification</p> <p>Visitor records from public events</p> <p>Data uploaded to web platform</p>

<b>Activity</b>	Scotland + Venice 2018 – Reimagining the Town Hall for the 21 <sup>st</sup> Century Working with the WAVEparticle team to realise Scotland’s contribution to the 16 <sup>th</sup> Architectural Biennale in Venice 2018
<b>Audience</b>	Young people in Penicuik
<b>Benefits for People</b>	Young people will engage in discussion about the future of the town hall – is it a building, a public space or a digital platform, or all three? Who would it be for? How should it work? What could it look like?
<b>Outcome</b>	Ideas for the town hall can be used to shape future projects Exhibition material will be used for the TH scheme launch and publicity
<b>Resources</b>	WAVEparticle team
<b>Costs in Project Budget</b>	£0
<b>Timetable</b>	2018 (pre scheme start & Year 1)
<b>Targets &amp; Measures of Success</b>	Young people will learn about the built environment and contribute ideas about the future of the town hall. Number of young people participating
<b>Method(s) of Evaluation</b>	Project records

<b>Activity</b>	Architectural engagement projects with Edinburgh College of Art
<b>Audience</b>	Architectural students at ECA
<b>Benefits for People</b>	Provide university students with real life setting for projects
<b>Outcome</b>	Develop heritage architecture skills and understanding for next generation of professionals.
<b>Resources</b>	Project Manager Academic staff at ECA
<b>Costs in Project Budget</b>	£1,000
<b>Timetable</b>	Year 1 and Year 3
<b>Targets &amp; Measures of Success</b>	Students will have increased their knowledge of conservation and the built environment 20 participants
<b>Method(s) of Evaluation</b>	Number of students participating Student feedback



## Theme 6: Heritage Trail &amp; Tour Guides

<b>Activity</b>	Digital and Physical Heritage Trail
<b>Audience</b>	School pupils, local residents and visitors
<b>Benefits for People</b>	<p>Promoted guided and self-guided QR/App trail around the Conservation Area – adding a new dimension to the historical knowledge of the town centre and to understanding of evolution and change in Penicuik town centre.</p> <p>This would involve S2/S3 pupils researching local history, people, ideas, myths, sites of historical interest and literature relating to Penicuik town centre and creating ‘interpretation hot spots’ which would be marked digitally using an app linked to GPS or by a QR code at the location on a permanent sign/interpretation plaque.</p> <p>A hard copy tourist map will also be made available, as will on-site interpretation plaques along the trail.</p>
<b>Outcome</b>	<p>Pupils will develop new skills through Inter Disciplinary Learning, build confidence and engage in heritage. They will also have the opportunity to share their work with a wider audience.</p> <p>The project will deliver quality interpretation of the built and cultural heritage of the conservation area in a formal and innovative way for visitors, improving the effectiveness of interpretation in Penicuik</p> <p>Offer opportunities for audience development and increased awareness of local heritage.</p>
<b>Resources</b>	<p>Project Officer</p> <p>S2 &amp; S3 High school pupils (Beeslack Community High S&amp; Penicuik High)</p> <p>Penicuik Historical Society</p> <p>Penicuik Community Development Trust</p> <p>University of the Third Age</p> <p>Local Archivist</p> <p>Specialist app and graphic design support</p>
<b>Costs in Project Budget</b>	£7,000
<b>Timetable</b>	Year 1 – 5 (fully operational Year 4)
<b>Targets &amp; Measures of Success</b>	<p>Number of students involved</p> <p>App download and usage</p>
<b>Method(s) of Evaluation</b>	<p>Feedback from school</p> <p>App analytics</p>

<b>Activity</b>	Volunteer Tour Guides
<b>Audience</b>	Visitors and residents
<b>Benefits for People</b>	Training of 4 – 5 tour guide through the Tour Guides Associations to provide heritage tours in Penicuik.

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<b>Outcome</b>	Delivering quality interpretation of the built and cultural heritage of Penicuik town centre in a formal and innovative way to visitors.
<b>Resources</b>	Project Manager Scottish Tour Guides Association
<b>Costs in Project Budget</b>	£8,000
<b>Timetable</b>	Years 1 – 3
<b>Targets &amp; Measures of Success</b>	Accreditation – STGA Regional Affiliate (Yellow Badge) Additional visitors spending more time and money in Penicuik, increasing the work of mouth recommendations and repeat visits
<b>Method(s) of Evaluation</b>	Feedback from volunteers and visitors

## Theme 7: Arts &amp; Culture Programme

<b>Activity</b>	Using Historic Buildings as venues for Arts and Culture events which use performing arts/music to explore the cultural, artistic and social heritage of Penicuik
<b>Audience</b>	Penicuik community and visitors Online audience (through digital streaming and archive)
<b>Benefits for People</b>	The arts and culture programme will enable local stakeholders, including local residents, property owners, business owners, young people and school children to experience arts and culture activities in the town centre
<b>Outcome</b>	Increased awareness and engagement with the cultural, artistic and social heritage of Penicuik
<b>Resources</b>	Project Manager/Officer Penicuik Community Arts Association & volunteers
<b>Costs in Project Budget</b>	£7,000
<b>Timetable</b>	Years 2, 3 & 5
<b>Targets &amp; Measures of Success</b>	100 young people and other residents involved in the events
<b>Method(s) of Evaluation</b>	Feedback from participants and audience

## Theme 8: Penicuik Archives

<b>Activity</b>	Project Archivist – promoting living history, community engagement, audience development and training
<b>Audience</b>	Local residents and visitors including young people
<b>Benefits for People</b>	Provide future generations with information through contributions to archive and digital archive Collation of existing local material, work with local organisation and groups to record existing material, provide guidance on recording of information, develop good practice for local groups, train local volunteers in best practice, develop engagement for community engagement. Outputs will include guidance documents, community projects and school projects (e.g. coding games, drama productions etc.)
<b>Outcome</b>	Review of available material, development of training guidance for local volunteers, production of digital archive, raising awareness of local history and heritage amongst local groups including schools.
<b>Resources</b>	Project Archivist for 2 days per week over 5 years
<b>Costs in Project Budget</b>	£50,000
<b>Timetable</b>	Years 1 – 5
<b>Targets &amp; Measures of Success</b>	Raise and engage community awareness of wider heritage and culture. Increase engagement with digital archive. Participation in events such as Midlothian Heritage Week, Midlothian Doors Open Day and Midlothian Science Festival (minimum of 5 events during scheme period). Collection of data and information in a sustainable, accumulative manner which can be retained in a digital format. 5 volunteers to receive specialist training to maintain project legacy. 20 school pupils participate in projects over each of 5 years 100 residents engage in projects over the 5 years in total
<b>Method(s) of Evaluation</b>	Analytics of the digital archive Volunteer training records School pupil feedback Event feedback

<b>Activity</b>	Dedicated Archive Space and Well-Presented Archives
<b>Audience</b>	Penicuik Historical Society – existing & new volunteers Local residents Visitors
<b>Benefits for People</b>	Discussions with the Society will identify a series of research projects to be presented/interpreted in the dedicated space, which will add to understanding of the early history of the town.

	Tangible outputs could include poems, paintings, short stories, songs etc. as well as an increase in membership and volunteers.
<b>Outcome</b>	Establishment of a dedicated space in the Town Hall to explain/interpret the Society's impressive archives in innovative ways – photography, digital images, coding/games, audio/video interviews, online database
<b>Resources</b>	Project Manager/Officer Local archivist Specialist exhibition design input
<b>Costs in Project Budget</b>	£5,000
<b>Timetable</b>	Years 1 – 4
<b>Targets &amp; Measures of Success</b>	15 New volunteers Increased web traffic Visitors to exhibitions
<b>Method(s) of Evaluation</b>	Web analytics Volunteer records Event records

## Theme 9: Digital Outputs

<b>Activity</b>	Establish scheme website and active social media presence to provide information about Penicuik's heritage, conservation guidance, events etc.
<b>Audience</b>	All stakeholders
<b>Benefits for People</b>	Ensure a wide range of stakeholders have access to information about the project, local heritage focused events and activities, and the local area.
<b>Outcome</b>	Audience development and community awareness/engagement will be enhanced.
<b>Resources</b>	Web developer Midlothian Council Communications and IT Services
<b>Costs in Project Budget</b>	£2,000
<b>Timetable</b>	Year 1 – establish website and social media account, and generate initial content Years 2 – 5 maintain and improve digital outputs
<b>Targets &amp; Measures of Success</b>	Well used and informative digital platform Positive feedback on the use of digital platforms
<b>Method(s) of Evaluation</b>	Use monitored through website and social media account analytics

## Theme 10: Project Team Training &amp; Skills Development

<b>Activity</b>	Continuing Professional Development on heritage interpretation and digital outputs
<b>Audience</b>	Project Manager, Project Officer and Midlothian Council Officers
<b>Benefits for People</b>	Staff involved in the scheme will be better equipped to engage people with the heritage of Penicuik and unlock opportunities. Training will ensure that TH specific skills of project members are maintained and improved. This includes conservation & regeneration good practice and innovation, effective funding applications, community engagement, marketing, audience development, contract administration and project management.
<b>Outcome</b>	Training will provide enhanced opportunities for digital marketing and audience development, reflecting the crucial role of wider community engagement in embedding heritage at the heart of the regeneration of Penicuik Town Centre
<b>Resources</b>	Officer time. Midlothian Council Lifelong Learning & Employability Team Partner organisations such as HES/Engine Shed/BEFS/RTPI/RICS/IED/Traditional Building Forum/Conservation Project Managers
<b>Costs in Project Budget</b>	£3,200
<b>Timetable</b>	5 days per annum over Years 1-5
<b>Targets &amp; Measures of Success</b>	Participation in relevant training events. Increased production of effective digital outputs Community participation in scheme activities
<b>Method(s) of Evaluation</b>	Midlothian Council Making Performance Matter Framework Activity participation feedback

<b>Activity</b>	Conservation skills and knowledge development and development of professional network
<b>Audience</b>	All Project Team and Steering Group members
<b>Benefits for People</b>	Project Team and Steering Group members have up to date knowledge and skills relating to conservation principles, heritage regeneration, design awareness and engagement.
<b>Outcome</b>	Project Team and Steering Group fulfil their responsibilities to full effectiveness, and are able to develop ideas for engagement events and initiatives to put heritage at the heart of the regeneration of Penicuik town centre.
<b>Resources</b>	Visits to exemplar projects; attendance at CPD events; in-house workshops
<b>Costs in Project Budget</b>	£3,070
<b>Timetable</b>	Visits/CPD/courses/conferences – Years 1-3 In house training – Years 2-5
<b>Targets &amp; Measures of Success</b>	Identified training needs have been met.

	Project Team & Steering Group members have enhanced conservation, regeneration, implementation and networking skills
<b>Method(s) of Evaluation</b>	Project Team & Steering Group records



## APPENDIX 1: DIGITAL OUTPUTS STRATEGY

Definition	Objectives	Principles	Key Digital Projects	Management & Maintenance
<p>'Digital output' covers anything created in a digital format which is design to give access to heritage and/or to help people engage with and learn about heritage.</p> <p>In the scheme context heritage means the 'many different things from the past that are valued and we want to pass on to the future'. In Penicuik town centre this include historic buildings, objects and sites linked to Penicuik's industrial and transport history, archives, cultures and memories, community heritage, designed landscapes, nature and habitats</p>	<p>To find new digital ways to involved more people in the scheme by creating inspiring and enjoyable experiences for everyone both online and in print.</p> <p>The objective is to enable Penicuik residents and visitors of all ages to share in ad pass on the story of Penicuik's heritage.</p> <p>To develop a digital marketing strategy to increase and improve audience development. This will form part of our overall communications strategy.</p> <p>In developing the digital offer, the aim is to make the most of new technologies to tell the story of Penicuik's heritage in vivid new ways and engage a wider public.</p> <p>The scheme aims to provide outstanding learning opportunities for all, whether visiting Penicuik town centre, browsing online or reading publications, and producing a bank of new photography.</p> <p>The aim is to create a digital platform that will help visitors, homeowners, academics and educators to find information about Penicuik's heritage.</p>	<p>All digital outputs to be:</p> <p>Usable for 5 years from scheme completion.</p> <p>Available across all digital channels, from smartphone and tablet to desktop devices.</p> <p>Available for the 5 years of the project and then by Midlothian Council.</p> <p>Free of charge for non-commercial uses for the 5 years of the scheme.</p> <p>Licensed for use by others under the Creative Commons licence 'Attribution Non-commercial (CC BY-NC)' for the 5 years of the scheme.</p> <p>In addition the website will meet at least W3C Single A accessibility standard; the scheme will use open technologies where possible; and the scheme will contribute digital outputs to appropriate heritage collections like Midlothian Council and Penicuik Historical Society archives.</p>	<p>Delivery of digital training courses for the TH/CARS Management team.</p> <p>TH/CARS Scheme website</p> <p>Guidance documents, newsletters etc. to be available online</p> <p>Penicuik Heritage Regeneration feature film documentary and animation</p> <p>Penicuik Digital Heritage Trail</p> <p>Digital recording and digital outputs</p> <p>S4-S6 Photography and Heritage Corners Projects</p> <p>Penicuik Archives &amp; Archivist</p>	<p>Increased future costs of management and maintenance for 5 years are mostly included in core partnership funding costs</p> <p>The arrangements on the completion of the scheme for specific projects are identified in the Activity Plan.</p>