

Tender



RISTOL

Date:
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Project:
Sheriffmuir Heritage Trail
Kippendavie Group Trust

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FORTH VALLEY & LOMOND



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1.0 Introduction

1.1 Kippendavie Group Trust (KGT) wish to appoint a multi-disciplinary consultancy team to advance research into a *Heritage Trail* project on land at Sheriffmuir, Dunblane. The aim is to support land use diversification through the delivery of a trail that will support a range of recreation, leisure and tourism related activities. This project is being part-financed by the Scottish Government and the European Community Forth Valley and Lomond LEADER 2007-2013. This brief details the:

1. project context,
2. tender requirements for appointment,
3. tender outcomes.

1.2 Queries should be directed to KGT's project manager, Mark Richardson, Ristol Ltd, Touch Estate, Cambusbarrow, Stirling FK83AQ 01786 465 782 or mark.richardson@studioristol.com.

2.0 Context

2.1 The Sheriffmuir is used to describe land to the east of Dunblane, adjoining the urban edge and running east to the Sheriffmuir Inn. The area comprises commercial forestry, arable land and building groups on its western part, with a range of land-use including open moorland and the designated Battle of Sheriffmuir ("*Battlefield*") in the eastern part and the Kippendrait Glen Site of Special Scientific Interest and Special Area of Conservation. This is shown in Figure 1.

2.2 Easily accessible to a large population catchment, Sheriffmuir has a rich and diverse heritage that is used by a wide variety of interest groups. This is shown in Figure 2. Sheriffmuir is the Sheriffmuir's Muir where military training took place from medieval times through to World Wars 1 & 2. However, by virtue of the existing footpath network and absence of recreational management plans, usage is fragmented, often conflicting and importantly is not used to its fullest capacity. The public's experience of Sheriffmuir is largely unaffected by the heritage of the area. KGT commissioned a research study in June 2012 to explore public usage, both existing and emerging trends, and to design a strategy that can open up the area to enhance users enjoyment of the area, create opportunities for increased usage and to facilitate wider rural economic initiatives.

2.3 This study was undertaken by Ristol Ltd and concluded that the Sheriffmuir is well used and accessible to a large population catchment. National trends indicate an increased demand for the use of the countryside, particularly adjoining settlements, for a variety of user groups. This also presents an opportunity to grow tourism and leisure related ventures, with evidence highlighting that countryside recreation



facilitates investment in the local economy. Existing trails within the Sheriffmuir are fragmented and users experience is largely unaffected by the heritage (historic and environmental) of the area.

2.4 The study presented an integrated trail network that responded to three key user groups and was intended to enhance public usage of the area. User groups were categorised as follows and are shown in Figure 3:

- *Woodland* – for active pursuits such as mountain biking, country running equestrian activities, woodland craft and eco schools. It is considered that of particular importance in terms of user interest are mountain bike trails.

- *Heritage* – relating to the core Battlefield within the centre of the Sheriffmuir area leading to other areas and sites of historical interest including the Cupped Marked and Wallace Stones and North Atlantic Wall.

- *Eco* – dealing with predominately pedestrian routes through the Kippenrath Glen and Wharry Burn SSSI.

2.5 Following a review of a range of trail and countryside strategies, a brand identity for these user groups was considered to be an essential element of any trail strategy in order to provide effective communication and orientation. Applied to Sheriffmuir, a roe deer motif was designed to reflect the rural context and woodland characteristics of the area. This motif was then applied to the three themes of woodland, heritage and eco as the basis for a communication strategy. Research into the consideration of and planning for Heritage Trails was assessed. Of note was Small K. (August 2006) *Heritage Trails* comprehensive assessment of heritage trail planning and the guidance on the primary function of a heritage trail. This concluded that best practice achieves a balance between information, education and entertainment. To achieve this involves encouraging users towards places of their interest and to ensure facilities are in place to meet their requirements whilst controlling activities to protect the environment they and others are using.

2.6 Information is essential both in terms of directions and explanation of the area. Best practice reveals information on the place, lifestyle bygone eras, details of flora and formal and legends and anecdotes that connect the site to famous events and people captivate user interest. Communication options are varied but at the core should include strong branding, clear signage and “way marking” of site and supplementary information either through website and icon scanning and/or boards and paper.

2.7 Within large areas that have multiple user groups trail geography is identified as being a key contributor to successful trail planning. Best practice indicates that effective trail planning entails dedicated, graded trail networks for various users, identifying a series of special interest points, or areas where trail followers can stop to gather and investigate information. These represent Information Nodes that help users to



navigate the trail and create a valuable and complete experience. Graded route options to connect these “Nodes” include linear, circuit or network trails.

- 2.8 Applied to the Sheriffmuir, the principle of a segregated graded network trail was considered applicable due to the scale of the area and multiple user interest groups. This network consists of a core circular route for each user type with a series of “associated” and dedicated routes extending from and linking to this. The core routes would be based on established points of interest such as the Clan Macrae Monument and battlefield with the dedicated specific interest trails linking into this core path relating to woodland activities and ecology. This enables users to enter and leave the trail at key points. See Figures 3 & 4.

- 2.9 This network is based on the existing footpath and other informal trails which are enhanced through a series of new trails that connect the existing pathways and a programme of works will be required to improve the condition of the existing trails. This should link to the *Dunblane Community Paths* network 2013 prepared by the Community Council.

- 2.10 With specific regard to mountain bikers as potentially the largest trail user group, improvements to and extension of the trail network should take advantage of existing topography, landscape and environment to ensure that it is locally distinctive. This should incorporate a segregated green-blue-red-black classified trail network that is attractive to mountain bikers with various abilities (potentially also incorporating a skills area).

- 2.11 Additional new features proposed as part of the Heritage trail are:

- a *Park Centre* – the location and design concept are shown in Figures 5 & 6 - this is intended to provide users with parking and access to the core Battlefield area, together with information on the trails and the provision of associated supporting facilities, potentially including a bike/outdoors shop that can provide sales, demo’s, cycle hire, guides, training while also co-ordinating events. Precedents such as the Flodden Battlefield trail, the Battle of Shrewsbury 1403 heritage park, Callendar Estate, Laggan, Golspie and elements of the Seven Stanes are all considered to offer best practice guidance on such facilities.

- an *Observatory* – a replica section of the North Atlantic Wall and viewing platform of the Battlefield. Combining the two elements provides the opportunity to develop a battlefield theme, drawing on connections such as Regiments involved in the 1715 conflict also fighting at D-Day. In parallel is a separate bid to the Heritage Lottery Fund by the Dunblane Museum to record the existing North Atlantic Wall and then display at the Museum.

- 2.12 The *Park Centre* and *Trail* will be delivered through a mixed use development comprising garden centre, offices and housing as shown in Figure 5, which is subject



of a Proposal of Application Notice on land at Kippendavie Mains (reference PAN 2013-001) – see Figure 7.

2.13 The *Observatory* is being promoted by KGT through the Military Covenant and is subject of a separate grant application. The land-use configuration will be a section of the wall built to reflect the original feature which is a Scheduled Monument and viewing platform. Suggested locations for the observatory, how it fits into the trail network and communication study (including link to the Dunblane Museum) and key land use configuration will form part of this tender.

2.14 This network strategy is intended to enhance the experience of various users of the Sheriffmuir and in doing so create opportunities for associated tourism and leisure and recreation related activities. This could include a range of initiatives such as heritage tours, accompanied metal detecting, chalet venture, woodland recreation initiatives including camping and woodland craft skills and associated rural retail. The potential exists to connect the trail to other D-Day and military training heritage facilities around the country, as part of a wider eco-museum trail.

2.15 The study concluded that in order to advance the *Heritage Trail* to a stage suitable for implementation, *5 key tasks* should be commissioned. These are as follows:

1. To progress active community and user group consultation to test and refine the trail concept based on the three key user groups.
2. To develop detailed trail design in response to the stage 1 (above) consultation exercise.
3. To identify a potential location for the *Observatory* and key land use principles.
4. To prepare a Bill of Quantities and budget cost plan for the construction costs.
5. To design a communication platform to market the trail, host information and exchange on the multiple uses and support access to the area linked to a signage strategy.

2.16 Completion of the report will enable KGT to implement the trail design through the submission of a planning application and resultant phased delivery, linked to development of the mixed use project at Kippendavie Mains. The trail will be managed by KGT and project partners, including Stockbridge Nursery who will operate the *Park Centre*.

3.0 *Tender requirements & deliverables*

3.1 A multi disciplinary team is required with proven experience in the *4 key project tasks* of:

1. Community and interest group engagement
2. Heritage trail planning



3. Tourism and educational communication planning
4. Cost planning

3.2 A tender is required that details:

1. *Relevant project experience* covering experience in trail design, community engagement and web based marketing for multiple use trails.
2. *Qualifications of key personnel* covering public engagement, trail planning, web based communication, strategy design and cost planning. It is acknowledged that bids may involve a combination of consultancy firms. A lead consultant member should be identified.
3. *A description of the approach* towards achieving the 4 key project tasks outlined in para 3.1 above with an emphasis on approaches to community and local interest consultation. This should include measures to encourage wide ranging views on the project and perceptions of areas of benefit. The term *community* is used in the widest context and should cover community council, businesses, local schools, and heritage groups and user groups, including anticipated users (i.e. cycling clubs, woodland craft and specialist interest groups such as historical and environmental organisations).
4. *Compliance* with the project programme as detailed in para 3.3 below.
5. *Health and Safety Policy* and *Disclosure Scotland* approvals for all key staff.
6. *Fee proposal* based on a fixed sum including travel and expenses. The cost will exclude VAT. The project maximum fee budget is £25,000 (Twenty five thousand pounds) excluding VAT. The fee should be divided into key tasks as detailed below, with interim fee submissions upon completion of the 5 stages as follows:
 1. Community consultation
 2. Draft Trail & communication design
 3. Draft cost planning
 4. Draft reporting
 5. Completion of study
7. The tender should be submitted as one bound report with a PDF copy.
8. The final report will comprise 4 hard copies and one PDF version.

3.3 The project programme is for the autumn and winter of 2013 as follows:

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|---------------------------|-----------|
| 1. Appointment | August |
| 2. Inception meeting | August |
| 3. Consultation | September |
| 4. Trail design | October |
| 5. Cost planning | October |
| 6. Communication strategy | October |
| 7. Draft report | November |



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|------------------------|----------|
| 8. Final report issue | December |
| 9. Project “close out” | December |
- 3.4 All access to the site is undertaken at the party’s sole risk. Appropriate risk assessments and method statements should be prepared.
- 3.5 A data centre has been set up at Ristol’s office in Touch Estate, Cambusbarron, Stirling FK8 3AQ and is available for viewing between 9am and 5pm Monday-Friday. Please contact Sharon Morrison on 01786 465 782
- 3.6 A project steering group comprising representatives from KGT, Stirling Council and local interest groups totalling no more than 8 people will manage the process, with Ristol Ltd appointed as the main project contact.
- 3.7 The tender submission date is 31st July 2013 at 5pm. Interviews are proposed for the week 12th August 2013 in Stirling.