

**Dean Castle Country Park**

**Activity Plan**

**February 2015**



## Contents

<b>1. Introduction</b> .....	4
1.1 The need for an activity plan.....	4
1.2 Purpose of the plan .....	4
1.3 The structure of the plan.....	5
<b>2. Dean Castle Country Park and it's context</b> .....	7
2.1 Background to public engagement.....	7
2.2 Key documents detailing Dean Castle Country Park's commitment to community engagement.....	9
2.4 Heritage available to audiences at Dean Castle and Dean Castle Country Park.....	10
4.1 Summary of present Dean Castle Country Park visitor demographic.....	19
4.2 Key visitor characteristics.....	21
4.3 Visitor demographic strengths and weaknesses.....	22
4.4 Potential audiences for Dean Castle Country Park heritage.....	23
4.5 Target audience.....	24
4.6 Increasing the range of audiences.....	25
<b>5. Barriers to participation</b> .....	25
5.1 Potential barriers to participation .....	25
5.2 Organisational barriers.....	25
5.3 Intellectual barriers.....	26
5.4 Social and cultural barriers.....	28
5.5 Physical barriers .....	29
5.6 Financial barriers.....	32
6.1 Key routes .....	33
6.2 Led activities.....	34
6.3 Events.....	36
6.4 Interactive trails.....	37
6.5 Formal education .....	39

<b>7. Project aims</b> .....	40
7.1 Why project is the best fit for Dean Castle Country Park? .....	40
7.2 Meeting the needs of our intended audience .....	41
7.3 Future activities .....	42
7.3 Activities management structure chart .....	43
<b>8 Evaluation</b> .....	44
8.1 Roles and responsibilities.....	44
8.2 Evaluation.....	46
<b>Appendix 2: Activities that address all Project Objectives</b> .....	47
<b>Appendix 2: Activities Particularly Relevant To the Rural Life Centre</b> .....	59
<b>Appendix 3: Activities Specific to Our Cultural Heritage (Excluding the Castle)</b> .....	69
<b>Appendix 4: Activities Specific to Our Industrial Legacy</b> .....	72
<b>Appendix 5: Activities Specific to Our Cultural Heritage (Castle Only)</b> .....	73

## **I. Introduction**

### **I.1 The need for an activity plan**

Heritage Lottery Fund wants projects to be people-focussed, as well as being heritage-focussed. Whilst understanding of the term ‘heritage’ and awareness of heritage varies between different sections of the community (such as Black and Minority ethnic groups, young adults or lower socio-economic groups) it can be broadly defined as ‘what we value and want to hand on to the future’. This can include the tangible (e.g. buildings, landscapes or objects) as well as the intangible (e.g. memories, skills or traditions). According to Historic Scotland, an executive agency of the Scottish Government, it is our heritage that plays a significant role in people’s sense of where they live (sense of place) and their enjoyment of different space. By investing in its regeneration this can lead to increased self-esteem and civic pride, improved social interaction and a greater feeling of safety. Parallel to the importance of sense of place has been the concept of ‘social capital’. Social capital refers to the bonds that connect groups and individuals. By increasing social capital, we can often expect improvements to individual health and well-being and also strong and more welcoming communities.

There’s also a growing body of evidence that suggests that understanding and valuing our heritage leads to people taking an active part in and making decisions about it. This, in turn, leads to better understanding and valuing and so the circle of improvement goes on.

However, evidence also suggests that ‘cultural’ participation is still dominated by the better educated and more affluent.

If we are to achieve all this then it needs to happen in a structured way, built on a sound evidence base and flexible enough to respond to a changing environment. In short, we need an activity plan.

### **I.2 Purpose of the plan**

In 2012, East Ayrshire Council received a first round pass from the Heritage Lottery Fund within the Parks for People Programme. This Activity Plan has been developed as part of the development stage to inform a round two application. It is part of a suite of plans including:

- Interpretation Strategy
- Access Action Plan
- Biodiversity Action plan
- Business Plan
- Monitoring and Evaluation Plan

- Management and Maintenance Plan
- Conservation Management Plan
- Building and Landscape Design Plan

This first round application evolved from the Dean Castle Country Park Management and Development plan which was adopted by East Ayrshire Council in 2011. The Plan was developed through extensive community consultation with staff, visitors and locals and it is underpinned by an extended phase 1 habitat survey and building audit.

The aim of the Activity Plan is to build on the activities outlined in the stage one application to create a detailed programme of learning and participation activities that will enhance the visitor experience, increase the visitor numbers and expand the range of audiences engaging with the service and using Dean Castle Country Park.

A further project involving the castle has been initiated and this will be submitted to the HLF heritage grant programme. Although separate to the Parks for People application the activity plan has been developed to be sympathetic to future requirements of this application.

### **1.3 The structure of the plan**

The Activity Plan is laid out in 8 parts with 5 appendices providing more detailed information for each of the activities:

- Chapter 1 introduces the Activity Plan and its concept
- Chapter 2 and 3 describe the current climate in which the Plan has developed
- Chapter 4 describes the potential barriers to the project that could affect the development of the activities
- Chapter 5 is an audit of existing activities offered at Dean Castle Country Park and recommendations for the continuation of certain activities
- Chapter 6 sets out the aims and the project and describes the actions that will help the project meet these aims, whilst delivering on the outcomes of the Parks for People grant programme and the heritage grant programme for the castle

- Chapter 7 sets out the programme for monitoring and evaluation of these activities and who will have responsibility for their implementation
- Finally, there is a series of action plans providing greater detail for each activity within the Plan

## 2. Dean Castle Country Park and it's context

### 2.1 Background to public engagement

On the 21<sup>st</sup> of December 1977 the Kilmarnock and Loudoun District Council accepted recommendations that a country Park should be established at Dean under section 48 of the Countryside (Scotland) Act 1973. This states that “A country park is a park or pleasure ground in the countryside which by reason of its position in relation to major concentrations of population affords convenient opportunities to the public for enjoyment of the countryside or open-air recreation.” Dean Castle Country Park was designated as Scotland's 14th Country Park in 1981.

East Ayrshire Countryside Services over the last 5 years has led the way in terms of environmental education. In 2009, we developed a new education programme which was based on the Curriculum for Excellence for Scottish Schools. This programme includes 70 lesson plans on a range of natural and social topics including Victorian Landscapes, Adopting Local Green spaces, Human Impact on the Environment and a range of ecological topics. This pack is now used by schools throughout Ayrshire, Renfrewshire, East Renfrewshire and Glasgow. It provides the basis for school visits to the Country Park and was used for over 16,000 of these in 2012. Our commitment to public engagement is further described in the following key documents

East Ayrshire Council currently works with a number of community organisations in the management of Dean Castle Country Park and aims to develop this further.

These groups include:

- Squirrel Club and Junior Rangers: working with 2 nature clubs aimed at 5 - 11 year olds and 12 - 18 year olds. These groups meet every fortnight and carry out conservation tasks such as tree planting, wildlife surveys, bird box building etc. The young people were actively engaged in the development of the management plan.
- Event program
- Dean Castle Conservation Volunteers: This group is aimed at families and meets once a month. It currently attracts over 30 regular attendees who help with conservation projects such as community gardening, pond creation etc.
- Heal the Earth: this is a local community group who manage the Walled Garden within the Country Park as a community allotment. They work with disadvantaged groups of adults and children, growing fruit and vegetables.

- **Kilmarnock Angling Club and Ayrshire Rivers Trust:** The Kilmarnock Water is a river suffering from environmental decline in terms of increased pollution from factories and farms, endangerment of invasive species and littering. East Ayrshire Council has been working with the Kilmarnock Angling Club and Ayrshire Rivers Trust to improve the blue corridor through biodiversity surveys, enhancement initiatives and physical improvements. This has included the development of a fish pass and a fish hatchery. Over the next 5 years, local salmon eggs will be harvested, hatched and returned to the Kilmarnock water in a bid to regenerate the watercourse. This will also provide the basis for an educational project by monitoring natural regeneration against managed regeneration. The hatchery will also be used by the Ranger Service as a tool for river topics and “Salmon in the Classroom” projects.
- **New Farm Loch Community Council / Silverwood Primary School / James Hamilton Academy:** we are currently working with these groups who sit on the eastern edge of the Country Park in the development of a community woodland project.
- **Dean Castle Country Park Residents:** This is a less formal group, but an incredible important group in terms of management of the Country Park. The residents receive regular updates on projects and initiatives through e-mails and letters. This encourages regular two way communication, which helps in reducing anti-social behaviour and in increasing participation.
- **International Volunteer Programme:** East Ayrshire Council works with various groups to organise annual international volunteer projects. This was established in 2009 and has included volunteers from Germany, Poland, Spain, France, Czech Republic, Italy, Switzerland and Singapore.
- **Dean Castle school visits:** Tours are conducted for visiting school groups from East Ayrshire and neighbouring local authorities. These visits take place regularly over the school term and can accommodate 80 people per group
- **Dean Castle visitors:** Every hour 11am and 5pm, school groups permitting, free tours of the castle are delivered by the Visitor Service Assistants working in the castle
- **Dean Castle casual visitors:** The great hall of the castle is open to members of the public to visit. When inside they can view a number of artefacts from the de Walden collection in displays and try on some period medieval clothes and armour

## 2.2 Key documents detailing Dean Castle Country Park's commitment to community engagement

- East Ayrshire Council Annual Governance Statement
- Ayrshire and Arran Tourism Strategy
- A Guide to Community Engagement in East Ayrshire
- Dean Castle Country Park Management and Development Plan
- East Ayrshire Leisure Trust Business Plan
- East Ayrshire Leisure Marketing Plan
- East Ayrshire Core Path Plan and Outdoor Access Strategy
- Countryside Development Team Plan
- East Ayrshire Leisure Business Plan
- Ayrshire Biodiversity Action Plan
- Ayrshire and Arran Woodland Strategy
- East Ayrshire Outdoor Learning Strategy
- East Ayrshire Community Plan
- Single Outcome Agreement
- East Ayrshire Open space Strategy
- Local Development Plan
- The De Walden Collection Bequest

## 2.3 The relationship between Dean Castle Country Park and the people of Kilmarnock and East Ayrshire

In the early 1970s Lord Howard de Walden began the process of gifting Dean Castle and a surrounding 40 acres to the Kilmarnock and Loudoun District Council under the stipulation that it was “to be preserved and managed for the benefit of the citizens of Kilmarnock and the general public as subjects of outstanding historic or architectural or aesthetic interest”.

In 2004 the Scottish Index of Multiple Deprivation (SIMD) categorised almost 20% of the population of East Ayrshire as deprived - the sixth highest local authority in Scotland. In terms of access, East Ayrshire is the second most deprived area in the West of Scotland. More recently, the 2006 SIMD has reported that the proportion of East Ayrshire's population defined as deprived has reduced slightly to 18%. Nonetheless, East Ayrshire is still the eighth highest in Scotland. Levels of social deprivation in East Ayrshire underline the importance of high quality and

accessible greenspaces. Ayrshire benefits from having an attractive and high quality environment. The landscape character, biodiversity, natural environment, historic, and cultural heritage of the area all provide a sense of place and local distinctiveness. The care of the processes that contribute to excellence in the environment, such as good air and water quality, can cumulatively also support quality of life.

As pressures on the environment evolve and increase, the need to manage change requires a more direct approach to safeguard and enhance the diversity of local environments. Recent research has found that natural environments offer low-cost preventative and remedial opportunities for public health. Good health initiatives are now understood to be crucial in controlling healthcare costs and East Ayrshire Council has developed a number of programmes to promote healthier lifestyles including the CATCH (Community Action to Community Health) programme, which is a walking based initiative encouraging inactive members of the community or people recovering from illness or injury to become more active through passive recreation. The CATCH group uses the Country Park regularly. The Country Park provides a pleasant and accessible setting for combating the effects of our increasingly sedentary lifestyles, such as obesity, high blood pressure and depression. Our park is alive every day with people jogging, walking, cycling and even working with personal trainers.

Dean Castle Country Park has a role to play in all of these by providing green and blue corridor links in and out of the town centre, by providing opportunities for small to medium local enterprise, by making further links to the Curriculum for Excellence and supporting the needs of primary, secondary and tertiary education providers and by providing a very high quality cultural and heritage experience.

#### **2.4 Heritage available to audiences at Dean Castle and Dean Castle Country Park Country Park**

Throughout the Country Park are buildings whose history can be traced back to the 14th and 15th Centuries, the focal point being the Castle and Dower House. The Keep was built about 1360 and the Palace and Courtyard Walls in the 1460s. The existence of the estate as a feudal unit can safely be assumed to have started in the late 12th or early 13th Century. The earliest extant Charter is of Robert I in 1316, by which he gave the lands of Kilbride and Kilmarnock, forfeited by John Balliol, to Robert Boyd. The Boyds had until then been small time lairds in the Largs area, but rose to great prominence because of their support of Robert the Bruce. The Castle was built by the Boyds. In 1734, the Castle was damaged by fire and much of it fell into ruin. However, parts of it remained in use as a residence by the Boyds and when they sold the estate to the Earl of Glencairn in 1748, this practice continued. The Gatehouse remained intact but early illustrations show the Palace roofless in the late 18th and early 19th Century. The Dower House to the west of the Castle was built between 1800 and 1850. Several of the built features within the estate make up a group of A listed buildings including Dean Bridge, Dean Castle, The Lodge House and the Boundary Wall. The Dower House and associated buildings are B listed. The Country Park also has a Pinetum dating from 1918. This was designed and stocked by Hilliers and was closely associated to the pinetum developed at Knoydart.

The Pinetum was swamped by spruce planting in the 1970s and only 50 of the original trees exist. Restoration and expansion of the pinetum began in 2010 and has proven to be a very popular community initiative with over 100 trees being sponsored and taken care of by visitors. Other historical built features within the Country Park includes the family graveyard where Lady Howard de Walden and her mother are buried, The Motte and Bailey which is thought to be the site of the original Kilmarnock Castle and the Walled Garden which is managed as a community allotment. There is also an old well towards the entrance of the Country Park, which we would like to uncover and restore.

In early days part of the policies were used to extract coal and some early examples of this remain. When these operations ceased, the area was grazed by domestic stock. Over the last 40 years it has been over planted with conifers. Vast quarry operations were taking place throughout the middle of the 19th Century when stone, coal and fireclay were extracted. The quarry had been operational in one form or another since the stone to build the keep at the Castle was extracted in 1360. In 1872, the effective economic life of the quarry came to an end and so it was flooded and landscaped to create an ornamental lake. It was drained in 1900 and quarrying operations were again started, but during the First World War, it was again flooded and it remained that way until 1950 when it was in filled with ash and over planted with larch. Only a small part of this area is still covered in larch. In the 1980s much of it was harvested to create a recreational area with small paddocks for domestic animals, a field centre which provides the base for the Ranger Service and the Quarry Pond. This is currently known as 'Pet's Corner'.

The Country Park extends to 80 hectares and is designated as a Listed Wildlife Site within the Scottish Wildlife Trust's inventory of important sites for natural heritage. Of these 80 hectares, nearly 30 have been designated as Ancient Woodland within the Inventory of Semi Natural and Native Woodlands. Despite being a very urban environment, the Park provides excellent opportunities for wildlife photography and watching.

Dean Castle Country Park has witnessed a number of land use techniques over many centuries which have led to a moderately complex mosaic of habitats in a relatively small area. The 80 hectares still has evidence of ancient woodland shown through historical maps and databases and through the existence of ancient woodland indicative plant species such as wood anemone and wood sorrel. This landscape has been shaped over the years by historical planting fashions associated with the owners of the estate. Many of these features still exist in the more formal part of the Country Park and are obvious by the presence of lime tree avenues, individual and specimen shrubs and trees that were planted for their showiness or uniqueness, walkways and viewing points. Built on this is the abundance of soft wood plantations that were once planted for their timber value, but have never been harvested and have been left to go wild with an under storey of bramble.

This mosaic coupled with the urban nature of the Country Park has limited the presence of rare or notable biological species. However, it does not limit the diversity of species including a huge variety of nesting and migrating birds, a wealth of aquatic and land invertebrates, amphibians and mammals. This variety of species makes it an ideal place for visitors to enjoy being close to nature and to learn about the plants and animals around them.

As outlined previously, there are a number of different habitats present in a relatively small area. Hedgerows around the formal grounds tend to be primarily made up of beech in keeping with the designed landscape of the historical estate. However, as you move away from the formal grounds the hedges are wilder and more in keeping with agricultural practices and include a range of trees including hawthorn, blackthorn and wild rose.

The 2 river courses through the Country Park, the Craufurdland Water and the Fenwick Water join at the 'meetings' to form the Kilmarnock Water. The quality of the watercourses is high with a good mix of riparian habitat including open banks, woodland and rush. There are currently four standing water bodies within the Country Park, all of which are small. There is a remote wildlife pond which is not accessible to the general public and plays host to a great variety of invertebrates including dragonfly and damselfly species, as well as newts, frogs and toads. There is a small conservation pond which is primarily used in the spring and summer for pond dipping with schools and other groups. Although this pond has a range of aquatic species, its size results in it drying up relatively early in the season. The third very small pond lies in the fenced 'cottage' garden connected to the east of the castle. Despite its small size, this pond is very rich in aquatic life and provides a good resource for environmental education.

The final standing water body is the quarry pond. This pond is the largest and deepest by far of all the ponds. It has no inlet or outlet and as such the water level fluctuates significantly throughout the year. The Quarry Pond is a popular attraction with the general public due the resident mallard and other domesticated duck populations. It is also popular with the breeding herons that wade around the edges.

Many species of invertebrates – from small aquatic larvae to large moths and dragonflies have been recorded. As it is unlikely that an observer would see more than 25% of the species in any one year, the estimated number could be in excess of 3,000. Dean Castle Country Park has a significant population of the rare orange spot ladybird.

Butterflies such as Green-Veined White, Peacock and Red Admiral abound in the areas where wild flowers have been allowed to flourish. Dragonflies such as the Common Hawker hunt the streams and pools together with the dainty damselflies. These are also found along the river. Beetles abound in the woodland and a variety of other species are found on the open grassland. Birds and animals especially rely on this food chain, as a considerable number exist in and around the park or pass through it at times. The woodlands are also ideal habitat for a vast array of fungi and lichen species.

Dean Castle Country Park is an ideal site for bird watching. Great Spotted Woodpeckers search the trees for food. Tree creepers search the mature trees, climbing mouse-like up the trunks. The wren is a common breeding bird in the Country Park competing with other songbirds such as Blackbird and Song Thrush. Rooks, Crows, Magpies and Jackdaws are common with Raven and Jay making a regular appearance. Blue and Great Tits, Long-Tailed and Coal Tits are also present. The delightful Goldcrest, with its high-pitched squeak, searches the conifers for

food. Willow Warblers and Chiffchaffs enjoy the environment of woodland clearings and hedgerow to search for insects. Greenfinches, Bullfinches and Chaffinches are common and Goldfinches are plentiful when thistle seeds abound. Stock Dove and Wood Pigeon are common.

The bright blue flash of Kingfisher's wings is often seen over the water. Common Buzzard, Sparrow Hawk and Kestrels frequent the area. Tawny Owls hunt the mice and voles by night.

Mammal life is considerable and varied. Hedgehogs are around but are by no means plentiful. Bank and Common Voles, together with Shrews are more often heard than seen, scuttling in the undergrowth. Wood Mice are fairly common and prevalent throughout, as are the smaller carnivores such as the Weasel and Stoats that live on them.

Moles are found in the woods and the grassland. Foxes and Badgers frequent the park. At dusk and dawn Daubenton's bats hunt the water just above the surface of the pond and rivers. Brown Long Eared, Pipistrelles and Natterers can be seen in the clearings and the rarer Noctule bat has been recorded. Grey Squirrels are plentiful causing losses to bird life and damage to trees. Otter 'spraints' or droppings have been found along the river.

At the centre of the country park sits the Dean Castle. In 1975 the Lord Howard de Walden gifted the castle, estate, his father's collections of arms and armour and his grandfather's collection of musical instruments to the people of Kilmarnock. The castle, originally called Kilmarnock castle, was constructed in the 14<sup>th</sup> century and was the seat of the Boyd Family,

The more comfortable palace was built in the 1460s by Robert Boyd, 1st Lord Boyd but 1735 an accidental fire spread onto the thatched roof and then onto the roof of the keep. The castle and palace were gutted by the fire and continued in this condition for the best part of 200 years.

When the 8th Lord Howard de Walden inherited the castle he began its restoration. The keep was completed in 1908 and palace completely restoration by 1946. To compliment the work an entirely new gatehouse, copied from an amalgamation of real sixteenth-century building designs, was built between 1935 and 1936.

Within the castle visitors can view selected pieces from the de Walden collection with the rest of the collection being stored within the castle and palace

### **3.0 Activity Planning**

#### **3.1 Changes made since the first-round submission**

##### **Buildings**

In the course of the first-round submission the buildings required by the project have evolved

- The field centre building which was initially intended to be new build has reverted to a modernising rebuild of the existing facility
- The tea room originally planned for the field centre has been moved into the existing visitor centre. This will create a dynamic new visitor and orientation hub which will house the café, gift shop, visitor information and education centre. This building will be extended to reflect its increased capacity.
- The Dower House out buildings earmarked for work shop have been taken out of this Parks for People Project and incorporated into the Dean Castle development programme. They will remain as workshop spaces, but will focus on conservation and cultural heritage initiatives.
- Work shop space will now be housed in prefabricated “pods” within the new Rural Life Centre

##### **A Greater emphasis on activities**

As the action planning process evolved a much greater emphasis on activities and activity planning emerged than initially envisaged in the project. This greater focus on activities has allowed us to more readily meet the aims of HLF while reinforcing and expanding on our commitment to engage with the public and communities.

##### **Integration of Castle**

The original vision for the Parks for People project at Dean Castle Country Park omitted any inclusion of the castle in the process. Since the plans have taken shape to submit the castle for the Heritage grant programme, the decision was taken to make the Country Park project more sympathetic and inclusive of the castle to provide a more holistic approach.

### **3.2 Further changes to be made during the project**

#### **Stronger partnership with colleges and further learning providers**

When we undertook the Parks for People process it was always the intention to work more closely with colleges and further learning providers. In the course of development it has become clear that the opportunities for such engagement are far more far reaching and varied than we had at first thought. As a result of this the programme of engagement with the colleges and further learning providers will be farther reaching than first intended.

#### **Greater partnership working with Ayrshire Craft network and Ayrshire food network**

The addition of more SME workshop space has enabled us to seek to develop future partnerships with the Ayrshire Craft Network and the Ayrshire Food Network.

### **3.3 Activity plan creation methodology**

#### **Step 1**

##### **Where you we now?**

- Carry out an audit to assess our current commitment to engaging people and communities
- Engage with our current audience through surveys, forums and focus groups. Discover who we are engaging now and how we want to engage with in the future
- Carry out an audit of the activities presently available at Dean Castle Country Park and who their target audience are

#### **Step 2**

##### **Making strategic decisions about engaging people**

- Collate and assess the impute we have collected and use the findings to inform our choices on how we want to engage with people and communities in the future
- What are the implications of these strategic decisions for the Dean Castle Country Park HLF project

### Step 3

#### Creation of an action plan

- Draft activity plan using the findings from step 2 as guidance

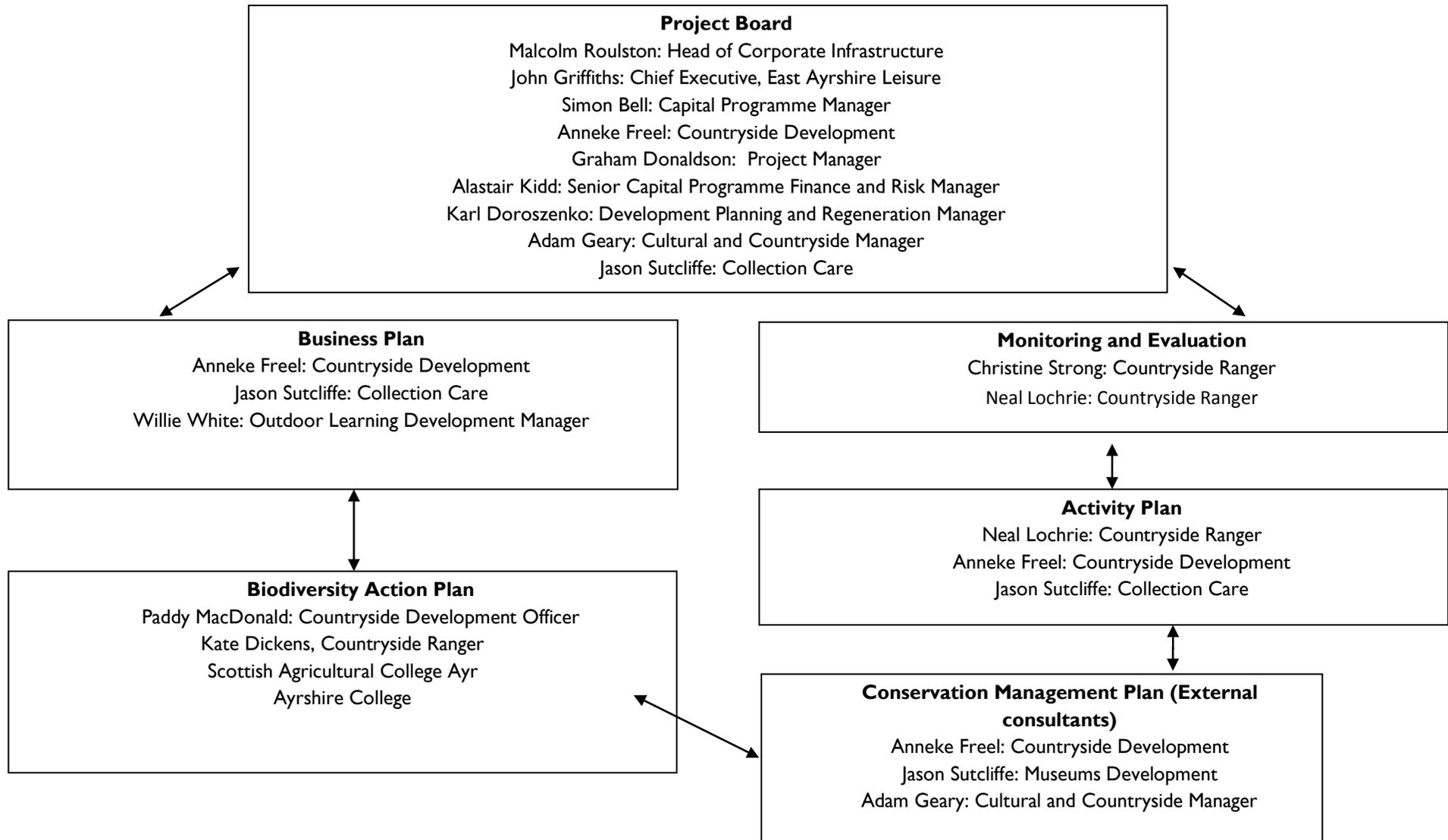
#### 3.4 Parties involved in drafting of plan

- Neal Lochrie, Countryside Ranger (Action Plan Lead)
- Anneke Freel, Countryside Development Team Leader

Parties involved in developing ideas for engaging the public with our heritage

- Neal Lochrie, Countryside Ranger
- Christine Strong, Countryside Ranger
- Kate Dickens, Countryside Ranger
- Paddy Macdonald, Countryside Development Officer
- Anneke Freel, Countryside Development Team Leader
- Jason Sutcliffe, Collection Care Team Leader
- Marion Wright, Countryside Ranger

**Activity Plan drafting process**



**what we have learned**

The Dean Castle Country Park Parks for People Project is a very complex programme with a number of strands which need to be developed individually whilst fully integrated into the whole. The enormity of this process was not fully appreciated at the stage 1 process of application to the Heritage Lottery Fund and as such was not accompanied by a fully thought through and consulted on Development Stage proposal. Early engagement with a wider stakeholder group would have resulted in a more realistic development stage work programme and budget.

Fortunately, East Ayrshire Council and East Ayrshire Leisure are fully committed to the success of this project and to the development of the Country Park and have ensured that the additional resources that were required for the development of the project were made available.

## 4.0 Demographics

### 4.1 Summary of present Dean Castle Country Park visitor demographic

The Dean Castle Country Park visitor demographic breaks down as follows:

<b>Gender of DEAN CASTLE COUNTRY PARK visitors</b>	
Male	32.12%
Female	67.88%

Source: Dean Castle Country Park Visitor Survey 2013

<b>Age of DEAN CASTLE COUNTRY PARK visitors</b>	
under 18	4.42%
18-24	4.42%
25-34	17.07%
35-44	28.51%
45-54	20.68%
55-64	16.67%
65 or over	8.23%

Source: Dean Castle Country Park Visitor Survey 2013

<b>DEAN CASTLE COUNTRY PARK visitor ethnicity</b>	
White Scottish	83.77%
Other white British	11.82%
White Irish	1.20%
Other white	0.80%
Asian	0.0%
Chinese	0.0%

Black Scottish or other black	0.0%
Any mixed back ground	1.2%
Other ethnic group	1.2%

Source: Dean Castle Country Park Visitor Survey 2013

<b>Visitors with a disability</b>	
Yes	4.21%
No	94.99%
Rather Not Say	0.80%
Other (please specify)	0.40%

Source: Dean Castle Country Park Visitor Survey 2013

<b>Disability</b>	
Visual Impairment	16.67%
Hearing Difficulty	5.56%
Physical Difficulty	61.11%
Learning Difficulty	16.67%
Other (please specify)	11.11%

Source: Dean Castle Country Park Visitor Survey 2013

<b>Present situation</b>	
Single	16.05%
Living with partner	13.17%
Married	59.26%
Divorced/Separated	7.00%
Widowed	1.44%
Rather not say	3.09%

Source: Dean Castle Country Park Visitor Survey 2013

<b>Work status</b>	
Working full-time	61.30%
Working part-time	20.67%
Self-employed	2.64%
Student	5.05%
Unemployed	2.40%
Retired	7.93%
Other (please specify)	2.16%

Source: Dean Castle Country Park Visitor Survey 2013

<b>Distance travelled to Dean Castle Country Park</b>	
Less than 1 mile	22.47%
1-2 miles	19.48%
3-5 mile	17.10%
6-9 miles	14.31%
10-14 miles	12.52%
15-19 miles	7.16%
20-29 miles	2.78%
30+ miles	2.98%
Don't Know	1.19%

Source: Dean Castle Country Park Visitor Survey 2013

## 4.2 Key visitor characteristics

The Country Park is host to over 80 free public events every year which in 2012 attracted over 18,000 visitors. Also in 2012, over 16,000 school visits were arranged and the number of general public visits exceeded 1 million. According to the Moffat Centre's barometer for monitoring visitor attractions, in 2012 Dean Castle Country Park was the most visited Country Park in Scotland and in the top 10 most visited free visitor attractions. The Moffat Centre has worked on behalf of Visit Scotland to compile the national statistical performance indicators of the country's cultural tourism attractions for the last 10 years.

In 2010, Scotland saw a decline on visitor numbers of 4.6% and in Ayrshire and Arran this figure was even more disappointing with a decrease of 21.2%. However, the national trend demonstrated that the category of outdoor attractions, which the Dean castle country Park is classified under, had a positive outlook with a 10% rise in visitor numbers. In 2010 Dean Castle Country Park's figures increased by 114%.

### 4.3 Visitor demographic strengths and weaknesses

Strengths	Weaknesses
A wide range of age groups are attracted to the Country Park	High car use. 73.36% of visitors travel between 1 and 9 miles to the park yet 78% drive Source: Dean Castle Country Park Visitor Survey 2013
The Country Park has a strong presence within the local community	Audience from beyond 9 miles radius is low
The ethnic demographic of our visitors reflects the regional trends	Low numbers from unemployed and socially isolated groups
The Country Park is valued highly by families and groups with young and vulnerable individuals	18 – 24 year old groups are poorly represented
	Older audiences are under represented

#### 4.4 Potential audiences for Dean Castle Country Park heritage

Dean Castle Country Park is situated within the urban centre of Kilmarnock in East Ayrshire. The district of East Ayrshire is bordered by the districts of North Ayrshire, South Ayrshire, East Renfrewshire, South Lanarkshire and Dumfries and Galloway. The geographical location and the park's close proximity to the M77 have resulted in a large population for a potential audience to be drawn from.

<b>Population</b>	
Kilmarnock	44,830
East Ayrshire (excluding Kilmarnock)	77,870
North Ayrshire	138,200
South Ayrshire	112,800
East Renfrewshire	90,600
South Lanarkshire	313,800
Dumfries and Galloway	151,300

Source: Statistical Bulletin, 21<sup>st</sup> March 2013, National Records of Scotland

As 73.36% of the Dean Castle Country Park visitor demographic travel from 9 miles or less to the park, the figures indicate that the wider population of the surrounding area is a largely untapped audience.

<b>Gender East Ayrshire</b>	
Male	48.4%
Female	51.6%

Source: Statistical Bulletin, 21<sup>st</sup> March 2013, National Records of Scotland

<b>Ethnicity East Ayrshire</b>	
White Scottish	94.22%
Other white British	3.94%
White Irish	0.57%
Other white	1.54%

Asian	0.26%
Chinese	0.18%
Black Scottish or other black	0.02%
Any mixed back ground	0.25%
Other ethnic group	0.19%

Source: National Records of Scotland (Census 2001), 2011

<b>Age East Ayrshire</b>	
Under 15	17%
16 - 29	17.2%
30 – 44	19.4%
45 – 59	21.3%
60 and over	24.5%

Source: National Records of Scotland (2010 Mid Year Estimates of Population), 2011

<b>Gender East Ayrshire</b>	
Male	48.4%
Female	51.6%

Source: Statistical Bulletin, 21<sup>st</sup> March 2013, National Records of Scotland

#### 4.5 Target audience

The target audience of Dean Castle Country Park is defined by section 48 of the Countryside (Scotland) Act 1973;

“A country park is a park or pleasure ground in the countryside which by reason of its position in relation to major concentrations of population affords convenient opportunities to the public for enjoyment of the countryside or open-air recreation.”

As such the Country Parks target audience is any member of the public, irrespective of age, ability, gender or ethnic background, seeking to enjoy the countryside or open air recreation.

#### **4.6 Increasing the range of audiences**

Having undertaken a survey of our visitor demographic several areas were identified where we could increase our range of audiences.

Under represented audiences include:

- Young adults 18-24
- Lower socio- economic groups
- Black and other ethnic minority groups
- People with disabilities
- Over 60s

### **5. Barriers to participation**

#### **5.1 Potential barriers to participation**

A review of influences has been carried out in order to highlighted those barriers and motivators that may create barriers for the involvement and participation of a wider audience.

#### **5.2 Organisational barriers**

Organisational barriers are defined as factors that prevent East Ayrshire Leisure, East Ayrshire Council and their partners from implementing learning and participation activities and policies after they are in place. It could also be defined as factors that reduce the effectiveness of learning and participation activities.

Whilst the project and the activity plan will completely transform the Country Park, the expectation is that the majority of it can be done within existing organisational structures. However, it is recognised that in order to develop wider audiences, additional resources will be required in the first five years to establish the customer base and volunteer networks. This is particularly with regard to the education programme and the development of the volunteer partnerships.

However, it is important to define individual roles in the delivery of the activity plan and this will be addressed by the proposed management

structure detailed in the Management and Maintenance Plan.

### 5.3 Intellectual barriers

Intellectual barriers are formed when people have difficulty engaging due to the way the activity is presented and in the method the information is provided.

“A programme of events provides a great way to encourage a wide section of the community to visit and enjoy a space they may not currently use. By including events that might appeal to non-users, infrequent visitors, minority groups or vulnerable members of the community, an events programme can help to broaden the visitor base by providing a reason to visit.

As well as providing a fun and entertaining day and opportunities for socialising, events can highlight the significance and importance of the parks or green space and encourage greater participation and “ownership”. In this way events in parks and green spaces can help strengthen and support communities, and recruit volunteers to assist in the management or enhancement of the park or green space”. Cleaner Safer Greener 2007

Due to the existence of a Countryside Ranger service at Dean castle Country Park since 1978, there has always been a focus on events and education. These activities have grown in popularity over the last 5 years with education numbers exceeding 16,000 and event figures exceeding 14,000 in 2012. However, in the development of the activity plan, it has become clear that there are ways that we can become more efficient in the way that we deliver existing activities to enable us to offer new activities to different audiences.

It has also become clear through the visitor surveys that the information that we provide is done in a very standard format, providing difficulties for a significant number of people. Greater pre-visit information is required to allow visitors with particular needs to plan their day better and promotion to a wider catchment area would improve engagement of wider audiences.

Through the development of the activity plan we've consulted widely with specific groups such as the East Ayrshire Access Panel, Opportunities in Retirement, the East Ayrshire Youth Forum and various ethnic minority organisations to help us to create an activity plan which is more relevant to more people.

Challenge / Barrier	Situation	Demographic Affected	Potential Remedy
Making people aware that the Country Park is not just an urban park on the edge of Kilmarnock	The branding and positioning of Dean Castle and Country Park will make it clear that it is about telling the story of one of the most significant greenspaces in South West Scotland	All potential visitors	It is essential that there is a sufficient budget for marketing built into this project with high profile events and publicity through the development and delivery stages.
Telling the story of the estate and surrounding area in an interesting manner on site	Currently, information on site is old and inconsistent. It also lacks interaction and doesn't take account of the range of abilities and interests using the park.	All visitors	Imaginative and innovative interpretation will become a feature of Dean Castle and Country Park.
Telling the story of the estate and surrounding area to people who are not physically present	The existing website for Dean Castle and Country Park is not dynamic enough to meet the needs of visitors. However, it is complemented with an excellent Future museums website and social media interaction	Everyone	East Ayrshire Leisure plan to make the on-line presence of its facilities much stronger and to make this the main conduit for information about Dean Castle and Country Park.
The educational nature of the attraction may not be well enough attuned to the National Curriculum to attract school visits	Primary schools are the main market for school visits to Dean Castle and country Park. The park is such a central part of the heritage and identity of the community that it forms an attractive proposition for local schools	Schools within a 60 minute drive	East Ayrshire Leisure will review the existing education programme for the Country Park and extend it to incorporate all aspects of the heritage linked directly to the Curriculum for Excellence

#### 5.4 Social and cultural barriers

Social and cultural barriers develop from a site which does not address interests and life experiences of people from a range of cultures. The 2012 visitor survey for the Country Park highlighted issues of intimidation and preconceived ideas about what the Country Park has to offer. Generally people didn't feel unsafe in the core areas within the Country Park. However, many are reluctant to venture away from these areas in case they encountered anti social behaviour. They also felt that the Country Park was an unsafe area to be after dusk and in the early morning. Many people commented specifically on the litter that results from underage drinking.

In terms of preconceived ideas, there is a large section of the community who do not engage in existing activities as they feel that they are not aimed at them. Despite the fact that the Country Park is surrounded by residential estates including areas regarded as areas of multiple deprivation, most of the participants in events are from out with the immediate area.

Challenge / Barrier	Situation	Demographic Affected	Potential Remedy
Visitor research suggests that lower socio economic groups are less likely to visit the Country Park. They may feel that the park is 'not for them'.	There will be no financial barriers to using the site. The quality of the environment is likely to be attractive to most people of all socio economic groups. There is no reason why it should be a deterrent.	Lower socio economic groups are highly represented in the area.	The style of the visitor attraction, its ambience and the quality of the facilities on offer will all be intended to give the park appeal to a broad audience. The diverse heritage on the site is likely to be attractive to a variety of socio economic groups.
Visitors may feel that the Country Park is 'gentrified' and is no longer for them.	There will be no financial barriers to using the site. The quality of the environment is likely to be attractive to most people of all socio economic groups. There is no reason why it should be a deterrent.	Core Audiences	Ensure that the offer is populist in nature
People may be deterred from visiting the Country Park by the current	Kilmarnock has had significant bad press in recent years and may deter	All potential visitors	There are significant regeneration programmes taking place throughout Kilmarnock which include economic

reputation of Kilmarnock	people who are not familiar with it		regeneration, urban realm improvements and creative events programming. Joint promotion of all of these initiatives integrated into the development of the Country Park will contribute to the improved perception of the town and the facilities it has to offer.
--------------------------	-------------------------------------	--	--

## 5.5 Physical barriers

The physical barriers are created by physical access to the park, topography and location of features within it. This is by far the greatest barrier that affects the way people engage with Dean Castle Country Park.

A high number of visitors to the Country Park are deterred from using the park in inclement weather citing a lack of undercover areas or shelters as a barrier to their visit.

Challenge / Barrier	Situation	Demographic Affected	Potential Remedy
Getting to the site by train	Kilmarnock train station is a 20 minute walk from Dean Castle and Country Park. This provides an excellent service to Glasgow, Ayr, Dumfries and Carlisle. More westward or eastward places are less convenient and people are likely to drive from there.	All visitors with easy access to the rail network	The quality of the rail services will feature in the marketing activity with potential partnerships with the main operator.

Getting to the site by bus	The Dean Castle and Country Park is a 5 minute walk from the nearest bus stop which gives access to Kilmarnock Town Centre and Glasgow. This will connect the park to a high proportion of local residents and visitors staying in other parts of the region.	All those living or staying within a reasonably tight travel distance	
Getting to the site by car	The M77 leads directly into Glasgow and onwards to Edinburgh. Signage from the north is good, but brown signage from the A77 south is very poor and non-existent from the road networks linking to the west and east.	The majority of potential visitors	The M77 makes the Country Park far more accessible to a wider audience. However, road signage to the park needs to be upgraded and extended.
Parking	Limited parking is available at Dean Castle Country Park and throughout the peak period Dean Road is full of parked cars.	All visitors	A parking audit has been carried out and it is envisaged that the existing car park will be realigned to increase the number of spaces. Overflow car parks are also being considered.
Physical access to areas and facilities within the Country Park by those with restricted	There are currently several steep banks and eroding paths which make it difficult for access to the	Visitors with restricted mobility	An access audit has been carried out with recommendations for all abilities trails, mobility scooter

movement	wider park. There are also limitations to the accessibility of the buildings		hire and improved interpretation.
Ford	Periods of high rain fall make the ford impassable to vehicles	All visitors by car	New road built over the existing ford
Lack of bridges to access further side of Country Park	A large segment of the park is separated from the rest by the river Craufurdland. A previous bridge has fallen into disrepair.	All visitors	Install 2 new bridges
Shortage and adhoc provision of disabled car parking bays	At present the Country park has few defined disabled parking bays leading to adhoc parking close to buildings	Disabled badge holders	
Weather	The park has a shortage of wet weather accommodation	All visitors	Provision of undercover areas
Provision and location of toilets and information points	At present there is a shortage of public toilets and information points near the core of the park	All visitors	Increase the number of toilet facilities and information points near 'honey pot' areas.

## 5.6 Financial barriers

Financial barriers exist due to people's ability to afford the cost plus perceived value for money of an activity. Socially and economically deprived groups are less frequent users of green space and heritage attractions.

However, the significant increase in visitor numbers to the Country Park since 2010 has in part been attributed to the fact that it is free to use and that the events programme is good value for money in a challenging financial climate.

Having said that, little additional revenue or capital has been invested in the Country park for 30 years and its development has relied solely on East Ayrshire Council budgets. It is becoming clear that the Country Park will have to become more sustainable and find ways of generating additional income which can then be reinvested for to ensure continuous improvement.

Challenge / Barrier	Situation	Demographic Affected	Potential Remedy
The cost of using the site may be prohibitive	The business plan assumes that no charge will ever be introduced for entry into the Country Park. There will be opportunities for visitor spend, but these will be optional and discretionary	All visitors	

## 6. Present activities

### 6.1 Key routes

Sign posted key routes	Description	Value of activity to audience	Value of activity to Dean Castle Country Park
The History Trail	A short access for all trail which extends to 1.1km. It encourages visitors to visit the Castle and the key features associated with the historic landscape of the Estate. This includes the Pinetum and the Graveyard.	Take part in physical exercise. Opportunity to learn about the parks historical features. Free trail guide	Encourage an interest the parks historical features. Encourages visitors to explore other area of the park away from our core areas.
The Farm Trail	Just over 2km and promotes a wider circuit which allows the visitor to take part in the full Urban Farm experience. To add interest to this trail, some old farm equipment will be installed and interpreted as a Farm Sculpture Trail.	Take part in physical exercise. Opportunity to visit the animals and feed them. Opportunity to learn about rare breeds. Free trail guide	Encourage an interest in the rare breeds of the urban farm. Encourages visitors to explore other area of the park away from our core areas. Encourage an interest in the areas farming history. Income generation from bags of animal feed sold to public.
The Countryside Trail	The longest promoted trail within the Country Park and extends to 4.3km. It explores the wilder, more natural parts of the Country Park. To get the full effect of this route a new section needs to be created and a bridge crossing the Craufurdland Water needs to be installed.	Opportunity to engage with nature. Take part in physical exercise. Free trail guide	Encourages visitors to explore other areas of the park away from our core areas. Encourage an interest in the areas farming history. Encourage other forms of transport into the park.
National Cycle Route 73	This runs through the Country Park and provides excellent links to Kilmarnock Town Centre and the wider cycle network.	Take part in physical exercise. Provision of a safe cycle route. Develop new interest	Promote physical exercise. Encourage other forms of transport into the park.

## 6.2 Led activities

Ranger led activities	Description	Value of activity to audience	Value of activity to Dean Castle Country Park
School visits	*see formal education	Supports the Curriculum for Excellence. Take part in new learning experiences and opportunities. Learn from specialist experienced professionals. Personal development	Income generation from Non-EA school groups. Promote the park. Foster an understanding and appreciation for the natural world.
Work experience	We offer work experience for fourteen to sixteen year old secondary school pupils as part of the national curriculum school work experience program. The pupils are drawn from across all three Ayrshire local authority areas. Participants can be placed with either our ranger service or ground staff	Opportunity to take part in a wide range of activities aimed to give a better understanding of the work place. Opportunity to learn from experienced, skilled professionals. Develop skills and provide new opportunities to learn more.	Recruit volunteers. Support young people and build a positive relationship with them. Foster an appreciation and understanding of the natural world. Benefit from their work towards park projects.
Danger Detectives	A joint organisation safety awareness programme aimed at P6 pupils from all EA Schools. Pupils learn about Fire, Internet, House, Road, Travel and Countryside Safety	Encourage confident individuals and independence. Increased awareness of the hazards associated with day to day life. Free activity.	Promote the Scottish Outdoor Access Code. Encourage responsible behaviour in the outdoors.
Further education visits.	Aimed at tertiary and college groups. Tailored conservation and wildlife based activities/guided walks/talks that support the curriculum.	Supports the Curriculum for Excellence. Take part in new learning experiences and opportunities. Learn from specialist experienced professionals. Personal development	Income generation from Non-EA school groups. Promote the park. Foster an understanding and appreciation for the natural world.
Corporate Team building	Tailored conservation and wildlife based activities used to promote team building. Aimed at corporate groups.	Opportunity to develop and learn new skills. Personal development. Physical exercise. Learn from experienced professional. Develop new interests.	Income generation. Opportunity to gather biological data from surveys and benefit from practical conservation tasks. Promote biodiversity, the park and its events/activities.
Volunteer Days	Monthly practical conservation days working towards park biodiversity	Opportunity to meet new people, develop understanding of the natural	Promote the natural world and foster an appreciation for wildlife and conservation.

	projects	world, have fun. Opportunity to develop and learn new skills from experienced professionals	Recruit volunteers and foster a sense of park ownership and caring in our visitors.
Junior Rangers	A fortnightly conservation club for twelve to 17 year olds.	Opportunity to meet new people, develop understanding of the natural world, have fun.	Promote the natural world and foster an appreciation for wildlife and conservation. Income generation.
Squirrel Club	A fortnightly conservation club for six to twelve year olds.	Opportunity to meet new people, develop understanding of the natural world, have fun.	Promote the natural world and foster an appreciation for wildlife and conservation. Income generation.
Spring Nature Camp	Week long day camp for 8 year olds and over. Take part in nature based activities from 11am-3pm.	Achieve John Muir Award. Opportunity to meet new people, develop understanding of the natural world, have fun.	Promote the natural world and foster an appreciation for wildlife and conservation. Income generation.
Summer Nature Camp	Week long day camp for 8 year olds and over. Take part in nature based activities from 11am-3pm.	Achieve John Muir Award. Opportunity to meet new people, develop understanding of the natural world, have fun.	Promote the natural world and foster an appreciation for wildlife and conservation. Income generation.
Autumn Nature Camp	Week long day camp for 8 year olds and over. Take part in nature based activities from 11am-3pm.	Achieve John Muir Award. Opportunity to meet new people, develop understanding of the natural world, have fun.	Promote the natural world and foster an appreciation for wildlife and conservation. Income generation.
Back to Basics – Birds	6am-8am. Bird walk to identify bird song and carry out a survey.	Opportunity to develop and learn new skills from experienced professionals.	Gather important bird species data. Recruit volunteers. Promote the value of biodiversity.
Back to Basics - Pond life	11am-3pm. Pond dipping activity to identify creatures.	Opportunity to develop and learn new skills from experienced professionals	Gather important freshwater species data. Recruit volunteers. Promote the value of biodiversity.
Back to Basics – Flowers	11am-3pm. Wildflower identification walk and survey	Opportunity to develop and learn new skills from experienced professionals	Gather important wildflower data. Recruit volunteers. Promote the value of biodiversity.
Back to Basics – Bats	8pm-11pm. Bat identification walk and survey.	Opportunity to develop and learn new skills from experienced professionals	Gather important bat species data. Recruit volunteers. Promote the value of biodiversity.
Back to Basics –	11am-3pm. Badger tracks and trails	Opportunity to develop and learn new	Gather important badger species data.

Badgers	identification workshop.	skills from experienced professionals	Recruit volunteers. Promote the value of biodiversity.
Back to Basics – Fungi	11am-3pm. Fungi identification walk and survey.	Opportunity to develop and learn new skills from experienced professionals	Gather important fungi species data. Recruit volunteers. Promote the value of biodiversity.
Back to Basics – Trees	11am-3pm. Tree survey and identification workshop.	Opportunity to develop and learn new skills from experienced professionals	Gather important tree species data. Recruit volunteers. Promote the value of biodiversity.
Transformers	2pm-4pm. Butterfly life cycle and activity session. Aimed at family groups.	Take home a caterpillar to study its life cycle. Opportunity to learn something new from experienced professionals and develop a greater understanding of the natural world.	Charge a fee. Promote biodiversity.

### 6.3 Events

Events	Description	Value of activity to audience	Value of activity to Dean Castle Country Park
Seasonal Festivals			
John Muir Challenge	One off event to celebrate the 175 <sup>th</sup> birthday of naturalist/conservationist John Muir. Take part in conservation tasks aimed at all ages. Free event.	Opportunity to 'give something back' to the park. Learn from experienced, skilled professionals. Develop and learn new skills. Take part in a family friendly activity.	Value of work undertaken in achieving biodiversity project aims. Recruit volunteers. Promote the John Muir Award.
Classic Car Rally	Annual car show organised with Ayrshire Classic Car Club. Free event. Other specialist interest stalls on site.	Free family friendly event. Opportunity to develop new interests and speak with experienced people on specialist subjects.	Income generation from site rental and use of onsite tea room. Opportunity to promote other events.
Summer Symphony	Weekend event of theatre, wildlife walks, activities and music celebrating the summer. Free event with the exception of the theatre production.	Opportunity to experience something new, develop and stimulate an interest in the arts.	Income generation from ticket sales and use of onsite tea room. Promote future park events. Promote biodiversity. Promote the arts. Partnership working.
Pet Show	Day event aimed at pet owners. Free entry into the pet show. Pet charity and product stalls to visit. Flyball demo.	Free event. Opportunity to win a prize. Learn about pet welfare, purchase unique pet products. Experience something new.	Promote and support local businesses and charities. Foster positive relationships with key user groups.

Ghost Walk	4 ranger led walks occurring over 2 nights. 2 are aimed at family groups. Other 2 aimed at adults and over 8s. Groups take part in activities and challenges.	Opportunity to experience the park at night. Take part in fun, value for money activities.	Income generation. Promote the park as an event attraction.
Christmas Festival	Santa's grotto and Christmas	Provision of a value for money activity. Family friendly event.	Income generation from ticket sales. Promote the park as an event attraction

#### 6.4 Interactive trails

Self-led activities	Description	Value of activity to audience	Value of activity to Dean Castle Country Park
Mp3 Bird trail	Hire an MP3 player with recordings of various bird calls. Use a map to locate specific areas of the Country Park where particular birds have been recorded.	Develop and improve bird song identification. Explore new areas of the park. Free activity. Opportunity to engage with nature.	Encourage the visitors to explore other areas of the park away from the core areas. Foster an interest in the natural world. Provide a new activity that may be inaccessible to lower income families as they can use our MP3 devices for free.
DIY Souvenir Guide	Rubbing Plaques are hidden at key historical sites along the parks' history trail. An accompanying booklet and crayons can be bought and used to take rubbings of the plaques and then take home.	Opportunity to learn about the parks history. Take part in physical exercise. Take home a souvenir of their trip. Family friendly activity.	Encourage the visitors to explore other areas of the park away from the core areas. Foster and encourage an interest in the parks historical features.
Pinetum Tree Trekkin'	Follow clues in a leaflet and use a compass to lead your way through our Pinetum visiting interesting tree species along the route.	Develop compass work skills. Take part in physical exercise. Free activity.	Encourage the visitors to explore other areas of the park away from the core areas. Foster and encourage an interest in the parks historical Pinetum feature.
Orienteering	A permanent orienteering trail developed by Ayrshire Orienteering Club. A map can be obtained from our Visitor Centre.	Fun, Free activity. Take part in physical exercise. Explore new areas of the park previously not visited. Improve and develop map reading skills, problem	Activity fits into the curriculum for excellence and can be used with school groups. Low maintenance activity.

		solving, communication and team work skills.	
Photography Hotspots	A series of semi-permanent photography hides and platforms. A trail map is provided.	Opportunity to engage with nature. Develop new interests and skills. Improve wildlife identification skills. Free activity.	Gather biological data from sightings. Encourage visitors to explore other areas of the park away from our core areas. Provide a new activity for our regular park visitors.
Finger Fortune Trail	Follow a trail map to find 5 hidden ink pads. Visitors are asked to press their fingers on the pads, collecting 5 different colours. Once they had done this, the sequence in which they had collected the colours is used to read their fortune back at the visitor centre.	Free activity suitable for family groups. Experience a holistic belief. Take part in physical exercise	The trail encourages visitors to explore an area of the Country Park in greater detail. Provide a new activity for our regular park visitors.
Geocaching Treasure Hunt	Use GPS devices to locate containers hidden within the park. These are called geocaches.	Encourage the audience to explore other areas of the park. Promote a healthy lifestyle through physical exercise. Provide new experiences for regular visitors to the park. Free activity.	Provide a new activity that may be inaccessible to lower income families as they can use our GPS devices for free.
Sharing Nature Trail	The aim of this trail is to create a series of interactive 'spots' where children will be encouraged to use a range of cognitive, behavioural and imaginary skills in a fun manner. These 'spots' will be based on activities developed by Joseph Cornell in his book, 'Sharing the Joy of Nature'. The trail leads the user to interesting areas of the park.	Opportunity to take part in physical exercise whilst enjoying the outdoors. Free activity suitable for a wide range of ages. Encourage our frequent users to explore the park in a different way.	Low maintenance trail. Encourage our visitors to foster an appreciation and understanding of the natural world. Encourage our users to explore beyond the core areas of the park; this removes some strain off the facilities.
Castle Events			

## 6.5 Formal education

Outdoor learning offers unique opportunities to extend the potential of the participating children and young people. We learn in context and through experience and place. Therefore, we have developed an outdoor learning package to offer different and challenging experiences designed to stimulate learning and development.

Our outdoor learning is embedded in the Curriculum for Excellence 3–18. It offers core experiences to children and young people seeing them through their transition from pre-school education to adulthood. We offer a young person a progressive experience from 3 to 18 years with a wide range of outdoor learning activities taking place outside the school.

This outdoor classroom can be found in a variety of locations, creating a link park between the park and school grounds, urban spaces, rural open spaces, parks, gardens, woodlands, wilderness areas in the wider community. In this context the outdoor education we offer is no longer seen as just adventure or environmental activities, but as an outdoor teaching approach which can enhance and integrate a huge range of activities across the whole curriculum. These activities connect learners with their environment, their community, their society and themselves.

We engaged and motivate learners through first-hand experiences which demonstrate the relevance of knowledge and understanding. Curriculum for Excellence recognises that learning is embedded in experience. By taking learning outdoors we remove the barriers that the traditional classroom can put up between young people and first-hand, real-life experiences. The outdoor learning we offer is hands-on, direct and the knowledge that pupils gain from it is real, first-hand and unforgettable.

However, visitors don't know the half of it. Through restoration of existing buildings and creation of new buildings, the important heritage features of the estate will be protected from the increase in visitor numbers which threatens their integrity. The project also includes extensive habitat management to protect and enhance the ancient woodland within the site, as well as more comprehensive interpretation and education.

## **7. Project aims**

### **7.1 Why project is the best fit for Dean Castle Country Park?**

The project was brought about through the detailed development and consultation exercises which took place to inform the Dean Castle Country Park Development and Management Plan. Social media has been used to engage a wider audience in the development of projects allowing people to have a much quicker way of contributing. Over 2500 people have contributed in this way. Staff workshops and visitor workshops were held throughout 2010 and 2011. The significant rise in visitors from 250,000 in 2009 to 927,000 in 2011 shows that there is a demand for a high quality greenspace in Kilmarnock. However, it is clear that this demand will have a negative impact on the environment and setting of the Country Park unless investment is made to protect the site.

Through the Dean Castle Country Park Development and Management Plan parking was identified as being a significant issue. Increased numbers has led to more cars but the capacity has not increased. This results in cars using the drive within the country park, parking on grass verges and parking out on the street. This has led to increased hazards for park users, environmental damage and neighbourhood conflicts.

The existing infrastructure was developed when visitor numbers were considerably lower. It can no longer cope with the increased demand. This has led to overflow and collapse of septic tank, blocked toilets, queues for toilets and inadequate hand washing facilities. In order to minimise future impact on visitor numbers, school visits and general hygiene, it is essential that the buildings are upgraded to continue to meet the needs of our increasing visitor numbers.

Increased visitors are also having an impact on the environment through path erosion and habitat disturbance. An extended path network will provide greater opportunities that help protect more sensitive areas.

The project aims to maximise the opportunities that Dean Castle Country Park has to encourage visitors to participate in, appreciate and value their local heritage. Dean Castle Country Park is an important asset to the local community and is increasingly becoming popular with UK and overseas visitors. When visitors get a glimpse of what is on offer at the Country Park, they are amazed and surprised. The Country Park has often been referred to as a 'Hidden Gem'. However, visitors don't know the half of it. Through restoration of existing buildings and creation of new buildings, the important heritage features of the estate will be protected from the increase in visitor numbers which threatens their integrity. The project also includes extensive habitat management to protect and enhance the ancient woodland within the site, as well as more comprehensive interpretation and education.

## 7.2 Meeting the needs of our intended audience

Target audience	Interests and expectations
Day visitors	An accessible venue that will provide an attractive, interesting value for money day out, including events and activities for families, scenery and views
Family groups on holiday	Child friendly environment with plenty for the children to experience and opportunities to learn, play and explore
Senior citizens	looking for a degree of comfort and adequate facilities, scenery and views
Overseas visitors	Understanding what is on offer and how it links with the wider heritage of Scotland
Group travel audiences	Understanding what is on offer through a brief 'taste' and on site experience focusing on the 'highlights' including scenery and views, since they will only visit briefly
Schools and education Groups	Bespoke catering to the National Curriculum..... for core subjects and group friendly facilities.
Younger adults	Workshops to find out audience needs
People with disabilities	Understanding what is on offer and what facilities are available to help plan a visit. Expectations of a range of media choices with which to experience the site and reasonable access provision including facilities such as WCs, seating, hearing loops in visitor centres etc provision including facilities such as WCs, seating, hearing loops in visitor centres etc

### 7.3 Future activities

In line with the Dean Castle Country Park Development and Management Plan, the activities have been developed to deliver the 3 main aims of the project:

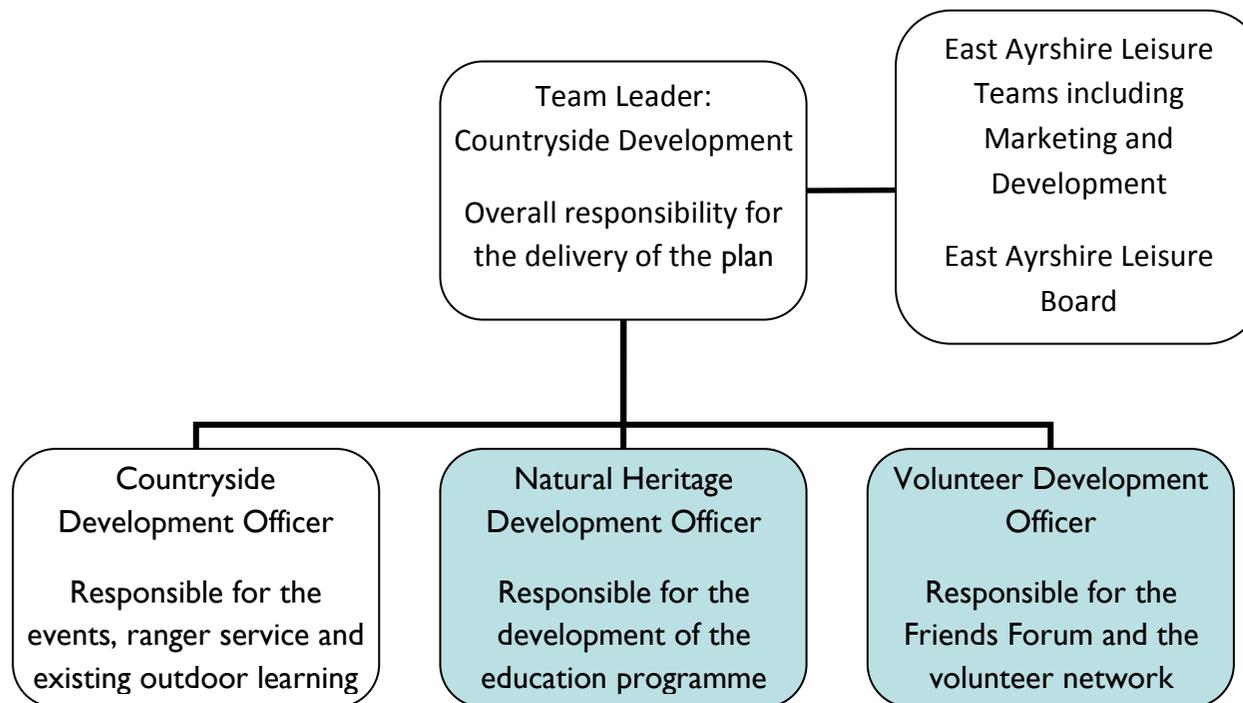
- Rural Life by introducing proactive and innovative management which will improve the recreational and educational opportunities whilst encouraging greater biodiversity
- To restore key aspects of the historic designed landscape creating a sympathetic setting for the Castle and built features which is respectful of the past whilst contemporary in design, encouraging greater appreciation of our local heritage
- To develop a centre for rural life which provides opportunities for recreation and education within a rural setting whilst reflecting on modern and traditional industries, farming and conservation practices.

An action plan (appendices 2 – 4) has been prepared which details the activities which we will deliver to meet each of these aims and explains the rationale behind them. These activities are further classified into the five Parks for People Programme outcomes:

- Increasing the Range of Audiences
- Conserving and Enhancing the Heritage Value of the Country Park
- Increasing the Range of Volunteers
- Improving Skills through Knowledge and Training
- Improving management and Maintenance

### 7.3 Activities management structure chart

The intention is to deliver the Activity Plan with existing skills and experience held by the Countryside Development Team and wider East Ayrshire Leisure Staff. However, recognition has been given to the need for additional support to enhance and develop the education and volunteer networks currently using the Country Park.



## 8 Evaluation

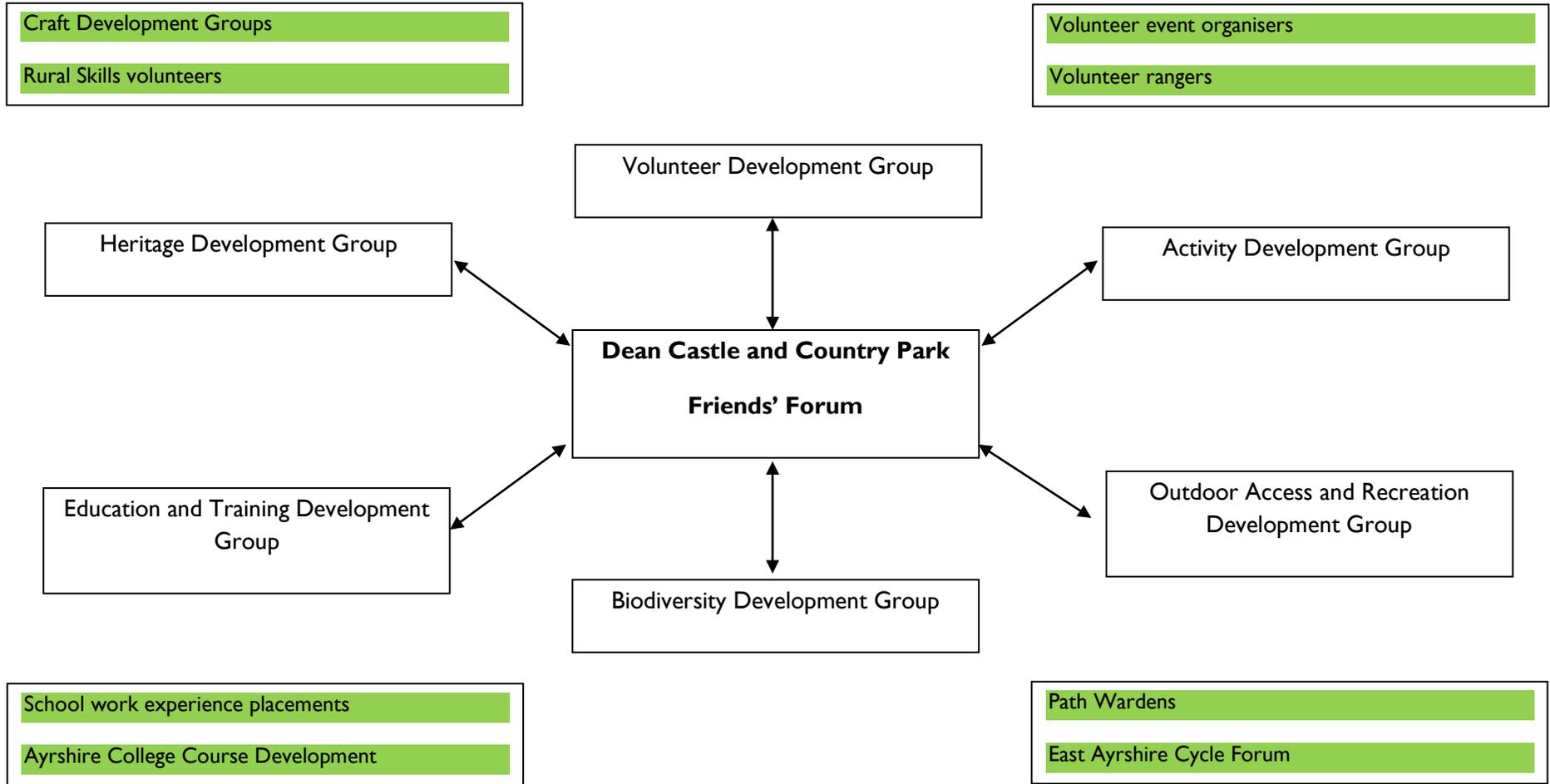
### 8.1 Roles and responsibilities

As agents for the venture, East Ayrshire Leisure staff will have the responsibility for the management and monitoring of the Dean castle Country Park Project. However, East Ayrshire Council will retain the responsibility for project management of the capital works through the Capital Programme Manager and the Corporate Infrastructure Team.

In order to deliver the Activity Plan, it is clear that there needs to be additional staff resources to establish greater networks and engagement. This represents a significant increase in staff resources available to increase the education, community involvement and volunteering aspects of the project. In order to further strengthen this approach it is proposed that a forum is established to provide a framework to bring together the Council, community groups, partner organisations and the third sector to plan, deliver and review the actions set out in this plan. Additional support will be given to this aspect of the project by East Ayrshire Council's Vibrant Communities Section which has specifically been established to encourage greater community engagement and involvement.

Dean Castle Country Park has never had a 'Friends of Group'. However, over the last 2 years we have been very proactive in developing better communication with local residents, allowing them to contribute to the management and development of the Country Park. This has included the use of social media, neighbourhood newsletters and e-shots, volunteer conservation days, visitor information notices and events. The staff at the Country Park is also incredibly accessible to the visitors, allowing us to develop close working relationships with locals and regulars. However, as the Country Park is getting busier, conflicts are beginning to arise between different user groups and it is clear that there is a need for a more formalised approach to audience liaison.

This project will investigate the potential of establishing a 'Friends Forum'. Countryside Services currently provides secretariat for the East Ayrshire Outdoor Access Forum. This group provides impartial advice on all issues relating to outdoor access. They have recently become constituted, allowing them to develop projects and initiatives in their own right. The group is made up of a range of stakeholders with different interests in outdoor access. It is envisaged that we will use this model as the basis for the development of the Dean Castle Friends Forum. The creation of this Forum will also ensure that the Country Park is integrated into a number of other projects.



The Team Leader for Countryside Development will be responsible for leading on monitoring and review of the Activity Plan and its associated action plan. The action plan will be monitored on a quarterly basis to check progress against the targets and it will be reviewed and updated on an annual basis.

## **8.2 Evaluation**

A combination of objective and subjective approaches to evaluation will be employed in order to evaluate our progress. This data will be captured at key milestones throughout the life of the project. Where systems don't exist new ones will be established. Proposed methods to collecting the information include questionnaires, surveys, observations, interviews and record/note keeping. The full details of how we will evaluate the different elements of the Activity Plan and the wider regeneration project are established in the separate monitoring and evaluation document.

**Appendix 2: Activities that address all Project Objectives**

Activity	Audience	Value of activity towards achieving aims and to audience	Resources	Costs	Timetable	Targets & measures of success	Method(s) of evaluation	HLF objectives
<b>LEARNING AND TRAINING OPPORTUNITIES</b>								
Enhanced Work experience program to encourage 'self-found' placements	S4 students, FE and HE students	Support educational establishments and pupil development by providing a work based experience in the heritage, tourism, outdoors and visitor management sectors.	Staff time	No additional costs	5 day programme offered throughout the year	10 placements each year. Short term results in positive audience feedback. Long term measurement of success would be continued development of participants into FE/HE in a relevant subject or employment in the sector.	Evaluation reports at the end of each placement  Activity Survey	L&P
Dev. of Dean Castle and Country Park	Visitors to the park with a	To allow visitors to gain a more in depth understanding of the heritage of the park by experiencing it first	App design	10,000	2016	Financial sustainability.  Positive audience	Activity surveys	L&P

App	smart phone or other device	hand Visitors can use the interactive app to experience the heritage in their own way and own time	App publishing			feedback	Financial returns.	
Dev. Of Dean Castle Country Park Explorer Guide	Five to eleven year olds and families	Allow families and children to gain an understanding of the natural heritage of the park by experiencing it first hand  Revenue generation  Allow families and children to gain an understanding of the natural heritage of the park by experiencing it first hand	Booklet design  Printing	2,,000	2016	Positive audience feedback  Financial sustainability.	Activity surveys  Financial returns.	L&P
Dev. of Learning boxes	Educational Establishments and Groups	The availability of a self-led educational learning box would allow us to expand our educational offering by encouraging greater self-led excursions.  With the full support of the team, the teacher will be able to use the learning packs to explore new ways of learning and skill development through non-classroom based activities.	Consultation on content of learning boxes with stakeholders  Creation of learning boxes	600	2016	Positive audience feedback	Activity surveys	L&P
Dev. of a working	Organised groups,	Operation of a working holiday package would be a further revenue	As per	Further detail	Annual programm	Positive audience	Activity	L&P

holiday package	individuals, families and volunteers	<p>stream, encouraging repeat visits and help meet our conservation aims</p> <p>Participants would benefit from personal growth and social skills in a safe environment.</p> <p>Full details of this activity are including in the Outdoor Learning Pathway and the Business Plan which accompany this Activity Plan.</p>	business plan	included in the business plan outlining income and expenditure projections	e	<p>feedback</p> <p>Financial sustainability.</p>	<p>surveys</p> <p>Financial returns.</p>	
SRUC and Ayrshire College	Higher and Further Educational Establishments and Groups	<p>By encouraging further education groups to use the park for their learning and take part in our own training courses DCCP would benefit from both financially and through work being carried out in the park that would be otherwise constrained by financial and man power issues helping us to meet our conservation aims.</p> <p>Opportunity to explore new ways of learning and skill development through non-classroom based activities. Opportunity to work with outdoor professionals on activities and to gain work experience.</p>	As per Pathway for Outdoor Learning document	No additional costs	Ongoing	<p>Positive audience feedback</p> <p>Financial sustainability.</p> <p>Measurable environmental benefits</p>	<p>Activity surveys</p> <p>Financial returns.</p> <p>Ecological and environmental surveys</p>	L&P

ENHANCING THE HERITAGE								
interpretation	Visitors to the park across the whole demographics	<p>Allow us to communicate and engage the audience.</p> <p>The audience get a chance to relate, engage and enjoy the heritage</p>	<p>Design of interpretation</p> <p>Production of interpretation</p> <p>Erection of interpretation</p> <p>Maintenance</p>	Detail included within the Interpretation Plan	2016 - 2021	Positive audience feedback	Visitor survey	L&P
Temporary interpretation signs prior to and during development works	Visitors to and neighbours of the park	<p>Enables us to keep our stakeholders and visitors informed and engaged in the HLF project and mitigate disruption</p> <p>Visitors and stakeholders can feel involved, plan their visit around any disruption and see the progress of the project</p>	<p>Design of interpretation signs</p> <p>Production of interpretation signs</p> <p>Erection of interpretation signage</p>			Positive audience feedback	Visitor survey	L

			Maintenance					
<b>INCREASING THE RANGE OF AUDIENCES</b>								
Interactive information points	All visitors to the park	Quicker, more innovative and more cost effective method of disseminating information.  Access to up to date information  Choice in choosing information relevant to their visit on that day	Design of information points  Production of information points  Erection of information points  Maintenance	Detail included within the Interpretation Plan	2016 - 2021	Positive audience feedback	Visitor survey	L&P
On-line	Visitors, stakeholders, neighbours and all interested parties	Quicker, more innovative and more cost effective method of disseminating information.  Ability to reach a wider audience.  Gather visitor information  Accessible through a range of mobile	Web design  Administration	Detail included within the Marketing Plan	2016 - 2021	Positive audience feedback	Visitor survey	L&P

		<p>devices.</p> <p>Access to up to date information</p> <p>Choice in choosing information relevant to their visit on that day.</p> <p>Give visitor feed back</p>						
Improved trails	All visitors to the park	<p>The improvement of the trails would allow us to open up areas of the park to a wider audience. This would facilitate more people being able to experience our available heritage while creating a greater capacity to handle increased visitor numbers and take the pressure off more heavily used areas</p> <p>Greater opportunity for physical exercise for groups of differing ability.</p> <p>Resource for specific user groups i.e. Kilmarnock harriers, rambles, access outdoors groups.</p> <p>Different user groups can participate in simultaneous activities without conflict.</p>		Detailed within the Outdoor Access Plan	2016 - 2021	Positive audience feedback	Activity surveys	L&P
Develop electronic mailing	All visitors and stakeholders	<p>Quicker, more innovative and more cost effective method of</p>		Detail included	2016 - 2021	Positive audience	Visitor survey	L&P

list		disseminating information. Source of up to date information		within the Marketing Plan		feedback		
Monthly e-newsletter during development	Visitors, stakeholders, neighbours and all interested parties	Quicker, more innovative and more cost effective method of disseminating information. Source of up to date information		Detail included within the Marketing Plan	2016 - 2021	Positive audience feedback	Visitor survey	L&P
Monthly press releases during development	Visitors, neighbours and all interested parties	An out let for keeping our audience up to date as to progress and for creating wider interest in the project Source of up to date information		Detail included within the Marketing Plan	2016 - 2021	Positive audience feedback	Visitor survey	L&P
Launch event	Visitors, stakeholders, neighbours and all interested parties	Create publicity to reach wider audiences Awareness of the project and the parks heritage		Detail included within the Marketing Plan	2016 - 2021	Positive audience feedback	Visitor survey	
Develop loyalty card	Return visitors	Repeat business and visits. Encourage loyalty to our park and service. Value for money		Detail included within the Marketing Plan	2016 - 2021	Positive audience feedback	Visitor survey	P
Program of "BIG" events	Tourists and tour operators, family groups. Regular and new visitors	Would raise the profile of DCCP as well as raising the interest levels for both new and return visitors Introduce new experiences to the audience, enjoy high quality		50,000	2016 - 2021	Positive audience feedback Financial	Activity surveys One to one	L&P

		entertainment.				sustainability.	survey	
							Financial returns.	
Tour operator links	Tourists and tour operators	Improved links with tour operators promoting DCCP as a destination for coach tours would create opportunity to reach an audience from outside immediate area to visit.  Offer tour operators a viable tour destination with all the appropriate facilities they desire.		Detail included within the Marketing Plan	2016 - 2021	Positive audience feedback  Financial sustainability.	Activity surveys,  One to one survey  Financial returns.	L&P
<b>IMPROVING MANAGEMENT AND MAINTENANCE</b>								
Annual application for Green Flag Award	Visitors to the park	Recognition as a quality green space. Association with a recognised nationwide scheme and brand.  Assurance that a standard of expectation will be met. Enjoyment of a quality of green space	Green Flag preparation  Green Flag assessment	£3,625	2016 - 2021	Achieving Green Flag status	Green Flag assessment	L&P
Creation of Friends Forum	Local communities	A friend's forum would benefit DCCP by enabling direct feedback on the project from local communities and allow us to meet our community	Staff time	£500	2016 - 2021	Positive audience feedback	Visitor survey	L&P

		<p>consultation goals. It would also promote community engagement and empowerment.</p> <p>The local community would be able to give the opinions and feedback on the ongoing and future development at DCCP. They would become involved at the heart of the process and help manage the park.</p>						
Work with Visit Scotland to develop an action plan to move towards achieving 5 stars	All visitors to the park	<p>5 star status will benefit visitors to the park by providing</p> <p>Assurance that a standard of expectation will be met. Enjoyment of a quality of visitor attraction</p>	Staff time	No additional costs	2016 - 2021	Attainment of fifth star	Visit Scotland assessment	L&P
Develop a venue information pack for external event organisers and third party organisations using the Country Park	External event organisers and third party organisations using the Country Park	<p>Income generation, promotion and increased visitor numbers. Build up a professional reputation.</p> <p>Provision of a highly detailed facility brochure giving them the exact details and break down of costs to conduct an event at the park.</p>		Detail included within the Marketing Plan	2016 - 2021	<p>audience feedback</p> <p>Increase in externally organised events</p> <p>Financial sustainability.</p>	<p>Activity survey</p> <p>Financial returns.</p>	L&P
Visitor surveys	All visitors to	Gain a better understanding of our audience's needs and wants.		No Additional	2016 -	Successful collection of	End of season evaluation and	

	the park	Demonstrates our commitment to consultation.  Groups get input and a sense of ownership of their park. Right to reply		Costs	2021	usable visitor data	revision of survey methodology	
Visitor observation	All visitors to the park	Gain a better understanding of our audience's needs and wants. Demonstrates our commitment to consultation. Improved facility management. Passive management skills used.  Groups get input and a sense of ownership of their park. Right to reply.		No Additional Costs	2016 - 2021	Successful collection of usable visitor data	End of season evaluation and revision of survey methodology	
Evaluation of visitor survey data	All visitors to the park	Gain a better understanding of our audience's needs and wants. Demonstrates our commitment to consultation. Conduct a SWOT analysis.  Input is valued and appreciated. Benefit from positive changes as a result of evaluation.		No Additional Costs	2016 - 2021	Successful collation of visitor data  Production of seasonal visitor reports	End of season evaluation and revision of survey methodology	
Employment Initiatives	All visitors to the park. Unemployed. School leavers.	Cost effective labour. Staff development, increased workforce. Better facility management.  Professional training, job opportunities. Associated physical and mental health benefits.		No Additional Costs	2016 - 2021			L&P

### MAXIMISING VOLUNTEERING

Volunteering holidays	Tourists, family groups, Further Educational Establishments and Groups, Xchange Scotland	<p>A facility for volunteering holidays would be a further revenue stream, create repeat visits and help meet our conservation aims</p> <p>Participants would benefit from personal growth, access to skilled professionals and social skills in a safe outdoor environment.</p>	As per business plan	Further detail included in the business plan outlining income and expenditure projections	Annual programme	<p>Positive audience feedback</p> <p>Financial sustainability.</p>	<p>Activity surveys</p> <p>Financial returns.</p>	L&P
Taster volunteers sessions	All visitors to the park	<p>A programme of workshops will be developed encouraging people to 'have a go' at various traditional skills and conservation activities. Countryside Services staff and</p> <p>members of the proposed Friends Forum will receive formal training in a range of these skills to enable them</p> <p>deliver workshops and demonstrations to the wider group of visitors helping us meet our conservation aims</p> <p>Opportunity to sample new experiences. Accessible and informal. Associated physical and mental health benefits. Promotes lifelong learning, ownership of the park.</p>		No Additional Costs	2016 - 2021	<p>Positive audience feedback</p> <p>Measurable environmental benefits</p>	<p>Activity surveys</p> <p>Ecological and environmental surveys</p>	L&P

Practical volunteer projects	All visitors to the park	<p>Conservation projects to raise the awareness of traditional skills and to allow visitors to develop these skills. This will include the restoration of</p> <p>stone dykes, willow weaving, hazel coppicing, hedge layering and conservation activities helping us meet our conservation aims</p> <p>Through the programme of projects volunteers will be encouraged to 'have a go' at various traditional skills and conservation activities. enhancing their appreciation of off our natural heritage and allowing them to develop new skills,</p>		No Additional Costs	2016 - 2021	<p>Positive audience feedback</p> <p>Measurable environmental benefits</p>	<p>Activity surveys</p> <p>Ecological and environmental surveys</p>	L&P
------------------------------	--------------------------	--	--	---------------------	-------------	--	---	-----

## Appendix 2: Activities Particularly Relevant To the Rural Life Centre

The rural life zone will promote the understanding of the past and present rural aspects of Dean Castle Country Park through the development of a centre for rural life to provide opportunities for recreation and education within a rural setting whilst reflecting on modern conservation, farming and recreation practices.

It will let us conserve and enhance the landscape value of Dean Castle Country Park by introducing proactive and innovative management which will improve the recreational and educational opportunities whilst encouraging greater biodiversity.

Activity	Audience	Value of activity towards achieving aims and to audience	Resources	Costs	Timetable	Targets & measures of success	Method(s) of evaluation	HLF objectives
<b>LEARNING AND TRAINING OPPORTUNITIES</b>								
DIY Wildlife Improvement Pack	Visitors wishing to improve their own gardens for wildlife	Promotes the natural heritage of the park by relating it to everyday activities visitors can do at home to attract wildlife to their own gardens  Revenue generation  Allow families and children to gain an understanding of the natural heritage of the park by taking part and experiencing it first hand	Booklet design  printing	£2,000	2016	Positive audience feedback  Financial sustainability.	Activity surveys  Financial returns.	L&P
Rural Life and ecological skills training for volunteers	All visitors to the park	Workshops would be a further Opportunity to explore new ways of learning and skill development through non-classroom based work.	Staff time	£12,000	2016 - 2021	3 courses a year		L&P

		<p>Opportunity to work with outdoor professionals on activities.</p> <p>Trained volunteers will be able to assist staff in delivering and developing the rural life aspects of the project.</p>						
Rural Life skills training for staff	East Ayrshire Leisure staff	<p>The training will result in staff gaining rural life knowledge and skills.</p> <p>The acquisition of these skills will enable staff to develop the rural life centre to its fullest potential.</p> <p>Trained staff will be able to deliver Rural Life Skills training to the general public.</p> <p>The training will give East Ayrshire Leisure staff skills that can also be of benefit to Country Park visitors.</p>	<p>Staff time</p> <p>East Ayrshire Council Organisational Development.</p> <p>East Ayrshire Leisure training budget</p>	£5000	2014/15 onwards	20 people received training	<p>Annual EAGER employee appraisal</p> <p>Certificate of attendance</p>	L&P
Rural Life skills training for the general public	Tourists, family groups, Further Educational, Establishments and Groups, Over 60s, unemployed, groups. Corporate groups/team building.	<p>Workshops would be a further revenue stream and help meet our rural life aims.</p> <p>Opportunity to explore new ways of learning and skill development through non-classroom based work.</p> <p>Opportunity to work with outdoor professionals on activities.</p>	Staff time	No additional cost	2016 - 2021	<p>Positive audience feedback</p> <p>Financial sustainability.</p>	<p>Activity surveys</p> <p>Financial returns.</p>	L&P
SVQ in outdoor learning	CPD for teachers and nursery staff	Educational providers will achieve an accredited qualification in outdoor learning to enable full integration into the Curriculum for Excellence	Staff time	£1,000	2016 - 2021	5 successful SVQs annually	<p>SVQ Assessment</p> <p>Activity Surveys</p>	L&P

Countryside Awards Scheme	Countryside Awards Scheme to be offered to 11+ year olds	Young people will gain knowledge and understanding of the natural environment through participation in an innovative and active outdoor learning experience.	Staff time Promotional materials	£4,000	2016 - 2021	10 CAS graduates each year	Activity Surveys	L&P
Wildlife Surveillance Project	All visitors to the park	This footage is will shown in the visitor centre. It is very popular and provides an insight in to biodiversity that visitors would not usually experience.  The aim is to extend this project to include remote cameras within a bat roost, under the pond and in the water vole burrows.	Trail cameras  Python locks  CD,s  Display equipment  Editing software	20,000	2016	Positive audience feedback	Visitor survey	L&P
<b>ENHANCING THE HERITAGE</b>								
Farmland HAP	All visitors to the park  Volunteers	Create, restore and manage habitat suitable for wildflowers and associated invertebrates.  Enjoyment of the natural spectacle and	Ecological survey  Work program	As per biodiversity Action Plan	2016 - 2021	Positive audience feedback  Measurable environment	Visitor survey  Ecological and environmental surveys	L&P

		the species it supports Volunteering opportunities	Materials			al benefits		
Woodland HAP	All visitors to the park	<p>Restoration of the designed landscape of the formal gardens through the implementation of formal garden designs in keeping with the historic landscape.</p> <p>Removal of trees that have or are nearing the end their life span</p> <p>Improved risk assessment and enhanced public safety.</p> <p>Improve habitat and wildlife conservation.</p> <p>Provide a richer woodland environment for the audience to experience.</p> <p>Re-establishment of bluebell woodland</p>	<p>Restore features of the designed landscape</p> <p>including more sympathetic planting scheme</p> <p>Habitat restoration Works</p> <p>Ecological survey</p> <p>Work program</p> <p>Materials</p>	As per biodiversity Action Plan	2016 - 2021	<p>Positive audience feedback</p> <p>Measurable environmental benefits</p>	<p>Visitor survey</p> <p>Ecological and environmental surveys</p>	L&P

Wetland HAP	All visitors to the park	<p>Improve habitat and opportunities wildlife conservation.</p> <p>Provide the audience the opportunity to experience a species rich wetland environment in a intellectually and physically accessible manner</p> <p>To create a habitat suitable for the reintroduction of water vole and to sustain breeding populations, whilst eliminating alien predator species form the area while raised awareness of key issues relating to the species.</p> <p>Local schools, community and volunteer groups will have a raised awareness of key issues relating to the species. This will be incorporated into the existing environmental education programme based on the Curriculum for Excellence for Scottish Schools which looks at Endangered Species</p>	<p>Creation of new wetland area</p> <p>Field equipment</p> <p>Scientific equipment</p> <p>Report production</p> <p>Consumables</p> <p>Other</p> <p>Contingencies</p>	As per biodiversity Action Plan	2016 - 2021	<p>Positive audience feedback</p> <p>Measurable environmental benefits</p>	<p>Visitor survey</p> <p>Ecological and environmental surveys</p>	L&P
-------------	--------------------------	--	--	---------------------------------	-------------	--	---	-----

			at 10%					
Building and structures Habitat Action Pan	All visitors to the park	The buildings within Dean Castle Country Park will provide opportunities for biodiversity enhancement	Ecological survey  Field equipment	As per biodiversity Action Plan	2016 - 2021	Positive audience feedback  Measurable environmental benefits	Visitor survey  Ecological and environmental surveys	L&P
Non Native and Invasive species control	All visitors to the park	Improve habitat and opportunities wildlife conservation  Enable the audience to benefit from other conservation projects that would be inhibited by the presence of non native and invasive species.	Ecological survey  Eradication program	As per biodiversity Action Plan	2016 - 2021	Reduction in individual numbers of non native and invasive species	Ecological and environmental surveys	L&P
<b>INCREASING THE RANGE OF AUDIENCES</b>								
Rural Life 'Pods'	Tourists, visitors to park, school groups, volunteers, young families.	Creation of standalone 'pods' that will be leased to small, medium and community enterprises at a competitive rate to encourage greater employment, promotion and development in rural industries. These 'pods' will be planned to incorporate	As per business plan	Further detail included in the business plan		Positive audience feedback Financial sustainability.	Activity surveys Financial returns.	Community Bakery

		<p>the principles of sustainability in their design.</p> <p>Development in partnership with the 'pod' tenants, Ayrshire Food Network and Ayrshire Craft Network a series of training workshops and demonstrations with the general public and organised groups.</p> <p>Opportunity to explore new ways of learning and skill development through non-classroom based work and meet other members of the community.</p>		<p>outlining income and expenditure projections</p>				
Annual rural life festival	All visitors to the park			25,000	2016-2021			
Programme of practical activities	All visitors to the park and volunteers	<p>Benefit from project work completed. Conservation aims achieved</p> <p>Learn and develop new skills Opportunity to learn from experienced professionals</p>		No additional costs	2016 - 2021	Positive audience feedback	Activity surveys	L&P
Continue programme of back to basic events	All visitors to the park	<p>Work with volunteers to achieve practical conservation tasks. Promote conservation and increase biodiversity. Habitat Management</p> <p>Opportunity to develop new and existing skills. Learn from professionals. Social and Health benefits. Opportunity to 'give something back'.</p>		No additional costs	2016 - 2021	Positive audience feedback	Activity surveys	L&P
Continue with Young Naturalist	Children aged 6	We can promote conservation, outdoor access, and care for the		No additional	2016 -	Positive audience	Activity	L&P

Clubs	-17 year olds	environment. Membership is £26 per year.  Allow participants to get involved in practical conservation work, and become familiar with the skills essential to ranger work.		costs	2021	feedback	surveys	
<b>IMPROVING MANAGEMENT AND MAINTENANCE</b>								
LEAF membership	All visitors to the park	The LEAF Audit is a comprehensive business and environmental health check developed by farmers, for farmers. Completing the audit demonstrates commitment to improving the farm's environmental and financial performance  Membership to LEAF provides you with practical guidance to improve your environmental and business performance and to take pride and profit from producing food while caring for the countryside.		£500	annually		Ecological and environmental surveys  Financial sustainability.	
Sustainable Forestry	All visitors to the park	Income generation. Better woodland management. Improvement of biodiversity.  Value for money timber, firewood and other products. Education values of	As per business plan	Further detail included in the business plan	2016 - 2021	Financial sustainability.  Measurable	Financial returns.  Ecological and	L

		seeing the process in action.		outlining income and expenditure projections		environmental benefits	environmental surveys	
Path Warden Programme	Over 60s, unemployed, Educational Establishments and Groups, volunteers	Cost effective labour. Staff development, increased workforce. Better facility management.  Professional training, job opportunities. Associated physical and mental health benefits. Promotes lifelong learning, ownership of the park.		£500	2016 - 2021			L&P
<b>MAXIMISING VOLUNTEERING</b>								
Modern Apprentice Rangers	They offer anyone aged between 16 and 19 the chance to gain invaluable industry recognised training and qualifications, while in paid employment.	Cost effective labour. Staff development, increased workforce. Better facility management.  Professional training, job opportunities. Associated physical and mental health benefits. Promotes lifelong learning, ownership of the park.		£10,000		Positive audience feedback	Activity surveys	L&P
Native species	Further Educational	A tree nursery would enable DCCP to generate income through sale of trees	Staff time	£12,000		Positive audience	Activity	L&P

tree nursery	Establishments and Groups, Volunteers	<p>and through providing a training environment. The ability to provide our own trees would also cut costs on environmental projects and help meet our conservation aims.</p> <p>Individuals would be able to learn basic arboriculture skills from skill professionals.</p>				<p>feedback</p> <p>Financial sustainability.</p>	<p>surveys</p> <p>Financial returns.</p>	
Practical volunteer projects	All visitors to the park	<p>Conservation projects to raise the awareness of traditional skills and to allow visitors to develop these skills. This will include the restoration of stone dykes, willow weaving, hazel coppicing, hedge layering and conservation activities helping us meet our conservation aims</p> <p>Through the programme of projects volunteers will be encouraged to 'have a go' at various traditional skills and conservation activities. enhancing their appreciation of off our natural heritage and allowing them to develop new skills,</p>	Staff time	No additional costs	2016 - 2021	<p>Positive audience feedback</p> <p>Measurable environmental benefits</p>	<p>Activity surveys</p> <p>Ecological and environmental surveys</p>	L&P

### Appendix 3: Activities Specific to Our Cultural Heritage (Excluding the Castle)

The Cultural Heritage Zone will promote the understanding of the past and present cultural aspects of Dean Castle Country Park. It will let us conserve and enhance the cultural value of Dean Castle Country Park by introducing proactive and innovative management which will improve the recreational and educational opportunities.

Activity	Audience	Value of activity towards achieving the aims and to the audience	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation	HLF aims
<b>IMPROVING SKILLS THROUGH KNOWLEDGE AND TRAINING</b>								
<b>Historic Landscape Training</b> Landscape Design training for Country Park front of house, grounds and management staff to encourage a greater understanding of the setting of the Castle, listed buildings and landscape features during the key periods particularly focussing on the late 19 <sup>th</sup> and early 20 <sup>th</sup> centuries.	East Ayrshire Leisure staff	The training will result in improved management and maintenance of the designed landscape and the significant landscape features within it. Greater understanding of the design of the landscape will lead to enhanced appreciation. Training will also give East Ayrshire Leisure staff to skills that can also be of benefit to Country Park visitors.	Staff time  East Ayrshire Council Organisational Development.  East Ayrshire Leisure training budget	£2,000	2014/15 onwards	20 people received training	Annual EAGER employee appraisal  Certificate of attendance	L

### ENHANCING THE HERITAGE

Expanding the History Trail to include wider aspects of Heritage	Educational Establishments and Groups	<p>The widening of our education pack to reflect the changes in the Scottish Curriculum will make better use of existing facilities as well as promote and maximum use of the new centre for educational excellence. It will also allow us to develop a more coherent and comprehensive offering by increasing the range of curriculum led activities.</p> <p>Revenue generation from schools out with east Ayrshire.</p> <p>By being curriculum led , the programme will provide support to schools and colleges meeting the needs of educational professionals and students</p>	Design and produce education CD	£5,000 (duplicated within the other aims)	2014/15	Education visits increase by 10%	Activity surveys	L&P
			Distribution to schools within a 20 mile radius	£1,000 (duplicated within the other aims)	2015/16	Positive audience feedback	Observational study	
			Launch event	£500 (duplicated within the other aims)	2015/16		Financial returns...	

MAXIMISING VOLUNTEERING								
Specialist camps/holidays	Tourists, family groups, Further Educational Establishments and Groups,	Specialist camps and volunteering holidays based around gardening/landscape design. Participants would benefit from personal growth, access to skilled professionals and social skills in a safe outdoor environment.	As per business plan	Further detail included in the business plan outlining income and expenditure projections	2016 - 2021	Positive audience feedback Financial sustainability.	Activity surveys Financial returns.	
Volunteering with the textile team	Tourists, family groups, Further Educational Establishments and Groups,	Working with our textile team volunteers would benefit from personal growth, access to skilled professionals and social skills in a safe outdoor environment		No additional costs	2016 - 2021	Positive audience feedback	Activity surveys	L&P

**Appendix 4: Activities Specific to Our Industrial Legacy**

Industrial Legacy									
Activity	Audience	Value of activity towards achieving aims	Value of activity to audience	Resources	Costs	Timetable	Targets & measures of success	Method(s) of evaluation	HLF aims
<b>LEARNING AND TRAINING OPPORTUNITIES</b>									
Community archaeology project	All visitors to the park. Local communities				20,000				
Geology Trail									

### Appendix 5: Activities Specific to Our Cultural Heritage (Castle Only)

This aspect of the Activity Plan will be developed further as part of a bid to the HLF Heritage Programme and is out with the scope of the Parks for People Project at Dean Castle Country Park. However, as an integral part of the future of the Dean Castle and Country Park, it is essential to develop a holistic Activity Plan which covers all aspects of the site.

The Cultural Heritage Zone will promote the understanding of the past and present cultural aspects of Dean Castle Country Park. It will let us conserve and enhance the cultural value of Dean Castle Country Park by introducing proactive and innovative management which will improve the recreational and educational opportunities.								
Activity	Audience	Value of activity towards achieving the aims and to the audience	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation	HLF aims
<b>OUTCOMES FOR HERITAGE</b>								
<b>1. BETTER MANAGED</b>								
Efficient use of staff	Staff and visitors	Visitor Services Assistants and other staff will carry out tours / opens access						
<b>2. IN BETTER CONDITION</b>								
Quality display cases in various areas, and better environmental control will allow more collections items on display	All visitors	Increase in the number of items on display.				Number of items on display	Number of items on display	
Themed areas for various collections items will allow more in-depth and enhanced interpretation	All visitors	More coherent and detailed interpretation					Visitor feedback	
Collections Management	For benefit of the collections	Area to prepare items for display.						

working area to be set up in Gatehouse	and all users							
<b>3. BETTER INTERPRETED AND EXPLAINED</b>								
Development of new and enhanced displays throughout the Castle	All visitors					More objects on display		
Provision of both open access and guided tours	All visitors	Increased flexibility and option for visitors to learn in different ways.						
<b>4. IDENTIFIED AND RECORDED</b>								
Rapid Inventory	Visitors and service users	More items will be fully inventoried as part of the redevelopment of the Castle, making more available for display and interpretation, plus inclusion online.				Improved records for all objects		
Research and identification of items in store which have not been fully assessed	Visitors and service users	More items available for display and interpretation, plus inclusion online.				Improved records for all objects		
<b>OUTCOMES FOR PEOPLE</b>								
<b>1. DEVELOP SKILLS</b>								
Textile Team	Volunteers, visitors staff and interested parties	Continuation of the Textile Team project, which is a group of trained volunteers who work on conservation of museum objects, and production of replica / handling items.					Amount of volunteer hours. Conservation of objects	
<b>2. LEARN ABOUT HERITAGE</b>								
All visitors will either read information panels, visit open	All visitors	Visitors will learn and enjoy the history of Dean Castle, and its residents and collections					Visitor surveys, feedback, visitor numbers	

access areas or go on a guided tour								
More objects will be on display than at present	All visitors	Visitors will learn and enjoy the history of Dean Castle, and its residents and collections					Visitor surveys, feedback, visitor numbers	
<b>3. CHANGED THEIR ATTITUDE AND/OR BEHAVIOUR</b>								
Design a more coherent and intuitive entrance to the Castle	All visitors	Visitors will enter the Castle area through the main gateway, rather than the existing gate.						
<b>4. HAD AN ENJOYABLE EXPERIENCE</b>								
All visitors should have an enjoyable experience	All visitors	This should encourage return visits					Visitor surveys, feedback	
Improved and clear signage throughout the Castle and park	All visitors	Clear directional and information signage will aid the visitor experience.						
<b>5. VOLUNTEERED TIME</b>								
Textile Team	Volunteers, visitors, staff and interested parties	Continuation of the Textile Team project, which is a group of trained volunteers who work on conservation of museum objects, and production of replica / handling items.					Amount of volunteer hours. Conservation of objects	
Voluntary Visitor Services Assistants	Volunteers, other staff, visitors	Investigate the possibility of building a bank of volunteer staff to enable greater staffing levels than possible with core funding.						
<b>OUTCOMES FOR COMMUNITIES</b>								
<b>1. NEGATIVE ENVIRONMENTAL IMPACTS WILL BE REDUCED</b>								
<b>2. MORE PEOPLE AND A WIDER RANGE OF PEOPLE WILL HAVE ENGAGED WITH HERITAGE</b>								
Users and non-users to be	Users and non-users	Understanding of needs and demands of audiences.						

identified through visitor surveys								
Programme of events and exhibitions within the Castle and courtyard	Visitors	A range of varied events and exhibitions designed to encourage regular visitors and those who may not normally visit the Castle.						