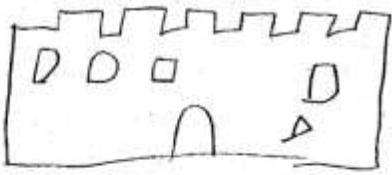
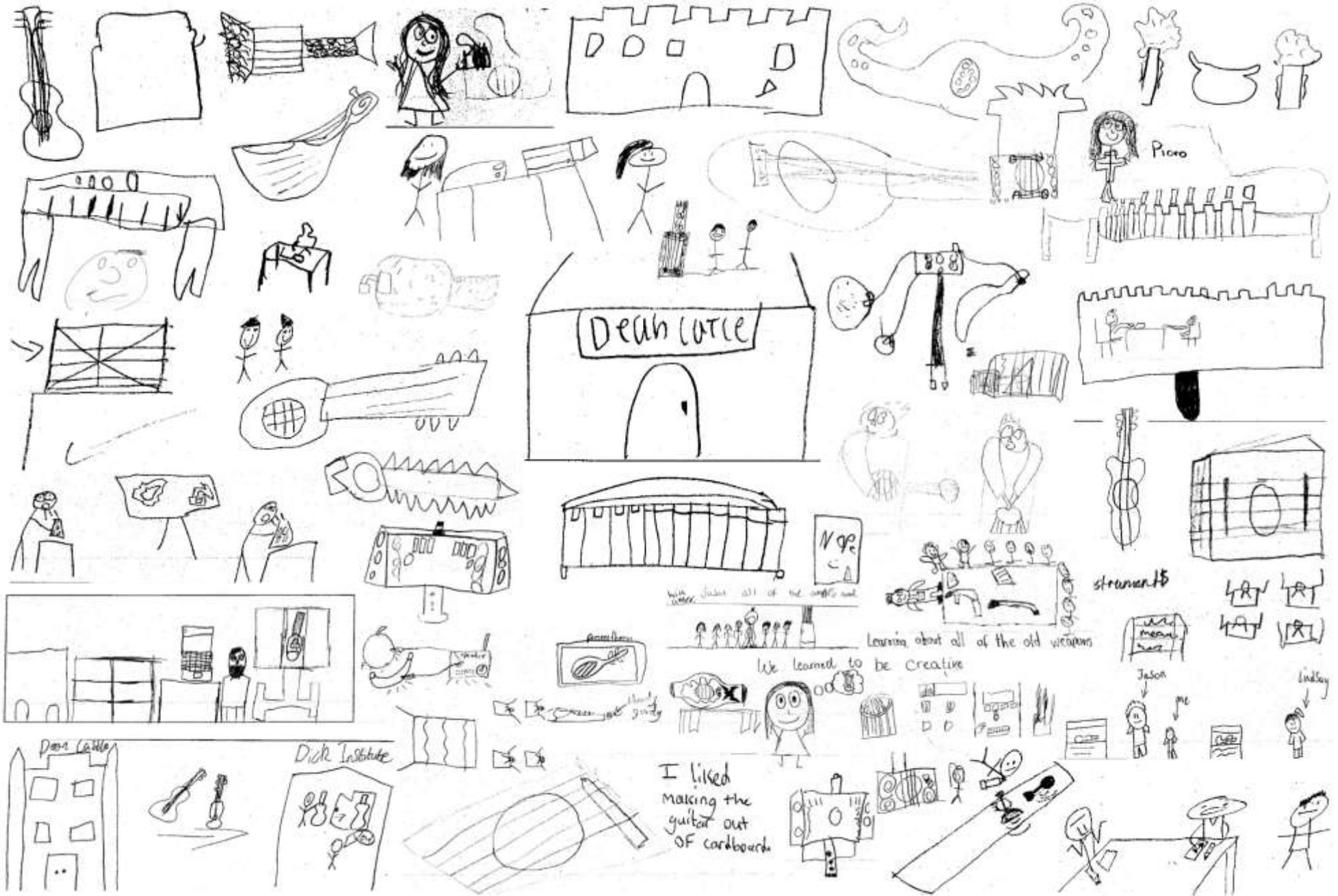




**DEAN CASTLE
RESTORATION & MODERNISATION PROJECT**

END OF PROJECT COMPLETION & EVALUATION REPORT

JULY 2023



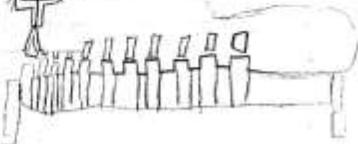
Dick Institute



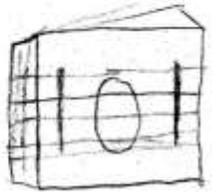
I liked making the guitar out of cardboard



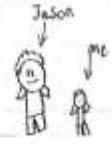
Piano



strawman 15



Jason



Lindsey



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I. Background

The overall vision for the Dean Castle is to create a 5 star visitor attraction which will maximise the opportunities that the site has to encourage visitors to participate in, appreciate and value their local natural and cultural heritage. In 2015, East Ayrshire Council was awarded a grant of £3.3 million towards an estimated project cost of £4.7 million through the Parks for People Project for the development of the Country Park. In 2016, a second application was made and approved for a £1.6m grant towards £5.2m investment in the refurbishment and modernisation of Dean Castle, which sits in the heart of the Dean Castle Country Park.

The Dean Castle Restoration and Modernisation Project comprised 5 main elements:

- **Restoration of the Buildings**

The restoration of the external fabric of the building was critical to this project. The aim was to carry out stonework repairs that were deemed essential to the future upkeep of the Castle across all areas. The building restoration work was developed with conservation architects Wyllie Shanks, with the support and advice of Historic Scotland and the Scottish Lime Mortar Trust. The restoration programme incorporated extensive lime repointing works to replace existing damaging cementitious mortar, as well as stonework and roofing repairs to the various buildings within the curtilage of the site. The works were phased over a four-year period of time, during which time, the Castle was closed to the public. This programme was extended due to Covid-19 which led to contractor administration and site shut down. Therefore, the Castle was closed from 2018 until April 2023. Specialist designed scaffolding was required for access to the stonework and roof areas through the restoration works. Generally, work to stone areas included the removal of friable material, polymer resin stone stitching, acrylic resin crack repair, lichen / algae removal, raking out and repointing of stonework with lime mortar, repairing stone features and chimneys, indenting and replacing stone in specific locations.

- **Internal Modernisation and Display**

This element of the project has allowed us to open up new areas of the castle that have been closed due to access and security considerations or where access was only permitted as part of an organised and pre-booked tour. Our aim was to maximise access and enhance the visitor experience, whilst minimising the need for increased staffing. Our plans were built on creating a sustainable operating environment given the challenging financial position the public sector finds itself in at present, but also looking forward to the future, where resources will remain limited. The initial ideas were tested with the public through focus group sessions. A programme of engagement with key groups has taken place through the project to ensure that all changes met visitor expectations.

- **Signage and Interpretation**

Working with Brightwhite throughout the project, new interpretation has been installed. The interpretation tells the story with boards, AV animations and a virtual tour of each building. The interpretation also links closely with the Country Park signage and interpretation, following key branding principles to ensure a consistent customer journey as soon as the visitor arrives on site. Liaison with the East Ayrshire Equalities Panel, East Ayrshire Youth Panel and VisitScotland throughout the development of the interpretation has ensured that the design is fully accessible. The interpretation boards also include QR codes linked directly to www.deanastlecountrypark.com to provide additional information for visitors who would like more reading about the heritage of the Castle.

- **Conservation**

Dean Castle's rare and important collections of arms and armour, musical instruments, tapestries and archives are cared for on-site by the Collection Care Team. However, for larger-scale conservation projects it is usual for specialist conservators to be contracted. This project allowed us to move all of the collections off site to the Dick Institute where we could carry out an assessment of their condition, undertake in-house conservation where appropriate and where necessary, commission specialist conservators. Dr Jonathan Santa Maria Bouquet, a specialist musical instrument conservator carried out a detailed assessment and conservation activities of our accredited musical instrument collection. A full conservation plan was developed and implemented through this project.

- **Learning and Engagement Programmes**

The Learning Programme outlined in the activity plan comprised several key elements; training, volunteering, school engagement and events. Whilst much of the learning and engagement programme was paused due to the restrictions brought about by Covid, we were still able to engage with our community at key points throughout the project. The training programme in particular was very successful with 4 modern apprentices employed by the contractor through the capital works. East Ayrshire Leisure Trust also employed 2 graduate apprentices for a 2 year period to support the conservation of the collection and the community engagement.

2. Monitoring and Evaluation Action Plan Summary Review

The objectives from the original 2016 application remained the same throughout the project. However, half way through the programme, the lead officer and key members of the project team changed. Unfortunately, at the same time, the project was severely affected by Covid 19, which led to a review of timescales and evaluation measurement/methods to take account of changes that were required as part of recovery in 2021. An additional measurement was added in for volunteer engagement.

AIM 1: RESTORE CASTLE / LAUNDRY BUILDINGS IN LINE WITH CONSERVATION MANAGEMENT PLAN			
OBJECTIVE	TIMESCALES	MEASUREMENT	END OF PROJECT REVIEW
Restore castle stonework during 4 year programme. provide greater access and creating new workshops spaces in the Laundry House			
Activity 1: Document stonework at start of work period and at end to create a record	Gathering throughout programme from May 2016 – August 2022	Photographic record maintained throughout work programme and used to produce an on-line presentation of the 'Restoration Journey'. This will be presented within the visitor spaces in the Country Park between August 2022 and opening in April 2023. It will also be shown on www.eastayrshireleisure.com from August 2022 and beyond the opening	A slideshow of the Castle's restoration journey has been published to https://deancastlecountrypark.com/dean-castle/
Activity 2: Measure environmental levels in each of the museum spaces at start of work period and throughout process to measure success	May 2016 – August 2022	MEACO environmental monitoring control system in place to measure levels throughout work programme. Final MEACO survey to be undertaken prior to migration of collections back to the Castle	MEACO survey was carried out and new dehumidifiers and monitors have been installed.
AIM2: CARRY OUT INTERNAL MODERNISATION AND REDISPLAY			
Carry out full redisplay during first two years of the project, allowing public access after first year of closure. Increase accessibility and visitor engagement through implementation of new interpretation strategies			

<p>Activity 1: Carry out customer satisfaction surveys each year to measure success</p>	<p>July 2022 – May 2023</p>	<p>Presentation to be given to visitors in July 2022 to gather feedback on final draft interpretation designs prior to production</p> <p>Visitor surveys to take place on a weekly basis from opening in April 2023 for 4 week period to gauge initial response to the redisplay</p>	<p>Behind the scene tours were arranged from October 2022 until March 2023, to give visitors the opportunity to see the restoration work and engage in the final stages of the interpretation design.</p> <p>A 'Friends and Family' week was also organised prior to opening to test out the experience and make last minute changes.</p> <p>The tours were invaluable and picked up many accessibility issues that had been overlooked giving time to rectify these before opening.</p> <p>Visitor surveys took place through April and May 2023 and are detailed in section 9 of this report.</p>
<p>Introduce new lighting scheme/environmental control scheme to support display programme. Conserve key objects to enable them to be put on display. Increase exhibition and display space and open up previously closed areas of the castle</p>			
<p>Activity 1: Document conservation process from start to completion</p>	<p>August 2022 – April 2023</p>	<p>Prepare videos detailing the conservation of selected items for inclusion in visitor spaces and the website.</p> <p>Prepare conservation reports for each object. Update Axiell collection management system with conservation status and reports</p>	<p>A number of videos were created throughout the project and uploaded onto our YouTube Channel and promoted through our social media platforms. These gave some background into the care and restoration of key items of the collection. This link shows the assessment of a Dulcimer Dulcimer - YouTube</p> <p>Conservation reports were prepared for all of the Dean Castle Collection, which is detailed in section 7 of this report. The Collection Management System (Axiell) has been updated.</p>
<p>AIM 3: REDISGN ENTRANCE AND COURTYARD</p>			
<p>Carry out full redesign during final year of the restoration project to support increased access for people with mobility issues, including new entrance and interpretation to support an increase number of people entering the Castle</p>			

Activity 1: Consult Access Panel at start and end of the project to measure success of accessibility measures	May 2022 – April 2023	Test interpretation with East Ayrshire Equalities Forum prior to final production and arrange a site visit with key members from relevant groups from the equalities Forum prior to opening to ensure all possible interventions have been included	The East Ayrshire Equalities Forum and Young People’s Cabinet were involved at key stages throughout the development of the interpretation. 3 site visits were organised with groups with sensory and physical disabilities. This led to changes in the interpretation and in the lighting with some of the spaces.
Activity 2: Measure attendance levels using 2016 baseline	April 2023- May 2023	Gather data through accessible entrances to the Courtyard, Palace and Keep	The visitor figure for the period April 2023 – June 2023 was 25089. Compared to the 2016/17 baseline of 6421, it demonstrates an increase of 291%.
AIM 4: DEVELOP LEARNING PROGRAMMES FOCUSED ON WORKS PROGRAMME			
Create a series of formal and informal learning opportunities during the programme of works			
Activity 1: Carry out satisfaction and behavioural surveys of gauge impact of learning programmes	September 2016 – August 2022	Develop and issue questionnaires to children and adults at the start and completion of learning programme	Qualitative evaluation was used with each workshop group. More detailed information about the learning programme is included in section 8 of this report.
AIM 5: INCREASE VISITOR NUMBERS			
Increase number of people using service and increase income streams to support programme			
Activity 1: Measure attendance levels using 2016 baseline	April 2023- May 2023	Gather data through accessible entrances to the Courtyard, Palace and Keep Prepare monthly income reports from newly created welcome/retail space to enable income targets to be set for reinvestment in programme	The visitor figure for the period April 2023 – June 2023 was 35089. Compared to the 2016/17 baseline of 6421, it demonstrates an increase of 446%. The increase in visitor figures is not unexpected as we have changed from guided tours to open access and there has been a lot of interest as the Castle has been closed for several years. It is likely that the figures will stabilise and it will be the year on year comparisons that show seasonal variations that will be the most important.

AIM 6: INCREASE NUMBER OF OBJECTS ON DISPLAY			
Encourage people to carry out repeat visits to Castle and gain deeper knowledge of collections			
Activity 1: Carry out qualitative analysis of visitor usage	April 2023 – May 2023	Visitor qualitative surveys to take place on a monthly basis from opening in April 2023	Qualitative surveys were carried out throughout April and May 2023, which demonstrated high satisfaction levels. Surveys were carried out with direct Castle visitors as well as local residents. Local residents were surveyed both in the Country Park and in Kilmarnock Town Centre to get an understanding of the impact of the project on the wider area. Full survey breakdown and analysis is included in section 9 of this report.
AIM 7: DEVELOP LEARNING PROGRAMES FOCUSED ON EXHIBITION/DISPLAY PROGRAMMES			
Young people become more active participants/visitors/users of Dean castle and programmes provide positive mental and physical and wellbeing outcomes			
Activity 1: Carry out behavioural research with young people to determine impact Activity 2: Measure usage of young people through observational data	September 2016 – August 2022	Develop and issue questionnaires at the start and completion of learning programme	<p>More detail of the learning programme is included in section 8.</p> <p>In 2016, observational data was gathered for children (0-11 years) and young people (12-25 years). During the April –June period in 2016, 257 young people were recorded. In 2023, we have recorded young people as anyone under 18. As this is observational and is based on judgement, there will be errors to this data. However, during April – June 2023, there were 10057 young people visiting the Castle. The majority of the young people were included in family groups.</p> <p>However, from the analysis of the Castle surveys outlined in section 9, 1% of visitors to the Castle were young people aged between 16 and 24. This</p>

			equates to 351 young people who were not part of a family group.
Children become more active participants/visitors/users of Dean castle and programmes provide positive mental and physical and wellbeing outcomes			
Activity 1: Carry out behavioural research with children to determine impact Activity 2: Measure usage of children through observational data	September 2016 – August 2022	Develop and issue questionnaires at the start and completion of learning programme	More detail of the learning programme is included in section 8. In 2016, observational data was gathered for children (0-11 years). During the April –June period in 2016, 211 children visited the Castle. In 2023, we have recorded young people as anyone under 18. As this is observational and is based on judgement, there will be errors to this data. However, during April –June 2023, there were 10057 children visiting the Castle. The majority of the young people were included in family groups
Older people become more active participants/visitors/users of Dean castle and programmes provide positive mental and physical and wellbeing outcomes			
Activity 1: Carry out behavioural research with older people to determine impact Activity 2: Measure usage of older people through observational data	September 2016 – August 2022	Develop and issue questionnaires at the start and completion of learning programme	More detail of the learning programme is included in section 8. Observational data was not captured for older visitors. However, the survey data outlined in section 9, suggests that 17% of visitors are 55-64 (5,967) and 8% are over 65 (2,808).
People will become more active in volunteering programmes that provide positive mental and physical and wellbeing outcomes			
Activity 1: Carry out behavioural research with volunteers to determine impact	January 2023 – May 2023	Develop and issue questionnaires during the recruitment of volunteers and again in 5 month time to monitor impact	We have successfully recruited 12 Visitor Experience volunteers for the Castle, 1 Kitchen Garden volunteer and 20 Event volunteers. Some feedback is included in section 9 of this report. However, the impact on volunteers should be tracked over a longer period of time. Therefore,

			evaluation will be programmed after 6 months. As part of Volunteer Week in June of each year, it is our intention to hold a volunteer thank you and celebration event. This will give us an annual opportunity to measure the impact on volunteers.
AIM 8: DIVERSIFY VISITOR PROFILE			
Increase opportunities for people with learning needs to engage with the collections			
<p>Activity 1: Carry out behavioural research with target audience to determine impact</p> <p>Activity 2: Measure number of events aimed at targeted group</p>	April 2023 – May 2023	Develop a programme of engagement events and carry out start and completion impact assessments	<p>An annual events programme has been organised for 2023 including a festival with 3 local schools based on the musical instrument collections. The schools will work with the Cumnock Tryst (Sir James MacMillan) over a 6 week period, ending with a musical event in the Castle courtyard in November.</p> <p>The 2023 event programmes includes 40 events including history talks aimed at older groups, weekly interactive events in partnership with Alzheimer’s Scotland, music events and workshops aimed at young people. All other events are designed to be inclusive and suitable for all groups.</p>
Target programmes and marketing initiatives in households falling within the SIMD areas in East Ayrshire			
<p>Activity 1: Carry out behavioural research to determine impact on communities from SIMD areas</p> <p>Activity 2: Measure visitor numbers from targeted data zones</p>	April 2023 – March 2024	Visitor qualitative surveys to take place on a monthly basis from opening in April 2023 to determine visitor reach	The qualitative surveys to assess impact on communities from SIMD areas has so far been limited to work with school groups. All of the schools who have taken part in the learning programme have been specifically targeted from these areas. More information about the learning programme is outlined in section 8 of this report.

			As part of the general visitor surveys that were undertaken in April and May 2023, we asked for postcodes and carried out a SIMD postcode analysis profiling visitors by SIMD decile, where 1 is most disadvantaged and 10 is least. 11% were decile 1 with 60% recorded for decile 1-5.
Market the Castle and Country Park as high quality free visitor destination			
Activity 1: Carry out targeted campaigns to key visitor segments in west of Scotland	January 2023-May 2023	Gather data from marketing campaigns to determine reach and success of marketing. Liaise with VisitScotland on visitor destination branding	Section 9 of this report details the reach of the visitors to the Castle. 26% of visitors were from outwith Ayrshire. This equates to 12,635 visitors. VisitScotland has identified food and drink as one of the key tourism segments for Ayrshire. Working with local partners and VisitScotland we have introduced a quarterly food and drinks festival to the Castle Courtyard. 'Tastes of Ayrshire' celebrates Ayrshire produce. The first event took place in May and attracted over 8,000 people.

3. Activity Plan Review

The following table outlines the original activity plan that was approved as part of the application in 2016. Clearly the restrictions and closures brought about by the pandemic resulted in some significant changes to the plan. As part of the evaluation, we have reviewed each action and detailed how it was achieved or otherwise.

Activity	Audience	Value of Activity Towards Achieving the Aims to the Audience	Resources	Engagement Strategy	Targets & Measures of Success	Method(s) of Evaluation	East Ayrshire Aims / HLF Aims/ Timetable	End of Project Review
OUTCOMES FOR HERITAGE								
I. BETTER MANAGED								
Detailed 5-10 year building maintenance plan will be developed and implemented.	East Ayrshire Council. East Ayrshire Leisure Trust, all visitors and service users	This will help to ensure that the buildings and collections will continue to be cared for, and preserved in the long-term. Ensuring that the public can access and enjoy collections.	EAC Revenue & Capital budgets. EALT budgets	Phase 1: Engage with accredited stakeholders to ensure building is maintained and all issues are resolved as soon as possible. Phase 2: With advice from specialist teams set up an ongoing programme of monitoring and maintenance to ensure long term care and access to building and collections.	Pro-active maintenance regime in place with detailed activity and timeframes outlined.	Annual/daily/ Weekly /quarterly monitoring of works carried out to support plan.	AIM 1, 6/ Heritage	A 10 year maintenance and management was produced as part of the original application. However, based on lessons learned and future priorities this will be reviewed for the period 2023-2033.

<p>Repair of building fabric – stonework and mortar. Health and safety issues regarding stonework condition will be addressed. Scaffolding protective walkways can be removed. Environmental control and heating control will be improved.</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust, all visitors and service users</p>	<p>These repair works will not only help to ensure the long-term preservation of the buildings, and the collections within, but will also contribute to a generally-improved landscape and visitor attraction. These improvements to the building fabric will also help in the care of collections through efficiencies in the control of the environment, including heating.</p>	<p>East Ayrshire Council and East Ayrshire Leisure Trust staff. External contractors</p>	<p>Phase 1: Accredited stakeholders consulted Phase 2: Works commissioned and apprenticeship programme established through adverts. Stonework conservation workshop programmed developed in association with HES and schools/ professionals/public</p>	<p>Building fabric consolidated and repaired. Keep – complete 2018 and open to public. Palace – complete and open to public 2021.</p>	<p>Completion</p>	<p>AIM 1, 6/ Heritage</p>	<p>Although delayed by Covid-19 closures and restrictions the stonework repairs were completed in 2022 and the building reopened to the public in April 2023. The Scottish Lime Mortar Trust were involved at key stages throughout the works.</p>
<p>Installation of quality display cases.</p>	<p>All visitors and service users</p>	<p>Security of collections will be improved and displays will be clearer and more accessible for visitors.</p>	<p>East Ayrshire Leisure Trust staff. External supplier</p>	<p>Phase 1: Access panel reviewed designs and fed back comments Phase 2: Access panel to review and advise on designs. Focus group and public consultation to review proposals.</p>	<p>Cases installed allowing 40% more collections to be displayed. Keep – installed by 2018. Palace by 2021.</p>	<p>Survey and report number of collections used and confirm case installation.</p>	<p>AIM 2, 6/ Heritage</p>	<p>Purpose built display cases were commissioned, built and installed by Click Netherfield.</p>

Installation of new museum and gallery standard LED lighting systems	East Ayrshire Council. East Ayrshire Leisure Trust, all visitors and service users	Improved lighting levels and control will lead to energy efficiency, as well as better quality exhibition displays, and improve on the health and safety of staff and visitors	East Ayrshire Leisure Trust staff. External supplier	Phase 1: Access panel reviewed designs and feedback comments Phase 2: Access panel to review and advise on designs. Focus group and public consultation to review proposals. Phase 3: Installation.	Energy consumption reduces and environmental condition improves. Keep lighting installed by 2018. Palace lighting installed by 2021.	Monitoring reports provided daily with annual comparison survey.	AIM 2, 6/ Heritage	The lighting throughout the building has been upgraded to LED. Liaison with Museum Galleries Scotland ensured that this was suitable within a museum setting. The lighting was also tested with the Equalities Forum.
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<p>Wide range of collections will be made ready for display. Collections objects will be conserved and researched and made available for display. This will also involve removing the most high-value collections off-site during the works</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust , all visitors and service users</p>	<p>40% more collections will be available for display than before the works, leading to a better visitor experience and improved exhibition opportunities The removed collections will be displayed at the Dick Institute, Kilmarnock and will serve as an opportunity to inform visitors about the Castle works.</p> <p>BUSINESS PLAN, INTERPRETATION PLAN</p>	<p>East Ayrshire Leisure Trust staff. External suppliers</p>	<p>Phase 1: Tested with focus group/public/users through IBP Research. Phase 2: Public presentation/focus group review/design input. Workshops held at the Dick Institute to test ideas. Phase 3: Continue to test new exhibition/display proposals through focus group and friends group.</p>	<p>40% more collections will be displayed from baseline of 2015/16 by 2021. 50 collection objects will be restored and made ready for display by 2021. High value collections moved by 2017.</p>	<p>Collection numbers on display recorded. Collection objects restored recorded and documented.</p> <p>Collections removed during works and redisplayed.</p>	<p>AIM 2, 6/ Heritage</p>	<p>The collections were moved back to the Castle in January 2023. A large proportion of the arms and armour and musical instruments are now accessible for public viewing.</p>
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<p>Bespoke training for staff to upskill/gain knowledge of stonework conservation.t. A series of talks and workshops on the work being carried out on the stonework and mortar will be developed and delivered by the main stonework contractor and EALT staff teams</p>	<p>Staff, target community groups and interested members of public and professionals</p>	<p>This activity will allow interested parties and service users to gain a more detailed picture of the works that are happening, the reasons behind them and their benefits, enabling them to deliver specific workshops and talks on the building work process.</p> <p>TRAINING & LEARNING PLAN</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust. External contractors HES</p>	<p>Phase 1: Accredited stakeholders consulted and plans developed. Phase 2: Staff team engages with formal training by HES and public workshop programme delivered alongside specialist workshop programmes. Talks and workshops rolled out across visitors, schools and general public.</p>	<p>Series of 12 public stonework conservation learning events for 125 people will take place during delivery phase led by specialist contractors /and or main contractor2017/2021. Public workshop programme delivered by in house teams targeted at schools and general public.</p>	<p>Visitor feedback. Uptake. Case studies / projects by learners. Impact assessments made after each workshop.</p>	<p>AIM 4, 5, 8 / Heritage</p>	<p>In partnership with the Scottish Lime Mortar Trust a number of workshops for staff and volunteers were held in 2019. This programme was curtailed in 2020 with lockdowns and restrictions.</p>
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<p>Provision of public learning programmes around collection care. This will be a series of talks and workshops on the work being carried out on the collections in order to prepare them for display.</p>	<p>Target school groups, students and young people as well as interested service users</p>	<p>This activity will allow interested parties and service users to gain a more detailed picture of the works which are happening, the reasons behind them and their benefits.</p>	<p>East Ayrshire Leisure Trust. External contractors</p>	<p>Phase 1: A series of talks given on-site and off-site Phase 2: Practical workshops focusing on areas of collection care; and visitor feedback received on the collection display at the Dick Institute Phase 3: Follow up workshops /tours/talks on-site following re-furb/display. To be developed by EALT Collection Care and delivered to the general public through Marketing</p>	<p>Series of 20 (300 people) talks/workshops will be carried out during 2018 - 2021 around Collection Care themes linked to the Dean Castle Collections. Programme delivered by Collection Care Team/specialists</p>	<p>Visitor feedback/ increase in those wishing to volunteer. Impact assessments made after each workshop/talk.</p>	<p>AIM 4, 5, 8 / Heritage</p>	<p>A Learning Programme took place throughout 2018 and 2019. This was stopped in 2020 due to closures and restrictions. We were able to rearrange this in 2022 and have continued them after opening.</p>
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<p>Access to futuremuseum.co.uk on site (digitised collection resource). A terminal will be sited in the Cellar so that visitors can access our wider digitised collections on futuremuseum.co.uk</p>	<p>East Ayrshire Leisure Trust staff. Visitors and non-visitors</p>	<p>Collections will be made more accessible in an area of the Castle accessible by all. The collections will also be available online for non-visitors</p>	<p>East Ayrshire Leisure Trust</p>	<p>Phase 1: Develop and deliver FutureMuseum and website access in the Keep. Phase 2: Work with a professional artist to deliver digital engagement projects with young people during the refurb on-site and off-site. Phase 3: Develop an online platform on which to host outcomes of Phase 2. Future Museum attracts well over 200,000 unique visits each year from public users.</p>	<p>Future Museum access point installed in the Keep by 2018</p>	<p>Visitor usage. Visitor feedback</p>	<p>AIM 5, 6, 8 / Heritage</p>	<p>A QR code has been added to some of the interpretation panels that provide a direct link to the futuremuseum website.</p>
<p>Development of a Museums Friends group. A Museums Friends group will be developed to work closely with all East Ayrshire Leisure museum and gallery venues.</p>	<p>East Ayrshire Leisure Trust . Interested service users. All service users</p>	<p>This will help inform East Ayrshire Leisure and help formulate future plans and activities. BUSINESS PLAN</p>	<p>East Ayrshire Leisure Trust. Interested service users</p>	<p>Phase 1: Garner interest in membership with consultation groups. Phase 2: Develop the aims and objectives for a 'Friends' organisation and Launch Friends of EALT Museums. Phase 3: Continue to support group and involve in future plans. See Aim 8, p.39-42</p>	<p>Group in excess of 12 people formed with quarterly meetings held at the Dick institute during delivery phase and at Dean Castle post completion.</p>	<p>Group involvement and feedback</p>	<p>AIM 4, 7, 8 / Heritage</p>	<p>The 'Friends of the Dean' group which was established as part of the Country Park's Parks for People project has been extended to include the Castle.</p>

Development of virtual tour and live feeds for visitors unable to access certain areas. For visitors who are unable to access certain areas of the castle a virtual tour will be filmed, and a live video feed from the Castle Battlements will also be streamed to the Cellar and the Visitor Centre.	All visitors and service users	This will allow visitors who are unable to access certain areas of the venue (due to spiral staircases, etc) the opportunity to view the Castle and collections ACCESS AUDIT, INTERPRETATION PLAN	East Ayrshire Leisure Trust. External contractors	Phase 1: Investigate the development of this through EAC IT dept. Appoint a professional to undertake the work. Phase 2: Deliver final product: virtual tour as a result of feedback from Access group/Focus group. Phase 3: Install live feed and final tour. Curate the live feed and virtual tour to complement output from any film making workshops	Film and feed. Developed and installed for 2018.	Visitor feedback	AIM 2, 5, 8 / Heritage	A virtual tour of the Palace and the Keep is located on the ground floor of each building
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2. IDENTIFIED AND RECORDED

Rapid Inventory of collections	Staff, visitors and service users	More items will be fully inventoried as part of the re-development of the Castle, making more available for display and interpretation, plus inclusion online. INTERPRETATION PLAN	East Ayrshire Leisure Trust	Phase 1: Focus on rapid inventory of Castle objects Phase 2: Evaluate progress and reset objectives accordingly. Develop a Volunteer(s) work programme. Internal activity to be developed to encompass Collection Volunteer role.	15,000 objects located in castle will be inventoried and digitised.	Number of Collections recorded Completed.	AIM 2, 6 / Heritage	The rapid inventory for the whole East Ayrshire collection was completed in 2021.
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Research and identification of items in store which have not yet been fully documented	Staff, visitors and service users	More items will be available for display and interpretation, plus inclusion online.	East Ayrshire Leisure Trust	Phase 1: Evaluate progress of rapid inventory. Phase 2: Develop a documentation role for a volunteer Phase 3: Deliver Volunteering activities to achieve outcomes Will include engaging with	All objects fully documented and ready for display from 2018 onwards.	All Castle collections fully researched.	AIM 2, 6 / Heritage	The Dean Castle collection has been fully digitised and documented on our new Museum Management System.
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Development of temporary exhibitions	All visitors and service users	The development of an exhibition programme around the collections naturally creates new research, and allows for online exhibitions.	East Ayrshire Leisure Trust	<p>Phase 1: Staff research and develop a programme using feedback from Dick Institute display and consultation groups.</p> <p>Phase 2: Deliver first exhibition and parallel activities with evaluation.</p> <p>Phase 3: Develop exhibition programme in context of evaluation from previous – both on-site and online.</p> <p>Develop a ‘star object/of the month’ display based directly on visitor feedback from display at the Dick Institute / compliment future exhibitions with possible loans.</p> <p>Plan future development as a result of feedback from Customer Questionnaires, Focus Group and Access Panel. Will be tested with Focus Group and visitors.</p>	Develop and research one temporary exhibition each year from 2020 onwards. Work with one targeted community group each year to develop parallel activities.	Visitor feedback/ increase in visitor numbers/ engagement with target groups.	AIM 2, 5, 6, 7, 8/ Heritage	2 temporary exhibition spaces have been created on the ground floor of the Palace. This will be changed several times a year
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<p>Display of Musical Instrument collections to a national standard. The collections of early musical instruments are 'Recognised' as nationally significant</p>	<p>All visitor and service users. Specialist researchers Other Recognised Musical Instrument collection in Scotland – University of Edinburgh</p>	<p>New displays will allow for greater access and research opportunities. This will also broaden knowledge and appreciation of these collections to a more diverse audience.</p>	<p>East Ayrshire Leisure Trust and University of Edinburgh</p>	<p>Phase 1: Develop and deliver display and interpretation, teasing out themes related to historic use, social impact, material, decoration, economics. Use feedback from Dick Ins display as well as from consultation groups and Vibrant Communities. Phase 2: Develop and deliver a learning programme with direct links to school/higher ed curriculum, engaging with these organisations to do so. Phase 3: Evaluate and develop future activities in partnership with Friends group, consultation groups, visitor feedback, Edinburgh Uni recognized collection, UWS, Conservatoire. The general plans have been tested with visitors, Focus group and Access Panel through the Draft Interpretation Plan</p>	<p>40% more collections on display than baseline year of 13/14. New display installed by 2020. 10 specialist talks/workshops (take place during delivery phase at the Dick Institute and attract 200 people.)</p>	<p>Document numbers on display. Impact assessments made after each workshop.</p>	<p>AIM 2, 5, 6, 7, 8/ Heritage</p>	<p>The musical instrument collection is on display in the Banqueting Hall with interactive interpretation. The interpretation was designed in partnership with the Scottish Royal Conservatoire. A school workshop programme is taking place in partnership with Sir James MacMillan and the Cumnock Tryst in October and November 2023.</p>
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Repair of building fabric – stonework and mortar. Detailed documentation and records will be produced regarding the stone repairs work which has been carried out	East Ayrshire Council. East Ayrshire Leisure Trust.	This will act as an important record for the future which will inform any future works.	East Ayrshire Council. East Ayrshire Leisure Trust. External contractors	Phase 1: Work starts Autumn 2017 Phase 2: Apprenticeship programme in place Phase 3: Lime works carried out during summer periods. Engagement with contractor, Vibrant Communities and other organisations such as Higher Education bodies as required.	Building works digitally recorded at start of project 2017 and throughout till completion in 2021.	Documents Produced.	AIM 1/ Heritage	Monthly reports that documented the stone repairs throughout the project were submitted by the contractor. The photos from these have been used for a slideshow of the progress.
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OUTCOMES FOR PEOPLE

I. DEVELOP SKILLS

Textile Team. 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. A dedicated workshop space will be refurbished for this group	Volunteers, visitors staff and interested parties	The Textile Team will be able to continue to conserve historic textiles, and to create new replicas for display / education for the benefit of visitors. The group is also an extremely important learning and volunteering opportunity for the members of the team.	East Ayrshire Leisure Trust. Textile Team volunteers	Phase 1: Liaise with Creative Minds and Vibrant Communities to work with individuals/groups from SIMD areas. Phase 2: Develop the Volunteer programme to explore opportunities for volunteer expansion. Phase 3: Develop and deliver workshops where young people can learn practical skills from experienced volunteers/practitioners. See Aim 8, p.39-42	Increase the number of volunteers from 14 to 18 by 2021. Workshop space will be created by 2018/19	Amount of Volunteers/ Hours work documented Conservation of textiles completed for display by 2020.	AIM 4, 6, 8/ People	The Textile Team continue to work on the collections within the Castle and were responsible for the creation of new trappings for the horse sculpture as well as repairs to the tapestries and banners.
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<p>Museum Internships. During the period of development of displays for the Castle, and the conservation and curation of collections, two one-year internships will be offered</p>	<p>East Ayrshire Leisure Trust. Potential interns</p>	<p>This will give the opportunity for newly-graduated museum professionals to build their early career in museums work. There is also a benefit to the organisation in these placements through staff development and skills-sharing.</p>	<p>East Ayrshire Leisure Trust. External partners e.g. Museums Galleries Scotland</p>	<p>Phase 1: Liaise with external partners to recruit interns. Phase 2: Develop work programme, with input from the intern. Phase 3: Deliver outcomes and evaluate.</p>	<p>2 internships created. One in 2017/18 and one in 2018/19</p>	<p>Interns are monitored for future employment destinations.</p>	<p>AIM 4/ People</p>	<p>2 museum interns were employed through the project. This was initially for a 1 year period. However, we were able to extend this for another year. Both interns have been successful in getting full time employment within the museums sector.</p>
<p>Stonework Apprenticeships. During the period of the stonework repairs, the external contractor will run two stonework apprenticeships</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust. External contractors. Potential apprentices.</p>	<p>This will give the opportunity for two people to build their early career in stonemasonry. APPENDIX I OF THIS ACTIVITY PLAN</p>	<p>East Ayrshire Leisure Trust. East Ayrshire Council. External contractors</p>	<p>Phase 1: Liaise with external contractor and Vibrant Communities to recruit apprentices. Phase 2: Contractor and apprentice to develop training and work programme. Phase 3: Deliver outcomes and evaluate. See Appendix I and Aim 4, p.37</p>	<p>2 Apprentices taken on by main contractor as part of project. 4 year accredited apprenticeships created.</p>	<p>Apprenticeship case studies. Qualification achieved.</p>	<p>AIM 4/ People</p>	<p>4 apprentices were employed throughout the programme and have continue to work with East Ayrshire Council on other projects to allow them to complete their 4 year programme.</p>

In house training for existing staff. In order to increase the skills base and experience of existing staff we will develop training opportunities on subjects such as collection managements and environmental control.	East Ayrshire Leisure Trust staff	This will have a longer term benefit for the organisation and collections in terms of the set of skills available across the service, and for the skills development of the people involved BUSINESS PLAN	East Ayrshire Leisure Trust	Phase 1: Research possible training opportunities with HES. Phase 2: Contractor to educate and train staff on building works to enable a wider engagement between the castle and the public. A programme of specialised tours of specific aspects of curatorial management throughout the year. Phase 3: Develop opportunities for Volunteers to lead on general tours and specialised tours. See Aim 8, p.39-42	Collection Care team and Museum teams attend 6 specialist training around arms and armour/musical instrument collection care. Contractor to give staff workshop training on the building work.	Questionnaire and improved confidence in conserving collections, moving objects.	AIM 4/ People	Training has taken place with volunteers who now are employed as volunteer Visitor Experience Assistants.
Work experience. We will continue to work with local schools to offer work experience placements for S4 students.	East Ayrshire Leisure Trust. Potential work experience placements, including schools in SIMD areas	This will give pupils a wide view of museum work. School pupils within Kilmarnock's Scottish Index of Multiple Deprivation (SIMD) areas will be encouraged to take placements with us. BUSINESS PLAN	East Ayrshire Leisure Trust. East Ayrshire Council schools	Phase 1: Continue to engage and work with existing education partners. Phase 2: Evaluate placement experience and existing partnerships. Phase 3: Identify gaps in partnerships and focus on engaging with schools in SIMD areas. See Aim 8, p.39-42	1-2 work placements annually working with local schools from 2018 onwards.	Number of placements. Feedback	AIM 4, 7/ People	A new work experience on-line platform has been created that will allow greater flexibility for young people in schools. We have registered the Castle as an opportunity on this

<p>Volunteers developed for gallery attendants. Working with Volunteer coordinator within Country Park and also our Training and Development Officer at east Ayrshire Leisure.</p>	<p>East Ayrshire Leisure Trust. Potential volunteers</p>	<p>This will increase the number of 'staff' on site to assist visitors, improve security, etc. and lead to a better managed venue with a better audience experience.</p>	<p>East Ayrshire Leisure Trust</p>	<p>Phase 1: Develop strands of engagement and outcomes. Phase 2: Work with our partners to engage with student volunteers, non-student volunteers and disadvantaged individuals. Phase 3: Strategise the delivery to ensure partnership working with individuals that have different needs and expectations is achieved. Evaluate and progress.</p> <p>See Aim 8, p.39-42</p>	<p>2 volunteers each year supported starting 2018 Post project – 4 volunteers each year would be supported.</p>	<p>Number of placements. Visitor and staff feedback</p>	<p>AIM 4, 7/ People</p>	<p>Volunteers are now engaged as Visitor Experience Assistants, as well as in the Kitchen Garden.</p>
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Volunteers developed from targeted community group from SIMD areas to support the work of the castle.	East Ayrshire Leisure Trust. Potential volunteers	This will increase the number of castle 'champions' in the SIMD communities and help generate deeper understanding of the collections and castle during delivery and post delivery phase.	East Ayrshire Leisure Trust. East Ayrshire Council Vibrant Communities Team	Phase 1: Working across schools, community groups and advertising to attract interest. Phase 2: Look at benefit opportunities for Castle Champions. Put together a Champions Package for different age groups. Phase 3: Deliver and evaluate process, experience, expected outcomes. See Aim 8, p.39-42	10 volunteers each year supported starting 2018. Increased number of people visiting and engaging with the castle from 2015 survey.	Number of people recorded. Greater community engagement from target postcode areas.	AIM 4, 7/ People	As above
Development of a Museums Friends group. A Museums friends group will be developed to work closely with all East Ayrshire Leisure's museum and gallery venues.	East Ayrshire Leisure Trust. Interested service users. All service users.	This will help inform East Ayrshire Leisure and help formulate relevant and interesting future plans and activities.	East Ayrshire Leisure Trust. Interested service users	Phase 1: Ongoing discussions with current consultation groups and other individuals/groups as they come on board during the first development phase. Phase 2: Group formed and mandate agreed. Phase 3: Monitor activities to inform benefits to friends group and to Service, evaluate and develop activities as appropriate. See Aim 8, p.39-42	Group of 12 formed and meets quarterly to inform and test project proposals.	Group involvement and feedback	AIM 4, 7/ People	As above

2. LEARN ABOUT HERITAGE

2. LEARN

<p>All visitors will either read information panels take home information leaflets, visit open access areas, access FutureMuseum, go on a specialist/general tour, or partake in some of the on-site events and activities.</p>	<p>All visitors and service users</p>	<p>Visitors will learn and enjoy the history of Dean Castle, and its residents and collections. This will provide a variety of ways in which visitors can learn and opportunities to do so - reading, watching, playing, verbal, online. Including temporary signage during works.</p>	<p>East Ayrshire Leisure Trust.</p>	<p>Phase 1: Plan learning outcomes and service objectives for displays and interpretation. Phase 2: Develop to industry standards and test with consultation groups. Phase 3: Deliver and install. Evaluation programme underway, future planning.</p>	<p>Phased opening 2018 Keep and 2021 Palace with all interpretation complete. 10 specialist tours developed during 2018 (150 people). For Keep. 20 developed by 2021 (300 people) and 10 each year thereafter attracting 150 people.</p>	<p>Visitor surveys, feedback, visitor numbers</p>	<p>AIM 2, 5, 7, 8 / Heritage</p>	<p>Interactive and high quality interpretation is in place throughout the Castle. This was tested with key stakeholder groups including the Equalities Forum, the Young people's Cabinet and the 'Friends of the Dean' group. Due to delays in opening, we have not yet introduced</p>
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<p>Provision of interactive information points. These will be sited along pathways and throughout the Castle buildings, and give verbal information of the Castle history, and directions / instructions for visitors.</p>	<p>All visitors and service users</p>	<p>Up to date information will help visitors choose what is relevant to their visit on that day, and allow visitors to choose how they want to interact with the Castle on the visit.</p>	<p>East Ayrshire Leisure Trust. External contractors</p>	<p>Phase 1: Planned learning outcomes and service objectives developed in line with display and interpretation. Phase 2: Additional usage such as signposting and layered interpretation developed in discussion with consultation groups. Phase 3: Tested with consultation groups. Deliver and test with visitors. Evaluate.</p>	<p>Installation complete by 2021</p>	<p>Visitor feedback and usage</p>	<p>AIM 2, 5, 8/ Heritage</p>	<p>Installation was completed in March 2023.</p>
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<p>Develop a range of activities for use by schools</p>	<p>Primary and Secondary Schools – including schools within Kilmarnock’s SIMD areas. Home educators and other learning establishments</p>	<p>Working closely with local schools, our Cultural Coordinators, colleagues in the Country Park, and our own education staff, we will develop packages of learning activities that schools will engage with on their visits to the Castle. Schools which lie within Kilmarnock’s Scottish Index of Multiple Deprivation (SIMD) areas will be especially targeted and encouraged to visit.</p>	<p>East Ayrshire Leisure Trust. East Ayrshire Council</p>	<p>Phase 1: Liaise with partners to develop learning objectives of benefit to service and users. Phase 2: Plan a learning programme that is inclusive to individuals with different/challenging needs and engages different age groups with different aspects/area of the castle. Phase 3: Identify resources required to deliver the programme, resolve challenges, and test with user groups. Deliver and evaluate for future programming. Developed based on previous experience, and in close liaison with EAC Schools, Creative Minds team, and EALT staff. Special focus of SIMD area schools.</p>	<p>All schools in SIMD areas of Kilmarnock take part in castle learning programme during 2018. 5 schools each year till 2021 take part in tailored programmes. 2021 onwards 60 schools each year visit castle/park.</p>	<p>School usage and feedback. Behavioural impact assessments.</p>	<p>AIM 5, 7, 8/ Heritage</p>	<p>As well as a school programme of tours, we have introduced children’s ‘corners’ and trails throughout the Castle. The ‘corners’ include a dressing up space and an area with a Lego model of the Castle and some boxes of Lego for children to build their own castle. We have also developed a cartoon knight character and developing a knight’s I-spy trail.</p>
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<p>More objects will be on display than at present. Current building fabric issues have seriously reduced the numbers of items on display to around less than 100</p>	<p>All visitors and service users</p>	<p>New display cases and newly accessible areas will mean that more individual items can be displayed than currently possible. User feedback has indicated that visitors would like to see as many items on display as possible.</p> <p>INTERPRETATION PLAN</p>	<p>East Ayrshire Leisure Trust staff. External suppliers</p>	<p>Phase 1: Feedback received from Focus and Access group forms baseline feeding into themes and stories. Phase 2: Temp display and workshops at Dick Institute will allow more feedback to be gathered from visitors re: castle display. Phase 3: Deliver redispays. Based on user feedback to initial ideas and Interpretation Plan.</p>	<p>Increase by 40% collections displayed from 2013/14 baseline.</p>	<p>Numbers on Display recorded.</p>	<p>AIM 2, 5, 6, 8/ Heritage</p>	<p>A greater number of objects are now on display and are more accessible than before.</p>
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Wider range of objects on display at present	All visitors and service users	<p>Temporary display areas for smaller exhibitions will allow more displays using collections not normally seen. User feedback has indicated that visitors would like to see as many items on display as possible.</p> <p>INTERPRETATION PLAN</p>	East Ayrshire Leisure Trust.	<p>Phase 1: Design display areas to maximize access and develop areas previously not accessible.</p> <p>Phase 2: Plan semi-permanent displays and display related workshops such as object of the month, collection care workshop.</p> <p>Phase 3: Deliver and evaluate. Continue developing activities and events to showcase more objects.</p> <p>Based on user feedback to initial ideas and Interpretation Plan.</p>	One annual exhibition featuring collections not forming part of main display. Starts 2021 and continues after delivery phase.	Exhibitions in place. Visitor feedback	AIM 2, 5, 6, 8/ Heritage	As above
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Translation of written material will be made available where possible – especially for most common visitor nationalities – French, German, Spanish. Also Gaelic	Foreign visitors and users of other languages	Audience analysis indicates a wide-range of international visitors and speakers of other languages. The provision of translations should allow for a better experience for these visitors. BUSINESS PLAN	East Ayrshire Leisure Trust.	Phase 1: Research appropriate companies to provide translation and equipment. Phase 2: Set a project timeline for development and delivery. Phase 3: Deliver and evaluate with visitors. Based on user feedback and experience	Translations made available in French/German/ Spanish/ Gaelic in 2018 and 2021.	Visitor use and feedback	AIM 5, 7, 8 /People	All interpretation is in English. However, all panels have a QR code which provides a facility for translation into any other language.
Disabled access / Virtual tours / hearing loop. An audit of accessibility for the Castle was carried out by the East Ayrshire Council Inclusive Design Advisor in 2015. Recommendations for transport, pathways, parking, ramps, signage, subtitles, hearing loops etc. will form part of the works to be carried out.	All users with access difficulties	The inclusive designs will lead to a more enjoyable and fulfilling visit for people with particular access requirements. BUSINESS PLAN, INTERPRETATION PLAN & ACCESS PLAN	East Ayrshire Council, East Ayrshire Leisure Trust, external contractors	Phase 1: Recommendations from EAC Inclusive Design Advisor approved by Access Panel. Phase 2: Development of additional access platforms and equipment to be carried out by approved contractors. Phase 3: Delivered and evaluated by the Access panel and visitors. Based on Access Audit and feedback from Access Panel	Priority aspects of Accessibility Audit Action Plan addressed and implemented fully by 2021.	Visitor use / Feedback/Access panel approved	AIM 5, 8/ People	The East Ayrshire Equalities Forum were involved at key stages throughout the project. Alterations were made to the design to create a single entry point into the Palace rather than having a separate entry for visitors with accessibility limitations.

<p>Provision of public learning programmes around stonework refurbishment. A series of talks and workshops on the work being carried out on the stonework and mortar will be developed and delivered by the main stonework contractor</p>	<p>Interested service users</p>	<p>This activity will allow interested parties and service users to gain a more detailed picture of the works which are happening, the reasons behind them and their benefits.</p> <p>TRAINING & LEARNING PLAN</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust. External contractors</p>	<p>Phase 1: Delivered to all staff to enable a greater range of output in talks and tours to visitors. Phase 2: Delivered to individuals and groups such as the Access group, Friends group Engage with public and drive visitor interest during the first phase of building work. Will also work with main contractor/HSE to develop, programmes during life of project.</p>	<p>Series of 12 public stonework conservation learning events for 125 people will take place during delivery phase led by specialist contractors and / or main contractor 2017/2021.</p>	<p>Visitor feedback. Uptake. Case studies / projects by learners</p>	<p>AIM 4, 5, 8/ Heritage</p>	<p>As above</p>
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<p>Provision of public learning programmes around collection care. This will be a series of talks and workshops on the work being carried out on the collections in order to prepare them for display.</p>	<p>Interested service users</p>	<p>This activity will allow interested parties and service users to gain a more detailed picture of the works which are happening, the reasons behind them and their benefits.</p>	<p>East Ayrshire Leisure Trust. External contractors</p>	<p>Phase 1: To engage visitors with technical aspects of historic building/museum work, and develop visitor base during the early phase of the project. Phase 2: Drive forward public pride and care in the town's heritage with a sense of ownership. Phase 3: Develop and deliver workshops on collection care to school and higher ed groups. Targeting SIMD area schools.</p> <p>Developed by EALT Collection Care team, Vibrant Communities, Creative Minds team and schools.</p>	<p>Series of 20 talks/workshops will be carried out during 2018 - 2021 around collection care themes linked to the Dean Castle Collections. Attracting 300 people. Programme delivered by Collection Care Team/specialists</p>	<p>Visitor feedback/ increase in those wishing to volunteer.</p>	<p>AIM 4, 5, 8/ Heritage</p>	<p>More detail included in section 8 of this report</p>
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Development of activities and events within the Courtyard space which encourage people to visit and stay, and then explore the Castle	All audiences, but specifically visitors to the park, casual visitors to the area, and existing visitors looking for a reason to come back again.	This activity will encourage people to visit and stay, and then explore the Castle. Particular focus will be given to Kilmarnock's Scottish Index of Multiple Deprivation (SIMD) areas, to encourage visitors from these areas, as it is a free attraction.	East Ayrshire Leisure Trust	<p>Phase 1: Develop a learning programme aimed at different user types.</p> <p>Phase 2: Determine learning objectives for each user type in liaison with schools, consultation groups; target tourist market.</p> <p>Phase 3: Tailor activities to complement the seasons and to connect to the different environments that make the grounds of the Castle.</p> <p>To be developed in liaison with Focus Group, Country Park team and various partners including schools, local business', Castle Champions. Heavy emphasis on Marketing</p>	<p>Launch music event in 2021 for 300 people.</p> <p>Series of 3 free summer afternoon musical events during 2021 attracting 350 people.</p> <p>Re-enactment event aimed at all schools and families from SIMD areas of Kilmarnock during 2021 (1500 young people.)</p> <p>2021 onwards – annual outdoor event programme.</p>	Visitor feedback and impact assessments made. Visitor attendance measured.	AIM 4, 8/ People	More detail included in section 8 of this report. An annual programme of events has also been organised for 2023.
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<p>Access to futuremuseum.co.uk on site (digitised collection resource). A terminal will be sited in the Cellar so that visitors can access our wider digitised collections on futuremuseum.co.uk</p>	<p>East Ayrshire Leisure Trust staff. Visitors and non-visitors</p>	<p>Collections will be made more accessible in an area of the Castle accessible by all. The collections will also be available online for non-visitors</p>	<p>East Ayrshire Leisure Trust</p>	<p>Phase 1: develop brief for designers to develop FM and to ensure it meets modern interoperability standards. Phase 2: Research the development of the terminal to host online exhibitions, object of the month, learning activity outcomes, virtual tour of site. Phase 3: Deliver further developments and/or explore further opportunities for showcasing more collections not on display.</p>	<p>Future Museum access point installed in the Keep by 2018</p>	<p>Visitor usage. Visitor feedback</p>	<p>AIM 5, 6, 8/ Heritage</p>	<p>Futuremuseum is currently being redesigned. This will be completed in 2023 and will be included once this work is complete.</p>
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<p>Development of a Museums Friends group. A Museums Friends group will be developed to work across all East Ayrshire Leisure Trust museum and gallery venues.</p>	<p>East Ayrshire Leisure Trust. Interested service users. All service users</p>	<p>This will help inform East Ayrshire Leisure Trust and help formulate future plans and activities</p>	<p>East Ayrshire Leisure Trust. Interested service users</p>	<p>Phase 1: Ongoing discussions with current consultation groups and other individuals/groups as they come on board during the first development phase. Phase 2: Group formed and mandate agreed. Phase 3: Monitor activities to inform benefits to friends group and to Service, evaluate and develop activities as appropriate.</p> <p>See Aim 8, p.39-42</p>	<p>Group of 12 people formed with quarterly meetings held at the Dick Institute during delivery phase and at Dean Castle post completion.</p>	<p>Group involvement and feedback</p>	<p>AIM 4, 7, 8/ Heritage</p>	<p>The 'Friends of the Dean' group that was established as part of the Parks for People project has been expanded to include the museum</p>
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3. CHANGED THEIR ATTITUDE AND/OR BEHAVIOUR

<p>Design a more coherent and intuitive entrance to the Castle. Visitors will enter the Castle area through the main gateway, rather than the existing gate. This will include temporary signage during works.</p>	<p>All visitors and service users</p>	<p>Pathways and signage will assist visitors to navigate the venue in a much easier way.</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust. External contractors</p>	<p>Phase 1: Revised entrance/exit development in consultation with Focus and Access groups. Phase 2: Prepare and deliver temporary signage and pathways. Evaluate. Phase 3: Staff delivering face to face information to visitors; able to utilize new knowledge from workshops on the stone and building works.</p> <p>Developed with feedback from Focus Group and Access Panel, and will be tested with same.</p>	<p>Complete new entrance and link with park by 2021</p>	<p>Visitor usage. Visitor feedback. Staff feedback</p>	<p>AIM 3,8/ People</p>	<p>The entrance to the Castle is now at the front, making it easier for people to access the courtyard. This is much clearer with wayfinding from the car park.</p>
<p>New areas opened to the public e.g. Battlements, Cellar. The provision of access to the battlements and to the Keep Cellar will be a key part of the redevelopment plans.</p>	<p>All visitors and service users</p>	<p>Questionnaire feedback has demonstrated the desire amongst visitors to access areas of the castle currently not publicly accessible.</p> <p>BUSINESS PLAN, INTERPRETATION PLAN and ACCESS PLAN</p>	<p>East Ayrshire Leisure Trust</p>	<p>Phase 1: Development and delivery of interactives, interpretation and redisplay. Phase 2: Development and delivery of learning programmes that utilise previously non-accessible areas, consulting with local groups and interested parties in future development ideas/concepts. Phase 3: Delivery and evaluation; future developmental plans</p>	<p>Work completed by 2018 and opened to the public.</p>	<p>Visitor usage. Visitor feedback. Staff feedback</p>	<p>AIM 2, 5, 8 /People</p>	<p>Open access is now included rather than public tours, giving more people greater access to the Castle.</p>

3.

<p>Seating and activities in Courtyard. Design and installation of seating, pathways and provision of play (dressing up) equipment in the Courtyard. Programme of events and activities to encourage people into the Courtyard</p>	<p>All visitors and service users, including residents within Kilmarnock's Scottish Index of Multiple Deprivation (SIMD) areas</p>	<p>Will encourage visitors to stay longer and provide a space to be before and after visiting the buildings, and to provide a more interesting and useful environment for visitors. Kilmarnock's Scottish Index of Multiple Deprivation (SIMD) areas will be especially targeted.</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust. External contractors</p>	<p>Phase 1: Develop a learning programme aimed at different user types. Design seating sympathetic to the surround. Phase 2: Determine learning objectives for each user type in liaison with schools, consultation groups; target tourist market. Test and install seating. Phase 3: Tailor activities to complement the seasons and to connect to the different environments that make the grounds of the Castle. To be developed in liaison with Focus Group, and various partners including schools, Castle Champions. Heavy emphasis on Marketing</p>	<p>Work completed by 2021. Launch music event in 2021 for 300 people. Series of 3 free summer afternoon musical events during 2021 attracting 350 people. Re-enactment event aimed at all schools and families from SIMD areas of Kilmarnock during 2021 (1500 young people.) 2021 onwards – annual outdoor event</p>	<p>Visitor feedback and impact assessments made. Visitor attendance measured.</p>	<p>AIM 3, 5, 7, 8/ People</p>	<p>An annual programme of events will take place to showcase the courtyard.</p>
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Information online regarding the Castle, opening times, etc. Accurate and relevant information on the Castle and its services will continue to be made available online. Opportunity for visitor feedback	All visitors and service users	This will assist visitors to plan their visit and to have a more enjoyable experience. This will also allow visitors and non-visitors to feed back directly to East Ayrshire Leisure Trust BUSINESS PLAN	East Ayrshire Leisure Trust	Phase 1: Develop and deliver interactive station/ Futuremuseum in basement. Phase 2: Develop and deliver additional service activities online to include workshop outcomes, online exhibitions. Phase 3: Develop opportunities to include visitor feedback in the form of blogs, tweets. Deliver info on Facebook account. Marketing activity, using Vibrant Communities networks	Create dedicated content on eastayrshireleisure.com by 2017 to inform and advertise activities/events/developments.	Visitor usage. Visitor feedback. Staff feedback	AIM 5, 8 / People	A new website deancastlecountrypark.co.uk has been set up to provide dedicated information for the site.
Audiences will be kept up to date with the latest information on the project through targeted e-mails, newsletters, press releases, etc. Latest information and stories on the Castle refurbishment, and events will be made available to audiences via targeted e-mails, newsletters, press releases, etc.	All visitors and service users, and non-users, including residents of Kilmarnock's Scottish Index of Multiple Deprivation (SIMD) areas	This will allow visitors and other interested parties to keep up to date with developments, events etc. Residents of Kilmarnock's Scottish Index of Multiple Deprivation (SIMD) areas will be especially targeted. BUSINESS PLAN	East Ayrshire Leisure Trust, Vibrant Communities	Phase 1: Liaise with consultation groups and visitors to ascertain expectations in receiving information. Phase 2: Revise and develop database of audiences. Phase 3: Revise marketing information and activities and target individuals/groups with specific info related to their interests in the service.	Create dedicated content on eastayrshireleisure.com by 2017 to inform and advertise activities/events/developments and update daily.		AIM 5, 8 / People	ongoing

<p>Development of a Museums Friends group. A Museums friends group will be developed to work closely with all East Ayrshire Leisure's museum and gallery venues.</p>	<p>East Ayrshire Leisure Trust. Interested service users. All service users.</p>	<p>This will help inform East Ayrshire Leisure Trust to formulate relevant and interesting future plans and activities. Many people have expressed an interest through audience feedback in taking part in such a group.</p>	<p>East Ayrshire Leisure Trust. Interested service users</p>	<p>Phase 1: Ongoing discussions with current consultation groups and other individuals/groups as they come on board during the first development phase. Phase 2: Group formed and mandate agreed. Phase 3: Monitor activities to inform benefits to friends group and to Service, evaluate and develop activities as appropriate.</p> <p>See Aim 8, p.39-42</p>	<p>Group formed and meeting regularly</p>	<p>Group involvement and feedback</p>	<p>AIM 5, 7, 8 / People</p>	<p>The 'Friends of the Dean' group that was established as part of the Parks for People project has been expanded to include the museum</p>
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4 HAD AN ENJOYABLE EXPERIENCE

<p>All visitors should have an enjoyable experience. Through the wider project we aim to give all visitors an enjoyable and worthwhile experience</p>	<p>All visitors and service users</p>	<p>This should encourage return visits and word of mouth advertising</p>	<p>East Ayrshire Leisure Trust</p>	<p>Phase 1: Programming of interpretation, display, learning programme and revised signage and pathways in liaison with Focus and Access groups; and with consultation groups and visitors to the site and to the redisplay at the Dick Institute during the first phases of the project. Phase 2: Deliver and evaluate each phase, test back to consultation groups. Phase 3: Flexible approach to monitoring and developing activities to ensure a top class service is maintained and visitor return.</p>	<p>Partial opening of Keep in 2018 and Palace 2021</p>	<p>Visitor surveys, Feedback. Staff feedback</p>	<p>AIM 5 / People</p>	<p>Section 9 of this report provides detail and feedback from visitor surveys</p>
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4. HAD AN

<p>Improved and clear signage and pathways throughout the Castle and park. This will include temporary signage during works.</p>	<p>All visitors and service users</p>	<p>Clear directional and information signage will enhance the visitor experience and allow people to plan their visit better, and navigate the park and Castle effectively.</p> <p>INTERPRETATION PLAN & ACCESS PLAN</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust. External contractors</p>	<p>Phase 1: Revised entrance/exit development in consultation with Focus and Access groups. Phase 2: Prepare and deliver temporary signage and pathways. Evaluate. Phase 3: Develop and deliver permanent pathways and signage. Staff delivering face to face information to visitors; able to utilise new knowledge from workshops on the stone and building works. Interpretation and interactives to support. Developed with feedback from Focus Group and Access Panel, and will be tested with same.</p>	<p>Design, production and installation complete by 2018/2021</p> <p>Increased visitor numbers each year from 2021 onwards with as 60,000 target and increasing 2% thereafter each year.</p>	<p>Completion. Visitor feedback and behaviour/ access panel</p>	<p>AIM 2, 3, 5 /People</p>	<p>Interpretation was designed to form a seamless transition from Park to Castle</p>
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<p>Development of activities and events within the Courtyard space which encourage people to visit and stay, and then explore the Castle</p>	<p>All audiences, but specifically visitors to the park, casual visitors to the area, and existing visitors looking for a reason to come back again.</p>	<p>This activity will encourage people to visit and stay, and then explore the Castle. Particular focus will be given to Kilmarnock's Scottish Index of Multiple Deprivation (SIMD) areas, to encourage visitors from these areas, as it is a free attraction.</p>	<p>East Ayrshire Leisure Trust</p>	<p>Phase 1: Develop a learning programme aimed at different user types. Phase 2: Determine learning objectives for each user type in liaison with schools, consultation groups; target tourist market. Phase 3: Tailor activities to complement the seasons and to connect to the different environments that make the grounds of the Castle. To be developed in liaison with Focus Group, and various partners including schools, Castle Champions. Heavy emphasis on Marketing</p>	<p>Launch music event in 2021 for 300 people. Series of 3 free summer afternoon musical events during 2021 attracting 350 people. Re-enactment event aimed at all schools and families from SIMD areas of Kilmarnock during 2021 (1500 young people.) 2021 onwards – annual outdoor event. Series of small activities and events across the site during tourist season aimed at families but available to all.</p>	<p>Visitor feedback and impact assessments made. Visitor attendance measured.</p>	<p>AIM 4, 8/ People</p>	<p>An annual programme of events will take place to showcase the Courtyard.</p>
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<p>Clearance of hedges, fences and trees creating better views of the Castle from front and rear</p>	<p>All visitors and service users</p>	<p>This should create a more well-managed and enjoyable environment for visitors.</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust. External contractors</p>	<p>Phase 1: Agreed objective in consultation with Focus and Access groups is to develop the green areas back to De Walden's original plans. Phase 2: Objective needs to be interpreted to audiences through interactives, leaflets and staff. Phase 3: Liaise with contractors, Countryside team (Parks for People project) to achieve this goal. Ensure a connection in all visitor engagement between the castle history and castle grounds.</p>	<p>Project completed 2021.</p>	<p>Visitor usage. Visitor feedback.</p>	<p>AIM 3 / People</p>	<p>The landscaping provides a clear view of the Castle</p>
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5.VOLUNTEERED TIME

<p>Textile Team. 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. A dedicated workshop space will be refurbished for this group</p>	<p>Volunteers, visitors staff and interested parties</p>	<p>The Textile Team will be able to continue to conserve historic textiles, and to create new replicas for display / education for the benefit of visitors. The group is also an extremely important learning and volunteering opportunity for the members of the team</p> <p>BUSINESS PLAN</p>	<p>East Ayrshire Leisure Trust. Textile Team volunteers/ Creative Minds/ Vibrant Communities</p>	<p>Phase 1: Liaise with Creative Minds and Vibrant Communities to work with individuals/groups from SIMD areas. Phase 2: Develop the Volunteer programme to explore opportunities for volunteer expansion. Phase 3: Develop and deliver workshops where young people can learn practical skills from experienced volunteers/ practitioners.</p> <p>See Aim 8, p.39-42</p>	<p>Increase the number of volunteers from 14 to 18 by 2021.</p> <p>Workshop space will be created by 2018/19</p>	<p>Amount of Volunteers/ hours recorded. Conservation of textiles completed by 2020.</p>	<p>AIM 4, 6, 8 / People</p>	<p>The Textile Team continued to operate throughout and were involved in the conservation of the tapestries and textiles before they were brought back to the Castle. There are now 20 members.</p>
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5.

<p>Volunteers developed for gallery attendants. Working with Volunteer coordinator within Country Park and also our Training and Development Officer at East Ayrshire Leisure Trust.</p>	<p>East Ayrshire Leisure Trust. Potential volunteers</p>	<p>This will increase the number of 'staff' on site to assist visitors, improve security, etc. and lead to a better managed venue with a better audience experience.</p> <p>BUSINESS PLAN</p>	<p>East Ayrshire Leisure Trust. Ayrshire College</p>	<p>Phase 1: Develop strands of engagement and outcomes.</p> <p>Phase 2: Work with our partners to engage with student volunteers, non-student volunteers and disadvantaged individuals.</p> <p>Phase 3: Strategise the delivery to ensure partnership working with individuals that have different needs and expectations is achieved. Evaluate and progress.</p> <p>See Aim 8, p.39-42</p>	<p>2 volunteers each year supported starting 2018</p> <p>Post project – 4 volunteers each year would be supported.</p>	<p>Number of placements. Visitor and staff feedback</p>	<p>AIM 4, 7/ People</p>	<p>Visitor Experience and Kitchen Garden volunteers have been appointed. 12 volunteers are supported.</p>
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Volunteers developed from within SIMD communities in Kilmarnock to help promote knowledge of the Castle in the communities.	East Ayrshire Leisure Trust. Potential volunteers	This will increase the number of people in the SIMD communities with a good knowledge of the Castle and will also help to support school group development from these areas by providing support during visits.	East Ayrshire Leisure Trust. Vibrant Communities	Phase 1: Working across schools, community groups and advertising to attract interest. Phase 2: Look at benefit opportunities for Castle Champions / Put together a Champion package for different age groups. Phase 3: Deliver and evaluate process, experience, and expected outcomes. See Aim 8, p.39-42	10 volunteers each year supported starting 2018	Visitor feedback and increase in usage from SIMD areas.	AIM 4, 7/ People	As above
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<p>Volunteers developed for audience research/marketing. Working with Volunteer coordinator within Country Park and also our Training and Development Officer at East Ayrshire Leisure.</p>	<p>East Ayrshire Leisure Trust. Potential volunteers</p>	<p>This will support our research and a marketing of the venue and will help to improve our understanding of visitors needs.</p>	<p>East Ayrshire Leisure Trust. Ayrshire College</p>	<p>Phase 1: Develop strands of engagement and outcomes. Phase 2: Work with our partners to engage with student volunteers, non-student volunteers and disadvantaged individuals. Phase 3: Strategise the delivery to ensure partnership working with individuals that have different needs and expectations is achieved – through training workshops in audience research, marketing and data gathering. Phase 4: Monitor work programme/progress of volunteer/ and analyse data being collected. See Aim 8, p.39-42</p>	<p>2 volunteers each year supported starting 2018 Post project – 2 volunteers each year would be supported.</p>	<p>Number of placements. Visitor and staff feedback</p>	<p>AIM 4, 7/ People</p>	<p>As above</p>
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<p>Work experience. We will continue to work with local schools to offer work experience placements for S4 students.</p>	<p>East Ayrshire Leisure Trust. Potential work experience placements, including schools in SIMD areas</p>	<p>This will give pupils a wide view of museum work. School pupils within Kilmarnock's Scottish Index of Multiple Deprivation (SIMD) areas will be encouraged to take placements with us.</p>	<p>East Ayrshire Leisure Trust. East Ayrshire Council schools/ Ayrshire College</p>	<p>Phase 1: Continue to engage and work with existing education partners. Phase 3: Evaluate placement experience and existing partnerships. Phase 3: Identify gaps in partnerships and focus on engaging with schools in SIMD areas.</p> <p>See Aim 8, p.39-42</p>	<p>1-2 work placements annually</p>	<p>Number of placements. Feedback</p>	<p>AIM 4 / People</p>	<p>This will be developed in 2023 in partnership with colleagues in education</p>
<p>Collections Volunteers. We will offer placements for volunteers throughout the service where this is practical and appropriate.</p>	<p>East Ayrshire Leisure Trust. Potential volunteers</p>	<p>This will have benefits for not only the volunteer and their personal development and training, but also for the organisation through collections care work with focus on recording and digitizing material.</p>	<p>East Ayrshire Leisure Trust. Ayrshire College. Universities</p>	<p>Phase 1: Continue to engage and work with existing education partners; retired professionals and local groups. Phase 2: Evaluate placement experience and benefits to service. Phase 3: Develop short term and long term placements to deliver a flexible service with a transparent process in place.</p> <p>See Aim 8, p.39-42</p>	<p>Offer 2 volunteer placements each year from 2018 onwards.</p>	<p>Number of placements. Feedback</p>	<p>AIM 4, 6, 7 / People</p>	<p>As above</p>

Development of a Museums Friends group. A Museums friends group will be developed to work closely with all East Ayrshire Leisure Trust's museum and gallery venues.	East Ayrshire Leisure Trust. Interested service users. All service users.	This will help inform East Ayrshire Leisure Trust and help formulate relevant and interesting future plans and activities.	East Ayrshire Leisure Trust. Interested service users	Phase 1: Ongoing discussions with current consultation groups and other individuals/groups as they come on board during the first development phase. Phase 2: Group formed and mandate agreed. Phase 3: Monitor activities to inform benefits to friends group and to Service, evaluate and develop activities as appropriate. See Aim 8, p.39-42	Group of 12 formed and meets quarterly to inform and test project proposals.	Group involvement and feedback	AIM 4, 7/ People	The 'Friends of the Dean' group that was established as part of the Parks for People project has been expanded to include the museum
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OUTCOMES FOR COMMUNITIES

I. NEGATIVE ENVIRONMENTAL IMPACTS WILL BE REDUCED

Installation of new museum and gallery standard LED lighting systems	East Ayrshire Council. East Ayrshire Leisure Trust, all visitors and service users	Improved lighting levels and control will lead to energy efficiency, as well as better quality exhibition displays, and a bearing on the health and safety of staff and visitors. BUSINESS PLAN, INTERPRETATION PLAN	East Ayrshire Leisure Trust staff. External supplier	Phase 1: Liaise with system providers to ascertain product and cost. Phase 2: Set project timeline for install. Phase 3: Install and means test with consultation groups.	Energy consumption reduces and environmental condition improves. Keep lighting installed by 2018. Palace lighting installed by 2021.	Monitoring of collections and improved energy efficiency.	AIM 2, 6/ Heritage	Lighting upgraded
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<p>Better building fabric</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust, all visitors and service users</p>	<p>The stonework and other building fabric repairs will lead to better environmental conditions and improved energy performance</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust. External contractors</p>	<p>Phase 1: Contractor will train all staff in detail of building works. Phase 2: Activity in Phase 1 allows staff to engage directly with visitors on building work, environmental impact and reasons therein Phase 3: Continual monitoring of building fabric and, as well as developing, engagement/interpretation activities.</p>	<p>Internal environment allows collections to be installed by 2018 in keep and 2021 in Palace.</p>	<p>Daily and annual monitoring recording and comparison.</p>	<p>AIM 1, 2/ Communities</p>	<p>The building fabric work was carried out with regular inspections by the Scottish Lime Mortar Trust and HES.</p>
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2.MORE PEOPLE AND A WIDER RANGE OF PEOPLE WILL HAVE ENGAGED WITH HERITAGE

Users and non-users to be identified through audience development activities	Users and non-users, with a target of residents in Kilmarnock's SIMD areas	This will assist in understanding the needs and expectations of audiences.	East Ayrshire Leisure Trust	<p>Phase 1: Develop annual survey questions and vehicle for distribution.</p> <p>Phase 2: Analyse data and combine with data received from other evaluation activities.</p> <p>Phase 3: Flexible approach to programming to identify gaps in visitor engagement; to identify success and develop/deliver accordingly.</p>	Annual survey carried out in 2018 and 2021 and thereafter every two years to understand audience profile.	Visitor Feedback and change in audience profile.	AIM 5, 8 / Communities	Survey results included in section 9 of this report
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<p>Provision of public learning programmes around collection care. This will be a series of talks and workshops on the work being carried out on the collections in order to prepare them for display.</p>	<p>Interested service users</p>	<p>This activity will allow interested parties and service users to gain a more detailed picture of the works which are happening, the reasons behind them and their benefits.</p>	<p>East Ayrshire Leisure Trust. External contractors</p>	<p>Phase 1: A series of talks given on-site and off-site Phase 2: Practical workshops focusing on areas of collection care; and visitor feedback received on the collection display at the Dick Institute Phase 3: Follow up workshops /tours/talks on-site following re-furb/display.</p>	<p>Series of 20 talks/workshops will be carried out during 2018 - 2021 around collection care themes linked to the Dean Castle Collections. Programme delivered by Collection Care Team/specialists. Attracting 300 people.</p>	<p>Visitor feedback/ increase in those wishing to volunteer.</p>	<p>AIM 4, 5, 8 / Heritage</p>	<p>Talks and workshops were organised as well as 'sneak peek' and 'behind the scenes' tours before opening</p>
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Develop a range of learning packs for use by schools	Primary and Secondary Schools. Home Educators and other learning establishments	Working closely with local schools (especially those in residents of Kilmarnock's Scottish Index of Multiple Deprivation (SIMD) areas), our Cultural Coordinators, our colleagues in the Country Park, and our own education staff we will develop packages of learning activities that schools will engage with on their visits to the Castle.	East Ayrshire Leisure Trust. East Ayrshire Council	Phase 1: Using current packs as a base for development. Phase 2: Liaise with teachers to ascertain learning needs and outcomes, activities and levels of learning. Phase 3: Develop packs, targeting specific age rager, children with specific needs, and children from disadvantaged backgrounds. To be developed based on experience, and in close liaison with EAC Schools, Creative Minds team, and EALT staff. Special focus of SIMD area schools.	One Education Pack developed to cover building conservation. One Education Pack developed to cover the castle and its collections.	School usage and feedback	AIM 5, 7, 8 / Heritage	On-line downloadable resources are being developed
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<p>Provision of specialist subject conference focused on musical instruments providing research and development opportunities for delegates.</p>	<p>Specialists</p>	<p>This will help to increase our knowledge of the collections, raise their profile and assist researchers and specialist gain more knowledge, and increase the reputation and importance of collections</p>	<p>East Ayrshire Leisure Trust. University of Edinburgh</p>	<p>Phase 1: Target specific audience with focus on higher education students and researchers. Phase 2: Partnership work with Edinburgh University – Recognised Collections to develop an event that extends beyond the town. Phase 3: Continual partnership working with Edinburgh Uni to engage audiences/specialists further afield. Collection Care activity in liaison with subject specialist networks and other Recognition holders.</p>	<p>Conference takes place 2021. 50 delegates attend one day event at Dean Castle with range of speakers.</p>	<p>Delegate Feedback and delegate numbers achieved.</p>	<p>AIM 5, 7, 8 /People</p>	<p>This wasn't organised due to Covid.</p>
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<p>Development of a Museums Friends group. A Museums Friends group will be developed to work closely with all East Ayrshire Leisure Trust museum and gallery venues.</p>	<p>East Ayrshire Leisure Trust. Interested service users. All service users</p>	<p>This will help inform East Ayrshire Leisure Trust and help formulate future plans and activities</p>	<p>East Ayrshire Leisure Trust. Interested service users</p>	<p>Phase 1: Ongoing discussions with current consultation groups and other individuals/groups as they come on board during the first development phase. Phase 2: Group formed and mandate agreed. Phase 3: Monitor activities to inform benefits to friends group and to Service, evaluate and develop activities as appropriate.</p> <p>See Aim 8, p.39-42</p>	<p>Group of 12 people formed with quarterly meetings held at the Dick Institute during delivery phase and at Dean Castle post completion.</p>	<p>Group involvement and feedback</p>	<p>AIM 4, 7, 8 / Heritage</p>	<p>The 'Friends of the Dean' group that was established as part of the Parks for People project has been expanded to include the museum</p>
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<p>Range of marketing activities designed to learn more about and target our audiences. Outlined in detail in Business Plan – Appendix 3</p>	<p>East Ayrshire Leisure Trust. Interested service users. All service users.</p>	<p>This will help inform East Ayrshire Leisure to better target our current and potential audiences, and develop smarter ways to target these groups, especially residents living in Kilmarnock's Scottish Index of Multiple Deprivation areas(SIMD)</p>	<p>East Ayrshire Leisure Trust. Vibrant Communities</p>	<p>Phase 1: Develop detailed data on existing databases to enable a targeted approach across different service activities. Phase 2: Use existing marketing data and Vibrant Communities networks to develop a marketing plan targeting different areas of East Ayrshire. Phase 3: Activity is delivered and links in with marketing workshop outcomes, online, blogs, Facebook page as well as more traditional marketing tools. Evaluation means determines success of marketing activities.</p>	<p>2017 – printing scrim for building. Leaflet printed. 2018/21 – launch event and venue information packs, advertising/online marketing.</p>	<p>Increase in visitor numbers/ awareness raised of Dean Castle through surveys</p>	<p>AIM 5, 7, 8 / Heritage</p>	<p>The graduate interns were responsible for engaging social media marketing throughout the project</p>
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<p>Provision of public learning programmes around stonework refurbishment. A series of talks and workshops on the work being carried out on the stonework and mortar will be developed and delivered by the main stonework contractor</p>	<p>Interested service users</p>	<p>This activity will allow interested parties and service users to gain a more detailed picture of the works which are happening, the reasons behind them and their benefits.</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust. External contractors</p>	<p>Phase 1: Delivered to all staff to enable a greater range of output in talks and tours to visitors. Phase 2: Delivered to individuals and groups such as the Access group, Friends group Engage with public and drive visitor interest during the first phase of building work.</p> <p>To be developed through HSE and main stonework contractor (still to be appointed) in liaison with EAC Property and Planning.</p>	<p>Series of 12 public stonework conservation learning events for 125 people will take place during delivery phase led by specialist contractors /and or main contractor 2017/2021.</p>	<p>Visitor feedback. Uptake. Case studies / projects by learners</p>	<p>AIM 4, 5, 8 / Heritage</p>	<p>As outlined in learning and engagement section of this report</p>
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3. LOCAL AREA/COMMUNITY WILL BE A BETTER PLACE TO VISIT

<p>Events and exhibitions</p>	<p>All visitors and service users</p>	<p>Regular programme of exhibitions and events will create opportunities for entertainment and learning, by visitors from local areas and further afield</p>	<p>East Ayrshire Leisure Trust</p>	<p>Phase 1: Staff research and develop a programme using feedback from Dick Institute. display and consultation groups. Phase 2: Deliver first exhibition and parallel activities with evaluation. Phase 3: Develop exhibition programme in context of evaluation from previous – both on-site & online. Develop a ‘star object of the month’ display based directly on visitor feedback from display at the Dick Institute / compliment future exhibitions with possible loans. Collection Care led, but to be developed in liaison with Focus Group and various partners including schools</p>	<p>One temporary exhibition delivered each year supported by event programme and annual redisplay programme.</p>	<p>Visitor numbers and feedback</p>	<p>AIM 2, 7, 8/ Communities</p>	<p>As outlined in learning and engagement section of this report</p>
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<p>Repair of building fabric – stonework and mortar</p>	<p>East Ayrshire Council. East Ayrshire Leisure Trust, all visitors and service users</p>	<p>Building fabric will be in better condition and buildings will look better. Scaffolding and temporary safety fencing will be removed and whole venue will be a much more attractive and secure environment. BUSINESS PLAN</p>	<p>East Ayrshire Council and East Ayrshire Leisure Trust staff. External contractors</p>	<p>Phase 1: Accredited stakeholders consulted Phase 2: works commissioned and apprenticeship programme established through advert. Stonework conservation workshop programmed developed in association with HES and schools/professionals/public. Phase 3: Unveiling of a historic building that is safe and preserved for future generations.</p>	<p>Building fabric consolidated and repaired by 2021</p>		<p>AIM 1 / Communities</p>	<p>The building fabric work was carried out with regular inspections by the Scottish Lime Mortar Trust and HES.</p>
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Development of a 5-Star visitor attraction. Working with Visit Scotland, and in conjunction with the Country Park, the venue will become a 5-star visitor attraction	All visitors and service users	This will demonstrate the quality of the site and experience to visitors and potential visitors. BUSINESS PLAN	East Ayrshire Leisure Trust East Ayrshire Council. VisitScotland	Phase 1: Building, Facilities, Signage and physical access improvement. Phase 2: Display and interpretation of collections. Phase 3: Delivery of learning programmes against the backdrop of flexible changing displays, improved grounds and dedicated visitor and audience engagement strategy across the many areas of EAC.	5 star grading achieved and maintained by 2021	Visitor numbers and feedback	AIM 5, 8 / Communities	Work is ongoing with VisitScotland and assessment is scheduled for 2024
Castle refurbishment and modernisation	All visitors and service users	Castle fully opened with annual redisplay and exhibition programme supported by events and enhanced marketing.	East Ayrshire Leisure Trust. East Ayrshire Council	Phase 1: Building works and landscaping achieved within deadline. Phase 2: Engagement – Redisplays and interpretation delivered by deadline. Phase 3: Ongoing evaluation and development of exhibition and learning programmes, volunteer programme, visitor engagement.	Increase visitor numbers from 24,000 to 60,000 as a result of the project by 2021. Increase visitor numbers by 2% each year thereafter.	Visitor numbers recorded and feedback received. Visit Scotland spend figures reported.	AIM 2, 7, 8 / Communities	Over 35,000 people have visited the Castle in the first 12 weeks of opening

Users and non-users identified through audience development activities including surveys, feedback, targeted audiences, electronic mailing	Users and non-users	This will assist in understanding the needs and expectations of audiences.	East Ayrshire Leisure/Vibrant Communities /EAC	Phase 1: Develop detailed data on existing databases to enable a targeted approach across different service activities. Phase 2: Critique existing marketing activities / analyse existing marketing data and Vibrant Communities networks to develop a marketing plan targeting different areas of East Ayrshire. Phase 3: Activity is delivered and links in with marketing workshop outcomes, online, blogs, Facebook page as well as more traditional marketing tools.	Annual audience surveys, feedback gathered, and survey produced.	Visitor Feedback/survey report	AIM 5, 8 / Communities	Survey results and feedback outline in section 9 below
Programme of events and exhibitions within the Castle and courtyard. A range of varied events and exhibitions.	Visitors	Visitor base will be increased by the provision of events and exhibitions for people who may not normally visit, and to encourage return visits.	East Ayrshire Leisure	Phase 1: Develop a learning programme aimed at different user types. Phase 2: Determine learning objectives for each user type in liaison with schools, consultation groups; target tourist market. Phase 3: Tailor activities to complement the seasons and to connect to the different environments that make the grounds of the Castle.	One temporary exhibition delivered each year supported by event alongside annual redisplay.	Visitor numbers and feedback	AIM 5, 7, 8 / Communities	ongoing

Development of a Museums Friends group. A Museums friends group will be developed to work closely with all East Ayrshire Leisure museum and gallery venues.	East Ayrshire Leisure. Interested service users. All service users	This will help inform East Ayrshire Leisure and help formulate future plans and activities	East Ayrshire Leisure. Interested service users	Phase 1: Ongoing discussions with current consultation groups and other individuals/groups as they come on board during the first development phase. Phase 2: Group formed and mandate agreed. Phase 3: Monitor activities to inform benefits to friends group and to Service, evaluate and develop activities as appropriate. See Aim 8, p.39-42	Group of 12 people formed with quarterly meetings held at the Dick institute during delivery phase and at Dean Castle post completion.	Group involvement and feedback	AIM 4, 7, 8 / Heritage	The 'Friends of the Dean' group that was established as part of the Parks for People project has been expanded to include the museum
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4. Restoration of the Buildings

Monthly meetings took place through the programme to monitor the restoration works and the capital programme. CBC Stone were appointed as main contractor for the full project. In March 2020, the site had to close down due to the restrictions imposed by the Covid-19 pandemic. Unfortunately during this time, the contractor also went into administration and the project was paused for nearly a year, with a new contractor back on site in February 2021 and stonemasons returning in March 2021. The new contractor was CBC Stone Restoration with a number of key personnel from the previous company still involved in the project. CBC Stone Restoration also took over the modern apprenticeship programme.

During 2021, there continued to be restrictions related to the pandemic, so the programme was slower than expected. Handover was achieved in September 2021. Due to the nature of the building, there were a number of additional works that were identified throughout that added to the scope of the project. These included:

- The discovery of extensive rot within the corbels and ridges in the fighting gallery. Rot work was undertaken and the ridge copes were pointed
- The Banqueting Hall ceiling was identified for replacement to avoid the risk of collapse during and after works. In order to maintain the integrity of the ceiling, specialist plasterers were commissioned to take a mould of the ceiling so that they could accurately make and install a replica.
- The requirement for the installation of a whole new water main was identified fairly early on in the programme. This work had to be tendered separately and it was agreed that this could be allocated to contingency as it is a critical part of the fire prevention and management system for the site.

- All wood panelling and wooden surfaces throughout were treated with intumescent paint to improve the fire strategy further.
- Creation of an education centre within the laundry buildings. During the works to the laundry buildings, extensive rot was discovered in the roof. Unfortunately during lockdown and with no presence on site, this exacerbated and the roof collapsed. This gave us an opportunity to rethink these spaces and we have now created 2 flexible spaces that can be used for educational visits, workshops, temporary exhibitions and meetings.



5. Internal Modernisation and Display

The priorities for the internal modernisation and display was to increase physical and conceptual access to the Castle; increase accessibility and visitor engagement; increase the scope and range of collections on display and introduce a new lighting and environmental control scheme. BrightWhite was commissioned to implement the interpretation strategy and create static interpretation panels, a virtual tour, sound interactives and animations to tell key aspects of the Castle's story. BrightWhite also commissioned bespoke cradles for the collections and designed the object labels for each case. The interpretation was a focus of our liaison with the East Ayrshire Equalities Forum and the Young People's Cabinet.

In developing the sound interactives and the animations, it was important for us to develop local partnerships. We asked Steven Cree, who is a Kilmarnock born actor and a star of Outlander to record the voiceover for the animations. Steven was delighted to help and spent several days with BrightWhite in a recording studio for us. This gives the animations more of a sense of place and allows us to make more of the links with Outlander.

As part of the development of the sound interactives, we were incredibly lucky to work with the Royal Conservatoire for Scotland. RCS has experts in medieval musical instruments and composition and were able to identify some pieces of music that would link with the era and of our musical instrument collections. Students from RCS recorded these pieces of music and they now form part of the displays.

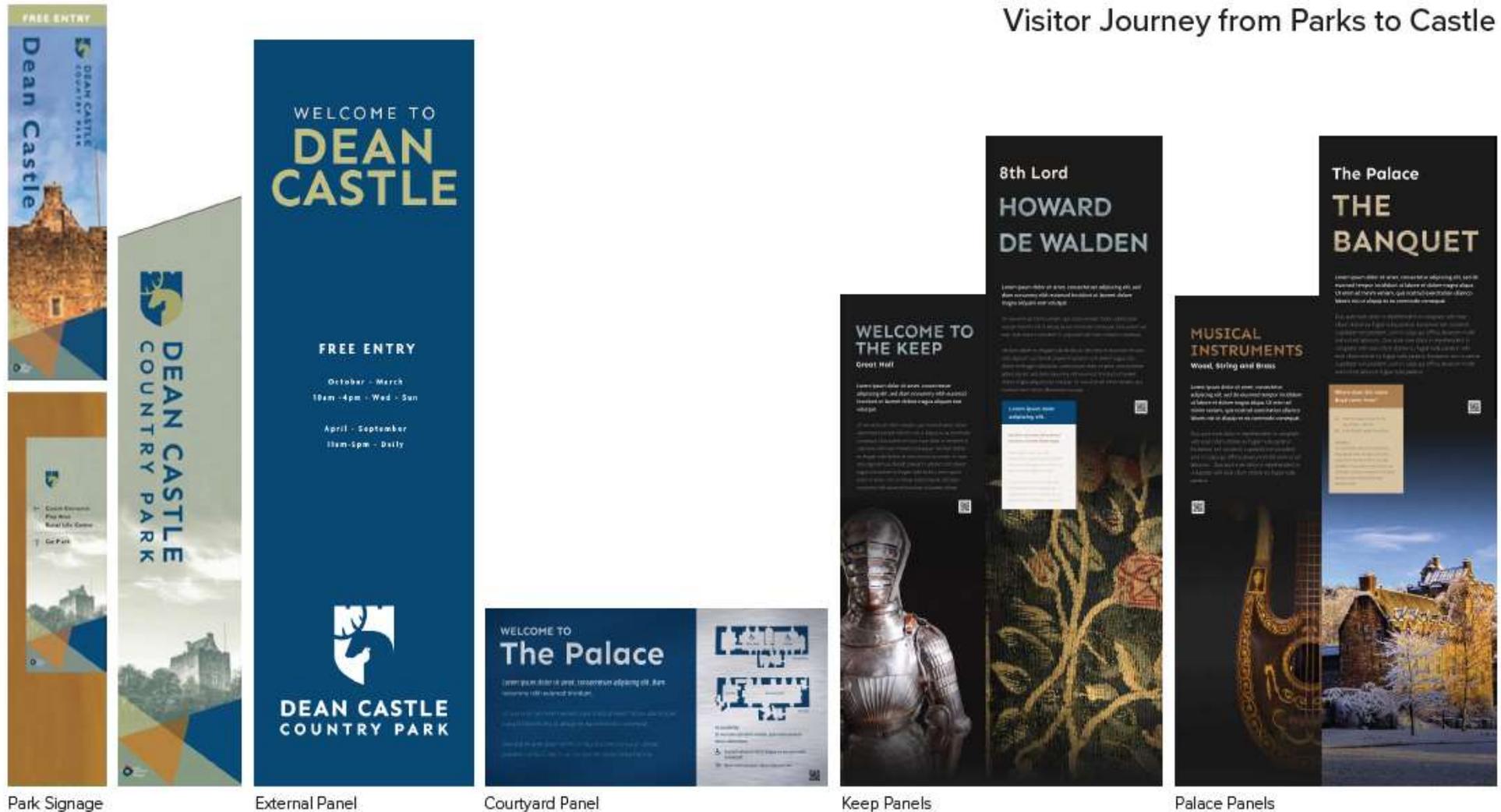
There is a virtual tour of the Palace and the Keep in the ground floor of each building, which is accessible for all. This allows visitors to engage with the collections, experience the musical interactives and get a bird's eye view from the battlements. These are very popular and have proven to be a fantastic addition to the experience.

Additional items that were added towards the end of the project were the inclusion of a children's dressing up area and a gift shop.



6. Signage and Interpretation

As described above, the interpretation was an important part of the modernisation of the Castle and in making it more accessible to our visitors. It was also important that the wayfinding signage was reviewed and updated so that the visitor journey was comprehensive from the moment anyone arrived at the car park. A new branding guidelines document has been prepared to provide a seamless link between the signage and interpretation developed as part of the Park's for People project and that of the Castle. The branding picks up a consistent pallet of colours, fonts and styles.



Visitor Journey from Parks to Castle

Park Signage

External Panel

Courtyard Panel

Keep Panels

Palace Panels

In addition to the agreed interpretation plan for the project, a number of other interpretative projects were developed and introduced that linked to the activity plan or were included in feedback from the Equalities Forum, Young People’s Cabinet and our ‘Friends and Family’ tours.

As we will only be providing access to the battlements as part of special, organised tours, lots of people feedback that they would like to see more than the glimpse that the bird’s eye tour in the virtual tour provides. Therefore, we commissioned a local photographer who captured a comprehensive photographic account of what you can see from the battlements. This was done on a clear day and was made into a slideshow, which is on display in the Castle.

Through our discussions with the De Walden family, we uncovered an amazing black and white film of the family at the Dean Castle, including the funeral procession of Lady Howard de Walden. The family have given permission for this to be on display so we have added a further screen to the ground floor of the Palace and the film is playing on a loop for visitors to see as part of the De Walden exhibition.

The feedback has also identified the need for further children’s activities. Therefore, we have developed a number of children’s trails and games including the creation of a cartoon knight, which leads visitors on an I-Spy trail, dressing up area and a Lego castle play zone.



7. Conservation

During the works, a specially constructed room in the Dick Institute's North Museum enabled the documentation and digitisation of over 8500 collection objects. The room was constructed with glass wall panels, allowing the Collection Care Staff to interact with visitors while at work on the object. This also allowed the team to engage visitors in the detail of the refurbishment project and conservation/display of the collection.

The following table outlines the conservation activities that took place during the project

RI Number	Condition	Description of Conservation Activities	Priority	Conservator
RI DC 00006032	FAIR	Maximilian suit of armour – riveting, re- strapping and surface rust	1	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000441	FAIR	Maximilian suit of armour for horse – riveting throughout, re- strapping, buckles missing, severe corrosion	1	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000560	GOOD	Maximilian suit of armour – rivet missing? Re-strapping, buckles detached, small 1” area missing on sabaton	2	Scottish Conservation Studio Survey (Will Murray)
RI DC	GOOD	Tilting armour – rivets intact, re-strapping, thong missing, knuckle guard split, thumb plates missing, localised corrosion, screws at pauldrons	2	Scottish Conservation Studio Survey (Will Murray)
RI DC 461	FINE	Suit of armour - rivets intact, re-strapping, severe localized corrosion	3	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000561	FINE	Tilting armour – rivets intact, re-strapping, localized surface rust	1	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000628	FAIR	Half armour (Austrian) – rivets missing, re-strapping, straps missing, severe localized corrosion	2	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000464	FINE	Cuirass & Comb Morion – localized rust, silk velvet undergarment split and shattered	3	In- house
RI DC 0000640	FINE	Half armour (russet) – rivets missing, re-strapping, thongs missing	3	In-house

RI DC 0000278	FINE	Composite half armour – rivets missing, re-strapping, silk velvet detached in places, hole at elbow cop	3	In-house
RI DC 0000463	GOOD	Half armour (Hungarian) – rivets missing, re-strapping, fingers party disintegrated but mostly retained, survival of some lining and padding but shattered and adrift	2	Scottish Conservation Studio Survey (Will Murray)
RI DC	FINE	Lord Howard’s suit of armour – needs rebuilt – check support structure, seems fine. Gauntlets restored by DCTT	3	In-house
RI DC 0000279	GOOD	Small Gothic part armour (John’s armour)– rivets intact, straps missing	3	In-house
RI DC	FAIR	Small suit of armour (composite Original and early replica helmet, pauldrons & rerebraces missing) – rivets intact, re-strapping main issue	3	In-house
RI DC	GOOD	Horse armour – mainly sound, leather dried and some areas missing or shortened. New fabric throughout	3	Scottish Conservation Studio Survey (Will Murray)
2RI DC 0000428 0000429	GOOD	Pair of sabatons – rivets missing at left ankle, lames disconnected (Austrian, late 16 th)	1	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000430	GOOD	Pair of gauntlets – right thumb issue? Left forefinger lames missing (on display – not fully visible)	1	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000435	GOOD	Left hand gauntlet – 1 or possibly 2 thumb lames missing, several finger lames loose, linen lining embrittled and ragged at edges, leather glove dirty, some former stitched repairs	3	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000370	GOOD	Greenwich helmet – surface corrosion	2	In-house

RI DC 0000367	FINE	Camail a mail	3	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000353	GOOD	Mail hauberk (large rings) leather needs attention?	1	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000371	FINE	Parade shield, wood and leather	1	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000656	FINE	Basket-hilted sword, silver encrusted	1	Scottish Conservation Studio Survey (Will Murray)
RI DC 0000155	FINE	Hunting hanger sword, silver encrusted	3	In-House
RI DC 0000654	FINE	Mortuary sword	3	In-House
RI DC 0005904	GOOD	Broadwood piano – back right leg very unstable / unsafe, soiled internally, may need other work	1	Charter Carpenters
RI DC 00075034	FINE	Ganer piano – some internal work required but minimal and agreed that work will be done in Edinburgh, St. Cecilia's by Jonathan (conservator)	3	Jonathan S Bouquet – Edinburgh University Survey (St Cecilia's Hall. Return to playing condition.
RI DC 0000518	FINE	Guitar, Mateo Sellas – slight splits in face board	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecilia's Hall. Return to playing condition
RI DC 0000616	FINE	Dulcimer – loss to moulded edge, bridge missing, string adrift	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecilia's Hall. Return to playing condition
RI DC 0000491	FINE	Mute violin – 1 string missing	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecilia's Hall. Return to playing condition
RI DC 0000503	FINE	Epinette des Vosges –string missing	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecilia's Hall. Return to playing condition

RI DC 0000504	FINE	Hurdy Gurdy – wheel cover loose, strings missing	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
RI DC 0000669	FINE	Pochette – strings missing	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
RI DC 0000613	FINE	Serinette	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
RI DC 0000691	FINE	Harp (Irish) – paint and gilding flaking	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
RI DC 0000485	FINE	Spinet (water god) – to be assessed	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
RI DC 0000694	FINE	Serpent (gilded) – paint flaking, early repair unstable	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
RI DC 0000487	FINE	Harp lyre – stable	3	
RI DC 0001155	FAIR	Lyre guitar – back damaged and wood split – poor previous repair	1	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
RI DC 0000502	FINE	Keyed cittern – strings missing, two small ivory pegs missing	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
RI DC 0000521?	FINE	Mandolino – stable		
RI DC 0000604	FINE	Guitar (Magno Stregher) – has been conserved		
RI DC 0000689	FINE	Colascione – stable		

RI DC 0000524	FINE	Lute (Tiefenbrucker) – ribs cracked but stable, pegs loose	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia's Hall)
RI DC 0000605	FINE	Clavichord – back leg /foot detached, small piece of wood missing top left, ivory key broken and detached, knob missing from front panel	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia's Hall)
RI DC 0000603	FINE	Arch lute / theorbo – stable		
RI DC 0000517	FINE	Sopranino recorder – stain longitudinally almost full length	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia's Hall)
RI DC 0000514	FINE	Treble recorder (unstamped) – circumferential split at end	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia's Hall)
RI DC 0000516	FINE	Treble recorder (Gahn) – historic radial split to end piece	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia's Hall)
RI DC 0000509	FINE	Cor Anglais (gilded) – stable		
RI DC 0000511	FINE	Double flageolet – stable		
RI DC 0000492	FINE	Violin – bridge missing, strings missing	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia's Hall)
RI DC 0000489	FINE	Battle drum – hoops to be re-settled	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia's Hall)
RI DC	FINE	Tenor cornett – key missing Leather patches, historic woodworm	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia's Hall)

RI DC		Reed organ (harmonium)	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
		Dulcimer (chinoiserie) – leg to be checked – loose / broken	1	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
		English bass guitar – strings missing, faceboard slight splits	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
		Dital Harp – cracks in lacquer on back, paint loss	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
		Greek Lira – loose pegs on one of these instruments	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
		Dancing Master’s kit – one of these two instruments is disintegrated but repairable	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
		Viola d’amore (Mathias Kloz) – front and side detached	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
		Viola d’amore (Antonio Zaifir) – strings cracked and broken	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
		Tenor viol – front and side detaching, peg box detached from fretboard, small pieces separated	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
		‘Gothic’ organ – need assessment	3	
		Positive organ – corbels detached	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)
		Positive organ – wooden pipes detached – require assessment	3	
		Side drum – hoop warped and separate	2	Jonathan S Bouquet – Edinburgh University Survey (St Cecelia’s Hall)

		Tapestries – clean and reline	1	In-house
		15 th Century Tapestry Alter piece Frame	2	Graciela Ainsworth
		Portrait of Elizabeth Catherine Clifton and gilt frame	2	Graciela Ainsworth
		Portrait of 8 th Lord Howard de Walden and gilt frame	2	Graciela Ainsworth







8. Learning and Engagement Programmes

Modern Apprentices

CBC Stone appointed four young adults on the apprenticeship programme, two of whom are funded by the project and two additional ones funded entirely by CBC Stone. After the handover from CBC Restoration, the apprentices were given alternative projects to work on to enable them to complete their full 4 year programme.

One of the apprentices can be seen on our YouTube channel explaining what he enjoyed most about the project, what he learned and what he is looking forward to seeing in the Castle's future. [CBC Stone Dean Castle Restoration Works - YouTube](#)

Museum Graduate Interns

We received 19 applications for Museum Intern Post 1 and 28 applications for Museum Intern Post 2. After shortlisting we interviewed 4 candidates for Post 1 and 8 for Post 2. However, it became clear that the standard of candidate for Post 1 was not quite what was required, and after discussion with the Lottery Fund mentor we decided to appoint 2 candidates to Post 2, with a slight rearrangement and sharing of duties. This worked incredibly well and after the first year, we were in a position to offer an extension to both interns. They have both now achieved full time employment within the museum sector.

The initial priority for the internships was to digitise the Dean Castle's collections, including the Arms and Armour Collection and the Nationally Significant Collection of historical musical instruments. Fortunately, the interns had managed to photograph and edit a great deal of these objects prior to lockdown, with the remainder completed during the easing of restrictions in late 2020. During this time, the interns also prepared interpretation for the objects and subject headers, and these objects were then added into the following new online exhibitions

Volunteering

2 formal volunteering roles have been created as part of the project; Volunteer Castle Experience Assistants and Volunteer Kitchen Gardeners. The volunteers were recruited using our established programme for staff recruitment. They were given an induction and a detailed training programme. The volunteers add value to the castle experience and allow visitors to engage in the history and story of the site. We have also expanded the 'Friends of the Dean' group that was established as part of the earlier Parks for People project. To support our events programme, we also recruit Event Support Volunteers to help with some of our larger events. The Parks for People project led to the appointment of a Volunteer Development Officer who is responsible for volunteering opportunities across the organisation.

[Volunteering | East Ayrshire Leisure Trust](#)

Schools

During April and May 2019, EALT staff, alongside Arts Facilitator Ewan Sinclair and CBC Stone, engaged with 3 local SIMD schools – Onthank (84 children from P7), Hillhead (41 children from P7 and P6) and Whattriggs (57 children from P5) Primary Schools – on the subject of ‘Castle Construction’. The classes involved were the same as those who had taken part in the previous ‘Musical Instruments’ block. This engagement project took place over a 5 week period. Ewan visited the classes in school and engaged the children on a variety of topics that covered both local detail (the history of Dean Castle) and a broader understanding of Scottish castle construction. Ewan used a number of materials to engage the children in the subject matter for example looking at the subject of castle construction through the popular electronic game – Minecraft as well as using more traditional ‘building’ materials such as Lego. Classroom learning was enhanced over the course of a two week period when all classes visited Dean Castle and were given tours of the works by EALT staff and CBC Stone. The content of the tour involved an overview of the Castle complex and building works; an opportunity to observe the apprentice stonemasons at work and to have a shot with the chisel and hammer; a walk and talk workshop examining the strategic location Castle as well as a spooky tour of the Keep. Evaluation sessions were slotted in at the end of the 5 week block and feedback forms were completed by the children.

During late September and early October 2019, 217 local schoolchildren from 7 different schools visited the Dick Institute to learn about ‘Knights and Castles’. A large element of this was spending time in the Dean Castle exhibition and learning about the refurbishment project and the importance of the collections.

Unfortunately, in March 2020, Covid resulted in restrictions that would put a halt to our school programme and schools didn’t fully engage again until 2022. Since then, over 150 young people have visited the Castle and taken part in our engagement programme.

To support our learning and engagement programme going forward, we have developed an education resource page on our website, which will provide downloadable resources for schools. The images below reflect 2 of the resources that will be available for teachers to download or use on a visit to the Castle. These are ‘Cootie Catchers’ and ‘Top Trumps’.

Lady Anne Boyd c.1500-1570



Life Span 70
Intelligence 85
Bravery 77
Wealth 75
Popularity 100

She was the first Scottish noblewoman to be crowned Queen of Scots in 1542. She was married to James IV of Scotland and later to James V of Scotland. She was a powerful and influential figure in Scottish history.

Queen Margaret of Scotland 1489-1542



Life Span 53
Intelligence 72
Bravery 88
Wealth 73
Popularity 93

She was the first Scottish noblewoman to be crowned Queen of Scots in 1489. She was married to James III of Scotland and later to James IV of Scotland. She was a powerful and influential figure in Scottish history.

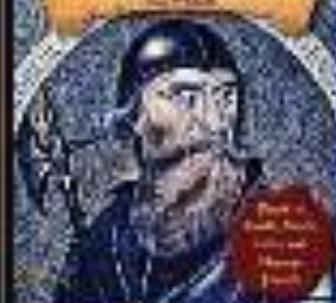
Sir Thomas Boyd of Kilmarnock 1420-1480



Life Span 60
Intelligence 77
Bravery 84
Wealth 69
Popularity 77

He was a Scottish nobleman and soldier. He was a member of the Boyd family, which was one of the most powerful families in Scotland at the time. He was known for his bravery and leadership in battle.

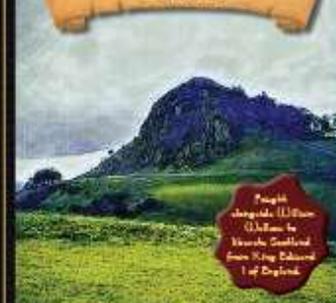
Sir Robert the Bruce 1274-1329



Life Span 55
Intelligence 80
Bravery 96
Wealth 54
Popularity 77

He was a Scottish nobleman and soldier. He was a member of the Bruce family, which was one of the most powerful families in Scotland at the time. He was known for his bravery and leadership in battle.

Sir Robert Boyd of Kilmarnock c.1249-1300



Life Span 51
Intelligence 71
Bravery 93
Wealth 47
Popularity 58

After the death of his father, he joined forces with William Wallace and took part in the Burning of the Bams in Ayr and also distinguished himself at the Battle of Loudoun Hill near David.

Queen Elizabeth I 1533-1548



Life Span 15
Intelligence 93
Bravery 111
Wealth 51
Popularity 62

She was the first Scottish noblewoman to be crowned Queen of Scots in 1533. She was married to James V of Scotland and later to James VI of Scotland. She was a powerful and influential figure in Scottish history.

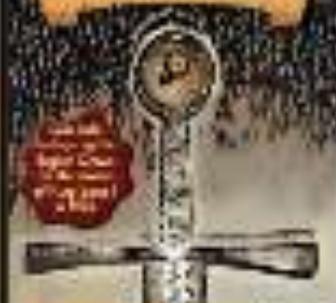
Sir Robert Boyd 1470-1540



Life Span 59
Intelligence 92
Bravery 61
Wealth 77
Popularity 54

He was a Scottish nobleman and soldier. He was a member of the Boyd family, which was one of the most powerful families in Scotland at the time. He was known for his bravery and leadership in battle.

Sir Thomas Boyd of Kilmarnock 1470-1540



Life Span 58
Intelligence 79
Bravery 70
Wealth 70
Popularity 65

He was a Scottish nobleman and soldier. He was a member of the Boyd family, which was one of the most powerful families in Scotland at the time. He was known for his bravery and leadership in battle.

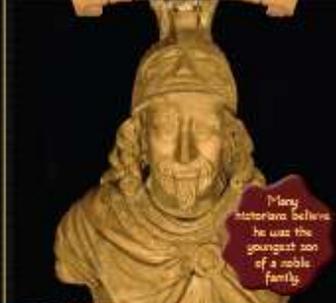
Sir Robert Boyd of Kilmarnock 1470-1540



Life Span 70
Intelligence 112
Bravery 90
Wealth 35
Popularity 97

He was a Scottish nobleman and soldier. He was a member of the Boyd family, which was one of the most powerful families in Scotland at the time. He was known for his bravery and leadership in battle.

William Wallace c.1270-1305



Life Span 35
Intelligence 83
Bravery 100
Wealth 68
Popularity 98

His uprising against the English began in 1297 with many Scottish nobles including the Boyds fighting alongside him. He was hung drawn and quartered after his capture with his head displayed on London Bridge and his limbs sent to 4 other areas of Britain to act as a warning to other rebels.





Events

Before being affected by Covid restrictions, a number of public engagement events took place. These included:

- Informal open evenings was hosted by the Collections Care Team at the Dick Institute. These were informal events where visitors to the exhibition could interact with staff to talk about the wider project and current progress on various aspects of the project. 67 people attended these events in 2019. After Covid restrictions were lifted, these were replaced with 'sneak peek' tours of the Castle. The 'sneak peek' tours were attended by 146 people over a 7 month period in 2022.
- 4 Illustrated talks were organised that focused on the 8th Lord Howard de Walden's restoration of Dean Castle during the first half of the 20th century. During the project, these talks were provided by the museums team. However, we were delighted to open the Castle with a talk about the 8th Lord presented by his grandson, Thomas Seymour. The illustrated talks attracted an average of 32 people to each event and the final talk by Thomas Seymour attracted 122 visitors. This was held in the Castle courtyard as part of the opening weekend of events.
- We were privileged to welcome Davide Sciacca who is a highly-regarded, award-winning classical guitarist with years of experience as a performer, lecturer, and innovator. His talk and performance of works by Bellini, Mascagni and Rossini placed a focus on some of the early guitars from East Ayrshire's collection of historic musical instruments. This event was well attended with 54 people in the events space at the Dick Institute.
- Until the site closure in March 2020, we organised a programme of 10 special interest talks and events, attracting over 250 people including a lovely event by Bailey Guitars. Bailey Guitars are an Ayrshire based company who have been making guitars for over twenty years. Their talk and demonstration 'Making Guitars that Don't Cost the Earth', was fully booked to capacity with 60 people attending. The event was a great opportunity to explore the traditional skills and methods required to make musical instruments such as those held in the Dean Castle collections.

A Guitar at the Opera

Prof. Davide Sciacca
(Italy)



As the opening of the Castle was delayed until April 2023, we decided to organise a high profile Christmas event in 2022 to allow visitors to get a glimpse of the courtyard and the stonework. The Spirit of Christmas event run every night throughout December and showcased the Castle through lights and animation. The event attracted over 36,000 people and was supported by 20 volunteers.

This was followed up by an official opening event on the 31st March and then a weekend of celebration in May. Mayfest included 4 varied events to showcase the Castle including a talk by Lord Howard de Walden's grandson, a ceilidh and a food festival. The weekend attracted over 10,000 people and was covered by national media.

Invitation

DEAN CASTLE – OFFICIAL OPENING EVENT

Friday 31 March 2023

10am-12noon | 2pm-4pm | 6pm-8pm

Dean Castle, Dean Rd, Kilmarnock, KA3 1XB

East Ayrshire Leisure Trust and East Ayrshire Council invite you to attend the official opening event of Dean Castle.

The beautifully restored Dean Castle houses spectacular collections and tells the history of the Castle through the ages, including stories of the Boyds and the De Waldens. We are delighted that members of the De Walden family will be in attendance at this event. You will enjoy a tour of the Castle with speeches and musical performances by East Ayrshire Schools Instrumental Service, before joining us for some light refreshments.

Due to the capacity of the Castle we will be holding 3 sessions; 10am-12noon, 2pm-4pm and 6pm-8pm. Please state your order of preference and we will accommodate requests on a first-come first-served basis.

RSVP to: info@eastayrshireleisure.com by 28 February.



9. Visitor Surveys

Following the opening of the Castle on the 1st April 2023, IBP Research // were commissioned to carry out a range of different stakeholder surveys. These were a repeat of the surveys that were carried out in 2015 to form the baseline and again in 2018. It should be noted that these surveys were carried out from April to the end of May 2023. However, we are already seeing anecdotal changes in visitor profile in particular. Therefore, it is our intention to repeat these surveys seasonally to get a better understanding of the audience reach.

The main elements of these surveys were:

- Survey of visitors to Dean Castle
- Local resident survey
- Business survey
- Project employee survey
- Volunteers survey
- Survey of school visitors.

Taken together, these surveys provide a comprehensive overview of perceptions of the refurbished facility and associated outcomes. The specific objectives and content of each survey varied. However, main areas covered in the “public” surveys related to:

- Respondent profiles
- Interest in leisure and cultural activities
- Communications and information issues
- Nature of visits to Dean Castle
- Satisfaction with visit
- Specific feedback pertaining to the restoration and modernisation project.

The other surveys (specifically of employees and volunteers) focused on these groups’ experiences and the impacts that involvement in the project has had on them. For the visitor and resident surveys specifically, some questions were comparable to the baseline surveys that were reported on in 2018, although it should be noted that the Covid pandemic has been a significant “disruptor” both in terms of the restoration and modernisation project specifically, and in terms of people’s attitudes and behaviour generally. Where possible, we have compared the baseline figures to the 2023 results.

The visitor and public surveys were conducted on a face-to-face intercept, with the former being conducted at Dean Castle and the latter in Kilmarnock Town Centre. The business, staff and volunteer surveys were conducted on an online basis, with fieldwork being administered by East Ayrshire Leisure. The school pupils' survey involved pupils visiting as part of school visits being asked to complete a short paper survey, which IBP has then analysed and reported on.

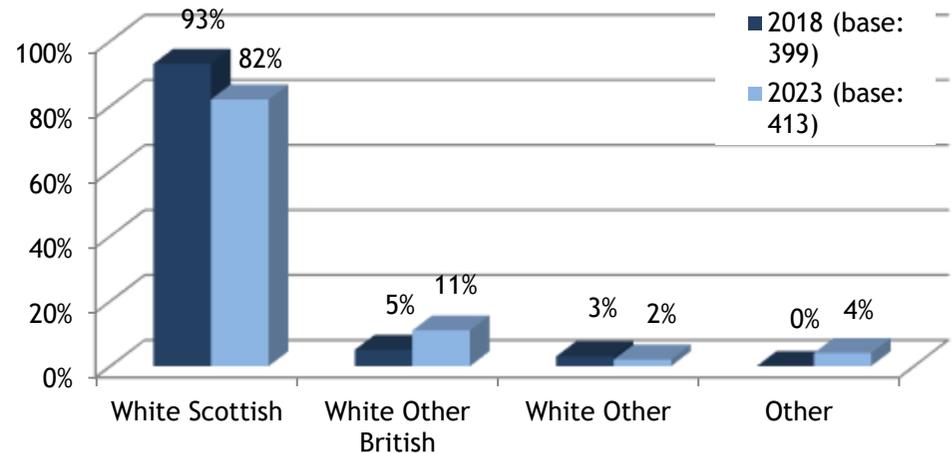
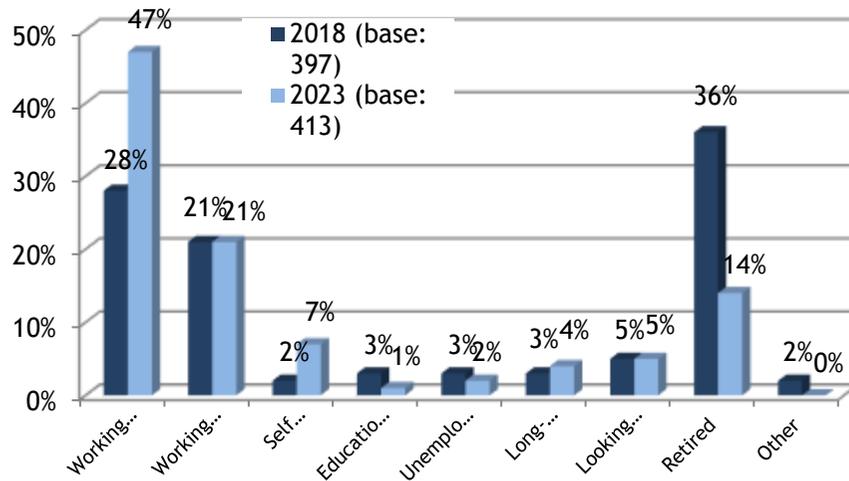
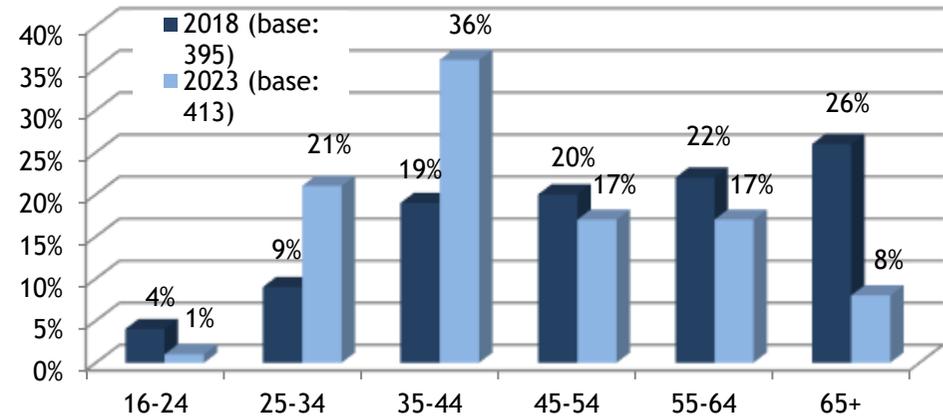
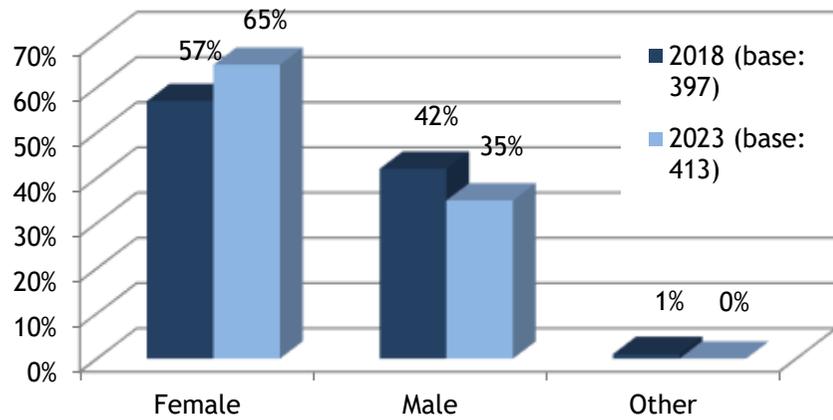
Castle Visitors

Key Messages

- Castle visitors tended to be from Kilmarnock and the immediate surrounding area (60%), with a further 14% coming from elsewhere in North Ayrshire and a significant minority coming from elsewhere in Scotland (20%). The average party size of visitors to the castle was 3.01.
- Most visitors were on a day trip from home (92%), compared with 8% that were visiting as part of a trip involving one or more nights away from home.
- Aspects of leisure and cultural activities that visitors were most likely to be interested in included walking (76%) and wildlife (70%), followed to a somewhat lesser extent by active or adventure attractions (46%), castles and historic buildings (46%), food and drink based attraction (45%), natural heritage attractions (42%), museums and galleries (39%) and city visits and tours (34%).
- The top three most important reasons among respondents for visiting Dean Castle were ease of travel to the Castle (55%), good for children (44%) and good value for money (34%).
- 91% of respondents were aware that it is free to visit Dean Castle (compared with 75% in 2018). 85% consider that Dean Castle is well publicised / advertised (up significantly from 23% in 2018).
- 52% of respondents have never visited Dean Castle before their current visit and the majority most recently visited within the past year (70%) and have visited more than once (78%), highlighting levels of repeat visit.
- The average distance travelled to Dean Castle amongst respondents on the day they were interviewed was 10.94 miles and the average time taken to travel to Dean Castle was 36.4 minutes. The majority of visitors travelled by private motor vehicle (79%), followed by 14% that walked.
- The average amount of time respondents spent in Dean Castle was 1 hour 33 minutes.
- The main barrier to visiting Dean Castle was that people just hadn't got round to it (77%)

The profile of respondents by gender is illustrated in Figure 2.1, showing a greater female than male proportion (65% compared to 35%) which is typical in surveys of this nature. Figure 2.2 illustrates the age ranges of respondents, demonstrating a relatively broad spread of ages, although the majority (58%) were under the age of 45. In 2018, the majority (68%) were over the age of 45. 13% of respondents said they had a long-standing illness, disability or infirmity that affects your use of open

spaces, compared with 12% in 2018. Figure 2.3 illustrates that 75% of respondents are working either full or part-time or self-employed, compared with 51% in 2018. The profile of respondents by ethnic origin is illustrated in Figure 2.4. As shown, the vast majority of respondents (93%) are of White British origin.

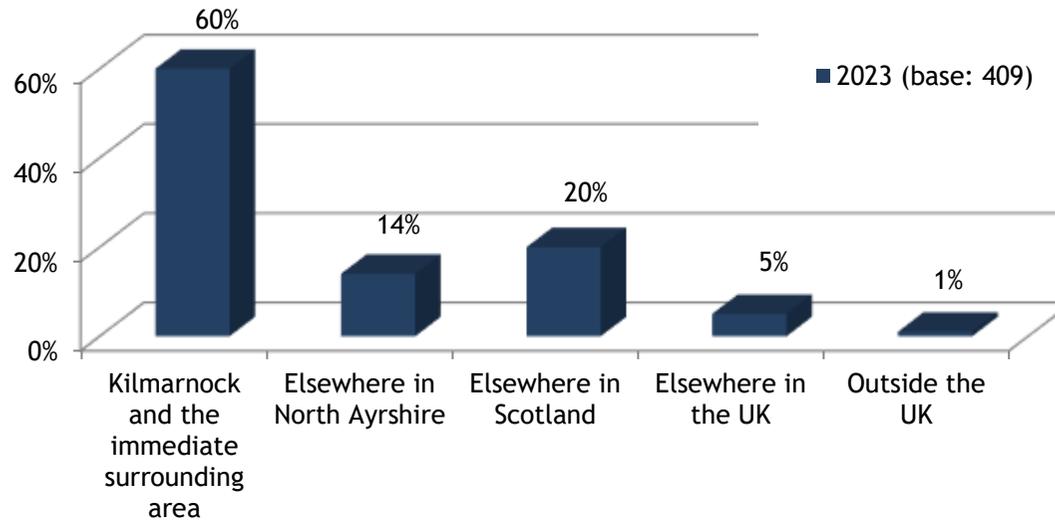


Visitor Profile

The majority of visitors are from Kilmarnock and the immediate surrounding area (60%), with a further 14% coming from elsewhere in North Ayrshire and a significant minority coming from elsewhere in Scotland (20%). The profile of local authority areas amongst those that say they live elsewhere in Scotland is detailed in Table 2.1. The majority of visitors from elsewhere in Scotland were from Glasgow (52%), followed to a lesser extent by Renfrewshire (11%). Table 2.2 details the profile of where visitors come from, amongst those that said they were from elsewhere in the UK. Most commonly, visitors from the rest of the UK came from Yorkshire and Humber (23%) and Northeast England (18%).

Among the small number of visitors that said they came from outside the UK, the countries they came from were the USA and Canada.

Figure 2.3 details the average party size among visitors, broken down by adult females, adult males and children. The vast majority of visitors were on a day trip from home (92%), compared with 8% that were visiting as part of a trip involving one or more nights away from home.



Local Authority	%	Area	%	Party	Average Number
Glasgow	52%	Yorkshire and the Humber	23%	Adult Females	1.14
Renfrewshire	11%	Northeast England	18%	Adult Males	0.77
Edinburgh	5%	West Midlands	14%	Children	1.12
Falkirk	5%	London	14%	Total ¹	3.01
North Lanarkshire	5%	East Midlands	9%		
South Lanarkshire	5%	Wales	9%		
East Renfrewshire	3%	Northwest England	5%		
Scottish Borders	3%	Southwest England	5%		
West Dunbartonshire	3%	Northern Ireland	5%		
West Lothian	3%				
Aberdeen	1%				
Dumfries and Galloway	1%				
East Dunbartonshire	1%				
Fife	1%				
Stirling	1%				
Base	79	Base	22	Base	413

¹ Figures do not sum due to rounding.

The types of leisure and cultural attractions that visitors say they are generally interested in are detailed in Figure 2.4. As shown, the majority of visitors say they are generally interested in walking (76%) and wildlife (70%). A large minority are also interested in active or adventure attractions (46%), castles and historic buildings (46%), food and drink based attraction (45%), natural heritage attractions (42%), museums and galleries (39%) and city visits and tours (34%). By comparison, visitors are less likely to be interested in skiing (9%), country sports (12%), sports events (20%), industrial heritage (21%) and cycling (23%). A significant minority (11%) say they are not interested in any of the above leisure and cultural activities.

When compared with the results from 2018, the level of interest in leisure and cultural attractions is somewhat different, although this may in part be due to the differences in respondent profile such a younger sample with more people working in 2023.

Leisure and Cultural Attractions	2018	2023
Walking	51%	76%
Wildlife	34%	70%
Active / adventure attractions	20%	46%
Castles and historic buildings	39%	46%
Food and drink-based attractions	43%	45%
Natural heritage attractions	33%	42%
Museums and galleries	56%	39%
City visits / tours	39%	34%
Cycling	12%	23%
Industrial heritage	16%	21%
Sports events	25%	20%
Country sports (hunting, shooting, fishing)	6%	12%
Skiing	3%	9%
None of the above	4%	11%
Base	400	413

Communications and Information

Table 2.5 details the sources of communication and information that respondents say they use to get information about leisure and cultural attractions. The majority of visitors said they use general web searches (66%), social media (65%), specific websites of individual locations (62%), posters in public places (57%) and review websites (53%) to get information about leisure and cultural activities. Half of visitors use specific visitor websites, followed by a large minority that use newspapers (40%) and leaflets picked up from public places (36%). “What’s On” publications are used by 25% of visitors while 1% use another source. These results differ somewhat from the results of the 2018 survey with more use of internet-based sources in 2023 than was evident in 2018. Although, the differences in respondent profile between the two surveys should be noted.

Respondents were then asked to say which three sources of communication and information they use most often to get information about leisure and cultural attractions. The top three most common sources of communication and information used by visitors were social media (53%), general web searches (52%) and specific websites of individual location’s attractions (42%). Once again, these results differ somewhat from the results of the 2018 survey with more use of internet-based sources in 2023 than was evident in 2018.

Sources of Communication and Information	2018	2023	Sources of Communication and Information (3 sources used most often)	2018	2023
General web searches	49%	66%	Social media	23%	53%
Social media	27%	65%	General web searches	45%	52%
Specific websites of individual locations attractions	16%	62%	Specific websites of individual locations attractions	11%	42%
Posters in public places	55%	57%	Review websites	10%	31%
Review websites	14%	53%	Posters in public places	45%	30%
Specific visitor websites	18%	50%	Specific visitor websites	14%	27%
Newspapers	39%	40%	Newspapers	31%	22%
Leaflets picked up from public places	46%	36%	Leaflets picked up from public places	36%	10%
'What's On' publications	29%	25%	'What's On' publications	25%	8%
Another source	5%	1%	Another source	4%	0%
Base	401	413	Base	400	413

Visits to Dean Castle

Respondents were asked to comment on the main reasons why they chose to visit Dean Castle. We have listed an illustrative selection of these reasons under common themes in the table below:

Theme	Comment
Family	<p>"A family day out."</p> <p>"Birthday treat for children."</p> <p>"Bring grandkids out."</p>
Walking / exercise	<p>"A walk around the grounds."</p> <p>"It's local we're out for a cycle."</p> <p>"Keep fit."</p>
History / Culture / Education	<p>"Bit of history."</p> <p>"Cultural visit."</p> <p>"Family day out educating kids."</p>
Dog Walking	<p>"Dog walk."</p> <p>"Dog walking."</p> <p>"Just out with dog."</p>
Free	<p>"Day out with my child that is free of charge."</p> <p>"It's free."</p> <p>"It's free and great for the kids."</p>
Friends / Colleagues	<p>"Foster care meet up."</p> <p>"Knitting group."</p> <p>"Meet friend for coffee."</p>
Recommended	<p>"Friends had been and said it was worth a visit."</p> <p>"Friends recommended a visit."</p> <p>"It was recommended to me."</p>
Restoration	<p>"I wanted to see the refurbishment."</p> <p>"It has been restored."</p> <p>"It's been done up."</p>
Animals	<p>"I wanted to visit the castle and the animals for the kids."</p> <p>"It's a good day out, the children like the animals."</p> <p>"It's local the children like the deer."</p>
Play park	<p>"Son likes the play park and the animals."</p>

	<p>“Swing park.”</p> <p>“The play area.”</p>
Other	<p>“It’s nice here.”</p> <p>“In the area and was looking for somewhere to visit.”</p> <p>“I used to come when I was younger.”</p>

Visitors were then shown a list of reasons why they might choose to visit Dean Castle and asked to select those that were important in their decision to visit the Castle. These results are detailed in Table 2.7. In terms of reasons that were important in their decision to visit Dean Castle, the majority of visitors feel that Dean Castle is easy to travel to (77%) and offers good value for money (54%). Half of visitors feel it is good for children while a large minority feel it is open to all (49%), it is a quality attraction (48%) and it is important to local and Scottish history and heritage (47%). Comparatively few visitors chose to visit because they see Dean Castle as a romantic location (7%), a modern attraction (14%), having good food and drink on offer (20%), having hands on and interactive things to do (23%), providing an exciting experience (24%) and providing an entertaining experience (27%).

Reasons for visiting	2023
It is easy to travel to	77%
It offers good value for money	54%
It is good for children	50%
It is open to all	49%
It is a quality attraction	48%
It is important to local / Scottish history and heritage	47%
It provides an authentic experience	36%
It is educational	35%
There are lots of things to do when you are here	31%
It provides an entertaining experience	27%
It provides an exciting experience	24%
There are hands on / interactive things to do	23%
Good food and drink is on offer	20%
It is a modern attraction	14%
It is a romantic location	7%
Base	413

Respondents were then asked to say which three reasons, why they might choose to visit Dean Castle, are most important to them. These results are detailed in Table 2.8. The top three most important reasons for visiting Dean Castle were ease of travel to the Castle (55%), good for children (44%) and good value for money (34%).

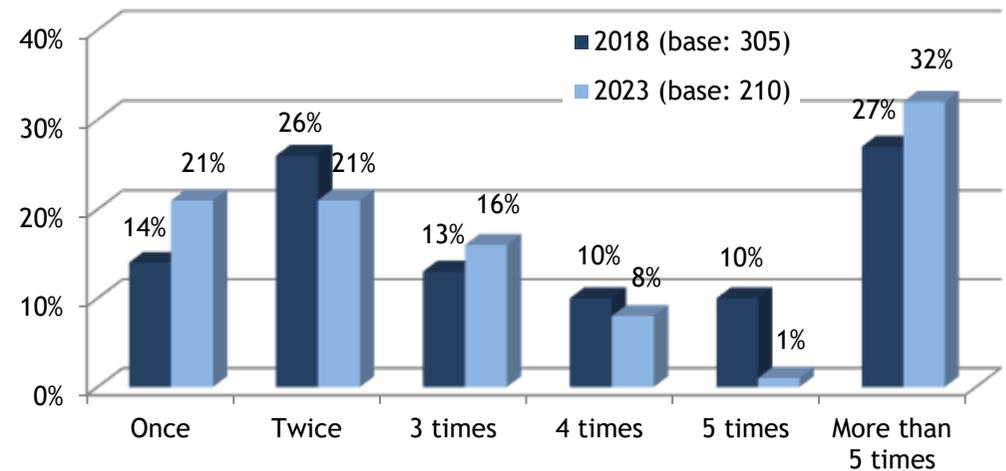
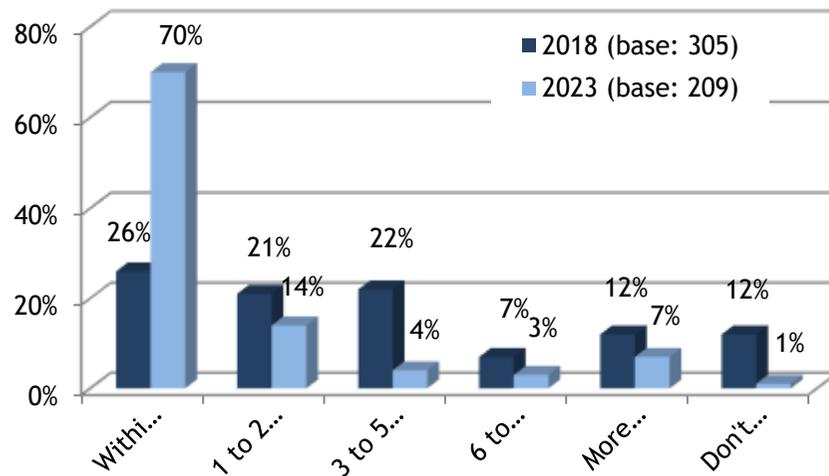
Reasons for visiting	2023
It is easy to travel to	55%
It is good for children	44%
It offers good value for money	34%
It is important to local / Scottish history and heritage	32%
It is a quality attraction	26%
It is open to all	24%
It is educational	23%
It provides an authentic experience	15%
There are lots of things to do when you are here	14%
It provides an entertaining experience	9%
Good food and drink is on offer	9%
It provides an exciting experience	6%
There are hands on / interactive things to do	6%
It is a romantic location	2%
It is a modern attraction	1%
Base	413

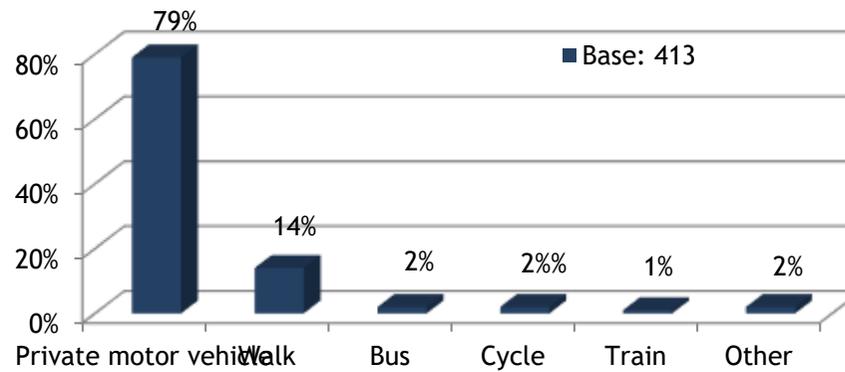
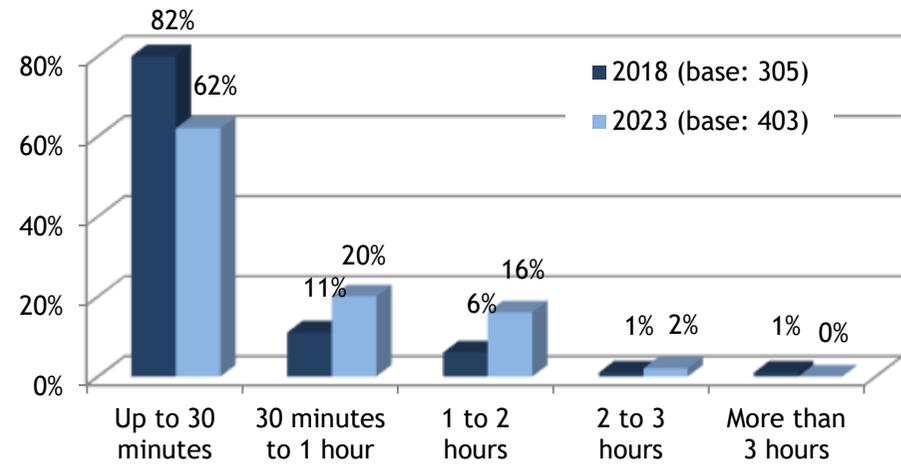
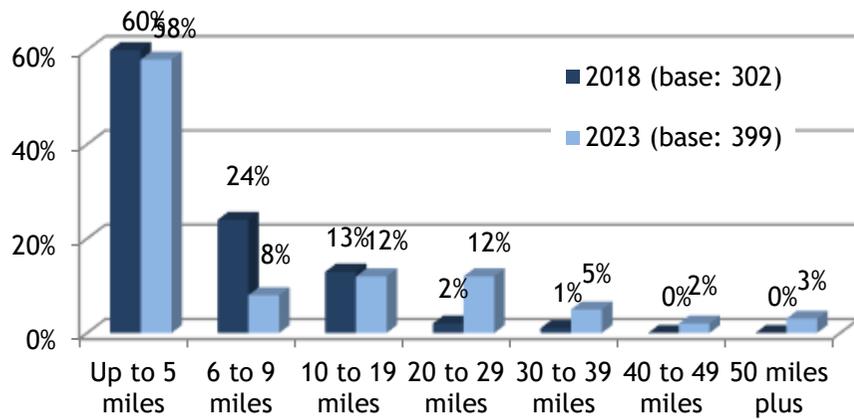
91% of respondents were aware that it is free to visit Dean Castle (compared with 75% in 2018). 85% consider that Dean Castle is well publicised / advertised (up significantly from 23% in 2018). 52% of respondents said that they had previously visited Dean Castle (down from 76% in 2018). Figure 2.6 illustrates when those that have ever visited Dean Castle most recently visited it. The majority of respondents, that have visited Dean Castle before, said they last visited within the past year (70%, up significantly from 26% in 2018). This change in results will be determined, to a large degree, by the extended period of closure. The number of times respondents say they have visited Dean Castle is illustrated in Figure 2.7. Amongst respondents that have visited Dean Castle before, the majority have visited more than once (78%, down from 86% in 2018).

Figure 2.8 illustrates how far respondents had to travel to visit Dean Castle on the day of the interview (previously based on the last time they visited). Taking the mid-point values assuming “50 miles plus” as 50 miles we have calculated the average distance that respondents travelled to Dean Castle was 10.94 miles, compared with 6.11 miles in 2018.

The length of time it took respondents to travel to Dean Castle on the day of the interview is shown in Figure 2.9. Taking the mid-point values above and assuming “more than 3 hours” as 3 hours we have calculated the average time taken to travel to Dean Castle was 36.40 minutes (up from 24.39 minutes in 2018).

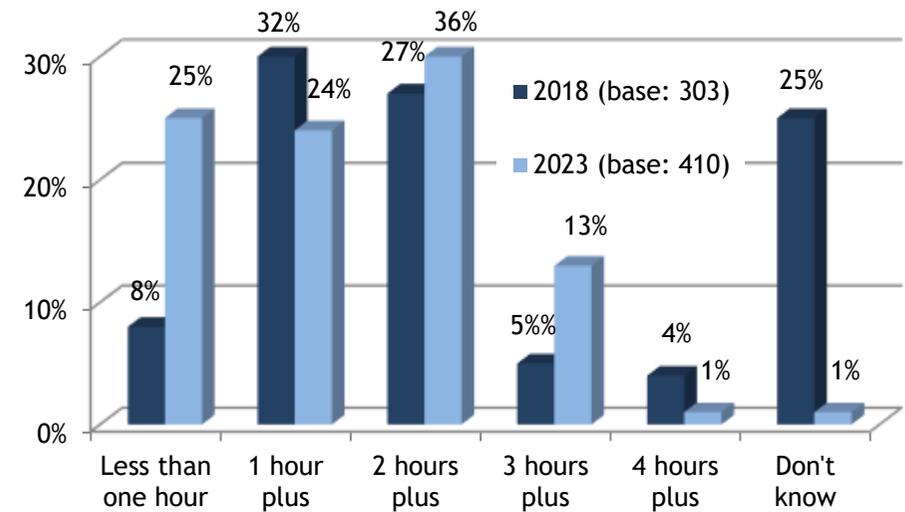
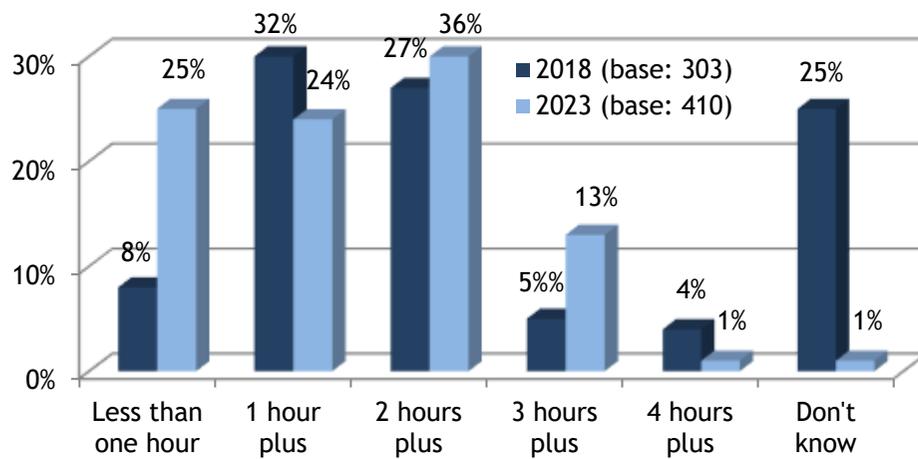
The main method of travel used to get to Dean Castle is shown in Figure 2.10. The majority of visitors travelled to Dean Castle by motor vehicle (79%), followed by a significant minority that walked (14%). Visitors travelling by other methods of transport represented 2% or less in relation to each.





The length of time respondents said they spent in Dean Castle on the day of the interview is shown in Figure 2.11 (again, previously based on the last time they visited). Taking the values and assuming “1 hour plus” as 1 hour, “2 hours plus” as 2 hours and so on, we have calculated the average spent in the Dean Castle was 1 hour 33 minutes (compared with an average of 1 hour 35 minutes in 2018).

Those that have never visited Dean Castle were asked what have been barriers to them visiting Dean Castle on the day of the interview (previously asked about barriers in the past). These results are illustrated in Figure 2.12. The majority of respondents said that they just haven’t got round to visiting Dean Castle (77%, up from 58% in 2018). Other barriers represented 3% or less in relation to each. A significant minority commented on other barriers (16%), and this was mainly a “lack of time”.



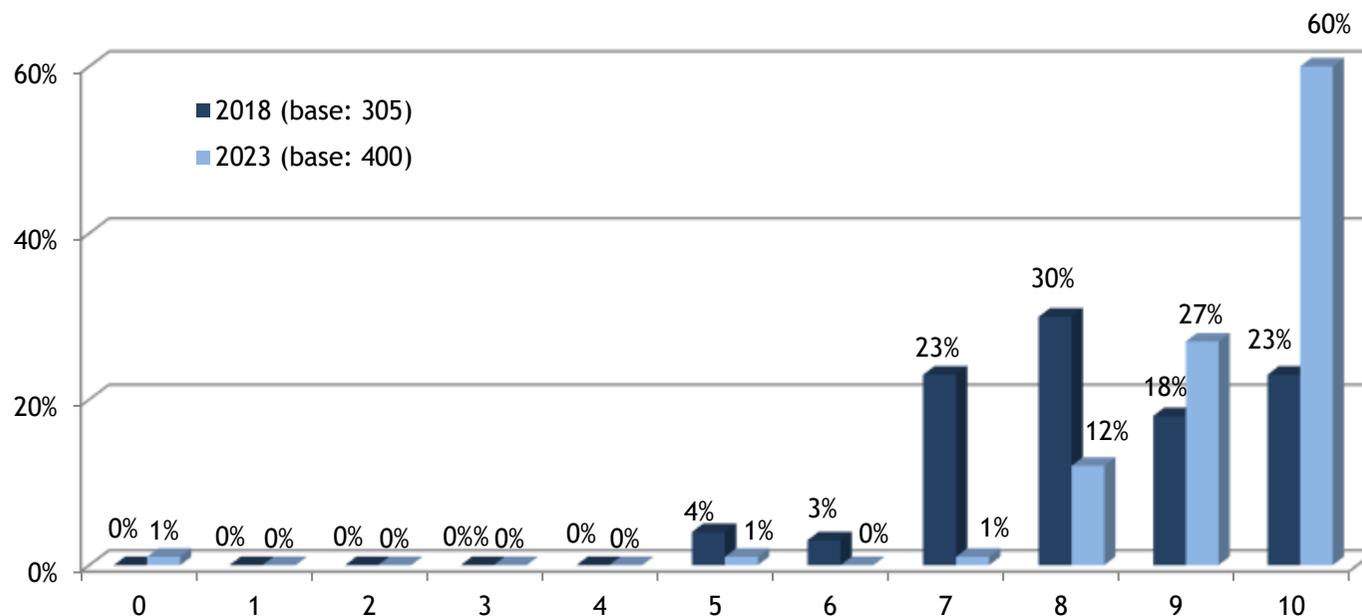
Respondents were asked to comment on what they liked about their visit to Dean Castle. We have listed an illustrative selection of these encouraging factors under common themes in the table below:

Theme	Comment
Walks / Grounds	<p><i>“Very interesting and good walks.”</i></p> <p><i>“The fresh air and scenery.”</i></p> <p><i>“Nature walks.”</i></p>
Family Friendly	<p><i>“Kids being safe to run around and the food is very good.”</i></p> <p><i>“Lots for kids, fun and educational.”</i></p> <p><i>“Lots for kids to do.”</i></p>
Facilities	<p><i>“Good disabled facilities.”</i></p> <p><i>“Affordable restaurant with nice food.”</i></p> <p><i>“Cafe and clean toilets.”</i></p>
Restoration	<p><i>“The improvements.”</i></p> <p><i>“The history and restoration.”</i></p> <p><i>“The castle has been restored well.”</i></p>
History / Education	<p><i>“The educational visit of the castle.”</i></p> <p><i>“Learned lots.”</i></p> <p><i>“The history.”</i></p>
Animals	<p><i>“The farm animals.”</i></p> <p><i>“The animal area.”</i></p> <p><i>“The deer and nature walk.”</i></p>
Interactive	<p><i>“Interactive in the castle and all the costumes.”</i></p> <p><i>“The castle and costumes.”</i></p> <p><i>“Interactive for children.”</i></p>
Free	<p><i>“There’s lots for children it’s all free.”</i></p> <p><i>“Healthy day out for families and it’s free.”</i></p> <p><i>“Everything and its free.”</i></p>

Respondents were then asked to comment on how they think their visit to Dean Castle could have been improved. It should be noted that the majority of visitors felt that it couldn’t be improved. Amongst those that gave suggestions for improvement, we have listed an illustrative selection under common themes in the table below:

Theme	Comment
Parking	<p>"Better parking."</p> <p>"Parking bit tight"</p> <p>"Parking very busy."</p>
Play Facilities	<p>"Another play area."</p> <p>"More for small kids to do, play park limited."</p> <p>"More things for younger kids to do at the play area, more swings."</p>
Food and Drink	<p>"Bigger restaurant."</p> <p>"More choice of food."</p> <p>"More variety in café."</p>
Dogs	<p>"Dogs should be kept on leash."</p> <p>"If everyone picked up after dog mess."</p> <p>"Less dog poo."</p>
Opening Times	<p>"If it was open earlier."</p> <p>"If the last entry was early evening."</p> <p>"It closes too early; it should be open later."</p>
Facilities	<p>"More benches."</p> <p>"More bins."</p> <p>"More picnic benches."</p>
Other	<p>"More displays."</p> <p>"Evening events."</p> <p>"More animals."</p>

Respondents were then asked to rate their visit to Dean Castle on a scale of 0 to 10 with 0 being the least satisfied and 10 being the most satisfied (previously asked about last visit). These results are illustrated in Figure 2.13. As shown, the vast majority of respondents gave a satisfaction rating of between 9 and 10 (87%, up significantly from 41% in 2018). The average rating provided was 9.39 (up from 8.19 in 2018).



Using the same scale of 0 to 10, respondents were asked to rate how satisfied they were with different aspects of their visit to Dean Castle. These results are detailed in Table 2.9. All aspects of respondents’ last visit to Dean Castle were rated very positively with average ratings being between 9.27 and 9.82.

We have further compared the mean figures for 2023 with those from 2018. It should be noted that in 2018 the question was asked of people’s last visit to Dean Castle. These results are detailed in Table 2.10 over the page.

As shown, satisfaction with all aspects of respondents’ visit to Dean Castle has shown significant improvement since 2018, with the exception of “overall visit experience” which was not previously asked. 26% of visitors said they had visited Dean Castle before it closed for restoration and modernisation. Respondents that had visited Dean Castle before it closed for restoration and modernisation were asked how their visit now compared to their visit before restoration and modernisation took place, on a range of aspects of the visitor experience. These results are detailed in Table 2.11

The majority of visitors rate all aspects of their visit as being much better when compared to previous visits before restoration and modernisation. Where this is less likely to be the case, this relates to opening hours (64%), parking (65%) and activities for children (78%). All other aspects of the visitor experience are rated between 92% and 98% as much better than previous visits. As shown above, there is universal agreement with all statements among respondents that have visited Dean Castle closed for restoration and modernisation, with the vast majority strongly agreeing in each case.

Aspects of Visits	0	1	2	3	4	5	6	7	8	9	10	Mean	Base
The appearance of the Castle on the inside	-	-	-	-	-	1%	0%	-	2%	11%	86%	9.82	383
The service provided by Castle staff	-	-	-	-	-	1%	0%	-	1%	12%	86%	9.82	378
The appearance of the Castle entrance	-	-	-	-	-	1%	0%	-	2%	13%	84%	9.8	386
The accessibility of the collections and exhibitions at the Castle	-	-	-	-	-	1%	0%	-	2%	13%	84%	9.8	379
The appearance of the Castle courtyard	-	-	-	-	-	1%	0%	-	2%	14%	83%	9.78	389
The information and interpretation on story boards etc.	-	-	-	-	-	1%	1%	-	2%	13%	84%	9.78	380
The general cleanliness of the Castle	-	-	-	-	-	1%	0%	-	3%	15%	82%	9.77	383
Your overall visit experience	-	-	-	-	-	1%	1%	-	3%	14%	83%	9.76	380
Activities for children	-	-	-	1%	-	2%	1%	1%	7%	18%	71%	9.49	392
Opening hours	-	-	0%	0%	0%	1%	1%	3%	11%	13%	71%	9.46	396
Parking	0%	-	-	-	-	1%	2%	6%	13%	15%	63%	9.27	387

Aspects of Visits	Mean 2018	Mean 2023
The appearance of the Castle on the inside	7.56	9.82
The service provided by Castle staff	7.54	9.82
The appearance of the Castle entrance	7.59	9.8
The accessibility of the collections and exhibitions at the Castle	7.4	9.8
The appearance of the Castle courtyard	7.63	9.78
The information and interpretation on story boards etc.	7.32	9.78
The general cleanliness of the Castle	7.71	9.77
Your overall visit experience	N/A	9.76
Activities for children	7.29	9.49
Opening hours	7.63	9.46
Parking	7.44	9.27

Aspects of Visits	Much better on previous visits	A bit better on previous visits	No difference	A bit better on this visit	Much better on this visit	Base
The appearance of the Castle on the inside	2%	-	-	-	98%	102
Your overall visit experience	2%	-	-	1%	97%	101
The appearance of the Castle entrance	2%	-	1%	-	97%	103
The information and interpretation on story boards etc.	2%	-	1%	-	97%	103
The appearance of the Castle courtyard	2%	-	2%	-	96%	103
The accessibility of the collections and exhibitions at the Castle	2%	-	2%	-	96%	103
The service provided by Castle staff	2%	-	5%	-	93%	101
The general cleanliness of the Castle	2%	-	6%	-	92%	103
Activities for children	2%	1%	17%	3%	78%	103
Parking	2%	1%	25%	7%	65%	103
Opening hours	2%	1%	31%	2%	64%	103

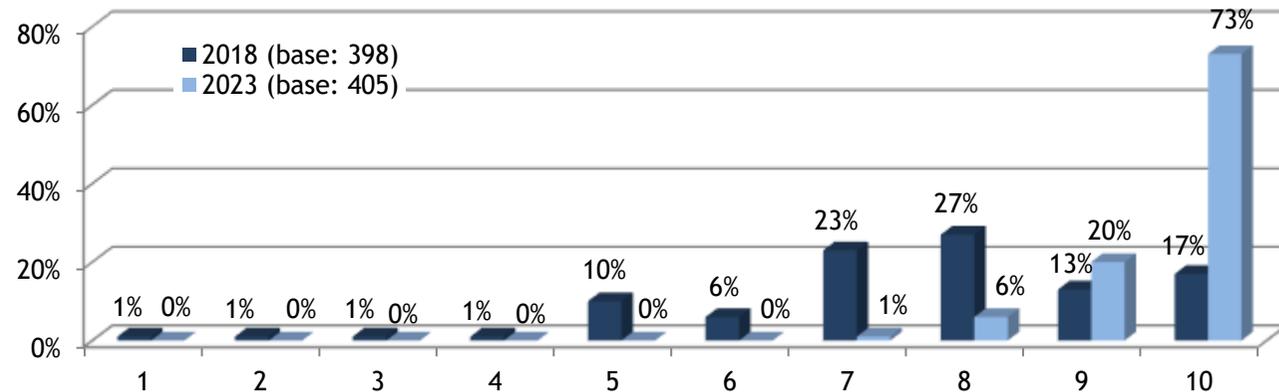
Statements	Strongly Disagree	Tend to Disagree	Tend to Agree	Strongly Agree	Base
The works improve Dean Castle as a tourist attraction	-	-	2%	98%	104
The works make Dean Castle more of an asset to the local community	-	-	2%	98%	104
You are more likely to visit Dean Castle in the future because of the works	-	-	2%	98%	104
The works have improved Dean Castle as a place to visit	-	-	3%	97%	104
The works have been carried out sympathetically	-	-	3%	97%	103

8% of visitors to Dean Castle said they are spending at least one night away from home to attend the Castle. The average number of nights visitors are spending away from home is 3.94. It should be noted that this figure is skewed slightly by one particular visitor that was spending 21 days away from home. When this is removed from the calculation, the average number of nights is 2.94.

The average spend on accommodation per night, among those spending at least one night away from home, was £43.89. Figure 2.13 details the average party expenditure as a result of their visit to Dean Castle. These results are based on all respondents that provided an answer.

Expenditure	Average (£)
Onsite at Dean Castle and Country Park	£10.28
Offsite (outside Dean Castle and Country Park)	£4.01
Total ²	£14.30
Base	377

All respondents were then asked to say how likely they would be to recommend Dean Castle to a friend or colleague on a scale of 1 to 10, where 1 is “not at all likely” and 10 is “extremely likely”. These results are illustrated in Figure 2.14. The majority of respondents would recommend Dean Castle to a friend or colleague and gave a rating of 10 (73%, up substantially from 17% in 2018). The average rating provided was 9.62 (up from 7.63 in 2018). The “Net Promoter Score” for Dean Castle was +93% (up substantially from +10% in 2018).



² Figures do not sum due to rounding.

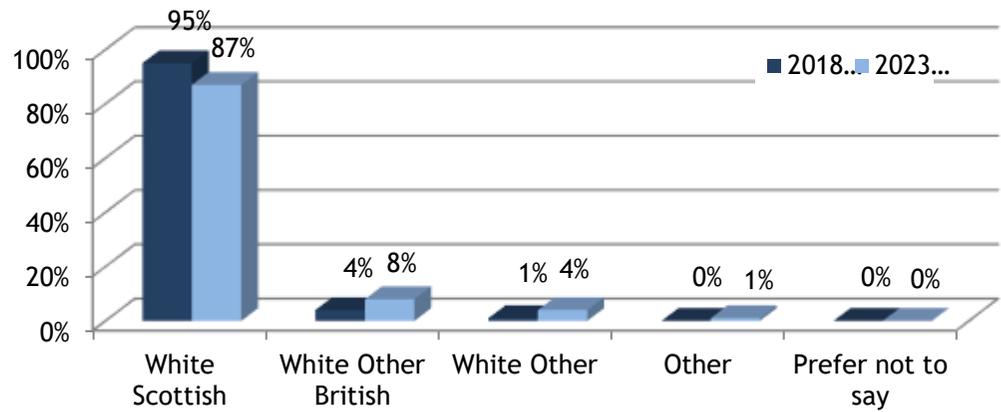
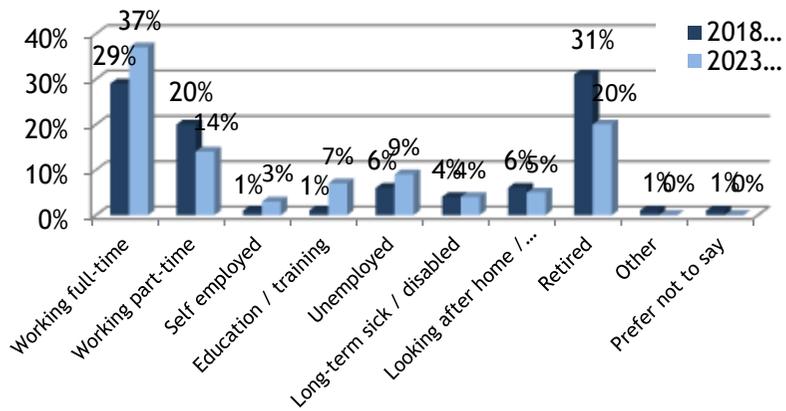
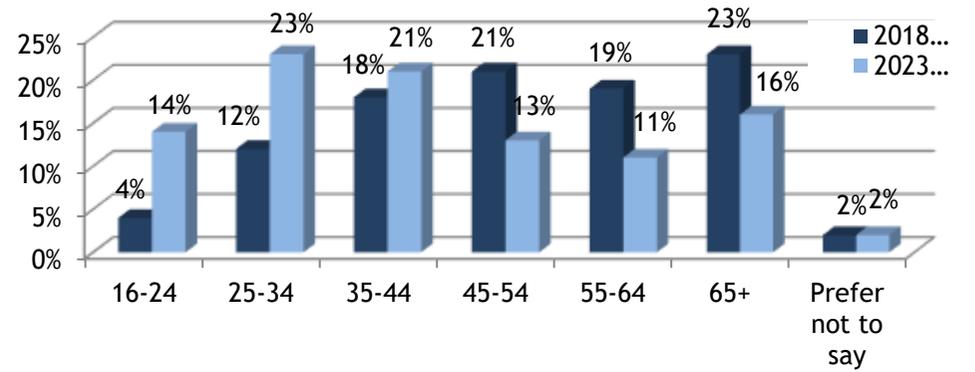
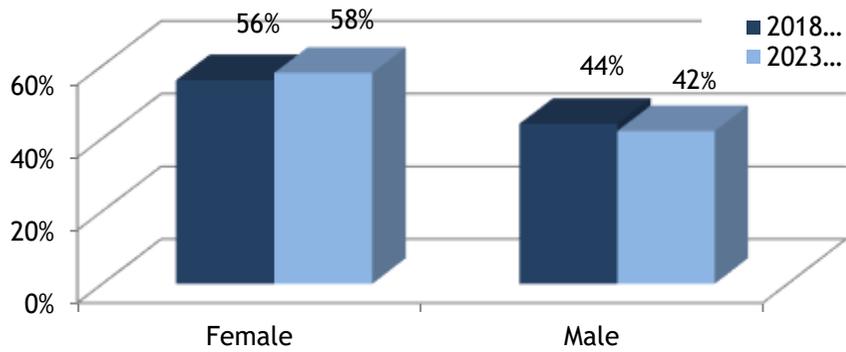
Local Residents

Key Messages

- The words or phrases most commonly viewed as important when visiting a leisure or cultural attraction were “value for money” (69%) and “easy to travel to” (64%). When asked to choose the three words or phrases of greatest importance the top choices were: “value for money” (55%); “easy to travel to” (46%) and “entertaining” (32%).
- 42% of local resident survey respondents said that they had ever visited Dean Castle (down from 74% in 2018, likely reflecting the period of closure over Covid and for implementation of the restoration and modernisation project). Among those that have not visited Dean Castle before the main barriers were that it is just not something that would of interest (52%) and that people just hadn’t got round to it (43%).
- 56% of local resident survey respondents were aware that it is free to visit Dean Castle (down from 78% in 2018). This said, 56% considered that Dean Castle was well publicised or advertised (compared to 25% in 2018).
- The main method of travel used to visit Dean Castle was private motor vehicle (60%), followed to a much lesser extent by walking (21%), by bus (8%) or by cycling (8%).
- The average amount of time respondents spent in Dean Castle was 1 hour 32 minutes.
- Satisfaction levels with respondents’ visit to Dean Castle was high with the majority of respondents (80%) giving a satisfaction rating of between 9 and 10 (on a scale of 0 to 10). The average rating provided was 9.28.
- As with the visitor survey, aspects of Dean Castle (such as opening hours, parking, activities, appearance, accessibility, information and service) were also rated highly amongst those that had visited, with average ratings being between 9.3 and 9.52 for the various aspects of visits (on a scale of 0 to 10). These ratings improved significantly since the 2018 baseline survey.
- 46% of those that had visited Dean Castle visitors said they had visited Dean Castle since its restoration and modernisation said that they had visited prior to the restoration and modernisation project. The majority of these rated the various aspects of their visit as better than previously, with 70% rating their overall experience as better.

Respondent Profile

The profile of respondents by gender is illustrated in Figure 3.1, showing a greater female than male proportion (58% compared to 42%) which is typical in surveys of this nature. Figure 3.2 illustrates the age ranges of respondents, demonstrating a relatively broad spread of ages, although the majority (58%) were under the age of 45 which differs from the 2018 survey when the majority (63%) were over the age of 45. 12% of respondents said they had a long-standing illness, disability or infirmity that affects their use of open spaces (compared with 18% in 2018). Figure 3.3 illustrates that 54% of respondents are working either full or part-time or self-employed, compared with 50% in 2018. The profile of respondents by ethnic origin is illustrated in Figure 3.4. As shown, the vast majority of respondents (95%) are of White British origin.



Interest in Leisure and Cultural Activities

The types of leisure and cultural attractions of interest to respondents is listed in Table 3.1. The majority of local residents say they are generally interested in walking (55%). A large minority are also interested in food and drink based attraction (38%), wildlife (35%) and city visits and tours (33%). By comparison, local residents are significantly less likely to be interested in skiing (5%), industrial heritage (6%) country sports (8%), museums and galleries (11%) and natural heritage attractions (12%). A significant minority (17%) say they are not interested in any of the above leisure and cultural activities.

When compared with the results from 2018, the level of interest in leisure and cultural attractions is somewhat different, although this may in part be due to the differences in respondent profile such a younger sample with more people working and less retired in 2023.

Leisure and Cultural Attractions	2018	2023
Walking	61%	55%
Food and drink-based attractions	63%	38%
Wildlife	54%	35%
City visits / tours	39%	33%
Sports events	38%	22%
Cycling	10%	18%
Active / adventure attractions	31%	16%
Castles and historic buildings	40%	14%
Natural heritage attractions	44%	12%
Museums and galleries	45%	11%
Country sports	9%	8%
Industrial heritage	19%	6%
Skiing	3%	5%
None of the above	6%	17%
Base	811	422

Communications and Information

Table 3.2 details the sources of communication and information that respondents say they use to get information about leisure and cultural attractions. Most commonly, local residents said they use social media (53%), general web searches (50%) and posters in public places (49%). A large minority of local residents use specific websites of individual locations attractions (39%), followed by 34% that use newspapers and 30% in each case that use leaflets picked up from public places and review websites. “What’s On” publications and specific visitor websites are used by 24% of local residents while 5% use another source. These results differ somewhat from the results of the 2018 survey with more use of internet-based sources in 2023 than was evident in 2018. Although, the differences in respondent profile between the two surveys should be noted.

Respondents were then asked to say which three sources of communication and information they use most often to get information about leisure and cultural attractions. The top three most common sources of communication and information used by local residents were social media (47%), general web searches (43%) and posters in public places (41%). Again these results differ from the results of the 2018 survey with more use of internet-based sources in 2023 than was evident in 2018. Although, the differences in respondent profile between the two surveys should be noted.

Sources of Communication and Information	2018	2023	Sources of Communication and Information (top three)	2018	2023
Social media	32%	53%	Social media	32%	53%
General web searches	35%	50%	General web searches	35%	50%
Posters in public places	66%	49%	Posters in public places	66%	49%
Specific websites of individual locations attractions	43%	39%	Specific websites of individual locations attractions	43%	39%
Newspapers	60%	34%	Newspapers	60%	34%
Leaflets picked up from public places	62%	30%	Leaflets picked up from public places	62%	30%
Review websites	20%	30%	Review websites	20%	30%
'What's On' publications	46%	24%	'What's On' publications	46%	24%
Specific visitor websites	45%	24%	Specific visitor websites	45%	24%
Another source	6%	5%	Another source	6%	5%
Base	811	421	Base	811	421

Importance of Aspects of Visit

Respondents were asked to comment on what they thought the most important factors were in choosing a location for a leisure or cultural visit. We have listed an illustrative selection of these comments under common themes in the table below:

Theme	Comment
Accessibility	<p><i>"Weather and easy to get to or not."</i></p> <p><i>"Not too far and expensive."</i></p> <p><i>"Easy access."</i></p>
Cost / Value for Money	<p><i>"That it's not too far or expensive."</i></p> <p><i>"It depends how much money I have at certain times."</i></p> <p><i>"Free."</i></p>
Interesting / Educational	<p><i>"Somewhere that I find interesting."</i></p> <p><i>"That it will be educational."</i></p> <p><i>"Suits me and my families' interests."</i></p>
Things to do	<p><i>"What it has to offer."</i></p> <p><i>"Somewhere that keeps me active."</i></p> <p><i>"It has lots of things that suits me and friends."</i></p>
Facilities	<p><i>"Bite to eat and good toilet facilities."</i></p> <p><i>"Something for kids and disabled access."</i></p> <p><i>"Free parking."</i></p>
Food and drink	<p><i>"Like to explore nice eating places all over."</i></p> <p><i>"Good food."</i></p> <p><i>"Good food and drink."</i></p>
Landscape / scenery	<p><i>"It has to be an outdoor place that's tranquil."</i></p> <p><i>"Nature and good walks."</i></p> <p><i>"Nice scenery things to do with kids."</i></p>
Family / child friendly	<p><i>"Good for both adults and kids."</i></p> <p><i>"Something to suit the whole family."</i></p> <p><i>"Lots of things for children and safety."</i></p>

The majority of comments provided related to accessibility in terms of convenience and distance to travel, but also being able to access the site easily in terms of parking and cost of getting there. A full listing of comments can be found in the appendices.

Respondents were then shown a list of words and phrases that they may or may not associate with leisure and cultural attractions and asked to say which they think are important in a visit. Table 3.4 details the words and phrases that respondents think are important. Most commonly, respondents cited “value for money” (69%) and “easy to travel to” (64%) as being of importance when choosing to visit a leisure or cultural attraction, followed to a lesser extent by “entertaining” (49%) and “good food and drink” (45%). Conversely, respondents were least likely to place importance on factors like “romantic” (5%), “modern” (13%), “hands on / interactive things to do” (14%), “important to local / Scottish history” (15%), “important to local / Scottish culture” (15%) and “educational” (16%).

Ease of travel, good food and drink, value for money and entertainment value were all cited as the most important words or phrases in 2018.

Respondents were then asked to say which three words or phrases they felt were most important. These results are listed in Table 3.5. The top three most important words or phrases associated with a leisure or cultural visit were: “value for money” (55%); “easy to travel to” (46%) and “entertaining” (32%). This was broadly similar in 2018: “easy to travel to” (57%); “value for money” (38%), and “good food and drink” (37%).

Important Words / Phrases	2018	2023	Important Words / Phrases (top 3)	2018	2023
Value for money	67%	69%	Value for money	38%	55%
Easy to travel to	75%	64%	Easy to travel to	57%	46%
Entertaining	67%	49%	Entertaining	30%	32%
Good food and drink	70%	45%	Good food and drink	37%	28%
Exciting	20%	39%	Exciting	4%	22%
Lots of things to do when you are there	50%	33%	Good for children	21%	20%
Authentic experience	30%	27%	Lots of things to do when you are there	19%	17%
Quality	33%	26%	Authentic experience	13%	13%
Open to all	45%	24%	Quality	8%	12%
Good for children	33%	23%	Open to all	7%	11%
Educational	44%	16%	Educational	15%	7%
Important to local / Scottish culture	45%	15%	Important to local / Scottish culture	11%	7%
Important to local / Scottish history and heritage	47%	15%	Modern	1%	7%
Hands-on / interactive things to do	30%	14%	Important to local / Scottish history and heritage	16%	6%
Modern	10%	13%	Hands-on / interactive things to do	7%	5%

Romantic	4%	5%	Romantic	0%	3%
Base	808	422	Base	808	420

Visiting Dean Castle

42% of respondents said that they had previously visited Dean Castle (compared with 74% in 2018). Those that have never visited Dean Castle were asked what have been the barriers to them visiting Dean Castle in the past. These results are illustrated in Figure 3.5. Most commonly, respondents said that Dean Castle was not something they would be interested in (52%, down slightly from 54% in 2018) while a further 43% said that they just haven't got round to visiting Dean Castle (compared with 35% in 2018). A small minority cited other barriers such as difficulties getting to the site (1%), cost of visit (1%) and limited access for people with mobility issues (less than 1%). 69% of local residents who had visited Dean Castle indicated that this included a visit since its restoration and modernisation.

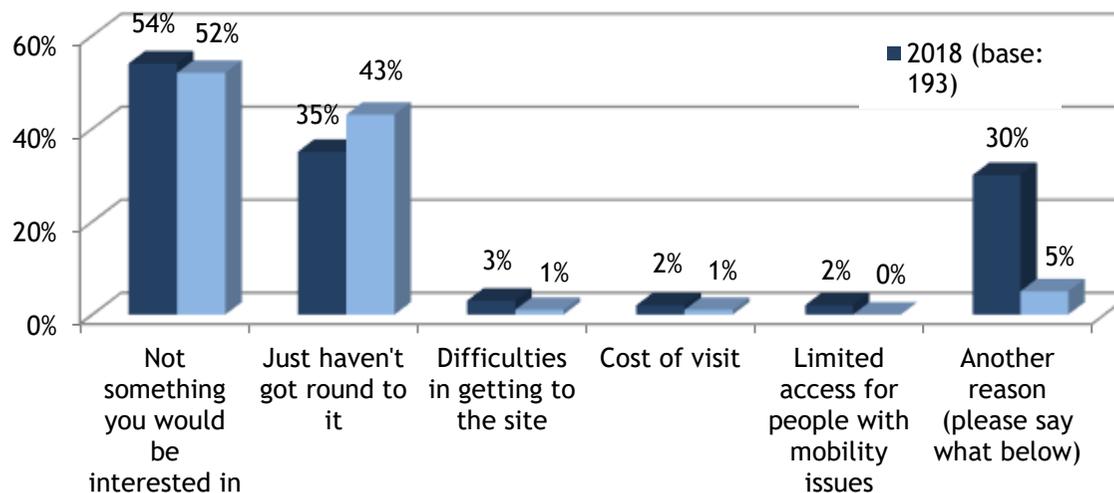
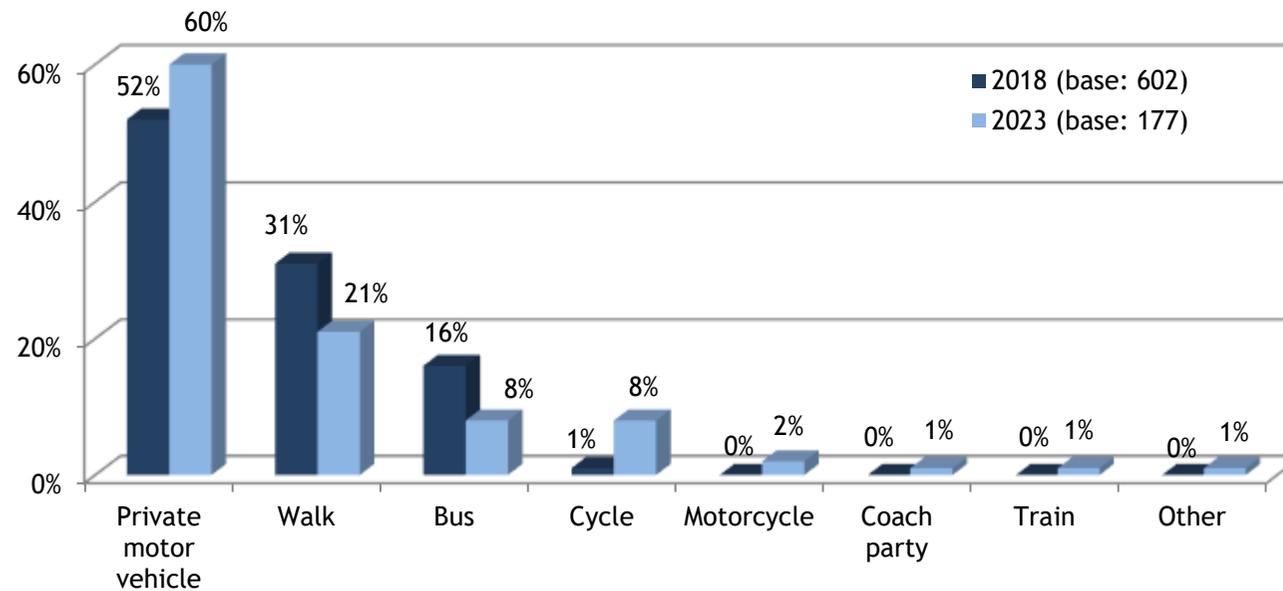


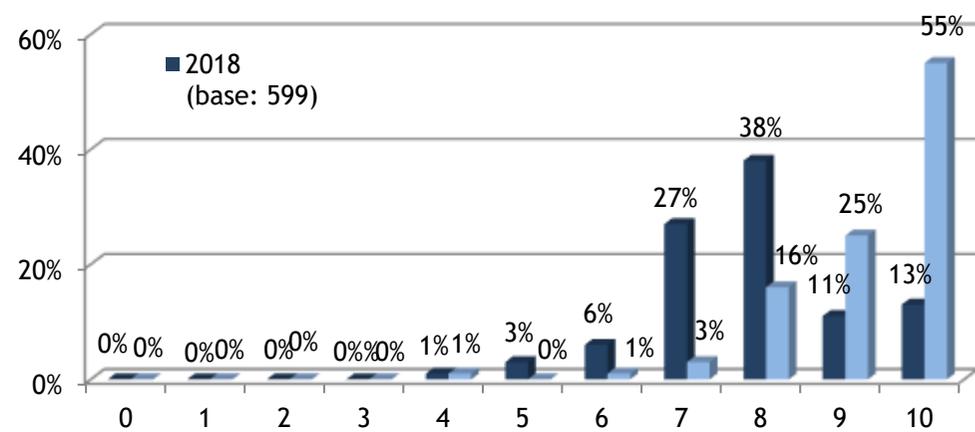
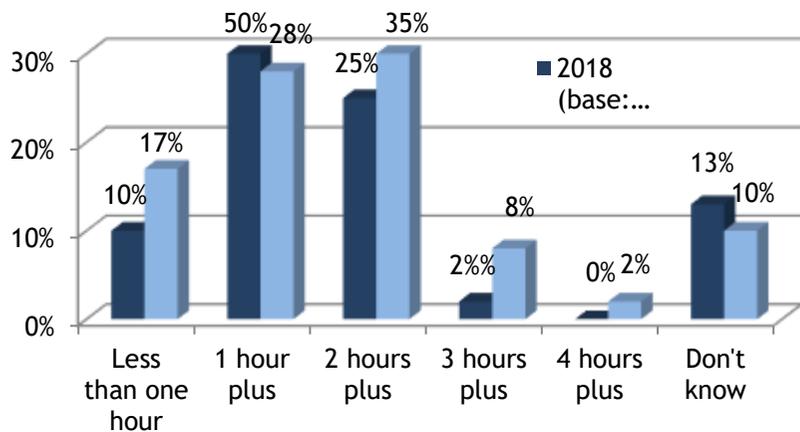
Figure 3.6 illustrates the main method of transport respondents used to travel to Dean Castle. Most commonly respondents travelled to Dean Castle by private motor vehicle (60%, up from 52% 2018), followed to a much lesser extent by walking (21%, down from 31%), by bus (8%, down from 16%) or by cycling (8%, up from 1%). Other methods of transport represented 2% or less in each case.



The length of time respondents said they spent in Dean Castle the last time they visited is shown in Figure 3.7. Taking the values and assuming “1 hour plus” as 1 hour, “2 hours plus” as 2 hours and so on, we have calculated the average time spent in Dean Castle was 1 hour 32 minutes (up from 1 hour 17 minutes in 2018).

Respondents were then asked to rate their last visit to Dean Castle on a scale of 0 to 10 with 0 being the least satisfied and 10 being the most satisfied. These results are illustrated in Figure 3.8. The majority of respondents gave a satisfaction rating of between 9 and 10 (80%, up substantially from 24% in 2018). The average rating provided was 9.28 (up from 7.8 in 2018).

Using the same scale of 0 to 10, respondents were asked to rate how satisfied they were with different aspects of their last visit to Dean Castle. These results are detailed in Table 3.9.



Aspects of Visits	0	1	2	3	4	5	6	7	8	9	10	Mean	Base
The appearance of the Castle courtyard	-	-	-	-	-	-	1%	2%	9%	21%	67%	9.52	178
The general cleanliness of the Castle	-	-	-	-	-	-	1%	3%	10%	18%	69%	9.51	178
Your overall visit experience	-	-	-	-	-	-	1%	3%	10%	19%	66%	9.48	176
The appearance of the Castle entrance	-	-	-	-	-	1%	1%	2%	12%	17%	67%	9.47	178
The appearance of the Castle on the inside	-	-	-	-	-	-	-	4%	15%	14%	67%	9.45	178
The information and interpretation on story boards etc.	-	-	-	-	-	1%	-	4%	12%	17%	66%	9.44	178
The service provided by Castle staff	-	-	-	-	-	-	1%	3%	13%	18%	65%	9.44	178
The accessibility of the collections and exhibitions at the Castle	-	-	-	-	-	-	1%	5%	13%	16%	66%	9.42	177
Opening hours	-	-	1%	1%	1%	1%	1%	3%	9%	23%	62%	9.34	178
Activities for children	-	-	-	-	-	1%	2%	3%	12%	23%	60%	9.34	178
Parking	-	-	-	-	-	1%	1%	4%	14%	21%	59%	9.3	178

As shown above, all aspects of respondents' last visit to Dean Castle were rated positively with average ratings being between 9.3 and 9.52.

We have further compared the mean figures for 2023 with those from 2018. These results are detailed in Table 3.10. Satisfaction with all aspects of respondents' visit to Dean Castle has shown significant improvement since 2018, with the exception of "overall visit experience" which was not previously asked.

Aspects of Visits	Mean 2018	Mean 2023
The appearance of the Castle courtyard	8.19	9.52
The general cleanliness of the Castle	8.28	9.51
Your overall visit experience	N/A	9.48
The appearance of the Castle entrance	8.25	9.47
The appearance of the Castle on the inside	8.24	9.45
The information and interpretation on story boards etc.	8.05	9.44
The service provided by Castle staff	8.32	9.44
The accessibility of the collections and exhibitions at the Castle	8.04	9.42
Opening hours	7.8	9.34
Activities for children	7.51	9.34
Parking	8.05	9.3

46% of those that had visited Dean Castle since its re-opening said that they had visited prior to the restoration and modernisation project. These respondents were asked how their visit now compared to their visit before restoration and modernisation took place, on a range of aspects of the visitor experience. The results are detailed in Table 3.11.

Aspects of Visits	Much better on previous visits	A bit better on previous visits	No difference	A bit better on this visit	Much better on this visit	Base
Opening hours	-	-	-	14%	86%	56
Parking	-	2%	-	14%	84%	56
Activities for children	-	-	2%	14%	84%	56
The appearance of the Castle courtyard	-	-	2%	18%	80%	56
The appearance of the Castle entrance	-	-	4%	13%	84%	56

The appearance of the Castle on the inside	-	-	4%	16%	80%	56
The general cleanliness of the Castle	-	-	5%	9%	86%	56
The accessibility of the collections and exhibitions at the Castle	-	-	5%	14%	80%	56
The information and interpretation on story boards etc.	-	-	11%	21%	68%	56
The service provided by Castle staff	-	-	25%	18%	57%	56
Your overall visit experience	-	-	30%	11%	59%	56

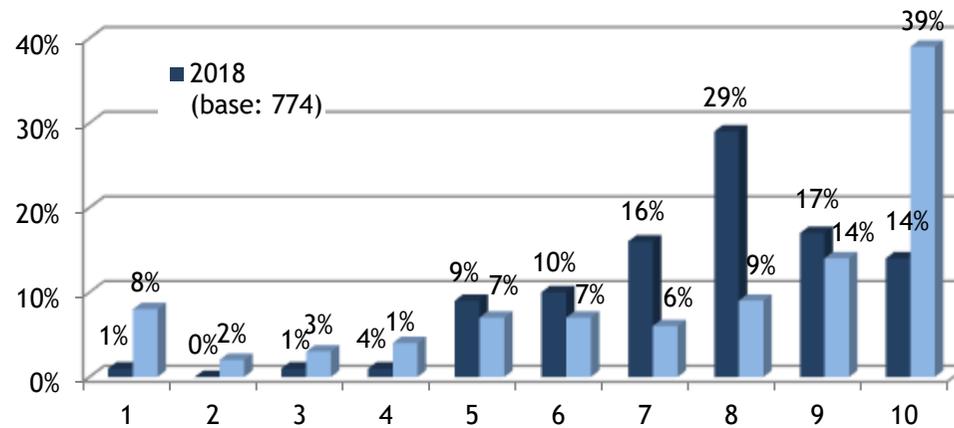
As shown above, the majority of visitors rate all aspects of their visit as being much better when compared to previous visits before restoration and modernisation. Where this is less likely to be the case, this relates to the overall visit experience (59%), the service provided by Castle staff (57%) and the information and interpretation on story boards (68%). All other aspects of the visitor experience are rated between 80% and 86% as much better than previous visits.

Respondents that had visited Dean Castle since it re-opened were asked their level of agreement with a number of statements relating to the restoration and modernisation of the Castle. These results are detailed in Table 3.12.

Statements	Strongly Disagree	Tend to Disagree	Tend to Agree	Strongly Agree	Base
The works make Dean Castle more of an asset to the local community	-	-	13%	88%	160
The works improve Dean Castle as a tourist attraction	-	-	12%	88%	161
You are more likely to visit Dean Castle in the future because of the works	-	1%	15%	84%	159
The works have been carried out sympathetically	1%	3%	9%	87%	159
The works have improved Dean Castle as a place to visit	0%	4%	32%	63%	294

As shown above, there is majority agreement with all statements among respondents that have visited Dean Castle before it closed for restoration and modernisation, with the vast majority strongly agreeing in most cases.

56% of all respondents were aware that it is free to visit Dean Castle (down from 78% in 2018). This said, 56% considered that Dean Castle was well publicised or advertised (compared to 25% in 2018). All respondents were then asked to say how likely they would be to recommend the Dean Castle to a friend or colleague on a scale of 1 to 10, where 1 is “not at all likely” and 10 is “extremely likely”. These results are illustrated in Figure 3.9.



As shown above, the majority of respondents would recommend Dean Castle to a friend or colleague and most gave a rating of between 8 and 10 (62%, up slightly from 60% in 2018). The average rating provided was 7.47 (7.62 in 2018)

The “Net Promoter Score” for Dean Castle was +22% (up from +9% in 2018). This lower Net Promoter Score as compared to visitors is simply a reflection of a large proportion of the residents sample not having any experience of the castle.

Business Survey

The business survey secured fairly limited engagement, with only 4 responses. Of these, 3 were independent local businesses and 1 was part of a national chain. All were primarily involved in service and retail functions. 3 respondents provided turnover information, with 1 having turnover of up to £50,000, 1 having a turnover of between £100,000 and £200,000 and 1 having turnover of £1m.

All of these businesses were previously aware of Dean Castle, with the most common sources of information having been direct communication from East Ayrshire Leisure (3 respondents) and social media (2 respondents). Respondents were split between 2 that said they knew only a little about the project and 2 that said they had a good knowledge of it. None of the businesses said that they had made any changes to the operation of their business as a result of the restoration and modernisation project. Table 4.1 below summarises these businesses’ perception of the impact of the restoration and modernisation project according to a number of factors.

Area of Potential Impact	Negative Impact	No Impact	Some Positive Impact	Significant Positive Impact	Base
People's perceptions of the Castle and Country Park	-	1	1	2	4
People's perception of Kilmarnock	-	3	1	-	4
Sense of pride in the local community	-	2	2	-	4
Visitor numbers in the area	-	1	2	1	4
Turnover of your specific business	-	4	-	-	4

These businesses were divided as to some of the wider impacts of the project on perceptions of and within the local community, although 3 of 4 suggested that they anticipated that the project would increase visitor numbers. However, none identified any turnover increases. One respondent provided further comment, referring very positively to the project and its impact:

*“Having a top-notch tourist attraction will boost the local economy and attract more visitors.....
The restored castle and its surroundings can provide a relaxing space for my team to unwind during breaks....
In short, I am all for the castle regeneration and believe it will benefit not only my business but also our entire community.”*

Employee Survey

3 employees provided feedback including 2 Modern Apprentices and 1 further member of staff directly involved in engagement aspects of the project. 2 respondents were male and 1 female. 2 were aged 16-24 and 1 aged 35-44. 1 of the 3 reported having a long-standing illness, disability or infirmity. All were of white Scottish ethnicity. All of these respondents indicated that they hoped that their training and employment via the project would provide benefits in terms of meeting new people, learning new things, learning new skills and making them more employable. 2 of 3 indicated that they sought benefits in relation to improving their confidence and improving their health and wellbeing.

One respondent made a general comment on the benefits they received:

*“I think the greatest benefit was using my professional skills in what I personally thought was a really worthwhile and important project.
It is good to feel part of something that has really made a difference to local people and visitors / tourists.”*

The things that employees most enjoyed related to the satisfaction of being engaged in a project in an area they were interested in and considered worthwhile:

“Part of my degree that I never normally get to use. That was a real treat.”

“Being able to restore a big attraction in my hometown”

“I enjoyed working on the castle a lot because it has a lot of history involved and I learned a lot”.

Only 2 of 3 respondents commented on the things they liked least. These comments related to an initial perception that they were not fully listened to but with the respondent indicating that this changed as the project progressed and a new project team were engaged, and 1 respondent commented on the repetitive nature of their work but indicated that this “wasn’t a big issue”.

Table 5.1 summarises the extent to which respondents felt they actually secured the benefits referred to above.

Potential Benefit	Not at all	To some extent	To a great extent	Base
Improved confidence	-	-	3	3
Meeting new people	-	-	3	3
Learning new things	-	1	2	3
Getting out of the house	-	2	1	3
Improved health and wellbeing	-	-	3	3
Learning new skills	-	-	3	3
Making yourself more employable	-	1	2	3

Involvement in the project has been of major benefit to all employees that responded, particularly with regard to improved confidence, meeting new people, improved health and wellbeing and learning new skills, where all respondents considered this benefit to have been achieved “to a great extent”. All of the respondents remain in employment.

Volunteer Survey

There were 16 respondents to the Volunteers Survey. The volunteering roles referenced by respondents included Gallery Attendant (6 responses) Castle “Champions” (2 responses), conservation of museum objects (1 respondent) and landscaping works (1 respondent). 5 respondents gave an “other” response and these mainly related to supporting events and engaging with castle visitors. Of these respondents, 69% were female and 31% were male. In terms of age, 6% were aged 35-54, 25% aged 45-64, 38% aged 55-64 and 31% aged 65+. 19% of respondents indicated that they had a long-standing illness, disability or infirmity.

63% of those volunteers that responded were currently retired, with 19% being in full-time work, 6% self-employed, 6% in part-time work and 6% long-term disabled. 81% were of white Scottish ethnicity and 19% of white Other British ethnicity.

The benefits that volunteers hoped to get from their volunteering experience at Dean Castle were as follows (multiple responses allowed):

- 75% hoped to meet new people
- 75% hoped to learn new things
- 44% wanted to “get out of the house”
- 25% wanted to improve their health and wellbeing
- 25% wanted to learn new skills
- 13% wanted to improve their confidence
- 6% wanted to make themselves more employable.

31% also gave a “something else” response to this question, these mainly relating to social and / or philanthropic issues such as “having fun” and “giving something back to the community”.

All respondents said that they enjoyed their experience of volunteering, with 88% saying this was the case “to a great extent” and 13% “to some extent”.

All respondents said that they felt valued as a volunteer at Dean Castle, with 69% saying this was the case “to a great extent” and 31% “to some extent”.

A range of illustrative comments about the things that volunteers most liked about their experience of volunteering at Dean Castle is set out below:

“Learning the history of the castle and its connection to Kilmarnock”

“Meeting people from all over the world”

“Helping the public enjoy the castle experience”

“Meeting other volunteers and chatting to members of the public”

“The organisers were fab supporting us in our experience, giving us a good knowledge base about the castle to share with visitors. I feel a real part of the team and was proud to be involved.”

There were comparatively few comments about the things that people liked least, these most commonly referring to “the cold” and occasional issues regarding shift allocation and clarity of “boundaries”.

The “further comments” made also highlighted the extent to which volunteers enjoyed and valued their experience:

“I found it enjoyable and everyone was friendly”

“The team made you feel part of the experience as a volunteer”

“It has shown me so much more of what goes on. No matter how much or how little you are able to help, you are made to feel valued.”

Table 5.1 below summarises the extent to which respondents felt they actually secured the benefits referred to above.

Potential Benefit	Not at all	To some extent	To a great extent	Base
Improved confidence	31%	56%	13%	16
Meeting new people	6%	25%	69%	16
Learning new things	-	25%	75%	16
Getting out of the house	19%	31%	50%	16
Improved health and wellbeing	27%	40%	33%	16
Learning new skills	19%	38%	44%	16
Making yourself more employable	73%	25%	-	15

Other than in relation to employability (which only one respondent said they had actually sought) a majority of volunteers say that they have achieved benefits in relation to issues such as learning new things (100%), meeting new people (94%), learning new skills (82%), getting out of the house (81%), improved health and wellbeing (73%), and improved confidence (69%).

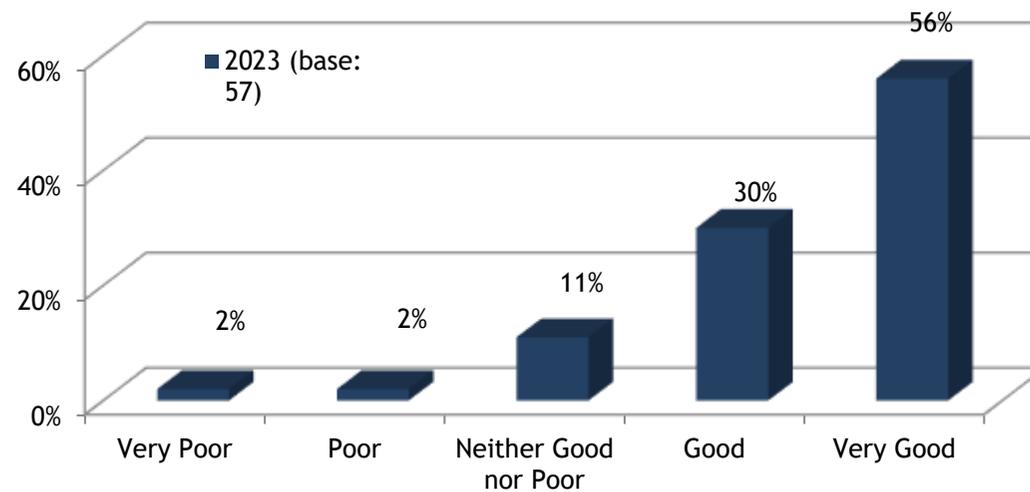
Some suggestions were made as to how the volunteer experience could have been improved. Examples related to specific issues such as “name badges” and “a WhatsApp chat” as well as a further comment on clarity of roles. A number of comments were to the effect that nothing could have been improved.

Survey of School Pupils

Two separate surveys were undertaken with primary school pupils; one during the restoration and modernisation works and one after re-opening.

Before restoration and modernisation

There were 57 responses to this survey. 56% of respondents for this survey were from Hillhead Primary School and 44% were from Shortlees Primary school. All school pupils surveyed were in Primary 5. Figure 7.1 illustrates how these pupils rated their visit to the castle.



As shown above, the vast majority of school pupils (86%) rated their visit to Dean Castle as good or very good while a further 11% rated their visit as neither good nor poor. A small minority (4%) rated their visit as poor or very poor. A range of illustrative comments about the things these pupils liked most about their visit to Dean Castle is set out below:

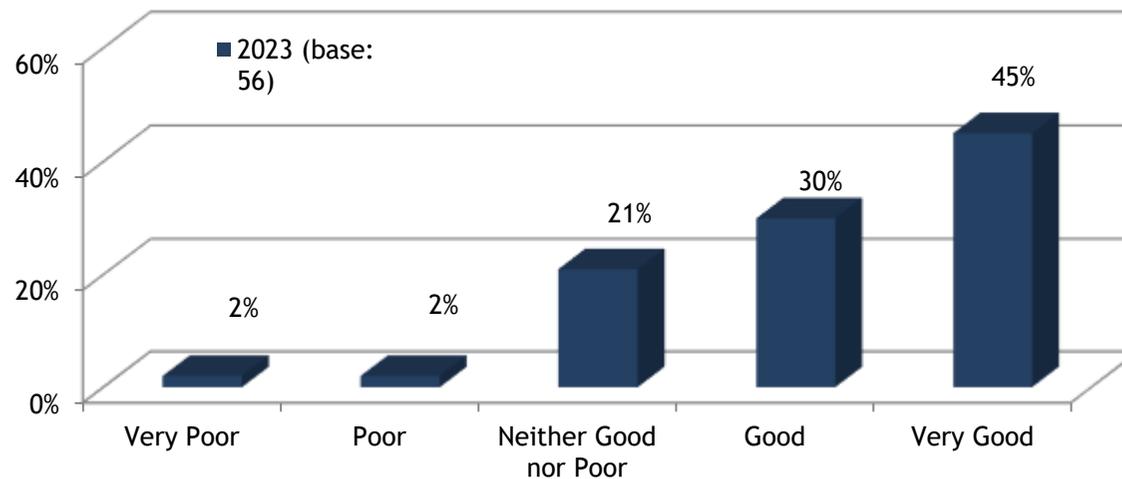
“Making the knight helmets.”

“Sun art.”

“Crafting.”

“I liked making the helmets.”

There were comparatively few comments about the things that school pupils didn’t like, these most commonly referring to “the bus” and “the bus being late”. Figure 7.2 illustrates how school pupils rated the plans they had heard about for Dean Castle restoration and modernisation.

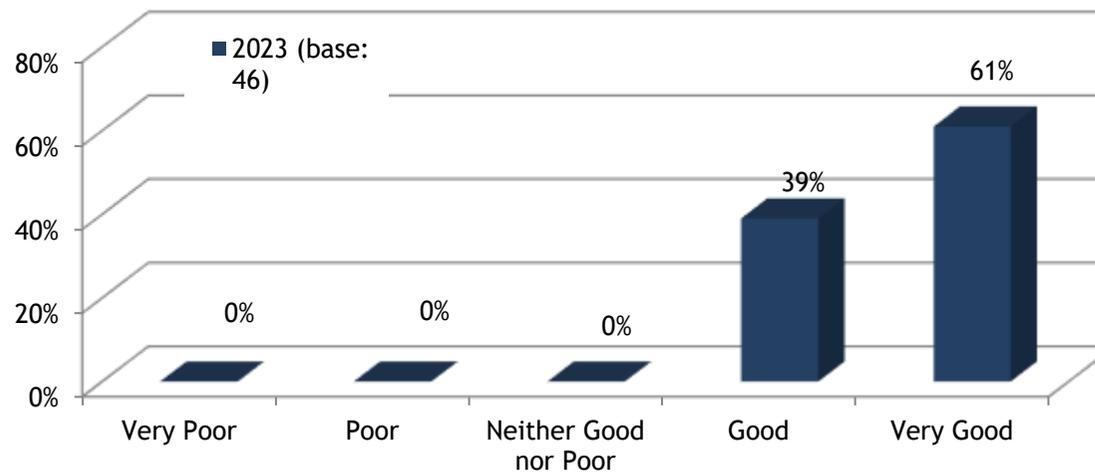


As shown above, the majority of school pupils (75%) rated the plans they had heard about for the restoration and modernisation of Dean Castle as good or very good while a further 21% rated the plans as neither good nor poor. A small minority (4%) rated their visit as poor or very poor.

After restoration and modernisation

There were 46 responses to this survey. 48% of respondents were from St Xavier's Primary School, 31% from Catrine Primary and Nursery, 12% from Mauchline Primary and 10% from Belmont Primary. Pupils ranged from nursery age to Primary 7.

Figure 7.3 illustrates how school pupils rated their visit to Dean Castle



As shown above, pupils give universally positive ratings in relation to their visit to Dean Castle with 61% rating their visit as very good and 39% rating their visit as good. A range of illustrative comments about the things that school pupils liked most about their visit to Dean Castle is set out below:

“Castle.”

“Everything.”

“Fun - den building. Playing.”

“I liked that we learned about animals.”

“The castle and dressing up.”

There were comparatively few comments about the things that school pupils didn't like, these most commonly referring to “the pig” and “the heat”. A range of illustrative comments about the things that school pupils had learned from their visit to Dean Castle is set out below:

“About animals.”

“About history and nature.”

“How to build a den.”

“History of castle.”

“How to make a fire.”

“I learned about skulls.”

“The keep is the oldest part of the castle.”

Dean Castle - School Pupils Survey

Q1 What did you think of today's visit / workshop?



Q2 What did you like about the visit / workshop?

I liked looking back at all of our pictures.

Q3 Was there anything you didn't like?

NO

Q4 What do you think of the plans you heard about for Dean Castle?



Q5 Please use the space below to draw a picture of what you learned at today's visit / workshop.

The keep is where all of the party's were.

Please use the space below to write in your Year and School.

Year P7

School Hillhead primary



Heritage Lottery Fund

Dean Castle - School Pupils Survey

Q1 What did you think of today's visit / workshop?



Q2 What did you like about the visit / workshop?

because it was really fun to make castles.

Q3 Was there anything you didn't like?

nothing

Q4 What do you think of the plans you heard about for Dean Castle?



Q5 Please use the space below to draw a picture of what you learned at today's visit / workshop.



Please use the space below to write in your Year and School.

Year Primary 7

School Hillhead Primary School



10. 2023-2033 priorities

The Modernisation and Restoration of Dean Castle has added to the Parks for People project to create a visitor attraction in Ayrshire which celebrate the social, cultural and natural heritage of the area. More than £12m investment in the site has seen it attract people from all over the country. However, throughout the project there have been a number of things that have been identified which will be the focus of further development in the next 10 years. These include:

- Opening up further areas of the Castle to the public. The top of the Keep has another room that was used for children who had been evacuated from Glasgow during World War II. The dorms and bathroom is still there. The plan is to carry out an audio history project and open up this space to tell this important story. Similarly, the 3rd floor in the Palace was not included in this project. However, much of the features of the 1920s restoration remain intact including the Lord's Chamber. The intention is to open this up as part of the visitor experience in the future.
- The education programme will continue to be developed including school workshops, on-line resources and partnership working with further and higher education establishments
- Development of the interpretation to make it more interactive to ensure that repeat visitors have a different experience each time they come to the Castle
- The volunteer programme will be enhanced with more opportunities for volunteering, apprenticeships and placements