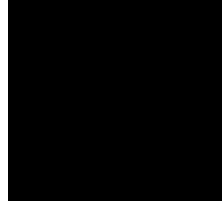




The European Agricultural Fund
for Rural Development:
Europe investing in rural areas



The Scottish
Government
Riaghaltas na h-Alba

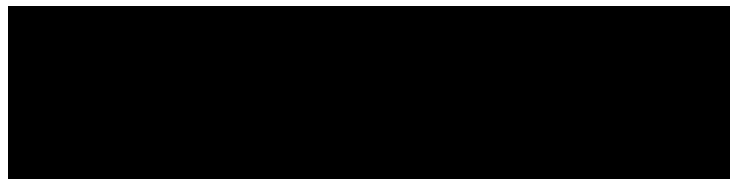


Scottish Rural
Development
Programme



PROJECT PLAN

Project Title:	Whithorn Roundhouse : Iron Age “Grand Design”
Applicant Organisation:	The Whithorn Trust
Name of Applicant:	Julia Muir Watt
Email Address:	enquiries@whithorn.com

For help and advice on completing this Project Plan contact:




GUIDANCE NOTES FOR COMPLETION OF A PROJECT PLAN

1. 
2. The Project Plan must contain information to demonstrate the following:
 - **Project Summary**
A brief summary of the project.
 - **Robust Delivery Plan**
A detailed activity plan demonstrating how the project will be delivered, detailing deliverables, timescales and milestones.
 - **Organisational Competence**
Evidence that the organisation has the right level of resource, skills and capability to deliver the project including reference to appropriate organisational policies and procedures.
 - **Meeting a Need or Demand**
Evidence that the project is responding to evidence of need or gap in provision.
 - **Engagement and support**
Evidence of comprehensive stakeholder buy in, participation or ownership to the project; and evidence that displacement has been considered
 - **Value Contribution (Return on Investment)**
Explanation of how the project will add value and deliver positive benefits proportionate to the investment sought – including leverage of investment, economic growth and rural development.
 - **Legacy**
Explanation of how the project will deliver structural change and/or sustained impact/benefit beyond the funding period.
 - **Exit Strategy**
Explanation of the exit strategy demonstrating how legacy will be achieved whilst avoiding grant dependency.
 - **Full Cost Breakdown**
A detailed cost breakdown itemising items of expected expenditure under budget headings.
 - **Risk Management**
Explanation of how risk will be managed for the project.
3. It is important that the Applicant assumes ownership of the Project Plan and is fully involved in its development and preparation. This will ensure that all information and findings are individually tailored to the organisation and will highlight strengths, weaknesses and opportunities unique to each situation.

4. 

Project Plan contents

Guidance Notes

- 1.** Project Summary
- 2.** Activity Plan
- 3.** Competence of Delivery Organisation/s
- 4.** Evidence of Demand/Need
- 5.** Engagement and Support
- 6.** Return on Investment
- 7.** 
- 8.** Legacy
- 9.** Exit Strategy
- 10.** Full Cost Breakdown
- 11.** Risk Management

1 Project Summary

Please provide a brief summary of your project

- The Whithorn Trust aims to enter a new era of archaeological interpretation by constructing, under supervision of experts in Iron Age architecture, a full-scale replica Iron Age roundhouse, based entirely on evidence from the nearby Black Loch of Myrton settlement, c. 450BC.
- While there have been a handful of other roundhouses built, the Black Loch settlement is the largest loch-side village so far found in Scotland for this period and, owing to the waterlogged conditions which are perfect for preserving timbers, has yielded levels of detail unprecedented in Scottish Iron Age archaeology; it is a landmark in the understanding of the South West of Scotland Iron Age. It is therefore best placed in Scotland to enable a full scale reconstruction based on the detail of woodwork and hearth construction found on site; other reconstructions have been far more speculative and not based on the evidence of one specific building, nor under the supervision of professional archaeologists; this excavation is the first to yield evidence of flooring, internal divisions and types of joint construction.
- 2016 is the Year of Architecture, Innovation and Design : the design challenges of building on a Scheduled Monument, which have meant finding ways of securing the building without penetrating the ground, will be filmed as our very own Iron Age Grand Design. The roundhouse will be ready to launch in 2017, the Year of Heritage, History and Archaeology, and the Trust will capitalise on publicity offered to new projects with this theme.
- While other roundhouses have been built by countryside rangers, no other has previously been built through community participation from the start : the Trust will accomplish the build through participation of craftspeople from the creative community in Dumfries and Galloway, and of local schools, students from universities, local woodland trust volunteers, local residents and visitors. Expert supervision will come from leading Iron Age experts, archaeologists, and a wider design team.
- This project is unique in the possibilities it offers for knowledge transfer, which is one of the EU priorities for rural development. The research community in Scotland (at Glasgow and Edinburgh Universities) is already engaged with the project, has formed a Steering Group (evidence of the first meeting separately uploaded) and expects results from it in terms of possible solutions to roofing problems in Iron Age architecture, experiment with types of walling (rammed earth or turf, as against more usual solutions) the efficiency of tools and the longevity of materials. This gives the Trust the opportunity to renew and strengthen academic partnerships which can yield future projects for the Trust and the area, particularly in regard to the possibility for Whithorn to be a centre for archaeological field study and experiment. This is a first step in the Trust's promotion of itself as a centre for investigation and experiment in archaeology, something it is uniquely placed to do within D&G, given its strategic partnerships with National Museums Scotland, Historic Environment Scotland, and its standing in the archeological community, its network of archaeological contacts and links with other archaeological sites in the UK and Ireland, which can lead to significant regional benefit for D&G. Archaeological links with Ireland are of particular promise for the future and can be inaugurated by this project.
- As there is community participation at all levels, local people, schools and students will be able to learn traditional woodworking, thatching, blacksmithing, nettle rope making and wattle and daub techniques, as

the building is erected, as well as ancient cookery techniques once it is in working condition; workshops will be designed to suit all different levels and age groups, to ensure the maximum community participation and educational benefit. Social inclusion is one of the EU priorities for rural development.

- The roundhouse is designed to kickstart a new phase of the Trust's existence as a centre for ancient crafts. It is a unique collaboration between the arts and heritage, with the involvement of artisans and regional arts convenor from the start. Not only will two specially recruited craftsmen (a thatcher and woodworker) work with archaeologists on construction, but, once built, the roundhouse will become a centre for workshops in ancient crafts, increasing footfall for the Trust Visitor Centre, but also enabling the local artists to increase their income. Such workshops (both short day courses and longer immersion courses) are planned to become features of the summer season, with the Trust hiring in artisans on a basis similar to courses successfully run at Butser Iron Age Farm. Exhibitions of craftwork can also be held, with the Trust benefiting from commission on sales. The project will also open up possibilities of collaboration on creating bespoke craft items for the Trust shop. Through this project, Creative Whithorn and other local artists will work much more closely with the Trust and the joint working will strengthen the appeal of the Trust's offering to environmentally conscious visitors, interested in the origin of food, edible plants and the construction of buildings using organic materials. This aspect of the project supports 1.1 of the LDS, which calls for mentoring in the artisan culture, innovative partnerships in the arts, and promoting D&G as a centre for culture, archaeology and history.
- Once built, it will form the centre for dynamic outdoor interpretation at the Trust, including costumed guided tours and storytelling, and afford a venue for prehistoric studies at local schools. The LDS Priority 1.2. (Tourism)calls for activity, cultural and experiential tourism : the new venue will allow immersive historical experiences, living history, reenactment, hands-on ancient crafts, cookery and foraging experiments, and special events within a unique and authentic setting. The Trust aims to broaden its appeal, increase its family audience, lengthen visitor stays and thereby to increase income during the visitor season, which will make it more sustainable in the future. Last year's experiment with Iron Age activities led to a 20.1% increase in income during the peak months of the summer. Evidence from discussions with Historic Environment Scotland suggest that Whithorn, like other ecclesiastical sites, has difficulty in attracting a family and younger audience; this project is aimed at broadening the demographic profile of Trust visitors.
- The project is unique in juxtaposing the very ancient with the completely contemporary. Ancient buildings and crafts are joined with digital media and app design in a unique fusion : as part of the project, we shall develop an Iron Age app, guiding the visitor through three millennia of buildings at Whithorn; we shall also develop a new installation, with new projection equipment, in the audio visual room of the Trust, which will project images, sound and vintage photographs of Whithorn at work over three millennia. Some of the material for the app will be derived from a continuous documentary record which filmmakers will make of the construction of the roundhouse as it progresses. The design, acting and narration of the app, however, will be created by local young people, who will work with professional filmmakers to learn camera work, presentation, narration, post-editing and acting. 1.0 of the LDS calls for opportunities for young people most remote from the labour market. The app will take the form of a Young Person's Guide to Whithorn, a new peer-to-peer information and educational tool, which can be offered to families and school parties.
- The app and installation will be launched in time for the visitor season of 2017, when the roundhouse will be complete and ready for events, guided tours, and seasonal workshops.

2 Activity Plan

A detailed activity plan demonstrating how the project will be delivered, detailing deliverables, timescales and milestones. You may wish to include a Gantt chart.

Separately uploaded, a detailed Roundhouse Activity Plan

SUMMARY

15 th to 30 th June 2016	Recruitment of master craftsman/ other specialists : thatcher, junior craftsman, sessional craftworker, archaeologists, filmmakers, main contractor for new build.
6- 25 th June	Publicise excavations taking place live at Black Loch – public engagement days, site tours, press attention, recruit volunteer diggers
15 th June to 30 th July	Community engagement eg visits to schools, community groups, Facebook campaign and press campaign; design and prepare marketing materials (leaflets) and distribute door to door in the Machars and at tourist information points, visitor attractions, at events throughout the summer and via accommodation providers. Contact television reporters (ITV Border, BBC Scotland). Contact with universities, specialists and also students seeking fieldwork placements. NB : See separate Marketing Plan
15 th June to 30 th June	Stage 2 design meetings, meet successful contractors
15 th June to 30 th June	Engagement sessions for young people with filmmakers at Douglas Ewart High School : identifying a core group of participants and young leaders
30 th June to 31 st July	Site prepared for groundworks, safety fencing installed. Concrete raft is constructed
15 th July to 31 st October	Training for volunteers under master craftsmen begins – with timberwork, followed by roofing, thatching, and wattle weaving, with daub. Volunteers vary from adult volunteers to schoolchildren, archaeology students, Countryside Management Students from SRUC and local woodlands trusts.

July 30 th	Timber extraction – hazel extraction, alder, and oak from local estates / merchants where needed. Donations have been offered from various estates and some extraction will be conducted experimentally to enable understanding of Iron Age construction techniques, using authentic tools. Filming of tool use.
30 th July to 10 th August	Stone extraction – this includes rescue of the original Iron Age hearth c. 450BC from the bog and selection of suitable rounded boulders to surround the hearth. Some of this work will be experimental, enabling an understanding of how Iron Age people moved heavy objects. Filming of the extraction techniques.
30 th July to 10 th August	Sourcing and extraction of local clay for daub – using advice from local ceramic artists. Transport for volunteers is required. Filming of the volunteers at work.
1 st August to 31 st August	Erection of structural timbers into sockets – some of this will be experimental, under the supervision of archaeologists. Students, volunteers, and construction professionals will be involved.
August 1 st to August 31 st	Workshops by experts, put on for the public and schools on blacksmithing, thatching, nettle string making, wattle and daub, timberwork. Ancient cookery, hide preparation, textile making, hedge laying.
15 th August to 30 th September	Archaeological analysis of carpentry marks and tool use as the timberwork progresses ; filming of craftsmen at work.
15 th August to 15 th September	Construction of stonework – putting in place of hearth
30 th August to 30 th October	Weaving of wattle panels – this will involve schools and community groups who will be asked to weave a panel each. Master craftsman will deliver workshops
30 th August to 30 th September	Drama and reenactment workshops; film workshops, for training young people to create and direct the new Iron Age and architectural app. Costume workshops and film editing workshops.
30 th August to 31 st October	Thatching begins, with master craftsmen, volunteers and schools. High work will involve scaffolding and will not be available to visitors or schoolchildren.
August 1 st to September 30 th	Archaeological analysis of roofing techniques ; public workshops and lectures, with interpretation boards. Events to be organised in tandem with the Book Festival, as previously agreed with Festival Director.
August 1 st to September 15 th	Research for film locations for installation, sourcing vintage film, sound and stills. Narrative created for installation.

August 1 st to 30 th September	Creation of costumes for reenacted sequences; acting of sequences for film – training for young people
1 st September to 31 st October	Forming of palisaded enclosure and boundaries – based on discussion with archaeologists. Volunteers working on panels of wattle
1 st October to 30 th November	Installation of new projection equipment for the installation in the audio visual room
October 31 st	Launch of roundhouse, with free guided tours and schools events
1 st October to 31 st December 2016	Testing of app and of new projection equipment, editing of final film for installation
1 st February to 31 st March 2017	Training of staff in use of new app and new installation. Training of volunteers in giving costumed guided tours.
Friday 31 st March 2017	App, roundhouse and installation open to the public ; media launch
March to May 2017	Plan special events for 2017 including summer of activities and hands-on workshops, school visits, and publicity

3 Competence of Delivery Organisation/s

Please detail how your organisation is best placed to deliver the project, the role partners will play in supporting delivery and what makes them suitable to provide this support. (relevant policies and evidence can be referenced here and attached to the application) consider what resources, skills and capability is needed to deliver the project.

- Background to the Whithorn Trust's role in heritage and its management** : The Whithorn Trust was founded in 1988 to enlighten the public about the internationally important Early Mediaeval site at Whithorn, which is the site of the first Christian community in Scotland c. 450 AD, and to promote archaeology, enlighten the public and inform future generations about the importance of Whithorn's history. Whithorn is recognised throughout the academic world as having a seminal place in Scottish history. Because of this, the Trust has strategic partnerships with National Museums Scotland and with Historic Environment Scotland, which give it a unique place in heritage management and interpretation in Dumfries and Galloway, with access to expertise at a national level. Whithorn has been recognised by the Scottish Parliament as the Cradle of Christianity in Scotland.
- Planning for this project** : Since 2014, the Trust has been engaging in a serious analysis of its way forward, given the planned reductions in local authority funding on which it had been dependent for many years. This culminated in the successful delivery of an HLF-funded “Transition” project, which resulted in the production of a new *Forward Plan* (separately uploaded; revised version due May 2016) for the Trust. Among the priorities of the Plan are the reintroduction of live archaeology and reconstruction buildings, with associated hands-on activities on site to gain public attention and ensure community participation. This project is the first large-scale implementation of this Plan and it has the full support of all Trustees.
- Pilot community archaeology project**: In 2015, the Trust followed through on its Plan with twin projects – 1)

“Hearth, Home and Farm”, which was a smaller-scale experiment with Iron Age community engagement activities, designed to accompany and extract maximum exposure for the Iron Age excavation at Monreith during June 2015, which the Trust was simultaneously promoting and 2) “DigTV”, a youth project which enabled young people to film the excavations as they happened and direct, narrate, film and deliver bulletins nightly on social media. Project 1 was funded by HLF and Dumfries and Galloway Council, and “DigTV” was funded by Holywood and Robertson Trusts, Cashback for Creativity, and the Regional Arts Fund. The two combined projects resulted in a massive increase in media attention for the Trust, for Galloway archaeology, and the area in general, attracting news broadcasts, a Border Life special, and a BBC Digging for Britain programme, as well as a vast increase in the reach of the Trust's social media.

- **Formal organisational accreditation** : The Trust has also been granted full Accredited Museum status, following successful application, as part of a rigorous assessment process, in February 2015, by Museums and Galleries Scotland. This includes an assessment of its organisational health, as well as its financial health and ability to manage its archaeological collections and communicate well with the public.
- **Awards** : The Whithorn Trust has been shortlisted as one of the top three organisations in the UK for the prestigious British Archaeology Awards 2016 in the Community Engagement category; final awards in July 2016. (Award letter uploaded separately). The award nomination was made for DigTV and “Hearth, Home and Farm” projects completed in 2015.
- **Readiness and financial stability** : The success of 2014 and 2015 projects has given the Trust the confidence and skill to tackle a larger project, based on the knowledge and contacts it gained during the past two years. It has recently obtained core funding support from the [REDACTED] for its manager post (25 hours) which has contributed to its financial stability.

Project Management Team :

The project requires a small team in close collaboration, reporting to Trustees regularly (weekly by e mail and monthly by meetings) : the team should have professional experience in project management, budgetary control, community engagement, archaeology, volunteer management, marketing, formal engineering and architectural experience, experience of Scheduled Monument Consent, and professional knowledge of film and app creation. Therefore, a new project management team will be formed to manage the delivery of the project, consisting of archaeologists, architect, engineer, and the manager from the Whithorn Trust; they will work with master craftsmen in wood and thatching to deliver the project, as well as with representatives of the volunteers participating. The budget allows for extra hours for the Trust's manager to be devoted to the project. The entire process of planning and construction will be filmed by professional documentary makers.

NB : the temporary posts for craftsmen and filmmakers have not been contracted and will be advertised for competitive quotes using Public Contracts Scotland.

The architect and engineer have had to be engaged in order to obtain the statutory consents and these were best value quotes at the time of contract.

Additional hours have been allowed for within the budget for the the current Development Manager, who has been in post from May 2014 to the present : **(NB Curriculum Vitae separately uploaded, with existing and new job description for additional project hours)** : Julia Muir Watt M.A. Hons. (Oxon) First Class, in Politics, Philosophy and Economics, PhD studies Harvard University, FSA (Scot)has managed the successful delivery of the Transition Project (2014), the DigTV and Hearth, Home and Farm projects(2015), now up for a national award from the British Archaeology Association, and five-yearly Museum Accreditation process which were completed on time and on budget. She has worked with archaeologists on the development of the current project and has experience of delivery of construction projects to the value of £400k. She has previous experience of delivering and reporting

funded projects, extensive community work, experience of community engagement from the “All Roads Lead to Whithorn” project onwards (2013). She has promoted links with Whithorn and Garlieston Schools and the Douglas Ewart High School, which now work extensively with the Whithorn Trust. She also has experience of archive film, stills and recordings of Whithorn and District through Whithorn Photographic Group, which will be of material use to the creation of the video installation.

Partners : The Trust will act in partnership with

- Whithorn and other local Primary Schools – for school workshops
- Community Learning and Development (youth work and family learning), the Douglas Ewart High School, (drama and history departments) for youth projects, including film workshops and craft workshops
- the Friends of Ninian and Whithorn, who are donating funds for app technology, but will also participate in guided tours and volunteering in construction
- Creative Whithorn, a growing organisation who now represent local artists and crafters, will assist with promoting opportunities for craftworkers, assist with craft workshops
- AOC Archaeology, one of Scotland's leading archaeological companies, who will provide expertise on the Iron Age, and who have led the Iron Age excavations at Black Loch of Myrton (and elsewhere in Wigtownshire, eg at Cults loch), which have appeared on BBC's “Digging for Britain”
- the Dumfries and Galloway Museums Service, who will provide expertise on interpretation on site and input into guided tours and app content
- Whithorn Photographic Group, who will provide vintage photographs for the installation
- The European Ethnological Research Centre (Edinburgh University), who will provide audio recordings of craftspeople in the 20th Century for the video installation
- Glasgow University Archaeology Department, and Edinburgh University, who will provide students to participate in construction as part of field work for their courses
- Edinburgh University – Dr. Tanja Romankiewicz and other experts who have formed a steering group to discuss the research aspects of the roundhouse construction
- the Galloway Forest Park manager and apprentices, SRUC Auchincruive students (Countryside Management), the South West Woodlands Trust and Cree Valley Community Woodlands Trust, who will participate in hazel harvesting, woodwork and thatching activities
- Andrew Nicholson, DG Area Archaeologist, is also an expert on reconstruction buildings and public engagement with archaeology via re-enactment
- The Swallow Theatre, Whithorn, for expert input into acting and narration, as part of the young person's app creation
- U3A whose members wish to participate in excavation, construction and interpretation/research roles.

4 Evidence of Demand/Need

Please provide evidence of how your project meets a demand or need. What research of need & demand has been carried out e.g. market research, feasibility study etc. (key documents can be referenced here and can be attached to the application). you may want to consider using a SWOT analysis as evidence here.

NB Separately uploaded marketing plan includes SWOT analysis

PREPARATION AND NEED FOR THE PROJECT

Regional/ national policies and need : Why heritage tourism matters in D&G

Our project's focus on tourism development, particularly on the niche market in heritage tourism, is justified by an analysis of the Dumfries and Galloway economy's current challenges, and these in turn are being addressed by a variety of regional policies. Our project fits well within these policies.

- The fundamental indicators of economic well-being for Dumfries & Galloway are already fragile with a continuing decline in private sector employment making it difficult to create future wealth from a diminishing business base [Dumfries & Galloway Council (2008) Regional Economic Strategy, 2008.]. Furthermore, Dumfries & Galloway has the 7th lowest Gross Value Added (GVA) contribution of all 32 local authority areas in Scotland with a GVA/capita of 74.9% of the UK average in 2011 [Dumfries & Galloway Council (2013) Economic Briefing Report, April 2013] and one which declined by almost 6% over the period 2000 – 2009 [Eurostat (2010) Key size class indicators, non-financial business economy]. It is also classed as a predominantly rural region in which the primary industry of agriculture, forestry and fishing supported by the tertiary sector in the form of tourism and hospitality provide a significant contribution to the wealth of the area [Eurostat (2014) Regional Yearbook, 2014].
- The outstanding quality of rural Dumfries & Galloway's natural and historic environment has helped underpin opportunities to develop rural recreation which together with tourism has aided the diversification of the traditional land based sector through the provision of accommodation, marketing of local products to visitors and access to recreational facilities with encouragement and support from local as well as Scottish Government [Scottish Executive (2005) Scottish Rural Development Programme]. This emphasis on tourism and recreation in the broadest sense has been successfully exploited within Dumfries & Galloway to the extent it now supports 5977 full-time equivalent jobs from direct tourism related expenditure and a further 1358 jobs from indirect revenue streams.
- In 2009 the total contribution to the economy of the region from tourism was £270m or 11% of GVA [Dumfries & Galloway Council (2011) Regional Tourism Strategy, 2011-2016] which emphasises the importance of this sector to the regional economy when compared to the lesser 8.5% contribution from Scotland's tourism sector overall in 2013 [Tourism Scotland, 2020.].
- Tourism is therefore seen as an increasingly important component of the Dumfries & Galloway's rural economy, both in terms of jobs and wealth creation, where in 2015 income from this sector rose for the first-time beyond £300m; attracting more than 2,000,000 visitors with an average spend of £150 [ITV News (2015) Tourists bring record profits to Dumfries & Galloway, 8 July 2015]. However, to enable this sector to continue growing through attracting increasing visitor numbers requires careful management and preservation of the historic and cultural environments, as well as of natural environment, and provision to suit growth markets, such as eco-aware visitors, festival and events tourism.
- **2013-16 Single Outcome Agreement (SOA)** for Dumfries and Galloway sets out the following priorities relevant to our project, which has educational, training and cultural tourism development elements which correspond to the need expressed in these priorities : *We will provide a good start in life for all our children; We will prepare our young people for adulthood and employment and We will support and stimulate our local economy.*
- Spelling out the economic priority just mentioned, Priority 4 of the **DG Regional Economic Strategy 2014-**

2020 aims to “achieve sustainable prosperity by attracting and retaining successful businesses and quality jobs, particularly in our key sectors of food and drink, agriculture, forestry, the arts and culture, and tourism” ; it also states a goal of “ensuring that growth supports those most distant from, or disadvantaged in, the labour market” which applies particularly to young people in the Whithorn area. The Strategy aims to “Empower the region’s communities to address their distinct economic challenges and opportunities” : we believe that our project capitalises on the particular strengths which Whithorn has, in terms of its heritage, while engaging local people in the process. The Strategy particularly aims to “Increase opportunities for the region’s young people”, and our project has a special focus on young people's involvement and will celebrate their contribution through narration of their history, film and acting.

- **DG Cultural Strategy 2009-2011** foresees an “exciting, vibrant and inspiring place with national recognition as Scotland’s rural capital of culture” : Whithorn has a strong regional role to play as the archaeological site which has national and international recognition, and our project aims to allow the Trust to move into a new era of developing its role as archaeological capital. Our project is inclusive and the Strategy states that “We will link economic development and regeneration to culture in Dumfries and Galloway communities and we will encourage a local economy that offers cultural opportunities to everyone”. The benefits to “physical health, mental health, wellbeing and to quality of life” of culture and the arts are well exemplified in our participatory, hands-on approach to archaeology and reconstruction and last year’s volunteers commented on the increase in self confidence and a sense of well-being. Likewise the statement that “Dumfries and Galloway will have a strengthened volunteer network which will make a vital contribution to creative communities. There will be recognition and celebration of the richness and creativity of our communities” is well exemplified by the recruitment of volunteers and of the local arts community. Our educational programme operates at all levels from university research to primary schools, thus supporting the plan that “Dumfries and Galloway will offer access to learning opportunities to everyone”. The green agenda is exemplified in a project which is built entirely of sustainable and organic materials, so that “Dumfries and Galloway’s residents and visitors will benefit from cultural opportunities and activities related to the natural environment.” Whithorn, with its high profile in archaeology and among researchers, for the last 130 years is well placed to support the “raising the cultural profile of Dumfries and Galloway both within and outwith Scotland”. It should be noted that one of the Council's Regional Strategic Priorities is “ **development of Whithorn as a cradle of Christianity in Scotland and a place of modern pilgrimage and of national significance**” : this project is specifically designed to enable the Trust to continue its role in interpreting its internationally important mediaeval site, but also broadening its appeal, staking its claim to be centre-stage for all eras of archaeology, and setting the Christian foundation within its earlier native context.
- **Dumfries and Galloway Regional Tourism Strategy 2016-2020** calls for “Rural Festivals and events; authentic experiences” : our project, with its offer of experiences in archaeology, Iron Age culture, ancient crafts, and its future potential for workshops and immersive historical experiences fits well with the Strategy. “Arts, Culture and Heritage” are said to be the sector that “helps define the area” : our contention is that Whithorn has made a significant contribution not only to regional identity but to the national narrative of Scotland's story, and that a new project helping us to articulate 3000 years of that contribution will help confirm Whithorn as an important cultural centre for Dumfries and Galloway.

Evidence of local need

- This project is the culmination of some years of work, starting with the “All Roads Lead to Whithorn” community documentary, (2013) led by the current Development Manager, and which elicited, on film, community views on its heritage and what opportunities it should offer to the community. An audience of 600 local people attended the outdoor screening of the documentary. A copy on DVD of the documentary is supplied in our hard copy file.
- The Trust's Transition Project in 2014 involved visits to heritage attractions throughout Scotland to observe

best practice; this included visits to various sites with historical reconstruction buildings and programmes of hands-on craft activities, such as the Crannog Centre on Loch Tay and Bede's World in Jarrow. The Crannog Centre visit demonstrated how heritage activities could engage a family audience, which is a demographic currently under-represented in the Trust's visitor profile.

- During 2014, visitor surveys were introduced at the Trust and the questions asked included whether live excavation, reconstruction buildings and hands-on archaeological activities would have enhanced the visitor experience. Following analysis of the site visits and the positive feedback in visitor surveys, the Forward Plan, which was one of the outcomes of the Transition Project, included as a priority the construction of life-size buildings to bring the archaeological site back to life and paint a more vivid picture of the past, through the visitor's own immediate experience.
- The Trust took the opportunity in 2015 to form a partnership with AOC Archaeology to promote the excavation of the Iron Age site at Black Loch of Myrton and to give the excavations maximum media exposure. Community engagement activities were trialled during an "Iron Age summer", funded by HLF and the Council, to raise the profile of the first season of excavations : they involved the local primary schools in an Iron Age farming season of planting, harvesting and baking, and young people in the creation of an online TV station, "DigTV", broadcasting nightly bulletins about the archaeological discoveries. There were family workshops in Iron Age life and hands-on ancient craft days, as well as a very popular foraging and Crannog Cookery experiment, using ancient grains to bake bread on stone hearths and and giving the public the chance to try prehistoric recipes derived from archaeological evidence. Our local volunteers were trained in dry stone construction skills to create raised beds for the Trust's ancient kitchen garden [REDACTED] [REDACTED] This approach was regarded as so innovative that the project has now become one of three UK finalists for the prestigious British Archaeology Awards for 2016.
- One of the key outputs of 2015 was the production, aided by young volunteers aged from 13-18, of an archaeology documentary, examining the impact of the Black Loch of Myrton dig on various stakeholders, including those from tourism businesses, education, archaeology, landowners and the visiting public. The documentary, which argues the case for heritage-led regeneration and formed part of our consultation on need, can be viewed at <https://vimeo.com/138307440> Pass: whithorn
- During the engagement activities of 2015, participant and visitor surveys were handed out to volunteers, workshops participants and leaders to gauge impact, through questions about changes to confidence, willingness to participate, and gains in skills. At the end of the "Hearth, Home and Farm" project, the Trust undertook an Evaluation Report for the Heritage Lottery Fund, which included an analysis of the questionnaires received and highlights of quotations from visitors and participants. A data extract of the surveys has been separately uploaded.
- The Trust based its plans for the current project on an analysis of the feedback and the financial impact of the activities in 2015 and the long-term view of future development which it began taking from 2013 onwards. In addition to its own investigations, it has observed the successes and the longevity of reconstruction projects such as Butser Farm and the Crannog Centre, where craft programmes and family activities have proved hugely popular.

5 Engagement and Support

Please provide evidence of comprehensive stakeholder buy in, participation or ownership of the project, e.g. community consultation; please also evidence that how displacement has been considered.(key documents can be referenced here and can be attached to the application)

- **Displacement** : As the roundhouse project is unique, It is unlikely to have any negative impact on other businesses or providers. There is no other experimental archaeology project within Dumfries and Galloway and the Trust's mission to interpret Whithorn's story to the public is not in competition with any other organisation. Indeed, the project seeks to promote other organisations in the town and has letters of support (separately supplied) from Whithorn Primary school, Whithorn and District Community Council, Whithorn and District Business Association, Creative Whithorn (the artists' organisation) and local Councillors, as well as Community Learning and Development (see letters of support). We also have received advice and information from other experimental Iron Age archaeological projects – such as advice received from Loch Tay Crannog Centre, Butser Iron Age farm (whose director has offered a site visit and technical advice) and Ryedale Folk Museum.
- **Consultation** : The Trust's Development Plan outlines how the “All Roads Lead to Whithorn” community consultation in 2013 (consisting of wide ranging interviews with all stakeholders, filmed and screened for the public) revealed that the public understood the importance of heritage to their town, but wished to see it put to work to create worthwhile opportunities for local people, especially young people. Secondly, there was a wish for events and festivals which would allow people of all ages to participate in a joint project.
- **Pilot Activities 2015** : The Trust has therefore pursued the idea that heritage needs to be productive for the local economy and it was with this view that the 2015 excavations were planned to coincide with accompanying community engagement activities, aimed at both providing educational opportunities for the schools (letters of support supplied) and personal development for volunteers, but also at increasing visitor numbers and benefiting the local economy.
- **Results of 2015 activities** : The reaction of stakeholders to our programme of 2015 has been recorded in our archaeology film, as referenced above, quantified in our questionnaire extract, and we have used the 2015 season to build public enthusiasm and create a corps of committed volunteers. Our DigTV films (see below) show how young people were involved, and the films which were made for the Trust's audio visual room also show the degree of public involvement – for instance, in our Iron Age cookery days.

AV Films : Password for all AV Films : whithorn15 Roundhouse: <https://vimeo.com/146006023> The Future: <https://vimeo.com/146005805> Tour: <https://vimeo.com/146004597> Cookery: <https://vimeo.com/142861785>

DigTV : Episode 1: <https://vimeo.com/132943820> ; Episode 2: <https://vimeo.com/133068003>; Episode 3: <https://vimeo.com/133153994>; Episode 4: <https://vimeo.com/133361480>; Episode 5: <https://vimeo.com/133460663>; Episode 6: <https://vimeo.com/133570659>; Episode 7: <https://vimeo.com/133668210>; Episode 8: <https://vimeo.com/133751043>; Episode 9: <https://vimeo.com/133981048>; Episode 10: <https://vimeo.com/134115011>; Episode 11: <https://vimeo.com/134189126>; Episode 12: <https://vimeo.com/134313652>; Episode 13: <https://vimeo.com/134389050>

The best summary of reactions came from one of our participants, [REDACTED], but tried all aspects of our Iron Age summer, from digging to film and food sampling: *I met some fantastic people, got very muddy, very sore, but very involved, very educated, very excited. I would do it again in a heartbeat. I can't put into words how much I enjoyed this experience !* A full data extract of the surveys has been carried out and separately uploaded.

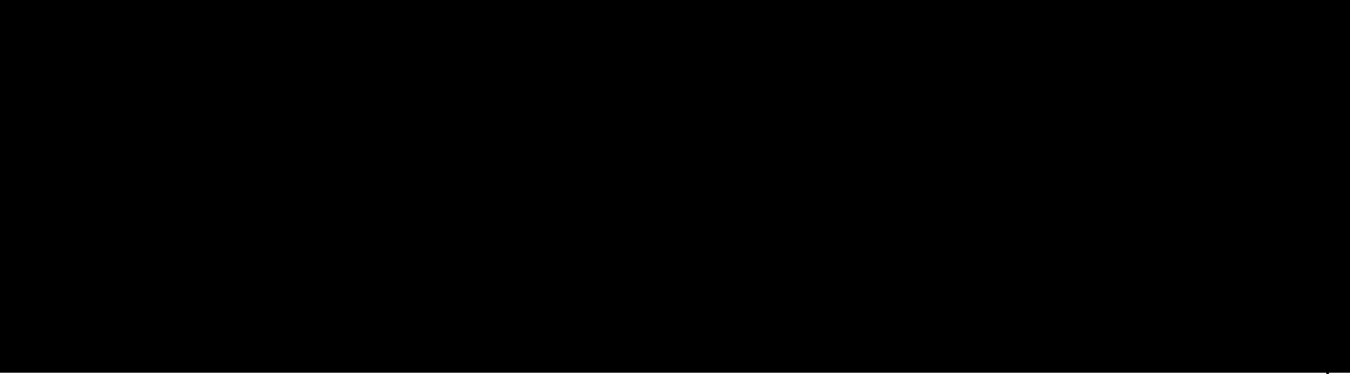


- To advertise the project better and recruit the widest number of volunteers, we aim to advertise it via DigIt 2017, and have

6 Return on Investment

Please tell us how the project will add value to your area and how the costs are proportional to the expected outcomes or results in terms of leverage, economic growth or rural development.

- **The cost of the project** reflects the difficult logistics of building on a site which is an archaeologically sensitive area and Scheduled Monument : costs therefore include the price of building a protective raft, on which the roundhouse will be built, in order to protect the layers of mediaeval archaeology beneath. They also include materials for the painstaking process of building the roundhouse itself by hand and the cost of training volunteers and young people, so that payments to craftsmen actually have multiplied benefits in terms of the outcomes for those who are trained or learn as a result of the project. In addition, as the construction is itself a visitor attraction and a highly visual and engaging spectacle, the building phase will increase visitor numbers before the roundhouse is actually finished.
- **Volunteer labour**, however, both from students, members of the public and Whithorn Trust volunteers, have been calculated to reduce the overall total cost, while providing worthwhile and exciting opportunities for acquiring new skills. We estimate that we will accumulate over 3,500 hours of volunteer labour over four months : as this is skilled labour working in the different fields of archaeology and crafts, we can estimate that this is worth [REDACTED] to the project.
- **Contributions in kind** : The Trust has received an offer of 1000 hazel rods and numbers of oak beams from a local estate. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] More may be offered as the project develops and include clay, stone, and transport of materials.
- **Longevity** : Good value is also ensured by the longevity of the project and its flexibility as a venue, serving multiple purposes within the Trust's development plans. Existing reconstructed roundhouses have lasted over 20 years, with the main framework of oak potentially lasting many years longer, and more ephemeral materials such as reed can be organically repaired as and when needed. There are long-term educational benefits to local schools, social benefits in terms of community capacity and morale, individual benefits in terms of employability and self confidence of participants, ongoing research benefits, benefits to the Whithorn Trust volunteers (who will in turn serve on the Whithorn Trust board), as well as financial benefits in terms of increased visitor numbers.
- **Community Capacity and training** : As a result of work on the project, the Trust will have worked with schools and students, and trained adult volunteers in wood construction, thatching, film, archaeology and blacksmithing. A small group will have been engaged in project management. We will be monitoring the social impact of investment by questionnaires asking participants about gains to skill, confidence and any resultant plans to participate in other volunteering or work.

- [REDACTED]

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- **Other businesses** : A flourishing Trust will support surrounding businesses (Whithorn and District Business Association represents over 80 business members, mostly in retail or holiday accommodation) and surrounding communities, such as the Isle of Whithorn, which has a significant community investment in its new publicly funded Hall and tearoom. The visitor profile for our attraction will also support Wigtown Book Town businesses and events.
 - **Leverage** : The project has already leveraged funding of over . As a result of links formed with Scottish universities (letter of support separately uploaded), the Trust also foresees partnerships in research with the major Scottish universities, given the current level of interest in early Whithorn, Iona and Lindisfarne, and this is a first step, leading on to greater collaborations – a level of engagement which the Trust has not previously explored. There is no doubt that by making this first large step forward and becoming more sustainable itself, the Trust will continue to propose and fund innovative projects of benefit to the area, such as the long distance pilgrimage routes project, so that rural development will benefit for years to come and over a wide area.
 - **Publicity** : the fact that the Trust has been awarded a place in the top three community archaeology projects in the UK for 2016 and has been asked to attend the awards ceremony at the British Museum shows that high quality, innovative heritage projects can place Whithorn on a national stage : a promotional audio visual presentation will be played to the UK audience, featuring the Trust's community engagement projects of 2015 and a programme will be filmed. The Trust will actively seek promotional opportunities for its new project.
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8 Legacy

Explanation of how the project will deliver structural change and/or sustained impact/benefit beyond the funding period.

The roundhouse is intended to be a permanent feature of the Whithorn Trust site. Indeed, part of the archaeological experiment is to observe, over the long term, the cycle of repair, development of drip gullies beneath the roof, the compaction of vegetable matter on the floors and the species which take up residence in the roof. This longevity ensures the continuing interest of researchers in the project. The engineering standard applied to the roundhouse ensures that it is structurally sound and able to withstand extreme weather conditions for the long term.

The project is aimed at inaugurating a new phase in the existence of the Whithorn Trust.

- It links the Trust with academic institutions beyond Dumfries and Galloway, which will allow future applications for joint research projects – an avenue which has not been previously exploited by the Trust and which can bring the Trust and Dumfries and Galloway a degree of prestige which is not often achievable by small third sector organisations.
- Partnerships with archaeologists open up new prospects for the use of the Trust's upper floor, currently underused, and therefore of seeking to acquire the building, repurpose the first floor and renovate it. This acquisition would assist with the Trust's financial viability for the long term.
- It allows the Trust to generate sources of income related to courses and workshops and thereby to increase its sustainability by diversification away from its existing mix of grants, tearoom and ticket sales.
- It gives it a new media profile and a highly visual structure, on a site which had largely become irrelevant to the visitor experience. The roundhouse will become an iconic image for archaeology in the South of Scotland, featuring in multiple ways in the Trust's future and other (national) publicity.
- It allows for exciting educational opportunities for schools and is likely to increase the number of

school visits

- It links the Trust strongly with the local crafts community, which opens up prospects for collaboration on festivals, events, exhibitions and courses, to mutual benefit of both
- It gives the Trust a new volunteer base, who assist both financially and in terms of community cohesion; they will be invited to send a representative to the Whithorn Trust board, thereby assisting with succession planning as the board seeks new members.
- It increases visitor “dwell time” in Whithorn, with consequent effects for other businesses in the area, and enables a complete rejuvenation of the visitor offering, including digital technology which can be adapted and reprogrammed with new content, as well as offering a stage for re-enactment and other family-orientated activities.
- It will be able to generate sources of income for the Trust independently of the visitor attraction, such as film location hire and wedding hire.
- We aim to create a launch in 2017, which will involve full community participation, but will also include prominent figures from politics and heritage to ensure maximum exposure in the media.

9 Exit Strategy

Explanation of the exit strategy demonstrating how legacy will be achieved whilst avoiding grant dependency.

- **Minimal need for repairs** : The roundhouse is designed to be low maintenance, being built out of organic materials which are easily repaired. It will be built in the first instance to exacting standards, to satisfy engineering requirements and also by professional craftspeople who will use the roundhouse as a demonstration piece; it is therefore likely to need minimal repair within the next five years.
- **Volunteer maintenance crew** : The project has been designed with sustainability in mind, because it involves the training of a volunteer corps who understand the techniques for building the roundhouse. The volunteers will be recruited as a formal group, with representation on the Board of Trustees. They will be asked to assist with seasonal maintenance and will have the training, the commitment and the enthusiasm to do so, having been involved in its creation.
- **Workshops for repair** The repairs to the roundhouse can be carried out as part of craft workshops which will be participatory, either by paying customers or by volunteers
- **Revenue generation** : The roundhouse will be a flexible venue, allowing the Trust to use it daily for tours, but also as space hire (including unusual venue hire); for craftsmen and artists to hire for their own exhibitions and demonstrations, and for a seasonal selection of courses in ancient crafts. All of these are revenue-generating activities for the Trust and planning these would be integral to the first year of full operation of

the roundhouse.

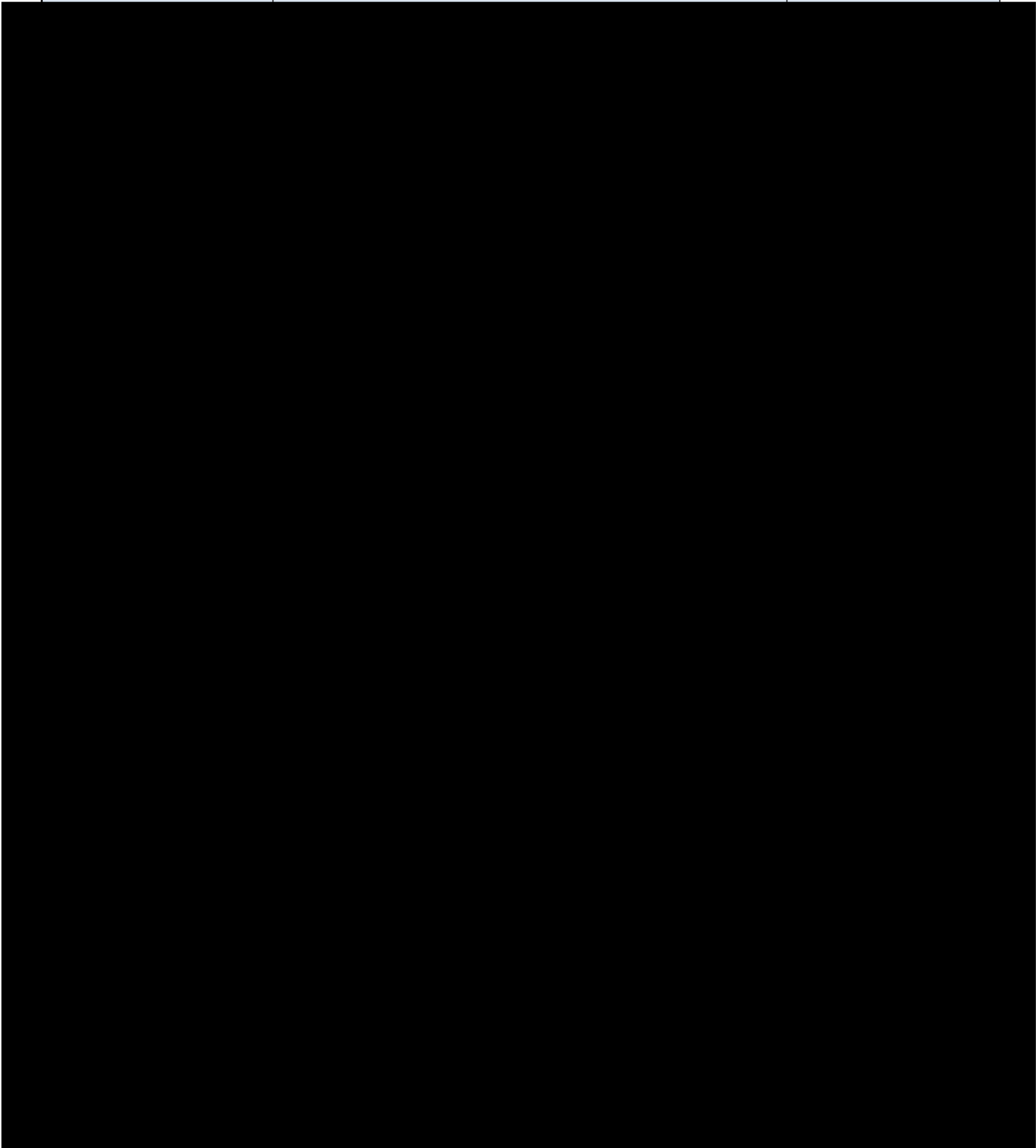
- **Other strategies to avoid grant dependence** : The Trust has other strategies for avoiding dependence on grant funding, such as research partnerships, reducing costs through acquisition of the building, and increasing visitor footfall through promotion of pilgrimage groups, pilgrim paths and further live archaeology.

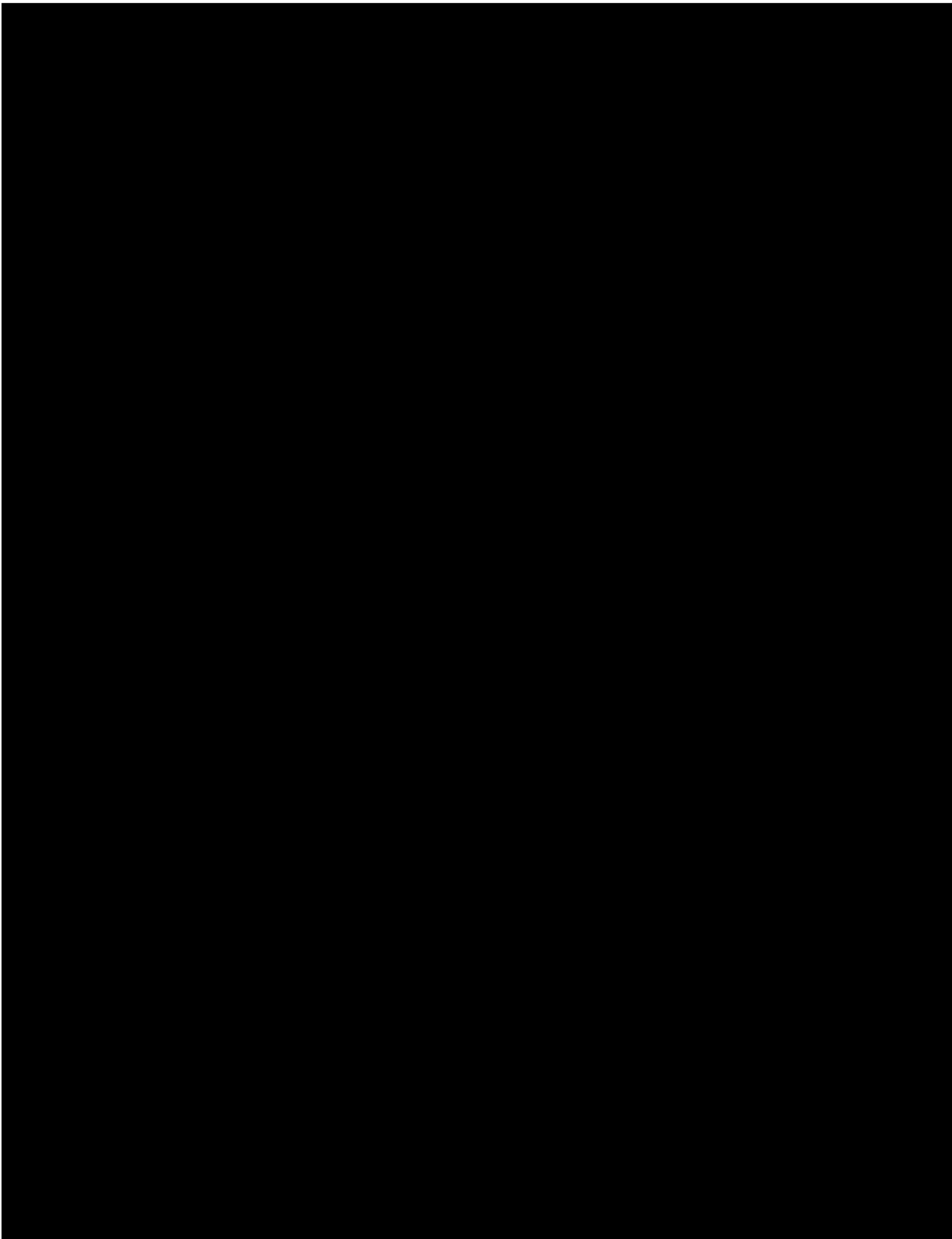
10 Full Cost Breakdown

Provide a detailed cost breakdown itemising items of expected expenditure under budget headings of eligible costs. Ineligible costs should be included as a separate heading.

Calculate how much money you need before you start your project

Budget Heading Eligible Costs	items	Total Cost per heading
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11 Managing risks (such as, sales are less than forecasted or there are unexpected costs or Grant payment takes three months longer to obtain)

The risks that you have identified are:

- Weather dependency of construction
- Volunteers are less than expected
- Construction takes longer than expected
- Visitor numbers are lower than expected
- Visitor numbers are higher than expected
- Grant funding is delayed
- Project cashflow is negative according to forecast for at least one month in 2016

How you will minimise their impact:

- Volunteers will be equipped with PPE and waterproofs to improve working conditions; they will be recruited from, among others, students of archaeology and Countryside Management, who have previous experience of outdoor work and will be volunteering as part of field studies for their course work
- We have formed links with Glasgow and Edinburgh Universities for student volunteers, Cree Valley Woodlands Trust and South West Woodlands Trust, as well as a body of local residents who volunteer. We will create a leaflet to be dropped door to door in the Machars, as we did previously, which ensured that our volunteer recruitment drive was as widespread as possible. We will also have sessions specifically aimed at schools and have good links with both primary and secondary schools. The Trust's Facebook page has been a successful way of engaging with both local audiences and those further afield, who may wish to volunteer.
- Construction will be managed by a professional design team, to ensure that deadlines are kept. The personnel include architect, engineer and project manager.
- Publicity to ensure public interest will be undertaken via social media, using experience from last year to ensure maximum use of moving images, via local and national newspapers, and via BBC and ITV. We will use contacts from last year to attract media visits. We will collaborate with colleagues in the film company and in AOC Archaeology to maximise social media post reach. Leaflets will be especially created for the project and distributed door to door in the Machars and at visitor information points and visitor attractions throughout Dumfries and Galloway and South Ayrshire.
- The Trust is able to draw on the assistance of a group of volunteers, who are willing to lead guided tours – some of these are from the Friends of Ninian and Whithorn, who have previously led tours, and others from the local community, Cree Valley Woodlands Trust. The Trust will be ready to capitalise on unexpected successes owing to its media campaign.
- Grant funding : Project manager will ensure timely reporting and fulfilment of milestones;

experience of previous reporting and evaluation has meant that 2014 and 2015 projects were completed on time or in advance, and funding was received on time to allow final payments to be made.

- The Trust is forecast to have a surplus of at least sufficient funds to handle the shortfall forecast in December 2016 ; it is also already confirmed to have funds from [REDACTED] [REDACTED] which will be drawn down in December 2016.



The European Agricultural Fund
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