

Castle to Cathedral to Cashmere Management and Maintenance Plan

This plan has been prepared to outline the management and maintenance requirements of the Castle to Cathedral to Cashmere project. The buildings (past and present), rich records and artefacts spanning 1,000 years, reveal the fascinating untold story of Elgin and its people. This heritage is of importance in attracting visitors to the town and engaging local people, in particular the younger generation.

A full appraisal of the Elgin High Street Conservation Area recognised the area as ‘outstanding’ due to the high density of listed buildings within the historic townscape and surviving medieval burgh layout with the legacy of original shopfronts and the closes as additional areas of interest. The condition of much of the high level areas of the buildings was however highlighted as a concern, largely due to lack of maintenance. Elgin Conservation Area Regeneration Scheme (currently in operation until March 2018) is gradually restoring the buildings to their former glory and as recommended in the Conservation Area Management Plan, is raising awareness of the importance of maintenance and traditional building skills through a comprehensive training programme for contractors, building professionals and homeowners. Improvements to the public realm will also be carried out to further enhance the Conservation Area.

Archival records are managed by the Moray Council Heritage Service and artefacts are managed by Elgin and Falconer Museums. Out with the Conservation Area, the main heritage points of interest include Ladyhill (managed by the Moray Council), Elgin Cathedral (managed by Historic Scotland, plans for further enhancements) and Johnston’s of Elgin (managed by the company, including a Heritage Centre).

Risks to the heritage involved include lack of repair and maintenance of the buildings within the Conservation Area, potential graffiti or other vandalism to interpretive installations, damage caused by adverse weather conditions and lack of volunteer involvement to assist with project delivery.

The aims of the CCC project perfectly complement the aims of the Elgin Conservation Area Regeneration Scheme in terms of conserving the built heritage and preventing further decay. CCC will further enhance protection of the heritage via interpretation, helping local people to appreciate their heritage, creating a sense of ownership and pride in promoting it to visitors, whilst also encouraging younger people to value their heritage by providing opportunities for them to learn about it in ways that appeal to their familiarity with digital media.

All relevant Moray Council Economic Development, Environmental Services Department and Museums staff have received copies of and have agreed to the commitments in the plan, along with the CCC Management Group.

Plan prepared by Moray Council Economic Development Department staff, 12th January 2015.

Castle to Cathedral to Cashmere Management and Maintenance Action Plan

What needs to be managed and/or maintained?	What needs to be done?	When does it need to be done?	Who needs to do it?	Cost & Resources (money, people, skills)	Monitoring & review
Elgin Conservation Area Regeneration Scheme (CARS)					
Buildings within Conservation Area	Increased repair and maintenance activity	Ongoing and before March 2018 to benefit from CARS funding	Owners assisted by CARS grants	£1,150,000.00 CARS funded	CARS monitoring
	Increased specialist traditional building skills	2015	Contractors and building professionals	£20,000 CARS funded	CARS monitoring
HLF Funded Infrastructure					
Ladyhill Castle site path	Regular surface and hand rail checks	Monthly	Environmental services department	TMC, including staff time	Repair work recorded annually, number of visitors recorded
Interpretive boards & plaques with QR codes	Cleaning, check for damage	Quarterly	Environmental services department	TMC, including staff time	Repair work recorded annually
Audio unit (talking bench)	Operational check, change stories and training to do so	Quarterly	CCC Management Group/Volunteers/ Economic Dev Staff	TMC, including staff time	Repair work recorded annually, annual review of user feedback and number of users
3D interactive model	Daily check for damage and weekly cleaning	Daily/Weekly	St Giles Centre Management Team	St Giles Centre Management time	Repair work recorded annually, annual review of user feedback
	Operational check	Monthly	CCC Management Group/Volunteers/Economic Dev Staff	TMC staff time	Repair work recorded annually, annual review of user feedback
Public Realm Works					
Lighting	Operational check	Monthly	Environmental services department	TMC, including staff time	Repair work recorded annually
Signage	Correct positioning	Annual	Environmental services department	TMC, including staff time	
Digital Technology – based on digital technology good practice					
Interactive website with mobile technology	Operational check and updates to website	Monthly	Volunteers and Economic Dev Staff	TMC, including staff time	6 monthly review of visitor statistics and feedback
	Training for volunteers	Monthly	IT consultant	Included in digital outputs commissioning cost	Record number of volunteers trained and feedback on quality of training/outcomes

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Interactive website with mobile technology	Data retained in widely used file format, stored securely and regular backup of new material	Monthly check	TMC Economic Dev Staff	TMC, including staff time	Annual review of digital material
3D high definition scans	Available in suitable format to use consistently in different mediums	Monthly	RGU	RGU staff time	Annual review of user numbers and feedback
Illuminated projections	Check working	Monthly	CCC Management Group/Volunteers/Economic Dev Staff	TMC, including staff time	Review of feedback
Gaming	Check working	Quarterly	CCC volunteers/Moray College UHI		Annual review of user statistics
Interpretive Materials					
Copywriting and learning materials	Stored securely and distributed as appropriate	Quarterly check	Economic Dev Staff	TMC, including staff time	Review of feedback on quality of learning materials/outcomes
Exhibition materials	Safe and appropriate handling, obtaining consents where needed e.g. use of photographs	As and when exhibitions taking place	Museums Staff, Heritage Centre, Archivist	TMC, including staff time	Review feedback from attendees
Community involvement					
Promotion of CCC project	Promotion and marketing of the project and its activities to maximise community involvement	Ongoing	Platform and DM (Moray Economic Partnership contracted PR companies), Economic Dev Staff	MEP and TMC, including staff time	Annual review of community involvement
Wider Heritage Sites					
Elgin Cathedral	Provide information on CCC trail at visitor centre	Quarterly	Economic Dev Staff	TMC, including staff time	Revise information provided annually
Johnston's of Elgin	Provide information on CCC trail at visitor/heritage centre	Quarterly	Economic Dev Staff	TMC, including staff time	Revise information provided annually
Other relevant heritage and visitor sites/centres in Moray and beyond	Ensure that orientation point data is up to date	Quarterly	Economic Dev Staff	TMC, including staff time	Annual review of data of user numbers and feedback