

Rothesay Conservation Area



Town Centre Character Area Management Plan

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Abbreviations and Definitions

CHORD: The CHORD project part of Argyll and Bute Council's Corporate Plan, under the heading of 'Vibrant Communities' (ref: ABC08). The acronym for the Town Centres and Waterfronts Project is derived from the towns involved: Campbeltown, Helensburgh, Oban, Rothesay and Dunoon.

HLF: The Heritage Lottery Fund uses money raised through the National Lottery, to sustain and transform a wide range of heritage for present and future generations to take part in, learn from and enjoy.

THI: Townscape Heritage Initiative, a heritage –led regeneration programme supported by the National Lottery Fund which offers funding for repair and redevelopment of the historic environment as well as education and training in conservation areas. Partnership funding is required.

Special Qualities: The term "special qualities" covers all those aspects of the area's built form (its spaces and street pattern, as well as its buildings) that have evolved over the centuries and make the place worthy of protection and improvement.

Stakeholders: The term "stakeholders" in this document refers to anyone who has an interest in the town centre. It covers a wide range of people, from individual members of the local community, through to loose groupings of like-minded people, to formal bodies and organisations both local and external. This term also includes the various, often disparate, sections and departments of the local authority.

1.0 INTRODUCTION

1.1 Rothesay Town Centre Character Area

Rothesay Town Centre Character Area is one of nine Character Areas forming the expansive Rothesay Conservation Area which runs along the east coast of the Isle of Bute from Port Bannatyne to Ascog (Appendix: Map 1 & 2). Each character area has its own special architectural and historic interest which should be managed individually to improve decision-making and reinforce local identity.

1.2 Role of the Conservation Area

The Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997 states that conservation areas are areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. Local authorities have a duty to identify and designate such areas.

The special character and appearance of the Rothesay Town Centre Character Area is set out in its Character Appraisal and summarised in the Statement of Significance (Section 2.0).

Planning Advice Note 71: Conservation Area Management (PAN 71) outlines the important role conservation areas can play in economic and community regeneration and environmental enhancement. Careful and proactive management of these areas will ensure their character and appearance is safeguarded and enhanced for future generations. The Conservation Area Appraisal and Management Plan are key documents in managing change.

1.3 Rothesay Townscape Heritage Initiative

A Townscape Heritage Initiative (THI) for Rothesay is being developed that would be funded principally by the Heritage Lottery Fund (HLF) and Argyll and Bute Council. This Management Plan will serve to support and direct the THI (proposed 2010-2015) and will ensure that the investment and legacy of such a scheme will be managed and maintained over the longer term.

1.4 Purpose of the Management Plan

This document is not intended to make firm proposals, but sets the agenda for formal discussions and decisions to be made once the Management Plan Steering Group is in place and funding is secured. The aim of this document is to:

- identify stakeholders to take forward the Management Plan
- consider the negative factors and threats to the special conservation value of Rothesay Town Centre;
- develop an Action Plan to counter those threats and will:
 - prioritise activities;
 - set out the desired outcomes;
 - identify measurable outputs to evaluate progress.

Management of a conservation area will be of particular relevance to the planning authority. However, effective management requires support and input from other stakeholders, including those who may have only limited contact with the area. The purpose of a Conservation Area Management Plan is to ensure all stakeholders are working within a mutually agreed framework and common set of aims, objectives and priorities to maximise the effectiveness of their work and ensure long term management of the town centre.

The Management Plan will be used by stakeholders to:

- develop a business case for investment in the Town Centre;
- prioritise the allocation of financial and staff resources;
- direct THI funding and support bids for additional resources;
- secure and maintain the future conservation of the area;
- support supplementary planning guidance;
- inform future planning policy and planning decisions.

It should be read in conjunction with the Rothesay Conservation Area: Town Centre Character Appraisal.

1.5 Consultation

It is essential to the success of a Conservation Area Management Plan that all stakeholders are firmly in agreement with the Conservation Area Appraisal and Management Plan.

The draft Appraisal and draft Management Plan for Rothesay Town Centre Character Area were subject to public consultation for a 4-week period from 11th January 2010 to 8th February 2010. Consultation comments were reviewed and amendments made by Sonya Linskaill (RIAS) on behalf of Argyll & Bute Council in April 2010.

1.6 Status of the Management Plan

This Conservation Area Management Plan forms part of the CHORD project's actions for Rothesay town centre and waterfront, and the Rothesay THI submission. The Conservation Area Management Plan will be adopted by Argyll and Bute Council as a corporate working tool to support supplementary planning documents and inform future planning decisions and planning policy.

The individual stakeholders will also be expected to adopt the Management Plan. Adoption will take place over the summer of 2010.

1.7 Publication

The draft Management Plan was available on the Council's website. The final Management Plan will be available on the Council's website in downloadable form. Copies will be placed in the local library and will be available on request from the THI Project Officer.

1.8 The Management Plan Steering Group

The management strategy for the conservation area should have shared ownership, involving all stakeholders in an open and inclusive manner. It is proposed that a Conservation Area Management Plan Steering Group of stakeholders will be established to assist and direct the implementation of the Management Plan.

In accordance with the legislation that gives the town its conservation area status, the basic guiding principle of the Steering Group would be:

“To preserve and enhance the special architectural and historic character and appearance of Rothesay Town Centre Character Area”

Argyll and Bute Council have already established a number of groups to oversee local strategies. The CHORD Project Board encompasses various local interests and will oversee the development and implementation of the THI bid. Island wide organisations 'Bute Beyond 2000', the Mount Stuart Trust, and the embryonic 'Bute 2020' have a shared interest in the management of Rothesay. These local groups will be consulted over the formation of the Management Plan Steering Group.

The Management Plan Steering Group should consist of agreed core stakeholders. The Chair of the Steering Group will be elected by the group at the first meeting (which will be chaired by an officer or member of the Council until such chair is chosen). Professional input and advice will be provided by the THI Project Officer and the Council's Conservation Officer. Argyll and Bute Council will service the Steering Group and will provide meeting space and secretariat. Responsibility for coordinating and implementing the Conservation Area Management Plan will be shared; those responsible for individual activities will be agreed and assigned by the Management Plan Steering Group.

Working sub-groups consisting of members of the Steering Group may be formed to take forward specific topics, such as “factoring” and the “public realm”. Other organisations and individuals may be invited as required to offer specialist advice on specific issues and activities, but would not be voting members of the Steering Group.

Should the bid be successful, a smaller THI Steering Group would be established to assess grant applications and projects. It is likely to be represented by Council officers, Councilors and a member of the Bute Conservation Trust.

It is suggested that, at least initially, the group comprise the following:

1. Argyll and Bute Council:

Local elected members

Planning Services:

- THI Project Manager
- Conservation Officer
- CHORD Project Manager
- Area Team Leader Development Management
- Area Building Standards Surveyor

Other officers of the Council which may be co-opted are:

Community Regeneration:

- Area Private Sector Officer (Housing grants & loans)

Operational Services:

- Roads Superintendent
- Horticulture
- Arts Development Officer
- Harbourmaster
- Funding Officer
- Bute & Cowal Area Streetscene Manager

2. Fyne Homes: factor, property owner and developer

3. Bute Conservation Trust: Building Preservation Trust, conservation promotion

4. Isle of Bute Marketing Group: image, branding, publicity, marketing etc (including local traders).

5. Bute Natural History Society: expertise and local knowledge

6. Bute Discovery Centre / Visit Scotland: expertise, local knowledge & branding

7. Calmac: access, welcome, image, branding etc.

8. Bute Youth Forum: local knowledge, capacity building

9. Bute Community Council: local accountability

1.9 Monitoring and Review

The first review of the Management Plan is suggested to follow shortly after the appointment of the Management Plan Steering Group and notification of funding decisions. Thereafter the Management Plan should be reviewed annually at the Management Plan Steering Group AGM. The local community should be actively involved in the review process.

Monitoring progress of the Management Plan activities will be recorded using the Council's Pyramid system. Where necessary monitoring requirements of funding organisations will be met, for example HLF if the proposed THI goes forward. In that case the Management Plan must continue for a minimum of 10 years after the end of the THI (2025) with monitoring and review continued during that period.

2.0 STATEMENT OF SIGNIFICANCE

The Statement of Significance summarises the conservation value of Rothesay Character Area. Further detailed description and analysis of the character area can be found in the Rothesay Conservation Area: Town Centre Character Appraisal.

Rothesay's Town Centre Character Area is significant for three reasons:

1. **Medieval Castle and Royal Burgh:** a unique 13th century castle, generator of the medieval Royal Burgh of Rothesay;
2. **Commercial Centre:** late 18th and early 19th century growth forming a compact and uniform town centre; later Victorian embellishments and early 20th century growth;
3. **Seaside Resort:** 19th century and early 20th century expansion creating one of Scotland's most important seaside resorts.

Medieval Castle and Royal Burgh

Rothesay Castle (c1230) is associated with the royal family of Stewart (later Stuart), kings of Scotland (1371 to 1714), and hereditary keepers of the castle. Its circular form is unique in Scotland and was the focus of an early settlement, granted Royal Burgh status in 1401. The organic street pattern of the medieval burgh and the magnificent castle setting forms this historic town quarter. The former Stuarts' Townhouse on the High Street is a rare example of 17th century domestic architecture in Argyll.

Commercial Centre

Social and economic growth encouraged the progressive reclamation of the shoreline north of Rothesay Castle during the later 18th century. The principle shopping street (Montague Street) and surrounding area demonstrates the prosperity of the late Georgian period, characterised by simple but robust buildings with Classical refinements such as splayed corners and articulated stonework. Their cohesive form gives a strength and sophistication to the town character, unusual for a small island. A significant number of historic shops remain in the commercial core representing periods of expansion in the late 19th century and the 1930s.

Seaside Resort

Development of Rothesay as a holiday resort commenced in the early 19th century and rapidly expanded when Glasgow's growing working class were able to take trips "doon the watter". The seafront streets, the Esplanade gardens and its harbours provide an exemplar of the Victorian and Edwardian seaside resort. The Georgian classicism was embellished with more elaborate individual buildings such as the Duncan Halls and Winter Gardens, and Glasgow-style tenements were built cheek to jowl amongst earlier terraced cottages creating a vibrant townscape.

3.0 THE NEED FOR ACTION

Conservation Area designation is a valuable tool in the protection of areas of historic and architectural importance. However, it should not be assumed that designation alone will secure protection and enhancement (PAN 71). Review of the conservation area provides the opportunity to identify management priorities.

In connection with the CHORD project and proposed THI a number of actions have been completed in order to review the town centre and waterfront. Specific documents should be referred to for detailed findings; key issues are summarised in this section (refer Bibliography).

Review has identified a number of socio-economic factors which contribute to the need for action in the Character Area. A number of negative factors are identified in the Character Area Appraisal (Section 4.1). The historic legacy and individuality of Rothesay Town Centre is a finite resource and these factors threaten its special character and appearance. A proactive approach is therefore required to secure this special place.

3.1 Decline in Seaside Resorts and Town Centres

Rothesay is a traditional seaside resort and the main shopping centre for the Isle of Bute. Many seaside resorts and town centres throughout the UK have experienced considerable social and economic challenges during the latter half of the 20th century. As an island location, Rothesay has suffered particularly from its demise as a significant holiday destination, with associated depopulation and a lack of investment. Nevertheless, Rothesay's special qualities and distinctive identity rely heavily on its role as a seaside resort; a retail centre; and a historic attraction, which in turn make it a pleasant place to live, work and visit.

A pro-active approach to conservation area management could address some of these factors on a local level to anchor the community; sustain cultural heritage; generate wealth; and add to the quality of life.

3.2 Neglect and Decay

The built environment of Rothesay Town Centre is vulnerable due to a number of factors, often co-related. Significant levels of long-term neglect and disuse, combined with an ageing building stock has led to high levels of decaying fabric, under-use and vacancy. Over a number of years these factors have led to dereliction, demolition and gap sites.

The poor condition of the building fabric is a result of a lack of regular maintenance and repair. This is exacerbated by a number of local, specific issues:

- the maritime climate (accelerating decay);
- lack of skilled local building operators (increasing repair costs);
- multiple ownership (complicating implementation of repair);
- multiple storey buildings (safe access to inspect and repair).

Once a building has been allowed to get into disrepair it can become increasingly complex and expensive to reverse its decline. In some instances poor quality, partial or inappropriate repairs have been made (section 3.3). In other instances buildings have been vacated and left to lay derelict, threatening the building's ability for reuse and repair, and blighting the surrounding area.

Local Authorities have a number of legal powers available to them by which they can intervene to carry out urgent works in order to preserve historic buildings suffering from neglect. These include Urgent Works Notices, Dangerous Buildings Notices and Compulsory Purchase Orders. Local authorities in general are very reluctant to use these powers, and buildings are often in a very advanced state of disrepair before action is taken. In such instances, as seen in Rothesay Town Centre, this action can result in demolition or de-roofing a building hastening further deterioration. Better understanding and earlier use of these powers could better safeguard the conservation area.

3.3 Incremental damaging changes

It is recognised that not only do large changes, such as the demolition of buildings, threaten the special qualities of our conservation areas. Small, incremental changes, can damage the quality and appearance of the historic buildings and spaces that contribute to the character of the conservation area.

Changes to buildings may be governed by the Town and Country Planning (Scotland) Act 1997 and in the case of Listed Buildings additional protection is offered by the 1997 Act. Minor alterations to unlisted dwelling houses in conservation areas are controlled by the local authority using Article 4 Directions which reduce or remove Permitted Development Rights.

Despite this statutory framework, significant levels of damaging change are evident in Rothesay Town Centre including:

- Loss of original timber sash & case windows and inappropriate replacement in a variety of designs, operational methods and materials (uPVC, aluminium);
- Unsympathetic modern shopfronts, **house** styles and colours which result in over-large and strident designs which dominate the street scene and often conceal good original details.

This may be due to a number of factors:

- Not all property types are governed by Article 4 Directions;
- Low levels of enforcement (work without statutory consent);
- Lack of clear information and guidance to inform decision makers, the public, and developers alike.

3.4 Place Management

In the built environment a significant role is played by the public realm: open space and landscaping; traffic management and parking, street furniture and signage. Whilst a number of positive works have been implemented in Rothesay Town Centre further challenges and opportunities have been identified:

- Need for improvement in connectivity where Montague Street meets Guildford Square and the route across the square to Albert Place and Bishop Street;
- Need for improvement to the pedestrian un-friendly Bishop St/East Princes Street junction;
- Consideration of improved use of key public spaces;
- Development of a traffic management strategy.

A good understanding of the role of place management is crucial to the success of the area.

4.0 AIMS AND OBJECTIVES OF THE PLAN

The Rothesay Town Centre Character Area impacts upon the town as a whole and the island in general. The health of Rothesay's economy and its popularity as a place to live, work and visit are directly affected by the condition of its built environment, and in turn its economy influences the town's ability to preserve and enhance the unique character of the conservation area.

With this in mind, three aims have been identified for the management of the Rothesay Town Centre Character Area:

A: Boost Confidence

B: Reverse the Decline

C: Mend the Damage

There are various ways in which these aims can be taken forward to produce an effective Action Plan summarised in its objectives and activities. Aims are not exclusive but will inter-relate in many instances.

In this case, the proposed activities have been developed in conjunction with the proposed THI. One of the first tasks for the Management Plan Steering Group will be to test the robustness of these proposed objectives.

4.1 AIM A: Boost Confidence

Boosting confidence in Rothesay will provide a firm foundation for the other aims of the Management Plan. For example boosting self-confidence may encourage investment which in turn will support repair of buildings.

All people, both locally and externally, will have their own understanding of what makes Rothesay special. Sharing that understanding first amongst themselves and then with visitors to the town will be a major step towards caring for the town and preventing further deterioration.

This aim should tackle:

Lack of understanding / awareness of the built environment – negative perceptions

This aim may be achieved through:

Identity – Image – Branding – Marketing – Access – Investment

The following **Objectives** are proposed:

- Ensure that Rothesay continues to be a great place to work, live and visit;
- Maximise the potential of Rothesay Town Centre as the economic and social focus for the island of Bute;
- Maximise the potential of Rothesay Town Centre as a visitor destination;
- Establish a better understanding of the heritage of Rothesay;
- Reinforce pride in Rothesay's local identity and share this with visitors;
- Make Rothesay Town Centre a place worth investing in.

4.2 AIM B: Reverse the Decline

The root causes of decline must be tackled at local level. Intervention may take the form of a physical project (possibly assisted with grant aid) and more intangible actions which seek to influence.

The Planning Authority has an important role in ensuring that planning decisions are made in light of national and local guidance, and ensuring Enforcement action is taken when the legislation has not been complied with (refer section 3.3). Planning management will form a core role in halting decline through the effects of incremental change and making robust and positive development decisions within the Character Area.

This aim should tackle:

Neglect – Decay – Demolition – Dereliction – Disuse – Damage

This aim may be achieved through:

Development Management – Enforcement – Training – Education

The following **Objectives** are proposed:

- Tackle the root causes of neglect, decay, dereliction and demolition in Rothesay Town Centre;
- Tackle the root causes behind the damaging minor changes to the building fabric of Rothesay Town Centre;
- Introduce the concept of planned maintenance for buildings and spaces within Rothesay Town Centre.

4.3 AIM C: Mend the Damage

Physical repair of Rothesay's built environment will take time, involve a broad range of people and require considerable investment, both public and private. With this in mind a number of the objectives associated with this aim will primarily be to 'encourage' repair. However, it is hoped the proposed THI and other funding sources will be able to provide grants to support repair on a priority basis.

In some instances a Building Preservation Trust (BPT) is used as a vehicle to assist repair and reuse of our most vulnerable buildings at risk. The Bute Conservation Trust decided at its 2008 AGM to expand into a BPT. The Bute BPT may be supported by the network organisation: the Association of Preservation Trusts (APT) and the Glasgow-based Strathclyde Building Preservation Trust; the Architectural Heritage Fund (AHF) may provide advice and funding.

The Local Authority will have the principle role in leading improvements to Rothesay's major public open spaces, its seafront and the area around the castle. Work has already started on an Open Space Audit.

This aim should tackle:

Inappropriate repair – Connectivity – Derelict buildings – Need for repair

This aim may be achieved through:

Repair – Reinstatement – Reuse - Enhancement

The following **Objectives** are proposed:

- Encourage the repair of buildings and spaces within Rothesay Town Centre;
- Encourage the re-development of under-used and vacant sites in and around Rothesay Town Centre;
- Encourage the re-use of vacant buildings and shops in Rothesay Town Centre;
- Encourage the reinstatement of lost architectural features and detailing on buildings and in the open spaces in Rothesay Town Centre;
- Enhance the public spaces within Rothesay Town Centre;
- Improve the physical and visual links between public spaces in Rothesay Town Centre.

5.0 THE ACTION PLAN

The Action Plan is an integral part of the Management Plan and outlines activities by which its aims and objectives will be met.

Some activities relate to others, as in cases where an event will be organised or a grant schemes devised to meet a variety of objectives. These cross-references are indicated within the tables.

5.1 Prioritisation

Activities are prioritised in three categories:

- **Priority I: immediate** - activity to be undertaken in 2009-10.
- **Priority II: necessary** - activity undertaken within first 5 years.
- **Priority III: desirable** - activity requires time for development.

One of the first tasks for the Management Plan Steering Group will be to test the robustness of the proposed priority timescales and consider timescales for individual activities.

Activities highlighted as “Benchmark” should be repeated every 5 years.

5.2 Proposed Outcomes

In the following tables a desired outcome is allocated to each activity. Outcomes are defined by the following headings:

Information gathering:

- Survey
- Database

Doing things, engaging people:

- Events
- Direct Action
- Training
- Grant Scheme
- Bute Building Preservation Trust (BPT)

Producing written material:-

- Reports
- Policy Documents
- Written Guidance

Setting the scene for further activities:-

- Action Plan (Open Space)
- Strategy
- Programme

Internal structures

- Process
- Standards

Resources

- Staffing

5.3 Delivery of outcomes

In 2009 Argyll & Bute Council were awarded a Stage 1 pass in their bid for the Rothesay Townscape Heritage Initiative (THI) from the Heritage Lottery Fund. In parallel with this Management Plan, a draft THI Action Plan has been produced that will be taken forward if Stage 2 funding is secured during 2010. Specific activities which form part of the proposed THI and relate to Rothesay Town Centre Character Area management are included in this Action Plan, marked with an asterisk.

Otherwise, outcomes will be delivered through the Council's Open Space Strategy, its on-going work on Design Guidance, its Asset Management Strategy, its Development Management Service and other mechanisms.

5.4 Evaluation

Specific measurable targets (Outputs) are proposed for each Outcome. This allows the evaluation of progress on the Management Plan. Annual review of the Management Plan should include updating of the Action Plan and adjusting Outcomes and Outputs accordingly, if necessary.

5.5 Budgets

Argyll and Bute Council has a budget for Rothesay associated with the CHORD project. In addition, a Stage 1 bid has been approved for a Townscape Heritage Initiative (THI) from HLF. If the Stage 2 bid is successful, this would provide a budget for 5 years for specific projects identified in the THI Action Plan.

Further bids for match-funding and individual projects identified in the management plan will be required to Argyll & Bute Council and other funding bodies. In particular Historic Scotland will be consulted over the potential to develop a Conservation Area Regeneration Scheme (CARS).

Objective	Activity to <i>Boost Confidence</i>	Priority	Outcome	Output	Done	
Objective A1	Ensure Rothesay continues to be a great place to work, live and visit					
	a	Hold a Place-Making Event to gather community suggestions on enhancement.	I	EVENT*	Event held (50 people) Feedback (50 people)	✓
	b	Establish Baseline Data on public attitudes to the town.	I & II	BENCHMARK SURVEY *	EKOS (2010)	✓
	c	Review Baseline Data (A1b) in 5 year cycles.	III	REVIEW	Survey complete and published	
Objective A2	Maximise the potential of Rothesay Town Centre as the economic and social focus of Bute					
	a	Establish Baseline Data (economic and social).	I	BENCHMARK SURVEY*	Survey DWA (2010); EKOS (2010)	✓
	b	Review Baseline Data (A2a) in 5 year cycles.	II	REVIEW	Survey complete and published	
	c	Establish the need to review and develop the Marketing Strategy for the Town Centre in conjunction with the Isle of Bute Tourism & Marketing Group.	I & II	STRATEGY*	Consultation Publication Implementation	
		Commission a Healthcheck for Rothesay	I & II	SURVEY	Survey complete and published	
	d	Commission a Historic Shop Appraisal . Use recommendations to prepare a Shopfront Strategy in the THI Action Plan.	I I	SURVEY* STRATEGY*	Survey Lennie (2010) Publication Implementation	✓

Objective	Activity to Boost Confidence	Priority	Outcome	Output	Done	
Objective A3	Maximise the potential of Rothesay Town Centre as a visitor destination					
	a	Establish Baseline Data (visitor information by EKOS, 2010)	I	BENCHMARK SURVEY*	Survey done and published	✓
	b	Review Baseline Data (A3a) in 5 year cycles.	II	REVIEW	Survey complete and published	
	c	Identify the key objectives for managing the destination in a Visitor Destination Strategy , in addition to the Marketing Strategy (A2c) and using the results of A1b A2a & A3a.	II & III	STRATEGY*	Consultation Publication Implementation	
Objective A4	Establish a better understanding of the heritage of Rothesay; reinforce pride in local identity and share this with visitors					
	a	Use the THI Launch Event to publish the Rothesay Town Centre Character Area Appraisal and leaflet and continue to raise awareness of local identity.	I	EVENT*	Event held (50 people)	
	b	Encourage local membership of the re-launched Bute Conservation Trust and BPT at Open Doors Event (2010).	I	BUTE BPT	Board of Trustees appointed	
	c	THI Logo : create a logo and branding for the THI, working with local artists and schoolchildren; use in all THI activities.	I	EVENT*	Logo created	
	d	Investigate establishing a Bute Brand in conjunction with local groups and the Isle of Bute Tourism & Marketing Group.	I & II	STRATEGY*	Consultation Brand launched	
	e	Welcome Banner : develop a banner design and “Welcome” sign at the ferry port working with Isle of Bute Tourism & Marketing Group. Erect sign at a Welcome Event in the taxi shelter on Mid-Pier.	II	EVENT	Workshop (25 people) Sign made	
			II	EVENT	Event (50 people)	

Objective	Activity to Boost Confidence	Priority	Outcome	Output	Done	
Objective A4	Establish a better understanding of the heritage of Rothesay; reinforce pride in local identity and share this with visitors					
(cont)	f	Develop a Heritage Awareness Strategy , working with the Bute Museum, aimed at engaging with the local community as part of the overall publicity and Marketing Strategy for the town centre (A2c) and in association with the Investment Publicity Strategy (A5a).	II	STRATEGY*	Consultation Publication Implementation	
	g	Commission a Character Area Leaflet to increase public understanding of the character and appearance of the Town Centre.	I	WRITTEN GUIDANCE*	Publication	✓
Objective A5	Make Rothesay Town Centre a place worth investing in					
	a	Develop an Investment Publicity Strategy for the Town Centre, working with the Isle of Bute Tourism & Marketing Group, aimed at engaging potential investors out with Rothesay, as part of the overall publicity and Marketing Strategy for the Town Centre (A2c) and in association with local publicity (A4d, A4e, A4f). Ensure all websites are updated regularly to reflect the status of the town.	II On-going	STRATEGY* REPORT*	Consultation Publication Implementation Website report twice per yr	
	b	Consider creating a part-time post of Town Centre Manager and resurrecting the post of Development Manager for Bute.	III	STAFFING	Appointments	

Objective	Activity to Reverse the Decline	Priority	Outcome	Output	Done
Objective B1	Tackle the root causes of neglect, decay, dereliction and demolition in Rothesay Town Centre				
	a At the Place-Making Event highlight the extent of dereliction in the Town Centre.	I	BENCHMARK EVENT*	Event held (50 people)	✓
	b Commission a Condition Survey to provide an understanding of the extent of need for repair to buildings within the Town Centre; identify vacant floor space and land; and obtain valuations for the development of the Stage 2 THI.	I	BENCHMARK SURVEY*	Survey by Peter Drummond Architects (2009).	✓
	c On the Open Doors Event (2010) provide an exhibition for the local community describing the fabric of the town centre, including the problems and potential of historic buildings. Relaunch the Bute Conservation Trust and raise awareness in its new capacity to operate as a BPT .	I	BENCHMARK EVENT*	Event held (50 people); 10 Doors Open	
		I	BUTE BPT*	BPT relaunched	
	d Construction Skills Event: Raise awareness of traditional construction techniques amongst all sectors of the community (property owners, tenants, school children, contractors).	I	EVENT*	Event held (40 people)	✓
	e Construction Skills Event: Bring together local contractors and expert craftsmen to establish their needs and capacity; and explore the gaps in local skills provision.	I	BENCHMARK SURVEY*	Survey completed	✓
		I	EVENT*	Event held (10 people)	✓
	f Formulate a Construction Skills Training Programme based on the findings of B1e.	I	TRAINING*	Training (20 people)	
	g Strengthen the Council's commitment to take action against building neglect and need for repair. Produce a Training Programme (part of the Training & Education Plan for the Stage 2 THI bid) for the Council's elected members and officers, and the Steering Group to ensure there is a full understanding of the legal powers available and a coherent implementation process (relates to B2b, C2e & C3g).	II	TRAINING*	Training	
		II	PROCESS	Neglect reduced; buildings repaired.	

Objective	Activity to Reverse the Decline	Priority	Outcome	Output	Done	
Objective B2	Tackle the root causes behind the damaging minor changes to the building fabric of Rothesay Town Centre					
	a	Establish by dated Survey the extent of damaging minor changes.	I	BENCHMARK SURVEY*	Audit PDA (2009)	✓
	b	Review status and performance of current Article 4 Directions . Revise and strengthen Policy Document if deemed necessary.	I II	BENCHMARK SURVEY* POLICY DOCUMENT*	Survey, results mapped Policy reviewed	
	c	Produce a Training Programme (part of the Training & Education Plan for the Stage 2 THI bid) for the Council's elected members and officers, and the Steering Group to ensure a consistent approach to the interpretation and implementation of (national & local policies and guidelines) in particular Permitted Development Rights (B2b).	I	TRAINING*	Training (35 elected members, 35 officers, 15 steering group)	
	d	Enforce the legislation related to minor changes in accordance with national & local policies and guidelines, taking legal action where necessary.	Ongoing	PROCESS	Features reinstated as direct result	
	e	Ensure local buy-in to national & local policies and guidelines through the Construction Skills Event (B1d) and Maintenance Week Event (B3a)	I I	EVENT* EVENT*	Maintenance Week Event held (40 people) Event held (40 people)	✓ ✓

B2 (cont)

Objective	Activity to Reverse the Decline	Priority	Outcome	Output	Done
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Objective B2	Tackle the root causes behind the damaging minor changes to the building fabric of Rothesay Town Centre					
(cont)	f	Use the THI Launch Event to publish the Conservation Area Character Area Appraisal and leaflet; to continue to raise awareness of national policies and guidelines, together with the negative features highlighted in the Appraisal (with A4a).	I	BENCHMARK EVENT*	Event held (50 people)	
	g	Produce Written Guidance and Advice on Shopfronts for traders in Rothesay Town Centre (to follow from A2d).	II	WRITTEN GUIDANCE*	Publication	
	h	Produce Written Guidance and Advice on windows.	II	WRITTEN GUIDANCE*	Publication	
		Review the existing Windows Policy Statement for the Town Centre and strengthen/update if necessary.	II	POLICY DOCUMENT	Policy reviewed	
	i	Produce a Maintenance Guide in conjunction with Campbelltown THI.	II	WRITTEN GUIDANCE*	Publication	
	j	Provide Construction Skills Training and other support to contractors to ensure that the necessary skills are available to make non-damaging minor changes to the fabric of town centre buildings (see B1e & B1f).	II	TRAINING*	Training (20 people)	
	k	Create a Photographic Audit of the Character Area's buildings to ensure that unlawful changes are noted and enforcement can be upheld.	I	BENCHMARK SURVEY	Audit completed	✓

Objective	Activity to <i>Reverse the Decline</i>	Priority	Outcome	Output	Done	
Objective B3	Introduce the concept of planned maintenance for buildings and spaces within Rothesay Town Centre					
	a	Hold an event in National Maintenance Week (Nov. 2009) to raise awareness of the need for planned maintenance and do practical works of maintenance on selected buildings.	I	EVENT*	Event held (40 people)	✓
			I	DIRECT ACTION*	Work to 10 properties	✓
	b	Survey the extent and quality of factoring arrangements in Rothesay. Introduce a Pilot Factoring Scheme on selected tenements.	II	SURVEY*	Survey and results mapped	
			II	DIRECT ACTION*	Scheme established (10 properties)	
	c	Investigate options to introduction (or support) a co-ordinated Maintenance & Minor Works (Monument Watch) Service for property owners (in conjunction with B1e)	III	DIRECT ACTION*	Scheme introduced	

Objective	Activity to Mend the Damage	Priority	Outcome	Output	Done	
Objective C1	Encourage the repair of buildings and spaces within Rothesay Town Centre					
	a	Survey the extent of disrepair and damage (B1b). Present results of survey at Open Doors Event (2010) (A4b & B1c).	I I	BENCHMARK SURVEY* EVENT*	Survey PDA (2009) Event held (50 people)	✓
	b	Develop a Small Building Repair Grant Scheme as part of the proposed THI (in conjunction with C4a). Offer Shop Front Repair Grants and a Sash-and-Case Window Repair Grants as part of the scheme.	I & II	GRANT SCHEME*	8 building grants over 4yrs 7 shop front grants over 5yrs	
	c	Publicise and gain support for the Small Building Repair Grant Scheme at the THI Launch Event . Raise awareness of the Shop Front Repair Grants and the Sash-and-Case Window Repair Grants (refer C1b, C3b, C4a & b).	I	EVENT*	Launch held & publicised	
	d	Survey the condition of the materials and structures in the town's public open spaces and produce a Landscape Report	II	BENCHMARK SURVEY	Survey and Report complete	
	e	Aim to establish a Planned Maintenance Programme (with secure Council budget) for the public realm in relation to findings in C1d Landscape Report .	III III	BENCHMARK SURVEY PROGRAMME	Survey and Report complete Consultation Adoption	
	f	Aim to produce a Landscape Plan for Guildford Square.	II	STRATEGY*	Plan published Plan implemented	
	g	Support Bute in Bloom part of Scotland in Bloom 2010.	I	EVENT	Event held	

Objective	Activity to Mend the Damage	Priority	Outcome	Output	Done	
Objective C2	Encourage the redevelopment of under-used and vacant sites in and around Rothesay Town Centre					
	a	Undertake a Survey to identify gap sites (B1b) and establish a Database of vacant land, ownership & availability (Summer 2010). Present results of survey at Open Doors Event (2010).	I II I	BENCHMARK SURVEY* DATABASE EVENT*	Masterplan Results mapped Database created Event held (50 people)	
	b	Prepare a Masterplan (including a desk-top Archaeological Assessment) for the Watergate area.	I	REPORT*	Report completed	
	c	Prepare Feasibility Studies for gap sites identified in C2a (including Archaeological Assessments)	I	REPORT*	Report completed	
	d	Produce a Design Guide for Rothesay Town Centre based on the Council's Design Guidance (similar to those for Coll & Tiree, but for all building types, not just dwellings). Prepare Design Briefs to highlight potential and guide redevelopment of vacant land.	II III	WRITTEN GUIDANCE WRITTEN GUIDANCE	Publication Publication	
	e	Use of Legal Powers to acquire vacant land, find a solution and then dispose of it, as appropriate: provide Training on this subject (relates to B2b, B1g & C3g). Develop a mechanism for choosing the correct path towards successful action. Publish a Policy Statement to publicise how the process works and how it enables appropriate decision-making.	II I III	TRAINING PROCESS WRITTEN GUIDANCE	Training Vacant land developed Publication	

Objective	Activity to Mend the Damage	Priority	Outcome	Output	Done	
Objective C3	Encourage the re-use of vacant buildings and shops in Rothesay Town Centre					
	a	Undertake a Survey to identify disused floor space around Guildford Square (B1b) Present results of survey at Open Doors Event (2010).	I I	BENCHMARK SURVEY* EVENT*	Survey PDA (2009) Event held (50 people)	✓
	b	Develop a Grant Scheme for the re-use of specific priority buildings identified as target projects in the proposed THI.	I	GRANT SCHEME*	Refer THI target	
	c	Prepare Feasibility Studies / Options Appraisals for vacant floor space within the proposed THI area.	I	REPORT*	Report PDA (2009)	✓
	d	Support the Bute Conservation Trust (BPT) in the preparation of Options Appraisals for the target building(s) at risk to be brought back into use, with the Architectural Heritage Fund and/or Strathclyde Building Preservation Trust.	II	BUTE BPT*	Secure match funding for options Appraisals Options Appraisals completed	
	e	Establish a Database of vacant floor space, ownership and availability.	II	DATABASE	Database created	✓
	f	Set up a Marketing Scheme to co-ordinate and inform the disposal of vacant buildings and shops, working with the Isle of Bute Tourism & Marketing Group.	III	DIRECT ACTION*	Scheme introduced	
	g	Use of Legal Powers where necessary to acquire vacant buildings and find solutions for their re-use: provide Training on this subject (relates to B2b, B1g & C2e). Develop a mechanism for choosing the correct path towards successful action. Publish a Policy Statement to publicise how the process works and how it enables appropriate decision-making. Refer to THI Action Plan.	I	TRAINING	Training (40 people)	
I			BUTE BPT*	Mechanism in place		
III			WRITTEN GUIDANCE PROCESS	Publication		
I & III				Buildings repaired / reused		

Objective	Activity to Mend the Damage	Priority	Outcome	Output	Done
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Objective C4	Encourage the reinstatement of lost architectural features and details on buildings and in the open spaces in Rothesay Town Centre				
a	Develop a Small Building Repair Grant Scheme as part of the proposed THI (in conjunction with C1b). Offer Shop Front Reinstatement Grants and a Sash-and-Case Window Reinstatement Grants as part of this scheme.	I & II	GRANT SCHEME*	8 building grants over 4yrs 7 shop front grants over 5yrs	
b	Publicise and gain support for the Small Building Repair Grant Scheme at the THI Launch Event . Raise awareness of the Shop Front Reinstatement Grants and the Sash-and-Case Window Reinstatement Grants . (refer C1b, C3b, C4a).	I	EVENT*	Launch held & publicised	
c	Consider reintroducing one of the lost drinking fountains on the seafront	III	DIRECT ACTION	Fountain installed Opening (50 people)	

Objective C5	Enhance the public spaces within Rothesay Town Centre				
a	Aim to produce a Landscape Plan for Guildford Square.	II	STRATEGY*	Plan published Plan implemented	
b	Create a Landscape Plan for the better use of Open Space in the Town Centre.	II	STRATEGY*	Plan published Plan implemented	
c	Explore options with traffic engineers, local traders and residents to improvement of the space at the foot of Bishop Street . Design scheme, secure funding and undertake works. Hold an Opening Event to celebrate the completed works.	III	EVENT	Workshops and Events (50 people).	
		III	DIRECT ACTION	Works completed	
		III	EVENT	Opening event (50 people)	
d	Retain High Standards of planting, maintenance and related staffing levels and hold more heritage-based Public Events within the public realm in association with Bute's calendar of festivals and cultural events.	On-going	STANDARDS	Standards maintained	
		On-going	EVENT	Events (200 people/yr).	

C5 cont

Objective	Activity	Priority	Outcome	Output	Done
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Objective C5	Enhance the public spaces within Rothesay Town Centre					
(cont)	e	Support Bute in Bloom part of Scotland in Bloom 2010. Enhance Guildford Square gap site as part of event, and tidy up the Watergate gap site to create a wild flower garden.	I	DIRECT ACTION	Works completed	
	f	Clean shoring and top trees in the Guildford Square gap site ; investigate uses for the site including: Creation of an interim butterfly garden; lime pointing training during the implementation phase of the THI.	On-going	DIRECT ACTION	Tree topped, area cleared	✓

Objective C6	Improve the physical and visual links between public spaces in Rothesay Town Centre					
	a	Vision for the Public Realm: Invite Architecture+Design Scotland & The Lighthouse to take part in an event to formulate a public realm vision.	I & II	EVENT	Event held (100 people) Produce material to inform Open Space Action Plan	
	b	Aim to produce a Landscape Plan for the enhancement of Guildford Square.	II	STRATEGY*	Plan published Plan implemented	

SOURCES

Argyll & Bute Council (2009): *CHORD Programme Plan 2009*
Argyll & Bute Council (2010): *Rothesay Conservation Area: Town Centre Character Appraisal*
Argyll & Bute Council (2010): *Rothesay THI Action Plan*
Douglas Wheeler Associates Ltd (2009): *Rothesay Townscape Heritage Initiative: Phase 2 Section 4: Action Plan*
Peter Drummond Architect Ltd (2009): *Rothesay Townscape Heritage Initiative: Interim Report: Strategic Analysis* (Revise Draft Dec. 2009)

Contact the THI Project Officer for further information on the above documents.

Heritage Lottery Fund (2009): *Townscape Heritage Initiative: Second Round Help Notes*, Dec. 2009
Heritage Lottery Fund (2009) *Townscape Heritage Initiative: Guidance Notes*, Dec. 2009
Planning Advice Note 71 (PAN 71): *Conservation Area Management* (2005)

Web Resources

Argyll & Bute Council
www.argyll-bute.gov.uk

Bute
www.isle-of-bute.com
www.bestofbute.co.uk
www.isle-of-bute.org.uk

Listed Building information

<http://www.historic-scotland.gov.uk/index/historicandlistedbuildings.htm>
Listed Buildings are defined as “*Buildings of Special Architectural or Historic Interest*” as designated by Historic Scotland on behalf of the Scottish Government. Each Listed Building has a building report with supplementary information which is available online.

Historic Towns & Town Centres

www.historictownsforum.org.uk

a UK-wide organisation offering support and guidance on conservation area management, traffic and visitor management, urban regeneration and other planning issues in historic towns, through publications and events. Membership is through the local authority.

www.bura.org.uk/Events/BURA+Seaside+Network.htm

The Seaside Network seeks to address the specific challenges of regeneration in seaside communities and draw together people from all sectors concerned with the physical, economic and social regeneration of coastal communities throughout the UK.

www.towns.org.uk

Action for Market Towns is a UK-wide organisation dedicated to promoting the vitality and viability of small towns. Membership is through a local organisation, rather than the local authority.

www.atcm.org.uk

The Association of Town Centre Managers. Excellent examples of good practice initiatives in town centres and training programmes.

Built Environment

www.ads.org.uk

Architecture + Design Scotland (A+DS) supports excellence in architecture, urban design and planning in the built environment.

www.cabe.org.uk

The Council for Architecture in the Built Environment has guidance on the Public Realm including “shaping space” and Space Shaper workshops.

Building Preservation Trusts

www.ukapt.org.uk

The Association of Preservation Trusts provides a BPT network.

www.ahfund.org.uk

The Architectural Heritage Fund provides advice and funding to charities including BPTs.

APPENDIX: MAPS

MAP 1: ROTHESAY CONSERVATION AREA SHOWING CHARACTER AREAS

MAP 2: ROTHESAY TOWN CENTRE CHARACTER AREA

MAP 3: PROPOSED ROTHESAY THI AREAS

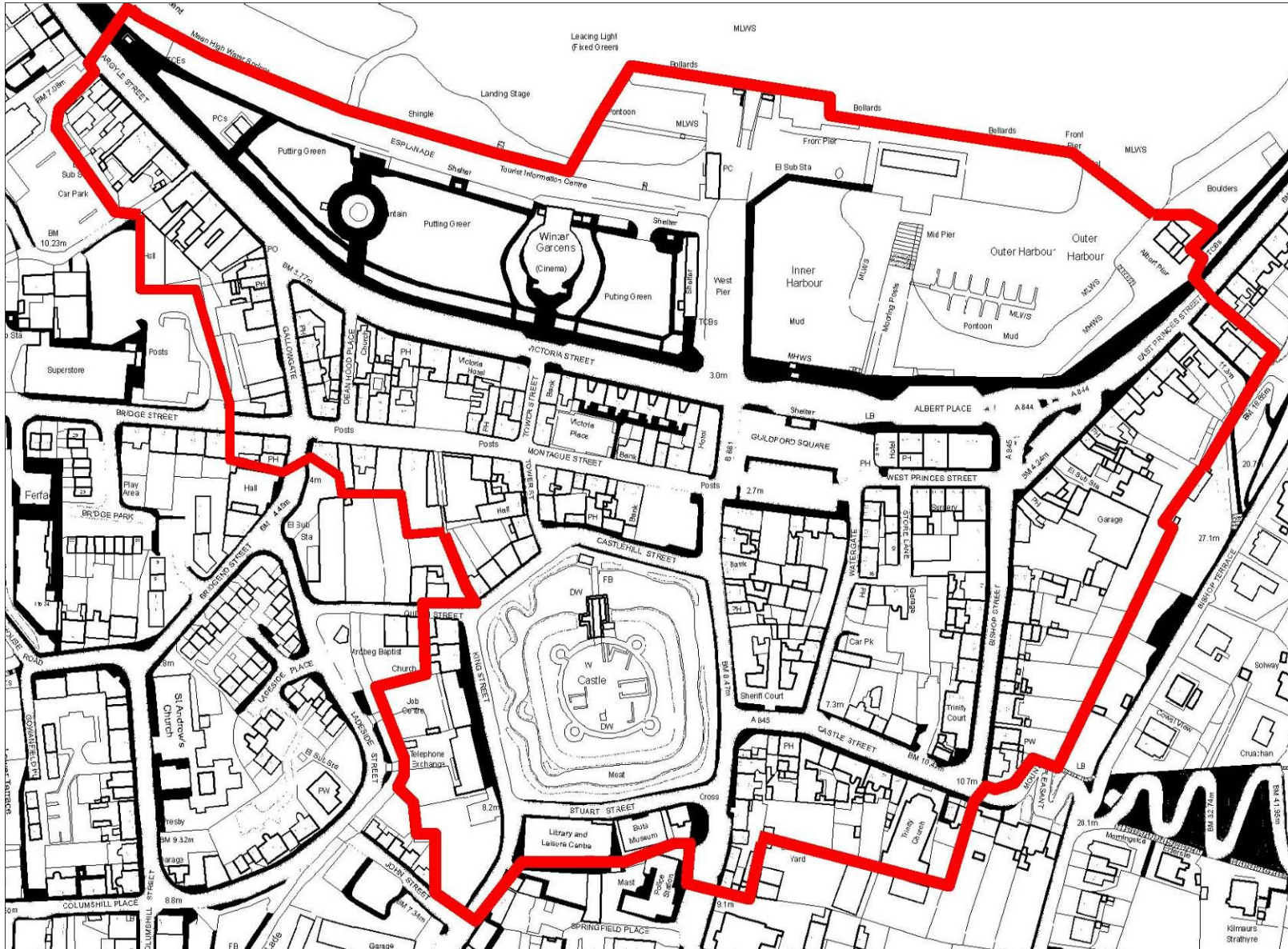
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	<h2>Rothesay</h2> <p>Conservation Area Character Areas</p>	<p><small>This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationary Office (c) Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Argyll and Bute Council, License Number 100023368, 2008.</small></p> <div style="text-align: right;">  1:20,000 </div>
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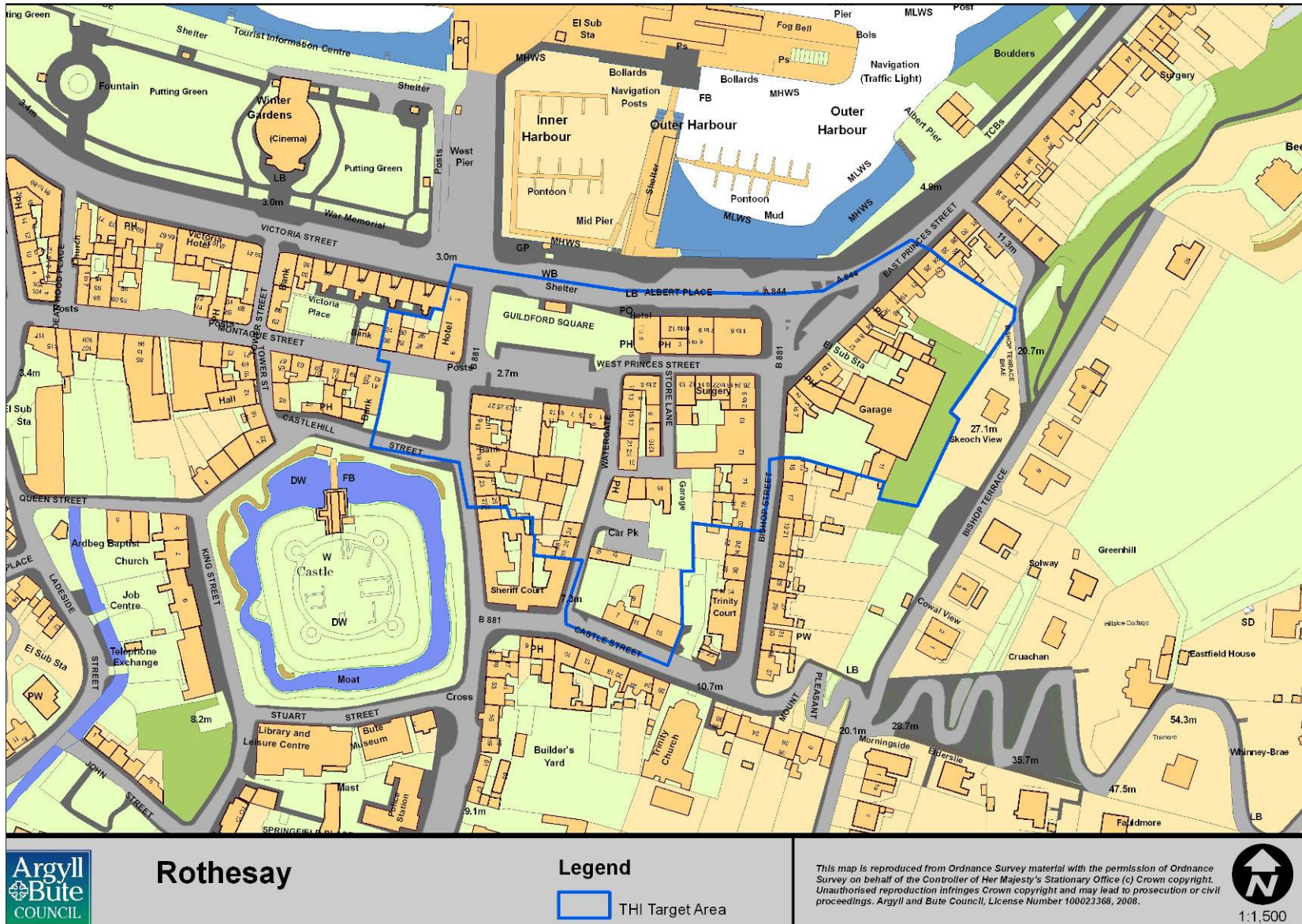
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MAP 1: ROTHESAY CONSERVATION AREA SHOWING CHARACTER AREAS



© CROWN (detailed boundary information available from the Planning Department)

MAP 2: ROTHESAY TOWN CENTRE CHARACTER AREA



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