

CAMMO ESTATE LOCAL NATURE RESERVE ORIENTATION & INTERPRETATION STRATEGY

Consultative Draft

Prepared by Representatives of –

City of Edinburgh Council Friends of Cammo
Cramond & Barnton Community Council

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CAMMO ESTATE LOCAL NATURE RESERVE : ORIENTATION & INTERPRETATION STRATEGY

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CAMMO ESTATE LOCAL NATURE RESERVE : ORIENTATION & INTERPRETATION STRATEGY

SUMMARY

The **aim** of the Orientation and Interpretation Strategy¹ is –

To enhance visitors' awareness, understanding, care for, and enjoyment of, Cammo Estate's wildlife, cultural heritage, historic landscapes and opportunities for informal recreation.

The **Introduction** (Section 1) provides background information on –

- the intentions and preparation of the Strategy
- evidence of visitors' desires and priorities for orientation and interpretation provision from the 2017 Visitor Survey, identification of shortfalls in provision in recent reports and assessments, and substantial visitor growth likely to result from neighbouring major housing developments
- current information provision; for example, entrance mapboards, displays in the Lodge and some on-site interpretation and publications, but a lack of –
 - on-site interpretation of the Estate's significant historical features and designed landscapes
 - directional signing to help visitors find their way around the Estate and follow self-guided walks
- references to interpretation requirements and proposals within recent management plans and the *Cammo Estate Regeneration Plan* (2018).

The **overall aim** (as above) and a series of **objectives** for orientation and interpretation at Cammo Estate are set out in Section 2 (Table 1), along with examples of **types of provision**, which may achieve these objectives, and **intended outcomes** from such provision.

Proposals for new or enhanced orientation and interpretation provision are presented in Section 3 (Table 2), including; for example –

- **orientation provision** – external road signs, entrance 'threshold' signs and path signs (e.g. fingerposts, waymark posts)
- **on-site interpretation** – displays and digital media at the Lodge Visitor Centre and interpretation boards at key features within/adjoining the Estate (e.g. Cammo House ruins, Cammo Tower)
- **publications and information & communications technology (ICT)** – walk leaflets, historical booklets and website and social media content
- **events and training** – guided walks, talks, family events and training courses (e.g. drystone walling, bee keeping).

Estimated costs of the orientation and interpretation proposals directly associated with the Strategy and which may not be funded from partners' other budgets are identified in Section 4. These amount to **£28k** (rounded; excluding VAT, as contracts would be administered by The City Council). Costs may be scheduled as follows – Priority 1 projects (2019-2020): £12.0k; Priority 2 projects (2021-2023): £10.7k; Priority 3 projects (2024 onwards): £ 5.6k. The costs exclude proposals for the Walled Garden, which is likely to be a longer-term, stand-alone, project. Potential funding sources are identified, which may complement funding from the sale of the Cammo Farmhouse site and services provided by the City Council's Forestry & Natural Heritage Service..

Next Steps in progressing the Strategy are outlined in Section 5. These will include –

- consulting and seeking support of partner organisations, interest groups and Estate users
- further developing proposals – e.g. preparing text and illustrations for interpretation boards
- obtaining formal consents
- sourcing funds and contract preparation and management
- installing signage, etc..

Comments and suggestions in respect of the Strategy and its proposals are invited and should be forwarded to friendsofcammo@yahoo.co.uk by 8 April 2019.

¹ **Orientation** refers to information to raise information on a location, including its paths, attractions, features of interest, visitor services (e.g. toilets), etc.. **Interpretation** refers to information, stories and messages which enhance awareness, interest, appreciation and understanding of, and care for, cultural and natural heritage sites, features and processes.

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CAMMO ESTATE LOCAL NATURE RESERVE : ORIENTATION & INTERPRETATION STRATEGY

1. Introduction

1.1 The Strategy

Cammo Estate Local Nature Reserve¹ is highly valued by the local community and other visitors for its opportunities for informal recreation and enjoyment, wildlife and plant-life, woodland and parkland landscapes, history, and the remnants of its historical buildings and designed landscapes. This Strategy provides a framework for enhancing orientation and interpretation provision at Cammo Estate, in ways which maximise visitors' enjoyment and appreciation of, and care for, the Estate's natural and cultural heritage and landscapes.

This consultative draft Strategy has been prepared by representatives of Friends of Cammo, Cramond and Barnton Community Council and the City of Edinburgh Council. Following any amendments arising from consultations with the community, visitors, and organisations represented on Cammo Estate Advisory Committee², the Strategy will guide the development of orientation and interpretation provision within the Estate.

To ensure common understanding, some key terms used in this Strategy are explained below,–

- *orientation* - information to enhance awareness of key locations, paths, visitor facilities and features of interest within Cammo Estate and assist visitors to find their way around the Estate. Orientation provision may comprise map boards, directional signs, waymarkers, etc..
- *interpretation* – themed information, stories and messages to enhance visitors' awareness, interest, appreciation and understanding of aspects of the Estate's natural heritage (e.g. wildlife, trees, geology) and cultural heritage (e.g. historic buildings, designed landscapes) and how these have changed/are changing over time. This may include interpretation boards, trails, leaflets, guided walks, talks, displays at Cammo Lodge, artwork or information technology (e.g. apps).
- *visitors* – these include local residents, visitors from elsewhere in Edinburgh and its surroundings, tourists, and special interest visitors and activity groups (e.g. school groups, archaeologists, botanists, conservation volunteers, orienteers).

1.2 Rationale for Orientation and Interpretation Provision

In 2017, Friends of Cammo undertook a survey of visitors to Cammo Estate (247 interviewees). Responses to questions on information provision indicated that while 38% of visitors were satisfied with existing provision, substantial proportions of visitors wished more information on the Estate's –

- historic buildings (47% of respondents)
- wildlife (41%)
- historic landscapes/trees (36%)
- paths in Estate (27%) and in the wider area (26%)³.

When asked what types of information they would find most useful, interviewees responded –

- path signs/mapboards (47%)
- information boards on history/wildlife (31%)
- smartphone/website information (15%)
- leaflets/guidebooks (11%)³.

There is, therefore, substantial evidence of desires amongst existing visitors for more information on the Estate and its features of interest. Visitors to Cammo Estate and the desire for information will increase greatly over the next decade, as around 2,500 households move into new residential developments at Cammo and Maybury - most of which will be within 1km of Cammo Estate.

¹ For brevity in this paper, Cammo Estate Local Nature Reserve is referred to as *Cammo Estate* or *the Estate*.

² Cammo Estate Advisory Committee includes representatives of City of Edinburgh Council, National Trust for Scotland (NTS), Friends of Cammo, Cramond & Barnton Community Council and Cramond Association. The Estate is managed by the City Council in accordance with a Conservation Agreement agreed with NTS.

³ Percentages add up to more than 100% as respondents could provide multiple responses to the question.

The *Friends of Cammo Vision for Cammo Estate: "Country In The City"* (2016) included the following elements of the Friends' future vision for Cammo Estate –

- *High quality orientation, using signs and other media, will guide visitors around the Estate.*
- *Interpretation of key features will enhance visitors' awareness and appreciation of the Estate's wildlife, landscape and social history.*

A need for enhanced orientation was identified in *Cammo Estate Management Plan 2011-2020* (CEC, undated) and in the *Cammo Estate Regeneration Plan* (LUC & Narro Assocs., 2018) and has been recognised by Cammo Estate Advisory Committee. While Green Flag park quality assessments have praised existing information provision, these have noted that Cammo Lodge Visitor Centre is seldom open, highlighted scope for more interpretation of the Estate's historic interests and indicated a need for more waymarking of paths.

1.3 Current Orientation and Interpretation Provision

Current orientation and interpretation provision comprises -

- **orientation mapboards** - with brief historical information, at Cammo Lodge and the car parks
- **interpretation and information displays** - at Cammo Lodge (restricted opening hours)
- **interpretation panels** – at Pinetum and wildflower area
- **Friends of Cammo publications** – including *A Short History of Cammo Estate* booklet, two self-guided walks leaflets and a booklet on the Pinetum
- **Simon J. Baillie's book: *The Private World of Cammo***
- **Friends of Cammo's website** (in development) **and Facebook content** - including information on some key features of interest at Cammo Estate
- **City of Edinburgh Council's *Edinburgh Outdoors* website and social media sites** – which present information on Cammo Estate and news of events and items of interest
- **guided walks and events** (e.g. wildlife walks, bio-blitz) – primarily led by The City Council's Natural Heritage Officers, for casual visitors, schools and special interest groups.

However, the Estate has –

- **no on-site interpretation of its rich cultural heritage** - e.g. designed landscapes, historic ruins
- **no directional signing** – such as fingerposts or waymarkers, to guide visitors around the Estate.

1.4 Management Plan Policies and Proposals

Two management plans are of direct relevance to Cammo Estate –

- a. ***Cammo Estate Local Nature Reserve Management Plan 2011-2020*** (City of Edinburgh Council).

Operational objectives are outlined in the Management Plan which include to –

- *Enhance the experience of existing visitors and encourage new visitors to Cammo Estate – Improve and ensure a welcome at access points; Improve interpretation of the site; Promote responsible access*
- *Encourage specialist interest... - Promote, interpret and improve the understanding of the Estate's archaeology and history; Convey historical interest of Pinetum collection; Explore opportunities to expand school use of site; Encourage interest in archaeological aspects...*

The *Management Plan* notes that educational value of the site is high, but restricted by limited interpretation and opening hours of the Visitor Centre and states that better interpretation should be produced. This could include an interactive trail, art or other media, supported by leaflets and literature. The Plan proposes expenditure of around £3,000/year on interpretation, but funding constraints have resulted in very limited spend on interpretation over the 10-year period.

b. Cammo Estate Regeneration Plan: Outline Conservation Statement, Activity Plan & Management Plan (LUC & Narro Assocs., 2018)

This Plan was prepared with the intention of supporting a major ‘Our Parks’ Heritage Lottery Fund bid. However, changes in HLF funding regimes during the plan preparation period have resulted in Cammo Estate Advisory Committee agreeing that an HLF funding bid should be postponed, but specific topics should be developed further in a coordinated programme, including interpretation, paths improvements, car parking provision and landscape conservation and enhancement.

The Regeneration Plan suggests that existing interpretation is limited in availability and ‘tired’ and that ... *there is scope for more imaginative and diverse formats, which could help to engage a wider audience. These may include trails, site based events, guided tours, ephemeral artworks, community growing or demonstration projects in the walled garden.* It identifies aims for the Council’s management of Cammo Estate, which include ... *The Council aims to improve visitor management and increase educational potential through enhancements to access and provision of orientation and interpretation facilities. Care will be taken to ensure that such measures do not compromise opportunities for exploration and adventure in the Estate.*

Thereafter, the Regeneration Plan identifies a series of topic-related objectives; several of which are of relevance to this Strategy for Orientation and Interpretation including –

• <i>East Avenue</i>	<ul style="list-style-type: none"> ▪ <i>Improve entrance signage & interpretation</i> ▪ <i>Refurbish Lodge House interior & interpretation</i>
• <i>Cammo House & Pinetum</i>	▪ <i>Local interpretation of Cammo House;</i>
• <i>Play Facilities</i>	▪ <i>To consider how interpretive themes could be incorporated within the play facility designs.</i>
• <i>Signage</i>	<ul style="list-style-type: none"> ▪ <i>To improve the information provision for visitors to Cammo Estate, including orientation, wayfinding and interpretation.</i> ▪ <i>To reinforce the identity of Cammo Estate and convey its essential characteristics as an LNR and designed landscape;</i> ▪ <i>To avoid visual clutter of signs, and to site strategically in order to minimise intrusion within the designed landscape.</i>
• <i>Trail development</i>	▪ <i>To promote trails with associated interpretation for educational and entertainment purposes helping to increase the visitors understanding /appreciation of Cammo Estate.</i>
• <i>Facilities for Disabled & Sensory Deprived</i>	▪ <i>To better inform visitors about accessibility issues and provide appropriate guidance e.g. regarding routes, circuits and resting points.</i>
• <i>Information Storage & Management</i>	▪ <i>To develop an electronic database of heritage information about the Cammo Estate landscape accessible by internet.</i>
• <i>Information Dissemination</i>	▪ <i>To support Forestry and Natural Heritage and Friends of Cammo in the continued production of newsletters and publications relating to Cammo.</i>

Associated with the Regeneration Plan is a Masterplan diagram, which illustrates the provision of –

- orientation boards – at the Lodge, North and South car parks and Walled Garden
- interpretation panels - at Pinetum, wildflower area, Cammo House, stables, ruins behind stables, view to Water Tower/Mauseley Hill, canal, standing stone and water feature in South Field
- fingerposts/waymarkers – at key entrances to Estate and nodal points on path networks.

In addition the Regeneration Plan includes proposals for educational and interpretation facilities at the Walled Garden, artworks, events, guided trails, website information, publications, etc..

As a consequence of the decision (late-2018) to postpone any major HLF bid for redeveloping the Estate’s Stables and Walled Garden and, instead, to focus on topic-related projects throughout the Estate, with less intensive investment and staff requirements, the following Strategy focuses on more modest levels of orientation and interpretation provision than proposed in the Regeneration Plan.

Cammo Estate LNR Management Plan (a., above) refers to a range of other national and local policies of relevance to the future development of interpretation and other aspects of the Estate.

2. THE ORIENTATION AND INTERPRETATION STRATEGY'S AIM AND OBJECTIVES

2.1 Overall Aim and Objectives

The **aim** of the Orientation and Interpretation Strategy is –

To enhance visitors' awareness, understanding, care for, and enjoyment of, Cammo Estate's wildlife, cultural heritage, historic landscapes and opportunities for informal recreation.

From this **aim**, a series of **objectives** have been identified. These are set out in Table 1 (overleaf) along with examples of **potential provision** and **intended outcomes**.

3. ORIENTATION AND INTERPRETATION PROPOSALS

3.1 Proposed Orientation and Interpretation Provision

A review of existing orientation and interpretation provision and opportunities for new or enhanced provision has enabled the identification of a range of proposals, as set out in Table 2, overleaf. This Table shows proposals for -

1. **Orientation** - ranging from directional signing to, and within, the Estate to orientation boards with maps and related information. Publications, on-line information and other means of communication will also provide orientation information.
2. **Interpretation** - proposed means of interpreting the Estate's cultural and natural history will include on-site interpretation boards and graphics on seats, publications and on-line media (e.g. websites, apps, social media), events (e.g. guided walks, talks) and training opportunities.

In some cases, existing provision, such as the orientation boards at key entrances to the Estate, will be up-dated, enhanced and replaced; in others, new facilities or activities will be provided. In addition, Table 2 identifies priorities for the further development and implementation of the proposals.

4. OVERALL COSTS AND FUNDING

4.1 Cost Estimates

The estimated total capital costs of orientation and interpretation proposals directly associated with this Strategy and which may not be funded through other budgets or programmes of partner or other organisations (see Table 3) amounts to £28k (rounded to nearest £k). It is envisaged that these costs are likely to be spread, in accordance with the identified priorities, over the following timescales -

- a. **Priority 1 projects** (2019-2020): **£12.0k** (rounded up to nearest £0.1k)
- b. **Priority 2 projects** (2021-2023): **£10.7k**
- c. **Priority 3 projects** (2024 onwards): **£ 5.6k**.

The costs estimates –

- are based on 2018/19 prices
- exclude VAT, as contracts will be entered into by the City Council
- include modest consultancy costs for illustrations, etc.
- assume that signage installation and similar costs and the costs of any regulatory approvals will be met by the City Council, as owner/manager of Cammo Estate
- assume that the Council will be responsible for future maintenance of all provision.

Table 1. Orientation & Interpretation Objectives, Provision and Outcomes

Objectives	Examples of Potential Provision	Intended Outcomes
<p>a. To increase visitors' awareness of Cammo Estate and its opportunities for informal recreation and enjoyment of its landscapes and aspects of special interest (e.g. wildlife, history).</p>	<p>i. Website(s) - providing pre-visit, visit and post-visit information on area and its attractions ii. Cammo Estate directional signs - e.g. at Cammo Gardens/Maybury Road junction iii. Orientation boards at principal entrances iv. Directional signs – e.g. fingerposts, waymarkers</p>	<ul style="list-style-type: none"> • The community and other visitors are aware of Cammo Estate, its opportunities and attractions • Visitors can easily find their way around and enjoy the Estate's recreational opportunities, features of interest and facilities (e.g. toilets, natural play areas) • Visitors' have confidence in exploring the Estate and not getting lost
<p>b. To increase appreciation and understanding of the Estate's landscapes, wildlife and cultural heritage within the local community, casual visitors and special interest groups (e.g. schools, archaeological groups).</p>	<p>i. Website – including identification and explanations of features of special interest ii. On-site interpretation – e.g. interpretation boards or wood sculptures iii. Themed trails – small number of self-guided trails iv. Events – guided walks, talks, educational visits and family-oriented events v. Interpretive displays at Cammo Lodge vi. Publications – e.g. leaflets on history or wildlife, self-guided walk guides.</p>	<ul style="list-style-type: none"> • Increased awareness, appreciation and understanding of the Estate's natural and cultural heritage and changes in these over time • Encouragement for visitors to explore and learn more about the Estate's special interests • Educational and special interest groups find out more about the Estate and their learning/other objectives are fulfilled
<p>c. To promote responsible access and respect and care for the environment and other visitors.</p>	<p>i. 'Responsibility' messages on signage, leaflets, etc. - e.g. 'take litter home' and 'pick up dog mess' messages ii. Programmes to promote responsible activity – e.g. liaison with professional dog walkers</p>	<ul style="list-style-type: none"> • Visitors enjoy the Estate with consideration and care for the environment and the enjoyment of others
<p>d. To ensure that information and interpretation is high quality, accessible and interesting.</p>	<p>i. Emphasis on quality design, content and maintenance of all provision ii. Ensuring provision is physically and intellectually accessible iii. Monitoring visitors' satisfaction with provision</p>	<ul style="list-style-type: none"> • Provision of high quality, accessible and well-maintained orientation and interpretation provision • Visitors are highly satisfied with the range, quality and content of orientation and interpretation provision
<p>e. To encourage effective and coordinated approaches to providing, managing and funding of orientation and interpretation at Cammo Estate by the City Council and voluntary and other partner organisations.</p>	<p>i. Seek support and funding for implementation ii. Implementation partnership iii. Effective maintenance regime iv. Monitoring implementation and maintenance</p>	<ul style="list-style-type: none"> • Effective implementation of orientation and interpretation proposals and programmes • On-going monitoring of provision and its maintenance, and timely response to any issues

Table 2. Existing and Proposed Orientation and Interpretation Provision

1. Orientation Provision			
Ref.	Potential Locations	Text (illustrative)	Priority
A. External Road/Path Signs			
A1	Road sign: Queensferry Rd.?	Cammo Local Nature Reserve	2
A2	Road Sign: Maybury Road?	Cammo Local Nature Reserve	2
A3	Path sign: Craigs Road	Cammo Local Nature Reserve	2
B. Threshold Sign (standard CEC threshold boards; mounted on gatepost, gate or similar)			
B1	Main Entrance at Lodge	Cammo Local Nature Reserve	1
B2	South Car Park Entrance	Cammo Local Nature Reserve	1
B3	Entrance on link path from Cammo development	Cammo Local Nature Reserve	2
B4	North Car Park Entrance	Cammo Local Nature Reserve	1
B5	Entrance opposite R. Almond Walkway exit on Cammo Rd.	Cammo Local Nature Reserve	1
C Path Signing: Fingerposts (principal path network)			
C1	East Avenue – field entrances near to Cammo Lodge	a. Cammo House, Walled Garden b. South Car Park c. North Car Park, River Almond Walkway	1
C2	East Avenue – adjacent to Cammo House ruins	a. Pinetum b. Stables, Walled Garden c. North Car Park, R. Almond Walkway d. Lodge Visitor Centre	1
C3	Near Canal – start of Larch Tree Meadows path to rear of Walled Garden	a. Walled Garden b. Stables, South Car Park c. Cammo House, North Car Park	1
C4	Near Walled Garden entrance – on path from Stables	a. Walled Garden b. Boundary Path c. Stables, South Car Park	1
C5	Junction of Oak Avenue and South Avenue	a. Stables, Walled Garden b. Cammo House c. South Car Park	1
C6	South Car Park - near start of Oak Avenue and field entrance	a. Stables, Walled Garden b. Cammo House c. Lodge Visitor Centre	2
C7	Boundary path parallel to Cammo Walk – near South Field entrance and proposed access path from Cammo development	a. Cammo House b. Stables, Walled Garden c. Lodge Visitor Centre	2
C8	North Car Park – at paths junction west of North Gate	a. Boundary Path b. Cammo House, Lodge Visitor Centre c. North Car Park, River Almond Walkway	1

Table 2. Existing and Proposed Orientation and Interpretation Provision (continued)

D. Path Waymarking				
(Self-guided walks waymarked by colour-coded directional disks on fingerposts, as above; or on waymark posts, where fingerposts not available)				
D1	History Walk (Friends of Cammo self-guided walk 1)	Red waymark discs to identify walk.	1	
D2	Boundary Walk (Friends of Cammo self-guided walk 2)	Green waymark discs to identify walk.	1	
D3	Nature Walk (Friends of Cammo self-guided walk 3)	Blue waymark discs to identify walk.	1	
E. Orientation Boards (+ integral notice board)				
Ref.	Location	Map-based Information (examples)	Text-based Information (examples)	Priority
E1	Cammo Lodge Entrance (existing board/future upgrade; current location)	<ul style="list-style-type: none"> Estate entrances, car parks and path network features of historic interest within Estate – e.g. House, canal, standing stone, stables, pinetum 	<ul style="list-style-type: none"> introductory information on Estate - brief outline of LNR status, history and special features 	2 existing structure + up-dated board
E2	South Entrance/Car Park (existing board/future upgrade; relocate when new car park open)	<ul style="list-style-type: none"> Walled Garden + associated facilities neighbouring features of historic interest – e.g.. Water Tower, site of Portuguese Garden 	<ul style="list-style-type: none"> key contacts – emergency services, Natural Heritage Service other information sources - litter line, bus times website 	2 existing structure + up-dated board
E3	Cammo Residential Development (board on edge of development at start of link path to Cammo Estate)	<ul style="list-style-type: none"> amenity areas – seating/picnic areas, woodland play area(s), toilets, pointers to bus stops/shops information points – e.g. orientation boards, Cammo Lodge 	<ul style="list-style-type: none"> responsible conduct – e.g. take litter home, cyclists give way to walkers partner organisations, sponsors 	2 new structure + board
E4	North Gate Entrance/Car Park (existing board/future upgrade; relocate when new car park open)	<ul style="list-style-type: none"> links to wider path networks – e.g. River Almond Walkway, Cammo Walk 	<ul style="list-style-type: none"> news, information and events (regularly refreshed) 	2 existing structure + up-dated board
E5	Walled Garden - East Entrance (new structure + board; likely different design of other orientation boards. Timing depends on Walled Garden project)	<ul style="list-style-type: none"> layout of walled garden + paths amenities – e.g. seating areas, shelter work areas – e.g. greenhouse 	<ul style="list-style-type: none"> History of Walled Garden information on Walled Garden projects opportunities for volunteering key contacts, sponsors, etc. news, information and events (regularly refreshed) 	3

Table 2. Existing and Proposed Orientation and Interpretation Provision (continued)

2. Interpretation Provision				
F. On-Site Interpretation				
a. Historical Interests				
Ref.	Location	Potential Interpretation Focus + Stories	Provision	Priority
F1	Cammo Lodge	History of Estate and Designed Landscape (scale and content depends on future uses and development of Lodge)	Displays, interactive media, other information & communications technology (ICT) applications, events (e.g. talks)	existing 2: up-grades
F2	Cammo House	History of House and Occupants	Interpretation board + bench with carved interpretive illustrations	1
F3	Canal	Canal in wider context of designed landscape	Interpretation board (may be combined with F2)	1
F4	Stables	History of Stables and ruins behind Stables, Tower, Portuguese Garden and Mauseley Hill	Interpretation board	1
b. Natural Heritage Interests				
F5	Pinetum	Introduction to Pinetum (e.g. history, purpose) Location and Identification of specific tree species	Interpretation board	existing 2. up-date
F6	Wildflower area	Identification of selected species, benefits to wildlife	Interpretation board	existing
F7	Hedgerow planting	Identification of selected species, benefits to wildlife	Interpretation board	in preparation
F8	Proposed Wetland (if developed)	Identification of selected species, benefits to wildlife	To be decided; potential for graphics on seats or similar	3
c. Walled Garden				
F9	Walled Garden	History of Walled Garden; other information and interpretation	To be decided; depends on development/ activities in Walled Garden	3
G. Publications and Information & Communications Technology (ICT) Provision				
Ref.	Provision	Content	Notes	Priority
G1	Short History of Cammo Estate booklet	History of Cammo Estate	Friends of Cammo publication	existing
G2	Friends of Cammo self-guided walks leaflets	2 self-guided walk leaflets highlighting sites historical and natural heritage interest	Leaflets may be revised to provide 3 walks and up-date information on paths	2: up-date

Table 2. Existing and Proposed Orientation and Interpretation Provision (continued)

G. Publications and ICT (continued)				
G3	Friends of Cammo <i>Cammo Pinetum and Exotic Conifers</i> booklet	Information on Pinetum, Larch Tree Meadow and selected tree species	Friends of Cammo publication	existing; up-date early-2019
G4	<i>The Private World of Cammo</i> book	History of Cammo Estate and occupants	Author: Simon Baillie; new version due Jan.2019	existing
G5	Cramond Heritage Trust Archive	Archival material (publications, photos, etc.) held at Maltings Interpretation Centre and on-line content	http://cramondheritage.org.uk/	existing
G6	Friends of Cammo Website;	Current website (existing content marked *) <ul style="list-style-type: none"> • historical and natural heritage information * • orientation map • local and wider path networks • interpretation and education materials • travel to Cammo by bus, cycle and car • visitor services (e.g. cafés, toilets) • news, events, volunteering opportunities, etc. * • links to other sites (e.g. <i>Edinburgh Outdoors</i>, <i>River Almond Walkway</i>, <i>cramond.com</i>) * 	On-going development of website with Royal High School pupils' support	1 + on-going up-dates and new content
G7	Friends of Cammo Facebook Site	Existing Facebook site <ul style="list-style-type: none"> • news, other announcements and reports • events • photographs 	Facebook page kept up-to-date	existing + up-dates
G8	<i>Edinburgh Outdoors, Mypark-Scotland</i>, other websites/social media (e.g. Facebook, Twitter)	Current Websites and social media <ul style="list-style-type: none"> • Parks & other sites' visitor information, news, etc. • potential for additional information on Cammo 	(www.edinburghoutdoors.org.uk , www.mypark.scot) Potential to enhance information, news, etc.	existing + enhancements
H. Events & Training Programmes				
Ref.	Events	Examples	Delivery	
H1	Programme of Walks, Talks and Presentations	Guided walks, talks and presentations on - <ul style="list-style-type: none"> • History of Estate and wider area (e.g. Water Tower, Portuguese Garden, River Almond) • Wildlife of Cammo and River Almond 	Programmes provided by Friends of Cammo, Council's Natural Heritage Officers, specialist groups and volunteers (e.g. archaeologists, botanists)	
H2	Family-oriented Events	<ul style="list-style-type: none"> • BBQs, treasure hunts, children's fun days • Orienteering, dog training and other events • Outdoor cultural events – e.g. concerts, theatre 	Voluntary and commercial groups	
H3	Training Programmes	a. volunteer training and arts/crafts events: e.g. tree planting, hedge laying, drystone walling	Voluntary and commercial trainers, outdoor education staff	

Table 3. Cost Estimates for Proposed Orientation and Interpretation Provision (excludes potential future Walled Garden project)

Refs.	Existing/Proposed Provisions	Locations/Notes	Unit Costs (or other provider)	Number	Priority			Total Costs
					1 2019-20	2 2021-23	3 2024+	
1. Orientation Provision								
A1, A2	Road signs - pointing to Cammo LNR	Queensferry Rd. +/- Maybury Rd.. Metal directional finger on lamppost or road sign	CEC	2?		CEC		CEC
A3	Path Sign - pointing to Cammo LNR	Craigs Road/Cammo Walk (or greenway) junction Metal directional finger on lamppost or road sign	CEC/ Sustrans	1		CEC/ Sustrans		CEC/ Sustrans
B1-B5	CEC entrance 'threshold' signs – 'Cammo LNR' name board at entrances to estate	Priority 1: Lodge; South Car Park; North Car Park; Access from R. Almond Walkway	CEC	4	CEC			CEC
		Priority 2: Access from Cammo development		1		CEC		CEC
C1-C8	Fingerposts – at key junctions on principal path network	Priority 1: East Ave. near Lodge; East Ave. at House; Near Canal; Near Walled Garden entrance; Junction of Oak Ave./South Ave.; Near North Car Park	£500*	6	£3000			
		Priority 2: South Car Park near start of Oak Ave., Boundary path parallel to Cammo Walk Totals: 8 f'posts, 25 fingers; 13 routed spaces+discs	£500*	2		£1000		£4000
D1	Waymark posts + discs – colour-coded discs on waymark posts, where fingerposts (above) not available	History Walk - Priority 1: 8 red discs - 5 on fingerposts, 1 on temp. waymark post; Priority 2: 2 on fingerposts Boundary Walk - Priority 1: 12 green discs - 4 on fingerposts, 8 on waymark posts Nature Walk - Priority 1: 9 blue discs – 2 on fingerposts, 2 on new waymark posts, 5 on waymark posts shared with Boundary Walk. Totals: 11 waymark posts, 16 routed spaces+discs	£135*	as column 3	£1485	-		£1485
B1-D1	Delivery	Assume 1 delivery for each priority (@ 50% as costs shared with orientation board deliveries)	£220/ delivery	2@50%	£110	£110		£220
Sub-total: Costs of Directional, Entrance and Path Signs					£4595	£1110	--	£5705
E1-E5	Orientation Boards (mapboard, information, notice board) – at key entrances.	Priority 2: refresh structure + up-date mapboard at Cammo Lodge, South Car Park, North Car Park	£620**	3	£1860			
		Priority 2: new board at access from Cammo Fields	£1900	1		£1900		£5960
		Priority 3: Walled Garden (when developed)	£2200	1			£2200	
E1-E5	Delivery	Assume delivery costs of Priority 1 and 2 boards shared with finger/waymark post deliveries	£220/ delivery	2@50% 1@100%	£110	£110	£220	£440
Sub-total: Costs of Orientation Boards					£1970	£2010	£2420	£6400

Notes: * Fingerpost and waymark costs assume accoya treated wood posts + powder coated metal fingers with PVC lettering (BSG 2017/18 costs + Arien disc costs)

** Replacement board costs assume repainting, modification of panel contents by illustrator, panel costs

Costs exclude VAT. Assumed that orders will be placed by CEC. All costs at 2017/18 prices.

Table 3. Cost Estimates for Proposed Orientation and Interpretation Provision (continued)

Refs.	Existing/Proposed Provisions	Locations/Notes	Unit Costs (or other provider)	Number	Priority			Total Costs
					1 2019-20	2 2021-23	3 2024+	
2. Interpretation Provision								
F1	Historical Interpretation - at Cammo Lodge	Up-dating existing provision, including new media (e.g. ICT applications)	provision to be defined	various	-	£5000	-	£5000
F2-F4	Historical Interpretation - at other sites (A1/A2 boards)	Cammo House ruins, Canal, Stables and environs. A1/A2 interpretation boards or similar	£1400	3	£4200			£4200
F5-F7	Natural Heritage Interpretation – selected sites (A2/similar boards)	Pinetum: up-date board Wildflower area: existing board Hedgerow area: new board	£350 £1000	1 existing 1		£350 -		£1350
F8	Natural Heritage Interpretation - proposed Wetland	Dependent on development of Wetland – media to be decided	provision to be defined (est. £2000)	various		£2000		£2000
F9	Walled Garden	Dependent on regeneration of Walled Garden – media to be decided	provision to be defined (est. £3000)	various			£3000	£3000
F1-F9	Delivery Costs	Assume 1 delivery per period	£220		£220	£220	£220	£660
Sub-Total: Costs of On-Site Interpretation					£5420	£7570	£3220	£16210
G1-G3	Friends of Cammo publications	Existing/new publications	-	various	FoC			sales cover costs
G4	Private World of Cammo book	Privately produced publication	-	-	private			private
G5	Cramond Heritage Trust Archive	Funded by CHT	CHT	-	CHT			CHT
G6-G7	Friends of Cammo Website & Facebook site	Funded by FoC	FoC	-	FoC			FoC
G8	Edinburgh Outdoors + other websites and social media	Funded by CEC and others	CEC, others	-	CEC, others			CEC, others
Sub-Total: Costs of Publications & ICT Media					Costs borne by partner organisations			
H1	Walks, Talks and Presentations		partners	various	partners			partners
H2	Family-oriented Events		partners	various	partners			partners
H3	Training Programmes		partners	various	partners			partners
Sub-Total: Costs of Events and Training Programmes					Costs borne by partner organisations			
Total Estimated Costs of Orientation and Interpretation Provision (excluding costs attributable to partners)					£11,985	£10,690	£5,640	£28,315

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4.2 Potential Sources of Funding

The estimated costs may be part-funded from the proceeds of the sale of Cammo Farmhouse (ring-fenced for expenditures at Cammo) and funds from external sources. Bids may be developed for stand-alone projects (e.g. interpretation boards, path waymarkers), or for a projects package (e.g. Lodge Visitor Centre extension, IT equipment and new interpretation). Potential sources include –

- **Edinburgh Airport Community Board** (www.edinburghairport.com/about-us/community-and-environment/community-board) – the Community Board has previously part-funded environmental and interpretation schemes in the local area.
- **City of Edinburgh Council’s Community Grants** (www.edinburghnp.org.uk/about-nps/funding/community-grants-fund/) – small grants scheme administered by the respective Locality Committee for projects involving and benefiting local communities.
- **Historic Environment Scotland** (www.historicenvironment.scot/grants-and-funding/our-grants/) - **Archaeology Programme funding** supports ... *community led heritage projects ... and ... projects exploring and utilising creative interpretation and dissemination*. The **Historic Environment Support Fund** supports ... *heritage events, small projects and training activities*.
- **Lottery Funding** - including **Big Lottery Fund** (www.biglotteryfund.org.uk/) and **Heritage Lottery Fund** (www.hlf.org.uk/funding-region/scotland). These sources are not prioritised in this Strategy, due to the extensive work required and focus on less affluent communities.
- **Suez Communities Trust** (www.suezcommunitiestrust.org.uk/) and **WREN FCC Scottish Action Fund** (www.wren.org.uk/apply/fcc-scottish-action-fund) – *funding for community and environmental projects from Landfill Tax proceeds*.
- **Mushroom Trust** (www.parksandgardens.org/places-and-people/organisation/305) – funding for creating and improving greenspace; particularly in urban area and in Edinburgh & Lothians
- **Binks Trust** (<https://www.totalgiving.co.uk/charity/binks-trust>) – *includes funding for projects advancing education and heritage in Edinburgh*.
- **business sponsorship, crowdfunding and community fund-raising.**

5. NEXT STEPS

5.1 Progressing the Strategy

The success of the Strategy will require the support of key stakeholder and interest groups, including the City of Edinburgh Council, as landowner and manager, other member organisations of the Cammo Estate Advisory Group, including the National Trust for Scotland, Friends of Cammo, Cramond and Barnton Community Council and Cramond Association, other heritage, wildlife and community interests and recreational users of Cammo Estate. These organisations and individuals may be consulted on the Strategy through the Advisory Group, invitations to provide feedback and information displayed at Cammo Estate.

Other tasks to progress the Strategy will include –

- further developing proposals - including text and illustrations for interpretation boards, etc.
- obtaining formal consents (e.g. planning, copyrights), insofar as required
- preparing and progressing funding bids
- contract preparation and management
- installation of signage, etc..

6. INVITATION TO COMMENT

6.1 Feedback

Readers of this Consultative Strategy are invited to provide feedback on the Strategy and suggestions as to how orientation and interpretation may best be progressed at Cammo Estate. These should be forwarded to friendsofcammo@yahoo.co.uk by 8 April 2019.