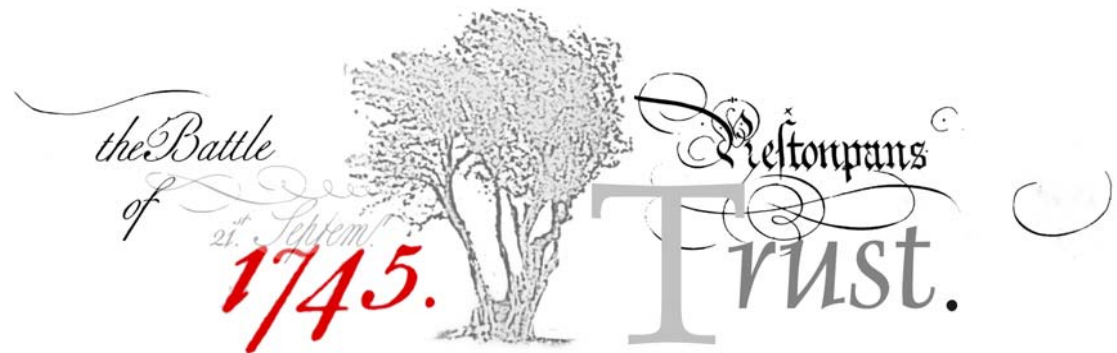
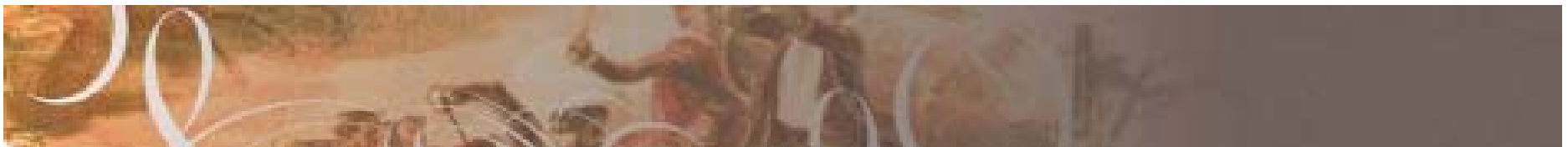


BATTLE OF PRESTONPANS (1745) HERITAGE TRUST
SUMMARY VISION FOR A NEW VISITOR EXPERIENCE



CONFIDENTIAL



This project has been developed by the Battle of Prestonpans (1745) Heritage Trust, in association with Haley Sharpe Design (HSD), Richard Gerald Associates (RGA), Barker Langham, and Glasgow University Archaeological Research Department (GUARD). The architectural proposals have been developed by the Pollock Hammond Partnership, in conjunction with Structural Engineers David Narro Associates, and Morgan Munro, Quantity Surveyors.

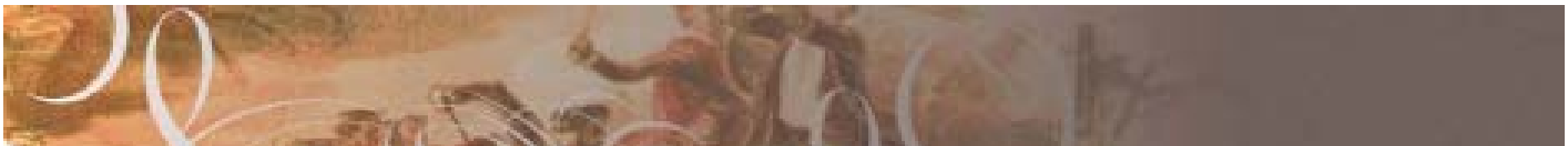


I. THE PROCESS

The process of project development has covered the following:

- a. Production of a Conservation Statement for the Battle Site by Barker Langham
- b. Options Appraisal covering the potential options for the proposals by Barker Langham and The Pollock Hammond Partnership
- c. A Funding Study into potential sources of capital for the project by Barker Langham
- d. Architecture up to RIBA Stage B by Pollock Hammond Partnership
 - i. Costs for the project
 - ii. Brief and outline design for the centre
 - iii. Engineering and access studies
 - iv. Engagement with East Lothian Council and Scottish Power
- e. Glasgow University Archaeological Research Department (GUARD) who are currently undertaking archaeological survey work in the local area
- f. RGA who have produced a feasibility study business case for the project to look at revenue and visitor number projections
- g. Haley Sharpe Design who have produced an interpretive brief for the Battle Centre
- h. Trustees themselves who have created annual cameo re-enactments, a comprehensive website, a BattleGame and BattleBus, new theatre, public art, poetry, song and embroidery and a literary anthology - all though extensive research.

This work has been driven by the further feasibility work done by:



2 THE BATTLE

An iconic battle

By 20th September 1745 the two armies, by now numbering some 2,400 men each, were moving ever closer to each other to the east of Edinburgh. That morning John Cope stopped at the open ground close to the village of Preston. He had the sea to the north and a large area of marsh to the south which would be difficult for opponents to cross other than by using the narrow wooden Waggonway used to transport coal from Tranent to the sea. Early that afternoon the Jacobites arrived at the hillside above Preston, at Birsley Brae. The boggy land known as the 'Meadow' stretched between the two armies.

During the night Prince Charles and his officers debated what to do. To attack across the marsh was impossible and it was thought that a long detour eastwards would be necessary. But a local farmer, Robert Anderson, knew of a path through the bogs, passing close to the farm of Rigghead. Just before 4am the long Jacobite column set off along the track and by dawn they were clear of the bog and assembled just to the east of Cope's troops.

Towards dawn the Redcoats saw indistinct shapes near the marsh. Cope at once understood what was going on and wheeled his men round to face their opponents. Cope's men opened fire, but were completely overcome by the Jacobite advance. The Camerons led the Jacobite charge. Discarding their plaids, the men ran forward with a hideous shout

and men and horses of the dragoons began to fall in their wake, before fleeing for their lives.

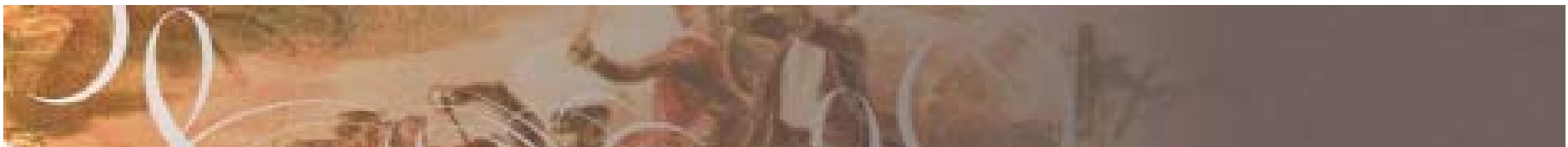
Cope's infantry, having lost the support of the dragoons and artillery, gave in at once without re-loading their pieces. Only one small party fought on, led by Colonel Gardiner who lived at nearby Bankton House. He was mortally wounded, reportedly next to a thorn tree that stood on the site right up until 1932, and died that day at Tranent.

The remaining Redcoats, including Cope himself, fled southwards along 'Johnnie Cope's Road', ending up eventually in Berwick the next day. Some 300 of Cope's men were killed and a further 1,300 taken prisoner. Jacobite casualties numbered at the most 30 killed and 70 wounded.

Victory and ambition

It's easy to imagine the elation of Charles and his followers after the Battle of Prestonpans. This glorious victory filled them with hope and ambition as never before. They returned to Edinburgh and spent several weeks there contemplating their options. They could stay in Scotland and consolidate their grip on the country, or, as Charles advocated, march through the heart of England towards London.

Loyal to their Prince, the Highland Army crossed the border on 8th November and made rapid progress through north-west England. In spite of bad weather morale was high among the men. By 4th December Charles and his followers had reached Derby, just 120 miles from London. Here they made a momentous and controversial decision. Persuaded by Lord George Murray who argued who argued on the basis



of false intelligence of redcoat troop dispositions, they returned to Scotland for the winter months. The clan chiefs outvoted the Prince who wanted to carry on to London.

Although in retreat, the mood of the army was still positive and by New Year Charles had a force of some 10,000 men at his disposal. He began a siege of Stirling Castle, Edinburgh having been sacrificed to the Hanoverians when the Highlanders marched to England. It was here that the defeated government army gathered anew. The rival forces clashed for a second time outside Falkirk in January. Although not as quick and decisive as in Prestonpans, the Jacobite victory was again resounding.

From here the fortunes of the Highlanders started to decline. The Duke of Cumberland, the son of King George, took command of the government troops and established a base in Aberdeen. Here his men were well fed, clothed and trained.

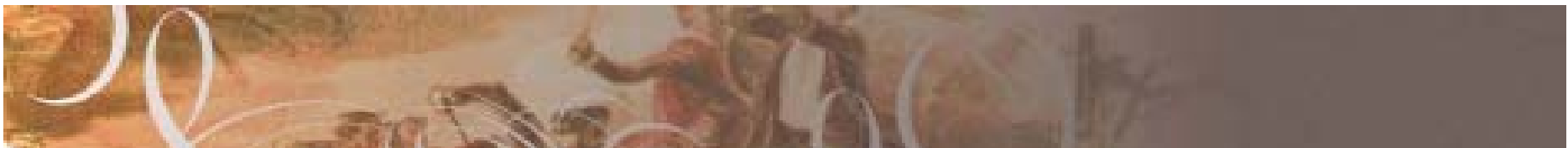
The Jacobites, meanwhile, abandoned their siege at Stirling and Charles was persuaded to lead his men north to Inverness. Here, some ill-fated decisions and a lack of money and supplies left the men dispirited and disorganised.

The end of the dream

The final confrontation came on 16th April at Culloden, when a tired and hungry Highland force was decimated by a strong and disciplined government army. Cumberland gained the nickname 'butcher' for his brutal treatment of prisoners and his punitive measures against the Highlands. For several months Charles and his followers lived like

fugitives and the legend of his escape from Skye, aided by Flora MacDonald, is known the world over.

On 20th September 1746 the Prince left Scotland forever, to spend the rest of his life in exile in Europe.



3 THE SIGNIFICANCE OF THE BATTLE

An internationally significant event

Prestonpans was a battle of huge international significance. It is essential that it is considered not only within a local or regional context (such as an internal Scottish uprising), but as part of a conflict which was dominating the political scene across Europe and beyond. Prince Charles had been invited to France prior to his Scottish expedition, where he had been promised military and financial support for his plans to restore the Stuart monarchy in Britain. Bad weather had delayed preparations, and the adventurous Prince had gambled on proceeding without formal assistance. Nevertheless, the French had sparked off proceedings with their invitation, and continued to support the Rebellion by sending troops, money, and munitions throughout 1745-6. France and Britain were part of opposing coalitions fighting in the War of the Austrian Succession (1740-8) which involved all the major powers of Europe, as well as spilling out into North America and India, and the Jacobite Rebellion would be a convenient new front against George II. As such, Prestonpans was fought as part of an international conflict, and as the defeat obliged the British Government to withdraw forces from the continent, it was not insignificant in its role.

An event of unprecedented impact on a nation

On a national level, Prestonpans was a dramatic and unexpected event which threatened not only the stability of Britain, but its political makeup. It represented the complete destruction of the British field army in Scotland, leaving only small isolated garrisons to oppose the Jacobites. By formally declaring his father as king at each town he passed, and by raising funds through taxation and existing civil structures, Prince Charles and his court at Holyrood very much gave an outward impression of ruling Scotland. It was not the case of course, as large areas of the country opposed him, but the victory at Prestonpans gave his cause prestige and raised the chances of gaining support both at home and abroad. It is easy to overlook the importance of this battle because of the Rebellion's ultimate failure, but that is to fail to understand the impact it had upon the nation at the time.

The impact on arts and literature

That impact is perhaps most clearly highlighted by the literary legacy of the battle. Within weeks of it being fought, a new song had been penned in London to galvanise support for the Government at a time of need: *God Save Great George Our King*, later to become the national anthem of Great Britain. The literary heritage inspired by the Battle of Prestonpans is well acknowledged, especially in the local community itself. In 2008, the local Battle of Prestonpans (1745) Heritage Trust, as part of its work to promote, interpret, and protect the battlefield, commissioned an anthology of that literature, intended to demonstrate the battle's importance both to contemporaries and to later generations.

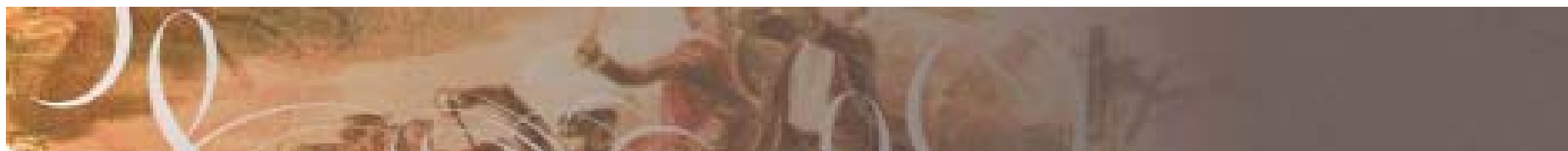


The rediscovery of Scottish culture

It is also vital to acknowledge the role that the Battle of Prestonpans played in the rediscovery of Scottish culture in the nineteenth century. After the Jacobite Rebellion's failure, authoritarian measure clamped down upon traditional Scottish dress and music, alongside reforming the socio-political makeup in particular of its Highlands. This was turned around when Scottish culture suddenly became fashionable in the early 1800s, especially after George IV visited the kingdom in 1822. A key part of this rediscovery, however, was Walter Scott's *Waverley*, a novel published in 1814 which centres its action on the Battle of Prestonpans and the slaying of Colonel Gardiner. An international hit on an extraordinary level, this book really put the battlefield on the map. Clearly Scott saw something in this battle which could represent the valour and aspirations of traditional Highland culture in a positive manner.

Its importance now

The battle of Prestonpans still has immense resonance today. Its presence is felt through new research, arts and literature inspired by it, as well as through events that re-enact the battle and its key moments, and promote its significance to the widest possible audience. The battlefield itself still remains as a monument to that day, and its care and stewardship by its community is an exemplar unrivalled in the UK. The Trust is also a leader in the debate about how these significant places are cared for, designated, and also how using the messages from them can change lives in the present for the better.



4 THE TRUST

The aims of the Trust

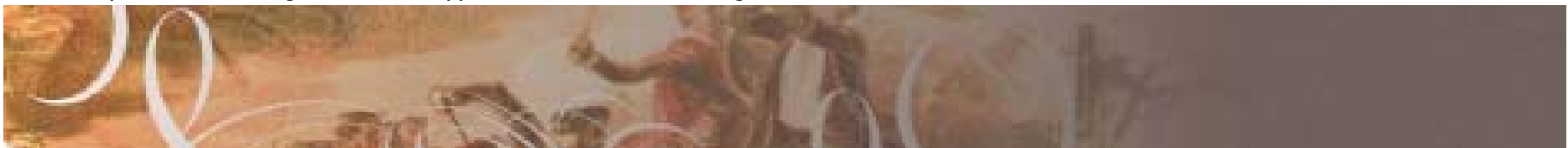
The aim of the Trust is to interpret the events and associated heritage of this internationally significant Battle. The vigorous Trust delivers a range of projects to develop the potential of the Battlefield at Prestonpans, not just in the physical sense, but also work around developing resources for learning, arts and other types of community engagement. The Trust has organised many events to highlight the battle itself and the legacy it left in Scottish arts and culture, including the creation of murals in the town, the staging of plays telling the story of the battle [eg The Battle of Pots and Pans], publishing a walker's guide to the site, and commissioning historical research into the battle and its many legacies. The Trust initially opened a temporary volunteer-run Battlefield Centre and subsequently purchased a former mobile library to serve as a touring BattleBus Interpretation Centre with AV facilities, which visits schools and community groups. A national Symposium to address the issues around the legal designation of battlefields was organised by the Trust in 2009. It is also very involved in events to mark the 2009 Homecoming.

The Trust exists to:

- Honour those who fought and died on both sides in the battle
- Engage audiences of all kinds in learning
- Provide an accessible resource for all audiences
- Safeguard the battle site by ensuring it is protected from encroaching development, delineating the lines of approach and battle, including

the Riggonhead Defile, and facilitating proper archaeological exploration and preservation of all remaining artefacts

- Create an environmentally sound green space by re-planting original species of trees and restoring the pattern of agriculture
- Interpret significant aspects of the area before and since the battle, including the ancient monument at Birsley Brae, the Tranent/Cockenzie Waggonway, Bankton House, Preston Tower, Hamilton House, Mercat Cross, Preston Links Coalfield & Bings and Cockenzie Power Station.
- Generate local employment, both directly and through ancillary local facilities, the battle site will play a significant part in the continuing regeneration of Prestonpans which lost its entire industrial base in the 1960s
- Use the arts, which are flourishing in Prestonpans, to underpin and strengthen the project by creating poetry, painting, music, drama and literature which has the battle as its theme
- Interpret the battle heritage of the East Lothian region e.g. Pinkie [1547] and Dunbar [1650]
- Create a location that is a focus in the region for living history interpretation.



5 THE VISION

The Battle of Prestonpans was a pivotal moment of victory, hope and ambition in 1745. Some two and a half centuries later the resonance and importance of the battle remains – and the Battle of Prestonpans (1745) Heritage Trust and its partners have been working to promote the battle itself, alongside Prestonpans as a cultural centre, and the idea of creating a new battlefield centre in the town at a time when it needs a new future. Prestonpans is one of the most significant events in Scottish history, and this project aims to create a legacy that is appropriate to its importance. In Prestonpans, the intention is not to focus on the tragic end to the campaign, but rather to commemorate the passionate and often divided loyalties across the Scottish nation, the tremendous feeling of optimism, and the outstanding displays of bravery. We wish to remember the elation, the hope and ambition for a cause, because it is vitally relevant today for our community.

The vision

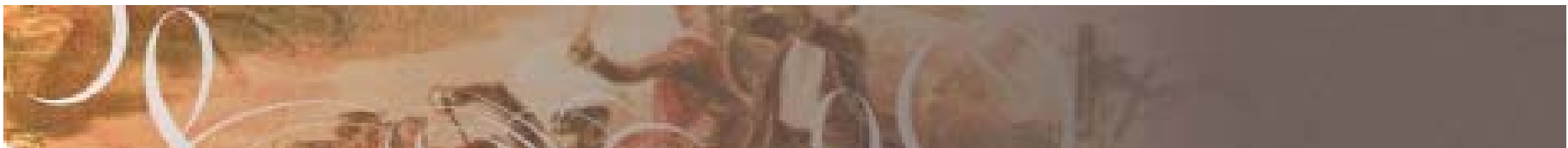
The vision is to create a place that speaks to the Scottish people of victory, hope, and ambition – and that uses the internationally significant battle and its legacy to pass on that message to generations of visitors. It also seeks to raise the profile of the battle field itself, and treat it as a place of national significance. The centre will use cutting edge interpretive media to tell the story, and will also be a resource for training, and a centre for education. It will also act as a gateway to the other attractions

of the Lothians, and the other significant battlefields of the area such as Pinkie and Dunbar.



The project's outputs

- Creation of a world class attraction in East Lothian
- Regenerate 6 ha of brownfield development site
- Create a place with real National resonance
- £15m investment into the local community and East Lothian
- Creation of 22 direct new jobs
- Stimulation of the overnight stays market
- Enhancement (alongside East Lothian Council's plans) of the Meadowmill area
- Economic regeneration of the local area
- Attract at least 76,000 people to the area
- Increase spend in the area by visitors by c. £2-3m per annum



6 THE PROPOSAL

The Preferred Option

The Options Appraisal identifies the site of the existing pyramidal bing as the preferred site for the project. This site is:

- Adjacent to but not on the site of The Battle;
- Large enough to accommodate a substantial building and associated facilities;
- Large enough to allow for development without impacting on the nearby sports development;
- Currently underused and in the ownership of East Lothian Council;
- Easily accessible by rail, foot, cycle, car and bus;
- Prominent, with potential to accommodate a high profile structure;
- Affords a 360 degree panorama for the entire battle approach and scene of conflict

Development Issues

There are potential difficulties involved with the development of the site. These include:

- Requirements to improve the existing local access arrangements;
- Proximity of the site to the east coast main railway line;

- The complex industrial past of the area, primarily related to coal mining;
- Composition of the ground material, which is principally compacted coal spoil

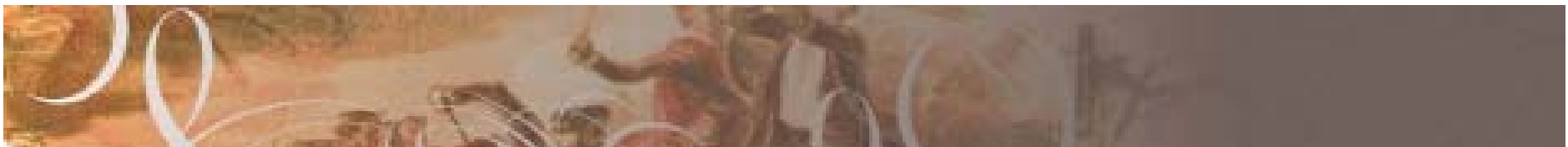
Context

The site was acquired by East Lothian Council from the Coal Board in 1975. It is part of a substantial landholding, which extends from the railway to the edge of Tranent.

Prior to its purchase the site it was a central coal washing plant and site of at least two coal mines. Access shafts and adits serving these mines exist to the south and west of the bing.

The area to the immediate south of the bing was formerly a pit head, with associated service, store and bath buildings.

The buildings were removed, the site landscaped and the shafts sealed as part of the major site works exercise carried out in 1975.



Current Development Proposals

East Lothian Council are currently carrying out studies into the further development of the adjacent sports centre and playing fields.

The development of the sports facilities is likely to include refurbishment of the existing buildings and improvement of the running and playing surfaces.

There does not appear to be any conflict between the development of the site to the south and east of the bing and future improvement of the sports facilities.

At the time of writing (June 2009) Scottish Power launched a consultation process in advance of submitting proposals for the re-development of Cockenzie Power Station from a coal to a gas fired generating station. The outline proposals are likely to affect the battle site and may give opportunity for the improvement of the site and its setting. Direct consultations with Scottish Power and its agents have been initiated.

Site Viability

A preliminary site viability study has been carried out by David Narro Associates Ltd. The key findings of the study are:

Development Location

- Development of a building on or within the upper levels of the bing is unlikely to be economically practical.

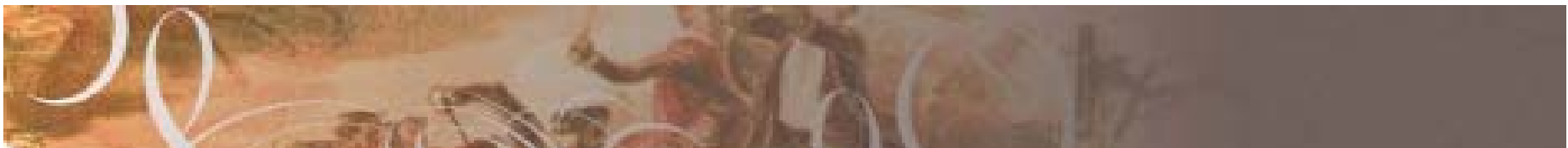
- Development of the lower levels of the bing would be practical, with areas of fill being removed following construction of a pile dam wall.

Ground Stabilisation

- It is possible that shallow worked coal seams exist beneath the site. Further site investigation survey is required.
- An allowance should be made, pending further investigations, for grouting areas of the site.

Substructure and Foundations

- Conventional strip or trench foundations are unlikely to be sufficient;
- Further detailed site survey investigation work is required in advance of the design of any building foundations;
- The new structure may be constructed on vibro-compacted ground, a technique apparently adopted for the nearby sports centre buildings;
- An allowance should however be made, pending further site survey works, for the formation of reinforced concrete piled foundations and groundbeams.



Recommendations for Further Investigations

1. Additional desktop and site survey would identify hidden electricity, water, drainage, telephone etc. services;
2. Initial Ground Investigation surveys would give an indication on contamination levels, gas emissions, groundwater levels and calorific value (known to be relatively high) of fill material. Rotary bore holes would help to identify any shallow depth mining cavities;
3. Mining Reports, prepared by a mining specialist, will be required. The need for these is identified in the consultation response from the Coal Authority;
4. Full and detailed ground investigation surveys will be required in advance of the detailed design of any building or structures.
5. Stability tests on the bing itself should be carried out in advance of any design work commencing. This may involve destructive pull tests on the face of the bing;
6. Porosity Tests will be required to determine the feasibility of soakaways;
7. SEPA consultation will be required following completion of the initial ground investigation surveys;

External Issues

There are a number of key external issues, which will have a bearing on the detailed design of the new Battle Centre. These include:

- East Lothian Council as site owner;
- East Lothian Council as Planning Authority;
- East Lothian Council as operator of Meadowmill Sports Centre;
- Scottish Power Development of Cockenzie Power Station
- Network Rail operation of the east coast main railway line;
- Local Roads Access;
- Development of former Blindwells site as it impacts on the Riggonhead Defile which was of the great tactical significance for the Prince's victory.



7 THE DEVELOPMENT BRIEF

Schedule of Accommodation

A brief for the development of the Battle Centre has been produced with reference to the site feasibility reports, including the RGA and Haley Sharpe studies:

ENTRANCE AND RECEPTION:	60 m ²
SHOP:	80 m ²
TOURIST INFORMATION:	12 m ²
PUBLIC TOILETS:	80 m ²
GALLERY:	50 m ²
EDUCATION ROOM:	75 m ²
TEMPORARY EXHIBITION SPACE:	40 m ²
EXHIBITION AND INTERPRETATION:	100 m ²
EXHIBITION THEATRE/CINEMA:	80 m ²
CAFETERIA:	150 m ²
SERVERY: Included within café area	
KITCHEN and STORES:	70 m ²
STAFF ROOM:	15-20 m ²
STAFF TOILETS:	12 m ²
LIBRARY/RESEARCH ROOM:	12 m ²
SERVICES:	12 m ²
ESTIMATED GROSS FLOOR AREA (MAX)	1,500 m ²

Building Specifications

SUBSTRUCTURE: Concrete piles and ground beams

GROUND FLOOR: Insulated concrete with underfloor heating

FLOOR FINISHES: Natural stone paving to entrance, lino' elsewhere

WALLS/PARTITIONS: Concrete block with hard plaster throughout except natural stone to entrance..

STRUCTURE: Allow concrete principal structure steel and glass secondary. Part green roof part triple glazed.

DOORS: Solid core timber, flush hardwood;

FACINGS ETC: Minimum, plaster finishes throughout public spaces;

TOILETS: Good commercial quality fittings with built cubicles;

KITCHEN: Full catering standard, including equipment and floor/wall finishes;

EXHIBITION: Bare serviced area for fitting out by specialist, including cinema equipment.

FIXTURES AND FITTINGS: All Turn-Key fixtures, including shop fittings, tills, cooking appliances, seating, tables, signage, desks and sum allowances for hardware.

HEATING: Under floor heating using ground source heat exchange;

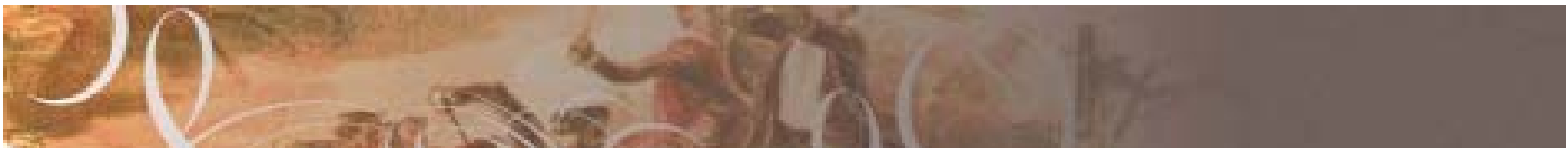
VENTILATION: Central air handling with heat recovery;

WATER: Public supply.

ELECTRICS: Public supply.

FIRE ALARM: Full zoned fire detection and remote alarm systems.

FIRE SPRINKLER: Sprinkler system with minimum water storage;



External Works

DEMOLITIONS AND CLEARANCE: Demolition of existing Council depot and construction of comparable building on alternative site;

VIEWING GALLERY: External space additional to café external seating area. 30-40 m² apx

VIEWPOINT: The top of the existing pyramid should, if possible, be made fully accessible to visitors, with much improved interpretation. The viewpoint should remain accessible at all times.

RAMPS: All ramps laid to fall of less than 1 in 20 and founded on cut material with permeable non-slip paved surface.

STEPS & PRINCIPAL ENTRANCE: Stone steps and paving to principal entrance route only.

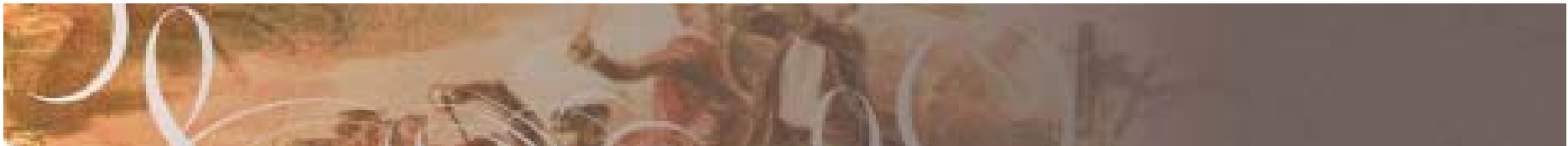
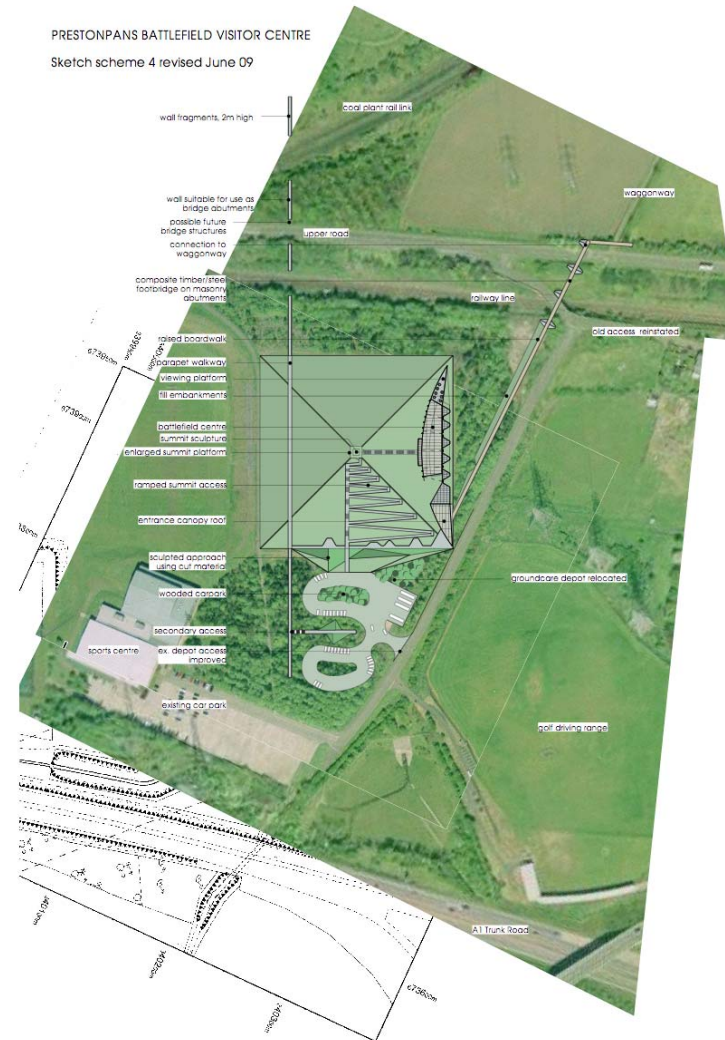
BRIDGES: New steel and hardwood pedestrian bridges with concrete/stone abutments and piers spanning road and railway with stair/ramp access to battle site.

LINK TO BATTLESITE: New pedestrian walkway linking car park, centre and to new bridge. Built-up using cut material with paved surface including sections of timber boardwalk.

STRATEGY FOR BATTLE SITE: Visitor interpretation including 10no. stone markers and 2no. printed interpretation boards.

CAR PARK: Car park amongst the existing trees with SUDS standard paving. Use existing entrance to Council depot.

Cars/Motorbikes: 80-100 cars, motorbikes, Coaches Bicycles
TOTAL CAR PARK AREA 4,000sqm (paved area, including road access)

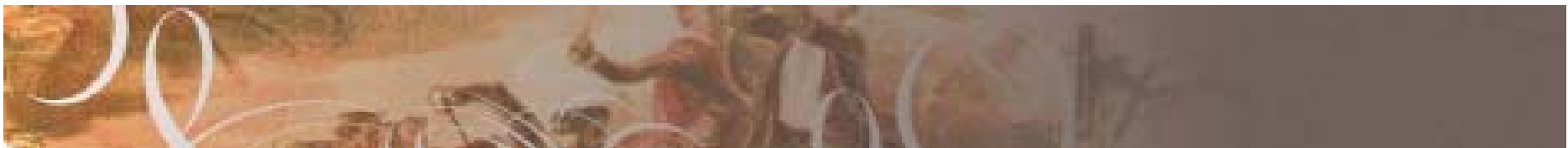
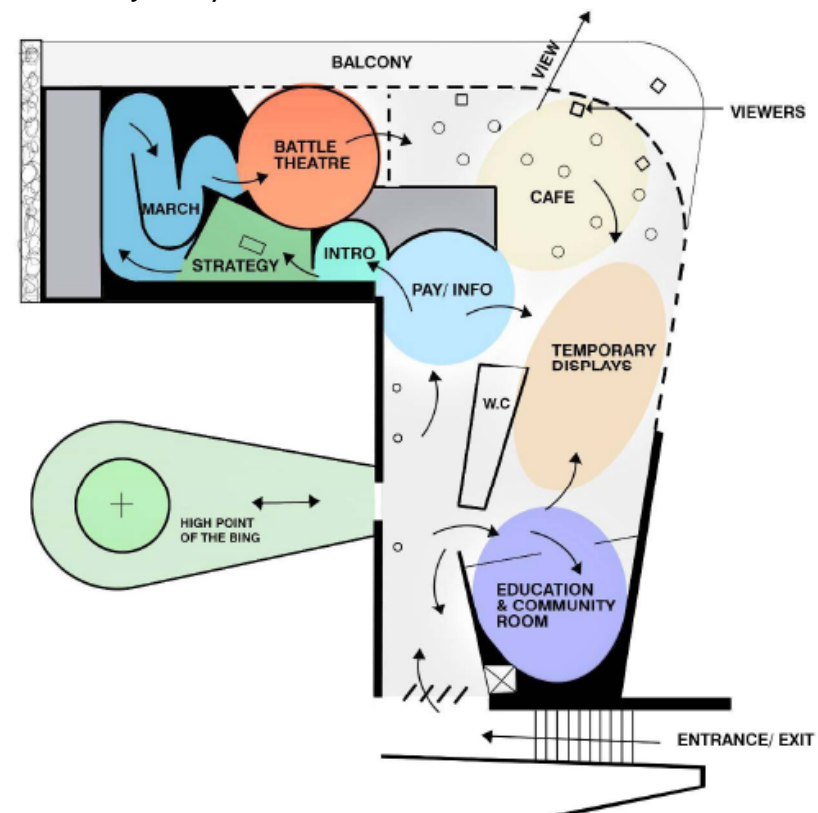


8 THE STORYLINE AND INTERPRETATION

The story is one of victory, hope and ambition. It is a story to inspire the user, and give them a strong message to take away with them. The interpretation focuses on these messages, and also the main episodes of the battle. The experience is designed to be exciting, engaging, and allow the visitor to understand the context, issues and the drama of the battle through the use of technology, immersive experiences and audio-visual presentation.

The visitor journey is in six key parts, but even before arrival there will be contact with users through outreach events, marketing, web media, and signage on all major routes. A key part of the visit will be the arrival to an exciting building, unlike any other in the country.

The Visitor Journey

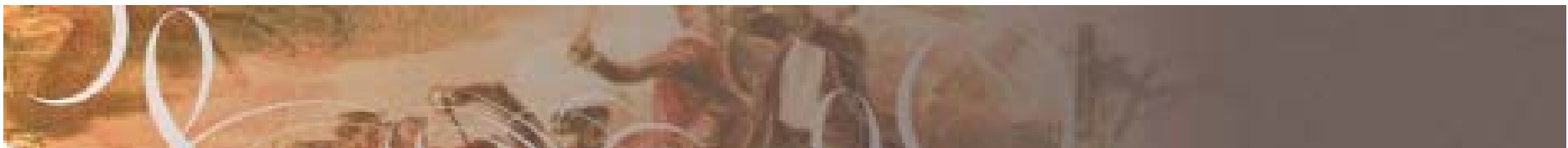


1. Arrival

Arrival and welcome to an iconic place by well trained staff, with good orientation, visitor facilities, and an opportunity to view temporary exhibitions or use the cafe which has a view over the battle field. This area will also give access to the bespoke education suite (with its own BattleGame) that will be part of the centre.

2. Introductory Displays

This space will provide the context to the story which will be a beautifully presented introduction using objects, historic images, and documents. It will paint a picture of the context of the battle, the landscape of the area, and the events running up to 1745. The key characters and personalities in the story will be introduced to the visitor. This is in preparation for then being engaged in the unfolding drama of the battle itself.



3. Pre Battle: The Camp the Night before the Battle

This atmospheric space offers visitors the chance to understand the decisions made by both sides on the eve of the battle, 20th of September 1745. There is the opportunity to learn about the strategies and decisions that lead to the battle using a bespoke battle table interactive, helping the user to understand the perspectives of both sides, and the challenges and opportunities presented by the landscape and circumstances.



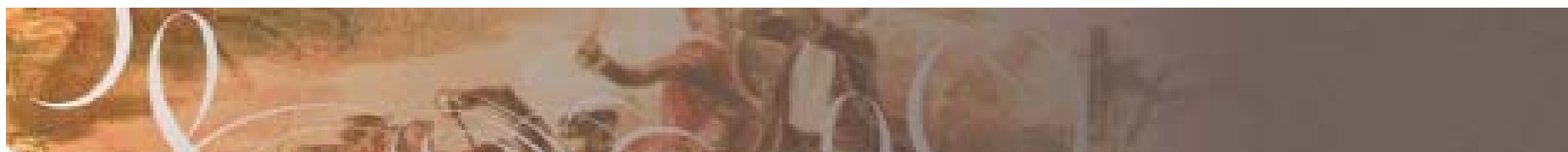
The Camp / Before The Battle

4. The Route to Success: The Riggonhead Defile

Visitors will pass through a stunning evocation of the Riggonhead Defile, which was the pivotal movement that sealed the fate of the Government troops. The user will walk a route that brings them through the darkness into contact with the Government troops in the moments before the battle. This experience will reinforce the importance of this strategic decision, and use audio and visual technology to create an atmosphere of tension.



The Overnight March



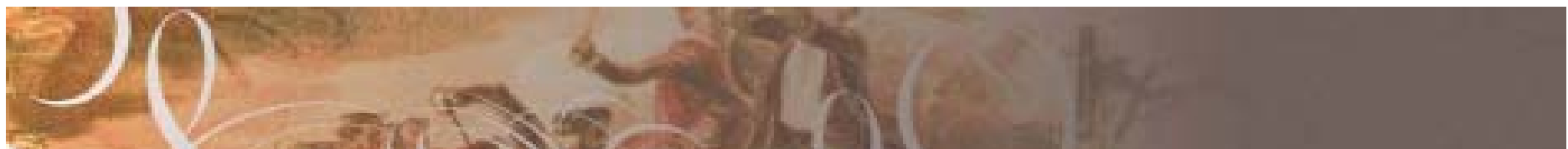
5. The Battle is Fought and Won – Highland Charge and Rout

The battle theatre will re-create the intense noise, chaos and disorientation of the battle, and will be a powerful finale to the experience in the centre. The viewer will be able to see how the 15 minutes of the battle unfolded, in real time. It will also use details from eyewitness accounts and show the movements of the troop lines. It will use state of the art AV theatre technology to create an unforgettable and moving experience. It will also tell the story of what happened after that day, leading up to the defeat of the Prince's forces at Culloden in April 1746.



6. Viewing the Battle Field

After the chaos and noise of the battle the visitor will emerge into the viewing area, where they will be able to see the unchanged battle field before them. Virtual viewers will give the chance to go back in time to see the surrounding landscape as it was in 1745, stripping back modern buildings and roads, to give a clear and uninterrupted view of this iconic battle site. This area is also connected to a further exhibition space which will look at the influence of the battle on the arts and culture of the nation.



9 THE CAPITAL COSTS

The capital costs for the project are as outlined below, with the overall building cost being c.£15m including fees and contingencies.

General Site Preparation

Works

Capping existing mine shaft	
a entrances	£20,000
Clearing site for car parking	
b area	£40,000
Demolition of Council depot, removal of yard,	
c fencing etc.	£180,000
Surface preparation of existing bing including	
d planting	£220,000

New Construction

New car park facility with tree planting and	
a lighting	£530,000
Sculpted landscaping between car park and new	
b centre	£55,000
Raised walkway between car park centre and	
c battlefield	£370,000
Footbridge provision to	
d raised walkway	£150,000
e Ramped access from car park to new viewing	£152,000

feature	
Stone walling between centre and playing fields	
f etc	£672,000
Footbridges linking stone wall over road and rail	
g line	£240,000
Piling and ground consolidation for new centre	
h (allowance)	£750,000
i Construction of new centre, terraces etc.	£4,850,000
Ramped access from centre to new viewing	
j feature	£50,000
Construction of viewpoint	
k feature	£150,000

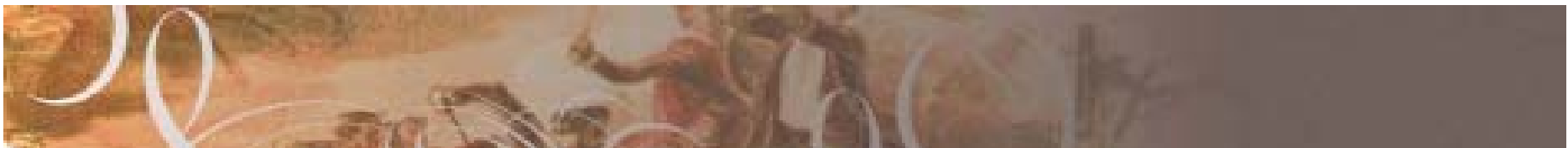
General Items

Construction of new	
a Council depot	£510,000
Provision of interpretation	
b works	£2,500,000
	<hr/>
	£11,439,000

Fees	£1,143,900
------	------------

VAT	£2,202,008
-----	------------

Total projected capital development cost	£14,784,908
---	--------------------



10 SUMMARY BUSINESS CASE

The business case for the project was developed collaboratively with Richard Gerald Associates (RGA Ltd), and shows that there are no inherent barriers to developing a successful visitor attraction within East Lothian. The area already contains a number of very popular attractions (Museum of Flight, Seabird Centre), is already a destination for visitors, and is close to Edinburgh. It is also supported by an excellent rail, air and road infrastructure.

Visitor Numbers

The business case projects visitor numbers of c76,000 per annum, based on a review of local attractions, the visitor market (which is currently stated as a an overall market of c.10, potential users) and other factors. These figures are similar to those recorded in previous years at other iconic sites such as Culloden and Bannockburn. In a stable year (2013) the attraction could attract the following profile:

Local residents	5,000
Day visitors (within 90mins)	8,500
Education	2,000
UK Tourists	37,000
Overseas Tourists	22,500
	75,000

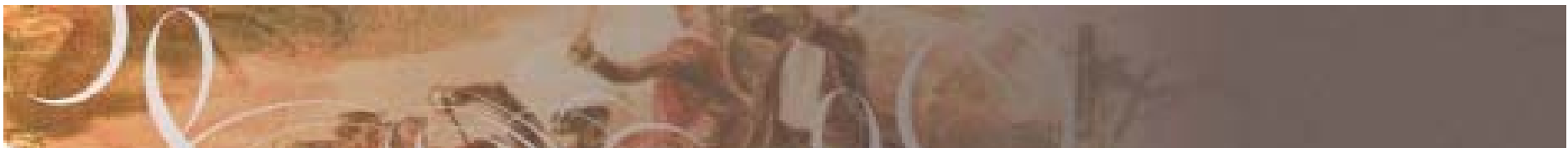
The facilities have been designed using a peak day calculation of 600 users, with c.120 users at peak hour as a basis for the spaces provided in reception, cafe, toilets, car parking etc.

Financial Projections

The evidence suggests that a well presented and managed Battle Centre would meet its visitor projections. On that basis, with a proposed 22 staff, the project even with a 10% variance in visitor figures would return a surplus on the operation. The business plan in brief in a stable year (2013) would be:

	£'s
<i>Income</i>	
Income from retail, catering and admissions	871,000
<i>Expenditure</i>	
Cost of sales	149,000
Other expenses (staff, admin, utilities)	675,000
	824,000
<i>Surplus</i>	47,000

A full business model with sensitivity analysis is available.



II THE FUNDING PACKAGE

The vision is to create a world-class attraction, where local people and visitors can engage with the Battle, its legacy and its significance to the nation. The new Battle Centre is ideally placed to offer a range of strategic benefits to the area and build upon its many successes as a cultural landmark. In terms of delivering heritage, social, cultural, and economic benefits in the area, the vision puts the Battle Centre at the heart of this process.

Because of these wide benefits and the breadth of the project, together with the fact that it will be self-sustaining, the project has the potential to be supported and funded by a number of agencies in the UK and the European Union. The development involves new visitor services, heritage interpretation, community spaces, as well as the promotion of education, the arts, and job creation. Capital funding sources include:

- European Union funding
- Government funding
- Heritage Lottery Fund
- Trusts and Foundations
- Private donors
- Regional government

- Private sector and corporate sponsors.

The project, we acknowledge, takes place in uncertain financial times, and during a downturn in giving. However, we believe the benefits of this project are so palpable and relevant to this time that there is a strong case for supporting it. The Trust itself has already raised significant funds for its activities over the years, as well as obtaining money from organisations such as the Heritage Lottery Fund.

The Funding Mix

The scheme, which has a capital cost of £m will be funded through a high level funding campaign, supported by the Trustees. This campaign will look to the UK as well as the wider Scottish diaspora. Initial research illustrates a funding mix of:

Scottish Government
Heritage Lottery Fund
Historic Scotland
East Lothian Council
Gifts (companies and individuals)
Main sponsor (eg Iberdrola)
Foundations
European Union
Arts Council
National Campaign
VAT reclaim



12 HOW THE PROJECT WILL BE MANAGED

Trustees

The Battle of Prestonpans 1745 Heritage Trust is made up of a range of experienced individuals, all of whom play a key role in the ensuring the success of the Trust's activities. The project is led by the Trustees, and is advised by a range of agencies, including East Lothian Council, Historic Scotland, Glasgow University and private companies working in the cultural sector. It is further supported by the Prestonpans Community Council and the Prestoungrange Arts Festival, with the support of Prestonpans Historical Society, descendant Clan Chiefs and Hanoverian Representatives, The Royal Stuart Society and the 1745 Association.

The Trustee body consist of the following key individuals:

Gareth Bryn-Jones – Architect

Herbert Coutts MBE - former Director Edinburgh City for Tourism Culture & Leisure

Kristine Cunningham – Executive Trustee

Pauline Jaffray – PJ Design and East Lothian Life

Peter MacKenzie – Councillor & pioneer of The Battlefield 'Annual Walks'

Richard MacKenzie - formerly Bankton House Residents' Association

Sir Garth Morrison KT CBE – Lord Lieutenant of East Lothian

Pat O'Brien OBE – formerly Provost of East Lothian

Dr Gordon Prestoungrange - Eld. of Prestoungrange & Chairman of the Prestoungrange Arts Festival

Malcolm Scott - Entrepreneur

Avril Wills - Lady Prestoungrange

Mathew Wills ACA - Baron of Prestoungrange - Treasurer

Dr Julian Wills - Baron of Dolphinstoun

Sylvia Burgess - Trust Secretary

Delivery

The project will be delivered by the Trust, and run by the Project Team, consisting of 4 Trustees. This team has considerable experience in fundraising, architecture, business planning and strategy, cultural service management and project advocacy – as well as being passionate about delivering the project. This Trustee group would be supported by external agencies and a Project Manager. All project development activities will take place in the short term through this group and its advisers. Once open the centre will be managed and run by a staff team of 22 people with senior management reporting directly to the managing Trustees.



SELECT BIBLIOGRAPHY

Interpretation Concept Designs, Haley Sharpe Design
Conservation Statement, Barker Langham
Options Appraisal, Barker Langham
Funding Study, Barker Langham
Building Design Development to RIBA B, Pollock Hammond Partnership
Site Appraisal, Pollock Hammond Partnership
Project Brief, Pollock Hammond Partnership
Cost Plan, Quantity Surveyors
Engineering Report, David Narro Associates
New survey work on the Battlefield, Dr Tony Pollard (GUARD)
Feasibility Study and Business Plan, RGA
The Dream, Battle of Prestonpans (1745) Heritage Trust
Yours Heritage Grant application for the Trust, Barker Langham
SourceScotland Trade Report
The Prince's Clans 'Homecoming' Exhibition
Re-enactment cameos 1995/ 2007/ 2008 and dvd
BattleGame: Battle of Prestonpans, Gordon Veitch
The Prestonpans Tapestry, Andrew Crummy
Rebellious Scots to Crush, Arran Johnston
Trust's website @ www.battleofprestonpans1745.org

