Callander Charrette
Design Process and Output

E

Ben Ledi View

Charrette 19th-23rd November

Day 01
Saturday 19th November 2011

Day 01 of the Charrette was designed to set the scene through several introductory workshops. These sessions allowed people to get used to presenting their ideas visually or on post-its, as well as helping them to envision Callander in the future.

The sequence of events was:

o   YOU(th) are Callander's Future

o   Introductory presentation to Charrette workshops

o   Public Workshops Visioning

o   The Good, the Bad and the Ugly

o   The Callander Four Fs, Future Five, Fifteen and Forty (Visioning Exercise)

YOU(th) are Callander's Future

The YOU(th) are Callander's Future workshop was the first of a number of workshops that liaised with Callander youth in order to make sure their views are noted and taken into account during the Charrette. Photographs of the workshop and the sheets generated can be seen on the illustrations.
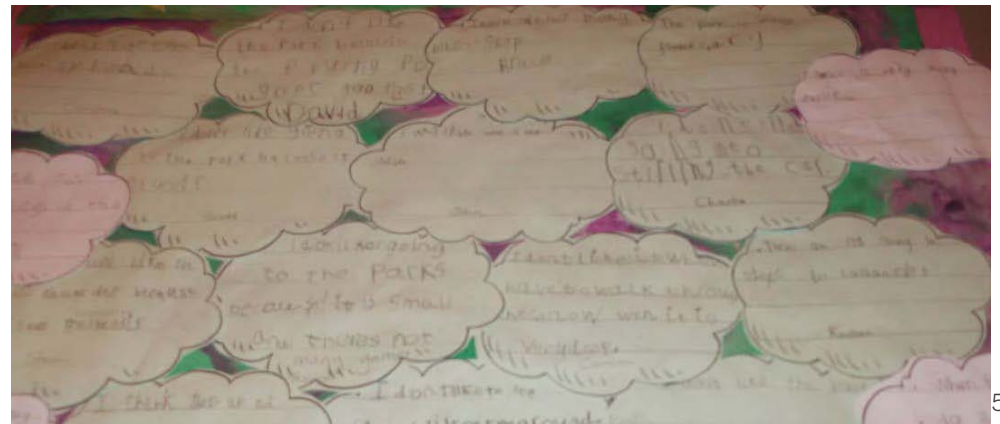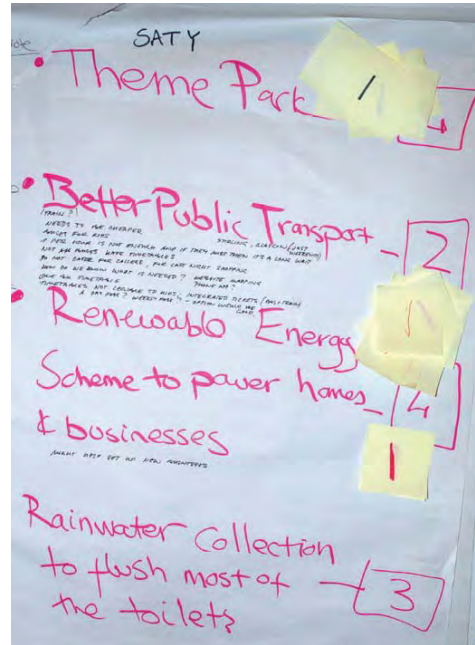
Public Workshops
Introductory Presentations

Order of Appearance:

Dick Johnson, Chair of Callander Partnership and Callander Community Council

Aileen Campbell MSP, Minister for Local Government and Planning

Lynne Ceeney, Lead Facilitator, Parksons Brinckerhoff

Ewan Anderson, Lead Designer, 7N Architects

Paul Jardine - Tourism and Cultural Heritage, Jura Consultants

Nick Skelton - Economics and Retailing, Roger Tym and Partners

Paul O'Donnell - A developer's perspective, DAWN Group

Lynne Ceeney, Parksons Brinckerhoff
Lead Facilitator

Summary:

o Brief: to bring together the community and stakeholders to review the key items in delivering a comprehensive framework for Callander. A framework that is broader than planning, that will assist in the delivery of existing projects, initiatives and proposals.

o Outcomes: A vision for Callander's Future; an agreed roadmap for action and delivery; A basis for future bids for funding;

o Delivery: New Community Action Plan; Stirling Council's Settlement Review; Local Develoment Plan; Development Briefs for Key Sites

o Starting point: 'Where do you want to go?'

Ewan Anderson, 7N Architects
Lead Designer
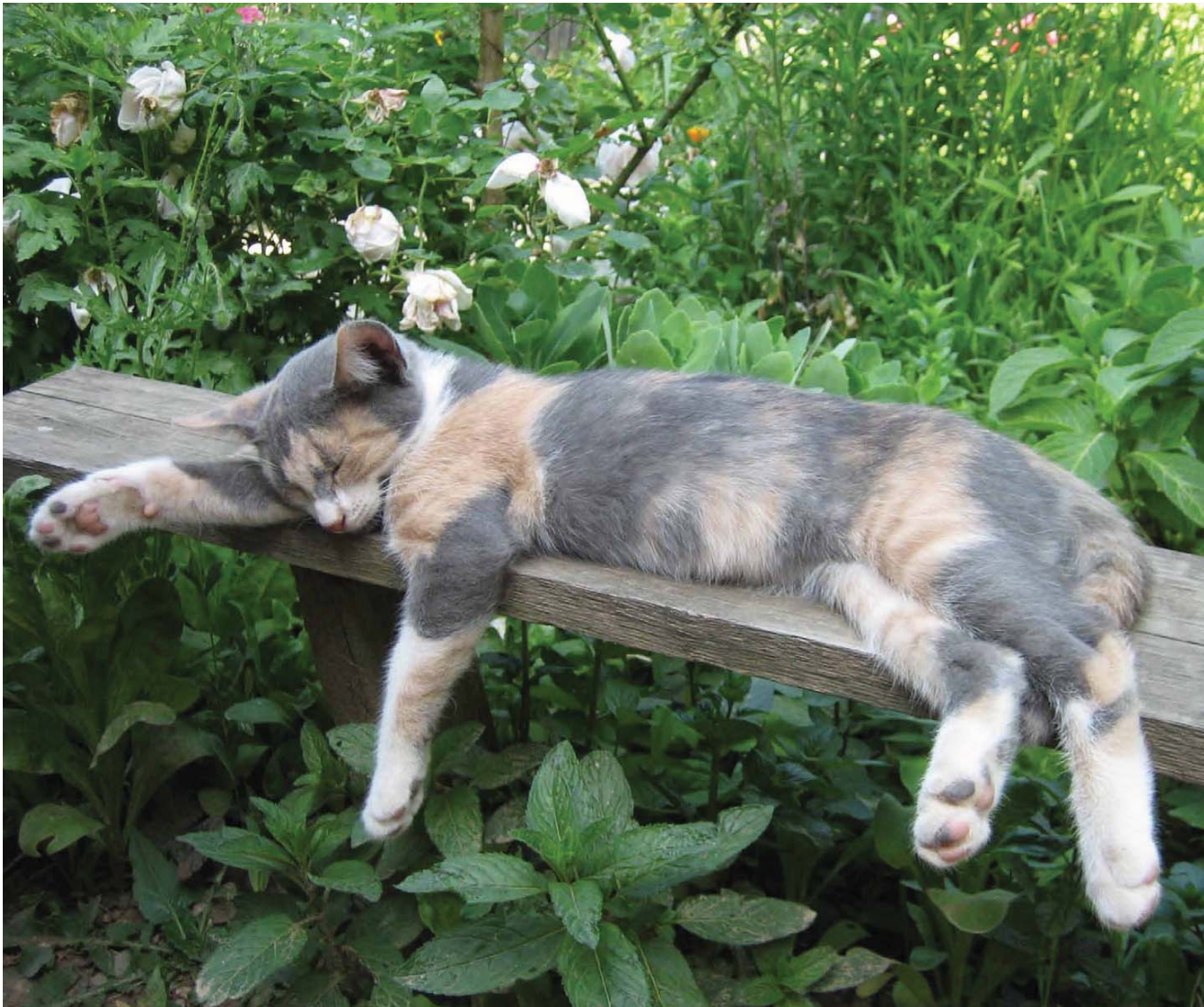
Summary:

o Callander now - outside perceptions

o Callander in 2031

o Masterplans as a medium for encapsulation aspirations - Aspirations don't count for anything unless they are realized as places.

o The 'cat principle' - Sometimes the nicest place to be is unexpected, it is difficult to predict but it will have fundamental qualities that people will gravitate to

Paul Jardine, Jura Consultants
Tourism and Cultural Heritage Consultant

Summary:

o What other places have done
o What does work?
o What does not work?

Nick Skelton, Roger Tym and Partners
Economics and Retailing

Summary:

o Promoting sustainable improvement

o Identifying and developing assets

o Encouraging activities that reinforce each other

o Understanding constraints and limitations

Paul O'Donnell, DAWN Group
A Developer's Perspective

Summary:

o The necessity for economic sense - projects have to stack up financially otherwise no one is going to fund them

Public Workshops
Visioning

The first day workshops focused on the identification of strengths and weaknesses of Callander and an expression of the vision for Callander of the future.
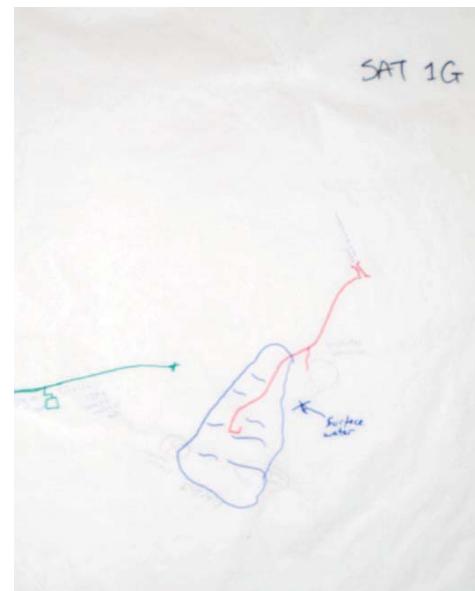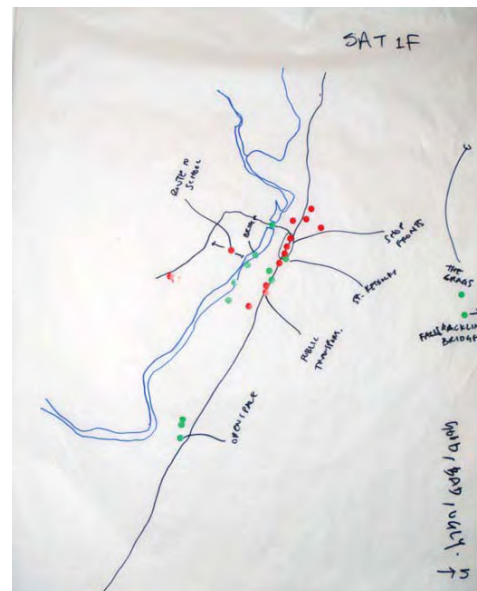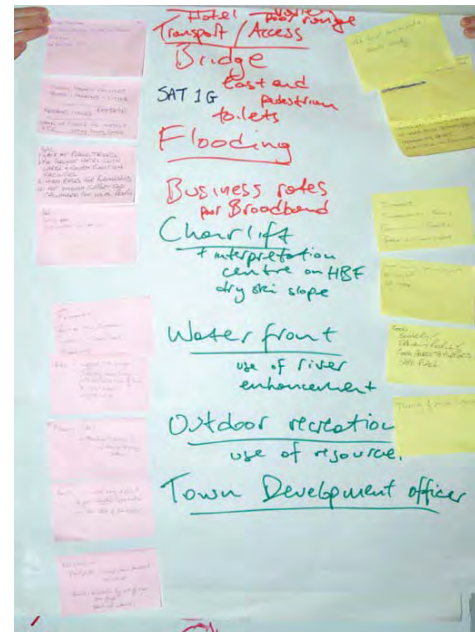
The first workshop was called 'The good, the bad and the ugly' and the following one 'The Callander Four Fs'. The following pages are a record of the workshop outputs.
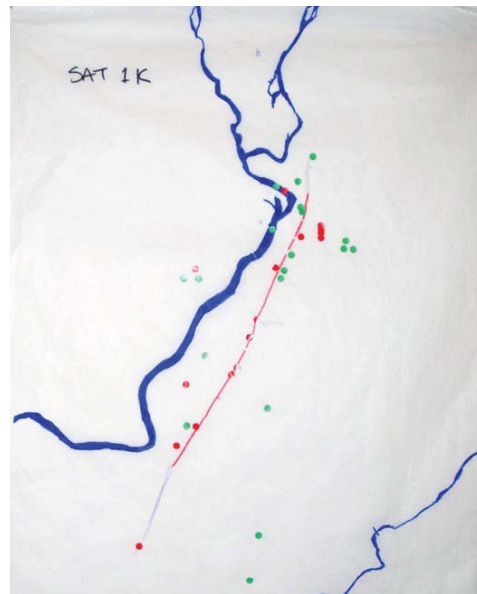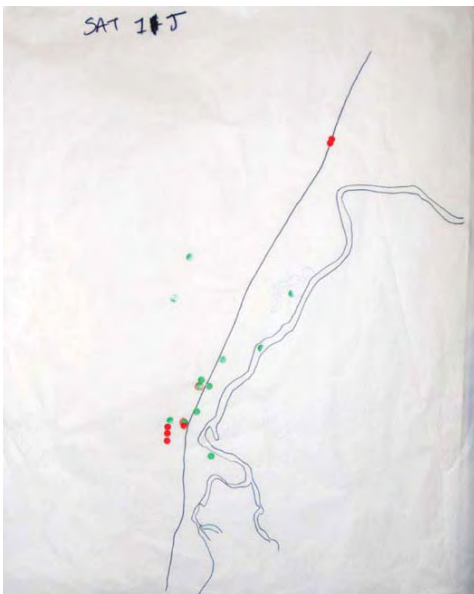
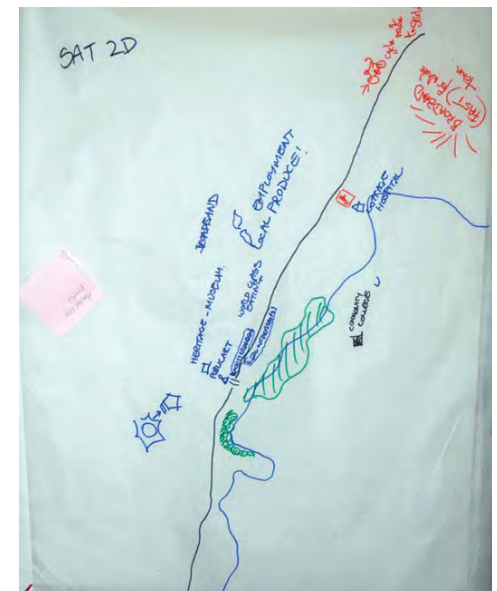# Saturday Session 1: "The Good, the Bad and the Ugly"
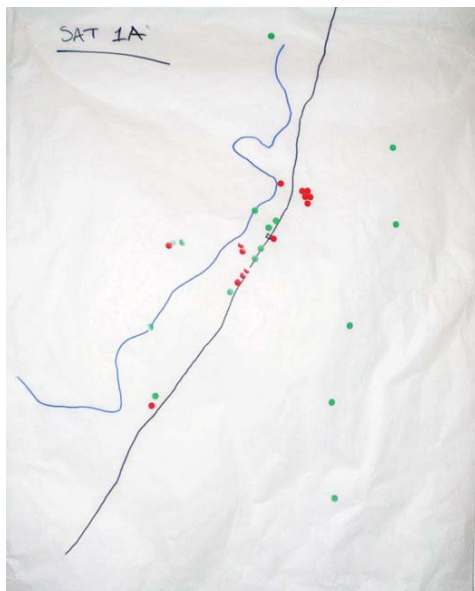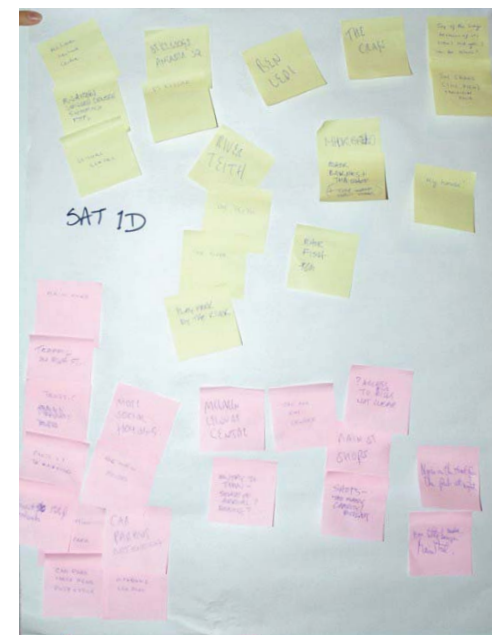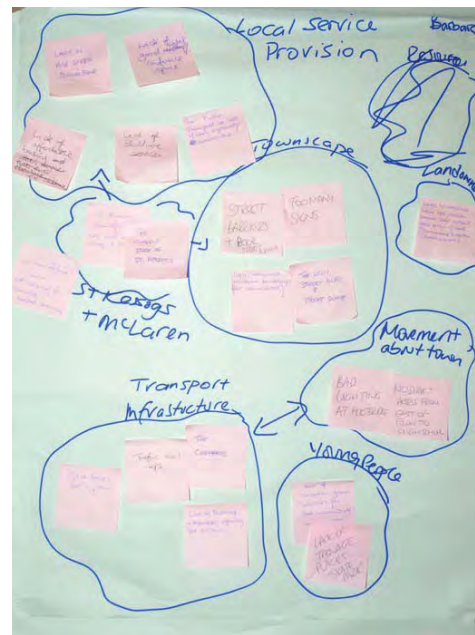
Saturday Session 1: "The Good, the Bad and the Ugly"

Saturday Session 2: "The Callander Four Fs
Future 5, 15 and 40"

IN 20 YRS.
SAT 2E

+ ve in 2045
- Good development
- Flood relief
- Heritage asset improvement
- transport/traffic reduction

Better experience for older people
- access to facilities
- housing
- activities
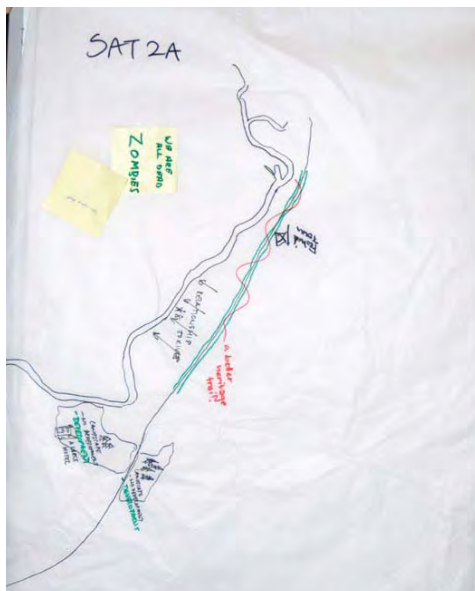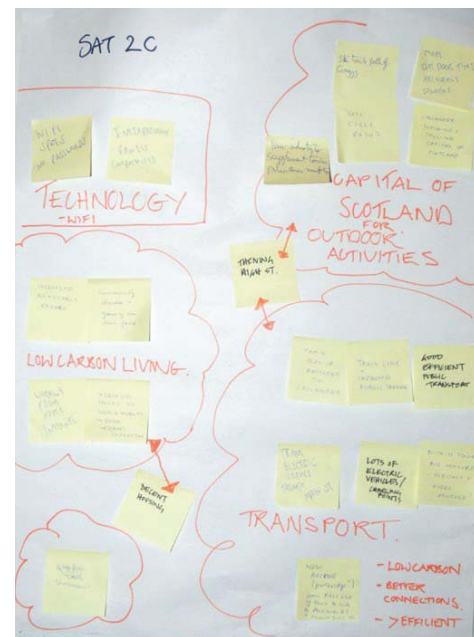
In twenty Years
SAT 2E

Services for people who live here
SAT 2F

Major Parkt Scottish
Tourism destination with facilities

Community Reserves

maybe 40 years but maybe better public transport.

Environmentally friendly for locals + Visitors

Commercial?

may still be cars

nothing done now

SAT 2F

SAT 2H

VISION IDEAS
SAT 2J

1 IMPROVED LINKAGES · RIVER ACCESSIBLE
· NEW BRIDGE
· BETTER PATHS

2 OUTDOOR ACTIVITY DEV

INDOOR ACTIVITY DEV

VIBRANT HIGH ST.

· INFO SIGNAGE IMPROVED

· YOUNG PEOPLE WITH OPS - UNITS

3 QUALITY OF BUILT ENV HIGH ST (STRONG SENSE OF IDENTITY RETAINED)

· STATION RD CAR PARK · NICE PLACE

· BETTER ACCOM - NEW HOTEL

· HYDRO DEV · FLOODING

· TRANSPORT LINK TO FROM WITHIN

4 COMMUNITY CENTRE / SPACE (A FOCUS)

SAT 2G

SAT 2J

Day 02
Sunday 20th November 2011

Day 02 of the Charrette focused on defining a key shared vision and set of principles for Callander's future. It started with a brief catch-up with the progress of the previous day for anyone who was not present.

The sequence of events:

o   Public Workshop: Principles, Objectives and Measures
o   Public Workshop: Making Money
o   Public Workshop: Better Built Environment
o   Key Vision Principles

Sunday Session 1:
"Principles, Objectives and Measures"

The first session on Sunday titled "Principles, Objectives and Measures" had two objectives, firstly to discuss and agree key principles for the future of Callander, formulated from the output of the previous day's workshop.

The second task was to define objectives and measures for the lifetime of a project, which could be used to help assess development options against the key principles. This information would eventually help create a tool for the Callander Partnership and other key stakeholders to shape and assess future proposals after the Charrette.

Sunday. Session 1: How do we decide what is good? Principles, Objectives and Measures   **SUN1 TABLE A**

Sustainability
Sustainability as an overaching theme feeding into all other themes. It is about sustainable Callander.

Transport
Objective: Well managed car sharing system
Measure: Increased services of public transport

Natural Environment
Objective: Strain on environment through climate change - needs increased biodiversity protection.
Measure: Erosion to the environment, Monitor balance damage to environment vs. financial gain for town

Objective: Involvement of youth in designing their surroundings (ownership)
Objective: More resilient and self-sustaining - inward as well as outward
Objective: Inter-generational
Objective: Highlighting heritage with in town, the upkeep of buildings fit for purpose
Objective: Local services
Objective: Winter management and safety.

Retail:

Objective: Knowledge +information on what is available - what events are happening.
Objective: Use of Annual Calendar events and running linked events - sports event followed by Halloween party etc. bonfire night, Xmas, solstice
Objective: Attract responsible tourists - like minded with a love of countryside and respect
Measure: Callander's GDP (Sustainable !!!) "Happy Index"
Measure: Creating incentives to spend money in shops
Measure: A range of ages visiting

Sunday. Session 1: How do we decide what is good?
Principles, Objectives and Measures

SUN1 TABLE A

Tourism & Leisure
Objective: Market Callander as a winter destination
Objective: Better information regarding forthcoming events.
Objective: To be truly sustainable there has to be a diverse range of opportunities for all people.
Objective: Filling resources out of season.
Objective: Linked core paths including up to Bracklinn Bridge.
Objective: The town is the largest settlement in the park and should be branded as the capital.
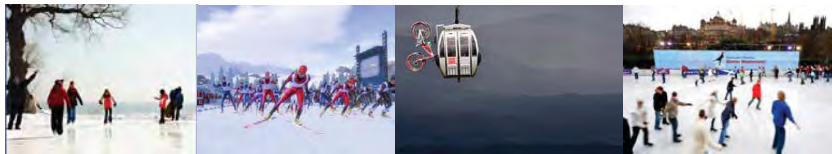
Objective: Skate park
Measure: Success rating of skateboard park in the numbers of children that use it - reinstate the role of park keeper;

Objective: LLNT Rangers parked at destinations (ie. Bracklin Bridge) with info , items for sale maps etc and give tourist info.
Objective: Events tourism - can target specific demographics and encourage use of local facilities and resources, accommodation and other amenities.
Measure: Locally run tickets sold, number of events held, tourist numbers visited, numbers of age groups - demographics of entrants, statistics of local/national/international entrants, statistics on overnight to understand market; statistics on overnight stays etc.

Objective: Sport and adventure tourism for all ages.
Objective: Expand the Summer events that are held at St.. Kessog's

Objective: River/lights/water/walk - like enchanted forest in Pitlochry!!!
Measure: The town's streets and trees and river lit with LED lighting - it's a free attractor.

Sunday. Session 1: How do we decide what is good?
Principles, Objectives and Measures

SUN1 TABLE A

Employment
Objective: Next generation broadband crucial for long term sustainability
Objective: Training opportunities. Building on geographical area: outdoor/land based/ events/ arts/ hospitality/culture
Objective: Include young people in training opportunities related to outdoors + tourism such as mountain bike leaders, event management
Measure: Growth in employment +training opportunities

Town And Environment
Objective: Winter lighting - LED lights on the town's trees, meadows, river from September to March
Objective: Street lighting replaced with a style more suitable for a conservation area maybe Victorian style
Objective: A community/visitor = arts centre - heritage, links heritage trails, toilets
Objective: Greening of open spaces - interpretive public art (signage) - not just public art for the sake of it
Objective: A clear means of orientation - clear signage and advertising of the town from the road network on the outskirts of Glasgow and Edinburgh
Objective: Maintain the balance between what the natural environment can handle and the needs of the town

Objective: Retail for supply and demand
Objective: Local products? Local products creating employment and using local materials. Sustainable in the long term.
Measure: On street consumer surveys

Community
Objective: Friendly - interaction between age groups + different sectors.
Objective: Involve schools in creating pride + respect.
Objective: Callander should stand out as an aesthetically attractive town above other places. Flower boxes, nice street lamps - pavements.
Objective: Accessible - There is big focus on 'disability' accessibility - wheelchair friendly etc. Accessible by bike
Objective: Orientation boards providing information about what is available.
Objective: Involve children and young people in design of public resources to encourage pride and respect.

Sunday. Session 1: How do we decide what is good?
Principles, Objectives and Measures

SUN1 TABLE B

Employment

Objective: Create diverse employment which picks up on the potential of the surrounding natural environment (eg. outdoor pursuits)
Measure: 'Tourism' season is extended.

Objective: Create employment which provides for elderly people and childcare. Employment should not only rely on tourism.
Objective: Promote interactive tourism jobs centred on food & drink/creative industries: eg. "Make your own shortbread", "Taste of Trossachs"
Measure: An increased number of businesses which offer interactive opportunities for tourists to participate, view production or create their own version.
Objective: Take advantage of social enterprise opportunities
Measure: Increased availability of funds for start-up, new investment
Measure: Increased provision of workspaces for creative industries and creation of a place for the products to be sold.
Measure: Improved broadband provision and support for online services exists.
Measure: More wet weather activities are available

Town & Environment

Objective: Improvement of street surfaces, street furniture, signage and removal of obsolete elements from high street.
Measure: Cleaned and refreshed high street which is uncluttered and attractive.

Objective: A comprehensive design of the whole street which displays the atmosphere/ambiance of the capital of the National Park.
Measure: The identity and special nature of Callander is displayed in the designed streetscape and public realm.

Objective: Tackle gap/derelict sites at car parks
Measure: Gap sites are developed.

Community

Objective: St. Kessog's is redeveloped to become a viable and sustainable facility.
Measure: St. Kessog's is in working use and has a sustainable future.

Flooding

Objective: A comprehensive community response to flooding is developed.
Measure: An emergency flood plan is in place and well publicised.
Measure: A flood warning system is in place and well publicised.
Measure: Individual buildings which are normally subject to flooding have adequate measures in place in case of a flood event.

Sunday. Session 1: How do we decide what is good? Principles, Objectives and Measures

Transport

Objective: Affordable, reliable public transport to external areas (Stirling)
Measure: Integrated system in place that allow cost effective joined-up journeys

Objective: Rationalised parking strategy
Measure: Shouldn't have to pay to go quickly to Post Office

Objective: Callander as integrated, sustainable transport hub
Objective: Better facilities, infrastructure cycle/walking wider connectivity
Objective: New public car park at eastern entrance
Objective: Local shuttle bus
Objective: New footpath along Stirling Road from Gart caravan park

Objective: Park and ride at Keltie Bridge area for Callander and to Stirling
Measure: Record usage of park and ride and congestion levels in village centre

Objective: Funding transport through renewable energy projects
Objective: New bridge of river at east end
Objective: New information route into community e.g. blocked roads
Objective: [Reduce] speeding on A84
Objective: Roundabout on A84
Objective: Introduce integrated tickets to allow cheaper travel between places

Objective: Develop cycle road through town
Measure: Number of tourists/interested locals cycling

Objective: Water bus
Measure: Research number of journeys from end to end of town

Objective: Identify car park outside town and have shuttle bus take people in
Measure: Questionnaire for tourists about using the out of town parking. Establish joint funding/service to an around town shuttle bus

Objective: Reduce cost of bus fares to Stirling to encourage greater use. Far too expensive at the moment. More regular services (night time for young people)
Objective: Improve quality of buses - they are wrecks at the moment (leak and breakdown)
Measure: More people using buses to Stirling

Objective: Cycle path along A84; Callander to Stirling is feasible for some cycling commuters
Measure: Boost for tourism from cycle tourists

Objective: Car share scheme
Objective: Wider footpath along A84 at east end of town
Objective: Better transport links to surrounding villages to help Callander

Sunday. Session 1: How do we decide what is good? Principles, Objectives and Measures

be a hub
Objective: More frequent bus service. Reduced fares and options for integrated tickets.
Objective: A commuter express bus service at either end of day that directly links to rail station to get folk out of cars on A84
Objective: More Demand Responsive transport within Callander
Measures: More bus use and decreased car use. People feeling able to get around more easily. Car share scheme up and running. Better pedestrian routes within town.
Measure: increased usage
Objective: Shuttle bus service running frequently (every 1/2 hour at least) throughout town to service both locals and tourists. Funded by hydro/wind farm and by charging (less for locals!)
Measure: Less congestion in centre. Bus is used. Bus pays for itself or is funded through hydro scheme

Town & Environment

Objective: Improve public realm and toilets opening hours
Objective: Free short stay public parking
Measure: Success linked to time the facility is open and the increase in the number of people who can use over time.

Housing

Objective: Affordable housing links, increased demand for housing. Need to address operational costs; heat, lighting, power [required by legislation]
Objective: Improve existing stock (this should be a priority)
Measures: Improved condition of stocks and lower operating costs
Measures: Increased build quality and reduced operating costs and emissions.
Objectives: Big focus for Callander is to get first floors back into reuse [is this above shops?]

Sunday Session 2: "Making Money"

The second session on Sunday titled 'Making Money' focused on employment, young people, tourism and the big ticket, education and life long learning. It was designed to be an ideas generation and exploration workshop, from which the design team could formulate a plan and strategy for Callander.

》Callander *charrette*

bre PB PARSONS BRINCKERHOFF The Callander Partnership The Scottish Government 7N

Sunday. Session 2: Making Money   **SUN2**
Employment, Young people, tourism and the big ticket

Tourism, Leisure, Retail
Creating a distinct identity for Callander to draw visitors
Present day attractions: outdoor activities and scenery; summer events (Jazz Festival attracting a
       European audience
Encourage higher spending visitors

Information & Marketing
Marketing and signage of what Callander already has – needed to draw people in , and increase
       understanding offer once people are here.
Branding
Collective actions
       Website (high quality, easy access, clarity)
       National Park
       Promotion of Trossachs
Coordination between providers
       Annual events calendar
Coordinating Callander with a range of other events
Maximise understanding of what's already here: information seems to be patchy
Easily accessible and interactive material in a central place: St Kessog's(?)
Support information needs of existing market better : getting info to visitors when they need it.
Make activities/ amenities more accessible for visitors: difficult to identify what's in Callander
Mapping of key areas and linkages needed
Ensuring Callander is well connected virtually – external and internal (interpretation e.g. apps,
       interactive displays)

Accommodation
Not just seasonal, need to provide an offer at different times of the year,(bunkhouse accommodation)
Expanded hotel offer in mid and higher market segments - both improvement to existing and new
Encourage boutique hotel
Appropriate LP allocations for hotel (mixed use likely to be better)
Potential for small scale resort at Cambusmore Estate
Explore possibilities for family resort destination

Supporting facilities/ service provision

Relocate car parking at end of town to main town centre entrance points
Consider community ownership of parking and toilet resources: car parking cost and availability
Better access to public transport vital
Early involvement with schools to being TLR businesses in to encourage understanding of careers in
       these areas: work experience projects: FE college/youth project to develop related
       'apprenticeships' (community partnership)
How does infrastructure cope with increased road traffic?

Retail

Major attraction needed to draw increased no. of visitors
Making the most of local produce

Coordination

Local coordination and cooperation really needs to be improved
How does everyone work together to provide seamless offer for visitors

Sunday. Session 2: Making Money
Employment, Young people, tourism and the big ticket

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Tourism product
Need to develop critical mass of businesses offering services/ products in outdoor activities. Not just extreme
    Cycling possibly easiest, building on existing businesses (Wheels Cycling Centre)
Rob Roy Way
Expand activities and events: suggestions
- Festivals; Highland Games (need to re-establish profile as one of Scotland's better events); Fireworks; Boat Race; book/poetry festival; food/beer festivals e.g. 'Taste of Scotland';
- Fishing;
- Arts & Crafts demos
- Cable car to Crags (view of Lowlands and Highlands)
Existing leisure centre activities and what it offers could be better publicised e.g. climbing wall
Improve paths: create culture walk
Indoor activity centre/ focal point at St Kessog's
- Link to Ancaster Sq (cover in wet weather)
Build on Scott's land project at Loch Katrine
Craft and Arts Centre providing gallery and retail (community-based)
Sport & adventure project based from leisure centre
Bike rental, development of cycle tracks hostels and bike storage
Activities for the OAP visitor: heritage trail improvement; heritage centre; arts and crafts; brewery tasting etc
Expansion of evening economy: encouraging flexibility in opening hours
Develop the 'Made in Callander' experience
Wider variety of children's activities
Expand use of river as a tourism attractor: walks , boat hire, fishing opportunities, other uses e.g. free swimming
Motorsport opportunities : rally etc. events rather than regular use.