

LEADER PROJECT DG 160: WATSON BIRD CENTRE AND CELEBRATIONS PROJECT: ANNUAL REPORT 2011-12

1. Progress against agreed targets

1. Develop a business plan for the whole initiative, including Barone and the attached land: focussing on financial viability, visitors numbers, exit routes, funding for capital and operational elements:
 - i. *Behind schedule due to delays in completing financial model;*
 - ii. *Have visitor numbers for comparators, QS estimate of refurbishment, valuation of property, qualitative assessment of alternatives; informal partner agreement and potential donor interest;*
 - iii. *Options assessment undertaken and decisions on preferred staged approach agreed, including determination of exit route and other viable options;*
 - iv. *Funding sources being pursued for purchase and for operation with key partners.*
2. Develop archiving and other projects, competitions and other events:
 - i. *archiving specification under development & preliminary discussions with Watson family undertaken*
 - ii. *first Celebration successfully executed*
 - iii. *programme for second Celebration determined*
 - iv. *grants applied for specific events: some successful*
 - v. *programme of celebrations under development.*
3. Identify sources of funding and funding partners:
 - i. *Capital funding sources identified and negotiations underway*
 - ii. *Discussions with seller in progress*
 - iii. *Operational funding two key partners identified*
4. Define project benefits for social cohesion, economic development and the environment
 - i. *partly done in original application*
 - ii. *being developed as part of business plan*
5. Secure funding
 - i. *identified 2 partners*
 - ii. *preliminary identification of purchase and refurbishment sources*
 - iii. *specific proposals in preparation*
6. Stimulate volunteer participation
 - i. *volunteers successfully engaged for Celebration & for general support*
 - ii. *leaflet encouraging volunteer participation distributed and volunteers secured*
 - iii. *contact list developed*
7. Establish and maintain a web site
 - i. *Contractor appointed, design including logo agreed and web site at advanced stage of development for completion by end May 2012*
8. Produce printed development literature
 - i. *new leaflet produced and distributed*
 - ii. *posters on project produced*
 - iii. *fund raising campaign literature under development with expert help*
9. Maintain existing and develop new links with partner organisations
 - i. *links with 3 key partners: Watson family, PYT and RSPB Scotland maintained; new links developed with Dalry Kirk, Dalry Town Hall*

Committee, Dalry Community Council, Dalry Heritage Group, The Clachan, Dumfries and Galloway Council

10. Develop an outreach programme

- i. Core volunteer group established*
- ii. Regular publicity in Glenkens Gazette and in radio and print media*
- iii. Contact list drawn up for circulation of information*
- iv. Contacts with key political leaders made*

2. Progress against LEADER key milestones

| Key milestone | Date to be achieved by | Progress at May 2012 |
|--|-------------------------------|--|
| 1. Recruitment of Project Development officer | April 2011 | Achieved June 2011 as agreed with LEADER due to delays in issue of approval letter |
| 2. Costs for purchase and refurbishment of Barone and land | August 2011 | Unrealistic given earlier delays. Completed and up dated figures available since 12/11 |
| 3. Successful first Dalry Bird Town Festival | October 2011 | Very successfully achieved, although because of LEADER Day of Region funding title changed |
| 4. Outreach programme in full operation | December 2011 | Unrealistic given earlier delays. Core volunteer group established. Regular publicity in Glenkens Gazette and in radio and print media. Contact list drawn up for circulation of information |
| 5. Funding sources for purchase identified | February 2012 | Done |
| 6. Package of funding for individual celebration projects | May 2012 | In progress |
| 7. Second Bird Festival held | October 2012 | On track date is 21-23 September |
| 8. Purchase of Barone achieved | March 2013 | On track |

Roger Crofts
Project Director
May 2012

ANNEX WATSON BIRD CENTRE AND CELEBRATION: SPECIFIC PROGRESS LIST

Project development

1. Established practical governance mechanism through appointment of Steering Group to lead and steer project comprising bird expertise, community representation, project management, business planning and fund raising expertise.
2. Good working relations established with GCAT, our parent organisation, through representation on Board of 2 Steering Group members.
3. Appointment of 2 Project Development Officers: one leading on the Bird Centre and the other on events and volunteering.
4. Office established in Kirk Session House in partnership with the Dalry Kirk.
5. Web site development commissioned and under development.
6. Imaginative logo designed and agreed by partners.
7. Large selection of Donald Watson's paintings left by owners in Dalry and The Glenkens photographed for future use on web site and in promotion literature and other media.
8. Publicity for project secured through bimonthly articles in Glenkens Gazette, and occasionally on BBC Radio South West and BBC Radio Good Morning Scotland, and in the Galloway News.
9. Community needs survey in relation to the project developed for use at appropriate point.
10. Business plan under development for project as a whole and the two elements for use in fund raising.
11. Fund raising campaign *Watson Feathers* under development with assistance from outside experts for free and establishment of fund raising group.
12. Funding bids for Stage 1 implementation to LEADER, HLF and SNH in preparation.
13. Partnership established with the Pamela Young Trust and RSPB Scotland.
14. Patrons appointed: the Duke of Buccleuch, Dame Barbara Kelly and Mr Richard Agnew of Glenlee.
15. Project specification up dated and circulated widely.
16. Web site under development by specialists appointed after competition.
17. Core volunteer group established to support work.

Watson Bird Centre at Barone

1. Successful commissioning of architectural sketches for the Watson Bird Centre at no cost to the project.
2. Valuations of the property up dated for use in fund raising and for negotiations to purchase with the current owners.
3. Assessments of costs of refurbishment and redevelopment of property secured using expert surveyors.
4. Extensive option analysis undertaken to determine most cost effective way forward.
5. Discussions with potential donor for purchase of property underway.
6. Negotiating team for purchase from Watson family established and preliminary contact made.

7. Negotiations on agreement for intellectual property with the Watson family underway for the Watson archive of sketchbooks, notebooks, paintings, books and artists studio.

Watson Bird Celebrations

1. Successful Bird Festival held in October with additional funding form and in concert with Day of the Region. Events comprised: twinning Dalry Primary with Dalry Road Primary Edinburgh on bird project; children's art classes; exhibition and sale of paintings by Donald Watson and local artists; post card and calendar sale by local primary schools with bird theme; scientific programme majoring on first award of Watson Raptor Science Prize with great deal of publicity in media obtained; birds in music concert; guided bird walks by experts; and birds theme for poetry and music concert. Over 300 attended the various events. Dalry Town Hall base bringing resources into local community.
2. Programme of events developed and implemented in early 2012, including guided bird walks, films of birds, special day on Jeff Watson and golden eagles (exhibition, powerpoint shows, illustrated talk and special film) attracting local residents who commended the programme and a wider audience who would not otherwise have visited Dalry.
3. Events programme for rest of year under development to focus on events and activities for school children: Room 13 art class, story telling class and poetry class; and attendance at first Scottish Bird festival at Hopetoun.
4. Dalry Bird Festival 2012 under development for 21-23 September. Events will include: guided bird walks, art exhibition with local and other artists, sale of Watson material, award of second Watson Raptor Science Prize and programme of talks for general public on prize winning theme, music concerts, and formal launch of fund raising programme and reception for donors.
5. Celebrations programme under development with costings for variety of events and activities and permanent facilities, including trails for car, cyclists and walkers, photography master classes and arts classes.

Community benefits secured

1. Project is seen by community leaders in Dalry as the main stimulus for the town's future.
2. Local organisations actively engaged in project development, especially Dalry Town Hall Committee, Dalry Heritage Group and Dalry Community Council.
3. Use of Dalry Town Hall brought welcome income for maintenance of the property.
4. Volunteer group established.
5. Additional income to The Clachan hotel from visitors to project and from local residents using the facility after events and use for one event at 2011 Festival. Also additional trade for local shop.