

Welcome to PLB's 10th edition of our newsletter. We have updates on some of our latest design and consultancy work, as well as information on our new projects. For further information you can also visit our website, www.plbltd.com

Balancing Conservation with Viability

PLB has adopted a pioneering approach to conservation planning and development guidance for the Castle Howard Estate in the Howardian Hills AONB. The Plan, produced in close consultation with the Estate, English Heritage and Ryedale District Council, aims to demonstrate that imaginative solutions are necessary in order to help owners of large estates with extensive designations to meet the increasing costs of conservation and public access.

A multi-disciplinary team was assembled to consider long term conservation management and future options derived from an approach based on:

- A thorough understanding of the special qualities and sensitivities of the Estate
- A 'whole Estate' understanding, considering the Estate as a complete historic entity
- An understanding of the current management aspirations and challenges of the Registered Park and Garden and the wider Estate

The Conservation Plan articulates the urgency and scale of the on-going conservation investment required, and the need for partner support.

A combination of grant aid and income-generating development would help the Estate to fund the necessary repair and upkeep of the historic buildings and landscape features.

The Plan will be used to advise the development of one of Britain's most important private country estates.



Sustainable Tourism in Egypt



PLB are delighted to have been appointed to work on a prestigious international project which includes the only remaining example of the Seven Wonders of the Ancient World, the Pyramids of Khafre and Menkaure.

PLB and our Italian partners Cotecno are working with Egypt's Tourism Development Authority (TDA) to prepare the Sustainable Tourism Strategy for the Arab Republic of Egypt for the period up to 2020. PLB's role is advising on opportunities to extend Egypt's cultural tourism product, by developing new products and itineraries based on both Pharonic and later cultures.

Having mapped the extent of the existing product and reviewed data on current visitor profiles and changing market tastes, we are now establishing where future cultural tourism growth can be directed. This involves identifying the necessary management procedures and investment needed to ensure that the benefits of tourism extend throughout the host communities.

PLB have also been commissioned by the United Nations World Tourism Organisation (UNWTO) to prepare proposals for a community tourism project in Dashour, south of Cairo. The community tourism project will develop hiking trails, local guiding services, homestays and related visitor services aimed at bringing in high value tourism to the area.

A New Marina for Bridlington?

Bridlington Bay has some of the finest sailing waters on the east coast of England. A Public Inquiry established that there could be considerable benefits to the local economy if a sensitively designed marina were provided to enhance existing provision for both leisure and commercial harbour users.

PLB has worked with specialist marine engineering consultants from Faber Maunsell on a market demand study. The results of the study advise Yorkshire Forward, Bridlington Harbour Commissioners and East Riding of Yorkshire Council on the number of marina berths and the scale of associated facilities that should be provided as part of their major regeneration project. Our team has carried out a detailed review of watersports participation in England and Europe, an assessment of the current state of the marina industry and a review of best practice in marina provision.

Our recommendations will be tested during the forthcoming Public Inquiry for the Bridlington Area Action Plan. Once the outline proposals are approved, our next task will be to work with the Harbour Commissioners and their partners on a full business plan for the project.



Parks for People

We recently completed an Audience Development Plan in support of Preston Park's Parks for People HLF bid.

Preston Park is Stockton Borough Council's largest and most visited park and includes a range of attractions including Stockton's popular local history museum, Preston Hall Museum. Integrating the research undertaken for the museum as well as the findings of our co-consultants Bureau Veritas (Masterplanning and Conservation Planning) and Burdus Access Consultants (Access Planning), PLB produced a comprehensive set of audience development actions for the new park management to take forward.

Recommendations include:

- Adopting a more joined up approach to the management of the Park's assets
- Enabling the Park to support the local and national health agenda
- Providing improved cross-over access to local estate communities



- Partnership working to involve the Park in the major Tees Corridor redevelopment and regeneration scheme
- Implementing a thorough programme of park surveying and visitor research

Bringing Ideas to Life

Working with Salford City Council and the staff of Ordsall Hall we have developed a detailed design which brings to life their ideas and aspirations for this wonderful Tudor mansion in Salford.

The design report formed part of their Stage Two bid to HLF for funds to re-display the period rooms and create an engaging exhibition of the Hall's varied past.

The process of design development was a creative and collaborative one, bringing our interpretive design experience to enhance their in-depth knowledge of their visitors, the building and even its ghosts!

The period rooms combine the Hall's furniture collection with reproduction items, set dressing and interactives to explore life in the Medieval and Tudor building. The Exhibition Room provides an overview of past and present Ordsall Hall and the people associated with it through audio-visual, interactive and graphic media.

We wish Salford City Council every success with their bid.



PLB have been successful in winning a number of new projects recently and are very excited to be working on the following over the coming months;

- **Barony A Frame, Auchinleck** - Interpretation of a former mining colliery site
- **Leeds Liverpool Canal** - Implementation of an interpretive trail
- **Scottish Maritime Museum** - Forward and business plan to help the museum secure accreditation with Museums and Galleries Scotland (MGS)
- **Wigan History Shop and Arts & Learning Centre** - Interpretive design and implementation at two of the borough's cultural venues
- **Cleadow Park** - Audience development and access plans for this local park with natural and industrial heritage interest
- **Lower Aire Valley** - Audience development and access plans and socio-economic report for a large new RSPB site
- **Basing House, Basingstoke** - Step change development project and HLF stage 2 bid masterplan
- **Causeway Coastal Route & St Patrick's Trail, Northern Ireland** - Interpretation strategy for these two signature projects for Northern Ireland Tourist Board
- **Wells-Next-The-Sea** - A regeneration strategy for this popular coastal resort in north Norfolk.



HLF Awarded The People's History Museum over £7 Million

As a result of the concepts created by PLB and architects, Austin Smith Lord, we are delighted that The People's History Museum, Manchester has been awarded £7.18 million by The Heritage Lottery Fund towards their One Site project.

New Arrivals

PLB are delighted to welcome 5 new members of staff to our team.

Poul Rennolf - Assistant Graphic Designer
Lucy McCombes - Research Consultant
Michael Jamson - Assistant Graphic Designer
Jim Holroyd - 3D Designer
Charlotte Stuart-Brown - Assistant Designer



Contact Us

See our website for more details of these projects and others in:

Consultancy:
Access plans | Audience development | Interpretation strategies | HLF and other funding support | Heritage-led regeneration | Business planning | Feasibility studies

Design & Implementation:
Interpretive plans | Graphic design
Museum & Gallery design | Exhibition design & build
Project Management

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