



Let's start a new Chapter...

## Digital Follow-up Exhibition Feedback Boards

May 2021



Click on panel to jump to desired section



WELCOME - HOW WE GOT HERE...



BIG ISSUES



GUIDING CONCEPTS



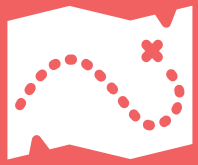
VISION



VISION ATTRIBUTES



DRAFT PRIORITY AREAS AND DELIVERABLE ACTIONS



## HOW WE GOT HERE...

### What is Dynamically Different Dumfries?

Dynamically Different Dumfries will develop a Dumfries Town Centre shared VISION for the next 10-years (2021-2031). It is about reimagining your town to produce an ACTION PLAN for the short, medium and long term to help realise this vision. It is about working in partnership with the local community, and other key stakeholders such as businesses, the public and voluntary sectors and potential funders. This project, whilst focusing on the town centre, will sit within the wider context of Dumfries as a whole and look creatively at how everyone can best use all of the town's assets.

Dumfries Town Centre is facing a range of challenges: financial austerity, changing shopping habits, and now COVID-19. The project is about building a positive town centre experience, post COVID-19, which reverses the physical dilapidation, declining investment, noticeable reduction in footfall, and builds on community resilience, renewed interest in green and active outdoor spaces and the potential to make Dumfries more of a destination. The community and voluntary sectors in Dumfries are fuelled by committed and highly able community activists who are leading the way in new and established initiatives developed by the community.

The Dynamically Different Dumfries Action Plan and Vision will provide a clear focus and direction; a post COVID-19 recovery plan that you can work towards together. The time is right to be even more ambitious for Dumfries.

### Who is Involved?

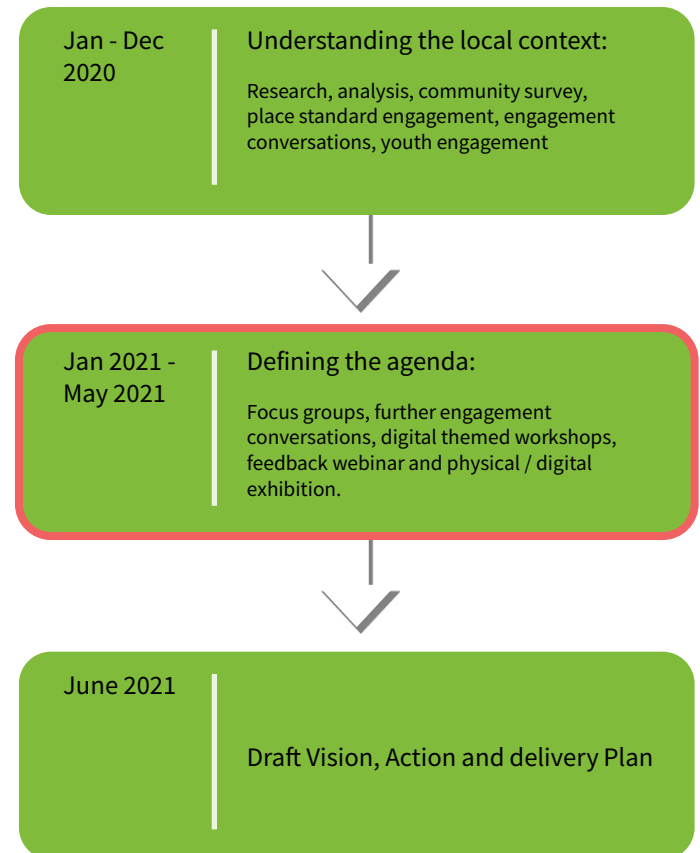
Dynamically Different Dumfries is a partnership project with Dumfries Partnership Action Group (DPAG) as an advisory group; a unique collaboration of Dumfries-based businesses, community organisations and social enterprises who have joined forces to launch this new development partnership for Dumfries - radical thinkers who want to make things happen. The project was commissioned by Dumfries and Galloway Council, and the brief was developed jointly by them and DPAG. DPAG will look to widen their reach and membership as part of this engagement process. Dynamically Different Dumfries is being facilitated by PAS (Planning Aid Scotland), a charitable social enterprise which helps communities have their say in planning matters. PAS is Scotland's leading place and active citizenship charity. PAS supports a planning system that is inclusive, positive and innovative, and where individuals and communities help shape the future of their place.

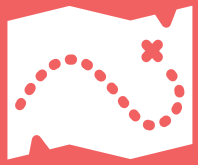
### What will be in the Dynamically Different Dumfries Vision and Action Plan?

Co-produced with the community, it introduces a vision for the town centre for the next ten years and suggests projects to execute its realisation as part of an action plan. It might include community and business projects, how to make best use of existing facilities, infrastructure, public spaces, new or creative developments, or other things – it's up to the local community and businesses to decide what's important. We want to see dynamic ideas in the mix. Importantly, a delivery plan will be provided to support project implementation.

### What has happened so far?

The process of preparing the Action plan is summarised in the diagram below (extended timeframe due to Covid-19):





## HOW WE GOT HERE...

2 Digital  
webinars:

**170+**  
attendees

Elected  
members Place  
Standard event:

**13**  
participants

Community  
Survey

**140**  
completed  
surveys

**50,000+**  
Social media reach

Town  
Audit

Elected Member  
webinar presentation

**16+**  
attendees

Dumfries Market  
Place event:

**100+**  
attendees

**12**  
Focus group  
sessions

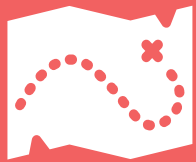
**49**  
Individual  
Conversations

**200+**  
Children and young  
people engagement  
reach

7 themed  
digital  
workshops:  
**103**  
attendees

Loreburn  
Community Council  
Place Standard event:

**46**  
attendees



## HOW WE GOT HERE...

A town audit, complemented by research, analysis, community surveys, and place standard engagement with the community and elected members, provided a focus for group and individual discussions with key community and business stakeholders, including with children and young people. Outputs from this stage informed later workshop themes and topics.

Detailed information on the context and demographics of Dumfries as a place and as a regional capital are provided on the online exhibition boards ([see link at bottom of page](#)). These exhibition boards were produced to provide context in advance of the online workshops. They summarise views collated at this time from conversations, focus groups, surveys and youth engagement.

Children and young people were also instrumental in creating both the project name and logo ([see images](#)). A special thank you to Loreburn Primary School, Dumfries Academy and the Council's Youth Citizens and Youth Enquiry Service. Loreburn primary school pupils have also been very active on DPAG's social media Facebook page – helping spread the word and encourage dialogue.

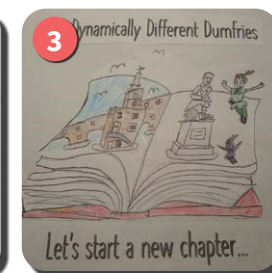
Hundreds of people attended a project Welcome webinar on 2 February 2021, which was also live streamed on Facebook. This explained the project's aims and ambitions and outlined how to get involved in digital workshops.

A series of four differently themed digital workshops were held twice daily 10, 17, 24 February and 3 March 2021 covering the four common themes emerging research and conversations:

- Local Economy and Enterprise
- Movement & Transport
- Homes & Community
- Green and Public Spaces

More than 100 people took part in these workshops to share their ideas, local knowledge and enthusiasm to co-produce the plan. Participants came from a range of interests and organisations, including children, and students from the Crichton campus. Importantly, the workshops reached new people that hadn't previously engaged. Careful workshop design, with breakout rooms and use of google jam boards, enabled discussions on aspirations for a town vision, and project ideas to help implement it. A substantial amount of information was collected which now forms the basis of the next stage of this co-production process. A summary of workshop discussions was detailed in a weekly project newsletter, all of which are available on the [Love Dumfries website](#) (Newsletters 4-7). Participants gave very positive feedback about the digital workshop experience; "like being in a living room". Those not able to attend workshops provided comments by e-mail, telephone, an online survey and [a virtual whiteboard](#): Dynamically Different Dumfries Conceptboard. Interactive digital exhibition boards, banners, posters and flyers (with QR codes) alerted people to project information via the [Love Dumfries website](#) and children's ideas posters were displayed in the town centre.

To hear more about each artwork from the young artist click on an image

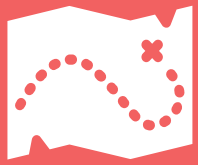


Let's start a new Chapter...

3

[CLICK HERE](#)

to visit the LoveDumfries website  
and view the first set of interactive  
exhibition boards produced prior to  
the digital workshops



## HOW WE GOT HERE...

### What is happening now?

Following a busy year of community conversations and digital workshops we are keen to share with you the many great ideas we have heard so far. Importantly, we want to check with you that we are on the right track and if anything is missing before the draft Dumfries Town Centre Vision and Action Plan is finalised. Our approach is to engage with you and listen to you at every stage of the process.

On 20 April a feedback webinar, and a presentation to Elected Members on 16 April, presented a summary of what we've heard to date to check in with you: are we on the right track?, is there anything missing?, how to turn the plan into a reality?. If you missed this webinar you can view a recording on the DPAG Facebook page ([click here](#)) and via the Love Dumfries website.

These physical and virtual display boards allow you to comment further. They have been organised into different strands to present a summary of your ideas and how they could be incorporated into the plan. The diagram illustrates how these display boards tell the story so far:

### Who to contact for more information?



Leah Halliday  
[hello@theguilddumfries.org](mailto:hello@theguilddumfries.org)



Mathilde Delestre ([mathilde@pas.org.uk](mailto:mathilde@pas.org.uk))  
Julia Frost ([julia@pas.org.uk](mailto:julia@pas.org.uk) / 079496599772)



Shona McCoy  
[Shona.McCoy@Dumgal.gov.uk](mailto:Shona.McCoy@Dumgal.gov.uk)

To Find  
out  
more:



Newsletter



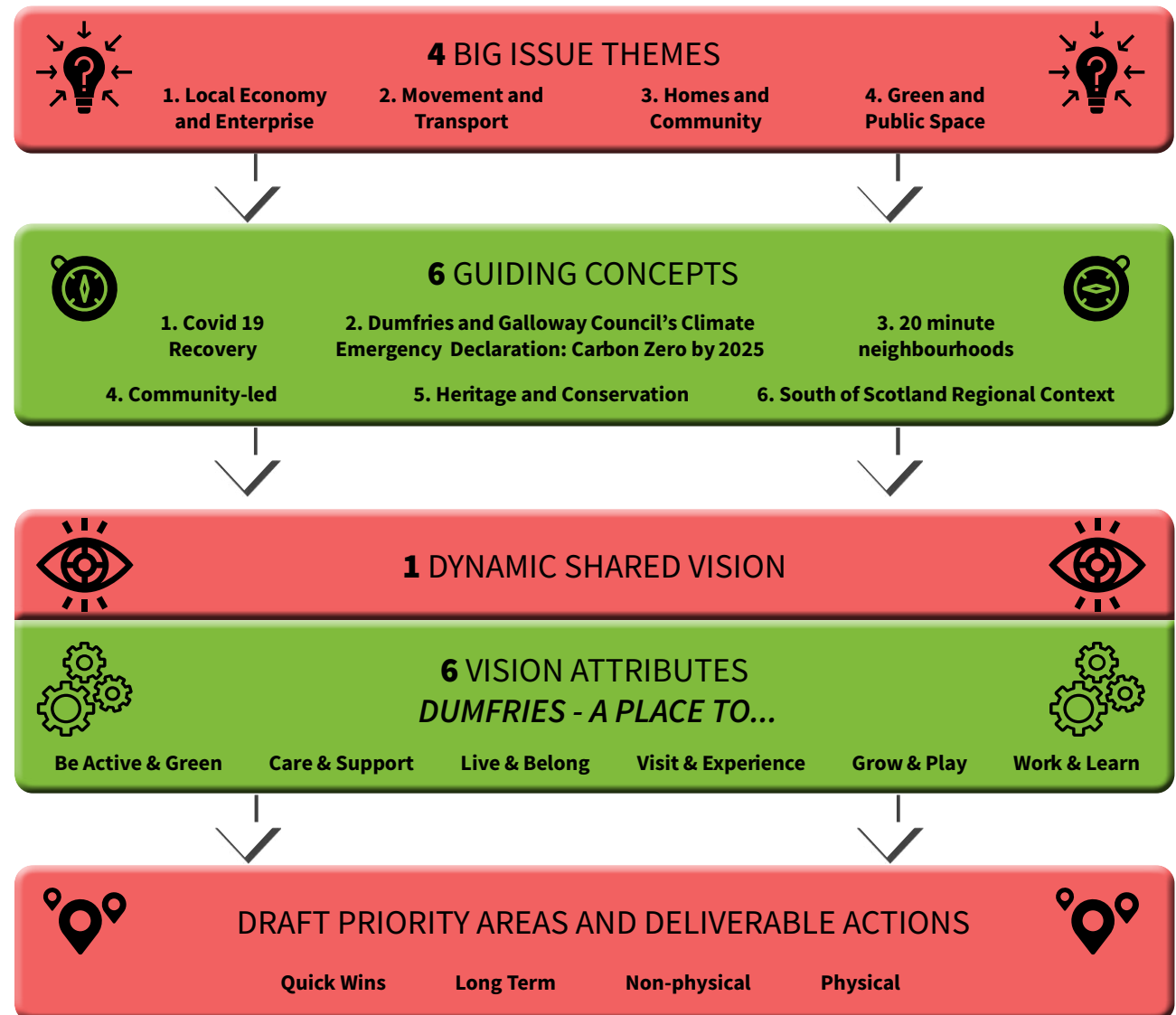
Website



Twitter



Facebook  
[#dynamicdumfries](#)



We would like to check with you that these suggestions express your aspirations for the future of Dumfries Town Centre. Please complete the feedback survey [here](#) to comment on these boards. You can also provide feedback on each of these display boards by contacting PAS via e-mail or phone.



## The BIG ISSUES and project ideas we have heard so far...



### Local Economy and Enterprise

Create more **mixed-use development** and support local **independent businesses**.\*

**Market/brand** the town better as a destination.\*

Address the outward migration of young people by providing more **educational, creative and employment opportunities**, including business start-ups.\*

Improve **cultural and historic assets** and develop new ones.\*

Create more of a festivalised, music and evening economy – a **regional entertainment capital**.\*

Do something about **absentee landlords** and bring **empty buildings** back into use.\*

Create a **town centre co-ordinator** to help manage change.\*

**Build upon** the great community-led work already being done.\*

More **information** on what is already available/going on in the town centre.\*

- Increase the footfall in the town centre.
- Improve the leisure/ 'experience' based events offer.
- Cater for flexible office needs for shared/ co-working spaces.
- Make business rates more affordable.
- Cater for various level of incomes in the offering of services and retail.
- Promote the town's café culture and provide more pop-up shops.
- Capitalise on the low carbon 'green' economy.
- Connect the tourist offering to the retail and mixed-use sector and provide more tourist accommodation.
- Public / private partnerships to better leverage opportunities in the town centre.
- Make more of the town's cultural and ethnic diversity.
- Provide free town centre wi-fi.

**CLICK HERE to tell us if there are any projects/ideas that stand out for you**

\*Ideas we've heard the most.





## The BIG ISSUES and project ideas we have heard so far...



### Movement and Transport

Provide more **transport options** across the town centre and Dumfries as a whole to **connect communities**.\*

Create dynamic **wayfinding and destination signage**.\*

Increase **inclusiveness and accessibility** for wheelchairs, specialised bikes and **people with reduced mobilities** eg by building drop kerbs in strategic locations.\*

Increase the **frequency, timing, responsiveness and affordability of public transport** (bus and train), with more space for bikes and timetable information.\*

Provide secure, well-designed, sheltered **cycle parking, hire and storage** and get the school's involved in **'bike buses' and 'park and stride'**.\*

Make more of the **train station** for bus access, active travel and wayfinding.\*

**Strategically review the town's parking provision, parking charging and on-street parking control**.\*

Better **connect Whitesands** to the Town Centre and beyond and widen foot and cycle paths along the Nith.\*

- Make the location of neighbourhood bus routes and stops more balanced/equal.
- Create a tourist shuttle bus service.
- Connect cycling and walking routes (gaps in coverage across all neighbourhoods, and poor linkage to wider networks).
- Consider adjusting traffic light timing and removing unnecessary railings for safer crossings.
- Find ways to reduce the numbers of cars in the town and provide better information about edge of centre park and ride.
- Provide more electric charging points.
- Consider reviewing the pedestrianised areas to make them more useable/safer/clearer for users, traffic, and businesses.
- Reduce speed limits.
- Create two-way safe cycling through the town centre.

**CLICK HERE to tell us if there are any projects/ideas that stand out for you**

\*Ideas we've heard the most.



## The BIG ISSUES and project ideas we have heard so far...



### Homes and Community

Repurpose the significant number of **vacant and derelict buildings** in the town centre.\*

Make more of the **closes** and communal spaces.\*

Repurpose **Whitesands** as a **civic space** and/or a green area.\*

Broaden the **diversity of tenure types**, introduce **innovative housing models** (eg intergenerational living, assisted living, co-housing etc) and increase the variety of accommodation sizes in the town centre.\*

Provide more housing for the **elderly** to live in the Town Centre.\*

Be clear what **buildings** are **available** for community use/events.\*

- Improve the cleanliness of the town and its buildings and carry out repairs.
- Make the planning system work for the town's future.
- Provide new and improved student accommodation and facilities.
- Provide financial and other support for smaller scale residential opportunities.
- Make it easier to redevelop older properties and still meet energy efficiency standards.
- More public 'accessible' toilets on the High Street and Rail Station.
- Provide more disabled friendly homes.
- Encourage letting to prevent empty properties.
- Protect and promote the cultural and architectural heritage of the town – including the medieval street pattern and the appearance of street frontages.
- Make more of Rosefield Mills as an asset.

**CLICK HERE to tell us if there are any projects/ideas that stand out for you**

\*Ideas we've heard the most.





## The BIG ISSUES and project ideas we have heard so far...



### Green and Public Space

Plant more trees, flowers, grass, gardens and food, and create more colour in the town.\*

Enhance the experience, quality, functionality and opportunities of/for green and public spaces in both the town and along the **River Nith Corridor**.\*

Better acknowledge and improve the **beauty and educational/tourist potential** of the town's **rich and beautiful heritage**.\*

Create more **spaces** for young people and the wider community to **socialise**.\*

- Make the most of and better promote/ theme the town's existing green spaces and parks.
- Provide more green and public spaces in the centre of town for leisure, play, events, gatherings, beauty.
- Provide more covered areas / shelters / lighting for community gatherings.
- Improve street maintenance and improve public and street art.
- Make it easier to access greenspace, leisure, and recreational activity and provide related facilities eg accessible toilets.
- Better connect green spaces with mixed-use activity, heritage with circular walking routes.

**CLICK HERE to tell us if there are any projects/ideas that stand out for you**

\*Ideas we've heard the most.



## The six GUIDING CONCEPTS the project will support...

We've identified six **guiding concepts**, based on what we've heard to date, to guide the **big issues** into a shared **vision**. What do you think?

### 1. Covid 19 Recovery

Covid-19 has crystallised opportunities for change / capacity building and will help guide the action plan to:

- provide more quality public and green spaces with shelter, seating, and colour
  - make it easier to walk and cycle around and to/from the town
    - provide more opportunities for social interaction
  - provide more activity in the town centre to make it a destination
    - build upon local independence, drive and creativity

### 2. Dumfries and Galloway Council's Climate Emergency Declaration: Carbon Zero by 2025

This concept will guide the action plan to:

- help meet the Council's ambitious Carbon Neutral 2025 regional target
- facilitate further collaborative working, including with schools and universities
- promote emissions reductions by individuals / businesses / landowners / council
  - encourage low to zero carbon activity
  - promote a new Green Economy

**[CLICK HERE](#) to let us know how you would rank these six guiding concepts in order of priority and if anything is missing**





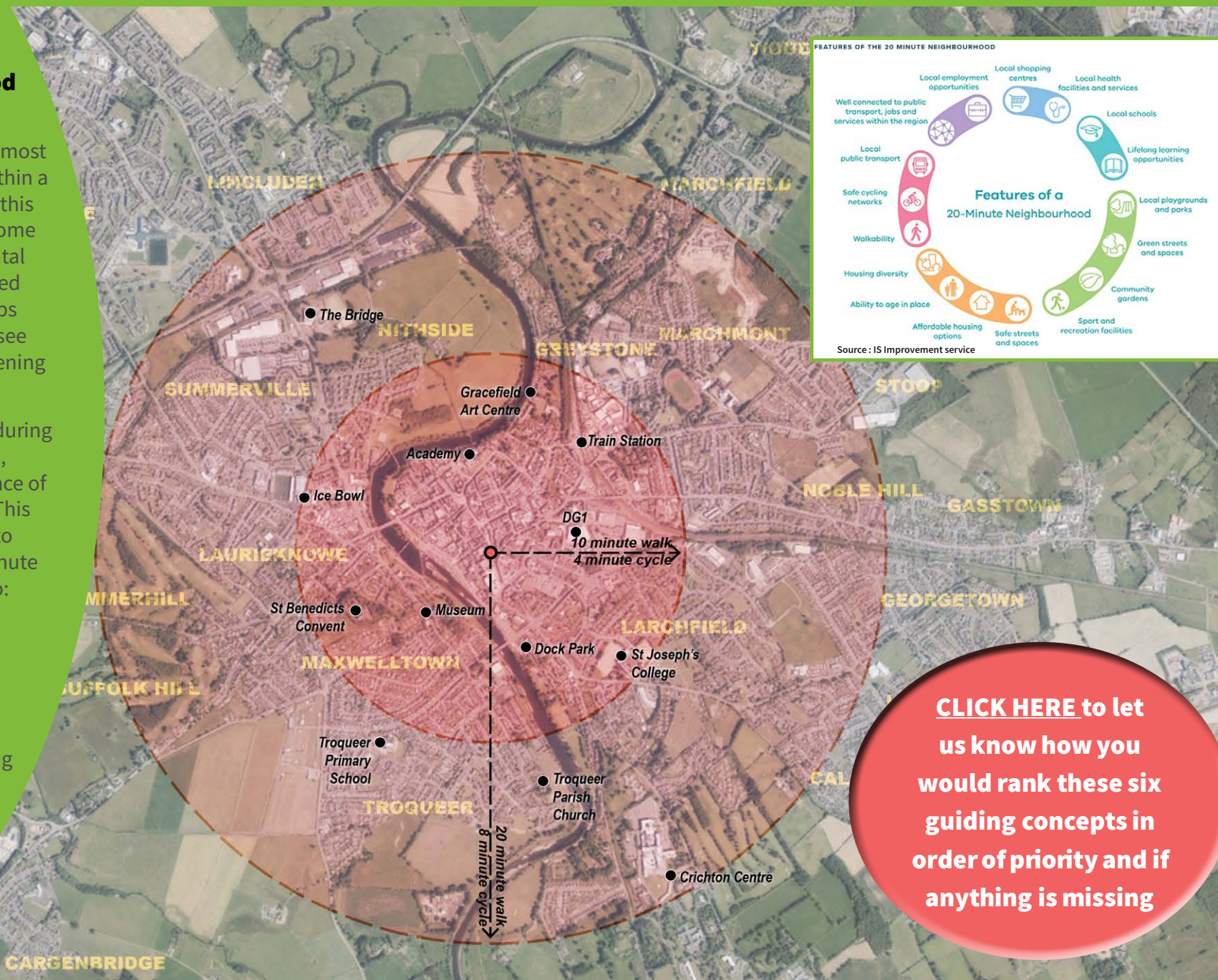
## The GUIDING CONCEPTS the project will support...

### 3. A 20-minute neighbourhood

Around the world there is growing interest in creating places in which most people's daily needs can be met within a short walk or cycle. The benefits of this approach are multiple: people become more active and improve their mental and physical health; traffic is reduced and air quality improved; local shops and businesses thrive; and people see more of their neighbours, strengthening community bonds.

Interest in this concept has grown during the COVID-19 pandemic lockdowns, putting a spotlight on the importance of the liveability of neighbourhoods. This concept will guide the action plan to support the town centre as a 20 minute neighbourhood, allowing people to:

- spend more time and money locally.
- work locally and from home.
- use local public green space.
- cycle and walk instead of using cars.
- connect with neighbours.



**CLICK HERE** to let us know how you would rank these six guiding concepts in order of priority and if anything is missing





The GUIDING CONCEPTS the project will support...

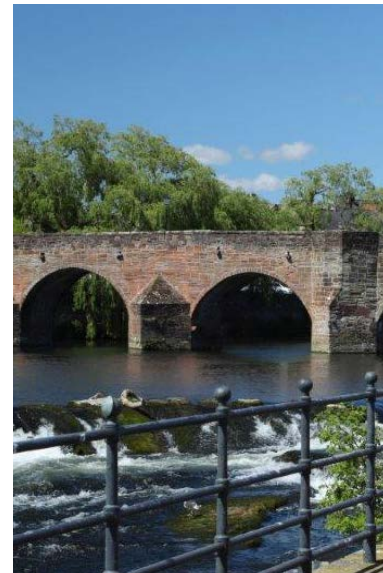
## 4. Community-Led

A lot of town centre improvement work has been done and is being developed by communities locally. This concept will ensure the action plan is led by the community, seeking every opportunity to increase community involvement in shaping, managing and delivering actions.

## 5. Heritage and Conservation

This concept will guide the action plan to:

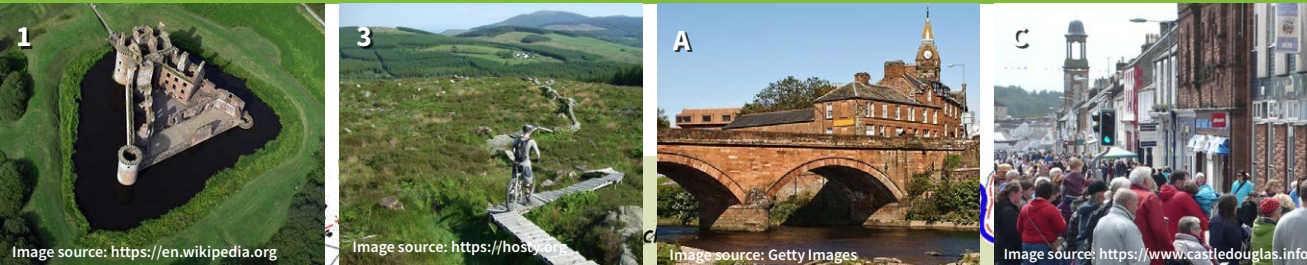
- capitalise on heritage as a substantial under-valued asset contributing to the attractiveness and wellbeing of the town.
- promote and develop partnerships with heritage organisations.
- use the area's heritage and historical associations to make Dumfries more of a destination.
- respond to the CARS Strategy: refurbishment of priority buildings.
- capitalise and build upon Burns, Barrie and Bruce heritage



**[CLICK HERE](#) to let us know how you would rank these six guiding concepts in order of priority and if anything is missing**



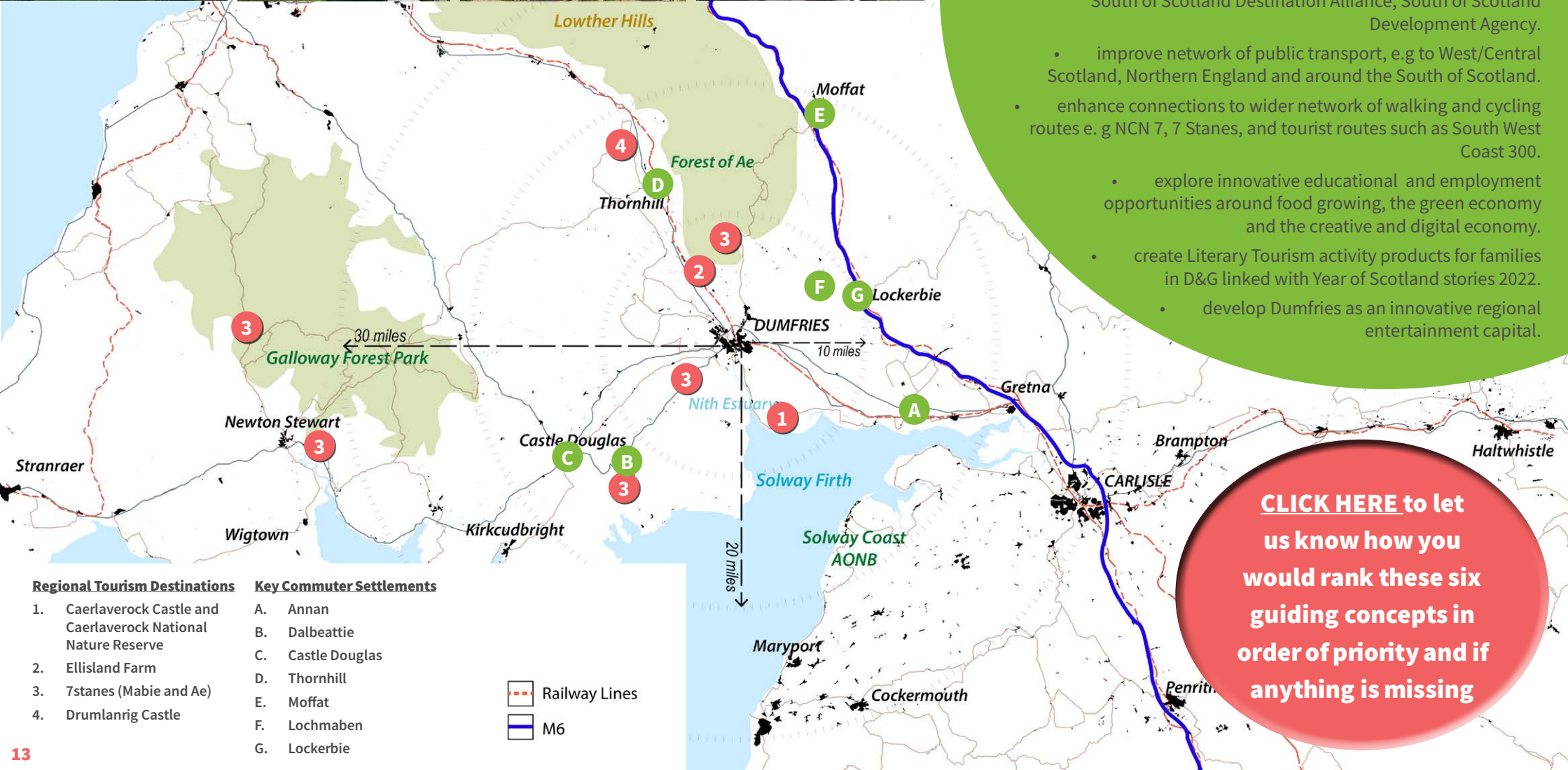
## The GUIDING CONCEPTS the project will support...



## 6. D&G and South of Scotland Regional Contexts

There is real potential to capitalise on the strategic location of the region, making it more of a destination and allowing Dumfries town to both serve the wider region become more self-sufficient. This concept will guide the action plan to:

- support and work with Borderlands, South of Scotland Enterprise, South of Scotland Destination Alliance, South of Scotland Development Agency.
- improve network of public transport, e.g to West/Central Scotland, Northern England and around the South of Scotland.
- enhance connections to wider network of walking and cycling routes e. g NCN 7, 7 Stanes, and tourist routes such as South West Coast 300.
- explore innovative educational and employment opportunities around food growing, the green economy and the creative and digital economy.
- create Literary Tourism activity products for families in D&G linked with Year of Scotland stories 2022.
- develop Dumfries as an innovative regional entertainment capital.



### Regional Tourism Destinations

1. Caerlaverock Castle and Caerlaverock National Nature Reserve
2. Ellisland Farm
3. 7stanes (Mabie and Ae)
4. Drumlanrig Castle

### Key Commuter Settlements

- A. Annan
- B. Dalbeattie
- C. Castle Douglas
- D. Thornhill
- E. Moffat
- F. Lochmaben
- G. Lockerbie



**CLICK HERE** to let us know how you would rank these six guiding concepts in order of priority and if anything is missing

## A Future VISION for Dumfries Town Centre

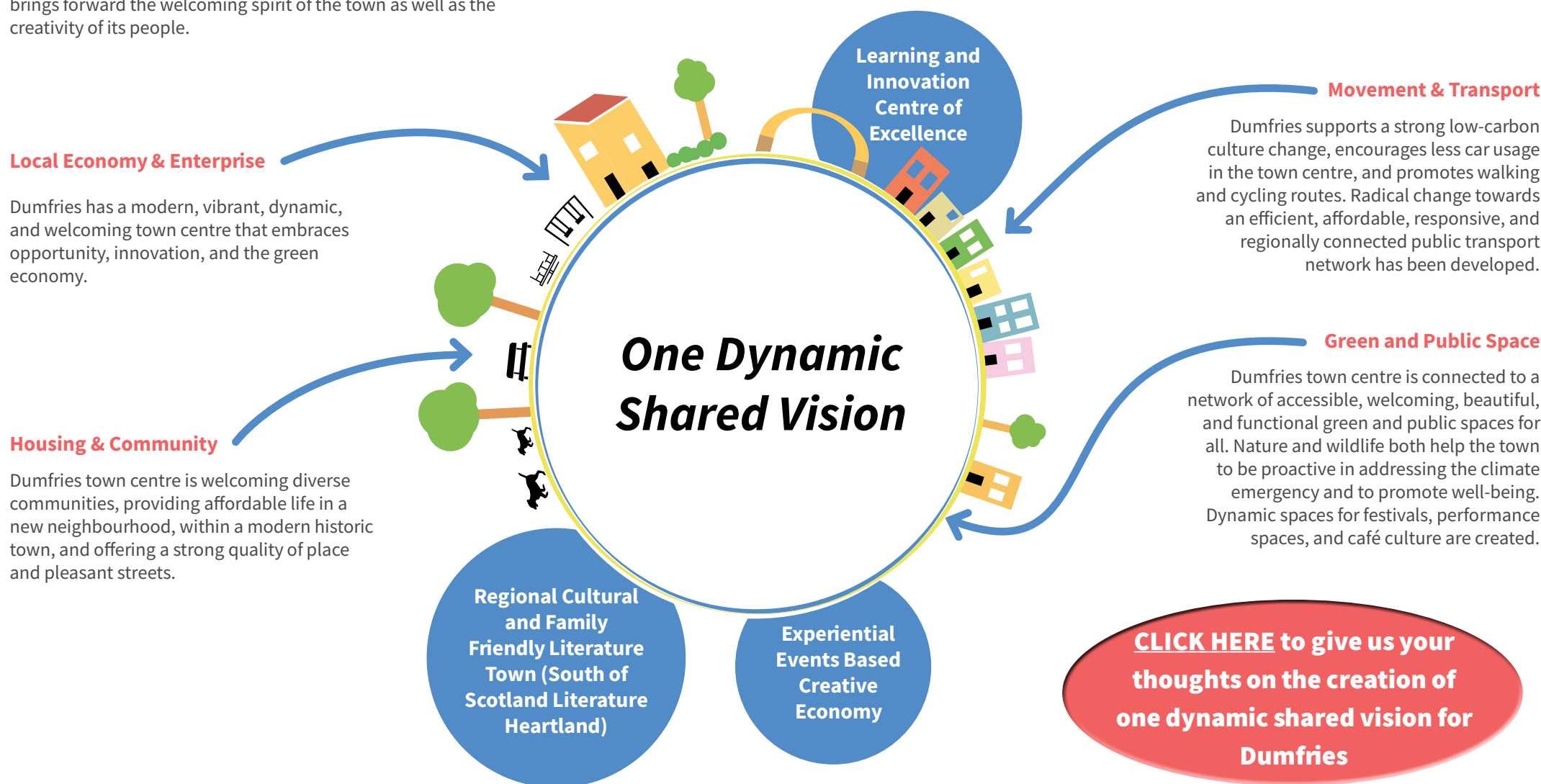
There is consensus on the need for a short, memorable, dynamic and bold **vision** that reflects the essence of Dumfries and its opportunities for the future.

You told us that a **vision** is needed that encompasses the town centre, within its wider Dumfries context, and which brings forward the welcoming spirit of the town as well as the creativity of its people.

You gave us words to include in a vision statement based on the four workshop themes: Local Economy and Enterprise, Movement and Transport, Green and Public Spaces, Housing and Community. We have also developed a number of

headline statements based on what we have heard. We are keen to draw this together into a single statement - one dynamic/unique shared vision.

**This is still a work in progress and we welcome any thoughts and comments.**

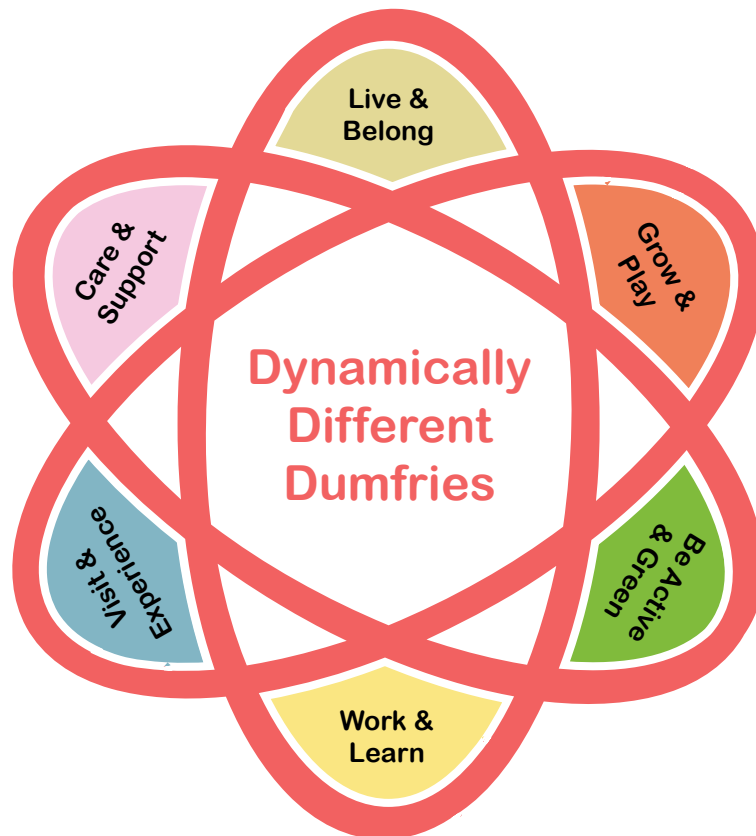






## Vision Swirl: Six Dynamic Attributes

In developing priorities and projects for Dumfries the vision has been considered in relation to how six key vision attributes have been met. These **vision attributes** imagine the quality of Dumfries as a place to **Live & Belong, Work & Learn, Grow & Play, Visit & Experience, Be active & Green** and **Care & Support**.



**[CLICK HERE](#) to let us know how you would rank these six attributes in order of priority and if anything is missing**

### Dumfries A place to...



#### Live & Belong

- Quality, affordable housing and dynamic community spaces and facilities.
- Historic and cultural references that give residents a sense of shared identity and belonging
- Diverse offering of services, retail businesses and markets.



#### Grow & Play

- Facilities for families and young people to have fun.
- Range of spaces and activities that help grow inquisitive minds around science, history, nature and culture.
- Dedicated space and activities for young adults to mature and interactive with peers in a fun and safe environment.



#### Work & Learn

- Attracting investment and work opportunities for all, including young people and families.
- Well connected to the wider context of Dumfries.
- Network of lifelong learning opportunities creating a fulfilled, motivated and dynamic workforce.



#### Visit & Experience

- A modern innovative experience that focuses on the town centre's rich heritage.
- A dynamic and vibrant programme of activities all year long.
- A low-carbon and accessible environment.
- Family Friendly Literature Town (South of Scotland Literature Heartland), Experiential Events Based Creative Economy, Regional Cultural and Innovation Centre of Excellence, Learning and Heritage Town



#### Be Active & Green

- Green infrastructure offering locals and visitors the opportunity to engage with nature while partaking in fit and healthy activities.
- Addressing the climate change emergency.
- Providing a range of formal and informal leisure and recreational opportunities.
- An enhanced biodiversity within the town centre, supporting a range of habitats and network of wildlife corridors.
- Plants and greenery creating a more welcoming town centre, with cleaner air.



#### Care & Support

- Infrastructures and activities that enable activities for all, promoting the benefits of active and accessible green spaces to enhance wellbeing.
- Spaces that encourage inter-generational activities and interactions, tackling loneliness and isolation.
- Inclusive streets and spaces that are designed for those most vulnerable in the community, utilising street design, street furniture and the latest technology.
- Integrated town centre homes that provide for an aging population as well as disabled people.

## Draft Priority Areas

The following boards display a series of areas that you have told us should take priority to help realise the vision for Dumfries. The first of these **priority areas** considers how the town centre connects both to the wider town and the region. The next five are geographical areas within the town centre.

A delivery table, listing a series of **deliverable actions** for the project will be produced for the action plan. An example of this table is included after the priority area boards.

This plan shows the following six priority areas.

### A Town and Regional Links

Enhancing the town's network of active travel links to better facilitate local sustainable everyday journeys as well as connect residents and visitors to the wider region. Establishing direct, coherent, safe, comfortable and attractive links for the promotion of walking and cycling

### D Friars Vennel / Bank Street

Enriching the experience of moving between the town's two key destinations, the high street and the river, by creating a distinctive and coherent retail, leisure and cafe culture along these connecting streets. In doing so helping to establish Dumfries as a sophisticated daytime and evening destination.

### B High Street

Forming a sequence of unique and flexible destination and event spaces along the High Street, enhanced through greening measures and the re-purposing of existing vacant units.

### E Shakespeare Street / Nith Place

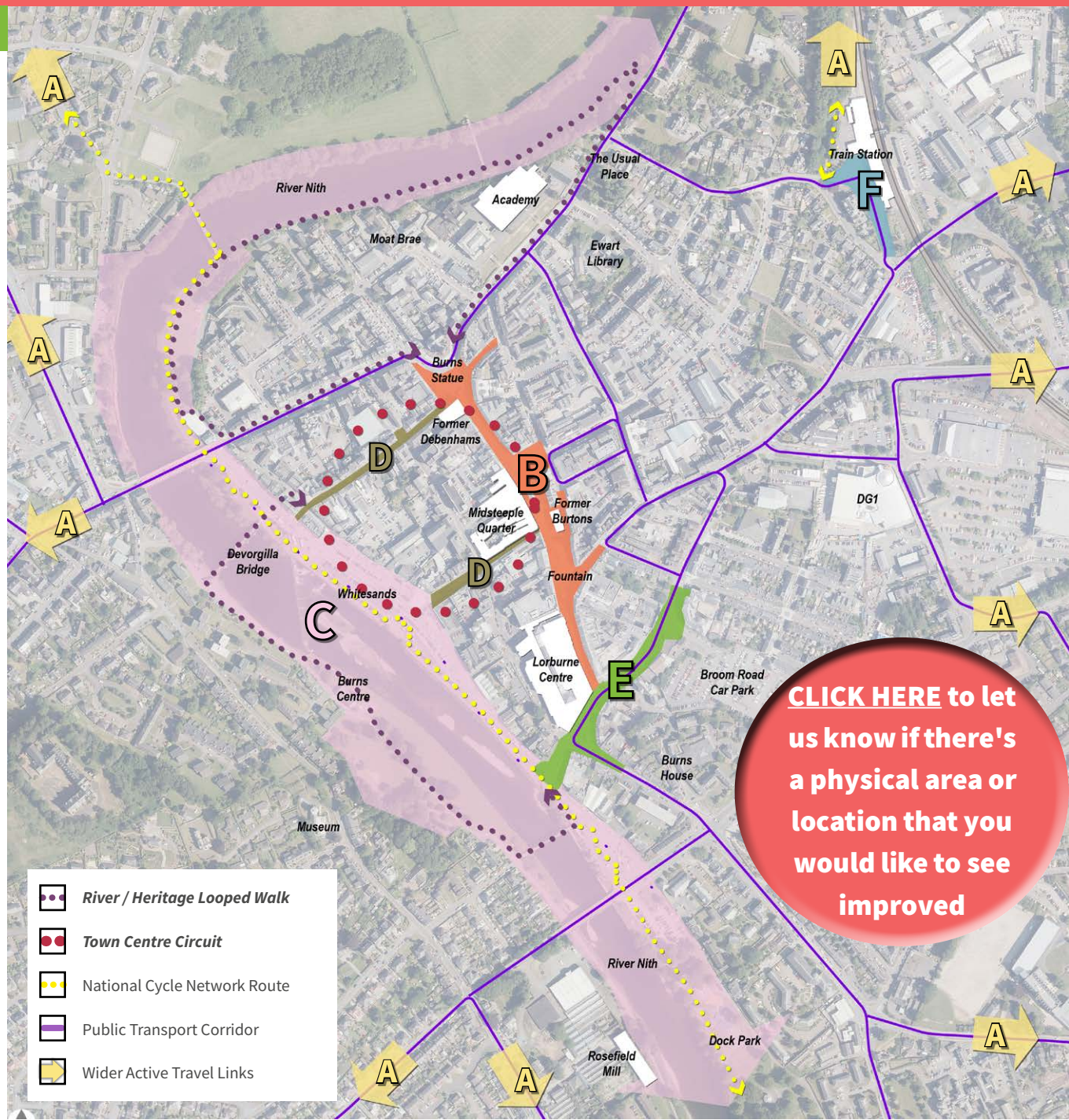
Creating a green, distinctive, colourful and welcoming connection to/between the river, high street, Burns House and Brooms Road Car Park. Seeking to establish a new liveable corridor that can offer attractive options for town centre living.

### C River Corridor

Realising the river corridor's full potential as a physical and visual link to the area's history and landscape as well as its capacity to offer space for performance, culture, exercise, play, leisure and rest bite. Ensuring improvements to Whitesands can have a positive impact on how the river corridor is accessed and experienced by town centre residents and visitors.

### F Train Station

Establishing an enhanced entry point to the town centre, one that both promotes active forms of travel in the town as well as becoming a dynamic launching pad for how the town is experienced and enjoyed.





## Ideas from Elsewhere...

**Urban Orchard in Dundee**



**Climbing Wall along the Seine in Paris**



**Ceiling of hanging lights along Ashton Lane, Glasgow**



**Cultural mural in an Edinburgh conservation area**



**Secure bike parking**



**Community Shuttle Bus**



**Lighting projection along Edinburgh Close**



**Cycling without Age in Musselburgh**



**Pocket sensory green spaces in Stockholm**



**Coherent destination signage**



**Colourful Crossings in London**



**Tiny Forest planted in London**




**Kinetic public sculpture**



**CLICK HERE if there's anything else you would like to tell us, for instance could any of these ideas be delivered in Dumfries' Town Centre?**

## Deliverable Actions' Table

In progressing to the action and delivery plan we will be preparing a series of tables listing actions under the six **vision attributes**. The table will set out how each action supports one of the six **guiding concepts**, as set out in boards 10-13. It also indicates who will benefit from the action and the action timescales, key players and funding opportunities.

| <div>Live and Belong</div> |                   |   |   |   |   |   |                 |                 |          |         |          |          |            |                    |   |                |                          |
|--|-------------------|---|---|---|---|---|-----------------|-----------------|----------|---------|----------|----------|------------|--------------------|---|----------------|--------------------------|
| Physical /<br>Non Physical<br>Projects   | Guiding Concepts* |   |   |   |   |   | Project Outline | Who Benefits    |          |         |          |          |            |                    | Timescale:<br>Quick win / short/<br>medium/long<br>term | Key<br>Players | Funding<br>Opportunities |
|  | 1                 | 2 | 3 | 4 | 5 | 6 |                 | Young<br>People | Families | Elderly | Disabled | Visitors | Businesses | Wider<br>Community |   |                |                          |
|  |                   |   |   |   |   |   |                 |                 |          |         |          |          |            |                    |   |                |                          |
|  |                   |   |   |   |   |   |                 |                 |          |         |          |          |            |                    |   |                |                          |
|  |                   |   |   |   |   |   |                 |                 |          |         |          |          |            |                    |   |                |                          |
|  |                   |   |   |   |   |   |                 |                 |          |         |          |          |            |                    |   |                |                          |
|  |                   |   |   |   |   |   |                 |                 |          |         |          |          |            |                    |   |                |                          |

\*1. Covid 19 Recovery

\*2. Dumfries and Galloway Council's Climate Emergency Declaration: Carbon Zero by 2025

\*3. A 20 minute neighbourhoods

\*4. Community-led

\*5. Heritage and Conservation

\*6. D&G and South of Scotland Regional Context

**CLICK HERE** if there's  
anything else you'd like  
to tell us