

Islands Growth Deal

- A 10-year investment package funded by UK and Scottish Governments to drive economic growth, sustainable job opportunities, and thriving communities across the Outer Hebrides, Orkney and Shetland.
- The Islands Growth Deal has allocated in principle funding of £9.38m to the Orkney World Heritage Site Programme subject to approval of Business cases.
- Vision: To harness the unique assets of Orkney, the Outer Hebrides and Shetland to create world class, innovative and globally focused industries that will help address the Islands’ demographic challenges and strengthen the distinct and important contribution our Islands make to the economic vitality and international reputation of Scotland and the United Kingdom.

Heart of Neolithic Orkney World Heritage Site

UNESCO World Heritage Sites are designated for having cultural, historical, scientific, or other form of global significance. Sites are judged to contain cultural or natural (or mixed) heritage considered to be of Outstanding Universal Value.

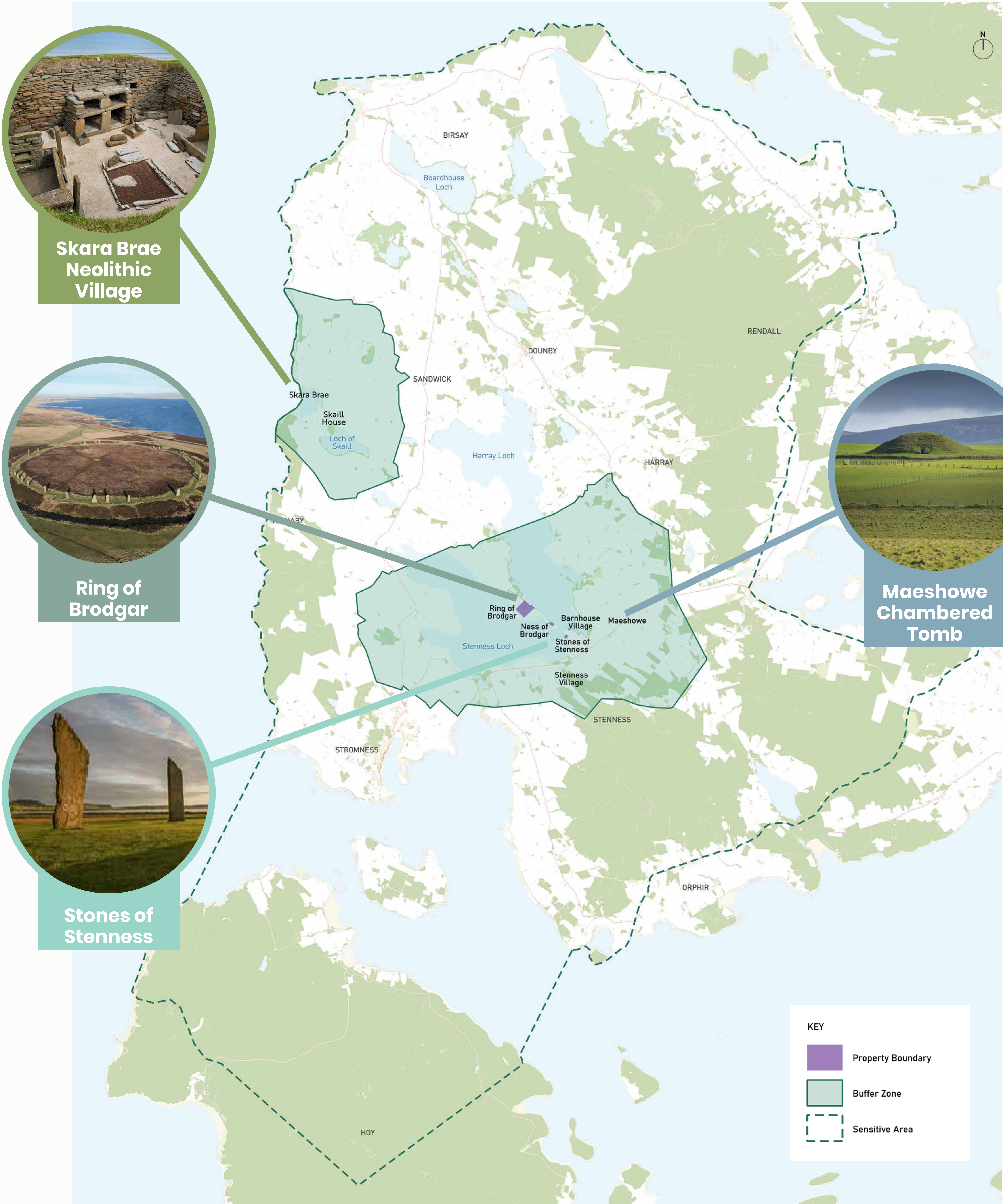
Significance:

Intactness
Rich landscape, preservation of Skara Brae – unique testimony

Scale
Brodgar third largest stone circle in British Isles at 104m

Age
Very early examples of certain monuments

Architecture
Technical sophistication and mastery



Orkney World Heritage Site Programme

Programme Aim

To provide a world-class, innovative solution to heritage management and sustainable tourism at the Heart of Neolithic Orkney World Heritage Site enabling exceptional engagement with and connection to the sites and their history for visitors and residents, and protecting the outstanding value of the heritage for generations to come.

Programme Objectives

-  **Protect Heritage & Environment**
Safeguard the World Heritage Site and respond to climate and conservation challenges.
-  **Improve Access & Wellbeing**
Make the site welcoming, accessible, and beneficial to local communities.
-  **Support Sustainable Tourism**
Promote tourism that protects heritage while supporting local businesses, skills, and jobs.
-  **Enhance the Visitor Experience**
Improve facilities, interpretation, and accessible visitor experiences.
-  **Promote Learning & Innovation**
Support research, education, and innovation to improve site management and understanding.
-  **Strengthen Partnerships**
Enhance collaboration between organisations, communities, and stakeholders.



What do you value most about the World Heritage Site?



What challenges need to be addressed?



What improvements would you like to see?



How can the programme best benefit local communities?

Project 1 — Movement

- Active travel and access
- Sustainable transport and shuttle network



Project 2 — Visitor Experience

- Orientation and arrival
- Visitor infrastructure
- Interpretation and story telling



Project 3 — Innovation & Research

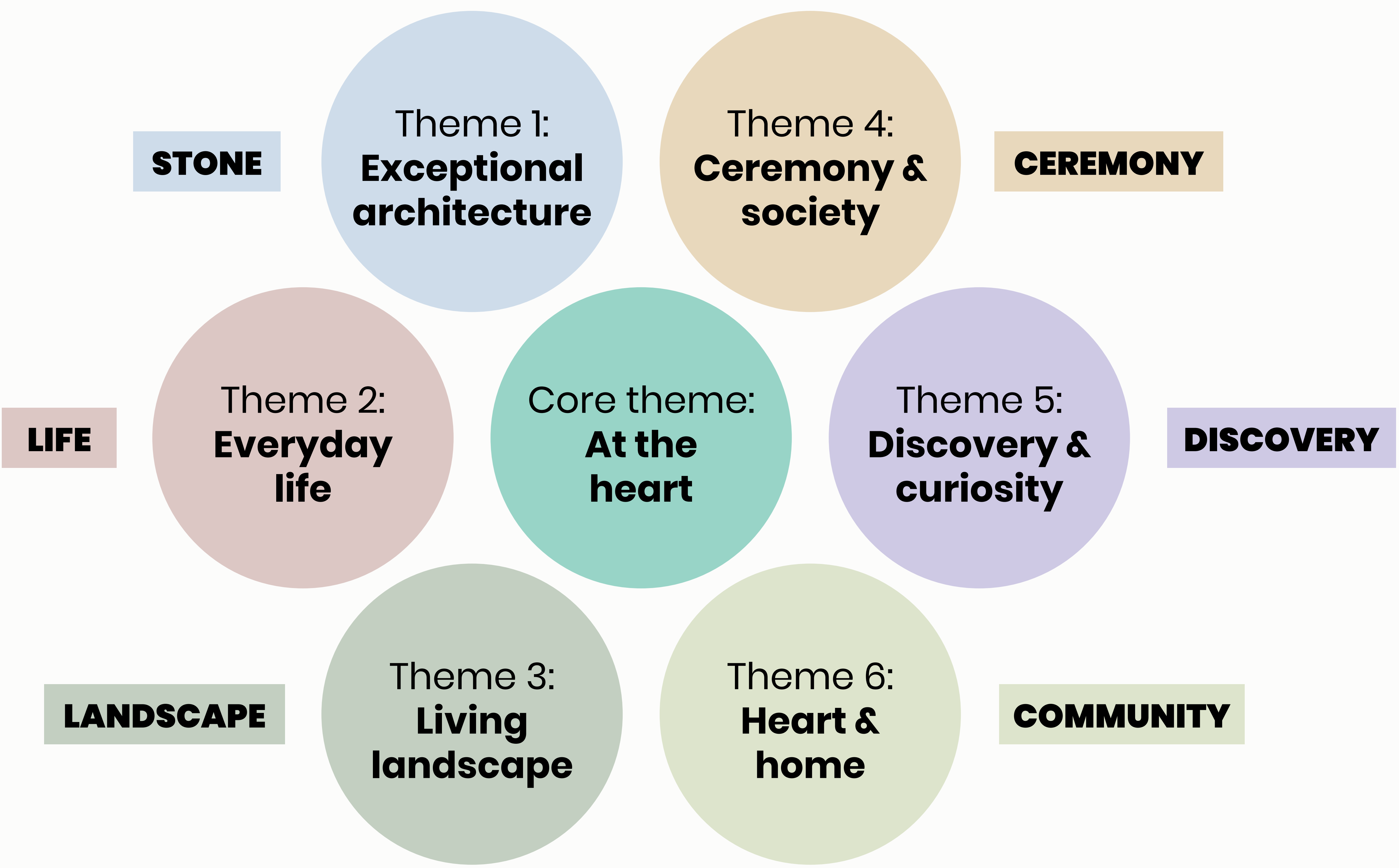
- Academic research & archaeology
- Education and learning
- Digital tools and data



Outline Interpretation Plan

The Outline Interpretation Plan (OIP) is a key component within the Orkney World Heritage Site Programme. The OIP is the first step in shaping future interpretation and enhancing understanding of the Heart of Neolithic Orkney.

Interpretive themes

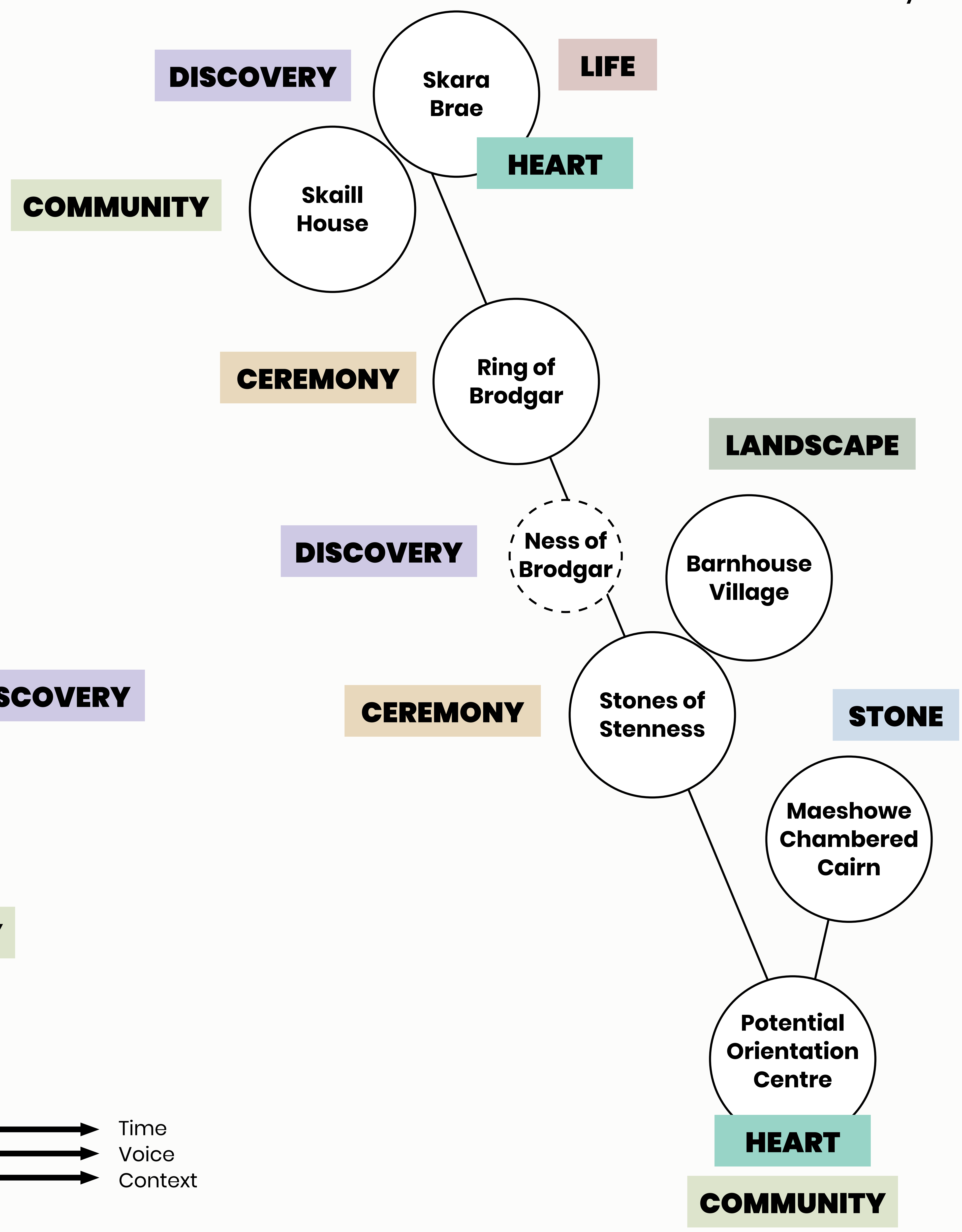


Cross cutting themes

Time
Voice
Context

Theme mapping

Lead themes by site



Outline Interpretation Plan

Interpretive approach

- Site specific
- Sensitive to setting
- Authentic
- Orcadian voice
- People-based
- Accessible
- Holistic, flexible, sustainable
- Encouraging responsible behaviours
- Strong archaeology focus
- Community engagement
- Objects connecting people with past

Interpretive media

Some initial options

HONO boundary welcome signage	Immersive digital experiences	Programming e.g. talks, events, living history
Staff and guided tours	Permanent exhibitions	Replica buildings
Walking route wayfinding signage	Digital map (either passive or interactive)	Own-device outdoor digital offering
Changing displays / temp exhibitions	Sustainable planting denoting routes/areas	More joined up experience with Skail House
Historically presented spaces	Objects (real and replica)	Sensitively designed shelter points
Sculptural elements	Family activity guide to sites	Outdoor interpretation panels

Benchmarks from around the UK and Ireland



Hoskins Architects

Culloden Battlefield Visitor Centre



Rogers Stirk Harbour + Partners

Macallan Distillery Visitor Centre



Heneghan Peng Architects

Giants Causeway Visitor Centre



Denton Corker Marshall



Stonehenge



Ferguson Mann Architects

Avebury



Brú na Bóinne



Tony O'Neill

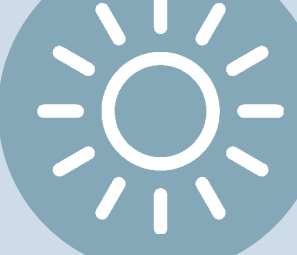
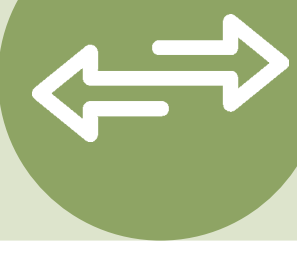


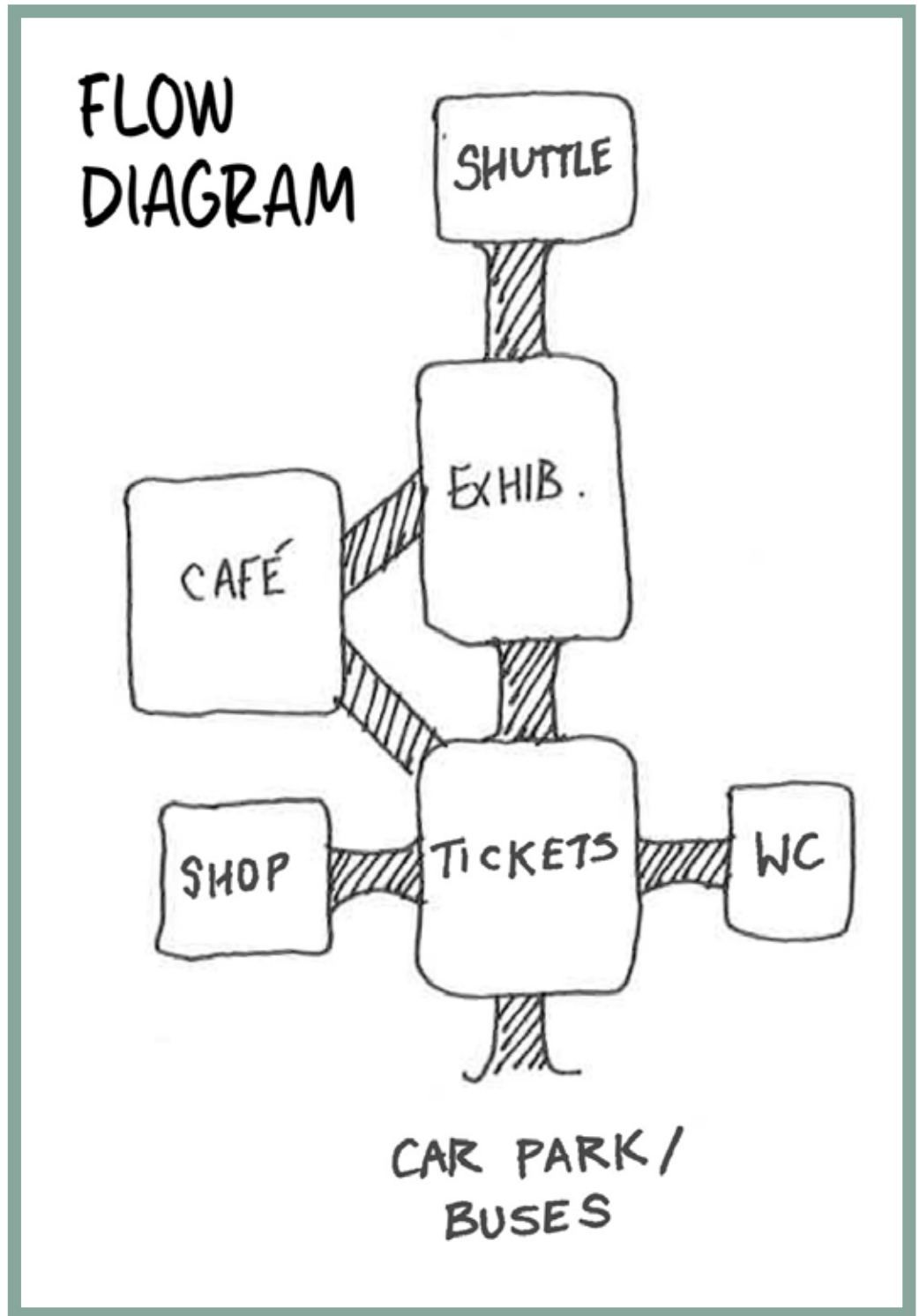
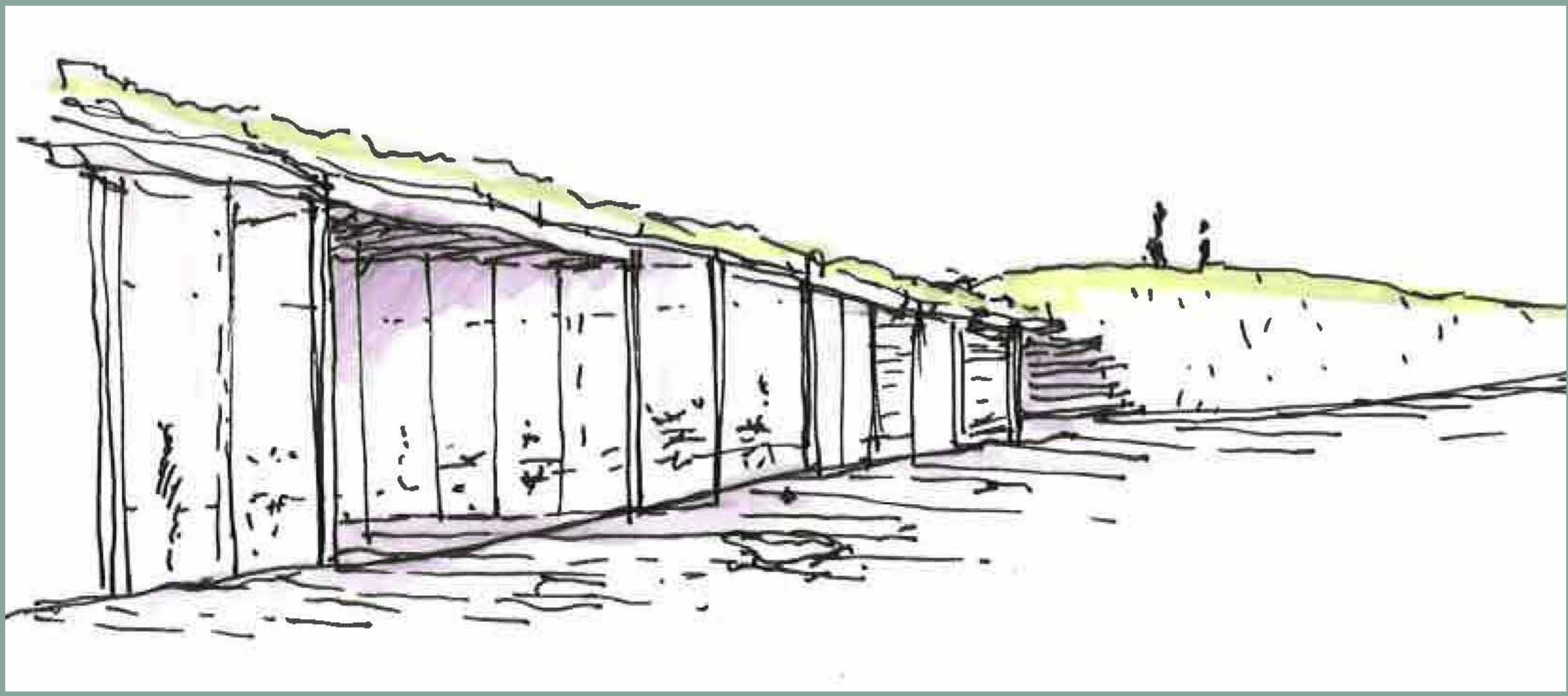
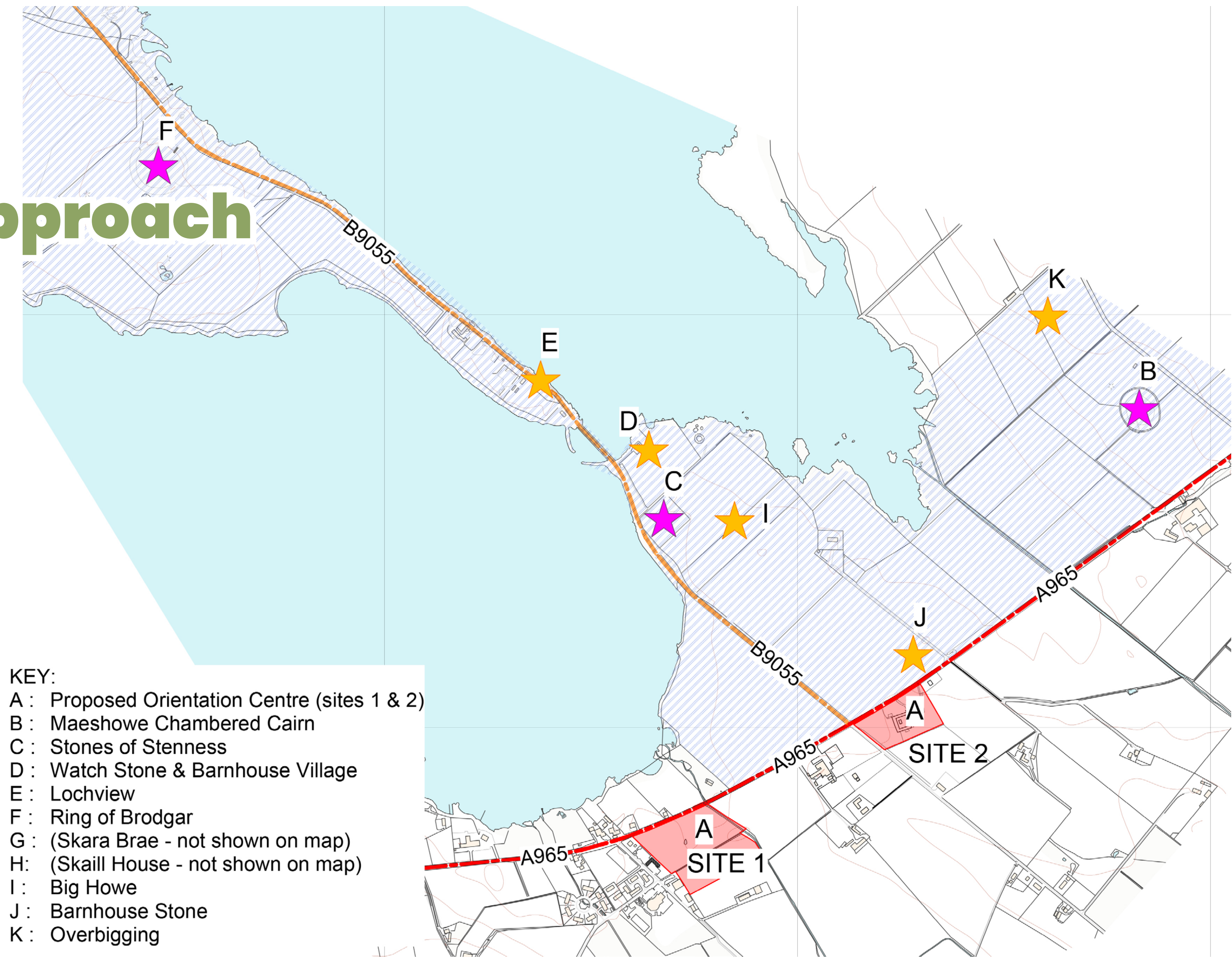
Potential Orientation Centre

Architects, HRI Munro, have been appointed to investigate the feasibility and develop initial concepts for a potential Orientation Centre.

The two shortlisted locations for the Potential Orientation Centre:
Current Maeshowe Visitor Centre site and adjoining field and Barnhouse Farm.

Principles of Concept Design Approach

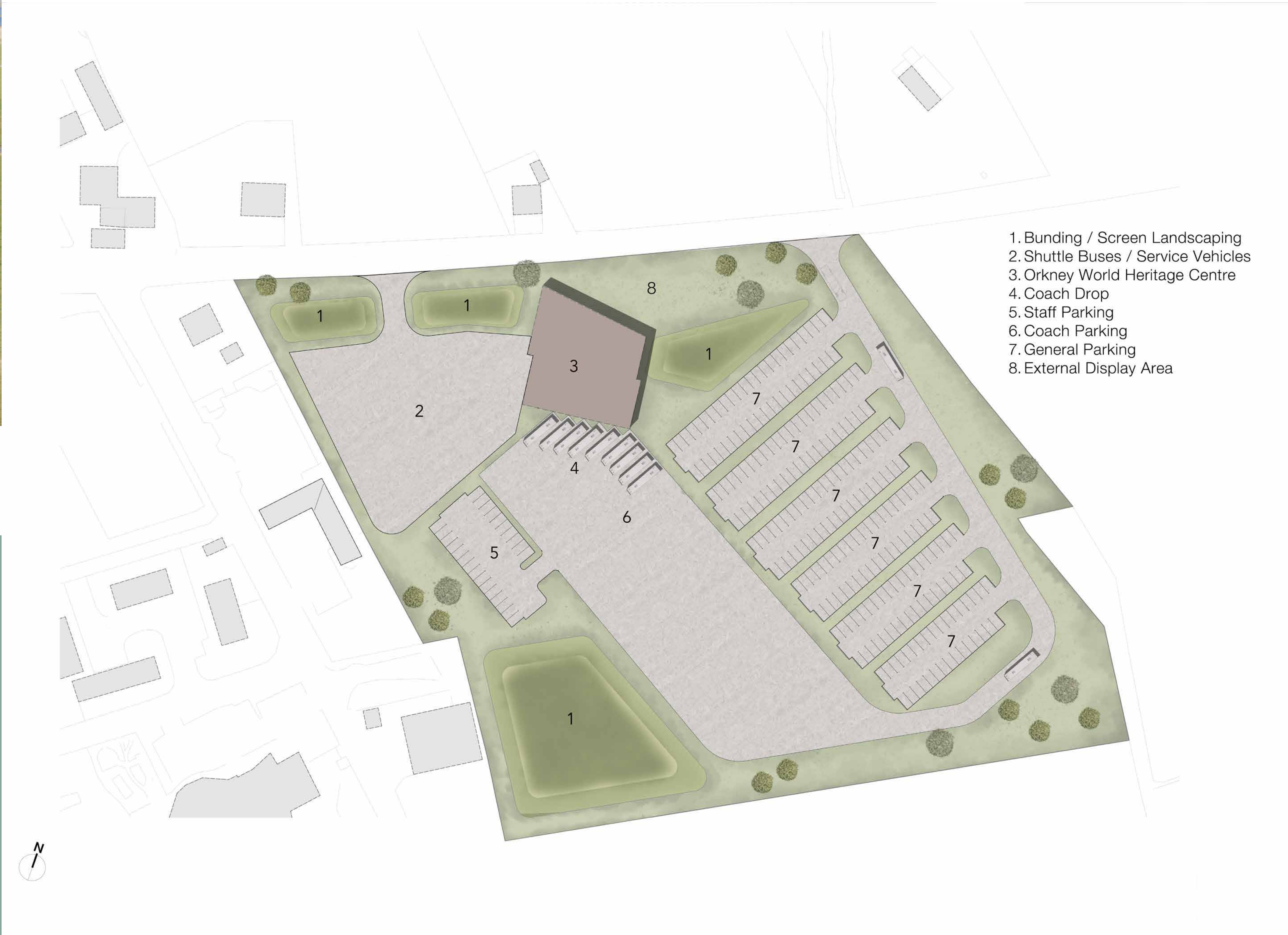
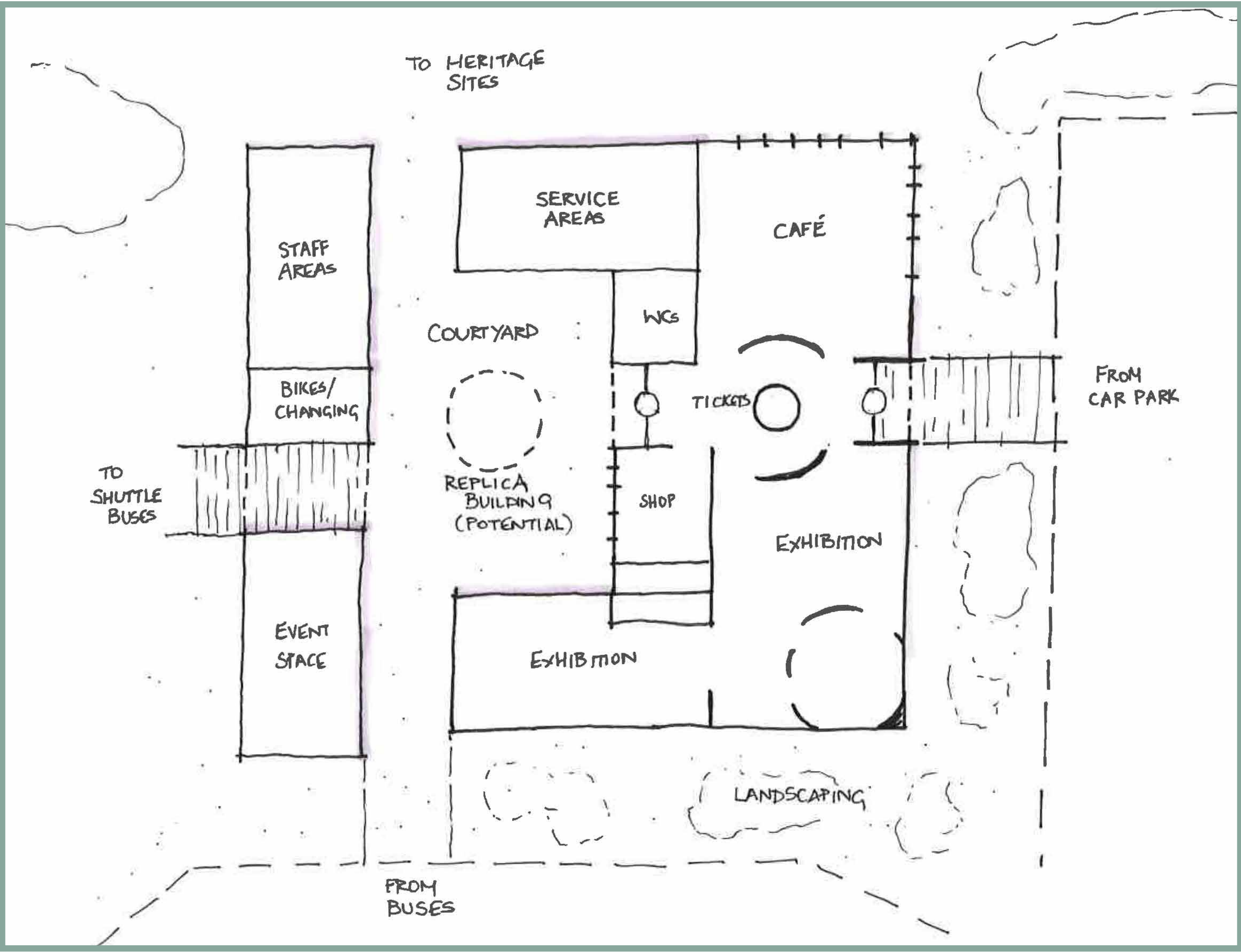
-  Building forms part of the landscape – bunding / vegetation used to assist visual mitigation
-  Use of bunding / vegetation or landscaping materials to reduce visual impact of vehicles
-  Adaptation and re-use of buildings and site materials where possible + natural materials
-  Building oriented to optimise energy generation / gain
-  Multiple entrances for visitors to avoid crowding
-  Spacious, welcoming entrance space
-  Centre of the building is the hub – information / tickets / queuing
-  Key areas: central core / café / exhibition / event space / shop + ancillary servicing
-  Spaces to be flexible to reflect peak and off-peak visitor numbers
-  Elements of rooftop viewing (green roof) – access
-  Space for external displays / possible replica building



New Build Option



Potential Orientation Centre Site 1 —
Maeshowe Visitor Centre and adjoining field



Repurposing Existing Building



Potential Orientation Centre Site 2 —
Barnhouse Farm

