

Title: Flagship Heritage Attraction Development Plan

Report 3



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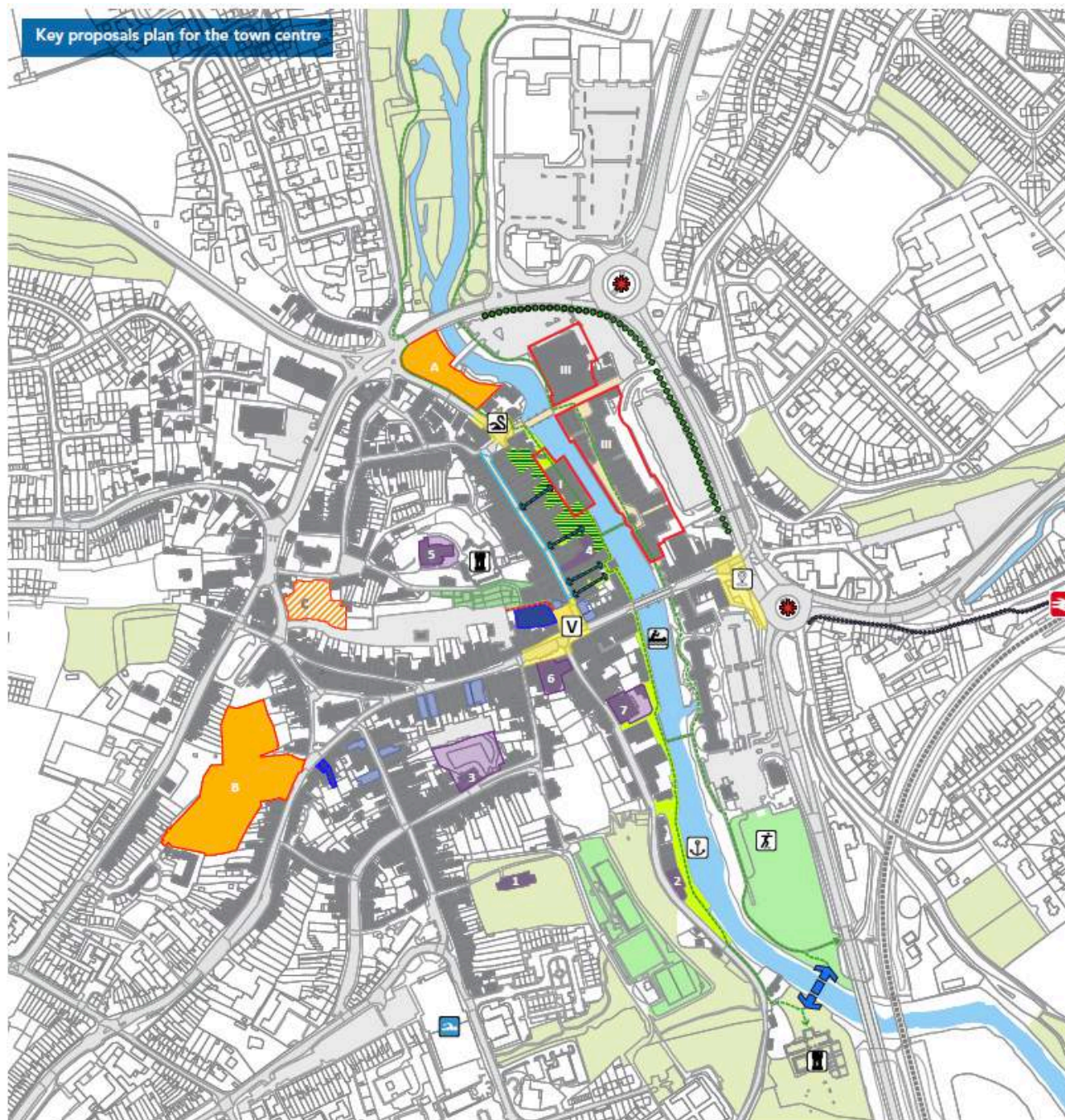


Haverfordwest castle stands on a superb, naturally defensive position at the end of a strong, isolated ridge with a sheer cliff on the east. It was an English foundation, first established by Gilbert de Clare, earl of Pembroke in the mid-12th century, and remained an English stronghold throughout its history. It is first mentioned by Giraldus Cambrensis as one of the places he visited in 1188 with Archbishop Baldwin. Of that castle, which must have been of earth and timber, little now survives, except, perhaps for the footings of a large square keep in the north-east corner of the inner ward. The present form of the castle, divided into two wards, probably reflects that of the original 12th-century castle. Acquired by Queen Eleanor (wife of Edward I) in 1289, she immediately began building there on a large scale. Much of the existing masonry is late 13th-century in style and may well have been undertaken during the year before her death in 1290. From the 14th century the castle was held by a series of owners and was strong enough to repulse Owain Glyndwr's attack in 1405. By the 16th century however the castle was derelict and though hastily re-fortified during the Civil War, was abandoned as a defensive fortification from then.

The lofty inner ward has round towers on the north-west and south-west corners, while the south-east corner has a square tower with an additional projecting turret. The entrance lay on the west, protected by a gatehouse of which no trace survives. The main entrance to the castle remains in this location, primarily accessed via a lane known as Castle Back, its current appearance however dating from a C19th phase of alterations. This lane provides a pedestrian route between Castle Square and Queens Square to the east and west respectively, as well as vehicular access to the existing buildings to the immediate south of the castle.

CONTENTS

1	INTRODUCTION
2	VISION & OBJECTIVES
3	CONNECTIVITY: Improving general connections within the town.
4	CONNECTIVITY: Creating physical links with key access points.
5	THE CASTLE SITE: ~ The Inner Bailey ~ The Governors House ~ The Gaol
6	EXHIBITION DESIGN
7	CAPITAL COSTS
8	CONCLUSIONS & PHASING
9	APPENDIX



KEY: PROPOSALS PLAN

Flagship Projects:

- I. Western Quayside: Library / TIC / Gallery
- II. River Corridor
- III. Eastern Riverside Redevelopment
- IV. Heritage Centre (no site identified)

Development Sites:

- A. Fred Rees Garage
- B. Former Library/ Swimming Pool

- C. Telephone Exchange: site with future development potential

Reuse of Vacant Properties:

- 1. Church of St. Thomas
- 2. Former Agricultural Co-op
- 3. Foley House
- 4. Former Ocky White Store
- 5. Former County Gaol
- 6. Shire Hall
- 7. Former Post Office

THI 'Critical' scheme

THI 'Priority' scheme

Public Realm Enhancement:

Bridge Street

The Lanes

Western Quayside

Castle Square Venue

Castle Link: enhancement

Enhanced riverside realm

Environmental enhancement

Landscaping enhancement

Movement and Legibility:

Swan Square

Salutation Square

Riverside promenade

New pedestrian river crossing

Gateway signage proposals

Improved linkage to station

Promotion of river usage

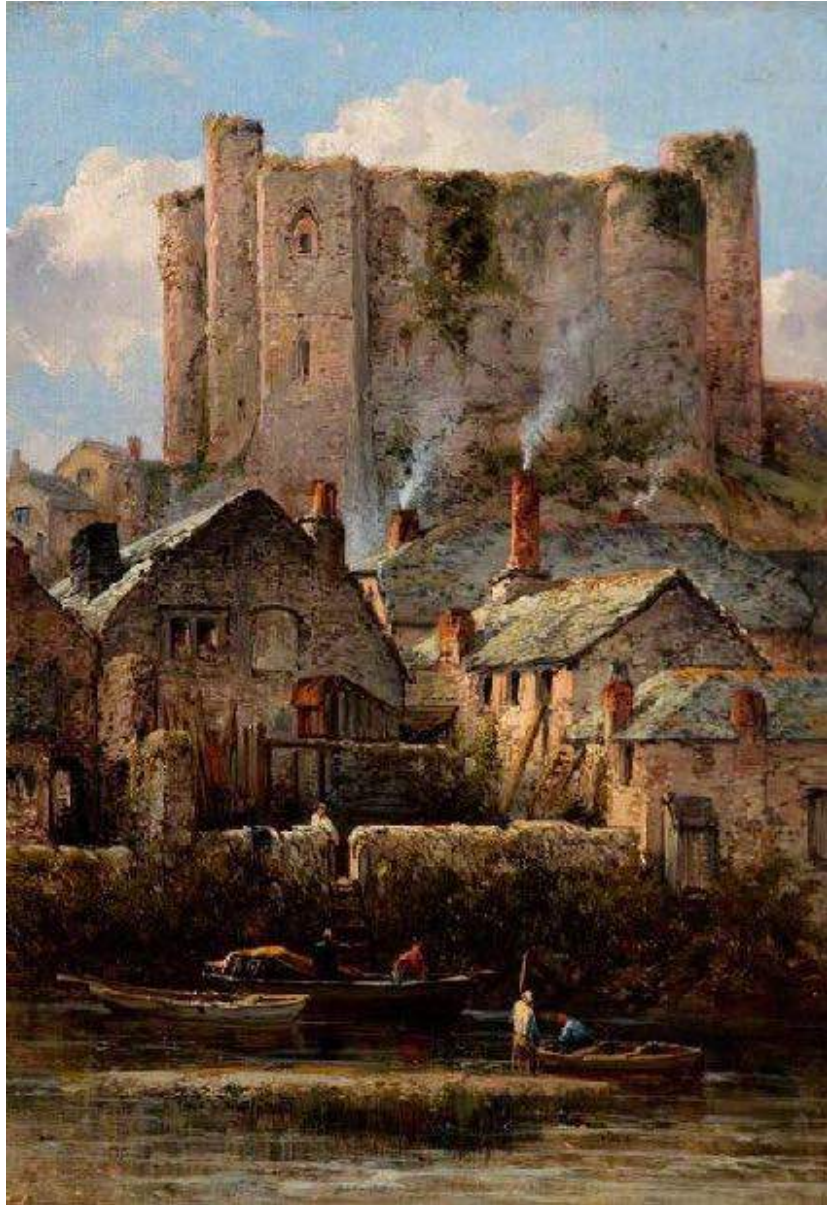
Quayside/ mooring potential

Skate Park

Leisure Centre

Scheduled Ancient Monument

An extract from the 2016 Litchfield Report



1 INTRODUCTION

The Research and Assessment Report (Report 1) and Statement of Significance (Report 2) provides the evidence base for this Development Plan and subsequent Delivery Plan. This report outlines the vision, spatial masterplan and proposed Development Plan for the new heritage attraction.

The Development Plan seeks to analyse the existing problems and provide an outline vision suggesting:

- How the connection of the Castle site with the town of Haverfordwest can be improved generally, both visually and physically;
- How the connection of the Castle Lake car park, the adjacent burgage plots and the Castle site can be improved generally, both visually and physically;
- How the public's access to heritage within the castle can be enhanced, in conjunction with the provision of an outdoor event infrastructure within the Inner Bailey;
- Alternative uses for the Governor's House (currently the Haverfordwest Museum), if there was an appetite for the 'Haverfordwest story' to be presented elsewhere;
- Alterations to the Gaol to enable it to accommodate a 'flagship heritage attraction'.

The aim is to build upon the recommendations contained within the Litchfield Report dated August 2016 *Haverfordwest: A Vision for the Future*:

"A strategy and management plan is needed to guide the Castle's longer term future. Such a strategy may address lighting to enhance night-time orientation and enhance its key architectural elements. It might also take into account the potential redevelopment of the former County Gaol, together with the grassed areas and car parking. The castle should become a more attractive and more used part of the town centre, creating greater interest and providing a focus for historical interpretation of this key asset".

A broad vision of the envisaged development is presented, this encompassing the whole castle site including the Gaol, the mediaeval curtain walls, the Inner Bailey and other parts of the site.

HAVERFORDWEST CASTLE & IMMEDIATE SURROUNDINGS 1:500 @ A4



2 VISIONS & OBJECTIVES:

The research and consultations to date confirm strong support and a positive rationale for developing a regionally significant heritage attraction at Haverfordwest Castle. There is a strong strategic case for the development of a new visitor attraction at the castle site; it would contribute to regeneration plans in the town and provide a further visitor product in improving visibility and access to the county's heritage.

There is positive support from partners and the local community albeit with a clear recognition that the facility would need to work towards being revenue neutral. It is acknowledged that development of the new attraction will be dependent on securing grant funding.

The overall concept is to create a 5 star heritage attraction, which will maximise the opportunities that the site has to encourage visitors to participate in, appreciate and value their local heritage. The new visitor experience will interpret and promote the cultural, historic and social heritage of Pembrokeshire and use them to create a 'must-see' regionally important attraction in a high-quality landscape. It will celebrate Pembrokeshire's heritage past, present and future. The long-term vision is set out below:

- **Following implementation of the Development Plan, Haverfordwest Castle becomes a vibrant heritage attraction, which provides a family-friendly experience with a wide variety of activities for visitors of all ages and abilities. The new attraction will make Pembrokeshire heritage in its broadest sense more accessible.**
- **The new 'Discover Pembrokeshire' provides a 'taster' experience inspiring visitors to explore the rich cultural heritage and stories of the county.**
- **The Castle makes a significant contribution to the regeneration of Haverfordwest attracting both day and staying visitors. The range of visitors make the Castle an historic, social, cultural and recreational hub and have an important impact in terms of secondary spend in the town.**

- **The Castle and other key buildings are in good condition, flourishing with activities and uses that respect their historic significance and contribute to its financial stability. The new Discover Pembrokeshire @ the Gaol provides an interactive heritage offer in the form of an innovative and interactive experience for visitors and a high-quality catering facility that will give it mainstream appeal. The Inner Bailey becomes an established venue for high quality events.**
- **The long-term future of the Castle is secure and cared for by a competent partnership that places heritage and access at its core.**

The vision is characterised by the following outcomes:

- A recognised family experience
- A development mix that is viable and sustainable and appropriate to the heritage
- A unique attraction, which presents an exciting story of Pembrokeshire's heritage and culture from pre-historic to modern times
- A quality visitor experience that is facilitated by a site infrastructure and access improvements to encourage visitor entry, flow and orientation
- A commercial venue for a broad range of heritage, cultural and other events and activities
- A facility that is managed as a single, cohesive and holistic attraction and is cared for by a competent and independent partnership

This is set within the context of continuing to provide free access to the castle grounds, including the Inner Bailey.

The development package and product mix, which provides the framework for the Development Plan, is set out below:

- Improving access and connectivity between the town centre and the site via the creation of new gateways into the castle site; improved public realm and way-finding and a refreshed Castle Walk project.
- Opening up the castle walls and Inner Bailey thereby creating better views, with a specific focus on developing a unique events space.
- Assessing options for decanting the Haverfordwest Town Museum into the Gaol building (or alternative site) and reviewing new commercial uses for the Governor's House.
- Developing the Gaol building into the flagship heritage attraction, i.e.:
 - Flagship Heritage Attraction – Discover Pembrokeshire
 - Haverfordwest Town Museum
 - Commercial space
 - Café
 - Retail
 - Themed play: indoor and outdoor
 - Flexible space

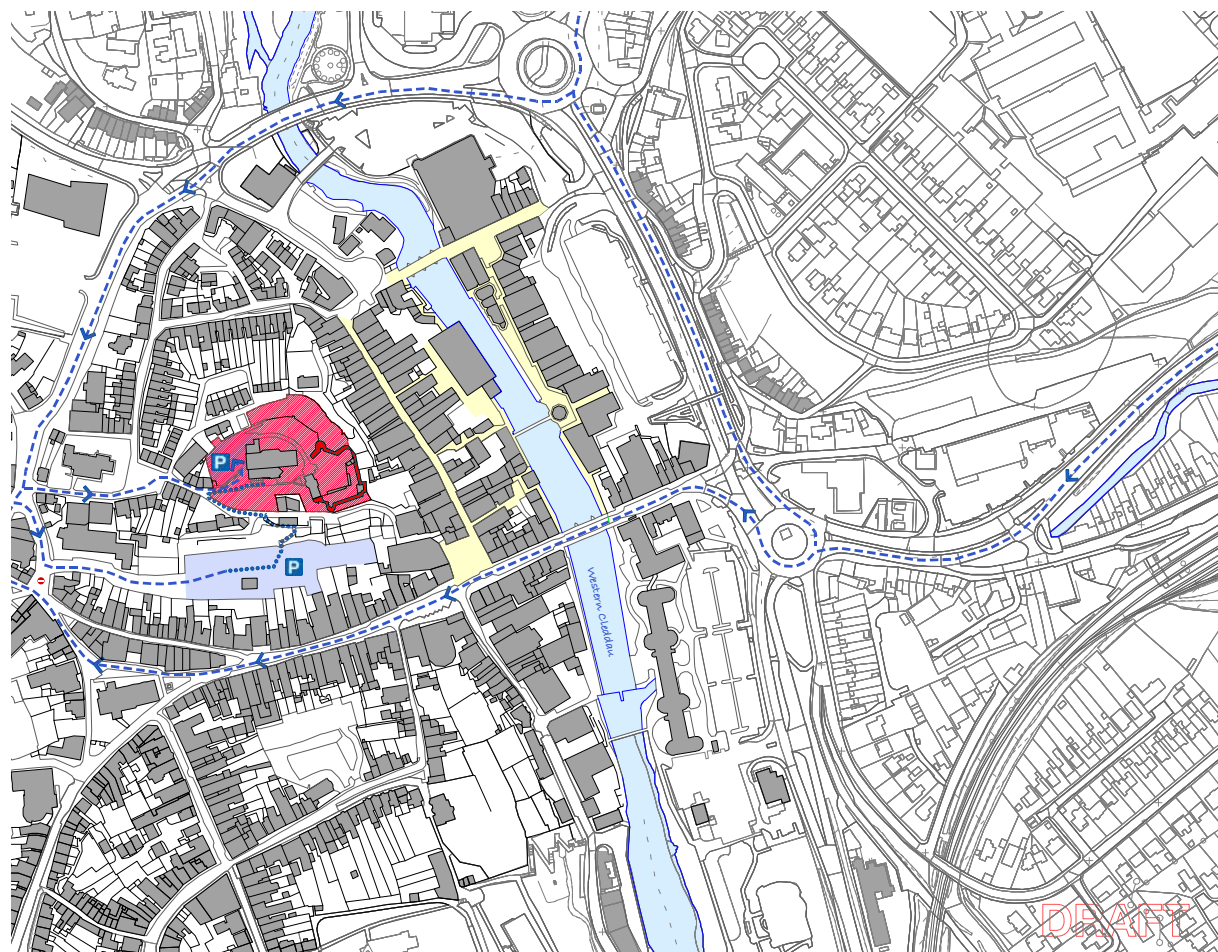
The tourism and local catchment market analysis show that the new attraction is likely to require a level of revenue support to ensure long term sustainability. This is analysed in greater detail within the Delivery Plan (Report 4).

3 CONNECTIVITY:

Improving general connections within the town.

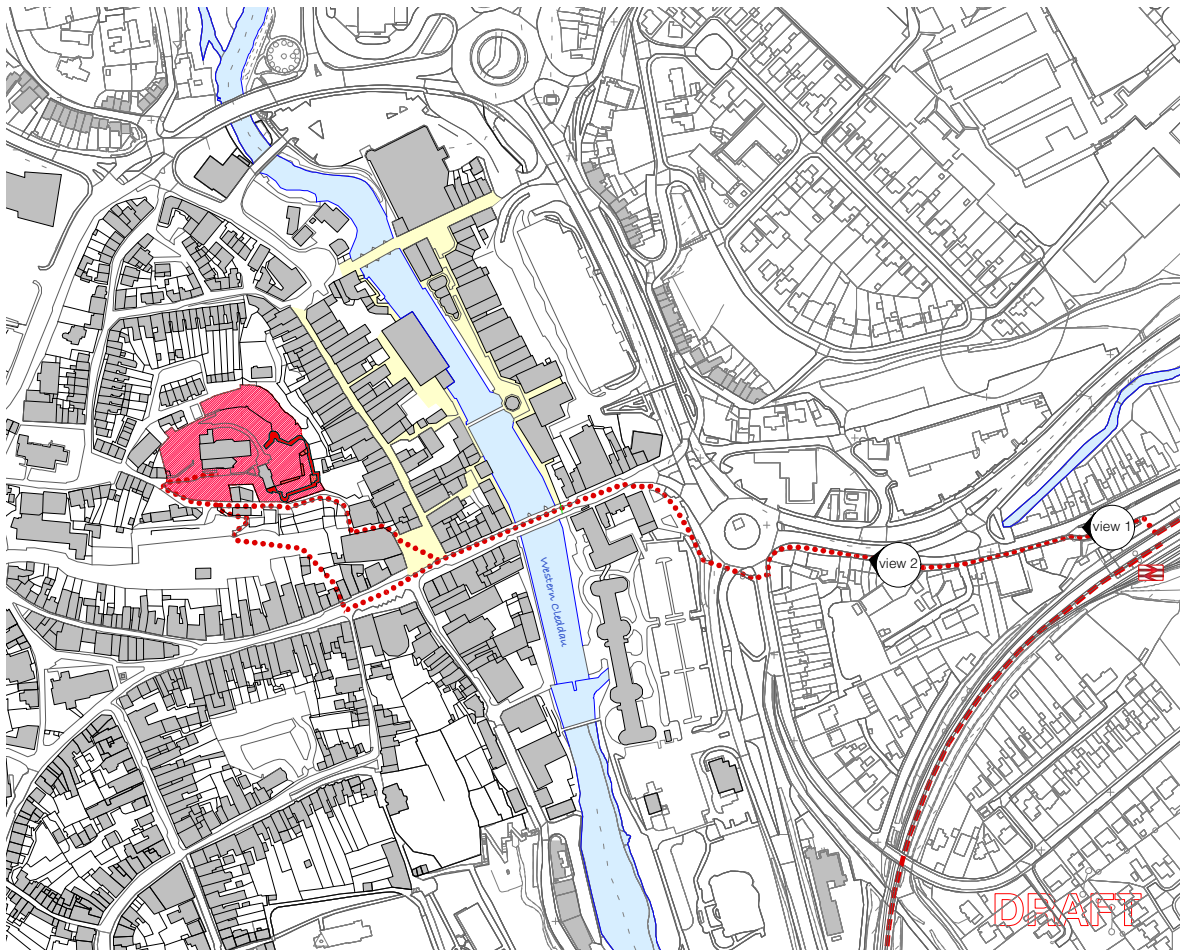
Arrival by car:

When approaching the town from the east, the direction of most visitors, there is little to promote Haverfordwest as either the historic county town of Pembrokeshire or suggest its rich and varied heritage. Little evidence of the castle's existence is provided. Initial views of the castle are gained at approximately the Cartlett junction, these views almost immediately being lost however due to the existing planting on the Salutation Square roundabout. Visitors are directed to the town centre via High Street but given little encouragement to decide to linger. Once within the town, car parks are also poorly sign-posted, hard to find and difficult to access.



Arrival by train:

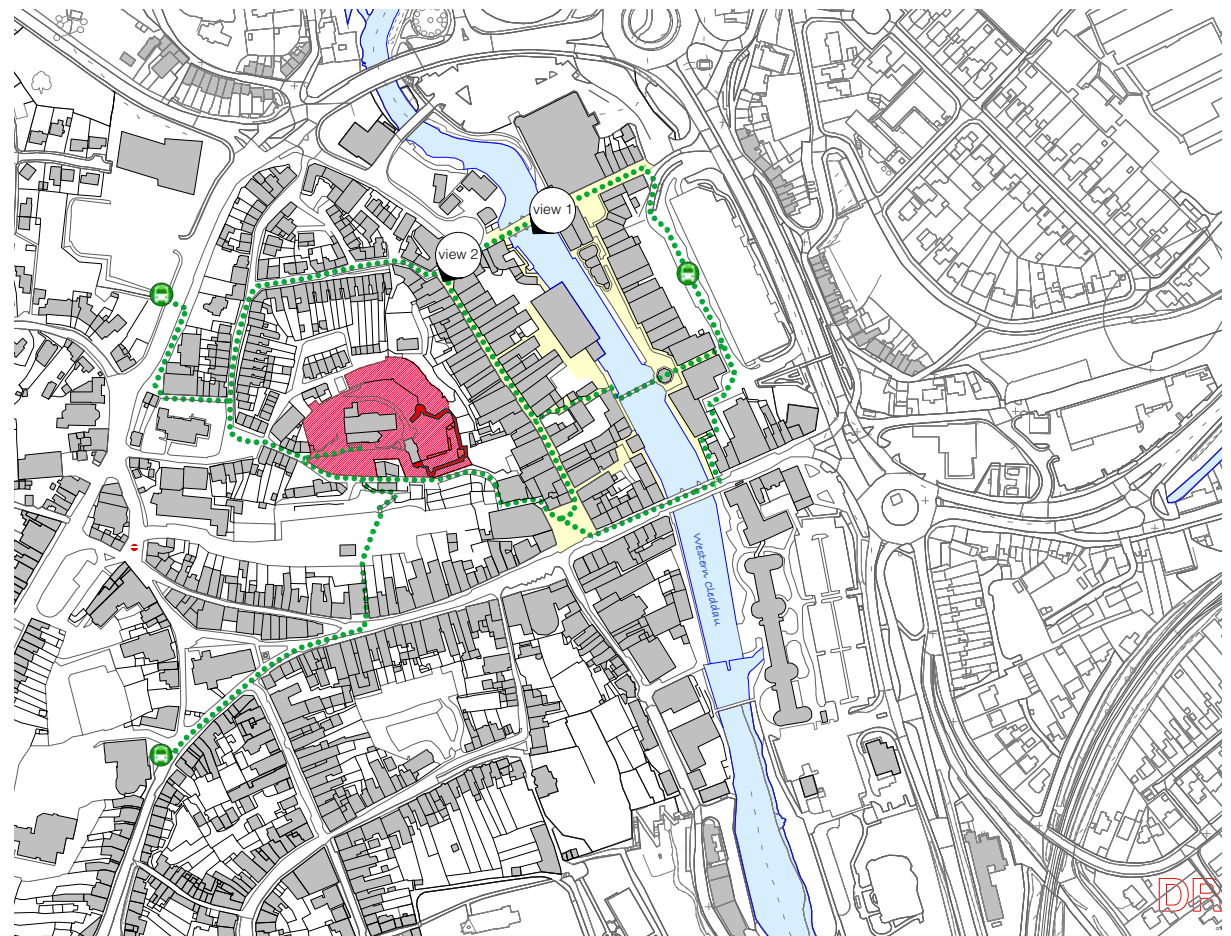
There is no direct public transport route between the station and the town centre, visitors therefore having to walk for some 15 minutes in order to access the town. Little indication is given at the railway station as to how to get to the town centre in general or the castle in particular, no information on the historic importance either being evident. Brief glimpses of the castle are offered when walking, but again are soon obscured by existing planting. Once within the town the visitor first approaches Castle Square but again with little guidance provided how to access the castle evident above.



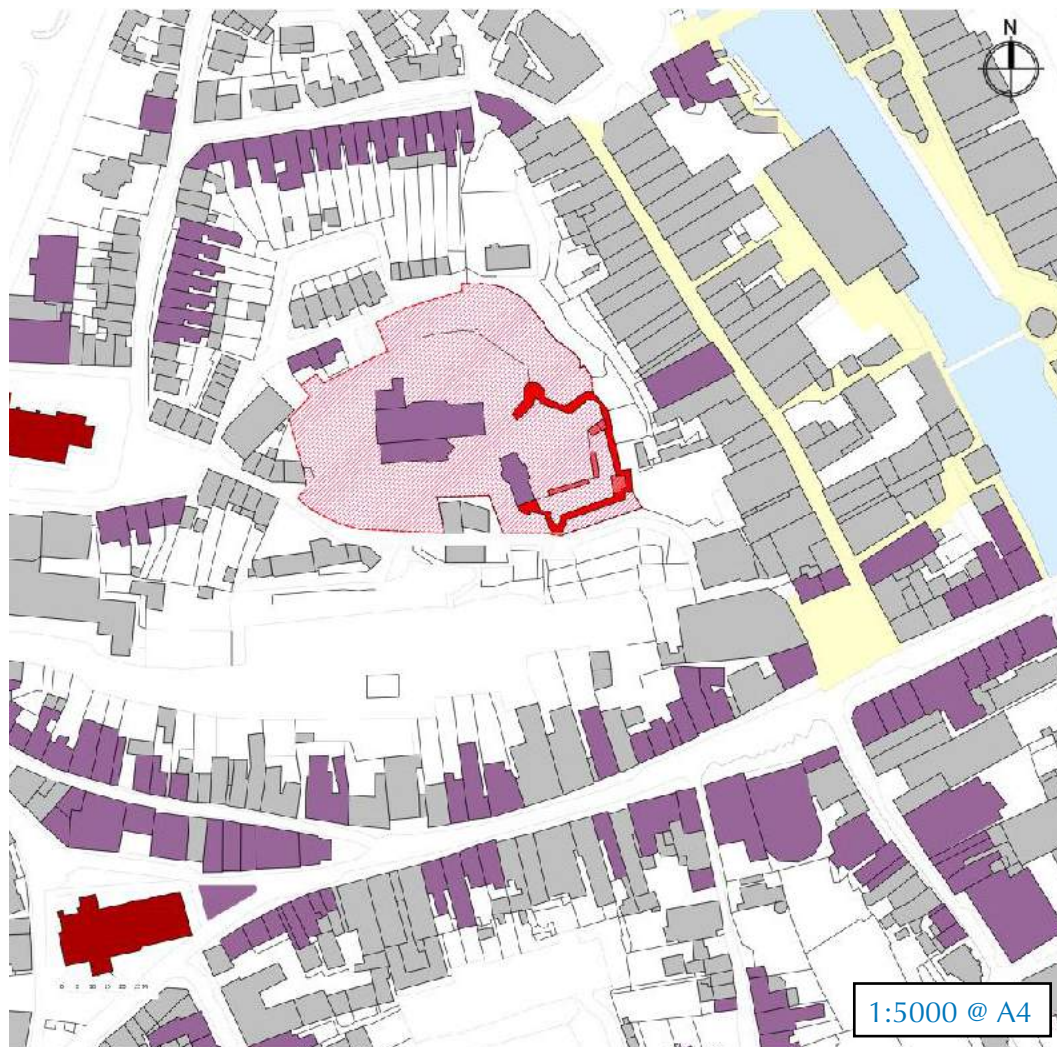


Arrival by bus or coach:

Though views of the castle can be glimpsed from the bus station, the existing buildings and the towns topography result in these being lost once you start to walk around. The main route towards the town centre from the bus route immediately takes you into the enclosed 'Riverside' shopping centre. This is completely disconnected from the heart of Haverfordwest and it is not until you cross the river that you become aware of the character of the town at all. At this crossing you are still at one of the furthest points from a castle access route, so tourists arriving by this mode of transport are unlikely to discover the castle at all.



The potential quality and charm of the historic core of Haverfordwest, Pembrokeshire's county town, is illustrated by the number of buildings highlighted in purple and red below. These represent those that are listed due to their architectural or historical significance, all surrounded and dominated by the castle, a Scheduled Ancient Monument



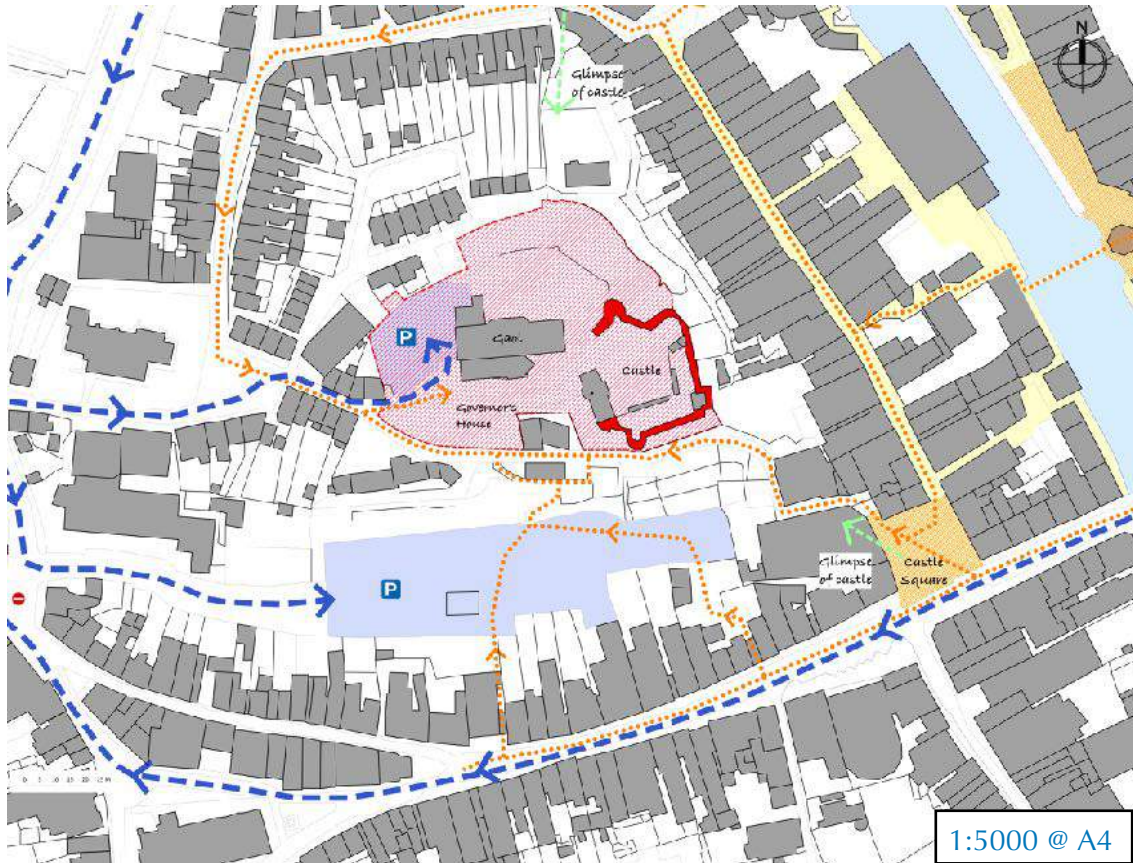
Plans are clearly progressing to regenerate the town centre, focusing on enhancing its role as a sub-regional retail destination and reinforced by its enhancement as a tourist destination. From a visitor perspective, the historic town & castle 'experience' should start when initially approaching the town, current 'moments of arrival' being wholly unprepossessing. The Litchfield Report touched on this same issue, the need to consider certain parts of the town as 'gateways' and using these to define points of arrival. The journeys from these to the town beyond can then build a sense of anticipation, excitement or 'pageantry'.

For visitors arriving by car, or by coach/ minibus on organised tours, Castle Lake car park cannot easily be found. Coordinated highway, landscape and directional signage improvements should therefore be provided to direct such visitors to this designated primary 'castle' parking facility. Ideally, dramatic and intriguing first impressions of the castle should be revealed en-route, and free from the existing visual interference provided by unchecked landscaping. This car park should provide adequate long / short stay car park, a dedicated visiting strategy also provided for coaches.

Similar improvements should be provided at the bus and railway stations, all again building a sense of anticipation as you approach the town centre. As a pedestrian within the town centre, the quality of the existing historic townscape is clear and reinforced by the recent hard landscaping improvements. Unfortunately, as soon as you leave these major thoroughfares however, the quality of the urban environment rapidly declines.

The visual connection between the town centre and castle is similarly extremely poor, due to the unavoidable combination of the existing buildings and the towns topography.

All the above combine to limit the public's inclination to visit the castle, its potential contribution to Haverfordwest as a viable and vibrant community thereby being unrealised.



Current access to the castle from within the town centre is provided mainly as illustrated by the dashed lines on the plan opposite: blue for cars and orange for pedestrians. As discussed above, the existing buildings and the towns topography severely limit the potential to add to these links, the focus therefore having to be upon improving existing physical access as far as is possible.

Pedestrian access to the castle is possible via several routes, if however, you can find them (see below) the majority leading to Castle Lake car park. The appearance and quality of the street scene within these routes generally does little to encourage the casual visitor to venture further.

The majority of visitors to the castle, whether cars or pedestrians, arrive at Castle Lake car park, the castle's prime elevation now clearly visible above. Originally the southern burgrave plots so intrinsically linked with the castle's history and the towns development, little now survives. Instead the prime view of this scheduled monument is above a sea of tarmac, this being surrounded by:

- the poor quality and badly maintained rear facades of the Bridge and High Street buildings;
- the overgrown and unmaintained appearance of burgrave plots, and with no obvious route to the castle seen above;





- the overgrown and poorly maintained castle above.

If the castle site is to be reinvented as a potential heritage attraction and attract the minimum visitor numbers required to ensure its economic sustainability, the physical and visual connections between it and the town generally have to be radically improved. Several methods have been utilised to address such poor 'connectivity' issues within similar historic towns, these including:

- improving the arrival experience to the town, this being an opportunity to create a sense of anticipation and pre-figure the experience awaiting.
- creating 'gateways' within the urban landscape, to provide points of orientation for visitors.
- providing congruent, consistent and expressive 'wayfinding', this being in a style sympathetic to the urban design of the town generally, this simultaneously subtly provide informative 'interpretation', perhaps via bespoke artwork.

Some 'wayfinding' is currently provided to assist visitors orientate themselves within the town. However, this is purely via directional signs and limited in number: all are a mishmash of style, content and uncoordinated destinations and in a poor state of repair. None provide helpful encouragement or positive reassurance for the visitor.



Castle Lake car park was never a lake, the term "lake" deriving from the early Anglo-Saxon "lacu", meaning a stream. This usage is very common in southern Pembrokeshire and Devon, being one of many indications within Haverfordwest of its pre-Norman Anglo-Saxon settlement. The stream ran in this narrow valley from its source at St David's Well at the west end of Dew Street, the well being the medieval town's main water supply. For most of the stream's course down to the Cleddau, which it enters at the Friary, it formed the boundary between the historic parishes of St Mary and St Martin.

In the medieval period, and as late as the eighteenth century, it was called "Shitters Lake", the name "Castle Lake" thereby being a (relatively) modern euphemism.

Right: Examples of existing directional signage within Haverfordwest. Aside from their poor quality and different styles, all are directing visitors to the same point but called different things. None take advantage of the opportunity to provide visitors with historical or interpretive information, nor to help orientate them.



Right: Some 'placemaking' is already being undertaken within Haverfordwest, but in a single isolated location.

Far right: Typical 'wayfinding' currently provided within Haverfordwest. Located in Castle Square, one of the towns main pedestrian gateways and of major historic significance, it:

- *Purely addresses vehicular traffic (the town peculiarly continually prioritising this above pedestrians);*
 - *Is in a style entirely inappropriate to its historic location, and dominates the street scene;*
 - *Fails to provide visitors with historical or interpretive information, nor to help orientate them;*
- Most importantly however, the message it presents to visitors is entirely negative and unwelcoming.*





Devising an appropriate 'Public Realm and Wayfinding' strategy for the town and its approaches is therefore the essential first step. Building upon Haverfordwest's current distinctiveness and focused upon the castle as its main historic attraction, this will significantly improve 'connectivity' within it, especially if completed in conjunction with the ongoing landscaping improvements. Key gateways (e.g. roundabouts, the railway and bus stations, car parks, etc.), routes and walkways should be highlighted, and including a narrative that would increase the sense of connectivity between these gateways. Strategically located themed 'works-of-art', based upon a town's history or characters, is a common such narrative that has been successfully used in similar locations. All ultimately contribute to a 'Place Making' strategy for the wider town.

Recommended typical improvements should include:

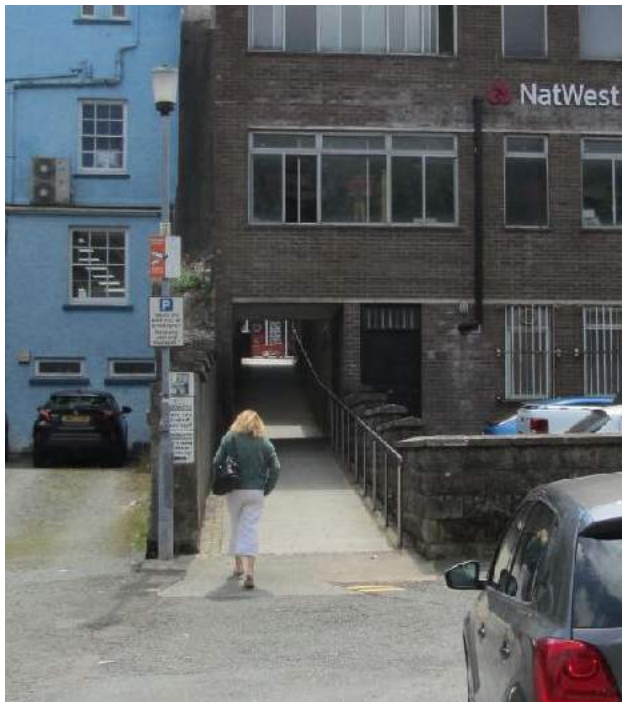
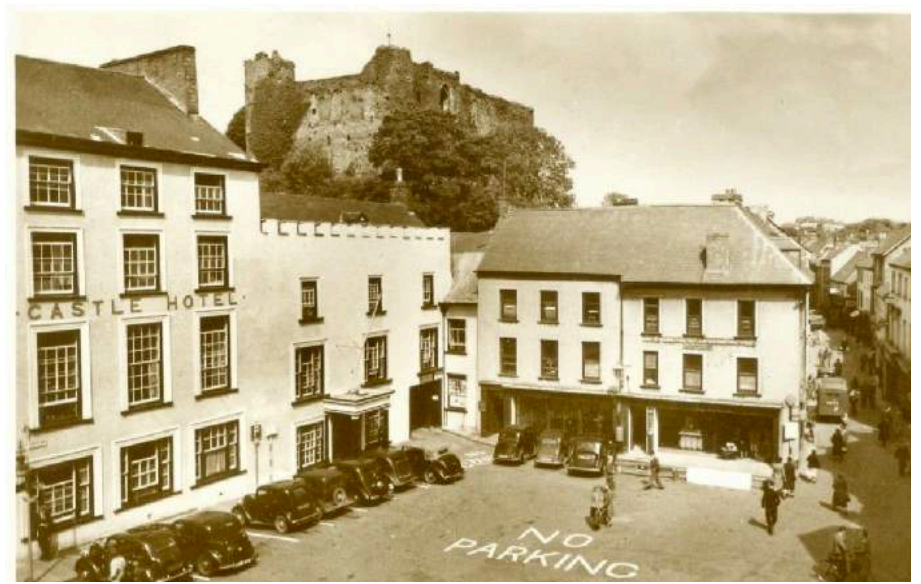
- Providing route waymarking, this including an engaging narrative or interpretation along the route as well as information on distance and an average walking time to reach the castle entrance;
- Comprehensive and informative plans of the town provided in strategic locations, themed to accord with the route waymarking and placemaking strategies advocated above. The inclusion of a 'welcome' message would also be expected within any heritage attraction of substance;
- Develop good-value, well-designed solutions to create interpretive wayfinding trails connecting the arrival points with the castle and which would:
 - ~ give initial orientation and wayfinding direction
 - ~ give distance and (average) walking time information
 - ~ provide historical facts / engaging narratives / interpretation along the way
 - ~ create interventions that are distinct to place and help to develop a positive identity for the area

4 CONNECTIVITY:

Creating physical links with key access points.

The above 'macro' improvements will enable visitors to more easily navigate around Haverfordwest generally, and result in the presence of the castle being more obvious. To improve the physical access between the castle and town, a number of individual 'micro' projects are suggested:

1. Enhancement of the existing routes from High Street to Castle Lake car park
2. Enhancement of the existing route from Castle Lake car park, to both the castle and Castle Back;
3. A new route from Bridge Street to the castle, to link with the existing Castle Back route;
4. The enhancement and completion of the existing route to the castles perimeter;
5. Enhancement of the existing north access;

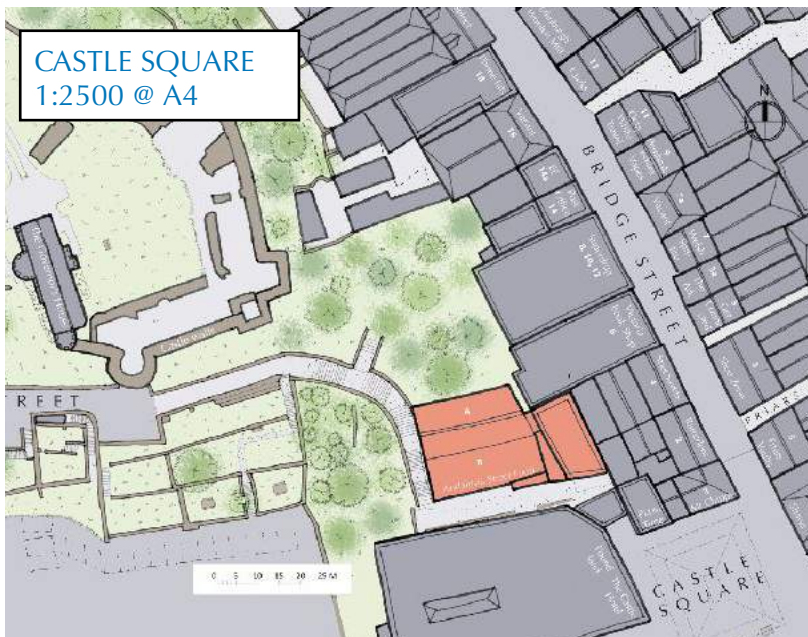


1 ENHANCEMENT OF EXISTING ROUTES ~ HIGH STREET & CASTLE SQUARE:

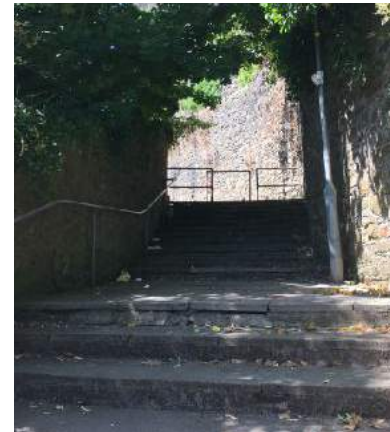
The majority of pedestrians access the castle via:

High Street: Several existing 'passages' join this evidently and appealing historic street with Castle Lake car park initially, and then the castle beyond. Neither these passages nor this route are immediately obvious, and none are particularly pleasant or appealing spaces to pass through. These routes however present the opportunity. It is therefore suggested the architecture and landscaping of these areas is improved, including appropriate wayfinding, and enabling these 'gateways' to create a sense of anticipation for the potential castle experience.

Castle Square: A traditional square, full of character, and with the castle visible above. An existing pedestrian route provides access to the characterful Castle Back and then the castle beyond. Walking this route however is an entirely unpleasant experience, its environment discouraging visitors from walking through it. This is not unsurprising however, given that it was never part of the original town layout and is clearly an afterthought in response to providing some form of access. Cosmetic improvements consequently will do little to address these inherent problems, a more fundamental approach recommended as being required. It is therefore suggested that several existing buildings are purchased by the County, this enabling the substantial improvements required to address the existing problems. Appropriate wayfinding should be included and which, together with appropriate landscaping, will again enable 'gateways' to be created that positively reassure visitors ???/ a sense of anticipation for the potential castle experience.



Below: Various photographs of Castle Back, from the west (left) to the east (right):



2 CASTLE LAKE CAR PARK & SOUTH BURGAGE PLOTS:



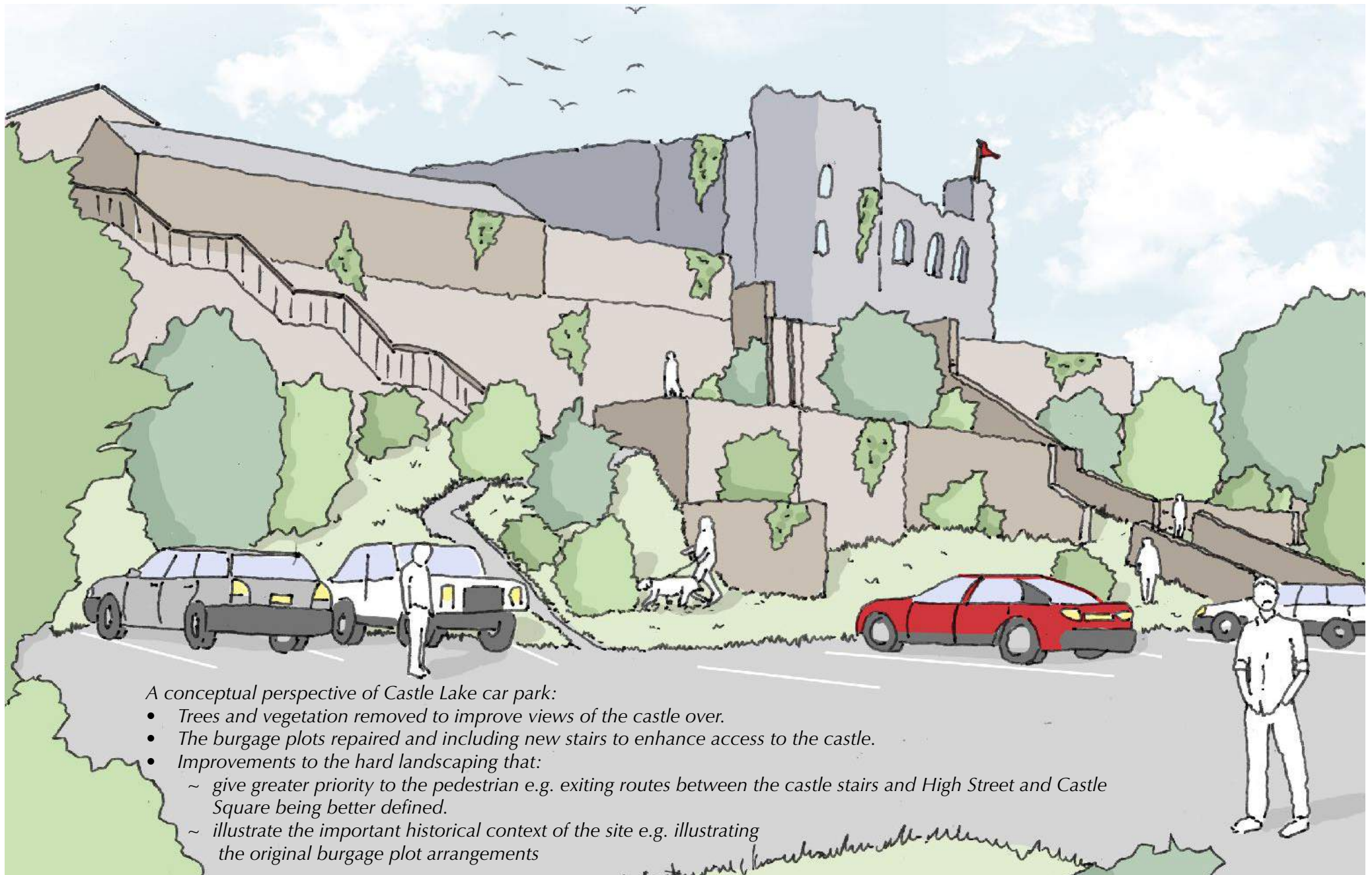
Castle Lake car park provides the foreground for the main view of Haverfordwest's prime historic asset, the reason for the town's very existence. The surviving south burgage plot walls, together with the extant walls of the properties along High Street, are all that remain of the historic setting of the castle, the car park between visually as well as physically destroying this connection. Nothing within the car parks' existing layout reflects this history, nor the story behind its unusual name, and which visitors generally find of interest. Today it simply functions as an expanse of tarmac within which car parking is maximised, a poor quality 'toilet bungalow' being its focal point, and all negatively impacting upon the setting of the Scheduled Monument above.

Pedestrians and their required routes are given similarly minimal consideration, though virtually all visitors will use this space and often as the starting point of their stopover within the town. It is therefore recommended that this major public space be redesigned to:

- reflect this history, the layout of the burgage plots and Anglo Saxon stream for example visibly being made apparent;
- recognise pedestrian 'desire lines' within this car park, these connecting the 'gateways' proposed off High Street and Castle Square with access routes up to the castle;
- screen the existing poor quality rear facade of the existing buildings along High Street.
- include a higher quality of materials generally, these:
 - ~ better reflecting the car park's status as a major civic space within the town whilst simultaneously enhancing the setting of the castle over.
 - ~ incorporating the waymarking and placemaking strategies advocated above.
 - ~ suggesting how long visitors might allow for a visit when buying a car park ticket, and ensuring the demarcation between short and long stay parking is apparent;
 - ~ relocating the public toilets to a more discrete location.

These improvements will provide a more welcoming and appropriate environment for visitors, albeit with a resultant reduction of localised parking spaces. This could potentially be offset by:

- ~ additional spaces being provided elsewhere within Haverfordwest, if the total number of spaces within the town is deemed to be insufficient, and
- ~ improving the existing parking arrangement to the rear of the High Street properties, in conjunction with the alterations stated above.





Left: Various views of existing routes within the south burgage plots. Note:

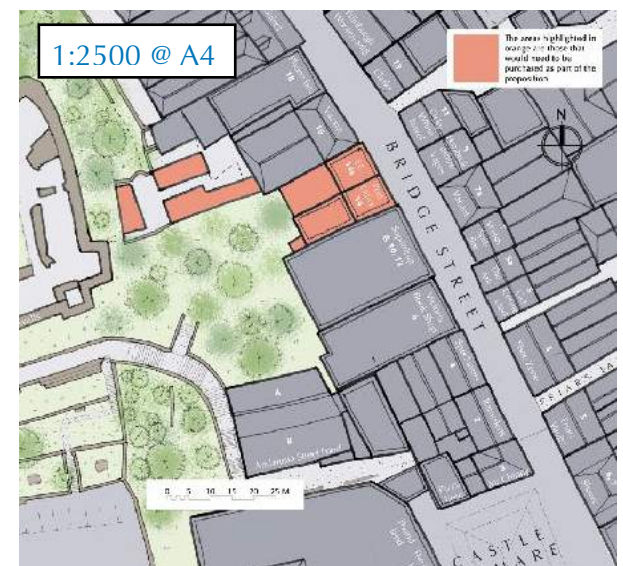
- *The poor quality materials used generally, these being entirely unsympathetic to their location with a Scheduled Monument. The potential of these existing routes is also not being maximised;*
- *The poor quality signage and lack of wayfinding, interpretation, etc;*
- *The potential of these south facing spaces and which overlook the town and landscape beyond, people currently using them to sit and dwell, notwithstanding the lack of maintenance and difficulties in gaining access.*

The extant burgage plots between the castle and the car park visually and physically provide the context for the historic relationship between the castle and the town. All are in extremely poor repair, some sections being fenced-off for safety reasons due to their potential collapse into the car park below, the unmanaged landscaping within also gradually reducing available views of the castle. Several routes within these burgage plots provide access to the castle, these being a combination of traditional paths full of appeal (at the upper levels) and less sympathetic modern additions.

To enhance the setting of the castle generally whilst simultaneously improving a) peoples access to and understanding of this heritage, and b) connectivity between the castle and the car park, the following alterations to these existing routes are recommended:

- a pedestrianised area is provided at the junction of the car park and south burgage plots, this also being the beginning of routes up to the castle. This area also provides the opportunity to incorporate wayfinding, information boards, parking meters, etc., pedestrian routes from this area to existing access points being given appropriate significance, highlighted and obvious e.g. the 'gateways' formed off High Street, Castle Square, etc.
- the poor quality modern steps and balustrading of the existing main path are reconfigured, higher quality and more sympathetic materials being incorporated.
- a new route is introduced to provide 'ambulant disabled' access, in conjunction with urgent repairs required to the eastern section of the burgage plot walls generally, these being subtly integrated within the existing layout of these walls.

Landings should be incorporated at suitable intervals within these new routes, these providing further opportunities for wayfinding, information boards, etc.





3 A NEW ROUTE FROM BRIDGE STREET:

One of Haverfordwest's idiosyncratic and charming features are the narrow 'passages' connecting the river frontage with Bridge Street. One of these, the 'Hole-in-the-wall' leads from the river to opposite number 14a, the castle being evident above if the existing trees upon its eastern embankment were removed. 14 & 14a Bridge Street are poor quality buildings that contribute little to the character of this historic street, another even poorer quality building behind and above them contributing even less.

The removal of these buildings would provide a potentially a striking view; it is powerful, intriguing and draws you towards the castle now clearly visible above. It is therefore recommended that they are purchased, demolished and replaced with a new high quality pedestrian route. This new access will:

- visually and physically link the river frontage with the castle, thus 'opening-up' the castle and ensure its location is more obvious.
- provide further variety to the existing spaces along Castle Street and which give this part of Haverfordwest its particular charm.
- directly connect Bridge Street to the castle above, via Castle Back. This new route could potentially also:
 - ~ in conjunction with other recommendations within this report, connect with existing pedestrian routes to the castle, via Castle Back.
 - ~ be integrated with discretely located new public toilets and enabling the poor quality building within the car park to be removed.
 - ~ be connected to a new 'Perimeter Walk' also proposed around the castle (see below), new intermediate terraces providing views to the east and south over the surrounding landscape, the Inner Bailey of the castle behind towering above.

Purchase of the adjacent building (12 Bridge Street) provides the additional opportunity for a new lift, this:

- ~ being located at the west of this property, will be accessed from Bridge Street via a new arcade within 12 Bridge Street;
- ~ giving full disabled access to the existing steps within Castle Back. From this level wheelchair bound individuals would be able to access the castle via the proposed 'Perimeter Walk', though disabled access to the castle is proposed generally by vehicle



4 A PERIMETER WALK:



It is currently possible to walk around 3 sides of the castle and from which an appreciation of the original defensive qualities of the castle can be gained:

- ~ North: On an unmade road, the landscape between it and the castle being unmaintained and overgrown. This seemingly is an ignored part of the town, though a pleasant walk links it with the northern end of Bridge Street;
- ~ West: On adopted roads through pleasant historic spaces, this also leading to the existing main entrance to the castle;
- ~ South: On the historic Castle Back, a route full of character.

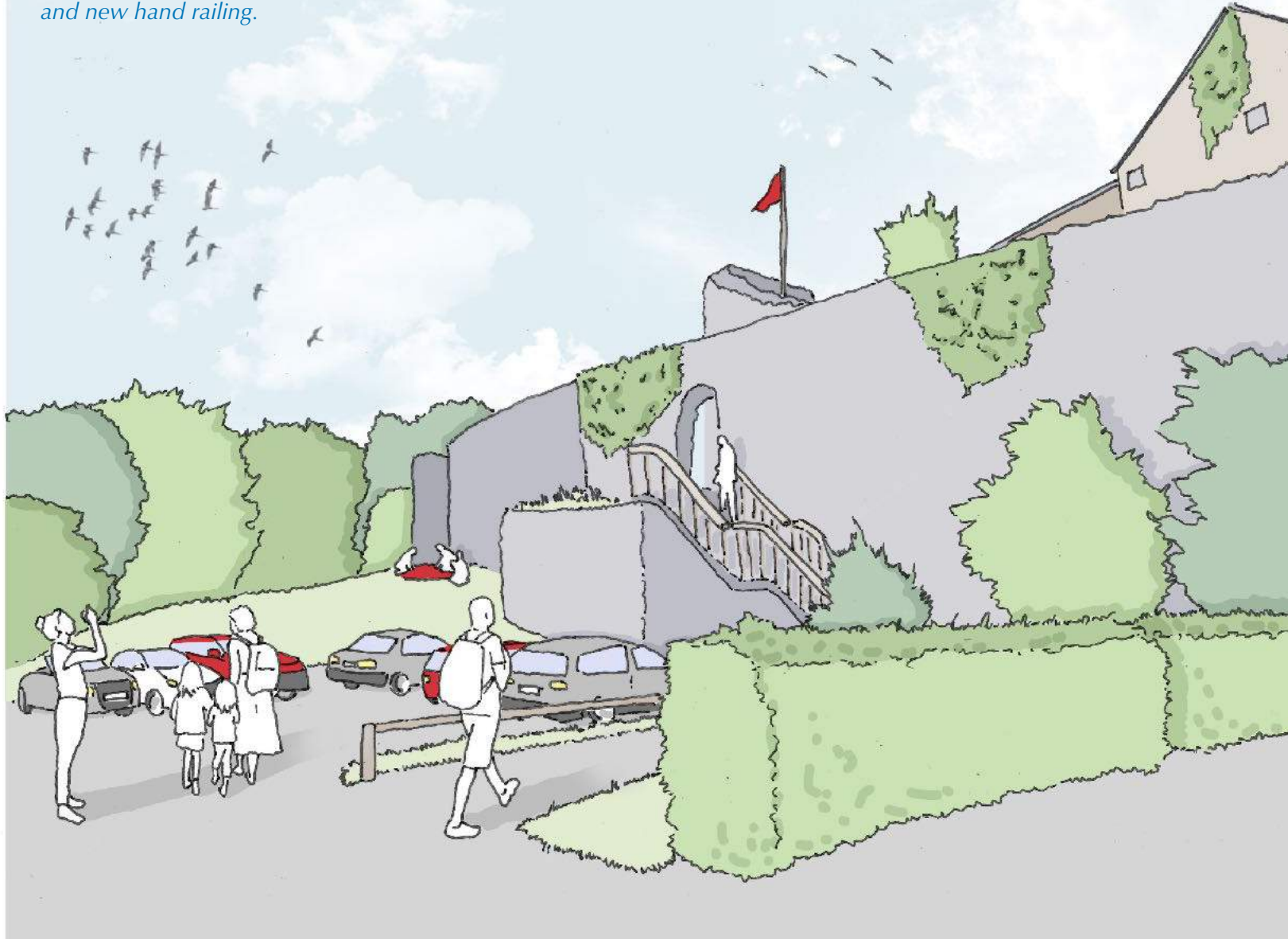
The east side is completely overgrown. This unfortunately is also the location where the greatest quantity of the surviving castle can be viewed, the fortified walls towering over the adjacent landscape.

Clearing this eastern overgrowth and constructing a new path would create a walk around the whole perimeter of the castle. Forming this 'perimeter walk' provides a key component of creating the physical links required to connect the castle site with the town below, it providing the main pedestrian circulation route around the castle and to which all the other recommendations ultimately connect. In conjunction with other improvements it will also enable:

- the castle to be seen from afar, floodlighting at night increasing both it and the town's prominence;
- connections to be formed with other public footpath 'loops' being created from Haverfordwest.

Left (clockwise from top left): The existing east, north, west and south areas immediately around the castle.

Conceptual perspective of the proposed northern perimeter walk and illustrating the key alterations proposed e.g. additional parking, well maintained and appropriately landscaped public space, and new hand railing.



5 AN ENHANCED NORTH ACCESS:



Providing the new pedestrian link from Bridge Street and the Perimeter Walk will increase the number of people accessing the north side of the castle, this area currently becoming increasingly overgrown. Access to the castle from this area is provided by an existing and modern flight of steps, these being unsympathetically constructed of stonework in sand:cement mortar with galvanised steel balustrading. Several simple and economic improvements would vastly improve the appearance of this area, simultaneously enhancing the setting of the scheduled monument:

- enhancement and better management of the existing landscaping, perhaps with the introduction of car parking for local residents.
- replacement of the existing 'utilitarian' balustrading in a style more sympathetic to its location.

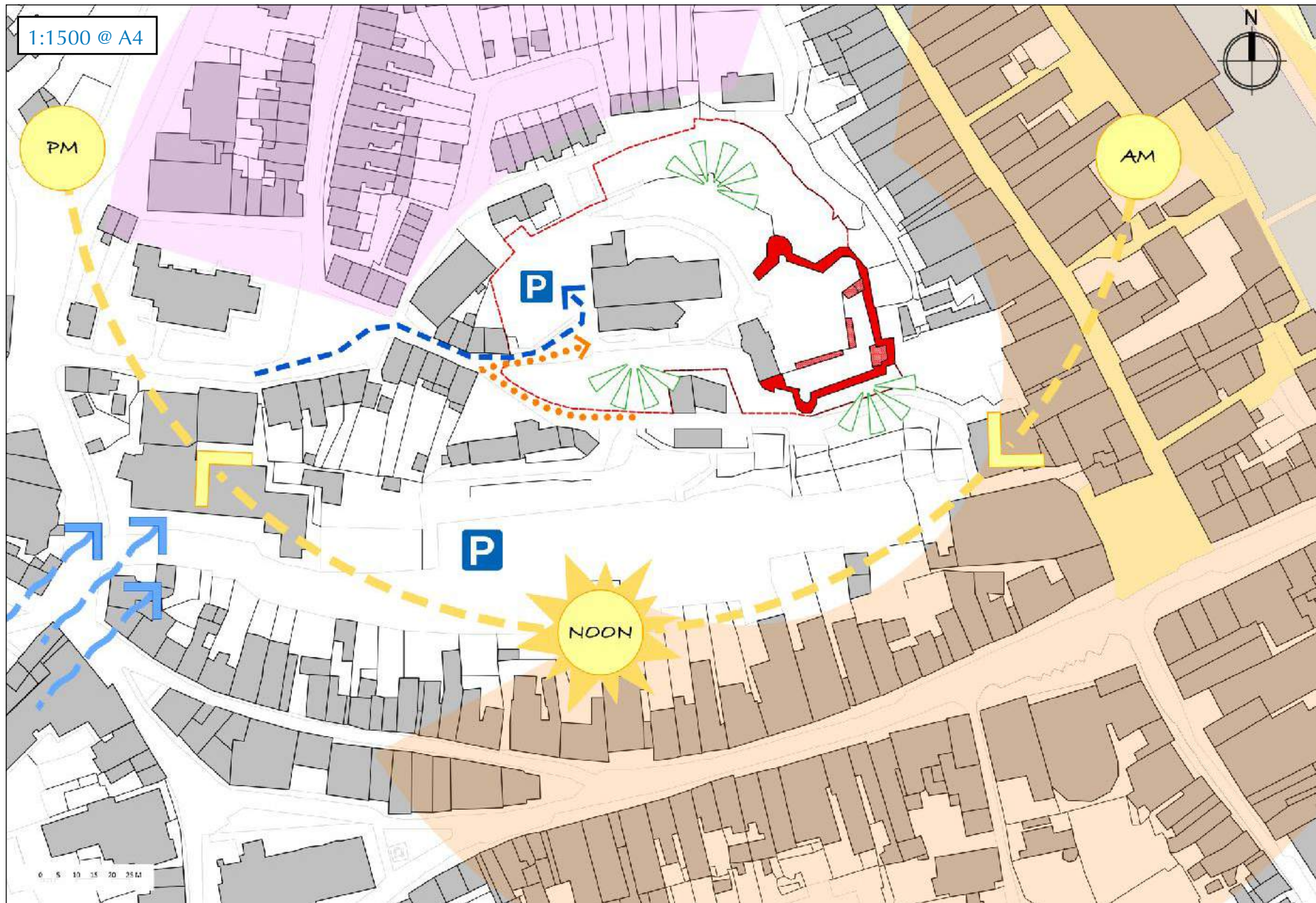
It is recognised however that there is little value in these improvements unless the suggested Perimeter Walk is implemented.



Top-left: the existing Outer Bailey visually dominated by modern tarmac, concrete paving and galvanised steel handrailing;

Top and middle right: the existing landscape immediately to the north of the castle;

Bottom: The context of the approach of the proposed perimeter walk to the northwest corner of the castle, an area containing a significant quantity of listed buildings.



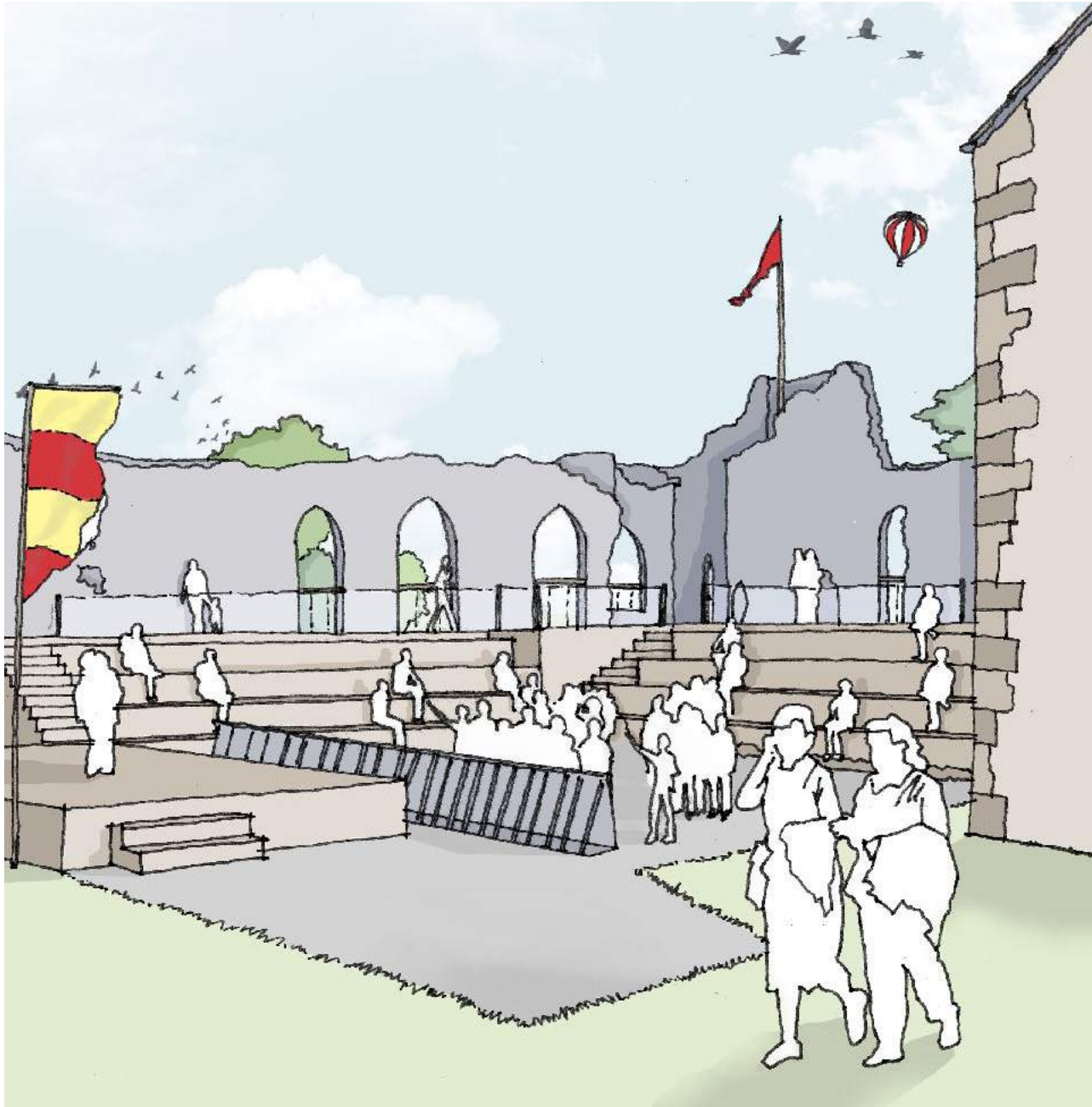
5 THE CASTLE SITE:

Proposed alterations to the Inner Bailey, the Governors House and the Gaol

This section suggests how the 3 components of the castle site can be altered to accommodate the range of uses suggested within the Business Plan. This Plan recommends that:

1. The public's access to heritage within the castle be enhanced, in conjunction with the provision of an outdoor event infrastructure within the Inner Bailey;
2. Feasible alternative uses for the Governor's House (currently the Haverfordwest Museum) are a Restaurant or Holiday Let, and on the presumption that there was an appetite for the 'Haverfordwest story' to be presented elsewhere;
3. The Gaol be altered to enable it to accommodate a new heritage attraction (Discover Pembrokeshire), the 'Haverfordwest Story' and a Cafe, together with supporting spaces including a Shop, Reception, toilets, outdoor play space, etc. The feasibility of providing a flexible space capable of accommodating other uses is also to be examined, this potentially contributing to the financial viability of the project and/or improving public facilities within Haverfordwest generally.

Left: An analysis of the existing castle site.



Above: Images illustrating the type of amphitheatre space proposed within the Outer Bailey.

Left: A conceptual sketch of the proposed amphitheatre space within the Inner Bailey. The potential also existing to provide a protective canopy over, this extending the season within which functions could be provided.

1 THE INNER BAILEY



The lofty Inner Bailey is the only remaining part of the original that retains the appearance and atmosphere of a ruinous medieval castle. Much of the original fabric remains, all now ruinous, and unfortunately no trace survives of the west entrance and protective gatehouse. The remains of previous buildings about the east and south and lit by large windows, some of which having been infilled. Within the castle today therefore:

- It is impossible to see out from the Inner Bailey, the reason why this site was originally chosen thereby not being evident;
- The lack of an entrance results in the castles classic original layout not being appreciated.

What is also not evident however is other significant developments that has historically been undertaken within this space:

C18th (left top): Although the castle had been ruinous since its slighting after the Civil War, a significant amount of buildings were constructed in 1780 to provide the initial County Gaol.

C19th (left middle): Though the original Gaol was enlarged in 1816, it was soon replaced by a new structure within the Outer Ward in 1820. The redundant C18th buildings were gradually demolished with virtually no trace of these structures now remaining.

C20th (left below): The Inner Ward now presented as a sanitised ruin and representing the current perception of how the medieval castle would have appeared.

Analysis of the monuments significance reveals several opportunities therefore where a C21st phase of alterations could be undertaken:

- New structures upon the extant east and south structures could reinterpret the original vaulted undercroft, provide a tiered 'amphitheatre' accommodating seated visitors during events, and enable an 'upper-level' walkway to be constructed. Suitably located, the current window infill removed and with appropriate guarding provided would also enable the views out from the castle to be revealed.
- Further modern structures upon the footprint of the C18th buildings provide a basis to also illustrate this phase of the castles history, these also supporting the provision of outdoor events within this marvellously atmospheric space.
- Enhancement of the existing stair down to the Queens Arbour, this maximising the opportunity to interpret another interesting historical anecdote.
- Reintroducing a west Gatehouse, to reinstate the self-contained intent of the original castle design.





Right: Examples of historic buildings used as holiday lets.

2 THE GOVERNORS HOUSE



Constructed in 1780, this building originally formed part of those buildings constructed to provide Haverfordwest with its necessary Gaol. The other buildings subsequently being demolished, this is the sole remaining building of this phase of the castle's history. External its original appearance is much changed, though not in a way that couldn't be sympathetically restored, a lean-to extension to the rear being the most apparent alteration.

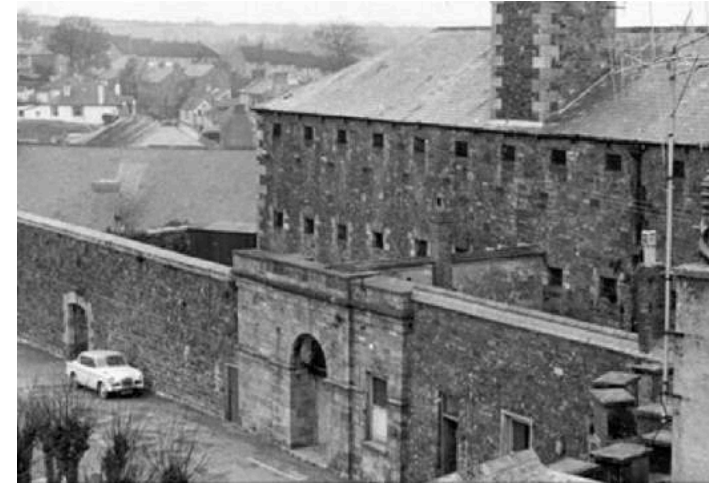
Analysis of this relatively small and cellular buildings significance reveals there are only minor opportunities where it could be altered, and assuming the Haverfordwest Museum's relocation. Consequently, it could only accommodate a limited number of appropriate new uses:

A House: the existing building is capable of being sympathetically converted to a single 3 bed dwelling, an extension to the south potentially providing a 4th bedroom with additional living space below. Given the required public use within the adjacent Outer and Inner Bailey's however, the latter also for regular events, provision of private amenity space would be problematic;

A Restaurant: this could only be small in size without a significant extension, most functionally eastwards into the Inner Bailey. Further extension southwards would also be required to provide an appropriate commercial kitchen;

A Holiday Let: the existing building is capable of being sympathetically converted to a single 3 bed let, an extension to the south potentially providing a 4th bedroom with additional living space below if required. Again however, given proposed uses within the adjacent Inner and Outer Bailey's, providing private amenity space would be difficult though is not always required for this use.

Left: Examples of restaurants within historic buildings, including Cardigan Castle.



Various illustrations of the Outer Bailey prior to its alteration in the 1960's:

Above: An aerial view of the Outer Bailey;

Top right: The Gaol being used as a police station;

Bottom right: A plan of the Gaol arrangement.

3 THE GAOL & OUTER BAILEY



Much of the medieval defences of this part of the castle have been lost but the line of the original curtain wall survives, albeit in a very rebuilt form. The main entrance to the castle is from the west and, this being the only side with no natural formidable defence, presumably guarded by a now lost gatehouse.

Today the Outer Bailey is dominated by the C19th Gaol building, this building also having been significantly altered and extended in the mid C20th. These idiosyncratic alterations include the introduction of a tarmac car park, arbitrary low stone walls, and the removal and excavation of part of the north curtain wall and adjacent ground respectively to provide a modern concrete stair and gateway. None enhance the setting of the castle, no matter its altered appearance.



Historical research reveals the extent of development within the Outer Ward during the C19th that has subsequently been lost, the Governors House having been added during the C18th:

- the high walls enclosing individual 'exercise yards' around the north, south and west of the Gaol, together with several related outbuildings;
- a high tower within its southern elevation, this originally enabling the Gaol to be seen from the town and its immediate surroundings;
- a single-storey office building in front of the Gaol;

Notwithstanding the buildings more recent alteration, the result is that the context of the extant C19th building is now missing.

Analysis of the monuments significance reveals several opportunities where a C21st phase of alterations could potentially be undertaken:

- All the original cell window openings remain, some retaining their original metal grillage. All however have been hidden internally by the 1960's introduction of a 'lining' wall. The majority of these openings were simultaneously infilled externally, in a combination of stonework and metal grillage.



Above left: The current Gaol from the southwest.

Middle left: The original Gaol interior. The 2 original intermediate floors were removed during the 1960's alterations and replaced, the level of the new floor having no relationship to those it replaced. The original window openings remain externally however, though infilled during the 1960's alterations.

Below left: A single original window opening remains unaltered and including its security grillage. This provides a template for the reinstatement of the original openings if required.

- A new intermediate floor was introduced during the 1960's alterations, its location having no relationship to the original floor levels. Presumably these were simultaneously removed.
- C20th external extensions added to the south and north elevations, both in an idiosyncratic style, an external fire escape more crudely added to the east elevation.

Apart from further isolated and minor alterations, the 'shell' of the original building appears to remain remarkably unaltered. This includes its timber primary-trussed roof construction, the roof lights originally within presumably lighting a 'galleried' central area around which the cells at the upper levels were arranged. Remarkably, the original and monumental main entrance to the Gaol remains virtually intact and which, walking through, evocatively conveys the emotion of what arriving to be incarcerated must have felt like.

To convert the building to provide a heritage attraction and provide the floor areas required by the Business Plan, the following alterations are proposed within the 3 options considered:

- The reinstatement of the existing front door as the main entrance to the building, the 1960's extensions around it being removed.
- Adjacent to this entrance, a Reception desk and area to view an introductory film.
- The removal of the modern internal walls and floors generally, this providing a flexible interior to avoid creating any constraints for the exhibition contained within. 2 new intermediate floors are proposed to achieve the floor area required by the Business Plan, the levels of which are suggested to coordinate with the original openings, the original character of the Gaol being reinstated.
- The roof light be reinstated within the extant C19th timber structure, this enabling the exhibition below to be appropriately top-lit with minimal energy use.
- Internal circulation provided via a combination of stairs and a lift. These are located to avoid impacting upon the buildings existing significance, recreate the presumed Gaol layout, and integrate with the reinstated roof structure over.

The suggested 1st and 2nd floors (see right) are identical within the 3 options considered on the following pages for the ground floor. These floors accommodate the proposed Discover Pembrokeshire attraction. Toilets, administration space and storage are provided within the modern northwest extension, together with a required fire escape

Being new structures, these floors can be arranged to suit the requirements of the exhibition design within, it also being recommended that several openings are included within them to enable light to penetrate into the heart of the building at each level.

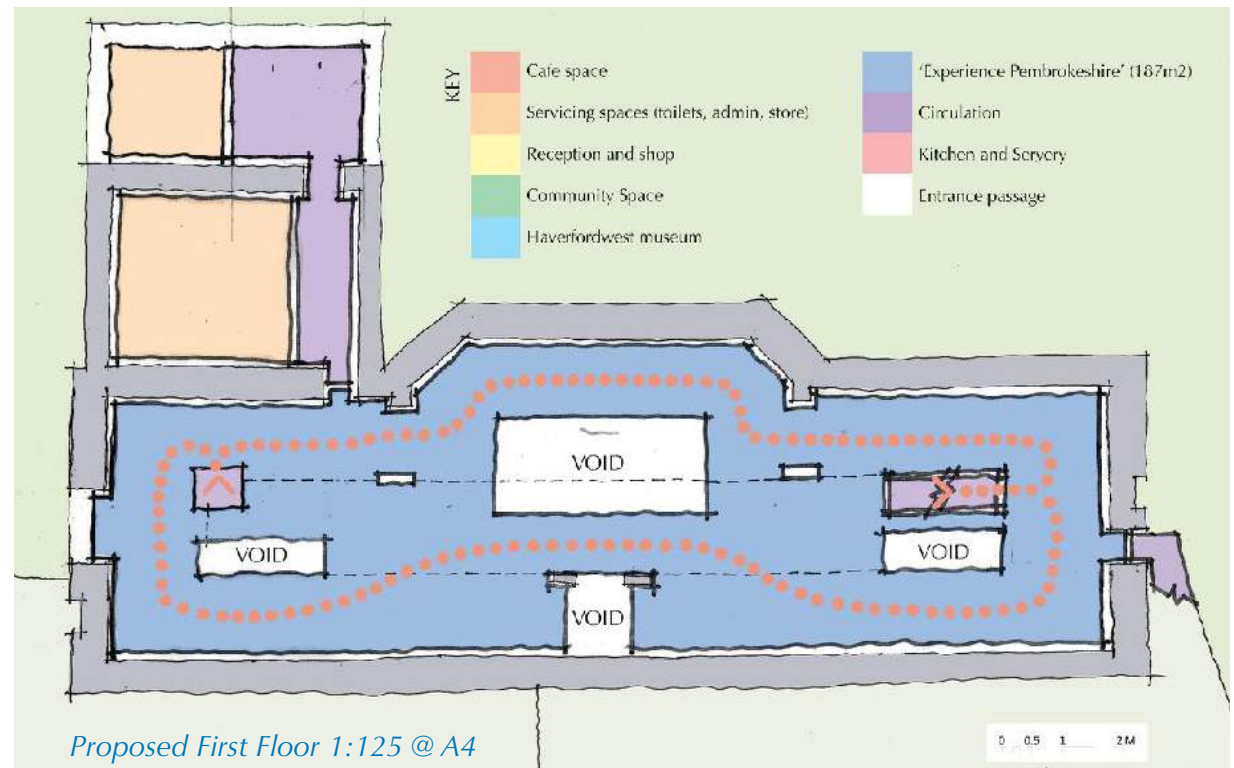
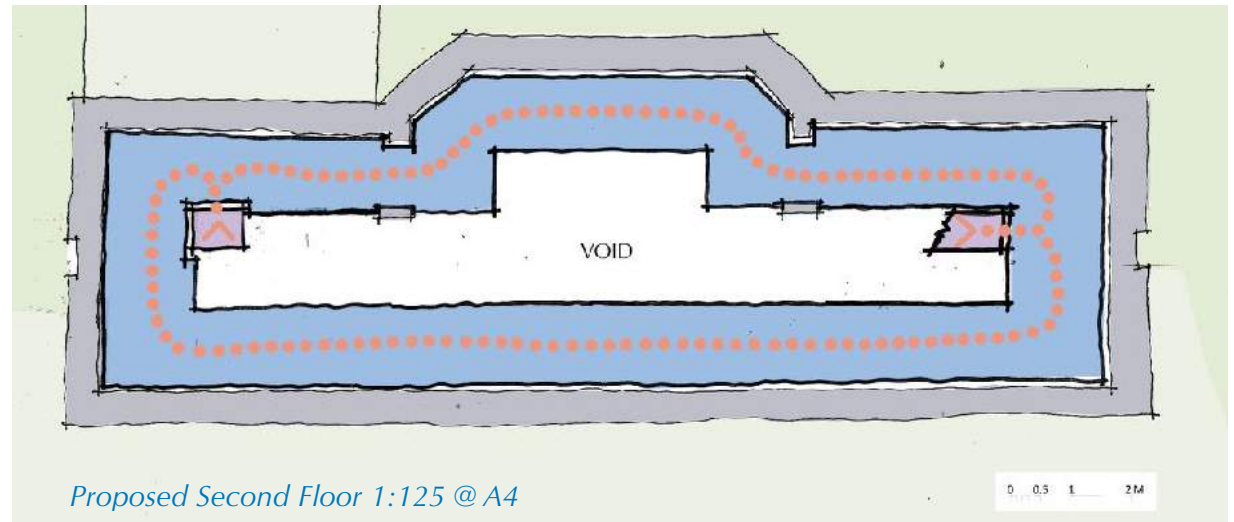


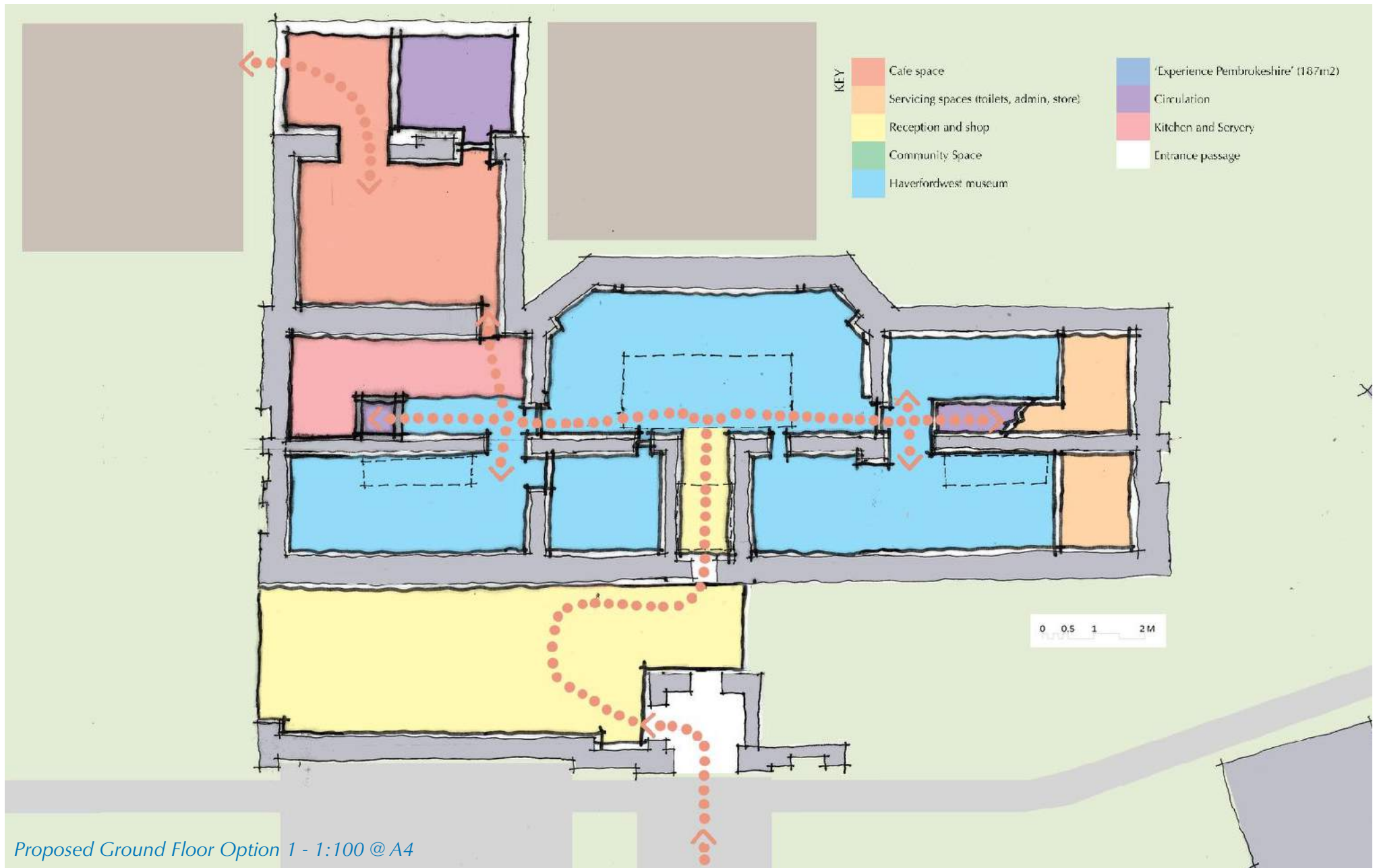


Above (top): The idiosyncratic 1960's extension to the northwest corner of the original building. All options include altering and extending this structure, and simultaneously improve its appearance.

Above: The majority of the original C19th roof structure remains, although requiring judicious repair.

Right: Photographs of the main entrance to the Gaol and which, with the exception of the entrance gates, is all as originally constructed in the early C19th.





3.1 THE GAOL ~ OPTION 1 (Minimal Extension):



The building is entered through the existing south main entrance, the Reception and Shop area being within the original building immediately to the west. The remainder of the original ground floor accommodates an introductory film area, the Haverfordwest Museum, and toilets, administration areas and storage. Stairs and a lift give access to the Discover Pembrokeshire attraction above, glimpses of which can be seen through the voids created in the new intermediate floors.

The self-contained Cafe, Kitchen & Servery are located within the C20th northwest extension, a small additional extension being required and which will simultaneously provide the required fire escape from above. External play areas are provided adjacent to the Cafe.

The floor areas available within this option are some 10% below those required by the Business Plan, the location of the Cafe not maximising the sites potential e.g. sun path, views, etc.

Top: The interior of the Gaol being altered in the 1960's. It appears a new internal 'lining' wall was erected immediately inside the original external walls, the original window openings (and which are visible externally) hopefully remaining behind.

Middle: The current and entirely C20th 1st floor, the building now being completely disused.

Bottom: The mix of original stone internal walls and modern concrete blockwork external walls within the current ground floor interior, blockwork also being used to infill various extant openings within the original walls.



3.2 THE GAOL ~ OPTION 2 (Medium Extension):



Above (top): A conceptual sketch of the proposed Cafe extension, its contemporary style providing a lucid contrast with the solidity of the original Gaol building.

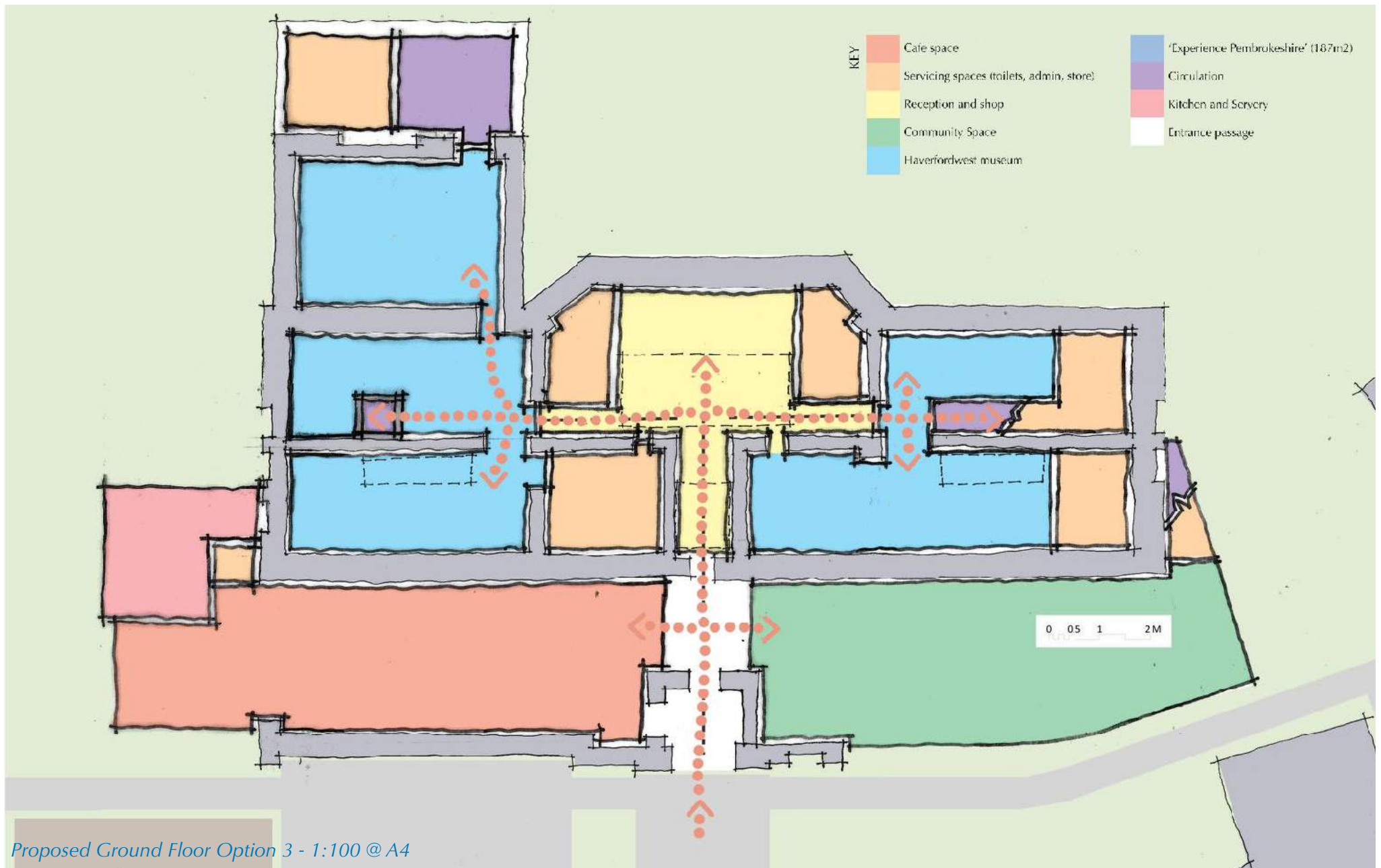
Below: Images of similarly contemporary extensions and within the context of an historic C19th Gaol building.



The building is entered through the existing south main entrance, the Reception and Shop area being within the original building immediately opposite. The remainder of the original ground floor accommodates an introductory film area, the Haverfordwest Museum, and toilets, administration areas and storage. A further small extension to the existing northwest C20th extension enables the space requirements for the Haverfordwest Museum to be met, simultaneously providing the required fire escape from above. Stairs and a lift give access to the Discover Pembrokeshire attraction above, glimpses of which can be seen through the voids created in the new intermediate floors.

The self-contained Cafe, Kitchen & Servery are located within the existing C20th extension, the floor area of which is maximised via a contemporary and predominantly glass extension. External play areas are provided adjacent to the Cafe.

The floor areas available within this option match those required by the Business Plan, the location of the Cafe also maximising the potential of the site e.g. sun path, views, etc.



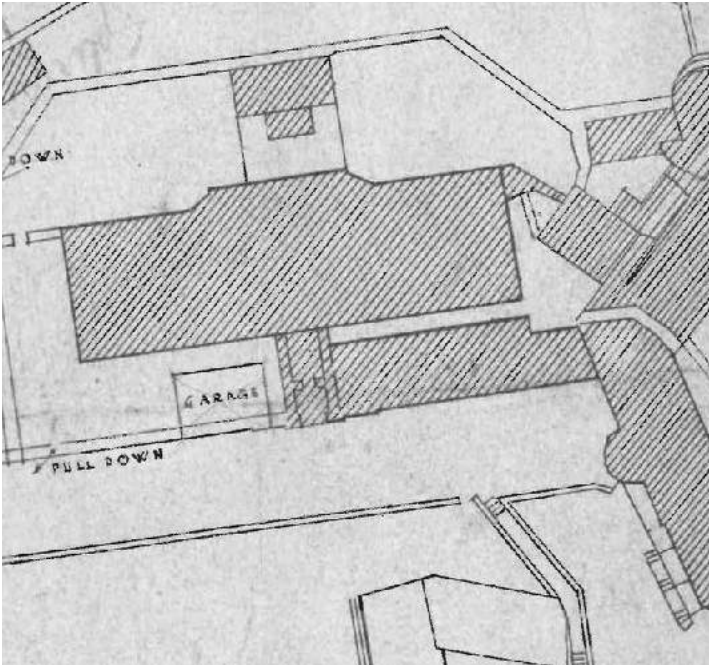
3.3 THE GAOL ~ OPTION 3 (Large Extension):

The layout of this option is exactly as Option 2 but with a further extension proposed to the southeast of the building, this area having previously formed part of the C19th Gaol complex. This extension provides a flexible 'multi-purpose' space, this being a potential requirement of the Business Plan.

This extension potentially also enables a:

- new west gateway to be created to the Inner Bailey, and thereby restoring the character and enhancing the setting of this space.
- storage area and designed to both integrate with and visually screen the existing external fire escape.

The floor areas available within this option match those required by the Business Plan, the location of the Cafe and 'multi-purpose space also maximising the potential of the site e.g. sun path, views, etc.



Above left: A plan of the Gaol in 1952.

Left: The Gaol as initially extended in the 1960's. Note all the original surrounding walls have now been removed and with the context of the original Gaol being lost in the process.





The C18th Governors House and C19th Gaol now dominate the Outer Bailey, virtually all remnants of the medieval castle above ground level being removed. Originally however the Gaol was also surrounded by a significant number of high stone walls, these providing secure and self-contained yards, and which were an integral component of its function. All have been removed, the Gaol now predominantly surrounded by a tarmac car park and within which various arbitrarily located low stone walls also having been introduced. Informal grassed areas and concrete paving slabs complete the surrounding landscape. A significant phase in the castles history has consequently been lost, the extant building being difficult to understand given its missing context.

In seeking to extend the Gaol, it is therefore suggested this context is replaced:

- The west walls are restored, these potentially being integrated with the proposed Cafe extension.
- The existing south extension is altered to provide the appearance of a predominantly 'external yard'. In conjunction with removal of the C20th additions, restoration of the cell windows and use of appropriate finishes, this would create the sense that you are within the original yard.
- The 'multi-purpose' space is located within a recreated 'southeast' yard and a similar 'external' atmosphere created within as that suggested above

To further enhance the setting of this listed building, additional alterations suggested to the grounds of the Outer Bailey include:

- redesigning the existing car park to accommodate the minimum numbers required including dedicated disabled spaces and resident permit holders.
- delineating the line of the remaining original prison walls, perhaps by rebuilding the walls to a low height or creating new paths in their original location, further interpretation of this phase of the castle's history also being provided.
- improving the quality of materials used within the north entrance, particularly the balustrading around.

A dedicated play area for children is also suggested, this necessarily being adjacent to the Cafe and themed to accord with the overall proposals for the castle generally.

6 INTERPRETIVE STORYBOARD & EXHIBITION DESIGN:

6.1 Discover Pembrokeshire: What is it?

Discover Pembrokeshire (DP) is the working title for a new 'flagship' heritage attraction, based in the former Gaol, itself in turn located within medieval Haverfordwest Castle, with a compelling and accessible narrative based on human impact over time on Pembrokeshire (and vice versa in terms of the ways the County's landscape, seascape, geology and bio-diversity have inspired and influenced human activity, enterprise and culture).

DP is **not** 'another' museum – of which there are already a number in the County all telling important local and thematic stories including one in the Castle itself – and certainly DP should not seek to 'cherry pick' key objects from the wider County collections. DP does however offer an opportunity to access under-utilised national collections, perhaps through a Neil McGregor type '100 objects' approach, with a small number of 'hand-picked' objects used creatively to introduce or reinforce each themed section. It needs to be remembered that the Castle and Goal building are significant heritage objects in their own right which deserve celebration as part of DP. Happily, there is film archive to support the last 100 years or so across a number of themes.

A journey through the history of Pembrokeshire does not need to be an old-style timeline of dates and facts but can be interactive and presented according to the visitor's interest in a variety of ways e.g. thematically, geographically or by historical period. The themes, narratives and experiences outlined in this brief faithfully reflect the Statement of Significance prepared by Holland Heritage for the overall Castle site.



Pembrokeshire 'Superlatives' fact file and Timeline - first, largest, smallest etc – (20?) fun facts about the County

The fact file could be set on an interactive map floor linking events to places and dates as well as introducing the topography of the county, while the timeline surrounds it on walls.



Interactive 'Wall of Fame' which identifies famous and infamous Pembrokeshire characters with video/ audio content behind the faces. Opportunity to link Pembrokeshire with national and world events. For example the story of the main family characters in Warwick Castle's history is told creatively through the use of speaking characters within frames of a portrait gallery (using video footage with actors).



'Live' CCTV link to port operations at Milford Haven/ Pembroke Dock + challenge to pilot and dock a supertanker successfully through gaming technology. Interactive screens in the examples left allow visitors to pursue areas of their own interest.



This spectacular outdoor 'Illuminata' content at **Caerphilly Castle** has now been incorporated into a permanent indoor interpretive projection piece.

The delivery objectives for DP are set as follows:

- Introduce the 'timeline' and highlights of Pembrokeshire's human story from prehistoric to present, in an engaging and entertaining way
- Act as a signpost to other sites, attractions, monuments, museum collections, galleries and activities across the County where visitors can learn more, but also provide a coherent standalone experience in its own right, especially for those with limited time in the County (e.g. Cruise calls)
- Persuade the core Pembrokeshire visitor base – in Visit Wales terms, 'Family Explorers' and 'Scenic Explorers' – to become 'accidental' cultural tourists, as well as appealing to those specifically seeking out heritage or cultural experiences 'Cultural Explorers' and 'Pre-Family Explorers'
- Cover intangible as well as tangible heritage; include the quirky, the current and everyday
- Link Pembrokeshire events, personalities and places to wider world impacts (providing points of contact for new visitors)
- Use a range of interactive, multi-sensory, innovative and immersive interpretive techniques e.g. digital, replica handling collections, activities, events, temporary attractions (the latter to help generate repeat visits from within the County and South Wales).
- Provide a 'must-see' anchor point on the A487 corridor 'West Coast Way' – part of a Visit Wales initiative to develop route-based tourism especially for overseas visitors
- Match the quality of design, build, experience and service to the best in the county and beyond
- Embrace the entire site (i.e. indoor and outdoor spaces) to optimise content and appeal
- Provide throughput capacity for 50k + visitors per annum (with bias towards summer months)
- Deliver a dwell-time (within the attraction element) of 1- 1.5 hours

6.2 Themes and stories

The Statement of Significance has provided a helpful framework for exploring the Pembrokeshire narrative through six strong key interpretive themes:

- 1. The archeology of Pembrokeshire**
- 2. The History of Incomers**
- 3. Pembrokeshire and the Crown**
- 4. Agriculture, Industry and Trade**
- 5. Pembrokeshire and its appeal to artists**
- 6. Pembrokeshire and the World Wars**

This in turn reflects the themes of the Pan-Wales Heritage Interpretation plan developed in 2012 and adopted by Cadw, National Museum Wales and others. It is possible to see how Discover Pembrokeshire could include 'hero' narratives against each e.g.:

TABLE 1		
National Theme	Local Theme	Pembrokeshire 'Hero' Narratives and Experiences
Origins	1, 2	<p>The rich archaeology of Pembrokeshire encompassing the Bluestones and Stonehenge as well as Pentre Ifan Burial Chamber. The former is one of the world's most famous prehistoric monuments yet its origins in Pembrokeshire are not sufficiently celebrated here in the county. The latter is the finest megalithic monument in Wales and the first scheduled ancient monument in Wales.</p> <p><i>Bluestones and the Stonehenge connection</i></p>
Spiritual and inspirational landscapes	2, 5	<p>The St David Cross is Pembrokeshire's County Flag and the patron saint of Wales is a key figure in the County's history, along with a fascinating cast of Celtic Saints who live on in church and place names. Pilgrimage to St David's was arguably the County's first foray into organised tourism.</p> <p>And artists followed the pilgrims – inspired by the County's quality of landscapes, seascapes and light</p> <p><i>St David and the Celtic Saints</i></p> <p><i>Pembrokeshire Artists – the Johns, Sutherland</i></p>
Castles and the rise of the Welsh Gentry	2, 3	<p>Pembrokeshire and the Crown is another theme that spans from King John and Queen Eleanor and her work on Haverfordwest Castle to the Tudors. This could also embrace Henry VIII and the Dissolution of the Monasteries from which the county suffered badly, Haverfordwest Priory being one example.</p> <p><i>Pembroke Castle, Tudors and Glyndwr's revolution</i></p>
Wales; the first Industrial Nation	2, 4	<p>Agriculture, Industry and Trade as a combined theme can interpret the contrast between the traditional primitive small holdings with the sophisticated estate farms such as Stackpole as well as the contrast between the coal and slate industry in Pembrokeshire and that in the rest of Wales. It can also explain the importance of Pembrokeshire as a trading county with the surprisingly large scale of Milford Haven in the 18th century meriting interpretation and the fact that Tenby was the most important fishing port in South Wales in the early 19th century.</p> <p><i>Rebecca Riots, First Welsh aviators</i></p>

TABLE 1 (Continued)		
National Theme	Local Theme	Pembrokeshire 'Hero' Narratives and Experiences
Defence of the Realm	6	<p>Pembrokeshire and the World Wars is an important theme as the county's contribution to the war effort is not sufficiently interpreted. Prior to that, at the end of the 18th century, Pembrokeshire fended off the last invasion of mainland Britain. Later, Pembrokeshire had military, naval and airforce bases as well as the important dockyard at Pembroke Dock, out of which operated the Sunderland flying boats. Milford Haven received large numbers of survivors of shipwrecks and had to adapt to a sudden large influx of people from other places (an opportunity for the visitor to reflect on today's challenge in Europe of immigrants arriving by sea in large numbers). Pembrokeshire was also the home of much covert work against the enemy, for example in ground-breaking developments in long distance communication technology.</p> <p><i>Last Invasion of Britain + Jemima Nicholas</i></p> <p><i>Sunderland Flying Boats and Carew Cheriton and Control Tower</i></p>
Maritime Wales	2, 4	<p>The deep water harbour at Milford lauded by Nelson found a new role as a strategic energy port for the UK and Pembrokeshire is a vital European transit route for goods and people and Wales' key connection with the world</p> <p><i>Milford Haven shipping and energy, ferry ports</i></p>
The Rise of Welsh Nationhood	2, 5	<p>Pembrokeshire life – Dialect and language, food, culture, music, tourism, famous people (Heroes and Villains) with connections across the world</p> <p><i>Landsker Line, Pembrokeshire 'earlies', the Pembrokeshire Promise</i></p>
C21st Pembrokeshire	2, 4	<p>Where next for Pembrokeshire – new industries and ideas?</p> <p><i>Film locations, current 'stars', St David's eco-city</i></p>



Solving the puzzle - how did the Bluestones get to Stonehenge?

Opportunity to explore Pembrokeshire's geology and the various theories of how the bluestones got to Stonehenge – glaciation erratics, land transport, sea and river. Video of the modern day recreation.



Pembrokeshire at War – an exploration of Pembrokeshire's role in defending the nation including the Last Invasion. For example at ????, projection was used to bring the battle of Jutland to life.



21st Century Pembrokeshire – Life in Pembrokeshire today as a county for new industries, tourism, creative endeavour as well as agriculture and shipping (including film locations – Harry Potter etc). Interactive opportunity for visitors to try some Welsh (or even Norman French...) to explain the origins of the Landsker line and its legacy.



*This new explanatory exhibit at **CONKERS** was sponsored by Eon, which has helped to refresh the visitor experience.*

TABLE 2: Accommodation Schedule (Sq/m)	
GROUND FLOOR:	
Pay point/Reception/ Lobby/ Retail	85
Admin/ Storage	
WC's	
Kitchen/ Storage	
Cafe/ Flexible Meeting Space	
Town Museum	
Discover Pembrokeshire Introduction	28
Sub Total	483
FIRST & SECOND FLOORS:	
Discover Pembrokeshire	411
Staff Welfare and WC's	30
Sub Total	441
TOTAL	924

6.3 Accommodation

A major advantage of the Gaol building is that it is, in effect, a big box and is reasonably flexible in terms of how it could be used. An accommodation schedule is set out opposite, this being based on the current available floorspace and incorporates the main components required for a regionally-significant attraction.

6.4 Interpretive Media

Based on the accommodation schedule, around 439m² is available for the new attraction (28m² on the ground-floor and 411m² on the first floor).

A detailed interpretation plan will need to be developed based on the Good Practice Guidance framework provided by HLF, which will typically include:

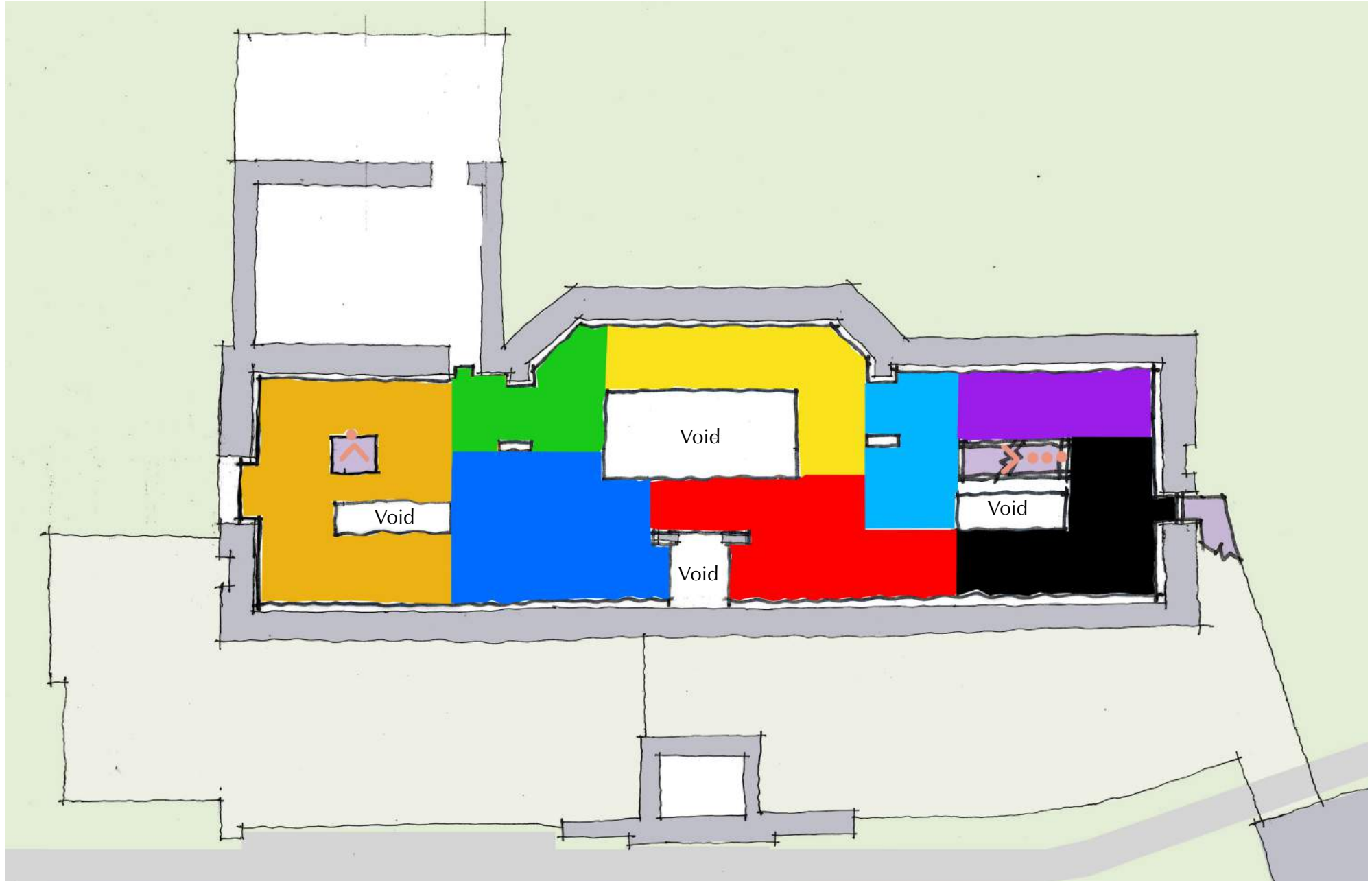
- Interpretation aims and objectives
- Core Audience
- Themes and Topics
- Interpretive mix
- Management
- Evaluation

A key consideration is to get the content right in terms of quality, design and presentation. The overall budget will need to include resources to use specialist consultants and designers that have an appropriate track record in the field of heritage interpretation and visitor attraction development.

6.5 Exhibition Design and Storyboard

The following diagram provides a notional design and lay-out for the new attraction.

TABLE 3: NOTIONAL LAYOUT OF PROPOSED THEMES		
KEY	DISPLAY AREA	
	Ground Floor ~ Entrance Space	
	First Floor:	
	Introductory Audio-visual Film	
	National Theme	Pembrokeshire 'Hero' Narratives and Experiences
	Origins	Archaeology of Pembrokeshire – the Bluestones / Stonehenge Pentre Ifan Burial Chamber
	Spiritual and Inspirational Landscapes	St David / the Celtic Saints / Pembrokeshire Artists
	Castles and the rise of the Welsh Gentry	Pembroke Castle / Tudors / Glyndwr's Revolution
	Wales: the first Industrial Nation	Agriculture, Industry and Trade – Rebecca Riots / First Welsh Aviators
	Defence of the Realm	Last Invasion of Britain + Jemima Nicholas Sunderland Flying Boats / Carew Cheriton / Control Tower
	Maritime Wales	Milford Haven / shipping and energy / ferry ports
	The rise of Welsh Nationhood	Pembrokeshire Life Today Landsker Line / Pembrokeshire 'earlies' / Pembrokeshire Promise
	C21st Pembrokeshire	Where next for Pembrokeshire – new industries and ideas





6.6 Audio-Visual Theatre:

Based on our experience (and including input from our design consultants, Hayley Sharpe) and the themes identified in Table 1, the 'storyboard' for Discover Pembrokeshire should include an introductory Film (5-10 minutes). For example, at the Discovery Point Dundee (see left), this introductory film is entitled "*a new Adventure Begins*" and sets out the risks and dangers faced by early pioneers to Antarctica. This film and themes should be coordinated by a character who leads visitors through the rest of the exhibition and ideally voiced by a famous Pembrokeshire actor or presenter:

- Contemporary Pembrokeshire 'hero' e.g. Rhys Ifans
- Historical figure e.g. Giraldus Cambrensis, Henry VII, Jemima Nicholas
- Legendary figure e.g. Dewi Sant, a 'fabulous' Mabinogion character
- A 'fun' character e.g. talking Puffin (which would give licence to look at Pembrokeshire from the air, sea and underground as well as on land)



6.7 Cost Range:

The HLF guidance recommends that between £1,000 per m2 to £2,500 per m2 should be allocated for costs associated with exhibition fit-out.

- **Low Technology fit out:** benchmark data is circa £1,900 per m2. This budget would allow for very little AV. Exhibits and objects tend to be displayed in showcases with minimal control. Lighting would be limited to track and spot lights.
- **Medium Technology fit out:** benchmark data is circa £3,000 per m2. A medium fit out will have an element of AV and the visitor will be able to interact with the experience. This would include an element of feature lighting and film
- **High Technology fit out:** benchmark data is circa £4,300 per m2. This budget would allow for an intense AV experience in high technology gallery. The majority of displays would be interactive, with a significant hands-on experience.

The following table provides an indicative cost for exhibition design and fit-out based on the themes and interpretive mix outlined in this section. A budget of around £1.1m for a regionally significant new visitor experience will therefore be required.

7 CAPITAL COSTS:

A full breakdown of the estimated capital costs is included within the Appendix. In summary however, the costs of the individual components forming this project can be summarised as:

Item	Site Purchase	Construction Cost	Professional Fees	Elemental Cost
Castle Lake Car Park	£0	£1,975,000	£395,000	£2,370,000
South Burgage Plots and Access Stair	£0	£140,000	£28,000	£168,000
Bridge Street Access Stairs and Landscaping	£150,000	£435,000	£87,000	£672,000
Bridge Street Access Stairs and Landscaping (inc. lift)	£225,000	£550,000	£110,000	£885,000
Completion of Castle Perimeter Walkway	£0	£260,000	£52,000	£312,000
North Stair Improvements and Landscaping	£0	£125,000	£25,000	£150,000
Inner Bailey Repairs and Alterations	£0	£1,900,000	£380,000	£2,280,000
Governors House ~ House or Holiday Let	£0	£480,000	£96,000	£576,000
Governors House ~ Restaurant	£0	£780,000	£156,000	£936,000
Gaol ~ Option 1	£0	£3,600,000	£720,000	£4,320,000
Gaol ~ Option 2	£0	£3,850,000	£770,000	£4,620,000
Gaol ~ Option 3	£0	£4,250,000	£850,000	£5,100,000
Gaol ~ Internal Fit-out	£0	£1,100,000	inc.	£1,100,000
Outer Bailey Repairs, Alterations and Landscaping	£0	£380,000	£76,000	£456,000

The estimated costs of the proposed Gaol fit out are summarised in more detail below:

Concept Costs for Discover Pembrokeshire												
Item:	Description	Qty	Unit	Rate (£)	Interactives	Lighting	AV Software	AV Hardware	Set Dressing / Reconstructions	Graphics	Display Structures	Cost (£)
	GROUND FLOOR											
1.00	Discover Pembrokeshire - Entrance Space											
1.01	Applied Graphics - Digital Wall Paper to 3.0m High	28.00	M²	55.00						1,540.00		1,540.00
1.02	Provision for 55" 4K Screens with media player/speakers	4.00	each	3,600.00				14,400.00				14,400.00
1.03	Provision for Software / Footage on continuous loop 1 minute - medium Complexity	4.00	each	5,000.00			20,000.00			20,000.00		40,000.00
1.04	Provision for Applied Graphic Panels (dibond or similar) 1.8m x 0.6m	4.00	each	175.00						700.00		700.00
1.05	Provision for Directional Signage	5.00	each	250.00						1,250.00		1,250.00
1.06	Provision for lighting based on sq. meterage	28.00				5,600.00						5,600.00
	Sub-Total											63,490.00
	FIRST FLOOR											
2.00	Theatre - Introductory Audio-Visual Film											
2.01	Provision to form internal walls - 200mm with Acoustic insulation	45.00	M2	275.00							12,375.00	12,375.00
2.02	AV Hardware (Multiple Projector with sound system and show control)	1.00	sum					180,000.00				180,000.00
2.03	Film production (6-8 minutes)	1.00	sum				200,000.00					200,000.00
2.04	Provision for Software	1.00	sum				100,000.00					100,000.00
2.05	Provision for House lighting based on sq. meterage	80.00				8,000.00						8,000.00
	Total For Section											500,375.00
3.00	Discover Pembrokeshire - Main Interpretation Spaces											
3.01	Applied Graphics - Digital Wall Paper to 3.0m High	331.00	M²	55.00						18,205.00		18,205.00
3.02	Provision for 8 42" 4K Screens with media player / speakers	8.00	each	2,650.00				21,200.00				21,200.00
3.03	Provision for Screen Software / Footage 3 minute visitor activated - medium complexity	8.00	each	15,000.00			120,000.00					120,000.00
3.04	Provision for Applied Graphic Panels (dibond or similar) 1.8m x 0.6m	14.00	each	175.00						2,450.00		2,450.00
3.05	Provision for Directional Signage / Marker Points	14.00	each	250.00						3,500.00		3,500.00
3.06	Provision for Interactives - Medium Complexity	8.00	each	18,000.00	144,000.00							144,000.00
3.07	Provision for Interactives software	8.00	each	3,500.00			28,000.00					28,000.00
3.08	Provision for Audio Points	5.00	each	500.00				2,500.00				2,500.00
3.09	Provision for Audio Points Software	5.00	each	5,000.00			25,000.00					25,000.00
3.10	Set dressing / reconstructions	10.00	each	10,000.00					100,000.00			100,000.00
3.11	Provision for lighting based on sq. meterage	411.00				82,200.00						82,200.00
	Total For Section											547,055.00
	Totals for media / TOTAL COST				144,000.00	95,800.00	493,000.00	218,100.00	100,000.00	47,645.00	12,375.00	1,110,920.00

Note that these estimates exclude any:

- costs incurred in completing the improvements suggested within Haverfordwest generally and to improve connectivity, landscaping, way finding, etc.
- fit-out and furnishing costs for the house, holiday-let or restaurant.
- exceptional and abnormal costs e.g. poor ground conditions, additional services infrastructure/SUDS, etc.
- costs associated with phasing of the works.
- allowance for BREEAM or similar accreditation.
- Vat.

All estimates are based upon 4th quarter 2018 costs and allowance for inflation should therefore be made in estimating costs for projects to be completed in future years.



8 CONCLUSIONS & PHASING:

Pragmatic consideration of elemental costs and potential funding suggests the following strategy should be pursued if the castle site is to become a key asset that can contribute to the holistic regeneration of Haverfordwest generally:

- a) Make the location of the castle and its history more obvious to potential visitors whether they are travelling by bus, train or car.
- b) Provide 'wayfinding' within the town generally, and specifically making the castle easier to locate both visually and physically.
- c) Improve the appearance of and interpretation within both Castle Lake car park and the South Burgage plots, these providing the first impression the majority of visitors to Haverfordwest appreciate.
- d) Enhance the public's access to heritage within the castle, including:
 - providing structures that will enable increased future use of the grounds.
 - relocating the Town Museum to an alternative site, this enabling a more beneficial use of the Governors House and realising regular and greater income.
 - altering the Gaol to enable it to accommodate a 'flagship heritage attraction'.

Items a) and b) can generally be achieved with relatively little expenditure and completed in accord with relevant improvements proposed within the town generally. The proposed strategy for the Castle and its immediate environs is to complete each element in the following phases described overleaf:



Phase 1: 2 separate and consequent contracts to complete:

- A The perimeter walk and associated landscaping, including the overgrown area to the north of the castle. Simultaneous construction of the suggested new access from Bridge Street will maximise value-for-money, it being likely that the suggested lift cannot be afforded.
- B Essential repairs to the Inner Bailey and surrounding structures, simultaneous construction of Inner Bailey Events Space maximising value-for-money.

Item	Site Purchase	Construction Cost	Professional Fees	Elemental Cost
South Burgage Plots and Access Stair	0	140,000	28,000	168,000
Bridge Street Access Stairs and Landscaping	150,000	435,000	87,000	672,000
Completion of Castle Perimeter Walkway	0	260,000	52,000	312,000
North Stair Landscaping	0	50,000	10,000	60,000
Inner Bailey Repairs and Alterations	0	1,900,000	380,000	2,280,000
Total				

Phase 2: These works are suggested in a variety of phases and contracts, to accord with available grant funding:

- A Altering and repairing the Gaol and associated landscaping. This could be completed in whole or part to enable provision of the Discover Pembrokeshire attraction, or initially just to relocate the Town Museum. Simultaneous construction of the suggested improvements to the north stair will maximise value-for-money.
- B Following relocation of the Town Museum, conversion of the Governors House to provide a Holiday let.

Item	Site Purchase	Construction Cost	Professional Fees	Elemental Cost
North Stair Improvements and Landscaping	0	75,000	15,000	90,000
Governors House ~ House or Holiday Let	0	480,000	96,000	576,000
Gaol ~ Option 2	0	3,850,000	770,000	4,620,000
Gaol ~ Internal Fit-out	0	1,100,000	inc.	1,100,000
Outer Bailey Repairs, Alterations and Landscaping	0	380,000	76,000	456,000
Total				

Phase 3: A variety of phases to complete the suggested works, predominantly being the required improvements to Castle Lake Car Park.

Item	Site Purchase	Construction Cost	Professional Fees	Elemental Cost
Castle Lake Car Park	£0	£1,975,000	£395,000	£2,370,000
Total				

9 APPENDIX: