

Dunfermline Delivers *Fife*





The Bruce Street Project

The plan

The Bruce Street project – Business in the Community team 2017 **The plan**

After the BIDs success with the Sweet Stop project in 2016, the Business in the Community team, led by Dunfermline Delivers reviewed other potential areas/businesses within the Dunfermline town centre for regeneration.

After a six-month period and various conversations with private landlords an agreement was reached to regenerate a piece of derelict land adjacent to a popular business on one of the old streets in Dunfermline. The plan was to convert this disused area into an aerial garden complimenting the businesses in Bruce street and enhancing the visitor experience. At the time the area was prone to vandalism and misuse; in establishing the area as a community project it was felt it would not only assist the businesses, but will encourage civic pride in the area, and they looked to bring in a youth groups to enhance the area.



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The Bruce Street Project

The partners

Partners

The project was a huge undertaking for the team, but from the previous project they had built on their volunteer base within the business community and now had more support from the local council. Ray Hamilton the landlord was fully committed to support the project and the group gained commitment from other business owners in the same street to help with continued maintenance once the project was complete. The local council assisted by spraying the overgrown foliage and cleared the rubbish whilst the group cleared the land and made the area safe. The area was designed around the peacocks that roam around Dunfermline, using as much recycled and donated material and planting. Another main feature was to have the main viewing wall in the garden area brought alive with artwork from the youth' Inkcredible' project which is police led; not only has it enhanced the area but it has given a permanent platform for the youth group's artwork to be displayed.

Birds, bees and trees



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The Bruce Street Project

Time scales

Time scales

Early May was the time agreed to start the project, and an estimated 6 day turn around with each business looking at rotating staff during that time. The volunteers consist of local business owners with additional support from the Police and Lady Helen Nurseries. The Inkcredible group artwork was to be installed last to allow the kids time to complete the program and have the panels produced.

Due to the scale of the project they needed specified insurance so the group followed all health and safety requirements and had a REHIS qualified team member present.

Birds, bees and trees



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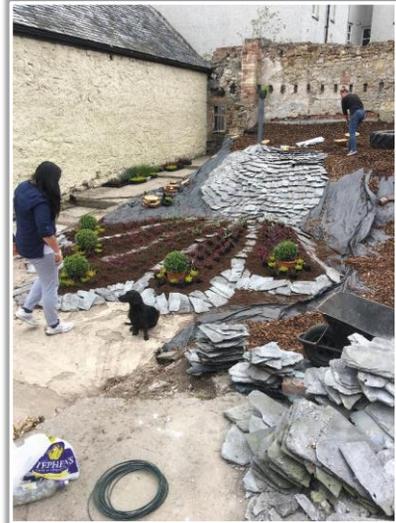
The Bruce Street Project

The clean up

The clean up

Each business volunteer helped with the clear out and battled through torrential rain and long hours clearing over 90 bags of rubbish and foliage. Once the area was cleared the design could be mapped out and the bark and other materials could be distributed.

Birds, bees and trees



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The Bruce Street Project

Bright and bold



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Bright and bold

The group used all the old Scottish slate roofing tiles from the site originating from the demolished building, to build the body and neck of the Peacock, protected the ground with sheeting and then shoveled 10 tons of bark provided at cost price from Beatsons throughout the project sight. Sava Tyres donated two tractor tyres and all herbaceous planting and heathers were supplied to the group at cost from J. Van Vilet.

Over the course of the project the design took shape, the planting was used throughout to create a sea of purple tones and all the edging was built by hand.

Birds, bees and trees



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The Bruce Street Project

Breathing new life



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Breathing new life

The result is now a clean, inviting and safe area for all to view and enjoy.

The Inkcredible artwork brings colour and vibrancy, enhancing the project. The job was completed a day early due to everyone's hard work and commitment, all the businesses were able to get back to their "day jobs" once they had all taken a few moments to celebrate.

Media coverage was fantastic, with full page spreads in all local press and radio stations and social media reach over 35k.

Thanks go out to the businesses involved which included: Sew Yarn Crafty, Tax Assist, Shmooz, Santander, Flower Pixies, Community Police officers, Inkcredible Project, Sava Tyres, Beatsons and J.Van Vilet.

Birds, bees and trees



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Well worth a visit!