

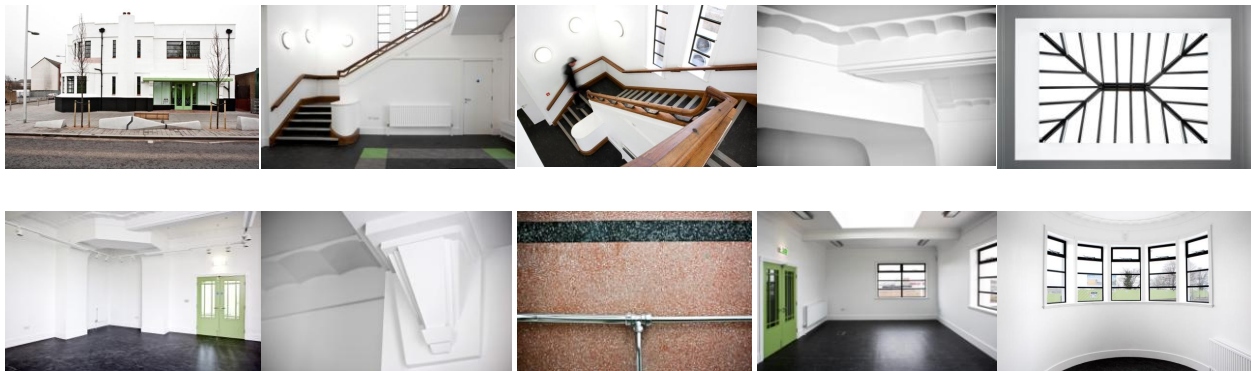
**PARC CRAIGMILLAR LTD**

**THE WHITE HOUSE  
70 Niddrie Mains Road Edinburgh EH16 4BG**



**INVITATION TO SUBMIT  
STAGE 1 BUSINESS PROPOSAL**

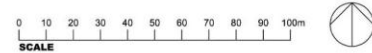
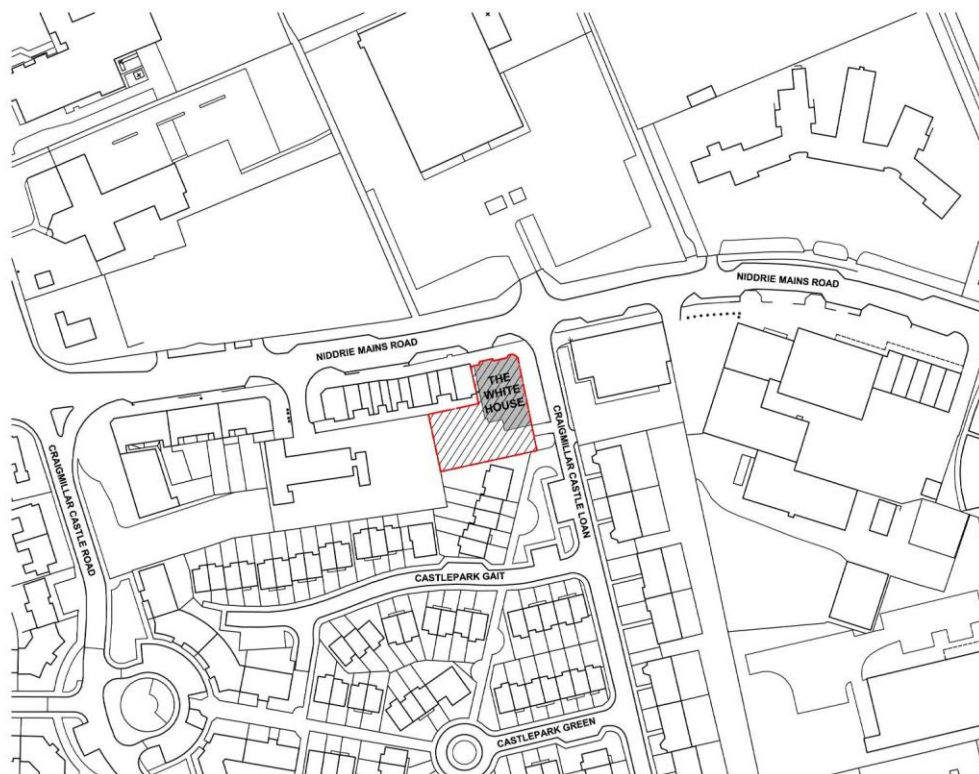
**A unique opportunity to shape the future of a fully  
restored iconic building**



## PARC CRAIGMILLAR LIMITED THE WHITE HOUSE – INVITING BUSINESS PROPOSALS

### Introduction

The White House is located on the corner of Niddrie Mains Road and Craigmillar Castle Loan, in the town centre of Craigmillar. A former pub, the building is Grade B-listed for its art deco architectural prominence. Following the recently completed comprehensive restoration work, PARC Craigmillar Ltd, is now seeking a principal occupier for the building, who is able to deliver a sustainable long term use for this iconic building, at the heart of Craigmillar and its community.



### History of the Building

The White House was designed in 1936 by Edinburgh architect, W Innes Thompson for Mrs Jemima Hood Gair as a roadhouse. Roadhouses were popular during the inter-wars years with the motoring boom and were somewhere in between a grand hotel and a pub. It is one of the few that are still remaining in Edinburgh, the others being the Maybury at Gyle, the Wheatsheaf at Saughton and the Hillburn at Fairmilehead.

The original plan of the building contained a tearoom, a public bar, a salon bar and a skittles alley on the ground floor. The upper floor comprised a lounge bar and a billiard room. The main art deco features internally are the main entrance hall, with shop front windows on either side of the entrance door and a sweeping staircase up one side. This has art deco balustrading in metal and timber and tall, slim metal frame windows that allow ample daylight into the entrance hall.



The White House, 70 Niddrie Mains Road, Edinburgh

### **Restoration**

PARC acquired the White House in 2007 as part of the effort to consolidate and regenerate the town centre. With restoration and an appropriate sustainable use, the building will return to its previous glory and once again, reclaim its prominence on the high street of Craigmillar.

Creating a new heart for Craigmillar is one of the key themes of PARC's regeneration objectives in the area. The regeneration context is provided in Appendix 1.

The restoration works have provided the White House with a new lease of life and created flexible volumes of spaces internally that will accommodate a range of uses and activities. A new roof and some new floor structures were installed. The basement was dried out and tanked. New art deco style metal framed, double-glazed windows replaced the plastic framed windows. Following confirmation by The Scottish Lime Centre that the external cottage style render was original and substantially in good condition to remain, the layers of paint were carefully removed and re-painted in white with a silicate-based paint. Externally, the building now appears as how it would be like some 75 years ago when first built.

Internally, the scalloped cornicing and corbels were replaced throughout. In the original tea room and the public bar, the fluted column casings were reinstated. The re-introduction of the roof lights in the tea room and office on the ground floor and the billiard room on the first floor has improved the natural lighting within the building. The original stairs was restored together with retaining the balustrade and handrails. New

interventions such as the platform lifts, an accessible toilet and new toilet facilities were added to improve accessibility and amenity within the building.

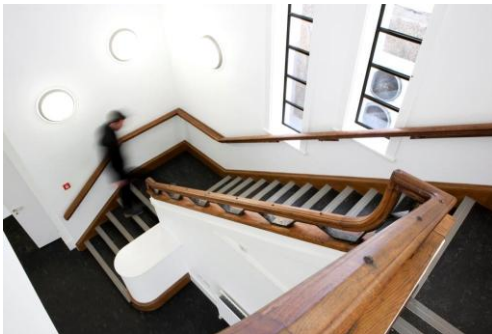
The colour scheme selected for the building – white, black and eau de nil (green) are the main palette of colours which is true to the building’s art deco origin.



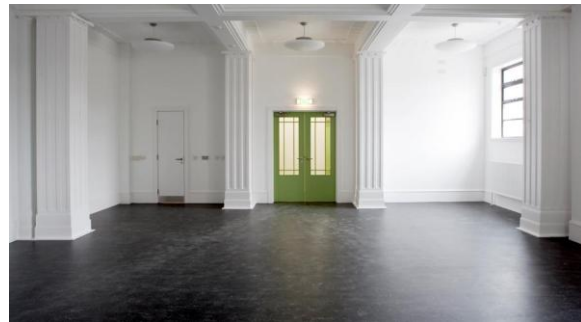
View in Room 3



View at Bay Window in Room 1



View of Main Stairway in Entrance Hall



View in Room 2

### **The Vision for the Future Use:**

*The White House will be an outward looking ‘high street hub’, anchored by a popular café and accommodating activities that help develop local economic and community sustainability in Craigmillar.*

*This is where you find time and the opportunity to connect with local people, resources and information.*

*The White House is where you can keep learning by promoting local history, future plans and new skills.*

*The White House will be a place to host functions, events and activities.*

*The White House will bring people together and increase the range of services available in Craigmillar Town Centre.*

*The White House will not be a general 'community centre'.*

### **Objectives and Principles**

- **Ownership:** PARC will retain ownership of the White House. This will ensure the preferred components are pursued and the mixed use high street hub concept is not diluted.
- **Conservation:** Ensure that the integrity of the external appearance as well as internal spaces is retained.
- **Innovation:** Promote an innovative mix of uses and components that are self supporting without revenue grant support and sustainable in the long term.
- **Sustainability:** Identify a number of different sources of income so that the project can cope with changes in the market demand over time and so manage risks.
- **Catalyst:** Promote what is a unique asset in Craigmillar town centre as an exciting high street hub that will be a transformational project in repositioning the town centre as an outward looking quality place for local people and visitors.
- **Inclusive:** Ensure that the White House is home to a strong programme of community activity that will appeal to children, young people, families, older people and local businesses.
- **Fit:** Ensure an excellent fit with the Town Centre Masterplan and wider regeneration objectives and initiatives in Craigmillar.

### **Schedule of Rooms**

Room	Possible Use	Key Features	Gross Floor Area	Notes
	<b>GROUND FLOOR</b>			
0	Entrance Hall	Main entrance door off Niddrie Mains Road; Shop windows on either side; Main stairs Lift	30.1 sqm / 324 sqft	

Room	Possible Use	Key Features	Gross Floor Area	Notes
		Store 3 sqm / 32 sqft Cleaner Store 2.3 sqm / 24 sqft complete with sink		
1	Multi Purpose Space / Exhibition	Semi circle bay window looking north-east; Spotlights on track; Male WC off	48.9 sqm / 526 sqft	
	Side Hall	Fire Escape off leading to Craigmillar Castle Loan Store 5.6 sqm / 60 sqft		
2	Cafe	Complete with incoming mains water supply; Feature fluted columns; Suspended architectural luminaires, complete with opal acrylic shades; Female toilets off	79.2 sqm / 853 sqft	
3	Café extension/ Event/Exhibition/ Function	Feature fluted columns; Roof light complete with automated blind; Feature tall windows in the south wall complete with black out curtains; Spotlights on track; Fire escape door off leading to patio / car park at rear of building	65.9 sqm/ 709 sqft	
	Tea Preparation area / Kitchen	Entry off Room 3; Rear door leading to car park at rear of building; Complete with incoming mains water supply; Store 10.9 sqm / 117 sqft Plant room off 7.9 sqm / 85 sqft	22.3 sqm / 240 sqft	
	Office	Roof light Cable ducting & services	8.2 sqm / 88 sqft	
	Accessible WC	WC pan and wash hand basin; Grab rails	5.4 sqm / 58 sqft	
	<b>FIRST FLOOR</b>			
	Upper Landing	Main stairs Lift 2 x Unisex WCs off <b>Large feature window looking north to Arthur's Seat</b>	15.8 sqm / 170 sqft	
4	Multi Purpose Space / Open Plan Office / Exhibition / Event	Curved bay window looking north east; Suspended rectangular luminaires complete with clear acrylic cover;	46.2 sqm / 497 sqft	

Room	Possible Use	Key Features	Gross Floor Area	Notes
		Male WC off Double Door to Room 5		
5	Multi Purpose Space / Group meeting space and pods / Exhibition / Event	Entrance off Room 4; Roof light; Suspended rectangular luminaires complete with clear acrylic cover; Windows looking south and east	40.5 sqm / 436 sqft	
	<b>EXTERNAL AREA</b>			
	Patio & Rear Court	Secured by perimeter wall and gate; Paved external area suitable for patio seating; South facing; Soft landscaping		
	Car Parking	3 x standard spaces 1 x wheelchair user space		
	3G Telecom Mast	Owned by others; Existing lease runs to 2021; Normal provision for lease renewal and termination; Further details subject to request to PARC Craigmillar		<b>Area excluded in this proposal</b>

The plans of the building are included as Appendix 1.

### **Proposed Lease**

Lease Agreement or Licence to Occupy between PARC Craigmillar Ltd and Principal Occupier.

### **Length of Lease**

PARC Craigmillar Ltd ideally seeks to secure an occupier who would be able to enter into a minimum 5 year lease with option for extension.

### **Terms of Lease**

Subject to negotiation

### **Tender Process**

This is a 2-stage Tender:

Stage 1: The Proposal

Stage 2: The Details

### **Stage 1: The Proposal**

As owner of the White House, PARC Craigmillar Ltd invites proposals that would best fit / best achieve our vision for the building.

An initial Business Plan Report was commissioned in 2010 which has highlighted the preferred use being one that illustrates its commitment to the “high street hub” concept. The White House being the destination - the meeting place for the people who live, work and visit in Craigmillar.

An edited version of the Business Plan Report is available online at the following link:  
[http://www.parcraigmillar.co.uk/UserFiles/File/document/White\\_House\\_Business\\_Plan\\_FR\\_v3\\_081210E\\_dit.pdf](http://www.parcraigmillar.co.uk/UserFiles/File/document/White_House_Business_Plan_FR_v3_081210E_dit.pdf)

All Proposals are to provide information on:

- The Principle occupier and key partners – Details may include company brochure, mission statement / company objectives, resume, company status; i.e. any charity status; relevant similar experience
- Description of the proposed use
- Proposed combination of uses / activities to take place in the building
- Source of capital and revenue funds
- Intended length of lease sought
- Fit with Regeneration Objectives
- Social / Community benefits

### **Stage 1 Selection**

PARC Craigmillar Ltd intends to select **up to** 3 preferred bidders from Stage 1 submissions. The number of preferred bidders selected at Stage 1 will be at PARC’s sole discretion and will be influenced by the quality of the Stage 1 submissions.

The proposals will be selected based on a number of criteria and the key ones are:

- Fitting with PARC’s vision for the building
- Fitting with PARC’s Regeneration Objectives
- Physical fit
- Social / Community Benefits
- Financial sustainability in the long term – profitability / minimum reliance on revenue grants.
- Experience / track record

### **Stage 2: The Details**

Stage 2 intends to be for more detailed development of the building use profile, business plan and management structure. This will allow for a closer scrutiny of practicality, viability and long term sustainability.

PARC Craigmillar Ltd will enter into competitive dialogue with the preferred bidder organisations and develop detailed business plan and building use plan. There is the option at this stage to invite tender from Café operators should this be desired by both PARC and the preferred bidder.

At this Stage, high level assessment of the physical and statutory fits of the proposed use(s) relative to the building constraints should be carried out.

Future Governance and Management Structure of the building / project should be developed at this stage.

The successful occupier(s) will be selected on the basis of a number of criteria, which will be weighted and the key ones are:

- Physical & Statutory fits
- Financial viability
- Sustainable operations
- Clear governance and management structure
- Tangible and positive outcomes

**Other requirement to note**

The physical restoration of the building was brought about with the benefit of grants from both Scottish Government and Historic Scotland. To this end, bidders are to note that the eventual use of the building is subject to Scottish Minister’s consent. Any future alterations, extensions and / or demolition of the building will require Scottish Minister’s consent which is discretionary. Further, public access into the building has to be allowed during the first 15 years (up to 2026) for a minimum of 25 days each year between May and September and at least 10 to be at weekends – such access days are to be publicised in local / national newspapers at least 3 times a year and through other guides / tourist offices etc.

The final future use(s) will be subject to the necessary Statutory Approvals which may include Change of Use Consent, Planning Consent, Listed Building Consent and Building Warrant.

The selected Principal Occupier is subject to approval by the Board of Management of PARC Craigmillar Ltd.

**Programme**

Stage 1:

Issue of Invitations of Proposals	20 May 2011
Tender Submission Date	17 June 2011
Notification of Preferred Bidders	July 2011

Stage 2:

Competitive Dialogue with Preferred Bidders	July & August 2011
Successful Bidder announced	Sep 2011

**Stage 1 Submission**

The proposals should be submitted to PARC Craigmillar by 5pm on Friday, 17 June 2011.

The submission should be marked clearly on the envelope as:  
"The White House Future Use Proposal"

The submission should be addressed and submitted to:

PARC Craigmillar Ltd

Dolphin House

4 Hunter Square

Edinburgh

EH1 1QW

For the attention of Ms Kuan Loh

**Contact**

For enquiries and / or to arrange visit to the building, please contact:

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**THE WHITE HOUSE**

**Appendix 1**

**Regeneration Context**



## **Regeneration Context**

In 2003, City of Edinburgh Council and The EDI Group set up the joint venture company, PARC Craigmillar Ltd, to deliver the long term regeneration programme in Craigmillar. The vision is for Craigmillar to maintain a sustainable, welcoming and balanced community where people want to live and work, and be part of the City of Edinburgh.

To achieve the vision, PARC has adopted six strategic themes, namely:

**A New Heart for Craigmillar** – Creating a strong focus for community life and a shared sense of progress and achievement.

**Education and Lifelong Learning** – Delivering a high standard of modern learning environments, housed in the best facilities serving all age groups.

**Economic Development** – Ensuring Craigmillar gains economic benefit from the physical and social changes that will take place and is connected to the opportunities within wider Edinburgh economy.

**Young People** – Encouraging every young person in Craigmillar to have aspiration, skills, self-esteem and confidence to realise their goals.

**Access and Movement** – Providing maximum transport choice and safety both in terms of transport mode and linkages.

**Living in Craigmillar** – Providing a mix of residential tenures and densities to consistently high standards of design in safe, attractive neighbourhoods, with convenient access to open space and play facilities.

Over the regeneration programme, PARC aims to deliver the following outcomes:

- 1,800 houses on its own land, facilitate delivery of further 1,400 houses by other developers
- New primary schools and a secondary school
- A revitalised town centre with c. 300,000 sqft office, retail and leisure spaces; including a foodstore
- c. 150 acres of parks
- A new library and community facilities
- Improved public realm
- To be a catalyst for wider action regeneration initiatives

To-date, PARC has built over 220 new houses in the area with a further 83 built by others. There is currently on-going construction of over 90 houses on sites in Craigmillar. PARC has also completed a new shared campus for both Niddrie Mill and St Francis Primary Schools and Nursery Schools, complete with an all weather playing field

and a grass playing field. Adjacent to the existing Castlebrae Secondary School, PARC has built an all weather 3G football pitch.

Near the town centre, Peffermill PARC Industrial Estates is also completed, providing a total of 16,000 sqft of business units which are currently all let.

Within the town centre and almost directly across the road from the White House, PARC has secured City of Edinburgh Council's commitment to build their new Neighbourhood Office and Community Library. The 4,500 sqft new office will accommodate c. 350 staff from 4 different Council Departments. The Community Library will occupy the ground floor of the building and will provide the most up to date library facility and resources for the community and visitors. The construction is anticipated to start in summer 2011 with completion and occupation anticipated in autumn 2012.

A stone throw away from Craigmillar is Little France, the site of The Royal Infirmary of Edinburgh and the City's Bio Quarter. Craigmillar will further enjoy the benefit of this proximity once the planned public transport link is completed in Greendykes area in 2012/2013 as part of the Niddrie Burn Restoration Project. Site Preparation works have already begun on site in March 2011.

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**Appendix 2**

**Plans**