

Elizabeth Landmark community exhibitions of design proposals, feedback forms and website

1 Progress summary

1.1 The project delivered the main objectives in terms of artists briefings, design development, press and community exhibitions which were set out in the original proposal.

2 Artists Briefing

2.1 The artists brief was developed and agreed by Viscount Devonport and all three artists received individual briefings, site visits and support throughout the initial design period. Each artist met Viscount Devonport during their site visit and each artist also visited the site independently. All designs were delivered on time and the artists had the opportunity to review and edit their design proposals before they were printed for exhibition.

3 Community Exhibitions and Website



3.1 Exhibition venues: The community exhibitions were extended from 3 to 5 venues and the duration was increased from the original plan of 9 days to 34 days in Summer 2017:

- Kirkwhelpington Village Hall 9th - 15th May
- Otterburn War Memorial Hall 15th - 23rd May
- Corsenside Parish Hall (Woodburn Village Hall) 24th May - talk to the community group
- St Cuthberts Church, Corsenside 25th May – 3rd June
- West Woodburn Primary School 4th June – 12th June

3.3 Feedback: As expected the community feedback forms capture a wide range of opinions ranging from the very negative through to the very positive. This is normal at this stage of an ambitious design project. Separate feedback from the school was very positive and they are particularly interested in doing follow up projects with the children. Kirkwhelpington reported that the exhibition was the busiest community event they have held.

A questionnaire was available at all the exhibition venues for visitors to give anonymous feedback on the project and proposals- 43 Adults made written responses (19 young school children also made written responses however their preferences have not been recorded in the summary below). The text in red summarises visitor comments:

The Elizabeth Landmark An ambitious new destination for Northumberland

Three artists have been invited to produce concept proposals for a landmark which could become a fantastic creative project in rural Northumberland that encourages visitors to explore and contemplate the landscape.

We would like to hear your views at the beginning of this ambitions project

1 What do you think of each artists design?

Simon Hitchens	21 people preferred this proposal
Peter J Evens	4 people preferred this proposal
Colin Rose	6 people preferred this proposal
	11 people were negative about all 3 proposals

2 Do you think the project could attract more visitors and interest to the local area?

17 people agreed 6 people thought it was possible 14 people disagreed

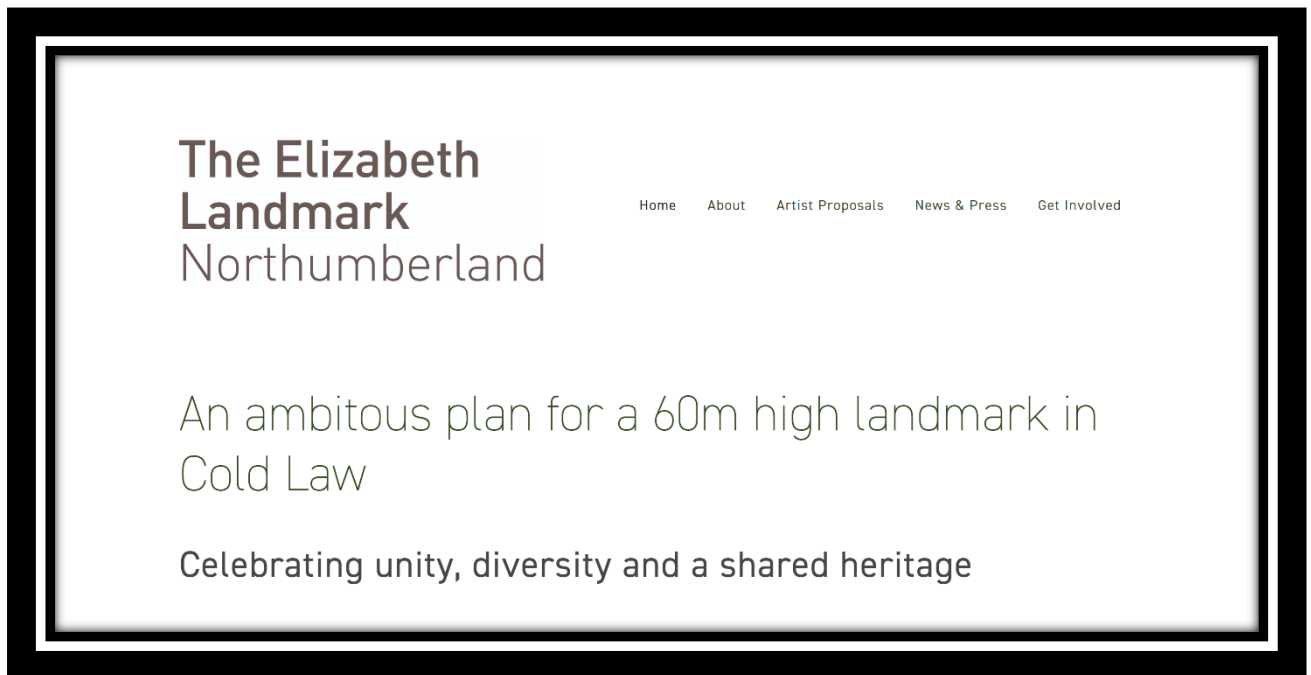
3 Would you or a group you know of be interested in taking part in the community writing project?

5 people agreed (a local poetry group has been identified)

4 Do you have any other comments about the project

20 people raised some negative issues about the project 10 people raised positive issues about the project <i>A range of comments were received with the negative concerns which need to be addressed:</i> <ul style="list-style-type: none">• Height and Impact on the landscape?• Impact of visitors to a rural area?• Link with the Queen?• Potential to distract drivers?• Cost / could money be spent elsewhere?• Options for a train or walking route?

Website: www.elizabethlandmark.co.uk



There have been 1011 unique visitors to the website to date:

- 54% of visitors were 'direct', which means they typed in the URL specifically, this demonstrates that we've had good traction with the name and the brand recognition.
- 21% of visitors were 'referrals', which means they came from other sites, high referring sites were The Chronicle, BBC UK, BBC Worldwide, The Journal, The Metro.
- 16% of visitors were 'search', which means people were searching for terms connected to The Elizabeth Landmark on Google or Bing etc.
- 9% of visitors were from 'social', which means they came from social media links, that could be ours, the artist social pages or press social pages

The most popular content on the website in order is:

1. Peter J. Evans Proposal
2. Simon Hitchens Proposal
3. Colin Rose Proposal
4. Exhibition dates and calendar
5. News and Press Articles