

Country House Estates



A Country House Sculpture Trail:
Burton Constable, Burton Agnes & Sledmere



“The East Riding LEADER+ Programme was the necessary catalyst to initiate partnership activity that has enhanced the cultural and tourism offer of three important cultural assets of the area.”

Geradine Mulcahy, Project Manager

Issue	Response
<p>Market Failure</p>	<p>The rural East Riding of Yorkshire is an area of great contrast. Geographically, the mix of wolds and coast makes it a place of striking natural beauty, while its market towns and historic buildings are a window to the area’s rich cultural heritage. Yet, like many areas of rural England, the East Riding of Yorkshire faces a number of important challenges that threaten the social, economic and environmental prosperity of its local communities.</p> <p>A specific challenge is the large number of untapped environmental and cultural assets, particularly historic country houses and the weakness in the capacity of the local community to capitalise on these opportunities within the area.</p>
<p>Rationale</p>	<p>The East Riding of Yorkshire boasts three historic county houses; Burton Constable, Burton Agnes and Sledmere. It was recognised that through working in partnership the three sites could share best practice, improve the area’s cultural offer and recruit more visitors to the East Riding of Yorkshire. The LEADER+ Programme was identified as the catalyst to facilitate partnership activity as well as lever in additional funding from other public sources. The three historic country houses were cultural assets of the rural East Riding which were not delivering to their full potential, economically or culturally.</p>
<p>Objectives</p>	<p>The project was consistent with the aims of the East Riding of Yorkshire LEADER+ Programme supporting the theme of “Making Best of Natural and Cultural Resources” and delivering directly against a number of LEADER+ Programme objectives focused around realising the potential of cultural assets.</p> <p>The East Riding of Yorkshire LEADER+ Local Action Group (LAG) took the strategic decision to shape the project into two distinct phases. The purpose being to first invest in the</p>

	<p>development of a partnership and thereby build capacity that would support the delivery of phase 2 which was to build on the partnership and provide a more comprehensive programme of cultural activity.</p> <p>There were separate objectives for each phase of the project:</p> <p>Phase 1 - Sculpture Trail</p> <ul style="list-style-type: none"> • Increase visitor numbers at each of the three main sites; • Enhance the appeal of the East Riding by focusing on the distinctive nature of three historic houses and their associated sculptural art works in order to enhance their appeal; • Equip front of house staff with appropriate skills in the interpretation of collections for wider audiences; and • Encourage visitors to travel throughout the region (i.e. follow the ‘trail’ from site to site.) <p>Phase 2 - Developing an Estates Trail and Exhibiting the Moby Whale Skeleton</p> <ul style="list-style-type: none"> • Following on from the pilot project (<i>Phase 1: Sculpture Trail</i>), maintain the promotional tourist links between these historic sites; • Capture the potential marketing opportunity of displaying the skeleton of the 60ft sperm whale skeleton which features in Hermann Melville’s famous novel Moby Dick; • Using the development of a <i>Woodland/Parkland Trail</i> enhance the visitor attraction and encourage visitors to explore the newly restored historic park with its variety of designed features and rich assortment of wildlife; and • Working alongside an Oral History Project Leader, community members will be invited to share their memories and construct a history of their village exploring its relationship with the historic house and its estate.
<p>Activity</p>	<p>The Burton Constable Foundation was lead partner for both phases of the project with the Burton Agnes Hall Preservation Trust (Burton Agnes) and Sir Tatton Sykes (Sledmere) providing in-kind support via leaflet distribution and joint promotion of activities. The Burton Constable Foundation is the charity that owns and operates Burton Constable Hall and Park as a registered country house museum.</p> <p>Phase 1 - A Sculpture Trail</p> <p>With the aim to instigate the first partnership project between the three historic country houses a sculpture trail was created along with a newly commissioned piece of sculpture and a programme of associated workshops, education visits and visitor events. A very professional booklet written by Geradine Mulcahy was published to provide a collectable reference of the sculpture resource of the three houses and encourage visitors to visit each estate.</p> <p>Phase 2 - Developing an Estates Trail and Exhibiting the Moby Whale Skeleton</p> <p>The next phase of the project capitalised on the new and fruitful partnership with the development of an Estates Trail which included a highly professional published booklet, an</p>

exhibition featuring the skeleton of the 60ft 'Burton Constable Whale' as well as a programme of associated workshops, education visits and visitor events. In addition, a Parkland Trail was developed on the Burton Constable Estate with newly commissioned sculpted way-markers.

This phase of the project included an exhibition developed in conjunction with the Yorkshire Country House Partnership, a collaborative venture between the country houses of Yorkshire and the University of York. The exhibition was called *Work and Play: Life on the Yorkshire Country House Estate* and examined the lives of the men and women who lived and worked on these estates using previously unseen photographs, archive material, models, restorations and oral histories.

For Phase 2 the LAG was able to recruit more than £48k of match funding from Other Public (Heritage Lottery Fund) and private sources. This dramatically increased the value of the project and was only possible because of the preliminary partnership work during Phase 1.

Phase 1

Funding Source	2005	2006	Total
EAGGF	£10,544	£9,015	£19,559
DEFRA	£2,946	£7,128	£10,074
Other Public	£0	£10,990	£10,990
Private	£2,278	£1,437	£3,715
Total	£15,768	£28,569	£44,338

Phase 2

Funding Source	2006	2007	2008	Total
EAGGF	£4,060	£9,914	£304	£14,278
DEFRA	£4,171	£10,185	£306	£14,661
Other Public	£10,955	£30,163	£236	£41,355
Private	£3,000	£3,912	£0	£6,912
Total	£22,187	£54,174	£845	£77,206

Financial analysis

Output and result analysis

The project delivered against 23 output / result areas within the East Riding of Yorkshire LEADER+ Programme. This is an exceptional range of measures that encompasses targets across all 4 DEFRA themes. Furthermore, each output / result target was achieved, demonstrating an excellent overall performance.

<p>Value for money:</p> <ul style="list-style-type: none"> • Economy • Efficiency • Effectiveness 	<p>Economy</p> <p>Information gleaned from our interviews with the consultees and stakeholders suggests that the impacts could not have been secured at any lower cost to the public purse which demonstrates the project has been delivered economically.</p> <p>Efficiency</p> <p>The project has been efficient in some areas with the gross unit costs (public money) of some outputs demonstrating good value for money. Examples include:</p> <ul style="list-style-type: none"> • £8.57 per visitors to assisted attractions; • £136 per local person participating in local events; and • £574 per local person receiving assistance. <p>There are however, examples where the return on public investment has not been as efficient. Particularly around the hard economic outputs of jobs created/safeguarded (£110,000 per job) and individuals/businesses/farms assisted (£27,700 per assisted business).</p> <p>Effectiveness</p> <p>But this project was not designed to deliver significant economic benefit in the short term; it was designed to raise the profile and public importance of three historical and cultural assets of the area through coordinated partnership working.</p> <p>The project has certainly achieved this, with impact and benefit within the local community being substantial. The project has strengthened an existing tourism resource encouraging large numbers to visit the rural East Riding, increased community use of natural and cultural assets, enhanced the cultural offer with the commissioning of new sculpture, improved community capacity in the protection and enhancement of local culture and pulled down significant levels of other public funding (Heritage Lottery Grant) that has dramatically increased the reach and impact of the project.</p> <p>It is our conclusion that the project has been highly effective and we understand that the partnership between the three historic houses continues and future collaborative opportunities are planned. This would not have happened without the support of LEADER+.</p>
<p>Learning for the future</p>	<p>Use learning from the approach taken in this project and apply in other areas</p> <p>The approach taken to deliver the project in two phases through a collaborative partnership has proved extremely successful. A number of valuable physical outputs have been delivered (sculpture trail, estates trail and sculpture work), significant levels of other public sector funding was pull-down (£48k from the Heritage Lottery Fund) and each member of the partnership remains committed to future collaborative activity. This success would not have eventuated with the ability of the project to demonstrate wider public benefit through collaboration.</p> <p>Early success of this project relied on the drive of individuals</p> <p>Another reason why this project has proved successful is that from the outset it had strong and driven individuals committed to its successful delivery. These individuals were passionate about the project and through there involvement ensured activities were to high</p>

	<p>standards and in line with the objectives of the project and the wider LEADER+ Programme. We believe this strong leadership has been instrumental to the continuation of the partnership beyond the life of the LEADER+ Programme.</p>
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