

Sustrans Art in Worcester Tranquillity is a State of Mind Evaluation Report

March 2012



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About Sustrans Arts Programme: Art & the Travelling Landscape

Over the last thirty years Sustrans has commissioned hundreds of artworks, many of these located at key points along the National Cycle Network, one of Sustrans major projects.

The Arts Programme works hand-in-hand with all that Sustrans does to help create inspirational public space for pedestrians and cyclists.

We also seek to increase access, understanding and celebration of the arts as an imaginative and inspiring way to explore aspects of human experience, influence travel behaviour, and empower individuals to have greater ownership of local space in communities UK-wide.

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Executive Summary

Background

Sustrans commissions artists, works with schools and local communities to explore the surrounding landscape to create innovative public artworks that celebrate the local area. Tranquillity is a State of Mind grew out of the Sustrans Art Programme 'Prospectives', an initiative to commission artists to work within multi-disciplinary research teams to explore areas of particular concern to Sustrans.



Genome Stripe *BRCA2* Cambridge to Great Shelford

Worcester arts projects

The arts projects that developed in Worcester stemmed from the proposition Tranquillity is a State of Mind by artist partnership Liminal to include an installation of the Organ of Corti and community engagement work delivered by artist Rob Colbourne under the title '20ft to an Inch'. The Worcester arts projects' primary aim was to explore the cultural influences of the riverside environment and draw local people to the river to make use of the newly developed pathways and Diglis Bridge which was part funded through Sustrans' Connect2 Big Lottery project.

Outcomes/Impacts

The Worcester arts projects had a number of objectives associated with their delivery. These are detailed below with commentary regarding the extent to which they have enabled their desired outcomes/impacts.

To create opportunities for direct public engagement in the arts and enhanced appreciation and understanding of the riverside

- A wide and diverse variety of individuals and groups were engaged in the Worcester arts project through both 20ft to an Inch and the Organ of Corti.
- Over 1,000 people came down to the riverside to experience the Organ of Corti, whilst over 300 contributed to the 20ft to an Inch site survey with the artist Rob Colbourne.
- A wide range of stakeholders were consulted, and they broadly agreed that their engagement in the project had provided them with a greater appreciation and understanding regarding the previously undervalued riverside area.

To involve local people working together with an artist led exploration and research process.

- 20ft to an Inch brought the local community and an artist together to enable a mutually informative and rewarding experience of the exploration and research process.
- The majority of the stakeholder groups involved in the projects, from schools to local healthy walking groups, reported that the 20ft to an Inch project provided them with a new experience in engaging with an artist.
- Involvement from the local community was crucial to the success of the project.

Add to the enjoyment of people using the riverside and increase numbers thereof

- Both 20ft to an Inch and the Organ of Corti gave an opportunity for the local community to enjoy and appreciate the riverside area both in a new way and for the first time for many.
- The school groups consulted particularly enjoyed the experience of the research process at the riverside, with teachers reporting that they would use this area more in future.
- The Organ of Corti installation was very well received and a substantial increase in numbers using the riverside was evident from local automatic counter data over the weekend.

To celebrate all aspects and achievements of the project as it develops

- The general public were involved in both the delivery of the arts projects and the celebrations of the outputs.
- The Organ of Corti drew large numbers through being part of the Worcester Music Festival, and enabled the public to enjoy one element of the arts projects' achievements.
- The 20ft to an Inch project culminated in the unveiling of a banner by landscape author Helena Attlee on the Cathedral quayside which drew a small but appreciative audience, although it was disappointing that the school groups were unable to attend. The banner will be exhibited in Dean's Chapel, Worcester Cathedral and shown at The Hive celebrations in March. Further opportunities for showing this piece are currently being explored.

Conclusions

The arts projects have achieved a great deal in a short space of time. Over 1,300 people have visited the riverside as a result of the project, either to directly contribute to the 20ft to an Inch artwork or to see and experience the Organ of Corti.

The development of the arts activities on the riverside has been an organic process over a number of years. It is clear from consulting the various groups and stakeholders involved in this project that it has been very successful in achieving its aims and objectives.

A key factor in the delivery of the project was the substantial buy-in from all partners, and this has led to much enthusiasm towards a permanent feature on the back of the Organ of Corti as well as ongoing discussions regarding the '20ft to an Inch' banner and its exhibiting.

The successful engagement of a wide variety of stakeholder groups demonstrates how art can engage and involve large numbers of people at a site leading to both artistic outcomes and increased usage of walking and cycling pathways.

Introduction

Sustrans Art Programme

Sustrans commissions artists, works with schools and local communities to explore the surrounding landscape to create innovative public artworks that celebrate the local area. Sustrans aims to share understanding and celebration of the arts and give everyone a chance to experience and enjoy working with artists and artwork. This helps to engender a strong sense of location, creating special places as destinations that can be visited again and again by foot and bike.



Phase 1: Tranquillity is a State of Mind 2009-2010

Tranquillity is a State of Mind grew out of the Sustrans Art Programme 'Prospectives'¹, an initiative to commission artists to work within multi-disciplinary research teams to explore areas of particular concern to Sustrans. With a non-prescriptive approach and flexible timescale, this project directed by Liminal, an architect/sound artist-composer partnership, has evolved a fascinating collection of innovative, high quality artworks, engaged hundreds of people in artist led activities and reached a wide and diverse audience.



Tranquillity is a State of Mind developmental process

Liminal is a partnership between architect Frances Crow and sound artist and composer David Prior. Their work focuses on exploring the relationship between sound, listening and the environment. Working with Sustrans as host organisation, Liminal received a Wellcome Trust research award for their proposal Tranquillity is a State of Mind 'to engage the public with science through a diverse range of activities'. The aims of this phase were to:

- **Facilitate inter-disciplinary exchange to frame the content and methodology of the project** – Liminal drew together a team of experts: Dr Sue Denham, Theoretical and Computational Neuroscience, Plymouth University; Dr Amr El-Rafaie, audiologist and researcher in tinnitus, Bristol University; Dr Greg Watts, audio engineer professor in transportation noise; and Seb Jouan, acoustician at Arup sound lab. Collaborative seminars and discussions were held throughout the project.
- **Organise a public 'Sound Ride' to explore the environmental soundscape and record individuals' response to noise levels** – Liminal led 20 individuals through Cotswold Water Park in March 2009

¹ <http://www.sustrans.org.uk/what-we-do/art-and-the-travelling-landscape>

- **Find a suitable site to develop a permanent sound structure** – The River Severn linked paths in Worcester, part of Sustrans' Connect2 Big Lottery project, were chosen as the location where an integrated Art Programme would complement Sustrans work, help to engage the local community and raise awareness of walking and cycling at the Diglis Bridge, a major new pedestrian and cycling link completing a circular route along the banks of the Severn, just south of Diglis Weir and Island.
- **Produce a final report to include documentation of all stages of the research and to create an installation to illuminate how sound is received in the cochlea and interpreted as high and low frequency** – A seminar, Lost Frequency: In Search of Tranquillity was held at Arup's Sound Lab, London in March 2010 where a mini portable Organ of Corti as pictured above, was exhibited along with an immersive sound installation and presentation by Liminal. This presentation was attended by over 100 guests from diverse interest groups representing science audiology, cycling and the arts community.

Phase 2: Site analysis, design development and community engagement 2010-2012

Organ of Corti

In September 2010 Liminal won the PRS for Music Foundation's New Music Award enabling them to build a full size prototype Organ of Corti which they toured to sites in London, Cumbria, Cotswold Water Park and Worcester in the summer of 2011. The prototype consists of ninety-five 4 metre long, 22.2cm diameter vertical acrylic cylinders arranged regularly at the corners of equilateral triangles. When the sound waves encounter this cylinder array, every cylinder deflects part of each wave (like sea waves 'bending' around cylindrical supports of a pier), so as sound progresses through the array the experience of the sound-scape will change noticeably. The Acoustic Research Group from the Open University worked with Liminal to determine the dimensions, layout and materials of the structure; they undertook extensive testing on site during the installation days and continue to support the development of the project.

Liminal also led two soundwalks during Organ of Corti's installation in Worcester attended by 14 people and they gave a presentation about the work at the Commandary attended by 34 people. As part of the development of the project in Worcester they worked closely with the Stakeholders and Sustrans and presented the ideas at Stakeholder meetings during the project. Organ of Corti was seen as a prototype for a permanent listening aid on the Diglis Weir site.

Katy Hallett, Sustrans' Art Programme Director, helped to find a suitable site for this project by requesting information from area managers across the organisation about new schemes that might benefit from having an arts project relating to sound. The River Severn linked paths in Worcester, as part of Sustrans' Connect2 Big Lottery project, was chosen as the location where an integrated Art Programme would complement Sustrans' work, help to engage the local community and raise awareness of walking and cycling with Diglis Bridge.

The Organ of Corti was adopted as part of the Worcester Music Festival and supported by Worcester City rangers, who helped all stages of the installation. Liminal produced a small publication 'A Guide to Organ of Corti', which explains that it '*...is an experimental instrument that recycles noise from the environment.*' This was also produced in braille, working with New College the school for blind and partially sighted young people in Worcester, who were involved in the project. Liminal also won the John Connell Innovation Award from the Noise Abatement Society at a reception in the House of Commons in autumn 2011. At the end of the tour in September 2011 Organ of Corti was permanently installed at Poltimore House near Exeter.

20ft to an Inch

20ft to an Inch was designed with the **aim to investigate the idea of 'tranquillity' or the 'bucolic' in relation to the changing character of the riverside.**

With support from Arts Council England and Sustrans' Connect2 project in Worcester, Rob Colbourne was appointed to explore with Liminal the original themes from the Wellcome Trust funded project. He undertook a site analysis and study of the riverside, its cultural significance, surrounding ecology and landscape.

This area has a rich and varied past. Each century has contributed and helped to influence the landscape today, from the industrialised river with its weir, canal basins, locks and dock to downstream from the Cathedral where Edward Leader Williams, the engineer and amateur artist responsible for planning and designing the weir, lived at Diglis House (now Diglis House Hotel).

Rob's research had several strands, it:

- built on and provided a wider understanding of ideas of tranquillity explored during the original Tranquillity is a State of Mind project
- developed an understanding of the historic and social effects of the River Severn on the inhabitants of Worcester which became the core of a major community engagement programme
- shaped his final artwork '20ft to an Inch'

Rob devised a community engagement process that was inspired by thoughts of the Leader family – father and son Benjamin, Worcester's best known landscape painter, walking the riverbanks and making their recordings of the landscape. Rob's concept merged their artistic drawings with engineering drawings, and he called the proposal 20ft to an Inch after the scaled drawings produced by Edward Leader for the industrialisation of the river. Rob, working with two student interns from Worcester University, painted numbers on the pathway for over a mile along the Bromwich Parade, the riverside walk between Worcester Bridge at number 1 and the new Diglis Bridge at number 275 - every 20 feet.



Markings along the river for 20ft to an Inch

Rob walked the riverbank in conversation with hundreds of individuals from local groups, school classes, a family event and with other visitors. He invited everyone to stand at one of the numbers and record their own observations, memories and stories in words or pictures looking nearby at the

riverside or out towards the City. Rob sorted this mass of generated information, exploring ways to articulate it into a coherent artwork. The final piece is 20ft to an Inch, a 13 metre long 72 point text, is printed as a banner and accompanied by a small concertinaed A4 publication. The size of the text meant that each line represents twenty feet of river. First copies of a concertinaed fold out map/poster were printed at 12 point or '20ft to one sixth of an Inch'.



A marketing plan was developed in partnership with Worcester City and Worcestershire County Council to promote the project across the City and beyond. The main community engagement events are listed in Table 1.3 in the appendix.

Project evaluation

The evaluation of the arts activities surrounding the Diglis Bridge and Riverside paths has been undertaken by Sustrans' Research and Monitoring Unit and supported by Sustrans project delivery team and artists.

Consultations have been held with key project stakeholders and beneficiaries to evaluate performance against projects' intended outcomes. Consultees have included:

- Event participants
- School children and teachers engaged
- General members of the public using the riverside
- Project delivery staff
- Local authority and related stakeholders

These consultations have been undertaken via a range of methods including face to face and telephone and paper based surveys.

Project methodology

The diversity of the project resulted in the activities being delivered growing and developing (and indeed continue to do so at the time of writing) over a period of time. The overall intended objectives for the project are detailed below.

Overall aims/intended outcomes

- To create opportunities for direct public engagement in the arts and enhance their appreciation and understanding of the riverside

- To involve local people working together with an artist-led exploration and research process
- Add to the enjoyment of people using the riverside and increase the numbers thereof
- To celebrate all aspects and achievements of the project as it develops.

The above aims were framed around two aspects to the arts projects, the work of Liminal to bring the Organ of Corti to the riverside and that of artist Rob Colbourne to undertake community engagement work as part of the research process.

The Organ of Corti was installed by the Riverside between the 19th and 21st of August 2011 as part of the Worcester Music Festival. The interested members of the public were guided in how to use it by supporting staff and sound walks were led down the riverside. Additionally, Liminal presented the project at an open seminar in the Commandary to further engage members of the public.

Rob's methodology for 20ft to an Inch did not take a predefined pathway and had no predetermined output. This was framed around the project aim to raise awareness of the riverside path through engagement in the arts which Rob primarily achieved through bringing people down to the riverside to discuss and note their interpretations, knowledge and thoughts. Rob's work programme was built around the title '20ft to an Inch'.

Over a three month period, more than three hundred people walked up and down the riverbank and recorded their observations. These observations included sounds and stories through writing, drawing and conversations with Rob along the 20 foot intervals. This informal approach for gathering the information, rather than a 'high-vis clipboard' manner, was deemed to be more successful when talking to participants. The artist's flexible style was regarded by stakeholders as highly effective and enabled contributions from a wide variety of local people in a format that best suited them.

Rob was assisted by two students from the local university who were able to contribute to their coursework by supporting Rob during his consultations. They also helped mark the riverside at 20 foot intervals, ready for the participants coming down to the riverside. The student engagement was perhaps not an intended outcome of the project originally, but has provided valuable experience for the two students, and allowed the project to engage with the university.

Local Sustrans staff were closely involved in the delivery of the project from the very beginning after a request was put out to area managers around the UK for suitable sites to deliver the project. Sustrans staff in Worcester were keen to be involved with this project as a way to promote the new Diglis Bridge, which was installed as part of the Worcester Connect2 scheme. This new walking and cycling bridge over the River Severn has opened up the whole of the riverside area of the city. It enables local people to walk and cycle around Worcester quickly, easily and safely and has been a huge success. The introduction of an art project along the river has promoted the bridge and riverside further, and was seen as a good way of capturing a new audience who may not have used the bridge and/or riverside before.

The Worcester arts projects have been raised and discussed amongst a broad range of stakeholders including the Worcester public arts panel, which provided a useful sounding board as the project developed.

The delivery methodology for the arts projects was broadly regarded as very good by stakeholders consulted. Some did however feel that the timing of the project could have been changed and should have allowed input from the artists working with the local authority and engineers in the pre-construction phase. However it was accepted that it would have been difficult to include artists any sooner in the construction.

Outcomes/Impacts

To create opportunities for direct public engagement in the arts and enhanced appreciation and understanding of the riverside

A wide and diverse variety of individuals and groups were engaged in the Worcester arts project through both 20ft to an Inch and the Organ of Corti. In total around 1,000 people came down to the riverside to experience the Organ of Corti, whilst over 300 contributed to the 20ft to an Inch site survey with the artist Rob Colbourne. It is worth noting that these numbers are just the participants who were recorded and it is highly likely that further people were engaged or touched in some way by these activities such as casual passerbys, through publicity posters, word of mouth, seeing advertisements in local press and via websites of those involved.

Rob's idea of marking the riverside at specific points along the route allowed people involved to concentrate in great detail on one particular area. This meant that the events were well structured and probably gave participants a sense of ownership for their specific spot. Once in a spot, participants were not restricted to a particular art medium (participants could sketch, paint or write depending on what they wanted to do). Rob was very hands on in his approach and involved himself in each session with the groups, which would also have helped in making the public feel very involved in the making of the artwork.

Rob Colbourne delivered extensive public engagement in the arts with local people in Worcester and provided opportunities for members of the community of all ages to come down to the riverside and gain an increased appreciation and understanding of the area. He reached a range of groups that included a healthy walking group and several local schools.

The groups involved that were consulted generally felt the arts projects had provided an opportunity to engage with the arts in a way that was a new experience for them. For example, the schools who were involved particularly valued the opportunity to enhance their curriculum through the site visits with the artist. In one school it allowed teachers to 'think outside of the box' in terms of learning activities for their pupils and introduced new ways of working. Pupils that were consulted particularly enjoyed working with Rob whilst also improving their understanding of the riverside:

'Rob was talking about things we didn't know before'

'The best bit was going to see Rob and he was talking to us all about lots of things. I also liked doing the sketches'

It was recognised by all stakeholders that the arts project had significant potential to add quality of place to the riverside in what was traditionally an undervalued and underutilised space. This enhancement of the riverside, alongside the engagement activities, brought a new audience to the riverside. For example, one person commented that they had never known there was a weir on the river, even though they had lived in Worcester all their life.

Individuals engaged in the project certainly developed a greater appreciation and understanding of the riverside. One person involved commented:

'It shows you a new bit of the city, before the project I'd never walked along the other side, it's a really interesting bit of the city. I just took it for granted before'

In addition to the engagement process around 20ft to an Inch, feedback from those who came to see/use the Organ of Corti also demonstrated that a wide audience had been engaged in the arts and had an enhanced appreciation of the riverside:

'It was different; it was something interesting to come across really. It was an extra fascination'

'I'm really surprised how it changes just with a small step the pitch goes up or down It makes the sounds much more lively by listening'

'Can hear the effect of Organ of Corti at a distance from it, it changes perception of the weir sound itself'

Supporting Liminal's work, the 20ft to an Inch project has engaged with many members of the Worcester community, and includes school groups, health groups, special interest groups, the local authority and the university. Through this engagement, and following consultation with the participants, it is clear that an enhanced appreciation and understanding of the riverside has been gained by those involved. A detailed overview of groups who partook in the project and the events held can be found in Table 1.3 in the appendix.

Henry Harbord, Sustrans area manager noted how the project had been a beneficial experience for the people of Worcester, while also raising awareness of Sustrans' work. Art was regarded as a good tool to bring people to the riverside and to raise awareness about the new pathways. It was also noted that the project had provided an opportunity for Sustrans to be introduced to new audiences.

The arts projects also highlighted the fact that the riverside pathways were not solely for travelling on. Instead they became a pathway to the riverside, a destination in its own right. This is clear from a statement that a partner of the project made regarding how useful the project had been for promoting the riverside for both travel and as a destination itself:

'The projects have been regarded as an excellent tool for promoting the riverside to the local community not just in terms of the route to travel on itself but as a place to visit. The projects have been universally regarded as an excellent way to make people think about the riverside'

To involve local people working together with an artist led exploration and research process

The project was framed around the aim to raise awareness of the riverside path through engagement in the arts which Rob primarily achieved by bringing people down to the riverside to discuss and note their interpretations, knowledge and thoughts. Various groups and schools were invited to take part, and were asked to draw, sketch or write about what they saw at the intervals marked out along the riverside. Participants commented:

'I have never drawn anything at the riverside before; I wouldn't normally have done this'

'I enjoyed coming down and doing the drawings as a group, it was a nice pleasant thing to do'

One primary school head was very keen and involved in the whole project, stating that it particularly appealed because it enabled children to learn about their local area. This school actively tries to link projects to local areas wherever possible and this was regarded as a perfect fit with 20ft to an Inch. The head also noted that some teaching staff were not familiar with this type of alternative style of education, instead tending to stick with traditional teaching methods. So this new approach provided a welcome variation.

Across the board those engaged had enjoyed the research process. The schools' pupils involved particularly enjoyed working with Rob - 77% of pupils surveyed felt that because of the 20ft to an Inch activity they had learned something new about their local area that day. They enjoyed learning new things and drawing down by the riverside, commenting:

'My best part is when we were all enjoying ourselves and got to draw lots of different things to jot or scribble down'

'It felt quite good sharing my ideas for a riverside decoration and it was exciting'

'I liked the drawing best (I love drawing) and using the square to find things to draw'

The local authority was very keen to be involved in the project as it allowed them to easily engage with the local riverside users. The riverside park warden found the events a good way of meeting and conversing with local people using the riverside. This was particularly important as the wardens were a fairly new department within the authority, and so the project was an excellent way of promoting themselves to the public.

Involvement from the local community in the research process was crucial to the success of the project. This involvement was only possible through Rob's approach with the public, the local authority, Sustrans, local schools and groups all playing a part, being keen to work together and engage with the process.

Add to the enjoyment of people using the riverside and increase numbers thereof

The popularity of the riverside before the project was evident - 73% of school pupils asked had already been to the riverside before. However this still meant that for 27% of the children this was the first time they had been to the riverside. For those who had been previously they used the area as somewhere to go with family and friends, to cycle, skate and walk. When asked why they visit the riverside children said:

'I would usually ride a bike or take a stroll with my family. Sometimes I go sight-seeing'

'For shortcuts, to look at the scenery, to get away from the roads, a bike ride'

When asked during a consultation, 98% of pupils also stated they would also use the riverside again. It is clear the children enjoy using and being down by the riverside:

'I like it down there because it makes me calm and relaxes me and makes me feel very happy'

'Down by the riverside there is lovely nature and it is really calming and relaxing and it makes me feel like I am at the seaside'

'It's nice to go because you can feel the breeze and it makes you feel relaxed. I don't really think about much because I chat and listen to birds. I look at boats and my granddad tells me what they are called'

Teachers and other group leaders who were engaged in 20ft to an Inch reported that they intend to utilise the riverside more for teaching and learning, which should again lead to further usage and enjoyment of the riverside area.

The project has clearly had an impact on people using the riverside and enabled them to see it from a different perspective because of the project activities they took part in. One individual consulted actually reported that he tends to avoid the riverside at busy times now as it becomes too overcrowded to cycle, such is the popularity of the route.

Increased usage is also evident from locally available automatic cycle and pedestrian counter data, which shows a significant spike in total numbers using the riverside during the Worcester Music Festival when compared with the weekend before the Organ of Corti installation. Of particular note is the near doubling of pedestrian numbers at Diglis Bridge on comparative Sundays.

Date	Cycles	Pedestrians	Date	Cycles	Pedestrians
Fri 12 Aug 2011	237	586	Fri 19 Aug 2011	262	834
Sat 13 Aug 2011	221	733	Sat 20 Aug 2011	203	691
Sun 14 Aug 2011	359	1179	Sun 21 Aug 2011	401	2043

Table 1.1 Automatic cycle and pedestrian counter data comparing the weekend of 12th August 2011 and the weekend of the Organ of Corti installation on the 19th August

It is also worthy to note that over the weekend that the 20ft to an Inch banner was unveiled, the Sunday also saw a spike in usage along the riverside.

The physical outcomes of the arts projects have been well received. The public and stakeholders have regarded the temporary works as very interesting, with most people being extremely positive about them. The Organ of Corti had a large amount of interest and high visitor numbers were a testament to this. The installation was tied into the Worcester Music Festival, and so this ensured a strong attendance with over 1,000 people visiting the site. Again, overall feedback was positive although some people did struggle to hear it working. One stakeholder commented that even people 'giving it a go' was in itself a positive outcome as even if they couldn't hear anything differently they were still listening and appreciating their local environment much more than previously. A small number of people engaged in 20ft to an Inch felt that the outcome was not quite as they had expected in terms of it being text not pictures, however this did not detract from the majority who appreciated the depth that the text allowed.

Overall, the projects have clearly increased people's enjoyment of the riverside and the likelihood of them returning. A permanent artwork along the riverside would also increase people's enjoyment and usage. The Organ of Corti and the final 20ft to an Inch artwork were both good examples of the type

of permanent work the riverside would benefit from. They were regarded as good examples because they show people what it might be like if the aspiration of a permanent work is to be realised.

To celebrate all aspects and achievements of the project as it develops

The arts projects have achieved a great deal in a short space of time, and opening and exhibition events have enabled these achievements to be celebrated. Over 1,300 people have visited the riverside as a result of the projects, either to directly contribute to the 20ft to an Inch artwork or to see and experience the Organ of Corti. The projects have brought together the local authority, Sustrans and various groups, and enabled them all to work together and achieve the projects' aims and objectives. One of the drivers of the project throughout was the enthusiasm and support from all parties involved. Indeed, the local authority's support was cited as particularly important in the development of the project.

Other achievements include increasing the profile of Worcester, especially in the arts. The installation of the Organ of Corti during the Worcester Music Festival brought a great deal of media attention to the city. This installation being on site by the riverside owned by Severn Trent Water was regarded as a significant achievement for the project given that it was only one of a very few number of places where the piece was exhibited in the UK. The exhibition included coverage from the BBC² and the Worcester Standard, which enabled the successes to be known beyond those who attended. Over the weekend it was installed, there was substantial interest from the public which also led to increasing numbers travelling by active modes - 50% of visitors arrived by bike and 50% by foot³. The structure attracted a range of people including three partially sighted visitors and one wheelchair user⁴, which highlights how inclusive the art project was. It is worth noting that the installation was during the school holidays so no school visits were able to take place. During the festival Liminal led two Listening Walks along the river and into the city. 25 people took part using simple equipment to actively listen to different layers of ambient noise and sounds that are usually filtered or blocked by our senses. They were astonished to hear so much that usually goes unnoticed. Liminal also presented their detailed research paper at the Commandary in Worcester following the launch of the Organ of Corti installation.

² <http://www.bbc.co.uk/news/uk-england-hereford-worcester-14588883>

³ O of C report

⁴ O of C report



Visitors to the Organ of Corti by Liminal



Listening inside the Organ of Corti

The artwork produced from the public involvement with 20ft to an Inch was finally unveiled in November, and was displayed outside the Diglis House Hotel between Friday 25th and Sunday 27th November. The unveiling was by landscape author Helena Attlee:

'it's only when people engage with the landscape, as they have through this project that they really begin to value it. And when you value something, you want to protect it. Twenty Foot to the Inch has created an army of people who will protect this stretch of the river from harm in the future.'

The banner may look like a two dimensional object, but by combining past, present and future, it has become multi-dimensional.

The actual unveiling event did not draw huge crowds, but it was a weekday and a very cold morning, and both of these factors may have influenced the attendee numbers. The work was well received

and most people were enquiring as to whether it could be a permanent fixture somewhere. Brief consultations with attendees of the unveiling spoke of their appreciation of the final artwork:

'Looking at the words, there are a lot of things I can relate to'

'The banner is nicely worded'

'It's very interesting; I haven't been in the area that long so didn't know some of the things on the banner'

'It's a good idea; how he's done it is very good'



Visitors to 20ft to an Inch

The arts projects were received in a very positive way because of their ability to involve a wide variety of people in a series of different events. This achievement is partly down to the inclusive nature of the project. People of all ages and abilities were able to take part.

This success demonstrates how art can engage and involve large numbers of people in a site, and this involvement has been a very important process in the project. In some ways this Sustrans project was different from previous public art installations because it was not an art project where people just came to look at a sculpture or artwork - people were actively encouraged to take part and share their ideas. It is evident from the consultations undertaken that this active involvement has created a connection to the riverside that people will cherish and remember for years to come. In particular, the engagement work with local schools has been an excellent way to ensure a legacy of usage and enjoyment of the riverside.

It would be interesting to have seen the development trajectory of the projects if the artistic elements were engaged from the start of the construction of the riverside pathways. This may have added value to the overall projects and integrated the pathways with art in a more enhanced way.

Art projects are excellent ways of engaging with a wide variety of people, and introducing many different groups and ages to the work of Sustrans in a way that may attract a different type of person, who may have previously felt the riverside pathways and the work of Sustrans was solely about travel. It is clear from this project that a permanent artwork would be very beneficial to the riverside and would also sum up the achievements of the project as a whole, creating a focal point for the projects to date.

The forthcoming Portrait Bench installation will form part of a continued programme of art activity by the riverside for which this evaluation has revealed there is a clear appetite to both encourage usage of the pathways and enhance local people's understanding and appreciation of the area.

Appendix

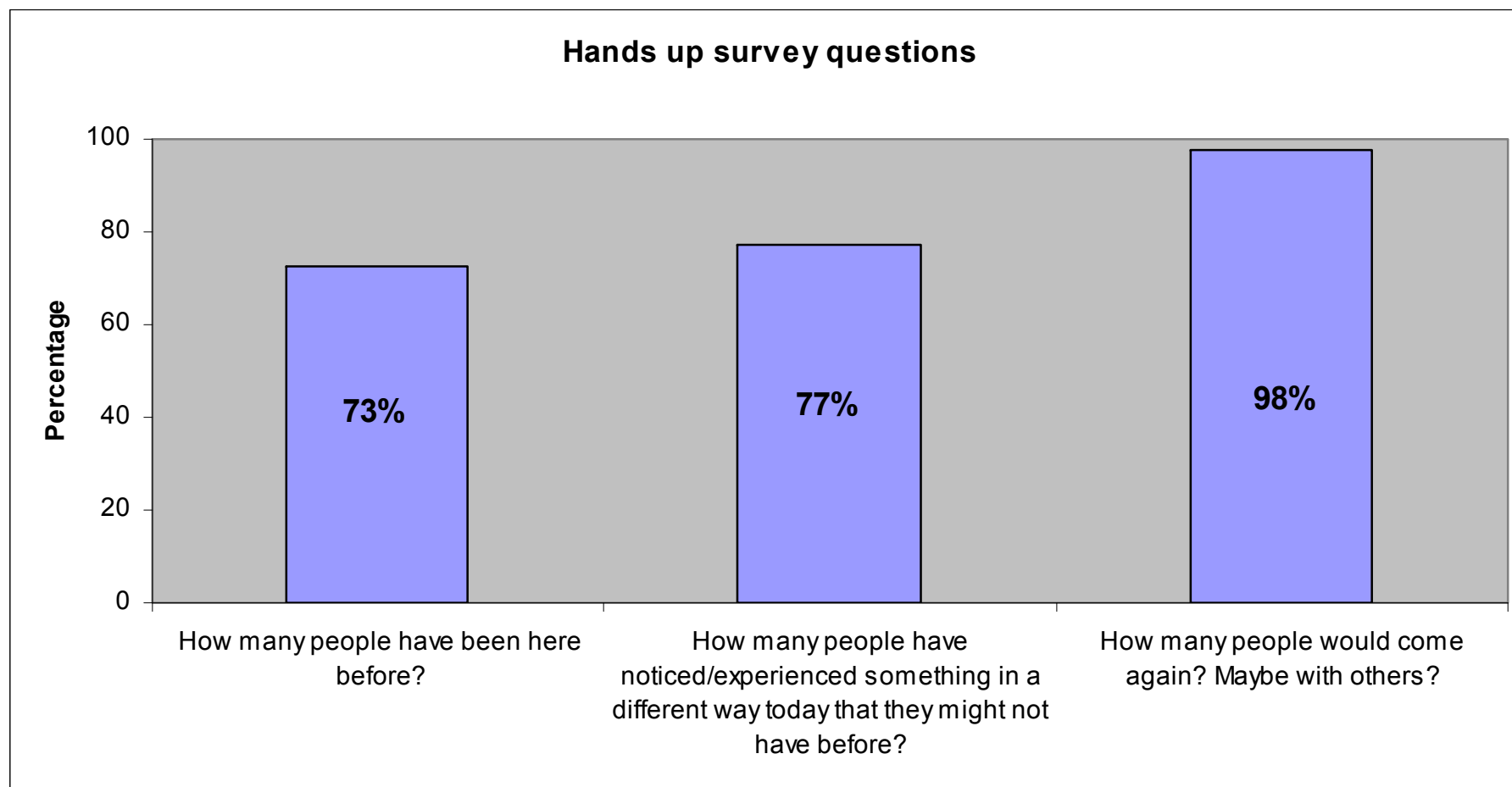


Table 1.2 Barchart showing the results of 3 questions asked to school children involved in the art project

DATE	DESCRIPTION	AGE RANGE	People engaged
July 2010	Initial site investigation with Malvern College summer school	22 - 40	15
October 2010	Steering group meeting		
January 2011	University Talk	21+	15
January 2011	Marking the 20 foot to an Inch points along the riverside	All	30
7 th February 2011	Marking the 20 foot to an Inch points along the riverside (help from interns*)	40 +	5
9 th February 2011	Marking the 20 foot to an Inch points along the riverside (help from interns*)	30+	20
16 th February 2011	Marking the 20 foot to an Inch points along the riverside (help from interns*)	30 +	6
17 th February 2011	Steering group meeting		
24 th February 2011	Andy Stevenson (group? I am not sure who he is?)	20+	48
17 th March 2011	Our Lady Primary School	Year 4, 5?	30
17 th March 2011	Museum group	35 +	4
18 th March 2011	Industrial archaeology group	50+	2
23 rd March 2011	New college group	17+	9 (+3 adults)
27 th March 2011	20 foot to an Inch event day	all	94
31 st March 2011	Perry fields school short stay	7- 10	8 (4 children)
31 st March 2011	Cherry orchard school	7 - 10	10 (8 children)
31 st March 2011	Home schooling group	5 - 15 adults 30+	12 (5 adults)
1 st April 2011	Garston Phillips		1
1 st April 2011	Christopher Whitehead	5 - 10	7
1 st April 2011	Healthy walking group	40+	8
7 th April 2011	Planning department	5 adults 30 - 60	5
15 th April 2011	Discover history (Paul)		1
21 st April 2011	Open day	10 - 70	10
19th May 2011	Pitmaston primary school	9 - 10	30
25 th November 2011	20ft to an Inch unveiling	Adults	25

* Rob was assisted by two students from the local university who were able to contribute to their course work by supporting Rob during his consultations. Although perhaps not an intended outcome originally, this has provided valuable experience for the two students.

Table 1.3 A timetable of consultations and events held, and the groups and individuals involved

Table 1.4 Various marketing tools where used throughout 2011 to inform the public and generate interest in the project

Date	Project	Marketing tool
2011	Tranquillity is a State of Mind	Project flyer to explain the project and encourage people to get involved was circulated widely to potential participants across Worcester.
Spring 2011	20ft to an Inch	Poster and flyer displayed along the riverside advertising the family weekend.
Summer 2011	Organ of Corti	Installation and Sound Walk were advertised in Worcester Music Festival Catalogue plus poster and flyer were displayed along the riverside. Also online media and national PR campaign organised by PRS for Music Foundation.
Autumn 2011	20ft to an Inch	Poster and flyers were displayed for the opening event next to Diglis House Hotel. Helena Attlee landscape writer launched the event on the quayside.
March 2012	20ft to an Inch	Exhibition planned in Worcester Cathedral Dean's Chapel.