CHALK UP21
ANOTHER DAD PROJECT

EVALUATION

INTRODUCTION

"The North Downs Way and the England Coast Path have been walked for hundreds of years. CHALKUP21 has revitalised these ancient paths, creating a trail along the Dover Strait linking nine 21st century additions of outstanding art & architecture and inviting contemporary artistic responses to this new trail."
Joanna Jones. Director Dover Arts Development.

Like all the best ideas Dover Arts Development's starting point was brilliantly simple: to link the ancient and the contemporary and create a new experience from what is already in existence. Through a carefully curated programme of walks, talks and events, led by artists and architects, DAD delivered a cultural tourism project that has revitalised ancient trails and raised awareness and appreciation of nine outstanding contemporary structures along the Strait of Dover.

CHALKUP21 has been a huge success, contributing to local placemaking, reaching new audiences and supporting local partnerships. With the project now reaching its conclusion, the project evaluation draws out the project's main successes and highlights its legacy.



Marcia Teusink. CHALKUP21 Map, 2018.

PARTNERS AND FUNDERS

The project received significant support from Arts Council England and successfully attracted additional funding from local partners: National Trails, Kent County Council Arts Investment Fund, Dover Big Local, The Bay Trust, Eurotunnnel, Dover Town Council, Kent County Council Members Grant and the White Cliffs Countryside Tourism Alliance.

The project was founded on partnership and DAD worked closely with venues and agencies across the town. Partners included the National Trust, Dover District Council (DDC), Kent County Council (KCC) Dover Big Local, Dover Town Council, (DTC) Eurotunnel, National Trails, Travel Lodge, Southeastern, The Battle of Britain Memorial Trust, The Port of Dover, The Up on the Downs Landscape Partnership, White Cliffs Countryside Partnership and a number of local small businesses.

THE TRAIL

CHALKUP21 follows two of the finest long-distance trails in England and Wales; **North Downs Way** and **England Coast Path National Trail** routes. These pass through the Kent Downs AONB (Areas of Outstanding Natural Beauty), the chalk grassland of the North Downs escarpment and the heritage coastline to the beach to Deal. Along these trails are fine examples of contemporary architecture; the nine points on the trail. These are:

The Wing, Capel-le-Ferne, 2015. Designed by Godden Allen Lawn Architects. Commissioned and owned by The Battle of Britain Memorial Trust.
Samphire Hoe Education Shelter, 2014. Designed by Lee Evans Partnership. Commissioned by Eurotunnel and White Cliffs Countryside Partnership.
Three Waves, Dover Esplanade, 2009. Designed by Tonkin Liu Architects. Commissioned by Sea Change Commission for Architecture and the Built Environment (CABE) and owned by The Port of Dover.
Start/Finish Line, Dover Esplanade, 2011. Designed by Alma Tischler Wood**.** Commissioned by Natural England, National Trails and owned by Kent County Council.
Dover Totems Athol Terrace, Dover, 2017. Designed by Elaine Tribley. Commissioned by The Up on the Downs Landscape Partnership Scheme. Owned by Dover Town Council**.**
White Cliffs Visitor Centre, Langdon Cliffs, 1999. Designed by van Heyningen and Haward Architects. Commissioned and owned by The National Trust.
The Pines Calyx, St Margarets Bay, 2006. Designed by Helionix Designs. Commissioned and owned by The Bay Trust.
Deal Pier Café, Deal, 2008. Designed by Níall McLaughlin Architects. Commissioned and owned by Dover District Council.

THE AIMS OF THE PROJECT

CHALKUP21 had ambitious intentions:

- To create a new and contemporary cultural tourism offer for Dover;
- To bring art of the highest quality to the process of local placemaking;
- To make the case for a greater understanding of the vital role the arts can play in the district's overall economic development;
- To extend connections and partnerships in the town;
- To provide opportunities for artists and creative practitioners.

Over twelve years DAD has built a significant reputation for creative placemaking and has been the key artistic driver in Dover's regeneration and development as a destination, bringing the extra dimension to the town and district that is so hard to categorise, but found in the poetic, the inspiring, the expanded vision that helps a town re-imagine itself.

It was the keen hope that CHALKUP21 would become a great example of partnership and a project that marks DAD's unique contribution to placemaking.

WHAT TOOK PLACE

Over an 18-month period, DAD delivered a range of carefully curated walks, workshops, public events and commissioned new work that brought the trail, and the nine pieces of art/architecture, alive to visitors. Visitors were invited to experience a different way of walking and a different way of visiting individual attractions.

Curated Walking

- The project began with two **research walks** during which the CHALKUP21 team of artists/poets/architects had the chance to think, talk, walk and plan their contributions.

  "It was a wonderful experience; the conversations which walking with a shared intent can stimulate, were enhanced by the intergenerational group of individuals at different stages of their career and practice."

- Artist **Louisa Love** led two **walks** as part of The *Up on the Downs Big Summer Festival* and produced an essay on walking and art practice.

- **Gabor Stark's** Art & Architecture walk ***'Space Standards'*** invited participants to actively engage with Dover's built environment: to 'do' art and architecture, to perform and to intervene in space.

- **Charles Holland** led a walk as part of RIBA's love architecture heritage open days programme.

  "Today has been great. An enormously interesting walk from Dover to Deal along the cliffs led by architect Charles Holland (Grayson P gingerbread house) courtesy of the wonderful #CHALKUP21 project taking in the 21st century architectural landmarks."

- **Poets and writers** were invited to walk with **Chris Poundwhite**, a Folkestone based poet and **Louise Webb**, a Dover based young artist. Some of the work produced was later performed at a poetry event at Samphire Hoe.

- A collaboration with video artist **Jamie Jenkinson**, his students from the Royal College of Art responding to the trail through drawings, photographs and videos.

Workshops

- **Matthias Koch** ran a photographic masterclass and held a public presentation of his work at the Battle of Britain Wing building.

- **Marcia Teusink** led six drawing workshops taking in the structures which link the trail.

  "Deal Pier served as inspiration for drawings exploring form, angles and unusual perspectives. From afar, the building looks deceptively simple, but up close, putting pencil to paper, the drawers realised how complex and beautifully put together the structure is." **Marcia Teusink.**

Events

- A soft launch with Up on the Downs, Dover Town Council and the National Trust unveiling the Dover Totems.

- An official launch of the CHALKUP21 website at the Pines Calyx.

- A workshop with the Sycamores class at Temple Ewell CEP to introduce CHALKUP21 and the work of DAD and the artists involved.

- *Structures on the Edge,* performances of poetry and writing written in response to the walk led by poet and writer Chris Poundwhite, assisted by artist Louise Webb, in the Samphire Hoe Education Shelter. Co-created with the White Cliffs Countryside Partnership.

- *Structures on the Edge,* an exhibition of drawings curated by Marcia Teusink held at Samphire Hoe during September 2018.

- A **closing event** held in Deal Pier Café. *Architecture-on-sea: an evening of buildings, stories and the seaside.*

New Commissions

CHALKUP 21 resulted in a number of new commissions:

- **Nine plaques**, designed by **Charles Holland,** mark each of the points on the trail.

  "The plaques take the form of a circular disc that has been distorted to describe the profile of the coast that the trail follows. They are intended to be both informative and sculptural objects in their own right." **Charles Holland.**

- ***CHALKUP21*** **Souvenir Special Edition** by emerging ceramicist **Frazer Doyle**. Exquisite but affordable pieces presented in a beautiful CHALKUP21 box.

- **A number of contextual essays** including an introductory essay by **Charles Holland** and **Louisa Love's, '**Reflections *on walking as (or within) artistic practice'* and a series of seventeen responses to the trail. All are now held on the CHALKUP21 website.

- CHALKUP21 Map, a commissioned drawing from **Marcia Teusink.**

- New poems by **Chris Poundwhite** in response to the trail.

- New photographic works by **Nigel Green.**

- A dedicated **website** https://CHALKUP21.com – a rich living archive for future visitors to navigate and be inspired by.

WHO TOOK PART

DAD collected data on those taking part in CHALKUP21 walks, workshops and events and accessing the project on line and via social media.

- **2731 people participated** in CHALKUP21 walks, workshops and events. This included a high percentage of young people.
- **95 artists** contributed to CHALKUP21 and the project has resulted in **25 new works**.
- DAD website had **11020** visitors of which **10920** were new. The CHALKUP21 project page had **3912** views and project updates had **3180** views.
- The CHALKUP21 website had **1802** visitors, **2700** sessions and over **7000** page views.
- The project included over **2600** tweets through DAD and CHALKUP21 twitter accounts.
- CHALKUP21 Facebook page has **480** likes and a new linked Facebook group has been set up and continues to grow.

In addition, the project has generated new interest in a walking trail independently. It was agreed at the outset that CHALKUP21 would not be able to collect data on those walking the trails independently and that data collected by partners would help assess the wider participation in the project. The numbers walking the trail independently are very difficult to estimate for logistical reasons (cost, length of the trail) but data from partners, social media activity and anecdotal evidence, suggest that CHALKUP21 brought new visitors and contributed to increased visitor numbers.

Data from the National Trust White Cliffs Visitors Centre of those walking the trail towards the Pines Calyx at St Margarets Bay saw an increase in visitors from 253,796 in 2017 to 315,359 people in 2018. An increase that CHALKUP21 has contributed to.

The White Cliffs Countryside Partnership, manage Samphire Hoe and had an estimated 168,000 visitors during the CHALKUP21 programme. They estimate that approximately 5% of those visitors, 8400 people, connected with CHALKUP21.

"A couple came to Samphire Hoe to check out the route. They had seen the article in the Guardian and had then booked to stay locally for a couple of days to walk it with a group of friends." **Paul Holt. White Cliffs Countryside Partnership.**

Samphire Hoe also hosted the CHALKUP21 drawing exhibition in September 2018 and an estimated 2000 people (one fifth of all visitors during September) visited the exhibition. The project has provided new ways of engaging visitors. Samphire Hoe, for example, has continued to run exhibition events since hosting the CHALKUP21 drawing exhibition.

"We hosted an exhibition of art inspired by the trail. Linking to the exhibition we developed an event/activity called 'chalking the edge' where we consider how buildings could be designed to fit into the wild coastal edge and the group then make their own models. We have now run this event three times." **Paul Holt. White Cliffs Countryside Partnership.**

The additional interest in the trail through CHALKUP21 has also brought new and different walkers. There is anecdotal evidence from those on the ground that suggests the programme has extended the demographic of those interested in walking this stretch of coast.

"I have friends who are architects and if I said to them 'let's go for a walk in the countryside' they would say 'yeah, whatever'. But if I said let's go on a national trail and look at a series of award-winning modern buildings', they'd be like 'oh okay yeah, that sounds quite interesting!'. I guess it's all about how you package it – the people who walk this trail will not be die-hard ramblers with bobble hats, they'll be a different sort of walker. They will look at the trail slightly differently from the way that maybe I would and the people who I deal with on a more regular basis do." **Pete Morris. North Downs Way Manager**.

FEEDBACK FROM PARTICIPANTS

DAD collected 84 feedback sheets from those attending events, walks and workshops. These have been entirely positive, without exception. Comments are collected on the CHALKUP21 website, but here is a selection:

"So wonderful to experience the diverse photographic passions of all the photographers' presentations. Matthias' guidance and advice made this such a thought provoking and inspiring day." **Mike Tedder, Dover based artist. Photography Master Class.**

"The writers walk was a delight. Very well led and guided by Chris and Louise and just wonderful to walk in silence for much of the time. It is an extraordinarily diverse walk of history, ecology and modern life challenges, which provoked lots of imagination and connection." **Jane Phillips, participant. Poets and Writers Walk.**

"It was great! I've done that wonderful walk many times but learned lots of new, interesting things. Thankyou Charles! And thanks @DoverArts for bringing us such treats!" **Participant on the Art and Architecture Walk.**

"Thanks to Joanna and Clare for creating the wonderful ChalkUp21. What a great way to spend a wet, cold Sunday afternoon. Poetry, art, ceramics, 2 lit wood burners in a stunning location. Inspirational and innovative." **Petra Matthews Crow, audience member. Structures on the Edge event.**

"So many different ways of seeing the same things! Beautifully presented and juxtaposed, very much liked the use of the 'driftwood' supports and the studio look the magnetic boards gave to the works displayed. A wonderful Exhibition. Many thanks."

"What a success! So beautifully yet simply displayed – elegant & professional feeling."

"Lovely variety of work – thoroughly enjoyed it all thank you." **Visitors to *Structures on the Edge*, an exhibition of drawings curated by Marcia Teusink.**



Word clouds. Participants' feedback from The White Cliffs Visitor Centre and Deal Pier Drawing Workshops.

PRESS COVERAGE AND SOCIAL MEDIA

"The media coverage of the project was first class." **Diana Baldwin. Dover Town Council.**

The project exceeded expectations regarding audience reach. Press coverage, including national press and radio, suggests that the project had a potential reach of over 6 million readers and listeners. The project captured national interest, including a feature page in the Guardian travel section (August 2018). The trail was also one of the Sunday Times' '*recommended things to do this Summer in East Kent'* and is on Southeastern's website as '*A coastal walk with a difference*' and recommended for a day out in Dover as a '*novel way to experience this stretch of coastline'.* The project was also featured in art and architecture press.



Dover soul: a new walking trail on the Kent coast

There's more to the world's busiest passenger port than ferries and military history - it is looking forward with a new architectural walking trail along the Kent coast. We get a preview

Local press has covered the project and BBC Radio Kent broadcast an interview on the trail. The project was a great example of agencies working together to reach audiences and DAD worked closely with partners, including Destination Dover, to ensure that the project maximised coverage and that social media activity was effective.

Alice Bryant worked with DAD on marketing CHALKUP21 and was an important part of the team. Her background in running her own blog, Canterbury Culture, brought skills to the project and working with DAD provided her with an opportunity to develop her career.

"*Clare and Joanna invest so much of themselves in projects, and it is a pleasure to work with them. They form genuine, authentic and trusting relationships with people. Their projects naturally gather a momentum, generating an energy, commitment and interest*

that starts within their community and ripples outward. DAD encouraged and guided me towards my creative strengths and encouraged me to develop my writing skills." **Alice Bryant. CHALKUP21 Marketing and PR.**

MEETING PROJECT AIMS

1. To create a new and contemporary cultural tourism offer for Dover

"CHALKUP21 is hugely important to cultural tourism – the project has put Dover beyond the Castle and the Cliffs firmly on the "A" list of national cultural destinations." **Diana Baldwin. Dover Town Council.**

CHALKUP21 set out to establish a contemporary, inspiring walk and has succeeded in creating a new visitor attraction for Dover and the region. Over 18 months the project brought renewed attention to an ancient path and nine contemporary structures along it. Through exemplary art and engaged practices CHALKUP21 and the DAD team have added interest, texture and the poetic to the experience of walking and looking.

"The North Downs Way has historically focussed on recreational walkers and walking tourism – this project has brought us into contact with new networks & audiences. New visitors have experienced the trail, looking at the trail from a different perspective. The timing of the project coincided with a number of linked projects which have had a positive impact on Dover as a walking visitor destination." **Peter Morris. North Downs Way Trail Manager**.

The CHALKUP21 programme ended in October 2018, but the annotated trail continues. One of the project's real successes is to have established a way of experiencing one of the region's assets in a different way. The CHALKUP21 dedicated website continues to provide an inspiring and informative navigation tool for future visitors.

2. To bring art of the highest quality to the process of local placemaking

"*The Town Council represents the People of Dover. The community benefits not only from the economic uplift that tourism brings but also from the increased self-respect and affirmation that the CHALKUP21 placemaking has given to the town*." **Diana Baldwin. Dover Town Council.**

What DAD brings to all their projects is experienced curation and a sensitivity to the precise artistic needs of each project undertaken. With underpinning values of inclusiveness, thoughtful partnership and emotional responsibility, DAD aims to strengthen communities and widen perspectives through creative thinking and actions.

At the CHALKUP21 closing event, *Architecture-on-sea,* Cllr Sue Chandler chairman of Dover District Council spoke about the 'bravery' of the council in commissioning the Deal Pier Cafe building and how the council are committed to keeping the standard of the architecture of new buildings high across the District. She praised Dover Arts

Development for the role it plays in introducing unusual projects such as CHALKUP21 that enrich the districts cultural life and thanking Dover Arts Development for "*the exciting extra dimension they bring to our towns and district*"

The heart of CHALKUP21 - the added ingredient to what was already there, (the trails and the structures) - was a programme of artistic interventions that brought together established artists and emerging ones. Each made a unique contribution to placemaking, (indeed helping to define what we mean by 'creative placemaking'), deepening people's connection to and investment in a place through experiences which feed imagination and wellbeing.

"During her preparations for the Dover Totems artist Elaine Tribley took over an empty shop in the Town Centre and invited all ages to pop in to contribute their ideas and memories. It was everything community involvement in an art project should be – welcoming, engaging and innovative. Everyone also had the opportunity to continue their involvement on-line. Over the week the shop filled not only with creative art but with people of all ages sharing experiences, memories and love of the town which went in to making the Totems so unique and special to Dover." **Diana Baldwin. Dover Town Council.**

"How does a place take root in a person? Dover has continued to gently take root in me, year after year, and as I continue to journey to other places, learning to experience places through the intimate, the microscopic, and the epic scales, through a grand sense of time." **Anna Liu. Architect.**

"Somewhat to my surprise, I discovered a huge amount about my hometown of Dover and the surrounding area that I was really not aware of, and which often made me feel as though I was encountering it as if for the first time." **Louisa Love. Artist.**

"I am delighted to be involved in this 21st-century trail. The role of contemporary art and architecture in places like Dover and Deal is an important one that can sometimes be overlooked. We are used to marking historic buildings but can be more nervous about celebrating new ones. This trail will rightly mark and celebrate the best new buildings and public artworks, drawing attention to the rich recent history of art, architecture and design in the area." **Charles Holland. Architect.**

"Thanks for organising and curating a really enjoyable, interesting and stimulating day. I learned so much during the day and it's made me think in such a different way. I think an event or situation which can make someone look at the world in a different way, through other people's eyes and perspectives has a rare value indeed." **Participant on the Poets and Writers Walk.**

3. To make the case for a greater understanding of the vital role the arts can play in the district's overall economic development

The project has provided the opportunity for a range of organisations, with very different remits, to understand the interconnectedness of the arts and economic growth and how

a contemporary arts project can bring alive existing cultural and heritage assets and put them on the map of visitor attractions.

The relationship between art and culture and economic growth informs much of our coastal regeneration strategies in the region. From Turner Contemporary in Margate, to the work of the Creative Foundation in Folkestone, the creative sector is a key driver for economic growth attracting new visitors on day trips and boosting overnight stays.

"The promotion and support of tourism to Dover Town is a Council priority and the Council is committed to doing all it can to support new initiatives especially though the on-going "Destination Dover" project." **Diana Baldwin. Dover Town Council.**

The Destination Research*, Economic impact of Tourism, 2015 results*, commissioned by Visit Kent, shows a 6.9% increase in visitors to Dover between 2013 and 2015 with an estimated value of £265,000,000. Data for 2018 is due in December 2018.

Destination Dover has been a key supporter of CHALKUP21.

"*CHALKUP21 has been invaluable in supporting Destination Dover raise the profile of Dover's unique visitor offering to new audiences and helping Dover's visitor economy grow*." **Diederik Smet. Destination Dover Manager.**

4. To extend connections and partnerships in the town

CHALKUP21's success has been achieved through working closely with a very wide range of partners who are working together to transform Dover from a place of transit to one of destination.

The project has been a catalyst for partnership networking, providing a number of opportunities for partners to meet and learn more about each other's work.

"*The launch event at the White Cliffs Visitor Centre was a good opportunity to meet other partners and C21 location owners & managers*." **Peter Morris. North Downs Way Trail Manager**.

"Working on CHALK UP21 enabled us not only to understand much more about the cultural value of art and design in Dover but was also an opportunity for all partners to learn about the challenges and constraints facing our different organisations. This learning is there to inform future working and is a most valuable legacy of the project going forward in all future partnership working." **Diana Baldwin. Dover Town Council.**

Partnership is one of the real legacies of the project and one that partners are keen to build on. Destination Dover has helped prepare CHALKUP21 information sheets for partners to build on the work undertaken by the project and continue to promote the CHALKUP21 trail and website.

"Good to continue linking to other organisations." **Paul Holt. White Cliffs Countryside Partnership.**

5. To provide professional development opportunities for artists and creative practitioners

CHALKUP21 has involved 95 artists and creative practitioners at different stages of their career. The project sought to create a balance between involving those with existing track records with those whom the project could provide with an exciting opportunity to work on a project with national exposure in a supported environment.

"CHALKUP21 and working with DAD has been invaluable to the progression of my practice in the way it has provided a context to freely test and bring together elements of my studio-focused practice and interests in more curatorial, collective modes of practice. It's been particularly meaningful to be commissioned to write an essay as part of my contribution to CHALKUP21*, as writing is a very central aspect of my practice but something I rarely have opportunity to bring focus to extensively. It's really fulfilling to have it out there as a published online output which brings some reflective context to the project".* **Louisa Love. Artist.**

"CHALKUP21 has given me a lot of confidence. I was asked to take part in another DAD project and following that a further opportunity arose to create art works for a building in Dover. Without doing the workshops with DAD I would not have had the confidence to even apply for these opportunities". **Nienke Eernisse. Artist.**

"It was a pleasure to work with DAD on this project because of the trust and freedom they gave me as an artist/workshop leader. I was also commissioned to make my own drawings of the architectural sites and to curate an exhibition of participants work: these extra opportunities really rounded out my experience as well, on the one hand delving into my own drawing, and on the other, providing another opportunity to form community with other artists". **Marcia Teusink. Artist.**

In addition, a specific aim of the project was to provide mentoring to a local, early career artist. CHALKUP21 worked with local ceramicist, Frazer Doyle, and commissioned a CHALKUP21 souvenir - a beautiful limited edition, '*small fortunes'* small ceramic bowls with glaze formed from sea glass.



Small fortunes limited edition. Frazer Doyle, 2018.

PROJECT LEGACY

Dover Arts Development delivered a cultural tourism project that demonstrated how a contemporary arts project can bring alive existing cultural and heritage assets and put them on the map of visitor attractions.

The nine structures on the trail will continue to welcome visitors and the CHALKUP21 project will continue to inspire. Its extraordinarily valuable legacy is that the ancient trail exists in a new way for thousands more to enjoy over decades to come.

The programme generated high quality art and provided 95 artists and practitioners with professional development opportunities that have, for some, opened up other opportunities.

Plaques commissioned by CHALKUP21 from architect Charles Holland are now installed at each structure and mark the trail for future visitors.

CHALKUP21 brought together partners across the region, working together to change the perception of Dover as a place of transit to one of destination. These partnerships continue with a commitment to promote the trail and keep CHALKUP21 alive.

The project has demonstrated the interconnectedness of the arts and economic growth and how a contemporary art project can contribute to creative placemaking, deepening people's connection to a place through experiences which feed imagination and wellbeing.

The project developed a website that is a repository for all that the programme achieved, and which lives on as a navigation tool to plan and inspire. **https://chalkup21.com**

Chris Yates
CHALKUP21 Evaluator
November 2018