

Project Profile: Broomhill Lane, Denbigh

Client: Denbighshire County Council/CADW

Value: Programme - £ 100,000

Services - Research, Stakeholder Consultation, Commissioning Plan, Artist Selection, Project management.

Duration: December 2013 – November 2014



Project Aims

To make more of the dramatic castle that is in the town centre but strangely invisible to people

Objectives

- To consult key stakeholders and embrace their knowledge and views
- To cement the links between the town centre and the Historic Castle and Town Walls
- To identify and interpret relevant themes that enrich the experience of Denbigh for residents and visitors
- Catch the eye of passers by and encourage them to explore Broomhill Lane and all it offers
- To build confidence in the Council and CADW about using artists to improve the environment of the town centre

Outcomes

- A clear strategy about how to engage passers by and encourage them to explore.
- Endorsement by Denbighshire County Council, CADW, and a Steering Group of Councillors and local stakeholders.
- A team of artists engaged to create the programme of works.
- A completed programme on time and on budget

Outcomes (cont'd)

- At the base of Broomhill Lane there is a new sculptural Fingerpost designed by the team of Ann Catrin Evans, Dyfed Wynne Jones and Brian Fell. It is fabricated from welded, galvanised and painted steel and references the Broom flower and leaf formations and the traditional Welsh leek. It is topped by a huge gothic key signalling up towards the castle.
- As your gaze is drawn up the lane you see a bi-lingual poem by Rhys Trimble, painted onto the wall.
- As your eye travels up the lane you notice that the utility covers are not what you expect. They are all individually designed by artist Rebecca Gouldson and interpret local issues.
- Next you notice decorative ironwork grilles on the windows of the Old Vaults pub. These were a collaboration between Ann Catrin Evans and Dyfed Wynne Jones.
- Above them you see the first of four custom made ironwork light fittings again by Ann Catrin and Dyfed. These are based on the the Broom flower and illuminate the walkway.
- **Next you see Joss Smith's delightful cast sculpture of an Owl and the Milky Way referencing**
- Further up the Lane you see a circular high relief sculpture that depicts the nine flowers that came together to form Blodeuwedd, an important Welsh mythological figure in the Fourth **Branch of the Mabinogi. One of the flowers that 'made' Blodeuwedd was Broom, hence the relevance to Broomhill Lane**



Project Overview

A varied and skilful programme of works that guide visitors up towards the top end of Broomhill Lane so that they can then see Burgess gate and find their way to the castle.

The programme references Welsh history and mythology and is a good fit for the surrounding aesthetics. It provides a sound basis to build on for further initiatives and gave profile and employment to several Welsh artists and makers.

