



English Heritage



Task / problem

To raise awareness of the return of Stella McCartney's crystal horse to Belsay Hall, Castle and Gardens, Northumberland during 2009.

Solution / what we did

As MHW covered the previous exhibition involving Stella McCartney's horse in 2004, we came up with a new hook to engage with the media. We launched the horse by inviting a local school group to be the first to see the return of the horse and created a sensory tour for them in the gardens to lead them to the horse.

In addition, we launched a creative writing competition focusing on the horse with Skellig author David Almond. The competition coincided well time wise with the launch of Skellig on Sky television and helped to drive

media interest about the horse due to the links with David Almond.

David Almond also ran several writing workshops and served as a judge on the writing competition panel.

Results

- Extensive regional and national media coverage across a broad range of titles
- Forging positive community links
- Maintaining momentum and increasing footfall to Belsay by 52% during the launch period in comparison with the previous year