



## Case Study

### Northumberlandia

Location: **Northumberland**

Size: **19 hectares**  
Client: **Banks Mining Company  
Blagdon Estate**  
the Land Trust's Role: **Project management  
Leveraging funding  
Farmland**  
From: **Farmland**  
To: **Tourist attraction & park**

**Northumberlandia; the Lady of the North, is a giant human landform sculpture of a reclining lady, set within a 19 hectare community park.**

Designed by internationally renowned artist, Charles Jencks, it was built by the Banks Group on land donated by the Blagdon Estate, as part of the restoration of the adjacent surface coal mine

This process is known as a 'restoration first' approach; providing an asset for the community while the mine is still operational.

The aims of the park are to be a tourism gateway to Northumberland, boost the local economy and provide a community amenity for the local people.

The Land Trust took on the long term ownership and management of the park in 2012, to ensure it delivers a positive legacy for Banks and the Blagdon Estate.

The charity was brought in, due to its expertise in sustainable land management, and with the Section 106 payment received from the Banks Group as an endowment fund; it has invested this, to maintain the park in perpetuity.

Northumberland Wildlife Trust (NWT) manages the site on a daily basis, providing an important site presence to engage the community, attract wildlife and deliver educational and health activities, enabling this park to be a well-used community asset, increasing the biodiversity value and benefitting the local people.

The Land Trust has also generated additional sources of income, adding value to the local area, by securing a £242,000 grant to build a visitor centre and café, which is now run by NWT to provide further amenities at the park.



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