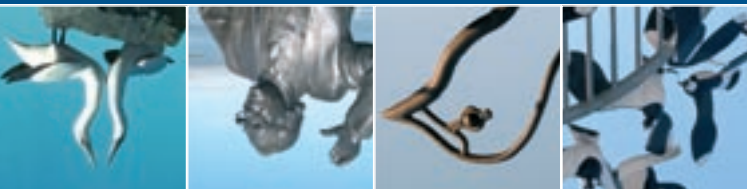




THE TERN PROJECT MORECAMBE



ABOUT THE TERN PROJECT MORECAMBE



The award winning Tern Project is a collection of unique artwork situated along the promenade area in Morecambe, Lancashire.

They were incorporated as an integral part of a major structural improvement of the sea front and intended to breathe new life into Morecambe's image.

THE RESORT

Morecambe first developed as a tourist resort in the 19th Century and grew in popularity until the 1970s. It has an unrivalled setting, located on the southern shores of Morecambe Bay, with the Lakeland hills providing a stunning backdrop for the glorious sunsets for which Morecambe is famous.



THE PROBLEM

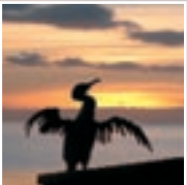
However, like many traditional seaside resorts, by the late 1980s Morecambe's popularity had waned after the departure of its once reliable visitors for warmer foreign shores.

Added to this, during the 70s and 80s the sea walls and promenade had been battered and breached by severe storms, leaving local businesses and homes badly hit by floods.

Drastic measures had to be taken to improve the sea defences for the 5 miles/8 km of seafront and breathe new life into the resort.

THE SOLUTION

Lancaster City Council realised that this was a glorious opportunity not only to protect the resort, but also to improve and enhance Morecambe by linking an exciting programme of public art to this huge sea defence project.



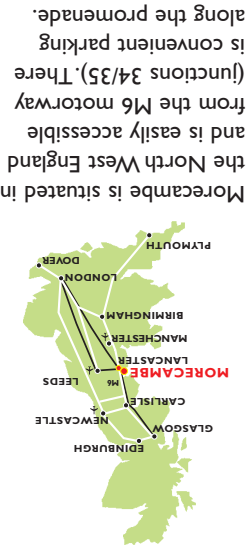
In 1990 Morecambe was awarded substantial government funding for coastal protection and derelict land clearance, and a search began for a theme for the artworks around which Morecambe could evolve a new identity.

What could be more appropriate than the bird life of Morecambe Bay? - thus the concept for The Tern Project was born.

A multi disciplinary team of engineers, landscape architects, planners and RSPB education officers set out to celebrate the bird life of the Bay by introducing various features of bird life into the new coastal defences and Promenade. The resulting artwork is award-winning, high quality, attractive, educational, durable and above all, FUN!



Morecambe Bay is a bird habitat of international importance and also enjoys a deserved reputation for its beauty and panoramic views. The Bay is an area of 195 square miles with 120 square miles of sands exposed at extreme low tides. It is the largest continuous intertidal area in Britain. The rivers Crag, Keer, Kent, Leven, Lune and the Wyre feed the Bay making it the third most important estuary in Europe in terms of bird life supported. It's the UK's most important wintering site for dunlin, oyster catcher, curlew and turnstone and has a dependent population of more than 200,000 wildfowl and wading birds. National and international designations protect the Bay, all recognising and emphasising the Bay's importance.



There are trains to Morecambe via Lancaster (West Coast Main Line) and Carnforth (Leeds-Lancaster Line), plus regular local buses. For more information about public transport phone Traveline Tel: 0870 608 2 608

Front cover pictures: Play Area, Coot Parade, Eric Morecambe Stage, Gannet Roundabout and The Stone Jetty

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Economic Development & Tourism Services

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www.sinclair-design.co.uk Tel:01539 737913

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www.tern.org.uk





EXPLORE THE TERN PROJECT MORECAMBE



THE STONE JETTY 1-6

The Stone Jetty features six pieces of artwork. It's the most romantic place to witness the Bay's stunning sunsets and a great spot to observe the teeming bird life of the Bay. Artists: Gordon Young, Russell Coleman. Landscaping: Jim Hodson.

1 MAZE

This large maze in the shape of a bird lies at the entrance to the Stone Jetty.

2 MAGPIE HOPSCOTCH

A witty, humorous and entertaining feature, to entertain family groups.

3 MYTHICAL BIRD

A whimsical South American bird, unlikely to be seen anywhere else in the world.

4 TONGUE TWISTERS

Locals provided tongue twisters which are carved in granite.



5 FOOD CHAIN & WORD SEARCH

Interpreting the Bay's lifecycle, linking birds to their major food source with bronze, cast feet. In the centre you can find over 70 bird names carved into a granite mill stone.

6 COMPASS

Encourages promenaders to meander around its 360 degrees and enjoy the views. Greylag Geese set into the surface denote a common flight-path into the Bay for migratory birds.

7 DESTINATION MORECAMBE

This game explores the history of visitors to Morecambe. Choose one of ten 'visitors' on the outer rim, follow their 'route' clockwise towards the middle where a milestone will reveal the distance your 'visitor' travelled to get to Morecambe. Artists: Parnell, Mackie & Rowe.

8 ROCK ISLANDS

Three striking islands of quarried rock, embellished with steel cormorants, gannets and razorbills. Artists: Brian Fell, Gordon Young. Landscaping: Jim Hodson, Ann Kelly.



9 BIRD BOLLARDS

Four different 'species' of bollard populate the sea front area - cormorants along the Stone Jetty and magpies on the 'Magpie Hopscotch' game, while magpies, puffins and mallards congregate around Morrisons Supermarket. Artist: David Kemp.

10 FLOCK OF WORDS

A 300m path of bird poems, traditional sayings, jokes and song lyrics which begin with the Book of Genesis and stretch from William Shakespeare to Spike Milligan. Artists: Gordon Young, Russell Coleman. Designers/Text: Why Not Associates. Landscaping: Ann Kelly.

11 BIRD FENCE

Reflects the way the great masses of knot and dunlin sweep across the bay, rising and falling on the rich feeding grounds. The fence also contains a number of predators and even a flying fish. Artist: David Kemp.

12 COOT PARADE

Was commissioned to celebrate the Tern Project winning a major award. It is illuminated at night. The Artist: Brian Fell.

13 THE PLAY AREA

A bird theme runs through the equipment. The main entrance and gates from the promenade are decorated with a 'parcel' of Oystercatchers.

14 FEATHER SURFACE

This elegant textural concrete feather design runs along part of the remodelled Central promenade. At night the ovals within the feather pavement are the recipients of projected images from the Light Gallery. Artist: Maggie Howarth.



15 THE ERIC MORECAMBE STAGE

This hugely popular space celebrates Eric's comic humour, his partnership with Ernie Wise and his great interest in birds. The space features the famous song 'Bring Me Sunshine', one liners and the names of celebrities who appeared on the Morecambe and Wise show, all enclosed in a rock landscape scattered with bronze seagulls. It is dramatically lit at night. Lead Artists: Gordon Young, Russell Coleman. Eric Statue: Graham Ibbeson. Seagulls: Shona Kinloch. Landscape: Ann Kelly. Lighting: Jonathan Speirs. Text: Why Not Associates, Gordon Young.

16 MOON WALK

Links the face of the Clock Tower with the face of the moon and the way the moon marks time, affects the ebb and flow of the tides and mirrors the progression of life on the bay. The star map features around 200 starfish casts, each representing a star in the northern hemisphere. Artist: Rachel Joynt.

17 PANORAMA

An interpretation of the view across the bay. Many of the Lakeland peaks are identified by steel text and those with a bird connection are highlighted in larger lettering. Artist: Russell Coleman.

18 SEE WALL

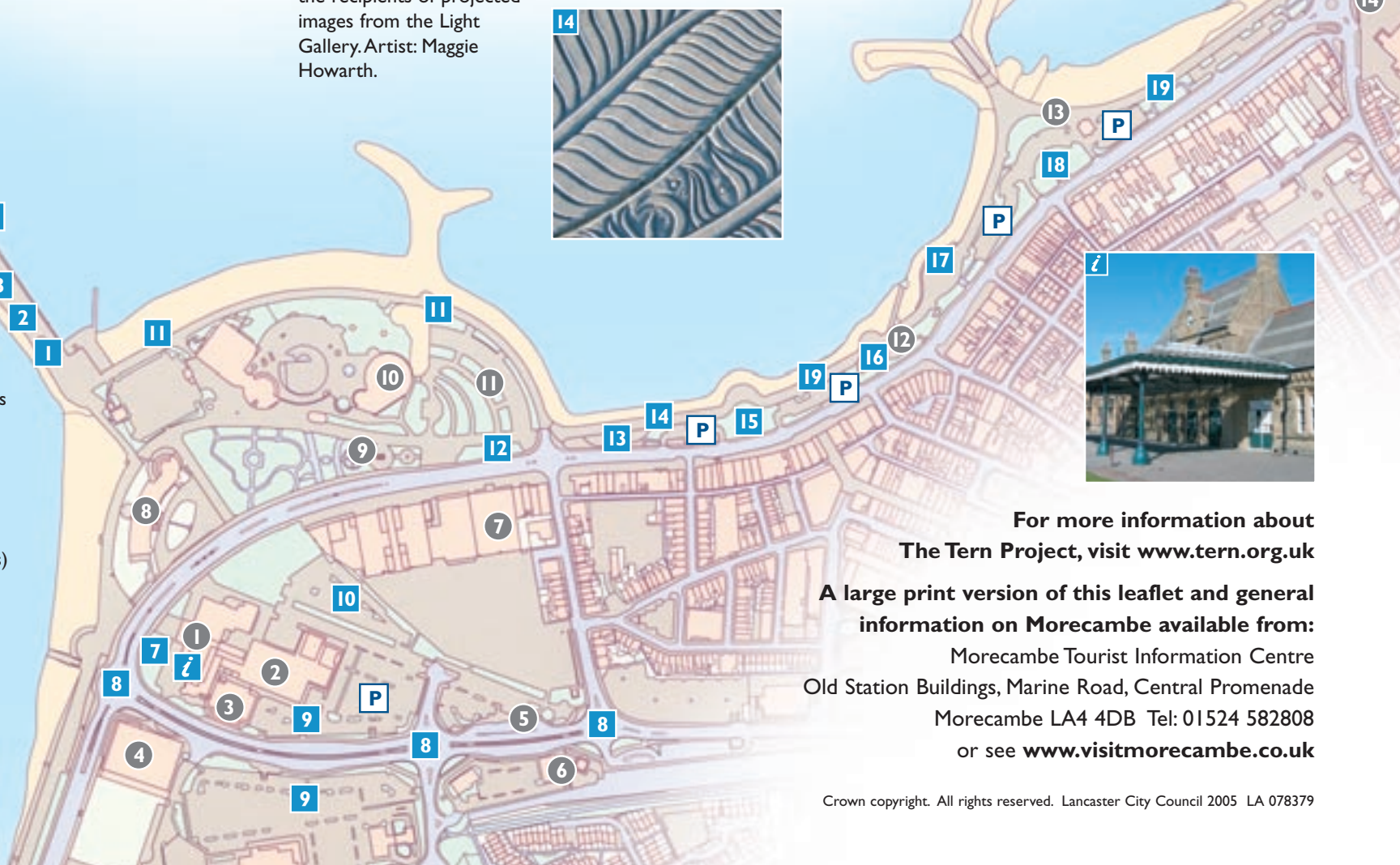
Depicts the estuarine food chain of Morecambe Bay from plankton to birds. This viewpoint at the top also incorporates microscopic slides or petri dishes displaying the eating habits of each level of the food chain. Design and carving: Gillian Forbes & Colin Begg. Landscaping: Jim Hodson.

19 THE LIGHT GALLERY

14 of the lighting columns project images onto the promenade and form a virtual gallery for local artists and schools. Promenade Lighting designer: Jonathan Speirs.

TOWN KEY

- P** Parking
- i** Tourist Information Centre
- 1** The Platform
- 2** Festival Market Hall / Public Toilets
- 3** Cinema
- 4** Bowling Alley
- 5** Bus Station
- 6** Railway Station
- 7** Victoria Pavilion (Winter Gardens)
- 8** Midland Hotel
- 9** War Memorial
- 10** The Dome
- 11** Arena
- 12** Clock Tower / Public Toilets
- 13** RNLI Building
- 14** Morecambe Town Hall



For more information about
The Tern Project, visit www.tern.org.uk

A large print version of this leaflet and general
information on Morecambe available from:
Morecambe Tourist Information Centre
Old Station Buildings, Marine Road, Central Promenade
Morecambe LA4 4DB Tel: 01524 582808
or see www.visitmorecambe.co.uk