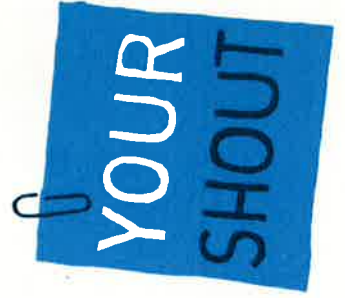




LORD WOLFSON MEMORIAL STATUE SURVEY PREPARED BY YOUR SHOUT FOR UCL



Your Shout is the community consultation arm of Thorncliffe,
the leading communications agency for the built environment.

LORD WOLFSON MEMORIAL STATUE SURVEY EXECUTIVE SUMMARY

Location of Survey:
Queen's Square, WC1

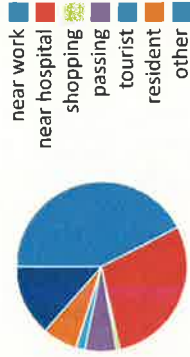
Dates of Survey:
Tue 10th Feb 2015
Wed 11th Feb 2015
Thu 12th Feb 2015
Sat 14th Feb 2015

No. of participants
310

How often do you visit the square?



Why are you in the square today?



Were you aware of Leonard Wolfson's charitable contributions to UCL?



99%

support or feel indifferent to proposals for a statue of Lord Wolfson in Queen's Square.

1%

participants opposed proposals to erect a statue.

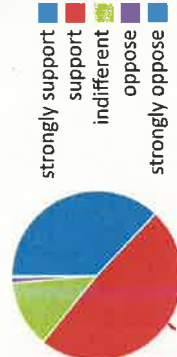
91%

believe that the proposed location is suitable, or feel indifferent to the location.

98%

identified a location within Queen's Square to be suitable for the statue or felt indifferent.

Do you support erecting a statue of Leonard Wolfson?



Is the proposed location suitable?



INTRODUCTION



This study has been commissioned by UCL to assess user group support for the installation of a bronze memorial sculpture in Queen Square Gardens, Camden, WC1N 3AT

UCL is proposing to erect a memorial of Lord (Leonard) Wolfson of Marylebone in the Queen Square Gardens. This study involved carrying out a survey with the users of Queen Square to gauge their support for the installation of this sculpture and the installation of an additional memorial in the park.

The park already has a number of memorials and park furniture, including memorial statues of Queen Charlotte and Andrew Mellor, a commemorative Silver Jubilee Rose monument, a decorative drinking fountain, a water pump, a statue of a cat, lanterns and gates, and a Zeppelin bomb plaque marking the location of where a Zeppelin bomb fell in 1915.

UCL is proposing to position the memorial within the gardens, opposite the entrance to the National Hospital for Neurology and Neurosurgery. This is the north east side of the square, close to the statue of Queen Charlotte, as marked on the map. The memorial would be bronze and fitted on a stone plinth.

Lord Wolfson, who passed away in 2010, was a charitable benefactor for the advancement of health, education, science and the arts and humanities in Camden. This involvement began in the 1960s and continued up to his £20 million legacy which established the Leonard Wolfson Experimental Neurology Centre in the National Hospital for Neurology and Neurosurgery, based in Queen Square. The memorial is to commemorate the extraordinary support of and commitment to medical excellence shown by Lord Wolfson through the Wolfson Foundation.

METHODOLOGY

METHOD:

To provide a representative sample two Your Shout fieldworkers gathered their qualitative and quantitative responses over four days in the area indicated on the map. The team worked in the morning, afternoon and early evening on Tues 10th, Wed 11th, Thurs 12th and Sat 14th Feb.

Before going out to work Your Shout let local police, campus security and the local hospitals know that the team were working in the area.

The team introduced themselves as working for Your Shout and carrying out a survey on behalf of UCL. This information was supported by photographic identification.

The survey began with a verbal introduction to the proposals.

Participants were handed a hard copy of the questionnaire, which they filled out on the spot with the support of our fieldworkers. Participants logged their names, home & work address / postcode, email addresses and phone number. The survey included 5 questions, one of which refers to a location map of Queen's Square and another to the image of the proposed statue.

SURVEY QUESTIONS:

1. **How often do you use the square/gardens?** *Frequently (several times a week) / Occasionally (few times per month) / Rarely (a few times a year) / First visit today*
2. **Why are you in the Square today?** *Near to my work / Near to hospital / Shopping nearby / Passing through / Tourist / Local resident / Other (please specify)*
3. **Were you aware of Leonard Wolfson's charitable contributions to UCL?** *Yes / No / Maybe*
4. **Do you support erecting a statue of Leonard Wolfson?** *Strongly support / Support / Indifferent / Oppose / Strongly oppose*
5. **Do you agree that the suggested location is suitable?** *Yes / No / Indifferent / If not please make a suggestion*

BEST PRACTICE:

Our in-house fieldwork team has a rigorous code of best practice.

Respondents were advised verbally that data will be held by UCL and Your Shout in compliance with the Data Protection Act, and a summary may be passed on to Camden Borough Council.

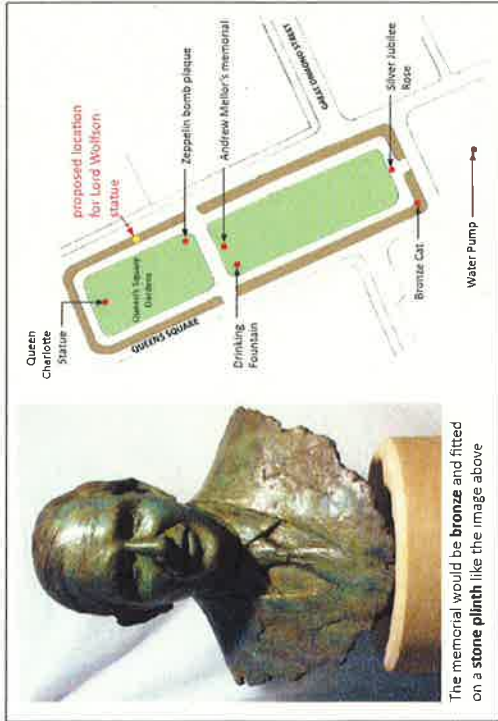
A 'thank you' slip was given to each participant which read as follows:

Dear Sir / Madam,

Thank you for taking part in the Leonard Wolfson Statue Survey today. A copy of this survey will be held by Your Shout and UCL in accordance with the Data Protection Act. Your Shout is a community consultation company which carries out consultation throughout the UK. If you would like to discuss any aspects of this project further, please contact us using our FREEPHONE on 0800 458 6976. Alternatively you can contact us by email at more@yourshout.com.



THE SURVEY (SEEN HERE @HALF SIZE)



The memorial would be **bronze** and fitted on a **stone plinth** like the image above

From the 1960s to his death in 2010 **Lord (Leonard) Wolfson** was a **charitable benefactor** for the advancement of **health, education, science, humanities** and the arts in Camden.

Lord Wolfson left **£20 million** to establish the **Leonard Wolfson Experimental Neurology Centre** in the National Hospital for Neurology and Neuroscience, which is based **here** in Queen Square.

UCL is proposing to **erect a memorial** of Lord Wolfson **here** in Queen's Square Gardens

- Existing monuments** in Queen's Square Gardens include:
- statues of Queen Charlotte & Andrew Mellor
 - a commemorative Silver Jubilee Rose
 - a decorative drinking fountain
 - a water pump
 - a bronze statue of a cat
 - lanterns and gates
 - a plaque commemorating the 1915 Zeppelin bomb

NAME _____ EMAIL _____
 SURVEY LOCATION _____ PHONE _____
 HOME ADDRESS _____ WORK ADDRESS _____
 POSTCODE _____ POSTCODE _____

1 How often do you visit the square?

Frequently (several times a week)
 Occasionally (a few times per month)
 Rarely (a few times a year)
 First visit today

2 Why are you in the square today?

Near to work
 Near the hospital
 Shopping nearby
 Passing through
 Tourist
 Local resident
 Other (please specify) _____

3 Were you aware of Leonard Wolfson's charitable contributions to UCL?

Yes
 Maybe
 Not at all

4 Do you support erecting a statue of Leonard Wolfson?

Strongly support
 Support
 Indifferent
 Oppose
 Strongly oppose

5 Is the proposed location suitable?

Yes
 Indifferent
 No (please suggest location) _____

Data will only be held by Your Shout and UCL, and a statutory power is granted to UCL. By giving us your details, you authorise us to send you notices, updates about the development. If you would rather not receive any information about the development, please tick this box

LEONARD WOLFSON STATUE SURVEY



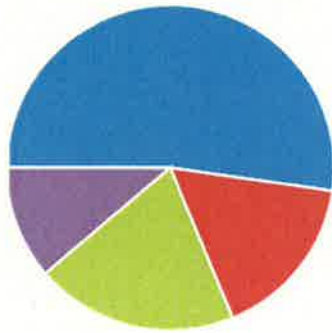
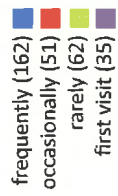
LEONARD WOLFSON STATUE SURVEY



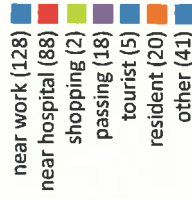
Prepared by Your Shout for UCL

RESULTS (Q1 & Q2) PROVIDING A REPRESENTATIVE SAMPLE

How often do you visit the square?



Why are you in the square today?



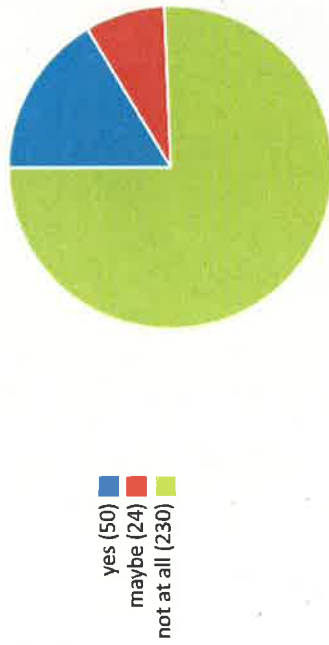
Other (qualitative answers)

Mary Ward Centre, Reading, Visiting a local resident, Exercising dog, Doing a Property Survey, Volunteering at GOSH, Local meeting, Museum visit, Visiting a memorial, Personal exercise

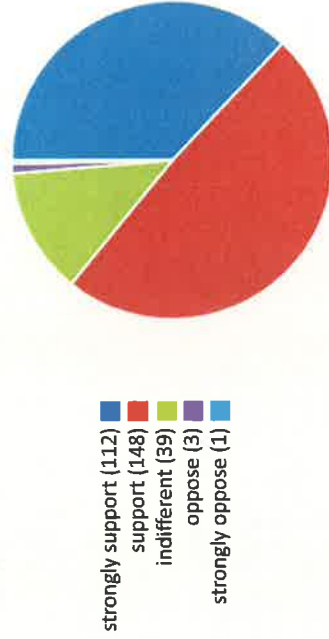


RESULTS (Q3 & Q4) LEVEL OF SUPPORT FOR PROPOSALS IN PRINCIPLE

Were you aware of Lord Wolfson's charitable Contributions?

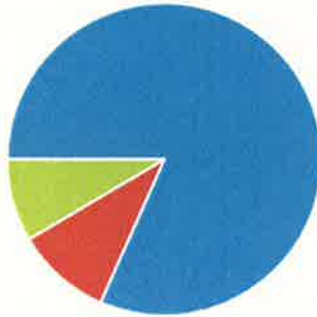


Do you support erecting a statue of Leonard Wolfson?



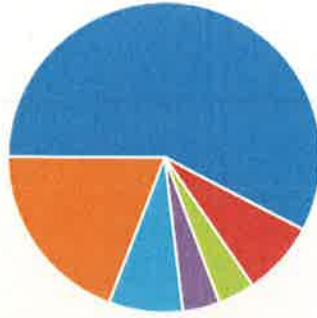
RESULTS (Q5) LEVEL OF SUPPORT FOR LOCATION

Is the proposed location suitable?



yes (248)
indifferent (30)
no (26)

If no please suggest another location



more prominent / central (17)
near mother & baby unit (2)
nearer hospital entrance (1)
in the middle of roses (1)
nearer queen charlotte (2)
no suggestion (5)

CONCLUSION

Overall, the findings of this survey suggest that users of Queen's Park support proposals to erect a statue of Lord Wolfson. Participants largely support the proposed location in Queen's Square. A small number of participants suggested alternative locations within the square, the majority of whom suggested a more prominent location.

The majority of the users of the square either work nearby or are staff / patients at one of the local hospitals.

It is important to note that the breadth of conclusions that can be taken from this survey is limited by the number of surveys completed – 310 – and by the fact that the overall sample size was restricted by the willingness of passers by to participate. Therefore, it is important not to rely solely on these findings.

However, the results provide a good general overview of the opinions of everyday users of Queen's Square.

email ellie.stevenson@yourshout.com

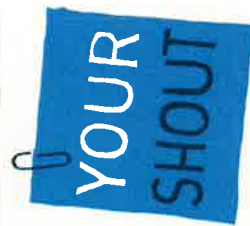
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