

## Employer Case Study

Ford and Etal  
Kendra Turnbull  
BSc Rural Studies

### Placement Overview

Ford & Etal Estates is a large rural landed estate based in north Northumberland near the Scottish borders. The placement required a student to progress, research and coordinate the community projects associated with the quincentenary of the Battle of Flodden Field in 2013. This would ultimately assist with the establishment of an Eco-Museum to provide a timeline of its history.

### Why we chose Newcastle Work Experience (NWE)

Initially, we were advised of NWE by a member of the overarching Steering Group for the quincentenary of Flodden ("Flodden 500"). Previously we have hosted placements with students from Newcastle University's International Centre for Cultural & Heritage Studies and have always been impressed by the calibre and positive attitude presented. We decided that a summer placement through NWE would support a key period of the project's development. Kendra was therefore recruited to work for the new, not for profit company The Flodden 1513 Ecomuseum Ltd.

### What qualities and skills did the student bring to your organisation?

Kendra has shown eagerness and enthusiasm, strong interpersonal skills, an ordered mind and independence of working. She has grown in confidence handling the practical administrative and communication aspects that are especially important at the interface between rural communities, government agencies and third sector bodies.

### How has your organisation benefitted from the placement?

This has been a valuable and extremely positive project for us: Kendra has been involved in the development of a Heritage Lottery Fund bid and was responsible for coverage of the project aired on ITV. Through the placement, Ford and Etal Estates were able to engage numerous stakeholders and successfully link every site of the battle for the 500th anniversary. Since the completion of the placement, we have created a new not-for-profit organisation to manage the heritage of the Battle of Flodden. We are extremely pleased that Kendra agreed to continue with the organisation on a self-employed basis – she's now the PA to the Battle of Flodden!