



# Northamptonshire Gardens Trust

Audience Development  
Project



Mr BROWN  
shares  
his vision

# Application Process

- Scope of the Expression of Interest
- Project Managers
- Partnership Approach
- Site Visit
- A desire to be ambitious and creative and to create lifelong memories

# The Proposal

Vision:

*“To inspire and broaden cultural experiences, enable cohesive relationships with local communities and provide a legacy of lifelong passions for heritage and biodiversity”*

# The Proposal

## Aim

*“To encourage an increased number and a more diverse range of people to visit, enjoy and learn about the landscapes of “Capability” Brown in Northamptonshire, especially those audiences who may be hard to reach”*

# The Proposal

- A Grand Launch at Castle Ashby
- A programme of Lectures and Seminars on the work of “Capability” Brown (to include Black History Month)
- Exhibition and brochure of research material
- Film of Castle Ashby landscape and gardens
- Educational Visits for children from an urban environment
- Visits for children and adults with different abilities
- Visits for adults who may be isolated in the home
- Castle Ashby to host BBC Radio Northampton Gardeners’ Question Time

# Project Management

- Action Plan/Service Level Agreement
- Weekly Planning Meetings
- Regular Site Visits
- Budget Management
- Volunteers (1,000 – 1,100 hours)
- Risk Assessments
- Capability Brown Festival Resources
- Evaluation

# Making a film of Castle Ashby







Castle Ashby and Northamptonshire Gardens Trust  
celebrate Lancelot 'Capability' Brown at Castle Ashby.

# Grand Launch of Audience Development Project



# Exhibition



## Partnership Approach and Corporate Social Responsibility

- Wyvale Garden Centres
- Higham Ferrers Tourism
- Waitrose

# School Visits to Castle Ashby



*"Rich people  
wear wigs"*

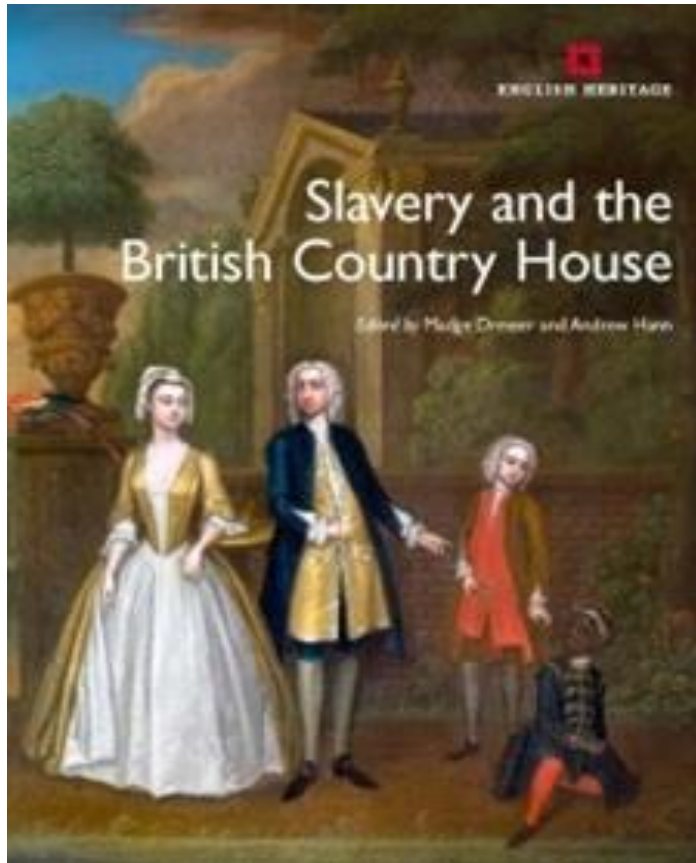


# Adult Visits to Castle Ashby

*"Nothing could have made it better"*



# Programme of Lectures



“Bitter-Sweet Heritage? Sugar, Slavery and the 18th Century British Landscape”  
by Dr Victoria Perry

*Aim: to stimulate dialogue and broaden people’s perspective of the political, economic and social aspects of the eighteenth century landscape*

# Outcomes

- Project Reach (1,315 people, plus YouTube)
- A wider range of people engaged with heritage
- Captured a new generation of visitors to a heritage site
- Enabled the return of a disengaged audience
- Stimulated dialogue and broadened people's perspective of political, economic and social aspects of the 18C landscape

# Outcomes

- Made a positive difference to the lives of others through social interaction
- Engaged volunteers in making a difference
- Raised awareness of ecology, landscape and nature conservation
- Raised awareness and created marketing opportunities for NGT, Castle Ashby and Capability Brown Festival 2016



# Recommendations

- Recognition of the significance of the social aspect of visits to a heritage site
- Recognition of the significance of the impact a rural landscape can have on children from a diverse socio-economic group
- Training for volunteers working with adults with disabilities or those considered vulnerable

# Legacy and the Future

- NGT to embrace the opportunity to continue partnership working
- Develop a sensory trail at Castle Ashby for those with specific needs e.g., autism, dementia, visually impaired
- To organise further visits to Northamptonshire landscapes, parks and gardens for hard to reach audiences



*Let's allow Dan to have the final word .....*

*"I shall remember this day  
for the rest of my life"*