FAMILY CULTURE DAY AT CATTON PARK
Thank you very much Mr Ives
The Aim

To hold a family fun day themed around world cultures, and use this to engage new audiences into visiting Catton Park.
Objectives

• Engage new audiences with Catton Park
• Promote different cultures to the local community
• Support Catton Park in partnership working
• Promote and support Heritage Open Days
What did the event involve?

- Cultural entertainment
- Different food vendors catering for different needs
- Engaging activities
- Subtle references to Repton

There were four performers consisting of; two African musicians, an Egyptian dancing group, and a multicultural dance group performing samba carnival. Each performer did a performance and a family friendly workshop to engage people in the music or dance.

Groups from around the county representing different cultures and religions were invited to get involved in the day and many decided to come along and set up activities. Represented were: Norfolk & Norwich Muslim Association, Vedic Cultural Society of East Anglia (Hindu Temple in Tunstall), Norwich Chinese Community Centre, Argentina and Spanish languages, New Routes intergration (a project which works with refugees and immigrants within Norwich). The groups created various activities including henna painting, Chinese calligraphy and Saree dressing.

Many things for children to engage with were also available on the day; flag making, origami making, African necklace making, axe throwing and archery. There was also an opportunity to paint the landscape which gave children the opportunity to paint whilst learning about Humphry Repton’s paintings of the park.
Who was involved?

Catton Park Trust, Friends of Catton Park, Norfolk Gardens Trust

Local cultural /faith groups were contacted in advance of the event and were invited to participate in the day by attendance or by exhibiting. Advice was also taken from Norfolk & Norwich Muslim Association about the importance of the daily prayer needing to be satisfied in order to facilitate people of a Muslim religion in attending the event.

Advice was taken from Broadland’s Corporate Equalities Officer in planning the event, and also Broadland’s Community Project Officer.
Linking to Repton

- Painting the Repton landscape
- Mentioned as Repton’s park on posters
- World gardens exhibition
- Books and experts available

Postcard photos: with many thanks to Roger Lloyd of Norfolk Gardens Trust (and Repton Stamp by Sally Bate Norfolk GT)
Posters were created in English as well as Chinese, Arabic, French, Urdu and Punjabi. These were shared online via the Catton Park, Gardens Trust, Broadland District Council, and Heritage Open Days website, and also on social media. The poster was also manually distributed to libraries, in the Norwich area and around Broadland, community centres, and world food shops. Specific areas around Norwich were targeted for posters using the census data to identify a heat map of where there are high concentrations of residents in the target market.

Posters were also placed around the park and Old Catton Village, and a banner was produced to promote the event outside the park.

A Facebook event was also used to publicise the event and five hundred and seventy people declared their interest in attending the event on Facebook, the event was also shared forty times.

Facebook was really useful for getting in touch with cultural groups that didn’t have many contact details, and also for promoting the event to various groups.
Invitations
Invitations were sent to specific groups and organisations
Drawing people in for the event

• Headliner musician
• Specifically naming activities taking place
• Drawing competition
• Known activity providers sharing with their followers.
Practicalities of an event

Who are you expecting to come?
What do they need?

- Toilets
- Food requirements
- Transport information or transport provided
- Signage
- Photography/GDPR
- Children
- Sound system/Electronics
- Personal requirements (disabilities/language/religion)
Norfolk Gardens Trust

Competition

Making gardens is fun!

Draw what you would like to have in a garden!

You might need paths to walk on, places to sit down, space for beautiful plants or to grow food, home for wildlife, somewhere to play, or hide away.

Let your imagination loose!

[Diagram of garden with house, tree, and fence]

[Logos and text for Broadland Heritage Open Days, Norfolk Gardens Trust, and the Garden Trust]
Norfolk Gardens Trust
Competition

Making gardens is fun!

Draw what you would like to have in a garden!

You might need paths to walk on, places to sit down, space for beautiful plants or to grow food, home for wildlife, somewhere to play, or hide away.

Let your imagination loose!

[Diagram of a garden design with various elements such as trees, paths, a pond, and places for different activities.]
Collecting feedback

• “There is no failure. Only feedback.” – Robert Allen
• Get creative! Help your audience to interact with the evaluation.
• Consider different needs.. Not all evaluation is written!

Evaluation was taken on the day in several ways; a count up was done on the day which has led Economic Development to believe that there were between 500-600 people present on the day. The local guide group was involved in collecting feedback by walking around and asking for people’s opinions on a Dictaphone. This idea was decided on because of ease of data collection and also as a consideration of those visitors that may be illiterate or have language barriers and are unable to fill in a form. Lastly, a world map was attached to a cork board to show where people’s family came from, in order to identify the different heritages and diversities that were present at the event. This had a wide range of countries pinned onto it by the end of the day. Approximately, 32 families participated in this exercise. Results of this can be seen in the table below, where there are two countries mentioned, that is because the pin lay in the border of these two countries.
2019?

• As a result of this event, Catton Park are considering the cultural day as an annual event.
• They are also thinking of using the lessons learnt to appeal to a wider audience on a regular basis.