

SHARING REPTON: HISTORIC LANDSCAPES FOR ALL

Public Open Day

Case Study

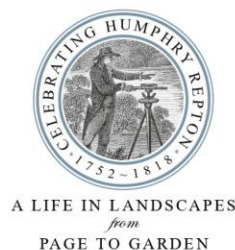


An open day at Catton Park in Norwich, aimed at attracting visitors from economic or cultural backgrounds less likely to visit heritage properties. Delivered as a Heritage Open Day led by Broadlands District Council with support from local community groups.

What happened: Public open day at Catton Park in Norfolk, with Broadland District Council, the Friends of Catton Park and Norfolk Gardens Trust.

This took the form of a Heritage Open Day in September 2018. Entertainments in Repton's first commission included painting the Repton landscape, belly dancing, African drumming, a photography exhibition of gardens across the world, a children's garden design competition, and a fabulous myriad of multicultural stalls from local community groups. We intended a quiet day for 60 guests ... and 600 came!

Reuse potential: This event was run on a huge scale with back-up from the local authority, but we repeated it with a small budget and only volunteers from a Friends group just with an exhibition, craft, children's games, and volunteers on hand to answer questions. It still attracted some 300 people and a great time was had by all!





Top Tips:

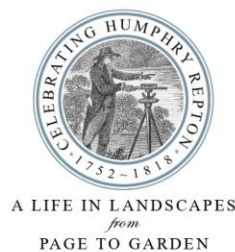
- Use posters to indicate that attendance at the event assumes permission to have your photo taken, with stickers available for those who want to opt-out.
- Advertised provision of a prayer tent (a gazebo in a quiet corner) was very much appreciated by visitors.
- Toilet provision is essential, so hire a portaloo if necessary.
- Don't just think of the people you want to attract as being guests – could they man a stall instead and help host?
- A bitter pill to swallow ... it was critical to the success of this event that we pitched it as a party in the park, rather than a 'garden history' event!

Support materials include:

- Method statement for a simple Heritage Open Day
- Poster for a multicultural event
- Press release
- Volunteer brief for a multicultural event
- Heritage Open Days guidance documents

For free support materials to help you run a similar activity, please visit:
thegardenstrust.org/conservation/hlp-hub/networking-materials/sharing-repton-2/

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