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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