

**Audience Development Projects
Expression of Interest Form
Capability Brown Festival**

Closing date: 23 October 2015 at 12 (midday)

**We are looking for Capability Brown sites and connected organisations interested in running small, targeted projects aimed at
NEW WAYS OF ATTRACTING NEW TYPES OF VISITORS
as part of the HLF funded
Capability Brown Festival.**



© Portrait of Lancelot 'Capability' Brown, c.1770-75, Cosway, Richard (1742-1821)/Private Collection/Bridgeman Images

Background

2016 marks the 300th anniversary of the birth of Capability Brown, a designer who changed the national landscape and created a style which has shaped people's picture of the quintessential English countryside. As the first ever celebration of Brown's extensive works, the Festival brings together a huge range of events, openings and exhibitions. New research and a full listing of his sites will help build knowledge about Brown and fix him at the forefront of modern thinking on design and management of the natural environment. Brown's sites will be made accessible for families, adults and urban audiences. Volunteers will be supported to increase their skills in site interpretation, guiding and writing. Artist, inventor, genius; Brown's work has already influenced many at home and abroad. The Festival will inspire new generations of visitors, participants and experts to leave a legacy of new information, skills and enthusiasm for landscape.

Full details of the project can be found at www.capabilitybrown.org

About the Capability Brown Festival

The Capability Brown Festival is a nationwide celebration of the 300th anniversary of the birth of Lancelot 'Capability' Brown in 2016. The Festival unites 19 partner organisations, in the UK's largest festival of its kind to date. It is funded with a grant from the Heritage Lottery Fund, and is managed by the Landscape Institute. The project has two key strands. The first will increase public access to the sites which Brown created or advised on. The second strand is dedicated to discovering more about Brown's work.

Partners

Founding partners: English Heritage Trust, National Trust, Historic England, Natural England, Parks & Gardens UK, VisitEngland, VisitBritain, National Garden Scheme, The Historic Houses Association, The Gardens Trust, Kolab, National Association of Decorative & Fine Arts Societies.

Festival partners: Blenheim Palace, Royal Horticultural Society, Bridgeman Images, The Embroiderers' Guild, The Georgian Group.

This document contain further information on the Festival, which you **MUST** read before completing the accompanying Expression of Interest form.

This is a competitive process and submission of an expression of interest is NOT a guarantee that you will receive funding to run a project.

Essential reading before you complete the Expression of Interest Form

Expressions of Interest

The Festival has key outcomes it will need to achieve. These have been set by the Heritage Lottery Fund as a condition of the grant. These outcomes are known as Agreed Purposes and the two relevant to this programme are listed below.

- Ensure a focus throughout the project on the **development of new audiences**.
- Interpret all or as many Capability Brown sites as possible. Interpretation material will aim to meet the needs of the **widest possible range of participants and audiences**.

This call for Expressions of Interest in developing **new audiences** will be key to the Festival's ability to fulfil the Agreed Purposes of the grant.

Funding

Some of the Heritage Lottery Funding will be made available to support Audience Development Projects. Properties/organisations selected will be able to access funding ranging from £500 to £5,000 strictly focussed on developing new audiences to your site or through your organisation.

This call for Expressions of Interest is limited to Brown sites and to organisations already connected with the Festival.

Decision Making

The Expressions of Interest will be considered in a competitive process and in an open and transparent manner. Submissions will be evaluated against the Key Requirements listed below, and on value for money. The Festival's decision is final.

We are very interested in supporting fresh ideas and new approaches to encouraging sites or connected organisations in developing **new audiences** to engage with historic landscapes, but all proposals will need to work within the following guidelines:

Key Requirements

In order to meet the requirements set by the Heritage Lottery Fund, we will be looking for innovative projects that can deliver on **one or more** aspects of the following:

- A clear explanation as to why you have chosen to target a particular group of people who do not traditionally visit your Brown site.

- Accessibility to an urban population taking into consideration sustainable travel (where possible – we do understand that in some cases this is not geographically feasible).
- Interpretation of site information about Brown, his work and legacy in a way that resonates with the widest possible range of participants and the development of the **new audiences** you are seeking to target.
- A focus on exploring the wildlife (biodiversity) of Brown’s sites.
- Political, economic and social connections of Brown’s work, taking into consideration trade routes, trade connections, links to the transatlantic slave trade and the import of new plant species.
- Recruiting new types of volunteers or an interest in developing voluntary sector partnerships.

A willingness to work with the Capability Brown Festival team to support, and be a part of the Festival evaluation is essential.

In considering which submissions to select we will take into account:

- A good geographical spread.
- A range of ownership, e.g. private, charitable trust, local authority.
- A range of different types of **new audiences** being targeted.
- Creative use of existing digital technology.

Timing

Expression of Interest Applications: September - October 2015

Contracting and development: November 2015 – February 2016

Delivery during Festival season: March 2016 - October 2016

Final Evaluation: November 2016

Project Selection

This is an open call for Audience Development Projects and each submission will be judged on its own merit against key requirements listed in this document, submission is not a guarantee of funding.

The Festival team are available to discuss ideas in advance of submission, although cannot guarantee any submission will be funded at this stage.

Sites and organisations are asked to note that funding is limited but the Festival team will endeavour to support a geographical range of projects and sites with a wider range of experience in opening to the public.

The Festival team advise sites to think about the value for money their project offers as part of a competitive process.

We are interested in project proposals that present a quality not quantity approach, where new ideas are tested and analysed.

Shortlisted sites/organisations may be asked to provide audited accounts and references.

The projects must demonstrate the intention to engage truly new audiences to your site.

Support

Audience Development is a key part of the Capability Brown Festival and we are keen to support organisations to explore new ways of engaging audiences. We are aware that the size and audience development experience of sites and organisations can vary significantly and this will be taken into account in the assessment process.

The Capability Brown Festival team will be on hand with support and advice, to help sites and organisations who require guidance on how to plan, run and evaluate their projects. Those submitting successful Expressions of Interest will have overall responsibility for delivering the Audience Developments Projects.

Beginners Welcome!

We are also keen to work with Brown sites which have limited experience in welcoming the public to their landscape. So if you have limited experience of engaging with visitors, or much of the above seems very daunting, but you would like to do more to engage new audiences please get in touch before you complete the form.

Contracting

Each successful Expression of Interest will be contracted with the lead organisation, with key milestones and timescales laid out in that formal document.

The Audience Development Projects will be contracted and developed during November 2015-February 2016, for delivery during the Festival season March-October 2016.

To inform our full, final report to the Heritage Lottery Fund all Audience Development Projects will need to be completed and evaluated by end of November 2016.

Key Festival Dates in 2016

March - Easter Launch

August - Birthday Month

September (second weekend) - Heritage Open Days

October - Black History Month

Consultancy Support

The Festival team will commission the following roles to support the delivery of the Festival.

- PR Company
- Sustainable Travel Consultant
- Graphic Designer,
- Researchers and Writers
- Key Stage 2 (7-11 years) Education Pack
- Evaluation Consultant

The Festival team requests that submissions do not include core staffing costs (unless this demonstrates match funding) as these cannot be covered by the Festival budget.

Last summer's Audience Development Pilots

Successful audience development pilots were run last summer and summaries of these pilots can be found on our website for reference. The Festival team are looking for innovative projects that incorporate the key requirements listed in this document, but do not replicate the 2014 pilots. The links are included as inspirational case studies illustrating a number of different approaches to audience development by a number of very different sites.

Capability Brown Festival Website

<http://www.capabilitybrown.org/>

Stowe "What would you do if you were Capability Brown today" (National Trust)

<https://www.youtube.com/watch?v=B3dmWSnBwLY>

Croome "Visionary or Vandal" (National Trust)

<https://www.youtube.com/watch?v=vMMzOajZWhk>

Scampston Geocaching

http://www.geocaching.com/geocache/GC33Y0Q_pats-2k-scampton-history-trail

Milton Abbey – Online game

<http://www.spiderjarweb.co.uk/cbhunt/cbhunt.php>

Kirkharle and Cadland Heritage Open Days

<http://kirkharlecourtyard.co.uk/capability-brown/about-capability-brown/>

<http://www.cadland.co.uk/garden-visits/>

Other Useful Links

Natural England Bioblitz Toolkit

<http://publications.naturalengland.org.uk/search?q=bioblitz+toolkit&num=100>

Wildlife Activities

<http://www.capabilitybrown.org/news/go-wild-capability-brown>

Ancient Tree Forum

<http://www.ancienttreeforum.co.uk/>

Next Steps

If you are interested in taking part in the Audience Development Project, please contact Melissa Tettey, Capability Brown Festival Deputy Director (Audience Development and Volunteer Programme) : melissa.tettey@capabilitybrown.org or on 020 7685 2663 in the first instance.

We will ask you to complete the simple application form attached and return it to info@capabilitybrown.org by 12 midday 23rd October 2015, with **ADP EOI** in the e-mail subject line.

Closing date 12 midday 23rd October 2015

We will let you know if you have been successful by early November 2015.