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Capability Brown Festival 2016: update for stakeholders

October 2015



Meet the team

The three members of the Festival team started work in mid-August, joining Festival Director Ceryl Evans. Our phone number is 0207 6852665 – for general enquiries please email Info@CapabilityBrown.org.



Ceryl Evans

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The Heritage Lottery Fund and us



In order to formally start work, we needed to get written permission to spend our grant from the Heritage Lottery Fund (HLF) – a process known as getting ‘permission to start.’

Before we could get this permission HLF required us to have signed collaboration agreements in place with our main partner organisations.

We received permission to start from HLF in August this year.

We have agreed a number of approved purposes with HLF. These are, essentially, what the Festival has been funded to do, and what we will be measured against. A full list of our approved purposes can be found [on our website](#).



Festival national dates



The main Festival will run from March to the end of October 2016. Sites and organisations taking part will be holding host of events throughout the year – please see the [events pages](#) on our website for the latest listings. The key national Festival dates for 2016 are as follows:

All year: National Garden Scheme open days

February 6: Anniversary of Brown's death in 1783

Easter: Festival launch

August: Birthday month

August 30: 300th anniversary of Brown's baptism

September: Heritage Open Days

October: Black History Month

What we're doing now: work with sites



Hub, urban and ambassador sites

Last year we contacted Brown sites to ask if they were interested in being a key Festival site. After we received permission to start from the HLF we were able to formalise these conversations. We will have a network of around 30 hub, urban and ambassador sites across England, each playing a key part in the Festival.

Hub sites will act as points of Festival information with materials, display panels and informed staff and volunteers. They will link with, and support, smaller Capability Brown sites in their area.

Urban sites are close to large cities or towns, and will be working to attract new visitors from these areas.

Ambassador sites will be a strong voice for the Festival in their region, and will promote the Capability Brown aspects of their landscapes.

We are currently in the process of drawing up legal agreements, and will be confirming the names of these sites later this year once these agreements have been signed.

What we're doing now: appointments



Supporting roles

We have recently appointed a PR firm to help us publicise the Festival, and an external evaluator who will help us evaluate our work against the HLF's requirements. Please keep an eye on our website to see who has been appointed.

Before the Festival launch we'll also be looking for a sustainable travel adviser, and experts to help us develop our education and volunteer materials.



We'll also be seeking a firm to help us make a short film about Capability Brown, as well as a graphic designer, writers and researchers to help us create a series of site-specific leaflets/maps (see page 11 for more information).

Opportunities will be posted on our website.

Audience development



What we're doing now

We're currently asking Brown sites and organisations connected to the Festival to express an interest in running small, targeted audience development projects aimed at developing innovative ways of attracting new types of visitors.

Attracting new visitors, and interpreting Brown's landscapes for the widest possible range of participants and audiences, are two of our HLF-approved agreed purposes

The expression of interest exercise follows six [successful pilots](#) last year. The deadline for this is midday on Friday 23 October, and entries will be assessed as part a competitive process. Funding ranging from £500 to £5,000 is on offer to successful projects. Applicants must be based in the UK. More information can be found in our [essential reading document](#), while the expression of interest form is also [available online](#).



What we'll be doing next

After all the applications have been received, they will be sifted and shortlisted. The Festival team will draw up a contract with each successful applicant, and will help them develop their plans ready for next year.

PR and communications – press and TV



Press releases

In August, we sent out a press release unveiling the Richard Cosway image of Brown as the new face of our Festival. We also sent out a press release in September about the three-part documentary Titchmarsh on Capability Brown, which aired on More4. These led to coverage in a range of trade, regional, online and national titles.

Press events and Year of the English Garden 2016

We'll be promoting the Festival at home and abroad over the autumn and winter, talking to journalists in the UK and EU as part of press events organised by our partners VisitBritain and VisitEngland. The latter are promoting 2016 as the [Year of the English Garden](#).

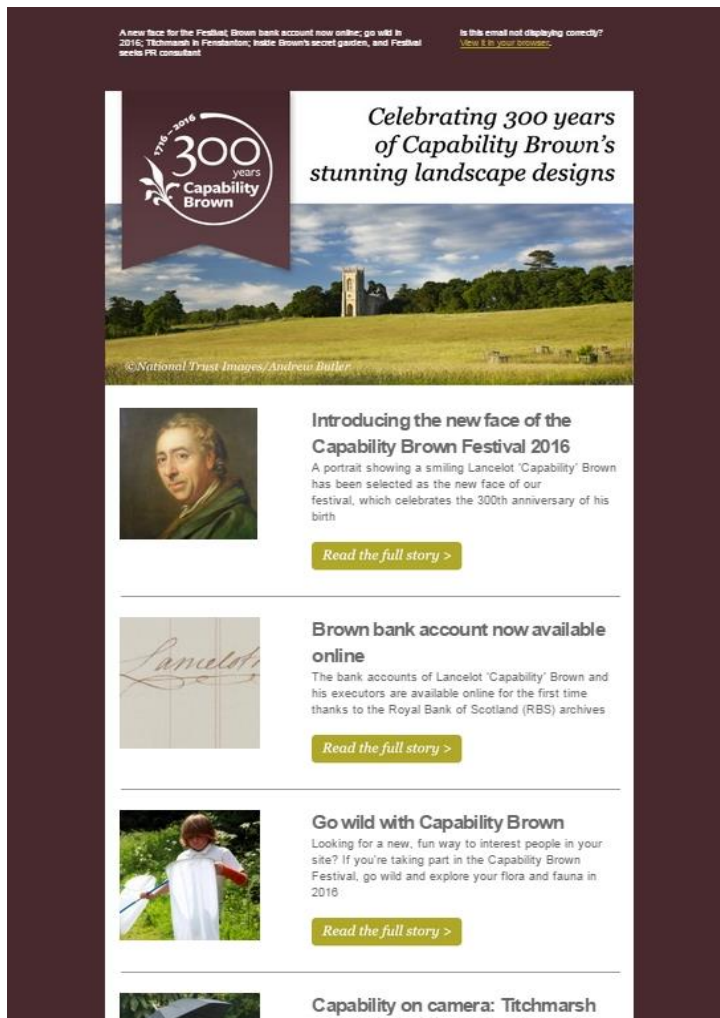
Titchmarsh on Capability Brown

This aired on More4 between September and early October, and featured stunning imagery of a range of Brown sites, focusing on the restoration work at Belvoir Castle (also the subject of a [new book](#), launched this month at Christie's). We publicised the Festival by tweeting throughout the programmes, which – among others – featured Brown expert John Phibbs, historian Dr Oliver Cox, and Emma, the Duchess of Rutland. It is [available online](#) for a limited time only.

Alan Titchmarsh also penned an article about Brown for [The Telegraph](#).



PR and communications – how we can help



Got something to publicise? Get in touch!

Twitter and Facebook

Our Twitter account is @browncapability. Please tweet us directly if you would like us to retweet something, or use the hashtag #CapabilityBrown. Our Facebook page is Capability Brown Festival – let us know if there's something you'd like us to share.

Newsletter

Our newsletter goes out monthly by email, featuring news from the Festival and our partners, as well as showcasing new Brown-related research. Have you got something you'd like to feature in the newsletter? Email Laura.Smith@CapabilityBrown.org.

If you haven't done so already, please sign up to our newsletter by filling out our [contact form](#) and ticking the box at the bottom of the page.

Website events listing form

Our events listing pages feature a range of events taking place this year and in 2016. To list your event, please fill out [the form](#) on our website and email it to Info@CapabilityBrown.org.

PR and communications – logos and branding



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Brand guidelines and new portrait of Brown

We've published a set of brand guidelines, which details how all of our Festival branding should be used.

The Festival branding now includes the Richard Cosway portrait of Brown, left. This portrait, made available by the kind agreement of its owner and Bridgeman Images, will be the official face of the Festival in 2016. It can be used for non-commercial purposes only.

Using the portrait and the Festival logo

Our partners are welcome to use our branding to promote the Festival, but use of the portrait and our logo are controlled.

For more information about using the Cosway portrait, please see the image usage agreement on our website, and fill in the accompanying form (returning it to Info@CapabilityBrown.org).

There is also [a form](#) for people wishing to use our logo.

Research



What we're doing now

We're in the process of updating our interactive map of Brown sites. We will be removing sites where there is a low likelihood that Brown was involved in work there. We will also be double-checking the location of each site – if you have noticed a mistake please email us at Info@CapabilityBrown.org.

What we'll be doing next

We're working towards having more information about each Brown site on our website. We are going to issue sites with a questionnaire to find out what they know about Brown and their landscape. This will help us to identify any gaps in knowledge and, where needed, get researchers involved.

This information will also be used to create a series of digital leaflets/maps for visitors in 2016.

If you're carrying out research already we'd love to hear about what you've found, and share it through our newsletter and blog. Please email Laura.Smith@CapabilityBrown.org.



Our Board and partners

We are governed by a project management board. Its members are:

Gilly Drummond OBE – Chairman, Capability Brown Festival 2016

Paul Lincoln – Deputy Chief Executive, Landscape Institute

Leslie Pearman – Senior Adviser, Heritage Estates, Natural England

Dr Ingrid Samuel – Historic Environment Director, National Trust

Gail Caig – Capability Brown coordinator, Historic Houses Association

Emma Robinson – Director of Policy & Campaigns, Historic Houses Association

Philip Mulligan – Chief Executive, Landscape Institute

Phyllis Starkey – Trustee, Landscape Institute

Nigel Ferrier – Executive Chairman, Kolab Digital

Jenifer White – Senior Landscape Adviser, Historic England

Ceryl Evans – Director, Capability Brown Festival 2016

We're funded by the Heritage Lottery Fund and managed by the Landscape Institute. Our partners are:

THE GARDENS TRUST

