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# Capability Brown Festival 2016: update for stakeholders

December 2015



# The Festival team

Our phone number is 0207 6852665 – for general enquiries please email [Info@CapabilityBrown.org](mailto:Info@CapabilityBrown.org).



**Ceryl Evans**

Festival Director

[Ceryl.Evans@CapabilityBrown.org](mailto:Ceryl.Evans@CapabilityBrown.org)



**Melissa Tettey**

Deputy Director – Audience  
Development and Volunteer  
Programme

[Melissa.Tettey@CapabilityBrown.org](mailto:Melissa.Tettey@CapabilityBrown.org)



**Laura Smith**

Research, Publications and  
Communications Officer

[Laura.Smith@CapabilityBrown.org](mailto:Laura.Smith@CapabilityBrown.org)



**Lindsay McPherson**

Festival Administrator

[Info@CapabilityBrown.org](mailto:Info@CapabilityBrown.org)



# Appointments we've made



## **PR company**

We're pleased to announce the appointment of [Firebird PR](#), which will be working to help us publicise the Festival. Firebird has a strong background in heritage and conservation and has already started working with the Festival team. To discuss PR or communications about your site or organisation, please contact Laura Smith.

## **External evaluator**

[Phyllida Shaw](#) has been appointed as the Festival's external evaluator. Phyllida, who has more than 20 years of experience in the field, will help evaluate the Festival's work against the Heritage Lottery Fund requirements. She will be starting to discuss this work with some of our partners soon.

## **Owners manual and volunteer toolkit**

We've recently appointed heritage development specialists [Tricolor](#) to lead on this work. They will create a manual for owners on opening their landscape to the public and a toolkit on working with volunteers, and will also provide some training on these topics.



# Appointments pending



## **Film consultant**

We held interviews for our film consultancy role last week. This work will create a five-minute film about Capability Brown which can be used by sites and connected organisations. The film will also be available online on our website.

## **Schools education pack**

Before Christmas, we'll be advertising for a consultant to help us compile a schools education pack about Capability Brown. This will be aimed at children at key stage two level (aged seven-11), with suggestions for curriculum links for other key stages suitable for teachers and staff working at Capability Brown sites.

## **Other roles**

Before the Festival launch we'll also be looking for a sustainable travel adviser. We'll also be seeking graphic designers, writers and researchers to help us create a series of site-specific leaflets/maps.

Opportunities will be posted on our website.





# Audience development



## What we're doing now

We asked 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 deadline for expressions of interest was in October. By the closing date we had received 37 submissions – a fantastic response, and much higher than anticipated.

All of the submissions were assessed by a panel. We're currently in the process of notifying people about the outcome. Due to the large number of submissions this is taking slightly longer than expected. Please do bear with us and we'll be in touch. We're expecting to have contacted everyone by the end of Monday (14 December).



## What we'll be doing next

After everyone has been notified the Festival team will draw up a service level agreement with each successful applicant, and will help them develop their plans.

# PR and comms – Year of the English Garden



We've been promoting the Festival, Brown landscapes and our partners at home and abroad over the last month through press events. These have been organised by our partners VisitBritain and VisitEngland, promoting 2016 as the [Year of the English Garden](#).

In November we went to the British Embassy in Paris with VisitBritain and spoke to around 60 journalists about what's in store for 2016.

We followed this two weeks later with an event organised by VisitEngland in London.

The event was attended by more than 60 journalists from across the spectrum of broadcast, print and online, including Huffington Post, Daily Telegraph, Sunday Times Magazine, Sunday Times, and Family Traveller.

Speeches were made by Lady Cobham, VisitEngland's chairman, and the Festival's Nigel Ferrier (both pictured left). Nigel is the chairman of our communications working group, and also owns The Manor House in Fenstanton, Cambridgeshire – the only home that Capability Brown himself ever owned.



# PR and comms – media coverage



We've been featured in a range of national and international media titles in recent months, from the Daily Mail to The Express to The Times.

Last month, Capability Brown's gardens were chosen as one of National Geographic Traveller magazine's [20 go-to destinations for 2016](#). The magazine has a huge readership estimated at more than nine million, with an equally massive social following (2.13million Twitter followers). So this was a really big boost in terms of spreading the word about Capability Brown.

In November we issued a press release about the results of the Capability Brown Design Competition, which was hosted by Natural England and managed by the Landscape Institute. This resulted in outlets including Gardens Illustrated Magazine and The Architects' Journal.

Capability Brown also featured prominently in episode two of Monty Don's TV series [The Secret History of the British Garden](#). Monty also featured in a [Telegraph article](#) about why he prefers William Kent to Capability Brown (we decided to forgive him).

The Telegraph also featured [an article](#) by our Festival chairman Gilly Drummond. The article also features in the 2016 edition of [Hudson's Historic Houses & Gardens](#).





# PR and comms – our channels



Our communications channels have been booming in recent months, with numbers up across the board. We want your stories and events, so please do get in touch so we can publicise them.

## Twitter

Our Twitter account is @browncapability. We've currently got more than 1,900 followers – an increase of around 600 since mid-August. If you haven't done so, please do follow us, and use the hashtag #CapabilityBrown when posting.

## Newsletter

Our newsletter goes out monthly by email, featuring news from the Festival and our partners, as well as showcasing new Brown-related research. Over the last three-and-a-half months we've gained more than 350 subscribers.

Have you got something you'd like to feature in the newsletter? Email [Laura.Smith@CapabilityBrown.org](mailto: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.







# Research



 Parks & Gardens UK

We're working towards having more information about each Brown site on our website. We're working with The Gardens Trust and Parks & Gardens UK to gather this information, which 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](mailto:Laura.Smith@CapabilityBrown.org).

## **Interactive map**

We've just updated our interactive map of Brown sites and have removed those where there was a low likelihood that Brown was actually involved there.

The map data is based on John Phibbs' list of Brown attributions. First published in The Journal of The Garden History Society, this list has now been [published online](#) for the first time.

If you have noticed a mistake on our map please [email us](#).



## Festival 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 start

**August:** Birthday month

**August 30:** 300<sup>th</sup> anniversary of Brown's baptism

**September:** Heritage Open Days

**October:** Black History Month

### Upcoming dates:

**3 February 2016:** Capability Brown Festival 2016 kick-off event

**February/March 2016** (date TBC): official Festival launch.



# 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:

