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Capability Brown Festival 2016: update for stakeholders

February 2016



The Festival team

Our phone number is 0207 6852665 – for general enquiries please email Info@CapabilityBrown.org.



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Hub sites



We're pleased to confirm the vast majority of our network of Capability Brown Festival 2016 hub, urban and ambassador sites. One or two additional sites may be added at a later stage.

Our **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.

Our hub sites are:

Bowood House, Wiltshire*

Blenheim Palace, Oxfordshire*

Chatsworth, Derbyshire*

Compton Verney, Warwickshire (pictured top left)*

Croome, Worcestershire**

Milton Abbey, Dorset (pictured bottom left)*

Petworth Park, West Sussex**

Scampston Estate, North Yorkshire*

Ugbrooke House, Devon*

Wimpole, Cambridgeshire**

Wrest Park, Bedfordshire***

* Members of the Historic Houses Association

** Cared for by the National Trust

*** Cared for by English Heritage

Urban sites



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

Our urban sites are:

- Ashburnham Place, East Sussex (pictured top left)
- Berrington Hall, Herefordshire**
- Burton Constable, East Riding of Yorkshire*
- Hatfield Forest, Essex**
- Knowsley Hall, Merseyside*
- Stowe, Buckinghamshire**
- The Trentham Estate, Staffordshire (pictured bottom left)
- Wallington, Northumberland**
- Wentworth Castle, South Yorkshire
- Weston Park, Shropshire*

* Members of the Historic Houses Association

** Cared for by the National Trust

Ambassador sites



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

Our ambassador sites are:

Ashridge Estate, Hertfordshire**

Belvoir Castle, Leicestershire*

Fenstanton, Cambridgeshire (pictured, top left)

Kirkharle, Northumberland* (pictured, bottom left)

Longleat, Wiltshire*

Sherborne Castle, Dorset*



* Members of the Historic Houses Association

** Cared for by the National Trust

Audience development



We're delighted to be supporting 21 audience development projects.

Our audience development programme aims to encourage Capability Brown sites and connected organisations to trial new and innovative ways of getting different kinds of audiences to visit heritage landscapes, with an equal focus on interpreting these landscapes for as wide a range of visitors as possible.

This work will leave a legacy that will reach beyond 2016, and was central to the Festival being awarded funding from the Heritage Lottery Fund.



The successful projects will see landscapes being interpreted through art, new technology and dance; rarely-seen parts of estates opening to the public; and fixed and touring exhibitions informing and inspiring new visitors.

A full list of the successful projects can be found on the following page – please note that one or two may be added at a later date.

Audience development



The audience development projects that have been awarded funding are:

- Blenheim Palace, Oxfordshire
- Cambridgeshire Gardens Trust and Huntingdon NADFAS
- Chatsworth, Derbyshire
- Compton Verney, Warwickshire
- Croome, Worcestershire (NT)
- Euston Hall, Suffolk
- Fenstanton, Cambridgeshire
- Grimsthorpe Castle, Lincolnshire
- Highcliffe Castle, Dorset
- Kirkharle estate and Northumbria Gardens Trust
- Milton Abbey, Dorset
- Northamptonshire Gardens Trust and Castle Ashby, Northamptonshire
- Petworth Park, West Sussex (NT)
- Scampston Hall, North Yorkshire (pictured top left)
- Temple Newsam, South Yorkshire
- The Summer House, Hampshire
- Tong Castle and Shropshire Gardens Trust, Shropshire
- Trentham Estate, Staffordshire
- Beatfreaks and Warwick Castle, Warwickshire
- Welsh Historic Gardens Trust and Wrexham Heritage Service
- Wentworth Castle Heritage Trust, South Yorkshire (site pictured bottom left)

For more information on each of the projects, [see our website](#).

Appointments we've made



Film consultant

We've appointed [Cosmic Carrot](#) to make a five-minute film about Capability Brown. This film will be available online, and will also be supplied free of charge to sites and relevant organisations on request. This work is progressing apace (for more, see the next page), with the finished product ready for next month.

Schools education pack

[Neil Dymond-Green](#) has been appointed 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), and will also be available from next month.





Partner and stakeholder kick-off meeting



We held a partner and stakeholder kick-off meeting in London this month, with more than 70 attendees given the chance to hear from the Festival and each other about plans for 2016.

Among the speakers at the event were Cosmic Carrot, the firm appointed by the festival to make a five-minute film about Capability Brown. They discussed their approach to the project and showed some of the work in progress (pictured below, left). The film will be partly-animated and will be suitable for family audiences.

Also showcased were partners, sites and upcoming exhibitions, with topics varying from PR to biodiversity. For a full list of speakers see the following page.



Rounding off the day was Fiona Davison from the RHS Lindley Library. The library holds Brown's only known surviving account book, which has just been restored. While Brown may have been an astute businessman, Fiona revealed that he had been a 'cheapskate' when it came to stationery!

Partner and stakeholder kick-off meeting



The speakers at the event were:

- Gilly Drummond, Festival Chair
- Ceryl Evans, Festival Director
- Sarah Dowd, Tricolor, Owners' Manual and Volunteer Toolkit (pictured, top left)
- Neil Dymond-Green, education consultant
- Phyllida Shaw, Festival evaluator
- Laura Dewar, Visit England
- Jane Bevan, Firebird PR
- Mark and Clare Herbert, Cosmic Carrot, film consultancy
- Karen Lynch, Yorkshire Gardens Trust and Noble Prospects: Capability Brown & the Yorkshire Landscape exhibition
- Rachel Parkin, Chatsworth
- Sebastian Edwards, Historic Royal Palaces
- Jo Johnston, Bowood House
- Gareth Williams, Weston Park
- Caroline Ikin, The Gardens Trust (members pictured bottom left)
- Leslie Pearman, Natural England
- Fiona Davison, RHS



The majority of the presentations from the day are available on request – please email info@capabilitybrown.org.

PR and comms – media coverage



The Festival and Capability Brown sites continue to be featured in a host of national and international press.

This month we had a slot on the BBC News at 10pm, linked to the anniversary of Brown's death on 6 February, with filming at Cadland, Belvoir Castle and the RHS Lindley Library. An excerpt of the report can be found on the [BBC website](#).

There have been large features in House and Garden, Gardens Illustrated and Country Life.

We've also featured in a host of regional newspapers from Jersey to Scotland – an example of this kind of coverage can be seen in the [Burton Mail](#).

The Capability Brown Festival 2016 will officially launch to the press today (25 February) in London, with a host of journalists invited to hear about the year ahead.



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 2,380 followers – an increase of more than 1,000 since last summer. If you haven't done so, please do follow us, and use the hashtag #CapabilityBrown when posting.

Newsletter

Our newsletter goes out by email, featuring news from the Festival and our partners, as well as showcasing new Brown-related research. Over the last six months we've gained more than 750 subscribers.

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.





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

Easter: Festival start

August: Birthday month

August 30: 300th anniversary of Brown's baptism

September: Heritage Open Days

October: Black History Month



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:

