

FAMILY CULTURE DAY AT CATTON PARK



thegardenstrust.org



Faden's Map of 1797

1788 -1790
Thank you
very much
Mr Ives



thegardenstrust.org





thegardenstrust.org





thegardenstrust.org



The Aim

To hold a family fun day themed around world cultures, and use this to engage new audiences into visiting Catton Park.



thegardenstrust.org



Objectives

- Engage new audiences with Catton Park
- Promote different cultures to the local community
- Support Catton Park in partnership working
- Promote and support Heritage Open Days



thegardenstrust.org



What did the event involve?

- Cultural entertainment
- Different food vendors catering for different needs
- Engaging activities
- Subtle references to Repton



thegardenstrust.org



There were four performers consisting of; two African musicians, an Egyptian dancing group, and a multicultural dance group performing samba carnival. Each performer did a performance and a family friendly workshop to engage people in the music or dance.

Groups from around the county representing different cultures and religions were invited to get involved in the day and many decided to come along and set up activities. Represented were: Norfolk & Norwich Muslim Association, Vedic Cultural Society of East Anglia (Hindu Temple in Tunstall), Norwich Chinese Community Centre, Argentina and Spanish languages, New Routes intergration (a project which works with refugees and immigrants within Norwich). The groups created various activities including henna painting, Chinese calligraphy and Saree dressing.

Many things for children to engage with were also available on the day; flag making, origami making, African necklace making, axe throwing and archery. There was also an opportunity to paint the landscape which gave children the opportunity to paint whilst learning about Humphry Repton's paintings of the park.

Who was involved?



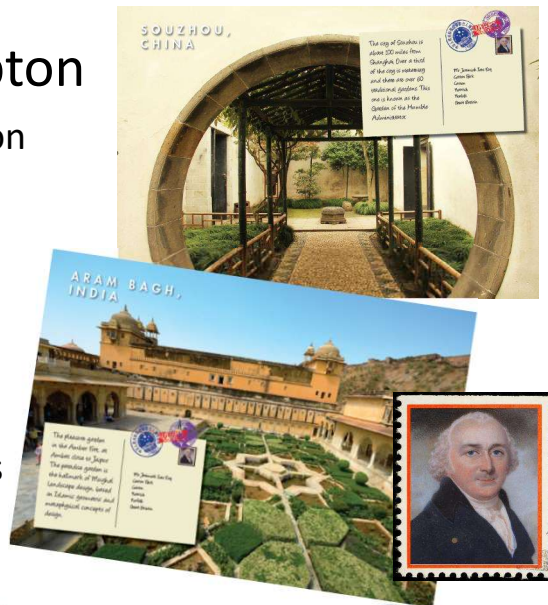
Catton Park Trust, Friends of Catton Park, Norfolk Gardens Trust

Local cultural /faith groups were contacted in advance of the event and were invited to participate in the day by attendance or by exhibiting. Advice was also taken from Norfolk & Norwich Muslim Association about the importance of the daily prayer needing to be satisfied in order to facilitate people of a Muslim religion in attending the event.

Advice was taken from Broadland's Corporate Equalities Officer in planning the event, and also Broadland's Community Project Officer.

Linking to Repton

- Painting the Repton landscape
- Mentioned as Repton's park on posters
- World gardens exhibition
- Books and experts available



Broadland
District Council
Community at heart

heritage open days

THE GARDENS TRUST

thegardenstrust.org



heritage lottery fund
LOTTERY FUNDED

Postcard photos: with many thanks to Roger Lloyd of Norfolk Gardens Trust (and Repton Stamp by Sally Bate Norfolk GT)

Marketing the event



Posters were created in English as well as Chinese, Arabic, French, Urdu and Punjabi. These were shared online via the Catton Park, Gardens Trust, Broadland District Council, and Heritage Open Days website, and also on social media. The poster was also manually distributed to libraries, in the Norwich area and around Broadland, community centres, and world food shops. Specific areas around Norwich were targeted for posters using the census data to identify a heat map of where there are high concentrations of residents in the target market.

Posters were also placed around the park and Old Catton Village, and a banner was produced to promote the event outside the park.

A Facebook event was also used to publicise the event and five hundred and seventy people declared their interest in attending the event on Facebook, the event was also shared forty times.

Facebook was really useful for getting in touch with cultural groups that didn't have many contact details, and also for promoting the event to various groups.

Invitations



Broadland District Council in partnership with The Gardens Trust and Catton Park Trust would like to invite your congregation to join us in celebrating different world cultures at a free family fun day at Catton Park.

INVITATION

The day will be open to all and will be full of different activities and entertainment from different cultures to educate people about different cultures within our community and around the world.

The FREE EVENT will be 11am – 4pm on Sunday 16 September at Catton Park, Oak Lane, Old Catton.

You can travel there by car or bus services - First 21 and Sanders 5A.

Please find a poster enclosed for you to share and we hope to see you there on the day.

If you would like to offer an activity or represent your group in another way at the event please email chloe.griffin@broadland.gov.uk or call 01603 430496









thegardenstrust.org




Invitations were sent to specific groups and organisations

Drawing people in for the event

- Headliner musician
- Specifically naming activities taking place
- Drawing competition
- Known activity providers sharing with their followers.



 **Broadland**
District Council
Community at heart

 **heritage open days**

THE
GARDENS
TRUST

thegardenstrust.org



 **heritage**
Lottery Fund
LOTTERY FUNDED

Practicalities of an event

Who are you expecting to come?
What do they need?

- Toilets
- Food requirements
- Transport information or transport provided
- Signage
- Photography/GDPR
- Children
- Sound system/Electronics
- Personal requirements (disabilities/language/religion)



thegardenstrust.org





thegardenstrust.org





thegardenstrust.org





thegardenstrust.org





thegardenstrust.org






Broadland
District Council
Community at heart


heritage open days

THE
GARDENS
TRUST

thegardenstrust.org




heritage
lottery fund
LOTTERY FUNDED



thegardenstrust.org





Broadland
District Council
Community at heart

H
heritage open days

THE
GARDENS
TRUST

thegardenstrust.org



heritage
lottery fund
LOTTERY FUNDED



thegardenstrust.org



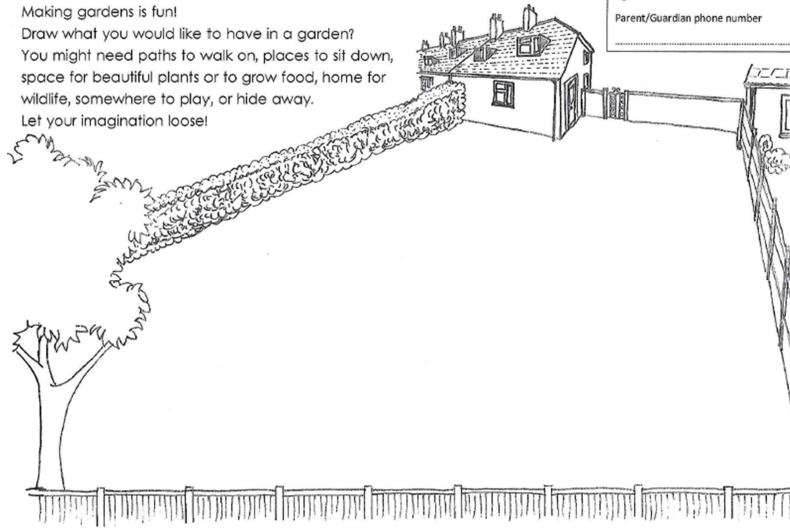
Norfolk Gardens Trust Competition

Making gardens is fun!

Draw what you would like to have in a garden?

You might need paths to walk on, places to sit down, space for beautiful plants or to grow food, home for wildlife, somewhere to play, or hide away.

Let your imagination loose!



Name.....
 Age.....
 Parent/Guardian phone number.....



thegardenstrust.org



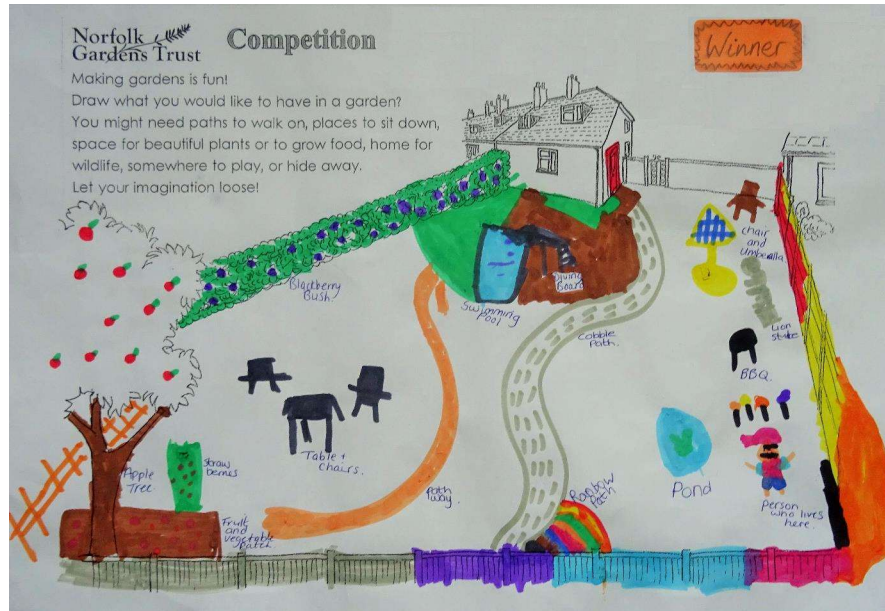
Norfolk Gardens Trust Competition

Making gardens is fun!

Draw what you would like to have in a garden?

You might need paths to walk on, places to sit down, space for beautiful plants or to grow food, home for wildlife, somewhere to play, or hide away.

Let your imagination loose!



Broadland
District Council
Community at heart

H
heritage open days

THE
GARDENS
TRUST

thegardenstrust.org



heritage lottery fund
LOTTERY FUNDED





Broadland
District Council
Community at heart

H
heritage open days

THE
GARDENS
TRUST

thegardenstrust.org



heritage
lottery fund
LOTTERY FUNDED



Collecting feedback

- “There is no failure. Only feedback.” – Robert Allen
- Get creative! Help your audience to interact with the evaluation.
- Consider different needs.. Not all evaluation is written!



thegardenstrust.org



Evaluation was taken on the day in several ways; a count up was done on the day which has led Economic Development to believe that there were between 500-600 people present on the day.

The local guide group was involved in collecting feedback by walking around and asking for people's opinions on a Dictaphone. This idea was decided on because of ease of data collection and also as a consideration of those visitors that may be illiterate or have language barriers and are unable to fill in a form.

Lastly, a world map was attached to a cork board to show where people's family came from, in order to identify the different heritages and diversities that were present at the event. This had a wide range of countries pinned onto it by the end of the day. Approximately, 32 families participated in this exercise. Results of this can be seen in the table below, where there are two countries mentioned, that is because the pin lay in the border of these two countries.



thegardenstrust.org





2019?

- As a result of this event, Catton Park are considering the cultural day as an annual event.
- They are also thinking of using the lessons learnt to appeal to a wider audience on a regular basis.



thegardenstrust.org

