

Evaluation Report of:

Family Culture Day at Catton Park

16th September 2018

This event was funded by the Heritage Lottery Fund via the Gardens Trust and was aimed at encouraging different diversities into our historic landscapes, specifically BAME groups and also those in urban deprivation.

Catton Park was selected as the venue; it was a main location within the Repton 200 campaign which led to this funded project. Catton Park Trust and the Friends of Catton Park worked closely together to deliver the event alongside Broadland District Council.

Pre Event:

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. This led to knowledge about certain groups to include in the day, and also a popular African musician to provide entertainment as a draw to attract attendance.

Special efforts were made to arrange appropriate activities for children of different ages, a diverse and appropriate range of food was provided, and an interesting exhibition of gardens from around the world and from different cultures for adults.

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.

During the Day:

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.

A drawing competition was run for the children in whom there were twenty five impressive entries, of the children's own garden design. Prizes were then provided for this by the Norfolk Garden's Trust.

A prayer tent was made available for anyone wishing to make their daily prayers in a quiet space.

Costs:

	Costs:	
<i>Entertainment</i>	Multicultural Dance Group – Samba Carnival Workshop	£150
	Anna Mudeka	£204
	Sefo Kanuteh	400
	Dance Egyption	100
<i>Food</i>	Refreshments	0
<i>Activities</i>	Paint	12
	Origami Paper	3.6
	Sequins	3
	Canvasses	54.79
	Easels	40.8
	Paintbrushes	0
	Bushcraft man	180
	Translation service for posters	99.8
	Display interpretation	194
<i>Other</i>	Marquee - Wroxham Rd Sprowston Methodist Church	40
	Stickers	0
	PA Equipment	350
	Map	10.64
	Banner	74
	Toilets	384
	Photographer	140
	Facebook advertising	42.6
	Total	£2,483

We were given a budget of £2600 and have managed to deliver this event for less than the budget.

Feedback and things to be improved:

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.

Country Highlighted	Number of Pins
United States (Florida)	1
Brazil	1
St Helena	1
South Africa	1
Zambia	1
Uganda	1
Ghana	1
Mauritius	1
Spain	2
Algeria	1
Italy	1
France	1
UK	9
Iceland	1
Germany	1
Czech Republic	1
Poland	1
Hungary	1
Turkey	1
Israel/Syria	1
India	1
Malaysia/Thailand	1
Philippines	1
Australia	3

Norfolk & Norwich Muslim Association said they found the prayer tent extremely helpful, and were grateful for this. They said it was very busy, and well used, and would love to see this available in future events because they would be more likely to come, especially if it was advertised on the posters.

Many of the cultural groups still thought it could have been busier whereas other activities were very busy. Perhaps the layout should have been different, but there were various challenges with this because of electrical points and dog free zones.

Many visitors stated that they had never visited the park before the event and had no knowledge of it, but now felt they would come again.

The caterers for the event felt that it had been a worthwhile event for them and all gave donations to the park as a thank you. Donation tubs were also placed on the caterers' counters in order to ask for change for the Catton Park Trust, towards the maintenance of the park.

Bushcraft also had a really successful day – to the point that they're going to add additional days to their hire at Hayman Lodge in Catton Park as so many children expressed an interest in it.

The painting activity was very busy and positive, with children queuing for a chance to use an easel, however feedback was given that more clean up material such as wet wipes would have been useful for the children. Canvases were also very well received, but more of these should have been purchased.

Audio feedback was taken from a variety of visitors by local guides and the following statements were made by visitors:

- 'Never been to the park, came to see it. Wasn't sure what the activities would be but the food is great. Is the park open all the time?'
- 'Wonderful'
- 'Come here every day normally but really enjoyed South African food today'
- 'Today's entertainment is lovely'
- 'It's been nice, been different'
- 'I would come again but it could have more stalls'
- 'I liked drawing gardens'
- 'Painting for the kids was the best'
- 'Maybe more food stalls'
- 'Entertainment sounds alright, but haven't got a clue what she's saying'
- 'Been here before, I like the entertainment today. I've had some food and listening to the music, been here for an hour so far'.
- 'Loads of people'
- 'I've lived here for five years, I expected more people, could have been advertised more'
- 'I liked the belly dancers, thought they were good'
- 'I don't think it needs any improvements'
- 'Lots of people have said they have never been here before'
- 'Been a lovely day'

An online survey was created and completed by visitors to the event, in the week following the event. This has not been successful at collecting results.

Photos:



Launch of Heritage Open Days in Norfolk











