

Repton 200 Season – Evaluation Report

The Repton 200 Season was a Norfolk wide celebration of landscape gardener, Humphry Repton who had many links to Norfolk, and specifically in Broadland being buried in Aylsham and having Catton Park as his first paid work as a world famous landscape gardener. This festival was organised as part of a nation-wide campaign in partnership with The Gardens Trust to draw attention to Humphry Repton as 2018 marks 200 years since his death.

Broadland District Council was heavily involved in the co-ordination of the events working closely with Aylsham & District Team Ministry, the Gardens Trust and a variety of other partners mentioned later in the report.

National launch night:

Broadland District Council in partnership with Aylsham church hosted the national launch of the Celebrating Repton national campaign at Aylsham church. There were approximately 130 attendees on the night, ranging from local Norfolk professionals and volunteers, to guests from as far as Gloucester. Local musicians were used for entertainment and also the Norwich school was involved to deliver music and volunteer as stewards. Aylsham schools were also involved in providing art exhibitions about Humphry Repton and Aylsham High provided local car parking for the evening. Aylsham Heritage Centre opened their doors for the evening, and received around 40 visitors according to the manager.

Business impact from the Repton 200 launch:

Wildcraft Brewery had 20 direct leads from the night for orders of 'Repton Rose Gin' made by Wildcraft Brewery in Buxton specifically for the festival. This is a micro business which has been supported by Economic Development since being established in the past two years.

Candi's Chutney, Woodgate Nursery, Chef2Dine4, Fairhaven Woodland & Water Garden, and Carousel Chocolates were all promoted on the evening as sponsors of the giveaway bags for guests and caterers.

Accommodation providers across the district were also offered the opportunity to offer special rates or offers for delegates to the launch night/weekend. 22 accommodation providers decided to do this and were promoted to guests before the event, these varied between different types of accommodation; self-catering cottages, camping and touring sites, hotels and guesthouses. Unfortunately we know that a lot of these offers were not taken up, however some other local accommodation was used by guests who verbally confirmed to us on the night, such as the Black Boys Hotel in Aylsham, so it may be that guests opted for convenience of location over price, on this occasion.

Partnership working:

This festival was a great example of how Broadland District Council can work successfully with other partners to co-ordinate a project or large event. This county wide project was mainly funded by Broadland District Council but was supported, jointly co-ordinated, or promoted with the help of the following organisations: Aylsham & District Team Ministry, Aylsham Town Council, Garrick Green Infant School, History Mystery, National Trust, Aylsham Agricultural Show Association, The Gardens Trust, Aylsham Cluster Trust, Aylsham in Bloom, Woodgate Nursery, Catton Park Trust, Old Catton Parish Council, Aylsham Heritage Centre, Norwich School, Aylsham High School, DVS Consultancy Services, Norfolk Libraries, Norfolk Garden Trust, Wild Craft Brewing, Norfolk Record Office, Aylsham U3A, Cittaslow, Norfolk Museum Service, Friends of Catton Park, Norfolk Geeks, Aylsham Local History Society and Mannington Gardens.

We worked closely as we did with the 12 Towers Festival in 2017 with the Norfolk Museum Service, to bring special artefacts normally in storage into our district for the public to view and this was successful and a great hook for various events. We were also able to build contacts with Norfolk Record Office and the Norfolk Heritage Centre, as well as local landowners such as Lord & Lady Walpole and the Gurney family estate, in order to come to agreements regarding their special artefacts being brought into the district for the events.

Individual Event results:

The festival included over 50 events. The events involved in the festival were extremely varied including both community engaging events and visitor focused events. Not only have locals taken part but there is also evidence that events and exhibitions have been visited by visitors from far across the UK and even internationally with several American visitors taking an interest. Below are examples of some events that we know results of.

25th March - Guided walk around Catton Park and exhibition: 40 - 50 people

This was a walk ran by the Friends of Catton Park, of the park history and flora/fauna. With this, the friends and Catton Society also put together an exhibition of the history of Catton and its links to Repton.

22nd April – Repton Memorial Service: Approx. 100 people.

This was a church service with a rededication of Repton's grave at Aylsham Church.

Performance East Concert: 100-200 people

A concert of garden related music and poetry. Also on display was the original copy of Repton's own play 'The odd whims, or two at a time; a comedy in five acts', loaned to us by Norfolk Record Office.

Ensemble East Concert – 120 people

This was an orchestral performance demonstrating music of Repton's time.

Gardeners Delight Concert – 85 people

A concert of garden related music and poetry.

Music matters concert – 40 people

Trumpet and Organ performances of music from Repton's time.

Worship in the park: Approximately 66 people

The annual service by Old Catton church in Catton Park, was promoted as part of the campaign, and included a brass band this year.

Wheelbarrow trail of Old Catton: It is not known what the exact number was of visitors that took part in this because it was self-guided but locals have informed Chloe that it was well used; it is now also a walk that can be recycled for other events that want to use a historic walk around the village.

The trail involved over 15 community groups each designing a wheelbarrow and these were then placed in historic locations around the village of Old Catton. There was a great amount of effort put into this by community groups and it meant that a great variety of people could get involved; from church parishioners, school and pre-school children, local runners, and nature lovers.

12th May - Plant Sale: £660 raised including up to £300 for local community groups through sales of wheelbarrows. Many buyers came from neighbouring villages and one buyer bought a wheelbarrow to take home to London.

18th May - Stephen Daniels Lecture – 75 people

Expert speaker, Stephen Daniels whom is a professor in Nottingham University, gave a lecture about Repton.

First Steps - 40 families over 4 weeks

Planting activities for toddlers.

Make & Take - 60 families over 4 weeks

Garden themed activities for an existing after school club.

24th March - Repton workshop with Tom Williamson – 40 people

Day long workshop by landscape historian, Tom Williamson, telling people about how Repton worked.

Repton themed evensong – 100 people

Evensong church service with a Repton twist.

Gardening for older people – 25 people

Gardening and planting workshop designed for older people and followed by refreshments.

Gospel of wild flowers – 35 people

Exploring the meaning and symbolism behind some of the most famous flowers.

Book launch event – 120 people

Launch event for Norfolk Garden's Trust book about Humphry Repton which Broadland assisted with.

Funding:

As a result of this campaign, we had more opportunities to raise awareness of our business and community grants offered at Broadland District Council and we did have new applications completed. These included: Wildcraft Brewery making an enterprise grant application, and a community grant application from Old Catton Church.

Outside of grants, the attached costs were incurred by Broadland District Council in order to fund both the national launch night for the campaign and the festival as a whole. The launch came to a total cost of £2665.98 whereas the rest of the festival costed Broadland District Council a total of £4337.12. This came to a total cost for Broadland District Council for the entire project at £7003.10.

It is difficult to calculate the exact return on investment for local authorities through events but according to Broadland's last tourism volume and value report (2017 results), on average day visitors spent £34.32 per day out, whilst staying visitors spent £51.44 per night. There were 33 events that took place specifically in the Broadland area, as well as the launch event. If one was to assume that each event had a minimum of 20 attendees (which we know for some events the numbers were much higher than this), and they spent the average spend for just a day trip (of course in some cases there were overnight stays), then we can assume there was an absolute minimum of £22,651 spent by visitors in the area, not including the launch night which would have created considerably more spend in the area.

The event also helped various community groups and charities to raise funds for their own organisations through donations and the selling of merchandise. For example, Aylsham church has agreed to arrange and sell copies of Repton's Aylsham paintings provided by Lord & Lady Walpole. The church receives a percentage of the payment and local business, Barnwell Print has benefited from the opportunity to print and frame the paintings. These paintings were previously unknown of by the general public, and were tracked down as a result of this event.

Promotion of the events and Repton's links to Norfolk, and the reach worldwide:

This campaign was successful in creating a lot of promotion for the area from press releases that were successful in reaching a wide range of media publications and websites both nationally and locally (lists are attached below).

The website used mainly for advertising events and promoting who Repton was received a lot of far reaching views. Between February and March 2018 before the

launch had taken place, the new Norfolk focused Repton website had reached 233 British users and 83 US users. By the end of spring the Festival website had received 1653 unique visitors, 1394 from the UK and 47 from the US, also 5300 views.

The event also used social media, specifically Twitter to create a buzz both before and after the launch. The hashtag #Repton200 became a great brand for the event. #Repton200 has reached at least 129,552 twitter users and interacted directly with at least 6533 individuals with keywords or phrases used such as; gardening, Norfolk, nottobemissed, opengardens, heydon, spring, Aylsham. The reach has been international, covering; US, Canada, Spain, France, India, South Korea, Japan and Netherlands. The name Humphry Repton was sent out to a staggering 352,919 twitter users. There was also coverage given on Facebook, Instagram and LinkedIn.

We can see from the visitor book that was laid out by the temporary Repton exhibition on display in Aylsham Church that the exhibition was engaged with by at least 112 members of the public. The surveys by Stamou and Paraskevopoulos, 2003, show that generally only 10% of the total number of visitors inscribe a visitors' book. With this in mind you can calculate that the number of visitors in total that visited the general exhibition could be around the 1000 mark. The visitors that did write in the book, were from a variety of locations, many from across East Anglia but also visitors from Kent, Essex, Staffordshire, Skipton, Nottinghamshire, Plymouth, Manchester, Yorkshire, Lincolnshire, Sussex, Northamptonshire, Bristol, Peterborough, Birmingham, Bedfordshire, Leicestershire, Lancashire. A bigger proportion of visitors than expected came from the North of England and West Midlands, near where many of Repton's other parks and gardens are situated. There is also one comment from someone that references that they specifically live near 'Warley Woods' another well-known Repton site. This indicates that many people that have visited may have been somewhat influenced by the campaign in their decision to visit Aylsham. There were also comments from visitors from places outside of the UK, such as USA, Canada, Switzerland and Spain.

Long lasting campaign legacies:

Following the festival, legacies relating to the event will go on to include physical items such as interpretation boards at Aylsham, Catton Park, and Holkham Estate, and exhibition boards produced specifically about Repton's time in Norfolk. The exhibition material that was created by Broadland has now also been shared with Woburn Abbey and other Repton related venues across the UK, meaning that not only has the content about Broadland been far reaching but also our logo and branding which was within the material.

A permanent website has also been produced on the domain of humphryrepton.org.uk which describes the history and story of Humphry Repton, his

links to Norfolk and resources relating to him, including teaching resources for local schools and youth groups.

As well as the website, a number of historic sources and artefacts have been rediscovered through this campaign and information material such as leaflets and worksheets have been created about the area's links to Repton.

A newly published book specifically about Repton's links with Norfolk has been produced by the Norfolk Gardens Trust, and acknowledges Broadland District Council for their help in creating the publication.

The campaign has now led to a successful Heritage Lottery Funded project called 'Sharing Repton' with The Gardens Trust, which Catton Park has been chosen as one of five historic landscapes in the country to showcase Repton's work to urban populations, specifically targeting BAME diversity groups. This took the form of a Heritage Open Day event in September 2018.

The festival has been really useful in helping Broadland District Council's Economic Development department to engage with a large number of community groups over a short space of time and offer them great opportunities to get involved. We now have a good relationship with Catton Park Trust and other groups in Old Catton, with over 15 groups involved in the wheelbarrow trail for example. There is also potential to create a village team from the working group in Old Catton that was established to help organise the Repton200 events, if they feel there is an appetite for something like this.

Conclusion:

Overall the event was very successful, drawing attention to not only the importance of Humphry Repton but also to his impact in Norfolk and Broadland. There was great promotion given to a variety of businesses and community groups as well as Broadland District Council.

Additional information:

Repton related press promotion in the run up to the launch of festival:

This is not a full list but a selection of what is still available and can be viewed online.

Financial Times - <https://www.ft.com/content/725d8dbc-ae99-11e7-8076-0a4bdda92ca2>

EDP - <http://www.edp24.co.uk/features/reader-letter-catton-park-still-going-strong-1-5250143>

Countrylife magazine - <http://www.countrylife.co.uk/publication/country-life/country-life-january-10-2018>

The Telegraph - <https://www.telegraph.co.uk/gardening/gardens-to-visit/bunny-guinness-visits-woburn-abbey-dont-need-architect-have/>

EDP - <http://www.edp24.co.uk/news/norfolk-connections-of-landscape-gardener-humphry-repton-1-5232174>

MK Citizen - <https://www.miltonkeynes.co.uk/news/alan-titchmarsh-opens-new-gardening-exhibition-at-woburn-abbey-1-8425222>

EDP - <http://www.edp24.co.uk/news/norfolk-events-bicentenary-humphry-repton-1-5386674>

Romford Recorder - <http://www.romfordrecorder.co.uk/news/heritage/humphry-repton-s-link-to-gidea-park-1-5440857>

EDP - <http://www.edp24.co.uk/news/bicentenary-celebrations-of-the-death-of-landscape-gardener-humphry-repton-to-kick-off-in-aylsham-in-north-norfolk-1-5399950>

EDP - <http://www.edp24.co.uk/news/stunning-images-capturing-the-work-of-humphry-repton-to-go-on-show-at-sheringham-park-1-5447863>

Horticultural Week - <https://www.hortweek.com/humphry-repton-bicentennial-exhibition-woburn-abbey-launched/parks-and-gardens/article/1460118>

BBC News - <https://www.bbc.co.uk/news/uk-england-beds-bucks-herts-43399120>

Visit Norfolk website

European Year of Cultural Heritage Campaign and Website

A selection of feedback comments/ messages regarding the launch event night – 23/03/18:

Dear Chloe, just to tell you how very much we enjoyed last Friday evening. I'm hoping to get our very small W.I together for a walk at Sheringham in May.

Just wanted to say a big thank you for the invitation to the Repton Launch at Aylsham Church – an excellent evening, and also for organising Humphry Repton's Drawings for Saturday.

It is much appreciated.

I am lucky enough to go to a lot of openings but the event at Aylsham was one of my absolute favourites – a lovely atmosphere, great speeches and music and a wonderful venue. I must say that the branding around the Festival, including the

gorgeous invitation and the lovely programme, is very impressive. And a big thank you to all the businesses who kindly contributed to the goody bag at the end, it was a very kind and lovely thought.

I hope that the initial events over the weekend went well and I am sure that the rest of the Festival will be very well received.

Thanks again.

Thank you very much for a superb evening last Friday. It was good to see the event so well supported. Special thank you for the lovely canapés and the special Repton bag of goodies. As we grow the seeds and see them flower it will be a constant reminder of the evening. I look forward to visiting some of the other events.

It was good seeing all your very careful planning coming to fruition and for it to be appreciated by so many people.

Please thank the Councillor responsible and all those who helped Broadland DC for a most interesting and enjoyable evening last Friday.

There were five of us from Suffolk Gardens Trust who were very grateful for your invitation. I'm sure there will be a lot of interest in and around Aylsham this summer.

Twitter comments:

“Celebrated the genius of Humphry Repton last night at beautiful Aylsham Church, Norfolk. Thus begins the Repton Festival. Thanks everyone for a great evening.”

“Thank you to [@aylshamchurch](#) [@VisitBroadland](#) for a delightful launch celebration [@HumphryRepton](#) [#Repton200](#) - we're very excited to be part of the [#festival](#).”

“Off to [#Repton200](#) launch this evening. The lovely invitation card is a 'Red Book'. Here are the 'now' and 'before' images with **Repton** sketching his landscape design! [@BroadlandDC](#) [@thegardenstrust](#)”

“Great to be at the launch of the Celebrating Humphry **Repton** in Norfolk Festival [@aylshamchurch](#) this evening. [@BroadlandDC](#) [@VisitBroadland](#) [@thegardenstrust](#) [@Repton200](#) [@nationaltrust](#) [@NMSCollMan](#) [#repton200](#) [#Norfolk](#) [#LandscapeGardening](#) <http://humphryrepton.org.uk> “

“Well done Chloe & Linden [@outdoorchildren](#) - & thank you [@broadlandsdistrict](#) & St Michael & All Angels Church team - what a superb launch event for [#landscape](#) [#gardener](#) [#artist](#) [@HumphryRepton](#) [@Repton200](#) Festival ... [#OTD](#) 200 years ago...rest in well-earned peace Mr R !”

Repton related press promotion following the launch of the festival:

This is not a full list but a selection of what is still available and can be viewed online.

BBC Look East Television Report

BBC Radio (across 30 regional stations)

BBC Radio 4 (Open Country Programme- Including interviews at Catton Park)

The Guardian - https://amp.theguardian.com/culture/2018/mar/25/humphrey-repton-landscape-gardener-exhibition-london-squares?_twitter_impression=true

Discover Greater Anglia on board magazine (Spring 2018) -
https://issuu.com/immediatemediabrandcontent/docs/bc_gad_006_issu_7d9a60136e45e8/26

EDP - <http://www.edp24.co.uk/going-out/15-great-places-to-see-spring-bluebells-norfolk-1-5485402>

MK Citizen - <https://www.miltonkeynes.co.uk/news/award-winning-restaurant-at-the-woburn-hotel-reopens-with-dramatic-new-look-after-renovation-1-8453952>

Express and Star - <https://www.expressandstar.com/news/2018/03/28/stunning-photograph-wins-award/>

Londonist - <https://londonist.com/london/history/12-things-you-never-knew-about-wembley-park>

The Telegraph - <https://www.telegraph.co.uk/gardening/gardening-events/gardening-events-2018/>

Smallholder -
http://www.smallholder.co.uk/diary_dates/16115862.Celebration_of_landscape_extra_ordinaire_Humphry_Repton/

North Norfolk News - <http://www.northnorfolknews.co.uk/news/repton-inspired-designs-set-to-go-on-display-at-annual-woodgate-nursery-garden-show-1-5521882>

EDP - <http://www.edp24.co.uk/features/humphry-repton-1-5434192>

The Telegraph - <https://www.telegraph.co.uk/gardening/gardens-to-visit/beginners-guide-humphry-repton-landscape-genius/>

Heritage Open Days campaign, website and brochure

General festival feedback:

Congratulations to you all on a detailed and well illustrated exhibition which I visited from Shoreham kent yesterday.

His son Edward is buried in our churchyard and I was amazed to see how many children Edward had. You mention Edward living in Sussex which I didn't know.

The above is a good indicator that some visitors have made the journey to Broadland with Repton specifically in mind.

Many thanks for hosting such a wonderful day. I had long wanted to hear Tom Williamson – and was not disappointed. It was good to meet several non-Aylsham folk.

One feedback page from the brochure that was received said that whilst the person wanted to visit as many Repton events in Norfolk as possible, they were limited by transportation, and would have liked more details on transportation and additional transportation to be organised.

Photos of festival:



Worship in Catton Park event



Wheelbarrow trail of Old Catton



Lord & Lady Walpole and their rediscovered Repton paintings of Aylsham



General Repton 200 Exhibition at Aylsham Church



Catton Park Guided Walk



Heritage Open Days Launch at Catton Park; a direct result of Repton 200 engagement