

NORTH LINCOLNSHIRE COUNCIL

**ASSET AND ESTATE MANAGEMENT,
SPORT, LEISURE AND CULTURE
CABINET MEMBER**

GREAT BRITISH STORY EVENT – NORMANBY HALL COUNTRY PARK

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To brief the Cabinet Member for Asset and Estate Management, Sport, Leisure and Culture about the proposed Great British Story Event.
- 1.2 To request that the admission charge to Normanby Hall Country Park be waived on Saturday 23 June 2012 to enable the event to take place there.
- 1.3 The key points in this report are as follows:
 - The BBC has approached North Lincolnshire Council to host one of the events taking place to accompany the BBC2 TV series, The Great British Story.
 - The event can only take place at Normanby if the admission charge is waived.

2. BACKGROUND INFORMATION

- 2.1 BBC2 will launch 'The Great British Story: A People's History' in the near future. This is a landmark history programme that tells the story of Great Britain and Northern Ireland through the lives and experiences of real people, past and present. It will include an 8-part TV series and accompanying events over the course of the broadcast.
- 2.2 Alongside the TV series BBC Learning will hold history themed events across the country. The events will focus on six key themes:
 - Place names
 - Surnames
 - Local history
 - Hidden landscapes
 - Interpretation of historical artefacts
 - Oral history

- 2.3 People will get to speak to an expert about their surname, explore their local area on a heritage walk and find out how to preserve their own family archive. Like the series, the events will be easy to understand and fun.
- 2.4 Radio Humberside will broadcast live from the event on the day. We hope that Look North might cover the event as well. The BBC will list the event on their database of Things to Do which they will promote during the TV series. The BBC is also producing posters and press releases.
- 2.5 We believe that the event would really help to raise the profile of Normanby Hall Country Park. When we hosted the Antiques Roadshow at Normanby in 2005 it had a huge impact. We had the best visitor figures on record during that year.
- 2.6 The recent Star Gazing event at Waters' Edge was a BBC Learning event. It attracted 1600 visitors on the evening and many more have visited Waters' Edge as a result of seeing the event on Look North.
- 2.7 We believe we could attract new visitors to Normanby. We would work hard to convert them to Season Ticket holders.
- 2.8 Working with colleagues in Tourism the event would allow us to create an opportunity to raise the profile of North Lincolnshire as a visitor destination. Day visits rose by over 230,000 in 2011. This event would enable us to build on these figures for 2012.
- 2.9 We would use the event to pass on visitor information and signpost visitors to other attractions across North Lincolnshire. This will encourage repeat visits and overnight stays.
- 2.10 The BBC has made it clear that they will not wish to host the event at Normanby if we are unable to waive the admission charge.

3. **OPTIONS FOR CONSIDERATION**

- 3.1 **Option 1** – The Cabinet Member supports the Great British Story event taking place and approves the waiving of admission charges on Saturday 23 June at Normanby Hall Country Park.
- 3.2 **Option 2** – The Cabinet Member notes the Great British Story event but does not approve the waiving of admission charges on Saturday 23 June at Normanby Hall Country Park.

4. **ANALYSIS OF OPTIONS**

- 4.1 **Option 1** – We can hold the event at Normanby Hall Country Park. This would give us an opportunity to raise our profile through radio and TV coverage. We could then exploit the raised profile during the school summer holidays.

4.2 **Option 2** – We cannot hold the event at Normanby. The BBC will make arrangements to hold the event at an alternative venue within the Yorkshire and Humberside region.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 The BBC has a small budget to cover the running costs of the event.

5.2 We view this as a promotional opportunity for Normanby Hall Country Park.

6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)

6.1 None

7. OUTCOMES OF CONSULTATION

7.1 No consultation has taken place on this matter. However, the involvement of a range of services across the council will prove necessary in the lead up to the event.

8. RECOMMENDATIONS

8.1 That the Cabinet Member supports the Great British Story event taking place on Saturday 23 June at Normanby Hall Country Park.

8.2 That the Cabinet Member approves the waiving of admission charges on Saturday 23 June at Normanby Hall Country Park.

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Background Papers used in the preparation of this report: None