

Park it!  
celebrating people in parks

# CASE STUDY

## Park It! Yorkshire & Humberside



# The Friends' Fair

## Norfolk Heritage Park, 30.07.05



### The park

Norfolk Heritage Park is three miles from Sheffield city centre. The council and Friends group are keen to increase awareness of it and get more people using it through an events programme. The area is also undergoing a major regeneration programme, with much new housing being built. The HLF restoration of the park (which is now 90% complete) is a major part of this regeneration and is once again seen as a jewel in the crown of the city. The park has been awarded a Green Flag.

The park was visited by Queen Victoria in 1897, when 50,000 school children sang to her as her carriage drove through the park.

### The event

500 people braved the unseasonal weather to attend the Friends' Fair. The fair inspired people to find out more about the history of the park and celebrate the Green Flag award. A historical display consisting of old photographs and the story of the park, proved to be very popular with visitors. Copies of the medals that were given to the 50,000 singing schoolchildren, were also on display.



A quiz trail was organised encompassing the whole park. Attention was focused upon the history, wildlife and modern features of the park, providing a fantastic educational tool for people to learn about the park. The Sheffield Wildlife Trust was involved in the day. They introduced children to the wildlife in the park woodlands, as well as entertaining them with a Country Olympics, including cowpat tossing and welly wanging. Also on hand were highland cattle, lamb and rabbits for people to pet. A children's play area was created and supervised by the local nursery, to keep young children amused.

### The community group

The Friends is very active and has been established for 10 years. As well as being a general fair to highlight the value and history of the park, the Friends' Fair celebrated the tenth birthday of the group. They were instrumental in helping to establish the Sheffield Fayre as a major event, so are very keen to get involved with further events. The group has about eight active members and around 70 members in total.

The Friends also have historical links to the park. The grandfather of Erica Fidment, the Secretary of the Friends, was one of the 50,000 schoolchildren present at Queen Victoria's visit.



It's been a great day. The event attracted many of the local community who joined in the fun of the Friends fair. The unpromising weather forecast did not dampen the event. It was lovely to see so many people here having fun and enjoying everything that this fantastic park has to offer

Erica Fidment,  
Friends of Norfolk  
Heritage Park

#### Feedback

On the day, the Friends tent was very busy as was the historical display, which the group were pleased with.

#### The benefits

Although the Friends were already confident about staging events, they were amazed at how much time they put in after reviewing their completed timesheets.

The event raised interest about the Friends group and the history of the park, with lots of people took an interest in the photographic display.

#### The future

The Friends would like to continue to organise events in the future and continue to promote the park and the work of their group.



## Lessons learnt

- Make sure that everyone involved in the organisation of the event is kept informed at all times through email and phone contact as well as regular meetings.
- Make sure lead-in times for the organisation of the event are long enough.
- Avoid clashes with other major event in the same location, but if this is unavoidable, make sure you book activities as early as possible.

### Further information

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### Links

Park It! – [www.park-it.org.uk](http://www.park-it.org.uk)  
GreenSpace – [www.green-space.org.uk](http://www.green-space.org.uk)  
Heritage Lottery Fund – [www.hlf.org.uk](http://www.hlf.org.uk)  
Sheffield City Council – [www.sheffield.gov.uk](http://www.sheffield.gov.uk)

