

# County Gardens Trusts and Heritage Open Days



## What is Heritage Open Days?

England's biggest heritage festival involving:

- 2,000 organisers
- 40,000 volunteers
- Over 5,000 events
- Over 3 million visitors

It offers people the chance to see hidden places, try out new experiences and learn new things; all of which are FREE to explore.



## Why is it worth getting involved?

*"We attracted new members and the whole weekend was an outstanding success. New contacts made and new networks opened."*

### Reach a new audience

**HODs is known as a gateway event** - it attracts visitors who wouldn't normally engage with heritage and inspires them to do so in future:

- 40% hadn't attended a heritage event in past year
- 80% are more likely to visit in future
- 87% felt they appreciated local area more

## Our support (ALL FREE!)

- **Raise awareness through our media platform**
  - We run a national and regional media campaign to promote the festival as a whole and highlight individual events
  - Every event will be published on the national web directory that is checked by journalists as well as visitors across the country
  - There are opportunities for further promotion through our social media channels and spotlight blog posts on the website
- **Support structure and extra resources**
  - National team available to connect you to other members of the festival community
  - Networking events to gain inspiration and share ideas
  - Online toolkits with templates and tips to help you run local media campaigns, attract volunteers, and try new ways to fundraise
  - Promotional material including bunting, banners, open signs and stickers
- **Public liability insurance** and guidance on risk assessments



## How can you get involved?

### Entry criteria

- Free entry – it MUST be possible for visitors to attend and leave without paying anything. However, donations and fundraising through extras are absolutely fine. Often places make more money asking for donations for refreshments than by charging
- Something special – drop an entry charge OR open something usually closed OR put on a special event
- Happens at some point over the festival dates!

*"The staff were very supportive over the whole process and the HOD website seemed to be the main source of visitors."*

### Connect with us and register!

1. Sign up to access the Organiser area of the website with its exclusive resources and opportunities to connect with other organisers. This will also add you to the mailing list for monthly updates. [www.heritageopendays.org.uk/portal/login-request](http://www.heritageopendays.org.uk/portal/login-request)
2. Plan what you want to do
3. Register the details with the national team from March (ALL COMPLETELY FREE)
4. Take part and enjoy!
5. Tell us how it went so we can improve our support to you and build the case to sponsors to gain funding to do more!

### Timeline

<b>March</b>	Registration opens
<b>1 May</b>	Early bird registration deadline
<b>Mid-July</b>	Event directory goes live
<b>1 August</b>	Final registration deadline
<b>7-10 September</b>	<b>The big event!</b>
<b>1 October</b>	Evaluation deadline to feed in to the national impact report

### To note for 2017

- **Heritage & Nature** – Heritage Open Days is part of a European event whose overarching theme for 2017 is Heritage & Nature. Anything that falls under this may be included in a special news release and added to the European website
- **Conservation Areas** – as the 50<sup>th</sup> anniversary of conservation areas 2017 is an ideal time to raise awareness through events celebrating their importance and showcasing the work you do to support them

*"What a wonderful afternoon visit. Was very interested in the history of the gardens and how they are being saved. My husband and I garden on a small scale, so it gives encouragement"*



## Got a question?

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