

What is Heritage Open Days?

England's biggest heritage festival involving:

- 2,000 organisers
- 46,000 volunteers
- Over 5,500 events
- Over 2.5 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?

Reach a new audience

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

- 34% hadn't attended a heritage event in past year
- 83% are more likely to visit in future
- 92% felt greater pride in their local area

Lots of FREE support

- **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 network 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



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

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!

What you need to do

1. Sign up to access the **Organiser** area of the website with its exclusive resources and opportunities to connect with other organisers:
www.heritageopendays.org.uk/portal/login-request
2. Plan what you want to do
3. Register the details with the national team, using the registration form in the **Organiser** area, available 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

March	Registration opens
1 May	Early bird registration deadline to maximise your promotional support
Mid-July	Event directory goes live
1 August	Final registration deadline
6-9 & 13-16 September	The big event!
1 October	Evaluation deadline to feed in to the national impact report

"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"



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

Got a question?

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