



heritage open days

Festival 101 – What / Why / How

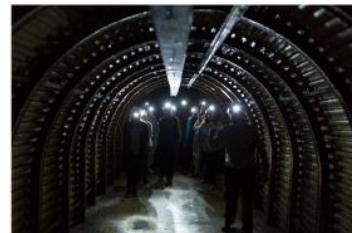
Sarah Holloway – Heritage Open Days Programme Manager

In partnership with
 National Trust



HODs IS...

FREE TO
EXPLORE



Sector showcase

HODs is...

1,528
local
organisers

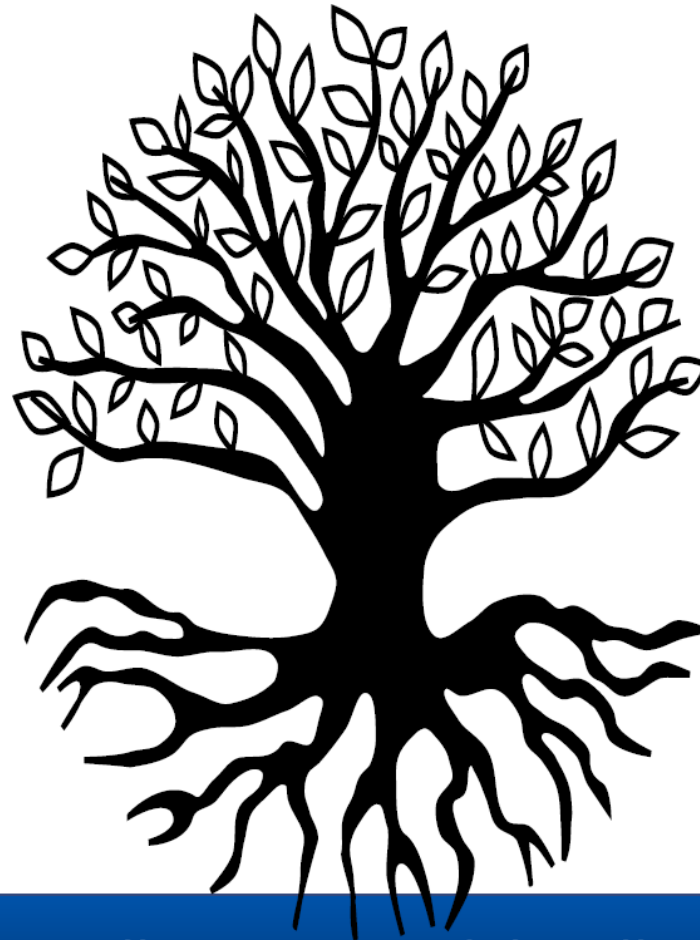
33,100
volunteers

4,300
staff



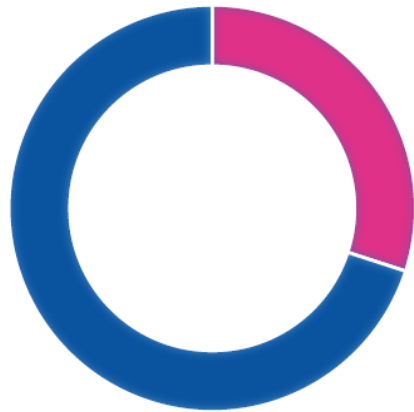
HODs IS...

In partnership with
 **National Trust**



Nationally supported, locally driven

WHY TAKE PART?



1/4 - 1/3 visitors
not been to
heritage/cultural site in
past 12 months

PLATFORM AND REACH

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

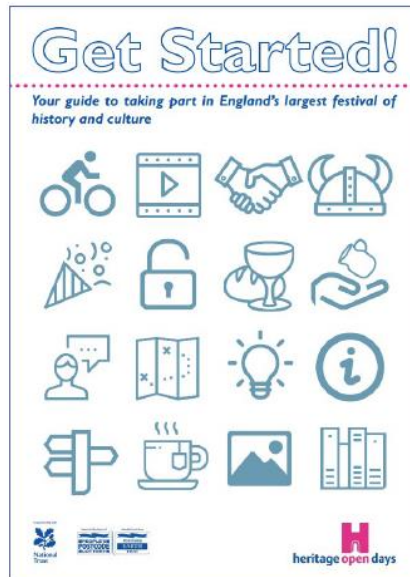
*"The staff were very supportive over the whole process and the
HOD website seemed to be the main source of visitors."*

Woodhouse Farm & Garden

WHY TAKE PART?



Training webinars
+
Community Cafes



Guidance packs



Public liability
insurance

GUIDANCE + SUPPORT



Promotional materials

WHY TAKE PART?



★ It's all FREE! ★

HOW TO GET INVOLVED?



Step 1: Take action NOW!

Request a login to:

- access resources
- get updates

Planning

KEY DATES

Your organiser area:

<https://www.heritageopendays.org.uk/portal>

March	Registration opens
	Planning & Inspiration webinars
	Community Cafes begin
May	Long lead press release
June	Event directory goes live
1 August	Final registration deadline
★ 9-18 Sept	★ THE FESTIVAL! ★
15 October	Feedback deadline for inclusion in national report

Planning ENTRY CRITERIA



It's **FREE!**



Takes place within the **festival dates**
Any Day or Every Day! (9-18 Sept)



Offers **something special** /
not normally available for free



Planning DO A STOCK TAKE!

What do you have?

What do you need?

Who do you know that could help?

What story could you tell?



SAVE OUR HERITAGE WITH

THE
GARDENS
TRUST

Extra help:

- Get started pack
 - Theme pack
- Planning & Inspiration webinar



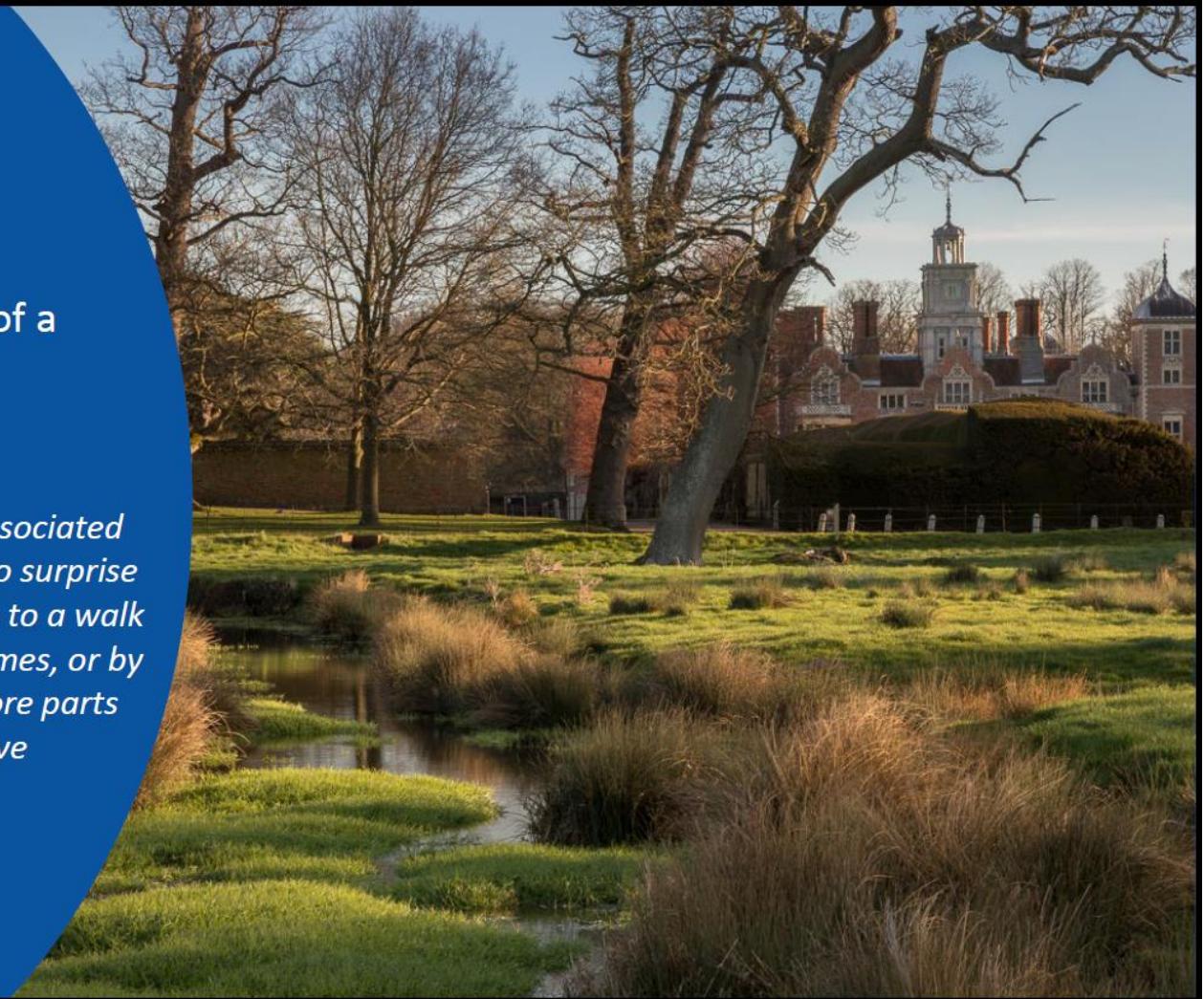
EVENT EXAMPLE

Blickling Estate

Guided walks connecting the landscape and social history of a working estate

“‘Behind the scenes’ is a concept associated with the indoors, but it is possible to surprise and delight visitors by adding value to a walk they may have done hundreds of times, or by giving them the confidence to explore parts of the countryside they may not have ventured into before.”

Estate Ranger



EVENT EXAMPLE

Birmingham Botanical Garden

A free entry day with membership offers and live music in the bandstand

"It increases foot fall and raises membership awareness. ... It attracts visitors that wouldn't normally visit and gives a chance for less privileged visitors to come free of charge to see the gardens."

Head Gardener



EVENT EXAMPLE

Catton Park

Family Culture Day with activities including dancing, henna painting, calligraphy, sketching, archery and much more!

"We received a lot of comments from people saying they had never visited the park before and that they had enjoyed themselves."

Broadland District Council



EVENT EXAMPLE

Beverley Open Gardens

COVID safe one-way trails of private gardens and other hidden green spaces in the town

"We recruited 100s of volunteers to help this year, some were members, some not, and we also gained new members for our Civic Society who said specifically that they came because of HOD."


Beverley Civic Society



Registration

YOUR ORGANISER AREA

<https://www.heritageopendays.org.uk/portal>

[Visit](#)[Organise](#)[News](#)[About](#)[Contact](#)[Organiser area login](#)

Home / [Organiser area](#)

Organiser area

- Organiser home
- Step 1: My contact details
- Step 2: My events**
- Step 3: Marketing
- Step 4: Evaluation
- HODs community
- Useful stuff
- Support
- Change my login details
- Logout

My events

Registration is open until 1 August – but the sooner you register the more we can support you!

Taken part before? Click on the Archive tab below to update an old entry

Processing: An automatic email is sent when you submit an entry. If you want to switch this off tick the box in your contact record.

[Create new entry ▶](#)[Print/Export your entries ▶](#)

Submitted this yearWorks in progressArchive

Narrow your search:

Title	Last Participated	Description	Town	Action
Find a Quiet Haven	Unknown	Come and see our marvellous medieval murals and stunning stained glass. Learn about the people who built this...	Bellevue	Register/Amend Print form
printable listings view	Unknown	description	town	Register/Amend Print form

Registration TOP TIPS!

- Include image!
- Snappy title & description
- Don't forget 'tags' ✓



Naughty by Nature - Online

Torquay, Devon

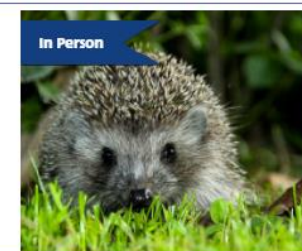
We are going a bit "Carry On" with our naughty horticulture trail - hosted online so you can join in from the comfort of your sofa!



Hedgehog High Jinks and High Tea

The Old School, Old Wolverton Road, Old Wolverton, Milton Keynes, Buckinghamshire, MK12 5NH

Find out all about the Old School's resident hedgehog, Brian, and his spiky friends, in our celebration of all things Hedgehog.



The Elephant in the Park

Aswarby Estate, Aswarby Park, Aswarby, Sleaford, Lincolnshire, NG34 8SD

Discover the famous explorer George Bass and other voices from the past.



Marketing

Get the word out:

- Press releases + Social media
- Tell EVERYONE! Including...
taxi drivers, local businesses
- Don't forget to link:
#UnforgettableGardens
#AstoundingInventions

Signpost the way:

- Put up bunting and banners



Extra help:

- Press release template
- Logos + design templates
- Social media templates
- Getting Good Press webinar



The Event!

Check the set:

- Last hazard check
- Stewards badged and prepped?
- Kettle ready and tea laid out?
- Donation box out?
- Volunteer sign up sheets?
- Evaluation forms ready?
- Do the pens work?



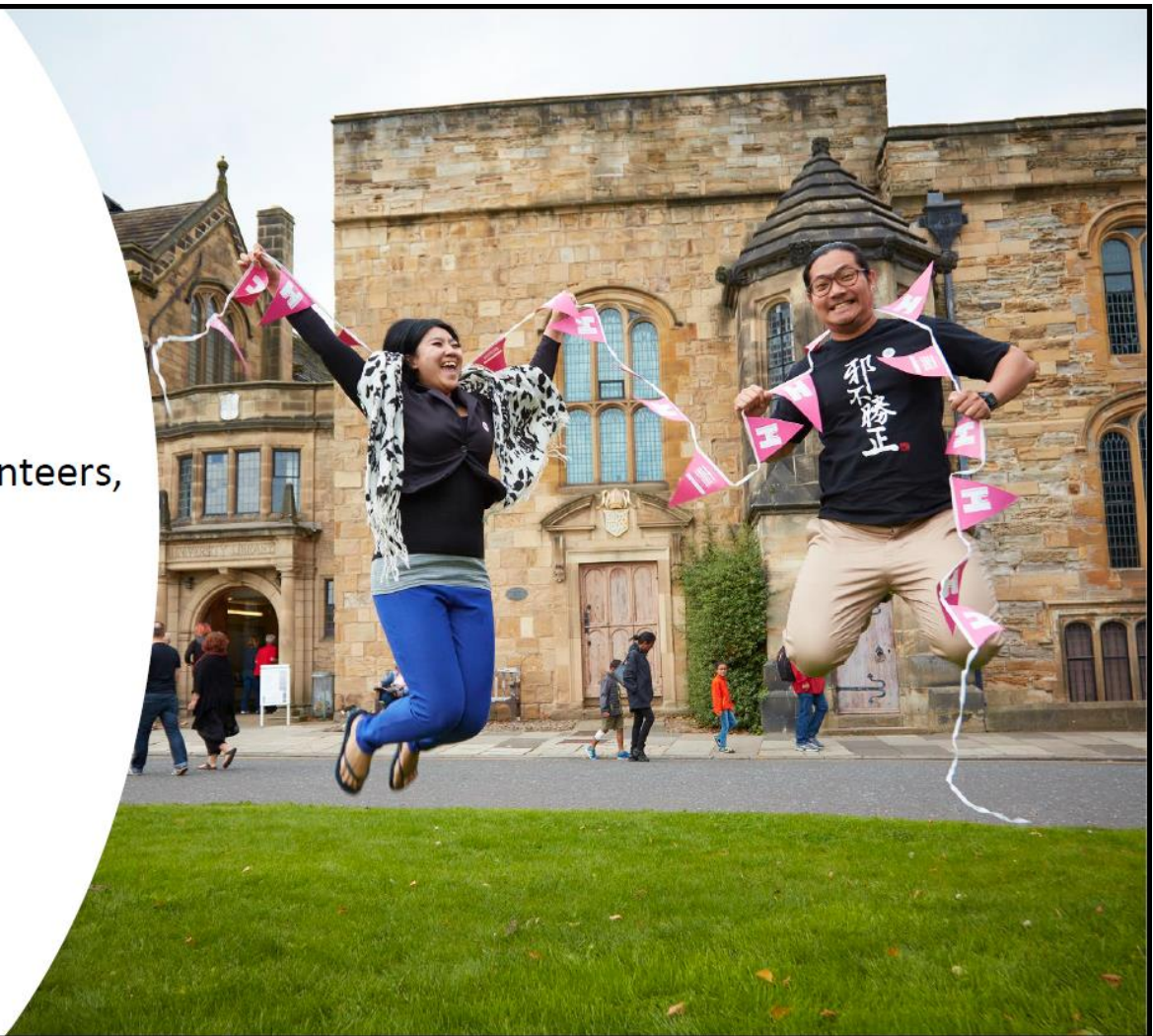
The Event!

Enjoy it!

- Stay hydrated + take breaks
- Restock:
refreshments / leaflets
- Check in with your fellow volunteers,
is everyone ok?

Record it:

- Take photos for future
promotional use (get
permission!)
- Encourage people to leave
feedback



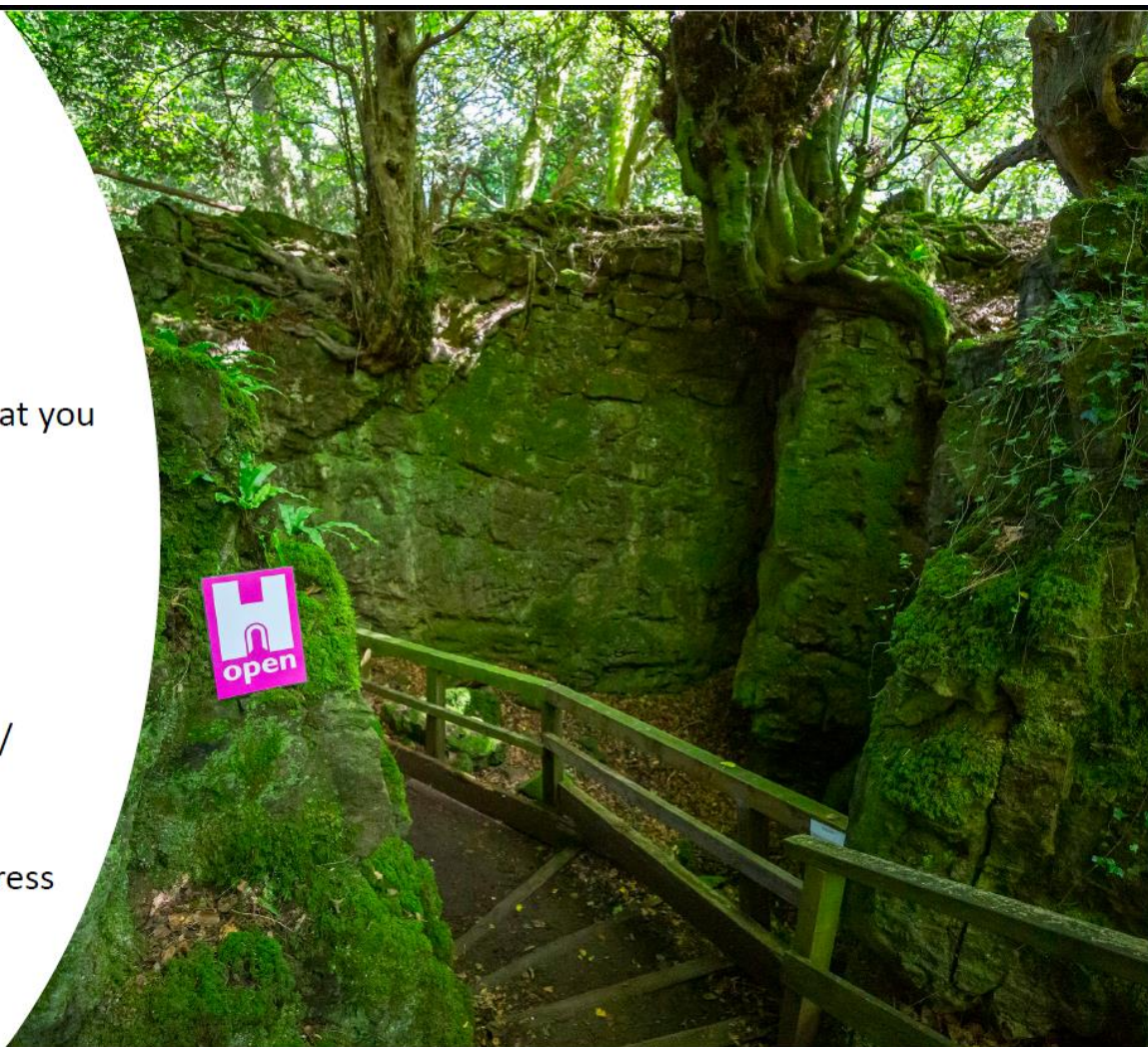
Evaluation

Tidy up and pack away

- Take down ALL the signs (TIP - a location list helps here!)
- Pack away any bunting and signage that you could use again

Take stock & pass on the feedback

- Thank everyone: volunteers / owners / sponsors
- Send feedback to national teams
- Write up a news story for your local press



HOW TO GET INVOLVED?

- Request a login!
- Look out for resources



Top Tips

- **P**icture this...
- **R**egister early!
- **I**nform (advertise)
- **Z**eal (enjoy!)
- **E**valuate



heritage open days

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info@heritageopendays.org.uk

www.heritageopendays.org.uk

In partnership with



National Trust

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Awarded funds from

