

Planning a Heritage Open Day, or similar outreach event, in an historic designed landscape



Based on Cheshire Gardens Trust's HOD at Queen's Park, Crewe, September 2023

Item	Details
Write event summary (for HOD website and other promotion)	E.g. For one day only there's going to be a Pop-Up People's Park Museum and garden-related activities in Queen's Park, Crewe – everyone welcome, come and tell us your memories or favourite parts of your local park.
Write a longer description (for same uses)	E.g. The People's Pop-Up Park Museum seeks to emphasise the community value and celebrate the history and design of Queen's Park. The Gardens Trust is organising this special event with Cheshire Gardens Trust, the Queen's Park Friends and local archives. We'll be setting up by the central café and would love to see your photos and hear your stories about the park, whether they are from a while ago or in very recent times. We are running activities for children to take part in, related to plants and gardens, but there will also be lots to see and talk about, for adults too. Queen's Park is an amazing historical green space, used by many people for different activities – what's your story?
Date	<ul style="list-style-type: none"> • Weekends better than weekdays, for attracting a more diverse audience. • Will there be any other events on? Would they be an advantage (attracting more people to your event) or disadvantage (noise, too busy, not the audience you're hoping to attract etc)?
Time	<ul style="list-style-type: none"> • All day, if possible (QP HOD was 10.30am-4.30pm). • Make sure someone (e.g. park Friend) is available to unlock and lock the gates, if you need access before/after opening hours.
Location	<ul style="list-style-type: none"> • Aim for busy spot with lots of passers-by. e.g. near café or other attraction. • Think about whether you need electricity • Do you need a flat area, e.g. for an activity? • Can you access via car? If not, do you need a trolley to bring things in on?
Planning Process	<ul style="list-style-type: none"> • Start in good time, well before HOD registration starts in March. • Set clear roles for everyone involved and make a task list. • Regular, short meetings, e.g. on Zoom, may be more useful than lots of emails or long, in-person meetings.

<p>Key contacts</p>	<p>List the name, title and contact details of anyone who's helping. Include:</p> <ul style="list-style-type: none"> • Your volunteers • Partners (anyone who's helping you to put the event on) • Site owner or manager • Volunteers at the site, e.g. Park's Friends • Heritage Open Day contacts, e.g. from local council. Find them here: https://www.heritageopendays.org.uk/organising/how-to-get-involved/local-coordinators
<p>Register event</p>	<ul style="list-style-type: none"> • Check with site owner or manager that you can be on the site on that date and time. Decide on suitable location. You will probably need to make a formal booking application. • Register yourself with HOD as an organiser • Register the event with HODs, from March to the end of July, but the earlier you do it the better, as your event will be included in more promotion. They have lots of useful advice, timetables etc: https://www.heritageopendays.org.uk/uploads/document-library/CorePack_V3_2023.pdf
<p>Promotion</p>	<ul style="list-style-type: none"> • HOD will promote your event on their website and, if you register early enough, you may get additional promotion. • If you have a local HOD co-ordinator, they will probably include your event in a booklet of local HODs. Ask to see the listing before it's published. • Prepare a short press release (see our example) and send it, or ask local HOD co-ordinator to, to local press, TV and radio. Prepare one or two people to be interviewed, if necessary. • Create a simple A5 event flyer using free template on Canva, Adobe Express, or similar. Distribute on site and in local area. Cheshire GT paid £25 for 50 A5 glossy flyers and £20 for 25 at A4. • Put short pieces on your social media, website, newsletter etc. • Submit items to GT's monthly eBulletin (email tamsinmcmillan@thegardenstrust.org). • Ask any event partners to help with promotion.
<p>Invitations</p>	<ul style="list-style-type: none"> • Make a list of individuals and groups who may be interested in coming, e.g. park users, local residents, community groups (including Park Friends, local history, gardening groups, social groups), libraries and archives, schools, local employers etc. • Send group emails (remembering to BCC addresses) to most of these, with some more targeted emails to any groups or individuals you'd especially like to be there or that you'd like to help you in some way (eg asking libraries to help promote your event). Try and send these from your organisation's email address, rather than a personal one. • If you have a website link or a flyer, include those.

<p>Manning the event/stand</p>	<ul style="list-style-type: none"> • List everyone who is helping on the day • Decide who will do what • May want to break into shifts, so no-one's doing more than a couple of hours. • Try not to have too many volunteers on the stand at once – it can be a bit off-putting to visitors. • Set up an email and/or WhatsApp group, to keep in touch beforehand and one the day. • Write a volunteer briefing note, explaining how to run all the activities. See Cheshire GT's example, below. • If you're going to be there for a long time, bring what you need to stay comfortable: chair, snacks, drinks, warm clothes, suncream etc. Bring a portable charger for your phone. • Wear name badges.
<p>Equipment</p>	<ul style="list-style-type: none"> • List everything you might need. E.g. sturdy gazebo, folding chairs and tables, display boards, leaflet stands, table cloths, bunting, materials for activities/games/displays etc, string, scissors, tape • Decide who's bringing what • Borrow the big things (gazebo, chairs, tables) if you can. The site may have their own. • Gazebo should be heavy-duty, ideally with side panels. Bring weights and extra guy ropes to hold it down, if it's really windy. This can be a real risk so it's worth considering alternative accommodation (bandstand, garden building, café etc) for your event, if the forecast is bad. • Don't bring lots of chairs – can look really cluttered! Just enough for volunteers to take turns sitting down and for visitors to use if they need.
<p>Decorations and banners</p>	<ul style="list-style-type: none"> • Bunting really helps to attract attention to your event. • You can also order HOD-branded bunting and signage from HODs, but make sure you do this in plenty of time, or it can run out. • Consider printing a cheap pop-up banner for your organisation. Many printers, e.g. Vistaprint, do these, from around £50 + p&p. • Don't bring too many banners though, to avoid looking cluttered.
<p>Displays</p>	<p>Consider:</p> <ul style="list-style-type: none"> • Displaying small items on pin boards or pegged onto strings • Folding display boards with fuzzy surface (you'll need Velcro tabs to attach things to these). • Laying items on tables to encourage people to pick them up. You may need weights to hold things down, if it's windy. • Bring duct tape, string etc to secure displays if it's windy.
<p>Risk assessment</p>	<ul style="list-style-type: none"> • HODs provides a template (see below). • Include anything that might put the public or organisers at risk, including: <ul style="list-style-type: none"> ○ Lifting heavy equipment ○ Injury erecting gazebo etc ○ Injury during any physical activities you're running. • Find out where the nearest first aider is on site, if you don't have your own. Will they be available on the day?

Insurance	<ul style="list-style-type: none"> • Send summary of your organisation's public liability insurance cover to HODs and to the site owner/manager, with risk assessment, at least a few weeks before the event. • Most County Gardens Trusts take out insurance provided by the national Gardens Trust. • HODs see their free insurance as secondary – to cover anything that isn't covered by the site's or your group's insurance.
Access and setting up	<ul style="list-style-type: none"> • Who will bring in all the equipment? • Check if cars can drive to the location. How many cars at once? • Where can you park? Is there enough room for everyone? Can you get there on public transport? • Put up gazebo, tables, displays etc in plenty of time before event starts. In this case, we had to put them up at 8.30am, before the Parkrunners started to assemble.
Activities to engage people	<ul style="list-style-type: none"> • Not too many! • Make sure they all have a clear theme, in our case: history of the park and other Cheshire landscapes; activities relating to Gerrard's Herbal; garden games which would have been played in historic parks and gardens (may need a blackboard to let people know what time these will run, through the day). • Ask people what they love about the park/garden and if they have any memories they'd like to share. Ask them to write on cards or post-its, which can be displayed. • Consider trying a Garden History Lucky Dip, including some items that relate to local landscapes https://thegardenstrust.org/wp-content/uploads/2020/04/GT-Garden-History-Lucky-Dip-Workshop-method-statement-1.pdf https://thegardenstrust.org/wp-content/uploads/2020/04/GT-Garden-History-Lucky-Dip-Curiosity-Level-v1.pdf • Set up a simple quiz or puzzle about the landscape you're in and other landscapes in the area. • Good to have an activity where visitors can take something away, e.g. posy, or can contribute, e.g. filling in a postcard.
Things to give away (to help people remember you afterwards)	<ul style="list-style-type: none"> • Flyers about your organisation • Stickers/badges/postcards (Cheshire GT spent £12.20 for 96 sticky badges saying "I love my park"). • Activities with an end product to take away, e.g. flower posy, colouring-in, decorated plantpot etc • Ask a few, related organisations if they would like to send some flyers for your stand. They may do you a similar favour in future.
Taking photos and video	<ul style="list-style-type: none"> • Useful for your website, social media etc • Need to be good quality. If possible, get a good amateur or professional photographer to come. At this event, the chair of a local photography society kindly came to take photos during the morning. • Put up several small signs saying "we are taking photos/short videos for..., please let us know if you don't want us to use them". (See below) But you will also need verbal

	<p>permissions for use on social media. Keep a record in a notebook.</p> <ul style="list-style-type: none"> • If you might want to use an image for anything else, e.g. website, events promotion, you will need to collect people's names and emails. Ideally use a media permission form (see GT example, below).
Keep some records	<ul style="list-style-type: none"> • Keep a rough note of how many people you have spoken to; how many have taken part in the activities; and any informal feedback. This will be useful in assessing your event, and HODs will want to know too. • Consider if you can collect feedback in other ways, e.g. ask people to stick smiley stickers onto a chart. People may find this embarrassing to do, though, in front of others. • Collect email addresses for anyone who may want to join or wants further information. • Consider bringing a laptop or tablet so anyone who wants to join on the day can. Alternatively, ask them to join on their phone.
Relax and enjoy yourselves!	If you're having a good time, your visitors will too!

Example materials from Cheshire GT's HOD

Flyer (printed mostly A5, with a few A4):

**CHESHIRE
GARDENS TRUST**

People's Park Pop-up Museum

Explore the Park's history &
share your memories with us!

Celebrating parks with
FREE activities for all:

- Make a Tudor Posy
- Garden History Lucky Dip
- Parks Quiz
- Traditional Garden Games

QUEENS PARK.
CREWE
SATURDAY 16TH
SEPTEMBER
10:30AM TO 4:30PM

Risk assessment:



Activity to be assessed: **People's Pop Up Museum, Queen's Park Crewe**

Date of Assessment: 18/08/2023

Name of assessor: Barbara Moth

Organisation: Cheshire Gardens Trust and the Gardens Trust

Step 1 Activity	Step 2 What hazards to health and/or safety exist?	Step 3a Precautions already taken	Step 3b Risk level achieved (H, M, or L)	Step 4 Are additional measures necessary?
Accessing the park with vehicles for purpose of setting up and clearing away	Park run Use of pedestrian paths by vehicles	Timed to set up early so that vehicles have left park before park run Vehicles delivering/collecting gazebos, tables and chairs to drive at under 5mph with hazard flashers on following prescribed route for access and egress arranged with Richard of Friends of QP	L M	Park manager aware of event and to be sent risk assessment and public liability insurances Richard to open gates for 8am and is aware of plans for event.
Putting up and taking down gazebos	Pegged down with guy lines to ensure stability – tripping hazard	Owner of gazebos to bring and supervise installation Bunting to be strung on guy ropes	L M	Volunteers to be made aware of potential hazards, and to watch and to warn when appropriate
Handling activities – flowers and objects associated with Garden History Lucky Dip	Irritation from plants Use of cutting tools in making posies Various objects in Lucky Dip bags, e.g. tree bark, toy bridge.	Flowers to be non irritant species and already prepared so no handling of scissors except by CALS staff. Objects checked for sharp edges. Have wet wipes available	L L	

Volunteers manning the stand	Responsibilities, standing, and talking, fatigue through being in attendance for long periods	Volunteers brief to include wearing appropriate clothing, valuables, and bringing refreshments. Chairs to be available Rota - no volunteer is on duty for more than 2 hours	L	Additional drinks to be provided or purchased from cafe
Traditional games	Falling, tripping	Games taking place on level grass surface Experienced provider Instructions and cautions to be given	L	Check first aider on rota at cafe.

Press release



CHESHIRE GARDENS TRUST PRESS RELEASE

Cheshire Gardens Trust plans people's pop-up museum at Queen's Park, Crewe

As part of this year's Heritage Open Days festival, Cheshire Gardens Trust will be inviting members of the public to visit their free pop-up museum at Queens Park, Crewe on Saturday 16th September 2023, 10.30am-4.30pm. Open for one day only, Cheshire Gardens Trust will be asking local people to share their stories and memories of Queens Park, and other public parks in and around Crewe. This event is part of the Trust's work to share the beauty, significance and importance of our local parks, gardens and other designed landscapes in Cheshire.

Members and volunteers from Cheshire Gardens Trust will be on hand to share the work they do to research and protect historic parks and gardens in addition to staff and volunteers from the Gardens Trust, Cheshire Archives and the Friends of Queens Park. Visitors of all ages are welcome and will also be able to talk to archivists and garden historians as well as take part in garden games, create a Tudor 'tussie mussie' posy, to celebrate herbalist and author John Gerard, born in nearby Nantwich, and even try their hand at a 'Garden History Lucky Dip' activity.

Sally Bate, Volunteer Support Officer for the Gardens Trust, said: "We are looking forward to meeting members of the community around Queens Park and sharing in their memories of these incredibly important local green spaces. We often take parks for granted but they can be very vulnerable places that rely on volunteers from all walks of life to help protect them for future generations – we hope the day will inspire people to look at their local parks from a different angle".

During the event, volunteers from Cheshire Gardens Trust will be recording people's memories of their favourite Cheshire parks and sharing these in a digital people's museum that will evolve through the day, demonstrating the important role parks play in all of our lives. Do come and take part, and bring along your park-related memories for the volunteers to record or photograph. Just look for the Heritage Open Day signs near the park café.

It is hoped that many of the items and memories will be able to add to existing records about public parks or via Historic England's 'Missing Pieces Project' <https://historicengland.org.uk/listing/missing->

[pieces/](#), helping us all to understand more about what makes our parks so special to local communities.

Increasingly, parks and gardens throughout the UK face a variety of threats to their survival, ranging from funding cuts to building developments, lack of wider community support and neglect. In 2022, the Gardens Trust dealt with over 1700 planning applications that affected Registered Parks and Gardens in England. As this number continues to increase year on year, it is becoming harder to campaign to protect our historic green spaces. It is hoped that by working in partnership with the public and local organisations we can not only highlight the increasing threats that parks face but work together to help support and protect them for everyone's benefit, now and in the future.

Notes for editors

About Cheshire Gardens Trust

Cheshire Gardens Trust is a charitable volunteer organisation dedicated to understanding and promoting appreciation of parks and gardens and their history in Cheshire. We are part of the national network of local County Gardens Trusts affiliated to [the Gardens Trust](#), the umbrella organisation concerned with the preservation and enhancement of the country's outstanding gardens and landscapes. We also aim to encourage the making of new parks and gardens, to safeguard the ones that we have and to encourage local communities to appreciate and care for the parks and gardens in their area. Cheshire Gardens Trust is a membership organisation that offers visits, talks and events on landscape-related subjects.

About the Gardens Trust

The Gardens Trust is the UK national charity dedicated to protecting and conserving our heritage of designed landscapes. We campaign on their behalf, undertake research and conservation work and encourage public appreciation and enjoyment of these special places. The Gardens Trust is also a statutory consultee in the English planning system, responding to thousands of planning proposals affecting registered parks, gardens and landscapes every year. Through our national network of County and Country Garden Trusts, we have access to people and local expertise throughout the country. The Gardens Trust is also a membership organisation which relies on members and donors to support our work. Find out more on our website <http://thegardenstrust.org> or follow us on social media [@thegardenstrust](#)

About Heritage Open Days

Heritage Open Days is coordinated nationally by the [National Trust](#) with support from players of [People's Postcode Lottery](#). Heritage Open Days is organised by an enormous network of people who share a passion for places, history and culture. Locally, thousands of organisations and volunteers programme, fund and manage a fantastic array of site openings and events, jointly attracting millions of visitors. They make Heritage Open Days England's biggest voluntary cultural event.

Images

By permission of Cheshire Archives and Barbara Moth, Cheshire Gardens Trust



Sign re taking photos:

Printed at A4 and put up at several locations on the stall

**Please note:
we are taking photos/short
videos to record this event.**

We will ask your consent if we plan to use these in any social media or other promotion.

Thank you,
**Cheshire Gardens Trust
Gardens Trust
Cheshire's Archives**

GT media permission form:



70 Cowcross Street
London EC1M 6EJ
Telephone: (+44/0) 207 608 2409
Email: enquiries@thegardenstrust.org
www.thegardenstrust.org

Media and data storage consent form

Queens Park, Crewe Heritage Open Day

Please complete this form to give consent to The Gardens Trust to store and use your image in photographs, video or audio, and to record your personal data for marketing and publicity purposes, as outlined below.

About You

Full name	
Email	
Telephone number	

Your Consent

I give consent to The Gardens Trust to use, reuse or publish my image for use in publicity, promotional and research materials, both online (including our website and social media) and in print and exhibition materials. I also give consent to our partners Historic England, Cheshire Gardens Trust, Cheshire Archives and the Friends of Queens Park to use my image in their publicity and marketing materials, both online and in print. I understand that my data and image will not be shared with any other third parties without prior consent.

I understand that The Gardens Trust will keep all its images and any related personal data in accordance with data protection law. I also understand that any media used for publicity or marketing purposes are in the public domain and therefore could potentially be reproduced, altered, or re-used by anyone in the world outside of The Gardens Trust's control.

I know I have the right to withdraw consent at any time by emailing enquiries@thegardenstrust.org but understand that withdrawing consent may not affect the material that has already been used and published.

I am the person identified above and in the photograph(s), filming and/or recording. I understand the above request and give informed consent.

Signed: _____ Date: _____

If you have any questions relating to this consent form or the way we are planning to use your information please get in touch.

Internal Use: (add a note to help you identify the person in photos, eg "man in yellow coat")

Staff member present at signing: _____

Related project: _____ *Photo Ref. No:* _____

Volunteer briefing note:



HOD Queen's Park, Crewe 16th September

Volunteer Briefing note

Aim – to celebrate what is special about Queen's Park, meet new people and have fun

What do we want to achieve?

- Celebrate Cheshire's parks and gardens heritage and conservation, with particular emphasis on Queen's Park
- Build a contact list of those who want to learn more about historic parks and gardens and invite them to introductory event/ webinar about next steps they could take: join/support CGT and GT; access to GT training
- Long-term aims: raised awareness of historic designed landscapes; new volunteers supporting CGT/GT/Friends of Queen's Park

How?

- Pre event publicity, invitations and social media
- An attractive eye-catching stand in the centre of the park
- Engage people in discussion through activities - Garden History Lucky Dip, display and quiz, historic plans and pictures, discovering location of historic photographs, Tudor posy and card making
- Discover people's memories of the park and record their stories
- Contact details on quiz answer sheets and taking contact details of interested parties
- Participation in tradition games
- Arranging follow up event

Volunteer role

Setting up and taking down, but most importantly to engage with people – listen, record memories and encourage participation in activities. Cheshire Archives staff, Kate and Katie, will have historic maps and photographs on display, as well as flowers to make Tudor posies inspired by John Gerard of Nantwich's herbal, and cards to make. The Gardens Trust staff –

Frankie and Tamsin – will support us in collecting memories and in running the Garden History Lucky Dip (see below). We will have display boards which include one board about CGT, one board about what makes Queen’s Park special and a parks quiz with sheets for answers, leaflets, books for sale, newsletters and some sample reports.

For details of the Garden History Lucky Dip see [Microsoft Word - GT Garden History Lucky Dip Entry Level v0_2.docx \(thegardenstrust.org\)](#)

“The **Garden History Lucky Dip is an activity to encourage informal interest in garden history**. The Garden History Lucky Dip uses everyday objects to introduce a particular topic. The prompt sheets were developed to lead the conversation about the topic, stimulating discussion within a small group of participants”.

The objects and subjects included are as follows:

Object	Subject
Toy sheep	Lawns
Cup and saucer*	Cafes, picnics, and banqueting houses
Bridge	Designed serpentine lakes
Coal*	Public parks
Musical instrument	Music in parks, bandstands, dancing
Seed packet	Plant introduction
Tree bark	Old trees in the landscape – trees that predate the park
Plant in a jar	Wardian case, introduction of exotics
Rosemary	Herbs
Tennis ball	Games, play areas
Pineapple	Walled gardens

* These are items we have added to the lucky dip. We have omitted the sheep/ha ha and pane of glass.

The objects will be laid out on the table. Accompanying each item will be some postcard size images, mostly of local examples, to help in the conversation.

Notes included in the pack of information.

Phone Numbers:

Barbara Moth

Volunteer Practicalities Note:



HOD Queen's Park, Crewe 16th September

Practicalities

Address - Queen's Park, Victoria Ave, Crewe CW2 7SJ

Clothing – please check the weather forecast and come comfortably attired and shod for all eventualities. Name badges will be available.

Please arrive at or before the appointed time for your duty – and remember to allow time for traffic, public transport, or finding a parking place.

Parking – there is a car park off Queen's Park Drive, which is signed from Victoria Avenue. If it is full, parking is permitted along sections of the drive east and west of the park. Please note that the southern section of the drive is closed to traffic meaning that it is not possible to drive all the way round the park.

Stand location – in front of the cafe. This is the large building in the centre of the park visible from the main entrance and to which paths lead from principal entrances on Queen's Drive.

Facilities

There are toilets in the cafe available to all. The cafe serves hot and cold drinks and hot and cold food but as food is prepared to order, service can be slow. Please bring at least one drink with you, and packed lunch/snack depending on the duration of your stint.

Security

Please ensure any valuables are kept securely with you at all times. We suggest that these are limited to what can be carried on your person as there will not be secure storage for bags, only a limited number of volunteers' coats and packed lunches.

Health and Safety

Our stand will comprise 2 gazebos which each have guy lines. Bunting will be attached to the guy lines to highlight their presence but please be aware of these and warn any visitors who may be at risk of tripping.

Preparation

Please read the volunteer notes in advance and get in touch if you have any queries

Phone Number:

Barbara Moth Mob: