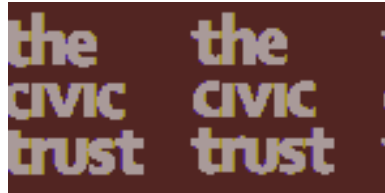




What is Heritage Open Days?

- Four-day annual event in September celebrating England's architecture, history and culture
- Part of 'European Heritage Days' established in 1991 by the Council of Europe in order to 'bring people closer to their cultural heritage'. The key requirements were that all offerings were free and were delivered in September, as a mass celebration
- Organised nationally by the Civic Trust since 1994, with funding and support from English Heritage

Who's Behind Heritage Open Days?



Founded in 1957 the Trust works with a wide range of organisations, companies and individuals to make better places for people

- Provide our core funding
- Outreach team help to promote HODs in the regions



ENGLISH HERITAGE

YOU!

- 1621 local organisers
- 41,000 volunteers

What's involved? - entry criteria

- Building, place or activity should be of architectural, historic, cultural or social interest
- The event should provide information to help people understand this interest
- Entrance/participation must be FREE
- The event must take place between 10 - 13 September. The timings are up to your group



What's Involved? - our support in return

- Your event will feature in our popular online directory
www.heritageopendays.org
- Our free Organisers' Handbook provides practical tips on how to organise successful events in your community
- Benefit from our free public liability, product and employer's liability insurance for registered properties and events
- Receive free posters, balloons and promotional templates to advertise your activities
- Your event could be highlighted in our national and regional marketing and press campaign



Why should you get involved?

- Be part of something big
- Raise awareness and attract a new audience
- Strengthen community feeling and pride in your locality



2008 Visitors

- | | |
|-----|---|
| 39% | from social priority groups |
| 47% | travelled less than 15 minutes |
| 94% | agreed it increased their appreciation of their local area |
| 84% | agreed it made them feel more part of their local community |
| 82% | agreed it helps people from different backgrounds to understand each other better |

Why should you get involved? – don't just take my word for it!

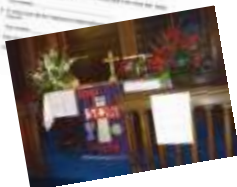


- Church on my doorstep been meaning to come in, very interesting.
- A nice chat and coffee and introduction to Unitarianism. Thank you.
- Very interesting, people really friendly, enjoyed our visit – we will be back!
- Wonderful vibes!
- Uplifting.
- Super, super!

- In the light of recent vandalism this weekend has been able to lift our spirits and realise how much support, local and further afield, we have. *St Peter's Church, South Yorkshire*
- All were visiting the church for the first time and were very appreciative of the architecture and the atmosphere. *St Gregory's, Gloucestershire*



Making the most of your HOD



Making the most of your HOD – do something extra

Stewards and guided tours

Trip up the bell tower

Organ recital

Bell ringing



Exhibitions:

- local history, registers
- vestments
- art/photography

Competitions

Concert/Play

Flower festival

Quizzes and trails:

- children's treasure trail
- community faith trail

Making the most of your HOD – find help

- The HODs team and the English Heritage Outreach Managers are here to help, don't be shy!
- Contact other local groups and venues to see if they are interested in opening up or doing so already
- Appeal for volunteers
- Look for sponsorship, money is difficult but often local companies will produce sponsorship in kind eg refreshments, printing, marketing



Making the most of your HOD – shout about it!

- Use your free promotional materials
- Invest in a banner!
- Inform the local media
- Inform your parishioners – newsletters, invitations
- Get creative - become a town crier!
- Let other organisations know – libraries, TICs, schools, clubs, societies
- Tell us if you make any changes!



How to get involved

- **From now:** let us know you are interested
- **Mid-March:** Registration opens
- **May 1st:** early registration deadline
- **Mid-July:** Online event directory goes live
- **Aug 1st:** Final registration deadline
- **September 10-13th:** the BIG event!



Heritage Open Days Team & Contacts

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