

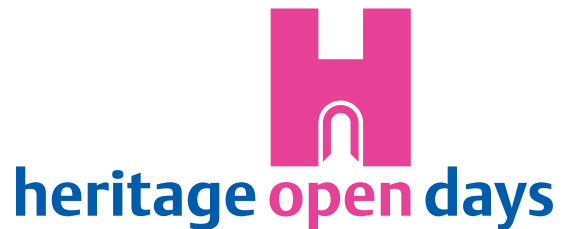
# FREE TO EXPLORE

Every September, thousands of buildings of every age, style and function open their doors to the public, free of charge. Stories are told, traditions explored and histories brought to life. With many venues normally firmly locked, it is a once-a-year opportunity to discover England's hidden cultural treasures.

In 2018, for the first time ever, Heritage Open Days will be across two weekends, the 6-9 & 13-16 September.

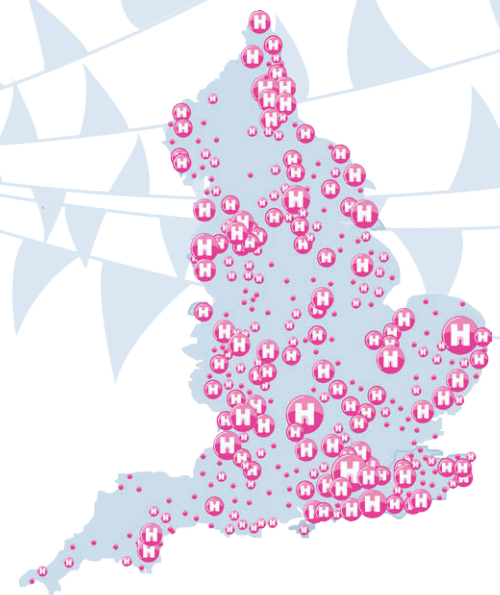
Heritage Open Days thrives on the commitment of some 48,000 local people from all walks of life, who share a passion for places, history and culture.

The festival operates as part of the National Trust, with funding from players of People's Postcode Lottery.



## 2017 FIGURES AT A GLANCE

2,131	registering organisers
5,588	sites & events taking part
46,400	volunteers
5,200	paid staff
850,000	'non-heritage' visitors attracted
1.7 million	new visitors through the doors
2.52 million	visitors in total
£10+ million	added to local economies
13.9 million	people aware of the event



"It's been a fantastic boost for the town"

Paul King, Lowestoft

[www.heritageopendays.org.uk](http://www.heritageopendays.org.uk)



National Trust





"This was a breath of fresh air. People working together for a common cause and doing a fantastic job."

Visitor comment

## PARTICIPATION IN HERITAGE OPEN DAYS MAKES A DIFFERENCE

### People and communities

- 63% of **visitors** live **locally**
- 83% feel **more part** of their local community
- 92% learnt something new and also feel an **increased pride** in their local area
- 66% see their **well-being enhanced** as visiting the festival either helped them to relax, keep active and healthy or made them feel better about themselves
- 62% of **organisers** participate in order to **learn more** about their local area
- 71% of **volunteers** participate in the event to **feel part** of their local community
- 82% of visitors feel that it helped them to **understand** the background of others

Visitor evaluation for 2017 based on telephone omnibus survey of c.2,000 adults in GB and 368 face-to-face interviews at 15 locations across England. Volunteer findings based on feedback from 189 volunteers and 563 organisers, supplemented by 20 teleddepth interviews.

### Cultural gateway

- 62% of **visitors** rated their visit as "**very enjoyable**"
- 67% visited the festival for the **first time**
- 34% had **not visited a heritage site** in past year
- 80% feel now that heritage and/or cultural sites are for people like them
- 43% of **volunteers** took part for the **first time**
- 92% **fully enjoyed** their volunteering experience

As a result of their Heritage Open Days experience...

- 83% of **visitors** feel inspired to **visit other heritage sites** in the future
- 63% plan to **revisit** the event next year
- 75% of **volunteers** are **more likely to volunteer** with other heritage sites/ organisations

### PR power

Extensive national and regional media coverage including 24 different radio interviews, 5 regional TV stations and features in Coast Magazine, Waitrose Weekend and the Daily Express.

Over 2 million website page views and 290,000 social media post views over the festival period, resulting in a combined 44% of overall visitor awareness.

"This year has again been more exciting, more successful and more diverse than previous years."

Mark Hignett, Oswestry Town Museum

Did you know? 50 countries take part in the European Heritage Days. Heritage Open Days is England's contribution to this joint initiative of the Council of Europe and the European Commission.



European Heritage Days  
Journées européennes  
du patrimoine