



# Heritage Open Days

Our year in review





**January 2020**

Launch of our Hidden Nature theme with big plans for the year



**March-June 2020**

Our normal organiser support offer moves online

**September 2019**

25<sup>th</sup> anniversary celebrations featured most events ever for festival



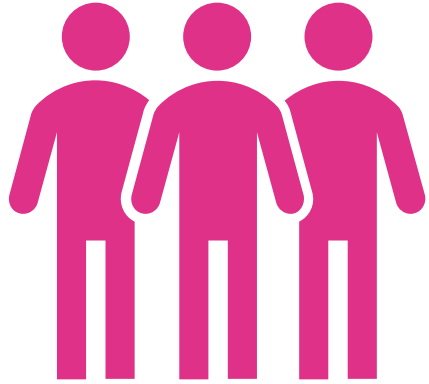
**March 2020**

National lockdown comes into force.



**July 2020**

Revised festival launched - registration reopens



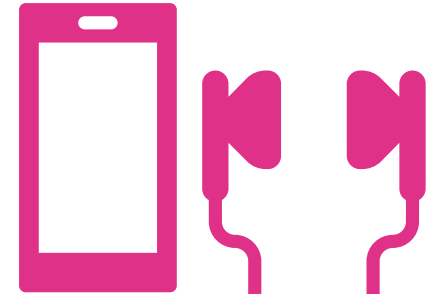
In-person events

Our usual festival offer including tours, site openings and activities, but with limited numbers and social distancing measures in place



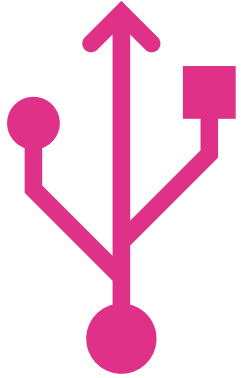
Online events

Fully or partially online events that visitors could enjoy from home, either at a specific time or throughout the festival.



Mixed events

Events that featured online content, but were best enjoyed on-site, limiting the need for face-to-face interactions with staff and volunteers



- Beginners guide on developing digital created
- A webinar and topical online café session held
- Digital marketing materials provided (Zoom backdrops, video intro/credit slides etc.)

*“I appreciated the event being put on - before I definitely wouldn't have organised an online event - now it's a maybe and I'll be looking at possibilities more positively!”*

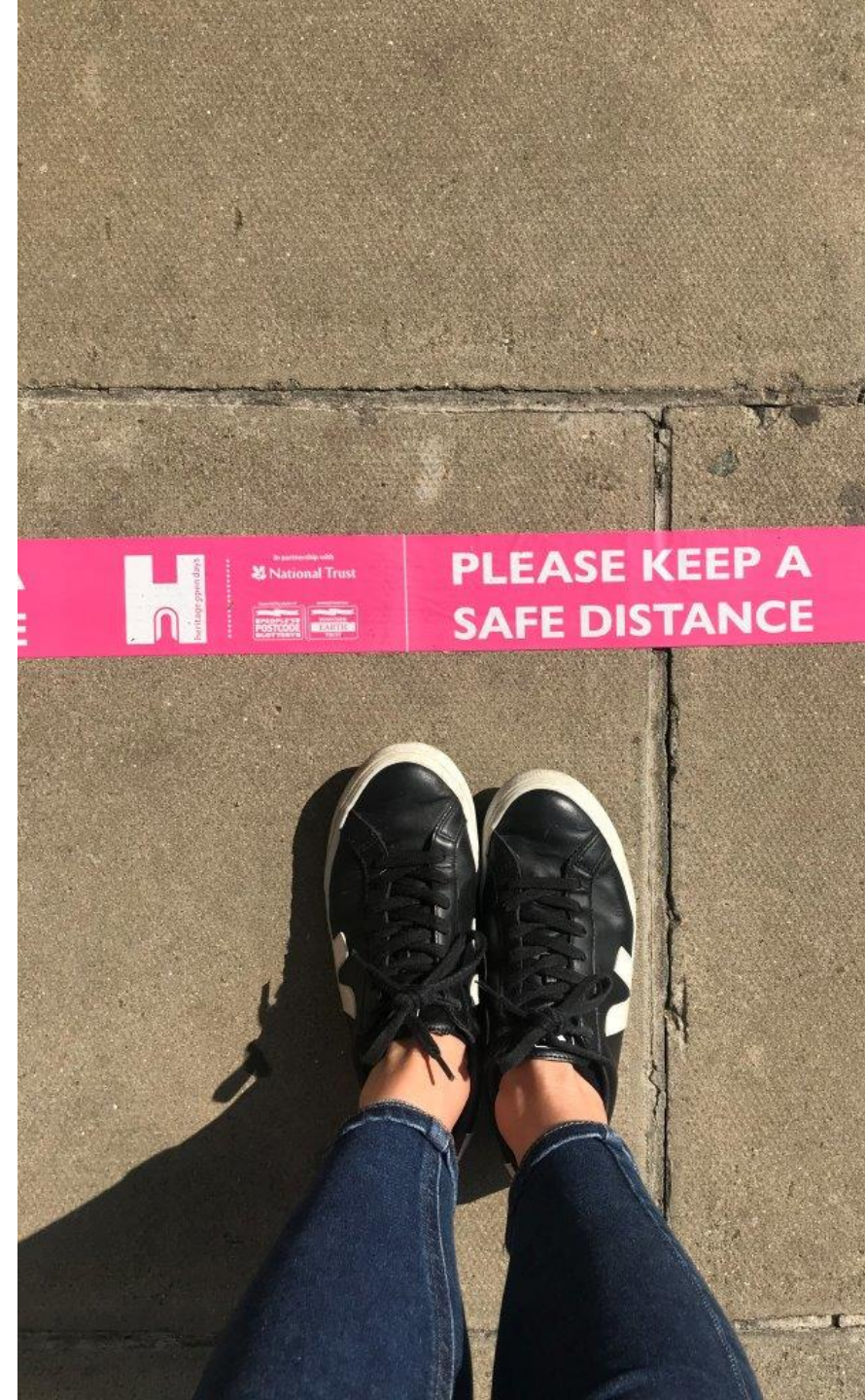
*- Digital webinar delegate*





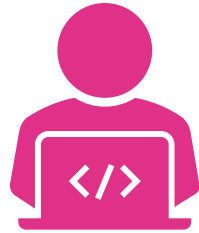
- Social distancing tape provided
- Additional signage and instructions
- Enhanced crisis communications and online café sessions to connect as a community and discuss ideas

*“Due to the ongoing Covid19 situation communication from the national team was invaluable, keeping everyone informed with up to date information.”*





1,788 events  
in total



27%  
digital only

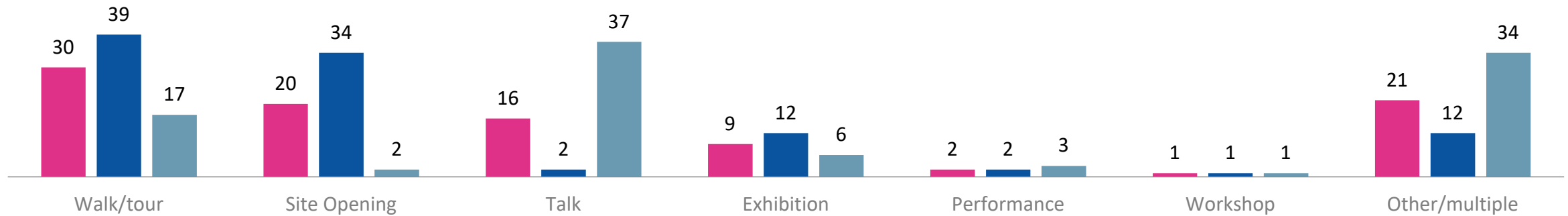
25%  
both in-person  
and digital



47%  
In-person only

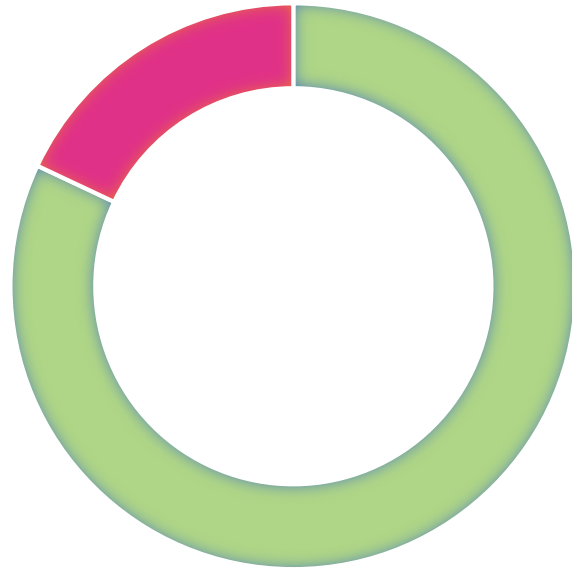
### Event activities (%)

■ Total    ■ In-Person    ■ Digital



*“This year has been a real learning curve and it really took us out of our comfort zone...but in a good way – we have gone from digital novices to natives! We’ve learnt about basic video editing and production as well as recording our own talks and events, skills which will be invaluable in future.”*





18% of this year's events were Hidden Nature themed



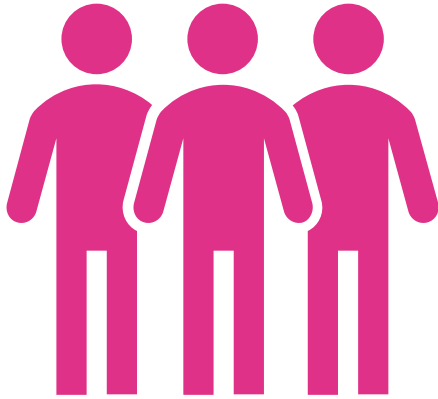
HIDDEN NATURE



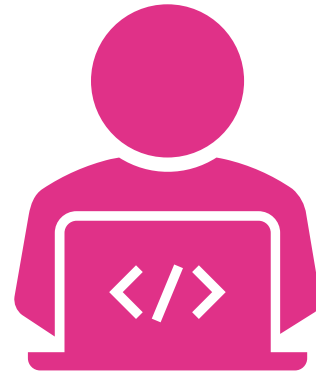


## VISITOR NUMBERS

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168,000  
in-person visits

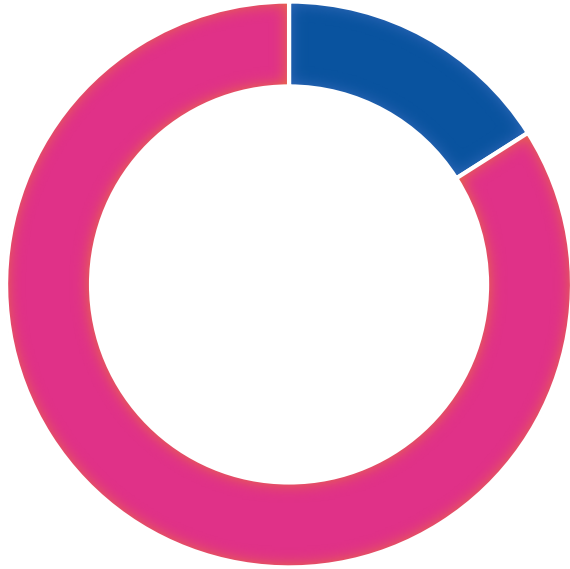


665,000  
digital visits

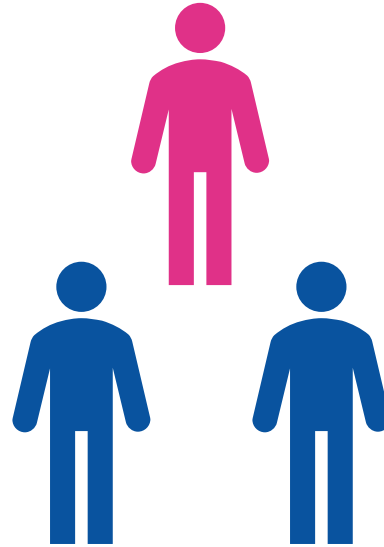
*“Thoroughly enjoyed it! It was a real voyage of discovery and rediscovery.”*

*“Thanks for responding so positively to the current situation.”*

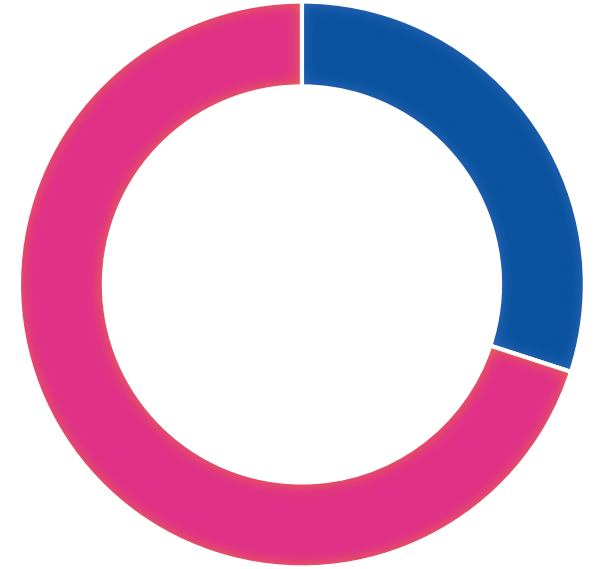
*“So many interesting things we’d never noticed before!”*



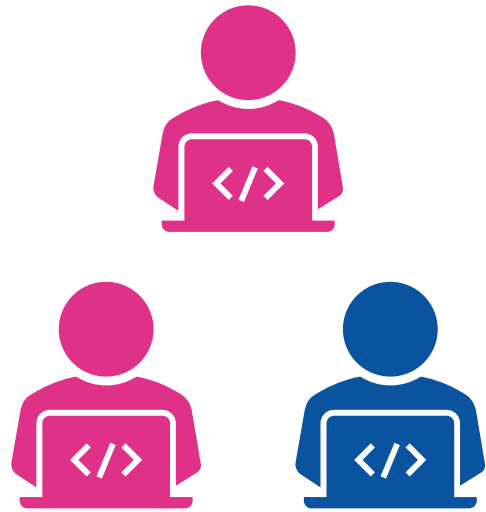
84% of visitors learned something new from their experience



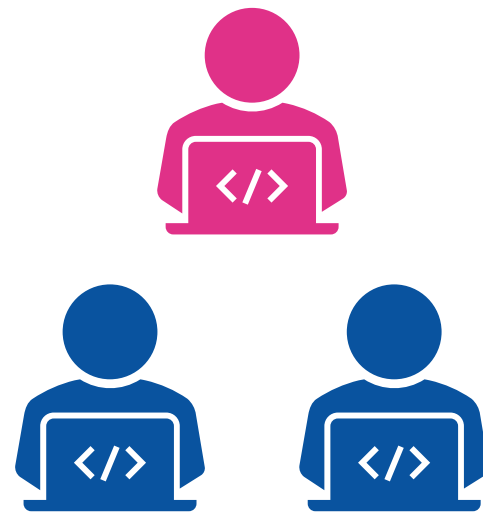
1/3 visitors hadn't been to a heritage/cultural site in the past 12 months



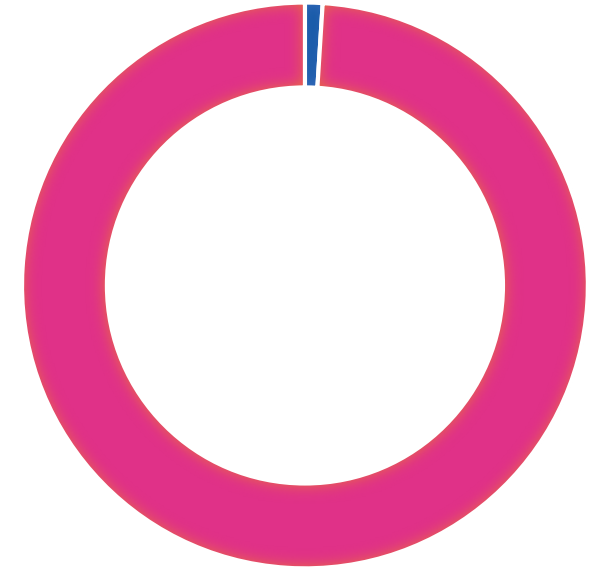
70% were inspired to visit heritage/cultural sites more frequently



2/3 of our organisers produced a digital event for the first time



1/3 of our digital organisers were aged 65 or over

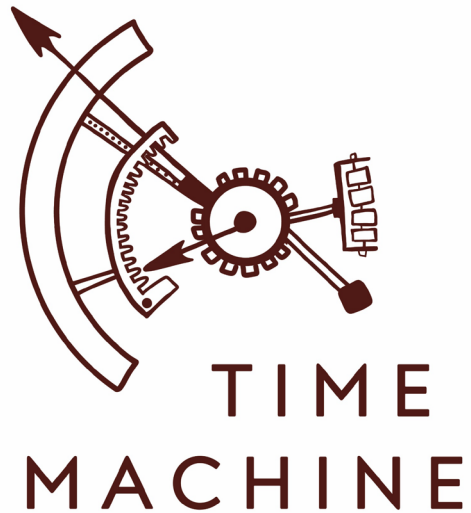


99% of our organisers were glad they took part this year



This co-commission with the National Trust was adapted for lockdown, enabling over 7,000 people to experience the sweep of light from North East to Southwest accompanied by a newly commissioned musical composition and narration, produced by non zero one.

DAVWNS



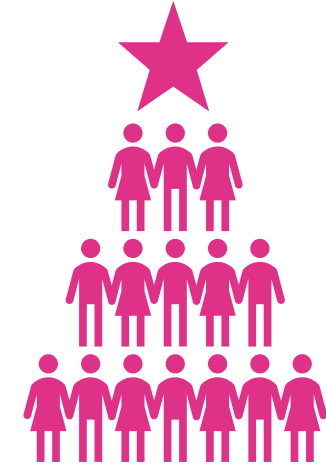
A collaboration with place specialists ‘Thinkingplace’, Warrington Council and Culture Warrington. Time Machine produced series of covid-safe events across the summer and beyond – building partnerships and engagement with the history, heritage and story of Warrington.




HODs is a catalyst for new learnings and activity – 87% of organisers would do a digital event again



HODs is more than just a festival - it's a community, a network, a focal point for activity and engagement



HODs is a people powered showcase of the innovation, dedication, and creativity of local people



*“It has been interesting, unforgettable, worthwhile, sad but uplifting. We have masked, gelled and smiled invisible smiles but we have walked miles with small groups of strangers all with a love of heritage and Hidden Nature. Thank you so much for making this happen, your theme was spot on and whether we were in person or online we took part. So good to think about other things.”*