

# Registration 2010 Checklist



Thank you for your interest in Heritage Open Days (HODs). There's a lot of paperwork here, but we hope you'll find it useful. This checklist helps you keep track of the things you should think about when registering and organising your HODs event.

## 1. Did you receive the following documents in your registration pack?

- Registration Form & Insurance Information:** Please type or clearly write in black/blue ink and do not forget to sign Part 1: Organiser Form. Incomplete, illegible or unsigned forms cannot be accepted and will be returned. Also, please check carefully the terms and conditions of the free HODs 2010 insurance cover before ticking the respective boxes on page 4 of the Entry Form. If you need more forms, please call us on 0844 335 1884 or go to <http://www.heritageopendays.org.uk/organisers/registration-essentials/>
- Risk Assessment Form:** This will help you carry out and record a risk assessment of your site or event. Keep it for future reference.
- Health and Safety Factfile**
- Introduction to the English Heritage Outreach Team:** Heritage Open Days is now part of English Heritage's Outreach department. This gives you an idea what outreach is and provides you with your regional contacts.

## 2. Check your property/event fulfils our Entry Criteria

- Interest:** Properties and places should be of architectural, historic, cultural or social interest.
- Opening times:** All openings must take place between Thursday 9 and Sunday 12 September. You can choose the days you wish to open or stage events. You do not need to participate on all four days or even for a full day.
- Free admission:** Admission to properties and participation in activities **must be free** during the chosen Heritage Open Days opening period. Properties that do normally open free of charge should either open an additional part of the property or arrange a special activity.
- Information:** Visitors must be offered some explanation or interpretation of the architectural merit, function or history of the property (e.g. guided tours, information sheet, quiz, interpretation panels etc.)

## 3. Registering your property/event

- Online registration:** You have the choice between filling in the hardcopy registration form or registering online. To register online go to [www.heritageopendays.org.uk](http://www.heritageopendays.org.uk) and click on the "Register Event" banner.
- Registering more than one property or event?** Only fill in the Organiser Form (page 1-2 of the Registration Form) once. We recommend that you pass on the Entry Form (page 3-4) to those in charge of the venues you work with and ask them to fill in and sign the property/event details. Collect the forms and then submit your programme for registration either by post or online.
- Keep copies!** Make a copy of the completed registration form before submitting the original.
- Receipt:** Have you received an acknowledgement card after sending in your registration form? If you haven't received a card within two weeks of posting the form, please contact us to make sure it hasn't got lost.
- Deadlines:** Register in time. The closing date is **1 May 2010** to ensure early promotion of your event and for late registration **1 August**. Please note that we are no longer able to accept registration forms after 1 August.
- Last-minute changes and withdrawals:** If you are forced to withdraw from the event due to an emergency, or if you have to change any details, contact us **immediately** – even at very short notice. We will highlight all withdrawals and changes to entries in the HODs online directory. If you withdraw at the very last minute, it would be advisable to notify press and the public locally. Brief staff, write to volunteers or use our blank posters to notify visitors who might turn up at the venue over Heritage Open Days.



#### 4. Insurance, access and health and safety

- Permission:** Make sure you have obtained permission to hold the event you register from all the relevant authorities, if applicable; including the property owner of the site where your event takes place, or the owner of any private land your walk may cross.
- Insurance:** Certain property types, features and activities are excluded from the HODs 2010 insurance cover. If you want to register activities and properties that do not qualify for our cover, you need to make sure that adequate insurance cover is in place. If you are not sure whether your venue or event complies with the HODs insurance terms or not, please contact English Heritage's insurance broker Georgina Pilbrow on 01474 565 863 from Bluefin. **Please note that risk assessments must be carried out as a condition of the policy, the Underwriter might ask for a random sample prior to the event and English Heritage will carry out spot checks.**
- Access plan:** Think about access routes, waiting areas (in case of queues), space for displays, serving refreshments or selling souvenirs etc. And think about where you don't want visitors to wander along.
- Disabled access:** Consider what level of wheelchair access is available and if there are ways to accommodate the needs of visitors with different abilities. If you need more information about disabled access and the Disability Discrimination Act, please contact the HODs office.
- Minimising risk:** Before the event, carry out a risk assessment of the property/event with the help of the form supplied in the pack and take measures to minimise the risk of accidents, fire, theft or other damage. Keep a record of your risk assessments for future reference. If you register a larger programme of events we recommend that you obtain copies of each site's risk assessment. Please contact the HODs office if you have any queries.
- Health & safety:** If necessary, obtain advice from the Environmental Health Officer and Fire Safety Officer at your local authority.
- For emergency:** Keep a First Aid kit on the premises and make sure there is a telephone.
- Brief your volunteers or staff** so that they are aware of any hazards and know what to do in an emergency.

#### 5. PR and marketing

- Logos/Branding:** Your local event is part of a well-established national event. Do not forget to include our trademark registered HODs logo as well as English Heritage's logo on your printed material (please see terms & conditions in the HODs registration form on the use of the HODs artwork and logos). Also include the national website address [www.heritageopendays.org.uk](http://www.heritageopendays.org.uk) so that visitors can find out about activities in other regions and be kept up-to-date. Contact the HODs office to request our logos and style guide.
- Posters:** Use the HODs posters with which we will provide you to advertise your property and event locally. Simply copy and paste the details onto the blank space available. You can also use our electronic poster and leaflet templates, which you can adapt on your home computer. The Word templates are available from early summer and can be emailed on request.
- Press campaign:** Support our national press campaign locally by sending press releases to local media.

#### 6. Evaluation

- Counting visitors** and finding out who they are, where they come from, how they heard about the event and what they liked best will help us to spread the word of the event's success. In the run-up to HODs 2010 we will send you a Visitor Book and Visitor and Organiser Feedback Forms. Please return these to us by 1 October.

#### Heritage Open Days Diary 2010

February ✓ Invitation to participate ✓ Workshop Invitation	March ✓ HODs Workshops series starts ✓ Registration packs sent out and start of registration	April ✓ Start of media campaign ✓ More HODs workshops
May ✓ 1 May: Closing date for registration	June ✓ End of June: Electronic poster & leaflet templates available	July ✓ Online event directory goes live ✓ 2 <sup>nd</sup> half: Summer newsletter & promotional material
August ✓ 1 August: Registration closing date ✓ 2 <sup>nd</sup> half: Media launches in regions	September ✓ 9-12 September: HODs	October ✓ 1 October: Return all feedback forms to the HODs office
November	December ✓ Winter Newsletter	January ✓ Invitation to participate