

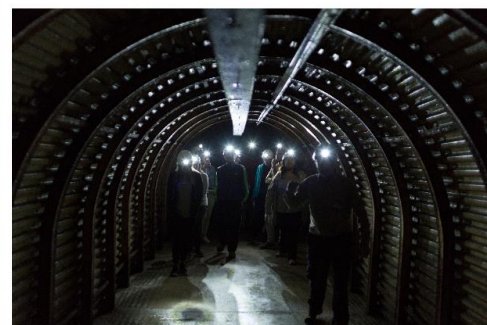


heritage open days

Welcome to your HODs 101 Webinar

In partnership with
 **National Trust**





England's largest festival of history and culture!



2,549 organisers + 115 coordinators

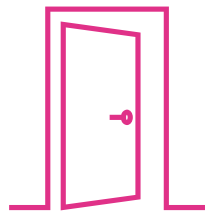
44,200 volunteers + 8,600 paid staff

In partnership with
 National Trust



How is it possible

Reach



$\frac{1}{4}$ only heritage visit of year
→ $\frac{2}{3}$ go on to visit more

Connect



83% more proud of local area

Inspire action



£11.9 million
Economic impact across England

+ **8%**
Volunteer more

The festival's impact



It's **FREE!**



Takes place within the **festival** dates
11-20 Sept - Any Day or Every Day!



Offers **something special** -
not normally available for free





Presented by

Find *my* past

1 June	Event Directory Launch
24 June	Getting Good Press webinar
1 July	Making the Most of Social Media
13 August	FINAL Registration deadline!
11-20 September	Heritage Open Days
11 November	Evaluation results webinar

This year



heritage open days

Top Tips for taking part

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Re-enactments & costumed guides bringing history to life



Object-handling sessions and conservation workshops



Film screenings, live music and quizzes



Treasure hunts & trails



Access to usually closed or hidden spaces



Walking, cycling or even kayaking tours



Street parades and village festivals



What works well



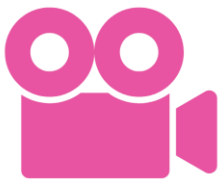
Virtual tours



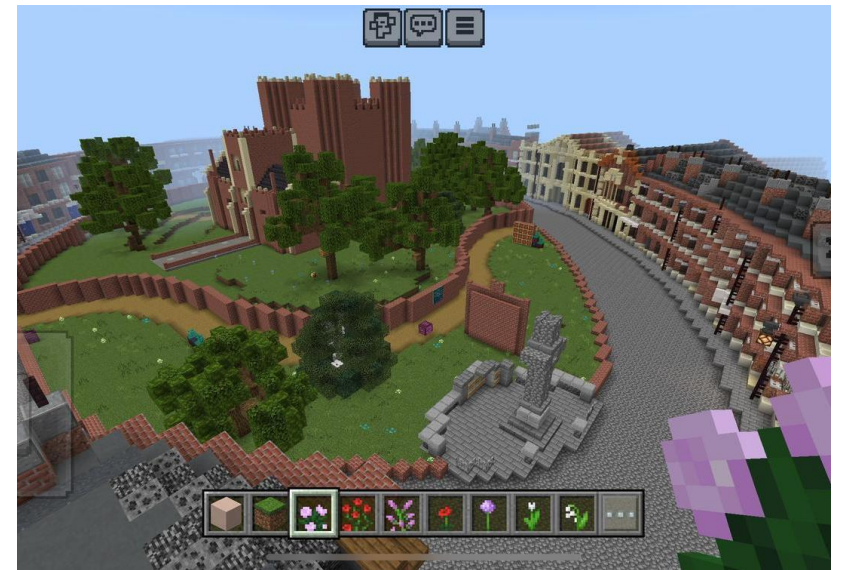
Hybrid events



Live events



Pre-recorded



What about digital?

Organiser

Welcome back, Alex

alex.mccann@nationaltrust.org.uk

[Update details ▶](#)



Step 1: My events →

Step 2: Marketing →

Step 3: Evaluation →

HODs Community →

Organiser resources →

Manage my events

Find your events using the filters below.

 Search by keyword

Search by location



Distance



Start Date



End Date



1. A great title & description

2. Include an image

3. Dates & times

4. Location

5. Tags & special features

Minibeast Metropolis: building for biodiversity

Hollybush Conservation Centre, Broad Lane, Kirkstall, Leeds, West Yorkshire, LS5 3BP

21 Sep 2025 | In person | Walk / Tour

Family-friendly minibeast safari and nature activities, plus learn more about the history of Hollybush Farm and enjoy our rhubarb exhibition.



1 of 5

Giant bug hotel
TCV Hollybush

When

Where

Booking

Access

More info

From green roofs to compost heaps, wildlife ponds to dead hedges, join us on a tour of the Hollybush garden to learn about the places minibeasts call home and what we can do to help them feel welcome. We'll have lots of family friendly activities to join in with on the day; unleash your inner architect and design your own wildlife garden, build a bug-hotel from recycled materials, and plant pollinator friendly plants for the spring. If you would like to, you can even come dressed as your favourite minibeast!

There will also be the opportunity to learn more about the history of Hollybush and view our rhubarb exhibition celebrating the rhubarb farming that took place here.

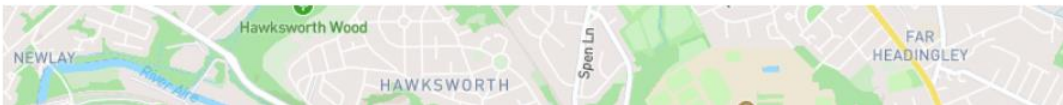
Timings

Sunday 21 September

1100-1500 (self guided tours)

Location & directions

Hollybush Conservation Centre, Broad Lane, Kirkstall, Leeds, West Yorkshire, LS5 3BP



Features



Organised by



The Conservation Volunteers

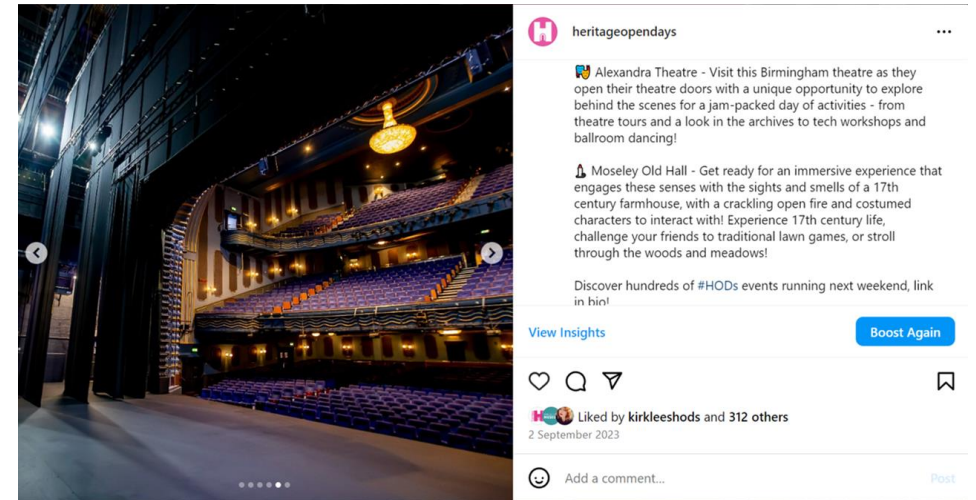
Think like a visitor

- Tell as many people as possible!
- Press releases & social media
- Don't forget to #Hashtag

Save the date:

June 24th – Getting good press

July 1st – Making the Most of Social Media



Extra help:

- Press release template
- Logos + design templates
- Social media templates

Be prepared

Enjoy it!

Record it



Your event

Thank everyone: Volunteers,
owners, sponsors...

Send feedback to the national
team

Write up a news story for a
local press release

Think ahead

Look out for the impact report



Evaluate

Common complaints

- Access not clear
- Booking issues
- Can't find an event (online / on the day)
- Not open as advertised

Popular filters

- | | |
|--|------|
| ☐ In person events | 1799 |
| ☐ Online events | 45 |
| ☐ No pre-booking required | 1172 |
| ☐ Pre-booking required | 485 |
| ☐ Events added / updated in the past week | 559 |
| ☐ Hide events with fully booked tours | 42 |



Solutions!

- Clear descriptions that include access details
- Separate booked / non-booked events
- Make your event easier to find! Use popular filters, keywords and phrases
- Use signage on site!
- Update entries with changes! (Cancellations / Fully booked!)

Fully booked



Quality over quantity

Register early

Think like the visitor

Keep your event updated



Key takeaways



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Any Questions?

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Keep chatting!

info@heritageopendays.org.uk

www.heritageopendays.org.uk

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