

## NEWS RELEASE

# BE A TOURIST IN YOUR OWN TOWN

**Embargo: 0000 hours Monday 7 March 2016**

A survey by Heritage Open Days has revealed that becoming a tourist in your own town can make you feel better about yourself, healthier and more relaxed as well as having a significant impact on the wellbeing of your own community.

Researchers talked to visitors who enjoyed free access to sites and happenings of historic or cultural interest across England during Heritage Open Days in September 2015. 85% said that visiting a Heritage Open Days event had helped them to relax, keep active and healthy or feel better about themselves.

Registration for organisers planning to put on Heritage Open Days events this September opens on **Tuesday 8 March**.

*Katja Condy, Heritage Open Days Manager said, 'Once a year, Heritage Open Days showcases the treasures on our own doorsteps that many take for granted. Often people are living within a stone's throw of an interesting site but wouldn't consider paying to visit somewhere in their own town or region. Being completely free of charge, the festival removes a potential barrier that may be stopping people from accessing their local heritage.'*

A sense of appreciation, being proud of your town and feeling connected with your own community were among the positive responses that came out of the interviews with visitors to heritage and cultural events held in a range of historic places across England during the annual Heritage Open Days festival.

The survey also measured for the first time the impact of the festival on local economies and on communities. The results are released today (Monday 7 March) as part of English Tourism Week. Over 3.4 million adults visited nearly 5,000 Heritage Open Days events in 2015, which was estimated to bring benefits of more than £15 million to local economies.

Heritage Open Days is coordinated and promoted centrally by the National Trust with funding from players of People's Postcode Lottery. Clara Govier, Head of Charities at

People's Postcode Lottery, said, 'We're delighted that Heritage Open Days is helping people to discover the treasures in their own communities and that the festival impacts so positively on people's sense of wellbeing and civic pride.'

**ENDS**

## **NOTE FOR EDITORS**

The Heritage Open Days national team are available for interview about the survey and the launch of registration for organisers this year on Tuesday 8 March. To arrange an interview telephone Harriet Roberts, Media Manager 07850 959 898 email [harriet.roberts@heritageopendays.co.uk](mailto:harriet.roberts@heritageopendays.co.uk)

### **About Heritage Open Days**

- Heritage Open Days is co-ordinated and promoted nationally by the National Trust with funding from players of People's Postcode Lottery, and run locally by a large range of organisations (including civic societies, heritage organisations, and local councils, community champions and thousands of enthusiastic volunteers).
- Heritage Open Days is England's contribution to European Heritage Days, taking place across 50 countries. Other events in the UK are Doors Open Days in Scotland ([www.doorsopendays.org.uk](http://www.doorsopendays.org.uk)); Open Doors Days in Wales (<http://cadw.wales.gov.uk/opendoors/?lang=en>); European Heritage Days in Northern Ireland ([www.ehsni.gov.uk](http://www.ehsni.gov.uk)); Open House London ([www.open-city.org.uk](http://www.open-city.org.uk)).

### **About the 2015 Heritage Open Days visitor research**

- Results are based on independent research carried out by BDRC Continental based on a sample of 490 visitor interviews at 16 Heritage Open Days events across England.
- Locations and events taking part in the survey included: Pykenham's Gatehouse, Ipswich; The Control Tower, Walsingham; Northgate Industrial Salt Heritage Day, Cheshire; Blackburn Heritage Festival, Lancashire; Fountains Abbey & Studley Royal, Ripon; St Marie's Cathedral, Sheffield; RH Haslar Memorial Garden, Gosport; Westgate Excavations, Oxford; Bristol Savages, Bristol; Vintage on the Park, Tewkesbury; The Old Low Light, North Shields; Dunstan Staiths, Gateshead; Hippodrome Heritage, Birmingham; Park Hall Countryside Farm WWI Trench Experience, Oswestry; Evington's Heritage, Leicester; The Malt Cross Music Hall, Nottingham.
- The 2015 Impact Report can be downloaded here: <https://www.heritageopendays.org.uk/uploads/document-library/2015HODSIMPACT.pdf>

### **About People's Postcode Lottery**

- People's Postcode Lottery is a charity lottery. Players play with their postcodes to win cash prizes while raising money for charities and good causes across Great Britain and globally
- People's Postcode Lottery is an External Lottery Manager and manages multiple society lotteries promoted by different causes supporting a range of charities. For details on which society lottery is running each week, visit [www.postcodelottery.co.uk/society](http://www.postcodelottery.co.uk/society)
- Postcode Lottery Limited is regulated by the Gambling Commission under certificate nr 000-000829-N-102511-010 and 000-000829-R-102513-009. Registered office: Titchfield House, 69/85 Tabernacle Street, London, EC2A 4RR
- People's Postcode Lottery players support the following Trusts – Postcode African Trust, Postcode Animal Trust, Postcode Care Trust, Postcode Children Trust, Postcode Community Trust, Postcode Culture Trust, Postcode Dream Trust, Postcode Earth Trust, Postcode Global Trust, Postcode Green Trust, Postcode Heroes Trust, Postcode Local Trust, Postcode Planet Trust, Postcode Support Trust, People's Postcode Trust and Postcode Sport Trust. These Trusts are funded entirely by players and

support a variety of good causes. For further information on each charity, visit:  
[www.postcodelottery.co.uk/charities](http://www.postcodelottery.co.uk/charities)

- 55p from every £2 ticket goes to good causes and players have raised £99.6 Million for good causes across the country
- There are five draws a month with prizes every day and each ticket costs £2 – paid monthly in advance by direct debit. For further prize information, visit: [www.postcodelottery.co.uk/prizes](http://www.postcodelottery.co.uk/prizes)
- Maximum amount a single ticket can win is 10% of the draw revenue to a maximum of £400,000
- Players can sign up by Direct Debit, credit card or PayPal online at [www.postcodelottery.co.uk](http://www.postcodelottery.co.uk), or by calling 0808 10-9-8-7-6-5.
- This prize was part of the draw promoted by Postcode Earth Trust