



Guidance Notes for Registration Form Lincolnshire Heritage Open Days 10th-19th September 2021

These notes have been prepared to help you complete the registration form and provide some inspiration to help you promote your event to visitors. If you have any questions please call Ray Knight or Charlotte Davey on 01529 461499 or email hod@heritagelincs.org and we will be happy to help.

1) Event Title

Your event title is your event's biggest opportunity to catch a visitor's interest, whether they are reading a brochure or browsing listings online, so try to make it evocative as well as descriptive. So rather than "Open Day at the Windmill" you could call it "Sails and Steam: machinery in action at the Windmill."

2) How does your event meet Heritage Open Days requirements?

Opening a site/part of a site not usually open to the public, Entry fee waived, Special event.

To take part in Heritage Open Days, in Lincolnshire or elsewhere, you need to fulfil one of these requirements.

If your site opens regularly and doesn't charge a fee, such as a park or ruin, you can still take part but you must either open part of the site that isn't usually accessible or put on a special event. This doesn't need to mean putting on a full scale re-enactment or a huge exhibition, and could be as easy as having volunteers on hand to offer tours, organising a quiz or putting on a trail for children. Churches that are usually kept locked and other buildings that only open by appointment qualify as "not usually open".

All events must be free, so if you usually charge for admission then this fee must be waived, although you can still charge for extras such as refreshments or guidebooks, and ask for donations. Please note running a free tour if visitors still have to pay an entrance fee does not count. We realise organisers have to recoup their costs, but the festival is a great opportunity to promote your site. Each year visitors tell us they have discovered places on their doorstep they had never been to, and will now be visiting again.

3) Event location address and postcode

Please tell us the full address of your event, including postcode. It is not necessary to provide directions unless your event is particularly difficult to find, such as a guided tour that begins in a layby or takes place at a site that isn't accessible by road. Where a postcode covers a large area or is otherwise not suitable for Satnav users, please provide details here.

4) Event description for the brochure

As space is limited in the brochure your event description needs to be 40 words or less, think carefully about how you describe your building or site and what you have planned. Think about what would attract you to visit a place you hadn't heard of before and knew nothing about. Try to make your event stand out by emphasising what makes your place special, whether that is its connections with a famous person, recent/ongoing restoration work, new discoveries, rare objects or artwork. Your description also needs to give an idea of what will be happening, so be

sure to mention if you have special things taking place such as tours or talks, and include the length in miles of longer walks. See examples below.

- ✓ “Put on a hard hat and descend the ladder into a recent but almost forgotten chapter of Lincolnshire’s history. Meet the volunteers who trained here and used to monitor in case of nuclear attack.”
- ✗ “Open day at the Royal Observer Corps Monitoring Post at Holbeach first built in 1961 and constructed by Marsh and Sons of Long Sutton, before eventually being decommissioned in 1991.”

If you want to say more about your event, there is opportunity to expand the description in your online entry. We still recommend sticking to around 100 words as more than this can risk losing impact on the readers. You don’t have to have a separate event description for the website though, and if you leave this field blank we will use your event description provided for the brochure on the web entries as well.

5) Event Day/s & Start and End Times

Please tick to say which days your event will be happening on. To qualify it must take place during the festival period (10th-19th September 2021). Your event does not need to run for all ten days, and could be as short as a single hour long guided tour if necessary. Saturday and Sunday are the most popular days with organisers and visitors, but many people like to visit during the week, and these days can be great for evening events such as talks, concerts or candle-lit tours.

If you know there are other historic sites in your town or village or nearby, it’s a great idea to coordinate your events on the same day or weekend so there is more going on which will be an added attraction to visitors. You might also like to think of working together with similar sites elsewhere in the county as we know many people travel to Lincolnshire during the festival specially to visit windmills, pumping stations and churches that are otherwise only open infrequently.

Let us know the start and end time between which your event will take place. This should be the start and end time of the whole event. Please use section 6 to give the start time of individual tours, talks or performances.

The most popular times for festival events are between 10:00 and 16:00, but we would like to encourage more evening events as we know these are popular with visitors who have other commitments during the day. Running a tour in the evening can lend a totally different atmosphere to familiar historic buildings, whilst evening concerts and film shows can attract audiences who might not otherwise be interested in historic sites.

6) Duration of any tours, talks or performances within your event

Record here approximately how long any walks or tours will take in hours and minutes. Try to avoid ‘short talk’ or ‘quick tours’ as this can be quite ambiguous.

7) Are visitor numbers limited?

Please let us know if you will be limiting visitor numbers at your event, and if so how many visitors you plan to admit.

8) Does your event require booking?

Please indicate either yes or no and give a daytime contact telephone number and/or email address. This will be printed in the brochure so think carefully about who will handle the bookings, particularly if your event is likely to be popular, as you will still receive calls after your event is fully booked. Heritage Lincolnshire can handle all your bookings for you and provide you with a list of attendees for a fee of £25, and you will also have your brochures delivered to your door.

9) Details of your event/or property

Use these tick boxes to tell visitors about the facilities at your event. If you have activities for children please indicate this as it will let parents know that your site is suitable for families. Likewise visitors appreciate knowing if you will be selling refreshments, and whether there are parking or toilet facilities and what kind of disabled access and facilities there are.

Increasingly we are aware of visitors wanting to bring their dogs to events, so if you welcome dogs, please let us know. It is also useful to let visitors know if they should wear appropriate outdoor clothing, especially if your event takes place entirely outside.

Please also tell us if your event meets this year's theme. Visitor feedback has been overwhelmingly positive for ten day festival. Sadly there are still occasions of visitors unable to make events due to other commitments, so we have added a label which points out if an event or opening is especially for the festival, and cannot be visited at other times of the year. If not, please note that this doesn't mean that admission has to be free on other days, but that visitors have an indication on whether they can plan other visits if they miss your Heritage Open Days event.

Important: Online Only Events

Last year, with the impact of the pandemic, the national team introduced a new way of delivering Heritage Open Days. For sites which could not open, and visitors who were shielding or isolating at home, digital events served as a perfect opportunity for them to still engage with the festival. It looks as though this will also be the case for 2021, so if you don't feel that you can open your site, or host an in-person event, don't write off the festival, instead use digital platforms to engage with your audience.

10) Are there any special requirements for your event?

This section should only be used to give visitors important additional information that cannot be included in the event description. Examples are that access to a site is via ladder. We cannot guarantee that this section will be printed in the brochure, but it will be featured on the website and will help us deal with enquiries.

11) Heritage Open Days Insurance

Please tick here if you confirm that you will be completing a risk assessment for your event and will be complying with the terms of the free insurance provided by the national Heritage Open Days organisers. For 2021 you will also have to consider how you will mitigate the threat of COVID. A template risk assessment and summary of the insurance policy will be provided to you in advance of the event. If for any reason you do not wish to receive the free insurance then you must give us the name, address and policy number of your own public liability insurance.

This is required so that the national Heritage Open Days organisers can be certain that members of the public are not being put at risk, and that organisers taking part in the festival

are properly insured in the unlikely event that an accident occurs. Please note the free insurance does not cover weapons, musical instruments, transport, and other hazardous hands-on activities. Let us know if you have any questions.

12) Contact name

Please give us the name of the point of contact detailing with Heritage Open Days at your site. This will not be published in the brochure but it will be given out to visitors upon request if they want to know who to speak to at your site about the event.

13) Contact address

This section is only needed if the organiser cannot usually be reached at the event address. However, please do provide a daytime phone number and email address that we can reach you on if we have any queries about your event. This information will not be shared with visitors but it will be submitted to the national Heritage Open Days organisers in case they also need to speak to you regarding your event.

14) Name and daytime phone number/email of guest speaker/guide/walk leader

Let us know who is giving your talk, tour or walk if you would like this printed in the brochure.

Please also give us contact details of the guest speaker if different from that given in section 12. This will not be printed in the brochure, but we may use it to contact them ourselves if we receive questions from visitors.

15) Name, daytime telephone number and email of press contact if different from above

Only complete this section if you have a designated contact you would prefer to deal with enquiries from the media about your event. This does happen every year, particularly from local radio stations!

16) If you are going to publicise your event on social media, please give us your details

We love seeing heritage promoted on social media and connecting with people through technology. If you have social media pages for your site and would like Heritage Lincolnshire to share your posts during the event, then enter your page details here. We cannot guarantee that we will share every post, but if we know that you will be posting, then it allows us a better idea of the streams to watch. We will also upload your web address and social media links to the website entry of your event so visitors can click through to them.

HOD Brochure Details and Other Services

17) Please tick the box below if you would like to be kept updated on plans for the brochure

In ordinary years we produce 25,000 brochures promoting festival events. These are distributed across the county and at large shows like the Lincolnshire Show and Heckington Show. They are also sent out to libraries and tourist information centres. Due to many of these events and sites being closed due to the pandemic, we are not yet sure what we are doing with brochures. We will certainly be producing physical brochures, however as we are expecting many last-minute changes due to COVID it is likely it will be another small print run again this year. We will keep all organisers updated with the plans, but you can tick yes or no here and it will let us know if you require the registration/order forms for brochures once details are decided.

18) If you are interested in the following services, please check the relevant box(es) below

This section only applies if you wish to commission the extra services. We ask you to make a £25 donation to cover the administration costs and support the festival.

Yes, my event requires booking and I would like Heritage Lincolnshire to handle the bookings.

You only need to tick this if you wish to take bookings for your event. If you have commissioned this service, we will publish Heritage Lincolnshire's contact details in the booklet and administrate bookings on your behalf. Numbers and booking information will be emailed to you before your event.

Yes, I would like Heritage Lincolnshire to set up an online booking facility for me

You only need to tick this if you wish to take bookings for your event. If you have commissioned this service, we will set up an Eventbrite page for your event to help you manage bookings, link it to your social media and website pages and show you how to use it. This will then be yours to use permanently for future events and not just for Heritage Open Days.

Images

19) If possible, please send in a digital image which represents your site or event.

Images of events and sites really enhance the quality and appearance of the brochure.

Although we cannot guarantee that we will use every image sent to us, we will try and feature as many as possible, and use at least one when posting your event on the Heritage Open Days website. To do this we need your confirmation that the image is yours to share and not under copyright, and that you are happy for us to use it for this purpose.

Please remember that the deadline for inclusion in the booklet is 2nd April 2021. If you complete your form before this date, please do send it in as soon as you can, as it helps our team when processing the entries.

Thank you for taking the time to complete the form.

If you have any questions about the festival, form or guidance notes, please don't hesitate to contact Charlotte Davey or Ray Knight by email via hod@heritagelincolnshire.org or on 01529 461 499.