



Guidance Notes for Registration Form

Lincolnshire Heritage Open Days 11th-20th September 2020

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 with thousands of brochures going out across the county and tens of thousands more people seeing your event online. 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

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 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 30 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 an almost forgotten chapter of Lincolnshire's history. Meet volunteers who trained here and monitored 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 being decommissioned in 1991."

5) Event Description for the Website

Your event will also be uploaded on the National and Heritage Lincolnshire festival webpages where there is a much reduced need to adhere to a word limit. We would still recommend keeping it to less than 100 words to stay concise and focussed, but this is your chance to say a few more words about your event.

This part of the form is optional and can be left blank if you are happy for us to use the same text in the brochure and online.

6) Event Day/s and Times for 2020 Festival:

Please mark the relevant checkboxes to show which days your event will be happening on. To qualify, it must take place during the festival period (11th-20th September 2020). Make sure to also tell us when your event starts and ends.

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.

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.

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

Record here the details of any scheduled talks, tours or events taking place during your event. When listing a title, try to avoid 'short talk' or 'quick tours' as this can be quite ambiguous.

8) 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.

9) Does your event require booking?

Please indicate either yes or no and provide daytime contact details for the person/site managing the bookings. 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.

10) 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. Increasingly we are aware of visitors wanting to bring their dogs to events, so if you welcome dogs, please let us know.

For 2020 we have listened to your feedback and the feedback from visitors and are retaining the categories suggested for 2019 which have their own symbols in the booklet.

'Requires suitable outdoor clothing/footwear.' More events are now taking place outside, including walks and tours, so we have made it a category in its own right.

'Site is open at other times during the year'. Visitor feedback has been overwhelmingly positive for the additional days added to the festival. Sadly there are still occasions of visitors unable to make events due to other commitment, so we are going to add a label which points out if venues are open at other times during the year. Please note that this doesn't mean that admission must be free on these other days, but that visitors have an indication on whether they can plan other visits if they miss your Heritage Open Days event.

11) What level of wheelchair access is available at the property/event?

This is a very important section for many visitors and is vital to helping those with mobility issues to take part in the festival. Full accessibility means almost all areas are accessible to wheelchair users, whilst partial means that some areas such as the ground floor of a property are accessible but parts such as turrets or basements may not be.

12) 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.

13) 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. 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.

14) 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.

15) 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.

You can also check the box if you would like to join our main Heritage Lincolnshire mailing list to keep up to date with the other heritage projects we are working on, as well as offers, courses and talks.

16) Name 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.

17) Daytime phone number and email of guest speaker/guide/walk leader

Please give us contact details of the guest speaker if different from that given in section 14. This will not be printed in the brochure, but we may use it to contact them ourselves if we receive questions from visitors.

18) 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!

19) 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.

Brochure Details and Other Services

20) How many HOD brochures would you like for your event?

Please let us know how many brochures you would like to order. Please note that this is to help us when calculating quantities for print. Brochures will be distributed to local collection points for you to collect. We can also deliver them direct to your door for a small fee of £25 to cover staff time and delivery expenses.

We know that some of our organisers go out into the community to deliver brochures to visitors. If you are willing to do this then let us know and we will waive the delivery costs if you are taking 100 or more.

Images

21) Images can really draw attention to your event, bringing more people in. If you have an image of your event or site, please consider sending it to us and granting us permission to use it for the marketing of your site and the wider festival. For copyright purposes, we require your permission, or the permission of the photographer to do this. Please indicate this by checking the box, if you are happy for us to use the image(s) you send.

The following sections only apply to those requiring extra services available if paying the £25 fee.

22) Tick to confirm that you are happy to pay the £25 fee.

Please remember that you only need to pay the fee if you wish to commission the extra services of direct brochure delivery and bookings administration.

Tick to confirm if you want Heritage Lincolnshire to handle your bookings, create a Facebook event for you and/or deliver brochures directly to your door.

If you have commissioned this service, and want us to handle your bookings, 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. We can also set up a Facebook event page for you to generate further promotion for your event. As part of the fee we can also deliver your requested number of brochures to your door.

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.