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**Guidance Notes for Registration Form**

**Lincolnshire Heritage Open Days 13th-22nd September 2019**

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@heritagelincolnshire.org](mailto:hod@heritagelincolnshire.org) and we will be happy to help.

Event Registration Form details are published in the brochure and displayed on the National Heritage Open Days and Heritage Lincolnshire websites. No personal details are given nor displayed other than event Booking details, if required (9), or name of guest speaker/guide/walk leader if permission has been given (16).

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.”

1. **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 25,000 brochures going out across the county and tens of thousands more 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.

1. **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 lay-by 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.

1. **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.”

1. **Event Day/s**

Please tick to say which days your event will be happening on. To qualify it must take place during the festival period (13th-22nd September 2019). 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.

1. **Event Start and End Times**

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 4 (‘event description’) to give the start/end 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. Evening concerts and film shows also attract audiences.

1. **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.

1. **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 at any one time.

1. **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 and displayed on the websites, 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 the bookings for you and provide you with a list of attendees, part of the Extra Services for a fee of £25.00.

1. **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 2019 we have listened to organisers feedback and that of visitors and have introduced two new categories which will have their own symbols in this year’s 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.

***‘Can the site/event be visited other than during the Heritage Open Days Festival?*’**. Visitor feedback has been overwhelmingly positive for the additional days added to the festival. Sadly there are still occasions when visitors are unable to make events due to other commitments. We are going to add a label that indicates if the event is available outside of the festival, and can be visited at other times of the year. Please note that this doesn’t mean that admission has to be free but visitors have an indication on whether they can plan to visit at a later date.

1. **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 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.

1. **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 websites and will help us deal with enquiries.

**13) Heritage Open Days Insurance**

Please tick here if you require the free National Heritage Open Days public liability insurance provided by the Nation Trust. To comply with the Terms & Conditions you MUST undertake a risk assessment prior to the start of your event, which you keep. 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 public liability 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 Trust 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 the name of the organiser for the event. This will not be published in the brochure.

**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.

**16) Name of guest speaker/guide/walk leader**

Let us know who is giving your talk, tour or walk and if permission has been given to print in the brochure.

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

Please give us contact details of the guest speaker, guide, walk leader if different from that given in section 14.

**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 e.g. Facebook, Twitter, Instagram website etc 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

**20) Are you willing to be a distribution point for local event organisers to collect their brochures from?.**

We have taken on-board feedback from organisers and the issues they experienced collecting their booklets from libraries and tourist information centres, due to venues only taking a small amount of brochures at a time. This year, we are asking organisers if they would be willing to be a collection point for fellow organisers. We would be grateful if you could indicate the number of brochures you can hold. We will deliver the brochures to your chosen address. In return for your help, we would waive the Extra Services Fee (if you have agreed to this service) We will also feature your site on a special ‘thank you’ page within the brochure, recognising your kind support.

If you are willing to be a collection point, please note your contact details will be shared with other organisers.

**21) Are you willing to distribute HOD brochures in your area?**

We know that some organisers kindly distribute brochures in their community to help support the festival. If this is something you wish to do, please let us know which area you will distribute and how many brochures you require. We will deliver the brochures to your chosen address. In return for your help, we would waive the Extra Services Fee (if you have agreed to this service) We will also feature your site on a special ‘thank you’ page within the brochure, recognising your kind support.

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

Brochures will be distributed to local collection points for you to collect. Please let us know how many brochures you would like to order and collect from the distribution point.

**Images**

**23) Please send in a digital image which represents your site or event. If you are happy for us to use this image in the brochure or on the website.**

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 them when posting your event on the National Heritage Open Days and Heritage Lincolnshire websites. 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.

**The following sections only apply to those requiring extra services and paying a £25 fee**

**24) Confirm that you are happy to pay the £25 fee.**

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

You only need to tick this if your event requires booking. Heritage Lincolnshire to handle your bookings for your event. If you require this service, we will publish Heritage Lincolnshire’s contact details in the booklet and administrate bookings on your behalf. Visitor numbers and booking information will be emailed or posted to you before your event.

If you have commissioned this service, we will deliver the number of brochures you require directly to your door.

**Please remember that the deadline for inclusion in the booklet is 28th February 2019.** 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**](mailto:hod@heritagelincolnshire.org) **or on 01529 461 499.**