



heritage open days

Lincolnshire

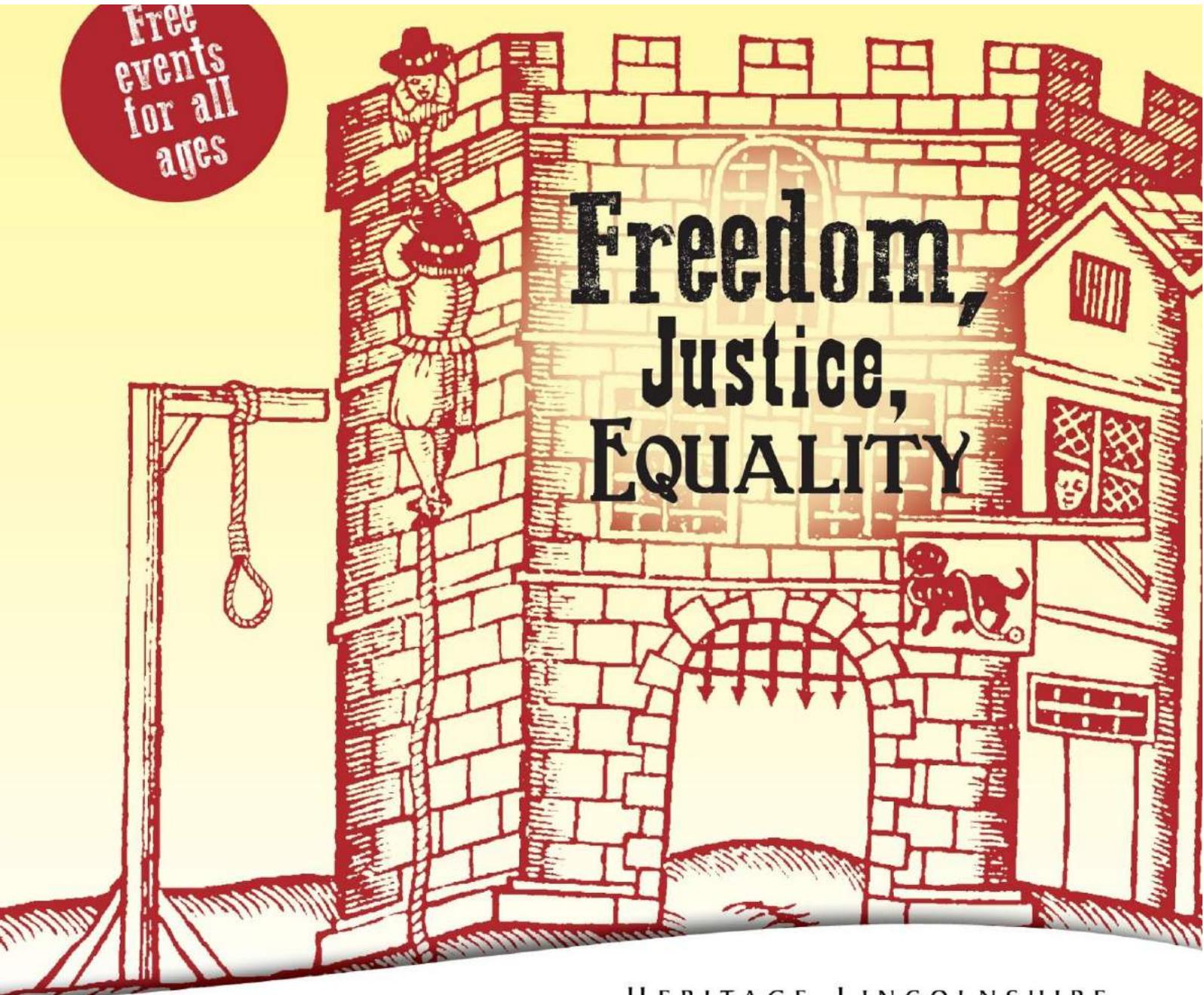
Heritage Open Days

7th - 10th September 2017



Review of 2017

Free
events
for all
ages



HERITAGE LINCOLNSHIRE



Lincolnshire Heritage Open Days 2017

The county's biggest heritage festival this year celebrated Freedom, Justice and Equality as Lincolnshire and the nation celebrated 800 years of the Charter of the Forest. The theme proved a popular one with an increase in visitors of more than 3,000 to reach 24,844 people. This represents a contribution of £869,540 to the Greater Lincolnshire economy, based on average GB day visitor spend statistics.

The festival was made possible thanks to 688 volunteers who organised events showcasing heritage and special places in their communities, which equates to at least £96,320 worth of volunteer time. In addition 76 staff from across the county's cultural sector took part, with attractions putting on free events to help raise their profile, widen access, and increase engagement.

There were 150 events this year (67 of which were on theme), including interesting new venues like the Crime & Punishment Museum in Gainsborough, Market Rasen railway station (being converted for community use by Lindum), Horncastle's Victorian police cells, The Ropewalk arts centre in Barton upon Humber, and St Andrew's Church at Denton near Grantham.

The Lincoln Heritage Music Festival which was trialled at last year's festival made a welcome return, with an expanded programme performed across two of the city's ancient churches. Elsewhere in the county a number of churches took part in HODs this year in cooperation with the new Holland Places of Worship Festival and the Horncastle Churches Festival, both of which were organised to coincide with Heritage Open Days.

In Stamford there were special celebrations as we helped to mark the 50th anniversary of the town becoming the country's first Conservation Area. Whilst in Barton upon Humber there were so many events this year that the town produced its own HODs brochure to help spread the word. The festival continues to champion diverse heritage across the historic county from the Humber to the Wash, as can be seen on the map overleaf.

Ian Marshman
Education & Engagement Officer
Heritage Lincolnshire



Children enjoy St Leonard's Priory in Stamford

Background to Lincolnshire's Biggest Heritage Festival

Heritage Open Days is a national festival, coordinated locally by Heritage Lincolnshire, which celebrates England's fantastic architecture and culture by offering free access to places that are usually closed to the public or would normally charge for admission.

Lincolnshire Heritage Open Days festival is of national significance, as one of the few counties whose HODs events are centrally coordinated and promoted. Heritage Lincolnshire has organised the county's programme of events since 1994 when they were first inspired by the European Heritage Days that still take place across the continent, and over the past 24 years there have been over 2,000 events across the county. Heritage Lincolnshire can only deliver this programme thanks to the continued support of the county's local authorities, and we gratefully acknowledge the contributions of:

- Boston Borough Council
- City of Lincoln Council
- East Lindsey District Council
- Lincolnshire County Council
- North East Lincolnshire Council
- North Lincolnshire Council
- North Kesteven District Council
- South Kesteven District Council
- South Holland District Council
- West Lindsey District Council

The festival is developed in collaboration with the Lincolnshire Heritage Open Days Steering Group, and Events Development Team, both of which are made up of representatives of the county's local authorities, community groups, and historic sites. Heritage Lincolnshire coordinated the festival, providing advice, support, administration, design and promotion. This included producing 25,000 festival brochures, and hosting listings on its website, which featured full details of all the events.

Events are planned and delivered mostly by volunteers who bring with them a passion and knowledge of local heritage that contributes a great deal to the special character of the festival. Visitors benefit from rare opportunities to access buildings that are rarely open to the public and to explore some of the county's top historic attractions free of charge.



Horncastle shares its "Horrid History"

The main audience for the festival is local people, and we aim to encourage everyone to explore and engage with the heritage and historic places on their doorstep, which can be all too easy to overlook. However, we know that visitors head to Lincolnshire from across the country for the festival, and it serves as an important tool to promote the county's cultural offer to visitors.



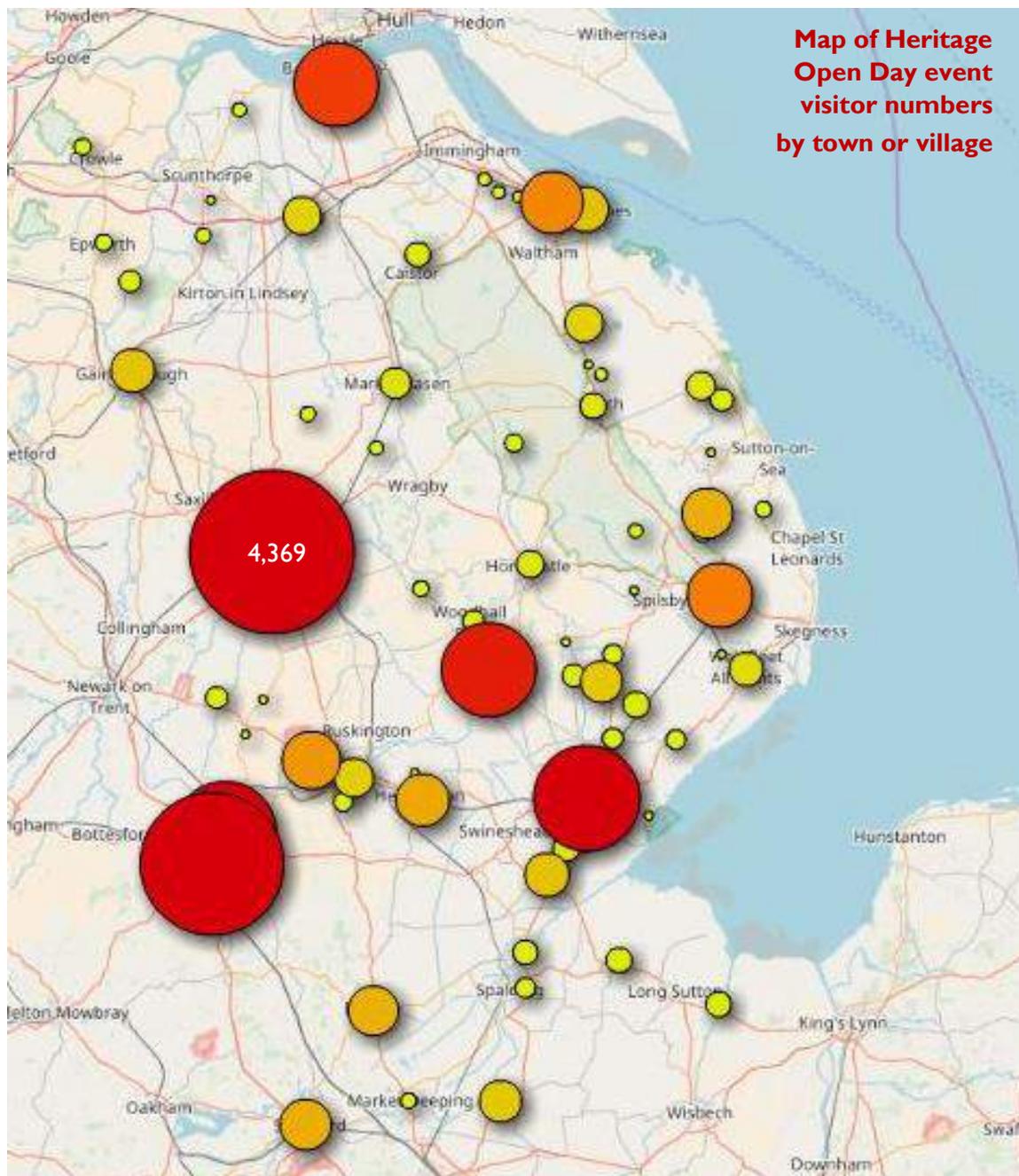
Lawn games at the National Trust's Grantham House

We are already looking ahead to 2018 when Lincolnshire Heritage Open Days will celebrate 25 years throwing open the doors to the county's culture. The theme will be Picturing the Past, as the festival showcases Lincolnshire's artistic heritage, from stained glass to sculpture, and paintings to photography. For the first time it will run over two weekends, 6-9th and 13-16th September 2018.

Location of Events in 2017

This year 150 HODs events took place in 80 towns and villages across the county. Lincoln as usual had both the most events, 22, and the most visitors, 4,369. Grantham had 7 events attracting 3,336 people, excluding nearby Belton House with a further 1,727. In Boston there were 5 events that reached 1,838. The village of Tattershall held 6 events, which drew in a remarkable 1,452 people. In Barton upon Humber there were 10 events, the most outside of Lincoln, and 1,155 attendees, although they had to compete with the town's annual carnival, which led to the cancellation of one event.

Events were spread across the whole county, taking place everywhere from Stamford to the Humber, and the Isle of Axholme lying west of the Trent to Sutton Bridge besides the Nene. Within this there are notable concentrations in the east of the county, but fewer in the west, particularly outside of larger towns. Next year we hope to work with heritage sites and community groups in these areas to encourage more events and greater participation.



Promoting the Festival

Heritage Lincolnshire ran an integrated marketing campaign to ensure that both our messaging and visual branding was clearly and consistently applied across all communication channels. This reinforced the Lincolnshire Heritage Open Days brand and identity.

This year a seventeenth century engraving of convicts escaping Newgate Prison was adapted for use in the festival branding, combined with a bright yellow colour scheme.

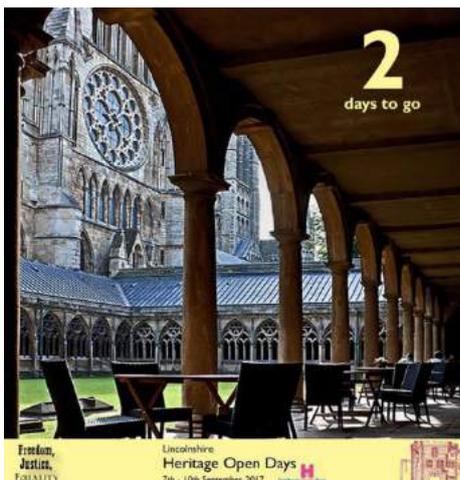
Thanks to the continued support of the county's local authorities, we were able to print 25,000 copies of the festival brochure. There were distributed to libraries and tourist information centres across Greater Lincolnshire, ensuring they were within easy reach of local residents and visitors alike. In addition brochures were distributed to museum and heritage sites across the county, and to the headquarters of the local authorities who help fund the festival. Event organisers also received brochures which they used to promote the festival locally.

For the first time, Heritage Lincolnshire also produced a series of posters highlighting events in towns or areas where there were clusters taking place. The posters were very well received by event organisers and visitors, and we hope to be able to produce these again in future. Event organisers also continued to produce their own posters to promote individual events, and Heritage Lincolnshire supplied printed and digital templates to make this easier.

Social media continues to be a key medium for promoting the festival, with Facebook and Twitter both used heavily, with a particular push throughout August. Heritage Lincolnshire would like to thank the event organisers and local authority communications teams for supporting the social media campaign.

Heritage Lincolnshire produced press releases tailored for local publications in different parts of the county. There was good coverage across many Lincolnshire titles. Event organisers also produced their own press releases, and a template was produced to assist with this. Unfortunately we received several reports from organisers about issues with local papers who had always previously covered the festival, but this year did not or were only interested in reporting on it after the events.

BBC Radio Lincolnshire continued to support the festival, with staff from Heritage Lincolnshire being offered the opportunity to appear on the *Melvyn in the Morning* show in advance of the festival. The station also promoted the HODs over the weekend itself, and featured calls with a number of organisers who reported on how their events were going.



Press Cuttings

LincolnshireLive NEWS ▾ IN YOUR AREA SPORT ▾ WHAT'S ON ▾ LINCOLN CITY FC

ELEVEN highlights from this weekend's Heritage Open Days - and it's nearly all FREE

Immerse yourself in archaeology, social history, places and traditions

Scunthorpe Telegraph NEWS ▾ IN YOUR AREA SCUNTHORPE UNITED SPORT ▾ WHAT'S ON ▾

New exhibition celebrating freedom to open at North Lincolnshire heritage centre

The display, called Captivity and Confinement, is based on Brigg's Pingley Prisoner of War camp and the Brigg Workhouse.

DIocese of Lincoln *faithful · confident · joyful*

RESOURCES - PARISHES & MINISTRY FAITH & DISCIPLINESP MARRIAGE, BAPTISMS & FUNERALS EDUCATION & TRAINING

NEWS STORES

ST ANDREW'S CHURCH CELEBRATES LOCAL HERITAGE
07 November 2017



We were delighted to receive the following report of a recent event at St Andrew's Church, Denton...

Earlier in the year, the Parochial Church Council (PCC) of St Andrew's Church in Denton decided to take a step into the unknown and join in with the Heritage Lincolnshire Open Days. We filled in the forms answering the questions asked by Heritage Lincolnshire, and we decided to open the church for two days – we are, after all, only a small village, and although the church is always open, we would need members of the PCC to be available to welcome visitors.

Boston Standard

WHAT'S ON ARTS & SCREEN MUSIC THEATRE & COMEDY

Give your game some **CANDY** Play now

IN PICTURES: Borough's heritage shared with open days



Boston Stamp, Heritage Open Day. L-R Volunteer tour guide Peter Lawson with visitor George Willey, Doreen Brain, Mike White, Jane White, Gordon Naylor and Jean Naylor. EMN-171109-144551001

Published: 15:28
Monday 11 September 2017

A variety of historic locations across Boston Borough and further opened their doors over the weekend as part of a series of events celebrating Lincolnshire's heritage.

Browse Services NEWS PAY IT APPLY FOR IT REPORT IT MY ACCOUNT

Just start typing to see

Town Hall to open for Heritage Open Days

Culture, events and tourism

Posted on Tuesday, 11th July 2017 11:00 am



Grimsby Town Hall is to host two heritage open days in September as part of an annual national project to celebrate heritage, culture and history.

The iconic local building situated in Grimsby town centre will host a craft fair alongside the open day, giving local tradesmen and women the chance to show off and sell their wares.

On Friday 8 September and Saturday 9 September people will have the chance to wonder around the building, exploring some of the recently renovated rooms and even getting a look around the Time Trap museum, taking a walk through the town's history.

GRANTHAM JOURNAL

News Transport Crime Education Business Politics Environment

Slideshow: Grantham Heritage Open Days reveal hidden gems



From Social Media

Gunby Hall & Gardens
@NTGunbyHall

Bring your family and friends to Gunby on Sun 10 Sep, but leave your wallet at home as it's our #heritagependay @NTmidlands #lincolnshire pic.twitter.com/1nt3gW0vvt
11:34 PM - 7 Sep 2017



Robin Britain
@robinbritain

Building arches with earth bricks and earth mortar as part of Heritage Open Days at the Heritage Skills Centre, @LincolnCastle #HODs pic.twitter.com/0DHXK1lqAF
2:10 PM - 9 Sep 2017



Justine Taylor
@justinetaylor

Twisting Heritage Open Days memories @HeritageLincs @VisitEastLincs We LOVE Pow's cottage. pic.twitter.com/Qq58Nkad5r
7:07 AM - 7 Sep 2017



Stuart Tweedale
@Aviation_Stu

Interesting visit to the 'Old Nick' Gainsborough. @HeritageLincs open days, well worth a visit @lincspolice @MarcJonesLincs @G_McNeill_WLDC pic.twitter.com/3BCidMYIXQ
6:51 AM - 7 Sep 2017



LCHS
@LCHSied

@HeritageLincs #LincsHODs Historical Medical equipment from Lincoln County Hospital Museum on display @LCHSied 10-4 today. Free admission pic.twitter.com/TDdLzeCsvP
4:15 AM - 9 Sep 2017



Coral Bell
@coralbells

Looking forward to exploring @LincsCathedral this morning! #churchfanatic
09/09/2017 08:45 from Lincoln, England

Sarah Marie
@SarahStevens19

Being a tourist in my home town #heritagependays #Granthamhiddengraveyard #Granthamhouse #Grantham #Lincolnshire

Crowland Abbey
@crowlandabbey

Wonderful open day at the abbey today. Many thanks to all the lovely people who attended making it a memorable event.

Claudia @ocapancioni

The Halle orchestra practising in Lincoln cathedral ahead of the show tonight! What joy on national heritage day!



ed Johnson
@johnsed100

@LincsRural @HeritageLincs Great day so far 100 through the gate



Ar
@ar_ar888

Fantastic view of Pelham's pillar @JonMitchellTV @LincsSkies @LincsWoldsAONB #pelhampillar @EnglishHeritage @HeritageLincs pic.twitter.com/j0GJZj9gFC

7:17 AM - 7 Sep 2017

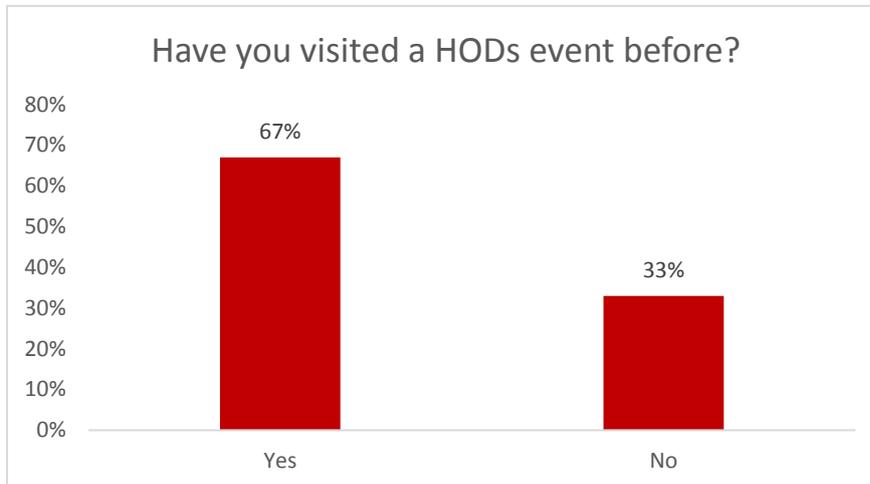


Lincs Wolds AONB @LincsWoldsAONB · Sep 7
Been waiting to go up this for 17 years!!! On my way now!! #LincsHODs @HeritageLincs @BrocklesbyFair

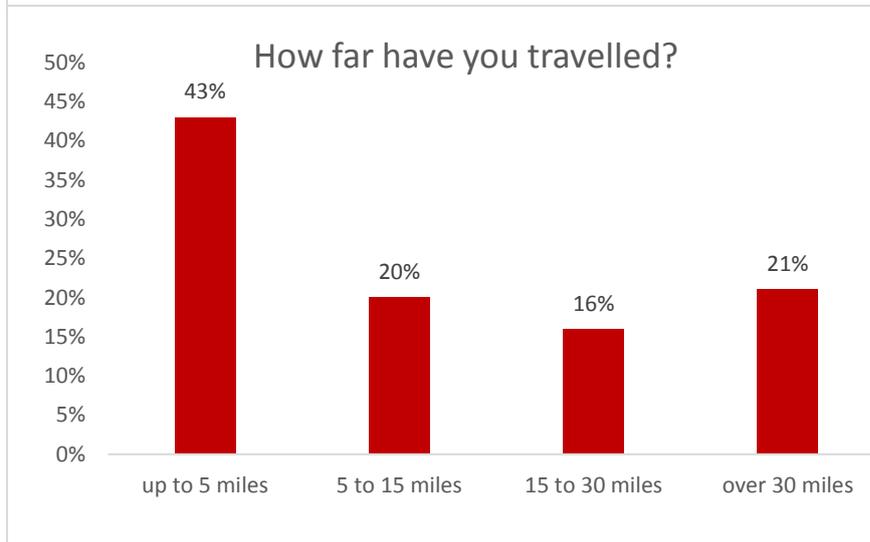


Visitor Feedback

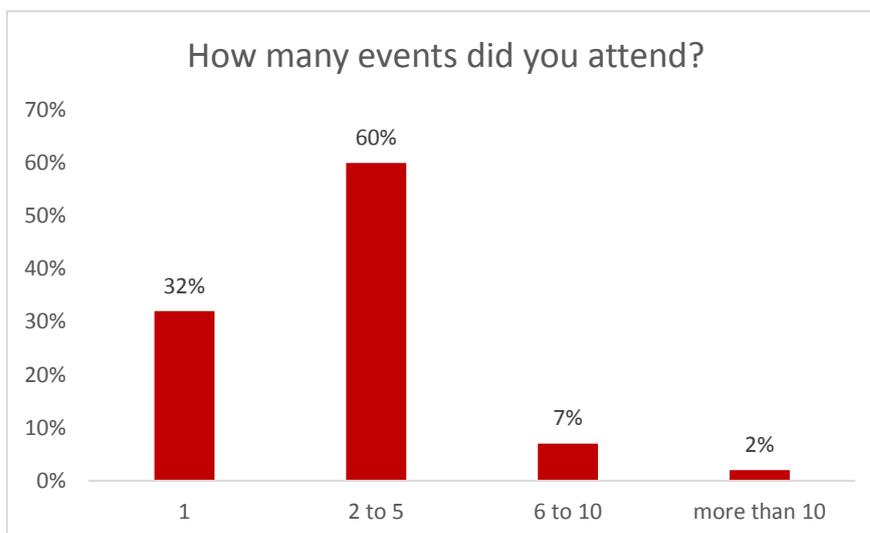
Each year feedback forms are distributed to visitors so that the Lincolnshire Heritage Open Days programme can be evaluated. This year 638 forms were returned representing 2.5% of visitors.



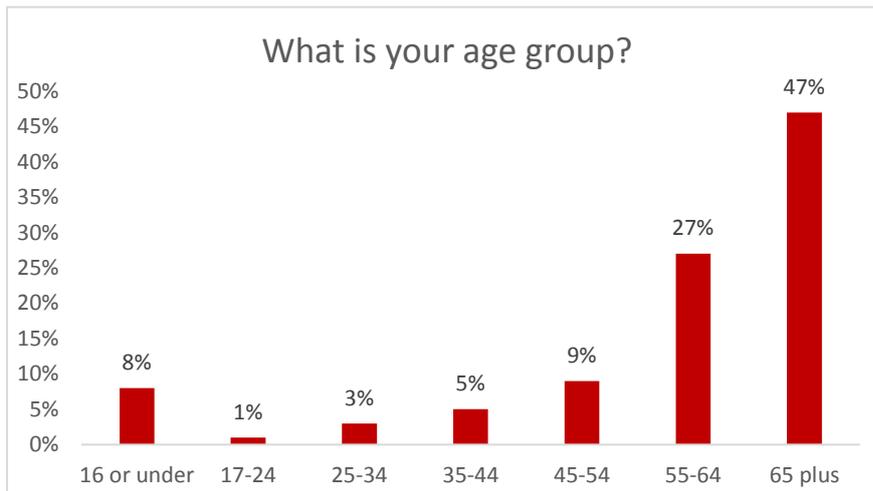
In 2017, 33% of respondents attended a HODs event for the first time. This is 3% less than last year, but demonstrates that festival continues to reach new audiences.



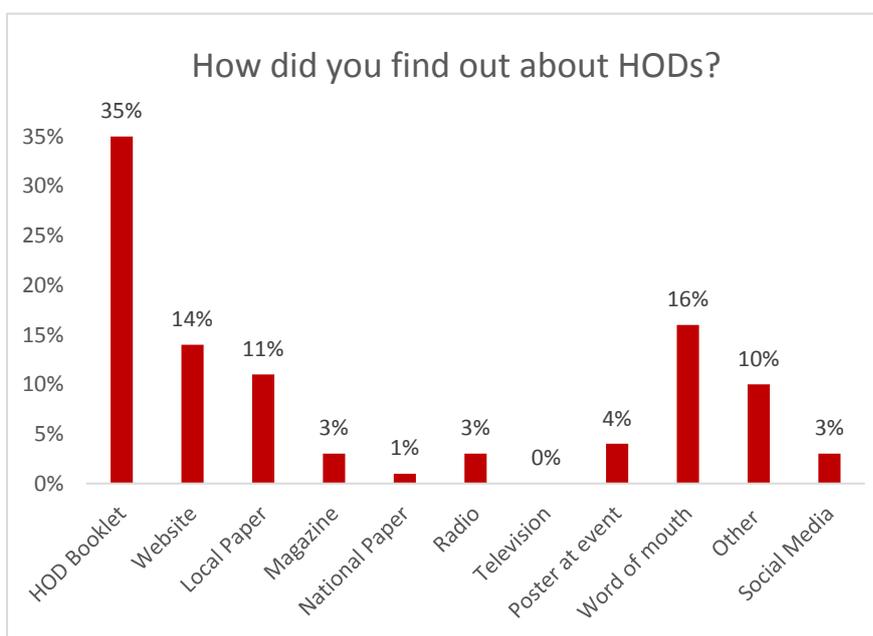
The distances people travelled remained similar to 2016. This continues a trend for many people visiting sites in their immediate locale (under 5 miles), helped by the programme of events spread over a wider area reducing the need to travel.



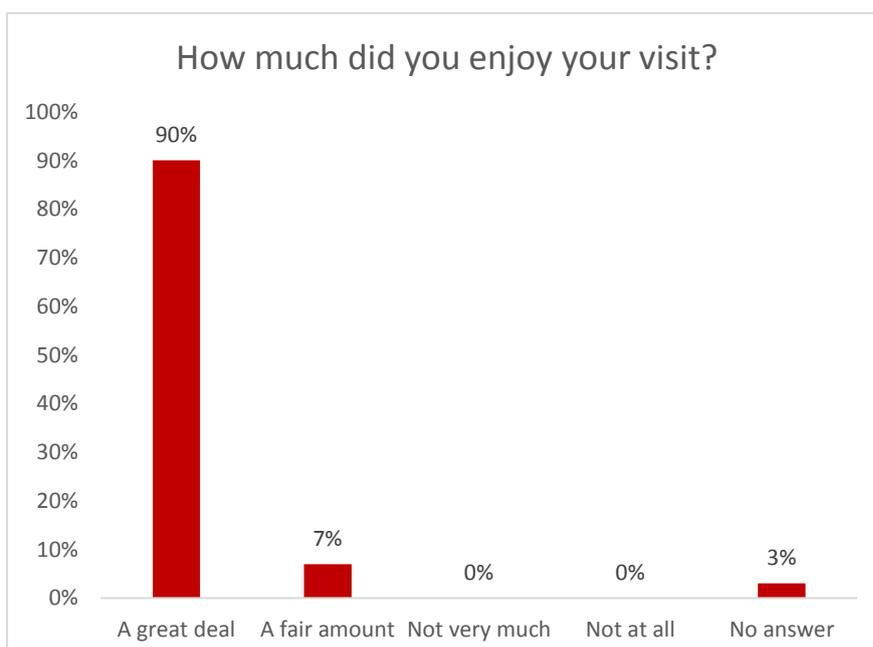
The number of events respondents attended has increased slightly, with a 3% increase in visits to more than 1 event. Although based on a small sample size, it might be hoped that this reflects greater engagement with the festival.



Feedback forms report a 2% increase in under 16s. This is mirrored in the number of children estimated by organisers, which increased by 527 to 2,452 this year. However, they were probably attending with their grandparents, as visitors aged 25-54 declined by 5%. The 65+ group increased by 2%.



The Lincolnshire Heritage Open Days brochure continues to be the most common method for hearing about the festival. There were also slight increases for radio and word of mouth. We introduced social media on the form this year, and the 3% indicated here may be more representative of the demographic who returned feedback forms.



Visitor satisfaction continues to be very high, with 97% of respondents enjoying their experience. This reflects the warmth felt towards the festival and the staff and volunteers who put on these free events, which is greatly appreciated by visitors. This can also clearly be seen by the comments visitors left on feedback forms that can be seen on the following page.

Visitor Feedback Comments

These comments are all taken from visitor feedback forms, and reflect the appreciation local people and visitors have for the festival.

“We enjoyed every visit we made. It is a wonderful weekend event, very much appreciated and very generous in this day and age. Thanking everyone involved in making it so interesting”



Market Rasen station hard hat tour

“Probably the best event in the calendar!”



Hundreds enjoy the Hallé at the Cathedral

“Spent longer than anticipated in the church and found displays very interesting, even though I am not local”

“Absolutely fantastic - love the opportunity to go inside local places we normally just walk past. Thank you!”

“What a wonderful opportunity to see the outstanding building & learn more about the history of Lincolnshire”



Pow Cottage in Tattershall

“Excellent. A fantastic & informative visit. Wish we could have stayed longer. The costumes of the host & hostess were great & the effort made was second to none.”

Organiser Feedback

We received details of visitor numbers from all event organisers this year, and 122 organisers returned their feedback form, which give us more details about the planning and delivery of their event, and how Heritage Lincolnshire can help them.

Many organisers again reported increases in the number of visitors taking part in their events. However, some particularly in West Lindsey commented on travel disruption caused by the Scampton Airshow, and in some parts of the county wet weather also influenced visitor numbers.

This year 688 volunteers helped to organise events showcasing heritage and special places in their communities, which reflects £96,320 worth of volunteer time. There were also a further 76 staff from across the county's cultural sector involved, contributing to the range of sites taking part.

“The event was more popular than ever. Visitors enjoyed the films on show and the information available”



Open day at Heckington Windmill

“Well organised. Excellent social media coverage”

“Excellent brochure. Bunting & balloons were eye catching.”

“Advertising helpful to reach a wider area. The risk assessment was a useful guide too, and the free insurance.”



Volunteers and visitors enjoy tea and cake in the gardens of Grantham House

“Liked the town poster and the support from Heritage Lincolnshire, with ideas and guidance”