



**Lincolnshire Heritage Open Days 2020**

**Friday 11<sup>th</sup> to Sunday 20<sup>th</sup> September – “The Past and Pastimes - *The Heritage of Lincolnshire's Leisure*”**

On behalf of the Lincolnshire Heritage Open Days Steering Group, we are thrilled to announce the details of 2020's Lincolnshire Heritage Open Days Festival, and invite you to register your event with us.

Enclosed with this letter you will find an FAQ to help answer some of the questions that you might have about the festival.

Your main contacts at Heritage Lincolnshire will be Ray Knight and Charlotte Davey, and the best times to contact us are Tuesdays and Fridays, though you can leave a message with reception if you need to get hold of us outside of these times.

We hope you will be able to join us this year, last year saw over 194 events taking place across Lincolnshire, and this year we hope to make it the best year yet!

The theme this year reflects the heritage of and within leisure and free time, so we cannot wait to see what you will come up with for 2020!

Remember that you will need to register your event with us by **1<sup>st</sup> March 2020** for it to feature in the brochure.

Yours sincerely

**Ray Knight & Charlotte Davey**  
Heritage Open Days Team

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# Lincolnshire Heritage Open Days FAQ

## What is the Heritage Open Days Festival?:

Lincolnshire Heritage Open Days is part of the National and European Heritage Open Days initiative that takes place each September. In Lincolnshire (including North and North East Lincolnshire), the programme of events has been co-ordinated by Heritage Lincolnshire for over twenty-five years.

We aim to celebrate the county's built, buried, natural and cultural heritage by arranging a programme of Heritage Open Days events. These allow visitors to access places that are either not usually open or would normally charge an entrance fee. They can also include tours of historic buildings, guided walks, talks, exhibitions, re-enactments or demonstrations of crafts and skills. Because all events are free they offer visitors a unique opportunity to find out and participate in aspects of their heritage and culture that they might not usually encounter. More information can be found at [www.heritagelincs.org/heritage-open-days](http://www.heritagelincs.org/heritage-open-days)

In 2019 there were 194 events and more than 32,000 visitors took part, thanks to the help of hundreds of staff and volunteer event organisers.

Our programme of events is developed by the Lincolnshire Heritage Open Days Steering Group, which is made up of volunteers from local interest groups and tourism and heritage staff from Lincolnshire's local authorities. A different theme is chosen each year to bring variety to the programme.

## What's the Theme for 2020?:

This year's theme is "**The Past and Pastimes - The Heritage of Lincolnshire's Leisure**", and will highlight the heritage of Lincolnshire at Leisure. This year's theme is a bit different to previous ones as there are several ways to get the most out of it. Events could include:

### Events Celebrating the Heritage of Leisure

- An exhibition on the games, fetes, festivals and activities of the past
- A tour of your local sporting or social club
- A talk on the history of a hobby such as bird-watching or model railway creation
- A showcase of local societies and hobby groups, inviting the public to see your latest projects

### Events Celebrating Heritage Through Leisure

- A knitted heritage project – Get visitors involved in knitting a woolly version of your site
- A guided walk/hike around the village looking at lesser known heritage sites
- A re-enactment or Live Action Role-Play (LARP) event with re-enactors or LARPer's talking about what they do
- A tour for cyclists, where visitors can bring their bikes and explore heritage sites off the beaten track

And so much more – We'd love to hear about your ideas!

Although we hope that you might consider featuring an element of the theme in your event, please note that events **do not have to relate to the theme** so if you are struggling to find a connection, then don't worry. As long as it meets the festival criteria outlined below, then you can register your event with us.

### **How Can My Event Meet the Criteria?:**

The main criteria for a Lincolnshire Heritage Open Days event are:

- Events must be **free of charge** and take place during between 11<sup>th</sup> September and 20<sup>th</sup> September.
- Events and activities should celebrate the heritage, history or archaeology of Lincolnshire and, where possible, highlight this year's theme.
- Open a site/part of a site that is not usually open to the public, waive the usual entry fee, or put on a special event
- Events and activities can be on one or more of the ten days, and at times to suit the organisers.

### **Can I Charge for My Event?:**

Unfortunately, a core aim for the festival is that events are provided for free. You can however charge for additional elements. For example, if the event itself is free admission, you may charge a fee for:

- Add-on features such as tower tours or children's trails.  
*Please note that this cannot be the focus of the event. For instance, if you are running an event at a church which is open year-round and are only putting on tower tours for the festival, you cannot charge for these, as they would be the only element that meets the festival criteria.*
- Refreshments
- Souvenirs

You may also ask for donations, or raise money for your site through fundraising activities such as raffles etc.

### **Do I Need Public Liability Insurance to Run an Event?:**

You do need public liability insurance to run an event. If you already have public liability insurance through your organisation, then this is enough. However, you must provide the company name, address and policy number in the space provided on the event registration form.

If you do not have public liability insurance, then you can still get free public liability insurance through the National Trust who organise the national festival. They provide public liability insurance cover for all organisers, properties and events that comply with their insurance terms and conditions. The main condition is that you undertake a 'risk assessment' prior to the event taking place which you keep. Risk assessment forms and further details will be provided by us.

Unfortunately, the free public liability insurance does not cover weapons, musical instruments, transport, and other hazardous hands-on activities.

## What are the Free Services and What do I Need to Do?:

Heritage Lincolnshire provides the following services free of charge to all event organisers:	Event organisers will need to:
<ul style="list-style-type: none"> <li>• Include your event in 20,000+ festival brochures distributed across the county to libraries and TICs</li> </ul>	<ul style="list-style-type: none"> <li>• Complete the event registration form and return it to us by the deadline</li> </ul>
<ul style="list-style-type: none"> <li>• Distribute brochures to hubs across the county for collection by event organisers</li> </ul>	<ul style="list-style-type: none"> <li>• Keep in contact with us about any cancellations or changes to your event</li> </ul>
<ul style="list-style-type: none"> <li>• Feature your event on the Lincolnshire HODs webpage (70,000+ views) and register your event with the National Heritage Open Days website <a href="http://www.heritageopendays.org.uk">www.heritageopendays.org.uk</a></li> </ul>	<ul style="list-style-type: none"> <li>• Check and confirm the proof we send you of your event details before it goes to print</li> </ul>
<ul style="list-style-type: none"> <li>• Post you an organiser pack including a copy of the brochure, directional signs, poster template, press release template, and risk assessment template if required</li> </ul>	<ul style="list-style-type: none"> <li>• Use the promotional pack we send you to create your own press releases and posters to market your event</li> </ul>
<ul style="list-style-type: none"> <li>• Make available bunting, balloons and stickers when provided by the National organisers</li> </ul>	<ul style="list-style-type: none"> <li>• Link with us on social media during the festival using #LincsHODs</li> </ul>
<ul style="list-style-type: none"> <li>• Promote the festival with posters, in newspapers, magazines, radio stations and on social media</li> </ul>	<ul style="list-style-type: none"> <li>• Use our evaluation forms to collect feedback from visitors and send this and your organiser evaluation form to us by the end of October</li> </ul>

## Do You Offer Any Paid Services?:

To help support you in organising your event, we do offer additional paid services for the small fee of £25. This is non-obligatory but is great for organisers who have a busy schedule.

For the £25 we can provide the following additional services:

- Handle bookings for your event, providing you with a list of attendees before the festival without the hassle of taking calls and dealing with disappointed people when your event becomes fully booked
- Deliver as many festival brochures as you require right to your door
- Create a Facebook Event for you to help you promote your event on social media

Please indicate on your Event Registration Form if you would like any of these extra services and include a cheque (payable to Heritage Lincolnshire) or a purchase order for the sum of £25.

### **How Do I Register My Event?:**

- To take part in Lincolnshire Heritage Open Days please complete and return the Event Registration Form by email or post. You can also register your event online at <https://www.heritagelincnshire.org/hods-event-registration-form>
- If possible, please also include several photos that you give us permission to use in the brochure and online to help promote your event.

### **Are There Any Deadlines?:**

- If you would like your event to be included in the festival brochure, the final deadline for returning this form is the **1<sup>st</sup> March 2020**.
- Events submitted after this date will be included on the festival websites but will not benefit from the extra publicity of appearing in the brochure.
- No events can be submitted to either the National nor Heritage Lincolnshire's website after the **1<sup>st</sup> August 2020**.

### **Why is the Deadline for Registration so Early?**

Unfortunately we do recognise that March seems like a long time before the festival in September. We ask you to return it promptly for these main reasons:

- The brochure is launched and distributed at the Lincolnshire Show in June and the Heckington Show in July, to attract the most publicity and give the public plenty of time to plan their festival. To have over 20,000 copies ready for this, we must send the final version to the printers at the beginning of May.
- The festival is doing fantastically and growing year on year as the number of days increases. This however takes a huge amount of organisation and processing work at Heritage Lincolnshire, as we need to check, edit, agree, organise and design every entry that we receive. For 2020 we are expecting more than 200 events to be registered with us.
- The earlier we receive your registration, the more time we have to work with you on the editing to make sure your event entry is the best it can possibly be.

If you require any further information or you would like to discuss any of the above, please contact Ray Knight or Charlotte Davey at Heritage Lincolnshire.