

# Sheffield heritage open days

11 - 20 September  
2020

## Organiser Toolkit

April 2020 2nd Edition



Please note that the following dates may be adjusted/confirmed over the next couple of months, we will keep you informed of developments as we get them from the national HODs team. At the moment (early April) all options are remaining open and it is hoped that the festival will go ahead as planned in September.

- **First week in March 2020:** national event registration online system opens  
Remember to **upload a photo of your event/organisation when registering** as this will help to capture interest from potential visitors AND can be used in the print brochure, tying both the website and the print brochure together.  
**NB New organisers need to set up a log-in before you can register your event.** This is your first step, so you should do this even if you're not ready to fill in your registration. You can then use this log-in for future years.  
*NB: early registration with the national system allows you access to additional resources to promote your event, including reminders for ordering publicity materials including banners and balloons.*
- **4th May 2020:** applications open via national event website for promotional material orders e.g. balloons & banners—you must have registered your event to be able to order these!
- **Sheffield Organisers Training event 2020: 'Getting the most from the Heritage Open Day: Before, During & After'** A **FREE** training session delivered by Daniel Taylor, of *Daniel Taylor L & T*. This will cover how to make the most of Heritage Open Days before, during and after. This session is **FREE** to all organisers and will be packed with **useful ideas and advice** to deliver a brilliant event. The Sheffield Heritage Open Days team will also be on hand to answer any questions you have about the practicalities of setting up your event. **Date to be confirmed and will take place either as a meeting OR as an online virtual event. Further details to follow.**
- **1st June 2020:** the event directory goes live on the national website
- **Friday 26th June 2020:** deadline for registration to ensure inclusion in the Sheffield HODs printed brochure
- **1st August 2020:** final deadline for registration on the national Heritage Open Days events website
- **29th August 2020:** all 2020 events are live on the national Heritage Open Days 2020 events website
- **Thursday 3rd September 2020:** Sheffield HODs launch event at The Gardeners Rest, Neepsend from 17:00 – 19:00
- **11th – 20th September 2020:** Heritage Open Days programme is live. Have fun!
- **October 2020** (date tbc): event organisers feedback and evaluation session

Every September some 46,000 volunteers across England organise 5,500 events to celebrate our fantastic history and culture. It's a chance to see hidden places and try out new experiences – all of which are **FREE to explore**.

Heritage Open Days is a **national initiative**, organised by the **National Trust**, and the largest cultural festival in England. In 2019, it celebrated its 25<sup>th</sup> anniversary. The Sheffield programme has gone from strength to strength and is now a major part of the city's heritage and events calendar. The 2020 programme will run from **11<sup>th</sup> to 20<sup>th</sup> September** inclusive.

**What makes a Heritage Open Days event?** These events **must take place within the programme dates** and typically involve a place or organisation **not normally open to the public**, or perhaps opens on a different day (e.g. the weekend).

Organisations and societies host a **specific event offering something special**, and can have a **focus around the Heritage Open Days theme**. All events are **free of charge** although funds can be raised through e.g. cake stalls, a tea stand or donation boxes. (If your venue usually charges for entry, you must offer free entry for it to qualify as a Heritage Open Day event.)

**Remember you don't have to open for all the days!** You can decide any number of days, any times, whatever you think you can deliver (we are trying to encourage some 'after work' events from 5pm.)

### **Why take part?**

Organising and delivering an event as part of the Heritage Open Days programme is easy. There are **benefits to your organisation** in being part of a city and nationwide event, with **free publicity** on a national platform to raise awareness of your organisation's work and attract new visitors who may not have heard of you before.

## **Heritage Open Days in Sheffield**

There is a small volunteer team who **coordinate and deliver the Sheffield programme**, working in partnership with the national HODs team and organisations delivering events in and around the city. We are part of **Sheffield Civic Trust** and are proud to support this platform for the city's culture and heritage. The team is not resourced on a full-time basis and may not be able to reply to your queries immediately although will get back to you as soon as possible.

**We are always keen to encourage new areas or organisations to get involved, bringing diverse community groups together to celebrate the city's heritage. If you want to deliver an event, and are not sure how to include this year's theme, do not be put off! We are here to support you and are happy to chat about ideas.**

**Heritage Open Days is all about celebrating community and local stories, which feels more important than ever in these strange times. Let's hope that by September we can all enjoy a festival which celebrates our communities' resilience and adaptability as well as**

in subsequent years.

Visit <https://www.heritageopendays.org.uk/portal/login-request> to request your login.

If you have done HODs before and already have a login - take a few minutes to check that your details are up to date

## 2. Do your risk assessments and sort out your insurance

- Remember all events require a risk assessment to be completed.
- If you don't have your own public liability insurance, tick the box when you register to get the free HODs cover.

## 3. Registering Your Event!

To fill in the registration form you will need the following information about your event:

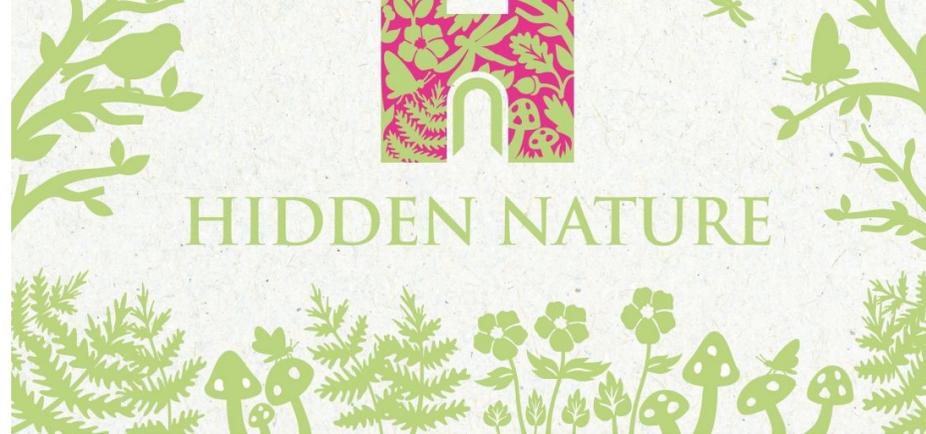
- A description of what visitors can see and do at your event.
- The location - where will your event be taking place? Be as specific as possible so that people can find you
- Timing and Tours - opening and closing times, and booking information for tours
- Include an **image!** This helps your listing stand out.

### Ready to start registration?

- ⇒ Click on the Organiser login (top right of the webpage)
- ⇒ Step 1 - My Contact Details - complete and save
- ⇒ Step 2 - click on registration tips which gives clear instructions on the registration process. **\*\*Remember to save as draft if you want to return later to complete your registration. If you have registered an event in previous years, you can pull up your previously submitted entries and modify if required.**

*Register as soon as you can to benefit from extra publicity and the best chance of getting free official promotional materials.*

**To be included in the printed Sheffield HODs brochure you must register before**



## Heritage Open Days – the theme for 2020

Each year's HODs programme has its own theme that event organisers are encouraged to use and this year it's "**Hidden Nature**".

You don't have to follow the theme but it might be worth thinking about how you could link your Heritage Open Day to the theme - it might give you a few ideas how to bring a new 'twist' to your event!

### Here are a few ideas from us:

- This is a great opportunity for **walled, hidden or unusual gardens**
- Or, looking at how nature is represented in **buildings, stained glass and artwork** across the city
- Is there a story behind the **materials used in your building**, if the event is held there?
- Can you tie your event into some of the **public sculpture or art** in the city?
- Consider "**hidden**" nature....where do we see this? Where will your visitors see this?

Organising a Heritage Open Days event doesn't have to be a solo experience and we encourage you to think of ways in which **new collaborations** can help to make your event a success.

Depending on what type of Hidden Nature event you have planned, you may want to reach out to the following types of organisations/individuals in your local area...

- **Local special interest groups** (birdwatching societies, ramblers, scouts etc.) that could advise or even lead events on your behalf
- **Local nature organisations** (woodland centres, animal conservation charities, wildlife trusts etc.) who might be able to provide guest speakers or experts to lead your event
- **Biologists and other academics** who could help with your research or even become

If you're running a walk, talk or guided tour for your Heritage Open Day, it's a great idea to use a **free online ticketing** platform such as **Eventbrite** to control the number of people turning up on the day. Whilst it's great to be popular, it can cause problems if more people than you expect turn up for your event on the day!

### Here are a few quick tips for successful ticketing:

- If you're using Eventbrite (or any other booking system) to list your event, **please select 1<sup>st</sup> August as the date for bookings to open** (our official Sheffield launch date for the printed brochures). This avoids the possibility of your tickets being snapped up before the start of our launch and gives everyone a fair chance of booking a place.
- Close your booking in good time before the start of your event so you have time to **print off your attendance list**.
- Once you have created your Eventbrite event you can **include the link to it in your HOD registration**, and why not post it on Facebook and Twitter too for extra publicity?

If you've not tried it yet, visit <https://www.eventbrite.co.uk/> and off you go! (Remember, all Heritage Open Days events **must be free to attend**.)

### However...

If all this is a bit daunting for you but you would still like to use Eventbrite for your event, **drop us an email** and we will do what we can to help. If you are really struggling, then provide us with your event description, dates, times, maximum numbers, contact name, email, phone number and any other info such as age restrictions, suitable clothing, accessibility etc., and a photo to promote your event we will even set it up on Eventbrite for you. We want to help make everyone's event go as smoothly as possible.

If you don't want to use Eventbrite but are running a walk, talk, tour or event with limited places **please use some sort of booking system** (e.g. phone bookings, emails bookings) and **be clear in your event description that places are limited and must be pre-booked**.

### And just to remind you that:

- you will need to **register your HOD event no later than 26 June** to be included in the Sheffield brochure
- **free marketing materials** - bunting, banners, balloons - will be available to **order from the end of June** via the Organiser area of the national website

free public liability insurance for your event. Whether you use this insurance or whether you have your organisation's own, it is **essential to have public liability insurance for your event** as this will protect your organisation and your members for any possible claim against you if a member of the public should have an accident at your event.

**You MUST do a WRITTEN risk assessment prior to your event.** These are simple to do and there is a blank proforma which we can send you on request, email us at [hods@sheffieldcivictrust.org.uk](mailto:hods@sheffieldcivictrust.org.uk) for a copy. You will need to think carefully about the activities you are offering and the venue where your event will be taking place and follow these steps:

1. identify any possible risks which could result in an accident on the day. Think about e.g. bad weather, step/stairs, slips/trips, machinery/tools, allergens etc.
2. Determine who will be affected by these risks e.g. visitors, volunteers
3. Assess the risks and take action to mitigate them.
4. Make a record of these findings
5. Review the risk assessment and make sure that it is followed on the day.

**For example:**

1. Risk - slips or trips on your site tour due to uneven or wet ground
2. Who? - visitors and volunteer tour guides
3. Assess—risk is slight but will be worse in rainy weather. Reduce the risk - advise visitors to wear sturdy footwear in your event advertising. The tour leader will explain to the group before the tour starts that the ground is uneven and will advise them to take care when moving around the site.
4. Record this risk on your risk assessment and repeat this process for other possible hazards.
5. Circulate the risk assessment to all staff/volunteers before the event. On the day before the tour begins the group leader addresses the group before starting the tour, warns them of the possible hazard and tells them to take extra care moving around the site.

All community events taking place on council land need to have council permission to take place. There is a formal procedure of applying and a set of guidelines to follow. In theory the council can levy a charge but we have not heard of this happening in practice for a HODs event, however if your event is going to take place on council land e.g. in a park we strongly recommend that you contact the Parks and Countryside department as soon as possible (they require not less than 12 weeks notice.)

Full details of the application process and the form are online on the SCC website; if you have trouble finding them get in touch and we can email you a copy.

According to the SCC website the minimum requirement to hold an event on council land is:

1. Submission of a completed application form with all relevant information about the event
2. Detailed Site plan showing where the event will be set up and what will be on site and/or a route plan showing where a walk or run will take place
3. Risk assessment appropriate to the type and scale of event
4. Valid Public Liability insurance certificate (minimum £5,000,000 indemnity)
5. Details of First Aid cover for the event (minimum 2 suitably qualified and experienced people)

It is your responsibility as the event organiser to get the necessary permissions from Sheffield City Council if your event will be taking place on council land. If you are unsure as to whether this affects you please contact Sheffield City Council for clarification.

- Discover a range of extra resources to download from the organiser portal including: logos; templates; media guide; fact files on a wide range of topics; evaluation materials
- Inclusion on the national website and on our local Sheffield HODs website
- Guidance via email
- Free local Networking events to meet the team and swap ideas and experiences with other organisers.

## Keep in touch...

There are several ways you can contact your Sheffield Coordinator team and keep in touch with what is happening with HODs locally:

**Email:** [hods@sheffieldcivictrust.org.uk](mailto:hods@sheffieldcivictrust.org.uk)

**Facebook:** [facebook.com/sheffieldheritageopendays](https://www.facebook.com/sheffieldheritageopendays)

**Twitter:** [@sheffield\\_hods](https://twitter.com/sheffield_hods)

**Instagram:** [#sheffieldhods](https://www.instagram.com/sheffieldhods)

**National website:** <https://www.heritageopendays.org.uk/>

**Local website:** <https://www.sheffieldhods.com>

