

64% of people visited a place for the first time

61% of visitors go on to visit heritage properties more frequently

48% of visitors say they were inspired to volunteer at a heritage site, a 33% increase on 2017

Nearly 1/3

of visitors had not been to a heritage site in the past 12 months



“I loved the whole experience. Visiting has led me to consider applying for membership of this wonderful and historic institution”

– Visitor to the Athenaeum, Liverpool

“Managed to visit four places that we had never visited before, two of which we never knew existed! Still buzzing from the experience”

– Visitor





5,517
events

3.1 Million
visitors

2,046
local organisers
& coordinators

49,000
volunteers

£20 Million
added to local
economies

“The atmosphere was just wonderful”
– Oxford Preservation Trust



Website

Over 2.8 million website views during the festival



Social Media

Content seen 400,000 times during the festival

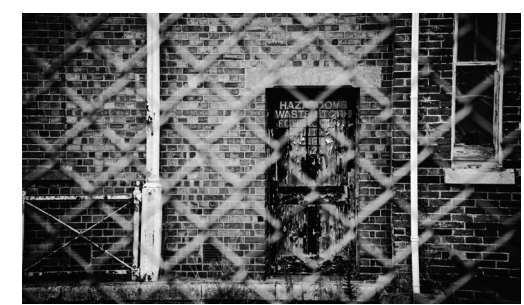
Over 3,000 new followers gained during the festival

Radio, Press & TV

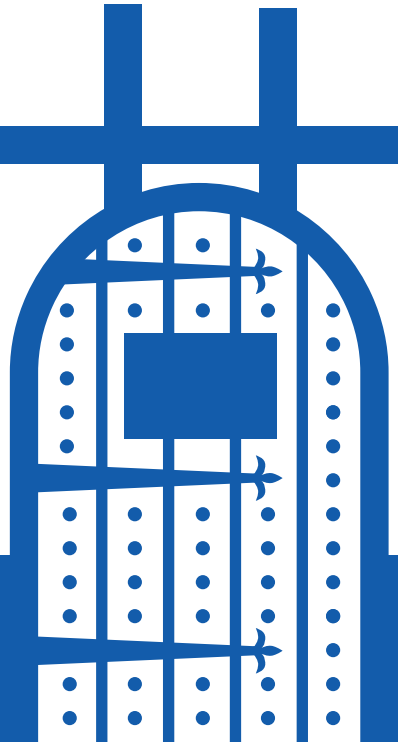


Coverage on over 20 regional radio stations and 9 TV stations

Featured in The Times, The Daily Mail, Grazia, as well as on ITV's This Morning



Jason Brodie-Brown, photography competition winner



heritage open days



86%

of visitors say their experience made them feel more part of their local community

79%

of visitors say their experience has helped them to understand the history/background of other people

“A most worthwhile exercise in improving community cohesion and showing off our beautiful building”

– Organiser, Leicester Hebrew Congregation



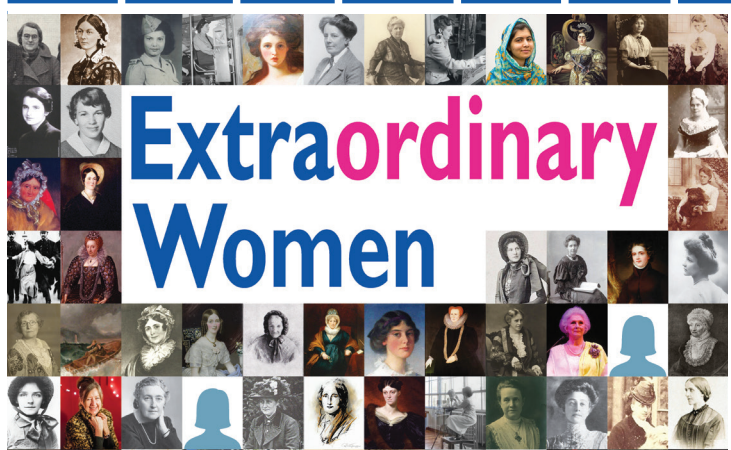
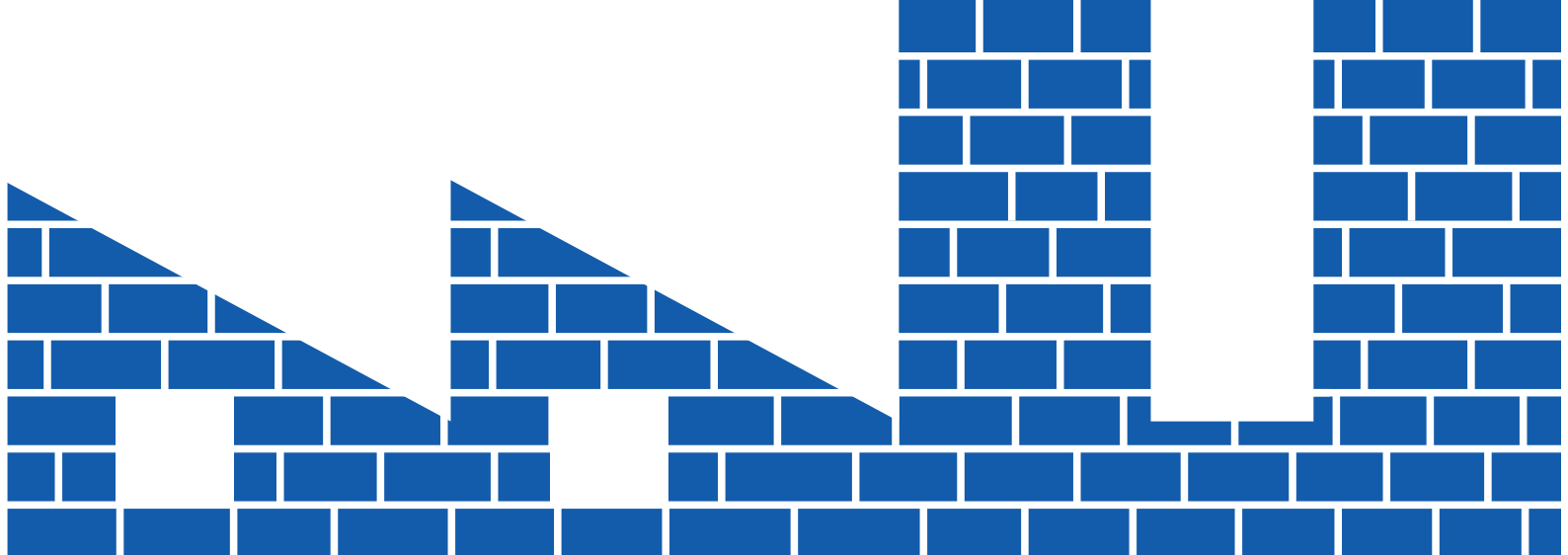
86%

of volunteers say they are now more likely to volunteer at other heritage sites

“I am engaged with heritage groups on a regular basis but this is a wonderful way to coordinate them”

– Volunteer, Port House, Lowestoft





Extraordinary Women

Over 500 Extraordinary Women events were held, which celebrated a fantastic range of lives and achievements.

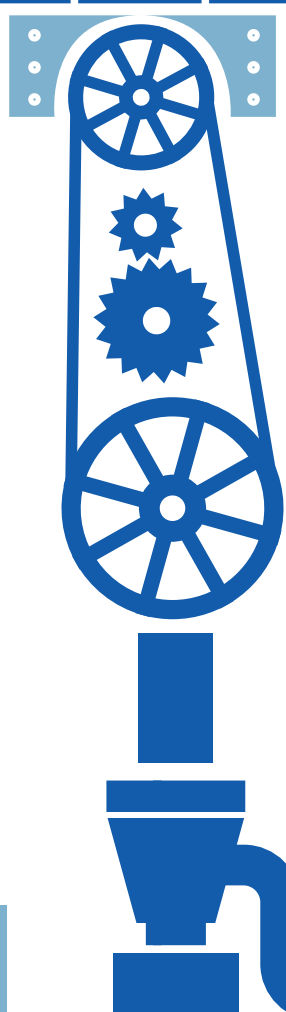
Over 140 women, suggested by organisers and members of the public were featured on our 'Wall of Women'.

“The theme of Extraordinary Women really took off here in Beverley. Within 48 hours we had allocated all 100 free tickets”

– Coordinator in Beverley

“I feel so humbled and emotional by the total experience that I am lost for words”

– Robina Shah, featured in put her forward



non zero one's artwork, put her forward, received more than 200 public nominations for living women who have positively impacted on those around them.

25 incredible women, from a diverse range of backgrounds, were selected, replicated as small 3D-printed figures, and unveiled across England.

