

# Heritage Open Days 2021 Evaluation Summary

Every September, thousands of people come together across England to celebrate their heritage, community, and history. Stories are told, traditions explored, and histories brought to life. It's a once-a-year opportunity to see hidden places and try out new experiences – and it's all FREE.

2021 saw a significant level of recovery as the country opened up, with the volume of events recovering to two-thirds of 2019 levels.

## Celebrating communities and bringing people together

**86%** of visitors said that they learnt something new about their local area at a HODs event

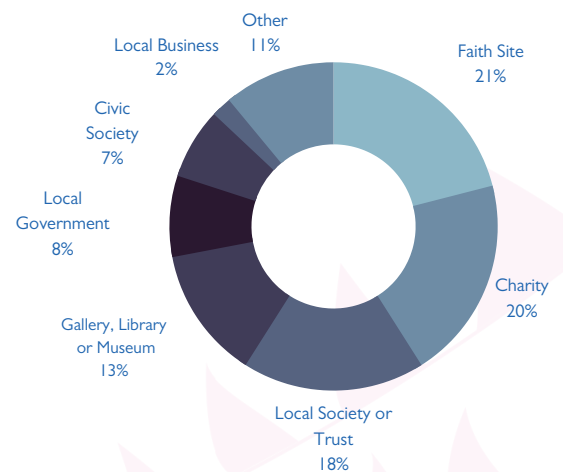
**80%** of visitors said that visiting a HODs event made them feel more proud of their local area

**70%** of visitors said that the event they went to was a great way of bringing different people within the community together

### 2021 FIGURES AT A GLANCE

738,000	festival visits
317,340	first-time visits
3,445	in-person events
421	online events
3,866	total events
33,100	volunteers
4,300	paid staff
1,528	sites & events took part

## Who takes part?



## Generating income for sites



Visitors are keen to support organisations when they visit. This year 2/3 of visitors made donations during the festivals



Visitors are inspired to return to heritage sites, generating future visits. In 2021, 74% of visitors said they would go on to visit sites more regularly

*'It is a real highlight in our yearly calendar and we, as a community, gain tremendously in so many ways. Although our Chapel is in the middle of town, it is tucked away in its own grounds and many local people have never visited.'*

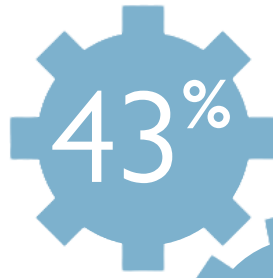
- Vivienne Brown,  
Mansfield Unitarian Chapel



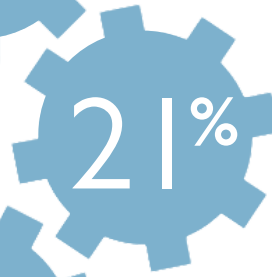
## It's a growing festival, in 2021...



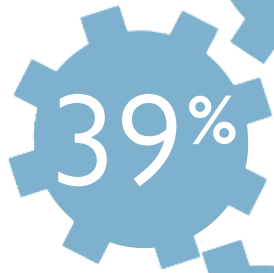
Images : Paul Harris, 2021 Heritage Open Days



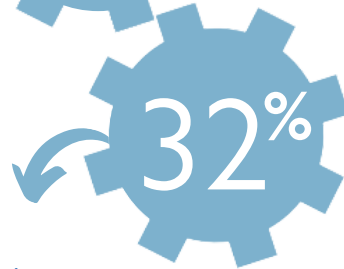
of visitors had never been to a Heritage Open Days event before



of organisers and 46% of volunteers were new, opening for the first time during this year's festival



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



### It's FREE to access

Heritage Open Days is founded on the principle of free entry. This year 32% of audiences came from a C2DE background.

*'my larger than average family accessed a great museum that would have cost us a lot of money that we can't justify at the moment' - Festival Visitor*

*'The festival is so important in enabling people to visit sites that they might not usually be able to afford. I think special events at the sites make the days more special for visitors who do not normally visit heritage sites.' - Festival Visitor*

### Visitors Love HODs



Net Promoter Score (NPS) reflects how many visitors go on to recommend their experience to other visitors. A score of 80 or more is considered exceptional. Our 2021 score was 89/100

### and it gets noticed...



#### Radio, Press & TV

- More than 270 press covers including The Guardian, The Times, The Daily Mirror and The Telegraph
- Featured on national TV and local radio such as ITV and BBC Radio Hampshire



#### Website

- 4.8 million page views during the year
- 46% of visitors find events through our website



#### Social Media

- 4,200 new followers added to our network of 56,200 followers.
- 3.6 million users reached during the festival