

Sheffield heritage open days

10 - 19 September 2021

Organiser Toolkit



Heritage Open Days 2021 – Planning Timeline

We have put together some **key dates** for your diary to help you organise a successful HODs event

- **March 2021:** national event registration online system opens
If you can **please upload a photo of your event or 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.
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, as well as useful guidance on developing digital events and on risk and insurance.
- **May 2021 – date tbc:** Online training event for Sheffield area organisers
- **June 2021 (tbc) :** applications open via national event website for promotional material orders e.g. balloons & banners—you must have registered your event or activity to be able to order these.
- **1st June 2021:** the event directory goes live on the national website
- **Friday 25th June 2021:** deadline for registration to ensure inclusion in the Sheffield HODs printed brochure
- **1st August 2021:** final deadline for registration on the national Heritage Open Days events website
- **30th August 2021 (tbc):** all 2021 events are live on the national Heritage Open Days 2021 events website
- **Thursday 2nd September 2021:** Sheffield HODs launch event from 17:00 – 19:00 (venue tbc)
- **10th – 19th September 2021:** Heritage Open Days programme is live. Have fun!
- **October 2021** (date tbc): event organisers feedback and evaluation session

The history of Heritage Open Days (HODs) and the Sheffield Heritage Open Days

Heritage Open Days is a **national initiative**, organised by the **National Trust**, and the largest cultural festival in England. 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**. In 2019, it celebrated its 25th anniversary.

Even with the continuing restrictions caused by the pandemic, 2020 was a successful year for HODs, and in some ways the most innovative and creative festival yet! We hope that the roadmap out of lockdown will mean that 2021 will see a return to in-person events and that these will be enhanced by a mix of digital and real-life activities which will build on the success of last year's online offerings and provide opportunities for people to get involved in ways which suit them best.

Guidance notes on 'Staying safe on site' and 'Opening up to digital' are available to organisers on the national website.

With your help the Sheffield festival has gone from strength to strength and is now a major part of the city's heritage and events calendar.

The 2021 programme will run from 10th to 19th 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 open on a different day

Organisations and societies host a **specific event offering something special and new**, which may **focus on the Heritage Open Days' Edible Britain theme**. All events and activities must be **free of charge for visitors to access**, although funds may be raised through, for example, donation boxes or selling refreshments. 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! One day or even part of a day is fine.

Why take part?

Organising and delivering an event or activity as part of the Heritage Open Days programme is straightforward and rewarding. 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

A small volunteer team 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 always 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 get started, do not be put off! We are here to support you and are happy to chat about ideas.

Heritage Open Days – the theme for 2021

Each year's HODs programme has its own theme that event organisers are encouraged to use and this year it's "**Edible England**". From woodland foraging to factory floor, forgotten recipes to regional delicacies, we're asking our festival community to explore the past, present, and future of our culinary heritage and culture.



We are increasingly becoming a nation of foodies and what we eat and drink is at the heart of much of our culture, our history, our communities, and our lives. It's a doorway into hidden histories, regional differences and the myriad cultures around us. It's a universal language and one of our basic needs, the perfect starting point for another diverse, fun, exciting festival year!

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

Here are a few ideas from us:

- **Cultural Cookalong** - We're inviting HODs organisers to inject a heritage twist into this age-old concept. This could include recreating an ancient recipe, using an ingredient that has gone out of fashion, or sharing a local or regional speciality.
- **Nature's Table** - Nature's table s could include foraging the landscape for edible ingredients, exploring the wonderful world of kitchen gardens, going behind-the-scenes of the agricultural industry, or exploring the ecosystems that play a vital role in our food and drink production.
- **Food from Afar** - Many of our favourite recipes and ingredients have come to us as a result of the movement of people and of trade You might investigate the origins of what we eat and drink, celebrate the diversity of our favourite dishes, and explore the impact of changing diets.

Working together

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 **Edible England** event you have planned, you may want to reach out to the following types of organisations and individuals in your local area...

- **Local special interest groups** that could advise on or lead activities on your behalf
- **Local cultural organisations** who may be able to provide access to different cuisines, recipes or experts for your event
- **Growers, horticulturalists and producers** who could contribute to your event or activity
- **Local musicians, artists or yoga/meditation** instructors to help add another dimension to your event

Taking bookings for your event: Using Eventbrite

If you're putting on a walk, talk or guided tour for your Heritage Open Day, it's important to know how many people you can safely accommodate and make sure no more than this number turn up. By using a **free online ticketing** platform such as **Eventbrite** you can control the number of people turning up on the day. Whilst it's great to be popular, it will cause problems if more people than you expect turn up for your event on the day, so please be realistic and plan ahead.

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 1st 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 post it on Facebook and Twitter 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.

Here's an example of a HOD event for a previous year which we helped set up, which will give you an idea of how it works: [Historic Troublemakers Walk](#)

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

Insurance and Risk Assessments

When you register your HODs event on the national website you are eligible for **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 we can provide you with a blank proforma if you need one. 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 common sense really, but you do need to do it! If you need help get in touch but the ultimate responsibility will be with you as organisers to complete a written risk assessment for your HODs event beforehand and to ensure that your team are aware of and comply with it.

NB If your event involves external groups, e.g. re-enactors or contractors like Victorian funfair ride operators, you should ask for a copy of their Public Liability Insurance and risk assessment for their part of the event. Any reputable operator or organisation will have these documents and expect to be asked for them.

Events on Sheffield City Council land

(e.g. parks and open spaces owned or managed by Parks & Countryside/Sheffield City Council)

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.

We can help you:

- Access free materials to help you promote your event
- Get free public liability insurance. (Heritage Open Days has public liability insurance with AVIVA.)
- 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

Facebook: facebook.com/sheffieldheritageopendays

Twitter: [@sheffield_hods](https://twitter.com/sheffield_hods)

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

National website: www.heritageopendays.org.uk/

Local Website: www.sheffieldhods.com

