

ANNUAL GENERAL MEETING 2016



GOSPORT HERITAGE OPEN DAYS

Supported nationally by



Historic England



National
Trust



Supported locally by



Hampshire
County Council

H.M.S. SULTAN

WELCOME

- Thanks to Gosport Discovery Centre for hosting our AGM
- Fire procedures
- Toilets on ground or second floor

APOLOGIES

Kay Allen Ruth Robinson Charlie Hayward
Terry Hinkley

MEETING

- About 1 hour,
- Looking back to 2015, looking forward to 2016
- Copy of notes available on request

- The Local View from 2015
including our Financial Report
- The National View from 2015

2015 VISITOR FIGURES

RECORD BREAKING!

- VISITORS = **12,543**
- EVENTS = **66**
- NEW EVENTS = **21**

Increase on 2014

- 66% visitors
- 32% events
- 24% new events

OUR TEAM

- A Management Committee of up to 16 people
- Estimated 271 volunteers + 49 site staff
(not including HMS Sultan figures)
- Estimated 2634 volunteer hours spent on administration and Registration
- Most events registered via Gosport Hub

OUR MARKETING

1. WEBSITE
2. FACEBOOK and TWITTER
3. PROMOTIONAL EVENTS – HMS Sultan Summer Show
4. FLYERS AND LEAFLETS – Flyers from April
5. BANNERS AND POSTERS
6. MEDIA AND RADIO STORIES
7. 'CELEBRATE GOSPORT' & 'FORGET ME NOT' MAGs
8. WHATS ON LISTINGS – print and online

TOURIST INFORMATION CENTRE

Helping to promote GHODs

Enquiries in month before HODs

By Type:-

- Walk ins 3525
- Emails 360
- Phone Calls 542
- Total Enquiries 4427

GOSPORT VISITOR PROFILE

Based on completed feedback forms

- **AGE OF VISITOR** - +65 (37%) 45-64 (49%) 35-44 (10%) 15-34 (4%)
- **HEARD ABOUT GHODs** – Online 37% Printed 33% Other 30%
- **WHY VISIT** – Learn more/education 50% Not usually open 29% Free 10%
- **FROM WHERE** – Gosport 77% Other local 19% Further 4%
- **SATISFACTION** - ENJOYABLE/VERY ENJOYABLE – 98%

LETTER SENT TO THE MAYOR

I am writing this letter to say that I am so proud to live in Gosport.

My parents and I have been to so many of the heritage sites. Every place we went to was amazing and we are so lucky to have such wonderful people who volunteer so that we can learn and listen to all the stories that they told.

People are very quick to say bad things about Gosport but this has shown how great we are.

Please thank all the organisers for putting on such amazing events.

FINANCIAL REPORT

Accounts for Jan 15 to Jan 16 have been verified by GVA

Funds Raised last year : £2250

Cost of last year's project : £1900

Forecast cost of this year : £2300

Current Bank Account : £3815

IMPACT REPORT 2015

The National Picture



OUR MISSION

Heritage Open Days empowers local people throughout England to celebrate the history on their doorstep. It is an annual invitation to engage with local stories, uncover secret sides of familiar and unfamiliar spaces and explore special places of historic and cultural significance, completely free of charge.

4,855 sites and events
opening up free
of charge



820 cities, towns and villages putting on at least one event



Heritage Open Days 2015 10-13 September

Over four days, thousands of buildings of every age, style and function opened their doors to the public, free of charge. Stories were told, traditions explored and histories brought to life.



Making ripples

15.4 million
in Britain aware of the event

3.4 million
visitors

40K
volunteers

1,684 registering
organisers

WE COULDN'T DO IT WITHOUT...

The commitment of those who make Heritage Open Days happen in their communities, registering, organising, promoting and funding local events with the support of thousands of staff and volunteers.

1,684 local
organisers



2/3 of organisers involved in
a voluntary capacity

39,608 volunteer
helpers

6,586 staff
helpers



521,134

volunteer hours spent
on creating special
experiences

WE'VE MADE A DIFFERENCE

Our visitor study and feedback from participants show that Heritage Open Days has the power to change people's perceptions, behaviours and tangibly benefits the places and communities hosting an event.

Boosting communities

86% of festival visitors felt more pride in their local areas and 80% were inspired to explore them further.

£15+ million added to local economies



of **3.4 million** visitors
2 million were new to the event, and **half** had visited a heritage site rarely or not at all in the past year.

85% of visitors felt encouraged to visit other cultural sites in the future.

Participation in Heritage Open Days makes us happy!

85% of visitors see their well-being enhanced as visiting the festival either helped them to relax, keep active and healthy or made them feel better about themselves.



Let's do it all again!



Thurs 8th – Sunday 11th
September 2016

2016 COMMITTEE (6 of 8)

OFFICERS

- CHAIR – No nominations - Terry Rhodes to serve
- SECRETARY – No nominations – Maria Battley to serve
- TREASURER – No nominations – ?

ALSO

- Kay Allen – Tourist Information
- Pam Braddock – English Heritage
- Philippa Dickenson – Gosport Society
- Sue Wright – Gosport Access Group & Disability Forum

Also on the TEAM (6 of 8)

| | | |
|---------------|------------------|-------------|
| Terry Hinkley | Monica Shilling | Dave White |
| Leon Britton | Janet Brotherton | Karen Allen |

GUEST MEMBERS (5 of 6)

John Bevan (Diving Museum)

Charlie Hayward (Heritage Guide)

Maggie Ventham (Friends of Gosport Museum)

Sarah Greenaway (Gosport Discovery Centre)

Kevin Casey (Friends of Stokes Bay)

ADVISORS

GBC have offered no nominated person/s

PATRON – LESLEY BURTON

GOSPORT TARGETS 2016

ACCESSIBILITY REMINDER

In line with our Constitution, we should ensure that our events, and our marketing of them, are as accessible as is possible (within practicalities and budgetary constraints)

Diversity

- **T1:** Provide a balance of styles within our events
- **T2:** Encourage at least two new community groups, clubs or organisations to participate with events on previously unrepresented subject matters.

Geographic

- **T3:** Identify two areas of Gosport which are underserved by HODs events and encourage development of HODs offerings within them
- **T4:** Develop a marketing option into areas of France served by good transport links to Gosport

Demographic

- **T5:** Increase visitor interest in the under 16 year age range to 8-10% (shown as 6% on organiser returns 2015)
- **T6:** Increase visitor interest in the 16-24 year age range to 6% (shown as 2%-4% in visitor evaluations 2015)

Evaluation

- **T7:** Improve data capture of visitors profile to 6% (shown as 3% in visitor evaluations 2015)

EVENTS 2016

Currently working on a draft list of some 80 events
but anticipate 70+ registering

New talks – several new talks by new speakers

New walks – a few new guided walks

(more ready but need the guides)

New venues – Collingwood Museum, Bury House,
Admiralty Experiment Works (QinetiQ),
Steam Cutter 438, Hovercraft Museum,
Rowner Hub, Gosport/Royan Town Twinning,
Waterside Community + St Mary's RC Church.....

How we can help you?

REGISTER YOUR EVENT

- 25 April for National Directory launch
- 1 June for Gosport website launch
- 1 August absolute final date!

PROMOTE EVENTS LOCALLY

- Flyer soon * Programme start Aug

DEAL WITH BOOKINGS

- New online system starts on 13th August
with personal support from TIC

PROCESS EVALUATION

- Deal with visitor and organiser feedback

ANY OTHER BUSINESS?

