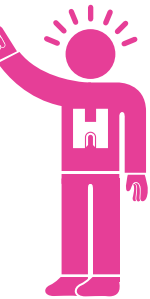


**92%** of visitors consider it important to support their local heritage

**83%** of visitors said that visiting a HODs event made them feel more part of their local community

**82%** of visitors said that visiting a HODs event has helped them to understand the history/background of other people

**92%** of visitors said that visiting a HODs event made them feel greater pride in their local area



*"It really was an amazing day and...has really done a lot towards a closer relationship with our neighbours."*

– Christine Leadbeater  
Keymer Tiles, Surrey

*"I've learned a lot about myself personally and I've learned that you have to put yourself in other people's shoes sometimes to understand their heritage and their history."*

– Mark Hignett  
Oswestry Town Museum



*"Gets better every year."*  
– Visitor to St Saviour's Church, Brownhill



**5,588** events

**2.52 Million** visitors

**2,131** organisers & local coordinators

**46,400** volunteers

**£10 Million** added to local economies



### Website

Over 1.5 million page views during the festival



### Social Media

- Content seen 290,000 times during the festival
- 2,019 followers gained during the festival

### Radio, Press & TV

- Coverage on 24 radio stations and 5 TV stations
- Featured in Coast Magazine, Waitrose Weekend and the Daily Express



*"I think it's been a fantastic boost for the town. We have so much potential here that is still waiting to be discovered."*

– Paul King, Lowestoft Heritage & Architectural Appreciation Group

## Heritage and Nature

A new partnership with Natural England, including 7 events at National Nature Reserves



**83%** of visitors said that experiencing a HODs event had inspired them to visit more heritage and/or cultural sites in the future

*"Being involved in Heritage Open Days means you get part of a much bigger picture...from community cemeteries to modernist architecture."*  
– Jon Bradley  
Green Estate, Sheffield

**67%** of visitors had never been to a Heritage Open Days event before

**33%** of organisers and 43% of volunteers were new to Heritage Open Days

**34%** of visitors had not been to a heritage site in the last 12 months



## UNSUNG stories

- 4 new artistic interventions explored LGBTQ heritage, marking 50 years since the partial decriminalisation of homosexuality
- 3,371 visitors experienced Unsung Stories events



**More than 1 in 3** visitors said that HODs had inspired them to volunteer and/or get involved at a heritage site

