

GOSPORT

HERITAGE OPEN DAYS

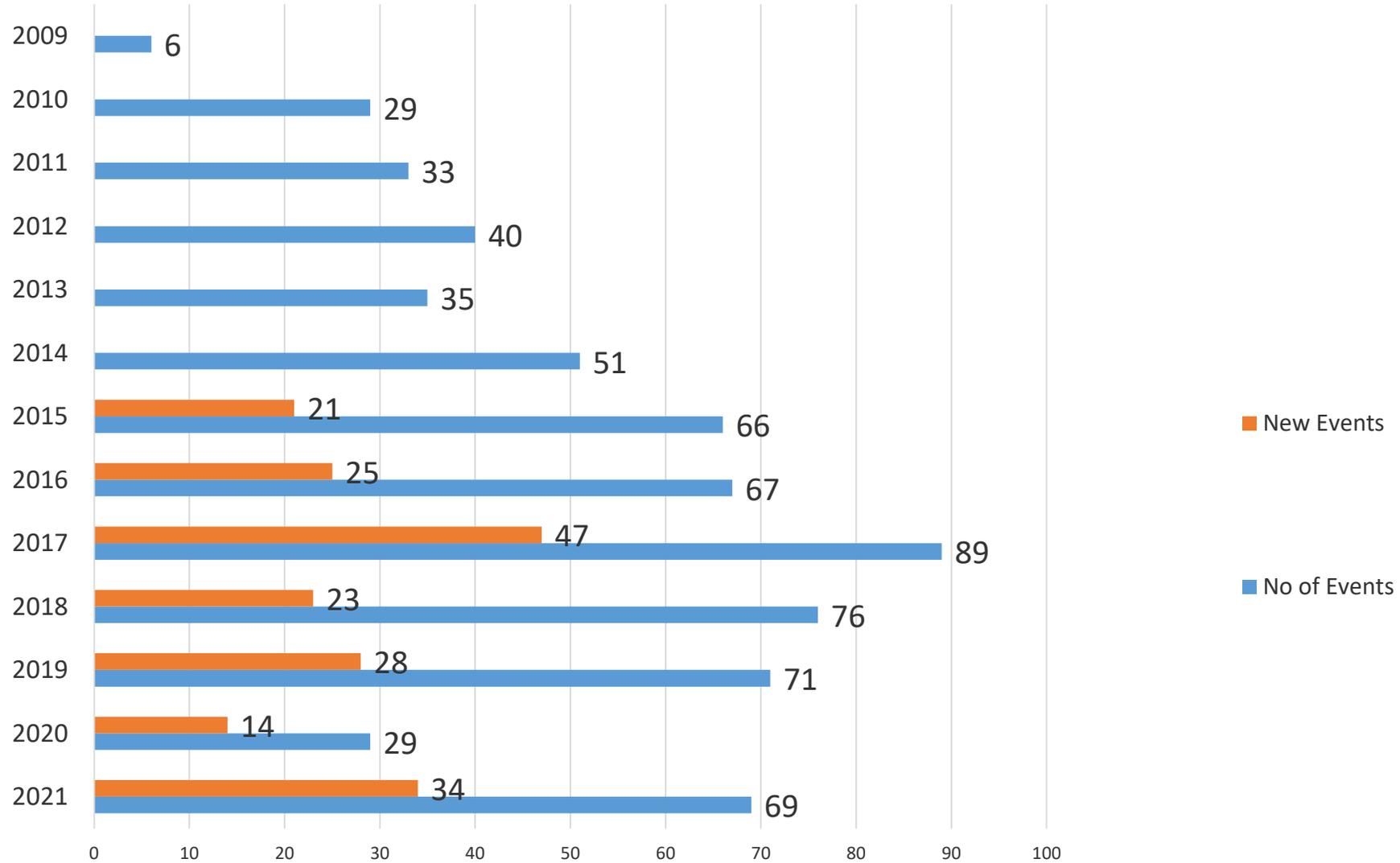
2021

Preliminary Report

EVENTS 2021

- **71*** events planned
- **34** NEW events
- **1** 'umbrella' event for digital content
- **2*** cancelled
- **69** events run

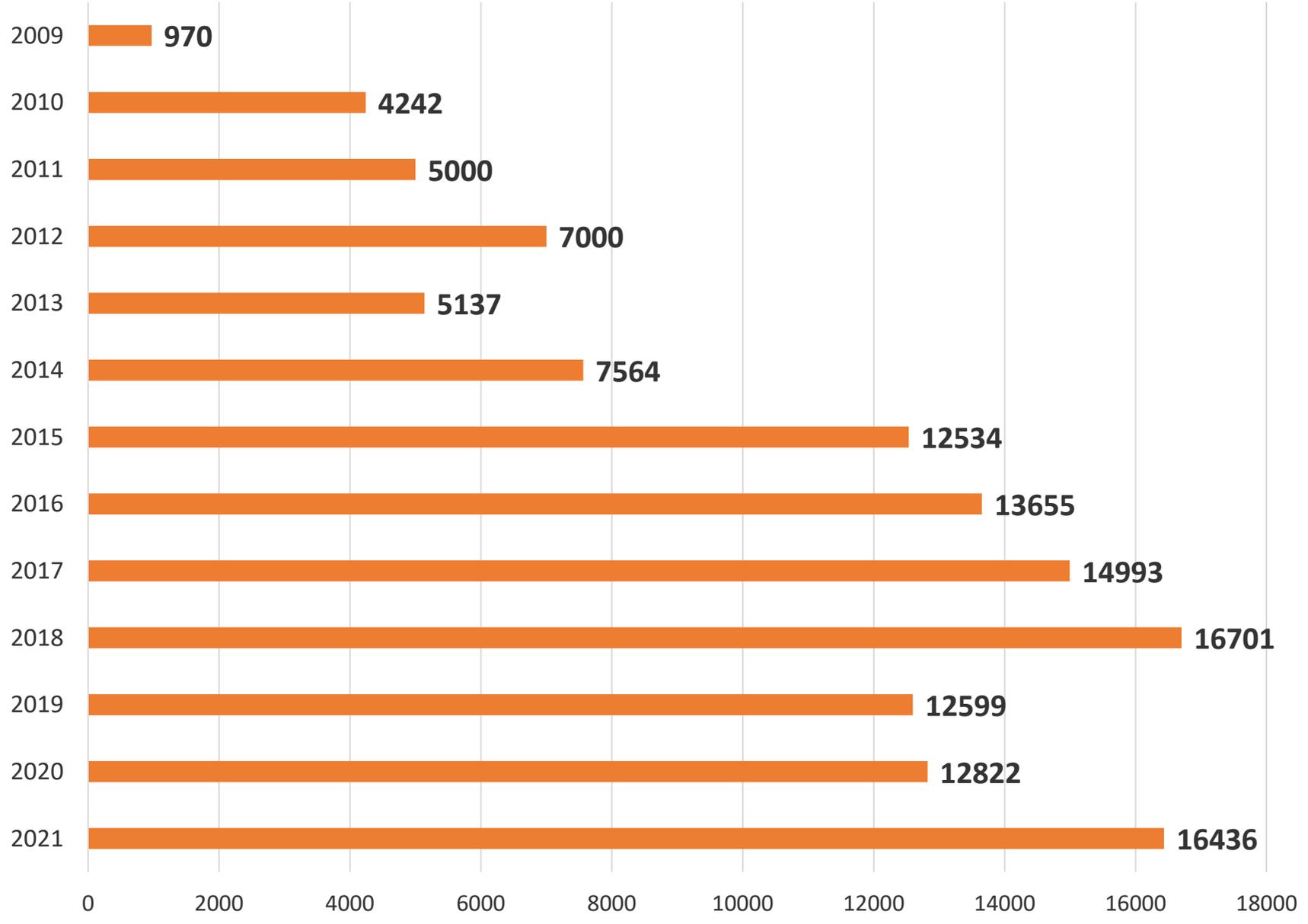
Number of Events – Comparison over 13 years



VISITs + VIEWs 2021

- **In-Person Visits = 12,513**
- **Digital Views = 3923** (inc YouTube/Web views)
- **TOTAL = 16,436** (2nd highest figures in 13 years)
- **Plus 28%** on 2019 **Plus 30%** on 2020

Visits + Views - Comparison over 13 years



VOLUNTEERs & HOURs

- **202 Vols at events**
 - **25 Vols behind scenes**
- = 227 Vols in Total**
- **Approx 8,149 volunteer hours**
 - **Worth at least £94,121 in kind value (@£11.55 per hr)**

COSTS (not exact until financial year end January 2022)

- **From GHOD reserves** **approx £920**

In Kind value

- Leaflet design Stanbury Chameleon
 - Leaflet print Gosport Borough Council
 - Voluntary hours worked
- **Cost per visit/view** **approx 5p**

Great Value!

SPECIAL MENTIONS

Kay Allen & Team from Gosport Tourist Information Office for support with planning, promoting and booking events, also for dealing with our public enquiries all year through

Holy Trinity Church for hosting **14 events** for Gosport HODs

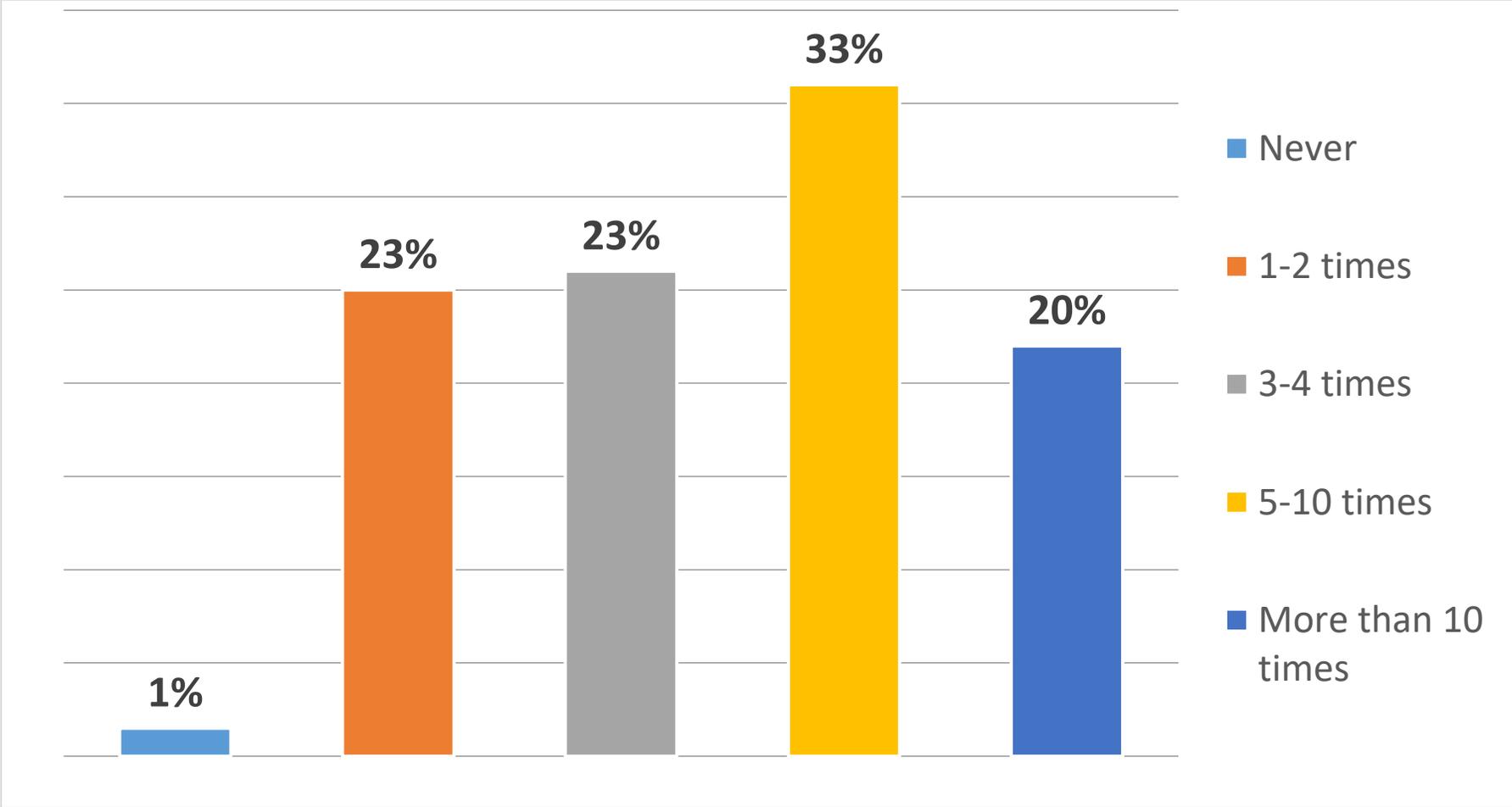
Ann Sandall for leading 7 new guided walks **in costume** (Walking Past)

The Mayor of Gosport for attending a record **45 events!**

VISITOR PROFILE (on 388 respondents)

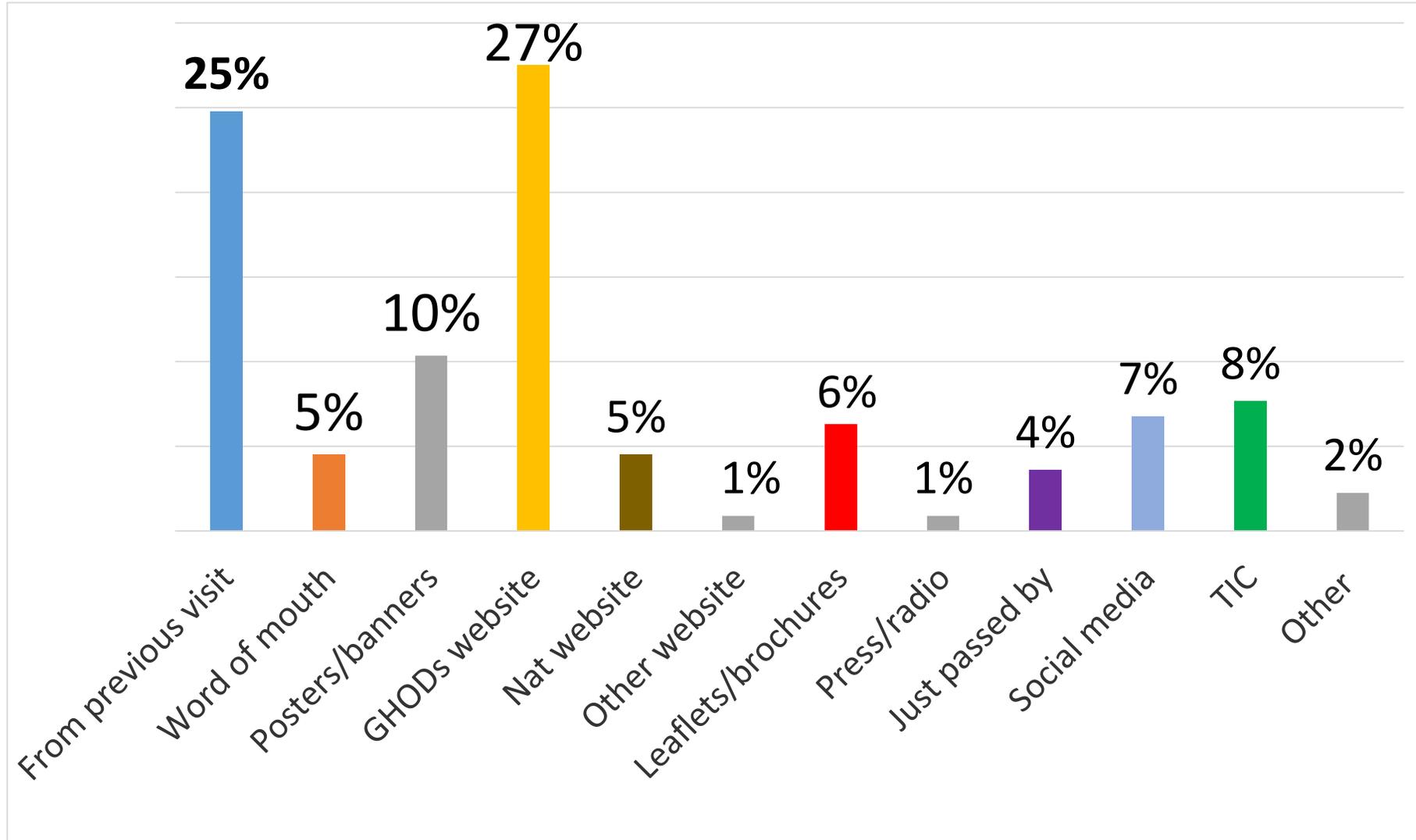
- **94%** over 45 year old (+3% on 2020)
- **54%** female **46%** male
- **3%** declared a disability
- **24%** visiting HODs for FIRST time (same as 2020)

How often do you visit heritage sites during an average year?



Plus 14% on 2020 for people who visit 5 or more heritage sites during an average year

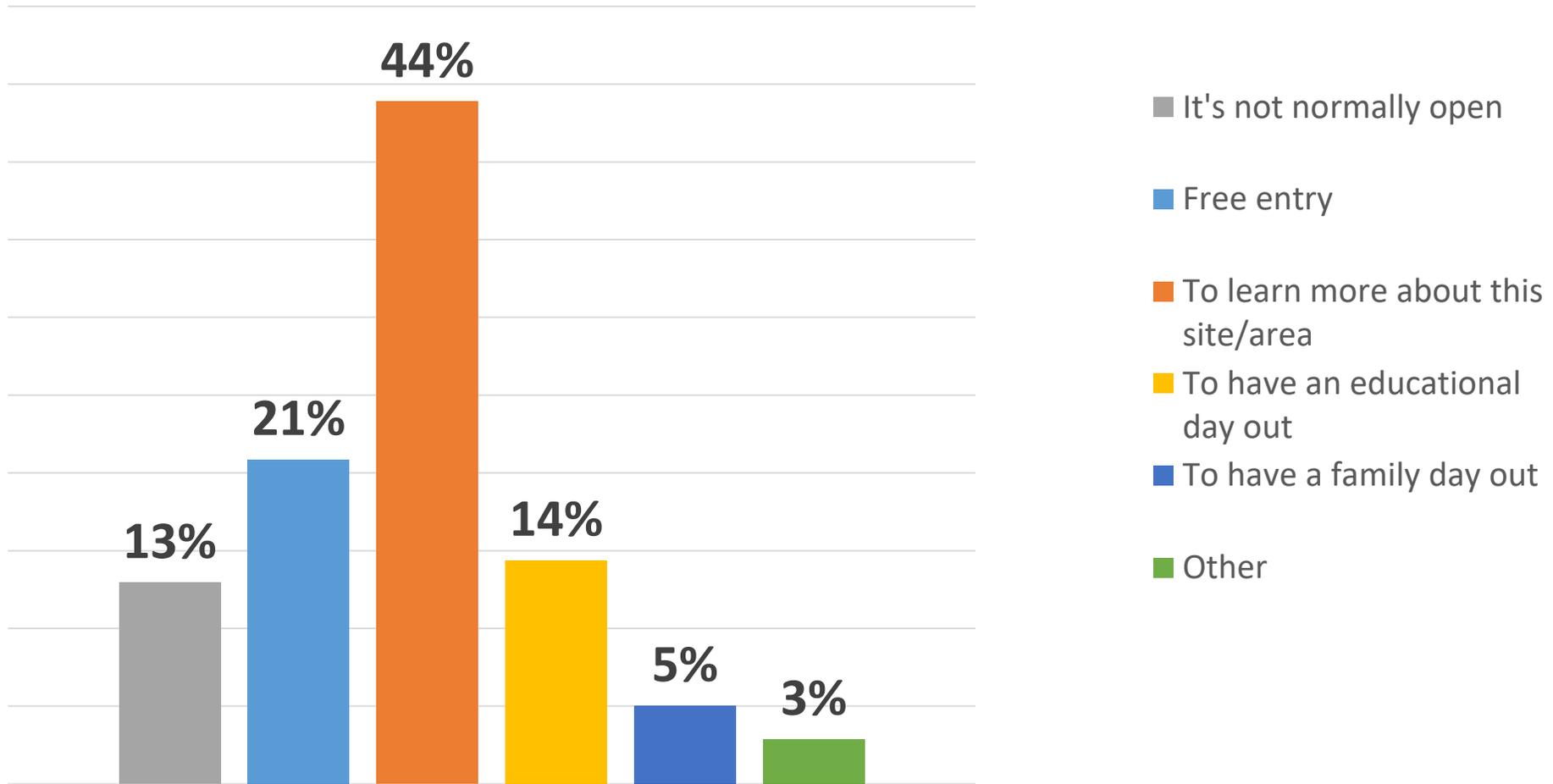
How did you find out about our events?



Small increase on GHODs & HODs websites

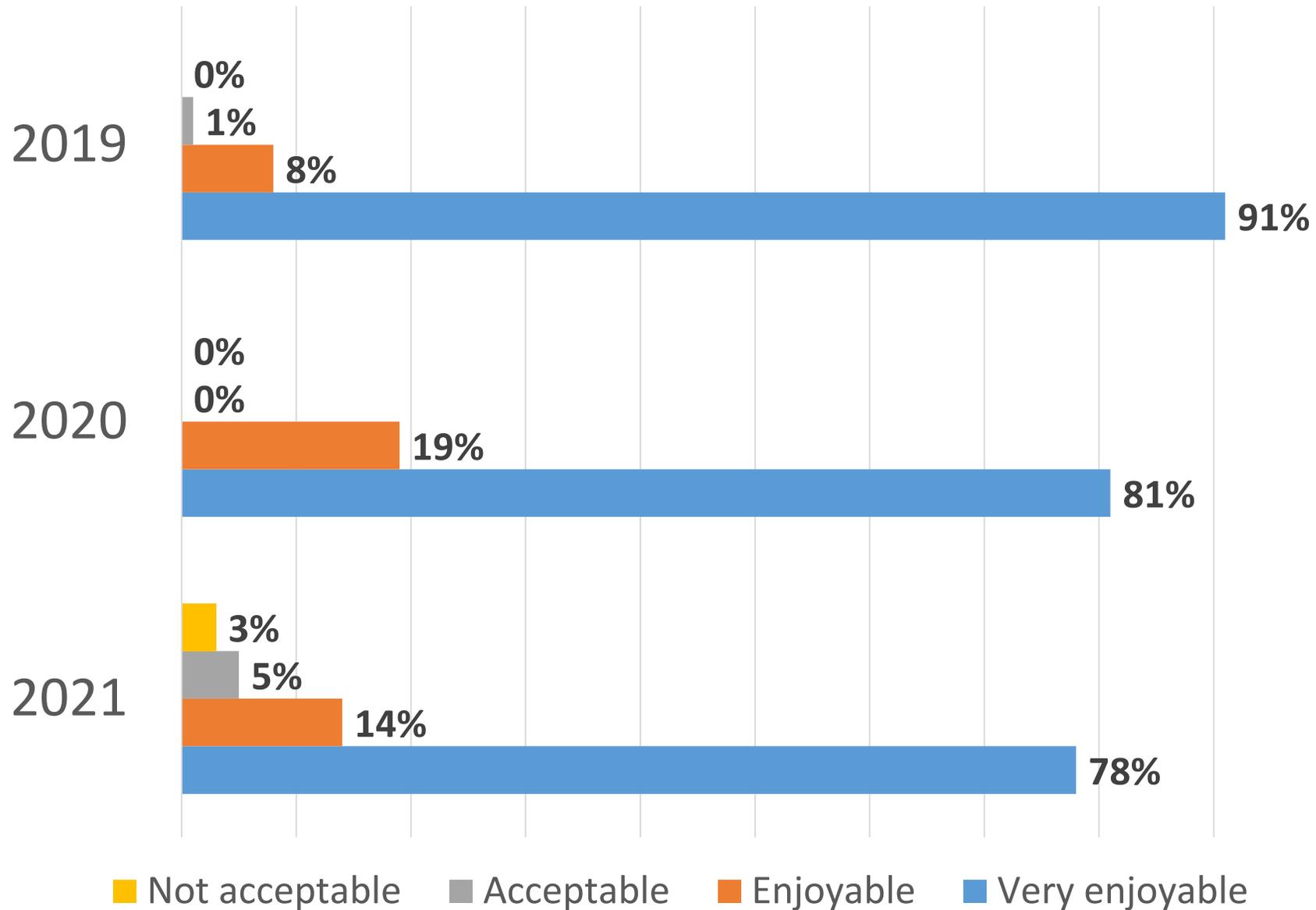
Small decrease on GHODs Social Media

What made you visit this particular site/event?



Stated reason the same as 2020

Comparison - How enjoyable was your visit?

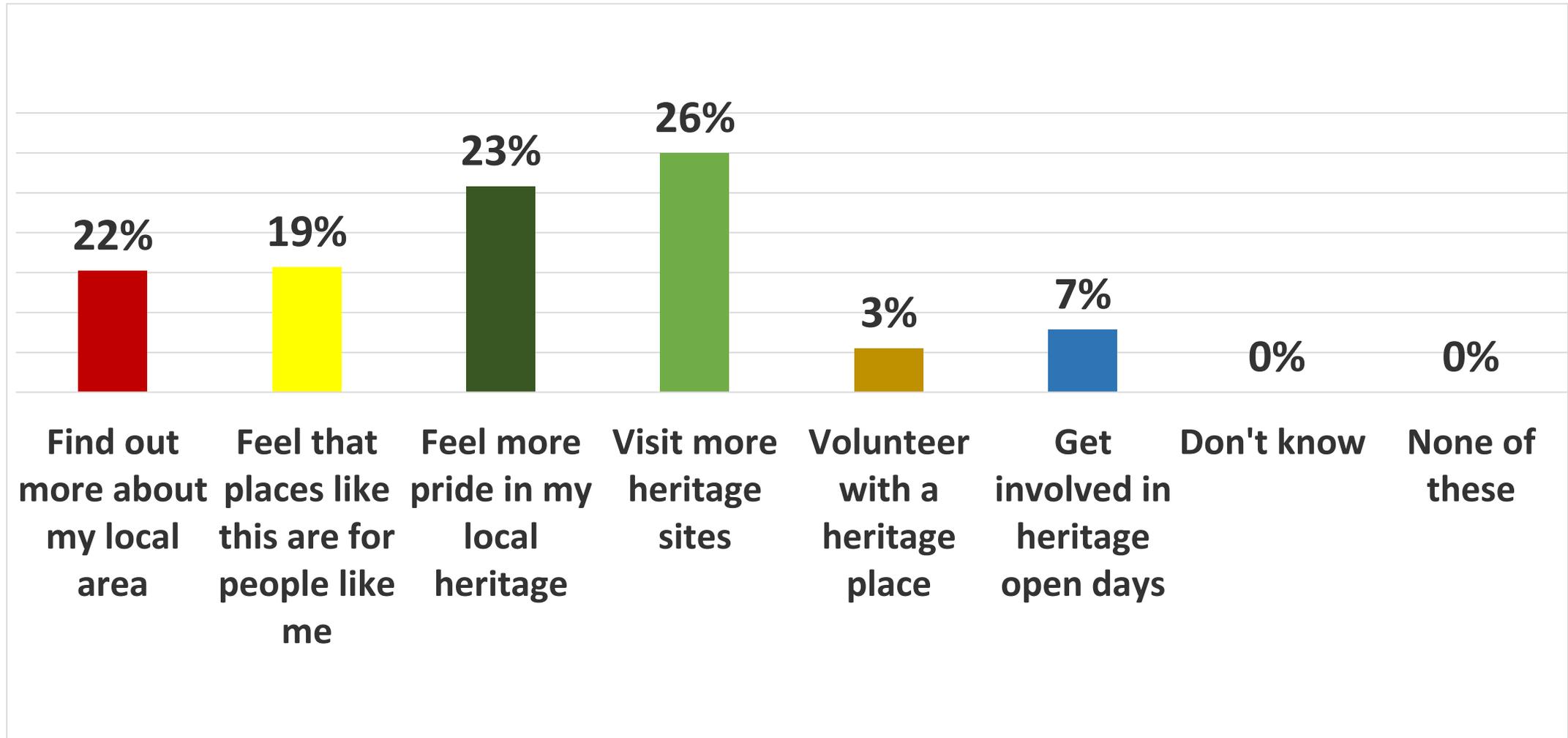


Increase in responses for 'not acceptable/acceptable' are mirrored by the increase in negative feedback received on some events.

However, it should be noted that, on every event where negative feedback was received we also received positive comments.

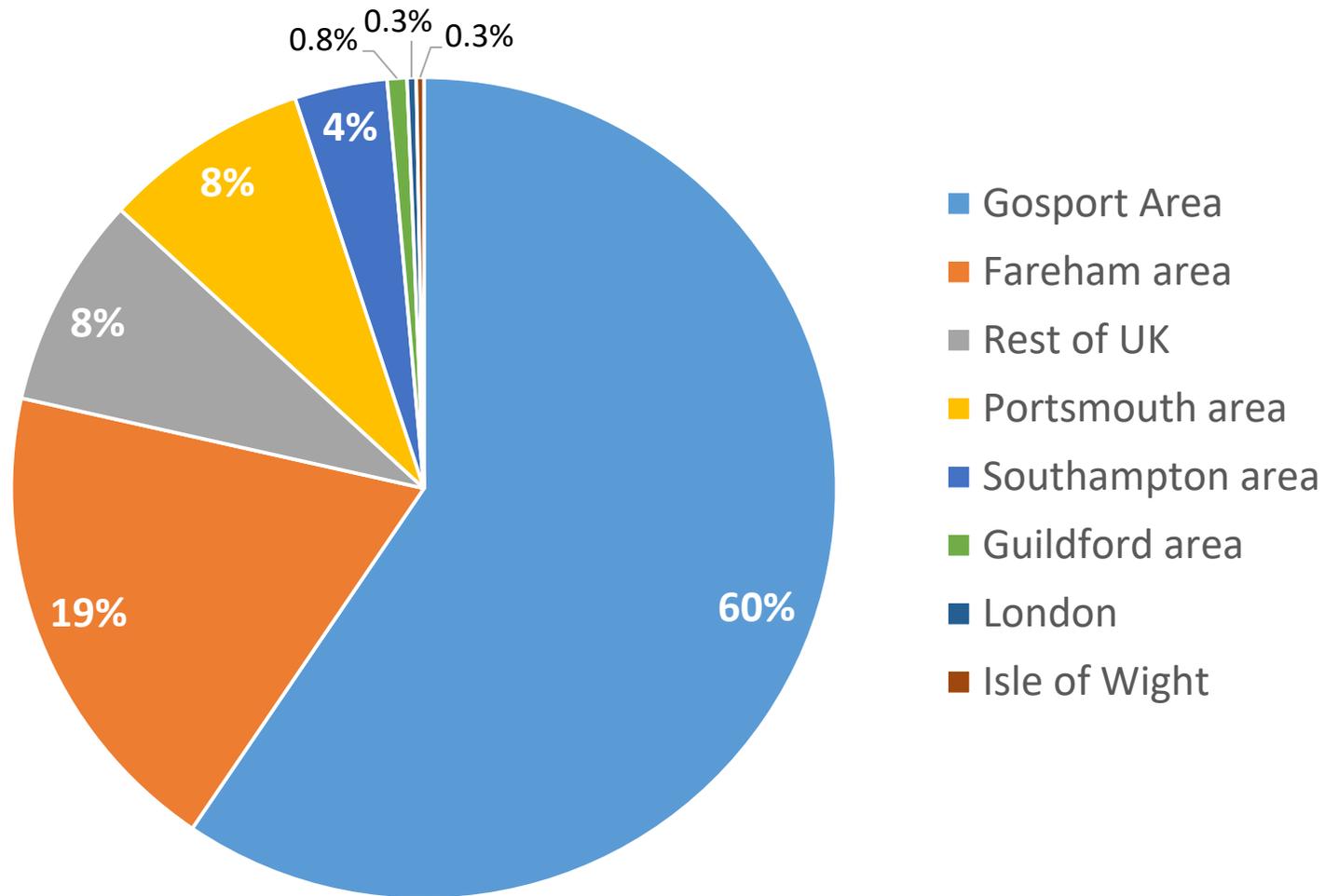
Workshops will be offered to our Guides & Speakers pre-HODs 2022 to address some of the issues raised in feedback and improve the standard of our offering.

Has visiting this event inspired you to...?



Same responses as 2020

Where visitors came from... (1,681 sample from feedback and booking data)



Compared to 2019 (as last 'normal' festival):

Gosport & Fareham +75% Other Hampshire -55% Further afield -60%

Much more localised visitor sample, doubtless due to residual Covid-19 concerns

FEEDBACK re Events and Guides

A selection of some comments received...

- We found the tour very interesting in a little known corner of Gosport (St Marks Churchyard)
- Unpacking the local history and walking a route I was unfamiliar with (Walking the not so Hard Way)
- I learned a lot about funeral practices, gravestone markings etc but also a lot of local history (Funerary and Flora)
- Really good conversations with locals who have lived in the area for decades. We all learnt something new (Diving into Stanley Park)
- Moved by the personal stories of the teenagers and young men who fought and died for our country (Anns Hill War Graves)
- Access to a site that is rarely available and may be lost to redevelopment in the near future very interesting (Fort Blockhouse)
- I've walked over Alver Valley many times but had no idea the trenches were there, or that I could go in (Mottes & Trenches)
- The guide was very knowledgeable and helpful and gave lots of information in a clear manner (Alverstoke Village Walk)
- She truly 'painted pictures' with words and brought to life the history of an area of Gosport I often walk through (Feeding The Navy)
- Although I don't know this area of Gosport at all I found the talk very interesting and the guide encouraged the group to ask questions/make a contribution (A Walk around the Squares)
- What a fabulous piece of Gosport history! Huge praise to those who restored and maintain it (WW2 Bunker Exposed)
- There was a lot of passion in this presentation, which reverberated throughout the audience (When Tankers Collide)
- Liked visiting museum not normally open. Reading personal stories of heroism. Looking at amazing ancient books. Seeing artefacts from past (Institute of Naval Medicine)
- Once again HODs teaches me things I never knew! Our guide was so enthusiastic and dressed up to make the event fun. The voice amplifier she wore worked really well. (Queen Victoria's Railway)
- The audience laughed a lot, which helped the speaker to enjoy the talk too (Railways make me Laugh)

FEEDBACK re Events and Guides - Continued

- Liked all the photos round the room, particularly liked the lady who told us of her own recollections as a child at that time (D Day Story)
- Ok it rained, but despite that a truly interesting two hour exploration of an area (Forts & Walks)
- Great insight into the Daedalus site past, present and future. Well presented and delivered talk (Daedalus Then & Now)
- Speaker made a big effort to find the pictures to illustrate his talk, and he had many amusing tales (Gobstoppers & Blue Lollies)
- Excellent explanation of the beginnings of comic postcards and how they evolved over the years (Comic Postcards)
- A very interesting talk on the Clyde Puffers by a very knowledgeable chap (The Clyde Puffer)
- I can say is 'Fantastic'. It was a step back in time and the Guide's enthusiasm was infectious (HMS Medusa)
- Inspirational! Eclectic mix, really terrific. I'm inspired... (Scrap Happy Quilters 25 Years)
- The Guide was very knowledgeable and shared information in a relaxed but engaging way, bringing the subject to life (Haslar Cemetery)
- Beautiful church, full of historic charm. On my doorstep, but only visited this week for the first time in order to attend various Maritime and Heritage events (Holy Trinity Church)
- Friendly welcome and a very informative talk along with a slide show (Gosport's Aviation History)
- Fabulous museum/hovercraft graveyard and a treat to visit. I'll re-visit and recommend to family and friends (Hovercraft Museum)
- Jennifer was excellent. A wave of different emotions in one afternoon (Story Time Opera)
- Fascinating visit. I'm a Gosport Boy and yet have never previously visited this lovely church, nor heard the wonderful Handel Organ played (Handel's Organ)
- A huge expanse with interesting buildings, artefacts and displays. A delight to attend - and a very well attended event (Fort Brockhurst)
- We really enjoyed hearing about the history of Haslar Hospital. It is an amazing place. It was interesting to hear about the plans for the future too (Haslar Hospital)
- Being an ex-engineer and an aviation fan it was great to see the aircraft and the engineering in the museum (HMS Sultan)

MASSIVE THANKS

None of Gosport HODs 2021 would have been at all possible without the support from...

- The Tourist Information Centre
- Our fantastic Volunteers, every single one!
- The venues which kindly hosted events
- Our Visitors and Viewers, every single one!
- Press and social-media followers for spreading the word
- The national HODs Team, for all their guidance
- Our Supporters, inc Gosport Borough Council

IDEAS for 2022 – inc Digital events

HODs national theme to be announced soon

Meanwhile, here are some suggestions to mull over...

- Something to inspire younger people?
- Some more events which appeal to families?
- Celebrating 100 years of Gosport Borough ?
- Celebrating Gosport innovations & inventions?

GOSPORT

9-18 Sept 2022



heritage open days



Fort Cumberland Guard at Fort Brockhurst HODs 2021

Photo: Jon Mitchell

LET'S DO IT ALL AGAIN...

**Fri 9th to Sun 18th
September 2022**