

## Heritage Open Days

**Why evaluating your heritage event matters  
(and some tips on how to do it)**

# Our Heritage, Our Stories



## Heritage Open Days National statistics 2024



**It's about celebrating communities  
and bringing people together**

**91%** of visitors said that they learnt something new about their local area at a HODs event

**82%** of visitors said that visiting a HODs event made them feel more proud of their local area

**67%** of visitors said that the event they went to made them feel more of a part of their local community

### 2024 FIGURES AT A GLANCE

|           |                      |
|-----------|----------------------|
| 1,097,000 | festival visits      |
| 394,920   | first-time visits    |
| 5,427     | events               |
| 41,700    | volunteers           |
| 7,800     | paid staff           |
| 2,354     | organisers took part |

# Our Heritage, Our Stories



## Heritage Open Days in Wakefield District 2024



### Wakefield District Heritage Open Days

**40+** Event Hosts

**100+** Events

**4000+** Visitors

**100+** Volunteers

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## **Evaluation - why does it matter?**

Evaluation helps you to get the most out of your event

Evaluation helps you understand

- who came to your event
- what they experienced
- what difference it made
- what could be improved next time

It doesn't have to be complicated – just a few simple steps (and a few simple questions, or activities) can help you understand and demonstrate your impact, celebrate what worked well, and learn how to make future events even better.

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## Key Principles

- Keep it simple – focus on what you really want to know
- Start before the event – plan how you'll capture info
- Include people's voices – numbers are great, but so are stories
- Make sure you have permission to share what you learn (or if not, understand what you can and can't share)
- Make it part of the experience – evaluation can be creative and fun

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## What do you want to know?

Start by gathering some basic information about your event – this is often called **outputs**. For instance:

- how many visitors attended,
- who they were (for example, what age groups, where they've travelled from)
- which activities they took part in

These details help build a picture of the scale and reach of your event.

Beyond numbers, it's also important to understand the **outcomes** – the difference your event made to those who took part. Try to find out what people learned, how they felt (did they leave feeling inspired, proud, or more connected to their community?) and whether the event sparked any new ideas or connections.



## Five easy ways to gather useful feedback:

- Remember, if you are collecting visitor information, you need to be aware of GDPR – only collect the information you need, keep it secure, and don't keep it any longer than necessary

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## Creative evaluation ideas

Comments wall – large piece of paper or card

Feedback on post it notes, parcel tags or coloured paper (parcel tags can also be tied to an object)

Prompt questions - what one thing will you remember from today?

Prompts to draw or pick a colour, or draw a mood

Put a token into a jar or box to show whether you did or didn't enjoy the experience

Stickers on printed or drawn statements, or on a scale of 1-10 of how interesting / enjoyable the event was