

FAQ HOD 2019

Tunbridge Wells Heritage Open Days 2019

FAQs for Organisers

Following over 15 years of organising the Heritage Open Days event for Tunbridge Wells, The Royal Tunbridge Wells Civic Society has put together the following guide for new and existing participants. Should you require any additional information, then please contact Paul Avis, Caroline Auckland or David Sandford at twellsheritage@gmail.com.

What is the Tunbridge Wells Heritage Open Days Festival?

Tunbridge Wells Heritage Open Days is part of the National and European HODs that takes place every year in September. In Tunbridge Wells, the events are co-ordinated by The Royal Tunbridge Wells Civic Society.

Our goal is to promote and celebrate our local social, cultural and historical heritage by organising a programme of events suitable for all ages. The events will give visitors access to places that are not usually open or would normally charge an entrance fee. Events can include tours of historic buildings, guided walks, talks, exhibitions, or demonstrations of crafts and the like.

Further information can be found at www.tunbridgewellsheritageopendays.org.

Who determines the programme of events?

The programme of events in and around Tunbridge Wells is developed and co-ordinated by The Heritage Open Day Committee of the Royal Tunbridge Wells Civic Society.

In 2018, the RTWCS co-ordinated 43 events in and around Tunbridge Wells.

When does the event for 2019 take place?

This year's event will take place from Friday 13th to Sunday 22nd September inclusive.

Is there a theme for the event?

The National Trust who oversees Heritage Open Days nationwide will typically introduce one or more themes for each year's event. This year's theme is People Power.

Although it is hoped that you will consider introducing an element of the theme(s) into your individual event, we appreciate that this isn't always practical or possible. As long as your event meets the festival criteria, you can register it.

How can I make sure my event meets the criteria?

- The main criteria for a HOD event in Tunbridge Wells are:
- Events must be free of charge and take place between Friday 13th and Sunday 22nd September 2019.
- Events should celebrate the social, cultural or architectural history of Tunbridge Wells.
- Events should open a site or part of a site that isn't usually open to the public, waive the usual entry fee or put on a special event.
- Events can be on one or more of the ten days, and at times to suit the organisers.

Can I charge for my event?

One of the principles of the Heritage Open Days festival is that events are provided for free. You can, however, charge for additional elements. For example, if the event itself is free admission, you may charge a fee for:

- Add-on features such as tower tours or children's trails.

Please note: This cannot be the focus of the event. For example, if you are running an event at a church which is open all year round, and you are only putting on tours of the tower for the event, then you cannot charge for these, as they would be the only element that meets the festival criteria.

- Refreshments
- Souvenirs

You may also ask for donations, or raise money for your site through fundraising activities such as raffles.

Do I need Public Liability Insurance to run an event?

You will need Public Liability Insurance to run an event. If you already have PLI through your organisation, then this should be sufficient. However, you must make the insurance details available.

If you do not have PIL, then you can get free PIL through the National Trust, who organise the national festival. They provide PIL for all organisers, properties and events that comply with their insurance terms and conditions. The main condition, is that you undertake a 'risk assessment' prior to the event taking place, which you keep. We can provide examples of Risk Assessment Forms for you to use to produce one that is suitable for your particular event.

Please note: The PIL does not cover weapons, musical instruments, transport and other hazardous hands-on activities.

What are the services that the RTWCS HOD committee provide for free?

- Tunbridge Wells HOD, through the RTWCS provides the following services free of charge to all event organisers:
- Include your event in 20,000 festival leaflets which are distributed to households across the locality.
- Distribute leaflets to libraries, shopping centres, rail stations, and other public places in the locality.
- Feature your event on the Tunbridge Wells Heritage Open Days website, and advise you, if required, on how to register your event on the National heritage Open Days website.
- Promote your event through Facebook, Twitter, and Instagram, as well as in editorials featured in local press and publications, where the opportunities arise.
- Promote the event in general through banners and posters.
- Make available copies of the festival leaflets for you to promote your event.
- Provide examples of Risk Assessment forms.
- Make available bunting, balloons and stickers when provided by the National organisers.

How do I register my event?

To take part in the Tunbridge Wells HOD event, we need you to notify us in writing, giving details of your event. This information should be provided by April 1st.

If possible, can you supply several photos that relate to your event that you give us permission to use in the leaflet and other marketing material to help promote your event. If you have any other material- eg editorial - that you believe would be useful in helping to promote your event, then please forward this as well. These should be provided no later than May if they are to be considered for inclusion in the leaflet.

The national website will be open for registering events on 18th March. (heritageopendays.org.uk).

Are there any deadlines I need to be aware of?

If you want your event to be included in the festival leaflet, the final deadline for confirming your participation is March 1st.

Events submitted after this date will be included on the festival website, but they may not benefit from the extra publicity appearing in the leaflet.

Additional photographic or editorial information that you would like to be considered for inclusion in the leaflet or other marketing material must be e-mailed no later than May 17th.

No events can be submitted to either the National or Tunbridge Wells HOD websites after August 1st 2019.

Why are the deadlines so early?

- Although deadlines in April and May might seem to be early considering the event takes place in September, there are several reasons for this:
- To ensure that the leaflets are printed in time to be distributed in August/September, the final version needs to be with the printers mid-June. This means that we need all of your information mi- May so we can design, agree, organise and edit every individual event. For 2019, we are expecting 40 or more events to be registered with us.
- The earlier we receive your information, the more time we have to work with you on the editing to make sure your event entry is the best it can possibly be.
- The earlier we receive your information, the more opportunities we will have of promoting it through Facebook, Twitter Instagram and the website, as well as taking advantage of any editorial opportunities with local newspapers or magazines that come our way.