

Heritage Open Days 2023 Stoke-on-Trent Evaluation Summary

Every September, thousands of people come together across England to celebrate their heritage, community and history. Stories are told, traditions explored and histories brought to life. It's a once-a-year opportunity to see hidden places and try out new experiences - and it's all FREE.

In Stoke-on-Trent we saw fewer of the larger capacity venues taking part which limited the number of overall visits. People were generally very satisfied and were more likely to attend multiple events.

Celebrating communities and bringing people together

93% of visitors said that they learnt something new about their local area at a HODs event

86% of visitors said that visiting a HODs event made them feel more proud of their local area

76% of visitors said that the event they went to was a great way of bringing different people within the community together



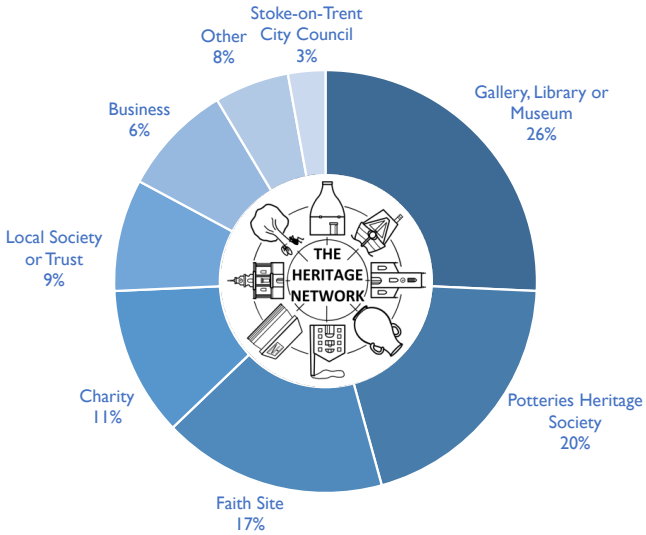
STOKE-ON-TRENT
FIGURES AT A GLANCE

3,968 festival visits
1,705 visits to bottle oven sites

34 in-person events
1 online event
35 total events

407 volunteers

Who takes part?



31% of visitors had never been to a Heritage Open Days event before

17% of visitors had not been to a heritage site in the last 12 months

78% of visitors said they attend heritage properties or events more frequently as a result of visiting Heritage Open Days

98% of visitors said they would recommend visiting Heritage Open Day events to their friends and family

41% Heritage Open Days is founded on the principle of free entry. 34% of visitors in Stoke-on-Trent came from a C2DE background.