

REPORT OF DIRECTOR OF COMMUNITY AND CULTURAL SERVICES

BRIEFING REPORT FOR SOUTH AREA COMMITTEE

7 JANUARY 2008

HERITAGE OPEN DAYS 2007

1.0 PURPOSE OF REPORT

- 1.1 The purpose of this report is to update Members on Heritage Open Days 2007.

2.0 BACKGROUND

- 2.1 Heritage Open Days (HODs) is the nation's biggest free celebration of England's fantastic architecture, history and culture. It has taken place annually in the UK each September since 1994. The weekend of heritage is part of European Heritage Open Days, a Council of Europe initiative, where 48 countries allow the public a chance to visit heritage sites that are usually not open, free of charge. It is a once-a-year opportunity to discover hidden architectural treasures and enjoy a wide range of tours, events and activities.
- 2.2 HODs are co-ordinated nationally by the Civic Trust in partnership with English Heritage. Last year's event in 2006 proved to be a huge success. Nationally over 850,000 people from all walks of life took advantage of the 3,000+ properties, tours and events which were programmed for HODs 2006, to celebrate and explore the built environment of their region. Final figures are not yet available for the 2007 HODs event at national level, but general feedback to date suggests that the event continues to exceed expectations.

3.0 TYNE AND WEAR HERITAGE OPEN DAYS 2007

- 3.1 This was the sixth annual Tyne and Wear HODs event. The 2007 weekend of heritage was organised by the Tyne and Wear HODs Steering Group, which is led by the Historic Environment Section within Newcastle City Council. The Councils of Gateshead, North Tyneside, South Tyneside and Sunderland along with the North of England Civic Trust, Sunderland Heritage Forum, Newcastle Association of City Guides, English Heritage, NewcastleGateshead Initiative and volunteers work in partnership to assist the process, but the event is only made possible by the generous time and effort of all the volunteers and staff at the participating buildings, tours and events.
- 3.2 This year the event took place between Thursday 6 and Sunday 9 September and 185 buildings, tours and activities took part across the Tyne and Wear region. The weather in Tyne and Wear was

exceptionally good for this year's event - a fine and dry weekend which was perfect for people to get out and about and take advantage of the proposed programme.

- 3.3 Year upon year the Tyne and Wear event has developed and improved in either the number of participating properties, tours and activities, or the total number of visits in person. Last year, in 2006, the event surpassed all records and involved 181 properties, which received an excellent 40,300 visits.
- 3.4 All the figures, which are available to date for the 2007 event, have been collated and they confirm that the 'weekend of heritage' has exceeded all expectations and been a great success. The figures indicate that there were approximately 44,603 visits to the 184 properties, tours and events across Tyne and Wear. As figures have not yet been produced at a national level it is not known how this compares with other regions across the country.

4.0 SUNDERLAND'S HERITAGE OPEN DAYS

- 4.1 Sunderland City Council continues to work towards improving the visitor experience in respect of Heritage Open Days, and is continuing to develop additional programme and activities in order to widen audience participation.
- 4.2 For the 2007 event visitor figures to date show that over 12,000 visits were made across the City to the 52 participating venues/events. (For a full breakdown see Appendix I).
- 4.3 East Herrington library worked in partnership with Herrington Heritage Society to host an exhibition during the event. Schoolchildren from East Herrington Primary attended an educational talk from staff at Washington Wetlands Trust about natural heritage and endangered species.
- 4.4 Ryhope Pigeon Cree, a grade II listed building was built by two miners in 1955. It was made from wood taken from the pit they used to work in after it had ceased to operate. This unusual heritage venue opened to the public for the first time and received 63 visitors throughout one day.
- 4.5 In addition to the high figures for the event, the general feedback from the volunteers and visitors has been very positive. Comments made through the feedback form include:

"The day was brilliant. It opened a page in history I didn't know existed." (Fatfield to Cox Green guided walk)

"This is our 4th visit and it continues to be fascinating, thanks from Germany." (Fulwell Windmill).

5.0 CONTRIBUTIONS/SPONSORSHIP

- 5.1 This year, to supplement the financial contributions made by each of the participating authorities for the development and promotion of the event, the Tyne and Wear steering group for HODs was fortunate enough to secure external funding from The Northern Rock Foundation. This has resulted in a total grant of £19,500 over a 3-year period from 2007 – 2009. An allocation of £6,500 was allowed for 2007 with an additional £500 contribution from the Barbour Trust.

6.0 PUBLICITY AND PROMOTION

- 6.1 As in previous years, a local Tyne and Wear HODs booklet was produced by the North of England Civic Trust (20,000 copies). These were available from Tourist Information Centres and Libraries throughout Tyne and Wear from the beginning of August 2007.
- 6.2 In addition to the booklet, the Tyne and Wear HODs website (managed by the Historic Environment Section in Newcastle City Council) was also revised. It is intended that, with the secured funding from Northern Rock Foundation, the website will be updated and additional features added in 2008.
- 6.3 Due to external funding from the Northern Rock Foundation only being confirmed in late August, no regional flyers were published or adverts placed in the local press for this year's event, but this did not affect the number of visits to sites across the region.
- 6.4 Finally, notwithstanding the above, the event was extensively publicised and promoted through the marketing section within Culture and Tourism and received widespread coverage by the local media. (For full details on Sunderland's marketing programme please see Appendix II).

7.0 HERITAGE OPEN DAYS REGIONAL LAUNCH

- 7.1 In addition to the general media coverage, the Regional Launch of HODs was held at Segedunum in North Tyneside hosted by North Tyneside Council and Tyne and Wear Museums. The event was attended by John Grundy, council members and senior officers from each of the district authorities, sponsors, representatives from regional and local organisations and groups, and volunteers from the participating properties/activities.

8.0 HERITAGE OPEN DAYS 2008

- 8.1 The Civic Trust has confirmed that the 2008 event will take place from 11– 14 September 2008. It is intended that the Historic Environment

Section will continue to lead the organisation of the event in Newcastle and the co-ordination of the event within Tyne and Wear with assistance from other members of the Steering Group.

8.2 The Culture and Tourism department within the Sunderland City Council will establish internal Heritage Open Day meetings in January 2008, in order to continue to develop new venues, programme and activities. As it is the National Year of Reading in 2008 this will be a focus for programme within the library service for Heritage Open Days 2008.

8.3 Similar to last year English Heritage (North East Region) Outreach Officer, will be spending 50% of their time working with the Civic Trust and partners on broadening the scope of participants, widening the audience participation, assisting with the interpretation of properties and establishing workshops for the participants.

9.0 FINANCIAL IMPLICATIONS

9.1 The cost of the Tyne and Wear HODs 2007 publicity and launch was funded by contributions from the participating authorities (£500 per authority) along with the very generous grant aid/donations from the Northern Rock Foundation and the Barbour Trust.

9.2 Budgets allocated within Culture and Tourism included;

- Artist fees for programme within Churches/libraries/Fulwell Mill
- Bus Hire for Tours across the City
- Education Talks
- Marketing and Publicity (includes Sunderland specific and contribution to Tyne and Wear Marketing Material)

9.3 It is anticipated that the Tyne and Wear HODs 2008 event will be funded by contributions from the five Councils and additional external sponsorship.

10.0 RECOMMENDATIONS

10.1 Members are asked to note the content of this report.

11.0 APPENDICES

11.1 Appendix I – Sunderland Heritage Open Days 2007 (Visitor Figures)

11.2 Appendix II – Heritage Open Days Marketing 2007 - Sunderland

APPENDIX I – Sunderland Heritage Open Days - 2007

YEAR	2007	2006	2005	2004	2003	2002
1. Arts Centre Washington	336	505	-	-	-	-
2. Bishopwearmouth Horticultural Nursery	80	75	-	-	-	-
3. Bowes Railway	84	150 (E)	150 (E)	350	-	-
4. City Library and Arts Centre Exhibition	3,656	4,423	34	-	-	-
5. City Library class visit/craft activity	39					
6. Cut Throat Dene – Fulwell Mill Walk	9	15	-	-	-	-
7. East Herrington Library	68	-	-	-	-	-
8. Fatfield and Cox Green Walk	15	-	-	-	-	-
9. Fulwell Mill	501	415	263	360	289	37
10. Geological Origins of St Peters	23	-	-	-	-	-
11. Hearts of Oak PH Exhibition and Walk	167	147	82	-	-	-
12. Herrington Country Park	6	30 (E)	0	-	-	-

YEAR	2007	2006	2005	2004	2003	2002
13. Hetton Centre Library	67	-	-	-	-	-
14. Holy Trinity Church (Old Sunderland P Ch)	257	94	150	-	139	45
15. Houghton Hillside Cemetery	30	16	15	-	-	-
16. Houghton Library	49	-	-	-	-	-
17. Hylton Castle	178	220	50 (E)	120 (E)	-	-
18. Magical History Tour – Churches	7	-	-	-	-	-
19. Magical History Tour - Pubs	24	-	-	-	-	-
20. Monkwearmouth Station Museum	615	-	-	-	-	-
21. National Glass Centre	20	-	-	-	-	-
22. North East Aircraft Museum	2,000	300	-	-	-	-
23. North East War Memorials Project	5	-	-	-	-	-
24. Queen St Masonic Lodge	30	100 (E)	140	-	-	-
25. Ryhope Engines Museum	TBC	127	116	95	128	50 (E)

YEAR	2007	2006	2005	2004	2003	2002
26. Ryhope Pigeon Cree	63	-	-	-	-	-
27. St Andrew's Church, Roker	68	55	77	73	77	80
28. St George's United Reformed Church	27	143	10	-	-	-
29. St Ignatius Church	20	20	25 (E)	50 (E)	-	-
30. St John's Methodist Church	4	2	25 (E)	-	-	-
31. St Mary's Church, South Hylton	30	50 (E)	-	-	-	-
32. St Mary Magdelenes Church	40	50 (E)	-	-	-	-
33. St Nicholas Church	12	9	5	-	-	50 (E)
34. St Peter's Church, Monkwearmouth	70	25 (E)	25 (E)	50 (E)	-	25
Scouts Hut Herrington	CANCELLED	250	150	-	-	-
35. Sonic Dish to Spuggies Arch	12	12	23	-	-	-
36. South Hylton Independent Methodist Church	2	6	-	-	-	-
37. Sunderland Civic Centre	20	11	-	-	-	-
38. Sunderland Echo Building	11	15 (E)	15	-	-	-
39. Sunderland Empire Theatre	60	57	67	-	-	-

YEAR	2007	2006	2005	2004	2003	2002
40. Sunderland High School	32	93	12	2	-	-
41. Sunderland Maritime Heritage HQ	105	75 (E)	75 (E)	160 (E)	180	-
42. Sunderland Minster	61	25 (E)	25 (E)	50 (E)	83	20
43. Sunderland Museum & Winter Gardens Lowry Festival	671	13	9	17	-	-
44. Sunderland Museum & Winter Gardens Mowbray Park Tour	3	-	-	-	-	-
45. Sunderland Theatre Organ Preservation Society	TBC	25 (E)	25 (E)	-	-	-
46. Treasures from our Archives	57	-	-	-	-	-
47. Washington F Pit	292	292	25 (E)	-	-	-
48. Washington Old Hall	442	-	-	-	-	-
49. Washington Town Centre Library	1,672	-	-	-	-	-
50. Watch House Open Day	TBC	130	-	-	65	50(E)
51. West Park United Reformed Church	TBC	35	-	-	100	-

Total Buildings, Tours and Events	51	53	53	27	15	15
Total Visits	12,040	8,626	2,326	2,389	1,282	755

APPENDIX II

Heritage Open Days Marketing 2007 - SUNDERLAND

OBJECTIVES

- To promote the Heritage Open Days 2007 throughout Sunderland and surrounding areas.
- To gain maximum publicity pre and during the event.
- To gain maximum publicity for Sunderland City Council in organising the event.

MARKETING ACTIONS	DATE	STATUS	COST
Publicity Materials <ul style="list-style-type: none">• Leaflets A4 folded to A5 (4,000)• Posters (100)• Tyne & Wear HOD's Brochure	11 June 11 June	Completed Completed Completed	£380 £50 £500
PR <ul style="list-style-type: none">• Heritage Open Days 2007• Join the Magical History Tours• Walk this Way to Heritage Open Days	24 August 31 August 4 September	Completed Completed Completed	Free Free Free
Website <ul style="list-style-type: none">▪ Heritage Open Days website covers brief event information directed visitors to Tyne & Wear website for specific programme details.		Completed	Free

<p><u>Publications</u></p> <p>Internal</p> <ul style="list-style-type: none"> ▪ Sunrise ▪ Switched On 	<p>July 2007 Summer 07</p>	<p>Completed Completed</p>	<p>Free Free</p>
<p>Media Coverage (pre, during and post event)</p> <ul style="list-style-type: none"> • Evening Chronicle – ‘Open day at the loft’ • Sunderland Echo – ‘Cree on list of North’s heritage draws’ • Sunderland Echo – ‘Group call for new members’ • Sunderland Echo – ‘Heritage Concert a sell-out’ • Sunderland Echo – ‘Robbie shares cuppa with city pigeon fans’ • Sunderland Echo – ‘The Whole Story’ • Evening Chronicle – ‘Hall all set to open it’s doors’ • Sunderland Echo – ‘Three Cheers for our Pubs’ • Sunderland Echo – ‘Mix up in Old Hall’s Opening Times’ • Sunderland Echo – ‘Help us save prize exhibit, plead plane enthusiasts’ • Sunderland Echo – ‘Explore our heritage’ <ul style="list-style-type: none"> • BBC Look North – SCC recommends pigeon loft as place to visit • BBC Radio Newcastle – Pigeon cree • BBC – listed pigeon loft • ITV1 – Robbie Coltrane’s B Road Britain – Pigeon Cree 	<p>Thursday 23 August Friday 24 August Tuesday 28 August Tuesday 28 August Wed 29 August Tues 4 September Wed 5 September Wed 5 September Fri 7 September Fri 7 September Sat 8 September</p> <p>22 August 22 August 23 August 30 August</p>		<p>Free PR worth</p> <p>£416.00 £3,040.45 £832.65 £704.55 £862.75 £5,979.75 £499.20 £5,979.75 £183.00 £1,906.38 £292.80 £20,697.28</p>