



Heritage Open Days Publicity Pack – Campaign Overview

Bringing Living Heritage to Life

Every September, Heritage Open Days provides a fantastic opportunity to welcome thousands of people into our churches, towers and ringing chambers. For many visitors, it will be their first opportunity to climb a church tower, see the bells up close, meet local bellringers and discover the fascinating tradition of change ringing.

This publicity pack has been created to help Associations, Guilds and individual towers make the most of Heritage Open Days by promoting bellringing as a vibrant, welcoming and living tradition. While our bells are an important part of the nation's historic buildings, it is the people, skills and community behind them that truly bring them to life.

Church bellringing is part of the UK's Intangible Cultural Heritage, a recognition that celebrates traditions, knowledge and skills passed from generation to generation. Every practice night, every learner, every experienced ringer mentoring someone new, and every band ringing for worship or celebration helps keep this remarkable tradition alive.

Heritage Open Days offers the perfect opportunity to share these stories.

This toolkit has been designed to make promoting your event as simple as possible. Whether you are opening your tower for a few hours, running demonstrations, offering tower tours or inviting visitors to have a go at handling a bell, the resources included can be adapted to suit your local event. They are intended to save time, provide inspiration and help create a consistent national message while allowing each Association, Guild and tower to showcase its own unique story.

Within this pack you will find ready-to-use publicity materials, editable press releases, social media content, photography guidance, poster templates and ideas for engaging with local media and your wider community. You are encouraged to personalise these resources with your own photographs, local history, event details and stories from your ringers.

Above all, we encourage you to focus on the people behind the bells. Visitors are often inspired not only by the history of a tower, but by meeting the volunteers who continue to practise and share this unique skill today. A warm welcome, a friendly conversation and the opportunity to see ringing in action can leave a lasting impression—and may even inspire the next generation of bellringers.

Thank you for helping to celebrate and share this extraordinary living tradition. Together, we can open our towers, tell our stories, and ensure that the sound of church bells continues to ring out across our communities for generations to come.