



Measuring Success

Celebrating Your Heritage Open Days

Every Heritage Open Days event is an opportunity to share the story of your tower, welcome your local community, and celebrate the living tradition of church bellringing.

Success isn't measured solely by visitor numbers. Every conversation, every tower tour, and every new connection helps raise awareness of bellringing and strengthens the relationship between your church and its community.

Taking a few moments to reflect on your event will help you celebrate your achievements, identify what worked well, and build on your success in future years.

Visitor Engagement

Consider recording:

- Total number of visitors.
- Number of tower tours delivered.
- Number of families attending.
- Number of children and young people.
- Approximate time visitors spent at your event.
- Visitor comments and feedback.

Positive comments are invaluable and can be used to promote future events.

Community Reach

Think about how widely your event was promoted.

Record where your event appeared, for example:

- Parish magazine.
- Church newsletter.
- Community newsletter.
- Local newspaper.
- Local radio.
- Social media.

- Community noticeboards.
- School or village newsletters.

This will help you understand which communication channels were most effective.

Media Coverage

Keep copies or links to any publicity you receive, including:

- Newspaper articles.
- Online news stories.
- Radio interviews.
- Community websites.
- Diocesan publications.
- Heritage Open Days listings.

These provide a valuable record of your event and can support future publicity.

Social Media

If you use social media, consider recording:

- Number of posts shared.
- Reach and impressions.
- Likes, comments and shares.
- Video views.
- New followers.
- Visitor photographs shared online.

Photos and stories shared by visitors can be just as valuable as those posted by your own tower.

Interest in Learning to Ring

One of the greatest successes of Heritage Open Days is inspiring people to take the next step.

Record:

- Number of enquiries about learning.
- Leaflets taken away.
- Contact details requested.
- Beginner course enquiries.

- Visitors attending a practice night after the event.
- New learners who join your tower.

Even one new ringer can make a lasting difference to your tower.

Volunteer Reflections

After the event, spend a few minutes discussing:

- What worked particularly well?
- Which activities were most popular?
- What surprised you?
- What could be improved next year?
- Were there any challenges?
- What ideas would you like to try in the future?

These conversations are often the best source of inspiration for future events.

Celebrate Your Success

Don't forget to thank everyone who helped make your event possible.

Recognise the contribution of:

- Bellringers.
- Church volunteers.
- Refreshment teams.
- Tour guides.
- Clergy.
- Photographers.
- Local supporters.
- Heritage Open Days volunteers.

A simple thank you goes a long way.

Share Your Story

Once your event has finished, keep the momentum going.

Share your successes by:

- Posting photographs on social media.

- Writing a follow-up article for your parish magazine.
- Thanking visitors online.
- Sharing stories with your Association or Guild.
- Sending a summary to your diocesan communications team.
- Inspiring neighbouring towers with ideas for next year.

Every successful Heritage Open Days event helps demonstrate the value of church bellringing as a welcoming, active, and living tradition.

Remember...

Success isn't just about how many people walk through the church door.

It's about the conversations you have, the stories you share, the welcome you offer, and the lasting impression visitors take home with them.

Whether your event inspires one new bellringer, strengthens community relationships, or simply helps someone discover what happens Behind the Bells, you have played an important part in celebrating and safeguarding our living heritage for future generations.