



Agenda item 9

For information: **Heritage Open Days 2024**

Written by: Chris Stringer, Deputy Town Clerk
and Katie Ponsford, Events & Tourism Officer

Over 3 days – Thursday 12 September to Saturday 14 September – a combination of town council staff and volunteers opened the old lock-up on the town bridge as part of this year’s [Heritage Open Days](#).

On each day, the lock-up was open for 2 hours – between 12 noon and 2pm.

We promoted our Heritage Open Days differently this year – including a short video (Instagram Reel) across the Explore social media accounts. This video has had nearly 1,400 views now.

We also tried to make the days more fun and interesting for children and families, with Horrible Histories style facts and a colouring in sheet to take away.

We estimate that we had around 50 people visiting on each of the days – so around 150 people across the 3 afternoons.

This included visitors from America and Australia.

Comments on the days were generally positive – and people enjoyed being able to look inside the lock-up and find out about the town’s history and heritage.

BBC Radio Wiltshire also covered this year’s open days.