

This section is for thinking about starting to reach out to groups to create new co-working relationships.

Working in partnership with groups is important.

Firstly, this ensures that we are creating activities with groups, not for them. Secondly, working with partners helps us do more with fewer resources.

1.1 Finding partners to work with

It can be valuable to reflect on who you could choose to work with or reach out to before European Heritage Days.

Sometimes it feels easiest to focus on groups we already know about, but finding new partners can unlock possibilities for including under-represented groups and addressing barriers.

Reflecting on who EHD works with

The survey of EHD national coordinators (Spring 2020) shows that there are some groups of people who are less likely to attend EHD events, and who have less of a role in creating content for local EHD programmes.

For example, in Scotland half of EHD visitors are aged 45-69 and white.

The survey found that from the 14 countries that responded:

- 3 don't actively engage with under-represented groups
- 6 engage with under-represented groups as co-planners of events or as creators of content for the EHD programme

The different ways the countries engage with under-represented groups include:

- Inviting groups to launch events, and on free tours
- Working with NGOs to present minority heritage
- Making venues and events accessible to disabled people
- Encouraging ethnic and racial minority groups to present their intangible heritage, to host events, and to open buildings
- Opening sites in under-represented areas
- Reaching out to specific groups depending on the year's theme



Measuring representation in European Heritage Days

- Identify demographic data for your country. This might be a national census, or other readily available data you can get access to.
- Find any existing audience surveys from national heritage organisations.
- This data might not include information about every under-represented group, but it should help you understand whether the people who take part in EHD reflect the different communities in your country.
- Do you collect demographic data about your audiences?
For example, feedback forms can ask for participants' ages and genders, and whether they're LGBTQI+ or disabled. Noting down gaps in our knowledge about EHD's audience is helpful as a first step towards understanding who's under-represented in EHD.

Making connections with the British Deaf Association Scotland

Case Study

In 2019 the Scotland National Coordinator worked with the Glasgow Regional Coordinator and the British Deaf Association Scotland (BDAS) to schedule a special British Sign Language (BSL) tour of the Glasgow Vintage Vehicle Trust, a popular EHD venue.

Working in partnership was necessary to address barriers.

BDAS co-planned and co-designed the event.

We looked at venues that already provided regular guided tours and let BDAS select their favourite.

They provided BSL interpretation of the tour for free, as well as marketing the event to their network.

17 people attended the tour. They were asked to book one week in advance and all of them travelled into the city from surrounding areas especially for the tour.

Those who attended had not heard about Doors Open Days before. They all enjoyed the tour and asked for more BSL content to be added in the future.

Through this partnership we learned about another highly active Deaf community group in the north of Scotland, which we want to engage with in the future.



1.2 Getting in touch with possible partners

As a step towards including under-represented groups in EHD, you can identify who you already work with, who you'd like to work with, and who you could reach out to.

This could include sites, community groups, and members of the public.



TOOL

Mapping possible partners

Questions to reflect on:

- Who do you already reach out to? How do you choose these groups?
- Have you tried to engage with groups who are under-represented in EHD as creators, audiences and volunteers?
- What has worked well and less well?
- Whose stories, places, and faces are missing from our European Heritage Days?



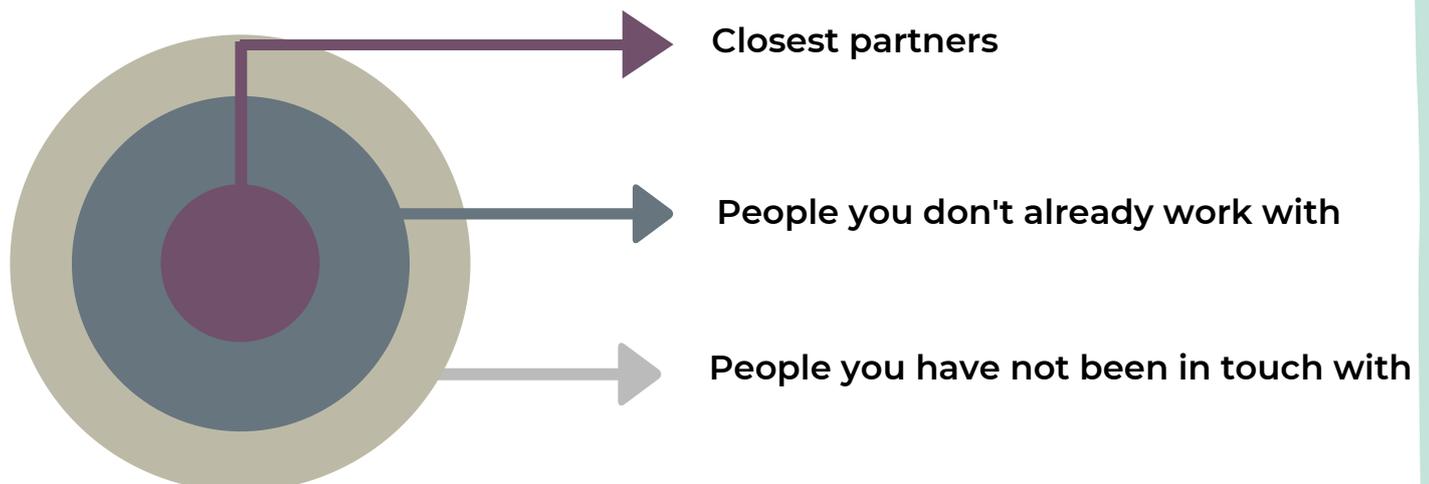
Draw a target-shaped map or chart showing the different people and groups you know.



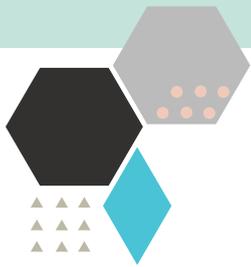
Write the ones you know best and already work with in the centre. Groups you aren't in contact with are written at the edges. Some may be closer, some more distant.



Does the map help you identify who you could work with? Or could the people on the map suggest partners or put you in touch with groups they know?



Creating art, workshops and educational materials



Stone, Sea and Sky:

The Architecture of Scotland's Islands' was a Doors Open Days 30th anniversary project that celebrated the buildings, places and communities of Scotland's Western Islands.

The purpose of this project was to include the Islands in the Doors Open Days programme, and draw attention to the unique 'ways of life' on each island.

Local artists and architects carried out workshops in schools, through partnership working with 4 different cultural venues - An Lanntair in Stornoway, Taigh Chearsabhagh in Lochmaddy North Uist, Atlantic Islands Centre on Isle of Luing, and Rothesay Pavilion on the Isle of Bute.

Final artworks will be unveiled during 2020 and celebrated through Doors Open Days 2020.

An accessible output from these workshops was developed. We consulted with our partners and two accredited educators to create the Stone, Sea and Sky educational toolkit - adapted for use throughout the whole of Scotland.

Case Study



Illustration work by Saffron Russell:



Who knows about your events?

The National Trust of Scotland's report 'Scotland's Culture Strategy' (2020, Ballantyne and Hearn) includes survey data about barriers which make it harder to take part in cultural activities.

Future Scotland



Only 25% of the people who responded to the survey said 'nothing discourages me from participating', and most people experienced more than one barrier.



The top barrier was cost (43% of people).



Young people were more likely to experience 'lack of information' and 'lack of confidence' as a barrier than people in middle age groups.



BAME and LGBT+ people were also more likely to experience lack of information as a barrier.



People with lower incomes faced the most barriers, and people with highest incomes faced the least.

[Read their full report by following this link.](#)

Unsong Stories is part of Heritage Open Days (HOD) in England, which focuses 'on aspects of heritage that have been overlooked or pushed to the sidelines'.

The 2017 Unsong Stories theme was LGBTQ+ heritage, to commemorate the anniversary of the partial decriminalisation of homosexuality.

Museums, community groups, artists, performers, and members of the public collaborated to create events around four personal histories from the LGBTQ+ community.

In Oswestry, love letters between two local men who were soldiers in WWII inspired a public participation project :

'Gilbert & Gordon: Then All The World Could See How In Love We Are'.

Letters written by members of the public were burned to create a commemorative diamond ring from the ashes, in celebration of the diversity of love.

One of the HOD organisers from Oswestry Town Museum, Mark Hignett, said the project was the 'highlight of the past 7 years' because of 'the way the whole community got involved (and are still involved)'.

Other LGBTQ+ (2017) participatory projects involved co-creating performances with community members, installing multi-media art in public spaces to draw attention to hidden LGBTQ+ heritage, theatre with virtual reality (VR) experiences, and a knitting workshop for exploring binary code.

