



DOORS OPEN DAYS 2019



30 YEARS



SCOTTISH

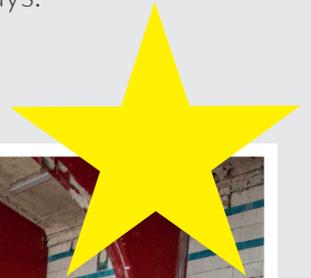


CIVIC
TRUST



REPORT

Doors Open Days is nationally coordinated by the Scottish Civic Trust, and is a part of European Heritage Days.





DOORS OPEN DAYS 2019
30 YEARS

Doors Open Days has been celebrated in Scotland since 1990. The purpose of Doors Open Days is to enable everyone to enjoy our shared built and cultural heritage by accessing places, spaces and activities not usually open to them. The event is delivered in collaboration with area coordinators from local authorities and amenity groups, supported by many thousands of volunteers.



1,103

VENUES & EVENTS



EVERY LOCAL AUTHORITY AREA IN SCOTLAND TOOK PART



93,100+ VISITORS

254,750+ VISITS



64%

VISITED REGIONS THAT WERE NOT THEIR HOME REGION



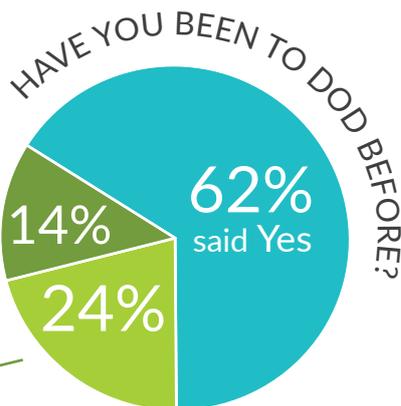
6,650+ VOLUNTEERS

32,250+ VOLUNTEER HOURS



Stumbled upon the event

Planned a visit when they heard about it



£1.5m VISITOR EXPENDITURE

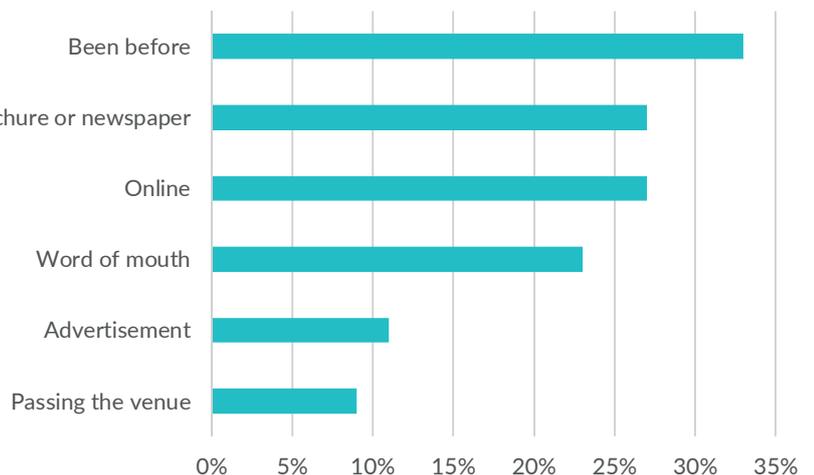
We have been travelling around Scotland in September to attend Doors Open Days for the past 20 years. It is just as exciting now as it was 20 years ago!

Wonderful experience to be invited into someone's family home and hear amazing history - and feel the 'live in' atmosphere.



HOW DID YOU HEAR ABOUT DOORS OPEN DAYS?

Percentage of visitors (multiple answers allowed):



Wonderful! I feel like a guest in my own city - the passion and hospitality at hosting venues is outstanding. Thank you!

300+

ARTICLES IN LOCAL PRINTED MEDIA ACROSS ALL 32 REGIONS



34%

INCREASE IN LOCAL NEWSPAPER COVERAGE COMPARED WITH 2018



5x



AS MANY ARTICLES IN NATIONAL MEDIA COMPARED WITH 2018



2

BBC RADIO SCOTLAND FEATURES WERE BROADCAST

235,000+



VIEWERS OF A STV DOD FEATURE ABOUT ARBROATH'S COLD WAR BUNKER

National press coverage included:

The Skinny, The National, The Scotsman, The Herald, Scottish Daily Mail, History Scotland, The Times.



213,000+

WEBSITE USERS, A 16% INCREASE IN USE COMPARED WITH 2018

Thank you so much, this is such a heart-warming initiative. Well done!

1,000+

NEW DOORS OPEN DAYS E-BULLETIN SUBSCRIBERS



1,000+

NEW FOLLOWERS ON SOCIAL MEDIA



372,000+

PEOPLE REACHED ON SOCIAL MEDIA, A 20% INCREASE COMPARED WITH 2018



In 2019 we celebrated **30 years of Doors Open Days**. Doors Open Days first took place in Glasgow and Ayr in 1990 and has grown significantly. In 2019 all 32 regions of Scotland participated in delivering a free national celebration of culture, architecture and heritage. The Scottish Civic Trust also delivered additional events, from filling a swimming pool full of flowers to offering refugee-led tours of Scotland's finest buildings.



Two events launched **Doors Open Days**. *Cultural Embassies* celebrated the shared heritage of Scotland and Europe. The project created a map of European connections in Scotland and was launched at the Great Polish Map in Peebles. *Blooms with a View* was a floral installation that filled Govanhill Baths in Glasgow, welcoming over 1,000 visitors. The event was opened by Nicola Sturgeon, MSP for Glasgow South and Scotland's First Minister.



In 2019 we offered **Enabling Grants** that allowed 13 additional venues to take part in Doors Open Days. The grants ranged from £60 to £2000 and enabled the completion of small scale works that increased access to venues during Doors Open Days. Grants covered the cost of installation of toilet facilities, signage, safety fencing, disabled toilets and more.



TAKE PART IN DOORS OPEN DAYS 2020!

We are celebrating Scotland's Year of Coasts and Waters, and the European theme of Education. We are looking for coordinators for Shetland, East Renfrewshire, Western Isles and Argyll & Bute, so please get in touch if you can help.

CONTACT US

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#dodscot

THANKS

Paid internships were supported by The Robertson Trust, and Glasgow University Internship Hub with Santander.

Doors Open Days is Scottish Civic Trust's contribution to European Heritage Days, along with Scottish Archaeology Month, coordinated by Archaeology Scotland.



Statistics are based on a sample of 2,658 visitor surveys (2.85% of visitors) and 952 event organiser surveys. Cover image: © Donald MacLeod. Images © clockwise from left: Fountainbridge Library, Renfrewshire Council, George Logan/Perth and Kinross Heritage Trust, Scottish Civic Trust, Dunoon Burgh Hall, Cruck Cottage, Scottish Civic Trust. Icons in this report were made by Pixel perfect from www.flaticon.com

