

# Doors Open Days 2013

## Partner and Stakeholder Report

**24** local authority areas

**1057** venues and events

**4600** volunteers

**75,000** unique visitors

**225,000** attendances

**£1.5million** generated

**100%** free



# Event summary, aims and objectives

## What is Doors Open Days?

- Scotland's largest free festival that celebrates the built environment and gives free access over 1000 venues and activities across Scotland throughout September at a range of sites and locations
- A showcase of the best heritage that Scotland has to offer and of the country as a vibrant, modern nation
- An opportunity for all participating areas to highlight their best and most distinct local attractions

## What is the purpose of Doors Open Days?

- To increase public appreciation and enjoyment of Scotland's built heritage
- To provide free access to sites of historic, cultural, architectural and community interest
- To promote inclusion in Scotland's civic spaces and civic activities

## What does the event aim to achieve?

- By ensuring that the historic environment delivers benefits for communities by maximising the social, cultural and economic opportunities for all
- By stimulating and sustaining the development of Scottish heritage and cultural sectors through country-wide participation

## How does the event intend to achieve this?

- By creating opportunities for unique insight into Scotland's hidden heritage and world-class architecture
- By promoting civic pride, community cohesion and encouraging understanding between cultures

## About this report

The purpose of this report is to evaluate the success of key aspects of Doors Open Days and to inform strategic developments in 2014.

Evaluation of this event is based on surveys taken from both adult visitors and child visitors, event organisers and area coordinators, press cuttings, Google Analytics, social media analytics and some 3rd party research, e.g. VisitScotland's marketing outturn report.

In 2013 we received surveys from 4000 visitors, 500 event organisers and volunteers, and 20 local area coordinators. We surveyed our partners, participants and audiences using hard copy questionnaires handed out at events and digital questionnaires delivered online.

The content of this report includes Organisation, structure and support, Visitor Trends, Visitor Experience, Audience Engagement, Participant Experience and Trends, and Facts and Figures.

# Organisation, structure and support

## Who coordinates Doors Open Days?

Doors Open Days is coordinated nationally by the Scottish Civic Trust with support from Historic Scotland and sponsorship from Aberdeen Asset Management. Local area programmes are coordinated by a network of local authorities, heritage consultancies, civic societies and heritage groups who are in turn supported by a large number of volunteers, businesses, community organisations and building owners.

## How does it link to European Heritage Days?

Alongside Scottish Archaeology Month, coordinated by Archaeology Scotland, Doors Open Days forms Scotland's contribution to European Heritage Days, which sees over 25 million people from 50 countries take part. European Heritage Days events and activities aim to widen opportunities and access and to encourage care for architectural and environmental heritage across Europe in addition to increasing support, understanding and respect among our communities. For more information on European Heritage Days see [www.ehd.coe.int](http://www.ehd.coe.int)

## Who else helps open doors?

Many volunteers contribute to the planning and promotion of the festival as well as running the actual Doors Open Days and associated activities both at local and national level. Their contribution is critical to the ongoing success of the event and the Scottish Civic Trust would like to thank all those who give their time and energy to organise Doors Open Days.

## Where did it all begin?

In 1990 as part of the European City of Culture celebrations, Glasgow and Ayr became the first areas in Scotland to run Doors Open Days events. The popularity of the event encouraged several other areas in Scotland to take part the following year, coordinated centrally by the Scottish Civic Trust. In 1991 Scotland became the only country in the UK and one of only 5 European nations to take part in the first ever European Heritage Days. The event brings together people from all walks of life in celebration of the fascinating places and spaces that surround us and the stories that our built environments can tell.

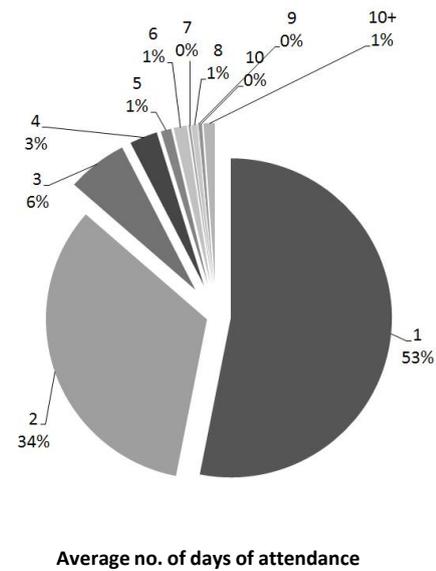
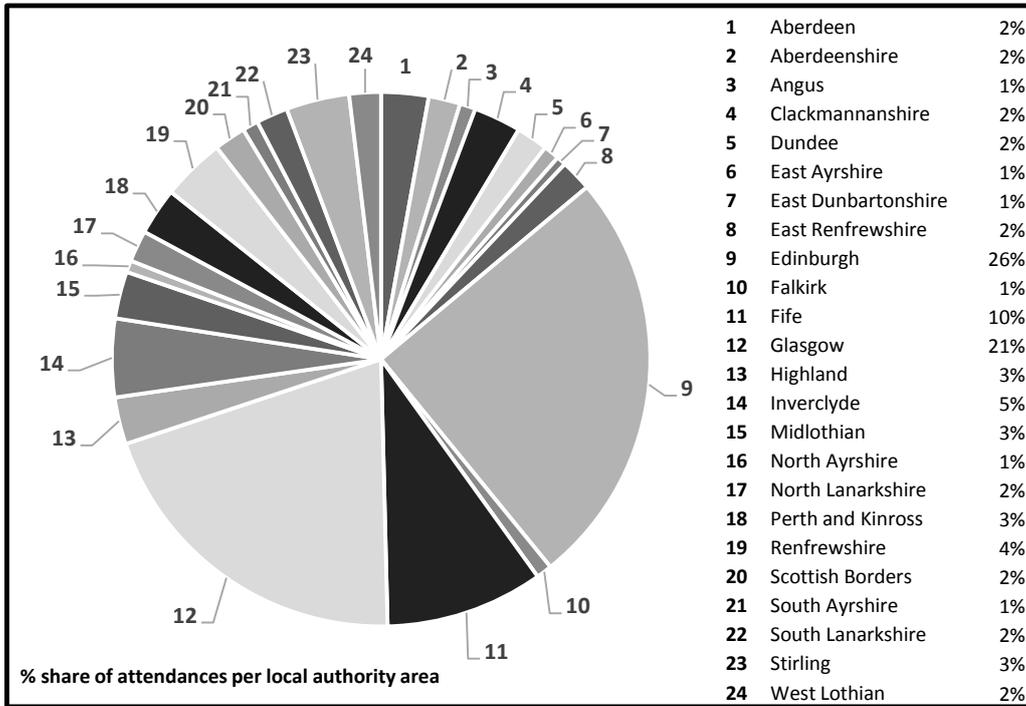
For more information on the background of Doors Open Days, it's structure and supporters visit

[www.doorsopendays.org.uk](http://www.doorsopendays.org.uk)



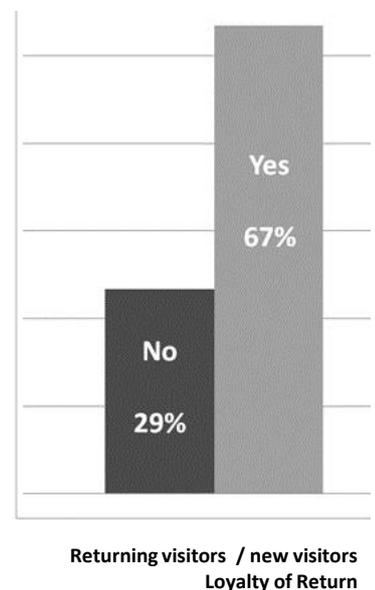
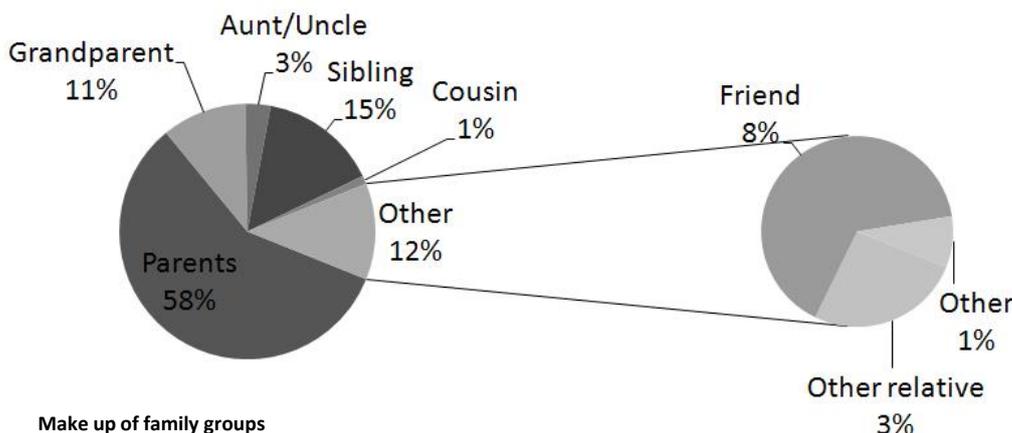
# Visitor Trends

In 2013 Doors Open Days greeted 75,000 unique visitors who made 225,000 attendances across the country throughout the month of September. On average attendances were made over 3 days, with **8 out of 10** visitors spending time in an average of 3 local authority areas. Almost 50% of all unique visitors attended venues / events in the central belt, in addition to other areas, a 13.5% increase from 2012. Overall attendances in the rest of Scotland increased by 39% from 84,000 in 2012 to 117,000 in 2013.



53% of attendances were made on a single day of the festival. **6 out of 10** people visited 4 buildings or events maximum, making their participation concentrated and in depth.

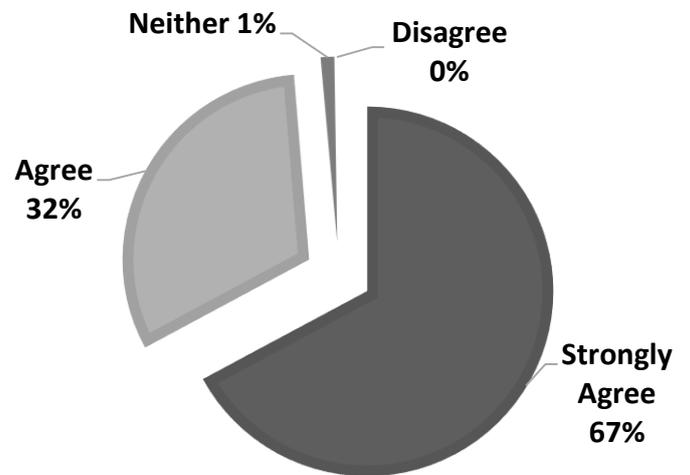
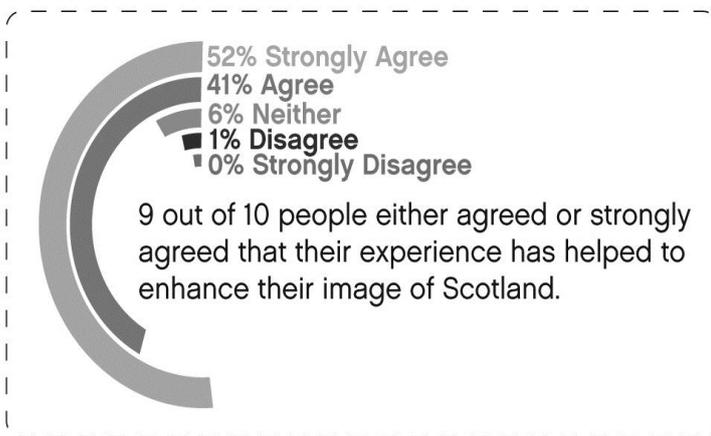
In 2013 families visited Doors Open Days in intergenerational groups with **6 out of 10** children being accompanied by their parents/ guardians. In 2012, **27%** of visitors said they came as part of a family group, compared with **30%** in 2013. Two thirds of our visitors have taken part in Doors Open Days before 2013, showing a loyal and returning audience who come back year on year.



# Visitor Experience

Visitor experience results show that Doors Open Days has a positive impact on attending audiences sense of enjoyment, with 9 out of 10 saying that they would take part again and have recommended the festival to their friends and family. **7 out of 10** attendees strongly felt that the festival helps to showcase Scotland in a positive way to the rest of the world.

80% of attendees indicated that their interest in architecture and heritage motivated them to take part and that this was enhanced due to their visit. **9 out of 10** also stated that the festival has encouraged them to explore more of Scotland and it's unique cultural buildings in the future.



Doors Open Days is good for the image of Scotland

Of the 75,000 visitors, **9 out of 10** were very happy with the quantity and quality of buildings and events, the information available to them and the geographical spread of buildings and events on offer

**9 out of 10** visitors agree that Doors Open Days help bring communities together across Scotland

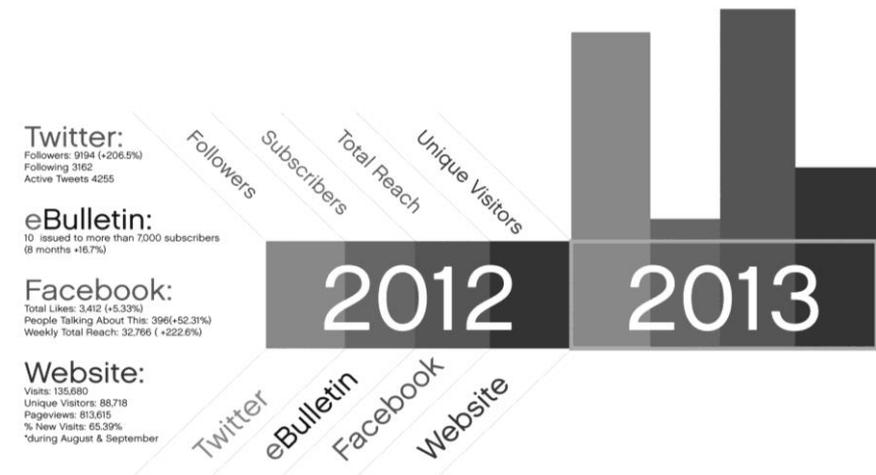
**6 out of 10** visitors were motivated to take part in Doors Open Days because they had an interest in the building or subject they were visiting

**7 out of 10** people rated their experience as excellent with an **9 out of 10** people being happy with their overall experience

**90% of visitors feel that the festival increased their sense of pride in their local area**

# Audience Engagement

In addition to attracting 75,000 people to visit festival venues and events, Doors Open Days also engages with large numbers of online audiences, before, during and after the festival. The 2013 events developed existing audience engagement through linked online and offline media presence. A combination of adverts, features, articles and competitions saw a rise of over 65% increase in new visitors to [www.doorsopendays.org.uk](http://www.doorsopendays.org.uk) during August and September in 2013, reaching a total of 135,000 people online, an increase of 67% from the same period in 2012.



2013 saw a significant rise in social media activity, a 206% increase of Twitter followers between January 2013 and September 2013 with 4255 active Tweets and 222.6% increase on Facebook of weekly totally reach throughout the festival and an overall increase from 2012 by 39%.

Offline media also proved to be successful with featured articles and focused partnership adverts with Visit Scotland in several national and regional publications across all warm market segments (W2-W4). Several local publications featured the festival, with both national and regional stories being shared. Marketing partnership with VisitScotland in particular resulted in a greater offline to online conversion, helping drive new audiences to our online content and ultimately to Doors Open Days.

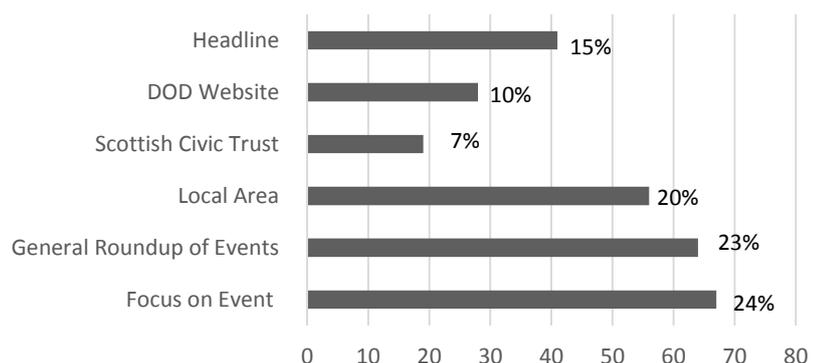
Total # articles	153
Total # local articles	118
Total # national articles	275

Total # publications	70
Total # local publications	58
Total # national publications	12

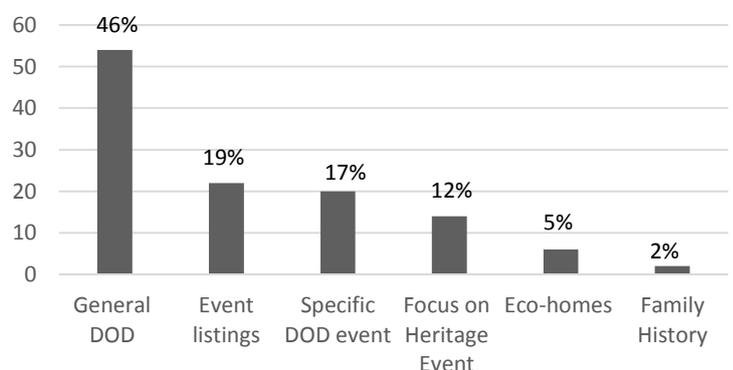
# Local publications with features	% share	
Glasgow Evening Times	14	24
Ardrossan & Saltcoats Herald	4	7
Barrhead News	4	7
Bellshill Speaker	4	7
Brechin Advertiser	4	7
Fife Herald	4	7
Glenrothes Gazette	4	7
Largs & Millport News	8	13.8
Milngavie & Bearsden Herald	12	20.2
<b>TOTAL</b>	<b>58</b>	<b>100</b>

# National publications with features	% share	
The Herald	4	33.6
Daily Telegraph	1	8.3
Scottish Daily Express	1	8.3
Scottish Daily Mail	1	8.3
Sunday Herald	2	16.6
The Scotsman	2	16.6
The Scottish Sun	1	8.3
<b>TOTAL</b>	<b>12</b>	<b>100</b>

Focus of National Publication articles



Focus of Local Publication Articles

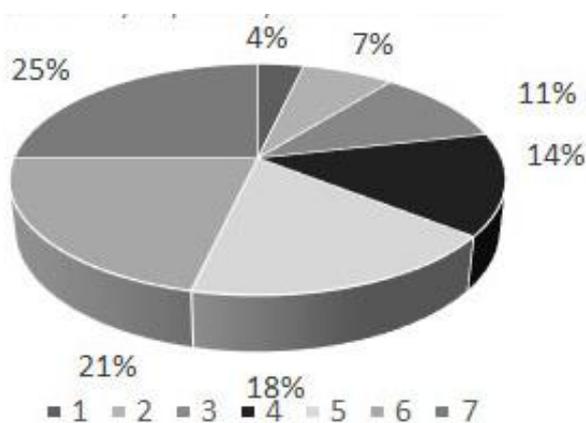


# Participant Experience and Trends

Doors Open Days is an inclusive event that incorporates visitors, volunteers, staff, local businesses, tourists, local government and national government. The main participants who help make the festival happen are the staff and volunteers across the country who all help open up doors. The festival is one of the biggest volunteering events in Scotland, making up 25% of all historic environment volunteers in the country\* and the 2013 festival saw 4600 volunteers taking part across 1057 buildings and events across the country.

\*according to Scotland's Historic Environment Audit 2012. A total of 18,500 people volunteer in the sector annually.

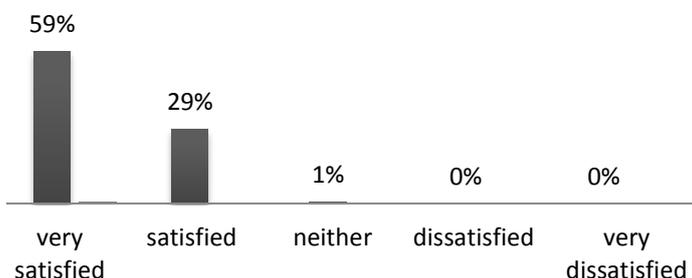
Overall results show that 2013 was a very positive experience for volunteers and organisers taking part, with **9 out of 10** volunteers being happy with the level of support given to them and their overall experience of volunteering at the festival. **92%** of event organisers agreed that their event had been a success, with **8 out of 10** of organisers agreeing that the festival makes a difference to their usual visitor attendance figures.



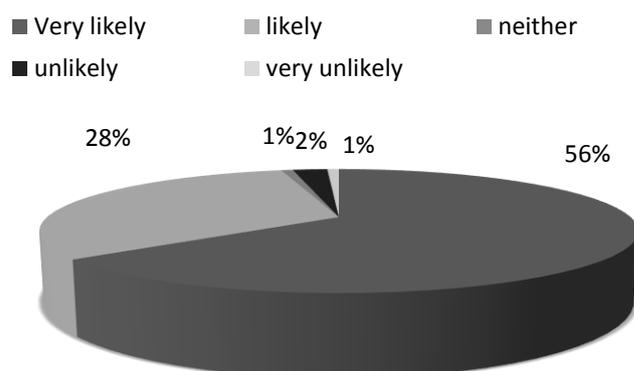
Number of festival days worked

On average volunteers spent 1.8 days each volunteering at the festival. The combined total days of all volunteers taking part would amount more than 36,000 hours combined, an increase of 49% from 2012.

Approximately 3400 event organisers and staff took part in the festival in 2013, concentrating days worked to an average of 2 generally over weekends and contributing more than 27,000 hours combined, an increase of 69% from 2012.



Overall volunteering experience



Volunteering: Loyalty of Return

**8 out of 10** volunteers said that they would return to volunteer again, with a similar statistic for event organisers who would like to participate again. **9 out of 10** event organisers at this year's festival really enjoyed taking part in Doors Open Days and the same number felt their event was a success. **9 out of 10** also agreed that the festival provided a good marketing opportunity and helped to raise awareness of their event or building.

# Facts & Figures

HEADLINE STATS	2012	2013	% change
Local authority areas	30	24	-20%
Venues and events	1073	1057	-1.50%
Volunteers	4600	4600	0
Unique visitors	66100	75,000	13.50%
Attendances	225200	225,000	-0.08%
£ generated	n/a	£1.5million	n/a

VISITOR STATS	2012	2013	% CHANGE
Unique Visitors	66100	75000	13.50%
Unique Visitors - Glasgow & Edinburgh	37100	36000	-2.90%
Unique Visitors - Rest of Scotland	29000	39000	34.50%
Attendances	225200	225000	-0.09%
Attendances - Glasgow & Edinburgh	141200	108000*	-23.50%
Attendances - Rest of Scotland	84000	117000	39%

ATTENDANCE STATS	2012	2013	% CHANGE
Average No. areas attended/ visitor	2	3	50%
Average No. days attended/ visitor	3	4	33%
Returning visitors	64%	67%	4.70%
New visitors	36%	33%	-8%
Family groups	27%	30%	11%

VISITOR ENGAGEMENT: ONLINE			
WEB TRAFFIC	2012	2013	% CHANGE
Sessions	93299	118,337	27%
Users	68572	82995	21%
Pageviews	577541	708146	23%
Pages per session	6.19	5.98	-3%
Ave. sessions duration (min.sec)	4.18	4.21	1%
Bounce rate	32.32	34.16	6%
% New sessions	68.31	65.69	4%
TWITTER	2012	2013	% CHANGE
Followers	6600	9194	39%
FACEBOOK	2012	2013	% CHANGE
Likes	2100	3412	5.33%
E BULLETIN	2012	2013	% CHANGE
Subscribers	6100	7000	14.75%

VISITOR ENGAGEMENT: OFFLINE	2012	2013	% CHANGE
No. national leaflets distributed	60000	50000	-17%
No. of articles (national and local press)	264	153	-42%

PARTICIPANT STATS	2012	2013	% CHANGE
# of volunteers	4634	4600	-0.7%
# of hours volunteered	24,197	36,225	49%
# staff	2574	3487	35%
# of hours worked	16282	27460	69%

AFFILIATED MARKETING 2013 only		
PARTNER	OFFLINE: MEDIA ACTIVITY	ONLINE: MEDIA ACTIVITY
Visit Scotland	Press coverage: 535K Circulation, 2.06M readership (2 x 4 page pull out, 5 double page, 3 full, 8 half page spreads)	Radio coverage: 488K listeners (1 hour show, 3 x ads, 4 x trails)
		Social Media: 168K followers (plugs, trails, shares)
		Web: 4019 page views (dedicated DOD web pages)
		newsletters/ blogs: 2870 page views (dedicated DOD articles)
Scottish Archaeology Month	1/3 A4 ad on pamphlet 20K dist. across Scotland to 1440 tourist info sites, 10K to SAM event organizers.	Twitter: 6.5K followers (plugs, shares)
		Facebook: 4.5K followers (plugs, shares).
Energy Saving Trust	DOD leaflets: 2K dist. across advice centres (250K reach)	Web: 320K unique visits
		Twitter: 719 followers
		Newsletter: 37K subscribers



*Doors Open Days is coordinated nationally by the  
Scottish Civic Trust.*

*It runs throughout Scotland every September as part of  
European Heritage Days.*

*For more information see [www.doorsopendays.org.uk](http://www.doorsopendays.org.uk)*



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The Scottish Civic Trust is a charity registered in Scotland.  
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