

Doors Open Days 2011 Evaluation Report

954 open days & events
192,000 visits
5,700 volunteers
30 local authority areas
100% free



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The Scottish Civic Trust is a charity
registered in Scotland. No. SC012569



Doors Open Days 2011

Introduction

Doors Open Days is coordinated nationally by the Scottish Civic Trust with support from Historic Scotland and EventScotland. Area programmes are coordinated by a network of local authorities, civic societies and heritage groups.

Alongside Scottish Archaeology Month, coordinated by Archaeology Scotland, DOD forms Scotland's contribution to European Heritage Days, which sees over 25 million people from 50 countries take part in activities and visits.

The purpose of this report is to evaluate the success of key aspects of DOD coordination and to inform strategic developments in 2012 and beyond. This report should also function as a reference point for future coordination. This report is based on Visitor, Building Owner / Event Organiser and Area Coordinator Surveys, as well as data collected by SCT directly, such as website activity. Several areas conducted their own surveys and analysis and this has brought additional insights into the project's evaluation.

DOD aims to raise interest and awareness of Scotland's built environment through free activities and visits to sites of architectural, historic and cultural interest. In addition, it aims to support sustainable economic development based on investment in the built environment, domestic and international tourism. A wide range of buildings participate: ancient and modern, extraordinary and every-day, grand and modest.

In 1990 as part of the European City of Culture celebrations, Glasgow and Ayr became the first areas in Scotland to run a DOD. The popularity of the event encouraged several other areas in Scotland to take part the following year, coordinated centrally by the SCT. In 1991 Scotland became the first county in the UK and one of only 5 European nations to be part of European Heritage Days. In 2008, 49 countries participated in EHD.

Participation by building owners and areas grew steadily, with a part-time national coordinator employed to support and develop the programme. In 2003 a full time coordinator was employed, which resulted in further increases in visitor numbers and events.

2011 marked the event's 21st 'birthday' and this was highlighted in press activity.

Highlights

- 954 events ran in 30 out of 32 local authority areas representing the largest ever programme.
- 4 new organisations took on area coordinating activities.
- Over 192,000 visits were made equating to around 62,000 individuals.
- 4 new programme themes were developed: industrial and transport heritage, sporting heritage, renewable energy and 'Open Gates'.
- More than 5,700 volunteers and 3,950 paid staff contributed roughly 26,500 and 27,300 working hours respectively to organising and stewarding events and open days.
- 99% visitors stated that their experience of visiting DODS was 'excellent' or 'good'.
- 14% of event organisers were first time participants in the programme.
- Average visitor spend was £21.47 outside of Glasgow and Edinburgh and £29.21 within Glasgow and Edinburgh.
- An estimated £1,995,000 was generated by the event for the Scottish economy.
- 14% of visitors said that they planned to stay overnight in order to visit DODs and of those 29% were purely motivated to visit the area because of Doors Open Days.

Wemyss Bay Station, Inverclyde © Chris Dixon PBIPP



Doors Open Days 2011

What are the benefits of the event for Scotland, participating sites and visitors?

Visitor numbers

	visits	visitors
Glasgow & Edinburgh	116,000	31,400
Outside Glasgow & Edinburgh	76,100	30,500
Scotland wide	192,100	61,900

Economic impact

Average spend per visitor:

Glasgow & Edinburgh	£29.20
Outside Glasgow & Edinburgh	£21.47
Tourist nights generated	8074
Economic impact	£1,995,000*

*This figure is based on a conservative calculation assuming the figures given by visitors refer to their overall spend attending events rather than during a single day trip.

Doors Open Days is Scotland's largest free festival of the built environment, celebrating our cultural heritage and showcasing contemporary architecture to a domestic and international audience.

The event promotes civic pride, community cohesion and builds understanding between cultures.

It encourages children and young people to become involved with community projects and provides them with meaningful experiences of their local built environment.

Event organisers gain valuable research, presentation and organisational skills, building the capacity of participating organisations and providing a wide range of volunteering opportunities.

Doors Open Days gives a platform for a wide range of organisations and businesses to promote their work to the public and build good relationships with local communities.

The event supports tourism by encouraging visitors from other areas, the UK and abroad to visit, and extending the tourist season into September.

Visitors gain unique insights into Scotland's hidden heritage and world-class architecture.

Govanhill Baths, Glasgow © Paradasos on Flickr



Glasgow City Chambers © GlasgowAmateur on Flickr



The White House, Craigmillar © Yellow Book on Flickr



Doors Open Days 2011

Programme Development

30 out of 32 local authority areas took part in DOD, with Moray and Orkney withdrawing from the programme at late notice due to specific issues at local level.

Encouragingly, new coordinators were found for Dundee (Revealing Research, University of Dundee), Dumfries & Galloway (Glenkens Community Arts Trust), Western Isles (Baile na Cille Community) and West Lothian (Linlithgow Civic Trust). From 2012, the Moray event will be coordinated through Moray Heritage Connections, a forum of the local heritage groups and museums and supported by the local council.

These new coordinators boosted local programmes, visitor numbers and publicity and made the long-term future of these area programmes more secure. Several areas developed their local programmes further having joined the network relatively recently. For example, the Loch Lomond and The Trossachs National Park Authority piloted their programme in 2009 and this year achieved a high level of participation both from sites and visitors. Likewise Inverclyde, who have aligned DOD with their local economic development strategy, increased building participation compared with previous years. Although Glasgow Building Preservation Trust decided to restrict the number of buildings taking part in their programme, they increased the number of events, talks and walks.

Glasgow's Red Road Flats © GlasgowLife
Visitors were given the final opportunity to visit these iconic flats before they were demolished. More than 1,500 people were welcomed over 2 days.

Area Name	2011
Aberdeen City	33
Aberdeenshire	17
Angus	14
Argyll & Bute	5
Ayrshire	81
Clackmannanshire	27
Dumfries & Galloway	36
East Dunbartonshire	12
West Dunbartonshire	1
Dundee	27
Edinburgh	81
Falkirk	4
Fife	69
Glasgow	187
Highland & Inverness	39
Inverclyde	33
Kintyre	6
North Lanarkshire	25
South Lanarkshire	26
Loch Lomond & The Trossachs National Park	27
East Lothian	10
Midlothian	26
West Lothian	17
Perth & Kinross	41
Renfrewshire	55
East Renfrewshire	11
Scottish Borders	13
Shetland	12
Stirling	18
Western Isles	1
Total	954



Doors Open Days 2011

Partnership development

New partnerships were developed with the aim of encouraging more sites to open up and diversify the programme.

'Days of Industry' Industrial and transport heritage (in partnership with 'STICK', Scottish Transport and Industrial Collections Network)

In the winter of 2010, STICK contacted SCT with the hope of encouraging more industrial and transport linked sites to take part in DOD and to promote these sites via new marketing activity. It was agreed that in this pilot year, 'Days of Industry' would be created and visitors encouraged to visit several sites by recording their visits on a postcard which would then get them entered into a prizewinners draw. As programme details came in, STICK were contacted and they then approached potential participants to see whether they'd be willing to stock the postcards and provide information to visitors about the linked events. This was supported by SCT via the DOD website, highlighting participating sites and linking to STICK. 51 sites took part and STICK are keen to take part again in 2012.

Renewable Energy (in partnership with Scottish Renewables)

Scottish Renewables approached SCT in early 2011 with the idea of supporting participation in DOD amongst their membership, as their own event, the 'Scottish Renewables Festival' had been abandoned. SCT took the view that this partnership could introduce new sites to the programme and encourage debate about renewable energy in relation to the built environment. Sites were grouped together under the 'Green Doors' theme and new sites included Inverhaggernie Power Station, Whitelee Windfarm, Glendevon Burnfoot Hill Wind Farm and Loch Sloy Hydroelectric Power Station.

Sporting heritage (led by the Cockburn Association, Edinburgh)

In the lead up to the London Olympics 2012 and Glasgow Commonwealth Games 2014, SCT is encouraging area coordinators to include sites related to sporting heritage in their programmes. The Cockburn Association in Edinburgh particularly took up this challenge and included some unusual and innovative events in their programme. For example, the Centre for Sport and

Exercise at the University of Edinburgh where the likes of Sir Chris Hoy MBE and Gregor Townsend trained; Tynecastle Stadium, Heart of Midlothian FC who were celebrating their 125th anniversary; and the Scottish Poetry Library where visitors could challenge staff to find poems related to their favourite sports.

'Open Gates' (featuring gardens and green spaces) (led by Glasgow Building Preservation Trust)

This theme was initiated by Glasgow Building Preservation Trust who wanted to highlight the many allotments taking part in their event. SCT felt that it was important for DOD to highlight shared built landscapes as well as actual buildings and the Open Gates theme was a way to do this. There are several gardens that regularly take part in DOD and so the theme was opened up across Scotland.



This September STICK challenges you to collect as many stickers as you can from sites of industrial and transport heritage during Doors Open Days across Scotland.

Visit 4 or more sites to enter into the prize draw to win:

- Annual pass to National Mining Museum Scotland
- Family ticket to the National Museum of Flight

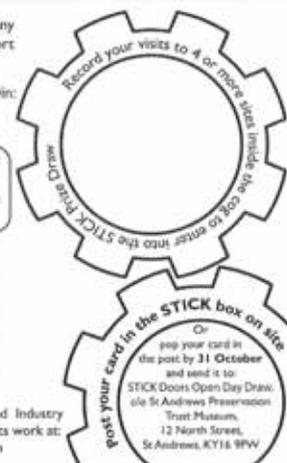
Visit www.stickssn.org to find out about STICK and download the STICK 'Days of Industry' map.
Visit www.doorsopendays.org.uk for information about the participating sites.

Complete your name and address below:

.....
.....
.....
Email:

*Include your email address to be updated with STICK news

Find out more about the Scottish Transport and Industry Collections and Knowledge network (STICK) and its work at: www.stickssn.org | blog.stickssn.blogspot.com



Doors Open Days 2011

Tourism Marketing Strategy in partnership with EventScotland & Visit Scotland

SCT successfully applied once again to EventScotland's 'National Events' Fund, having delivered tourist campaigns during 2009 (the Year of Homecoming) and in 2010 (focussing on e-marketing).

In 2011 marketing activity focussed on celebrating the event's 21st birthday and encouraging visitors to discover another part of Scotland in September during day, overnight and weekend trips.

Specific marketing activity included:

- The distribution of 90,000 copies of a promotional leaflet via The List magazine, History Scotland magazine and Sunday Post and at key transport, heritage and tourist sites managed by Direct Distribution, Tourist Information Centres and libraries. Participating venues and coordinating organisations also received copies.
- Posters appeared at Glasgow Central, Glasgow Queen Street, Haymarket and Waverly train stations.
- 100 train passenger panels appeared in Scotrail trains in the central belt region.
- Adverts ran in the following magazine: Homes & Interiors Scotland, History Scotland, the Big Issue, Mums & Dads Edinburgh, Scottish Memories and in the Daily Mail newspaper.
- Based on the Visit Scotland 'Surprise Yourself' campaign, radio adverts were broadcast within the Bauer Radio network (Clyde 1, Forth FM etc) totalling 77 slots and with an average weekly reach of 1.7 million listeners. This was further supported by pages in each radio station's websites highlighting DOD and providing links to the national website.

This was complemented by features and news pieces in a range of printed, broadcast and online media.

The social networking strategy (piloted in 2010) and ongoing e-strategy was further developed using the existing Facebook and Twitter profiles, e-bulletin, news and blog pages of the national website.



Get in **free** to over
900 buildings &
events throughout
Scotland
this September!

www.doorsopendays.org.uk



EventScotland

HISTORIC SCOTLAND ALBA ADASMEOR

The Scottish Civic Trust is a charity registered in Scotland. No. SC012549
Doors Open Days is supported by Scottish Ministers through its executive agency Historic Scotland

Above: the cover of this year's national guide which provided each area's event dates and key contact information. For the first time, it also featured details about the DOD 'Just Text Giving' scheme.

Below: Doors Open Days posters were displayed at central belt train stations including Linlithgow.



Doors Open Days 2011

How Doors Open Days support tourism in Scotland

Summary of key outcomes achieved in relation to the seven key areas of Scotland: The Perfect Stage strategy

Tourism

Doors Open Days runs every September and is well timed to provide a useful extension to the traditional tourist season. It avoids the busy Festival Season and encourages tourists to go beyond the popular honey-pot sites in Glasgow and Edinburgh. The event taps into the valuable ancestral, cultural, historic and outdoor tourism markets and provides a unique, authentic experience to visitors of the 'Real Scotland'. Unfortunately, there was a decline in visitor numbers overall although the number of international visitors fell to a lesser extent than national figures supplied by VisitScotland tourism monitoring surveys. The event supports the growing 'staycation' market, and as it is free, provides good value experiences for visitors.

Business

Many businesses participated in the event, from international brands such as Irn-Bru and Tenants Brewery to local business such as The Bookshop in Wigtown. Scotland's renewable energy companies were given a valuable opportunity to showcase their businesses with Whitelee Windfarm, Glendevon Burnfoot Hill Wind Farm and Loch Sloy Hydro Electric Power Station opening their doors.

Image & Identity as a Nation

Doors Open Days supports and enhances Scotland's local and national sense of identity, as programmes highlight historical events, local personalities, unique cultural heritage and international connections through our built heritage. The event provides many opportunities for local people of all ages to learn more about their community and those of others. From the UK and foreign perspective the event typifies the 'friendly Scot' image – we literally offer 'Open Doors' to visitors – and all for free.

Media Profile

The event benefits from a high degree of public awareness. An independent omnibus survey of the Scottish adult population showed that awareness of the event grew from 29% in June 2011 to 38% in September. This shows that the combination of media and marketing activity informed an additional 9% of the population, equal to 385,000 individuals. There was a good level of

national radio coverage with DOD featuring twice on BBC Radio Scotland.

Participation & Development

The event provides many thousands with the opportunity to volunteer and, as the event is free to participate in and visit, there is no financial barrier. Many faith groups use DOD as a chance to reach out to people who might not normally know much about their community or faith. SCT is also committed to increasing the amount of information available about each site's accessibility, whether that is in terms of physical access (eg are lifts available) or other forms, for example hearing loops or tactile floor plans.

Environment, Social and Cultural Benefits

Environment

Doors Open Days showcases some of the most eco-friendly and sustainable buildings in Scotland in both domestic and business contexts. Raising awareness of energy saving options, green technology and high quality architectural design provides the public with greater knowledge with which to make decisions about their own lives and how changes could benefit the environment.

Social

Scotland's communities are at the centre of the DOD event, as they shape the content of local programmes and give up a huge amount of free time to plan and run events. It is a well-loved and hugely anticipated event with enquiries received year round. The event provides significant benefits to the communities taking part, for example by raising awareness of the contribution that minority groups have made to Scotland. Children and young people are involved in the event as organisers as well as visitors and DOD provides many chances for the different generations to learn from each other build up strong relationships.

Cultural

The event provides many people with the first in a lifetime experience of cultural activities, such as opera or ballet. Traditional crafts, building techniques and skills are demonstrated and workshops run by many leading museums, arts and cultural organisations. For some visitors, the event helps to break down the belief that an activity is 'not for them' by providing a casual 'open door', rather than a more formal event which would need to be paid for or booked in advance.

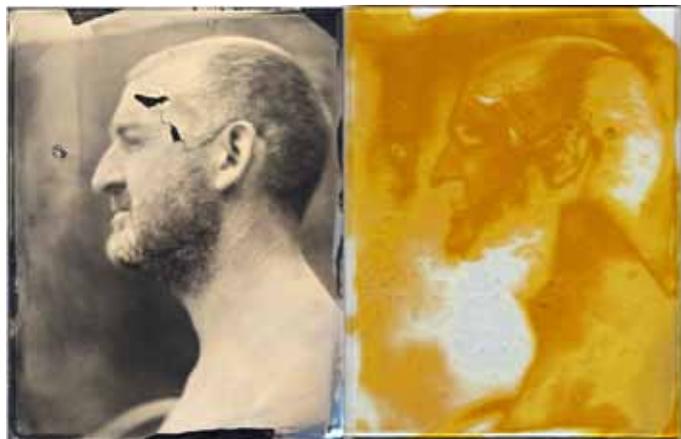
Doors Open Days 2011

Programme highlights

Ayrshire: 10 Rooms @ Holmston House

This event was a project of the Fort, Seatfield and Wallace Community Council, supported by South Ayrshire Council and Ayr Townscape Heritage Initiative. Each artist was given two rooms - an exhibition space, where visitors could see examples of previous work, and an installation space; where the room itself became one of their artworks. For example, photographer Alastair Cook took portraits of visitors to hang as part of his installation *The Unfolding Reflection*. Participants learned about the process of wet plate photography, the history of the building and had their portraits added to a gallery that developed over the weekend.

An Alastair Cook portrait from 10 Rooms @ Holmston House.



Loch Lomond & The Trossachs National Park: Loch Sloy Hydro-electric Power Station

Sloy Power Station is the UK's largest conventional hydroelectric power station. Located on the banks of Loch Lomond, near Inveruglas, it takes water from Loch Sloy through four large pipes down the mountainside to the power station. The original power station was opened in 1950 by the Queen Mother and was designed to provide power to Clydesdale and Central Scotland at times of peak demand. The site opened to the public for the first time in its history, with employees of Scottish Southern Electric running tours throughout the day.

Glasgow: Red Road Community Flat

Glasgow's skyline will alter over the next few years as the city's iconic, Red Road Flats are demolished. In 2011, a flat in one of the 31 storey tower blocks was opened - the last opportunity the public had to visit. Organisers ran an exhibition and display of the stories of the Red Road Flats communities, gathered through the Red Road Cultural project and of course, visitors got to see the fantastic views from the 23rd floor! Over 1,500 visitors attended.

Inverclyde: Greenock Custom House

The Greenock Custom House building was designed by William Burn in 1818 and is considered by many to be the finest in Britain. It underwent extensive refurbishment which was completed in 1989 and, until closure of the building in 2010, housed a customs and excise museum which was open to the public. In June 2008 HM Revenue and Customs (HMRC) announced that the building would close in 2011 as part of a rationalisation project with any jobs being transferred to offices in Glasgow. Riverside Inverclyde acquired in

Theme	No.
Amazing and A-listed	84
Animal magic	16
Art and artists	53
Castles	29
Famous Scots	38
Food glorious food	7
Great for kids!	52
Green doors	17
Industry	51
Modern marvels	31
Open gates	15
Planes, trains and automobiles	23
Sport	25
Walking tours	54
Weird and wonderful	44

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property in January 2011 and have an ambitious plan to invest in the building and provide modern office accommodation and possibly some public use within the building.

North Lanarkshire: Irn-Bru Factory Tours

Barr Soft Drinks was started by Robert Barr in Falkirk in 1875. A second Barr Soft Drinks business was established in Glasgow in 1887 by Robert Barr's son, Robert Fulton Barr. The phonetic spelling IRN-BRU which we know today was introduced in 1947 and since then the brand has gone on to become the much loved and popular soft drink that it is today. The company has invested over £50m in the site's production, warehousing and distribution facilities in recent years. Once again, the Irn-Bru Factory ran tours for the public. As in previous year, the pre-booked tours were over subscribed and all the spaces were taken within a few hours of the booking line opening. A series of online competitions ran for tickets to this booked out event, resulting in greater numbers interacting via Twitter and Facebook.

Fife: Isle of May, Northern Lighthouse

Visitors were given an exclusive opportunity to see inside the 1636 lighthouse on the Isle of May, by kind permission of the Northern Lighthouse Board and Scottish Natural Heritage (SNH). The first manned lighthouse in Scotland was a bold feat of engineering which saved the lives of countless mariners. Tours included the lower light and engine room of 1843 and the south horn. Guides were available to fill visitors in on the wealth of history the island offers. All 100 places were snapped up and the opportunity was picked up by local and national press.

Clackmannanshire: Glenogle Prison

This national prison in the heart of Clackmannanshire has been completely rebuilt in four phases over the past eight years. The site was originally owned by the National Coal Board and was occupied by the short-lived Glenochil Colliery. It was Scotland's first purpose-built Detention Centre in 1966 and was later expanded, opening as a Young Offenders Institution in 1975. It became a Long-Term Adult Prison in 1988. Visitors got to see inside a range of buildings which were designed to deliver security, personal safety and meaningful opportunities for rehabilitation.

The Irn-Bru Factory, North Lanarkshire



The Low Light lighthouse on the Isle of May, Fife



Inside Glenogle Prison, Clackmannanshire



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Media Activity

National press strategy

The national press strategy focussed on three key messages:

- celebrating the event's 21st birthday
- encouraging domestic tourism
- supporting local event organiser

Specialist publications such as History Scotland magazine were targeted in the early summer and press releases issued as programme highlights were received.

National coverage

Online

Around 74,900 Google results were returned for the term 'Doors Open Day/s' Scotland. Many websites highlighted the event including: BBC Local, History Extra and Urban Realm. Partner organisations also highlighted the event including Historic Scotland, Archaeology Scotland and Visit Scotland.

Printed media

Features and articles appeared in: History Scotland magazine, Metro, Herald, Scotsman, Scottish Sun, Sunday People, Scottish Daily Mail, Sunday Times, Waitrose Magazine, and The List.

Combined circulation of national press 3,067,400
Combined readership of national press 8,655,400

Broadcast media

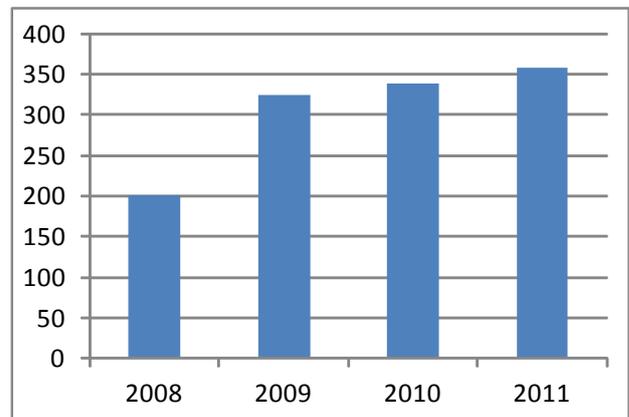
BBC Radio Scotland: Abigail Daly, Outreach Projects Coordinator was interviewed for the Fred MacAulay Show and Drivetime.

Scottish Omnibus Survey

In June and September 2011, YouGov on behalf of 'Progressive Partnership' undertook a Scotland-wide Omnibus, questioning around 1000 people (representative of Scotland's adult population) about their awareness of Doors Open Days.

- In June, **29% stated** they were aware of Doors Open Days but when surveyed again in September, the figure rose to **38%** suggesting that the combined media and marketing activity reached an additional 9% of the population, equal to around 385,000 people.

Articles & features in the printed media since 2008



National press launches

Above left: National press launch 'South', celebrating Doors Open Days' 21st birthday at Linlithgow Burgh Halls. Image shows from left: John Pelan, Director of the Scottish Civic Trust; Malcolm Fraser, Director of Malcolm Fraser Architects; Fiona Hyslop, Cabinet Minister for Culture and External Affairs; and Alex Adamson area coordinator for Linlithgow Civic Trust.

Above right: National press launch 'North', hosted by Aberdeen City Council and highlighting the support of Aberdeen Asset Management for Doors Open Days. Image shows from left: Douglas Campbell, Aberdeen City Heritage Trust; Councillor Kate Dean, Aberdeen City Council; Norman Marr, Aberdeen Civic Society; Andrew Laing, Aberdeen Asset Management; and John Pelan, Scottish Civic Trust.

Doors Open Days 2011

Local coverage

Press coverage of Doors Open Days rose by 6% compared with 2010, with 258 articles and features about the event.

There were significant peaks or increases in press coverage in Aberdeen and Aberdeenshire, after a successful programme launch in the newly opened Marischal College, now the Aberdeen City Council HQ. Another area that attracted a high level of publicity was Dumfries and Galloway, partially because the event was 'rescued' following the loss of Solway Heritage as area coordinating body. West Lothian and Dundee all saw a sharp increase in press coverage, due largely to the efforts of new local coordinators.

It should be noted that despite apparently low numbers of articles in some areas, these actually represent a high level of coverage as local press titles are limited. Midlothian for example saw all of their local papers cover the event.

The Dumfries & Galloway event was organised by the Glenkens Community Arts Trust who launched the programme in style with cake and a specially made iron 'key to the door'!



Number of press cuttings by area:

Area name	
Aberdeen	24
Aberdeenshire	10
Angus	20
Argyll and Bute	3
Ayrshire	13
Clackmannanshire	7
Dumfries and Galloway	46
Dundee	12
East Dunbarton	6
East Lothian	9
East Renfrewshire	3
Edinburgh	13
Falkirk	6
Fife	28
Glasgow	28
Highlands	12
Inverclyde	12
Lanarkshire	23
Loch Lomond & The Trossachs National Park	3
Midlothian	5
Perth and Kinross	16
Renfrewshire	13
Scottish Borders	5
Stirling	9
West Dunbarton	2
West Lothian	7
Western Isles	3
National Press coverage	20
Total	358

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National press highlights

Metro Property
 In July 2007, French tightrope walker Didier Pasquette made an unsuccessful attempt to cross the 150-foot gap between two tower blocks at Glasgow's Red Road Flats

Open doors to hidden gems

The opening weekend of the year's most exciting property events is set to be a busy one for Glasgow's Red Road Flats. The tower blocks, which were built in the 1970s, are set to be redeveloped into a mix of residential and commercial space. The project is being led by the Glasgow City Council and the Glasgow City Regeneration Trust. The redevelopment will include a mix of residential and commercial space, as well as a new public square. The project is expected to be completed by 2015.

21. August 2011

The Metro, 31st August

Weekend Life
 It's 48 hours 'til Monday
 JONATHAN TREW

The open days are a way to satisfy one's curiosity without going to the trouble of breaking and entering.

The open days are a way to satisfy one's curiosity without going to the trouble of breaking and entering. They offer a chance to see behind the scenes of some of the most interesting and unusual places in the city. From museums and galleries to historical sites and modern architecture, there is something for everyone. The events are free and open to all, and are a great way to spend a weekend in Glasgow.

The Scotsman, 10th September

history archaeology • history • heritage
SCOTLAND

A new life in CANADA
 SPECIAL ISSUE SCOTS IN CANA

NEWS
 DOORS OPEN DAYS

History Scotland magazine, September

Oldest lighthouse to open to the public - for one day only

By George Mair

SCOTLAND'S oldest lighthouse, built 373 years ago, is to open to the public for the first time - for a single day. The Isle of May lighthouse, built in 1636 in the Firth of Forth, was a bold feat of engineering that saved countless lives. A lighthouse keeper and his family lived in the building and tended the coal-fired beacon on top, which gave it its present day name, The Beacon. Scottish Natural Heritage and the Northern Lighthouse Board have now allowed it to be opened to the public on Sunday, September 4, as part of File's Doors Open event. Tours of the historic building will include the Mainlight, the South Horn, a compressed air operated warning sound, the Lowlight, and the engine room, which dates from the 1890s. Visitors will also be told how, in 1791, the lighthouse was the scene of a tragedy when the keeper and his whole family - except his baby daughter - were killed during a storm. SNH manager Dave Pickett said: 'The Isle of May is on the doorstep of File and Edinburgh, where it can be seen from thousands of homes - but it is also completely cut off, especially in bad weather. 'The lives of the lighthouse keepers and their families are fascinating. They must have had a fabulous life at times but also...

The Scottish Daily Mail, 26th August

Ready to rock?

The Scottish Sun, 16th September

Take the family up, up and away

BRITISH DAYS OUT

The Sunday People, 4th September

Public's first look inside oldest lighthouse

SCOTLAND'S first lighthouse, built 373 years ago, is to open to the public for the first time. The Isle of May lighthouse, built in 1636, is the oldest lighthouse in the world. It is a remarkable feat of engineering, and a testament to the skill and ingenuity of the men who built it. The lighthouse is a Grade I listed building, and is one of the most important historical sites in Scotland. It is a must-see for anyone visiting the island. The lighthouse is open to the public on Sunday, September 4, as part of the Doors Open event. The event is free and open to all, and is a great way to spend a weekend in Glasgow.

The Herald, 26th August

CHOICE

Waitrose magazine, September

Doors Open Days 2011

E-marketing

E-bulletin: 3,750 subscribers

12 e-bulletins were issued, initially at regular monthly intervals until August when the frequency increased to fortnightly and then in September, when weekly highlights were circulated. In late August it was decided that the system for issuing e-bulletins should change, from Outlook to 'Mailchimp'. This helped to ensure emails were delivered to recipient's inboxes and enabled us to track how people were viewing and clicking through the emails to the national website.

Social networking

Following on from 2010's highlight successful social media project, Twitter and Facebook were once again used throughout the year in the run up to, during and after the event to engage audiences with the event and encourage usage of the website.

Special competitions were organised, for example: everyone who gave DOD a 'Follow Friday' recommendation via the #ff hashtag was entered into a draw to win a pair of tickets to tour the Irn Bru Factory in North Lanarkshire. This generated a huge amount of interest online, especially amongst younger users and resulted in @DoorsOpenDays being in the Top 10 UK most recommended accounts that week.

Facebook: 1200 Fans

Over 1,200 Facebook users have so far 'liked' the /dodscotland page. Users have contributed photos to the online gallery, asked questions about the programme via the Wall, linked through to local pages and projects and given valuable feedback about events. It is notable that 15% of all referred traffic to the website comes from Facebook even though more people follow the event on Twitter.

Twitter: 4000+ Followers

More than 1,500 people were added to the list following @DoorsOpenDays bringing the total to just over 4000. Followers include a wide range of groups, including interested members of the public, journalists, DOD event organisers, partner organisations and comparable events. Tweets were sent via a mixture of scheduled and reactive messages, allowing an element of dialogue to develop while ensuring there were regular news items and comments.



- @DoorsOpenDays** Sep-20-2011 11:49:12 AM
RT @KagyuSamyeLing: Dumfries & Galloway Doors Open Days this weekend. Tours of the Samye Ling temple & grounds @ 11am and 3pm. All welcome.
- @DoorsOpenDays** Sep-20-2011 11:45:06 AM
Like! RT @auntyemily: @ByLeavesWeLive does transport to @DoorsOpenDays count? If yes then here's one about (cont) <http://t.co/VJzA4xow>
- @DoorsOpenDays** Sep-20-2011 11:41:48 AM
RT @theAHSS: Here's our Spring 2011 Mag in digi form <http://t.co/AwUOe72C> You have to be a member to get the Autumn Mag hot off the press!
- @DoorsOpenDays** Sep-20-2011 11:40:54 AM
Calling all poets: if you have a poem inspired by a Doors Open Day visit, share it with us! We'd love to hear from you.
- @DoorsOpenDays** Sep-20-2011 11:39:34 AM
@ByLeavesWeLive Fingers crossed... anyone out there with a poem inspired by DOD? Get in touch #doshare
- @DoorsOpenDays** Sep-20-2011 11:38:27 AM
@CivicTrustWales Thanks for RT! I trust Open Doors in Wales is going well - great programme!
- @DoorsOpenDays** Sep-20-2011 11:30:21 AM
Excited by the 1st poem (that we know of - prove us wrong), inspired by a DOD, thanks to Linna Monteith <http://t.co/z2Ga5U1s>
- @DoorsOpenDays** Sep-20-2011 11:27:31 AM
Hi @ByLeavesWeLive! Have you seen our poem inspired by Doors Open Days? <http://t.co/z2Ga5U1s> #quiteimpressed
- @DoorsOpenDays** Sep-20-2011 10:55:42 AM
Batty about buildings? Dotty about design? Hysterical about heritage? This is the conference for you! <http://t.co/dsvejo6f>
- @DoorsOpenDays** Sep-20-2011 10:10:58 AM
RT @tlcscotland: 2011 Doors Open Day event., 24-25 Sept, you will be able to nose around some of Edinburgh (cont) <http://t.co/RXUUp0QT>
- @DoorsOpenDays** Sep-20-2011 10:10:48 AM
RT @dgDoorsOpenDays: Listen in to West Sound Radio who have been advertising Doors Open Days since Saturday regularly throughout the day...
- @DoorsOpenDays** Sep-20-2011 08:04:51 AM
RT @GdnScotland: Scotland's creepiest building in £10m restoration scheme <http://t.co/IR4E20f2> via @guardian
- @DoorsOpenDays** Sep-20-2011 07:57:40 AM
Thanks! RT @AnabelMarsh: @doorsopendays I blogged about my Doors Open visits in Glasgow at the weekend <http://ow.ly/6zi1M> Had a great time!

Doors Open Days 2011

Website

www.doorsopendays.org.uk continues to be a well used source of information for both members of the public, event organisers and area coordinators. In addition to having a 'Google' style searchable map, visitors can create their own bespoke events programme using the 'My List' function.

Resources for event organisers included a Handbook providing advice on how to organise a successful event, activity ideas, risk assessments and copies of visitor surveys.

Resources for area coordinators included meeting minutes, insurance details and sample letters and press releases.

- 625,500 page views or 'hits'
- 110,600 visits
- 79,800 unique visitors
- 5.66 page views
- 4:01 minutes on average spent on site
- 69% new visitors

Direct traffic 18%
Referring sites 26%
Search engines 56%

Top 10 traffic sources

- google
- direct
- facebook.com
- bing
- cockburnassociation.org.uk
- yahoo
- search
- google.co.uk
- international.visitscotland.com
- visitscotland.com

Top 5 website user's country of origin

United Kingdom	91.86%
United States	1.50%
Spain	0.87%
Germany	0.71%
Canada	70.70%



Doors Open Days 2011

Visitor Survey Evaluation

Survey results

- 1928 surveys were returned to SCT of which 797 were from Glasgow and 72 were from the online survey.
- Visitors outside Glasgow and Edinburgh visited on average 2.6 sites while within the cities the figure was 3.7.
- 79% stated their experience was 'excellent', 20% 'good' and 1% 'fair'.
- 34% said they planned on visiting sites outside their local authority area, 27% said 'maybe' and 39% said 'no'.

Visitors were asked how they found out about DOD (multiple answers were allowed)

Previous knowledge	30%
Local events guide	28%
Internet	27%
Word of mouth	26%
Newspaper advert	25%
World of mouth	20%
Newspaper article	12%

Respondent's age profile

Under 16	2%
16-21	1%
22-29	7%
30-39	10%
40-49	20%
50-64	36%
64-74	19%
75+	6%

Visitors were asked about who was in their group when they visited DOD:

Just me	Partner	Friends	Family*
18%	36%	20%	26%

*Based on this figure, 22% of visitors were 19 or under.

Under 10	13%
10-15	7%
16-19	3%

Visitor origins

Local	63%
In Scotland, outside the local authority area	31%
In the UK, but outside of Scotland	4%
Overseas	2%

Strathleven House in Ayrshire was the focus of an event called '5 Rooms', organised by Ayrshire Townscape Heritage Initiative. 5 artists ran workshops and displayed work inspired by the site, its architecture and history.



The Scottish Civic Trust opened its own offices as part of the Glasgow Doors Open Days event. Around 700 people visited.



Visitors to the Tobacco Merchants House viewed phonographs taken by school children as part of the PhotoArch competition. The exhibition was originally shown at the Lighthouse.



Doors Open Days 2011

Visitor feedback

Bloggers

<http://crenellatedarts.wordpress.com>
September 23rd 2011

"We decided to visit the Tobacco Merchant's House next, home of the Scottish Civic Trust (those lovely people who help co-ordinate Doors Open Days, among other things!). The building was so busy that we had to queue to read the information boards at one point. It was really interesting to see the old maps of the City, I love old maps, how Miller Street has changed. It is fascinating to read the building descriptions on the maps, and try and spot things you recognise. Upstairs we played the "where is this" game, it was great to see all the PhotoArch pictures in one place (this was a competition for children to take photographs of their local environment, so many talented photographers). We managed to name quite a few places and buildings, there were some particularly stunning images of the Glasgow School of Art and I really liked the ones of McManus Galleries in Dundee. It gave us lots of ideas for places we would like to see and revisit on other weekend wanders, and also the new plaque outside declaring Glasgow's 50 favourite landmark buildings reminded us we had a further future challenge on our hands, should we choose to accept it!"

Visitor comments

"The visit is better than an ordinary day because it is livelier!"

"Takes me back to my childhood seeing some of the artefacts."

"Excellent photography show, good guided tour and a FREE cup of tea and biscuits."

"Great guide. Gave lots of information and lots of good humour. Would come again 10/10."

"Great day out. Kids had lots of fun."

"The Doors Open Day was one of the most interesting and informative exhibitions I have had the pleasure of attending."

A poem written by a visitor inspired by a visit to Aberfoyle Slate Quarries during Doors Open Days 2011

The Blue Road, by Linna Monteath

High we climb
on the blue road
out of time
and the world we know.
Mounds of slate and shale
press close.
Deep dug quarries
hold our breath
and our gaze.

Men here handled dynamite
tamped in with wood -
when they remembered -
to force off a slice of rock
and chivvy out the slates
with skill and care.
Sometimes a spark, a blast,
and a man died;
or a rope broke on a cry.
These sharpened pencil rocks
shaved clean of their bounty
stand like obelisks
to the fallen.

This was a hard place
hard slate
hard men
driven to win a living
from this hill
in snow and wet,
exhaustion and grief.

But they built a life
too - a school, a church;
children laughed
and pots were stirred.
The blue road
takes us back
to see and share.

Doors Open Days 2011

Event Organiser / Building Owner Survey

Event organiser support

Every year, new resources are made available to event organisers. The 'Resources' pages of the national website contain a wealth of support materials while in addition, area coordinators circulate key documents.

This includes the Event Organiser's Handbook, with chapters on: Health & Safety, Administration, Managing visitors, Managing volunteers and Publicity & promotion.

Other resources available online include:

- Insurance, sample and blank risk assessments
- Surveys & forms including photographic release forms and guidance for encouraging visitor to fill out surveys.
- Social networking resources based on the EventScotland funded project from 2010.
- Educational ideas and tips for running activities
- Logos of key partner organisations and funders
- Summary reports from previous events.

Key results

- 347 event organiser surveys were returned representing a sample of 37%
- 98% ran some kind of activity or provided additional interpretation of the site with the most common being: Guided tours (71%), information leaflets (55%), exhibitions (45%) and children's activities (20%). In addition 35% provided refreshments and 17% music.
- 32% said that it was the first time they had taken part in the programme
- Only 7 respondents said they would not take part again, and of those, only 1 was because of a negative experience of participation (too few visitors).
- Fewer than half of event organisers predicted any kind of problems, prior to their open day with the greatest concerns surrounding visitor numbers either 'not enough' (28%) or 'too many' (11%). Staffing was also a concern (12%) followed by 'health & safety' (10%).
- After the event, organisers most commonly cited low visitor numbers as the primary problem (14%), an increase from 2010 when the figure was 10%.
- Event organisers noted in many of these cases that the weather was very poor and several pointed to low levels of local publicity.



'How to' guides to social networking for event organisers.

"An excellent event and insightful for me to gauge people's thoughts about my plans for the property."

"This event has brought us closer to the local community and has helped people to understand what we do."

"Although a 'free' day, we find that many visitors have never been here before and are encouraged to return. Some even booked classes with us on the day!"

"This is the first time we've taken part and we would again!"

© National Museum of Costume



Doors Open Days 2011

Event Organiser feedback

As well as sites not normally open to the public, Doors Open Days includes existing visitor attractions which run special events and activities with the aim of attracting new audiences and widening access. The National Museum of Costume ran an open day on the theme of the Land Girls.

Laura McQueen, Visitor Services Assistant
<http://feastbowl.wordpress.com/>
October 3rd 2011

“On Sunday 25 September the National Museum of Costume held its annual Doors Open Day event. Overall the day went very well, with many activities for everyone. By the end of the day, around 700 people had visited the house, with 210 stopping for refreshments in the tearoom.

As usual we had an “around the house quiz”. This year, with a Second World War theme to tie in with our Land Girls and Lumber Jills exhibition, we decided to give the children a “suitcase” to pack as if they were getting ready to be evacuated. This involved them drawing or writing down in the “suitcase” the various items to be found around the house. These items included: a jumper, plimsolls, toothbrush, underwear, gas mask etc. After they had finished they handed it back to get checked then they were given an evacuee label as a prize – now the children were ready to be evacuated to other country houses for safety!

Outside the weather held up until the very end of the day so our “mini farm” managed to stay dry. On our farm we had chickens courtesy of Carse Farm; Floralyn, an Ayrshire cow from Halmyre Farm; and a Clydesdale horse, Skye, from Barfil Farm in full harness regalia. These animals could be found on the kinds of farms that Land Girls were sent to during the Second World War.

Crowds gathered around the marquee for two performances of *It's a Land Girls Life* – a new work devised by local musician and songwriter Ali Burns. This was created especially for the National Museum of Costume to complement our current exhibition *Land Girls and Lumber Jills*. The Feral Choir performed a set of readings and songs dressed as Land Girls, farmers and farmer's wives. Liz Kettle and David Foreman read from official wartime documents illustrating the official government perspective and Anne Armitage read experts' oral



From left to right: Ali Burns, composer and choir leader, Liz Kettle and Anne Armitage, readers, May Crosbie and Margaret Pringle, former Land Girls. © National Museum of Costume.

histories collected by Elaine Edwards, Curator of the exhibition, and Ali Burns. The songs were a mixture of contemporary wartime melodies and new works by Ali, with piano accompaniment by Darcy DeSilva. The whole performance took the audience on a rousing and moving journey which ended with a précis of Gordon Brown's speech to Land Girls at Downing Street in 2008, when they were awarded their medals. At both performances we were joined by several Land Girls, who sang to many of the songs. The choir felt it a real privilege to be singing to real Land Girls and that they had each made such an effort to attend.

Ali said “This was a totally new experience for me – to research history and be able to talk to some of the Land Girls themselves and hear their stories in their own words – totally unforgettable. I was deeply moved that some of the women I interviewed came to see the performance and came up to me afterwards to say how much they enjoyed it.”

We also had our usual craft activities, which included making paper planes and churning cream to make butter! These both proved a hit with the visitors, and the workroom was full of little pots of butter by the end of the day!

Thanks go to all contributors to our wonderful day. Staff are now recovering from the hectic day and are already in preparation for our Halloween event later in October.”

Doors Open Days 2011

Funders and support



Historic Scotland supports the national coordination of Doors Open Days. It is an executive agency of the Scottish Government and is charged with safeguarding the nation's historic environment and promoting its understanding and enjoyment on behalf of Scottish Ministers.

Speaking in September, Fiona Hyslop, Cabinet Secretary for Culture and External Affairs, said:

"I am delighted to not only be able to launch this year's Doors Open Days but to mark its 21st birthday.

This is a great event that draws thousands of visitors and it should come as no surprise that Doors Open Day has lasted so long and continues to attract more people and venues each year.

The buildings opening their doors are part of our communities and are a fascinating way of discovering how things may have changed over the years and how events have shaped the landscapes of our towns, cities and villages."



EventScotland supported the production of marketing material targeting domestic tourists and encouraging visitors to travel beyond the central belt.

Paul Bush OBE, Chief Operating Officer for EventScotland said:

"The Doors Open Days programme in Scotland should be congratulated on reaching such a milestone this year. The 21 years of existence is testament to the strong working partnerships across a range of Scottish organisations and a passion from national and international visitors to explore some of the wonderful buildings and places we have on offer."



Aberdeen Asset Management sponsored Doors Open Days 2011. Aberdeen Asset Management is a pure asset management group and is one of the largest publicly-quoted investment managers listed in the UK. Aberdeen participates in sponsorships where it may get actively involved and make a difference to an event and its accessibility.

Martin Gilbert, Chief Executive of Aberdeen Asset Management, said:

"We are delighted to support Doors Open Days and hope as many people as possible will take up the opportunity to visit one of the hundreds of buildings, sites or tours on offer across Scotland. Once again, the Scottish Civic Trust has done a tremendous job pulling everything together and I am sure this year's event will be the best yet".

Thanks

Many volunteers contribute to the planning and promotion of the event as well as running the actual open days and associated activities. 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.

