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

Doors Open Days 2017 launched at The Botanic Cottage, Royal Botanic Gardens Edinburgh, which was winner of SCT’s My Place Awards 2017.
Doors Open Days allows people of all ages to learn about and appreciate all aspects of local history and culture and to keep that knowledge ‘alive’ for future generations.

97% VISITORS WERE FROM SCOTLAND

If you live outside of Scotland, where are you from?

- 74% UK
- 22% EUROPE
- 4% REST OF THE WORLD

Doors Open Days 2017

916 VENUES & EVENTS

29 LOCAL AUTHORITY AREAS TOOK PART

3,500+ VOLUNTEERS

15,800+ VOLUNTEER HOURS

171,000+ VISITS

62,800+ UNIQUE VISITORS

99% OF VISITORS SAID THEY WERE ‘LIKELY’ OR ‘VERY LIKELY’ TO ATTEND DOORS OPEN DAYS IN THE FUTURE, BASED ON THEIR EXPERIENCE.

99% OF VISITORS THOUGHT THEIR EXPERIENCE WAS ‘EXCELLENT’ OR ‘GOOD’.

99% AGREED THAT THEIR EXPERIENCE HELPED THEM LEARN THINGS ABOUT SCOTLAND’S BUILDINGS.

78% HADN’T VISITED DOORS OPEN DAYS BEFORE

2 PAID INTERNSHIPS

How many regions did you visit?

- 87% VISITED 1
- 9% VISITED 2
- 4% VISITED 3 OR MORE*

* AND ONE PERSON VISITED 9!

If you visited Doors Open Days, where are you from?

- 74% UK
- 22% EUROPE
- 4% REST OF THE WORLD

87% VISITED 1
9% VISITED 2
4% VISITED 3 OR MORE*
12,600 TWITTER FOLLOWERS
7,000 FACEBOOK LIKES
475 INSTAGRAM FOLLOWERS

INCREASE IN WEBSITE USE COMPARED WITH 2016
INCREASE IN MOBILE DEVICE USE COMPARED WITH 2016
OF WEBSITE VISITS WERE FROM A MOBILE DEVICE

314 ARTICLES IN THE PRINTED LOCAL AND NATIONAL MEDIA

How did you find out about Doors Open Days?
- 31% ALREADY KNEW ABOUT THE EVENT OR HAD VISITED BEFORE
- 26% FROM PRINT
- 19% WORD OF MOUTH
- 13% ONLINE
- 9% SOCIAL MEDIA
- 2% OTHER

ARTICLES IN THE PRINTED LOCAL AND NATIONAL MEDIA
Media partnerships were with The Skinny and History Scotland.

The ‘50 DOORS’ campaign celebrated the Scottish Civic Trust’s 50th anniversary. We challenged the public and well-known Scots to nominate their favourite Scottish door. Amongst many others, AL Kennedy, John Hume, Danny Macaskill, Frank Quitely and Nick Nairn took part.

It’s great to be a ‘tourist’ in your own town. You get the chance to learn more about local places and stories from the past. It has increased my sense of community and love of my town.

It’s great to be able to see buildings that are not normally open to the public.
COORDINATION
Local Area Coordinators develop and deliver regional programmes supported by many volunteers. The success of Doors Open Days is due to their input, along with the hard work from a wide network of individuals and organisations, which includes local authorities, heritage groups, volunteers and venues.

TAKE PART IN 2018
To get involved contact your local coordinator or the Scottish Civic Trust. We are particularly keen to hear from you if you are based in Dumfries and Galloway, East Renfrewshire, Orkney, the Scottish Borders, Shetland, South Lanarkshire or Western Isles.

Themes for 2018 include: The Year of Young People (#YOYP), and European Heritage Days' European Year of Cultural Heritage: The Art of Sharing.

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#dodscot

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DOORS OPEN DAYS
Statistics are based on a sample of 1041 visitor surveys and 602 event organiser surveys. Images from left: Mull of Galloway Lighthouse © Ian Cowe; Interns Amanda and Molly; Anatomical Museum © Cockburn Association; The Glass Studio © Carsten Flieger; The Earthquake House © PKHT; Doors Open Days launch event photographed by Donald MacLeod © Scottish Civic Trust; St Peter’s Seminary © NVA

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