



DOORS OPEN DAYS 2022

REPORT



Doors Open Days is Scotland's largest free festival that celebrates places and stories, new and old. Every September you can explore hundreds of fascinating buildings across Scotland for free. Some open up once a year, some just once in a lifetime.



This year Doors Open Days invited our visitors to play 'tourist' in their own town for free.

Across the country doors were opened wide, welcoming locals to uncover hidden gems and revisit familiar places through fresh eyes. We launched our festival with an in-person event and a sea shanty sing-a-long on the HMS Unicorn in Dundee.

85,320+

VISITORS TO THE FESTIVAL



790

VENUES TOOK PART:
19.4% OF VENUES
WERE NEW TO
DOORS OPEN DAYS



31

SCOTTISH LOCAL
AUTHORITY
AREAS
TOOK PART



704,931

WEBSITE VISITS
DURING THE
FESTIVAL



80.40%

OF ALL WEBSITE VISITORS DURING THE
FESTIVAL WERE NEW



2235

NEW
NEWSLETTER
SUBSCRIBERS



18,565+

VOLUNTEER
HOURS



£1.5m

ESTIMATED VISITOR
EXPENDITURE



93

ARTICLES IN PRINTED
MEDIA; INCLUDING THE
HERALD NEWSPAPER



5

FEATURES
BROADCAST
ON BBC



1 million

ESTIMATED PEOPLE
REACHED BY
BROADCAST
MEDIA



89% of people agree that Doors Open Days improved their wellbeing

99% of people would recommend Doors Open Days to a friend

99% of people will visit Doors Open Days again





TOBACCO MERCHANT'S HOUSE, GLASGOW

For the first time in 3 years we opened our doors to the public, welcoming nearly 400 visitors! Doors Open Days HQ was transported back in time and received a Georgian makeover. With thanks to Graham Hunter from the Panopticon Trust.
Laura Paton, National Coordinator

HMS UNICORN, DUNDEE

We welcomed 386 visitors, roughly 6% of our total visits this year. Lost income from ticket sales was recouped by gift shop purchases. We were busy all day, with people arriving at 10:00am and not wanting to leave at closing!
Matthew Moran, Museum Director



AFRICAN AND CARIBBEAN ELDERS IN SCOTLAND (ACES), SCOTLAND WIDE

We collaborated with ACES for an online storytelling event called 'One Life, Two Cultures'. 25 people attended, with participants tuning in from Kenya and Ghana. Speakers shared stories about life in Scotland and moving from African and Caribbean countries.
Phoenix Archer, Diverse Heritage Events Officer

BUILT TO BLETHER

At Doors Open Days we believe that places and spaces have the power to tell, inspire and preserve stories. We visited 5 venues with support from the Year of Stories to put this belief to the test. Are our venues built to bletcher? *Video premiering 2023.*

'FIND A SOLUTION' INTERNSHIP

'Through evaluation of the Trust's data requirements and funding objectives, I was able to produce comprehensive surveys alongside data collection mapping documents that will support the future collection of effective quantitative and qualitative data.'
Helen Oxley, Find A Solution Intern

"I was disinterested in, and bored by, history teaching at school. Doors Open Days brings history to life."

"Doors Open Days is one of the best events Scotland puts on. It is a lesson to everyone of how communities should come together & learn about each other & their history."

"Doors Open Days is so important because it gives anyone, even those on very low income, access to culture & arts in their local area that the rest of the year they couldn't afford."



COORDINATION

Doors Open Days is coordinated nationally by the Scottish Civic Trust and is part of European Heritage Days alongside Scottish Archaeology Month, coordinated by Archaeology Scotland. Both are supported by Historic Environment Scotland. A dedicated team of regional coordinators across Scotland work closely with venues and groups to develop local programmes for their communities.

TAKE PART IN 2023

Are you interested in putting on an in-person or online event for Doors Open Days? Contact your regional coordinator by visiting doorsopendays.org.uk/hosting

CONTACT US

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THANK YOU

Doors Open Days 2022 worked with the following partners: Archaeology Scotland, African and Caribbean Elders in Scotland, Commonwealth War Graves Commission and Year of Stories. Thank you most of all to our Regional Coordinators for their hard work in putting together fascinating and varied programmes this year.



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA



European Heritage Days
Journées européennes
du patrimoine

Statistics based on venue and visitor surveys, Google Analytics, social media insights and newsletter data. Front cover images from left: Royal Observatory Edinburgh, Stirling Council, Scottish Borders Council. Inside images from left: Tobacco Merchants House Glasgow, Iain Mclean - HMS Unicorn Dundee external and internal. Back cover images from left: Artibrand, Iain Mclean, Stirling Council. The Scottish Civic Trust is a charity registered in Scotland. SC012569