

DOORS OPEN DAYS 2017

SCOTTISH



CIVIC
TRUST

50
YEARS
1967 - 2017

REPORT

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 2017

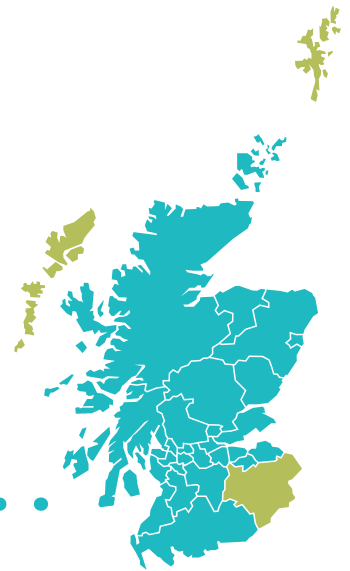


916

VENUES & EVENTS

29

LOCAL AUTHORITY AREAS TOOK PART



3,500+

VOLUNTEERS



15,800+

VOLUNTEER HOURS



171,000+

VISITS



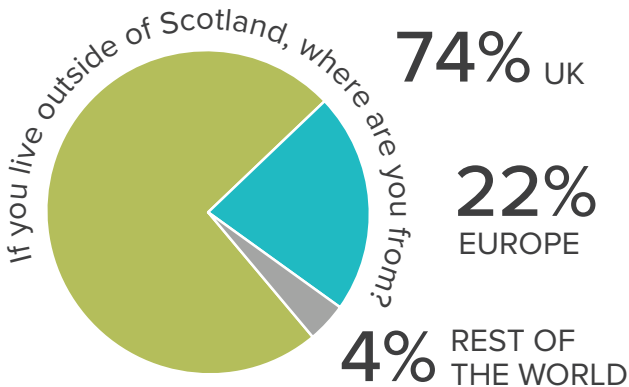
97%

VISITORS WERE FROM SCOTLAND



62,800+

UNIQUE VISITORS



78%

HADN'T VISITED DOORS OPEN DAYS BEFORE

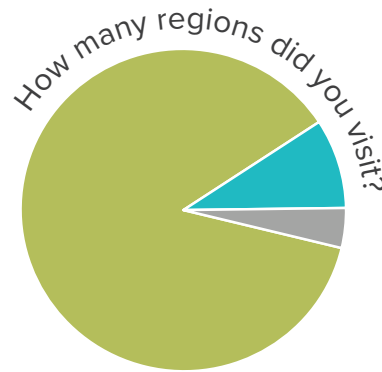


2

PAID INTERNSHIPS



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.



87% VISITED 1

9% VISITED 2

4% VISITED 3 OR MORE*

* AND ONE PERSON VISITED 9!



95%

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.

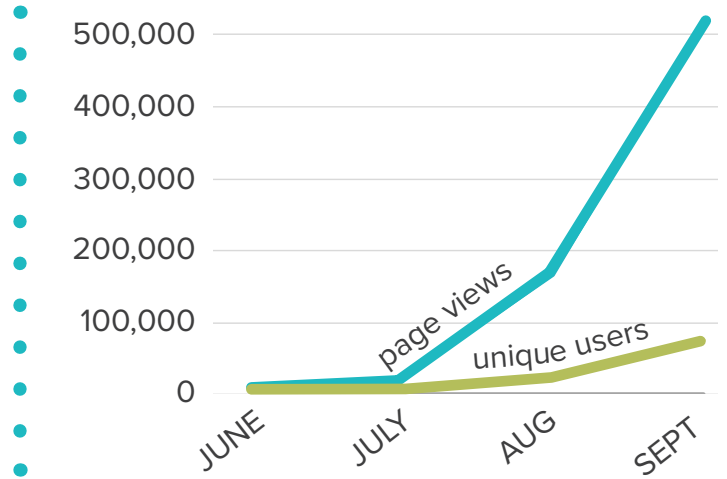


12,600
TWITTER FOLLOWERS

7,000
FACEBOOK LIKES



475
INSTAGRAM FOLLOWERS



14%

INCREASE IN WEBSITE USE
COMPARED WITH 2016



21%

INCREASE IN MOBILE DEVICE
USE COMPARED WITH 2016



61%

OF WEBSITE VISITS WERE
FROM A MOBILE DEVICE



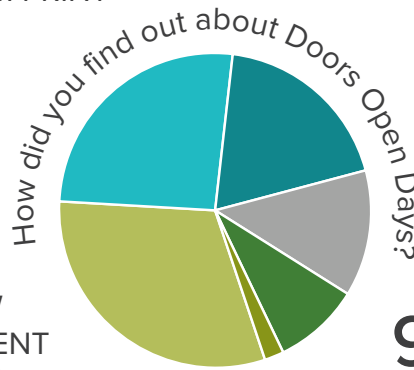
314

ARTICLES IN THE
PRINTED LOCAL AND
NATIONAL MEDIA

National press included:
Daily Record, Daily Mail,
Herald, Scotsman, The
Scots Magazine, Scottish
Sun and The List

26% FROM PRINT

19% WORD OF MOUTH



31%
ALREADY KNEW
ABOUT THE EVENT
OR HAD VISITED
BEFORE

13% ONLINE

9% SOCIAL MEDIA

2% OTHER

Online press coverage included: Scotrail, E-Architect, ion-magazine,
'What's on' regional networks and Money Saving Expert.

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*.

CONTACT US

Scottish Civic Trust
The Tobacco Merchant's House
42 Miller Street
Glasgow G1 1DT
Tel. 0141 221 1466
Email: dod@scottishcivictrust.org.uk
www.doorsopendays.org.uk

   #dodscot

THANKS



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA

AberdeenStandard
Investments

Paid internships were supported by Fife Council, RIAS, and The Robertson Trust. Doors Open Days and Scottish Archaeology Month are Scotland's contribution to European Heritage Days.

**DOORS
OPEN
DAYS** 2017



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 Fieger; The Earthquake House © PKHT; Doors Open Days launch event photographed by Donald MacLeod © Scottish Civic Trust; St Peter's Seminary © NVA

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

