

# TAKING PART IN DOORS OPEN DAYS

DOORS  
OPEN  
DAYS

## UNLOCK SCOTLAND'S HERITAGE



Your guide to taking part in Scotland's largest free festival that celebrates places and stories, new and old.



HISTORIC  
ENVIRONMENT  
SCOTLAND

ÀRAINNEACHD  
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ALBA

The Scottish Civic Trust is a charity registered in Scotland. SC012569

# Welcome to Doors Open Days

**Are you thinking of taking part in this year's Doors Open Days festival? Then you've come to the right place!**

Whether you've participated before and want to refresh your memory or you're a total newbie looking to see what we're all about, welcome! This guide contains (almost!) everything you need to know about Doors Open Days, but if you have any questions please get in touch.

## What is Doors Open Days?

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.

Doors Open Days has been welcoming visitors from all over the world since 1990. In 2020 we went digital and moved our festival online. In 2021 we hosted our first hybrid festival, blending in-person and virtual activities and events. We have been building on the success on this format ever since.



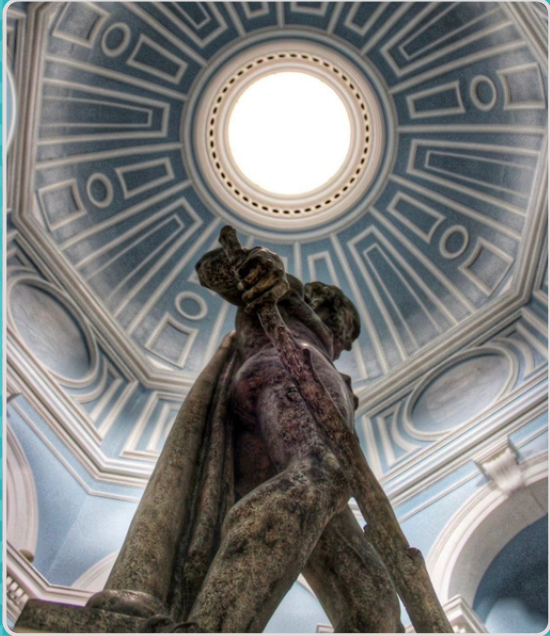
## Who coordinates Doors Open Days?

Doors Open Days is coordinated at a national level by the Scottish Civic Trust. Each region is coordinated at a local level by a regional coordinator.

You can find a list of the current regional coordinators here.

# Why should I take part?

Taking part in the festival offers a whole host of benefits that will make the planning worth your while!



## Benefits:

- ✔ Join a national celebration of Scotland's places and stories that attracts over 100,000 visitors each year.
- ✔ Connect with a community of 100s of venues and groups across Scotland
- ✔ Enjoy increased publicity through our website, newsletter, social media, print media, and broadcast media.
- ✔ Access resources, training, guidance, support, and marketing materials to support your events and activities.
- ✔ Develop stronger connections with your local audiences.
- ✔ Attract new audiences from all over the world with virtual events and activities.
- ✔ Try something new and experiment with new ideas and experiences without the pressure of paying customers.

## Still not convinced?

On our website you can find an [archive of summary reports](#) from 2017-2023.

These reports contain information on audience demographics and engagement, visitor experience, media coverage, case studies, and other bits of juicy data!

# How do I take part?

Now you know what Doors Open Days is all about and how it can benefit you, let's talk entry criteria, website listings, and festival cycles. Your Doors Open Days journey will begin with contacting your local regional coordinator to register your interest.

## Entry Criteria

We are interested in hearing from all venues and groups who celebrate Scotland's place and stories, new and old. If your planned event or activity meets the following criteria, get in touch with your local regional coordinator.

- ✔ Entry must be free
- ✔ Your event must take place during your festival weekend
- ✔ You should offer something that isn't normally available for free

## Website Listings

Your local regional coordinator will ask you for information about your venue/group and your proposed events or activities. This information will be used to populate listings on our website, which our audience uses as an event directory



# Planning your event

Struggling for inspiration? We've got you covered!

The sky is the limit when planning your Doors Open Days event or activities. We encourage all our venues to develop both an in-person and a virtual event or activity to expand their reach and welcome new audiences.

You can find lots advice on holding accessible, safe, and engaging events [here](#). If you're new to planning virtual events you can find support [here](#).

## In-Person

- Show you visitors around with a guided tour
- Offer behind-the-scenes access to private areas
- Get active with a walking trail or treasure hunt
- Travel back in time with historical reenactments
- Get your hands dirty with family friendly crafts
- Teach new skills with a conservation workshop
- Host a drop in object handling session
- Offer a taste of what you do with cooking workshops
- Transport your visitors with a storytelling session

## Virtual

- Go on a deep dive with a podcast
- Explore your venue with a virtual tour
- Answer burning questions on a Facebook Live
- Take visitors to new heights with drone footage
- Offer a new perspective with a 360 degree video
- Create an interactive virtual map of the area
- Have an expert host a live online event
- Design a 3D interactive model of your venue
- Share your digital archive
- Use Minecraft to gamify your venue



# Get In Touch

If you're still not sure if you want to take part in Doors Open Days or have some lingering unanswered questions please get in touch.

## Regional Coordinators

Each regional coordinator approaches their local programme a wee bit differently, so they should be your first port of call for any questions or queries. You can find a list of the current regional coordinators [here](#).



## Contact Us

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