



DOORS OPEN DAYS

2020



REPORT

The purpose of Doors Open Days is to enable everyone to enjoy our shared built and cultural heritage by accessing places, spaces and activities not usually open to them.

In 2020, Doors Open Days went digital!





Doors Open Days 2020 responded to the restrictions of the global pandemic by going virtual and delivering our first digital festival. We asked venues to go digital, and they responded by taking a large part of the programme online, offering virtual visits from the safety and comfort of each visitor's home. We invited visitors to explore Scotland from their armchair, through films, tours, talks, webinars and more.

604



ONLINE EVENTS & ACTIVITIES

22



SCOTTISH LOCAL AUTHORITY AREAS TOOK PART

184,000



WEBSITE VISITORS DURING THE FESTIVAL

85%



OF ALL WEBSITE VISITORS DURING THE FESTIVAL WERE NEW

THE PROPORTION OF VISITORS TO THE DOD WEBSITE WERE HIGHER THAN IN 2019 IN THE FOLLOWING AGE GROUPS:

- 18-25 INCREASED BY 8%
- 55-64 INCREASED BY 19.5%
- 65+ INCREASED BY 18%



The digital festival has brought such an amazing spirit into this year's festival [and] amazing places and information to light... very much needed during this lockdown! - virtual visitor

60+

ARTICLES IN PRINTED MEDIA ACROSS 20 COUNCIL AREAS AND 3 NATIONAL NEWSPAPERS



3

FEATURES BROADCAST ON BBC NATIONAL MEDIA

620,000

PEOPLE REACHED BY BROADCAST MEDIA



1,500+

NEW DOORS OPEN DAYS E-BULLETIN SUBSCRIBERS



1,100+



NEW FOLLOWERS ON SOCIAL MEDIA

487,000+

PEOPLE REACHED ON SOCIAL MEDIA, A 30% INCREASE COMPARED WITH 2019



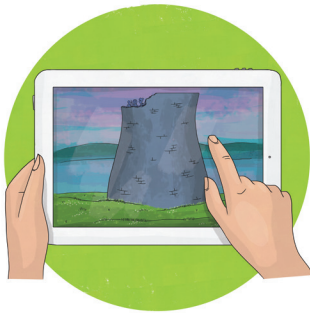
10%

OF NEW E-BULLETIN SUBSCRIBERS & WEBSITE VISITORS WERE FROM OUTWITH THE UK. THIS NUMBER HAS DOUBLED COMPARED WITH THE 2019 FESTIVAL

I really like the fact that this year I could 'visit' multiple regions... normally too far away to visit. What a great idea! - virtual visitor

DIGITAL CONTENT OFFICER

Awards for All funded a Digital Content Officer to support regional coordinators, venues, and local communities to combat isolation and lack of access to venues, by shifting to a digital programme. Reassurance, guidance and encouragement was on hand as they traversed an unfamiliar digital landscape and got to grips with creating and uploading virtual tours, audio trails, and webinars.



404

NEW DIGITAL
RESOURCES WERE
CREATED, ACCESSIBLE
YEAR-ROUND THROUGH
THE DOD WEBSITE

I was a complete beginner, but I had to do this as our website is so poor. It has been fun setting up Facebook and making our little film for DOD2020.
- event organiser

We saw a phenomenal increase in visitor numbers to our website.
- event organiser

HISTORIC ENVIRONMENT SCOTLAND

Historic Environment Scotland contributed four of their wildly popular 'We Love History' Live Q&As for Doors Open Days 2020. Together we took a trip to the Highlands, investigated the mysteries of Scotland's carved stones, sneaked a peek into the history of Trinity House, Edinburgh, and explored the ruins of medieval abbeys and monasteries.



IF THESE WALLS COULD TALK

Our ongoing social media campaign, #IfTheseWallsCouldTalkDOD, asked our virtual visitors to reflect upon what buildings would tell us if they were given a voice. As history's silent witnesses, buildings have many incredible stories to tell. From baptisms in swimming pools and days 'doon the watter', to ancient clan rivalries and political betrayals, we were thrilled to imagine what stories they might tell us next.

PROGRAMME HIGHLIGHTS:

DOON THE WATTER, WITH JOHN GILBERT ARCHITECTS

A virtual cycling tour of the Clyde guided by John and his daughter was organised as part of Glasgow's programme. Visitors crossed bridges, descended through tunnels and sailed over water as they travelled the Clyde's 19 bike accessible crossings.

1 HIGH SHORE, BANFF, ABERDEENSHIRE

One venue in Aberdeenshire put together a whistlestop video and slide tour especially for Doors Open Days 2020. This venue's quirks intrigued visitors as they digitally explored turrets, gun holes, inglenooks, eaves and owl-accessible windows! Who knew owls made such excellent house guests and mouse catchers?

UNDER ONE ROOF

During Doors Open Days we invited our audience to attend live 'Tenement Talks' delivered by Under One Roof (UOR) to learn from the leading experts in tenement care. This webinar series was our second partnership with UOR, and empowered property owners to care for their homes as they navigate the quirks of tenement buildings and get to grips with their rights and responsibilities.

I hope that digital talks and tours will continue to form part of the programme.
- virtual visitor

COORDINATION

Doors open Days has been celebrating heritage and the built environment in Scotland since 1990. The event is delivered in collaboration with area coordinators from local authorities, amenity groups, and dedicated volunteers, supported by many thousands of visitors.

TAKE PART IN 2021

In September 2021 our themes are **Sustainability** and **Heritage: All-Inclusive**. We will also be celebrating The Scottish Government's Year of Coast and Waters.


CONTACT US

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THANKS

Doors Open Days 2020 worked with the following partners: Under One Roof, Scottish Tech Army, Heritage Open Days, and CATCH (University of St Andrews Centre for Archaeology, Technology and Cultural Heritage).

Doors Open Days is coordinated by the Scottish Civic Trust and is Scotland's contribution to European Heritage Days along with Scottish Archaeology Month.

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