



EUROPEAN HERITAGE DAYS
A joint action of the Council of Europe and the European Commission

2009 EVALUATION FORM

I. Country

Country: Scotland

Date: Weekends in September (5/6, 12/13, 19/20 and 26/27 September)

Theme: 'Homecoming'

II. Bodies responsible and/or involved in the coordination and organisation of the national EHD (if any changes)

The Scottish Civic Trust

III. Theme 2009

a) How did you draw attention to the theme during the EHD?

We distributed leaflets, placed adverts with Scottish and UK press, ran an online advert campaign, issued e-bulletins highlighting the event, promotion on the national DOD website (www.doorsopendays.org.uk) and liaise with the media.

b) Was the public interested in this theme?

We received favourable feedback from visitors and event organisers.

IV. Participation

a) Number of sites and monuments open to the public (and possible geographical division by cities or regions):

Aberdeen City	33
Aberdeenshire	18
Angus	9
Argyll and Bute	2
Ayrshire	49
Clackmannanshire	19

Dumfries & Galloway	41
Dunbartonshire - East	8
Dunbartonshire West & Helensburgh	2
Dundee	23
Edinburgh	79
Falkirk	9
Fife Central & Kirkcaldy	32
Fife East & St Andrews	26
Fife West & Dunfermline	29
Glasgow	186
Highland	32
Inverclyde	17
Kintyre	7
Lanarkshire North	29
Lanarkshire South	27
Loch Lomond and the Trossachs NP	20
Lothian East	20
Lothian Mid	19
Lothian West	4
Moray	14
Orkney	2
Perth & Kinross	51
Renfrewshire	64
Renfrewshire East	7
Scottish Borders	10
Shetland	16
Stirling	12
Western Isles	1
Subtotal	917

b) Number of other events proposed (please specify):

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c) Numbers of visits

260,700

d) Number of visitors:

70,900

e) Others:

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V. Description of the public taking part in the EHD

The DOD audience comprises on three main groups:

1. Visitors between 16-29 who are with a group of friends;
2. 30 and 40-somethings in families with children;
3. 50 to 70-something couples; and
4. Multi-generational families.

Out of a sample of 2289 people, 64% said they were local, 26% from another part of Scotland and 10% from the UK or abroad.

VI. Media analysis

a) What promotional material did you use and how did you distribute it?

As part of the EventScotland funded Domestic Tourism Marketing Campaign, 122,500 leaflets were printed and distributed. These were circulated in the following ways:

- Through the National Trust for Scotland's member's magazine 'Scotland in Trust';
- Through 'The List' magazine (mainly Glasgow and Edinburgh distribution);
- At EAE and *DirectDistribution* information points located at key transport nodes in the central belt area; and
- Direct mailout to 1500 DOD supporters.

b) What is your media strategy (press, radio, television, internet or other)?

National media and marketing focussed on three key activities:

- Promoting the local '*discover your own heritage*' message.
- Encouraging Scottish people to visit a new part of Scotland; and
- Marketing the event to visitors and tourists from outside Scotland.

The first message was largely promoted by area coordinators through the production of local leaflets, advertising and press work. SCT supplemented this by working with national media to highlight specific events and sites.

Domestic and international tourists were targeted with support from EventScotland, VisitScotland and as part of the Homecoming Scotland 2009 celebrations. The strategy aimed to raise awareness of DOD, re-position the event as a tourist-friendly 'product' and supply relevant information to support this visitor flow. The phrase 'get away Scot free' was used in marketing material.

Press releases were issued monthly until August when fortnightly releases were circulated. Tailored information was supplied to key publications and interviews set up with relevant area coordinators and event organisers as needed.

A 'Media and Marketing Pack' was supplied to area coordinators containing relevant logos, key information about DOD and its development, the dates of each area's DODs and a sample 'Notes for Editors' with standard text relating to Homecoming Scotland, EventScotland, Historic Scotland, the Scottish Civic Trust, European Heritage Days and Scottish Archaeology Month included

c) What were the media results for the EHD (how many TV programmes, articles in the press, etc)?

This year saw a significant increase in press coverage of Doors Open Days. Over 320 articles and features highlighted the event representing a 62% increase on 2008's figures. Local media enthusiastically report on the event, while nationally and internationally the Homecoming Scotland campaign resulted in many valuable publicity opportunities.

Significant support for the event came in the form of a national leaflet and advertising campaign which promoted domestic tourism and complemented the international Homecoming Scotland marketing campaign.

VII. Visibility of the European dimension of the EHD

All venues receive a banner which includes the European flag, information about EHD is included in press releases and area coordinators are encouraged to include information about the wider event in their local leaflets. Information and links to other EHDs are included in the national DOD website www.doorsopendays.org.uk

VIII. Financial analysis

a) How are the EHD financed? (public budgets, private sponsors, etc.):

Nationally, DOD receives support from Historic Scotland (government) and in 2009 received two grants from EventScotland (government tourism agency).

Locally, area coordinators receive support from local authorities, private business and grant schemes.

b) What is the total budget allocated to the EHD? (explain the division within the budget):

Budget for national coordination – c£87,500

Budget for local coordination unknown – undertaken by area coordinators

c) Involvement of volunteers:

In 2009 5,900 volunteers contributed 31,750 working hours to the organisation of DOD, an increase on 2008's figures

d) Is access free of charge for the public?

Yes

e) Others:

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IX. Activities for young people

3 areas organisers create 'Children's Passports' which are activity books linked to activities and sites in their programme. Events suitable for children are highlighted in the national DOD website.

X. Historical analysis

a) For how many years have you celebrated the EHD in your country?

Since 1991

b) Please describe the evolution of the EHD from the beginning until 2009:

In 1990 as part of the European City of Culture celebrations, Glasgow and Ayr became the first areas in Scotland to run a DOD. The popularity of the event encouraged several other areas in Scotland to take part the following year, coordinated centrally by the SCT. In 1991 Scotland became the first county in the UK and one of only 5 European nations to be part of European Heritage Days.

c) Are the EHD as popular as at the beginning or more so?

More so

XI. Logos used

Scottish Civic Trust, Historic Scotland, EventScotland, Homecoming Scotland, European Heritage Days, Council of Europe.

XII. Global assessment of the 2009 edition

2009's DOD was extremely successful, bringing new audiences to the event and recording the largest ever number of visits. For only the second time in its history, every local authority area hosted an event and a national park took on area coordination.

XIII. What do you expect of the EHD coordination at the European level via the Council of Europe and the European Commission?

Facilitating liaison between national coordinators

Maintaining a user-friendly website portal linking to the various national websites

Encouraging best practice and skills sharing between coordinators

Developing a clear long-term vision for EHD

XIV. If appropriate, please inform us if the format of the Forum "Heritage, Creativity and Innovation" (Ljubljana, 22-24 September) followed by the annual meeting of the Coordinators met your expectations:

I could not attend as the forum falls during Scotland's EHD. I was extremely disappointed with its timing as I would like the opportunity to meet other coordinators and develop links with them. I understand that one of the reasons for the timing is to allow the host country to generate press interest. However, I doubt whether the forum topic would hold much interest to the general public and I would strongly argue for an alternative date.

XV. What is the added value of coordination at European level?

Limited in its present form.

XVI. Others / Remarks

I would like to see the current system for supporting the UK's attendance at EHD meetings revised to reflect changes in government. Scotland has a separate parliament, structures of governance, cultural and

heritage legislation etc. and should be considered a separate nation to that of England, Wales and Northern Ireland. The current system was set up before the Scottish parliament was created, and should be changed to reflect our new circumstances.

XVII. Theme and dates chosen for 2010 (if already available¹)

Celebrating the 20th anniversary of DOD and the 21st event.

¹ A more detailed request for 2010 dates and theme will be sent to coordinators early in 2010