



Education and Culture DG

Culture Programme



European Heritage Days
Journées européennes
du patrimoine



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

EUROPEAN HERITAGE DAYS

A joint action of the Council of Europe and the European Union

2010 EVALUATION FORM

I. Country

Country **Scotland**

Date **4 weekends in September, different dates, different locations across the country**

Theme **Various, depending on relevance to area, includes Food, Glass Making.**

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

Scottish Civic Trust

III. Theme 2010

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

By highlighting the strand and theme on the national EHD / Doors Open Days website and promoting details and locations in area programme brochures. Also using ebulletins and social networking to promote themes and specific trails using the themes.

b) Was the public interested in this theme?

It is helpful for event co-ordinators to consider using a theme. The public was interested and attracted to attend because of themes used, it provokes interest.

IV. Participation

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

932 locations and events were open to the public for Doors Open Days throughout Scotland.

b) Number of other events proposed (please specify): **n/a**

c) Number of visitors (based on entries to sites):

78,500 visitors equating to 275,000 visits

d) Other:

V. Description of the public taking part in the EHD

The age profile of the EHD/DOD audience has changed very little. There has been a slight shift in the number of people aged between 16 and 29 (from 8% to 10%) and in the 65-74 (from 18% to 21%). It should be remembered that these figures reflect the profile of people responding to the survey, rather than DOD visitors overall.

Age profile 2010

Age	16-21	22-29	30-39	40-49	50-64	65-74	75+
2010 Percentage	3.5	6.5	12.5	15.5	36	21	5
2009 figures	3	5	11	18	39	18	5
2008 figures	2	4	13	19	38	19	6

EHD/DOD is a popular day out for many groups in Scotland – couples (27.5%), families with children (34%), among groups of friends (17%) and for individuals (21.5%). Around a third of all respondents stated that they were part of some kind of family group, suggesting EHD/DOD offers something to a range of age groups.

As in previous years EHD/DOD attracts visitors to events in distinct groups:

1. alone
2. visitors from 16-29 who are with a group of friends;
3. families with children from 20s to 50s;
4. couples of various age groups; and
5. Large multi-generational families.

VI. Media analysis

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

Ebulletins to a mailing list of over 2,000 individuals who have expressively asked to receive it.

Social networking, facebook and twitter

Promotional leaflet distributed through libraries and tourist offices and inserted into magazines

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

When planning the media strategy for EHD/DOD 2010 the experience and successes of 2009 and recent years was developed. On a tight budget, a spread of advertising and promotion was planned to reach a wide general audience with the core marketing message that DOD would take place in September and inform potential new audiences of events Scotland-wide.

Herald

Daily Mail

The Oldie

Scotland In Trust (magazine for members of National Trust for Scotland)

Big issue

Scotsman

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

PRINT

EHD/DOD appeared in 338 different articles across press in Scotland, of these 27 are national publications. This compares to 325 articles in 2009 in 24 national publications; a 3.8% increase overall and an 11% increase in national print coverage.

The advertising print spend of £2,200 equates to just under 274 column inches with a cumulative reach of c.5,000,000 readers. This exposure replicates the strategy used in 2009.

In addition, throughout the month of September DOD attracted coverage from brief mentions to impressive features in local papers, listings magazines, national papers and review magazines adding up to 6,500 column inches. (See attached sample)

RADIO

Through Visit Scotland we took advantage of a radio bundle to promote DOD. This option had not been adopted before 2010 and awareness of the campaign was registered by 3% of visitors in surveys.

DOD was featured on the BBC Scotland Fred MacAuley programme on 3 September. Abigail Daly, Outreach Officer, Scottish Civic Trust, was a programme guest.

TV

DOD has developed good relationships with television broadcasters over the years. In 2010 a main news DOD was broadcast on BBC Scotland's Reporting Scotland early evening peak-time news programme. Interviewed at a significant DOD location, the Sugar Warehouse in Greenock, were John Pelan, Director of the Scottish Civic Trust and John Gerrard, ex-director of the Scottish Civic Trust and founder of DOD.

VII. Visibility of the European dimension of the EHD

- At a national level in Scotland the EHD logo appears on all advertising and promotional material
- EHD logo is visible on the Doors Open Days banner. Every site in Scotland displays this banner
- local area co-ordinators ensure the EHD logo is printed on programmes
- EHD is always included in all communications, ebulletins and press releases

VIII. Financial analysis

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

Total event budget	£79,018.00
Event Scotland (Marketing Grant)	£23,720.00
Historic Scotland	£55,299.00

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

As above

c) Involvement of volunteers:

In 2010 EHD/DOD attracted support from 5,592 volunteers throughout Scotland.

This equates to 40,000 hours of time and demonstrates the goodwill that EHD/DOD generates.

d) Is access free of charge for the public?

Yes

e) Other:

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IX. Activities for young people

- a) Were special activities for young people organised?

Some venues and locations organised workshops, storytelling and painting/drawing/model making were available for young people

- b) Was any specific educational material provided?

Some areas produced a 'passport' that prompted young people to visit and appreciate a number of events and locations in their areas.

Many events provided handouts, organised guided tours and held exhibitions to convey information.

X. Historical analysis

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

Since EHD was established in the early 1990s, Scotland has been an active participator, celebrating the initiative every year.

- b) Please describe the evolution of the EHD from the beginning until 2010:

The Scottish Civic Trust (SCT) has been involved with Doors Open Days (DOD) since 1990 and European Heritage Days (EHD) since 1991, when it supported Edinburgh, Glasgow and Ayr in the delivery of Scotland's first ever formal EHD event. Doors Open Days provides free access to historic sites and buildings of all ages not normally open to the public, or which usually charge an entrance fee. It is a unique event. Area coordinators, working for a variety of public, charitable, voluntary and local government bodies mobilise communities across Scotland to 'open doors' for the public. This results in an extraordinarily diverse programme of open buildings and events, hidden architectural gems, well-known and loved buildings.

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

EHD/DOD are growing in popularity throughout Scotland.

XI. Logos used

On national EHD/DOD Scotland promotional material the 4 logos used in 2010 are:

EHD, Scottish Civic Trust, Historic Scotland and Event Scotland

XII. Global assessment of the 2010 edition

2010 was the 20th anniversary of EHD/DOD in Scotland. With visitors growing and the number of visits increasing while at the same time having 900+ events in the national programme the initiative remains a growing success.

The most important factor in this success is that the programme is free to visitors. It attracts considerable goodwill in terms of volunteer support and a sense of local ownership.

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

Being part of the European Heritage Day movement is a very important part of the Scotland's Doors Open Days annual heritage 'festival'. It offers the assurance cultural partners and celebrates the diversity of Europe.

XIV. A survey on the Forum "Cultural Heritage, Participation, Prosperity" (Istanbul, 1-2 October) has already been carried out. If appropriate, please inform us if the Forum format followed by the annual meeting of the Coordinators met your expectations:

XV. Do you think that the coordinators' meeting should also include organisational training in your country?

This would be useful in many respects. Sharing of information and ideas is always valuable and at the same time the expectations of visitors in different countries needs to be considered. Acknowledging diversity at this level and seeking to work with the challenges it brings is important.

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

This is being part of a bigger initiative that has European support and is recognised with having particular importance.

XVII. What do you think of the new EHD website www.ehd.coe.int? How could it be improved?

I have found the website useful and informative.

XVIII. Theme and dates chosen for 2011 (if already available¹)

A theme or themes for this year's EHD/DOD in Scotland has not been confirmed yet.

XIX. Other/Remarks

As Abigail Daly, Doors Open Days Coordinator, Scottish Civic Trust is on sabbatical at present (due back on 1 April 2011), this report has been completed by Frances Hendron.

¹ A more detailed request for 2011 dates and theme will be sent to coordinators early in 2011