



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

**2011 EVALUATION FORM**

**I. Country**

Country: Scotland

Date:.....Every weekend in September (3/4, 10/11, 17/18, 24/25)

Theme: Celebrating the event's 21<sup>st</sup> anniversary plus: industrial and transport heritage, renewable energy, and sport.

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

No changes

**III. Theme 2011**

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

In 2011 marketing activity focussed on celebrating the event's 21st birthday and encouraging visitors to discover another part of Scotland in September during day, overnight and weekend trips.

Specific marketing activity included:

- The distribution of 90,000 copies of a promotional leaflet via The List magazine, History Scotland magazine and Sunday Post and at key transport, heritage and tourist sites managed by Direct Distribution, Tourist Information Centres and libraries. Participating venues and coordinating organisations also received copies.
- Posters appeared at Glasgow Central, Glasgow Queen Street, Haymarket and Waverly train stations.
- 100 train passenger panels appeared in Scotrail trains in the central belt region.
- Adverts ran in the following magazine: Homes & Interiors Scotland, History Scotland, the Big Issue, Mums & Dads Edinburgh, Scottish Memories and in the Daily Mail newspaper.
- Based on the Visit Scotland 'Surprise Yourself' campaign, radio adverts were broadcast within the Bauer Radio network (Clyde 1, Forth FM etc) totalling 77 slots and with an average weekly reach

of 1.7 million listeners. This was further supported by pages in each radio station's websites highlighting DOD and providing links to the national website.

- This was complemented by features and news pieces in a range of printed, broadcast and online media.
- The social networking strategy (piloted in 2010) and ongoing e-strategy was further developed using the existing Facebook and Twitter profiles, e-bulletin, news and blog pages of the national website.

b) Was the public interested in this theme?

Yes

#### IV. Participation

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

Area Name	2011
Aberdeen City	33
Aberdeenshire	17
Angus	14
Argyll & Bute	5
Ayrshire	81
Clackmannanshire	27
Dumfries & Galloway	36
East Dunbartonshire	12
West Dunbartonshire	1
Dundee	27
Edinburgh	81
Falkirk	4
Fife	69
Glasgow	187
Highland & Inverness	39
Inverclyde	33
Kintyre	6

North Lanarkshire	25
South Lanarkshire	26
Loch Lomond & The Trossachs National Park	27
East Lothian	10
Midlothian	26
West Lothian	17
Perth & Kinross	41
Renfrewshire	55
East Renfrewshire	11
Scottish Borders	13
Shetland	12
Stirling	18
Western Isles	1
Total	954

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

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

192,400

d) Other:

.....

## V. Description of the public taking part in the EHD

### *Respondent's age profile*

Under 16	2%
16-21	1%
22-29	7%
30-39	10%
40-49	20%
50-64	36%
64-74	19%
75+	6%

*Visitors were asked about who was in their group when they visited DOD:*

Just me	Partner	Friends	Family*
18%	36%	20%	26%

*\*Based on this figure, 22% of visitors were 19 or under.*

Under 10	13%
10-15	7%
16-19	3%

#### *Visitor origins*

Local	63%
In Scotland, outside the local authority area	31%
In the UK, but outside of Scotland	4%
Overseas	2%

## **VI. Media analysis**

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

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

The national press strategy focussed on three key messages:

- celebrating the event's 21st birthday
- encouraging domestic tourism
- supporting local event organiser

Specialist publications such as History Scotland magazine were targeted in the early summer and press releases issued as programme highlights were received.

### **E-bulletin: 3,750 subscribers**

12 e-bulletins were issued, initially at regular monthly intervals until August when the frequency increased to fortnightly and then in September, when weekly highlights were circulated. In late August it was decided that the system for issuing e-bulletins should change, from Outlook to 'Mailchimp'. This helped to ensure emails were delivered to recipient's inboxes and enabled us to track how people were viewing and clicking through the emails to the national website.

### **Social networking**

Following on from 2010's highly successful social media project, Twitter and Facebook were once again used throughout the year in the run up to, during and after the event to engage audiences with the event and encourage usage of the website.

Special competitions were organised, for example: everyone who gave DOD a 'Follow Friday' recommendation via the #ff hashtag was entered into a draw to win a pair of tickets to tour the Irn Bru Factory in North Lanarkshire. This generated a huge amount of interest online, especially amongst younger users and resulted in @DoorsOpenDays being in the Top 10 UK most recommended accounts that week.

#### *Facebook: 1200 Fans*

Over 1,200 Facebook users have so far 'liked' the /dodscotland page. Users have contributed photos to the online gallery, asked questions about the programme via the Wall, linked through to local pages and projects and given valuable feedback about events. It is notable that 15% of all referred traffic to the website comes from Facebook even though more people follow the event on Twitter.

#### *Twitter: 4000+ Followers*

More than 1,500 people were added to the list following @DoorsOpenDays bringing the total to just over 4000. Followers include a wide range of groups, including interested members of the public, journalists, DOD event organisers, partner organisations and comparable events. Tweets were sent via a mixture of scheduled and reactive messages, allowing an element of dialogue to develop while ensuring there were regular news items and comments.

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

### **Scottish Omnibus Survey**

In June and September 2011, YouGov on behalf of 'Progressive Partnership' undertook a Scotland-wide Omnibus, questioning around 1000 people (representative of Scotland's adult population) about their awareness of Doors Open Days.

In June, **29% stated** they were aware of Doors Open Days but when surveyed again in September, the figure rose to **38%** suggesting that the combined media and marketing activity reached an additional 9% of the population, equal to around 385,000 people.

## **National coverage**

### *Online*

Around 74,900 Google results were returned for the term 'Doors Open Day/s' Scotland. Many websites highlighted the event including: BBC Local, History Extra and Urban Realm. Partner organisations also highlighted the event including Historic Scotland, Archaeology Scotland and Visit Scotland. [www.doorsopendays.org.uk](http://www.doorsopendays.org.uk) continues to be a well used source of information for both members of the public, event organisers and area coordinators. In addition to having a 'Google' style searchable map, visitors can create their own bespoke events programme using the 'My List' function.

Resources for event organisers included a Handbook providing advice on how to organise a successful event, activity ideas, risk assessments and copies of visitor surveys.

Resources for area coordinators included meeting minutes, insurance details and sample letters and press releases.

625,500 page views or 'hits'

110,600 visits

79,800 unique visitors

5.66 page views

4:01 minutes on average spent on site

69% new visitors

### *Printed media*

Press coverage of Doors Open Days rose by 6% compared with 2010, with 258 articles and features about the event.

Features and articles appeared in: History Scotland magazine, Metro, Herald, Scotsman, Scottish Sun, Sunday People, Scottish Daily Mail, Sunday Times, Waitrose Magazine, and The List.

Combined circulation of national press 3,067,400

Combined readership of national press 8,655,400

### *Broadcast media*

BBC Radio Scotland: Abigail Daly, Outreach Projects Coordinator was interviewed for the Fred MacAulay Show and Drivetime.

## VII. Visibility of the European dimension of the EHD

The European logo is displayed at all participating sites, on all national printed collateral and most local event guides.

## VIII. Financial analysis

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

From local and national government, sponsorship and in-kind donations.

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

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c) Involvement of volunteers:

More than 5,700 volunteers and 3,950 paid staff contributed roughly 26,500 and 27,300 working hours respectively to organising and stewarding events and open days.

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?

Doors Open Days began in 1990 and joined the EHD network of events in 1991

b) Please describe the evolution of the EHD from the beginning until 2011:

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. In 2008, 49 countries participated in EHD.

Participation by building owners and areas grew steadily, with a part-time national coordinator employed to support and develop the programme. In 2003 a full time coordinator was employed, which resulted in further increases in visitor numbers and events.

2011 marked the event's 21st 'birthday' and this was highlighted in press activity.

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

More so.

## **XI. Logos used**

EHD, Scottish Civic Trust, Historic Scotland, EventScotland and Aberdeen Asset Management

## **XII. Global assessment of the 2011 edition**

- 954 events ran in 30 out of 32 local authority areas representing the largest ever programme.
- 4 new organisations took on area coordinating activities.
- Over 192,000 visits were made equating to around 62,000 individuals.
- 4 new programme themes were developed: industrial and transport heritage, sporting heritage, renewable energy and 'Open Gates'.
- More than 5,700 volunteers and 3,950 paid staff contributed roughly 26,500 and 27,300 working hours respectively to organising and stewarding events and open days.
- 99% visitors stated that their experience of visiting DODS was 'excellent' or 'good'.
- 14% of event organisers were first time participants in the programme.
- Average visitor spend was £21.47 outside of Glasgow and Edinburgh and £29.21 within Glasgow and Edinburgh.
- An estimated £1,995,000 was generated by the event for the Scottish economy.

- 14% of visitors said that they planned to stay overnight in order to visit DODs and of those 29% were purely motivated to visit the area because of Doors Open Days.

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

Provide opportunities for networking and professional development of EHD national coordinators via meetings, online resources and advice. Also to raise the profile of the event across Europe and to communicate the benefits of participation to national governments.

### **XIV. Did you find the training programme on event promotion using the web that was delivered in Wroclaw (October) and in Strasbourg (December 2011) useful?**

I was unable to attend due to the timing of the October event and the late organisation of the December event.

### **XV. Theme and dates chosen for 2012 (if already available).**

Sport, cinema, renewable energy and 'open gates'.

### **XVI. Other / Remarks**

I would like to see Wales, Northern Ireland, Scotland and England given the same opportunity to attend European meetings as other countries. At present the UK has to choose which of the 4 nations should benefit from the 'free' place. Given there are now devolved governments the current arrangement is out dated and prevents the UK benefitting from and contributing towards these meetings.