

DOORS OPEN DAYS 2021



REPORT

The Doors Open Days Festival opens up unusual places and spaces for free annually during the month of September. Its aim is to make our heritage more accessible for everyone to enjoy.

In 2021 we delivered our first hybrid festival.

Doors Open Days 2021 was another groundbreaking year! We delivered our first hybrid festival, with both in-person and online activities. Some venues delivered digital-only programmes, others focused on in-person visits, and some delivered a blended programme. The festival was launched with an in-person event and exhibition at Scottish Maritime Museum in Irvine.

648

ONLINE EVENTS & IN-PERSON ACTIVITIES:
 332 ONLINE AND 316 IN-PERSON



28

SCOTTISH LOCAL AUTHORITY AREAS TOOK PART



507,300+

WEBSITE VISITORS DURING THE FESTIVAL



82.5%

OF ALL WEBSITE VISITORS DURING THE FESTIVAL WERE NEW



15%

INCREASE IN YOUNGER (AGED 18-24) WEBSITE VISITORS



60%

OF FESTIVAL WEBSITE VISITORS USED THEIR MOBILES; AN INCREASE OF NEARLY 10% SINCE 2020



In any community, its story is like a jigsaw puzzle. Lots of people have a bit of the story and this event enables people to share their pieces with others. A very cathartic experience!
 - in-person visitor

Though housebound, I was able to visit locations where there was a digital resource. Today, visiting the Viridor [energy recovery facility] digitally has given me confidence that my recycling effort is worth it. - virtual visitor



3

FEATURES BROADCAST ON BBC NATIONAL MEDIA

600,000+

PEOPLE REACHED BY BROADCAST MEDIA



84

ARTICLES IN PRINTED MEDIA ACROSS 24 COUNCIL AREAS AND 7 NATIONAL NEWSPAPERS



750+

NEW FOLLOWERS ON SOCIAL MEDIA



I love this weekend! It opens up a new world of history, architecture and society. Setting foot inside venues brings them to life.
 - in-person visitor

The digital activities allow you to feel like you're being out and about even though you're only watching online! - virtual visitor

344,000+

PEOPLE REACHED ON SOCIAL MEDIA



1,300+

NEW E-BULLETIN SUBSCRIBERS



SUPPORT FOR OUR FIRST HYBRID FESTIVAL:

EVENT GUIDANCE

The Doors Open Days team produced a suite of documents to support venues. This included guidance on holding in-person events during COVID-19, making events more inclusive, promoting events through social, print and broadcast media, and writing risk assessments.

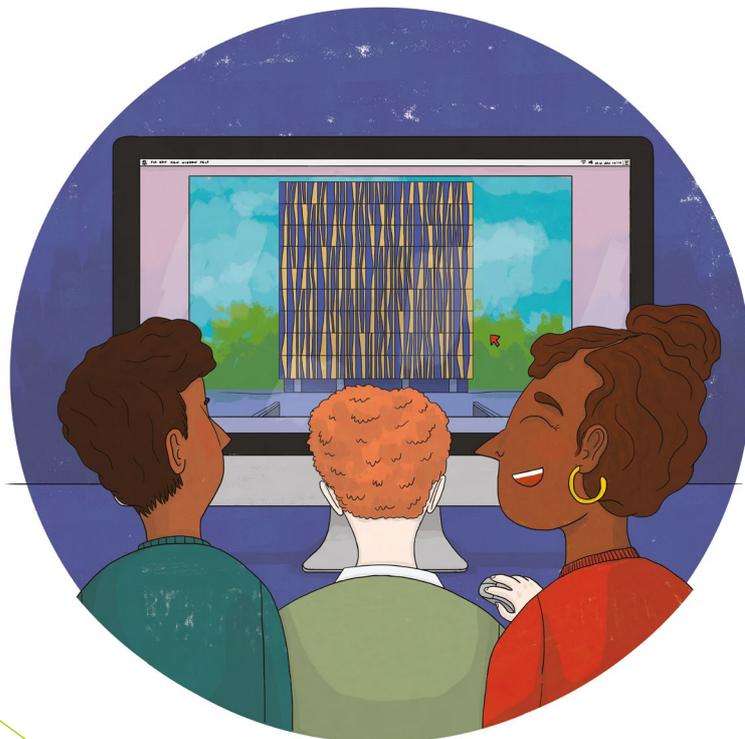
ROBERTSON TRUST INTERN

During summer 2021, a Robertson Trust Scholar Programme intern joined the Doors Open Days team and provided 219 hours of support. The role included Regional Coordinator support, and assistance with website, marketing materials and the in-person launch event.

HERITAGE WORKSHOPS

Open Virtual Worlds at the University of St Andrews delivered 6 digital skills workshops for Doors Open Days venues and volunteers, attended by over 230 people. They offered guidance on creating digital galleries, virtual tours, interactive maps, social media, and live events.

These [workshops] gave us the confidence to present more material online than ever before. Although we missed welcoming visitors in-person, we thought it worthwhile to provide our information digitally for 2021. - event organiser



I think having the doors open days in-person and online is important. I live in the Highlands and we don't have a lot on compared to Edinburgh or Glasgow. - virtual visitor

I do hope all the digital resources will stay on the [Doors Open Days] website as a permanent feature/content. - virtual visitor

PROGRAMME HIGHLIGHTS:

INTERNATIONAL STORYTELLING

Scottish Civic Trust's Diverse Heritage programme partnered with African and Caribbean Elders in Scotland to host an online intergenerational storytelling session for 35 people from around the world, with storytellers aged 5 to 94 sharing their experiences.

THE LAST UNRESTORED TRADITIONAL FIREHOUSE IN NORTHERN EUROPE

Visitors had the opportunity to drop in to Orkney's Kirbuster Museum to get a flavour for what life was like in Orkney in bygone years. The firehouse features an original central hearth, complete with a peat fire and stone neuk bed.

HIDDEN HISTORIES

Aberdeen's Mither Kirk produced a short video that delved into the church's secret connections to the Great Scottish Witch Hunt of 1597, evidence of which can still be found in the church today.

WASTE WATER TREATMENT CENTRE

A few lucky visitors took an in-person tour of Edinburgh's Seafield Treatment Centre to learn about historical waste treatment methods and get a behind-the-scenes look at how waste is treated today.

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 2022

Are you interested in putting on an in-person or online event for Doors Open Days? Contact your regional coordinator by visiting doorsopendays.org.uk/hosting

CONTACT US

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THANKS

Doors Open Days 2021 worked with the following partners: Under One Roof, Heritage Open Days, Open Virtual Worlds at the University of St Andrews, African and Caribbean Women's Association Scotland, and African and Caribbean Elders in Scotland.

Thanks to all the Regional Coordinators for their work in putting together fascinating and varied programmes.

Doors Open Days is Scotland's contribution to European Heritage Days, along with Scottish Archaeology Month.



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA



European Heritage Days
Journées européennes
du patrimoine

Statistics based on venue surveys and Google Analytics.

Cover image of the Scottish Maritime Museum by Iain McLean.

Inside illustration by Saffron Russell saffronrussell.co.uk

Images from top: Thread Mill Museum © Eoin Graham; John O'Groats Mill

© Doors Open Days; Macduff Aquarium; Edinburgh & East Lothian DOD

programme; and Les Ferney's yellow badge tour of Paisley © Eoin Graham.

The Scottish Civic Trust is a charity registered in Scotland. No. SC012569

