

DOORS OPEN DAY

Glasgow's Built Heritage Festival



2011 Report



GLASGOW
BUILDING
PRESERVATION
TRUST

www.gbpt.org

Another roaring success!

Glasgow closed its doors for another year after **17,896 people** took advantage of the opportunity to see behind the scenes of the city's wonderful buildings.

Despite unsettled weather, Glasgow's Doors Open Day festival, which celebrates the city's built heritage, was the most successful yet!

On the weekend of the 17th and 18th of September more than **66,000 visits** were made

to an array of historic and state-of-the-art modern buildings.

Glasgow proudly throws open its doors every year to welcome visitors inside to take a look, hear stories, learn about the architecture and regeneration of the city and soak up its rich past.

Building guardians and owners take the chance to spruce up their properties. Their attention focuses on providing a warm welcome to

the hundreds and sometimes thousands of visitors who cross their thresholds.

Every participating venue says they would take part again. There are no exceptions. Although it involves a lot of hard work, everyone enjoys the experience. There is a mutual exchange with many people recounting tales of past experiences and knowledge of connections to the buildings they visit.

New Venues participating in 2011

- City of Glasgow College, City Campus
- Glasgow City Mission
- Hampden Park
- Kennyhill Community Allotments
- Knightswood St. Margaret's Parish Church
- New Victoria Gardens
- Wise Group Head Office (former Our Lady and St Francis Secondary School)
- Red Road Community Flat
- Royal Conservatoire of Scotland
- Shettleston Community Growing project
- Shettleston Housing Association
- St. Andrew's Cathedral
- St. Peter's RC Church
- St. Simon's Church
- The Hunterian Museum
- Wellpark Brewery (Tennent Caledonian)



St. Andrew's Cathedral



Glasgow City Mission



View from Red Road Community Flat

Children's activities

Many venues offered activities for younger visitors and there was an Under 16's Passport Competition.

Youngsters were asked to visit 4 venues and answer a question in each one. The prize of a Family ticket to the King's Theatre Pantomime was won by 12 year-old Ursula Landwehr-Traxler!



Contributors

Doors Open Day is reliant, not only on Glasgow City Council as the main funder, and the generosity of local companies who donate financially, but on the army of volunteers who contribute selflessly by giving their time and effort to making the event a success. This year, **964 people** worked **4,121 hours** on the event.

22 years of Doors Open Day in Glasgow!

It is the 22nd year that Glasgow has hosted Doors Open Day and the figures speak for themselves. The City Chambers continues to attract, year after year, in excess of 2,300 people in one day!

Visitors are knocked out by the magnificence of its glittering interiors. The Britannia Panopticon Music Hall, Glasgow's oldest surviving Music Hall, is high up in the popularity stakes with 2,900 people over a 6 day period, being transported back to a very different era. The Red Road Flats had 1,554 people in 2 days and old favourites the Trades Hall, Merchants House, the Central Mosque and newer attractions



such as The Briggait and Arlington Baths had in excess of 1,000 visitors each, over the weekend.

The Wellpark Brewery was immensely popular with their guided tours "selling out" within days of being advertised.

Another highly popular tour was the "Subcrawl" led by 'Dress for the Weather'. Young architects, Andy and Matt, used the Subway as a means of transporting participants on a cultural and entertaining tour providing an unusual insight

into the City's heritage, people and places.

New tour guide Roger Edwards was overwhelmed and delighted by the number of enthusiastic people who turned up for his guided tours of "Jacobite Glasgow".

- 103 Buildings
- 12 Allotments
- 55 Walks
- 18 Talks/ Associated Events
- 150,000 Brochures printed and distributed
- **ALL EVENTS FREE**

Visitor feedback

Glaswegians are immensely proud of their city and Doors Open Day gives them all a unique chance to display and share that pride.

The event helps to boost the confidence of people who become involved. It can be

immensely nerve wracking to anticipate unknown numbers of people who may turn up with a sack load of questions!

However, the reality is that visitors are always delighted to get inside for a look-see and the staff and volunteers love

the reactions and interactions that invariably follow.

In the words of one visitor, ***"It's a wonderful event, thank you for all the hard work and don't ever let it stop!"***



Benefits of Doors Open Day

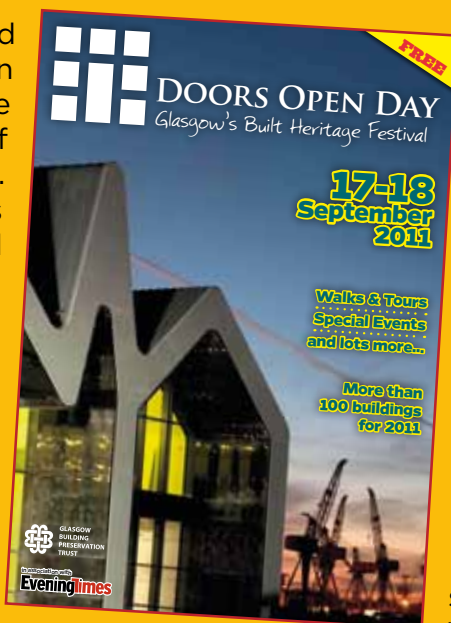
Glasgow pioneered Doors Open Day in 1990 as part of the European City of Culture celebrations. Now similar events are organised throughout the UK, Europe and even North America!

The Scottish Civic Trust coordinates **Doors Open Days** nationally in Scotland and the Glasgow event is organised and coordinated by

Glasgow Building Preservation Trust.

The event encourages the recording of, and further research into, the history of buildings and areas of the city in a way that brings it to life for future generations to enjoy.

The visitor feedback is tremendously positive and many



people travel long distances to reach Glasgow just to "do" Doors Open Day.

Whether local or from afar, visitors spend money in the city thereby contributing to the local economy.

It is estimated, from the visitor survey data, that the average

spend in the city as a result of the event is **£29.21 per person.**

As the event is free, people don't mind splashing out a bit on lunches, coffees and even hotel rooms. In addition who could resist a bit of shopping when faced with the choice of fabulous retail opportunities in the city centre and beyond?

Facts & figures

- 66,036 recorded visits
- 17,896 unique visitors
- 797 visitor surveys returned
- 27,405 website visits between June & September
- £522,742 estimated spend over the event
- 350 Friends of our Facebook Page
- 964 people worked 4,121 hours



2011 Funders

A huge 'Thank You' is due to the organisations below who generously helped to support Glasgow Doors Open Day!

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| ■ Glasgow City Council | ■ City Building (Glasgow) LLP | ■ Burness LLP |
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