

Glasgow Doors Open Days Festival

2017 Participant Information





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Application Deadline

The deadline for festival applications is **Monday 20th March**

Note from the Coordinator

Hello!

My name is Molly. I am Glasgow Building Preservation Trust's Events and Development Coordinator and am in charge of all things Glasgow Doors Open Days Festival. We have already been busy behind the scenes and can't wait to start receiving your applications!

This information document should have everything you need to know about the festival, our themes for 2017 and how to apply to be part of our 2017 programme. Should you find you still have questions, don't hesitate to contact me:

molly@gbpt.org // 0141 554 4411

We held our annual Creative Planning Workshop on the 12th January where we discussed our findings from last year's festival, the themes for this year, how to get children and young people involved and how to make our events more accessible. A write up of this event and participants' feedback can be found on

<http://glasgowdoorsopenday.com/be-involved/participate-in-gdodf-2017/>

Wishing you the best of luck for your planning!

Molly



Welcome to Glasgow Doors Open Days Festival 2017

Glasgow Building Preservation Trust have been organising Glasgow Doors Open Days since 1990 when it formed part of the City of Culture celebrations. Since then the event has attracted over 600 participating buildings and has welcomed thousands of visitors.

Glasgow Doors Open Days offers Glaswegians and visitors to the city the opportunity to see the hidden gems inside some of Glasgow's finest buildings. Buildings that are normally closed or charge an entrance fee open their doors for free to visitors from across the city and beyond. Offices, homes, schools, legal courts, religious buildings and the occasional boat have all been involved. Growing from what was a originally a two day event, the week-long festival has grown to encompass walks, tours, talks and special events happening in and alongside the buildings in our programme.

The event annually attracts visitors from all sections of the community with nearly 23,000 visitors attending in 2016. Since 2015 a separate children's programme has been printed and distributed to all primary schools in Glasgow to highlight the children's activities on offer. This brought 3,500 young heritage enthusiasts to the festival in 2016.

The Event

The event consists of three main areas:

- Buildings opening their doors (around 100)
- Walks & Tours guiding visitors around parts of the city (around 50)
- Talks & Events bringing focus to various built heritage areas of interest (around 25)

Plus

- Other outdoor spaces open to the public
- A festival hub



Dates

Monday 11th- Sunday 17th September 2017

- Walks, Tours, Talks & Events can happen from Monday – Sunday
- Buildings must be open for at least one day over the weekend, week days are also welcome

What can be included?

Buildings

Glasgow Doors Open Day is very popular event and now has over 500 buildings on the database. The decision was made to work a rotation system where just 100 buildings are included each year to ensure the programme is kept fresh and manageable. This means that each year the board of directors assess the potential buildings to be invited and select just 100 to invite. Although your building may be extremely relevant, the decision may be made to give you a year or two off in the future to allow the chance for other buildings to be included. If you have a particularly special year coming up we advise you to contact us in plenty time so that we can consider making an exception. All buildings are encouraged to provide an interactive and informative visitor experience. This may be in the form of an exhibition, talk or performance. Suggestions for any other form of event are always very welcome. To inspire some ideas we have listed some suggestions below:

- Costumed Interpretation
- Special Exhibitions
- Performances
- Film Screening
- Workshops
- Interactive Learning
- Demonstrations



Walks & Tours

In order to develop the festival according to demands we are encouraging more walks and tours to be organised. Tours can take the form of walks, bus, train, boat, subway, bike and or even skateboard!

Talks

Talks and events have formed a fantastic part of previous years' festivals and really add to visitors' engagement with the programme. Talks can be on a variety of subjects providing they align with the core 6 event principles and theme in some way. There are opportunities for us to host talks at our festival hub but please consider that this is a small number.

Special Events & Exhibitions

Special events and exhibitions often take place within buildings as part of their Glasgow Doors Open Days Festival offering. However there have been exceptions such as Nic Green's performance 'TURN' at Govan Graving Docks in 2016. Events & exhibitions have also happened at our festival hub. We are keen to continue including these events in our programme though this is something that should be able to be delivered autonomously.

Themes

Each year we pick a theme to guide our programming and to encourage veteran participants to explore a new angle to their festival offering. For 2017 we are aligning with the Scottish Government (delivered by Visit Scotland) and European Heritage Days' 'Year of' themes:

History, Heritage and Archaeology

'Through a series of exciting events and activity, the year will highlight and celebrate both our tangible and intangible heritage – our buildings, visitor attractions, archaeological sites as well as our diverse stories, traditions and culture, all with a focus on engagement and participation.'

<https://www.visitscotland.com/about/themed-years/history-heritage-archaeology/>



Our main theme for 2017 is History, Heritage and Archaeology.

Whilst it may not be prehistoric, this theme is a chance to explore the history and heritage of your building; perhaps its different uses over time or the people who have occupied it. Maybe you'd like to host a walk to an archaeological site or a talk about historic trade in Glasgow – really the choice is yours! We would like you to think about the *hidden, lost or intangible*; maybe there are some secrets you could uncover, anecdotes from locals you could collect, unusual parts of your building's history that not everyone would know or a song that could be performed. For buildings -we'd encourage you to try and make as much information available to your visitors as possible, whether through hand-out sheets, an exhibition or via a tour guide or volunteer.

Heritage and Nature

Our second theme is Heritage and Nature. Although this may appear at first to only apply to outdoor spaces or walks, you might choose to look at your building's relationship to Glasgow's landscape or perhaps the materials it is built from.

Activities for Children and Young People

Building on the success of the past two years we will once again be producing a programme highlighting activities on offer for children and families during the festival. If this is something you will be focussing on, please outline how in this section of the form. Successful events in the past have involved dressing up, giant craft activities and treasure trails.

Something we are also asking participants to think about this year, are separate activities or events for young people and students. Whether this is a walk specifically for students or a film screening in your building, we will be advertising these across college and student networks, so it is a great opportunity to engage with new audiences.



Accessibility

To build on our mission of being an open event for all, we are asking 2017 participants to pay particular attention to the accessibility of their building, interpretation material, walks/ tours and talks. By this we are not just referring to physical access as we understand that historic buildings do not always lend themselves to this. Visit Scotland have a fantastic guide to Accessible Tourism which highlights many of the other simple ways you can improve access to your building or event; whether that means having information available in large print or making sure that things are well signposted.

We and our volunteers will be taking part in Visit Scotland's free, online Accessible Tourism training, something we highly recommend anyone who will be receiving visitors does too.

http://www.visitscotland.org/business_support/advice_materials/toolkits/accessible_tourism.aspx

Other Opportunities

New Interpretations: Contemporary Art in Heritage

As part of our own exploration of *hidden, lost or intangible* History, Heritage and Archaeology we have applied for funding to support five early-career contemporary artists to create a new artwork to be exhibited in, and responding two, five different buildings in the festival programme. They will be looking at new ways of interpreting the buildings and their histories. If you would be interested in hosting an artwork please indicate so in the relevant section of the application form.

Festival Hub Take-Over

If you are an organisation with an expertise in anything History, Heritage & Archaeology or Heritage & Nature related then we would like to hear from you! We are offering organisations the chance to 'take-over' the festival hub to host a series of lunchtime or evening pecha-kuchas, talks, film-screenings or workshops. Again, if



you are interested in this opportunity please indicate so in the relevant section of the application form.

When Completing Your Application...

Please bear in mind:

The Glasgow Doors Open Days Festival Mission

The mission of Glasgow Doors Open Days Festival - Glasgow's Built Heritage Festival - is to strengthen civic awareness and pride among Glaswegians, and to broaden public awareness of Glasgow's rich built heritage at local, national and international levels, by exposing a diverse audience to different aspects of Glasgow's built environment.

The aims include:

- To increase the number of Glaswegians who are engaged in celebrating and learning about Glasgow's rich built heritage
- To increase the profile of Glasgow as a destination for domestic and international tourists who are interested in history, heritage and built environment
- To provide public education and opportunities to stimulate discussion of current issues in design, planning and preservation of heritage buildings

Principal Requirements

To enable the Glasgow Doors Open Days Festival mission to be achieved there are some core principles and requirements that participants should align with:

- Situated within the Glasgow City Council boundary
- Free access during Glasgow Doors Open Days Festival
- Relevant to built heritage - architectural interest, historic importance or significant cultural connections should be a focus of your building or event.



- Special Access – Access to your building and/or event should be more than offered on a day to day basis for example:
 - o Access to a building that is usually closed to public
 - o Access to part of the building that is normally closed to the public
 - o The building is normally open to the public, but you are putting on a special event or activity.
- Prominent Publicity Material – Any publicity material provided will need to be displayed prominently.
- Provide Learning Opportunities – Help visitors learn about architecture and the built environment, opportunities should be provided where possible with the use of activities such as tours from architects & those with knowledge of your particular building/area and performances interpreting the history and encouraging interaction.

Responsibilities and Expectations

You can find these on pages 11-13. This section contains details of the responsibilities that both you and GBPT have. Read over this carefully and ask Molly 0141 554 4411 or molly@gbpt.org if you have any queries.



The Application

The following application forms are available:

- Building Application Form
- Walk + Tour Application Form
- Talk + Event Application Form

You can find these on the following webpage from the 1st February:

<http://glasgowdoorsopenday.com/be-involved/participate-in-gdodf-2017/>

They are in adobe form format.

Simply fill in, save and send to molly@gbpt.org.

If you are an allotment/green space complete a building application form.

If you have any questions at all please get in touch with Molly on 0141 554 4411

Application Deadline

Monday 20th March

Successful/Unsuccessful

You will be contacted by the end of April to advise whether your application has been successful or unsuccessful. At this time you will be notified of the next steps of being involved. ie. Access to promotional material.



Responsibilities & Expectations

Please find a description of the responsibilities and expectations for Glasgow Building Preservation Trust and all Glasgow Doors Open Days Festival participants. When applying to have your event included in the Glasgow Doors Open Days Festival programme you are agreeing that you have read, understood and accepted all of the responsibilities and expectations of being involved.

GBPT

As a participant in Glasgow Doors Open Days Festival you will have the following from Glasgow Building Preservation Trust to help promote and support your event:

- Provide support & advice to participants during the process with various materials available to help plan and organise
- Promote all confirmed events as part of the Glasgow Doors Open Days Festival programme in the following ways:
 - Brochure – This is an approx. 32 page A5 brochure and is widely distributed throughout Glasgow via Public Libraries, Tourist Information Points and other cost effective methods.
 - Posters – We issue A2, A3 and A4 posters for you to distribute in your local area.
 - Banners – Helping visitors find your building and/or event is extremely important. Every year we provide all buildings with a banner that should be displayed prominently. If you are lucky enough to be provided with a large promotional banner, these are to be displayed as soon as you have received then right up until the event.
 - Website – Each building, and/or event will have its own dedicated page where extra information can be provided.
www.glasgowdoorsopenday.com
www.doorsopendays.org.uk
 - Social Media – Currently GBPT use Facebook, Twitter and Instagram, please ensure you are linked up with these if you use them
Facebook: GlasgowDoorsOpenDays
Twitter: @GlasgowDOD
Instagram: Glasgowdoorsopenday
- NB: There is no fee for your building/event to be part of Doors Open Day



Glasgow Doors Open Day Participants

As a participant in Glasgow Doors Open Day you have some responsibilities:

- Sticking to deadlines set by the Coordinator
- Delivery of your event as detailed in your initial application
- Communication should anything change in your participation
- Prominent display of all promotional materials provided
- Return of all promotional materials following the event
- Report accurate visitor numbers by 12th October 2015
- Be aware of, and use where appropriate, the following resources:

Handbook

The National Doors Open Day Handbook provides crucial information on key areas of Doors Open Day such as:

- Health & Safety - Risk Assessment, Security and Emergencies
- Administration – Event Details, Changing Information, Surveys, Memories
- Managing Visitors – Signage & Route Planning, Accessibility & Children
- Managing Volunteers & Staff – Before, On the Day and After the Event
- Publicity & Promotion – Making the most of Doors Open Day

This can be found at:

<http://www.doorsopendays.org.uk/opendays/resources.aspx?category=10>

Risk Assessment

Risk assessments of any event should always be carried out before the event takes place. You can find a risk assessment template on:

<http://www.doorsopendays.org.uk/opendays/resources.aspx?category=16>

Security

Building owners are reminded to remove any potentially valuable articles to a place of safekeeping especially if you intend to give the public free access to the property. Areas



not opened to the public should be clearly sign posted and if possible closed off altogether, either by locking doors or with the use of a barrier.

Insurance

The Scottish Civic Trust offer free public liability insurance and employer's liability insurance cover to organisers and properties taking part in the Doors Open Days event. You can find a summary of this insurance on:

<http://www.doorsopendays.org.uk/opendays/resources.aspx?category=16>. This insurance is intended as a safety net only, so please also check your own building insurance to see whether it provides coverage for any damage incurred.

To date, the event has gone without serious incident.

Donations

As a core concept no participating building, tour, talk or event can charge an entry fee on the day. You are more than welcome to display a donation box or set up a pop up café/shop to raise some funds however this should always be optional for visitors.



Key Dates

Month	What's Happening	Documents/ Support Available
January	25th January Application forms and Participant Fact Sheet available	Application Form Participant Fact Sheet
February	1st February Applications OPEN Visits to new buildings and meeting new participants	Creative Planning Summary
March	20th March Deadline for applications Late submissions may not be included in programme.	
April	by 28th April Successful/unsuccessful applicants notified. Link made available to access all resources (including brand pack, participant information and training for volunteers)	Successful/Unsuccessful Application Brand Pack Participant Information – Checklist for Planning Volunteer Training
May	Information to be confirmed for GDODF brochure and website	Proofing – Information sent out for confirmation
June	Final proofing of materials by GBPT	
July	Marketing and PR Campaign begins Extra Information for GDODF website required	Additional information request
August	Programme launched (online and brochure) Final date TBC Brochure published and delivered along with publicity materials c. mid-August bookings open for bookable events in the latter part of the month	Brochure Publicity materials Surveys
September	Doors Open Days throughout Scotland take place	
Third week of September	GLASGOW DOORS OPEN DAYS FESTIVAL 11th – 17th September walks, tours, talks, exhibitions and events take place across the city	
October	Feedback forms, surveys and promotional material to be returned	



	Invitations out to GDOD Awards and Civic Reception
November	Glasgow Doors Open Days Awards for Excellence at the Civic Reception in Glasgow City Chambers

Contact Details

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