

**Glasgow Doors Open Days 2020**  
**Creative Planning Day - Speakers Notes**

Hello, good morning. We will begin in a couple of minutes so please take this opportunity to grab a drink and then take your seat.

Hi everyone, my name is Stephen Sheriff, I am the Events and Development Coordinator at Glasgow Building Preservation Trust which means I am responsible for coordinating Glasgow Doors Open Days Festival. I'd like to start by thanking you all for coming. Year after year Glasgow Doors Open Days Festival is a huge success, welcoming thousands of visitors to events across the city and that is down to the dedication of the participants who gladly donate their time, knowledge and creativity. I'd like to take this opportunity to introduce Elizabeth Williamson, Elizabeth is a veteran doors open days volunteer with a wealth of experience so be sure to make the most of it. I'd also like to introduce Molly McKeagney. Molly is joining GBPT as our Audience Development and Outreach intern, specifically looking into growing the number of children and young people visiting the first festival. Today is Molly's first day so don't ask her any difficult questions as she probably won't know the answer.

Toilets are located through the doors at the back as is the fire exit. If you need to step out at any time please do.

OK. You should have some agendas on your tables. Today is for you. Whether you are a seasoned participant or a newbie, this is an opportunity for us to break down the festival aims and objectives, share our knowledge and experiences and help each other make plans for the forthcoming event. So the format for today is as follows.

**CHANGE TO SLIDE 2**

I'll start off by giving you an overview of GBPT and GDODF. Then we'll go over the various ways you can participate in the festival. After that it's over to you and we'll share our Doors Open Days Festival experiences. I'm then going to talk about the 2020 festival, and I'll be asking for your input on some changes that we are considering. We'll talk about the 2020 theme and the various other elements of the event. A short break will follow and when we come back will be the 2nd workshop and this is the most important part of the day, when we will discuss your plans and ideas for 2020. After the workshop I'll round up by talking about participant responsibilities and some practical information about submitting your application. I don't mind stopping and answering questions as we go if you think it's particularly relevant however there will be time during workshops for discussion and I'll be available at the end too.

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Glasgow Doors Open Days Festival is organised by Glasgow Building Preservation Trust. GBPT started in 1982, as the Bridgegate Trust, to save the Briggait Fish Market which was at the time threatened with demolition. Becoming Glasgow Building Preservation Trust in 1992, the trust has gone from strength to strength, rescuing, repairing and rehabilitating buildings across Glasgow, in it's work as a charitable property developer.

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Here you can see some of GBPT's project over the years.

So where does the festival come in?

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In 1990, the then director of the Scottish Civic Trust, John Gerrard, had enjoyed open doors events whilst travelling in Europe and decided to bring the format to Scotland. Coordinated by GBPT, Glasgow and Ayr played host to the first ever Doors Open Days in Scotland as part of the European Heritage Days scheme and the City of Culture celebrations. Starting with a host of historic and architecturally interesting buildings opening their doors to the public for free over a weekend, the event has now grown to include events and guided walks and takes place over a whole week.

CHANGE TO SLIDE 10

Coordinated nationally by the Scottish Civic Trust (point out Godsall), every Scottish region now takes part. Each year in September the festival invites the public to celebrate the countries rich built and cultural heritage, strengthening civic pride by offering fun and educational activities across Scotland.

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### **Participation**

I mentioned earlier that the festival only exists because of the dedication of the participants. So what does participation involve? As you have probably gleaned by now, there are three main ways in which you can take part. You can open a building, run an event or lead a guided walk.

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Open buildings have traditionally been the main draw of the festival. The public loves getting in to see spaces they wouldn't usually be allowed to. Since 1990, we have opened over 500 of Glasgow's buildings and so it becomes more difficult each year to find new buildings to add to the programme. The challenge for participants is to offer a new insight into their building each year. This might be achieved by opening

up a different space within their building or by putting on an event or exhibition, illuminating a lesser known part of it's history.

### CHANGE TO SLIDE 13

Guided walks are now a staple of Glasgow's programme. We are very lucky to have so many people who are keen to share their knowledge of the city. It's always an exciting adventure, finding out new information about the streets you walk year in year out, in your daily life.

The events programme of the festival has really been developed over the last 5 years or so. Glasgow Doors Open Days Festival events become more varied each year, from street running, parkour demonstrations to cooking classes, celebrating cuisines of the world.

Can I have a quick show of hands of people who have participated before?

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Great, so lots of experience in the room. We are now going to have our first workshop. In our groups we will start off by introducing ourselves and then we will have 20 minutes in which to share stories of events you have organised in the past. If you are new perhaps you've been to a doors open days event that was memorable and would like to share your experience of that. I'd also like to find out the reasons you'd like to take part and for seasoned participants it would be great to hear about some of the benefits you have experienced from being part of the festival. Please do take some notes on the forms provided as these will be useful when reporting back to participants who couldn't make it today. When times up I'll play this sound! We'll then have some time for feedback.

WORKSHOP 20 MINUTES

## CHANGE TO SLIDE 15

OK, thank you all! Now we are going to hear from you. If we could have a volunteer from each group to briefly tell us what has been most successful.

## FEEDBACK

Thank you very much for feeding back, it's clear that there are lots of reasons that people take part in the festival. My turn now.

## CHANGE TO SLIDE 16

Many of you will know that last year Glasgow Doors Open Days Festival celebrated its 30th anniversary with its largest and most diverse programme ever. We welcomed over 18,000 people to the festival in 2019. 124 buildings took part, we had 55 guided walks and another 55 events. I'll briefly mention a few of the events from the programme.

## CHANGE TO SLIDE 17

The festival was opened by the Lord Provost of Glasgow opening the Mercat Cross building, offering a rare opportunity to the public to see inside.

## CHANGE TO SLIDE 18

We had over 20 talks and exhibitions at the festival hub at the Garment Factory,

CHANGE TO SLIDE 19

and a dance performance by Collective Endeavours in the Mackintosh Gallery at the Glasgow Art Club.

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The Village Storytelling Centre put on a performance on a beautiful day at Crookston Castle

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and we closed the festival by unveiling this mural, painted by Cobolt Collective onto the Glasgow Tobacco Warehouse building down near Clyde Street.

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CHANGE TO SLIDE 23, 24

The 2019 event was a huge success. We were keen to showcase as many buildings as possible as a celebration of the last 30 years of events. It was great to have many participants from the very first festival take part again and share stories from over the years

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In 2020 we will have a different objective. After the dust had settled on the 2019 event I took some time to consider the feedback of visitors and participants. When I looked to feedback from previous years it was clear that some issues have been unresolved for a long time. The most common concerns of visitors and participants alike have consistently been relating to the booking system. In addition, to make for a more cohesive visitor experience we are also looking to strengthen our brand and standardise as many variables as possible across each venue.

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### *Booking System*

So for visitors, some people found the website to be dissatisfactory. Some of our festival audience was either not able or not comfortable accessing the internet. Some people were disappointed when events booked out almost instantly. For participants, the issue is often that events sell out but then visitors don't show up on the day. This is very frustrating as many people would gladly take the places if they had known they would be available. For this reason we are considering removing the booking system entirely.

Many events in the programme operate smoothly without tickets being booked and we believe the festival would run more successfully if this was rolled out across the board.

Now I understand that some participants will need to be able to cap visitor numbers so that events do not become unmanageable. It is for these events that we will operate a ticket office at the festival hub. Any event organiser who believes they could not operate an open door policy will be able to allocate tickets to the festival hub to be distributed by GBPT. Tickets will be made available to the public on a first come first served basis. By doing this we hope that tickets will go to people who truly intend to attend the events, reducing the number of unused places. This will also bring people to the festival hub, into the city, giving us the opportunity to direct people to more events. Ticket availability could be updated live on the website to keep visitors informed. Now I'd like to hear your thoughts on this.

### FEEDBACK

OK, thank you for your feedback, we will take all the points into consideration before making a final decision.

## Opening Hours

Over the years more and more buildings have taken to having tailored opening times. In the past this has been allowed so that we can get access to more unusual spaces that usually operate as working environments. Overall though it is felt that this takes away from the ethos of the festival where the doors are thrown open for anyone and everyone to get a peek inside. For this reason in 2020 we will be asking participants who are opening buildings to open for at least the whole weekend of the festival and as much of the working week as possible. Many visitors are disappointed when they see a building they would love to get into but then realise it's only open for 2 hours on a Wednesday afternoon.

By removing bookings and standardising opening hours we simplifying the event, ultimately making it a more accessible and enjoyable experience for visitors.

Now I'm sure that there will be some exceptions to this so if you are unable to open all weekend I am of course not suggesting that you do not apply but submissions from buildings that are open all weekend and do not require bookings will be looked on favourably.

## CHANGE TO SLIDE 27

## Festival Branding

In line with the developments we have already discussed, we have a few more plans that will make for a more cohesive visitor experience. These plans will depend on the amount of funding we are able to secure and so may be rolled out over a few years but I wanted to let you know what we are thinking and to hear any thoughts you might have.

A few participants noted that the festival banners were not very eye-catching. To address this I am proposing to have new, brightly coloured banners printed. In addition I would like to issue all participants with a festival lanyard and all walk leaders with a festival flag. Festival t-shirts will be available to

participants for cost price. All buildings will have a standardised, branded fact sheet unique to their building. This will be made up from the information you provide in your submission form. I hope to be able to print these for you but if not, will provide a PDF that can be printed by the venue or emailed to visitors. This will also allow us to begin collating an archive of the city's buildings.

These changes are designed to make the festival more visible within the city. They will bring the venues together and hopefully encourage more passers by to come into your spaces, people who might not have heard of the festival before.

Does anyone have any thoughts on these proposals?

FEEDBACK

Festival Theme

CHANGE TO SLIDE 28

The reason we have a theme each year is to inspire participants to bring something new to the festival and hopefully create cohesion. The theme is not mandatory in anyway, we are really excited to hear your ideas whether they relate to the theme or not but hopefully the theme will prove useful to some of you.

CHANGE TO SLIDE 29

Untold Stories.

With 30 years under our belt it's no easy task keeping the festival programme fresh each year. You have your work cut out for you. The theme this year, 'Untold Stories' has been chosen to encourage you to

think about the hidden histories of your building. Or if you are a walk leader, this is an opportunity to look at a different aspect of your chosen subject.

Under the banner of Untold Stories we are also looking for events that offer an educational opportunity. Education is always at the core of the festival but in 2020 we want to bring it right into the spotlight.

We are working with the Senior Education officer at Glasgow City Council and several schools in the region on two different initiatives aimed at primary and secondary school children. We are also hoping to invite school groups to various events at the festival that might be in keeping with their school curriculum. Walk leaders, I'm looking at you in particular. This could be a great opportunity to inspire young people to think of their area in a new way, with new knowledge.

Furthermore,

**CHANGE TO SLIDE 30**

2020 is the year of Coasts and Waters. This is an initiative by Visit Scotland and the Scottish Civic Trust are encouraging each region to interact with the theme. This is a great opportunity for us Glaswegians to celebrate our history on the Clyde. You can find out more about the coasts and waters theme on the Visit Scotland website at this address: ON SCREEN.

So - Untold Stories - Education - Coasts and Waters.

I'd like to talk about some other elements for consideration when planning your event.

**Festival Mission**

Glasgow Doors Open Days Festival Mission is to strengthen civic 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.

**CHANGE TO SLIDE 31**

These aims include:

*See slide*

Also in focus:

**CHANGE TO SLIDE 32**

### **Diversity and Inclusion**

In 2019 we made a concerted effort to diversify our festival. We had several events programmed with an LGBTQ audience in mind and in fact the best attended event at the festival was a talk about the whitehats, male sex workers who operated at the broomielaw during the interwar period.

If we are to grow our festival and make it a truly inclusive event, it is vital that we continue to make an effort to diversify. GBPT will be happy to assist anyone who is keen to offer an event aimed at a diverse audience. I am particularly thinking of LGBTQ and BAME audiences. Please do get in touch if you would like assistance planning an event.

### **Children and Young People**

Each year we ask participants to plan something for children and young people. Children and young people make up a very small percentage of our festival demographic and so far we haven't been very successful in changing this. To me that's a real shame as the programme is truly bursting with

opportunities for educational fun for that demographic. As I have already mentioned, we are working on a few initiatives that will tackle this problem but I take this opportunity to mention it again to you. Increasing the number of children and young people visiting the festival is going to be Molly's focus over the next few months so, once she's had a moment to settle in, don't hesitate to get in touch with her if you want to talk over your ideas or need some support in realising your event.

### **Accessibility**

We recognise that historic buildings do not always lend themselves to being accessible. That being said we are asking venues where possible to make sure that they make reasonable adjustments to be accessible. This is vital in helping us achieve our mission of being a festival for everyone.

### **Festival Hub**

#### **CHANGE TO SLIDE 33**

This year the festival hub will be The Ramshorn. The Ramshorn has recently reopened after being closed for an extensive refurbishment. The Ramshorn is now home to Scotland's National Centre for Languages and is part of Strathclyde University.

Don't forget that you can apply to make use of the festival hub by proposing a talk, an exhibition or an event of some sort. If this is something that interests you and you would like more information, come chat

to me at the end or get in touch by email. In 2019, the hub at The Garment Factory welcomed over 2000 visitors and with the possibility of our ticket office being situated at the hub in 2020, that figure is set to rise. There is great potential for you to speak to a large and engaged audience.

OK, I'm sure you are all bored of listening to me talk so let's stop for a 10 minute break and when we come back we will get into our second workshop of the day.

CHANGE TO SLIDE 34

BREAK

Hi everyone, if you are all ready, we will proceed with the workshop.

In this workshop we will share our plans for the festival and think about ways to innovate with our events that will draw visitors, diversify our audience and make for an educational experience.

We will think about the festival theme and the other criteria I talked about earlier to try and develop our events to their maximum potential.

CHANGE TO SLIDE 35

Option 1 - Festival Mission

If you are participating in discussion 1 you will be thinking about ways that you can make your event in line with the Glasgow Doors Open Days Festival Mission.

Does your event cater for a diverse audience? Does it provide an educational experience? Does your event provide an opportunity for children and young people to participate? Is your event accessible?

In our groups, one person will describe their event or activity and then the group will brainstorm ways that the event might be tailored to fulfill one or more of the festival criteria.

Option 2 will follow the same format but we will be thinking about the festival theme. Could your event relate to 'Untold Stories', 'Coasts and Waters' or 'Education'?

Some of your events will be very specific and will not bend to speak to the festival mission or themes. This is absolutely not a problem. It is important that we have some events that stand apart from the programme and represent specific interests. This workshop is to help you figure out if you could develop your event to reach more people and offer a more inclusive experience.

Option 3 is your opportunity to ask any specific questions that we haven't covered today. Share any problems or questions with each other as the seasoned participants in the room will likely be able to help any newbies. I will also be on hand to answer questions. This discussion could relate to submissions, the festival week, dealing with visitors or any other practical matter.

If we could also remember to take some notes that would be most helpful. We will take 10 minutes for each workshop, I'll let you know when it's time to swap. Listen out for the air horn.

OK, let's begin.

WORKSHOP 10 MINUTES

SOUNDS AIRHORN. Thank you everyone. We've got a couple minutes for feedback.

Does anyone want to briefly talk about their event and any extra activities you might be putting on?

Thank you all for the feedback. We are now going to swap discussions so if we can mix the groups up again but make sure you are in a different discussion. Great, let's begin.

WORKSHOP 10 MINUTES

SOUND AIRHORN Thank you everyone for taking part, would anyone like to volunteer to share what they were discussing?

OK thank you, time for the last workshop now, if we can all swap around again.

WORKSHOP 10 MINUTES

OK so it sounds like we have some really great ideas there.

We are coming to the end of the session now but before we finish up I want to give you some practical information on submitting your application.

**CHANGE TO SLIDE 36**

Submissions will open on Thursday, the 20th of February and you can access the form via our website.

**CHANGE TO SLIDE 37**

You have three options, you can choose to submit a Building, a Guided Walk or an Event. The event form is basically for everything that is not a building or a guided walk. If you are in any doubt about which form to fill out please just get in touch, you can call me at GBPT or email me. I'll put up contact details at the end.

If you are submitting a building but also plan to run an event at that building you should enter the details of the event into the building form. This is a change from previous years where you would have filled out multiple forms. This is because we are going to alter the format of the programme. Again if you are in any doubt, get in touch.

You have to enter all the information in one go so I will post the questions on the website so you can prepare your answers before sitting down to complete the application. Last year, returning participants were given the option to copy information from their previous submission. I found that this ended up causing more errors and confusion in the long run so this will not be an option this year.

The deadline for submissions is the 9th of April, please make sure you submit on time as there will be no extensions this year.

**CHANGE TO SLIDE 38**

### **Participant Responsibilities**

As a Glasgow Doors Open Days Festival participant you have certain responsibilities. I'm going to briefly run through those now just in case anyone has any questions.

- Stick to deadlines set by the Coordinator.
- Deliver your event as detailed in your initial application.
- Communicate any changes.
- Display and then return promotional material. This will be a focus this year as we try to strengthen our brand. It's really important that the banners are put up in a visible place for passing members of the public to see.
- Report accurate visitor numbers. I will be asking everyone to return an evaluation by the Friday after the festival finishes, that's the 25th of September. The evaluations and especially the visitor

numbers are so important. Without that information I cannot report back to the funders who pay for the festival. As we work to develop and grow the festival it's vital that we report on the event in a timely and accurate fashion.

- Be aware of, and use where appropriate, resources such as risk assessments. These as well as other useful information are outlined in our Participant Information booklet which is available on the participate page of our website.

### CHANGE TO SLIDE 39

In short what we are looking for are events relating to the Glasgow Doors Open Days aims and mission (which are outlined in the information booklet if you have forgotten them), that events are free to attend, and if buildings are usually open to the public, that they do something extra during doors open days.

Another extra element we are hoping to add this year is for visitors to be able to fill in evaluations electronically in venues. In the past we have issued cards to venues, which invited visitors to fill in the form online however if we can get venues to help us collect more data we will gain a much truer picture of the festival. The idea is that venues might have a tablet, like an ipad or a laptop set up where visitors could access the evaluation form. This also creates an opportunity for interaction with the public in your venue, get people talking which is the ultimate goal. Does anyone here who will be submitting a building have any comments or questions on that or feel like they would be willing to take part?

GBPT might be able to provide some volunteers to venues to help in capturing the data.

We have now come to the end of the session. Thank you all for your time today. I'm really looking forward to receiving your submissions and building on the success of last year's festival.

CHANGE TO SLIDE 40

On the screen now are contact details you might need as well as social media handles and important dates. If you have any questions then please don't hesitate to come and talk to me now.

Thank you!