



thecockburnassociation

Edinburgh's Civic Trust

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EDINBURGH DOORS OPEN DAY 2018

Celebrating the Year of Young People

SATURDAY 29th & SUNDAY 30th SEPTEMBER 2018

IMPORTANT INFORMATION FOR PARTICIPANTS

Background

Edinburgh Doors Open Day is organised by the Cockburn Association (The Edinburgh Civic Trust).

Edinburgh Doors Open Day is part of European Heritage Days, where building owners across Europe open their doors and give **free** public access.

Information and activities for visitors

Visitors should be offered information on the architecture and the history of your building or space. You may wish to organise additional activities which help to bring the history and everyday use of the site to life and can also help in encouraging people to visit. This could be in the form of:

- Guided tours
- Visual displays
- Activities in line with this year's theme
- Lectures/talks
- Architectural Models
- Information leaflets/notes
- Stewards/volunteers stationed at key points
- Re-enactments/performances
- Video/audio presentations
- Behind the scenes access
- Musical recitals
- Children's activities

It is a good idea to brief your staff/volunteers on the details and the history of the site so they are able to answer questions from visitors.

Information about the purpose of your organisation, such as leaflets and membership forms, may be made available but please do not press these on visitors. Likewise, items usually in your building for sale may still

be displayed but there must be no sense of obligation on visitors to buy. Refreshments are always welcome, and you may charge for these.

The organising of events, such as fairs and jumble sales, to coincide with Doors Open Day is against the ethos of the day and is strongly discouraged. If you are unsure about the appropriateness of an additional activity or event please contact us for advice.

Staffing and security

Unfortunately, visitor numbers are notoriously hard to predict. Visitor numbers in previous years have ranged from 50 to over 4,000; with city centre buildings, new buildings or those not usually featured in open days receiving the largest visitor numbers. Visitor numbers are normally spread evenly throughout the day. From experience, visitors are usually very good natured and are happy to queue. We advise visitors that queues are likely in the programme.

If you expect your site to be popular, you should arrange to have a steward/volunteer at the entrance to limit the numbers entering the building at any one time. It can also be useful to have a steward/volunteer who is prepared to speak to people in the queue and hand out information sheets where available. Please also make sure that any queue does not obstruct the pavement and the entrances to other buildings.

You should ensure that there are sufficient stewards/volunteers to man all major rooms or, if you choose to show visitors around in groups, sufficient guides. Please ensure that you are able to cover your opening times.

If there is a problem on the day and you have to open late or close early, please contact the Cockburn Association office on 0131 557 8686 as soon as possible.

The Cockburn Association purchases indemnity insurance which covers visitors in the event of a personal injury at any building taking part in Edinburgh Doors Open Day. However, we expect building owners to take reasonable precautions to protect the safety of visitors. You should also take reasonable precaution against theft by locking away easily lifted items and sensitive documents or locking rooms that are not open to visitors.

Housekeeping

Please let your neighbours know that you will be taking part in Doors Open Day, especially if there is likely to be a queue or if car parking may be a problem. Visitors are usually respectful of other people's property; however, do not hesitate to ask them to leave should they behave inappropriately. Do not be embarrassed to ask visitors to remove their shoes if you have fragile floors or pale carpets. If you do not wish visitors in a room but would like to show it, position a sign or object across the doors.

Feedback

Participants are encouraged to provide visitors with the facility to leave feedback; such as a visitor's book or feedback forms. This will tell you if your event was successful and give you ideas for future years. It would be also useful if you could keep a note of the number of visitors. Shortly before the event, we will supply you with a feedback form so that we are able to make improvements in the way that we organise Edinburgh Doors Open Day.

Publicising the day

The Cockburn Association produces 25,000+ brochures for distribution through City Libraries, Tourist Information Centres, community centres, schools, shops, cafes and other venues. An electronic version of the brochure is also made available on our website and on the national Doors Open Day website hosted by the Scottish Civic Trust. We also liaise with press, radio and TV to promote the event. A very limited

number of banners are also available for use on the weekend, a cost will be incurred of around £60 for the production of new banners. You will be contacted in advance to arrange delivery of any publicity material.

We also encourage participants to promote Edinburgh Doors Open Day and their own involvement where possible by:

- Sending out brochures to your own mailing list and clients.
- Promoting the day to staff/members.
- Promoting the day on your organisation's social media, website (where available).
- Placing copies of the brochure in reception/staff rooms/notice boards/meeting rooms.
- Promoting the day through newsletters, in house magazines and any other publicity.

Any publicity for the day should include mention of the Cockburn Association as organisers of Edinburgh Doors Open Day, with a link to our website (www.cockburnassociation.org.uk).

Getting in touch

Please do not hesitate to get in touch with us at any point should you require any further information or have any questions regarding the event.

By e-mail: events@cockburnassociation.org.uk; admin@cockburnassociation.org.uk

By phone 0131 557 8686

By post: The Cockburn Association, Trunk's Close, 55 High Street,
Edinburgh, EH1 1SR.

For further information on Edinburgh Doors Open Day:

<http://www.cockburnassociation.org.uk/edinburgh-doors-open-day/>