



Education and Culture DG

Culture Programme



European Heritage Days
Journées européennes
du patrimoine



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

EUROPEAN HERITAGE DAYS

A joint action of the Council of Europe and the European Commission

2009 EVALUATION FORM

I. Country

Country:.....Ireland.....

Date:.....22nd to 30th August.....

Theme:...Be part of it, it's part of you (participation).....

II. Bodies responsible and/or involved in the coordination and organisation of the national EHD (if any changes)

.....The Heritage Council...

III. Theme 2009

a) How did you draw attention to the theme during the EHD?

...the strapline "be part of it, it's part of you" was produced on all promotional and advertising material.....

b) Was the public interested in this theme?

...yes.....

IV. Participation

a) Number of sites and monuments open to the public (and possible geographical division by cities or regions):

.....approximately 500.....

b) Number of other events proposed (please specify):

.....498 (wildlife events, walking tours, local history tours, traditional skills, folklore events, landscape etc).....

c) Numbers of visits

.....na.....

d) Number of visitors:

.....estimated total attendance at events 180,000.....

e) Others:

.....

V. Description of the public taking part in the EHD

...attending events, anyone can take part in Heritage Week in Ireland by organising an event which is why it's such a diverse, creative and successful week.....

VI. Media analysis

a) What promotional material did you use and how did you distribute it?

National Event Guide – 50,000 copies printed and distributed nationwide (OPW sites, tourist offices, libraries, hotels and hostels, bus stations, county councils etc.) and overseas.....

b) What is your media strategy (press, radio, television, internet or other)?

...press, radio, TV, internet (heritageweek website and social media networking sites on facebook and twitter, online advertising campaign and affiliate campaign).....

c) What were the media results for the EHD (how many TV programmes, articles in the press, etc)?

Over 1800 articles in national and local press, 1 television interview, 19 radio interviews.....

VII. Visibility of the European dimension of the EHD

The EHD logo is prominently displayed on all promotional and advertising material. The EHD connection is clearly conveyed in all press releases and all interviews etc

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VIII. Financial analysis

a) How are the EHD financed? (public budgets, private sponsors, etc.):

Public budgets.....

b) What is the total budget allocated to the EHD? (explain the division within the budget):
180k from the Dept. of the Environment, Heritage and Local Government, 60k from the Heritage Council and 30k from Failte Ireland

c) Involvement of volunteers:

...extensive involvement of volunteers, many events are organised by volunteers and community groups.....

d) Is access free of charge for the public?

...the vast majority of events are free of charge and if not they offer concession rates.....

e) Others:

.....

IX. Activities for young people

lots of child friendly events with interactive materials.....

X. Historical analysis

a) For how many years have you celebrated the EHD in your country?

...in 20th year.....

b) Please describe the evolution of the EHD from the beginning until 2009:

...The EHDs in Ireland were first started in Ireland in 1991 by the Office of Public Works. They were then taken on by the Department of the Environment Heritage and Local Government and in 2005 the Heritage Council took over. Since then the week has gone from strength to strength.....

c) Are the EHD as popular as at the beginning or more so?

...Heritage week awareness is now 60% which is double what it was when the Heritage Council took over in 2005

The number of events held during the week has also doubled since 2005 now reaching over 1000 events during the week each year.....

XI. Logos used



Comhshool, Oidhreacht agus Rialtas Áitiúil
Environment, Heritage and Local Government



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Fáilte Ireland

National Tourism Development Authority



An Chomhairle Oidhreacht
The Heritage Council

Co-ordinated by The Heritage Council

XII. Global assessment of the 2009 edition

Don't understand the question? What edition?
.....

XIII. What do you expect of the EHD coordination at the European level via the Council of Europe and the European Commission?

Provision of potential news angles from a European perspective, research findings which could be used, more frequent contact via updates/newsletters, set up an online forum/blog accessible for the coordinators (or only those involved) so we can converse with each other easily and share ideas

XIV. If appropriate, please inform us if the format of the Forum "Heritage, Creativity and Innovation" (Ljubljana, 22-24 September) followed by the annual meeting of the Coordinators met your expectations:

Yes and no, the coordinators meeting was too formal and provided little opportunity for real discussion.....

XV. What is the added value of coordination at European level?

Providing the facility to meet other coordinators and the exchange of ideas, experiences and information with other heritage experts
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XVI. Others / Remarks

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XVII. Theme and dates chosen for 2010 (if already available¹)

Get into it. You'll get a lot out of it.
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¹ A more detailed request for 2010 dates and theme will be sent to coordinators early in 2010