



EUROPEAN HERITAGE DAYS
A joint action of the Council of Europe and the European Commission

2009 EVALUATION FORM

I. Country

Country: Northern Ireland
Date: 12 & 13 September 2009
Theme: Wonder what's inside?

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

Northern Ireland Environment Agency: Historic Buildings Unit

NOTE: EHD in Northern Ireland is called EHOD [European Heritage Open Days]

III. Theme 2009

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

We implemented a television and online advertising campaign which encouraged people to visit our EHOD website – www.wonderfulni.info. We also issued media releases, utilised social media and designed and distributed brochures and flyers.

b) Was the public interested in this theme?

Considerable media and public interest

IV. Participation

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

268 events and properties were open to the public over the weekend.

Belfast 71

Co. Antrim	44
Co. Armagh	40
Co. Down	40
Co. Fermanagh	19
Co. Londonderry	26
Co. Tyrone	28

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

c) Numbers of visits

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d) Number of visitors:

56, 000 visitors were recorded over the weekend.

e) Others:

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V. Description of the public taking part in the EHD

We are mindful that our established audience is aged 50 years + and, as in previous years, we made particular efforts to include venues and events designed to appeal particularly to families and young people. Children are recognised as the future custodians of NI's heritage and are a target audience for EHOD. Anecdotal evidence suggests that there was a significant increase in participation from these groups. A statistical break down of age is not available.

NIEA partners the Northern Ireland Tourist Board to promote events to out of state visitors. Again, while anecdotal evidence would suggest that EHOD was popular with visitors, we do not have any statistics.

VI. Media analysis

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

We designed brochures, posters and flyers and these were distributed to Tourist Information Centres, libraries, shopping centres and other outlets as well as via owners and custodians participating in EHOD.

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

We developed a television and online advertising campaign to direct people to our website. We also issued media releases and utilised social media.

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

Details in separate document available on request to clare.oliver@doeni.gov.uk

VII. Visibility of the European dimension of the EHD

All press and media material refers to EHOD in NI being part of Europe wide programme. 'European' flags/banners distributed to key venues. Brochure & other printed material refers to European dimension and includes EHD logos.

VIII. Financial analysis

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

Organisation/administration and publication and media budgets funded from central government.

b) What is the total budget allocated to the EHD? (explain the division within the budget):

£25, 000 – advertising campaign

£20, 000 – brochure

£8, 000 – events, launch, thank you event and photography

Admin. costs not included

c) Involvement of volunteers:

All individual venues and events are organised and staffed by volunteers [with exception of NIEA managed sites]

d) Is access free of charge for the public?

Yes

e) Others:

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IX. Activities for young people

- Living History events designed to bring history alive at several NIEA sites and properties. For example, armour and fight demonstrations at Carrickfergus Castle, a Cistercian monk at Inch Abbey and a musketeer at Tully Castle.
- An event over 3 days at an NIEA monument (Grey Abbey) for local primary school children
- Art and photography competitions
- Events for young people highlighted in brochure and on web site

X. Historical analysis

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

2009 was the thirteenth year

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

Initiated in Northern Ireland by an alliance of voluntary sector heritage bodies and then taken over by central government.

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

More so, 12,500 visitors in 1997 to 56,000 in 2009.

XI. Logos used

Northern Ireland Environment Agency, Department of the Environment, EHD [buildings surrounded by stars] logos.

XII. Global assessment of the 2009 edition

2009 was successful with increased numbers of venues, events and visitors. Very good media uptake. Pilot 3 day event for school children extremely popular.

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

To:

Continue to highlight the value and potential of the EHD 'idea' to individual national governments and other decision making and funding authorities

Develop and promote a new and innovative vision for EHD over next 5-10 years

Initiate and foster links between national organizing bodies

Host and manage the EHD web site

Facilitate and encourage liaison between national co-ordinators, by way of the web site and annual meeting.

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:

The Forum was a stimulating and useful event. It is an invaluable and unique occasion for all the co-ordinators and others to meet – underscoring the European dimension of the programme and affording an opportunity for sharing skills and good practice.

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

The European office ensures that EHD retains its established identity and focus as a pan-European programme. That the Council of Europe and the EC continue to support EHD by way of the co-ordination office sends out an important signal to member states that the desire to promote understanding and appreciation of heritage remains high on the European agenda.

XVI. Others / Remarks

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

Wonder what's inside?

11 and 12 September 2010

¹ A more detailed request for 2010 dates and theme will be sent to coordinators early in 2010