



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 Union

2010 EVALUATION FORM

I. Country

Country: ...Ireland.....

Date:21st to 29th August 2010.....

Theme:Connecting with nature

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

The Heritage Council
.....

III. Theme 2010

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

In addition to a 'Wild Child' campaign to launch the week drawing attention to the benefits of spending time outdoors and connecting with nature a themed day entitled 'Wild Child Day' kicked off the week with special wild child (outdoor, family and children friendly events) organised all over Ireland

b) Was the public interested in this theme?

...yes, over 100 specific wild child events took place and all were very well attended.....

IV. Participation

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

.....Over 500.....

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

.....1300 events were held in total during National Heritage Week in 2010. Events range from wildlife events, walking tours, local history tours, traditional skills, folklore events, landscape events, craft events, traditional music etc).....

c) Number of visitors (based on entries to sites):

...350,000 attendees to 1300 events in total. This figure is based on feedback from over 500 event organisers. There are nearly 700 event organisers nationwide. National Heritage Week is not just run by state run bodies and heritage sites. It is a collaborative effort of many stakeholders across society and many of the events (in addition to state bodies) are run by community, heritage and volunteer groups.

d) Other:

...na.....

V. Description of the public taking part in the EHD

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

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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. Event organiser packs are sent to all organisers. These contain various posters for distribution in local communities.....

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

National press, national and local radio, national TV, UK and USA online campaign, 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)?

The total number of press clippings from Jan 1st to the 16th of September for 2010 was 2192 compared with 1800 for the same period in 2009. This is an increase of 22%.

A total of 7 press releases were issued to all national press this year. See below:

- Poster Comp Winner 18th March
- National Heritage Week Dates Announced 8th April
- Launch of HW 9th July

- Launch of Wild Child Day 16th August
- Mid week release 25th August
- Thank you release 1st Sept
- Photo Competition results 24th September

Additional press releases included a Volunteer Programme release in May, a press release launching the new website in June and regional launch press releases issued to local papers in every county in July.

Media interviews with local and national press also increased from 19 in 2009 to 28 in 2010. An increase of 47%. In addition the national news covered the week 3 times (during the week).

VII. Visibility of the European dimension of the EHD

...on all promotional material include the national guide, website and advertising and PR campaigns.....

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):

160k from the Dept. of the Environment, Heritage and Local Government, 40k 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. In 2010 the Heritage Council launched a volunteer programme during the week to promote volunteering opportunities with events nationwide.....

d) Is access free of charge for the public?

.....90% of events are free.....

e) Other:

.....where events cannot be free event organisers are encouraged to keep entry fees or ticket prices to a minimum.....

IX. Activities for young people

a) Were special activities for young people organised?

Almost all events are child and family friendly. In 2010, in-keeping with the theme of getting outdoors and connecting with nature (as previously mentioned) over 100 nature related events for the under 12's were specifically programmed. The 15-24 age group is an increasing target market for the week with awareness amongst this group increasing now at 45%. Overall public awareness is 60%.....

b) Was any specific educational material provided?

All event organisers are encouraged to hold events that are interactive and educational. In their event packs they are provided with hints and tips to help them in this endeavour. Given the expanse of the week and the number of organisers involved it is not feasible for the Heritage Council to provide materials to individual event organisers.....

X. Historical analysis

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

EHD in Ireland is in its 21st year.....

b) Please describe the evolution of the EHD from the beginning until 2010:

...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? (more so? or less so?)

.....far more so than in the beginning due to more effective organisation and coordination. For example in 2005 when the Heritage Council inherited Heritage Week there were only 500 events nationwide. In 2010 this figure had increased to 1300 which is a testimony to the popularity of the week amongst the general public and the perceived value of it by heritage organisations who get involved and organise events as a means to promote our natural, cultural and built heritage.

XI. Logos used



Fáilte Ireland
National Tourism Development Authority



XII. Global assessment of the 2010 edition

Extremely positive and highly successful

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

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. A survey on the Forum “Cultural Heritage, Participation, Prosperity” (Istanbul, 1-2 October) has already been carried out. If appropriate, please inform us if the Forum format followed by the annual meeting of the Coordinators met your expectations:

...yes.....

XV. Do you think that the coordinators’ meeting should also include organisational training in your country?

No harm.

XVI. 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

XVII. What do you think of the new EHD website www.ehd.coe.int? How could it be improved?

More user friendly navigation

XVIII. Theme and dates chosen for 2011 (if already available¹)

Dates: 20th to 28th August

Theme: Active Participation and Education (strapline tbc).

XIX. Other/Remarks

...National Heritage Week is highly successful as an education and communications mechanism in promoting awareness of all aspects of heritage in Ireland. It is a fun, enjoyable week not just for heritage enthusiasts but for people of all ages and interests and is looked forward to by many groups and individuals every year. With attendance in

¹ A more detailed request for 2011 dates and theme will be sent to coordinators early in 2011

2010 at an all time high of 350,000 the week plays a large role in future proofing our heritage for upcoming generations and being part of EHDs is central to its success. Many thanks to all those involved.