



Loreto Guinan, Heritage Officer, Meath County Council

*Tidy Towns Conference 2019*

*Knightsbrook Hotel, Trim, Co. Meath*

Saturday 2<sup>nd</sup> February 2019



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meath county council



Heritage is . . .



A word cloud of heritage-related terms. The words are arranged in a roughly triangular shape, pointing to the right. The colors used are yellow, blue, orange, and white. The words are: parks, monuments, wrecks, seascapes, fauna, heritage, building, flora, geology, heritage objects, landscape, archaeology, wildlife, architecture, and gardens.

parks  
monuments  
wrecks seascapes fauna  
heritage building flora geology  
heritage objects landscape  
archaeology wildlife  
architecture  
gardens



**Heritage defines  
our sense of  
identity**

**Heritage = Inheritance**







**Heritage creates a sense of place**





**Heritage reinforces the character  
of our towns and villages**



And our rural landscapes





Engages people





And is a key educational resource

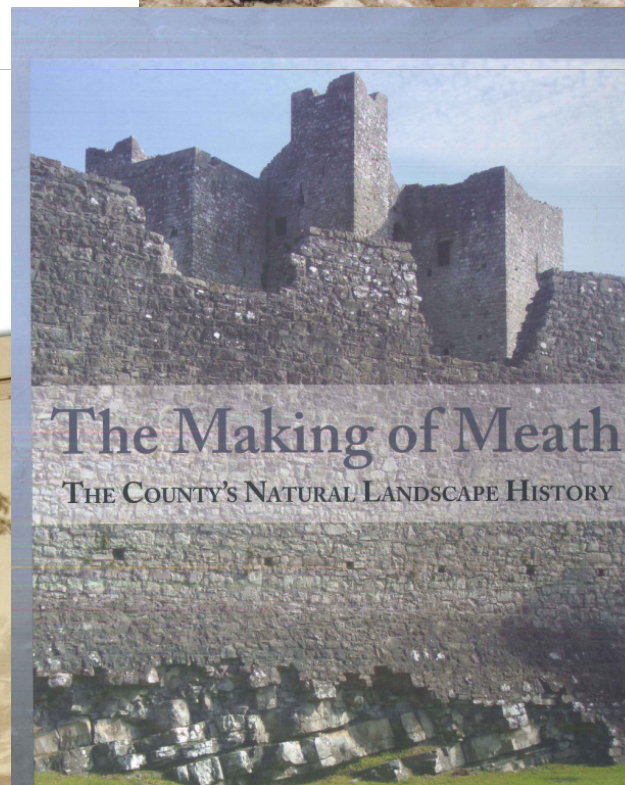


# MAPPING MEATH

*in the early 19th century*

with an atlas of William Larkin's map of County Meath, 1812

By Arnold Horner



## The Making of Meath

THE COUNTY'S NATURAL LANDSCAPE HISTORY

National  
Heritage  
Week



THE FIELD NAMES  
OF COUNTY MEATH





**Celebrate your local  
heritage**



# Undertaking heritage projects – some key points

- Gather as much information as possible – use available resources – e.g. maps, online, published data, local study section in your library, and local historical societies
- Understand the heritage significance and value of the site and/or building/structure you are proposing to work on – i.e. is it a monument, protected structure, SAC, SPA etc.
- Plan work carefully - minimal intervention
- Seek and get specialist advice and secure all necessary consents and permissions





# Undertaking heritage projects – some key points

- Scope and phase your project – and highlight progress each year in your Tidy Towns Plans
- Harness skills
- Have a management or maintenance plan
- Secure funding for your project





# National funding streams (not an exhaustive list):

- TOWN & VILLAGE RENEWAL SCHEME
- LOCAL AGENDA 21
- LEADER PROGRAMME
- COMMUNITY ENHANCEMENT PROGRAMME - Department of Rural and Community Development
- HERITAGE COUNCIL - (NONE FOR 2019)
- NATIONAL COMMUNITY WEEKEND FUND- new 2019
- COMMUNITY WATER DEVELOPMENT FUND - LA Waters Programme
- OUTDOOR RECREATIONAL INFRASTRUCTURE SCHEME
- WATERWAYS IRELAND HERITAGE GRANT SCHEME (along Inland waterways within Waterway's Ireland remit).





# Local Authority supports – e.g. Meath



**Meath County Council**

@meathcoco

Follow

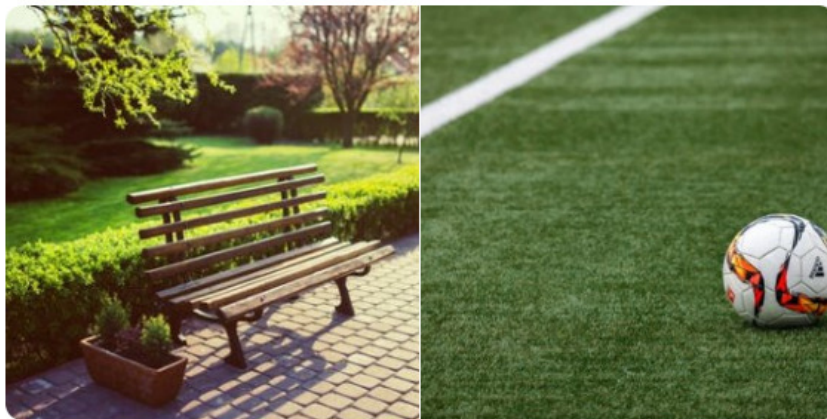


## COMMUNITY GRANT SCHEME 2019

Applications are invited from Community Groups, Tidy Towns/Village Committees, Residents Associations and other organisations, to assist with actions and projects being undertaken in their local area.

Further info at:

[bit.ly/1QQ4Lcy](https://bit.ly/1QQ4Lcy)



9:34 AM - 1 Feb 2019

2 Retweets 1 Like



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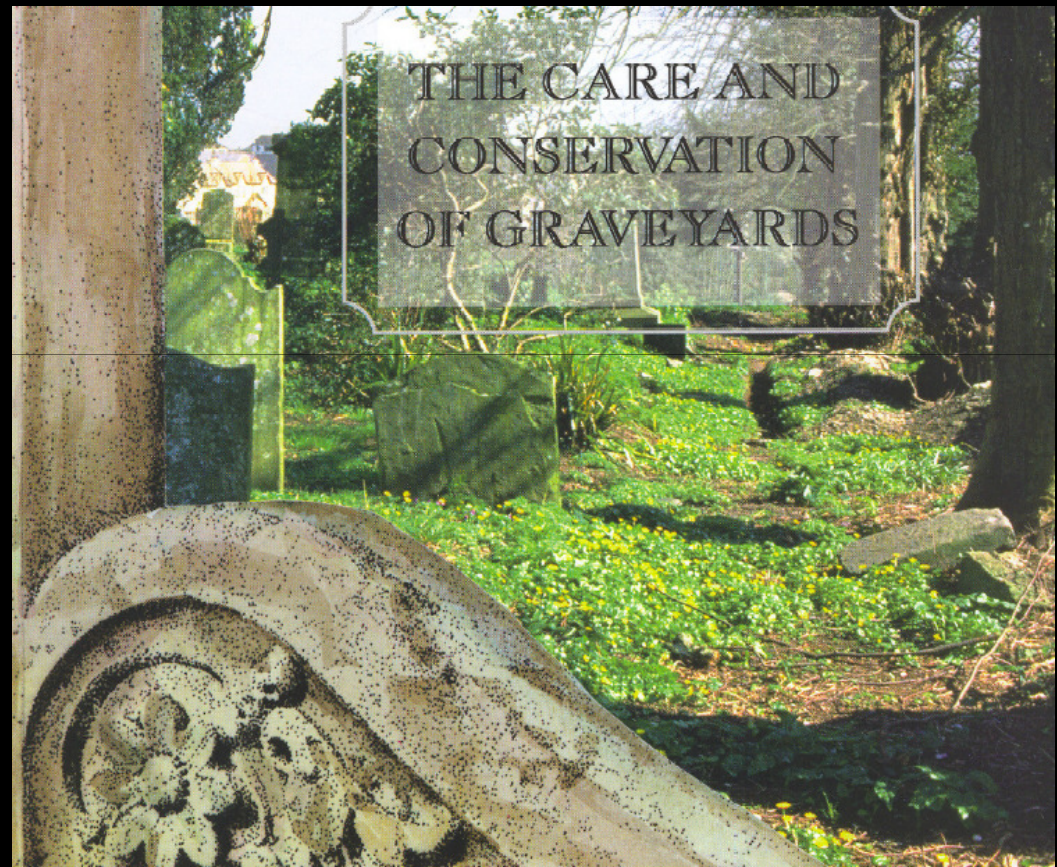
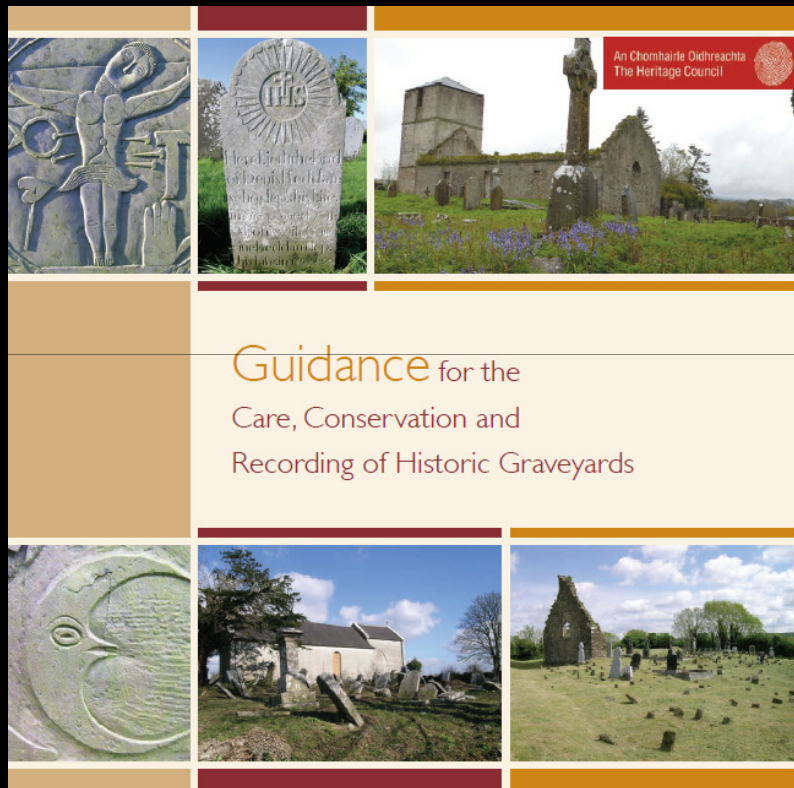




**Some useful  
resources**



# Graveyards

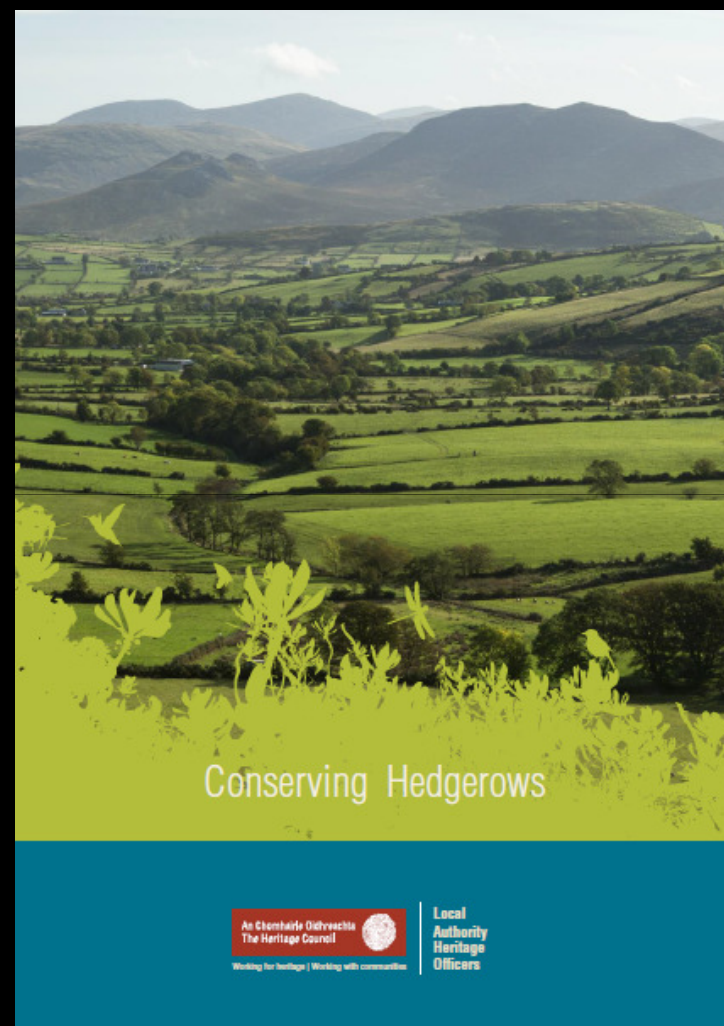
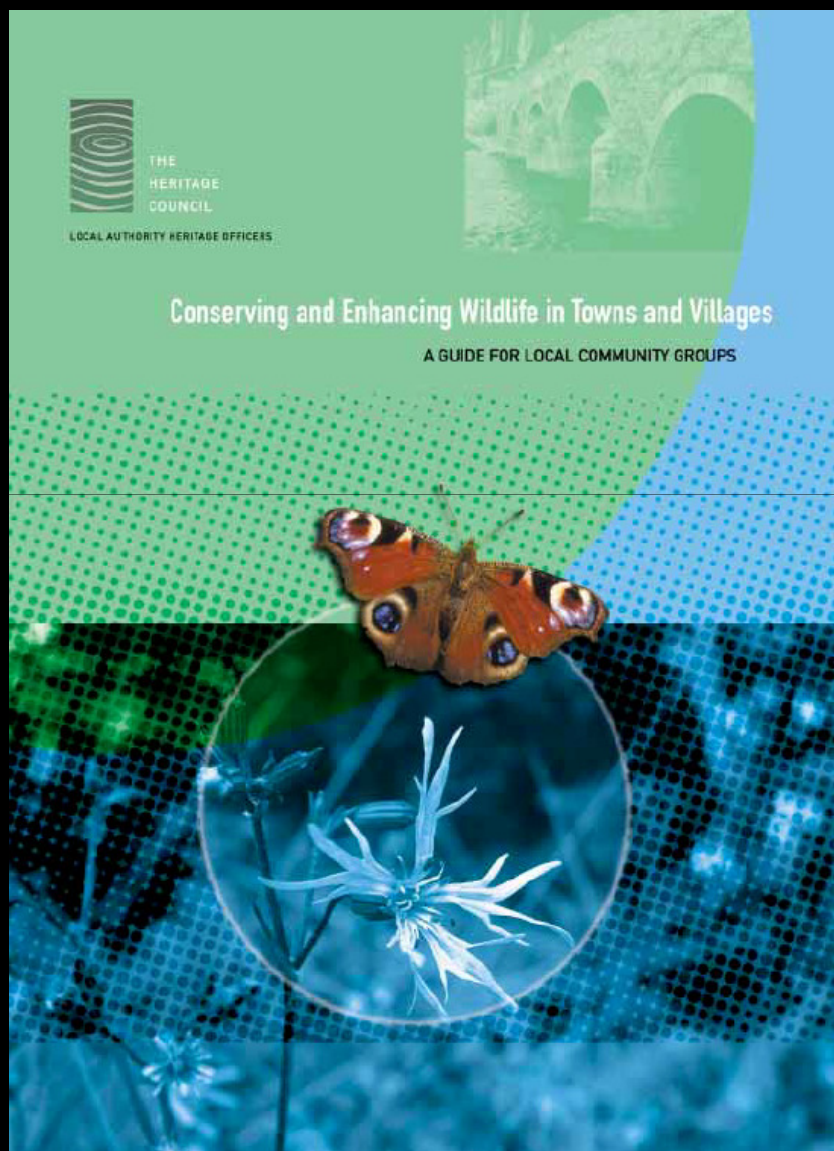


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# Natural Heritage and Biodiversity



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# Natural Heritage and Biodiversity



Bats, Birds, Buildings and You!



Working with biodiversity –  
the law and you.

Conserving Bats



An Chomhairle Oidhreachta  
The Heritage Council





# Protected Structures and Architectural Conservation Areas



## SHOPFRONT AND SIGNAGE GUIDELINES

Meath County Council Planning Department



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## A Guide to Architectural Heritage Protection



An Roinn  
Ealaíon, Oidhreachta agus Gaeltachta  
Department of  
Arts, Heritage and the Gaeltacht

## architectural heritage protection

GUIDELINES FOR PLANNING AUTHORITIES



# [www.heritagemaps.ie](http://www.heritagemaps.ie)

An Chomhairle Oidhreachta  
The Heritage Council



## HeritageMaps.ie

An Chomhairle Oidhreachta | The Heritage Council



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**BIODIVERSITY  
MAPS**



**BURREN  
GEOPARK  
LIFE**



## HeritageMaps.ie

An Chomhairle Oidhreachta | The Heritage Council



**DUBLIN BAY  
AREA**



**DUBLIN  
COUNTY  
ARCHAEOLOGY**



[Data Use Agreement](#)

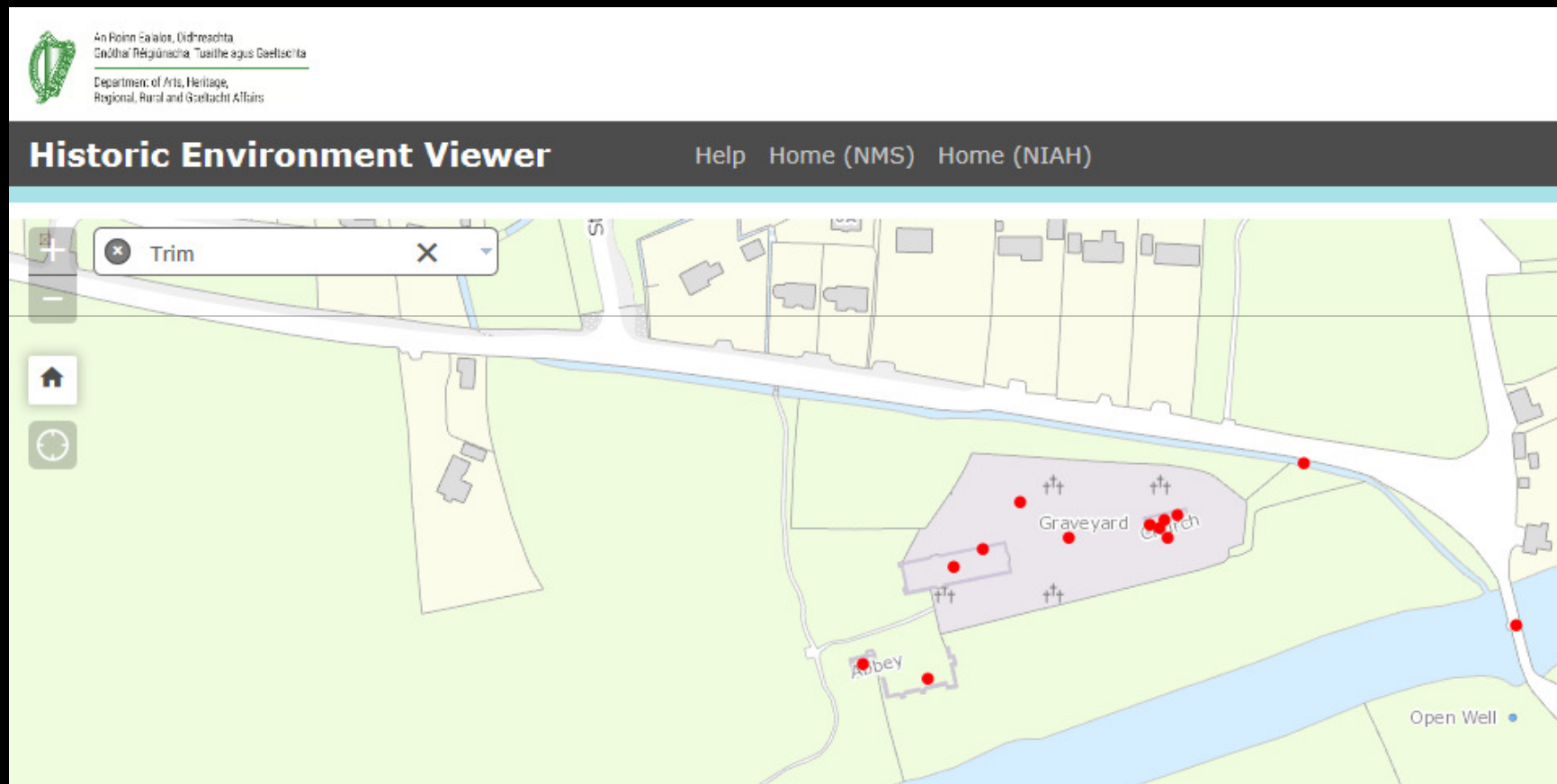


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[www.archaeology.ie](http://www.archaeology.ie)



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## National Parks & Wildlife Service

[National Parks](#)

[Protected Sites](#)

[Nature Reserves](#)

[Publications](#)

[Licences](#)

[Maps and Data](#)

[Planning](#)

[Home](#) > Protected Sites in Ireland

> [Natural Heritage Areas \(NHA\)](#)

> [Special Areas of Conservation \(SAC\)](#)

> [Special Protection Areas \(SPA\)](#)

> [Appropriate Assessment](#)

> [Designation Process](#)

> [Wildfowl Sanctuaries](#)

> [OSPAR Sites](#)

> [Conservation Objectives](#)

> [National Parks](#)

> [Nature Reserves](#)

## Protected Sites in Ireland

Ireland is home to 28 species of land mammal, over 400 species of birds, more than 4,000 plant species and over 12,000 species of insect. If we want all of this to survive, we must ensure that there are enough suitable areas for all these species to flourish.



Special Protection Areas (SPA)



Special Areas of Conservation (SAC)



Natural Heritage Areas (NHA)

## Find a Protected Site

[By Site Code](#)

[By County](#)

[By Feature of Interest](#)

Code:

[Submit](#)

Enter a site code (for example: 004021)

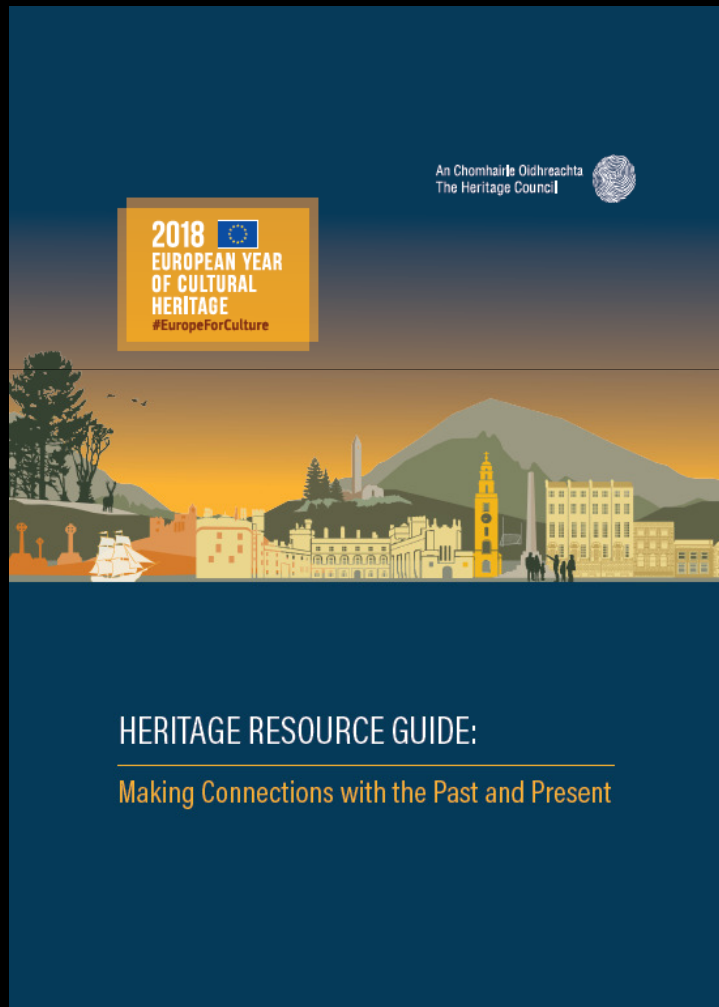


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[www.heritagecouncil.ie](http://www.heritagecouncil.ie)



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## HERITAGE FESTIVALS & EVENTS

### MARKETING CHECKLIST



#### INTRODUCTION

Organising a festival or a small event is a great way to excite people about heritage. It can also be an excellent way of supporting local businesses by bringing people into a usually quiet village or town centre. The purpose of this short document is to help organisers of heritage festivals and events to get the best return for their efforts by ensuring that people know what's happening. The advice and checklists are intended to provide focus and structure during the planning process and guidance on how best to reach your target audiences.

**Top Tip:** Local Authority area offices are a good first port of call about possible logistical issues. If a heritage-themed event is being run at a sensitive historic site, great care must be taken to ensure that the site is not damaged. When planning an event it is advisable to contact your local County Heritage Officer for guidance on site management and any permissions that might be required.

**Top Tip:** A good rule of thumb for a marketing fund is 10% of the overall event budget.

#### STEP 1: HITTING THE TARGET

**(a) Who are your target markets/audiences and why?**

**Top Tip:** Check out the Fáilte Ireland publication 'Driving Growth Through Segmentation' for guidance on audience types (you will find the link at the end of this document).

**Top Tip:** The theme of your event must be relevant to your target markets.

**(b) What are the best ways of reaching your target markets?**  
(see various methods in the checklist below for ideas)

**Top Tip:** Different market groups may require different media. Depending on your target audience(s) all the various methods listed below may not be required. Nonetheless, the effectiveness of each should be carefully evaluated for your event. Remember to think of your audience(s) not just yourself! It is advisable to have an individual marketing checklist for each market segment/target audience.

**Top Tip:** For all brochures, posters, flyers, website, etc, try to engage a local graphic designer. All publicity material must have a brand coherence (i.e. a similar style, no matter the media used). Remember to use bright, dynamic colours and images that are easy





### GUIDANCE FOR COMMUNITY ARCHAEOLOGY PROJECTS







Rialtas na hÉireann  
Government of Ireland

#heritageireland2030

Tabhair  
do  
thuairim...

## Heritage Ireland 2030 Oidhreacht Éireann 2030

**Public Consultation  
Comhairliúchán Poiblí**

Have  
your  
say...

'Have your say' at [www.chg.gov.ie/heritage/heritageireland2030](http://www.chg.gov.ie/heritage/heritageireland2030)



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# Heritage Ireland 2030

## Public Consultation

- Online survey at [www.chg.gov.ie/heritage/heritageireland2030](http://www.chg.gov.ie/heritage/heritageireland2030)
- Email the Department of Culture, Heritage and the Gaeltacht at [heritageireland2030@chg.gov.ie](mailto:heritageireland2030@chg.gov.ie)
- By post to:  
*Heritage Ireland 2030*  
*Department of Culture, Heritage and the Gaeltacht*  
*Custom House Dublin 1*  
*D01 W6XO*

*Have  
your  
say...*

**Consultation ends 28 February 2019**  
**#heritageireland2030**



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**Thank you**