

**NATIONAL
HERITAGE
WEEK** **h**

An Chomhairle Oidhreachta
The Heritage Council



National Heritage Week

Approach 2021



European Heritage Days
Journées européennes
du patrimoine



*Airfield Drocmartin Jersey Herd - Butter Making
National Heritage Week 2020*

Background

- National Heritage Week 2021 will take place from Saturday, 14th – Sunday, 22nd August.
- Despite the COVID-19 pandemic, National Heritage Week 2020 continued to be an important moment for community engagement, wellbeing and social cohesion.
- In 2020, the approach to National Heritage Week shifted to take account for social distancing and public health restrictions. Organisers were invited to create a project that could be shared on the NHW website in lieu of the traditional event calendar approach.
- Despite optimism about the vaccination programme, public health must remain paramount in planning for National Heritage Week 2021.
- With this in mind, the Heritage Council, has decided – in consultation with the Department of Housing, Local Government and Heritage - to continue the focus on project activations to mark National Heritage Week 2021.

Approach

- For National Heritage Week 2021, the Heritage Council will once again invite individuals, communities and organisations to develop **Heritage Week projects**.
- Projects will involve the harvesting and sharing of knowledge, in a planned way, and over a number of weeks.
- Projects could involve developing something **new**, e.g. the development of research about a particular place in your locality, exploring an aspect of your local biodiversity, or developing an oral history collection about a particular moment of history in a community.
- Projects could also involve **revisiting or building on** a heritage project that you have already worked on, for example showcasing research you have already done on a monument, a waterway, or a skill or tradition in your community, and finding new ways to grow awareness of it.
- If public health guidance allows social gatherings to take place during National Heritage Week, organisers may host in-person events if they are 100% compliant with prevailing guidance.

Revised approach: Key changes

- The call for accepting National Heritage Week projects will open on **Wednesday, 16th June 2021.**
- Projects should be completed in time for National Heritage Week (**14th – 22nd August**) when they can be showcased on www.heritageweek.ie: formats for showcasing may vary from online talks or exhibitions, to video, podcast, a PowerPoint presentation or blog, to media coverage, a dedicated website or social media account, or by means of in-person events, if permissible under public health guidance.
- Projects can be uploaded to the National Heritage Week website until **Monday, 30th August 2021.**
- All projects uploaded by 30th August will be considered for a **National Heritage Week Award.**

Approaching projects

There is no subject-specific theme for National Heritage Week 2021; instead, focus is on getting as many people to enjoy heritage as possible.

In particular, the Heritage Council wants National Heritage Week organisers to consider the following:

- **Heritage newcomers:** A general invitation to individuals, families and communities who have never engaged in National Heritage Week to work on a heritage project.
- **Heritage sharing:** An invitation to existing National Heritage Week organisers to connect with a group / individuals in the community who may not feel included in local heritage; or an opportunity to explore an aspect of local heritage that is seldom considered / celebrated.
- **Heritage for all ages:** This is an invitation to National Heritage Week organisers to include different age groups in heritage projects.

Themed days

As during previous National Heritage Weeks, there will be a designated 'Water Heritage Day' and 'Wild Child Day'. Project organisers can develop specific themed activities around these days.

- **Water Heritage Day:** As an island nation, our history and our heritage have been shaped by the sea and the great Irish rivers, lakes and wetlands. Water Heritage Day is Sunday, 22nd August and is a collaboration between The Heritage Council and the Local Authority Waters Programme to celebrate water and our connections with it.
- **Wild Child Day:** On 'Wild Child Day' we are encouraging kids and families to drop the devices, jump off the couch and get outdoors for and explore the heritage in their locality. This year's Wild Child Day will take place on 18th August.



Category Ideas: Heritage Newcomers

- Are you an individual or family with a curiosity about your personal history, but have never made the time to explore?
Resources: [NLI family history](#); [Catholic Parish Registers](#); [1901 & 1911 Census](#).
- Are there landmarks, old buildings or land formations in your locality that you have become more familiar with during lockdowns? Can you take a little step into exploring their history?
Resources: [Heritage Maps](#); [National Inventory of Architectural Heritage](#).
- Have you become more aware of nature in your locality: birds, animals and plants that you don't know the names of?
Resources: [Heritage Maps](#); [BirdWatch Ireland](#); [National Biodiversity Data Centre](#).
- Is there a tradition – certain words; a song or a craft – that has been passed down through your family or community that you are curious about?
Resources: [Heritage Maps](#); [National Folklore Collection](#).



Category Ideas: Heritage Sharing

- Are there groups or individuals in your community who don't have local roots? Can you reach out and involve them in National Heritage Week 2021?
- Do you have an existing project in your community that you can take to the next level in terms of accessibility? Could you consider making your project available to people with a sensory or physical disability?
- Is there an aspect of your community's heritage that is often overlooked? Can you make links with the Traveller Community and explore an aspect of shared heritage?

Previous projects: [Meath Travellers Workshop](#), [The Craft of Traveller Tinsmithing](#).

More inspiration: [Heritage in Schools Working with Focus Ireland](#), [Nano Nagle Place, Cork](#).



Category Ideas: Heritage for All Ages

- Can your National Heritage Week project make a special effort to involve young people? The Heritage Council is especially interested in projects that involve children aged 9 – 13 years.
- Can your National Heritage Week project consider capturing stories, craft skills and traditional recipes from older people and bringing them to life by a younger generation?
- Can your National Heritage Week project maximise the number of age groups taking part by giving every generation involved a specific task that suits their knowledge / skills?

Previous projects: [The coffin on the Black Bridge](#), [Make your own Medieval suit of Armour- Children's Craft Tutorials](#).

More inspiration: [Heritage in Schools](#).

Who can get involved?

- Everyone is invited to take part in National Heritage Week 2021: This includes individuals, families, communities and organisations – including cultural institutions, NGOs and businesses.
- The Heritage Council, which organises National Heritage Week, is inviting:
 - Individuals, groups and organisations who have previously participated in National Heritage Week, or have undertaken heritage projects or research in the past, to either develop a new project or build on existing work and explore ways in which to showcase and grow awareness of heritage.
 - Heritage new-comers, who are interested in exploring an aspect of our heritage as part of National Heritage Week 2021.
 - Cultural institutions and State agencies (including county councils) are especially invited to consider promoting an aspect of programming which aims to be inclusive (in line with [Public Sector Duty](#)).

Project Policy

- All National Heritage Week project organisers must support the stated objectives of National Heritage Week. Projects must demonstrate the following:
 - **Heritage value:** Projects must clearly promote at least one specific aspect of natural, cultural or built heritage.
 - **Awareness / educational value:** Projects must have a clear awareness-raising or educational value, helping people to engage with, or find out more, about our heritage.
 - **Interpretation capacity:** Projects which are commemorative in nature should be based on fact and present a balanced view or both sides (and must not condone harm brought to others).
- Projects undertaken as part of Heritage Week 2021 should meet at least one of the following criteria:
 - **Maximise community engagement:** reach out to the maximum number of people in your community and get them to share their memories and knowledge for your project. Special consideration should be given to groups / individuals in your community who are often excluded from heritage.

Project Policy

- **Include all age groups:** bring the different generations in your community together – can an older person share a skill with a younger person; can a younger person record a story from an older person? Or can technical skills for showcasing projects be shared between generations? Special consideration should be given to including young people (especially those aged 9 – 13 years).
- **Share your project with others:** have a clear plan for growing awareness of your project, at a local, regional or even national level.
- **Build on or enhance an existing heritage project:** if your project idea is based on existing work (e.g. a heritage project you have been engaged with over a longer period of time, or something you started during lockdown), consider how you can build on this work for your National Heritage Week project. This could mean simply showcasing your project to new audiences.
- **Building on existing resources / networks:** consider drawing on the resources or expertise of relevant organisations or networks to inform your project, for example the Irish Oral History Network, Birdwatch Ireland, Irish Peatland Conservation Council or Irish Traditional Music Archive.

Key dates

Date	Activity
Wednesday, 7th April, 2021	Details of National Heritage Week 2021 will be announced.
April – May 2021	Best practice, ideas and examples of heritage projects will be shared across National Heritage Week’s website and platforms to help inspire project organisers.
From Wednesday, 16th June 2021	National Heritage Week will go live. Note, in 2021 project organisers will not be required to submit their ‘project idea’; instead, organisers can register their details on the project portal from 16 th June and should upload their project when completed.
22st June 2021 29th June 2021	A series of webinars and technical supports available to National Heritage Week project organisers to help in project development.
14th – 22nd August 2021	National Heritage Week 2021. The strongest / most interesting projects will be promoted on www.heritageweek.ie / in the media during National Heritage Week.
30th August	All projects to be uploaded by this date. Projects received by this date will be considered for the National Heritage Week Awards.
6th September –20th September	Nominations for the National Heritage Hero Award will open.
Early October 2021	National Heritage Week Awards will be announced at a virtual event.

What might projects look like?

- Completed Heritage Week projects should be presented in a format that can be shared widely. Organisers could consider the following:
 - The documentation of a project on a dedicated social media account (e.g. Facebook or Instagram), or a dedicated project website.
 - The documentation of a project in a PowerPoint presentation; essay; blog or a project report for posting on a community website or distributed widely to intended audiences through parish newsletters / emails, etc.
 - The creation of a video or podcast for distribution widely to intended audiences.
 - The creation of material for an exhibition in a community facility. Any exhibition must take place in line with COVID-19 public health advice.
 - The hosting of an online lecture, talk, workshop or demonstration to share your project with others. This could include showcasing a skill, a cookery demonstration or even a music lesson.
 - A collaboration with a local media outlet (newspaper / radio) to document and communicate the project.

Supporting Project Organisers

National Heritage Week project organisers will be supported by the following resources:

- Ideas and know-how will be shared on heritageweek.ie in the months leading up to National Heritage Week.
- A series of webinars will be rolled out for project organisers from 22nd June: these will help organisers to focus their ideas and secure technical information on uploading projects.
- Staff from National Heritage Week will be available by email or phone to assist with queries (Monday – Friday, 9.30am – 5.30pm): Heritageweek@heritagecouncil.ie / 087-3683515.
- A series of online resources, including templates for newsletters, posters and PowerPoint slides, will be made available.
- A national media campaign (including paid for a non-paid for content) will promote National Heritage Week and highlight some of the extraordinary work being undertaken by communities and organisations around Ireland.
- All projects submitted for National Heritage Week 2021 will be considered for a National Heritage Week Award.



Language and Promotion

All National Heritage Week project organisers are encouraged to use the following terms and language when promoting National Heritage Week:

Terminology:

Please refer to the week as National Heritage Week.

Core Message:

National Heritage Week is going back to basics: it's all about connecting with your heritage.

Potential hashtags:

- #HeritageWeek2021

Potential taglines

- Welcome to heritage
- Open the door to heritage
- Find your heritage

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