



Report on Heritage Ireland 2030 Public and Sectoral Meetings

DHR
COMMUNICATIONS

An Chomhairle Oidhreachta
The Heritage Council



An Roinn Cultúir,
Oidhreachta agus Gaeltachta
Department of Culture,
Heritage and the Gaeltacht

Contents

Introduction.....	3
Recurring themes and issues.....	7
Findings: Kilkenny public meeting.....	10
Findings: Claregalway public meeting	17
Findings: Kilkenny sectoral meeting	27
Appendix 1: Media coverage and social media analysis report.....	37
Appendix 2: Consultation policy.....	40
Appendix 3: Stakeholder map	44
Appendix 4: Chair notes.....	47
Appendix 5: Media releases.....	50
Appendix 6: Agendas.....	57



Introduction

The Heritage Council was invited to support the Department of Culture, Heritage and the Gaeltacht in its national consultation on Heritage Ireland 2030, a new policy framework to govern Ireland's approach to heritage over the next decade.

Through the support of, and collaboration with the Department, the Heritage Council designed its approach to the management and execution of a number of consultation meetings, coupled with outreach and promotion of the consultation generally.

Core to the Heritage Council's approach was the staging of three consultation meetings, two of which were public facing, and one that focused on soliciting the views of people working in the heritage sector.

The following comprised the elements of the consultation infrastructure that supported these meetings:

- Development of a consultation policy to underpin the overall approach to consultation management and public interaction. The policy drew from the Consultation Principles & Guidance document for public sector bodies, published by the Department of Public Expenditure and Reform in November 2016. (See Appendix 2 for reference to the policy.)
- Development of an audience map, setting out priority audiences with which to engage in the consultation process.
- Design of bespoke agendas for each consultation: the public-facing events drew on three broad questions, based on the consultation document (published by DCHG in 2018) while the sectoral-focused agenda drew on the three overarching themes identified as priorities in the consultation document.
- Recruitment and briefing of independent chairpersons for all of the consultation meetings, in line with DPER consultation principles.
- Development of event protocols for reference by the event chairs.
- Development and execution of an audience-mobilisation campaign based around direct contact by email and phone; third party recruitment through the Heritage Officer network; social media promotion; media promotion. Public-facing messaging not only focused on the promotion of the consultation events, but also directed members of the public to make personal submissions by visiting the DCHG website and completing the consultation questionnaire.

- Management of all consultation events, including registration (cognisant of GDPR); event execution; note taking; recording photographs and video content; and general event management.

This report aims to provide:

- A synthesis of cross-cutting issues arising from all three consultation meetings
- A detailed note on the issues raised at each meeting
- An overview of media coverage and social media outreach and engagement
- A record of the consultation policy used to underpin the consultation
- A draft stakeholder map that informed audience recruitment
- A record of media collateral
- A record of notes drafted for the event chair
- The agenda and schedule for the public facing and sectoral meetings

The names and contact details of those who provided consent to being contacted by the Department of Culture, Heritage and the Gaeltacht has been prepared as a separate document and will not be included in this report.

Consultation events summary

Date	Location	Catchment	Attendance	Panel
Wednesday, 13th February, 6.30pm – 9pm	Newpark Hotel, Kilkenny	South East of Ireland	64	Chair: Fiona Ross Panel: <ul style="list-style-type: none"> • Michael McDonagh (Chief State Archaeologist, DCHG) • Virginia Teehan (CEO, Heritage Council) • Ciara Carberry, (Assistant Principal, DCHG)
Tuesday, 19th February	Claregalway Hotel, Galway	West and Mid- West of Ireland	112	Chair: Susan O’Keeffe Panel: <ul style="list-style-type: none"> • Michael McDonagh (Chief State Archaeologist, DCHG) • Virginia Teehan (CEO, Heritage Council)
Tuesday, 26th February, 10am – 2.30pm	Ormond Hotel, Kilkenny	National sectoral event	59	Chair: Susan O’Keeffe Panel: <ul style="list-style-type: none"> • Michael McDonagh (Chief State Archaeologist, DCHG) • Virginia Teehan (CEO, Heritage Council)



Recurring themes and issues

Over the course of the three consultation meetings, the range and volume of issues that arose was considerable.

Across the two public meetings, concerns about climate change and Ireland's declining biodiversity featured strongly, with beekeepers and retired farmers highlighting particular concerns about the declining bee, insect and bird populations. These issues recurred most during the public consultation in Kilkenny, and while also very dominant themes at the public consultation in Claregalway, issues such as the absence of reference to cultural heritage in Heritage Ireland 2030 (HI2030), the need for support (small grants) for community groups and the decline of town centres featured strongly.

In the sectoral consultation, the disjointed nature of working to support heritage featured strongly, as did the limited support available to community groups to promote and manage heritage.

Across all of the consultations, the following issues and themes reoccurred:

- Biodiversity loss and climate change was recognised as a major concern for our heritage, and something that should be central to Heritage Ireland 2030.
- The issue of communications arose in many forms: how officialdom communicates with communities; signposting (to services and signposting to sites); how heritage is communicated (its value etc.) so it is understood; interpretation at heritage sites. The communication skills of heritage professionals and those working in statutory agencies was also raised, with a requirement for softer skills and greater accessibility to communities required.
- The need to engage and work with young people was highlighted strongly: education, engagement and empowerment, including in early childhood development were recognised as essential to future-proofing our heritage. The loss of History and Geography from the secondary school curriculum was cited as a loss for heritage at all of the consultation events.
- Community was identified as essential to protecting and managing heritage: cultural heritage was singled out as an enabler for communities to come together and engage in heritage; while funding and access to professional supports was identified as essential in supporting voluntary, community activity in the heritage arena. The loss of the Heritage Council's community grants initiative was raised a number of times at the consultation events, as was capacity across the sector, including at Heritage Council and heritage officer levels.
- Technology was identified as both a threat and an opportunity: the idea of an online portal to support communities in navigating the heritage infrastructure was

frequently identified as a potential heritage resource that could be developed under HI2030.

- Knowledge sharing, the development of best practice and recording research were all raised in different guises. There was an interest in sharing knowledge and learning from each other – local group to local group; as well as learning from best practice internationally.
- The importance of creating an infrastructure for heritage networks (local, regional and national) to address sectoral fragmentation and allow the sector to speak with one voice.
- Heritage was identified as a cross-cutting issue which goes beyond the scope of one single Government department; the Department of the Taoiseach should have a role in the delivery of HI2030. It was also considered that HI2030 needed cross-party support so it could deliver on its objectives, regardless of who is in government.
- There should be a clear cross-departmental implementation plan for HI2030 and a national forum / network to monitor its implementation. There was a recurring concern that one arm of Government policy was in conflict with another when it comes to heritage management: under the new policy, this needed to be eradicated.
- There is much emphasis in the consultation document on the increasingly important role of local authorities in the protection, management and promotion of heritage – local authorities need more support from central Government to fulfil this role.
- The absence of cultural heritage in HI2030 was widely criticised as many felt that cultural heritage allowed people connect with other elements of heritage, and it was an important centre-point from which communities could engage with heritage.
- The absence of references to the Irish language, dialect and placemaking and naming were all considered to be lacking in the consultation document for HI2030.
- Skills sharing of all kinds was discussed: how we retain skills around homemaking; how we continue craft skills that allow us to maintain heritage; and how to apply for funding, mentors for projects and resources all arose.



Findings: Kilkenny public meeting

Heritage Ireland 2030 Public Consultation

The Heritage Council Public Meeting, Newpark Hotel, Kilkenny

Wednesday, 13th February, 6.30pm – 9pm

Concerns, issues and questions raised during open session:

- The removal of trees in urban areas due to heightened exposure of local authorities to public litigation, which ought to be reined in.
- A more inclusive telling of history should be integrated into all aspects of tourism and heritage, with the neglect of Celtic history cited as an example.
- Signage within cemeteries is a positive example of something that has worked well. It was stated that local communities can, and would be willing to research townland and field names, if the Heritage Council could provide signage and infrastructure to communicate findings to visitors.
- It was suggested that a pilot study examining all aspects of heritage within a given townland or parish be undertaken.
- Regarding the communication and promotion of heritage tourism, it was expressed that too much emphasis is placed on international tourists, and whether or not the messages directed at them translate to local and domestic audiences. This was followed by a concern that there is a perception of heritage as an area that “someone else will take care of”.
- Better communication of heritage: who is responsible; why it’s important and what we all need to do to own our heritage is needed in any new national policy. A focus on placemaking might help this.
- The decline of our biodiversity – bees, dragonflies, birds, salmon – is a huge worry. There needs to be a rethink on how we promote and protect our natural heritage. This is urgent.
- Citing the success of the Heritage Week programme, it was suggested that this model be drawn on throughout the year to engage primary school pupils with local heritage sites. A programme of five half-day trips per year could be developed at a low cost.
- Kilkenny was envisaged as city for best practices across all aspects of heritage with waste management, biodiversity and public water raised as particular examples.

- The development of access to heritage sites in the custodianship of private citizens, and how this might be incentivised was discussed.
- The need for enhanced visitor experience at heritage sites, one that is participative and focused on active engagement rather than passive experience, was raised. This was coupled with a need for a greater focus on opportunities for lifelong learning and a greater commitment to social inclusion around heritage. Teachers should also be equipped with more resources to deliver heritage material to pupils.
- Putting visitors at the heart of the heritage experience is important in engaging people in heritage and can contribute to their learning and ownership of heritage.
- Evaluation of our efforts to protect and promote heritage is essential in any new plan.
- Again, a broadening of the Heritage Week model was raised.
- The inclusion of new Irish communities was mentioned, with particular regard to the accessibility of text panels at heritage sites.
- The decline of thatch was raised, and an example of a local social enterprise project designed to conserve this aspect of Ireland's vernacular heritage was highlighted. A perception of the Heritage Council as suffering from 'big house syndrome' was expressed, and that greater effort should be made to protect and promote vernacular heritage. New technology was proposed as representing an opportunity to digitise aspects of built heritage.
- Regarding oral history and heritage, the need to capture and preserve the voices of older generations was raised. It was suggested that new technologies – software similar to Netflix or Google Maps, for example – could be exploited to platform and share the results of such a project as widely as possible. 'When an old person dies, a library goes on fire' (unless we preserve the stories of the older person).
- There is a danger of playing bingo with all of the aspects of heritage that we want prioritised in the new policy. It needs to be realistic.
- The need for a pilot project on the Waterford Estuary, capturing the area's diverse marine heritage, was mentioned. Greater dialogue between neighbouring countries with a strong maritime heritage of their own was also suggested. The use of

traditional knowledge in a local plastic collection initiative was highlighted as a recent example of making old techniques relevant to present day concerns.

- The idea of a maritime museum was mentioned, and the importance of maritime heritage in creating global connections should not be underestimated.
- A delegate who moved to Ireland echoed the need for a greater participatory dimension to the visitor experience. They also reiterated a need to employ new technology, specifically to create a mobile, online directory of heritage sites.
- Access to archives and digital records at our museums and cultural institutions was mentioned; and a call was made for greater access and clearer signposting for such records.
- Tourists come for Ireland's heritage; they want a bespoke experience and Ireland should not fall into the trap of mass tourism, which will diminish this appeal.
- People need to be educated about pollination and what this means for our plant, wildlife and human species. A greater understanding might mean that there is more urgency placed on arresting the decline of our hedgerows and natural environment.

Consultation Question 1:

What do you think of the draft objectives in the document? In your view, is there something important missing?

- A central point of communication at national and local level for each aspect of heritage, and a facility that ensures a response.
- Anonymous and enforced reporting around certain infringements of the law, such as illegal hedgerow cutting.
- Supporting private companies, and creating opportunities for same, to communicate around, promote and preserve heritage.
- The issue of liability, litigation culture and how this impacts on access to heritage sites needs to be addressed in a national policy context: farmers, in particular, as custodians of heritage, need to be supported in protecting themselves against litigation and liability.
- Engagement of young people in protecting and preserving our heritage is vital to its sustainability.

- The concept and word 'heritage' needs to be better understood and have a deeper meaning: it comes across as aloof and inaccessible.
- The environment and biodiversity – as critical enablers in our natural heritage – needs to be emphasised and promoted in Heritage Ireland 2030.
- Biodiversity, our declining hedgerows and the impact on our insect and wildlife species needs to have a priority focus. People need to really understand the impacts of the loss of biodiversity on all of us.
- There needs to be clarity of communication around roles and responsibilities among the institutions, government departments and agencies that deal with heritage. Across government, heritage needs to be supported. Some policies are counterproductive to a supportive and enabling heritage policy.
- There needs to be greater clarity in terms of the framework: how do the NCIs, the Heritage Council and the Department interact and communicate.

Consultation Question 2:

What changes are happening right now that might impact our heritage?

- The effects of climate change – wind, heat, flooding – on built heritage.
- Social media, in terms of its contribution to the decline of community and the oral history tradition, but also as an opportunity to enhance access to heritage.
- The lack of a proper regional and community transport network, facilitating access to heritage sites.
- Reforestation schemes being undertaken by private companies in which the landowner cedes control around the introduction of non-native species and attendant threats to local ecology.
- Overproduction and agricultural practice are contributing to climate change and contributing to a breakdown of our biodiversity systems.
- The lack of access to technology in parts of the country is isolating communities from resources, information and support that might contribute to their better promotion and protection of our heritage.
- Indigenous crafts and skills to support maintenance of our vernacular buildings and structures are declining; home-learned skills such as basic gardening and own food

production are no longer being passed down; raw materials that were available to support crafts are no longer being produced in Ireland (e.g. linen and wood – sheep production practice supports meat consumption, rather than suitable wool production).

- The depopulation of rural towns, leading to image problems and a loss of a sense of ownership of place – against the backdrop of a housing crisis: how can vacant buildings be reenergised and rethought?

Consultation Question 3:

How can we work together and engage all communities under Heritage Ireland 2030?

- Looking to European neighbours for models of best practice, which can be translated to local contexts.
- Greater financial support for the Heritage in Schools programme.
- A 'learn by doing' approach to heritage; active participation and experiential, hands-on activities.
- The development of a 'heritage summit', bringing together stakeholders at all levels to enhance knowledge sharing.
- A better resourced Heritage Officer programme.
- Engagement with children through schools is essential: teachers need support, and the curriculum needs to place an emphasis on heritage from an early age.
- Heritage Week needs to be built upon: the bundling of activities into one period at the end of the summer holidays means that the potential is lost to link schools' programmes with potential Heritage Week activities and free access to sites.
- More joined-up thinking is needed between local authorities in the area of interpretation and signage. Where signage is funded in one county for a particular heritage site, it should be mirrored in the neighbouring county and the signage should be consistent and collaborative.
- There needs to be a stronger focus on how heritage can connect communities and individuals socially; the emphasis on connecting our tourists with heritage can

overshadow the important role which heritage can play among those living in Ireland.

- Planning needs to have a greater focus on mixed use, including a focus on heritage in all planning applications.
- Programmes, such as Tidy Towns, which capitalise on community engagement need to be engaged more to promote and protect biodiversity.
- Interpretation and signage need to be better co-ordinated and clearer so people can access information on heritage sites and areas of special interest.
- There needs to be greater investigation into how heritage may be able to help those who are out of work; such as offering support and training that, in turn, allows people to contribute to the sector.
- There should be initiatives to facilitate better governance among community groups to maximise the effectiveness of their organisations.



Findings: Claregalway public meeting

Heritage Ireland 2030 Public Consultation

The Heritage Council Public Meeting, Claregalway, Galway

Tuesday, 19th February, 6.30pm – 9pm

Concerns, issues and questions raised during open session:

- HI2030 needs to be realistic. Is the investment of 285m euro over a decade, or over a decade and a half? Heritage officers and communities want to be aware of the funding available.
- The absence of cultural heritage in the consultation document is a concern: there needs to be a clear policy on cultural heritage, and it should form part of any overarching national heritage policy.
- Benchmarking should underpin HI2030: we need to establish benchmarks with countries that have a similar population and GDP.
- Benchmarking and best practice in conservation is missing in Ireland and needs to be addressed in HI2030. Conservation and restoration approaches need to be benchmarked and assessed, as well as recorded for future reference. There is a failure to record what's happening. Best practice starts with the State.
- Heritage is about having the story available and accessible at all times. People just see stones, so there needs to be information available to tell the story. There is no public access to many rivers and dunes in Athenry. Public access to heritage sites is critical to engage communities: making heritage accessible needs to be written into HI2030.
- More transparency in the planning process and more engagement of the public in town planning will help heritage management. Planning consultation is conducted on a need-to-know, rather than in a holistic way in which heritage and community is considered.
- The Department of Culture Heritage and the Gaeltacht needs to work hand-in-glove with the Department of Agriculture: There is a need to treat the landscape as an eco-system, and everyone with responsibility needs to work together. Different policies and practices, coming from different Government departments, result in conflicting policy and approaches. This needs to be overcome in HI2030 to sustain our wetlands and our biodiversity.

- Wildlife is heritage as well. The diversification of wildlife is disappearing. Hedgerows are important – we need to invest in insects and birds. We are destroying our wildlife.
- Teaching Heritage in Schools Scheme is working. The need for the scheme to be introduced in Northern Ireland was proposed. This requires collaboration with the Department of the Environment and the Department of Education.
- Heritage denotes value. We need to look at it cohesively. Heritage professionals and the public need to work together. There is a triangular relationship between them, but in reality, there is a siloed approach to working.
- Professionals need to be resources and made available to the public. Professionals need to be made accessible to communities.
- Cultural heritage is as important as built heritage. Communities come together through cultural heritage. It should be considered in the context of HI2030.
- In 2030, will it be common practice for there to be urbanists encouraging growth in each town? Waterford's Viking Trail. It would be great to see this trend continue outside Waterford and around Ireland.

Consultation Question 1:

What is the most important thing Heritage Ireland 2030 should deliver?

- There needs to be a 'heritage first' approach to national policy: everything needs to go through the lens of heritage. This will help us understand the impacts of climate change, biodiversity loss etc.
- Biodiversity loss and climate change are among the greatest risks right now: Ireland needs an endangered species list and a strategy to arrest decline in our biodiversity.
- Advice and support on heritage needs to be more accessible: The Department, the OPW and other government agencies are hard to get to. They can be difficult to access and work with, especially for local communities who don't have the expertise or the time to persist.
- The Heritage Council needs to be given more teeth and resources to support HI2030.
- There needs to be better standards to support heritage management, including bans on pesticides and better landscape management.

- Greater diversity is needed on boards and in institutions that have a responsibility for heritage, so that heritage is protected in all policy.
- Collaboration and joined-up thinking are needed, particularly between communities, experts / professionals / governments.
- Interpretation needs to be addressed: it is fragmented from one site to the next, not always consistent, and sometimes there is no interpretation at all at sites.
- Small towns are suffering. Many community groups are working to bring their towns back to life. Progress on this is incredibly slow.
- Biodiversity loss needs to be arrested as a priority.
- The Heritage Council needs to be resourced and its role elevated to support the delivery of HI2030.
- The left hand does not always talk to the right when it comes to Government Departments delivering policy that impacts on heritage. The State needs a more cohesive approach to heritage policy.
- HI2030 needs to be inter-generational: speaking to all walks of life and all groups in our society.
- Local heritage groups should be able to access artefacts and information to support the showcasing of their local heritage: it should not be the case that local artefacts are boxed away by the National Museum with no access.
- The Heritage Act should be expanded to include folklore. Cultural heritage should be introduced to HI2030 before the plan is published.
- HI2030 needs to be underpinned by clear resources; fairness in delivery; realistic targets and accountability.
- The loss of community grants limits capacity for communities to discover their heritage – the restoration of these grants is vital.
- Greater regulation and consistency of enforcement of the protection mechanisms for heritage is vital.
- Heritage professionals need to be trained to talk to communities, and not look down at them.

- Museum standards are too high for local communities: different baselines are required for different activities.
- All counties should have a county archivist; and the role and support for the heritage officer should be developed under HI2030.
- Access to heritage sites should be increased.
- Integrate biodiversity in school learning: establish beehives at schools.
- Most important: heritage and communities need financial backing, or we will be lost. The loss of the community grant scheme this year is a blow to heritage.
- Increase heritage skills. The passing down of skills from one generation to the next is important in heritage management. For example, stone wall building and lace making in Headford. Sharing skills, of all kinds, is a recurring theme. Mentorships could work in this area. Professionals, experienced community groups and heritage officers could be matched with communities embarking on heritage initiatives.
- There is a need for a resource or a space where all information is readily available (e.g. an online portal) including contacts, resources, updates, mentors, how to fill out applications and ideas. We need communication on a wide scale.
- Communities need to be supported in making grant applications.
- Heritage needs to be embedded at all levels in government. We need continuity, regardless of changes in government, in implementing HI2030. This is extremely important in terms of delivery.
- Young people should be a particular focus in HI2030. There is a need for more heritage in schools. Social media could be used more.
- Access to funding is bureaucratic.
- Need to record work more. There is a need for baseline studies to protect monuments into the future.
- There needs to be an action plan for every county, with a definitive structure and goals.
- There is a need for common language to be used. Technical and regulatory language is not easy for everyone to understand.

- Archaeology and architecture should be licensed. There are often poor standards applied.
- Heritage is seen as a space for older people; the loss of History and Geography from the secondary school curriculum further alienates young people from heritage.
- The lack of cultural heritage in the document is a significant oversight and needs to be addressed.
- Many people in heritage have been working at it for a long time, and their energy levels are diminishing. If it's not funded, things will go backwards.
- Local museums: Heritage Council standards leave out lower level groups. Some places have strong local resources – money follows money.
- Need to look after the environment and reverse the biodiversity already lost for our children.
- HI2030 needs to be underpinned by multi-annual funding. It needs cross party support so it can be immune to changes in government / departments.
- The Heritage Council is a professional council and needs funding and resources.
- Heritage is important – it doesn't need to lean on economic value – it is good social medicine and good therapy for the community.
- Less red tape and increased funding is needed for local groups.
- Heritage is often put forward in a way that is difficult for local people to understand.
- Invested interests: one side of government is damaging the environment, and the other side is trying to save it.

Consultation Question 2:

What changes are happening right now that might impact our heritage?

- Developments, trails and greenways are going very well. These can be enhanced through more interpretation. Engagement with private owners is critical to develop this.

- The marking of tourist routes needs to be better managed: over-tourism is an issue for some sites and areas, while places not on tourist routes are suffering.
- Archival history needs to be available to local communities.
- The Irish language and its significance in our cultural heritage, needs to be recognised in HI2030.
- Sustainable access is necessary. The Wild Atlantic Way: they are making the road wider on the way into Kinvara town. This is damaging the roadside. There should be smaller buses rather than huge ones. They don't fit the roads, and they bring huge busloads of people to the Flaggy Shore etc.
- Planners come into towns, hear concerns, decide things, but they don't get the consent of the local people on the plans that they make. The answer to this issue is collaboration, joined-up thinking and plans for local community.
- In Headford, the town got money, but no one knew where the money was going. They were subsequently told what was happening with it. There was a major lack of communication there. Local communities are told what to do / what's happening. They have no input / they're not making decisions. There is a need for two-way communication.
- Climate change has a major impact on our natural and built heritage. "Visit sites on the coast, they might not be there in 20 years."
- The loss of cultural heritage will have a huge impact – we are not recording enough for the future. The lack of visibility of cultural heritage is a poor statement of support for its place in heritage. Natural and built heritage need to be future proofed through investment and protection.
- Protecting heritage on the routes to heritage sites was highlighted again.
- The digital repository in Galway works well – the idea of opening this up on a national level was surfaced.
- The Irish language needs more protection, as well as local sayings and dialect.
- The need for skilled accomplished planners: There were no planners in the audience – this was highlighted.
- The loss of town centres is a loss for heritage. Planners and decision makers need to be more aware of the importance of maintaining town centres for social cohesion

and for heritage protection. Heritage should be a subject matter for planners, and heritage should be a major issue for consultation in planning and development.

- Increasingly there is planning oversight of vernacular traditions; heritage is too narrowly defined for planning purposes. It needs to encompass everything heritage stands for.
- The calling card for HI2030 should be empowering communities, making heritage accessible to everyone. This means more joined-up thinking and better communications.
- The shrinking heritage budget and the shrinking capacity of the Heritage Council needs to be reversed under HI2030.
- There is an under-appreciation of the importance of landscapes. A monetary value needs to be applied to biodiversity and its loss.
- The threat of mass tourism and overburdening large towns. Galway is overcome with tourists, but the towns around it are struggling.
- Non-tourism uses of heritage sites. Star Wars using Skellig Michael was labelled 'inappropriate' and poor leadership in heritage management.
- There needs to be more respect for communities: the loss of the Heritage Council's community grant scheme shows a lack of support for people's voluntary time effort.
- The economy is booming but heritage funding is shrinking.
- Charging for parking at heritage sites is a deterrent for many.
- A joined-up and proactive policy on dealing with invasive species needs to be developed under HI2030.

Consultation Question 3:

How can we work together to engage all communities under Heritage Ireland 2030?

- Communications between groups and towns; and between counties and Government all needs to be joined up.
- Social media and access to information using technology can be a great resource.

- To survive, we need the local county councils, community and the Heritage Council to come together as a unit. No one group will achieve this alone.
- Arts and Heritage working in tandem worked very well for an event in Headford. Musicians, artists, schools, community groups all came together. There was something for everyone. Integrated events work.
- Need to plan for the future. Communicate that plan to get funding, and communication with x, y, z to get people to come, engage and collaborate.
- Young people need to be engaged: specific outreach needs to happen with secondary school students – it's not that young people have disengaged, it's that the sector has disengaged from young people. The loss of Geography and History from the curriculum has further pushed heritage away from young people.
- Volunteers need to be better recognised: volunteer efforts need to be underpinned by access to resources, including funding. The Heritage Council's community grant scheme needs to be reintroduced.
- The introduction of the Eircode is replacing townlands: a sense of place is very important in cultural heritage and should not be lost.
- Farmers need to be engaged and better supported to protect and manage heritage.
- The Heritage Council should have a final say in HI2030 – they are in touch with communities and heritage officers. They should be given capacity to expand and fund heritage officers, biodiversity officers and other professional skills that can support heritage at community level.
- There needs to be more outreach and a continuation of the conversation on heritage: there is such strong interest in this consultation. It shows people are interested and really care. We need to be listened to into the future and not just at this once off event.
- Creation of a one-stop shop for developments in communities, informing them about policies that impact their towns. The need for 'one place' to get information was highlighted again.
- The County Heritage Forum works. This should be brought to a national level, with the ability to lobby.
- The Heritage Council should be better funded and free to share its funding in its own way.

- There are not enough heritage officers: the role should be supported with more staff in every county.
- Establish facilitators, 'The Heritage Midwife', available at the birth of a plan. Heritage officers do this, but not enough.
- The benefits of heritage are indispensable. It needs to be resourced.
- History is no longer compulsory in the senior cycle – this is a loss and should be addressed.
- Heritage week happens in the summertime – it should happen during the school year when young people are around.



Heritage Ireland 2030 Oidhreacht Éireann 2030

Public Consultation

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Findings: Kilkenny sectoral meeting

Heritage Ireland 2030 Public Consultation

The Heritage Council Sectoral Meeting, Ormonde Hotel, Kilkenny

Tuesday, 26th February, 10am – 2.30pm

Theme 1: National Leadership and Heritage

Question: How can the sector work to support leadership and collaboration?

- The HI2030 plan should consider all disciplines that fall under the heading 'heritage' holistically, and not segregate different areas of heritage.
- The importance of heritage should be embedded across all Government departments, not just the Department of Culture, Heritage and the Gaeltacht; a person at the level of the Department of the Taoiseach should be appointed to supervise the implementation / progress of HI2030.
- There are too many demands on the time of local Heritage Officers to lead effectively on a local basis; more support should be given to Heritage Officers to work with communities.
- The National Biodiversity Plan should be an integral part of HI2030, not side-lined because it has its own plan.
- There is too much fragmentation in the heritage sector; it should speak with one voice and think about itself holistically.
- A sound infrastructure for heritage management is needed to support leadership and collaboration; for example, through the creation of national, regional and local heritage networks or fora, which could serve to consolidate and support the work of individual heritage groups and would go a long way towards addressing sectoral fragmentation. These networks / fora would also be useful for the exchange of ideas and experience.
- Local authorities are a crucial factor in heritage leadership and in facilitating collaborations, however central Government does not work enough with local authorities in this regard. There is a reasonable amount of funding available to local authorities but effective strategies – which are fair and equal to all counties – should be developed jointly.
- Local authority staff are well-connected and have the ability to work with local communities, schools, etc. – there should be a better information-flow and more

interaction between the Heritage Council and local authority staff to capitalise on these connections.

- The Department needs to acknowledge the work delivered by the Heritage Council with sustained funding – many of the Council’s initiatives have been designed on a long-term basis.
- HI2030 considers 26 counties only, it should also include a vision for north-south collaboration – “Daisies grow on both sides of the border”. A view was also expressed that while there was a north-south development strategy, this strategy does not consider heritage, or its protection.
- Better communication between DCHG and the heritage sector is needed; discussions on heritage should be a two-way conversation with the Department registering the views of heritage players who work on the ground / at grass-roots level. A communications strategy to accompany HI2030 was suggested.
- There is a great fragility to many heritage initiatives. If funding or other supports are withdrawn, they quickly falter.
- There needs to be a consistency in approach to heritage management, and the approach needs to be reasonable, equal and fair to all counties – a strong regional heritage network could facilitate this.
- There are surprisingly strong heritage leadership skills within communities. However, people need to be empowered and supported in their leadership. Small amounts of funding for community heritage leaders would go a long way.
- A lot of talented people are trained in heritage / arts management – even through third-level education – but there is no infrastructure or framework, which provides jobs in these areas.
- There should be an emphasis on fostering children’s interest in, and enthusiasm for heritage from a young age – a ‘Young Heritage Leader’-programme was suggested.
- History and Geography should be retained on school curricula.
- The Heritage in Schools programme should be free to avail of for schools – it is important in building future heritage leaders.
- The language in HI2030 should reflect the heritage sector holistically and not exclude or disregard any areas.

- More heritage network events need to take place to pull together different heritage disciplines, professions, research, etc. to allow for information-exchange / knowledge-sharing; the creation of joint, cross-cutting initiatives, etc.
- Ireland's heritage sector tends to refer to the UK a lot but should broaden its horizon and look more to other European countries for best-practice models / exchanges / similarities, etc.
- There is a perception that the UNESCO world heritage designation is the be-all and end-all but there are many other designations – the European Heritage Label was noted in particular – which could be more useful for Ireland's heritage sector.
- There needs to be an organisational chart for the delivery / implementation of HI2030, i.e. who is responsible for what / who does what?
- The heritage sector needs to show more teeth / grit in enforcing demands and informing policy.
- Communities working to care for, promote and manage local heritage should be supported by professionals; there should be a one-stop-shop for local communities to access heritage information, supports, etc.
- Tourism should not be the driver for heritage management.
- Successful heritage management is important in the context of the regeneration of rural towns.
- The understanding of heritage as primarily an economic / tourism resource needs to shift: it is beneficial for people's well-being, in education, for international collaboration / cohesion and so much more.
- There is a real sense that important heritage elements are being lost, from wildlife (bee populations) to crumbling buildings and not enough is being done to halt this.
- There is a lack of enforcement of heritage policies.
- HI2030 needs a cross-departmental implementation plan.
- The heritage sector is much larger than many people think (for example, it includes forestry, fisheries, etc) – these areas also need to be considered.
- HI2030 needs to cut across different departments, not just DCHG, and a national implementation plan is required (responsibilities for local authorities, NCIs, etc.).

- HI2030 should be aligned with the objectives of the Sustainable Development Goals (SDGs); departments will align policies with SDGs, so there is an opportunity for HI2030 to 'surf ahead of the wave'.
- As part of HI2030, agencies within DCHG and other departments should have clear work plans in respect of heritage and these should be communicated with the sector to allow for joint planning / knowledge of what is coming down the line.
- HI2030 partnerships should include heritage professionals.
- National leadership is required, and at the highest level. Leadership in heritage is currently fragmented and, often, conflicting. The Heritage Act looks good on paper, but it needs to be better supported with principles that are cross-cutting across Government departments and local authorities.
- HI 2030 needs to be underpinned by an organisational and implementation strategy: who will be responsible for what and when?
- In addition to a whole of Government approach, HI2030 should extend to industry, agriculture and the service sector.
- The role and capacity of the Heritage Council needs to be better supported and recognised; it should have a leadership role.
- Enforcement of heritage protection mechanisms need to be clear cut: sometimes enforcement falls between two stools because of conflicting views and approaches between agencies at Government level.
- Communities need to be supported: human resources have been depleted at community level.
- A central portal should be available for communities to access information and direction: it is very difficult to navigate the heritage space, and conflicting policy.
- More joined-up thinking; greater resourcing and linkages with the Department of Culture, Heritage and Gaeltacht and environmental issues; clear lines of responsibility across Government needed on the Habitats Directive; better communications on heritage needed at all levels.

Theme 2: Heritage Partnerships

Question: Who does the heritage sector need to work more with, and how; what baselines can be set to expand heritage partnerships and public engagement?

- The heritage sector needs to stop being apologetic for being 'only heritage' and start thinking of itself as being on an equal footing with other sectors.
- Heritage education in schools is crucial – "we need to radicalise younger generations".
- The sector should work more with sporting organisations / communities to reach a broader – and younger – audience, for example the GAA.
- There is a need for more public heritage champions and there should be more engagement with journalists on the value and importance of heritage. It was suggested that the Heritage Council could take on this role but would need to be resourced for it.
- The importance of collaborating with business leaders and the private sector, as well as with farmers and landowners was mentioned.
- The formulation of policies and heritage priorities should be anchored in research; it is important to create research baselines and measure progress against these baselines.
- Ireland's heritage sector needs to engage more on a European level – both in terms of EU institutions and opportunities, and with the heritage sector in other jurisdictions (knowledge-sharing, joint initiatives, joint history, etc.). Engagement with European Innovation Projects, Local Enterprise Offices and European Officers was also mentioned here.
- Accepted baselines for heritage management should be developed and benchmarked against international best practice (the Museums Standards Programme was mentioned here).
- It is crucial that HI2030 should not just be a policy but framed as a process; it should be a 'living' document, not one that ends up sitting on a shelf.
- Environmental protection should be a priority for the heritage plan, and it should make provision for the enforcement of corporate reporting on environment.
- A spatial plan should be considered in HI2030, and there should be scientific research into this.

- Heritage partnerships with schools / the education sector should be considered: Transition Year presents a great opportunity for heritage education.
- A partnership with RTÉ also presents a great opportunity: the state broadcaster should have a responsibility – beyond Nationwide – to promote and educate on heritage.
- In a post-Brexit Ireland, there should be a new appreciation for other cultural influences, and heritage partnerships with countries other than the UK could be forged.
- Heritage partnerships should be made in areas where there is a particular threat to heritage management.
- Having a national 'Heritage Ambassador' would be very useful for heritage promotion – "Where is Ireland's David Attenborough?" The Minister should appoint a Heritage Ambassador.
- Useful partnerships could be established / made stronger with all Government departments; the construction industry; planning authorities; agriculture; fisheries; Fáilte Ireland; the Landmark Trust.
- A national heritage forum should be established to monitor progress of HI2030.
- The cap on staff numbers currently in place for the Heritage Council needs to be lifted to facilitate expanding heritage partnerships and public engagement; Heritage Council committees should also be reinstated.
- A definition heritage needs to be agreed on as a baseline – there is no definition of the term in the Heritage Act.
- There needs to be better relationships between the Government and environment-focused and heritage-focused NGOs.
- The heritage sector should work more with academia; there should be a needs-analysis of heritage disciplines in the third-level sector.
- HI2030 should not be seen as a publication, but as a living process that will respond and develop over the next decade.

- There needs to be a more strategic approach to heritage management: science-based research needs to be aligned with heritage management, from conservation to ecological restoration.
- The silo-approach to how the Department works is reflected in regions and locally: one heritage, one approach and with everyone working together towards common objectives is essential. Example: biodiversity is perceived and presented as an issue for the countryside, but it is important for cities too.
- Heritage in planning needs to be emphasised and understood: biodiversity; town heritage etc. need to be integral to the education and professional development of planners. Heritage could benefit from a spatial plan, mapping area by area.
- The Heritage Council needs to have greater critical mass: the reintroduction of specialist committees would provide greater oversight and support for HI2030.
- Heritage and domestic skills need to be supported and maintained, including heritage-focused apprenticeship programmes.
- More data is needed to track and monitor heritage, particularly around loss of species.
- Loss of History and Geography, and loss of specialisms at an academic level is a risk to our heritage and needs to be addressed.
- Increasingly, policy must require compliance with a heritage standard: this could be a linked condition for certification and grant making.
- Clear communications and involvement with all stakeholders are vital to support HI 2030.

Theme 3: Communities and Heritage

Question: How can the heritage sector better promote community engagement through initiatives, education and interpretation?

- There should be a statement in HI2030 as to how communities can be empowered to participate in, protect and champion Ireland's heritage.
- New communities in Ireland should be considered by the heritage plan – new communities often have highly interesting vernacular skills, some of which have been lost in Ireland, and there is much shared heritage between Ireland and other European countries.

- Local libraries should be used more for community engagement on heritage.
- The Heritage Council's heritage grants system is very important for community engagement with heritage and needs to be properly resourced / made more user-friendly.
- Training should be made available for community groups in different areas of heritage, for example in conservation.
- The Heritage Council grants need to be reinstated.
- Lottery funding could be considered for supporting heritage projects / investment in built heritage.
- There should be a bigger budget available to the heritage sector to support heritage initiatives, education and interpretation – funding should be drawn from different departments.
- Heritage education should be embedded from primary school to third-level.
- There should be a Heritage Officer position in every local authority; and a Heritage Officer Summit should take place once a year to exchange ideas / practice.
- There has to be greater trust in communities to implement funding; and the window for heritage grants should be extended.
- An initiative to boost community engagement with heritage could be to facilitate exchanges / visits between different communities. This would allow groups to see work done elsewhere, learn from each other's experiences, etc. Ideally, a professional facilitator should be engaged for these visits.
- There is so much vernacular and oral heritage knowledge that is highly interesting but never recorded anywhere and, as a result, not accessible to many people. There should be a central register – possibly an online database – where people can record and map their knowledge in an open source model. The development of an app would also be possible; this would allow for self-guided heritage tours.
- The interpretation at many heritage sites is very out-dated and not engaging; there should be some guidance in HI2030 on modern-day approaches to interpretation. Interpretation needs to be more innovative and more daring, the yellow concentric circles of Carcassonne Castle where cited as an example here.

- More immersive heritage education from a very young age is needed; the example of 'forest kindergartens' in Germany, where children spend most of the day with their carers outdoors, was mentioned as an example.
- Hiking routes across Ireland should be better marked so people are empowered to go out and explore nature.
- A five-year plan and vision for National Heritage Week was suggested so that community groups can plan more long-term.
- A 'heritage summer camp' – similar to GAA camps – should take place during school summer holidays.
- Place-naming and place-making is very important in bringing communities closer to each other and in creating a strong, common connection around heritage.
- Cultural heritage is what brings communities together: the lack of focus on cultural heritage (oral histories / language) in HI 2030 is a concern.
- The linkages between cultural heritage and our built heritage need to be better aligned for interpretation, public engagement and in communicating heritage stories.
- Communities need to be supported in heritage management: the 'heritage midwife' idea needs to be tried and tested.
- Heritage professionals and the sector need to communicate better: learn to listen, and learn to communicate in a clear and understandable way.
- While a heritage portal would be a very useful resource for communities, nothing beats face-to-face interaction. Build on the heritage officer infrastructure and expand on the concept of Heritage Week.
- The State broadcaster should be more engaged in heritage management, protection and promotion.
- Teenagers need to be engaged specifically: there are limited opportunities for them to engage in the school system.
- Ireland needs to recognise new heritage and culture too: HI 2030 should also consider the need for other cultures to tell their story and be part of Ireland's future heritage.



Appendix 1: Media coverage and social media analysis report

Social Media Analysis Report

Kilkenny Social Media Promotion Statistics

Eventbrite	
Page views	872
Registrations	69
Twitter	
Tweets	5
Likes	55
Retweets	31
People reached	10,063
Facebook	
Posts	2 (1 promoted x €100)
Shares	78
Likes	159
People reached	24,652

Claregalway Social Media Promotion Statistics

Eventbrite	
Page views	1,040
Registrations	72
Twitter	
Tweets	6 (1 Irish)
Likes	71
Retweets	44
People reached	11,786
Facebook	
Posts	4 (1 Irish, 1 promoted x €100)
Shares	37 shares
Likes	121 likes
People reached	26,469

Media Coverage Received

Thursday, 7th February

- Kilkenny People: 'Heritage Council invites people from Kilkenny to share views on Ireland's heritage' by Sean Keane.
<https://www.kilkennypeople.ie/news/home/362685/heritage-council-invites-people-from-kilkenny-to-share-views-on-irelands-heritage.html>
Event: Kilkenny Heritage Consultation

Tuesday, 12th February

- KCLR 96FM: 'The Way It Is' presented by Sue Nunn. Interview with Ian Doyle, Head of Conservation at the Heritage Council.
Event: Kilkenny Consultation

Wednesday, 13th February

- Midlands 103: Interview with Helene O'Keefe, Head of Education and Communications at the Heritage Council.
Event: Kilkenny Consultation

Thursday, 14th February

- Connemara Community Radio: Interview with Ian Doyle, Head of Conservation at the Heritage Council.
Event: Claregalway Consultation

Friday, 15th February

- Galway Bay FM: 'The Keith Finnegan Show'. Interview with Ian Doyle, Head of Conservation at the Heritage Council.
Event: Claregalway Heritage Consultation

Tuesday, 19th February

- RTE Radio na Gaeltachta: Interview with Heritage Council Board Member, Muirís Ó Shuilleabhán.
Event: Claregalway Heritage Consultation

February 2019

- Claire Champion (clipping accessible)



Appendix 2: Consultation policy

The Heritage Council's consultation policy statement governing public meetings on Heritage Ireland 2030

Introduction:

Heritage Ireland 2030 will be the new national heritage plan that will guide policy in this area for the next decade. The plan will be based around three themes of national leadership; supporting stronger heritage partnerships; and building community and local involvement in heritage.

The Department of Culture, Heritage and the Gaeltacht is conducting a public consultation on the contents of the new plan. The Heritage Council is supporting this public consultation through staging a number of consultation meetings.

This document sets out the Heritage Council's best practice approach to public consultation meetings on Heritage Ireland 2030. It was developed with reference to the Consultation Principles & Guidance document for public sector bodies, published by the Department of Public Expenditure and Reform in November 2016. The Heritage Council endeavours that each public consultation meeting achieves real engagement, and real listening.

Objective of public consultation meetings:

The objective of the Heritage Ireland 2030 public consultation meetings is to increase citizen participation in the consultation process for Heritage Ireland 2030 and provide an accessible, community-focused platform for engagement. The consultation process will also consider the Aarhus Convention, which establishes the rights of the public to be involved in any decision-making process that impacts the environment.

Notice of public consultation meetings & accessibility:

Details regarding the date and location of each public consultation meeting will be published on the website of the Department of Culture, Heritage and the Gaeltacht www.chg.gov.ie and on the Heritage Council's own website www.heritagecouncil.ie.

Any further changes will be communicated to the public through these same websites.

The consultation events will also be promoted through social media, traditional media (print and broadcast) and through direct outreach with interested bodies / individuals. Direct outreach will be cognisant of GDPR compliance.

The Heritage Council endeavours to ensure that all public consultation meeting venues are accessible to those with mobility issues.

Meetings will be conducted through English, unless otherwise stated. Those who would like to make a submission through Irish are invited to review the Irish language consultation paper available at www.chg.gov.ie and submit their views directly to the Department of Culture, Heritage and the Gaeltacht.

Public consultation meeting format:

Each public consultation meeting will follow the same format: a presentation outlining the three themes of the proposed Heritage Ireland 2030 plan, followed by a Q&A session, designed to facilitate open discussion.

The Q&A session will be moderated by a strong facilitator, who will encourage unbiased discourse.

Following presentation and the Q&A session, attendees will be organised into discussion groups to further discuss themes and suggestions for the Department to consider for inclusion in Heritage Ireland 2030.

A consultation document is currently available to all members of the public at www.chg.gov.ie. It outlines the questions, in relation to the three key themes, that will be discussed during the meeting's Q&A session.

The Heritage Council endeavours that attendees are afforded the opportunity to voice their opinions and suggestions in a respectful manner. While a member of the public is speaking, the facilitator will extend a notice to any person who makes an interruption when s/he does not have the floor. Repeated interruptions may result in exclusion from the meeting.

The Heritage Council reserves the right to exclude any individual who it considers to be displaying offensive or disruptive behaviour. Defamatory comments about individuals or organisations will not be tolerated and may also result in exclusion from the meeting.

The Heritage Council accepts no legal liability arising from any views expressed by members of the public during the meeting, nor does it endorse any views expressed.

Recording of meetings:

The minutes of the meeting, and any notes, summary points and records of round-table dialogue, will be synthesised to form the basis of the record of the consultation meeting and this will feed directly into Heritage Ireland 2030. The record may be published at www.chg.gov.ie.

Any negative comment that could point to an individual or organisation will be redacted from the record of minutes before publication.

Each meeting attendee will be invited to submit their contact details for the record of the consultation, and for sharing with the Department. They will also be notified when the outcome of the consultation is published. The Heritage Council endeavours to comply fully with the **EU General Data Protection Regulation (GDPR) and [Data Protection \(Amendment\) Act 2003](#)**.

In all public information on the consultation meetings, participants will be notified that there will be a photographer present. Video recordings may also be taken, and the Heritage Council will be active on social media during the consultation meeting, and photographs of the events – which may include participants – will be issued.

All attendees may be invited to make a further written submission to the consultation.

Outcomes from the consultation will be published by the Department of Culture, Heritage and the Gaeltacht, as soon as practicable after the consultation period has closed.



Appendix 3: Stakeholder map

Heritage Ireland 2030
Outline Audience Map for Public Consultation Events

Responsibles	<ol style="list-style-type: none"> 1. The Heritage Council (HC) 2. DHR 3. Galway Heritage Officer
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Audience map	Responsible
<p>Heritage community - Groups with whom HC already has contact:</p> <ul style="list-style-type: none"> • Grant recipients. HC • Heritage week participants. HC • Groups and organisations supported by the HC or with whom the HC collaborates. HC • ICOMOS HC • IMA HC • Archives and Records Association HC • NCIs DHR / HC 	
<p>Non-heritage community stakeholders:</p> <ul style="list-style-type: none"> • GAA. HC / Galway HO • Heritage / Culture SPCs in local authority areas. Local HO • Local Community Development Committee HC / Galway HO • Local authority officials. DHR • Statutory agencies with responsibility for heritage in the geographical area (OPW; Inland Waterways; Crafts Council, etc). HC 	
<p>The public:</p> <ul style="list-style-type: none"> • Media. DHR • Parents. HC / Galway HO • Children (Transition Year group). HC / Galway HO • Retired. HC / Galway HO • Farmers. HC / Galway HO /DHR to contact national office • Teachers. HC / Galway HO • Education Centre Network. HC / Galway HO • WIT. HC • Carlow. HC 	

<ul style="list-style-type: none">• Men's Sheds.• Clare and Galway education / academic community.	DHR Local HO
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Appendix 4: Chair notes

Notes for public consultation event chair

- The Department of Culture, Heritage and the Gaeltacht is undertaking a public consultation on how Ireland's heritage will be managed over the next ten years.
- Following the public consultation, the Government will produce a national plan – called Heritage Ireland 2030 – that will outline how our heritage will be managed, valued and protected over the next decade.
- The plan will centre on three themes:
 - National Leadership and Heritage.
 - Heritage Partnerships.
 - Communities and Heritage.
- The purpose of this evening's meeting is for you to have your say about the future of heritage.
- The Heritage Council, in collaboration with the Department of Culture, Heritage and the Gaeltacht, is facilitating this consultation event.
- The main purpose of this evening's event is for us to listen to your views.
- The first part of the meeting is about giving you're a better understanding of the areas of heritage, and heritage management, we want you to think about and give your opinion on.
- The second part of the meeting will focus on getting your opinion, and we will do this by hosting discussions at your table.
- Everyone should feel comfortable expressing your view, and we would ask everyone to listen and contribute in equal measure.

GDPR:

- At registration, you were asked to sign in: this means your name will be kept on file, for the purpose of this consultation, and you may be contacted by the Heritage Council if further information is required relating to this consultation.
- By consenting, you will have also indicated that you are happy to be photographed or recorded, with a potential of having your image / contribution shared on media platforms.
- Anyone who does not wish to have any record of their contribution, should contact the registration desk to have details removed.

Co-operation:

- Notes of contributions will be recorded by a number of note takers at this evening's event: please speak clearly, and if necessary, please understand that a notetaker may wish to clarify a point or reference so our record can be accurate.
- During the event, and as the event ends, we are hoping to capture your thoughts on heritage in short video recordings: We would very much welcome volunteers to participate in this recording. A compilation of the recordings will be used as a reference point in future events, and in developing the heritage policy.

Room safety:

Please note the room exits; toilets etc..

- Tea / coffee will be served, and everyone is welcome to top-up when we break into tables.

Introduce the agenda:

- See attached.



Appendix 5: Media releases

Press release for Kilkenny public meeting

PRESS RELEASE

Thursday, 7th February 2019

Heritage Council invites people from **[insert relevant county]** to share views on Ireland's heritage

Public meeting will inform national approach to heritage over the next decade

The [Heritage Council](#) has, today (07.02.19), announced details of a public meeting to support the Government's public consultation on the future of Ireland's heritage. The meeting will take place on **Wednesday, 13th February** at **6.30pm** in the **Newpark Hotel, Kilkenny**, and will offer those living in Carlow, Kilkenny, Laois, Tipperary South, Waterford and Wexford, an opportunity to contribute to the Government's new national heritage plan, [Heritage Ireland 2030](#).

The plan will outline how the country's natural and built heritage will be managed, valued and protected over the next decade, and its implementation will be led by the Department of Culture, Heritage and the Gaeltacht. The public meeting will centre on three key questions, which prospective attendees are encouraged to consider in advance. These are:

- What, do you think, is 'our heritage'?
- Why is heritage important to you? (What interests you most about our heritage? How do you engage with it?)
- What changes could take place to better protect and promote our heritage?

Speaking ahead of the meeting, Chief Executive of the Heritage Council, Virginia Teehan commented: "Ireland's heritage spans the natural, built and cultural; and it is preserved, promoted and enjoyed by individuals and communities the length and breadth of the country. This public meeting is an opportunity for anyone who takes an active interest in our heritage to have their voices heard and to feed into a timely national conversation about what our heritage is and what we want it to be."

Minister for Culture, Heritage and the Gaeltacht, Josepha Madigan T.D. said: "Our heritage is a priceless and irreplaceable national asset which belongs to us all. The natural and built heritage around us enriches our lives, inspires our achievements and gives life to our communities. It underpins our culture, our economy and our society."

The Minister added: "The Heritage Council is playing a key role in engaging at a community level to facilitate this public consultation, and I would like to thank the Council for its tremendous support which will help us reach many more people across the country. I would

encourage everyone to make their voice heard as part of this consultation, and help to shape our strategy for the next decade.”

To register, and for more information, visit heritagecouncil.ie.

ENDS

Contact: Sebastian Enke / Stephen Moloney, DHR Communications, Tel: 01-4200580 / 087-3239496 / 087-7858522

Note to Editors:

- Further information regarding Heritage Ireland 2030 can be found on the website Department of Culture, Heritage and the Gaeltacht [here](#).
- Spokespersons from the Department and the Heritage Council are available for interview on request.
- Journalists are welcome to attend this event and should register their interest using the contact details above.
- Attendees are encouraged to travel sustainably, and car-sharing with other attendees is recommended.
- Light refreshments will be served to attendees on arrival.
- Young people and children are invited to attend and should be accompanied by a guardian.
- Photography and videography will take place at the event: participants who do not wish to be part of such recording will be able to opt out and should alert organisations at registration to ensure GDPR compliance.

Press release for Claregalway public meeting

PRESS RELEASE

Friday, 8th February 2019

Heritage Council invites people from [insert relevant county] to share views on Ireland's heritage

Public meeting will inform national approach to heritage over the next decade

The [Heritage Council](#) has, today (08.02.19), announced details of a public meeting to support the Government's public consultation on the future of Ireland's heritage. The meeting will take place on **Tuesday, 19th February** at **6.30pm** in the **Claregalway Hotel, Claregalway**, and will offer those living in Galway, Clare and Limerick an opportunity to contribute to the Government's new national heritage plan, [Heritage Ireland 2030](#).

The plan will outline how the country's natural and built heritage will be managed, valued and protected over the next decade, and its implementation will be led by the Department of Culture, Heritage and the Gaeltacht. Anyone interested in attending the public meeting can read the Heritage Ireland 2030 consultation document at: www.chg.gov.ie/heritage/heritageireland2030/.

Speaking ahead of the meeting, Chief Executive of the Heritage Council, Virginia Teehan commented: "Ireland's heritage spans the natural, built and cultural; and it is preserved, promoted and enjoyed by individuals and communities the length and breadth of the country. This public meeting is an opportunity for anyone who takes an active interest in our heritage to have their voices heard and to feed into a timely national conversation about what our heritage is and what we want it to be."

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The Minister added: "The Heritage Council is playing a key role in engaging at a community level to facilitate this public consultation, and I would like to thank the Council for its tremendous support which will help us reach many more people across the country. I would encourage everyone to make their voice heard as part of this consultation, and help to shape our strategy for the next decade."

To register, and for more information, visit heritagecouncil.ie.

ENDS

Contact: Sebastian Enke / Eleanor McGovern, DHR Communications, Tel: 01-4200580 / 087-3239496 / 083-4890321

Note to Editors:

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- Light refreshments will be served to attendees on arrival.
- Young people and children are invited to attend and should be accompanied by a guardian.
- Photography and videography will take place at the event: participants who do not wish to be part of such recording will be able to opt out and should alert organisations at registration to ensure GDPR compliance.

Press release for Claregalway public meeting (as Gaeilge)

PREASEISIÚINT

Dé Máirt, 12 Feabhra 2019

Ba mhór ag Oidhreacht Éireann go roinnfidh muintir [Chontae] a dtuairimí maidir le hOidhreacht na hÉireann

Cuirfidh cruinnithe poiblí bonn eolais leis an gcur chuige náisiúnta i leith na hoidhreacht sna deich mbliana atá romhainn

Inniu (08.02.19), d'fhógair an Chomhairle Oidhreacht na sonraí a bhaineann le cruinniú poiblí a reáchtálfar chun tacú le próisis comhairliúcháin phoiblí an Rialtais maidir le todhchaí oidhreacht na hÉireann. Beidh an cruinniú ar siúl **Dé Máirt, 19 Feabhra** ar **6.30pm** in **Óstán Bhaile Chláir, Baile Chláir**, agus tabharfaidh sé deis do mhuintir Chontae na Gaillimhe, Chontae an Chláir agus Chontae Luimnigh cur le plean náisiúnta nua um oidhreacht, [Oidhreacht Éireann 2030](#).

Leagfar amach sa phlean sin mar a dhéanfar oidhreacht nádúrtha agus thógtha na tíre a bhainistiú agus a chosaint, agus mar a léireofar meas uirthi freisin, sna deich mbliana atá romhainn, agus is í an Roinn Cultúir, Oidhreacht agus Gaeltachta a bheidh i gceannas ar a chur chun feidhme. Duine ar bith a bhfuil suim acu teacht chuig an gcruinniú poiblí seo, is féidir leo an doiciméad comhairliúcháin maidir le hOidhreacht Éireann 2030 a léamh ar: www.chg.gov.ie/heritage/heritageireland2030/.

Agus í ag labhairt roimh an gcruinniú, dúirt Príomhfheidhmeannach na Comhairle Oidhreacht, Virginia Teehan: "Cuimsítear in oidhreacht na hÉireann an oidhreacht nádúrtha, thógtha agus chultúrtha; agus is iad daoine aonair agus pobail fud fad na tíre a dhéanann í a chaomhnú agus a chur chun cinn agus a bhaineann taitneamh aisti. Tugann an cruinniú poiblí seo deis do na daoine sin a ghlacann páirt ghníomhach inár n-oidhreacht go gcloistear a ngutha agus go gcuirfidh siad le comhrá náisiúnta tráthúil maidir lenár n-oidhreacht, idir céard ata inti anois agus céard is mian linn a bheith inti amach anseo."

Dúirt an tAire Cultúir, Oidhreacht agus Gaeltachta, Josepha Madigan TD: "Is sócmhainn náisiúnta ríluachmhar agus fíor-riachtanach í ár n-oidhreacht agus is linne go léir í. An oidhreacht nádúrtha agus thógtha atá mórthimpeall orainn, cuireann sí go mór lenár saol, spreagann sí ár ngaiscí agus cuireann sí beocht inár bpobail. Tá sí mar bhonn agus taca ag ár gcultúr, ár ngeilleagar agus ár sochaí."

Arsa an tAire: "Tá ról lárnach ag an gComhairle Oidhreacht maidir le hidirghabháil a dhéanamh ag leibhéal an phobail chun an comhairliúchán poiblí seo a éascú, agus ba mhaith liom buíochas a ghabháil leis an gComhairle as a dtacaíocht iontach a chabhróidh go mór

linn teagmháil a dhéanamh le mórán eile daoine ar fud na tíre. Ba mhaith liom muintir na tíre uile a spreagadh ionas go gcloistear a ngutha mar chuid den chomhairliúchán seo agus go rachaidh siad i bhfeidhm ar ár straitéis don deich mbliana atá romhainn amach.”

Chun clárú nó chun tuilleadh eolais a fháil, téigh chuig: heritagecouncil.ie.

CRÍOCH

**Sonraí teagmhála: Sebastian Enke / Eleanor McGovern, DHR Communications,
Teil: 01-4200580 / 087-3239496 / 083-4890321**

Nóta d'Eagarthóirí:

- Tá tuilleadh eolais maidir le hOidhreacht Éireann 2030 le fáil ar shuíomh gréasáin na Roinne Cultúir, Oidhreachta agus Gaeltachta anseo.
- Tá urlabhraithe ón Roinn agus ón gComhairle Oidhreachta ar fáil le haghaidh agallaimh ach agallamh a iarraidh.
- Tá fáilte roimh iriseoirí teacht chuig an gcruinniú seo agus ba cheart dóibh suim a chlárú ag na sonraí teagmhála thuasluaite.
- Moltar don lucht freastail taisteal go hinbhuanaithe, agus comhroinnt carranna a dhéanamh más féidir.
- Beidh sólaistí ar fáil don lucht freastail ar theacht isteach dóibh.
- Tugtar cuireadh do dhaoine óga agus leanaí teacht agus ba cheart go mbeadh duine fásta leo.
- Glacfar grianghraif agus scannáin ag an gcruinniú seo: rannpháirtithe nach mian leo a bheith páirteach ina leithéid de thaifead, beidh deis acu diúltú agus ba cheart dóibh eagraíochtaí a chur ar an eolas faoi sin agus iad ag clárú, chun a chinntiú go gcomhlíonfar an Rialachán um Shonraí Ginearálta a Chosaint a chinntiú.



Appendix 6: Agendas

Heritage Ireland 2030
Programme for Public Consultation Events
Wednesday, 13th February 2019 / Tuesday, 19th February 2019

Room Logistics

Room format: One top table; 7 round tables for attendees.

AV requirements: PowerPoint for top table; mics, if available through venue.

- 5pm** Event set-up.
- 6pm** Arrival of presenters and briefing of same.
Arrival of photographer and briefing of same.
Commence photo capture of participants.
- 6.30pm** Guest sign-in and tea/coffee.
- 6.50pm** Run background film / heritage programming
- 7pm** Meeting opening:
 - Chair provides public health notice; GDPR policy and meeting approach / policy.
 - Chair provides background to meeting.
- 7.10pm** Introductory speech by Heritage Council CE, Virginia Teehan
- 7.15pm** Department rep / Heritage Council representative provides overview of Heritage Ireland consultation document.
- 7.40pm** Questions / answers and discussion.
- 8pm** Guest are organised into groups for table discussions; note taker and rapporteur appointed to each table. (Tea / coffee should be available).

Question 1: What is the most important thing Heritage Ireland 2030 should deliver? (note: the new strategy will be called Heritage 2030)

Tables discuss the question

- 8.15pm** **Question 2: What changes are happening right now that might impact our heritage?**

Tables discuss the question

8.25pm **Question 3: How can we work together and engage all communities under Heritage Ireland 2030?**

Tables discuss the question

8.35pm Tables report back (top three initiatives / areas of feedback); followed by discussion.

8.55pm Closing remarks.

ENDS

Heritage Ireland 2030
Programme for Public Consultation Event (Sectoral Meeting)
Tuesday, 26th February (10am – 1.30pm) Ormonde Hotel, Kilkenny

Room logistics

Room format: One top table; 10 round tables for attendees.
AV requirements: PowerPoint for top table; mics, if available through venue.
Table facilitators: For this session, the tables could benefit from a strong note-taker, in addition to facilitators. The facilitators should be identified and briefed in advance.

Event running order

8.30am Event set-up.

9.00am Arrival of presenters & table facilitators and briefing of same.

9.30am Guest sign-in and tea/coffee/sandwiches.

9.50pm Run background film / heritage programming: Heritage Council to confirm.

10.00am Meeting opening:

- Chair provides public health notice; GDPR policy and meeting approach / policy.

Welcome by Heritage Council CEO.

10.15am Department representative, Michael MacDonagh, provides overview of Heritage Ireland consultation document, with a particular emphasis on themes of leadership & partnerships.

10.30am Event chair introduces video presentation of participant opinions from regional public consultation events.

10.40 am Q&A and discussion.

11.00am Question 1: How can the cultural heritage sector work to support Heritage Ireland 2030 through leadership and collaborations?

Tables discuss the question

11.30

Break

11.45am

Question 2: What standards and baselines can be set / expanded on to enhance the protection of, and public engagement with, heritage?

Tables discuss the question

12.15pm

Question 3: How can the heritage sector support interpretation and education so that our cultural heritage is better understood, supported and protected?

Tables discuss the question

12.45pm

Tables report back under each theme: top three initiatives / areas of feedback; followed by discussion about how the feedback relates to the departments three questions:

- *What do you think of the draft objectives in the document? In your view is there something important missing?*
- *What Changes are happening right now that might impact our heritage?*
- *How can we work together and engage all communities under Heritage Ireland 2030?*

1.20pm

Closing remarks by Heritage Council CEO & Department representative.

ENDS