

Hertfordshire 2020 Year of Culture

Factsheet

Also known as HYOC2020, Hertfordshire Year of Culture 2020 is a year to showcase Hertfordshire as a county of creative and cultural opportunity.

The campaign is being led by the Hertfordshire Association of Cultural Officers (HACO) and we are encouraging organisations and individuals from across the sector to get involved.

Five broad objectives have been identified to support the year:

- Celebrate, share and explore Hertfordshire's arts, culture and heritage
- Enable access and participation in arts, culture and heritage for new audiences
- Increase wellbeing and a sense of belonging through arts, culture and heritage
- Showcase pathways to education, employment and enterprise in creative and cultural industries
- Create new partnerships and new work through skill sharing and new ways of working

What will you see in 2020?

- A collaborative, high profile promotional campaign for existing cultural activity across Hertfordshire.
- Key dates to draw together delivery partners countywide
- 'Special Experiences' added to both current opportunities and new activities
- New partnerships and skill sharing between organisations and practitioners, creating new activity locally.
- 12 themed months, with core activity co-ordinated by a lead agency.

Monthly Themes

The year is split into 12 themed months. This does not mean that we won't promote cultural activities that don't link with that month - your activity can take place any time in the year. The months exist to provide the year with some structure and allow us to focus our marketing activities. They also help with the evaluation process.

January	Try Something New
February	Workforce Development and Volunteering
March	Access the Arts
April	Go Somewhere Local
May	The Big Outdoors
June	Big Ideas
July	Cultural Olympiad
August	Families and Friends
September	Heritage and History/Meet the Maker
October	Be Inspired/Get Back Into
November	Creative Minds and Creative Industries
December	Celebrate and Illuminate

Who can get involved?

Anyone! We want as many people and organisations as possible to get behind this campaign to help us reach Hertfordshire residents. You could be a Parish or Town Council, leisure provider, lunch club leader, arts venue, dance group leader, music teacher, University of the Third Age Group (U3A), Rotary Club, group of mums or just a group of friends. You could be someone who runs a group that has no link to arts, culture or heritage but would like to encourage your group to try new activities throughout the year. Or you may be someone who provides creative and cultural opportunities who can promote what you offer under the HYOC2020 umbrella to encourage new people to join your activity.

How will the campaign be promoted?

The HYOC2020 Co-ordinator will promote general messages about the campaign. Other organisations are encouraged to promote what's happening in their local areas and link these messages to the campaign's social media pages. A monthly newsletter will be emailed out to campaign supporters to report on the previous month's activities, what's happening that month and a heads up for the months ahead.

There will be a HYOC2020 mascot who will visit activities and events throughout the year. A marketing toolkit will be available to help organisations or group leaders to promote their activities which will include the opportunity to get the HYOC2020 logo to use.

Is there any funding available?

There is no core funding for the year. We will produce a fundraising factsheet to help point you in the right direction to apply for grants to assist you.

What will our legacy be?

- Higher visibility of the cultural offer across the county for both residents and visitors
- Additional resources for culture levered in from national funding and sponsorship
- Evidence bases collated, including the impact of culture on wellbeing in Herts
- Other countywide agendas and strategies who have identified the value of arts, culture and heritage to their priorities
- A partnership or consortium of lead partners that can be enhanced to support delivery of a range of activities, facilitate networks and attract funding to Herts
- Collective endorsement for a shared cultural vision and strategy to make Hertfordshire the county for supporting participation and innovation in arts, media, culture and heritage.

How can I find out more?

If you would like to find out more about Hertfordshire 2020 Year of Culture, contact the Project Co-ordinator Liz Gore on 020 8207 7801 or by email: liz.gore@hertsmere.gov.uk