

# 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.

Culture means many things to many people, so whether you are a community group, dancer, artist, historian, singer, knitter or are part of an organisations who sees the benefits of taking part in culture across the county, we want you to celebrate, share and enjoy as many cultural opportunities as you can.

We understand that 2020 hasn't turned out as any of us could have imagined, but whilst many things might be cancelled, creativity certainly isn't. Over the past few months many people have used creative activities to improve their wellbeing and to keep our communities together. HYOC2020 is keen to share those stories, maintain connections and make new ones whilst we look forward to seeing you in person as soon as we can. . Visit [www.hyoc2020.org.uk](http://www.hyoc2020.org.uk) to find out more.

## How can you get involved?

- Tell us what you're up to. We're interested in hearing about both new and existing cultural opportunities. Use our email [hyoc2020@hertsmere.gov.uk](mailto:hyoc2020@hertsmere.gov.uk) to fill us in.
- Add your events to Creative Hertfordshire our [What's ON](#) and [What's ONLINE](#) guides
- Follow us on Social Media [@HYOC2020](#) and share your activities using [#HYOC2020](#)
- Use the logo - we'll send this out to you when you tell us your plans.
- Book YOCl our mascot. She's available for both virtual and in person visits, all within social distancing regulations.
- CELEBRATE SHARE AND EXPLORE!

## 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.

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|-----------|--|
| January   | Try Something New                      |
| February  | Skills 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 is the campaign promoted?

Keep up to date with the campaign and share your activities on social media using **#HYOC2020**. Our partners are also promoting what's happening in their local areas and are spreading the word through their own networks. Members of the public and organisations can find out what's going on by using our What's On Guide within [www.creativehertfordshire.com](http://www.creativehertfordshire.com) or by following **#HertsCreativeCalendar**. We're also sending out a [monthly newsletter](#) which will provide an opportunity to do some more in depth promotion on specific events and individuals. Our fabulous mascot YOCl, is available to visit activities virtually and in person throughout the year and we have a range of promotional items for you to borrow. Once we know your plans, we'll send you a toolkit to help promote your activities which includes the HYOC2020 logo.

# Is there any funding available?

Whilst there is no core funding for the year, you can access funding information on our website. We now have a small amount of funding to support organisations delivering HYOC2020 activities in a different way due to the coronavirus crisis. Visit [Creative Hertfordshire](#) for more information.

# 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 be part of Hertfordshire 2020 Year of Culture, visit our website to sign up to our mailing list or contact the Project Co-ordinator, Liz Gore on 020 8207 7801 or by email: [liz.gore@hertsmere.gov.uk](mailto:liz.gore@hertsmere.gov.uk)



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