

## Advice for Local Authorities holding HMD 2011 events



Blackburn with Darwen Borough Council HMD06 event  
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### What is Holocaust Memorial Day?

Holocaust Memorial Day (HMD) is a day for everyone. On 27 January each year, we pause to remember the millions of people who have been murdered or whose lives have been changed beyond recognition during the Holocaust, under Nazi persecution and in the subsequent genocides in Cambodia, Bosnia, Rwanda and Darfur. We honour the survivors of those regimes of hatred and we use HMD as an opportunity to reflect on the ways in which we live our lives today. HMD offers us all the chance to create a safer, better future.

HMD has been commemorated in the UK since 2001, and in 2005 the United Nations declared 27 January as an international day for remembrance and contemporary action.

Anyone can organise an event to mark HMD, and many hundreds of events already take place. HMDT will provide you with the free resources and advice to assist you in setting up your HMD event. Any member of the HMDT team can help – call us on **0845 838 1883** or email us – [enquiries@hmd.org.uk](mailto:enquiries@hmd.org.uk).

### Why is HMD relevant?

Genocide doesn't just happen. It begins when the differences between us stop being celebrated and respected. Genocide is an act of extreme exclusion, when a State-sponsored regime of hatred is allowed to proceed unchecked. Our communities in the UK are not facing the dangers of Pol Pot's Cambodia, or that of Nazi Occupied Europe but the evils of prejudice, discrimination and exclusion are present around us today. By looking at how the building blocks of genocide are laid, you are given a choice – you can choose to stand by and do nothing or you can make the choice to speak out against anyone who bullies, stereotypes, persecutes or attacks those who are different to them. In making this choice and making the values of inclusion and respect part of everyday life and behaviour, you honour those whose lives were destroyed during the Holocaust, under Nazi persecution and in subsequent genocides.

### Why should Local Authorities hold a HMD event?

You'll be joining with around 35% of the Local Authorities across the nations who are already playing their part in Holocaust Memorial Day. Local Authorities are in a unique position as they are able to hold HMD events which reach out and include every member of their community. Whether a Local Authority holds a short, invite-only event in their council chamber or a large scale event which takes place over a number of days and venues, all of these activities show the commitment your village, town or district has to creating a society which values community cohesion and builds respect now and in the future.



Candlelit procession for HMD 2010 in Halifax © Northlight Studios

'I have always tried to be involved with HMD over my years as a Councillor, as it is one of the most useful, moving and thought provoking events during the Civic calendar.'

– Cllr Andrew Cumpsty,  
Leader, Reading  
Borough Council

## What kind of event should I organise?

There's no such thing as a right or wrong HMD event. Whatever the content of your event, there is only one key rule – it must reflect the need of your audience. We'd also ask that you include a moment of reflection in your event – this could be during a candle-lighting or the performance of a piece of music or simply a moment's silence.

First things first – you need to order our **free Campaign Pack** – this contains tips on planning your event, free posters, a film and a sample of the handout material which we can provide additional copies of free of charge in quantities of 50.

We run a **series of workshops** around the UK for new and existing HMD event organisers, attendance is free and you can find out more about these on our website.

We provide an annual theme for HMD. This allows for a cohesive message through all the events which are held to mark HMD, and also provides a way into some of the challenging issues that HMD brings up. The theme for HMD 2011 asks us all to consider **Untold Stories**. We're going to be encouraging everyone to reflect on the fact that there are millions of stories, those of individuals, towns and communities, that we will never know because lives were wasted in the Holocaust and subsequent genocides. We can use these **Untold Stories** to tell and share the stories in our own communities today. The voices of the marginalised are not always heard, and HMD 2011 teaches us that we should build a culture which celebrates diversity. We all have a part to play in **Untold Stories** and you can use this as the basis of your event. You can read the **full theme paper** for HMD 2011 on our website.

We have produced extensive **HMD event advice** on our website. We cover **practical issues** such as appropriate venues, refreshments and booking speakers, suggestions for the **content** of your event and ideas for **marketing** your event to encourage attendance.



LGBT Choir, Gay Abandon, perform at a HMD06 event in Leeds  
© Leeds City Council

## What's next?

After you've ordered your Campaign Pack, it's time to think about what role HMD can play in your Local Authority. Could it be a way of engaging young people to play a part as active citizens in your community? Are you launching a hate crime prevention strategy? Are you keen to bring all members of your community together? HMD could be an opportunity to fulfil some of the goals you've already set.

Think about who you would need to work with to make HMD a success for you. Is it for your Councillors to lead on? Do you have an active inter faith group who may wish to be involved? Could your Schools assist – you can point all teachers toward our [education website](#) where they will find free resources for Primary, Secondary and Post-16 classes.

Event organisers have shared their HMD activities in our [Events Slideshow](#) and you can use these as inspiration and ideas in your own planning.

## Talk to us

The HMDT team are here to help. We can provide you with ideas and guidance through our advice service, as well as sending you our free resources. We're always happy to hear from you.

t – **0845 838 1883**

e – [enquiries@hmd.org.uk](mailto:enquiries@hmd.org.uk)

[www.hmd.org.uk](http://www.hmd.org.uk)