

# Lé Viaër Marchi

(The Old Market)

## Objective

To entertain, inform and educate the community about local heritage.

To provide an impressive showcase and large arena for local crafts, products and produce.

To allow local traditional singers and dancers to perform.

As a meeting point for islanders and visitors to experience Guernsey's heritage.

To encourage volunteers and members of the Trust to get involved in the Trust's activities.

To promote membership of the National Trust of Guernsey.

To raise funds for the operations of the National Trust of Guernsey.



The art of making lobster pots, one of many traditional Guernsey skills demonstrated at Lé Viaër Marchi



### Special points of interest:

- Sharing the Trust's objectives with thousands of islanders and many visitors
- Welcoming National Trust and International Trust visitors to the National Trust of Guernsey

## Approach

LÉ VIAËR MARCHI is an annual community gathering, representing the heart of Guernsey and taking place in the heart of Guernsey at the island's historic Saumarez Park. Over 40 years, NTG's Viaër Marchi has become a much anticipated and hugely enjoyable event. Each year over 6,000 people gather in the park, to meet, greet, share and enjoy an assembly of Guernsey's favourite traditions. Amidst the hub-bub, we lay out the best of Guernsey's heritage and traditional skills. Our crowd-goers are entertained by perennial favourites and we also welcome new artists, crafters and musicians each year. Lé Viaër Marchi is an evolving place, which takes stock of tradition, but welcomes new generations and new spirit, always exemplifying the very best of Guernsey culture. Each year, Lé Viaër Marchi signs up many new members for the National Trust of Guernsey and for weeks after the event, more new members also sign up. These people have enjoyed the spirit of Lé Viaër Marchi and want to support island heritage and National Trust of Guernsey into the future.

## Relevance to INTO members



LÉ VIAËR MARCHI is a great example of how to involve and enthuse existing and potential members of INTO organisations about their local heritage.

Every nation or area has its own special heritage and associated cultural, craft and products, which an event like Lé Viaër Marchi vigorously promotes.

Maintaining and increasing membership is vital to ensuring a vibrant and active organisation.

## Progress



After 40 years of running Lé Viaër Marchi it *is* a challenge to keep it as an attractive and relevant event.

Providing a memorable event for the next generation of members is a vital consideration. We wish people to remember and anticipate Lé Viaër Marchi as an enjoyable event to support in the future - with *their* children and so on, for years to come.

## Contact Information

### Organisation Contact

Tel: 44 (0) 1481 256967

26 Cornet Street, St Peter Port,  
Guernsey, GY1 1LF

E mail: [admin@nationaltrust.gg](mailto:admin@nationaltrust.gg)

Website: [www.nationaltrust.gg](http://www.nationaltrust.gg)

### INTO Contact

Tel: 44 (0)20 7884 7157

20 Grosvenor Gardens, London,  
SW1W 0DH, UK

E mail: [into@nationaltrust.org.uk](mailto:into@nationaltrust.org.uk)

<http://internationaltrusts.org>



