



## Event Programme

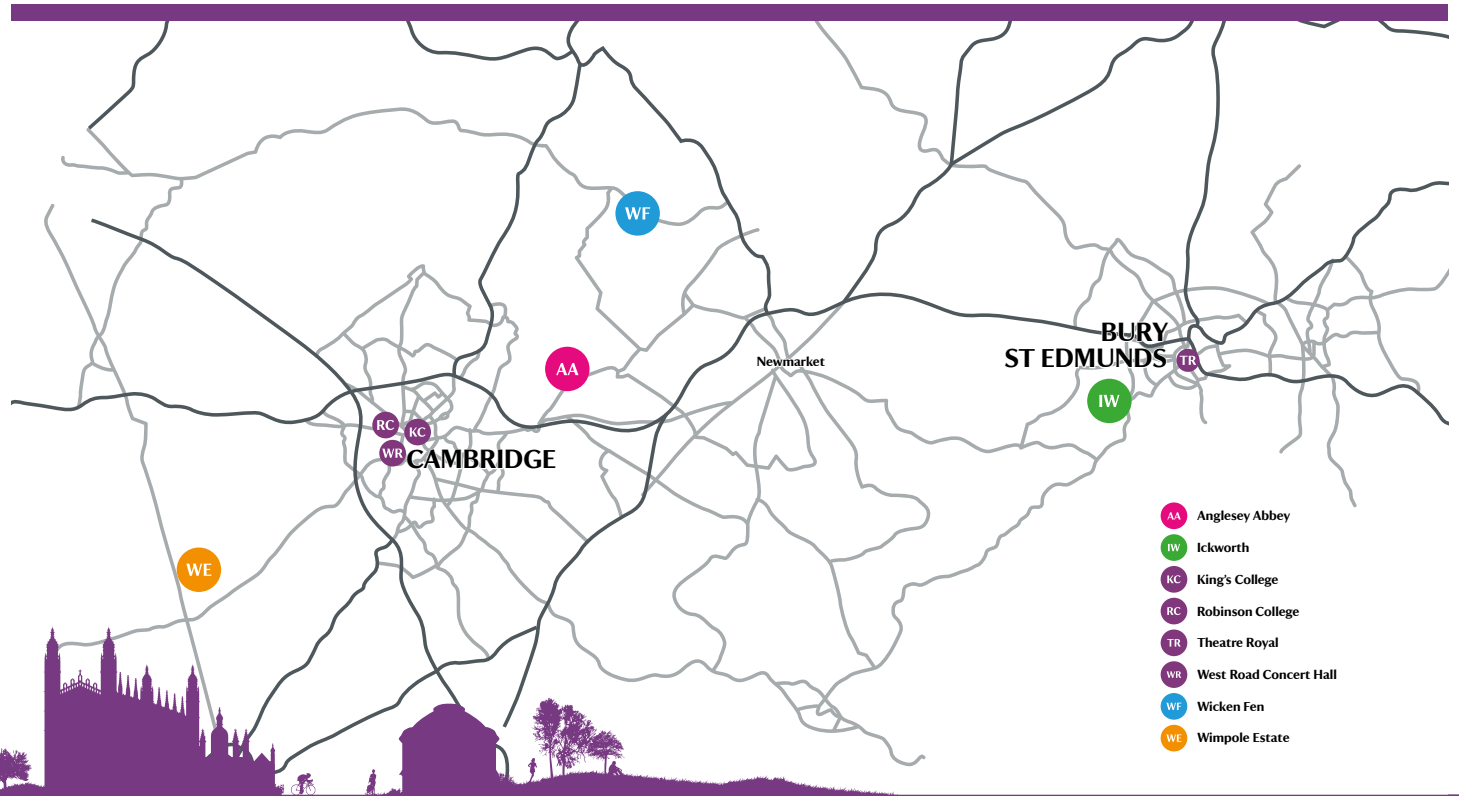
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### The 16th International Conference of National Trusts

*Understanding the role and purpose of the National  
Trust movement in the 21st century*

Cambridge, UK: 7-11 September 2015

# ICNT 2015 Location Map



# Welcome from the National Trust of England, Wales and Northern Ireland

It is a great pleasure to welcome you all to Cambridge, to the UK, and to the 16th International Conference of National Trusts.

We have been coming together under the auspices of the ICNT since 1978 and two years ago we met in Entebbe, hosted by the Cross-Cultural Foundation of Uganda. I very much enjoyed meeting representatives of such a wide variety of organisations involved in the protection and promotion of our cultural and natural heritage around the world.

As so often in the history of our various Trusts we are at a moment of enormous change and opportunity, and this conference will explore the question: 'what is the role and purpose of the National Trust movement in the 21st century?'

In this country the National Trust has just embarked on a new strategy which aims to meet the needs of an environment under pressure, and the challenges and expectations of a fast-moving world.

This has brought sharply home to us that John Donne's famous aphorism 'No man is an island' must apply also to us. No National Trust can afford to be an island. In our own countries, we need to work collaboratively with a range of partners, but it is equally important to share ideas and consult with our sister organisations, friends and peers around the world. INTO, the International National Trusts Organisation, now provides a focal point to enable this to happen.

Each INTO member is different but we are all

united into a single family by a common and passionate commitment to the importance of protecting and enriching our cultural and natural heritage.

I hope that this conference will result in a useful exchange of ideas and that it will lead to an even closer understanding between all those who serve such great aims.



## Dame Helen Ghosh DCB

Director General of the National Trust of England, Wales and Northern Ireland



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# Welcome from the International National Trusts Organisation

In 1978, the National Trust for Scotland hosted the first ever International Conference of National Trusts. Since then the Trusts of the world have continued to come together in a spirit of collaboration, co-operation and comradeship. INTO, the International National Trusts Organisation, was established in 2007 to provide a permanent secretariat and focal point for the worldwide movement between conferences.

Today, the Trust movement has grown to include a range of countries from Australia all the way through the alphabet to Zimbabwe. The very recent establishment of a Czech National Trust and discussions about similar processes in South Africa, Sweden and Taiwan show that the National Trust approach is still much admired and respected around the world.

The International Conference of National Trusts remains at the heart of the movement and is an important meeting place for INTO members to share experience and develop connections. INTO serves its membership by: providing opportunities to work together; developing and promoting best conservation practices; increasing the capacity of individual organisations; helping to establish Trusts where they do not exist; and by promoting advocacy in the interests of heritage conservation.

Perhaps the greatest benefit is being part of the National Trust family. Whatever our differences in approach, we have a common name and a common purpose: to preserve our nation's heritage, whether buildings, coast or countryside. INTO's role is to make the National Trust movement greater than the sum of its parts by

providing a global focal point through which the movement, from every corner of the earth, comes together and works together.

It is wonderful to have so many Trusts represented here in Cambridge and we look forward to spending time together with you, learning about your work and hearing your perspectives on the future of the great movement we all serve.



**Catherine Leonard**  
Head of INTO Secretariat





# West Road Concert Hall

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Music has a long history at Cambridge. In 1464 the world's first firmly authenticated Bachelor of Music degree was awarded at Cambridge to one Henry Abyngdon, Master of the Children of the Chapel Royal to Edward IV. Over the intervening centuries celebrated musicians such as William Boyce, William Sterndale Bennett, Charles Villiers Stanford, Ralph Vaughan Williams, Arthur Bliss, Alexander Goehr, Robin Holloway and Thomas Adès have studied or taught at Cambridge.

Recognising the importance of music as an academic study, the University established the Faculty of Music in 1947 to teach the newly created Music Tripos. The Faculty now occupies the purpose-built University Music School and West Road Concert Hall, designed by Sir Leslie Martin. The Hall was built in the mid-1970s and is widely regarded as one of Cambridge's premiere music venues. Situated only a few minutes' walk away from the famous Cambridge Backs and King's College, it is renowned for its superb acoustic qualities.



# Welcome to the East of England

Welcome to Cambridge, and to the East of England. Our region has some of the nation's most astonishing landscapes, rich in history and natural beauty. Our role at the National Trust is to grow people's love of these special places through our conservation work and our engagement activity, thereby growing support for our cause.

Our region covers a large geographical area comprising the six counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. Our four most popular mansion properties are Wimpole, Anglesey Abbey, Ickworth and Blickling Hall. Other substantial but smaller estates are at Oxburgh Hall, Felbrigg Hall and Melford Hall.

The region also manages extensive tracts of open countryside, many of them acquired early in the Trust's history for their value as natural habitats. Wicken Fen in Cambridgeshire is a rare example of an original fenland landscape in the midst of extensive lowland agriculture, Hatfield Forest in Essex is Europe's most complete surviving medieval hunting forest, while Dunwich Heath is a popular area of gorse-covered heathland on the Suffolk coast.

Despite the diversity of our places, we are a family united by our passion for the Trust's work and for the East of England region. We hope you enjoy your time with us.



## Ben Cowell

Regional Director, East of England, National Trust of England, Wales and Northern Ireland





# King's College

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In the heart of Cambridge, and yet cloistered by buildings of outstanding beauty, with the River Cam slipping by quietly at its western boundary, King's College offers possibly one of the most serene and photogenic sites in the country. Wander through the Front Court and admire the Chapel - one of the world's finest examples of gothic architecture and home to a world-famous choir.





# Daily programme for ICNT 2015

## Sunday 6 September

**INTO Executive Committee Meeting**  
(Anglesey Abbey)

## Monday 7 September

**Opening Plenary** (West Road Concert Hall)  
**Evening Event** (King's College)

**09:00**

**Registration opens at West Road Concert Hall**

**10:00 – 11:30**

**INTO Congress 2015**

(Open to all delegates, only FULL INTO members have voting rights)

**Professor Simon Molesworth**

INTO President, presiding

**From Europa Nostra to Terra Nostra: Global Heritage Movement without Borders**

**Denis de Kergorlay**, Executive President,

Europa Nostra

**Sneška Quaedvlieg-Mihailović**, Secretary

General, Europa Nostra

**Closing address. Dame Fiona Reynolds**,

Master, Emmanuel College, Cambridge

**11.30 – 12:00**

Break

**12:00 – 13:00**

**Official Conference Opening**

Welcome from **His Royal Highness the Prince of Wales**, President, National Trust of England, Wales and Northern Ireland (video presentation) and

**Dame Helen Ghosh**, Director General, National

Trust of England, Wales and Northern Ireland

**The role of the National Trust movement in 21st century: Jonathon Porritt**

**13:00 – 14:00**

Lunch

**14:00 – 15:45**

**Looking Ahead: Contemporary Challenges and Opportunities**

Chair: **Emily Drani**, Executive Director, Cross-Cultural Foundation of Uganda

**14:00 – 14:20**

**David J. Brown**, Executive Vice President and Chief Preservation Officer, National Trust for Historic Preservation, USA



# Theatre Royal

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*The only surviving Regency playhouse in Britain.*

The Theatre Royal is one of Britain's most significant theatre buildings and the only surviving Regency playhouse in the country.

The recently restored Grade I listed theatre offers you an authentic 19th century theatre-going experience, combined with contemporary bar and restaurant for the 21st century theatre-goer. This is the only theatre in the world capable of presenting repertoire from the Regency period in an authentic and appropriate setting.

The theatre presents a vibrant, year-round programme of drama, music, dance and light entertainment, featuring many of this country's leading companies and performers. It also offers a wide-ranging educational and community-based programme of activities, tours and heritage teas.

# Daily programme for ICNT 2015

**14:20 – 14:40**

**Shivranjani Rajye**, Trustee,  
Mehrangarh Museum Trust, Jodhpur, India

**14:40 – 15:00**

**Professor Ruan Yisan**, Director,  
National Research Center for Historic Cities,  
Tongji University, China

**15:00 – 15:45**

Discussion

**15:45 – 16:15**

Break

**16:15 – 17:30**

**We've got the power: Interview panel on the themes of the conference**

Chair: **Justin Albert**, Director, National Trust in Wales and INTO Executive Committee Member, with

**Terry Levinthal**, Director of Conservation Services and Projects, National Trust for Scotland

**Sdenka Fuertes**, Vice President, Departmental Council of Cultures of Cochabamba, Bolivia

**Simon Murray**, Senior Director of Strategy, Curatorship & External Affairs, National Trust of England, Wales and Northern Ireland

**Jennifer Gray**, Executive Director, Bermuda National Trust

**17:30 – 18:30**

Close and free time

**18:30 – 20:00**

Gala Welcome reception at King's College hosted

by **Tim Parker**, Chairman, National Trust of England, Wales and Northern Ireland. With special guest **Loyd Grossman**, Chair, Heritage Alliance.

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**Tuesday 8 September**

**Cultural Identities Discussion Groups**

(Anglesey Abbey, Wicken Fen or Wimpole Estate)

**FREE EVENING**

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**Wednesday 9 September**

**Growing the Movement**

(Theatre Royal, Bury St Edmunds and Ickworth)

**EVENING EVENT AT ICKWORTH**



# Daily programme for ICNT 2015

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10:30

Theatre Royal, Bury St Edmunds  
Growing the Movement sessions.

10:30 – 11:30

Growing the movement:  
No Trust is an island

Chair: **William White**, President, Bermuda  
National Trust, with

**Hannah Eastman and Masako Yamamoto**,  
Amenity 2000 Association, Japan  
**Natalie Bull**, Chief Executive Officer,  
National Trust for Canada  
**Irena Edwards**, Chairman, Czech National Trust  
**John de Coninck**, Cross-Cultural Foundation  
of Uganda

*In this session, the panellists will briefly outline  
their experience in boosting the effectiveness  
and growth of National Trusts and the benefits  
of international co-operation, kicking off  
a wider debate.*

11:30 – 12:30

Growing the movement:  
Participation in Preservation

**Timothy J. McClimon**, President,  
American Express Foundation  
**Kate Mavor**, Chief Executive,  
English Heritage Trust  
**Xinran**, Journalist and author

12:30 – 13:00

Travel to Ickworth

13:00 – 21:00

Ickworth

13:00 – 18:00

Lunch and Tours, followed by discussion groups

18:00 – 19:00

Regional Meetings

19:00 – 21:00

Buffet, entertainment and networking opportunities

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**Thursday 10 September**

**Land, Landscape and Nature Discussion Groups**  
(Anglesey Abbey, Wicken Fen or Wimpole Estate)



# Daily programme for ICNT 2015

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## FINAL NIGHT PARTY AND BARBECUE AT WIMPOLE ESTATE

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**Friday 11 September**

**Closing Plenary**

(West Road Concert Hall, Cambridge)

**10:00 – 13:00**

**Growing the movement:  
INTO the future**

**10:00 – 10:30**

**Barbara Erickson**, President and Chief Executive Officer, The Trustees of Reservations, USA

**10:30 – 11:00**

**George Monbiot**, Journalist

**11:00 – 11:30**

Break and book signing

**11:30 – 12:00**

**Patricia Zurita**, Chief Executive Officer, Birdlife International

**12:00 – 12:30**

**Reflections from the Conference**

Led by **Ben Cowell**, Regional Director, East of England, National Trust of England, Wales and Northern Ireland & **Justin Albert**, Director, National Trust in Wales, and INTO Executive Committee Member

**12:30 – 13:00**

**Dame Fiona Reynolds**,  
Master, Emmanuel College, Cambridge

**Handover to Indonesia 2017**

**13:00 – 13:30**

Group photo

**13:30**

**Conference officially closes**

Grab and Go Lunch

**14:30 – 17:00**

MODIFY Conference on heritage skills and accreditation: open to delegates

Meeting of the new INTO Executive

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\*Please Note\* this programme and timings may be subject to change.





# Anglesey Abbey

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*Immaculately restored house with gardens and a working watermill.*

A passion for tradition and impressing guests inspired one man to transform a run-down country house and desolate landscape. At the age of 30, the future Lord Fairhaven began to create his first home. Wanting to inspire and surprise visitors, he created a spectacular garden with planting for all seasons and a house in which to entertain. Life revolved around country pursuits such as shooting and horse racing, and guests enjoyed considerable luxury.

# Activity Days' Discussions

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The three Activity Days of the conference take you around five of our properties near Cambridge – Wimpole Estate, Wicken Fen, Anglesey Abbey, Ickworth Estate and the Theatre Royal in Bury St Edmunds. The format entails a number of sessions on a range of different topics that relate to the work of INTO member organisations. You'll be in small groups and will attend specific sessions each day, with the exception of sessions at Ickworth, where you will be able to choose two from seven different sessions, on a 'first come, first served' basis.

The format of the discussion sessions during the middle three days are conversation led and informal, with plenty of space for us all to talk, listen, and get to know one another. Some sessions are outdoors and some indoors. Each session is facilitated by members of the National Trust of

England, Wales & Northern Ireland team, and designed to give time to encourage the sharing of your perspectives – so please come prepared to be involved with the discussion, debate and share your experiences; bear in mind these may just be a starting point for the session and each will be shaped by the thoughts and knowledge you bring to them as delegates.



# Ickworth

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*A Georgian Italianate palace in an idyllic English landscape.*

Ickworth's impressive Rotunda – a magnificent showcase commissioned by the 4th Earl of Bristol to house his priceless treasures collected on tours around Europe in the 18th century – is an architectural marvel. For 200 years, the eccentric and sometimes infamous Hervey family added to the treasures inside and out, also creating the earliest Italianate garden in England.





# Tuesday 8 September: Cultural Identities at Wimpole Estate / Anglesey Abbey & Wicken Fen

## **Defining and Using Spirit of Place**

This discussion will explore the principle of Spirit of Place against the backdrop of internationally significant places, drawing on the wide and varied experience of our international delegates. Conservation is about revealing and sharing the significance of places and ensuring their special qualities are protected, enhanced, understood and enjoyed by present and future generations.

## **Using the Past to Engage with Contemporary Issues**

What responsibilities do we, as a movement, have for addressing contemporary issues through the lens of the past? 2015 sees a number of significant anniversaries that speak to us today. Commemoration of World War One (1914-1918) reminds us of the legacy of that conflict for

contemporary geopolitics. The 800th anniversary of Magna Carta (sealed in June 1215) is a moment to reflect upon the worldwide spread of ideas and values that have shaped our politics since the medieval period.

## **Meeting the Needs and Expectations of Today's Visitors**

Presenting coherent and meaningful stories about places, while meeting the diverse needs of our audiences, will be the focus of this session. Competition for audiences has never been keener; we need constantly to keep ahead of our rivals and be aware of the needs and expectations of visitors.

## **Cultural Identities and Intangible Heritage in a Homogenising World**

This discussion explores working with intangible

heritage within the context of a globalising world. Intangible heritage is the subject of its own UNESCO convention (2003), and is a precious commodity that needs nurturing and protecting just as much as the physical heritage of places, buildings and landscapes. At the last ICNT in Entebbe, Uganda, in 2013, INTO called for special measures to protect and promote intangible heritage, especially within the least economically developed nations.



# Wicken Fen

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*The National Trust's oldest nature reserve and England's most famous fen.*

Wicken Fen, one of Europe's most important wetlands, supports an abundance of wildlife. There are more than 8,500 species, including a spectacular array of plants, birds and dragonflies. The raised boardwalk and lush grass drives allow easy access to a lost landscape of flowering meadows, sedge and reed beds, where you can encounter rarities such as hen harriers, water voles and bitterns. The Wicken Fen Vision, an ambitious landscape-scale conservation project, is opening up new areas of land to explore. Our grazing herds of Highland cattle and Konik ponies are helping to create a diverse range of new habitats.





# Wednesday 9 September: Growing the Movement at Theatre Royal and Ickworth

## What Do Young People Want From Us?

With increasingly elderly populations in the developed world and large young populations in the developing world, how do we ensure our places are relevant and what cultural story are we telling our young people? This discussion will explore both our role within this, and some of the tools and techniques INTO members have used to try to connect to younger audiences and minds.

## Communicating our Brand and Cause

Recent years have seen a transformation in communication techniques and tools, and this discussion will reveal how we are approaching sharing our messages around the world. It will also pose the question of how we create a shared understanding of the cause of an organisation – why it exists, what it does and how it does it. As a movement, what do we think is the future of membership organisations like ours? Do we understand what membership means to people and what the alternatives are? How can we better communicate our cause?

## Techniques for Fundraising

Fundraising is a vital element of our work around the world,

and this session will explore the many ways we look to secure external funding for our work.

## Working with Volunteers

Volunteer involvement is one of the most cost effective ways to grow resource or 'extend the budget', and involving more volunteers helps us reach more people (growing our supporter base) and increase our relevance (as supporters help shape our work, making it meaningful to them and others). But the future 'supply' of volunteers will be very different: it will be a more competitive environment with future volunteers having different expectations.

## Funding our Futures; Financial Models from Around the World

We will examine how we make our places sustainable. Historically, Ickworth was one of the largest deficit properties in the National Trust of England, Wales and Northern Ireland, but now generates a surplus. The property gains income from many different sources: partnership agreements with third parties, residential and farm lettings, holiday accommodation, commercial

income from visitors and endowment income. What wider relevance is there in these pathways to financial sustainability?

## Legal and Governance Frameworks

National Trusts vary in their relationship to the state: some occupying a quasi-public sector role, others wholly private and independent. With the retreat of the state from many walks of life following the financial crisis of 2008, National Trusts face both opportunities (in the form of the potential acquisition of new responsibilities formerly undertaken by the state) and challenges (given the increased pressure on resources).

## Our Role as Campaigners and Trusted Critics

As individual organisations, but also as members of INTO, we have a powerful voice that can shape or influence agendas on desks beyond ours. What perspectives can we share on this from the different approaches we have all tried, and where have we achieved success beyond our boundaries? What can we share about the areas we choose to speak out on, and how do we balance the expectations of our existing supporters?



# Wimpole Estate

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*A working estate still guided by the seasons, with an impressive mansion and Home Farm.*

The mansion, at the heart of this estate, is evidence of Elsie Bambridge's success in creating a home. Intimate rooms contrast with beautiful and unexpected Georgian interiors, including Soane's breath-taking Yellow Drawing Room and wonderful plunge bath. The fascinating basement corridor offers a glimpse into life below stairs. Stroll around the colourful parterre garden and wander through the Pleasure Grounds to the walled garden, abundant with fruit, vegetables and herbaceous borders. Home Farm contrasts the traditional farmyard with the noisy modern piggery and cattle sheds. Stride out across the landscape park, among the rare-breed cattle, and imagine the previous owners planning their visions of grand avenues and spectacular vistas.

# Thursday 10 September: Land, Landscape and Nature at Wimpole Estate / Anglesey Abbey & Wicken Fen

## **Adapting our Land Management to a Changing World**

How can National Trusts best intervene in the debates about natural and built heritage and learn from the experience of different international contexts? Threats to the character and identity of both natural and built heritage through inappropriate development are a common refrain across the INTO network. Likewise what are the approaches which help to balance the competing demands on the finite resource of land, and how do the impacts of climate change shape this?

## **The Relevance of Agriculture and Farming**

With a growing population around the world, there are growing pressures on land and continual technological changes to agriculture and farming. Farming has been transformed over the centuries

and decades, but what role have our organisations taken in conserving the tangible or intangible aspects of agriculture and farming, or leading the way in shaping its future. What is the expectation of our supporters regarding our role in these questions? What are the ways we can connect our supporters and visitors to understanding the impacts and opportunities that 21st century agriculture and farming presents?

## **Landscape and Urban Scale Conservation**

How can we build effective collaborations and partnerships in landscape-scale or city-wide projects? Owning and managing buildings, land and landscapes is something that sets the National Trust movement apart from other charities and campaigns, but what are the methods that we find most effective when

building support and action across a broader front? How do we not just own, but also influence and lead, and have a positive impact beyond our legal boundaries?

## **From Source to Sea: Working with Water Catchments, Rivers and the Coast**

As so many National Trusts belong to small island nations, the coast is vitally important to our movement and our supporters. This year, the Trust's Neptune Coastline Campaign celebrates its golden jubilee and, inspired by Neptune, the Conservatoire du Littoral also mark their 40th anniversary. This discussion will examine our longer-term drive to adapt to changing climatic conditions and mitigate the impact of future flooding events through the way we work with water from source to sea.



# Evening Entertainment

## Monday 7 September: Gala Reception at King's College

Delegates are invited to the Welcome Reception being held in the magnificent Great Hall of King's College. In attendance will be **Tim Parker**, Chairman of the National Trust of England, Wales and Northern Ireland, and **Loyd Grossman**, Chair of The Heritage Alliance and Churches Conservation Trust.

You'll be entertained by the choir **Eboracum Baroque**. The group will perform music by a range of baroque composers including Henry Purcell, William Byrd, William Croft, Handel and the Wimpole composer in residence, Thomas Tudway.

## Wednesday 9 September: Ickworth

Delegates will spend the evening in the sumptuous grounds and buildings of Ickworth. The evening is set aside for networking and enjoyment.

The entertainment will be provided by the very English custom of Morris Dancing on the lawn, featuring the local group the **Green Dragon Morris Dancers**.

## Thursday 10 September: Wimpole Home Farm

The Final Night Party is taking place in the Great Barn and takes the form of a barbecue and English folk dancing with the band **Blackbeard's Tea Party**.

This is a chance for you to 'do-si-do' or 'ladies' chain', let your hair down and enjoy yourselves with your old and new friends. Barn dances can be very energetic. If you dance every dance (which we hope you will!) you're likely to get hot, so remember to drink plenty of liquid and wear layers.



# Speaker Biographies

**Justin Albert,**  
**Director, National Trust in Wales and INTO**  
**Executive Committee Member**

Justin joined the Trust in 2011 after a twenty year career in broadcasting including working in the US for Discovery Channel, Animal Planet, BBC and National Geographic, and has directed and produced over 30 documentaries on conservation, history and global issues. He is vice president of the Hay Festival, Trustee of Hay Castle Trust, and director of the Centre for Advanced Welsh and Celtic Studies, and a member of the British Association of Film and Television Arts. Justin lives on a farm with his wonderful partner, Nancy Lavin, (occasionally) three big grown-up children, lots of sheep, a few black cows, and a scruffy and usually smelly terrier called Whinny.



**David J. Brown,**  
**Executive Vice President and Chief Preservation**  
**Officer, National Trust for Historic Preservation, USA**

David oversees the National Trust for Historic Preservation's campaigns which help protect some of the country's most significant and threatened historic places, guides advocacy work, directs support for local preservation leadership, promotes preservation's role in environmental sustainability through the Preservation Green Lab, and is leading the exploration and adaptation of new preservation models at the National Trust for Historic Preservation sites.



David served as the founding executive director of the Preservation Alliance of Virginia and also as chairman of the Governor's Commission to Study Historic Preservation in Virginia and on the board of The Corporation for Jefferson's Poplar Forest. Today, he is part of the executive committee of the International National Trusts Organisation (INTO) and represents the National Trust on the Board of Trustees of the National Main Street Center.





# Speaker Biographies

**Natalie Bull,**  
Chief Executive Officer, National Trust for Canada

Natalie studied heritage conservation at the Université de Montréal, joined the City of Ottawa's heritage team in 1990, and spent 13 years at the federal Heritage Conservation Directorate, working at iconic sites including the Vimy Monument in France and the Bar U Ranch in Alberta. Natalie is a fellow and former president of the Association for Preservation Technology International.



Natalie's first day of work as CEO ten years ago coincided with attending her first International Conference of National Trusts in Washington, DC. Six years later, her organisation was proud to co-host the 2011 ICNT and INTO Congress in Victoria, Canada. Natalie's focus at the National Trust is on building productive relationships with an extensive stakeholder group across the country. Natalie is also leading efforts to renew the organisation's direct involvement in historic places, in partnership with the Prince's Regeneration Trust.

**John De Coninck,**  
Programme Advisor, CCFU - The Cross Cultural Foundation of Uganda



A Ugandan with professional experience dating back more than 30 years, much of it acquired in Uganda, John worked at Makerere University, then for a variety of international and local non-governmental organisations. He has published in a number of areas related to Civil Society development in the region. He has also been actively involved in a number of research initiatives on poverty reduction policy in Africa. He holds a PhD from Sussex University in the UK. John currently works at the Cross-Cultural Foundation of Uganda, which he co-founded in 2006. CCFU is a research and advocacy organisation and member of INTO. It promotes a culturally-sensitive approach to development issues, with an active Heritage Preservation and Promotion programme.



# Speaker Biographies

**Ben Cowell,**  
**Regional Director, East of England, National Trust**  
**of England, Wales and Northern Ireland**

Ben Cowell is Director for the East of England region of the National Trust. His previous role at the National Trust was as Deputy Director, External Affairs.

Prior to joining the National Trust Ben spent a decade as a civil servant at the Department for Culture, Media and Sport.

In addition to his National Trust work, Ben is Deputy Chair and Trustee of The Heritage Alliance. He is a Fellow of the Royal Society of Arts and of the Society of Antiquaries. He has published several books, including *The Heritage Obsession: The Battle for England's Past*, *Uvedale Price: Decoding the Picturesque* (with Charles Watkins, 2012) and a biography of Sir Robert Hunter.



**Emily Drani,**  
**Executive Director, CCFU - The Cross Cultural**  
**Foundation of Uganda**

Emily Drani is a co-founder and current Executive Director of the Cross-Cultural Foundation of Uganda, an organisation dedicated to promoting culture as vital for human development that reflects Uganda's national identity and diversity. Emily holds a Master of Philosophy in Development Studies majoring in Endogenous Development and has 14 years' professional experience, of which the last 8 years focused on heritage development and promotion. She is a member of the Executive Committee of the International National Trusts Organisation and has provided advisory services to the UNESCO Committees for the 2003 Convention for the Safeguarding of Intangible Cultural Heritage.



# Speaker Biographies

**Hannah Eastman,**  
**Amenity 2000 Association, Japan**

Hannah met Amenity 2000 in 2011 when working in Japan as an English teacher. After gaining a qualification in heritage and museums, she returned to Kobe in 2014 through a fund from the University of Cambridge Museum of Archaeology and Anthropology. She joined the Trust Youth Centre and worked as volunteer staff at the Vories Lodge whilst home-staying for a few months through our support. She intends to work in Japan as a researcher, and to continue assisting Amenity 2000 to facilitate exchange between the UK and Japan.



**Dr Irena Edwards,**  
**Chairman, Czech National Trust**

Irena played a key role in the 2013 foundation of the Czech National Trust, of which she is now Chairman. Irena is a City of London solicitor and Czech advocate (non-practising), business development professional and consultant with 25 years of international legal and commercial experience, with proven ability to instigate and manage change. Former advisor to the British government on Europe (ministerial appointment), runner up Business woman of the year in Business services in 2009/10 in the UK, ex-Board Director of British Expertise and Executive Committee member of the British Czech Chamber of Commerce, keen heritage supporter, speaks fluently several languages.



Irena also recently founded CNTA, an English charity whose aim is to support the Czech National Trust internationally and help to raise money for its activities.



# Speaker Biographies

**Barbara Erickson,**  
**President and Chief Executive Officer, The Trustees**  
**of Reservations, USA**

Barbara is the fourth President and CEO in the Trustees' nearly 125-year history and the first woman to hold the position. Prior to joining in 2012, she was a senior executive at several global non-profit organisations including Save the Children and Earthwatch Institute.

Since then, she has been leading the Trustees to increase its mission impact by engaging a broader constituency in healthy, active living and a stronger connection to community and culture using the organisation's 114 natural, cultural, and agricultural properties and their programmes as a platform. Under her leadership, the Trustees have experienced the highest income, visitor, and membership growth in their history.



**Sdenka Fuentes Reyes,**  
**Architect, Vice President of the Departmental**  
**Council of Cultures of Cochabamba, Bolivia**

Architect from San Simon University, Cochabamba, Bolivia. Master in Architectural Restoration, Technical University of Madrid, Spain. Speciality in Urban Planning and Land Readjustment, JICA, OBIC, Hokkaido University, Japan. Speciality in Conservation and Management of Historic Buildings, Lund University, Sweden. Teacher at Udabol University. Member of the committee of Defense of Tunari Park. Past-President of the Society of Historical Studies, Heritage and Restoration SEHIPRE, School of Architects of Cochabamba. **TOYP Award Cochabamba 2014**, Ten Outstanding Young Persons TOYP. Category: Cultural Achievement. JCI Junior Chamber International, Unión Cochabamba. **TOYP Award Bolivia 2014**. Category: Cultural Achievement. JCI Junior Chamber International Bolivia. President Committee of Defense of Bickenbach Country House CODECABI.



# Speaker Biographies

## **Dame Helen Ghosh DCB, Director General, National Trust of England, Wales and Northern Ireland**

Dame Helen Ghosh DCB has been Director General of the National Trust since 2012. Before then she was a career civil servant, working in a number of government departments after graduating from Oxford University, where she read Modern History. She served as Permanent Secretary at both the Home Office and the Department for Environment, Food and Rural Affairs, after spending time at the Department for Work and Pensions, HM Revenue and Customs, the Government Office for London and the Cabinet Office. She is a long-term member of the Trust and of her local Wildlife Trust in Oxfordshire.



Image ©National Trust Images/Chris Lacey

## **Loyd Grossman CBE**

Loyd Grossman is an entrepreneur, writer and broadcaster who has a long involvement with museums and heritage in the UK. A former Commissioner of English Heritage and of the Museums and Galleries Commission, he is Chairman of the Churches Conservation Trust and Chairman of the Heritage Alliance. He is also President of NADFAS, Deputy Chair of the Royal Drawing School, a member of the board of the Association of Leading Visitor Attractions and Governor of the Building Crafts College.



He is an Emeritus Governor of the LSE and a member of the Council of the British School at Rome. He is a Liveryman of the Carpenters' Company, an Honorary Liveryman of the Glaziers and Middle Warden of the Worshipful Company of Arts Scholars.



# Speaker Biographies

## **Denis de Kergorlay, Executive President of Europa Nostra**

Denis de Kergorlay is the Executive President of Europa Nostra, The Voice of Cultural Heritage in Europe (since 2009). He comes from France where he graduated from the Institut d'Études Politiques and holds a law degree from the Université d'Assas, Paris. A former lecturer at the Institut International d'Administration Publique in Paris, he was also the cultural attaché at the French Embassy in Thailand. He returned to France in 1978 to take over the management of the Château de Canisy, his family estate in Normandy, which he has transformed into a private historic site open for prestigious gatherings with an international character (symposia, concerts, seminars). His volunteer activities have included involvement with the humanitarian NGO Médecins Sans Frontières for over 10 years.



## **Catherine Leonard, Head of INTO Secretariat**

Catherine Leonard joined the National Trust of England, Wales and Northern Ireland in 1999, when she was responsible for the Trust's work with overseas heritage conservation groups, running the European Exchange Programme and managing the European Network of National Heritage Organisations. Over the years, Catherine has been involved with National Trusts all over the world and now heads the INTO Secretariat. Catherine studied modern foreign languages at university and has spent time living and working in France, Germany, Italy and Russia. Prior to joining the National Trust, Catherine worked for the Foreign and Commonwealth Office.



# Speaker Biographies

**Terry Levinthal,**  
**Director, Conservation Services & Projects,**  
**National Trust of Scotland**

Terry Levinthal joined the National Trust for Scotland in February 2010 as Director of Conservation Services and Projects. He is responsible for the Trust's conservation activity and professional teams including the programme management of capital projects across a large and diverse heritage portfolio.



Terry was also a Board Member of the Loch Lomond and The Trossachs National Park Authority (2002-2010) where he chaired its Planning and Access Committee. He has worked for a number of heritage and environment organisations in Scotland in both the NGO and public sector, and regularly participates in specialist working groups assisting government and others in policy development.

**Kate Mavor,**  
**Chief Executive, English Heritage Trust**

Kate Mavor became Chief Executive of the newly formed English Heritage Trust in May 2015. Before this, from 2009, she was the Chief Executive of the National Trust for Scotland, where she was instrumental in transforming the organisation's financial fortunes and giving it a new sense of purpose. Kate was previously Chief Executive of the UK interpreting service, Language Line, where she led a management buyout, and Chief Executive of the youth volunteering charity, Project Scotland. Her early career was spent in the book publishing and educational tourism industries in London. She was educated at Oxford University.



# Speaker Biographies

**Timothy J. McClimon,**  
**President, American Express Foundation**

As President of the Foundation, Tim directs all of the global corporate social responsibility, philanthropy and employee engagement programmes for the company. Tim is also an adjunct professor at New York University where he teaches graduate courses in non-profit management. Prior to joining American Express, Tim was Executive Director of Second Stage Theatre and the Executive Director of the AT&T Foundation. A graduate of Georgetown University Law, Tim was an associate at Webster & Sheffield where he specialized in not-for-profit corporate law. Formerly a David Rockefeller Fellow, Tim also serves on the boards of Americans for the Arts, Independent Sector, Mark Morris Dance Group and Second Stage Theatre. Tim writes a weekly blog on corporate social responsibility, which can be found at [www.americanexpress.com/csrnow](http://www.americanexpress.com/csrnow).



**Professor Simon Molesworth AO, QC,**  
**President, INTO Executive**

A professorial fellow with Australia's Monash University and formerly an adjunct professor with La Trobe University's Institute for Social and Environmental Sustainability, Simon Molesworth has been a Queen's Counsel since 1995, specialising in environmental, planning, heritage, natural resource and climate change law.



In 1983 Simon became the inaugural president of the National Environmental Law Association of Australia. He was also a founder and ten-year president of the Environment Institute of Australia and New Zealand. In 2012 he was appointed Officer of the Order for distinguished service to conservation, environment, and heritage preservation at national and international levels. He has been inaugural President of the Executive Committee of the International National Trusts Organisation since 2007, previously having chaired INTO's founding Steering Committee from early 2006.



# Speaker Biographies

**George Monbiot,**  
Journalist, activist and author

George Monbiot divides his time between writing for the Guardian newspaper and pursuing a number of quixotic projects: generally writing obscure books and campaigning for lost causes. His latest book is 'Feral: Searching for Enchantment on the Frontiers of Rewilding'.



**Simon Murray,**  
Senior Director of Strategy, Curatorship & External  
Affairs, National Trust of England, Wales and  
Northern Ireland

Simon Murray has worked for the National Trust for 27 years and is currently the Trust's Senior Director. He led on the acquisition of Mr Straw's House, a semi-detached time capsule in Worksop, Monksthorpe Baptist Chapel and the Workhouse in Southwell as well as John Lennon's boyhood home in Liverpool. More recently, with responsibility for strategy and curatorship, he has been the principal architect behind the National Trust's new strategy – Playing our Part – which has set an ambition to transform the interpretation of its country houses and support local heritage and green space at a time when these are under increasing pressure.



# Speaker Biographies

## **Tim Parker, Chairman, National Trust of England, Wales and Northern Ireland**

Tim has enjoyed a long business career as CEO of several well-known companies. After a spell in the Treasury as an economist, he studied at the London Business School, and soon after was appointed as general manager of a subsidiary of Thorn EMI based in Chicago. In 1989 he led the management buyout of Kenwood, the kitchen appliances company. Subsequently he has been CEO of Clarks, the shoe company, Kwik-Fit, the Automobile Association, and until recently, Samsonite, where he remains Chairman. Tim has been Chairman of Channel Nine TV in Australia and the Autobar Group, Europe's largest vending company. He has also served as a non-executive director on the Boards of Legal & General, Alliance Boots and Compass Group. He is also a director and owner of the British Pathé film archive.



## **Jonathon Porritt CBE, Environmentalist and writer**

Jonathon Porritt is one of the UK's most eminent writers, broadcasters and commentators on sustainable development. He is co-founder of Forum for the Future, now the UK's leading sustainable development charity. Formerly Director of Friends of the Earth, Jonathon advised the UK Government on sustainable development matters for nine years as Chairman of the UK Sustainable Development Commission, standing down in July 2009. His books include 'The World We Made' (2013) and 'Capitalism As If The World Matters' (revised 2007). Jonathon is also Chancellor of Keele University.





# Speaker Biographies

**Sneška Quaedvlieg-Mihailović,**  
Secretary General, Europa Nostra

Sneška Quaedvlieg-Mihailović is the Secretary General of Europa Nostra, The Voice of Cultural Heritage in Europe (since 2000). She comes from Belgrade (former Yugoslavia/Serbia) where she obtained a degree in International Law. Having obtained a post-graduate degree in European Law and Politics at Nancy (France), she worked for the European Commission and the European Economic and Social Committee in Brussels and then for the European Commission Delegation in Belgrade before joining the staff of Europa Nostra in 1992. She has contributed to many European and international committees and networks, most recently to the “European Heritage Alliance 3.3” and the “New Narrative for Europe”. She also co-operates regularly and closely with the EU Institutions, the Council of Europe and UNESCO on heritage and culture related matters.



**Shivranjani Rajye,**  
Trustee, Mehrangarh Museum Trust,  
Jodhpur, India

Educated at Welham Girls' School, Dehradun, India; Bryanston College, Dorset; and New Hall, Cambridge, graduating with a Bachelor's Degree in Archaeology and Anthropology, Shivranjani also studied film making at the New School in New York.



She is a Trustee of the Mehrangarh Museum Trust; the Director of Jodhana Heritage Resorts, managing historic hotels and other properties; Vice-President of the Jodhpur Polo and Equestrian Institute helping to turn Jodhpur into an international polo destination; she works with the Jal Bhagirathi Foundation, to provide drinking water to rural communities by leveraging traditional water conservation knowledge with contemporary technology; and is actively involved in several other charitable and commercial activities. She has been responsible for initiating numerous innovative concepts and activities in all these endeavours, bringing Jodhpur's traditions, history and culture to contemporary international prominence. She is representing her father H.H. Maharaja Gaj Singh of Jodhpur-Marwar.

# Speaker Biographies

## **Dame Fiona Reynolds DBE, Master, Emmanuel College, Cambridge**

Dame Fiona Reynolds DBE became Master of Emmanuel College, Cambridge in 2012. She was Director-General of the National Trust of England, Wales and Northern Ireland from 2001-2012. Before becoming DG of the Trust, she was Director of the Women's Unit in the Cabinet Office (1998-2000), Director of the Council for the Protection of Rural England (now Campaign to Protect Rural England, 1987-98) and Secretary to the Council for National Parks (now Campaign to Protect National Parks, 1980-87). Fiona is the Senior Non-Executive Director on the Executive Board of the BBC, a Non-Executive Director of Wessex Water, Chair of Green Alliance and Chair of the Cathedrals Fabric Commission for England.

Photo Credit: David Levenson.



## **Professor Ruan Yisan, Director, National Research Center for Historic Cities, Tongji University, China**

Professor Ruan Yisan has been working as a consultant for many historic cities such as Suzhou, Yangzhou, Hangzhou, Shaoxing, Pingyao, and Lijiang. He has made a major contribution to the education and research of urban development history and urban heritage conservation. He has helped safeguard many historic cities and towns from imprudent development and made them important heritage sites through conservation planning and practice, such as Pingyao, Zhouzhuang, Tongli, Luzhi, Nanxun, Wuzhen, and Xitang.

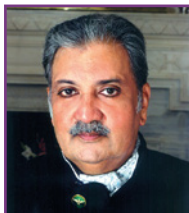
Under his supervision, the project of the Yangtze River Water Towns (including Zhouzhuang, Tongli, Luzhi, Nanxun, Wuzhen and Xitang) was granted the Award of Distinction by the UNESCO Asia-Pacific Heritage Awards for Culture Heritage Conservation in 2003.



# Speaker Biographies

## **Maharaja Gaj Singh of Jodhpur-Marwar, Managing Trustee, Mehrangarh Museum Trust**

Gaj Singh ("Bapji") became Maharaja of Jodhpur-Marwar in 1952. Maharaja Gaj Singh is the Founder and Managing Trustee of the Mehrangarh Museum Trust and will be represented by his daughter.



## **William White, President, Bermuda National Trust**

Lt Col (Retired) William White has served as President since 2010. William's ancestry in Bermuda goes back 11 generations.



He has been employed as a Chartered Accountant by firms now incorporated within PricewaterhouseCoopers, and also at the Office of the Auditor General in Bermuda. He has both local and international emergency management experience, and was a member of the United Nations Disaster Assessment and Co-ordination Team for the Americas and Caribbean. He retired as Commanding Officer of the Bermuda Regiment in 2009, after 24 years' service.

William's interests include heritage and culture, natural history, and travel.

# Speaker Biographies

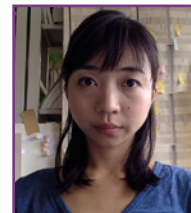
**Xue Xinran,**  
**Journalist and author**

Xue Xinran (pen name Xinran) is a British-Chinese journalist, author, speaker, and advocate for women's issues. She was a popular radio personality in China and well known there for travelling extensively for her interviews with women. In 1997, she moved to London and began writing stories of the women she met along her journeys. Her first book, *The Good Women of China*, was published in 2002, becoming an international bestseller. Xinran's first novel *Miss Chopsticks* was published in July 2007. In 2004 Xinran set up 'The Mothers' Bridge of Love', which reaches out to Chinese children across the world.



**Masako Yamamoto,**  
**Amenity 2000 Association, Japan**

As a PhD student at the Tokyo Institute of Technology, Masako undertook courses in Social Engineering and has developed an interest in the value of public participation at heritage sites. She is now working to finish a doctoral dissertation on the theme of the UK National Trust and is currently a visiting research student at University College London where she has been able to interview a member of INTO staff and National Trust property managers. She aims to use this research to assist the growth of the National Trust movement in Japan.



# Speaker Biographies

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**Patricia Zurita,**  
**Chief Executive Officer, Birdlife International**

Patricia is the Chief Executive Officer of BirdLife International, the world's largest Partnership for nature and people, with 120 Partners worldwide. Previously Patricia was the Executive Director of the Critical Ecosystem Partnership Fund (CEPF) a global multi-donor fund enabling civil society to participate in and benefit from conserving some of the world's most critical ecosystems.



Prior to leading CEPF, Patricia managed the Conservation Stewards Program in CI, which is dedicated to the provision of incentives to local and indigenous communities in tropical countries in exchange for their commitment to protect biodiversity. An Ecuadorian national, Patricia holds a master's degree in Environmental Management and Natural Resource Economics.



# Thank You to our Sponsors and Partners

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American Express is a longtime supporter of historic preservation around the world as we believe in helping people value and protect their natural and built heritage. The company is delighted to sponsor the 16th International Conference of National Trusts (ICNT) where National Trust organisations from around the world will gather to develop new strategies for championing heritage, for engaging people and communities, and for growing public understanding of the importance of protecting, preserving and reusing historic places for the enjoyment and benefit of people today and future generations.



The Helen Hamlyn Trust's core ethos is to support the development of innovative projects, which aim to effect lasting change and improve quality of life. As an independent grant-making trust, its principal focus is on the initiation of medium-and long-term projects linked to the shared interests of Helen Hamlyn and her late husband Paul Hamlyn. The trust works in the fields of medicine, arts and culture, education and welfare, heritage and conservation in India, international humanitarian affairs and healthy ageing.





# Thank You to our Sponsors and Partners

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## THE HEADLEY TRUST

The Headley Trust is involved in the conservation and recording of heritage (including ecclesiastical & vernacular architecture, archaeology and cultural artefacts), primarily in South Eastern Europe (Slovenia, Croatia, Albania, Macedonia, Bulgaria, Romania, Serbia, Montenegro, Bosnia-Herzegovina, Turkey); raising awareness of heritage issues in these countries, supporting the capacity of new heritage NGOs, and training the next generation of conservation and heritage professionals.



Centres and Associations are supporter groups of the National Trust who make more of their membership and involvement by sharing unique experiences and finding more about the places they feel passionately about, whilst promoting our work in their local community and raising money for projects. Two of our East of England regional Associations chose to generously donate towards the cost of the conference: Enfield Association and Royston and Saffron Walden Association. Their support has helped us bring together National Trusts and similar organisations from around the world to exchange information, develop and promote best practice, and work to effect change.



# Thank You to our Sponsors and Partners

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## The Ruan Heritage Foundation

This first private foundation to support and promote urban built heritage conservation in China was founded by Professor Ruan Yisan in 2006. The foundation raises the awareness of people and government about public participation in our heritage conservation, through cooperation with government on conservation projects; through aiding the heritage site independently; through the sourcing of, and provision of, financial aid and also through the granting of awards to organisations and individuals who have made significant contributions to the conservation of heritage in China.

The Foundation has a small exhibition of Chinese traditional gardens at the conference.



# Thank You to our Sponsors and Partners

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Our thanks go to the following people and organisations, without whom the conference would not be as special as it is:



## Cambridge University Press

Cambridge University Press (CUP) is the publishing business of the University of Cambridge. Granted letters patent by Henry VIII in 1534, it is the world's oldest publishing house and the second-largest university press in the world (after Oxford University Press).



## Conference Cambridge

Conference Cambridge is the free, official venue-finding service for the University of Cambridge and its Colleges as well as hotels and other unique properties in the city.



## Heffers Bookshop

Heffers has been selling books in Cambridge for over 130 years. Heffers is one of the region's most comprehensive bookshops stocking an extensive range of academic and general books. In addition to books, the bookshop offers DVDs, cards and wrap, gift and functional stationery, and medical instruments.



# Thank You to our Sponsors and Partners

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## King's College

King's College was founded in 1441 by Henry VI (1421-71) and is one of the 31 colleges in the University of Cambridge. King's has an outstanding academic record and is also world-famous for its Chapel and choir.



## Robinson College

Robinson College is a new college, founded in 1979 and committed to ensuring that it is an environment in which learning, research and creativity flourish. The College is set in beautiful, landscaped gardens and is situated close to the University Library and the West Cambridge Science Site.



## Staff and Volunteers

We owe our many staff and volunteers many thanks for their hard work and enthusiasm for the conference. Each person has contributed something special to this week, so **THANK YOU!**





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