



4-6	OCT	2022
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Heritage Now: Relevance & Community

Hosted by V&A Dundee

INTO Dundee will highlight the importance of people and purpose within heritage preservation.

Our conference schedule will explore relevance in its many forms, and those who shape it: our communities.

INTO DUNDEE

HERITAGE NOW: RELEVANCE & COMMUNITY



INTERNATIONAL
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ORGANISATION



Dundee



Culture in Crisis



NATIONAL
TRUST *for*
SCOTLAND



4	OCT	2022
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CONFERENCE DAY ONE

09:00 - 20:00

DAY	ONE	SCHEDULE
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09:00 – 09:30	Conference Registration
09:30 – 10:15	Opening Remarks
10:15 – 11:00	Keynote 1: Bernard Donoghue
11:00 – 11:30	Coffee Break
11:30 – 13:00	Plenary Session 1: Heritage Now
13:00 – 14:00	Lunch
14:00 – 15:00	Break Out Sessions (Choice of 4)
15:00 – 16:00	Break Out Sessions (Choice of 4)
16:00 – 16:30	Coffee Break
16:30 – 18:00	Plenary Session 2: Community
18:00 – 20:00	Conference Reception

Please note that the keynote and plenary sessions will be filmed. These films will be shared with the V&A and INTO networks at future events and published via our websites.

DAY ONE Highlights

04.10.22

INTO DUNDEE

HERITAGE NOW: RELEVANCE & COMMUNITY

KEYNOTE

ADDRESS



Bernard Donoghue

CEO of the Association for Leading Visitor Attractions.

As a leading figure in cultural tourism and fierce advocate for accessibility at global sites in all their forms, Mr Donoghue will set the scene for the conference by sharing his insights into new developments in heritage visitation.

PLENARY

SESSIONS

Plenary Session 1: Heritage Now

11:30 – 13:00

Chair: Bernard Donoghue, CEO of the Association for Leading Visitor Attractions.

As we emerge from the impacts of the pandemic years, we begin the conference by reflecting on the position of the heritage sector around us today, asking; where to from here? This session will explore emerging trends and practices, working with existing and evolving audiences and new thinking and ways of working. In these times of uncertainty, we will discuss the role that heritage can play in rising to the challenges of our time.

Plenary Session 2: Community

16:30 – 18:00

Chair: HRH Princess Dana Firas, President, Petra National Trust.

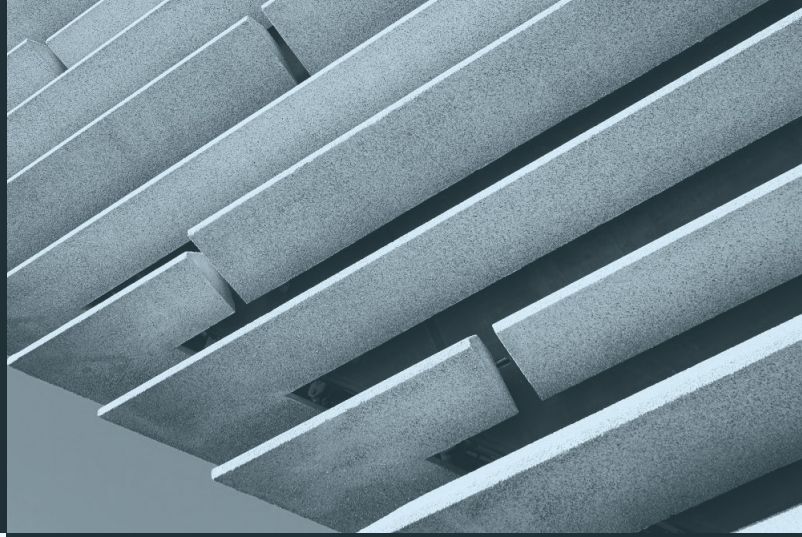
With audiences playing an increasingly active role in fostering evolution within the heritage sector, this session will explore how organisations successfully engage and represent communities they work alongside; highlighting the successes, challenges, and barriers to inclusion they have encountered through the process.

DAY ONE 04.10.22

Breakout sessions

INTO DUNDEE

HERITAGE NOW: RELEVANCE & COMMUNITY



14:00 - 15:00

REMOTE HERITAGE

What business and engagement models work best for heritage sites with significant geographic barriers to visitation?

ALTERNATIVE VISITOR MODELS

What can we do when a traditional visitor model doesn't work? What operational approaches are sustainable whilst also staying true to our charitable purpose?

STATE RELATIONS

How do we successfully work with government as partners? Balancing the need to push for progress whilst maintaining productive relationships.

PROTECTING DESIGN AT RISK: UNCONVENTIONAL SOLUTIONS

Inspired by the rescue of Charles Rennie Mackintosh's 'Hill House Box' and 'The Oak Room' we look at innovative solutions for protecting heritage and design.

15:00 - 16:00

CRAFT AND COMMERCE

How are we able to successfully support the craft traditions of our makers? Ensuring a commercially viable model at our places and simultaneously safeguarding intangible cultural heritage.

CHANGING FOR CLIMATE

How are we changing our places to adapt to the impacts of climate change? Sharing best practice and practical solutions at our places.

HERITAGE VOLUNTEERS OF THE FUTURE

Who are our future volunteers? Looking at models for engagement that redefine how we collaborate with those who volunteer their time and expertise with us.

OUTDOOR AUDIENCES

How can we improve engagement with audiences who visit natural heritage spaces? Converting visitors into active advocates for - and supporters of - heritage spaces.



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CONFERENCE DAY TWO

08:30 - 22:00

DAY	TWO	SCHEDULE
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08:30 - 09:00	Delegate Arrival
09:00 - 09:10	Opening Remarks
09:10 - 10:30	Plenary Session 3: [Re]Interpreting Relevance
10:30 - 11:00	Coffee Break
11:00 - 11:45	Keynote 2: HRH Princess Dana Firas
11:45 - 13:00	Break Out Session (Choice of 3)
13:00 - 14:00	Lunch
14:00 - 15:00	Plenary Session 4: Community-led Climate Action
15:00 - 15:30	Coffee Break
15:30 - 16:00	Keynote 3: Cassander Titley-O'Neal
16:00 - 17:00	Plenary Session 5: Making Places
17:00 - 17:30	Closing Remarks
17:30 - 19:00	Free Time
19:00 - 22:00	Conference Dinner

Please note that the keynote and plenary sessions will be filmed. These films will be shared with the V&A and INTO networks at future events and published via our websites.

KEYNOTE**ADDRESSES**

HRH Princess Dana Firas, President, Petra National Trust, and INTO Ambassador

In her address, Princess Dana will explore how organisations and institutions can better involve and engage with local communities and make our work accessible and integral to everyday life.



Cassander Titley-O'Neal, Director, National Parks Trust of the British Virgin Islands

Dr Titley O'Neal brings extensive experience as an environmental consultant in the field of marine science to her role leading the National Parks Trust of the Virgin Islands. In her address, she will share insights on balancing the conservation of our precious natural resources with the business of running an INTO member organisation.

DAY TWO Highlights

05.10.22

INTO DUNDEE

HERITAGE NOW: RELEVANCE & COMMUNITY

PLENARY**SESSIONS**

Plenary Session 3: [Re]Interpreting Relevance

09:10 – 10:30

Chair: Elon Cook-Lee, Director of Interpretation and Education in the Historic Sites Department at National Trust for Historic Preservation

As the heritage sector increasingly strives to become more representative of our diverse audiences and the relevance heritage holds for previously under-represented groups, we explore the process of [re]interpreting relevance within our sites. We take a look at how organisations around the world are working to embrace a plurality of perspectives, becoming more representative to increase and diversify their relevance.

Plenary Session 4: Community-led Climate Action

14:00 - 15:00

Chair: Cassander Titley-O'Neal, Director, National Parks Trust of the British Virgin Islands

As we look towards the UN Climate Change talks taking place in Egypt later this year, this plenary explores some of the practical solutions and partnerships developed to address climate-related and environmental impacts. With a particular focus on nature-based solutions and community-led climate efforts, we will share tips and tools to deliver benefits for people, heritage, and biodiversity, as well as for the climate.

Sponsored by



INTO is delighted to be partnering once again with American Express as the presenting sponsor of our conference.

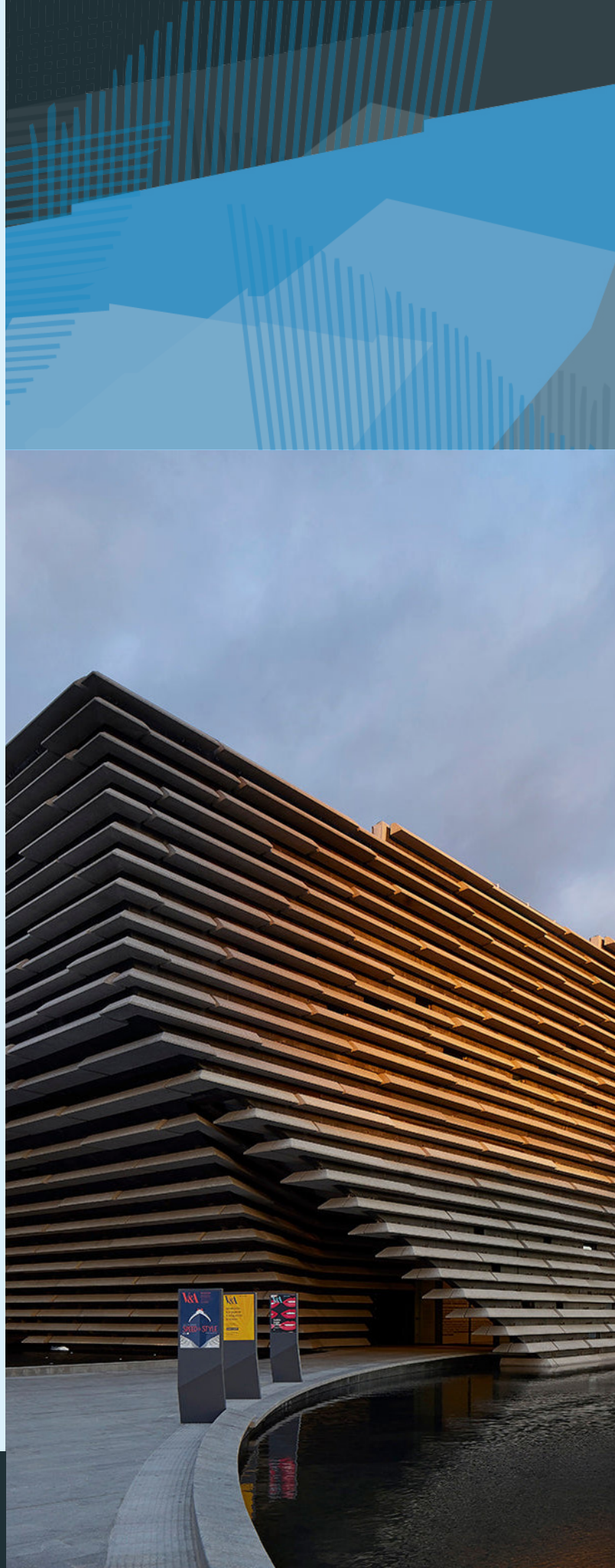
Through a two-year grant, American Express has also supported research into balancing conservation, development, tourism and community interests at the sites of the world's National Trusts.

Plenary Session 5: Making Places

16:00 – 17:00

Chair: Leonie Bell, Director, V&A Dundee

In this session we discuss the integral role that heritage plays within place-making, within a local, regional, and national context. Taking Dundee as a launch point for conversation, we discuss how heritage can kick-start economic development and create - and reinvigorate - notions of what it means to be where you are.



DAY TWO 05.10.22

Breakout sessions

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11:45 - 13:00

BALANCING TOURISM AND CONSERVATION

How can we handle the crowds?
Balancing visitor attraction models
against the needs of nature
conservation.

ARMS WIDE OPEN

How do we know if we're getting it
right? How are we engaging with our
communities, ensuring that there
are suitable mechanisms for co-
production and facilitating feedback?

FROM ACTIVISM TO ORGANISATION

How can we sustainably grow from
community-led activism groups into
recognised organisations working
within the heritage sector?



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OCT

2022

09:00 - 17:00

CONFERENCE DAY THREE

08:15 - 09:15 INTO Congress (INTO members only)

09:30 - 17:30 Site visits to National Trust for Scotland properties

Return to Dundee by 18:00

You will have the choice to visit one of four National Trust for Scotland properties.

Please let us know your choice by emailing info@into.org

Please note that a coach will be provided to take you from the conference venue to the site and back again.



CRATHES (above)

Travel time from Dundee: 1 hour 11 minutes

Themes: social impact of early industry, place-making through restoring heritage, working with TV/film

Crathes castle is a classic Scottish tower house and was home to the Burnett family for over 350 years. The castle is an intricate maze of turrets, towers, oak panels and painted ceilings, along with many family treasures, including the Horn of Leys, given to the Burnett family in the 14th century by Robert the Bruce.

CULROSS (left)

Travel time from Dundee: 1 hour 16 minutes

Themes: visitor operations, heritage gardening, volunteers

Culross Palace dates from the 1590s and was constructed by Sir George Bruce, the Laird of Carnock, using materials from Bruce's foreign trade. Culross itself was an early industrial hub, producing coal and salt, using indentured labour. Falling into industrial decay, the village was neglected until the Trust set about acquiring, restoring, and selling houses in the village.



FALKLAND (right)

Travel time from Dundee: 34 minutes

Themes: placemaking and interaction between communities of interest and place, slavery in Scottish history and culture

Falkland Palace is a Renaissance palace with an extensive formal garden and one of Britain's oldest tennis courts. Inspired by the grand châteaux of France, successive royals created one of the finest surviving examples of Renaissance architecture in Scotland. Falkland palace itself is at the heart of the picturesque village of Falkland, nestled beneath the Lomond Hills, and now a Conservation Area.

MAR LODGE (below)

Travel time from Dundee: 1 hour 44 minutes

Themes: conservation and habitat restoration, balance between leisure uses of estate (walking, hunting, fishing) and modern conservation

Mar Lodge is Britain's largest National Nature Reserve, an estate of 29,000 hectares lying at the heart of the Cairngorms National Park. The estate contains high mountain landscapes, wooded glens, and a profusion of wildlife. The estate also hosts the Victorian Mar Lodge estate house and designed landscape. The Trust's conservation work is focused on nature restoration, with a wide range of landscape conservation projects underway, including woodland regeneration.

Please note visit to this site will require walking.







CONFERENCE DINNER

5 October 2022 (conference day two)

We will be hosting a dinner on the second night of the conference at Malmaison.

Address: 44 Whitehall Crescent, Dundee
DD1 4AY

Below are the menu choices.

*Please email info@into.org to confirm
your choices by 5 September 2022*

Starter

Cream of roast swede & potato soup, crusty bread (vegetarian, can be vegan and gluten free)

Main

Chicken Balmoral, gratin potatoes, buttered greens & whisky sauce (gluten free)

or

Mock-a-leekie risotto, pearl barley, kale & leek (vegan)

Dessert

Valrhona chocolate brownie with scoop of vanilla ice cream (vegetarian)



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