



INTO Annual Report

2023



# Contents

INTO in brief	3
Message from the Chair and Secretary-General	4
Our performance 2023	8
Family	9
Growth	15
Voice	22
Strength	29
Strategy	34
Governance	37
Our year in numbers	38

# INTO in brief

INTO brings the global National Trust family together, creating a movement of people who care about nature and heritage and are inspired to celebrate and protect it.

At the heart of everything we do is exchanging expertise, promoting best practice and supporting collaboration, to increase global capacity for heritage protection.

We use our shared knowledge to support new trusts to grow and lend our voice to key discussions in the heritage sector.





‘INTO is a family of National Trusts. Families share values and look after one another. Everyone matters small and large, and our job is to help them all do their very best work’

Fiona Reynolds, INTO Chair

# Message from the Chair and Secretary-General



**Fiona Reynolds**  
INTO Chair



**Catherine Leonard**  
INTO Secretary-General

2023 has been a year like no other for INTO. With the largest staff team we have ever known and a growing, thriving membership, we have been in full delivery mode and have exciting results to share.

We are in our second year of our generous 3-year grant from the Helen Hamlyn Trust, supporting our Deputy Secretary-General role, Incubator programmes, TAP INTO funds, development of the new Heritage Leaders programme and contributions to communications, our conference and Ambassadors programme.

After securing £1.6 million from the British Council's Cultural Protection Fund at the end of 2022 for the *Withstanding Change* project, our partners and project team have made huge progress during the year. The details follow below; here we want to congratulate and celebrate a brilliant, collaborative working dynamic, knowledge sharing and the commitment to excellence we've seen throughout the project.

A particularly significant moment in 2023 was the completion of the restoration of the Tsiskarauli Tower, in partnership with the National Trust of Georgia, REMPART and ALIPH. A heroic effort, interrupted first by the coronavirus pandemic, secondly by unseasonal storms washing away the remote mountain road and finally the conflict in Ukraine, this project is a testament to the drive of the volunteers who came together in the name of heritage. Against all odds, the tower now carries a new layer of history, underpinned by international collaboration.

Another major project which came to fruition in 2023 epitomised INTO's commitment to knowledge sharing, professional development and increasing access to heritage. The SEECHT (Staff Exchanges in European Cultural Heritage Trusts) project launched the Broadening Access Toolkit in September, the outcome of a matrix of learning exchanges across Europe. Funded by Erasmus+, this project initiated Braille poems, refreshed storytelling, increased volunteer engagement and much more.

We were thrilled to welcome five new members in 2023 taking our total to 99. It is tantalising to know that our 2024 report will welcome our 100th member! This is a fantastic milestone for our INTO family. And we continue to create opportunities for our members to share knowledge and bridge geographical or financial barriers to facilitate this. TAP INTO small grants helped 22 member organisations make those all-important connections that deepen understanding between countries, collections and histories. We've been learning together in a series of webinars ranging from climate communications to nature and heritage protection, and developing a new Heritage Leaders programme, ready to launch in 2024.





2023 has shown the climate crisis growing in every part of the world. Connecting our members and supporting their work to mitigate and adapt to changes in climate are ever more vital. We took our message to COP28, showcasing our members' work and inspiring people to act against climate change, invigorate recovery and build community.

In the coming year we have exciting plans to continue this exceptional level of project delivery, as well as launching Heritage Leaders, continuing to amplify the messages of our members, leading on climate adaptation and welcoming our 100th member. And we hope many more!

Huge thanks to our Secretariat team, our brilliant Trustees who give so generously of their time and expertise, our INTO Ambassadors and all the members of the INTO family for their belief in our shared values and mission. The generous way knowledge and experience is shared across our network is inspiring to us all, and we are excited to see what we can achieve together in 2024.

Fiona Reynolds  
INTO Chair

Catherine Leonard  
INTO Secretary-General

Our performance:

Key Highlights from the year

Family

Voice

Growth

Strength





# Family

INTO is an ecosystem of international connections. We deliver programmes, projects and activities that help build sustainable, confident and empowered organisations around the world. We provide opportunities to collaborate and share ideas, resources, skills, and knowledge. All of which serve to highlight how essential it is to get the right balance between conservation activity, community engagement and economic return.



## TAP INTO

TAP INTO awards small grants to develop and strengthen the capacity of our members through knowledge sharing. It's all about bringing trusts together, commonality and shared expertise. Over the 2023 reporting period we initiated seventeen TAP INTO projects, four of which were brought together in the Islands Incubator and two became two-way exchanges.

In total 22 member organisations benefited directly from TAP INTO, leveraging the expertise of General Managers and Executive Directors, Curators and Conservators, Education Officers, Rangers and many others. The equivalent of over 5,000 hours of staff time sharing learning and advice.



## Islands incubator

In 2023, in response to requests from our members in the Caribbean, we held an in-person Islands Incubator. This week-long immersive learning experience included visits to National Trust sites in England and discussions with many colleagues around developing property infrastructure, managing natural heritage sites, storytelling, membership models, sustainable income generation, exploring connections to the British Empire and much more.

## Networks: RISE & CAN

Our two knowledge sharing networks, Reimagining International Sites of Enslavement (RISE) and INTO CAN (Climate and Nature) continue to meet and share knowledge around our two main strategic themes: equity, diversity and inclusion and climate and environment. Practitioners from across the INTO network come together to learn and share experiences and resources, so we can develop joint solutions. Sessions and workshops are co-created and provide a useful model for online learning and connecting. In 2023 there were 10 RISE meetings, including a session on working with artists with André Bagoo, and 5 CAN webinars, including a climate communications workshop with George Marshall.

The project has had a specific impact for young women in Georgia, with over 80% of volunteers between 20-30, the majority of whom were female.

## INTO Projects: Tsiskarauli Tower

INTO partnered with members National Trust for Georgia and Rempart on a two-year project to restore the Tsiskarauli Tower. The generous support of the ALIPH Foundation allowed for the restoration of this site, damaged by a missile in the 2001 Chechen War. The exceptional quality of the restoration was achieved by dissemination of learning between partner Trusts, and the commitment of the volunteers to the highest possible standards.

As well as coming together to learn new skills in stonemasonry and path building, the restoration camps were an opportunity for volunteers to experience one another's intangible cultural heritage, sharing language, traditional food and music in this immersive collaboration. Speaking to Irine Lomadze, a Georgian volunteer, when sharing Georgian Supra toasting culture with their French peers, a recurrent toast materialised from their time on the mountain - 'To the mortar that unites us!'



## INTO Projects: Withstanding Change

From 2022-2025, supported by the INTO project team and funded by the British Council Cultural Protection Fund, our international partners will restore six historic sites that are threatened by climate change. Each site has made progress this year undertaking building restoration work, designed to mitigate the impact of climate change on cultural heritage. The properties will become places where communities can gather to learn more about the impact of the climate on their own communities.

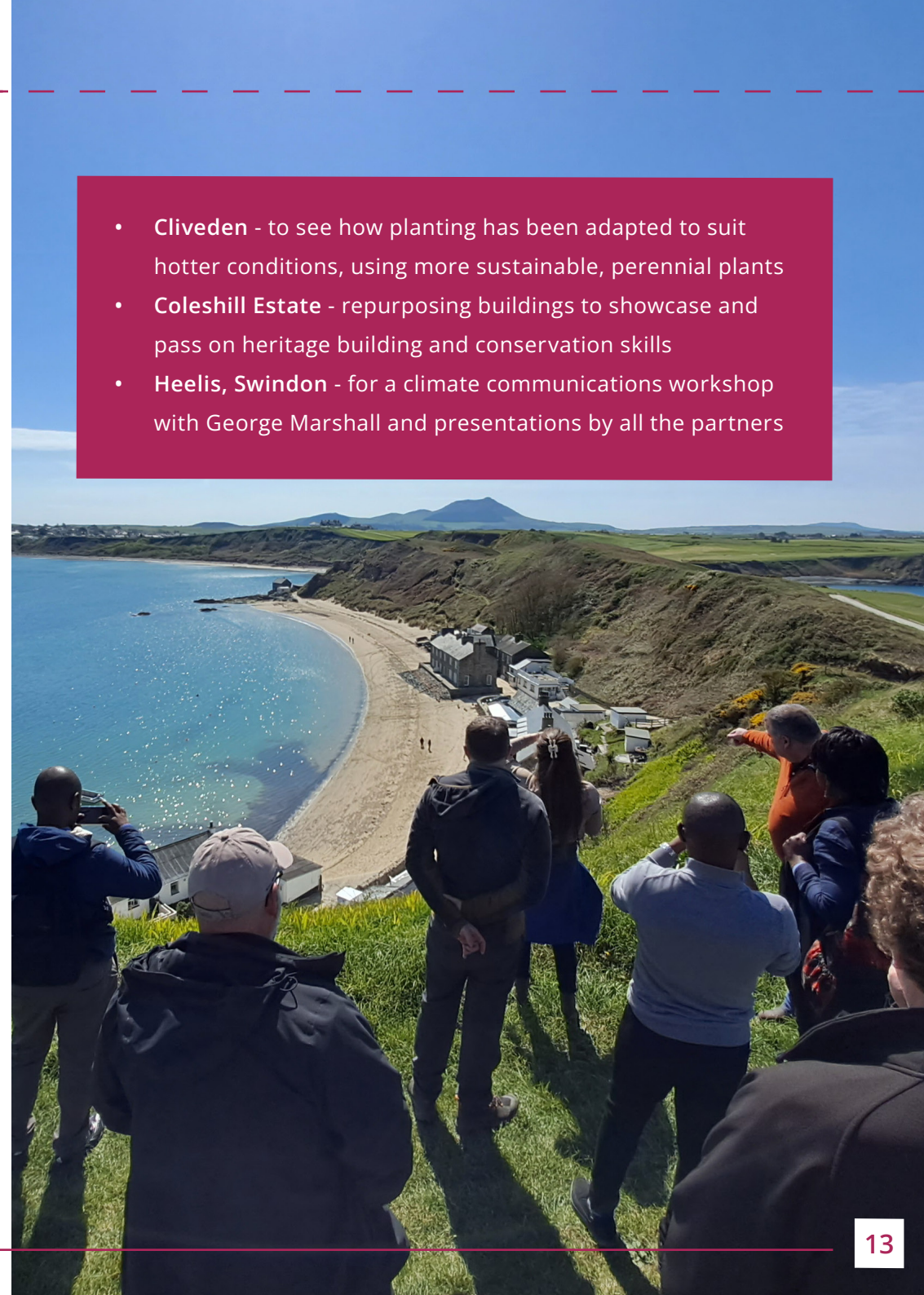
In time these sites will become part of the local fabric again, hubs where people can meet to share their own experiences and stories specific to their intangible heritage.



The concept of family could not have been more apparent when the project partners arrived for a 2-week study visit to National Trust properties in England and Wales. Conversations covered everything from business models, through to designing sustainable transport routes to sites, to engaging with local and national government on climate and heritage. Keen to make the most of the time together, the group packed in so many brilliant places.

- **Quarry Bank** - looking at the impact of increased rainfall on the site
- **Lyme Park** - to see the effects of a 'swale' (a shallow ditch or trench) to divert heavy rainfall from the gardens after floods in 2019
- **Porthdinllaen, North Wales** - how the site will be impacted by sea level rise
- **Penrhyn Castle** - how the team are managing more intense rainfall and extreme storm conditions
- **Stourhead** - how to engage with the local community
- **Gibson Mill** - how renewable sources of energy can take properties 'off grid', as well as optimising water use to increase resilience to drought conditions

- **Cliveden** - to see how planting has been adapted to suit hotter conditions, using more sustainable, perennial plants
- **Coleshill Estate** - repurposing buildings to showcase and pass on heritage building and conservation skills
- **Heelis, Swindon** - for a climate communications workshop with George Marshall and presentations by all the partners



The key takeaways from the two weeks are too many to list, but one thing really struck: Hoshil Dhanji of the Zanzibar Stone Town Heritage Society commented at the Heelis event that the National Trust is 'full of SPARK: Service, Purpose, Attraction, Resilience, Knowledge'.

The same can be said of all the partners working on the *Withstanding Change* project: all of them working in very different contexts, under sometimes very challenging conditions. They are united by that shared 'spark' that inspires them to safeguard their precious heritage for their communities, and for the future.

The project continued to deepen these connections with the arrangement of twinning partnerships. Each partner has been matched with a National Trust property, bringing together sites in Wales, England and Northern Ireland with those in the Middle East and Africa. The impacts of climate change are not constrained by national borders, so these places are now working closely together, to help each other become more resilient to the effects of climate change.



# Growth

We are committed to growing global capacity for heritage conservation through skills development, helping establish new National Trusts in countries where they do not currently exist and nurturing young leaders for nature and heritage. We pledge to unlock opportunities for everyone involved with INTO member organisations to have an international experience.



## INTO Growth

As noted in the message from the Chair and Secretary-General, 2023 saw huge growth in the Secretariat team. The *Withstanding Change* project funds 3 full time roles, with one embedded in the National Trust but working closely with the project team. In addition, a part time fundraising manager joined us on secondment from the National Trust from January to September, and we were very ably supported by our Business Services Co-ordinators Jess and Izzi.

This represents a team increase of over 200%. For our size of organisation this has been very significant for our delivery, but also for strategic planning and added value to our members. Although we expect a certain amount of flex in response to project demands or programme delivery, this year has been exceptional, and we have been able to capitalise on our increased capacity.







## Meet the team



**Catherine Leonard**  
Secretary-General



**Alex Lamont Bishop**  
Deputy Secretary-General



**Vanessa Targett**  
Interim Deputy Secretary-General



**Ellie Oliver**  
Communications Manager



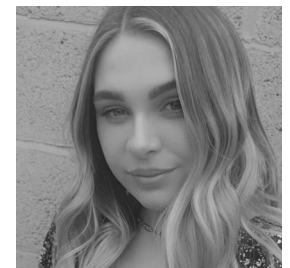
**Dave Simpson**  
Programme Manager  
Climate Change and  
International Heritage  
Resilience



**Jacqui Sealy**  
Programme Officer



**Izzi Greenwood**  
Business Services  
Coordinator  
(National Trust)



**Jessica Lay**  
Business Services  
Coordinator  
(National Trust)



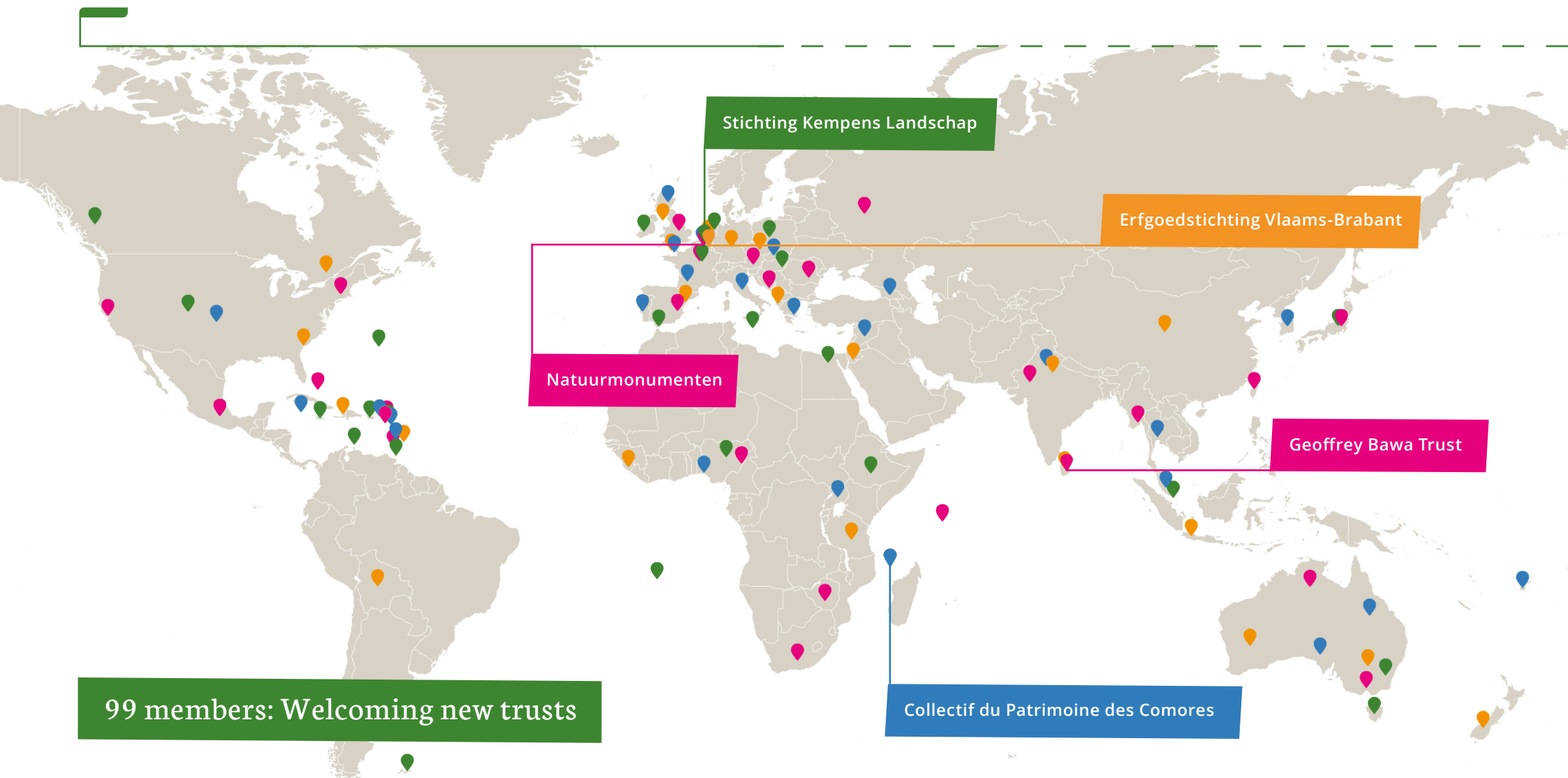
**Katherine Shingler**  
Project Manager  
(National Trust)



**Tracy Ogden-Davies**  
Philanthropy Manager  
(National Trust)



**Emma Taylor**  
Project Manager  
(Freelance)



**99 members: Welcoming new trusts**

We recruited five new members over the reporting period: Erfgoedstichting Vlaams-Brabant and Stichting Kempens Landschap in Belgium; Natuurmonumenten from the Netherlands; the Geoffrey Bawa Trust in Sri Lanka and the Collectif du Patrimoine des Comores.

## Staff Exchange in European Cultural Heritage Trusts

We have also been growing leadership through our part in the Staff Exchange in European Cultural Heritage Trusts (SEECHT) project, funded by Erasmus+.

In a matrix criss-crossing Europe, a series of 12 two-week staff exchanges enabled knowledge sharing, personal development and the advancement of new strategies. Having learnt from their neighbouring trusts, participants delivered pilot projects that broaden access to all segments of the European public, whilst also welcoming members of heritage trusts from other countries as part of the INTO Places reciprocal visiting programme. The final report, the Broadening Access Toolkit, was launched in September 2023 on the INTO website.

[Read the 'Broadening Access' toolkit](#)



## Withstanding Change project

*Withstanding Change* has also enabled capacity to grow in the INTO team and at partner organisations, with 20 new roles in total.

As shown in the Family section, project partners came to the UK at the end of April 2023. This was an opportunity to learn about climate adaptation and communication, whilst also contributing to personal and organisational development plans.

The programme's evaluators have supported each partner, to ensure that broader organisational development outcomes are embedded alongside those focused on programme delivery.



## Heritage Leaders

Our new Heritage Leaders programme, funded by the Helen Hamlyn Trust, offers a suite of development opportunities targeted to organisational and individual needs at a time when many INTO members face tremendous challenges in protecting, maintaining and using their heritage assets and natural environment.

Working with Cultural Associates Oxford, we have completed a scoping exercise looking at how we can support our member organisations through a managed and funded programme of leadership development. We will begin to recruit participants in early 2024 for a pilot starting in May 2024.

## Growing New Trusts

We continue to make progress supporting the development of a National Trust for Portugal. This work is building confidence, capability and capacity on a long-term basis. Much of the learning is being delivered through visits to the UK, Portugal and Italy - these relationships will develop online and in person in 2024.



A woman with dark hair and glasses, wearing a colorful patterned shawl, is speaking into a microphone. She is gesturing with her hands. In the background, several other people are seated and listening attentively. The scene appears to be a conference or a public speaking event.

# Voice

INTO speaks out with authority and purpose on global conservation issues critical to INTO's membership. We draw on the wisdom of the INTO family to crowdsource solutions to shared challenges. We also celebrate how the work of our member organisations positions heritage and nature as a solution to the climate crisis, to building resilient communities and to securing our global future. We will speak out, take positive action and empower others to do the same.

## Raising our combined voice

Our Voice work is threefold. Firstly, collecting and sharing stories and best practices from our member organisations to pool expertise and crowdsource solutions, such as the SEECHT Toolkit or current research being undertaken by Professor Peter Gould of the University of Pennsylvania.

Secondly, supporting our members' individual national campaigning and influencing activities. In early 2023, we helped amplify Badan Warisan Malaysia's campaign to save the Rex Cinema in Penang – or more recently in a letter of support for continuing the lease of Old Customs House by the Zanzibar Stone Town Heritage Society.

And lastly, acting as a combined voice for the whole membership on specific global issues such as climate change. To that end, we collaborated with SEACHA colleagues, the Climate Heritage Network, and other partners on our approach to COP28 this year in Dubai.

One of the ways we can amplify our message is through working with complementary networks. Over the reporting period, we have collaborated actively with the V&A Culture in Crisis team, SMILO the Small Islands Organisation, the Climate Coalition and Europa Nostra, amongst others.



## Increasing INTO's profile

The Helen Hamlyn Trust grant helps us increase INTO's profile amongst prospective members, partner organisations, supporters, funders and opinion formers, transmitting our and our members' messages about the importance of heritage to an ever-wider audience.

Our Deputy Secretary-General is at the forefront of INTO's advocacy, outreach and profile-raising work, particularly in responding quickly to groups wanting to establish a National Trust; seeking out opportunities to showcase our work; making alliances with complementary organisations and networks and catalysing conditions that would make it easier to establish a National Trust.





Our Communications Manager's focus is on growing INTO's communications engagement, by creating and managing quality content across all our channels. We delivered two awareness-raising campaigns in 2023: firstly, promoting the SEECHT project and improving access to heritage sites with the brilliant Broadening Access Toolkit. The second focused on nature and climate, beginning with our INTO CAN mini-webinar series and including the COP28 summit.

The COP28 campaign was especially successful at bringing together partners and funders, reaching new audiences and underlining our work on climate and environment. As well as welcoming visitors to our booth, where there were opportunities to interact with our content, Dave Simpson, *Withstanding Change* Programme Manager, coordinated and delivered a brilliant side event with project partners and the British Council. We experienced very high levels of engagement online with our social media and blog and saw increased engagement with our website thanks to the use of QR codes.



Monthly analysis of all our channels enables us to direct our resources effectively, and reach relevant audiences with news, opportunities and shared learning.

Engagement with our newsletter has grown by 20% this year, with new audiences gained through awareness-raising at COP28 and ever-growing numbers of website views, downloads and interactions. We have updated our website and continue to improve the user experience. We've also worked with National Trust teams on updating and expanding our pages on their website, improving access to information on INTO Places and the *Withstanding Change* project.

Our social media reach has been excellent, in particular when working with our members to amplify each other. Our internal communications as a team and within our wider embedded National Trust channels has also been transformed in 2023, with measurement data and feedback showing a marked improvement in awareness.



## Working in partnership

In early 2023, we collaborated with our V&A Culture in Crisis colleagues on a brilliant webinar series drawing on the key themes of INTO Dundee 2022.

Each event brought together voices from around the world to examine how cultural organisations have adapted and transformed in the face of global challenges and new opportunities. We received lots of lovely feedback during and after the conversations. We have been able to reach five times as many people through the digital offering than the in-person conference and demonstrate that working with complementary networks is another way to amplify our voice.

In May, we held a webinar as part of the Celebrate Islands mobilisation spearheaded by SMILO and the Conservatoire du Littoral. Speakers from the US, UK and Anguilla shared thoughts on island sustainability and how we talk about our work. Again, our connections helped to give a platform to the work of our members.

**#CULTURE IN CRISIS CONVERSATIONS**

**HERITAGE NOW: Relevance & Community**

**THE PANEL:**

- SARAH YOUNAN**
- RASHAD SALIM**
- HANNAH LEWIS**

**YOUTH-LED STRATEGIES FOR CLIMATE ACTION**

**NO MÔR PLASTIC**  
YOUTH-LED MEANINGFUL ENGAGEMENT

**An Ark for IRAQ**  
The cradle of civilisation... and hopefully not the coffin

**Adaptation is ALSO KEY**  
this is NOT about returning to the PAST

**CONNECTED ECOSYSTEMS**  
WHERE have we COME FROM?

**THE PAST is a SOURCE for finding SOLUTIONS FOR THE FUTURE**

**EVERY tradition was ONCE NEW**

**Engage with the waters, and each other**

INTERNATIONAL NATIONAL TRUSTS ORGANISATION | Culture in Crisis | V&A | LIVEILLUSTRATION.CO.UK

**#CULTURE IN CRISIS CONVERSATIONS**

**HERITAGE NOW: Relevance & Community**

**THE PANEL:**

- ELON COOK LEE**
- FRANCIS MUSA MOMOH**
- CHRISCHENE JULIUS**

**(RE)INTERPRETING RELEVANCE**

**REPAIR WORK**  
A continuous process of focussing on descendants of enslaved communities

**A KNOWLEDGE EXCHANGE**  
Going BEYOND the NORM to engage WITH THE Communities

**STRUGGLE for DISTRICT 6**  
Reflecting 30yrs on... being a support for LAND RESTITUTION TRAUMATIC through to PRODUCTIVE

**APARTHEID**-Sharing lived experiences of people forcibly removed

**KONTRI POT**  
HOLD IT HIGH

**YOUTH is the FUTURE**

**APPROPRIATE CARE** for the narrative of enslaved ancestors

**HERITAGE HEALING SITE**

**we are our OWN AUTHORS**  
The PROCESS over the end product

INTERNATIONAL NATIONAL TRUSTS ORGANISATION | Culture in Crisis | V&A | LIVEILLUSTRATION.CO.UK

## Climate Coalition

### Green Heart Hero Awards 2023

We nominated the Cross-Cultural Foundation of Uganda (CCFU) for the 'Inspiring International Project Award' for 'Melting Snow and Rivers in Flood' which explores a community-led response to the loss of belief systems, cultural rites and sacred sites due to climate change. And Reon Porter, a talented and articulate ambassador for the National Trust for the Cayman Islands was our nominee for the 'Future Leaders Award'. We were very pleased that our two nominations to these prestigious climate awards were shortlisted, with CCFU crowned winners.

We accepted the award on behalf of our CCFU colleagues, presented by Lord John Sentamu, at the award ceremony at the Houses of Parliament on 27 February 2023. This was a brilliant opportunity to network and raise awareness of international projects with a very engaged audience.



# Strength

We are building financial sustainability for INTO, and we are also creating projects that build capacity within our member organisations. We seek to demonstrate best practice in our governance and organisational culture. We will also reduce our environmental impact through our existing operations and future development.

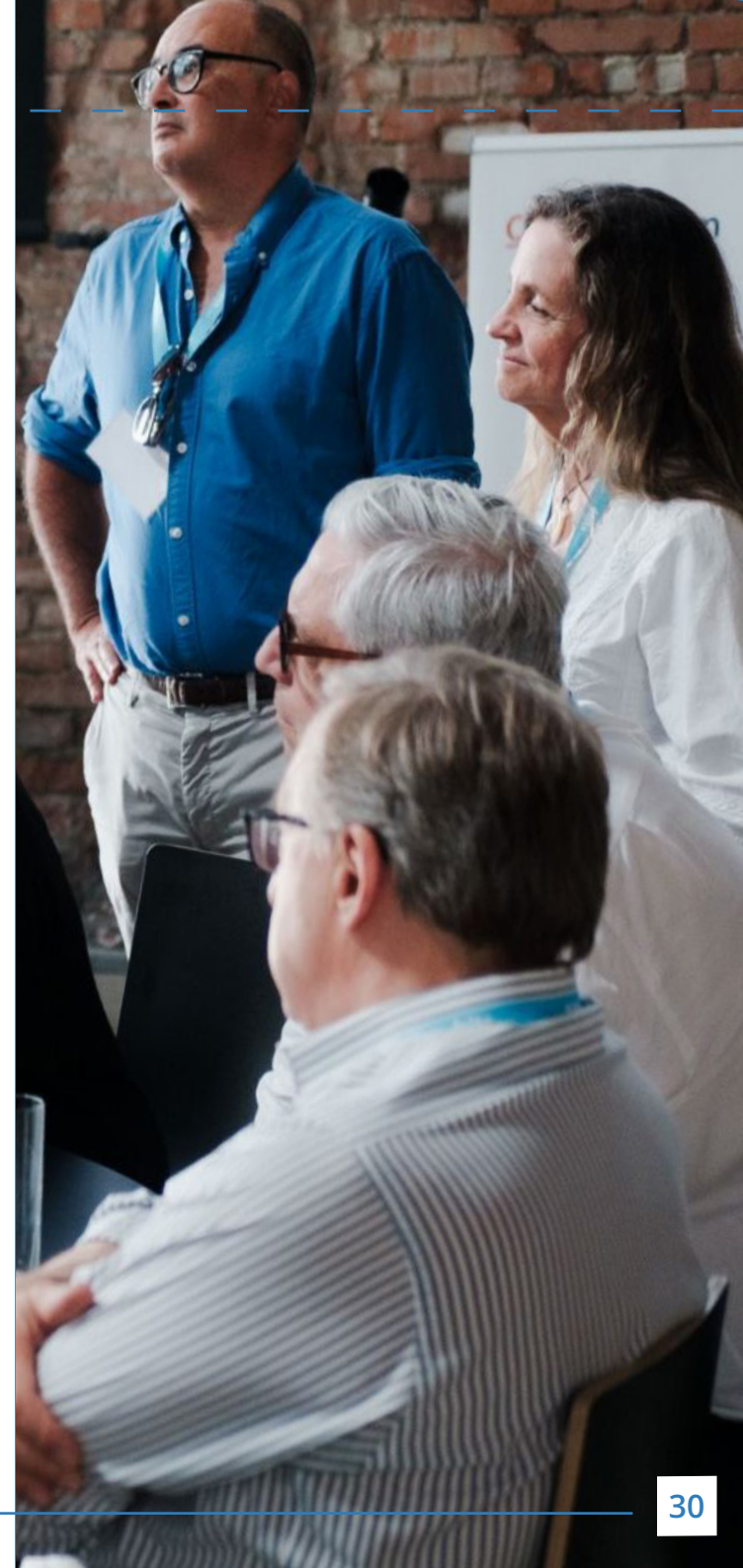


In our 2019 Business Plan we set out our ambition to deliver sustainable resourcing that responds directly to INTO and its members' needs; nurtures existing mutually beneficial relationships with members, supporters, partners and constituencies, and enables expansion. We agreed that membership fees would remain a vital and stable foundation. In addition, we would mobilise new sources of funding - more grants, major donors and corporate sponsorship.

As demonstrated through partnerships with ALIPH and the Cultural Project Fund, we have been successful in raising new project funding from grants. We have also maintained the financial contribution from the National Trust and increased in-kind support.

In diversifying our approach to fundraising, we are working with a philanthropist wishing to donate a percentage of their company sales to INTO projects. We have also partnered on new project bids with the National Trust and University of Bristol amongst others, with several more in the pipeline. Additionally, we received a major gift from a London-based donor, in support of the Barbados National Trust's work at Arlington House.

**This blended model for project financing enables us to lead or participate in funding bids that contribute to our strategic aims, whilst also bringing benefits to our member organisations around whom the projects are built.**



## The Helen Hamlyn Trust

We were delighted to announce in 2022 a new grant from the Helen Hamlyn Trust (HHT) for £399,500 over three years. This generous support builds on previous funding from the HHT. These funds support our Deputy Secretary-General role until 2025, Incubator programmes, TAP INTO funds, development of the new INTO Heritage Leaders programme and contributions to communications, the conference and Ambassadors programme.

## Fundraising success

In November 2022 we secured a significant £1.6m grant from the British Council Cultural Protection Fund. The grant provided two new members of staff at the INTO Secretariat to deliver the project, as well as supporting 18 roles at our partner organisations, growing our capacity to support all our members around the important issue of climate change.



## Project success with ALIPH

In September 2023 we celebrated the end of our ALIPH-funded project in Georgia. Three years ago, we embarked on an incredible journey together with REMPART and the National Trust of Georgia, which has shown the real power of collaboration, working together and strength in unity. The success of this peacebuilding through heritage project, ably supported by our Project Manager Emma Taylor, will enable us to continue to build on our relationship with ALIPH.





## Capacity building through Withstanding Change

There are many layers of the project which are contributing to capacity building and sharing best practice. As shown in the Family section, twinning partnerships are breaking down borders of climate adaptation learning. Perhaps most significantly, the National Trust Climate Adaptation guide continues to develop alongside the project. Hosted on the INTO website, this guidance is truly 'arms wide open' and available internationally. The Project Manager Katherine Shingler, is embedded in the National Trust but working closely with the project partners, amplifying the possibilities of shared learning, knowledge development and project success.



# Strategy

Over the coming 12 months we will be focussing on Heritage Leaders, Withstanding Change, engaging young people, the Islands Incubator, COP29, and looking forward to the INTO Jordan 2024 conference.

We will keep our vision at the heart of this activity - a movement of people who care about nature and heritage and are inspired to celebrate and protect it.

There have been many changes and developments in the heritage environment since INTO's inception in 2007, including reduction in government support, the lasting impacts of the Covid-19 pandemic and ongoing challenges posed by climate change or colonialism and conflict.

From Tanzania to Tasmania, South Korea to Saint Lucia, our local National Trusts see every day and at first hand the effects of limited funding, insufficient political support and the lack of public awareness or engagement. Unless we act and work towards significantly changing public and official attitudes to heritage, we risk allowing our built and natural heritage to disappear.

Our 2023-2030 strategy sets out how we will increase awareness of the social, spiritual and economic value of the places INTO members look after. By committing to a strategy that both highlights the benefits of a thriving heritage sector and provides innovative capacity building assistance to countries and territories, INTO will enable our members to extend their outreach and tackle the very real threats on the ground.

**We believe that with international support, local empowerment and joined up working we can make a difference.**



To ensure that we are doing everything we can to increase equality, diversity and inclusion (EDI) in our work and respond positively to the threat of climate change and biodiversity loss, we have two overarching themes:

## Arms wide open

Increase opportunities for everyone to engage with our work, especially those who are disadvantaged. We pledge to grow our understanding of EDI, celebrate our diversity and use our experience and platforms to champion change.

## Climate and environment

There's a climate and nature emergency. Bold action is needed, and heritage organisations have a unique contribution to make. We pledge to use our spaces, experiences and voices to inspire people with our work at heritage sites and in the natural world to take action against climate change, invigorate nature recovery and build community. We will lead by example.



## Our Values

**For everyone** – a diverse and truly international organisation for all ages

**For the planet** – we care for people and places around the world, seek ways to reduce our environmental impact and use our profile and experiences to influence positive change in others

**For communities** – people have a right to nature and culture, we help sustain organisations and an enabling environment to make this happen

**Collaborative** – we achieve more working together and in partnership with others, we work collaboratively, bring diverse people, ideas and experiences together and share information and resources for the benefit of all

**Resourceful** – we are nimble, modest, humble and make the most of precious resources

**Egalitarian** – each member of INTO has an equal voice, all the organisations in INTO whether they are big or small, old or young, wherever they are in the world have got something to share and something to learn from each other



## Governance

Our Trustees have continued to meet virtually throughout 2023 and met in person at the SEECHT Prague Conference. We are deeply grateful to them for their guidance and support. In 2023 we said goodbye to Darren Peacock and Katherine Malone-France. Katherine joined the board in 2017 and immediately took a leading role at INTO conferences. She has also been a passionate advocate for our RISE programme (Reimagining International Sites of Enslavement).

Darren provided, among many other things, valuable insights into our strategic planning processes. They were both part of a trustee board that has overseen a significant period of growth and helped steer us into a strong position as we move to the next stage of our development.

We will publish our official Annual Report, including full Financial Accounts and Trustees' Report later in 2024.

## Public benefit

The object of the Charity is to promote the conservation and enhancement of the natural and cultural heritage of all nations for the benefit of the people of the world. In shaping our objectives and planning our activities for the year, the trustees have considered the Charity Commission's guidance on public benefit.

At its most basic, heritage is what people value and want to hand on to future generations. The definition of heritage is very broad, and it can cover everything from land and biodiversity, to buildings and landscapes, collections and intangible things like language and traditional practices. In fact, what makes something part of our heritage is not whether it is a building or a landscape, but the value we place on it.





# Our Trustees



**Dame Fiona Reynolds**  
Chair



**Kofo Adeleke**  
Trustee



**Natalie Bull**  
Trustee



**Catherine Childs**  
Trustee



**Julian Donaldson**  
Co-opted Trustee



**Omar Eaton-Martinez**  
Co-opted Trustee



**Irena Edwards**  
Trustee



**Martin Galea**  
Vice Chair



**Kanitha Kasina-Ubol**  
Trustee



**Barbra Babweteera Mutambi**  
Trustee



**John Orna-Ornstein**  
Trustee

# Our 2023

# in numbers

4.7k

followers on social media



200k-250k

people reached by SEECHT Project (including the visitors to the sites where pilot projects have been implemented)

circa 1k

views a week of the INTO website



800+

heritage professionals and organisations reading our newsletter

1-2k

people reading the Broadening Access Toolkit (the Toolkit was diffused by partner organisations and by INTO centrally, reaching an international audience with the case studies)



56

delegates at the Islands Incubator 'Global Connections' Workshop at Bath Assembly Rooms, 7 September 2023

400+

joined online for the Heritage Now: Relevance and Community webinar series

50

attendees at the INTO Withstanding Change Event, 4 May 2023

100+

people attended our SEECHT conference in Prague, from five different continents

400-500

people involved in SEECHT study visit (SEECHT secondees while on secondment met an average of at least five heritage sector people per day, with whom they shared their experience and best practice)



## Contact details

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