

ICNT Workshops

These are suggestions for workshops for the conference – they act as a suggested ‘menu’ that will be added to (or reduced) & modified by the call for papers. The way the middle day of the conference (Wednesday, hosted at the Theatre Royal and Ickworth) has developed there will be fewer workshops with more set piece debates at the Theatre Royal in the morning, and regional meetings early afternoon, both picking up the theme of growing the movement.

Land, Landscape, Nature:

Landscape Scale Conservation:

Owning and managing land and landscapes is something that sets the National Trust movement apart from other charities and campaigns. Here in the UK, the Trust has been exploring the role landscape-scale solutions can play in creating habitats in which diverse wildlife can flourish. Several such projects are now active, including the Wicken Vision (<http://www.nationaltrust.org.uk/wicken-fen/our-work/our-vision/>). Wicken Fen will provide a beautiful backdrop to workshops exploring the approaches of other Trusts and similar organisations in building effective collaboration and partnership, and the merits of the landscape-scale approach.

Reconnecting Young People & Nature: Project Wild Thing & 50 things (2 workshops & film screening):

Across the world, we are experiencing a fundamental shift away from an appreciation of nature. Project Wild Thing (<http://projectwildthing.com>) is a film led movement to get more kids (and their families) outside and reconnecting with nature – both for healthy development and the future protection of the Earth. The film is an ambitious, feature-length documentary that takes a funny and revealing look at a complex issue, but Project Wild Thing is much more than a film; this is a growing movement of organisations and individuals who care deeply about the need for nature-connected, roaming and outdoor playing kids in the 21st century. The film has been screened in several countries and we will explore how the National Trust movement can build on this momentum.

50 Things to do before you are 11¾ (<http://www.nationaltrust.org.uk/visit/families/50-things/>) is a nationwide campaign to get sofa-bound, screen-addicted children outdoors and closer to nature. It has been running across the Trust here for the last 3 years. 50 Things has been successfully replicated by the Cayman Islands National Trust and this workshop will look at how other Trusts around the world are successfully engaging families in the outdoors.



Land Use Planning:

Threats to the character and identity of both natural and built heritage through inappropriate development are a common refrain across the INTO network. In recent years the National Trust in England, Wales and Northern Ireland has made a number of interventions in public debates about land-use planning (<http://www.nationaltrust.org.uk/what-we-do/big-issues/land-use-and-planning>). We have drawn attention to the need for effective planning if we are to meet the needs of a growing population (for housing, transport, energy, jobs) while at the same time preserving the aspects of the landscape that we value most (green spaces, biodiversity, natural beauty and historic interest). During the conference we will look at how Trusts can best intervene in these political debates, and how we might learn from the experience of different international contexts.

Coast:

This year, the Trust's Neptune Coastline Campaign celebrates its golden jubilee and, inspired by Neptune, INTO members the Conservatoire du Littoral mark their 40th anniversary. As so many National Trusts belong to small islands nations, the coast is vitally important to our movement and our supporters. Climate change is leading to sea level rises, and putting relentless pressure on our coasts. Extreme flooding events are increasing in frequency across the world as a consequence of this, and as a result of the way land is used. At the same time, our supporters are drawn to the coast for its breath-taking beauty and power, wonderful wildlife, water sports or simply the memories it evokes. We wish to explore our responses to the coast , and 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.

Renewables & Sustainability:

National Trusts around the world are striving to be more sustainable in their energy use and encouraging those around them to do the same. The National Trust of England, Wales and Northern Ireland is now half-way through its energy strategy entitled "Grow your own", where we committed to conserve energy, grow our own electricity and heat, get off oil and provide inspiration. In 2014 we launched our Renewable Energy Investment Programme; an ambitious plan to provide clean energy to 43 historic properties, including hydro, biomass and heat pumps. Ickworth, Anglesey & Wimpole are all part of this project: we will look at the challenges & successes that we have seen so far, and INTO members will have the opportunities to share their experiences with energy use.

Natural Capital:

There is an increasing awareness that land, nature and ecosystems have inestimable value to our quality of life. New tools are now available to quantify that value, enabling new markets to be developed in which natural capital can be assessed, captured and traded. The National Trust's own land capability assessment approach is one means by which the value of our land management techniques can be properly recognised. At Wimpole we have measured the value of the carbon



captured in soils as a result of our farming methods. The workshop will explore how the National Trust movement might demonstrate the benefits of land management techniques in promoting more sustainable approaches more generally to our custodianship of natural capital.

Economic Models in the Outdoors & Farming in 21st Century:

Agriculture has accounted for widespread change in the look, feel, smell and sound of our landscapes. It has, through one green revolution after another, increased productivity and, it is commonly claimed, has kept pace with the growing global population. However, the distribution of food is not even, to many the cost is not affordable and now a billion people are hungry on a daily basis. Another green revolution is starting - how this will change the shape of our planet is in our hands. Sustainable farming seeks to make the best use of ecology, nature's goods and services, incorporating natural processes like nutrient cycling, nitrogen fixation and soil improvement: if we can create sustainable economic and social development we can protect heritage, landscape and what is culturally valuable and distinctive. Wimpole is the Trust's only lowland in hand farm and we will use the 1000 acres we farm as a backdrop to a global conversation about farming, with input from the INTO Farms team.

Cultural Identities

Identifying spirit of place:

Conservation is defined as the careful management of change. It is about revealing and sharing the significance of places and ensuring that their special qualities are protected, enhanced, understood and enjoyed by present and future generations.

The Trust has developed an approach to managing properties that puts an understanding of the 'spirit of place' at its heart. This approach draws on ideas developed in international heritage statements such as the Burra Charter, seeking to identify the emotional and local-level responses to places of historic significance. We have the opportunity to explore Spirit of Place against the backdrop of internationally significant places and drawing up the wide and varied experience of our international delegates

Intangible heritage:

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. The UK Government is yet to ratify the convention, and this may indicate that the UK has much to learn from other nations about the value of intangible heritage and techniques for promoting it. 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. This workshop will build on that to further explore the role of the global National Trust movement in working with intangible heritages.



Using the past to talk about contemporary issues:

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 world-wide spread of ideas and values that have shaped our politics since the medieval period. What responsibilities do we as a movement have for addressing contemporary issues through the lens of the past?

Our role as campaigners:

The National Trust was the creation of three seasoned campaigners: Octavia Hill, the social housing reformer born in Cambridgeshire; Hardwicke Rawnsley, the defender of the Lake District; and Robert Hunter, the lawyer who spent much of his career campaigning to save commons and open spaces from enclosure. A mandate to campaign is enshrined in the founding Act of Parliament (1907), which describes a role to 'promote' the protection of special places. We would like to explore how different National Trusts around the world perform a role as active campaigners, and the different forms it can take. Methods range from encouraging our members and supporters to sign petitions and write letters, to more subtle and 'behind the scenes' influencing made possible by our respected status as a major landowner and business. We also want to take a closer look at our global influencing role and how INTO could inform debate or put pressure to bear, from supporting a member Trust with a national campaign to speaking out about the destruction of irreplaceable and universally significant cultural heritage in conflict zones.

Experience & Place – the relevance of our places (Trust New Art as a case study):

The challenge for us (particularly in our built places) is to broaden our appeal, match different audiences to different audiences and be more true to the spirit and the potential of each place. At the National Trust of England, Wales and Northern Ireland, we want our great houses to function not just as visitor attractions but as cultural institutions, offering depth of engagement and relevant programming. Is the challenge the same across the world, what can we learn from each other?

The mission of Trust New Art is to help grow the nation's love of special places by using contemporary creative practice to explore and express 'spirit of place' at National Trust properties. Trust New Art is an umbrella programme for the Trust's high quality visitor-facing offer of contemporary arts programming. This can include: contemporary art and craft exhibitions, residencies, projects, products and arts-based visitor experiences. It has become recognised in the arts sector as a mark of quality. The programme helps to build new and repeat audiences for the arts and our properties.



Meeting the expectations of our visitors:

The National Trust movement is a major player in the global tourism and leisure market. Competition for audiences has never been keener, and we need constantly to keep ahead of our rivals and be aware of the needs and expectations of visitors. Our focus on the visitor experience has reaped huge dividends in the UK, as we learn better what works in presenting our places – delegates will be able to see this for themselves at estates like Ickworth and Anglesey Abbey.

The question of whose cultural heritage we are seeking to present, and the responsibilities that the custodianship of heritage brings with it, resonates with many of our sister Trusts around the world. Presenting coherent and meaningful stories about places, while meeting the diverse needs of our audiences, will be the focus for workshops and site visits throughout the conference.

We will also draw upon international case studies showing how sustainable tourism and heritage management balances quality visitor experience with conservation benefits and stakeholder dialogue/ cooperation.

Youth, culture and identity:

How does Youth relate to the global movement of National Trusts? What is our role to engage them with our heritage in the digital age? 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?

Growing the Movement

Financial sustainability:

Using Ickworth as a case study, we want to examine how we make our places sustainable. Historically Ickworth was one of the largest deficit properties in the Trust but now generates a surplus. The property generates income from many different sources – partnership agreements with 3rd parties, residential & farm lettings; holiday accommodation; commercial income from visitors and endowment income. What wider relevance do these ways to financial sustainability have?

National Trusts across the world are under increasing pressure to make their heritage assets sweat and this workshop will explore new opportunities for increasing revenue whilst maintaining high standards of conservation and access.

Communicating cause & the role of membership:

Despite its large membership base, a consistent finding in the Trust has been a lack of shared understanding about the cause of the organisation – why it exists, what it does and how it does it. Often members have a transactional relationship with the Trust (viewing places as purely tourism attractions). As a movement, what do we think is the future of membership organisations like



ourselves? Do we understand what membership means to people and what the alternatives are?
How can we better communicate our cause?

Legal & organisational structures and governance:

The England, Wales, Northern Ireland National Trust occupies a unique constitutional role, as an independent charity operating under powers granted by Parliament and yet without any formal link to or support from Government. In other parts of the world, National Trusts vary in their relationships 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). What other ways of envisioning the role of the National Trust movement in the 21st-century might be needed as we look ahead? What is the relationship between ‘National Trust’ sites globally and other designated places such as World Heritage Sites?

The role of volunteering:

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. What relevance does the UK model have to the wider movement?

