

# World Monuments Fund Britain

Accessing ODA funding



**World Monument Fund  
Britain is creating  
livelihoods for Syrian  
refugees**

World Monuments Fund Britain is the first Heritage Alliance member to apply successfully under DCMS's Cultural Protection Fund. The £30m Fund, administered by the British Council, supports projects in conflict-affected countries across the Middle East and North Africa to secure sustainable economic and social outcomes as well safeguard and promote cultural heritage at risk. The Cultural Protection Fund is now supporting some thirty two ODA-eligible projects across Afghanistan, Egypt, Jordan, Lebanon, Libya, Iraq, Occupied Palestinian Territories, Sudan, Syria, Tunisia, Turkey and Yemen.

WMFB's Syrian refugee project is now underway to provide a group of Syrian and Jordanian trainees with traditional stonemasonry skills to repair conflict-affected heritage buildings. The project aims to address a pre-existing expertise deficit while the on-going conflict means the majority of Syrian stonemasons have been displaced. When peace returns to Syria, there will be a desperate need to reintroduce these skills in order to prevent the destruction of stone built heritage across the country.

Trainees are drawn from near the Syrian Jordan border with a focus on recruiting Syrian refugees. The students are being trained on a 42 week vocational course focussing on a range of topics relevant to traditional stone masonry from stabilisation of masonry ruins to masonry technology and theory to practical and ornamental stone cutting. Graduates will receive an accredited diploma upon completion to help facilitate entrance into the heritage workforce.

Alongside the training programme, WMFB will work with the Petra National Trust to deliver a set of public engagement workshops, aimed at Jordanian and refugee children, who will learn about the importance of their heritage and how the project training will improve the situation in Syria and Jordan.

As part of World Monuments Fund, a leading international non-governmental organisation for the protection of cultural heritage, the British office is part of a global family and the largest affiliate of the New York-based charity.

## The Heritage Alliance

WMFB always emphasises the importance of working with partners and local communities to ensure that endangered sites in their care have a long term future. Its contribution may include funding, but is just as likely to be in the form of advice on conservation management, capacity-building, advocacy, or helping with educational or interpretative initiatives. In this project, the partner is Petra National Trust, Jordan's national institution for the protection and preservation of national cultural heritage. As the lead partner, however, the UK ngo could draw on experience from different countries through the international WMF network, to augment the half million pound grant with a substantial project management element as well as – successfully - manage the grant application process. An impressive track record undoubtedly contributed to its success.

# UK Antarctic Heritage Trust

Caring for a continent



**UKAHT combines research with visitor management and advocacy for the future of Antarctica**

UK Antarctic Heritage Trust is unique amongst Alliance members for addressing the heritage of a whole continent but also for promoting the 'existence value' of a site that few of us will ever visit in person. Its aims explicitly refer to the intangible values of the vast continent as well as tangible remains of human endeavour.

It aims to engage, inform and inspire a global audience, to support 'the largest science laboratory in the world' and always with special reference to the Antarctic Treaty (1959) which, despite longstanding British territorial ambitions, established Antarctica as a region to be used only for peaceful and scientific purposes and placed all territorial claims in abeyance.

The charity manages six historic sites, all recognised as Historic Sites and Monuments under the Antarctic Treaty, the most famous of which is the flagship historic site, Port Lockroy the first permanent British base in Antarctica. Port Lockroy has been a home for explorers, whalers, scientists, and sailors who have made vital contributions to Antarctic history and the harbour is the most visited site in Antarctica today. In 1996 the British Antarctic Survey with support from the UK Foreign and Commonwealth Office restored the base to its working condition and in 2006 the Trust took on sole responsibility for the site. Now, Port Lockroy is the cornerstone of the Trust's efforts to conserve and preserve British Antarctic heritage for future generations.

UKAHT is most actively on site when Port Lockroy is manned by a team of four people during the Austral summer. They run the museum and associated post office and gift shop, welcoming visitors and ensuring visits are undertaken to the strict guidelines of the Antarctic Treaty and environmental protocol. Port Lockroy is also home to a colony of 2000 Gentoo penguins who nest there each year. The conservation of the site is also a major part of life on base and the team undertake basic monitoring and repairs to the buildings and carry out an annual survey of some 2500 individual artefacts gathering information to determine the pace of change and the causes. This data is then used to plan how better to store and display the objects to best preserve them as well as inform any treatment plans for any damaged items.

The Trust operates a post office and a small gift shop for some 18000 visitors a year. Visitors can post postcards and letters in the red letter box at Bransfield House 'Please be aware these may take several weeks to arrive at their destination'.

It also manages five former British Bases on the Antarctic Peninsula as well as maintaining a heritage interest in others, such as Deception Island and the Heroic era huts in the Ross Sea. Each site tells a unique story of discovery and scientific exploration from the sledging trips of Horseshoe, to the chequered history of Deception Island which started as a whaling station and later became a research base during Operation Tabarin in World War II.

Through its work, UKAHT combines research with visitor management and advocacy for the future of Antarctica. Based in Cambridge, the Trust also arranges heritage events and exhibitions in the UK. Working in partnership with UK heritage organisations with interests in Antarctic heritage, UKAHT supports museum acquisitions, public exhibitions, outreach programmes and commemorative events. The roll call of partners is impressive, including the Royal Geographical Society (with IBG), the Maritime Museum, British Library, Scott Polar Research Institute, NZ Antarctic Heritage Trust as well as a great range of smaller organisations, with whom UKAHT is able to reach audiences with stories of British Antarctic endeavour.

# The Heritage Alliance

The Trust has HRH The Princess Royal as patron and vice patrons drawn from the families of Captain Scott and Ernest Shackleton as well as significant figures of the Polar world. The Friends of Antarctica, the Trust's membership body has around 1,000 members who subscribe to the biannual Antarctic Times and attend member events through the year.

As an organisation with a very British story to tell and one of the most visible manifestations of British presence in Antarctica, it has a highly international operation serving a mixed international visiting audience. Close collaboration with international Antarctic tour operators, the national Antarctic programmes of both the UK and USA and a close alliance with their sister trust in New Zealand, are all needed to ensure that spirit of international cooperation under the Antarctic Treaty is reflected in a very real way on that tiny island on the Antarctic Peninsula.



# Venice in Peril Fund

Patience and persistence



## VIPF seeks to save the 1883 hydraulic crane designed by Sir William Armstrong

Venice in Peril Fund is the UK heritage charity which raises funds for the conservation of buildings, monuments and works of art in the city of Venice and its lagoon. It was founded by Sir Ashley Clarke, a former British Ambassador to Rome, following devastating flooding in Venice in 1966. What started as an initiative taken with the British FCO and Italian government led to an international appeal by UNESCO to its member states, the foundation of a number of international committees and the consolidation of this loose network, in 1992, to the setting up of the Association of International Private Committees in Venice (currently amounting to 22 members). A process has evolved whereby the Soprintendenze (the city and regional heritage departments of the Ministry of Culture), proposed urgent and significant projects for which it sought help. The committees, under the auspices of UNESCO, responded by gathering funds and, either individually or jointly, financed repair and conservation that was designed and directed by the Soprintendenze to meet the criteria and standards of the Italian government.

In Spring 2017 a new agreement between the Italian Ministry of Culture (MiBACT) and the Association of International Private Committees, recognised the successful co-operation between state heritage authorities and private funding over 50 years and laid out a framework for future collaboration. As a model, the agreement is innovative and a mark of appreciation of continuing VIPF work.

Venice in Peril Fund's contribution and impact has been far-reaching. Although it is a small organisation, it is respected as the founding member of the Private Committee movement in Venice.

What it brings to the table, according to Emma Bassett of VIPF, is the ability to be nimble in its responses to need, its longstanding presence and relationships in the city, as well as patience, persistence and phlegmatic accommodation of the sometimes long gestation of projects. This has resulted in the successful completion of over 60 projects. VIPF has also published reports on lagoon fragility and tourism.

VIPF enjoys loyal support amongst donors and Friends in the UK and relatively high profile from its association with a wide range of English Venetophiles. It has had three dynamic Chairmen: John Julius Norwich, Anna Somers Cocks and, currently, Jonathan Keates, as well as the very successful association with Pizza Express which has raised around £2million through its Pizza Veneziana donations.

Proposed projects with an Anglo-Venetian story, resonate in a particular way with UK supporters. The importance of Venetian culture and history for UK heritage cannot be underestimated. From Palladio to Canova, from the Royal Collection to the National Trust, British collecting, architecture, libraries and museums all contain a rich seam of Venetian influence, as the well-attended UK lecture series, featuring an extended network of scholars and curators with Venetian expertise, demonstrates. This activity aims at promoting deeper understanding of the complex history of Venice and the challenges of mass tourism and lagoon fragility that it faces today so as to encourage responsible and informed engagement with the city.

# The Heritage Alliance

VIPF is currently looking at solutions for a Victorian masterpiece of engineering, a unique survival of international significance that stands at the heart of the Venice Arsenal on the same site where the Biennale takes place. It is a hydraulic crane of 1883 designed by Sir William Armstrong (Craggside/Newcastle) which is in imminent danger of collapse and requires €2million. The project is ready and has benefitted from preparatory studies by conservation experts in the UK and Italy. It would make a great project for 2018 Year of Engineering. Venice in Peril Fund would benefit from extra capacity to see this project through.

# The Institute of Conservation

## Cultural Exchange Tour to China



**Icon CEO, Alison Richmond, takes part in a British Council skills sharing mission to China**

Two Alliance members, The Institute of Conservation (Icon) and Oxford Preservation Trust took part in a British Council-led High Level Cultural Exchange tour to China in February 2017, funded by the UK Government's Prosperity Fund. Historic England and two UK World Heritage Sites, City of Bath and Hadrian's Wall were also represented.

The tour provided a very useful introduction to the Chinese heritage landscape, encouraged mutual understanding and it was invaluable for both Alliance members to establish contact with key personnel in Peking University and heritage organisations in Xi'an.

For Icon, it brought first-hand experience of the way the appreciation of heritage in China is developing fast. Cultural heritage is considered to be a pillar of sustainable development and is a priority in the government's current 5-year plan. The Chinese public are encouraged to participate in heritage, for example, the Shaanxi Historical Museum in Xi'an is proud of its 6,000 volunteers. At the Great Wall, crowd-funding is used to raise money for conservation. In the effort to preserve villages in the face of urbanisation, one organisation has repurposed a line from Abraham Lincoln's Gettysburg Address: 'Cultural heritage conservation by the people, for the people'.

Alison Richmond CEO of Icon found that conservation skills gaps were particularly prominent in industrial and intangible heritage. Chinese institutions have forged many links with institutions in Europe and the United States, accessing expertise and training, and facilitating fruitful research collaborations. But, she added, 'it became apparent that our hosts were under the general impression that the UK, compared to other European countries, did not have as much funding available for these kinds of partnerships'.

It is clear that with the huge expansion of museums and interest in cultural heritage, there will be scope for Icon members to offer their specialist expertise in areas of practice that are emerging in China. Conversely, however, it would benefit the UK to have more dialogue with experts from China to work on interpreting and conserving China's heritage held in UK museums - and more opportunities for UK conservators to train in China. There are opportunities for collaboration, ranging from providing digital and video content that would bring conservation to life for the public, to sharing expertise on building philanthropy as a key element of sustainable funding for cultural heritage conservation. The language barrier appeared here, specifically how to finance translation to satisfy the growing demand for conservation literature.



So while there are aspirations here, specific outcomes have yet to emerge for Icon with time and capacity at a premium even for domestic matters. One specific outcome, however, emerging from the same mission is a bi-lateral memorandum of understanding between Hadrian's Wall and the Great Wall of China.

# The Heritage Alliance

Such an exchange is just as valuable in identifying the barriers to furthering international collaboration: dealing with nations such as France and Italy may be easier because culture and heritage is managed by one ministry for the whole country; the plethora of ngos in the UK can be mystifying. The British Council is working hard to facilitate co-operation by mapping the heritage sectors of China and Great Britain.

Above all, in heritage as in other parts of the economy, China's confidence is growing and our counterparts are no longer interested in foreign experts swooping in and 'telling them how to do things'; they are interested in long-term partnerships supported by an equitable financial contribution.



# The Society for the Protection of Ancient Buildings

A world-renowned scholarship programme



## SPAB Scholars are drawn from around the world

Although a UK-based organisation, the SPAB has always had links with other countries. SPAB founders William Morris and Philip Webb shared a love of historic places in Britain, with Oxford a joint favourite, but also important to the development of their ideas was a trip down the river Seine in 1858, to visit French towns and cathedrals. Their thinking also drew heavily on John Ruskin's writing. In his *Stones of Venice* Ruskin had set out ideas that still form the basis for the SPAB's approach. St Mark's, Venice became an early and high-profile SPAB campaign. Venetian interests remain to the present with consideration recently given to the modern threats facing this most important of European cities.

Early SPAB campaigns embraced other European capitals too, including Istanbul, where the Society's concern was to ensure that all phases of the Hagia Sophia's rich and complex history were respected. During World War I the Society risked criticism by sending a message to Germany, via the American Embassy, encouraging protection for the historic buildings of Belgium. In 1915, the Society also hosted a visit from Belgian refugee and eminent Art Nouveau architect Victor Horta who argued that "the ruined buildings [of Belgium] should remain as they are as a lesson to future generations. Men forget - but monuments remember forever."



The Society's formal role as an adviser on listed building application extends to England and Wales only, but occasionally it takes the opportunity to become involved with individual cases elsewhere. In 1998 the Society joined with German campaigners protesting against the destruction of the village of Heuersdorf and its 13th century church for mining. Campaigns of this kind involve protest but where possible the Society prefers to celebrate connections with other countries. It is an active member of Europa Nostra and is delighted to have received two awards from the organisation: one for its HLF-backed Faith in Maintenance Project in 2010 and the other for Dedicated Service in 2012. The SPAB is also involved in the European Year of Cultural Heritage 2018.

The SPAB maintains links with like-minded European organisations - in particular Maisons Paysannes de France and the Dutch organisation De Hollandsche Mollen which shares many aims with the Mills Section. The architects, surveyors and engineers involved in SPAB's Scholarship training programme have come from countries such as India, Australia and Turkey and, in recent years, Scholarship trainees have made visits to other European countries. Notable has been the link with Malta, developed through architect and past-Scholar Charlie de Bono. A growing band of Scholars and Craft Fellowship trainees come from the Republic of Ireland and this has resulted in the recent formation of SPAB Ireland which spans the north-south border.

Regrettably though, the Society's wish to involve people world-wide is somewhat curtailed by current UK immigration rules. In particular it was deeply disappointed that an architect from Serbia, who had been offered a place this year, was unable to gain entry to the country to undertake the training. It is hoped to resolve this problem for the future through a partnership with an academic institution that is able to accept overseas trainees.

The SPAB's aim is to promote the care and repair of old buildings to people all over the world and to discuss the ideas and techniques that underpin SPAB principles with all interested. To help achieve this, the Society plans to translate the newly published guidance, *The SPAB Approach*, into a range of European languages, beginning with Welsh, French and German.

# The Chartered Institute for Archaeologists

Working globally for professional standards



**ClfA has agreed Memoranda of Understanding with the USA and Germany, and here with the Institute of Archaeologists of Ireland**

The Chartered Institute for Archaeologists (ClfA) is the leading professional institute representing archaeologists. All archaeologists accredited by ClfA are bound by its Code of conduct and standards, wherever they work and whatever local laws and requirements apply. This means that ClfA, while based in the UK and incorporated under Royal Charter, is not as such a UK organisation.

ClfA responds to requests from archaeologists for recognition and support. So far only about 100 of its 3500 members are based outside the UK, in 27 countries, but numbers are growing. ClfA has Memoranda of Understanding with the Institute of Archaeologists of Ireland and the Register of Professional Archaeologists (in America) – both, like ClfA, maintaining professional registers – and with the open-membership European Association of Archaeologists. In conjunction with German partners, has recently set up ClfA Deutschland, with archaeologists in other European countries showing interest.

At its 2017 conference, Archaeology: a global profession, ClfA and DCMS jointly looked at the contribution and needs of UK archaeologists in a seminar on Archaeology and UK soft power, recognising both the UK's world leadership in archaeology and the considerable number of non-UK archaeologists working here.

The seminar explored ways to encourage coordinated and effective working within the international heritage sector, focusing on improving standards and ethical behaviour. In the concluding discussion, ClfA professionals advised the Chartered Institute not to pursue the exercise of UK soft power per se, but to focus on the promotion of professional, ethical practice in archaeology and a legacy of resilient, sustainable national institutions and heritage management. However, working with UK Government agenda for cultural diplomacy could help ClfA spread good practice, skills development and strong legacies.

Following the seminar, ClfA has:

- sought advice from UK Government on matching its expertise and professionalism with countries and organisations that need assistance in heritage investigation and, protection – in the interests of the UK, other countries, and archaeology worldwide;
- offered DCMS good practice case studies;
- highlighted that DCMS, DIT, FCO and DfID could raise the profile of cultural heritage as a component of overseas aid, with ClfA professionals providing technical assistance, training, monitoring and advice on professional standards;
- identified how in-country networks could advance heritage and archaeological agenda, broker introductions to governments and clients, forge links with existing projects and identify where archaeological assistance may be necessary or welcome
- proposed baseline research into the extent and location of current overseas; archaeological endeavours, and the scale and reach of archaeological expertise the UK can offer.

# The Heritage Alliance

Underpinning all these endeavours is the belief that archaeologists can help people understand the cultures and traditions of humanity, recognise how cooperation and conflict shape civilisations, and realise how socio-economic problems are generated within societies as often as by outsiders. Archaeology shows that we have been a migratory species, whether travelling from choice and in hope, or from fear and in distress. The knowledge of how societies have adapted to and benefited from interactions between moving peoples ought to help us with some of today's and tomorrow's global challenges.



# Historic Houses

Universal challenges for private owners



**A conference in Japan highlighted the shared concerns of historic house owners even in radically different contexts**

Historic Houses in the UK is part of an international network of Associations representing the interests of private and independent owners of important cultural heritage. While the UK HH is the larger of such Associations, it seeks to work with partner Associations to address issues of international relevance. Although most of its work is domestic in focus, there are examples of where it has worked closely with other countries to achieve particular goals. These particularly relate to where the domestic agenda chimes with the agendas of other countries, such as in relation to lobbying at EU level on VAT.

Some examples of its international work include:

- working with the Australian Historic Houses Association to introduce an International Pass, allowing access for Australian inbound tourists to UK HH Member houses <http://www.hha.net.au/hha-international-pass>
- A group of HH Member houses which are part of the Treasure Houses group are involved in a planned exhibition in China, to open in summer 2018. The exhibition will involve the temporary loan of objects from UK country houses <https://theexhibition.uk/>
- HH was pleased to support the 15th Annual Historic Houses conference in Dublin in June 2017 on the theme 'The Country House Revived?'. The conference brought together academics, owners and associations from across Europe, to compare and contrast the fortunes of country houses over the 20th century.
- In 2016, the Director General of the UK's HH was invited to attend a conference in Japan organised by the Japanese equivalent of the HH ([http://www.jminka.gr.jp/about\\_e.html](http://www.jminka.gr.jp/about_e.html)). The conference highlighted the shared concerns of historic house owners, even in radically different contexts (<http://benspalimpsest.blogspot.co.uk/2016/09/jubun-minka-in-japan.html>)
- Membership of the European Historic Houses Association (<http://www.europeanhistorichouses.eu/>) means HH is a regular attendee at the annual EHHA conference and AGM, last year held in Barcelona. In addition, an annual field visit provides a means for European house owners to come together to share best practice. The Association is the voice at the European level of about 50,000 European historic houses and seeks to:
  - promote European cooperation regarding the conservation of historic houses and gardens;
  - provide a platform for the exchange of information and support for national historic house associations;
  - promote interest in the historical, aesthetic, educational, environmental, economic and social aspects of historic houses and gardens;
  - promote the extension and improvement of current historic houses, parks, gardens and estates to enable society as a whole to enjoy their attractions, beauty and story.

# The Heritage Alliance

The European Historic Houses Association's Next Generation group also holds regular annual gatherings, and is coordinated from the UK by William Cartwright-Hignett. Alliance Chairman Loyd Grossman spoke on 'People Power is Changing the Heritage Industry' at their conference at Fontainebleau in April 2016.

HH's international engagement has helped promote better understanding of the trans-national nature of problems affecting historic houses. Problems of maintenance costs, taxation, regulation and succession seem universal, whether you are an English house owner in the Cotswolds or own a Jubun Minka in downtown Osaka!

# International National Trusts Organisation

Supporting existing and emerging trusts



## The co-ordination of the global National Trust movement is led by INTO

The International National Trusts Organisation (INTO) is the umbrella body for the global family of National Trusts and similar organisations that come together to share ideas, resources and experiences; to grow the capacity of existing trusts and establish new ones in countries where they do not currently exist; and to act as a global voice on international heritage matters.

The National Trust, established in England, Wales and Northern Ireland in 1895 is viewed as a model for heritage conservation worldwide. Its work, constitution and structure are known, admired and emulated in countries and territories ranging from Australia, Bermuda and China all the way through the alphabet to Trinidad and Tobago, Yangon City and Zimbabwe!

Each trust is different. Some acquire properties while some concentrate more on campaigning; some are more interested in the natural environment and some in built heritage. Some have a mission for both. Some work very closely with government while others are fervent critics of the state. But they all feel a strong link to the 'mother' Trust and welcome its leadership within the international heritage community.

Since its establishment in 2007, the co-ordination of the global National Trust movement has been led by INTO. Its mission is to 'promote the conservation and enhancement of the heritage of all nations for the benefit of the people of the world and future generations'. When Dame Fiona Reynolds became INTO Chairman in September 2015, she set out three key strategies for achieving this:

Family (Supporting INTO members in the achievement of their goals by providing opportunities to collaborate and share ideas, resources, skills and knowledge): Whether at the biennial conference or through joint ventures like the "Encourage African youth to embrace their heritage" project or a staff exchange between the National Trusts of Canada and Australia, individual and joint ventures build the impact of the conservation and heritage movement across the globe.

Growth (Building global capacity for conservation and growing the NT movement): the Small Grants Programme has supported awareness-raising on Bunce Island, Sierra Leone; sending a volunteer heritage adviser to the National Trust of Fiji; and the National Trust of Slovakia's rebranding exercise. INTO has helped establish new Trusts in the Czech Republic, Portugal and Georgia (as detailed in From Start-up to Sustainability: An INTO Handbook for Heritage Trusts) and are in similar discussions with partners from Slovenia to South Africa; Thailand to Taiwan; Germany to Galicia.

Voice (Speaking out on issues critical to INTO's membership and celebrating what is unique and special about the National Trust approach): The State of Global Heritage Report highlighted apathy and indifference as a greater risk to the world's heritage than climate change or conflict. INTO also supports its members influencing campaigns, such as in Malta, Uganda and Saint Lucia.

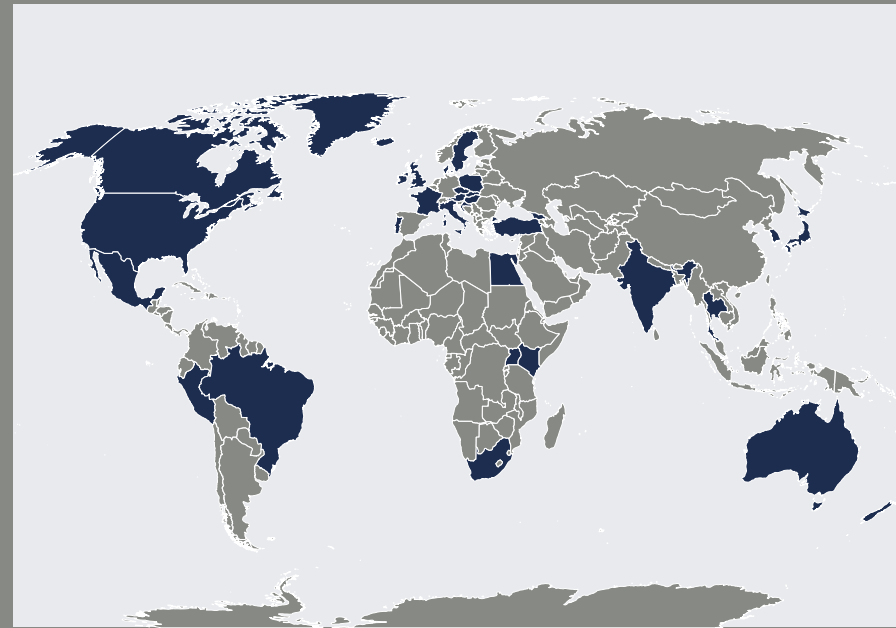
# The Heritage Alliance

Heritage all over the world is under threat from environmental decay, neglect, and conflict. Conservation is not something that can be neatly parcelled into discrete national packages and the preservation of our built, cultural and natural heritage depends on global co-operation.



# The Heritage Alliance

Championing civil society at home and abroad



**Heritage Update the Alliance's e-bulletin is widely read across the world**

The Heritage Alliance has always been outward-looking, seeking allies in advocacy within its England-based constituency, across the home countries, in Europe or further afield. Its operational model and funding has been of interest to others around the world prompting international delegations from countries such as China, Norway, Japan and Syria. A British Council mission to Istanbul in 2010, saw the Alliance along with SPAB and the Architectural Heritage Fund illustrate the UK's powerful tradition of heritage NGOs while 'Cultural Activism' went down well in Bosnia in 2014. The current CEO addressed an ICOMOS conference in Delhi last year on the successful civic engagement we see in Britain's heritage protection system.

At global level, The Alliance has supported the Government's Britain is GREAT campaign highlighting how Britain's heritage is exploited but under-recognised in international relations, a point that is now far more widely appreciated and made explicit in the Government's Culture White Paper of 2016.

Heritage Update, the Alliance's well known fortnightly (and free) ebulletin takes this message around the world. Update reaches around 14000 inboxes, mainly in the UK but much further afield too, presenting a round-up of UK policies affecting our heritage, the challenges and responses, as well as illustrating the expertise and energy of the voluntary heritage sector and how it collaborates with government and other agencies.

Closer to home, the European context has been paramount. In EU policy, the Alliance has, with wide input from the sector, led sector evidence gathering and advocacy on the potential impacts of Brexit on heritage, including the future of agricultural policy and protection of rural heritage and challenges for the future movement of workforce and materials. We are also working with sector colleagues on the case for fiscal change, particularly as part of the VAT regime and the perverse disparity between VAT treatment of new build versus repair and maintenance. We have also highlighted this issue at European level.

As an active member of Europa Nostra, the Alliance brings the UK experience into Capacity Building Days, policy forums and on Brexit implications. It played a prominent role in Cultural Heritage Counts for Europe, an initiative modelled on England's much-envied annual Heritage Counts. Acting as an Associate Partner in the EU-funded project 2013-5 gave the Heritage Alliance a European platform with the Chairman giving the keynote speech at Europa Nostra's congress in Oslo in 2015 while the Chief Executive addressed the European Parliament Intergroup on European Tourism Development and Cultural Heritage in Brussels and the European Congress of Local Governments in Krakow.

At the national level we continue to work with the FCO, British Council, HLF and others, helping them to access the range of views and expertise across our membership, informing their brokering roles, highlighting case studies and advising on where future support for the sector working internationally might have greatest impact.

# The Heritage Alliance

# Arms Wide Open

Sharing Case Studies on Diversity from the 2019 International Conference of National Trusts



At our international conference in Bermuda in March 2019, we heard from delegates, including many INTO member organisations, about the work they are doing to increase diversity, inclusion and equality.

In Italy, Fondo Ambiente Italiano (FAI) have piloted a programme that gives heritage in Italy meaning for those that were not born there. Ponte tra cultura, a bridge to culture, offers free courses on Italian art history to people born outside Italy, before inviting them to give tours of the heritage from their own perspective.

As part of Ponte tra cultura, recent African migrants to Italy have interpreted a FAI collection in Arabic for the enjoyment of members of their own community and a Chinese resident presented an East Asian collection to an Italian audience, situating it within her personal experience and understanding of China. Ponte tra cultura brings together the rich diversity of modern Italian society, building a bridge to ensure that all those living there can appreciate it.

What is 'cultural diversity'? Article 1 of the UNESCO Universal Declaration on Cultural Diversity refers to it as 'a source of exchange, innovation and creativity [...] as necessary for humankind as biodiversity is for nature'.

But what does it mean in practice? We want all people to feel welcome. Wherever they come from, no matter the colour of their skin, faith, language, age, sexual orientation, ability, culture or heritage. But what about the more complicated questions relating to cultural diversity? How to balance the different sites and values recognised by diverse groups? What skills do we need to develop to better understand the heritage issues of different communities? Is the demographic of our profession a problem? And what can we do to build trust and grow self-reflection?



**Catherine Leonard,**  
**Secretary-General,**  
**International National**  
**Trusts Organisation (INTO)**

*Images L-R:* Ponte tra cultura programme in action, credits to INTO - Vermont, Bermuda National Trust, credit to INTO - Trinidad Heritage Keepers, credits INTO



Chieftess of the Gullah/Geechee Nation, Queen Quet challenged us to tell more stories that include the cultural heritage of all people and elevate the status of the African legacies and "Black history" of our sites.

An example of this is the Bermudan African Diaspora Heritage Trail, which provides opportunities to engage with and reflect on the heritage of enslaved people. It includes the Bermuda National Trust property Verdmont, built by African slaves, and Tucker's House, which was used as a barber shop by a black man who fled the American Civil War in 1862.



Today, it is generally accepted that heritage programming is a way to explore issues of race, diversity and social justice, although that hasn't always been the case. And whilst we've made huge progress, some vestiges of that mistrust, misunderstanding and misrepresentation can linger on.

In Guyana, six main ethnicities are recognised within the population. In consultation with its audience, however, the National Trust for Guyana has found that the public can react poorly if community heritage work appears artificial or tokenistic in its approach to diversity. And this was echoed by other delegates although for many, integrating diverse thinking across every facet of their organisation was still a challenge.

One way of doing this is by educating the next generation of heritage professionals, which is one of the aims of the National Trust of Trinidad and Tobago's Heritage Keepers youth engagement programme. Inspired by other INTO members, the Trust has established heritage clubs across the islands with the aim of changing people's aspirations for the future and growing the heritage profession.

# The Heritage Alliance

By providing the space to include and welcome all members of the community, heritage places can begin to build trust and create group cohesion. By telling stories, providing access and creating space for reflection, those shared spaces can draw communities together.

Like the National Trust here, the US National Trust for Historic Preservation has also programmed with the LGBTQ+ community in mind. The Glass House, a National Trust Historic Site in Connecticut, opened an exhibition called Gay Gatherings: Philip Johnson, David Whitney, and the Modern Arts, in conjunction with the 50th anniversary of the Stonewall Uprising in New York in 2019. The exhibition explores the visits of eight gay men who profoundly shaped 20th century artistic culture, including Jasper Johns and Andy Warhol.

There were many other examples of INTO members and conference delegates working with diverse communities, inspiring different age groups, engaging with the history of enslavement, employing a diverse workforce. These are summarised in the full Arms Wide Open report which will be available soon on INTO's website - <https://into.org/>.

INTO is a diverse organisation. It brings together heritage conservation organisations from over 50 countries and territories of all shapes, sizes and interpretations of the National Trust model. All are different and our job is to pull together the threads that connect them. By creating the space for these organisations to learn from one another, cooperate and innovate, we enable them to grow and develop.



# Heriot-Watt University

Scottish Confucius Institute for  
Business & Communication



Given the high levels of appreciation and interest in heritage in both countries, the Heriot-Watt University's Confucius Institute has developed an activity stream working UK-wide to support the development of international links in the heritage and tourism sector. It works in collaboration with The Heritage Alliance, the Built Environment Forum Scotland, as well as relevant tourism and enterprise development bodies.

Examples of programme activities in 2019:

- Supporting The Heritage Alliance's International Day and case study development;
- Facilitating heritage sector networking with colleagues and organisations in China;
- Advice on hosting of delegations from China to the UK visiting heritage organisations;
- Organising workshops and lectures on heritage and tourism management issues shared between China and the UK;
- Mentoring individuals for language development; Chinese business etiquette and cultural awareness.

Read more: <http://www.confuciusinstitute.hw.ac.uk>



The Scottish Confucius Institute for Business & Communication (SCIBC) at Heriot-Watt University is part of a network of thirty Confucius Institutes in the UK, five of which have a business focus, and part of a larger family of almost 500 Confucius Institutes spread around the world. They can be very broadly thought of as the Chinese equivalent of the British Council, playing a role in Chinese language education, arts and cultural programme development, and business engagement. The overarching aim is to support strong links between China and the UK, promoting a global outlook and fostering mutual understanding between both countries.

**Images L-R:** Hosting delegation from Taierzhuang Ancient Town World Heritage Site & City Authority, credit to SCIBC - Chinese opera mask painting – cultural workshops, credit to SCIBC - Learning about Chinese traditional foods and festivals, credit to SCIBC

# The Heritage Alliance



Prof. Ian Baxter, Director of SCIBC (THA Trustee) offered his personal top tips for working successfully with Chinese partners:

- Receiving delegation visits can be very time-consuming. To get the most out of it for your own organisation, don't be shy about asking plenty of questions about what the delegation is looking to achieve, who is in the delegation group, who else they are visiting. Partnering at an early stage with other similar organisations can spread the load and may be beneficial for longer-term international relationship building, as you work out how and if to take anything further forward.



- Recognise there are significant differences in the way business relationships work. Invest time getting to know your partners on a personal level, as it will make the more formal part of the partnership work more smoothly, and other longer lasting opportunities may develop. Learn a few basic phrases – partners will really appreciate the effort you make, recognising that Chinese is sometimes seen as a challenging language to learn.
- Initial partnership meetings will often include a ceremonial element involving hospitality, food and gift exchange. This represents an important stage in relationship-building, so a gift or food relevant to your organisation (with a cultural story attached) is appreciated as a token of friendship.
- Whilst we rely on email within business, this won't necessarily work well with partners in China. Get a WeChat account/app and be amazed at what you can do with it.
- Things can sometimes take time. A long time. But things can happen fast too. Very fast and at short notice. To minimise frustration, be flexible and take a long term view. Enjoy the challenges and opportunities!



# The Heritage Alliance

## Championing heritage at home and abroad



## The Heritage Alliance

The Heritage Alliance has always been outward looking, seeking allies in advocacy and learning within its England-based constituency, across the home countries, in Europe or further afield. Its operational model and funding has been of interest to others around the world prompting international delegations from China, Norway, Japan and Syria, and most recently India, Brazil, Taiwan, St Helena, Germany and Italy. Heritage Update, the Alliance's popular fortnightly bulletin, takes this message around the world. Update reaches around 14,000 inboxes in more than 80 countries, presenting a round-up of UK policies affecting our heritage, the challenges and responses, as well as illustrating the expertise and energy of the voluntary heritage sector and how it collaborates with Government and other agencies.

Closer to home, the European context has been central to our advocacy. The Alliance has, with wide input from the sector, led sector evidence gathering and advocacy on the potential impacts of Brexit on heritage, including the future of agricultural policy and protection of rural heritage, and challenges for the future movement of workforce and materials<sup>1/2</sup>. We are also working with sector colleagues on the case for fiscal change, particularly around the perverse disparity between VAT treatment of new build versus repair and maintenance. We have also highlighted this issue at European level.

At the national level we continue to work with the FCO, British Council, National Lottery Heritage Fund and others, helping them to access the range of views and expertise across our membership, informing their brokering roles, highlighting case studies and advising on where future support for the sector working internationally might have greatest impact. We have advised the DCMS and the FCO on their developing Soft Power Strategy.

<sup>1</sup> <https://www.theheritagealliance.org.uk/wp-content/uploads/2017/07/Brexit-and-Heritage-Briefing-FINAL-with-Royal-Society-Report.pdf>

<sup>2</sup> <https://www.theheritagealliance.org.uk/wp-content/uploads/2019/05/Heritage-and-Immigration-Brexit-Briefing.pdf>

These points were recently raised and summed up in our fiscal priorities document "[Backing the Bedrock](#)".

As we highlighted in our recent report: [Inspiring Creativity, Heritage and the Creative Industries](#), our heritage is integral to the creative and cultural identity of our nation. Recognition of heritage as a positive driver for change has never been more important than now, in the face of globalisation and Brexit debates. It tells our nation's stories and supports social cohesion, pride in place, learning and identity. Our historic buildings, landscapes, traditions, food, transport, and museums are part of our unique offer on the national and international stage and should play a central role in the promotion of the UK.

Heritage is key to the success of the tourism industry in Britain, as highlighted in the first line of the new tourism sector deal. It is our great national asset and an integral part of 'Brand Britain' as demonstrated in our [2018 International Report](#). The many imaginative ways of sharing heritage through the creative industries and creative practice throughout our membership make Britain an exciting place for an international audience. Film, television programmes, design, music, and games showcase Britain's heritage across the world, inspiring people to visit the origins of these motivating experiences. Now is the time to support and consider the bedrock - the muse, the backdrop and the arenas of such activity.

# Heritage Science

## International collaboration



**Images L-R:** Historic Royal Palaces collaboration with the EU MOLAB platform for the analysis of the Banqueting House Whitehall Palace Rubens paintings thanks to the support from the IPERION CH project (H2020). Copyright: Historic Royal Palaces

**References:** Cultural Heritage Innovation: Opportunities for international development <https://www.unesco.org.uk/press-release/cultural-heritage-innovation/>

European Research Infrastructure for Heritage Science – United Kingdom <https://e-rihs.ac.uk/>



The National Heritage Science Forum brings together the producers and users of heritage science to improve collaboration, help people make better use of research and illustrate the contributions of heritage science to society.

The UK has an impressive track record of international contributions and collaboration in this field. The recent report 'Cultural Heritage Innovation: Opportunities for international development' (UK National Commission for UNESCO, 2019) gives many examples of how science and technology are being applied to heritage in innovative ways including 3D laser scanning, advanced digital imaging, use of satellite imagery and new methods of materials analysis. It underscores the contribution of this work to the achievement of the United Nations Sustainable Development Goals and the potential to generate new economic or social value.

Collaboration is essential in this field and research and practice rely on access to knowledge, expertise, skills, heritage assets and equipment across international boundaries. The Forum works as a strategic partner of the UK node of the European Research Infrastructure for Heritage Science (E-RIHS.UK) to develop the distributed research infrastructure that will transform research on heritage interpretation, preservation, documentation and management.



# The Heritage Alliance and British Council 2019 Travel Grants Scheme

## Enabling International Collaboration



Sarah Rees from the Dyfed Archaeological Trust used her travel grant in partnership with the Unloved Heritage group in Llanelli, Wales to visit their twin town Agen in France. The trip was a great experience for the group of youngsters who had the opportunity to explore some French heritage. They compared the important industrial histories of their home town Llanelli, and the twin town Agen. As Sarah explains: "Our young people now have a greater understanding of the relationship between Llanelli and Agen and have discussed and debated what they believe is Unloved Heritage both in Llanelli and Agen."

In 2019, The Heritage Alliance piloted a new [Travel Grants Scheme](#) for heritage organisations and professionals in partnership with the British Council. It gives many of the Heritage Alliance's members and other organisations across the UK the opportunity to take part in international work and projects which they otherwise would not be able to undertake. The grants cover travel, accommodation and some fees and help heritage professionals to reach out to wider audiences, share their experience and good practice and continue learning. Even a modest financial support goes a long way for small charities and NGOs in the independent heritage sector, although even the bigger institutions sometimes need a little support to enable them to be an equal partner in many initiatives abroad.

The British Council grant allowed Kate Hickmott from the Lewes Priory Trust to visit other parts of the Cluniac network in Italy and France to exchange ideas on engagement, education and the legacy of the Cluniacs. This important work has allowed a contemporary relationship between Cluniac sites to flourish along the line of historical links. Moreover, the discussions that emerged have raised important questions for the Lewes Priory Trust and other Cluniac sites in the UK over how to create a benchmark of historical understanding and use this to inform future funding bids. Sy Morse-Brown, the Chairman of the Trust, commented: "This visit has produced so much more than we anticipated. It has widened our horizons regarding the possibility of information exchange and research opportunities. It has kindled greater enthusiasm to develop wider knowledge of the Cluniac network with the active assistance of our new European contacts."

Lisa Shekede and Stephen Rickerby from The Ethiopian Heritage Fund (EHF) worked with the Ethiopian Church and the Ethiopian Ministry of Tourism and Culture to promote the conservation of early Ethiopian churches. In this case, the funds awarded were used to deliver a targeted four-day conservation training course to guides in Tigray. The course was highly successful, enabling the tour guides to meet as a professional group and examine their roles as the interface between tourists and the sites that they visit. As Lisa and Stephen put it: "With over 30 years' teaching experience in the conservation profession, the enthusiasm and gratitude shown by the course participants was unprecedented and left a deep impression."

Jim Hall, Programme Manager for Nottingham UNESCO City of Literature, travelled to Granada, Spain, after winning his travel grant with us, to engage with heritage projects there and connect with the team at Granada UNESCO City of Literature. During his time in Granada, Jim made genuine connections with like-minded educators and advocates. He was able to discuss best practice directly with these professionals and observe the importance of shared ideas and practical approaches in action at heritage sites and during the Granada Book Fair. In Jim's words: "This visit has galvanised our mission of building a better world with words through international collaboration... After this visit I feel confident to take the lead in devising future heritage projects with a global vision"



Peter Lakin from the Council on Training in Architectural Conservation (COTAC) used the funds to travel to Kazan, Tatarstan in Russia, to engage with Kazan State University of Architecture and Engineering and various other heritage organisations. This visit allowed Peter to establish a working relationship with staff at the University, as well as with the Deputy Minister of Culture for Tatarstan. During his time in Kazan he was able to draw comparisons between the education systems of the UK and Russia and think about how both countries use the ICOMOS Guidelines and Venice Charter. He was also able to present lectures and advise a student about submitting her project in a forthcoming competition. In Peter's own words "the student projects I saw have given me ideas on how to adjust the teaching and assessment of our students' work... making them far more professional and work-ready." He added that his visit allowed him to make "many personal links within the heritage sectors of both Kazan and the UK as a direct result of this visit, which will hopefully provide more opportunities for similar future projects."

# The Heritage Alliance

Hannah McLean, who is the Engagement and Social Media Manager for the Museum of British Colonialism, was awarded the British Council funding by the Heritage Alliance to visit pertinent sites in Kenya, relating to the Mau Mau Emergency - specifically those in Nyeri - and meet with potential partners at Karatina University. This grant allowed Hannah to carry out crucial, challenging fieldwork and fully immerse herself in the sites at Nyeri. In this way she was able to gain a deep understanding of the contemporary context of the work carried out by the Museum; context vital for her own role as an Engagement Manager. In her own words: "Field research is key to keeping our Museum running, relevant, and educational, and the building and maintenance of our network is essential in not only helping to undertake field research but disseminate and share this knowledge."

In helping the sector to create and maintain these invaluable links and networks across the world, and particularly in ODA countries (often for the first time), The Heritage Alliance and the British Council have been able to promote the power of cultural cooperation on the international stage. Through The Heritage Alliance & The British Council Travel Grants Scheme, Britain's heritage sector gets the chance to raise its profile, whilst supporting other countries to develop their own systems and processes of heritage protection and to learn from each other's work for the benefit of all.

**Images L-R:** Santa Maria in Calvenzano's frescoes, credit to the Lewes Priory Trust - Tigray Training, credit to The Ethiopian Heritage Fund (EHF) - Lecture at Kazan State University of Architecture and Engineering, Russia, credit to COTAC