

COTAC Conference:

12 November 2015

The Gallery

75 Cowcross Street, London

Connecting Conservation Abstracts



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The Gallery, 75 Cowcross Street, London, EC1M 6EJ

“Connecting Conservation”

‘Connecting Conservation’ is the fifth in a series of crosscutting annual one-day events arranged by COTAC. It is being held in the context of significant changes currently happening across the conservation sector. Designed to engage with the full breadth of specialist and non-specialist interests in conservation and related matters, it will address how these might impact on COTAC’s wide-ranging membership and practitioner interests.

Previous successful COTAC events have included an examination of Building Information Modelling in Conservation Practice, Digital Technologies, Disaster Management, and Improving Thermal Performance in Traditional Buildings.

The Report of the Horizon 2020 Experts Group *“Getting cultural heritage to work for Europe”*; the emergence of the *“Historic Environment Forum”*; significant changes in the official heritage bodies, *“Historic England”*, the new ‘English Heritage’ charity; *“Historic Environment Scotland”*; as well as the *“Review of the State of Conservation Education and Training in Ireland”*; and the Scottish *“Engine Shed Project”*, all signify a growing emergence of inter-related ‘*Capacity Building*’ initiatives. In the process, effective management, communication strategies and impact will be essential.

The ‘Connecting Conservation’ theme will focus on what is happening across the UK’s heritage sector, and how these changes are being promoted through management initiatives in social media and other innovative schemes for knowledge transfer and capacity building.

Sponsors:

COTAC is indebted to the following for supporting for 2015 Conference:

- Historic Scotland
- Office of Public Works
- Institute of Historic Building Conservation
- Building Crafts College
- Henley Business School, University of Reading
- Alan Baxter & Associates

Programme



Connecting Conservation

A COTAC Conference, Thursday 12 November 2015, London

Programme

9.00	Coffee on Arrival and Registration
9.50	<i>Conference Introduction (COTAC)</i>
10.00-11.00	Session 1 Capacity Building
10.00	<i>Keynote Address: Extending Conservation: International Capacity Building Prof. Dr. Jukka Jokilehto, ICCROM, Rome</i>
10.35	<i>The Development of European Standards for Cultural Heritage – the work of GEN 346 “Conservation of Cultural Heritage” Dr Tim Yates, BRE Trust</i>
11.00-11.30	Break
11.30	<i>Historic Environment Forum & Heritage Help Advice Portal John Sell CBE, Sell Wade Postins Ltd</i>
12.00	<i>ICOMOS Ireland Education and Training Review Paul McMahon, President ETNSC, ICOMOS, Ireland</i>
12.30-13.30	Lunch & Networking
13.30-15.00	Session 2: Advocacy
13.30	<i>IHBC Update on a governance ‘Work in Progress’: Winning new generations of heritage leaders Dr Sean O’Reilly, Director IHBC</i>
14.00	<i>National Trust’s Social Media links Sian Neal, National Trust</i>
14.30	<i>NHTG’s Social Media approach Cathie Clarke, National Heritage Training Group</i>
15.00-15.30	Break
15.30-16.45	Session 3: Growth
15.30	<i>The Engine Shed, Scotland’s Building Conservation Centre, Colin Tennant, Historic Scotland</i>
15.55	<i>COTAC Governance and Web Strategy Ingval Maxwell OBE, COTAC Chair</i>
16.20	<i>Discussion</i>
16.45	Close

Benefits of attending

Held in the context of significant changes across the conservation sector. The Conference will explore how these are being promoted, review benefits offered by social media and other initiatives for knowledge transfer development.

Attendees will gain understanding of; how International and National influences impact on conservation; how to access relevant and emerging information; how Social Media is challenging traditional communication models and what Capacity Building in conservation means.

Who will benefit

Conservation professionals, policy-makers, practitioners, educators, students and owners

Organised by:

COTAC Council
on Training in
Architectural
Conservation



Venue

‘The Gallery’,
Alan Baxter & Associates
75 Cowcross Street
London EC1M 6EJ
Nearest Tube: Faringdon

Sponsors



Extending Conservation: International Capacity Building

Prof. Dr. Jukka Jokilehto, Honorary President ICOMOS International Training Committee

Abstract:

The Capacity Building document was the result of a long process, associated with general international developments. It was started by the growing awareness of more systematic training targeting a wide range of professionals, technicians and the general public. Indeed, with the evolving re-definition of what is intended by "heritage", practically everybody in society should be involved in the care of his or her heritage. My intention is to think about the definition of heritage, and the relevant management processes. I will discuss the involvement of different disciplines in line with the Capacity Building principles. One of the questions is to clarify the relationship of what a property is that what it signifies compared to the values that may be associated with it. This is important in the context of World Heritage evaluations. With the increasing number of heritage sites, understanding their significance in the relevant cultural, social and environmental context becomes crucial. Furthermore, an increasing number of heritage properties, particularly in urban areas, are at risk due to large-scale commercial and office developments. So, how should we deal with Capacity Building in the face of these different challenges?

Prof. Dr. Jukka Jokilehto, DPhil (York),

- Honorary Visiting Professor, University of York
- Professor (University of Nova Gorica, Slovenia),
- Special Advisor to Director General (ICCROM)
- Former President of ICOMOS-CIF
- Honorary Member of ICOMOS
- International consultant in urban conservation management processes

ICOMOS International Training Committee

The purpose of the ICOMOS International Training Committee is to promote international cooperation in the field of training and education in the protection, conservation and revitalization of monuments and sites, and the built heritage in general, in order to advance greater understanding in the recognition of such heritage, technology, management, and doctrine, and to advise on the development of ICOMOS programs in this field. The Committee shall accomplish its objectives by providing a forum for the interchange of experience, ideas, knowledge, and the results of different research between trainers and researchers, by:

- Endorsing the collection and dissemination of information about existing training programs;
- Encouraging further studies and development in training and education in subjects related to heritage conservation;
- Developing scientific cooperation by creating links with schools, centres, committees and international organizations involved in conservation training and education

See: <http://cif.icomos.org>

The Development of European Standards for Cultural Heritage – the work of CEN 346 “Conservation of Cultural Heritage”

Dr Tim Yates, BRE

Abstract:

Cultural heritage might seem an unusual area for the development of standards given the uniqueness and individuality of many historic buildings, monuments, structures and objects. However, as the trend towards globalisation has continued a need for a common language and framework within which to work has become important, it is this that the European Standards are trying to achieve. National UK standards take this further and focus on the UK’s needs, but still within the same common framework. The presentation will describe the background to the work of CEN Technical Committee 346 Cultural Heritage and how the Committee are trying to provide guidance to address common questions, and common ways to describe and evaluate cultural heritage.

Dr Tim Yates

Dr Yates has been involved the work related to buildings and structures for more than 30 years. This has included work in archaeology, research in to the analysis of materials, studies of the impact of climate and pollution on heritage structures, and the development of standards for the assessment of stone and mortar. He is currently Technical Director of the Building Technology Group at BRE and is responsible for the management of projects relating to stone, heritage, and other traditional building materials. He chairs BSI Committee B/560, which is the National Mirror Committee for CEN Technical Committee 346 ‘Cultural Heritage’.

CEN/TC 346 Conservation of Cultural Heritage - Scope:

The Scope of CEN 346 involves the characterisation of materials, the processes, practice, methodologies and documentation of conservation of tangible cultural heritage to support its preservation, protection and maintenance and to enhance its significance. It includes characterisation of deterioration processes and environmental conditions for cultural heritage and the products and technologies used for the planning and implementation of their conservation, restoration, repair and maintenance.

See:

http://standards.cen.eu/dyn/www/f?p=204:7:0:::FSP_ORG_ID:411453&cs=11079A55D70F8377E3942E1C6704C7664

Historic Environment Forum & Heritage Help Advice Portal

John Sell CBE, FSA, FRSA, AABC, DipCons(AA)
Sell Wade Postins Ltd

Abstract:

John Sell will describe the origins of the Historic Environment Forum and how it brings together all the major heritage bodies in England, public and private, to oversee the production of Heritage Counts, and to act as a co-ordinator of advocacy for policy change and development for the historic environment. He will explain the process for deciding heritage priorities through the Heritage 2020 process, the sector owned successor to English Heritage's National Heritage Protection Plan.

John Sell CBE

An Executive Vice-President of Europa Nostra, John Sell is also chair of the Joint Committee of National Amenity Societies; chair of the Historic Environment Forum; founder and former trustee of the Heritage Alliance; former chair of the Society for the Protection of Ancient Buildings, and a Trustee of the National Trust. As an architect he has been involved in the repair of historic buildings for more than 35 years. His experience includes work on churches, country houses, farm and other vernacular buildings, and a number of historic gardens. He has a particular experience of working in Central and Eastern Europe, and in tourism projects based on cultural heritage, as well as having been a cultural heritage consultant for the British Council in Bosnia-Herzegovina.

The Heritage Alliance

The Heritage Alliance provides the secretariat for the high-level Historic Environment Forum (HEF). The HEF is the top-level cross-sectorial committee, bringing together chief executives and policy officers from public and non-government heritage bodies to co-ordinate initiatives such as the annual audit of the historic environment – Heritage Counts – and to strengthen advocacy work and communications.

See: <http://www.theheritagealliance.org.uk/historic-environment-forum/>

Joint Committee of the National Amenity Societies

With funding from English Heritage, on 8 March 2013 the Joint Committee of the National Amenity Societies' (JCNAS) launched a new Heritage Help advice portal. This brought together for the first time the expertise offered by heritage organisations and offered support on saving and caring for historic assets. The free information service is aimed at individual owners of historic properties, local history groups and town and parish councils who are facing new responsibilities for the care of their historic environment under the Localism Act 2011. The site includes advice on everything from the designation of historic structures or sites, working with listed buildings and conservation areas, applying for grants, and forming local groups.

See: <http://www.theheritagealliance.org.uk/update/heritage-help-launched/>

ICOMOS Ireland Education and Training Review

Paul McMahon, MRIAI, ICOMOS Ireland

Abstract:

Following the distribution by CIF (the International Training Committee of ICOMOS) of the framework document providing overall guidance for the principles of Capacity - Building in the safeguarding and conservation of the cultural heritage the Irish National Education and Training Scientific Committee undertook to re – evaluate the current state of provision in Ireland.

Each National Scientific Committee was asked to review the COTAC Guidelines that were adopted by ICOMOS in 1993. Stakeholders from the heritage sector representing a wide range of public and private interests were invited to participate. As a result of the broad nature of the responses, a number of additional profiles and educational needs have been identified.

Paul McMahon, MRIAI

As Senior Conservation Architect with the Heritage Service of the Office of Public Works in Ireland, Paul McMahon has undertaken project works at a wide range of protected sites. He is currently President of the ICOMOS Ireland Education and Training Committee, a member of CIF, the International Committee, and a national representative on CEN 346.

He has acted as course evaluator, assessor and visiting lecturer on architectural conservation courses, sits on the Heritage Contractor's Registration Board, and is also a COTAC Trustee.

See: <http://www.icomos.ie>

IHBC update on a governance 'Work in Progress': Winning new generations of heritage leaders

Sean O'Reilly, IHBC Director

Abstract:

Like many heritage and charity bodies with substantial histories of dedicated volunteering by publicly-minded supporters, for some time the IHBC has been grappling with the need to re-cast itself for effective operation in a radically different century: new digital communications and networks; integrated working practices; softer careers paths, and more diverse volunteering, no less enthusiastic but often with quite distinct needs and capacities. To carry out the IHBC's charitable objects effectively it can't simply carry on regardless, but instead must reflect - and work with - the realities of the modern world and the opportunities it offers.

Effective governance offers one part of the solution, but it also circumscribes what might be done to explore alternatives, so IHBC's trustees and members have agreed to introduce new schemes, resources and processes to see what could, should or might work. The ambitions are reflected in the aspirational title adopted for the entire programme: 'IHBC+' (pronounced 'IHBC plus'), but any success will only be evident in the coming years. And we know our achievements will have materialised only when we can point to sustainable, steady generational streams of new supporters, volunteers, trustees, and leaders.

The presentation will outline the circumstances, introduce responses and explore the suite of prospective solutions to these challenges, offering an update on progress in this governance 'Work in Progress'.

Dr Seán O'Reilly

Dr O'Reilly is Director of The Institute of Historic Building Conservation. Previously CEO of The Architectural Heritage Society of Scotland, prior to which he ran his conservation consultancy in Ireland, where he published and lectured extensively in his primary discipline, architectural history. With a degree in planning Dr O'Reilly helps shape professional standards and services in UK conservation policy, planning and legislation. His board positions include the Council on Training in Architectural Conservation, and Built Environment Forum Scotland (BEFS) of which he is also a co-founder.

The Institute of Historic Building Conservation

The Institute of Historic Building Conservation (IHBC) is the UK's professional body for built and historic environment conservation specialists. Members work in areas that help secure the conservation of historic places, buildings, sites or areas that are valued.

See: <http://www.ihbc.org.uk>

The use of Social Media in promotion: A National Trust Case Study

Sian Neal, National Trust

Abstract:

Sian Neal's presentation will deal with how the National Trust has been using social media to engage with potential applicants in its roles.

Sian Neal, Resourcing Specialist, National Trust

Currently Resourcing Specialist for the London and South East, and East of England National Trust regions, Sian Neal assists property managers with resource planning, and recruitment. Working as part of a small resourcing team at Head Office, with 8 years in-house and agency recruitment/resourcing experience in client relationship management, stakeholder management and service delivery. A motivated, resourceful and creative problem solver Sian is experienced at advising managers up to Executive and Board level on all matters relating to HR. With excellent communication skills, she is adept at creating business partner style relationships, with a commitment to delivering great results for clients and business alike, with an absolute focus on customer service.

The National Trust

The National Trust's responsibilities include over 350 historic houses, 255,000 hectares of land including gardens, mills, coastline, forests, farmland, moorland, islands, castles, nature reserves, villages, pubs and even a goldmine! It is a registered charity; with over 4 million members it annually welcomes around 19 million visitors to its properties and special places. As a not-for-profit organisation managed by a small Board of Trustees, it is completely independent of government. Its funding is generated entirely from membership fees, donations, legacies and revenue raised from its commercial activities.

The Trust attracts 'customers' of different types, young and old, including families, history lovers and nature lovers. Its mission is to grow the nation's love of special places '*For ever, for everyone*', so it aims to inspire as many people as possible in many different ways. These might include themed events to celebrate the UK's history, guided walks across its estates and countryside to discover wildlife, open-air performances or firework displays.

The National Trust aims to increase membership by 25% to five million by 2020. To do this, it is adopting a strategy of '*Going local*'. This aims to ensure the Trust can respond quickly to local issues on the ground and get more people involved as members, volunteers or employees. The related case study looks at how the National Trust is now adopting a new strategy and modern marketing techniques to excite a younger audience, generate new members and enhance its position as an employer with young people.

See:

<http://businesscasestudies.co.uk/national-trust/the-use-of-social-media-in-promotion/introduction.html#ixzz3oGehzefL>

NHTG's Social Media Approach

Abstract:

Cathie started her social media journey back in the 2008/9 Christmas holidays. Struggling to see how she could raise awareness about the plight of the heritage building and craft skills sector to as wide an audience as possible through 'normal' channels, and despite her initial reluctance, she embraced social media as the perfect solution.

Social media is a valuable and now essential tool for any organisation wishing to raise its profile and encourage positive action. Particularly when resources are limited, social media can have staggering results for effectively little cost. As with any activity however, there is good and bad practice. Cathie will explain why and how the NHTG use Twitter as the keystone to its marketing activity, how to get the best out of this social media channel, and also share the pitfalls and problems they have encountered along the way.

Cathie Clarke

Spending much of her career in the heritage sector, Cathie Clarke has been at the forefront of driving forward the traditional skills and materials agenda. She is the General Manager of the National Heritage Training Group, where she focuses on raising awareness and lobbying for skills development and boosting training in the traditional building crafts sector. She has been involved in the development of heritage building skills since 2004, initially as Project Manager of the Peak, Dales & Moorlands Leader+ Programme, followed by Manager for Skills Development at the East Midlands Centre for Constructing the Built Environment. Prior to joining the NHTG she established a Community Interest Company, the Heritage Skills HUB, which was merged with the NHTG on her appointment as General Manager. She has also recently been appointed as the new Chief Executive of the Single Ply Roofing Association, taking up duties with effect from 1 October 2015.

National Heritage Training Group

The NHTG is a voluntary organisation responsible for co-ordinating the on-going development and delivery of traditional building crafts training and qualifications in the heritage sector of the UK. The organisation supports built environment **Federations** and their members to encourage and improve access to specialist **traditional building skills training**, in addition to identifying training needs and developing new training solutions with appropriate bodies such as the sector skills council, and CITB.

NHTG also raises awareness of the importance of heritage craft skills across all sectors to try to ensure the continued preservation and sustainable use of traditional buildings.

See: <http://www.the-nhtg.org.uk>

The Engine Shed, Scotland's Building Conservation Centre

Colin Tennant, Historic Scotland

Abstract:

Supported by The National Lottery through the Heritage Lottery Fund, the Historic Scotland Engine Shed in Stirling will be the home of its Technical Outreach and Education, Conservation Science and Digital Documentation teams, whilst creating a research and learning hub for building conservation. By bringing conservation to life, it is aimed to inspire a new generation to look after its heritage. It will be free to visit and will have a permanent exhibition and 3D theatre explaining the materials and skills used to build and maintain traditional buildings.

Augmented reality tablets will allow the exploration of Scotland's historic buildings and geology with a giant map of Scotland. Interactive activities will help explore conservation problems and techniques like corrosion, thermal imaging, and 3D scanning. Behind the scenes will be two seminar rooms, offices, a workshop, science and digital labs, supporting the teaching of a Post Graduate Diploma in Technical Building Conservation.

The Engine Shed will provide activities and events for families, heritage enthusiasts and professionals, and be the centre of a network of conservation centres linking masonry training centres in Elgin and Forth Valley College and the applied conservation unit at South Gyle, Edinburgh. This network will also bring together partners working across the country including city heritage trusts, building preservation trusts, training providers and many others. The project, although focused on the Engine Shed, will have a national reach and impact through supporting and promoting work across the country.

Colin Tennant

Previously Stirling Townscape Heritage Initiative Project Officer, and Chief Executive of the Scottish Stone Liaison Group, Colin Tennant is currently Head of Traditional Skills and Materials in Historic Scotland's Technical Conservation group.

See:

<http://conservation.historic-scotland.gov.uk/home/engineshed/project-aims/what-will-it-be.htm>

COTAC Governance and Web Strategy

Ingval Maxwell, COTAC Chairman

Abstract:

On 21 July 2015 COTAC achieved formal registration as the Council on Training in Architectural Conservation. As part of the process it devised a Corporate and Business Plan for the period 2015-2020 that was subjected to a Strategy Group review in September 2015. During the Plan period COTAC will take an integrated approach to architectural conservation training and education, covering professional, craft, specialist and lay public interests. In doing so it will build upon the standard-setting work previously carried out in creating heritage based Vocational Qualifications at Levels 2, 3 and 4, that will be developed against a clearly set out programme of eight key Objectives.

A key approach will be the continuing support of the www.understandingconservation.org website in patronage of the various professional body accreditation schemes in architectural conservation. It will also assess how the conservation, repair and maintenance (CRM) historic building sector should sit in parallel with new build Building Information Modelling (HBIM) initiatives. As part of the process, it will address the CRM sector's Capacity Building needs through enhancing its website under the heading of an understanding conservation school initiative, where it aims to integrate its activities in a mutually supportive and beneficial way. To enable its future approach to be better understood a more comprehensive summary Business Plan, covering the period 2015-2020, will be produced and promulgated widely.

Ingval Maxwell OBE

Spending his 40-year professional career in the conservation of Scotland's Ancient Monuments and Historic Buildings, Ingval Maxwell retired in 2008 from the role of "Director, Technical Conservation, Research and Education Division" in Historic Scotland. He initiated the pan-professional conservation accreditation "Edinburgh Group"; and was initiator and Chairman of the 22 participating country ESF "COST Action C17: Built Heritage: Fire Loss to Historic Buildings". He has acted as an Independent EC Expert in the evaluation of "FP7 Research Proposals"; as a "World Heritage Site Expert" for ICOMOS/UNESCO; an Expert Assessor in the Italian "Valutazione della Qualità della Ricerca" Review Programme; and Trustee and Chairman of the "Charles Wallace India Trust" He currently sits on the "RIBA Conservation Accreditation Steering Group"; is an Honorary Member of the "ICOMOS International Scientific Committee on Stone", and a Director of "CyArk Europe".

See: www.cotac.org.uk