

# Your Place Or Mine?

Engaging New Audiences with Heritage

2nd & 3rd November 2006  
Manchester Town Hall  
Albert Square  
Manchester M60 2LA



## Conference Programme

A national conference run by  
English Heritage and The National Trust



# Welcome

**Your Place Or Mine?** will stimulate, challenge and motivate you. The two days are an opportunity to exchange ideas, share good practise, network, and learn new skills. It is the first time on a national scale that we have a forum to reflect on the wealth of work which engages new audiences with heritage, and the space to debate and influence strategy and policy in broadening participation.

In today's shifting, multicultural society, heritage is at a crossroads. It is being redefined to look beyond its traditional definition as a national story of wealth and power to encompass diverse personal views. Through creative grassroots projects, we can listen to what communities value about the past and the stories people want to tell. Heritage can become about the local streetscape, social history, family lore and memories, as well as stately homes and castles.

**Your Place Or Mine?** will celebrate this work as well as asking the big questions that it challenges us to explore: whose story are we telling? What role can heritage play in building cohesive communities? What do roots, identity and sense of place mean in today's society?

We hope you add your voice to the debate and leave feeling energised and inspired to feed your learning back into what you do.

Miriam Levin  
Head of Outreach, English Heritage

Rebecca Vallins  
Learning Adviser, The National Trust

We are delighted to be holding **Your Place Or Mine?** in the Victorian grandeur of Manchester Town Hall, enabling us to explore some of the exciting work taking place in Manchester.

During the two days there are whole conference sessions where all delegates will come together to listen and question. There is also a range of discussion panels, workshops and site visits; these will happen concurrently to enable you to create your own conference choosing a mixture of strategic debates and practical workshops. On the booking form you will have the chance to select the sessions you are most interested in. The following key will help you decide:

Whole conference session
Panel discussion
Practical workshop
Discussion based workshop
Case studies

Places in workshops and on the site visits are limited so you may not get your first choice in each session. However, all conference sessions will be recorded, enabling you to catch up on debate or resources that you missed via the website after the conference. Please see [www.english-heritage.org.uk/yourplaceormine](http://www.english-heritage.org.uk/yourplaceormine) after the event for more details.

Throughout the conference there is also the chance to visit the Exhibition Space, a platform for organisations to show-case their work; leave your thoughts with the poet-in-residence; and keep an eye out for artistic interventions when you least expect them!

**We hope you enjoy the conference!**

# At a glance

## Thursday 2 November

09.00–10.00

### Registration

10.00–10.20

### Conference Welcome

10.20–10.50

### Chair's Introduction

Professor The Baroness Lola Young

10.50–11.30

### Keynote Speech

David Lammy MP

11.30–11.50

### Refreshments

11.50–12.50

### Your Place or Mine? The Big Debate

12.50–13.50

### Lunch

13.50–14.50

### Workshop Session 1

What is Heritage?

Community consultation – making it meaningful

Marketing to new audiences

The no-cost option

Widening audiences through TV

Telling difficult stories

Working with culturally diverse groups

14.50–15.50

### Projects from all angles

Remembering Forgotten Heroes

Threads at Quarry Bank Mill

Flaybrick – Their Past, Our Future

15.50–16.15

### Refreshments

16.15–17.30

### Workshop Session 2

Widening our view – the international perspective

You can do it!

Troubleshooting clinic

Turning it around

Access for all

Out and About – site visits

19.15

### Conference dinner and entertainment

## Friday 3 November

09.00–09.30

### Registration

09.30–10.00

### Chair's Introduction

Maria Adebawale

10.00–11.00

### Should heritage have a social responsibility? The Big Debate

11.00–11.20

### Refreshments

11.20–12.35

### Workshop Session 3

Beyond the project

Prove it!

Funding clinic

Talking history

Making the most of national schemes

Young people and heritage

Working with volunteers

12.35–13.45

### Lunch

13.45–15.00

### Workshop Session 4

Taking the long view – embedding culture change

Making sustainability real

Evaluation masterclass

Arts and heritage – a creative partnership

Getting out there

Serving the community – working with the criminal justice sector

15.00–15.20

### Refreshments

15.20–15.45

### Closing Speech

Yasmin Aliibhai-Brown

15.45–16.15

### A cacophony of voices

16.15–16.30

### Chair's Reflection

Maria Adebawale

# Thursday 2 November

09.00–10.00

## Registration

10.00–10.20

## Conference welcome

Miriam Levin  
Head of Outreach, English Heritage  
Stefan Wathan  
Head of Community and Youth Involvement,  
The National Trust

10.20–10.50

## Chair's Introduction

Professor The Baroness Lola Young

10.50–11.30

## Keynote Speech

David Lammy MP  
Minister for Culture

11.30–11.50

## Refreshments

11.50–12.50

## Your Place Or Mine? The Big Debate

Professor The Baroness Lola Young (Chair)  
David Lammy MP  
Minister for Culture  
Billy Bragg  
Singer, songwriter and political activist  
Simon Thurley  
Chief Executive, English Heritage  
Simon Murray  
Director of Operations, The National Trust

Heritage is about who we are and where we come from. In an ever-changing society, can one national story express how we each understand heritage, or is there room for many voices? What role can the heritage sector play in the issues of inclusion and exclusion?

12.50–13.50

## Lunch

13.50–14.50

## Workshop Session 1

See right for sessions

13.50–14.50

## Workshop Session 1 Delegates to select one from the following seven sessions

### α PANEL DISCUSSION

#### WHAT IS HERITAGE?

Richard Sandall (Chair)  
Deputy Head, Department of  
Museum Studies, University of Leicester  
Saïd Jama Hussein  
Storyteller, journalist, translator  
and vice-chair of Somali PEN  
Brian Kokoruwe  
Greater Manchester Coalition  
of Disabled People  
Ian Grosvenor  
Professor of Urban Education History,  
University of Birmingham  
Matt Houlbrook  
Lecturer in 20th century British History,  
University of Liverpool  
Heritage Lottery Fund speaker

How do we broaden the definition of heritage to take into account different personal, social and cultural perceptions? Panellists will discuss what heritage means from their perspective and how they would want to see this represented.

### β PRACTICAL WORKSHOP

#### COMMUNITY CONSULTATION – MAKING IT MEANINGFUL

Christina Norton  
Director, Fluid

Involving communities in the process of change demands genuine consultation. How can we enable different opinions to be heard in order that we can begin to make it meaningful?

### γ PRACTICAL WORKSHOP

#### MARKETING TO NEW AUDIENCES

Anita Dinham  
Diversity Manager, Audiences Central  
Suzanne Carter  
Outreach Officer, English Heritage

You know you want to cast the net wider and engage hard to reach groups, but how can you make yourself heard in the competitive din? Learn the art of attraction and make marketing to new audiences work for you.

### δ PRACTICAL WORKSHOP

#### THE NO-COST OPTION

Kate Fellows  
Learning and Access, Harewood House  
Patrick Burke  
Outreach Officer, English Heritage

Got the enthusiasm, the ideas, the people... but lack the cash? Here's a chance to share ideas and suggestions on ways of working with your local community that won't break the bank.

### ε DISCUSSION BASED WORKSHOP

#### WIDENING AUDIENCES THROUGH TV

Martin Morgan  
Deputy Head of Programming,  
The History Channel

Millions of viewers are tuning in to history, genealogy and archaeology programmes on TV. Is TV creating a huge new audience for these subjects or is there a gap which still needs to be bridged between those who watch programmes and those who go out and actively engage with heritage?

### φ DISCUSSION BASED WORKSHOP

#### TELLING DIFFICULT STORIES

Sue Reddish  
Artistic Director, The Untold Story  
Nikki Williams  
Property Manager,  
The Workhouse, The National Trust  
Cilla Baynes  
Director, Community Arts  
North West Exodus Project

Beneath the official versions of heritage often lie untold stories and alternative viewpoints. This session will look at how working with community groups and using the arts can bring these stories to the surface, and how interpretation can be refreshed as a result.

### χ DISCUSSION BASED WORKSHOP

#### WORKING WITH CULTURALLY DIVERSE GROUPS

SuAndi  
Cultural Director, Blacks Arts Alliance  
Barbara Willis-Brown  
Director, Sparkbrook Caribbean and  
African Women's Development Initiative  
Rashmi Sudhir  
Learning and Access Manager,  
Kala Sangam Arts

What are the needs of different cultural groups? How do we ensure all voices are heard? How do different groups currently engage with heritage and where does the future lie?



# Thursday 2 November

14.50–15.50

## Projects from all angles

An opportunity to learn about an actual project from everyone involved: participants and partner organisations. Hear how projects evolve and change as partnerships grow, and new things come to light.

Choose from one of the following three projects below.

### a REMEMBERING FORGOTTEN HEROES

An English Heritage inter-generational oral history project with the Indian Ex-Servicemen's Association of Slough, and youth group Aik Saath, exploring memory and memorial.

### b THREADS AT QUARRY BANK MILL

The developing relationship between The National Trust's Quarry Bank property, a former cotton mill, and the young people of Trafford through a project using photography and performance to create new interpretations of the lives of cotton workers and West Indian slaves.

### c FLAYBRICK – THEIR PAST, OUR FUTURE

An Ed Muse project involving young adults at every stage from management to realisation. They researched the history of Birkenhead through the lives of people buried in Flaybrick Cemetery and turned these stories into a performance.

15.50–16.15

## Refreshments

16.15–17.30

## Workshop Session 2

See right for sessions

19.15

## Conference dinner and entertainment at Manchester Town Hall

with Ian McMillan, poet, broadcaster and comedian

16.15–17.30

## Workshop Session 2 Delegates to select one from the following eleven sessions

### a PANEL DISCUSSION

#### WIDENING OUR VIEW – THE INTERNATIONAL PERSPECTIVE

Peter Stone (Chair)  
International Centre for Heritage and Cultural Studies  
John Sell  
Vice President,  
Europa Nostra  
Dr Zeynep Aygen  
University of Portsmouth and  
Honorary Secretary of Europa Nostra UK  
Dr Julie Scott  
Director,  
Mediterranean Voices

Community heritage projects from around the world are dealing with issues from conflict resolution to cultural ownership, come and hear about exciting and innovative work happening outside of the UK.

### b PRACTICAL WORKSHOP

#### YOU CAN DO IT!

Becca Connock  
Reaching Out, Drawing In Project Manager,  
The National Portrait Gallery  
Kath Graham  
Outreach Officer, English Heritage  
Heritage Link Diversity Co-ordinator

This practical workshop will help those just starting out in community engagement work. Find out how to build the confidence of your staff, volunteers and community groups to really make things happen.

### c PRACTICAL WORKSHOP

#### TROUBLESHOOTING CLINIC

Aretha George  
Education and Skills Manager,  
England's Past for Everyone  
Ian Bancroft  
Executive Director Libraries,  
Heritage and Information,  
Wigan Leisure and Culture Trust  
Peter Briggs  
Team Leader Strategic Projects,  
Manchester City Council  
Heather Worth  
Outreach Co-ordinator,  
Tyntesfield, The National Trust

Struggling alone? Bring your burning issues to this practical clinic, for advice from experienced staff and other delegates. Discuss the challenges of your current community project, and find some solutions.

### d DISCUSSION BASED WORKSHOP

#### TURNING IT AROUND

Professor Jonathan Drori  
Director, Centre for New Media Literacy  
Miriam Levin  
Head of Outreach, English Heritage  
Ray Barker  
Property Manager,  
Beningbrough Hall, The National Trust  
Judith Garfield  
Manager, Eastside Community Heritage

Picking yourself up when projects go pear shaped. Come and hear some horror stories from projects and what we can learn from them. Share yours and learn from others in this very honest session.

### e DISCUSSION BASED WORKSHOP

#### ACCESS FOR ALL

Jane Stoneham  
Director, The Sensory Trust  
Brian Kokoruwe  
Greater Manchester Coalition  
of Disabled People  
Patrick Roe  
Staffordshire Blind

Access is more than just enabling people to get into a building. How can we create meaningful access that considers both physical and cultural concerns? Hear about projects that involve people with disabilities in increasing access and those where the heritage of people with disabilities is recognised and made visible.

### f SITE VISITS

#### OUT AND ABOUT

A chance to get out and see heritage in action in Manchester. At each site, delegates will have the chance to hear from someone involved in work to engage new audiences.

- I. Murray Mills
- II. Manchester Art Gallery
- III. People's History Museum
- IV. Victoria Baths
- V. Museum of Science and Industry
- VI. 'A Mancunian Way' – a Young Roots project at Manchester City Football Club

# Friday 3 November

09.00–09.30  
**Registration**

09.30–10.00  
**Chair's Introduction**

Maria Adebowale  
Director, Capacity Global

10.00–11.00  
**Should Heritage Have  
A Social Responsibility?  
The Big Debate**

Maria Adebowale  
Director, Capacity Global  
Liz Roberts  
Regional Director,  
The National Trust West Midlands  
Josie Appleton  
Journalist and convenor of  
the Manifesto Club

Should heritage organisations prioritise engaging new audiences and tackling social problems when historic buildings desperately need conservation? A crucial debate in increasingly cash-strapped times.

11.00–11.20  
**Refreshments**

11.20–12.35  
**Workshop Session 3**  
See right for sessions

12.35–13.45  
**Lunch**

11.20–12.35  
**Workshop Session 3** Delegates to select one from the following seven sessions

## α PANEL DISCUSSION

BEYOND THE PROJECT

Karen Brookfield (Chair)  
Deputy Director (Policy & Research),  
Heritage Lottery Fund  
Maurice Davies  
Department Director, Museums Association  
Dr Nick Merriman  
Director, Manchester Museums  
Dave Roberts  
Executive Director,  
Community Foundation for Merseyside

What does sustainability actually mean? Is it possible or even desirable to sustain everything? How can we rise to the challenge of sustaining our work with new audiences, and how can the communities we work with continue their engagement with heritage beyond the end of the project?

Friday afternoon's workshop 'Making Sustainability Real' provides practical strategies to help you sustain your work.

## β PANEL DISCUSSION

PROVE IT!

Sue Hayton (Chair)  
Consultant  
Francois Matarasso  
Writer and consultant  
Kate Oakley  
Writer and consultant

Whether it's the audiences we reach or the impacts we make, we need to demonstrate the value of our work in everything we do. This discussion will explore new ways of measuring the social influence of community work.

Friday afternoon's workshop 'Evaluation Masterclass' provides practical tips on measuring your success.

## γ PRACTICAL WORKSHOP

FUNDING CLINIC

Tony Jones  
Regional Manager North West,  
Heritage Lottery Fund  
Magdalen Roberts  
Director of Development, English Heritage  
Harvey Dowdy  
Gayle Mill, North East Civic Trust

Bring your funding questions and issues to this practical clinic. Experts from funding bodies, fundraisers and successful funding applicants will be on hand to answer questions and offer advice.

## δ PRACTICAL WORKSHOP

TALKING HISTORY

Padmini Broomfield  
Community Historian,  
Southampton City Council

If you're interested in running an oral history project, here's where you can find out how to do it successfully in a practical training session with an expert in the field.

## ε DISCUSSION BASED WORKSHOP

MAKING THE MOST OF  
NATIONAL SCHEMES

Katja Condy  
Programme Manager, Heritage Open Days  
Don Henson  
Head of Education & Outreach,  
Council for British Archaeology  
Mia Morris  
Founder and Owner of  
[www.black-history-month.co.uk](http://www.black-history-month.co.uk)  
S.I. Martin  
Historian and Broadcaster

Start small but think big! Find out how you can add value to your project by linking to national schemes all trying to increase their reach to new audiences.

## ϕ DISCUSSION BASED WORKSHOP

YOUNG PEOPLE AND HERITAGE

Hamza Vayani  
Chief Executive, Youth Voice  
Andy Kelly  
Young Roots Coordinator,  
Heritage Lottery Fund

If you're looking to the future to preserve the past, it's essential to engage and inspire young people with heritage. What are the needs of young people and how can we meet them? What lessons can we learn from successful youth projects?

## ζ DISCUSSION BASED WORKSHOP

WORKING WITH VOLUNTEERS

Debs McCahon  
Young Roots Coordinator,  
National Youth Agency  
Anna Russell  
CLV Manager,  
The National Trust West Midlands  
Carola Vorlop  
Volunteering Development Consultant

Volunteering is often the backbone of successful heritage schemes. But how can you ensure that volunteers are engaged from all sectors of society? Learn valuable lessons and get a fresh new perspective on the voluntary sector.

# Friday 3 November

13.45–15.00

## Workshop Session 4

See right for sessions

15.00–15.20

## Refreshments

15.20–15.45

## Closing Speech

Yasmin Alibhai-Brown

Weekly columnist for the Independent and Evening Standard, author and broadcaster

15.45–16.15

## A cacophony of voices

Artists and delegates look together at where to go next.

16.15–16.30

## Chair's reflection

Maria Adebawale

Director, Capacity Global



13.45–15.00

## Workshop Session 4 Delegates to select one from the following six sessions

### a PANEL DISCUSSION

TAKING THE LONG VIEW –  
EMBEDDING CULTURE CHANGE

Deborah Lamb

Director of Policy and Communications,  
English Heritage

Paul Boniface

Director of Human Resources and Legal,  
The National Trust

Judy Ling Wong

Director, Black Environment Network

Phillip Hedley CBE

Director Emeritus,  
Theatre Royal Stratford East

How can an organisation shift its corporate thinking and embed access and diversity in all its working practices? Organisations on the path to change and others just setting out on this journey discuss the issues.

### b PRACTICAL WORKSHOP

MAKING SUSTAINABILITY REAL

Ruth Clarke

Community Learning Manager London,  
The National Trust

Hackney Buildings Exploratory

Prince's Trust

It's something we strive for but it's often very difficult to achieve. Learn how to build sustainability and legacy into your project at a time when most funding is project specific and time-limited. Young people from the Prince's Trust will talk about their experiences on sustainable projects.

### c PRACTICAL WORKSHOP

EVALUATION MASTERCLASS

Nicky Morgan

Inspiring Learning for All, MLA

Rosie Prue

Development Manager, Artswork

Everyone talks about the need to evaluate but how do you actually go about it? Hints and tips for stress-free quantitative and qualitative evaluation.

### d PRACTICAL WORKSHOP

ARTS AND HERITAGE –  
A CREATIVE PARTNERSHIP

Julian Dunn

Action Factory Arts

How can working with the arts and community artists help you engage your audiences with heritage? Experience creative ways of making the arts work for you and learn some of the tricks of the trade.

### e DISCUSSION BASED WORKSHOP

GETTING OUT THERE

Junie Joseph

Project Officer, Mosaic Partnership, Council  
for National Parks

Maria Adebawale

Director, Capacity Global

Bettina Harden

The Gateway Gardens Trust

Is the countryside the preserve of the white middle and upper classes? This session will look at what the barriers might be to engagement and widening access to green spaces and natural heritage.

### f DISCUSSION BASED WORKSHOP

SERVING THE COMMUNITY –  
WORKING WITH THE CRIMINAL  
JUSTICE SECTOR

Veronica Bowers-Feek

Unpaid Work Project Manager,  
Sussex Probation Service

James Mason

Northumbria Dry Stone Walling Institute

Chris Holroyd

Head of Access and Learning,

HM Young Offenders Institute Deerbolt

Gail Graham

Outreach Officer, English Heritage

Can heritage be a means and not simply an end in itself? Working in partnership with the criminal justice sector, heritage projects can teach new skills and offer new experiences to turn people's lives around. People from both sectors discuss the experience of working together.



Please Note: Programme subject to change.

Further copies of the programme  
and booking forms can be  
downloaded from the website.

[www.english-heritage.org.uk/  
yourplaceormine](http://www.english-heritage.org.uk/yourplaceormine)



# Your Place Or Mine?



ENGLISH HERITAGE



THE NATIONAL TRUST

In association with



Heritage  
Lottery Fund

