



**INTERNATIONAL
NATIONAL TRUSTS
ORGANISATION**



**INTO ACTION CASE STUDIES
ICNT CONFERENCE 16
CAMBRIDGE, UK**



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INTO is an international network of National Trusts and similar non-governmental organisations, globally diverse but united by a shared commitment to conserving and sustaining our heritage – built and natural, tangible and intangible.

Through cooperation, coordination and comradeship within the international community of National Trusts, INTO works to develop and promote best conservation practices, increase the capacity of individual organisations, establish Trusts where they do not presently exist, and advocate in the interests of heritage conservation. Our objectives are:

1. ***To foster international cooperation and coordination between National Trusts and like heritage organisations***
2. ***To formulate and promote conservation best practices***
3. ***To increase and enhance the capacity of individual National Trusts***
4. ***To encourage the establishment and development of National Trusts and like heritage organisations where they do not presently exist***
5. ***To pursue advocacy in the interests of conservation of cultural and natural heritage***
6. ***In general, to advance the objectives of the Edinburgh Declaration for the Improved Protection of Cultural and Natural Heritage at the National and Local Levels. (INTO Charter, Article 2.2)***

OUR MEMBERS:

Addis Woubet
African Union of Conservationist
Africana Research Centre AFREC
Amenity 2000 Association, Japan
An Taisce; Ireland's National Trust
Australian Council of National Trusts
Badan Warisan Malaysia (Heritage of Malaysia Trust)
Bermuda National Trust
Calcutta Tercentenary Trust
Cape Town Heritage Trust
Centre for Heritage Development in Africa
Conservation Trust, South Africa
Conservatoire du Littoral
Cross Cultural Foundation Uganda
Czech National Trust
Din l'Art Helwa, National Trust of Malta
Environmental Information Association (TEIA)
Europa Nostra
FAI, Italian National Trust
Fiji National Trust
Fondation du Patrimoine
Friends of Czech Heritage
Fundacao Nacional
Gelderland Trust for Historic Houses and Natural Landscape
Grenada National Trust
Herita
Heritage Canada; The National Trust
Hout Bay Heritage Trust/Cape of Good Hope Living Heritage
Indian Trust and Development for Rural Heritage
Indonesian Heritage Trust
International Centre for the Roerichs
Korean National trust for Cultural Heritage
Malta Nature Trust
Montserrat National Trust
National Centre for Heritage Trusteeship
National Trust for England, Wales, & Northern Ireland
National Trust for Historic Preservation
National Trust for Land and Culture (BC) Society
National Trust for Scotland
National Trust of Australia (ACT)
National Trust of Slovakia
National Trust of South Australia
National Trust of Trinidad and Tobago
National Trust of Zimbabwe
New Zealand Historic Places Trust
Pro Patrimonio
Ruan Yisan Heritage Foundation
Siam Society
St Helena National Trust
St Lucia National Trust
Sumatra Heritage Trust
Swaziland National Trust Commission
Taiwan
Taiwan National Trust (TNT)
Tajak-Korok-Muzeumok Egyesulet (Landscapes Ages Museums)
TARA Trust for African Rock Art
Tesouros de Galicia
The Falkland Islands Museum and National Trust
The National Trust for Jersey
The National Trust for the Cayman Islands
The National Trust of Guernsey
The National Trust of Korea
The National Trust Sri Lanka
Union Rempart
Zanzibar Stone Town Heritage Society

BERMUDA NATIONAL TRUST: PROTECTING OPEN SPACES

Buy Back Bermuda Program

The Buy Back Bermuda Program was a coalition effort between the Bermuda National Trust and the Bermuda Audubon Society. They ran two campaigns in 2004 and one in 2008 to buy up land and turn them into national reserves. The main goal being to keep Bermuda's land from being overdeveloped. Both Campaigns were wildly successful and raised over \$4.2million dollars between the two campaigns. The land areas that were saved from future development were a 2.86 acre inland pond and Eve & Evan's Ponds.

The campaigns for Buy Back Bermuda were heavily supported by the people of Bermuda, corporate donations, and government grants. All who donated had their named engraved on a bronze plaque at the entrance to the park



The BuyBack Bermuda Campaigns raised over *\$4.2 million* and saved *8 acres* of land from future development.

Established in 1970

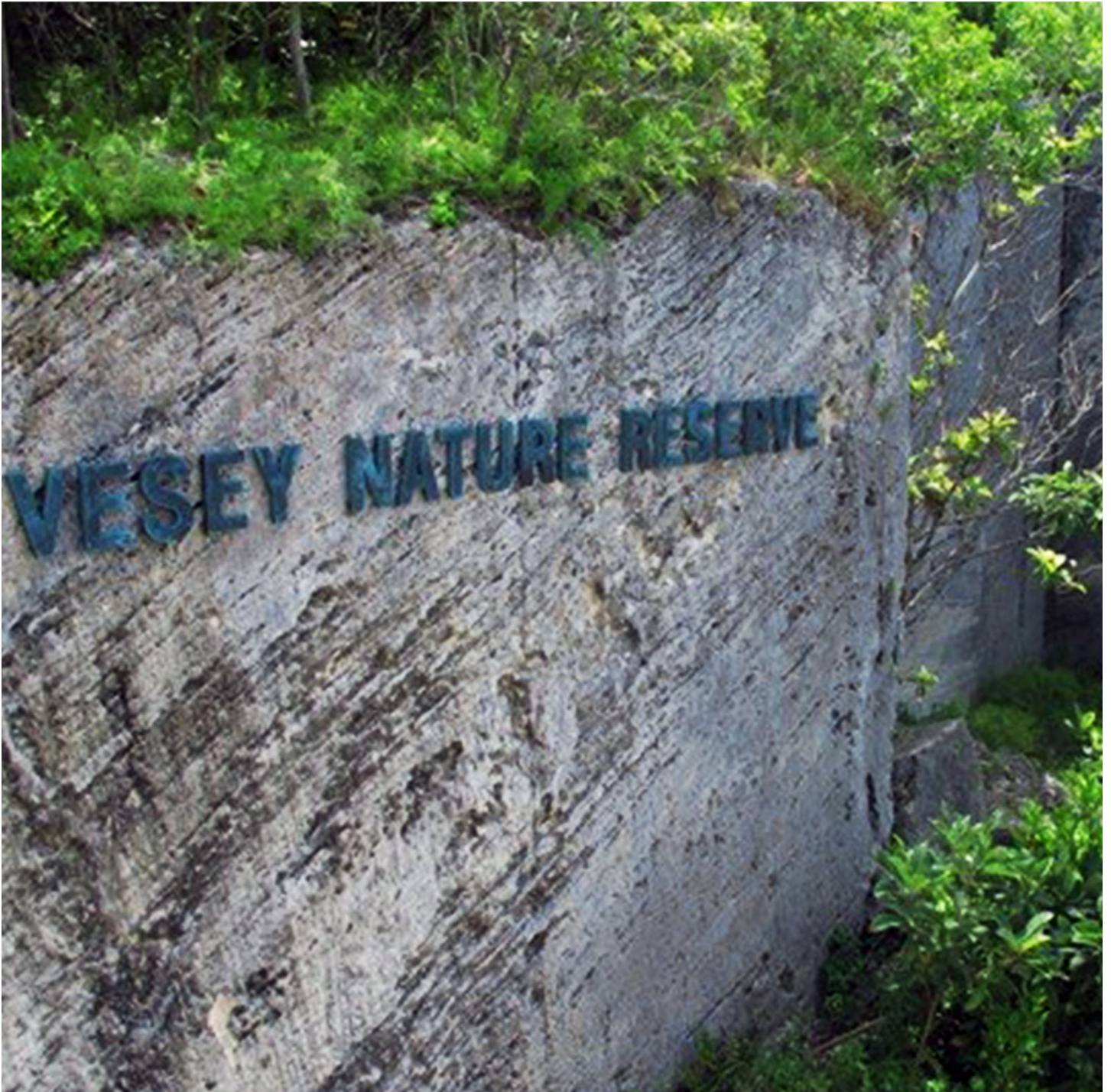
Website: www.bnt.bm

INTO Contact: Jennifer Gray

In the National Trust's care are 70 properties, covering 250 acres and representing much of the best of Bermuda's heritage – a rich variety of traditional historic houses, islands, gardens, cemeteries, nature reserves and coastline. In addition, three museums display an outstanding collection of artefacts owned and made by Bermudians, and tell the intriguing story of the island's development.

The Trust has a strong education programme, focused on encouraging appreciation of our history and what it means to our future. We are also a leading advocate and activist for Bermuda's natural environment.

PHOTO: The Vesey Nature Reserve was a part of a large donation by Susan Vesey to the Buy back Bermuda Campaigns and was recently opened to the public in early 2014.



“A sense of cultural identity brings pride in environment and heritage. Studies show that people who interact with nature show lower stress levels, are less violent and heal faster from illness” - Jennifer Gray

CZECH NATIONAL TRUST: STARTING A NEW TRUST

The Launch of a New Trust

The official launch of the Czech National Trust happened in June 2014 in London. The event was hosted by the Friends of the Czech Republic and INTO. Everyone was very supportive of the new Czech National Trust.

At the launch: Eva Žallmannová, General Director of the Czech National Trust announced that the restoration of the tomb and chapel of Marie von Ebner-Eschenbach near Kroměříž in the south-east of the Czech Republic would be the first official project of the Czech National Trust. She stated that, “The Czech National Trust aims to complete the repair of this exceptional memorial by 2016 to commemorate the 100th anniversary of death of this remarkable woman – one of the most important writers and thinkers of her generation.” Marie von Ebner-Eschenbach was a Czech feminist writer who wrote her works in German during the 18th century.



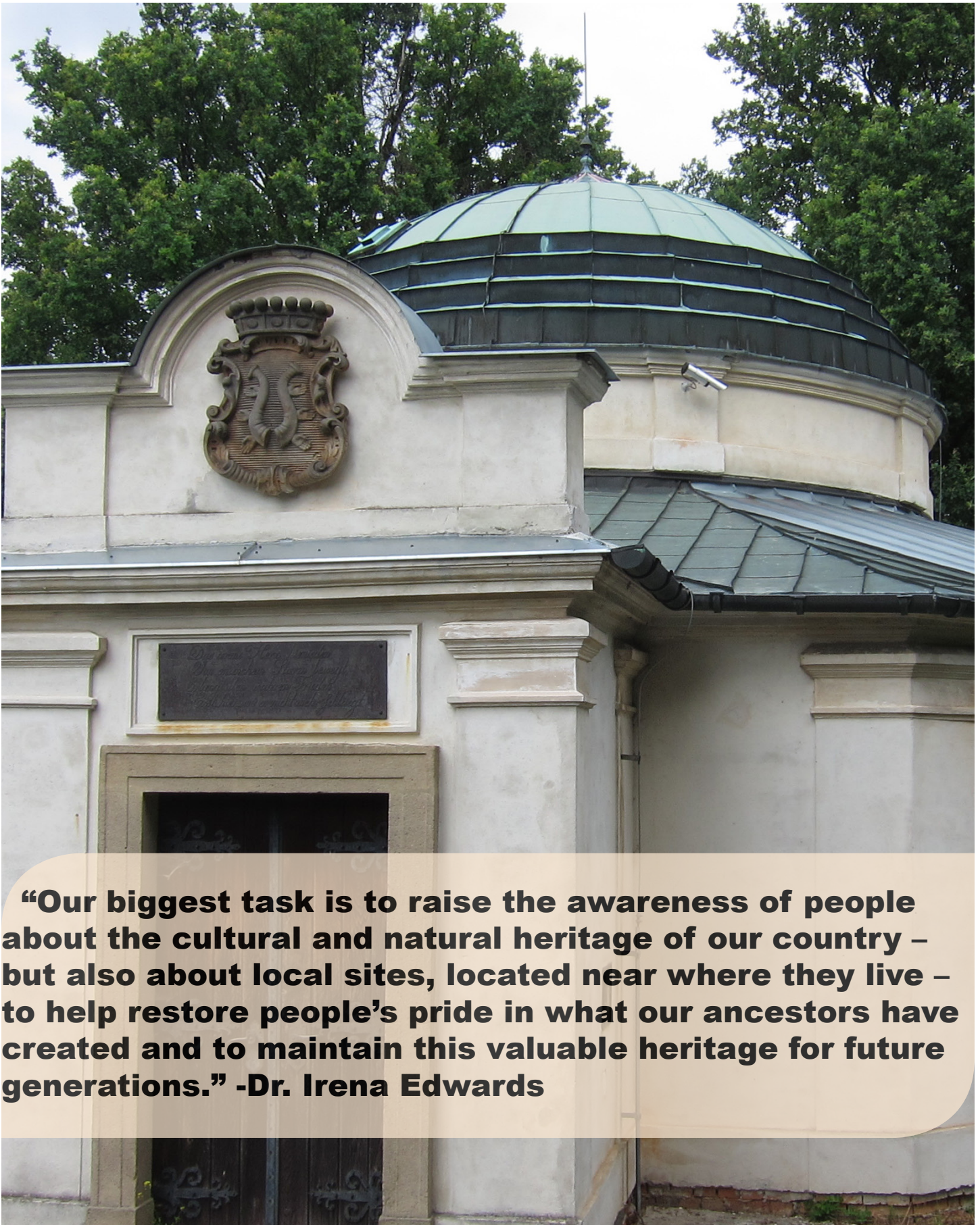
Czech National
Trust

Established in 2014

**Website: www.czechnationaltrust.org/
INTO Contact: Eva Žallmannová**

The Czech National Trust is a non-governmental and non-profit organization, which aims to concentrate resources, methods and forces to save our country's heritage. The focus of trust is listed below:

1. Find new sources of funding restoration of historic buildings, their contents, gardens and parks and culture and historic landscapes composed under the globally recognized brands National Trust.
2. Influence changes in promotion of laws that burden owners and administrators of historic buildings in raising money for the maintenance of heritage and its operation in such a way that this heritage would come back to life in this modern world.
3. Link the interests of all existing organizations that are involved in care of historic monuments of the Czech Republic and support the development of effective volunteer and sponsorship culture in favor of saving monuments and care of them.
4. Communication with European and worldwide organizations with the goal to establish a functioning network of contacts for the implementation of the exchange of expertise, experience and best practices in conservation.
5. Creation of stable international relations of conservation area, education and training of administrators and managers of monuments, professionals, graduates and young professionals in a conservation area, and also the volunteers who do care about the fate of monuments in our country and want to get involved in their rescue and restoration.
6. Regaining the pride of local communities in monuments in their municipality, to adopt this historical heritage and through volunteer work give them a new content and help to preserve for future generations.



“Our biggest task is to raise the awareness of people about the cultural and natural heritage of our country – but also about local sites, located near where they live – to help restore people’s pride in what our ancestors have created and to maintain this valuable heritage for future generations.” -Dr. Irena Edwards

Photo: Marie von Ebner-Eschenbach Tomb and Chapel

FONDO AMBIENTE ITALIANO: UTILIZING MODERN TECH

The Use of Social Media and Technology

FAI's Social Media campaign started in 2009 when FAI decided it needed to reach out in an easy access manner. FAI's Facebook page currently has a total of 257, 101 followers, which is about 50,000 more followers than the National Trust. FAI has constantly been involved with connecting the public with places as a precursor to connecting to people pre-internet. FAI runs Italian Places I Love campaign (since 2002), which encourages the Italian people to complete a census of their favorite places. The first campaign started small with only 24,200 votes received. The campaign developed over time to include social media and has become a whirlwind success, and is promoted every two years. The 2014 campaign, entitled I Luoghi del Cuore, has become a huge staple to promoting FAI's mission. The census campaign not only has a website, but also an app that people can download to their phones and a special twitter hashtag. The campaign takes on a competitive edge because the property that wins receives much needed restorations that are sponsored by FAI partnership with Intesa SanPaolo (An Italian bank based in Milan). The census not only attracts the citizen of Italy, but also the International community. The first international initiative happened in 2012, and they received a total of one million votes from 123 countries.

Established in 1975

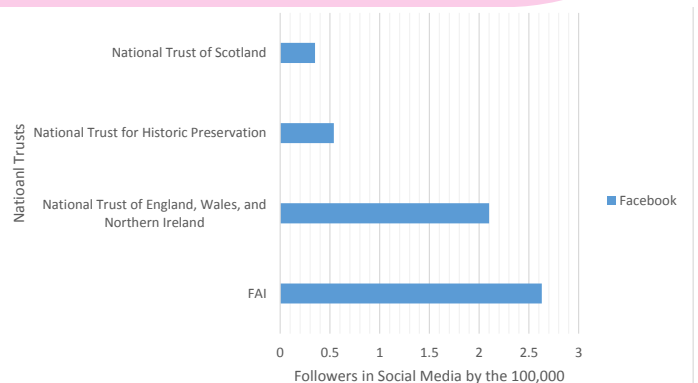
**Website: www.fondoambiente.it/
INTO Contact: Livia**

FAI focuses on the protection of the landscape and the nation's historic and artistic heritage. How they accomplish this is through restoration/conservation, education, environment and landscape observatory, and events and participation.

Their mission states that FAI seeks to:

- takes care of special places in Italy for the benefit of all generations, both present and future
- promotes education on, love for, and knowledge and enjoyment of Italy's environment, landscape and historical and artistic heritage
- supervises the protection of the landscapes and cultural assets, in the spirit of Article 9 of the Italian Constitution

FAI focuses on events and participation from the public and its members. FAI makes three national events every year: FAI Spring Day, Italian Places I Love, and FAIMARATHON. These events happen at all FAI locations throughout Italy and provide the public with chance to discover and remember the beauty of the landscape around them. FAI properties also host many individual events such as cooking classes, musical events, and historic reenactments.



TIFA PER L'ITALIA CHE AMI.

VOTA

IL TUO LUOGO DEL CUORE.



FAI



LUOGHI DEL CUORE

LA TUA SEGNALAZIONE SALVA

[luoghidelcuore](http://luoghidelcuore.it)

Fondo
Ambiente
Italiano



Photo: Chiesa Della Ss Trinita, 2014 nomination in the I Luoghi del Cuore

BPPI

INDONESIA: MANAGING HERITAGE DISASTERS

BPPI works to promote the importance of cultural heritage in the event of a natural disaster. This came to the forefront in the early 2004 thru 2007, Indonesia was struck with earthquakes and tsunamis that caused devastating damage to the area. In 2006, the Prince Claus Fund created a program entitled Cultural Emergency Response under a conference in The Hague: "Cultural is a Basic Need: Responding to Cultural Emergencies." This conference brought together the important need for cultural heritage recovery for after a national disaster.

The BPPI set out to create partnership with international organizations to help assist them in their assessment of the damage done to cultural buildings after these natural disasters. The assessment of the damage to cultural heritage buildings was completed by BPPI and international partners, such as the Worlds Monuments Fund. BPPI created the Heritage Emergency Relief Unit (HER) to work on assessing the damage of cultural heritage after a disaster. HER comes into action to help prepare communities for natural disasters and assess the risk of the buildings that are already standing.

Established in 2004

**Website: www.indonesianheritage.info
INTO Contact: Catrini Pratihari**

The BPPI was created to help promote and protect Indonesian Cultural Heritage. The mission on the BPPI is to encourage heritage preservation in Indonesia through:

- Preparing inputs for policy, strategy, program, guide, and preservation mechanism.
- Helping build capacity and conservation movement, in cooperation with various institutions, communities, and businesses, through technical assistance, education and training, workshops, seminars, database development, publication, and promotion.
- Developing a funding system heritage conservation in Indonesia in cooperation with national and international institutions, businesses, and communities; proposed incentives, tax mitigation, and support from various institutions.

The BPPI works not only as a trust system, but also as a support system that will assist other heritage foundations in Indonesia. Other organizations, NGOs, government organizations, and individuals are allowed to seek membership with BPPI. They pride themselves on being able to have a diverse group of members that are not only interested in heritage, but are professionally invested.





“When cultural heritage is destroyed, people suffer a fundamental loss, which is not always sufficiently recognized.” - Catrini Pratihari

THE NATIONAL TRUST: THE LONDON PROJECT

The London Project works to infuse modern day activities into these properties that will expose the properties to people in a new, exciting manner. The London Project started a series of events that would bring people to these locations such as pop-up restaurants, late-night London, and special talks and events. The London Project also realized that it could not just work on its own, but needed to work with London's other heritage organization. This is done through:

- Soho Stories App – a free GPS app for your smartphone that provides a walking audio tour around Soho. This is one of the first experiences by the Trust that has nothing to do with the properties they own, and is provided for free through the internet. It is about learning the very entertaining, slightly hedonistic ways of a famous London neighborhood.
- Road trips by Roadmaster – a National Trust double-decker green bus that utilizes local professionals/talent to give tours of their favorite area of London. The project first launched in 2013 and went through many bumps and turns before becoming truly successful. The focus is not a full tour of London, but an expert giving a tour on a specific London aspect. For example, a driving tour specifically of Erno Goldfinger's architecture in London.
- London Lates – a series of late-night events at National Trust or partnership properties

Established in 2013

**Website: www.nationaltrust.org.uk/london
INTO Contact: Joe Watson**

“The London Project is a programme aimed at bringing our 10 London properties to life in new ways, and increasing appreciation of the capital more broadly through an innovative programme of events and exhibitions spanning arts, culture and the urban ‘green’ environment. The Project enables the Trust to take an active role in London as, unusually, it also functions beyond the Trust’s own properties, engages new partners and celebrates special places across the whole of the capital.”

in London, bringing the locations back to life in a new and exciting way such as a dance or even a ghost tour. The point is to open properties during a time they normally wouldn't be visited and with an event that would normally not be allowed. They usually include something like a dance, cinema immersion, and special talks and of course a bar and food.

- A series of unique events that are inspired by the London locations that include installations, expedition, behind-the-scenes tours that work in partnership with The Art of Dining, The Idler Academy, The Amy Grimehouse and Last Tuesday Society to combine the old with the new.

The most controversial event hosted by the London Project was the opening of the Big Brother house as a National Trust property for two days in September 2013.



Photo: London Project locations including the Fenton House and thier Roadtrips by Roadmaster Tour

NATIONAL TRUST FOR HISTORIC PRESERVATION: THE MAIN STREET PROGRAM

The Main Street program has been thirty years in existence and started in 1977 as a demonstration project. As of 2013, The National Main Street Center® became its own non-profit organization that operates under the NTHP. The project started off small with 3 towns in a demonstration project. After the success of the first project, six more towns were added to a demonstration project. The goal was to rebuild the area to make a vibrant and sustainable community.

Throughout its 34 year existence the Main Street Program has produced “**\$59.6 billion in investment, creating 502,728 jobs and resulting in the rehabilitation of more than 246,158 buildings;**” according to NTHP’s reinvestment statistics.



“The phrase has been used to describe everything from our nostalgic past to our current economic woes, but when we talk about Main Street®, we are thinking of real places doing real work to revitalize their economies and preserve their character. Specifically, Main Street® is three things: a proven strategy for revitalization, a powerful network of linked communities, and a national support program that leads the field.”

Established in 1966

**Website: www.preservationnation.org
INTO Contact: David Brown**

The National Trust for Historic Preservation focuses on advocacy and working with local communities to promote preservation to the public. They provide guidance to state level organizations and confirm National Register listings at the local, state, and federal level.

The priorities for the NTHP include:

- **Building Sustainable Communities:** through the promotion of reusing and rehabilitating old buildings
- **Promoting Diversity and Place:** through the recognition of everyone’s histories, not just one group
- **Protecting Historic Places on Public Lands:** promoting better stewardships of the lands owned by the National Park Service, Bureau of Land Management, and US Forest Service.
- **Re-imagining Historic Sites:** the creation of a plan that makes sites financially stable, have structural integrity, and a quality program



Photo: Mainstreet Photo winner, Washington, MI by Gayle Luechtefeld

THE NATIONAL TRUST OF FIJI: INTERNATIONAL PARTNERSHIPS

The National Trust of Fiji is a small organization that works with other organizations to grow its heritage programs. The most recent program is the use of long-term volunteers to assist the National Trust of Fiji with their heritage plans and work in their newly minted UNESCO World Heritage site, the port city of Levuka.

The developing program between INTO and the National Trust of Fiji was unstructured at first, but did have a targeted plan of who was needed to volunteer to help with the preservation of built heritage. It did not start with a focus on built heritage either, but more on finding people who would be willing to travel to Fiji under "voluntourism" for at a minimum of four months.

Through the use of the small grants program, INTO was able to provide funding to the National Trust of Fiji for a building conservator to do a 12-month volunteer mission to assist with the preservation of their built heritage. The current main goal is to bring Levuka back to its former colonial glory for tourists to enjoy as a World Heritage Site. The process in restoring Levuka will be a long one and cannot be completed without the assistance.

Established in 1966

Website: www.nationaltrust.org.fi

INTO Contact: Robin Yarrow

The National Trust of Fiji seeks to:

1. To promote the permanent preservation for the benefit of the nation of lands (including reefs), buildings, furniture, picture and chattels of every description having national, historic, architectural or natural interest or beauty;
2. The protection and augmentation of the amenities of any such land or buildings and their surroundings and to preserve their natural aspect and features;
3. To protect plant and animal life; and
4. To provide for the access to and enjoyment by the public of such lands, buildings and chattels.

The preservation of all cultural heritage in Fiji is important to the National Trust of Fiji. Like most Trusts, they seek to educate the public on the importance of cultural heritage and increase sustainability of the land and buildings. They are not only interested in heritage, but are professionally invested.





Photo: Restoration work in Fiji's World Heritage City, Levuka

THE NATIONAL TRUST OF JERSEY: RETURNING SPACES TO NATURE

Plemont beach is considered to be the most beautiful coastline that surrounds the island of Jersey. The coastline is home to a unique ecosystem including the Puffin Penguin. The bay also has many caves for exploration and the adventurer in all of us. The past mistake of building a Pontins' holiday camp currently haunts the National Trust of Jersey and the beauty of the coastline. Plemont's coastline has minimum amount of development except for this old Pontins' holiday camp that was built in the 1920s and subsequently abandoned and left to disintegrate in 2000.

The Love Plemont campaign was deal between three different groups: the National Trust of Jersey (the purchaser), Plemont Estates (the seller), and the States of Jersey (the Matcher) to buy the property for a total of 7.1 million pounds. Through this campaign the National Trust of Jersey had to raise a total of 4.5 million (3.5 for the purchase and 1 million for the demolition of the derelict camp), the rest of the money would be matched by the States of Jersey if the National Trust of Jersey could raise the first part. Plemont beach is considered to be the most

Established in 1938
Website: www.nationaltrust.je
INTO Contact: Charles Alluto

“The Trust shall be established for the purposes of securing the permanent preservation for the benefit of the island of lands and tenements (including buildings) of beauty or historic interest, and as regards lands, for the preservation (so far as practicable) of their natural aspect, features, and plant life.”

The National Trust of Jersey focuses on a comprehensive education plan to educate visitors on Jersey's natural beauty. Jersey follows a similar path to the National The National Trust of Jersey really focuses on saving its natural beauty, and wanting to share it with people who come and visit.

beautiful coastline that surrounds the island of Jersey. The coastline is home to a unique ecosystem including the Puffin Penguin. The bay also has many caves for exploration and the adventurer in all of us. The past mistake of building a Pontins' holiday camp currently haunts the National Trust of Jersey and the beauty of the coastline. Plemont's coastline has minimum amount of development except for this old Pontins' holiday camp that was built in the 1920s and subsequently abandoned and left to disintegrate in 2000.

“What do we do for the landscape on which the tourism industry depends? Nothing, except allow it to become overdeveloped. Isn't it time we created a fund for buying up planning disasters on the coast and turning places that never ought to have been developed back to wind, grass, and soaring birds?” - Charles Clover



NATIONAL TRUST FOR JERSEY
lovePlemont



Photo: Plemont Beach and the staff/colunteers who worked to save Plemont Beach

THE CROSS CULTURAL FOUNDATION OF UGANDA: DIFFERENT HERITAGE, SAME LOCATION

As of today there are over 65 different ethnic groups living in Uganda. Each one has its own history and its own cultural heritage to promote. Is there a way to bring them together to reach a common goal? These goals and solutions would fall under their “cultural rights” program.

On their website the CCFU states that, “In 2012, CCFU embarked on this programme whose overall goal is to enhance the cultural rights of Ugandans through heritage promotion. In a country with over 65 ethnic groups, 45 recognized languages, and diverse religious and political affiliations, it is necessary to recognize, appreciate and engage with difference. Through the ‘Promoting Pluralism Knowledge Programme’ (PKP), CCFU along with 10 partners, carries out research and advocacy to highlight the relevance of pluralism in the local context and develop civil society strategies to promote a pluralistic society.”

The PKP program is researched based, it focuses on the academics and study for the importance of pluralism. The program helped Uganda and the CCFU recognize the divisions in their country, and research what can be done to change these divisions. The research conducted helped assist in the future development of the PKP program. As a result of CCFU’s participation, there were summer programs available to students to work with other international cultures and universities on how they deal with cultural diversity and cultural exchange festivals at universities across Uganda.

Established in 2005

Website: www.crossculturalfoundation.org

INTO Contact: Emily Drani

The CCFU seeks to promote culture as a resource for development thinking and practice through research, documentation and training, to promote and preserve cultural heritage through support to community initiatives and education, and to enhance an appreciation of cultural diversity and identity as a source of knowledge and social cohesion.

The CCFU promotes three programs that coincide with their mission:

1. The “Culture in Development” programme provides the foundation for all our work as it supplies evidence to illustrate the value of culture in development work and enables us to better understand the cultural context within which we operate.
2. “Cultural heritage” specifically focuses on:
 - supporting local initiatives to promote, especially supporting 25 community museums throughout the country
 - heritage education linked to community museums to engage young people in protecting and promoting cultural heritage,
 - Policy advocacy for a conducive operating environment for heritage development and protection.
3. The third strand of our programme work focuses on “Cultural Rights”

The state of Uganda as a total of 60 protected areas and ten national parks. Two of these parks are of World Heritage status. It is imperative that Uganda not only view heritage from the government level, but also from a community level.





Photo: Education development done by the CCFU in Uganda

INDIAN TRUST FOR RURAL HERITAGE & DEVELOPMENT: PRESERVATION OF RURAL COMMUNITIES

Rural cultural heritage is rich with history, craftwork, and oral histories. Unfortunately, it is not easily accessible by tourists coming to visit. India, as a nation, has a very rich culture. Most of the visitors, however, do not get the chance to visit most of these cultural heritage hubs due to bad infrastructure. Heritage tourism is a huge industry that provides local jobs, and keeps traditions alive while providing the much needed economic gain to small communities.

The Indian Trust for Rural Heritage and Development has been working with local villages to help in their appreciation and possible monetization of their cultural heritage resources. The ITRHD is currently working with six Indian villages in different cultural heritages.

- Azamgarh Creative Cluster Project is a total of three villages that are looking to have increased tourism.
- Hariharpur is a Musicians village that was in desperate need of a school. With the financial support provided by members and corporations, a primary school was set up and during its first year enrolled seventy boys and girls from economically devastated families.
- Nizamabad is a Potters village and Mubarakpur is a Weavers Village. These locations were placed into ITRHDs support because of the unique handmade crafts they produce. The main goal is provide guidance on how to monetize these craft efforts for the benefit of the villages while still keeping tradition alive.

Established in 2011
Website: www.itrhd.com
INTO Contact: SK Misra

“The Trust’s driving concept is the enhancement of rural and tribal economy and livelihood through the conservation, sustainability, and management of the totality of heritage assets.” The goal of the ITRHD is to not only preserve the cultural heritage surrounding rural life, but to enable the citizens to make a livelihood out of it. All the preservation goals of the ITRHD work towards producing a ripple effect that will mean better lives for the rural citizens of India.

These objectives include:

- Serving as a platform and support base that develops model projects in specific areas
- Create awareness of the heritage and development link and explore ways in which traditional knowledge and skills can inform technological innovations
- Targets that deal specifically with Heritage Issues such as:
 - Identification and documentation
 - Preservation, Restoration, and Sustainable Regeneration
 - Creation of Awareness

These objectives will hopefully have a positive rippling effect that include income generation, education and literacy, health and hygiene, waste and water management, and gender equality.



Photo: Boys playing traditional musical instruments in the village of Hariharpur

SUPPORT INTO

Every day we hear of work our member organisations wish to undertake but which they are having to embark upon with only the barest of resources and an abundance of optimism! Often we find that a small injection of funds at the beginning of a project can make all the difference.

You can help by joining your local National Trust organisation, by becoming an INTO Amicus or with a gift to the INTO Small Grants Programme. If you would like to get involved in any of our programmes either as a supporter, volunteer or member, please contact us at the address below

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