

Innocastle

Interreg Europe



**INNOvating policy instruments for preservation,
transformation and exploitation of heritage
CASTLEs, manors and estates**

UK

20 – 24 May 2019



European Union
European Regional
Development Fund



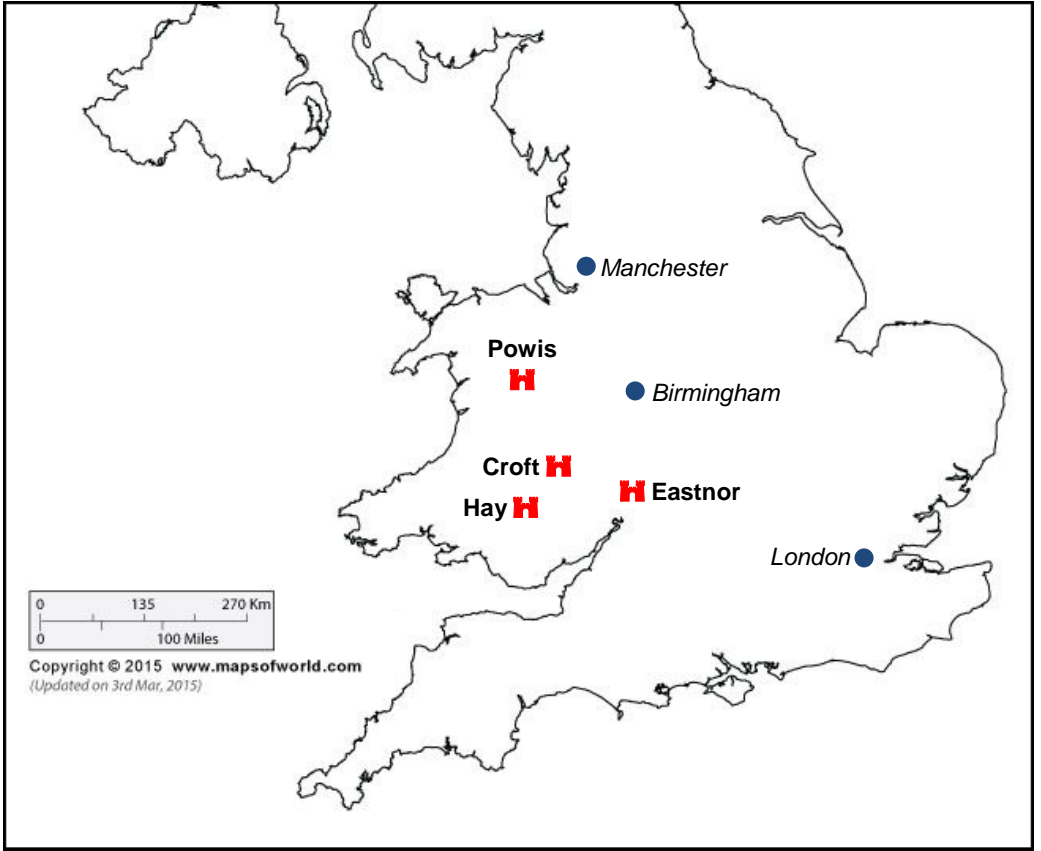
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Programme Summary

20 – 23 May 2019

MONDAY 20 MAY 2019

- Check in at Royal Oak Hotel
- Informal visit of Powis Castle

TUESDAY 21 MAY 2019

- Partner Meeting
- Powis Castle

WEDNESDAY 22 MAY 2019

- Check out of Royal Oak Hotel
- Eastnor Castle
- Croft Castle
- Check in at Chase Hotel

THURSDAY 23 MAY 2019

- Hay-on-Wye
- Thematic seminar on “Diversifying Business at Castles, Manor Houses and Estates”

FRIDAY 24 MAY 2019

- Check out of Chase Hotel
- Return to Hereford/Welshpool

MONDAY 20 MAY 2019

Afternoon Partners and Stakeholders arrive at the Royal Oak Hotel, The Cross, Welshpool, Powys, Mid Wales SY21 7DG (Tel: 01938 552217; www.royaloakwelshpool.co.uk)

Walk to Powis Castle, Welshpool, Powys, SY21 8RF (Tel: 01938 551944; www.nationaltrust.org.uk/powis-castle-and-garden)

Free entry and refreshment vouchers provided

18:15 Pre-dinner drinks in the Royal Oak Hotel bar

Partner and Stakeholder introductions

19:00 Dinner at the Royal Oak Hotel

TUESDAY 21 MAY 2019

- 09:00 Walk to Powis Castle through town and park
- 09:30 Partner Meeting
- See separate agenda*
- 12:30 Lunch
- 13:30 Tour of Powis Castle and Garden with House Manager and Gardener
- 15:30 Simultaneous break out groups
- 15:30-16:00 a) Business Planning
b) Volunteering
- 16:00-16:30 a) Volunteering
b) Business Planning
- 16:30 Plenary feedback session
- 17:00 Free to walk back to Royal Oak Hotel
- 18:30 Depart by coach for the Dragon Hotel, Market Square, Montgomery SY15 6PA (Tel: 01686 668359; www.dragonhotel.com)
- 19:00 Dinner at the Dragon Hotel
- 21:30 Return by coach to the Royal Oak Hotel

WEDNESDAY 22 MAY 2019

- 08:00 Check out of Royal Oak Hotel and depart by coach for [Eastnor Castle, Ledbury, Herefordshire, HR8 1RL](#) (Tel: 01531 633160; www.eastnorcastle.com)
- 10:00 Met by James Hervey-Bathurst of Eastnor Castle
- Tour of Eastnor Castle and Grounds
- 12:30 Lunch at Eastnor Castle
- 13.30 Depart by coach for [Croft Castle, Yarpole, Leominster HR6 9PW](#) (Tel: 01568 780246; www.nationaltrust.org.uk/croft-castle-and-parkland)
- 14:30 Arrive at Croft Castle for self-guided tour
- 15:30 Met by Ian Grafton, Operations Manager for discussion over tea
- 16:30 Leave Croft Castle by coach for the [Chase Hotel, Gloucester Rd, Ross-on-Wye HR9 5LH](#) (Tel: 01989 763161; www.chasehotel.co.uk)
- 18:00 Arrive at the Chase Hotel
- 18:30 Meet in Private Room to share impressions of the day
- 19:00 Dinner at the Chase Hotel

THURSDAY 23 MAY 2019

- 09:00 Depart by coach for [the Globe at Hay, Newport Street Hay-on-Wye, Hereford, HR3 5BG](#) (Tel: 01497 821762; www.globeathay.org)
- 10:00 Arrive at the Globe
- 10:15 Met by Nancy Lavin, Hay Castle Trust (www.haycastletrust.org) for a briefing on the building conservation project and walk to the site
- 12:30 Return to the Globe for lunch
- 13:30 Thematic seminar
- “Diversifying Business at Castles, Manor Houses and Estates”**
- See separate agenda*
- 15:30 Tea and cake
- Opportunity to look around Hay-on-Wye
- 17:30 Return to the Chase Hotel by coach
- 19:00 Meet in Private Room for Peer Review
- 20:00 Dinner at the Chase Hotel

FRIDAY 24 MAY 2019

- 09:00 Check out of Chase Hotel and return by coach to Welshpool via Hereford to drop at Railway Station for trains to London and Birmingham
- circa 12:00 Arrive at Welshpool

The Study Visit has been planned to show a variety of historic castles and estates, owned and managed in differing ways, all supporting their key significances and ensuring a sustainable future.

Powis Castle



A medieval castle, once the seat of the Princes of Powys, was made into a country home by the Herbert Family who have resided at the castle since 1578. Formally transferred to the National Trust (NT) in 1952, the castle and gardens have been gradually developed as a tourist attraction. It now attracts over 160,000 visitors a year, and is open throughout the year. The castle, collections and formal 17th century terraced gardens are internationally significant. They are owned and managed by the NT while the estate has remained in the management and ownership of the Herbert family. This dual arrangement is unusual in the UK and means that the NT and the family need to work closely to ensure both interests are recognised and met. The Clive Museum features more than 300 items from India and the Far East and is the largest private collection of its type in the UK.

In addition to a behind-the-scenes view of the multi-layered historic castle and gardens, the visit will also look at the role of volunteering and business planning within the management of an historic estate.

Croft Castle

Croft Castle and Parkland illustrates 1,000 years of power, politics and pleasure in an intimate family home, the Croft estate was founded by a Norman knight, Bernard the Bearded around 1055. Under orders from Edward

the Confessor, Bernard built the first Croft mote and bailey castle to protect the English borders from the troublesome Welsh. The family continued to live here – with some intermittent periods of absence - and develop the castle until 1957 when it made an arrangement with the National Trust in order to save the castle and estate for the nation.

The estate is a great example of how accessible castles and estates can make history for all age groups, and our visit will explore the role of education and interpretation within the management of historic properties, and understanding audience. Current exhibits include the Second World War era when the castle served as a school for evacuated children. An Oral History digital archive offers a unique window into the lives of people who have lived and worked at Croft during the 20th century. With the continued help of NT supporters, the Fishpool Valley project located within the adjoining 1,500 acre parkland is being conserved and access improved.



Eastnor Castle

Eastnor Castle lies in Herefordshire at the foot of the Malvern Hills on the edge of the Cotswolds. Surrounded by a beautiful deer park, arboretum and lake, Eastnor Castle is the home of the Hervey-Bathurst family. The family moved to the area in the 1590's, and the current castle dates from 1812. The family have developed and continue to run the castle, estate and attraction.

Besides being a fascinating and award-winning visitor attraction, Eastnor Castle fulfils other roles as an exclusive-use wedding, corporate team building and private party venue, as well as a venue for corporate product launches and filming. It hosts special events such as the Eastnor Chillifest (May),

outdoor theatre and a variety of family activity events. The Castle is a member of the Historic Houses Association.



Visitors and guests can stay on the estate in either of the refurbished holiday cottages or enjoy camping or caravanning on the Eastnor Deer Park Campsite. The owner will talk about the site and how it is managed today, followed by a tour by the Estate Manager.

Besides being a fascinating and award-winning visitor attraction, Eastnor Castle fulfils other roles as an exclusive-use wedding venue, corporate team building venue, and private party venue, as well as a venue for corporate product launches and location filming.

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Hay Castle

Hay Castle, located in the town of Hay-on-Wye, is one of the few remaining great medieval defence structures on the border of England and Wales. Built in the late 12th century by the powerful Norman Lord William de Braose, its history is long and turbulent. The castle was ransacked by Llewelyn II, the last Prince of Wales, in 1233, and rebuilt under the custody of Henry III. Centuries of turmoil followed until the 15th century, when the castle passed into the

hands of the Beaufort Estates. The remains of the castle include a four-storey keep and a beautiful arched gateway. The multi-gabled Jacobean manor was severely damaged by fire in 1939, and again in 1977. Remnants of the 18th century formal gardens and 19th century terraced gardens can still be seen.

For a large part of the 19th century the castle was lived in by the Bevan family; William Latham Bevan was the vicar in Hay. Afterwards the castle continued to be bought and sold a number of times until the 1960's when a book collector and seller (Richard Booth) bought it. In 2011 the Hay Castle Trust, a community charity, purchased the castle from Booth. The Hay Castle Trust aims to ensure the permanent preservation of this historic site.



Detailed plans have been drawn up which would see the medieval and Jacobean buildings rescued and conserved, as well as creating an exciting, multi-functional space to engage and inspire through arts, culture, history, education, and a range of heritage building skills and culinary training. The project is being financed with support from the National Lottery Heritage Fund.

The plans include a viewing platform in the Norman keep, giving visitors the opportunity to experience the fantastic views of the Wye Valley and the borderlands. The great gateway will be opened up again to allow access from the town side. The second floor will house a high-standard exhibition space which will be able to display items from major national collections. The first floor will provide an education space available for a range of activities.

The ground floor will include a cafe and a flexible space for events, meetings, talks and more. The cafe, along with private hires, will help secure a self-sustaining future for the Castle and its maintenance and care. Nancy Lavin, Director of the Hay Castle Trust will meet us and talk about the partnerships and plans that have helped save this at-risk castle. Each May, Hay-on-Wye hosts an annual literary festival.

Partner Meeting Agenda

9:30 – 12:30, MONDAY 20 MAY 2019

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| 09:30 | Welcome |
| 09:40 | Stakeholder introduction |
| 10:00 | Baseline Survey progress – Bert de Roo

Presentation and discussion |
| 11:00 | Coffee break |
| 11:15 | Partner presentations |

Each Partner will prepare a 5 minute presentation presenting 1-2 issues they would like to address in their Action Plan, and the role of stakeholders in understanding and solving these issues (input from Stakeholders joining the visit is encourage).

After each presentation, the other Partners and Stakeholders will give feedback and provide examples on how they deal with similar issues in their region.

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| 12:15 | Innocastle Themes and Survey Results – Joep de Roo

Presentation and conclusions |
| 12:30 | Close |

Thematic Seminar Agenda

13:30 – 15:30, THURSDAY 23 MAY 2019

“Diversifying Business at Castles, Manor Houses and Estates”

Chaired by Catherine Leonard, Secretary-General, International National Trusts Organisation

13:30 Welcome by Justin Albert, National Trust Director for Wales

13:40 Presentation by Ben Cowell, Director General, Historic Houses

Drawing on his experience as a civil servant working on heritage policy issues, in advocacy and operations at the National Trust, as Deputy Chair of the Heritage Alliance and Director General of Historic Houses, Ben will introduce examples of innovative business diversification at heritage sites, set against the challenges and rewards of working within the UK policy and funding context.

14:00 Questions and discussion

14:20 Short presentations (5 minutes each) by the Partners and/or Stakeholders on the business case behind one of the Learning Cases (from the Baseline Survey) and how it relates to the wider policy context.

14:45 Discussion moderated by Justin Albert

15:20 Summary

15:30 Close

Notes

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