



With the support of the  
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## Staff Exchanges in European Cultural Heritage Trusts

**Kick-off meeting**

**14-16 June 2022**

### **Programme Coordination:**

Catherine Leonard  
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*Please note that the programme may be subject to change.*



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**Participants:**

Lucas De Clercq  
Manager - Development, Experience and Membership, Herita (BE)

Puck Verstraeten  
Project Leader - Heritage experience, Herita (BE)

Clea Warner  
Clea Warner, General Manager Highlands & Islands, National Trust for Scotland (UK)

Raoul Curtis Machin  
Operations Manager Culloden Battlefield, National Trust for Scotland (UK)

Sara Clerici  
Institutional Fundraising Referent, FAI - Fondo Ambiente Italiano (IT)

Alice Chiapparrone  
Head of Property Operational Marketing, FAI - Fondo Ambiente Italiano (IT)

Michaela Kubíková  
Director, National Trust of Slovakia (SK)

Gréta Korpádiová  
National Trust of Slovakia (SK)

Francesco Kinský dal Borgo  
Associate, Czech National Trust (CZ)

Jana Schiebertová  
Project Manager, SEECHT Project (CZ)

Irena Edwards  
Chair, Czech National Trust and Trustee of INTO (CZ)

Mike Leigh  
General Manager for the Surrey Landscapes Portfolios, National Trust (UK)

Zara Luxford  
General Manager for Nymans & Standen, National Trust (UK)

**With:**

Catherine Leonard  
INTO Secretary-General

Alexander Lamont Bishop  
INTO Deputy Secretary-General

Charlotte Ward  
Communications and Projects Manager, INTO

Becky Sejourant  
Fundraising Manager, INTO

## **Tuesday 14 June 2022**

Evening Overseas participants arrive at Gatwick and travel by taxi to the [De Vere Horsley Estate](#), Ockham Road South, East Horsley, Surrey, KT24 6DU (Tel: +44 1483 917075)

For those arriving by train, the nearest station is Horsley although it may be easier to travel to Guildford

Met by Alexander Lamont Bishop, Deputy Secretary-General of INTO

## **Wednesday 15 June 2022**

8am Breakfast in the hotel

9am Leave the hotel by taxi for [Polesden Lacey](#), Great Bookham, near Dorking, Surrey, RH5 6BD (Tel: +44 1372 452048)

9.30am Met by Katherine Mills, General Manager, for an introduction to Polesden Lacey and aspects of the visitor business relevant to the SEECHT project, such as visitor welcome, volunteering and membership

11am Gather in Copper Beech meeting room for coffee

Kick-off meeting Part I

Welcome and outline of [INTO Places](#) scheme (Catherine)

11.10am An introduction to the partner sites (5 minutes each)

12 noon Project management update (by CNT) including:

- Review budget
- Financial reporting
- Communications
- Revised timeline

12.30pm Secondments (Catherine)

Partners to review and agree the Secondments Briefing, including:

- Overall format of secondments (programme, objective setting, report writing, identifying 'good practices' for the Toolkit)
- Who are the secondees – and what do they want to learn and share?
- Where are they going and when?
- Evaluation / feedback process and timeline

1pm Meeting adjourned

Met by Luke Forsey, Area Manager (Food & Beverage) for lunch and a discussion about catering at National Trust sites

- 2pm/2.30pm Met by Tiger de Souza, People Engagement Director, for a walk-and-talk discussion about the National Trust's 'Everyone Welcome' strategic priority, and how that relates to the themes of the SEECHT project, including:
- How can we ensure that the widest possible demographic visit our site?
  - How can we improve our accessibility for people living with disabilities?
  - What programmes can be implemented to ensure that our sites are relevant to people from all backgrounds?
- 3.30pm Free flow visit to the house (last entry at 3.30pm)
- 5pm Close and return to hotel by taxi
- 7pm Meet in the lobby
- Walk to the [Duke of Wellington](#), Guildford Road, East Horsley, Leatherhead KT24 6AA (Tel: + 44 1483 282312) for dinner

### **Thursday 16 June 2022**

- 8am Breakfast in the hotel and check out
- 9am Leave the hotel for [Hatchlands Park](#), East Clandon, Guildford GU4 7RT (Tel: + 44 1483 222482) by taxi
- 9.15am Kick-off meeting Part II
- Gather in the meeting room
- Welcome and summary of the previous day (Catherine)
- 9.30am Measuring the success of pilot projects to broaden access to heritage sites and deepen the connectivity between INTO Places (Alex):
- Increase in membership numbers
  - Upskilling staff and volunteers
  - Greater engagement with target groups
  - Qualitative data, like stories from members visiting INTO Places in other countries
- 10am Toolkit development (Alex)
- Proposed format
  - Likely themes
  - Policy recommendations
  - Dissemination – and how to involve wider INTO membership and others
- 10.30am Pairing up sessions – each country to discuss secondment detail with partner

11.30am	Met by Daniel Morey, General Manager of Hatchlands, for a 'walk and talk' introduction to the property
1pm	Lunch in the café
2pm	Event in Czech Republic – initial plans and ideas (Irena)
2.30pm	Conclusions Close of Kick-off meeting
Late afternoon	Free to explore the property and/or travel back to the airport or station