



Association
for Heritage
Interpretation

////// //
Y Cysylltiad //
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The Connection

Conference 2022
Snowdonia, North Wales
12-14 October 2022

In an age of change,
how can heritage
interpretation adapt,
embrace, and connect?

//
Conference Programme



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Association
for Heritage
Interpretation

2022 Conference
Y Cysylltiad //
The Connection

Welcome to Snowdonia

Welcome to the AHI Conference 2022. Held at the Hilton Garden Inn Snowdonia, Dolgarrog.

The hotel is right on the doorstep of the **Snowdonia National Park**, with superb views and an onsite spa.

Our site visits this year are stunning. Visit the spectacular **Great Orme** and **Penrhyn Castle**, or take in industrial **Blaenau Ffestiniog**, and head down the Deep Mine Tour of **Llechwedd Quarry**, or stay firmly on the surface on a walking tour around Dolgarrog on the **Rural Conwy Sacred Trails** route.

We are sure you will have a more than comfortable stay and a great time with us at **Y Cysylltiad/The Connection**.



In an age of change, how can heritage interpretation adapt, embrace and connect?



Main Image: Seafront and Great Orme at Llandudno

Above: Great Orme Victorian Tramway

Left: Penrhyn Castle

Welcome to Y Cysylltiad // The Connection 2022 Conference



AHl

In an age of change, how can heritage interpretation adapt, embrace and connect?

Not only is this a chance to get together again after two years of virtual conferences, it is a chance to explore the conference themes through our **Parallel Sessions**, amazing **site visits** and the return of the **Open Space Workshop**.

We'll be exploring:

1

How is interpretation helping communities feel more connected with the heritage on their doorstep?

2

How is interpretation helping people to embrace change? (e.g. changes in attitude, population, climate, politics)

3

How is interpretation adapting to stay relevant to the off-site audiences connected with during Lockdown, as well as the on-site visitors who are returning.

Don't forget to share your thoughts on social media:

#AHlconference22 #AHltheconnection
#AHlcynhadledd22 #AHlycysylltiad



Y Cysylltiad // The Connection Keynote speaker

‘Building connections through heritage’

Andrew White, Wales
Director of National
Heritage Lottery Fund

Wednesday 12 October
13.15-13.45

Andrew White, Wales Director of National Heritage Lottery Fund (NHLF) will explore how an open definition of heritage has helped communities build meaningful connections in Wales and across the UK.

Drawing on rich case studies, he will share the principles behind this approach at NHLF.



AHI

**Engaging
People
Awards 2023**

Wednesday 12 October
17.30-17.45

We'll be launching the
AHI Engaging People
Awards 2023, find out the
categories and how to enter.

Y Cysylltiad // The Connection Programme

→ Site visits

OS Open Space Workshop

= Parallel Sessions

Wednesday 12 October

Time	Title	Speaker
12:00-13:00	REGISTRATION OPEN & LUNCH	
13:00-13:10	Opening and Welcome	Beth Môrafon, AHI Chair
13:15-13:40	Keynote: Building connections through heritage	Andrew White, Wales Director of National Heritage Lottery Fund
13:45-14:15	Lost in the ether: acknowledging the past	Caroline Hamson, Anaesthesia Heritage Centre
	Wil Ffitar – forming connections through characterisation	Lowri Ifor, Amgueddfa Lechi Cymru/National Slate Museum
14:20-14:50	Amgueddfa Cymru: Reframing Picton	Ulrike Smalley, Amgueddfa Cymru and Temeka Davies, Amgueddfa Cymru (both via Zoom)
	A Museum of Two Halves: Connecting with Local and National Communities	Nick Jones, Wrexham Heritage Services and Claire Nunn, Haley Sharpe Design
14:55-15:20	15-Minute Heritage	Dave Rees, Cadw
	Challenging Connections – Edges of Empire exhibition, Tullie House Museum	Nigel Mills, Nigel Mills Heritage and Lisa Keys, Minerva Heritage

15:20-15:45	BREAK	
15:45-16:45 =	Workshop: The Cloak of Visibility; An Interpreters Code of Ethics	Jim Mitchell FAHI and Geraldine Mathieson MAHI
	Workshop: Lifting the lid on community and bilingual interpretation	Siân Shakespear
	Workshop: Games for Interpretation	Tom Mansfield, Upstart Theatre and Lorraine Lecourtois, Wakehurst, RBG Kew
16:50-17:20	Dolgarrog: a sense of place	Dr Dafydd Gwyn
17:20-17:30 OS	Introduction to Open Space workshop	India Rabey
17:30-17:45	Introduction to 2023 Engaging People Awards	Jo Scott Geraldine Mathieson
17:45-18:00	BREAK	
18:00-19:00	Check in and Join in! Networking and games at the bar	Tom Mansfield, Upstart Theatre and Lorraine Lecourtois, Wakehurst, RBG Kew
19:30	DINNER	

Thursday 13 October

Time	Title	Speaker
09:15-17:00 →	Site visit: Coast and Colonialism; Great Orme headland, Tramway & Penrhyn Castle	
	Site visit: Poetry and Slate; Yr Ysgwrn, Blaenau Ffestiniog/Llechwedd Quarry	
	Site visit: Disaster and Faith; Dolgarrog dam, Rowen and Sacred Trails route	
17:30-18:45 OS	Workshop: Open Space	India Rabey
19:00	CONFERENCE DINNER preceded by Huw Roberts introducing us to the traditional Welsh Triple Harp	Huw Roberts

Friday 14 October

Time	Title	Speaker
08:15-08:55	AHI ANNUAL GENERAL MEETING	AHI Board
09:00-09:30 =	Our Tower: 'How do we live with the legacies of slavery?'	Dr Amy Frost, Bath Preservation Trust and Iona Keen, Heritage Interpretation Consultant
	Mine, yours...OURS: the FfWHR heritage railway interpretation project	Jim Embrey, Ffestiniog and Welsh Highland Railway
09:35-10:05 =	Connecting through landscape	Beth Môrafon (MAHI), VisitMôr
	Is this a Pit Pony? A sprinkle of interpretive magic	Paul Ellis, The Auckland Project
10:05-10:20	BREAK	
10:20-10:50 =	Beg, borrow or steal: How we made Smelly Summer at the Brunel Museum	Katherine McAlpine, Brunel Museum
	Connecting with audiences through art in a heritage restoration project	Victoria Thomas, Wakehurst, RBG Kew and Bethan Hobbs, Wakehurst, RBG Kew
10:55-11:25 =	Connectivity: how contemporary community voices can deepen and strengthen visitor engagement in exhibitions	Kayte McSweeney, British Museum and Julie Carr, British Museum (both via Zoom)
	Digital Placemaking - rewarding visitors for visiting by KISSing	Dan Boys, AT Creative & Wildfi
11:30-12:00	Conference close and final thoughts AHI's most recently awarded Fellows will reflect on the themes of the conference before we make our way home	Jim Mitchell FAHI and Sunita Welch FAHI



Y Cysylltiad // The Connection Site Visits



There are three options for getting out and about on Thursday. You'll be able to sign-up for your choice at the conference Registration Desk on Wednesday 12 October.

Duration: 09:15-17:00



→ Option 1 Coast and Colonialism

1.

The **Great Orme** headland is a massive chunk of limestone that rises 207m/679ft straight out of the sea. We'll take the **Victorian Tramway** up to the top where we'll explore the nature trail and Visitor Centre to discover the geology, archaeology, wildlife and history of this extraordinary Site of Special Scientific Interest and Heritage Coast.

Then it's onto **Penrhyn Castle** where we'll visit What a World! An installation that explores the castle's links to colonialism and the transatlantic slave trade through 9 objects and paintings that were chosen by, and responded to by local children, staff, volunteers, historians, and poets.

We'll also stop to view some interpretation in **Bethesda** which has its own difficult history of what many regard as exploitation by the Penrhyn family, one-time owners of nearby Penrhyn Quarry.

NB: If you are a NT member please bring your membership card with you.



→ Option 2
Poetry
and Slate



2.

Yr Ysgwrn is a traditional Welsh stone farmhouse that was the home of the Welsh bard Hedd Wyn, who tragically lost his life in the First World War. Our guided tour will take us back in time to rural Welsh life at the turn of the 20th century, and forwards through the farmhouse's history, family and farming legacy.

After this we'll head to **Blaenau Ffestiniog** and you can choose between going on a guided walk around the town exploring the way local people tell the story of their slate heritage via installations and a poetry trail, or on a Deep Mine Tour of **Llechwedd Quarry**

NB: the mine tour goes 500ft underground and has 61 steps to descend, comfortable footwear essential



→ Option 3
Disaster
and Faith



3.

Don your walking boots and jackets for this fabulous day walking around **Dolgarrog** and environs. We'll be exploring the interpretive memorial site to the Dolgarrog dam disaster before driving and walking to the breached dam up in the hills above the Conwy valley.

On then by road to the nearby picturesque village of Rowen to ascend by foot to the remote medieval church of Llangelynnin, part of the **Rural Conwy Sacred Trails** route, and back along a circular route passing several interesting features.

We will need to car-pool, so offers from drivers who are confident to drive along narrow and steep roads welcome!

NB: walking boots/trainers and waterproof clothing essential



Parallel sessions

Wednesday 12 October

13:45-14:15

Lost in the ether: acknowledging the past

Caroline Hamson, Heritage Manager,
Anaesthesia Heritage Centre

Discover how small interpretive interventions can strengthen established museum narratives, recover lost voices, bring in new perspectives and enact change. Caroline will share her experiences of running a re-interpretation project with students, provide practical tips for establishing an EDI Advisory Group, and will discuss outcomes, successes and lessons learnt.

Wil Ffitar – forming connections through characterization

Lowri Ifor, Learning Manager, Amgueddfa
Lechi Cymru/National Slate Museum

How do you bring local history to life and work collaboratively with schoolchildren in this process? Hear how the National Slate Museum worked closely with Year 7 pupils from Ysgol Brynrefail to evaluate how we use interpretation and to research and create 'Wi Ffitar', a new character for our site.

14:20-14:50

How we Re-Framed Picton

Ulrike Smalley, Amgueddfa Cymru,
Temeka Davies, Amgueddfa Cymru
(both via Zoom)

Faced with the challenge of reframing the colonial narrative around the portrait of Thomas Picton. Amgueddfa Cymru share how they worked together with SSAP to; decolonise the past and present through bringing together objects to tell a fuller story, address the trauma left by colonialism, and the importance of decolonising with communities.

A Museum of Two Halves: Connecting with Local and National Communities

Jonathan Gammond, Access &
Interpretation, Wrexham Museum,
Nick Jones, Football Museum Officer,
Wrexham Heritage Services, Claire Nunn,
Interpretive Planner, Haley Sharpe Design

Wrexham Museum is currently undergoing a unique project that will combine a local museum for Wrexham County Borough and a national Football Museum for Wales. The presentation will explore how interpretation and community engagement is enabling the museum to adapt, connect, and celebrate unique aspects of local and national identities



14:55-15:20

Finding history on your doorstep: 15-Minute Heritage

David Rees, Interpretation Manager, Cadw

'15-Minute Heritage' is an invitation for people across Wales to explore, based on heritage being everywhere – certainly within a 15 minute walk of every doorstep. Find out how Cadw adapted its approach to promoting Wales' heritage during a pandemic when many of our sites were inaccessible to visitors.

Challenging Connections – Edges of Empire exhibition, Tullie House Museum

Nigel Mills, Nigel Mills Heritage,
Lisa Keys, Minerva Heritage

This temporary exhibition aimed to challenge audience perceptions of Roman objects - by revealing hidden stories, highlighting the contemporary resonance and presenting alternative ways of 'seeing'. An evaluation survey provided insights into what worked and what didn't and whether it achieved its aim.

15:45-16:45

Workshop: The cloak of visibility: an Interpreters Code of Ethics

Jim Mitchell FAHI, Geraldine Mathieson MAHI

Join us for an interactive and entertaining journey of discovery as we provoke, relate and reveal how our interpreters' code of ethics can provide a protective layer. We'll highlight areas of potential conflict then learn how the code helps us manage and embrace challenges with safety and professional confidence.

Workshop: Lifting the lid on community and bilingual interpretation

Siân Shakespear

Experience what it is like to be 'facilitated' in an interpretive planning process, to begin to understand and gain confidence in engaging meaningfully with a community. We will also explore the recently produced good practice guidelines in bi or multilingual interpretation. **Please download or bring a copy with you.** →



Wednesday 12 October

15:45-16:45

Workshop: Games for Interpretation

Tom Mansfield, Artistic Director, Upstart Theatre, Lorraine Lecourtois, Head of Public Programmes, Wakehurst, RBG Kew

Games are a fundamental part of human life. We play games to connect with one another; learn new things; and above all, have fun. This workshop explores how heritage organisations can use shared play to reach audiences on and off-site, and harness people's ever-increasing need for connection.

Friday 14 October

09:00-09:30

Our Tower: 'How do we live with the legacies of slavery?'

Dr Amy Frost, Senior Curator, Bath Preservation Trust, Iona Keen, Heritage Interpretation Consultant

The Our Tower project will create a new visitor experience at one of Bath's Georgian landmarks – Beckford's Tower. At the age of nine, William Beckford became the richest person in England, inheriting Jamaican sugar plantations and the ownership of hundreds of enslaved Africans. New interpretation and community engagement will raise people's awareness of historic concerns around human rights and prejudice, connecting to these issues today.

Mine, yours...OURS: the FfWHR heritage railway interpretation project.

Jim Embrey, Interpretation Officer, Ffestiniog and Welsh Highland Railway

An insight into the Ffestiniog and Welsh Highland Railway 'Interpretation and Boston Lodge' project. Strengthening the links with our local communities and the rich industrial heritage of Snowdonia by telling the colourful 190 year-old railway story through workshop tours, family stories and physical and spoken interpretation across the railway.



09:35-10:05

Connecting through landscape

Beth Môrafon (MAHI), Director at VisitMôr & Chair of Association for Heritage Interpretation

From mark-making cave dwellers to VR explorers, communities rely on signs to connect with audiences. VisitMôr will offer a range of innovative signage techniques for participants to interpret the local landscape of Snowdonia. With sumptuous storytelling prompts and dynamic design principles, delegates can practise creating together, then share their interpretations.

Is this a Pit Pony? A sprinkle of interpretive magic

Paul Ellis, Visitor Experience Volunteer, The Auckland Project

A perspective on connecting people and communities to their heritage through art. Engager interpretation is a missed opportunity in art galleries. It adds a richness, a greater depth to the interpretation experience. Travel through the frame into the artwork, reveal hidden details, and explore stories about artists and their artworks.

10:20-10:50

Beg, borrow or steal: How we made Smelly Summer at the Brunel Museum

Katherine McAlpine, Brunel Museum

Small museums had £0 budget before Covid. Post-Covid, we have even less. So how can we start to see bigger Museums as collaborators, rather than competitors, to create exceptional exhibitions – on tiny budgets! Find out how the Brunel Museum did just that by working with Museum of London Docklands and others to create Smelly Summer, an immersive trail around the Museum for families.

Connecting with audiences through art in a heritage restoration project

Victoria Thomas, Interpretation Manager, Wakehurst, RBG Kew, Bethan Hobbs, Interpretation Producer, Wakehurst, RBG Kew

At Wakehurst, Kew's wild botanic garden, the roof of the Grade I listed mansion at the heart of the site is being restored. The talk will share our processes of engaging an artist to create bespoke scaffolding wrap artwork and how Kew works with multidisciplinary colleagues to create complementary interpretation.

Friday 14 October

10:55-11:25

Connectivity: how contemporary community voices deepen visitor engagement in exhibitions

Kayte McSweeney, British Museum, Julie Carr, British Museum (both via Zoom)

Including insights from both staff and community consultants, this is an honest look at how community co-creation can be integrated into the fast-paced development of a temporary exhibitions at a national museum that is refining and evolving its community collaborative practices.

Digital Placemaking - rewarding visitors for visiting by KISSing

Dan Boys, Director, AT Creative & Wildfi

Discover how location-aware apps and Info Points have helped cultural venues and tour guides diversify their offer and welcome visitors back onto the 'visitor realm' both during and after the pandemic. Bring your phones and get connected.

Become a member

AHI

Do you tell stories and engage people with cultural or natural heritage? Join AHI.

By becoming a member of AHI you are joining a professional community of like-minded people who thrive on helping and supporting each other and advocating for best practice in our industry.

What are the benefits?

Membership gives you access to a lively forum for networking, the latest opportunities, news and insights, and is a great source for professional development. Access special training events, industry related jobs and tender opportunities

Additional benefits include:

- Twice yearly Interpretation Journal
- Regular e-News and member bulletins with industry news, updates and job opportunities
- Members only access to wide range of resources and best practice guidelines
- Discounted tickets for the annual conference, training and CPD events

Membership categories

We have a variety of membership categories to suit everyone: Student, Associate, Corporate, Full member (MAHI) and Fellow (FAHI).

For more information and to apply, visit ahi.org.uk

AHI Engaging People Awards 2023

Have you worked on or produced a great visitor interpretation project that has really engaged people?

Enter our Engaging People Awards 2023 to be in with a chance of winning one of our prestigious awards.

The Awards are open for projects that have opened to the public between 5 April 2021 and 11 April 2023.

Closing date for entries is Friday 14 April 2023

ahi.org.uk/awards

Images: AHI Engaging People Awards 2021 winners: Colinton Tunnel Mural Project. Dub London: Bassline of a City at the Museum of London, Eskdale Mill, Silvanus sculpture at Nethercroy.



Our sponsor

We are very grateful to **Core** for being our main Conference sponsors.

Core are passionate about bringing visitor journeys to life through memorable and engaging environments. We offer a complete solution to interpretation design projects, from concept planning, funding support and innovative design, to project delivery and installation.

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Bursary supporters

Five early careers interpreters living or working in Wales have been kindly supported to attend or stay at the conference by bursaries from **Haley Sharpe, ATS Heritage, NGX, Barker Langham and Heritage Insider.**





Image: Leicester City Council

Visitor experience design for museums, heritage and culture



Proud to support the **AHI 2022 Conference**

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information and to book tickets

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