

# 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



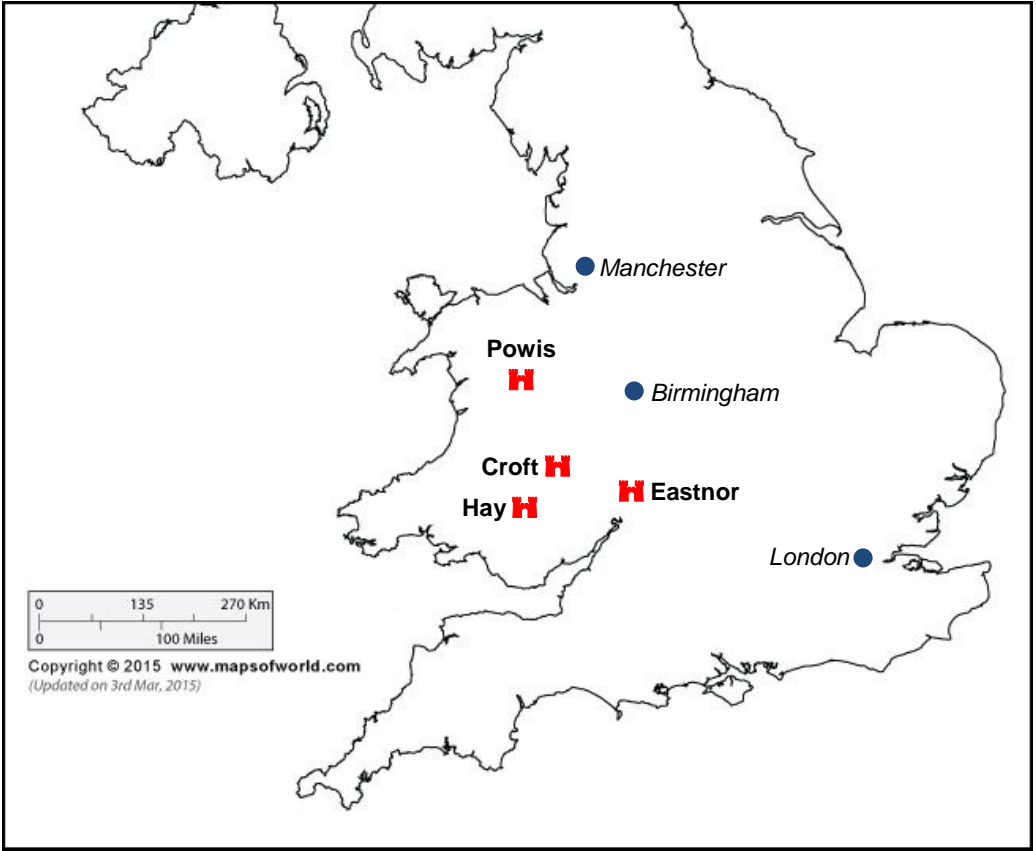
**HO  
GENT**



**DIPUTACIÓN  
DE BADAJOZ**

≡ provincie  
Gelderland





## 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](http://www.royaloakwelshpool.co.uk))
- Walk to Powis Castle, Welshpool, Powys, SY21 8RF (Tel: 01938 551944; [www.nationaltrust.org.uk/powis-castle-and-garden](http://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](http://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](http://www.eastnorcastle.com))
- 10:30 Met by James Hervey-Bathurst of Eastnor Castle
- 11:00 Tour of Eastnor Castle and Grounds with David Littlewood, General Manager
- 12:45 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](http://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](http://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](http://www.globeathay.org))
- 10:00 Arrive at the Globe
- 10:15 Met by Nancy Lavin, Hay Castle Trust ([www.haycastletrust.org](http://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, made into a country home by the Herbert Family who have resided at the castle since 1578. The castle was formally transferred to the National Trust in 1952, and has been gradually developed as a tourist attraction ever since. It now attracts over 160,000 visitors a year, and is open throughout the year.

The castle, collections and gardens are internationally significant, and are owned and managed by the NT. The estate has remained in the management and ownership of the Herbert family. This 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 visit will also look at the role of volunteering and business planning within the management of historic estates.

## **Croft Castle**

1000 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 and develop the castle until 1957 when The National Trust took over. The estate is a great example of how accessible these castles and estates can make history for all the family, and

we will explore the role of education and interpretation within the management of historic properties, and understanding audience.



## 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 venue, corporate team building venue, and private party venue, as well as a venue for corporate product launches and location filming.

Visitors and guests can stay on the estate in either of the beautifully 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.

## Hay Castle

Hay Castle is one of the great medieval defence structures on the border of England and Wales still standing. 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 portion of the 19th century the castle was lived in by the Bevan family as William Latham Bevan was the vicar in Hay. World War II probably contributed to the dereliction of the eastern section and continued to be bought and sold a number of times until the 1960's when a book collector and seller (Richard Booth) bought it. The site was purchased in 2011 by the Hay Castle Trust when Booth decided to put the Castle up for sale. The Hay Castle Trust (a community charity) aims to ensure the permanent preservation of this



historic site. Detailed plans have been drawn up for the project's delivery 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 plans include a viewing platform in the Norman keep, giving people 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. Samples from the gate are undergoing carbon dating which could prove the door to be the oldest working defensive gate in Wales.

The second floor will house a high standard exhibition space which will be able to display items from major national collections. On the first floor will include an education space which will be available for a huge range of activities - for young and old alike.

The ground floor will include a cafe and a flexible space available for events, meetings, talks and more. The cafe, along with private hires, will enable a self-sustaining future for the Castle and ensure 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 castle.

## Partner Meeting Agenda

### 9:30 – 12:30, MONDAY 20 MAY 2019

|       |  |
|-------|--|
| 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.

|       |  |
|-------|--|
| 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



[www.interregeurope.eu/innocastle](http://www.interregeurope.eu/innocastle)

Join the conversation!  
We invite you to document your participation  
in the study visits using the hashtags  
**#innocastle** and **#interregeurope**

