



Jo Scott BA (Hons) MAHI

I am a heritage planning consultant, interpretation specialist, researcher and copywriter with more than 25 years' experience in the heritage sector. I have carried out strategic planning, project development and implementation for a wide variety of clients, including Durham Cathedral, The Royal Parks, Forestry & Land Scotland, Northumberland Coast AONB, Kielder Water & Forest Park, the Environment Agency and Inspired North East.

I have undertaken interpretive project planning, research and copywriting for a host of cultural and natural heritage initiatives, including visitor centres, museums, historic buildings and churches, and delivered engaging interpretation for cemeteries, gardens, towns, forests, seashores and geological sites.

I offer interpretive and heritage planning training and mentoring for heritage sites and museums, helping organisations, community groups and volunteers develop their heritage skills and build their confidence and capacity. I also spent ten years as visiting lecturer on evaluating interpretation for the University of Lincoln's Museum & Exhibition Design course. I am a longstanding full member and former committee member of the Association for Heritage Interpretation, and am part of the team delivering the biennial AHI Engaging People awards.

Areas of Expertise

- **Research and project development**
Research to support tourism and management planning, interpretation & design initiatives
Interpretive and visitor experience audits for cultural and natural heritage sites
- **Strategic interpretive and activity planning**
Visitor management planning, audience development and activity plans
Interpretation strategies and visitor experience plans
- **Content development, copywriting and implementation**
Detailed research, storyline development, interpretive objectives, theming and messages
Interpretive copy and creative writing that communicates, inspires and educates
Effective implementation of engaging, accessible and innovative interpretive projects
- **Training and mentoring**
Lecturing and workshops on interpretive planning and developing engaging interpretation
Capacity building and heritage skills training for individuals, organisations and communities

Recent Projects

I am currently preparing a major interpretation plan with Bright for a new 100-mile River Tweed trail, as part of Tweed Forum's NLHF-funded [Destination Tweed](#) project, and delivering an Activity Plan to engage the local community and young people with heritage skills during the restoration of [Guisborough Town Hall](#) with Carolyn Lloyd-Brown. I have recently developed Interpretation Plans for [Ellon Castle Gardens](#) in Aberdeenshire, [The Heritage Centre](#) in Bellingham, Northumberland, and Fife's historic [Silverburn Flax Mill](#). Excitingly, the innovative AV show and interpretive displays I developed with Bright for the crypt and 21st century ossuary at Bamburgh's [St Aidan's Church](#) won the UK Heritage Awards 2020 'Hidden Gem' category.

Last year, I carried out consultations to support a successful Round 2 Lottery-funded Activity Plan for the restoration of [Rochdale Town Hall](#) with Carolyn, and on an Interpretation Plan for the Ayrshire [Coalfield Communities Landscape Partnership](#)'s successful Round 2 Lottery bid with Rob Robinson, and delivered interpretive planning workshops for [Blanchland Abbey Church](#) and [Churches Trust for Cumbria](#).

Recent Interpretation Strategies and Visitor Experience Plans

- **Destination Tweed riverside trail:** Interpretation Plan for Tweed Forum & partners (with Bright)
- **Ellon Castle Gardens,** Aberdeenshire: Interpretation Plan for the ECG Trustees (with Bright)
- **The Heritage Centre, Bellingham,** Northumberland: Interpretation Plan for the Trustees
- **Silverburn Flax Mill:** Interpretation Plan for Fife Employment Access Trust (with RRHC)
- **Galloway Forest Park:** Visitor Experience Strategy for Forestry & Land Scotland (with RRHC)
- **Coalfield Communities Landscape Partnership,** Ayrshire: Interpretation Plan (with RRHC)
- **The Nick & Kielder Forest Drive:** Interpretation planning for KWFPDT & Revitalising Redesdale
- **Forests of Aberdeen:** Visitor Experience Plan for Forestry Commission Scotland (with RRHC)
- **Newcastle Mining Institute:** Interpretation plan for their HLF Stage II bid (with Heritage Angel)
- **Brompton Cemetery,** London: Interpretive story plan for The Royal Parks (with Aaron Lawton)
- **St Hilda's Headstock,** South Shields: Interpretation Plan for Tyne & Wear Building Preservation Trust
- **Fife Pilgrim Way:** Interpretation Plan for Fife Coast & Countryside Trust & partners (with RRHC)
- **Kielder Salmon Centre:** Visitor Experience Review for The Environment Agency (with RRHC)
- **Killarney House:** Interpretation Plan for a gateway centre for Killarney National Park (with Bright)
- **Seven Lochs Wetland Park:** Interpretation Strategy review and detailed interpretation plans for The Glasgow & Clyde Valley Green Network Partnership (with RRHC)
- **Gressenhall Farm & Workhouse:** Interpretation Plan for the workhouse experience for Norfolk Museums Service, to support their successful HLF Stage II funding bid (with Bright)

Activity Plans, Development Studies and Evaluation

- **Twelve Towers of Rule:** Feasibility Study for activities, events & interpretive resources (with RRHC)
- **Guisborough Town Hall:** delivering an Activity Plan to support the restoration (with Heritage Angel)
- **Rochdale Town Hall:** consultations to support a NLHF Stage II Activity Plan (with Heritage Angel)
- **Blackburn Cathedral:** the preparation of an HLF Stage II Heritage Activity Plan (with Heritage Angel)
- **Inspired Futures Project:** HLF-funded heritage activity planning input for 18 North East churches
- **Durham Cathedral:** workshop reviews of Open Treasure heritage activity plan and cathedral visioning
- **Kielder Viaduct Heritage Project:** community capacity building, training and interpretation scheme
- **The Theatre Royal, Dumfries:** Activity Plan as part of a successful HLF Stage II bid (with RRHC)
- **Living Lomonds Landscape Partnership:** Audience Development Plan for HLF Stage II (with RRHC)

Recently Implemented Interpretive Schemes

- **St Aidan's Crypt & Ossuary:** Award-winning scheme for Northumberland Coast AONB (2019)
- **Nenthead Arts & Visitor Centre:** Interpretive development & copy for new interpretation (2019)
- **Travelling Treasure exhibition:** Interpretive development & copy for Inspired Futures (2019)
- **Kielder Forest Drive & Elf Kirk:** New interpretive resources for KWFPDT (2019)
- **Brompton Cemetery:** Research and copy content for new interpretation for The Royal Parks (2019)
- **Gressenhall Farm & Workhouse:** Research and copy content for the workhouse galleries (2015)

Recent Training & Lecturing

- **Blanchland Abbey Church:** Community heritage activity planning workshop (2020)
- **Inspired Futures & Churches Trust for Cumbria:** Heritage activity planning workshops (2019)
- **Zetland Park & Alnwick Civic Society:** Community interpretive planning workshops (2018)