



## Jo Scott BA (Hons) MAHI

I am a heritage planning consultant, interpretation specialist, researcher and copywriter with more than twenty 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 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 Discover Heritage 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 an Interpretation Plan for Fife's historic [Silverburn Flax Mill](#) with Rob Robinson, and recently carried out consultations to support a Round 2 Lottery-funded Activity Plan for the restoration of [Rochdale Town Hall](#) with Carolyn Lloyd Brown. I have also been working with Rob on a Visitor Experience Strategy for [Galloway Forest Park](#) for Forestry & Land Scotland and an Interpretation Plan to support the Ayrshire [Coalfield Communities Landscape Partnership](#)'s successful Round 2 Lottery bid. In 2019 I prepared new interpretive resources for [Nenthead Arts & Visitor Centre](#) in the North Pennines and [Kielder Water & Forest Park](#)'s Forest Drive, and worked with Bright to create an AV show and interpretive displays for the innovative Lottery-funded 21<sup>st</sup> century ossuary in the crypt at [St Aidan's Church](#) in Bamburgh for the Northumberland Coast AONB. I also completed three years of heritage activity and interpretation planning mentoring for the Lottery-funded [Inspired Futures](#) project, supporting 18 North East churches to become more sustainable, and I planned, wrote and delivered the project's [Travelling Treasure](#) mobile interactive exhibition. I also recently delivered interpretive planning workshops for [Blanchland Abbey Church](#), [Churches Trust for Cumbria](#) and to support NLHF Round 2 Activity Plans for Grangemouth's [Zetland Park](#) and for [Blackburn Cathedral](#).

## Recent Interpretation Strategies and Visitor Experience Plans

- **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)
- **St Aidan's Crypt & Ossuary:** Interpretation Plan for Northumberland Coast AONB (with Bright 3D)
- **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 3D)
- **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 3D)

## Audience Development, Activity Plans and Development Studies

- **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
- **Church of Our Lady, Delaval:** HLF-funded Heritage Activity Statement & activity planning proposals
- **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

- **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)
- **St Hilda's Pit Head & Dunston Staiths:** Interpretive research and content for TWBPT (2019/2016)
- **Gressenhall Farm & Workhouse:** Research and copy content for the workhouse galleries (2015)
- **FCS Visitor Centres:** Copywriting for four new VCs at Galloway & Queen Elizabeth Forest Parks (2013)

## 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)
- **Museum & Heritage Show 2018:** 'Interpretive Planning Essentials' presentation on behalf of AHI
- **University of Lincoln:** Visiting lecturer for Museum & Exhibition Design degree course (2005-2015)