



CENTRE FOR THE STUDY OF  
**HISTORIC IRISH**  
**HOUSES & ESTATES**  
*Lárionad tithe stairiúla na hÉireann*

# **Tenth Annual Historic Houses of Ireland Conference**

*‘The Country House and its Visitors:  
Past, Present and Future’*

**(RIAI CPD approved)**

**10 - 11 May 2012**

**Conference Dinner  
in  
The Long Gallery, Castletown House**

*Supported by:*



**NUI MAYNOOTH**  
Oícheall na hÉireann: Mú Nua



**OPW**  
The Office of Public Works  
Oifig na hOibreachtá Pobláil



**An Roinn  
Ealaíon, Oidhreacht agus Gaeltachta**  
**Department of  
Arts, Heritage and the Gaeltacht**



**HISTORIC IRISH  
HOUSES & ESTATES**  
Lárionad tithe stairiúla na hÉireann

**Day 1 Thursday 10 May 2012**  
**Venue: Callan Hall, South Campus,**  
**National University of Ireland Maynooth**

- 09.00 – 10.00 Registration
- 10.00 **Conference Opening:** Professor Marian Lyons, Head of History Department, NUI Maynooth
- 10.10 **Plenary Address**  
*Chair:* Marian Lyons, Head of History Department, NUI Maynooth
- Terence Dooley, Director, Centre for the Study of Historic Irish Houses and Estates and Christopher Ridgway, Chair, Yorkshire Country House Partnership
- 10.40 Tea/Coffee
- 11.00 **Session 1: The Value of Heritage Tourism**  
*Chair:* Eamonn McKeon, Irish Tourism Industry Confederation
- Kevin Moriarty, Fáilte Ireland: *The Kildare-Wicklow country houses and gardens driving route*
- Henk Berits, National Trust Scotland: *The value of the brand!*
- Gary Verity, CEO of Welcome to Yorkshire: *‘Past masters’: how Yorkshire tourism became the best in the world*
- Q&A
- 12.45 Lunch [Pugin Dining Hall]
- 14.00 **Session 2: Yesterday’s Visitors**  
*Chair:* TBC
- Jocelyn Anderson, Courtauld Institute of Art: *Remaking the country house: country house guidebooks in the late eighteenth and early nineteenth centuries*
- Christopher Ridgway, YCHP: *The birth of the modern visitor*
- Pauline Kennedy, Office of Public Works: *‘Pleasing hours’: visitors to the Casino at Marino, past, present and future*
- 15.30 Tea/Coffee break
- 16.00 – 18.00 **Session 3 New Owners, New Directions**  
*Chair:* Terence Dooley, CSHIHE
- James Howley, Conservation Architect: *Staying in style out of town: the country house hotel*

Susan Kellet, Enniscoe: *Enniscoe: reinventing a country house estate*

Fred Madden, Hilton Park: *Hilton Park: working towards sustainability in a recession*

Thomas Cosby, Stradbally: *Stradbally Hall, Electric Picnics and future sustainability*

Q&A

18.30 Bus departs for Castletown from main gate, South Campus, NUI Maynooth

19.00 Reception at Castletown

Welcome: Professor Philip Nolan, President, NUI Maynooth

19.30 Dinner

Guest of Honour: Mr Brian Hayes TD, Minister of State for Public Service Reform and the Office of Public Works

**Day 2 Friday 11 May 2012**  
**Venue: Callan Hall, South Campus**  
**National University of Ireland Maynooth**

09.15

**Session 1: People, Stories, Technologies**

*Chair:* Giles Waterfield, Attingham Trust

Virginia Arrowsmith, formerly English Heritage: *The power of stories: oral histories*

Hannah Jones, Castle Howard: *Reaching the visitor*

Brian Crowley, Pearse Museum, Dublin: *The power of objects*

Q&A

11.00

Tea/Coffee

11.30

**Session 2: New Developments in Northern Ireland**

*Chair:* Alison Fitzgerald, History Department, NUI Maynooth

Olwen Purdue, Queen's University Belfast: *Survival of the fittest: the country house in Northern Ireland*

Frances Bailey, National Trust, Northern Ireland: *Old and new: the National Trust in Northern Ireland: tradition and innovation in caring for our heritage*

Alexander McDonnell, 9<sup>th</sup> Earl of Antrim: *Glenarm: the story of a castle*

Q&A

13.00

Lunch [Pugin Dining Hall]

14.00

**Session 3: New Developments in England**

*Chair:* Christopher Ridgway, YCHP

Giles Waterfield, Attingham Trust: *A vision for the past: reconsidering the country house today*

Sir Richard FitzHerbert, Tissington Hall: *Attracting the visitor to our historic houses in the UK: a personal view from Tissington Hall*

Matthew Hirst, Chatsworth: *'Gem of the Peak': visiting Chatsworth over the centuries*

Q&A

15.45

Break

16.00

**Session 4: National Perceptions in Ireland: Round Table Discussion**

*Chair:* Terence Dooley, CSHIHE

Donough Cahill, Irish Georgian Society: *Special interest built heritage tourism*

Paddy Matthews, Fáilte Ireland: *The Irish tourism industry and expectations for the country house*

Colm Murray, Heritage Council: *The heritage value of the Big House and the economic recession*

John Ducie, An Taisce: *'All for one and one for all': some perceptions and opportunities for country house heritage in Ireland, Europe and beyond*

Susan Kellet, The Association of Historic Houses of Ireland: *A new way forward for private owners*

Kevin Baird, Irish Heritage Trust: *Perceptions or reality – who are our audiences and how can we deliver?*

Q&A

18.00

Close of Conference

**FOR BOOKING FORM PLEASE SEE BELOW**

# Tenth Annual Historic Houses of Ireland Conference

**(RIAI CPD approved)** South Campus, NUI Maynooth 10 - 11 May 2012

## BOOKING FORM

PLEASE COMPLETE THIS FORM IN BLOCK CAPITAL LETTERS AND RETURN WITH THE RELEVANT BOOKING FEE TO THE CSHIHE (address below) by 23 APRIL 2012

CONFERENCE REGISTRATION FEE: €80 per person including tea/coffee and lunches\*

CONFERENCE DINNER in The Long Gallery, Castletown House: €50 per person\*

Return transport Maynooth/Castletown available; limited to 50 people\*

Conference Registration Fee €80 per person    Number of attendees: \_\_\_\_\_

Conference Dinner €50 per person    Number of attendees: \_\_\_\_\_

Total amount enclosed: € \_\_\_\_\_ Payment must be made in euro only

Payment method: \_\_\_\_\_ Payment must be made by cheque or bank draft only

Bus Transfer Requested by \_\_\_\_\_ (please insert the number who wish to travel by bus)

### DELEGATE REGISTRATION DETAILS:

First name(s): \_\_\_\_\_

Surname(s): \_\_\_\_\_

E-mail or Postal Address(es): \_\_\_\_\_  
\_\_\_\_\_

Telephone Number(s): \_\_\_\_\_

Institutional affiliation/position (if any): \_\_\_\_\_

Dietary or other requirements: \_\_\_\_\_

## Booking Information

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Please send the completed registration form **by post** only to CSHIHE, Junior Infirmary, South Campus, NUI Maynooth, Maynooth, Co. Kildare **by 23 April 2012**. Cheques and bank drafts should be made payable to [Centre for the Study of Historic Irish Houses & Estates](#) or, simply, [CSHIHE](#).

\* **Places will be filled on a first-come, first-served basis for the conference, dinner and bus transfer.** Payment of conference registration fee and/or conference dinner fee must be received to guarantee a booking. Receipt of payment will be acknowledged by e-mail unless otherwise requested. Refunds for cancelled bookings will not be made.

Please note that information provided above (name, institutional affiliation & e-mail address only) may be compiled into a delegates listing to be distributed at the conference. Please tick here if you do not wish your information to be included in the delegates list

