



## IHBC ANNUAL SCHOOL 2022

### *Heritage on the Edge*

ENVIRONMENT - INNOVATION - REGENERATION

#### **1. Introduction**

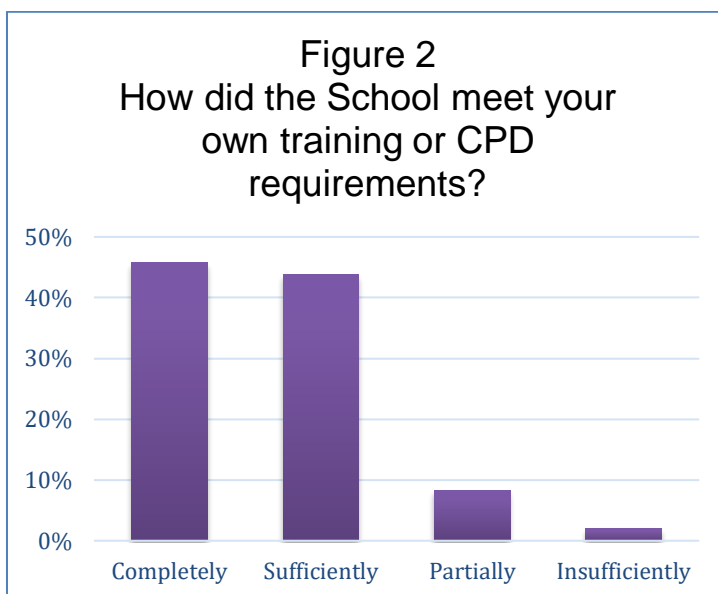
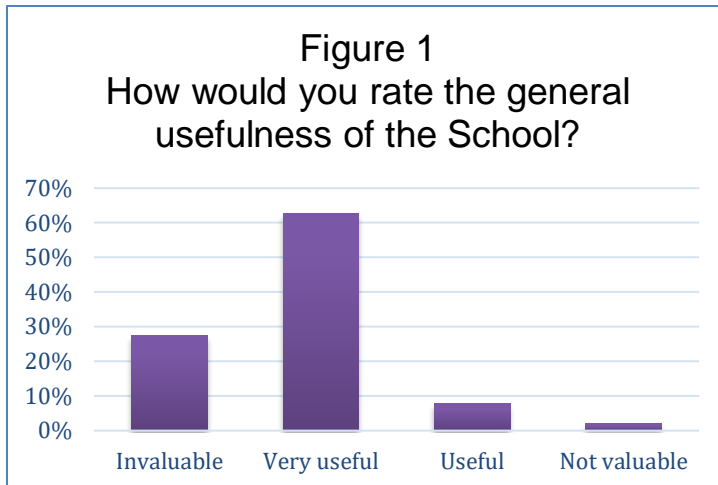
- The IHBC Annual School is the principle platform for training and professional development for historic environment conservation specialists. It is the IHBC's flagship national annual event drawing delegates from of IHBC members, non-member conservation professionals and the broader sector.
- In 2020 the Annual School was, due to the pandemic, held as an online Day School which was repeated again in 2021 but more ambitious in its style with a Day School with live speakers, a series of Thursday seminars and a MarketPlace event replicating the character of the School exhibition whilst concentrating on offering CPD and a lunch time network and discussion opportunity in lunch with the IHBC.
- In 2022 the Annual School returned to a physical event but using the experience of the previous two years to hold a hybrid School. Full School delegates were also able to take part in study tours and networking events whilst the virtual offer also included the further developed learning lead MarketPlace.

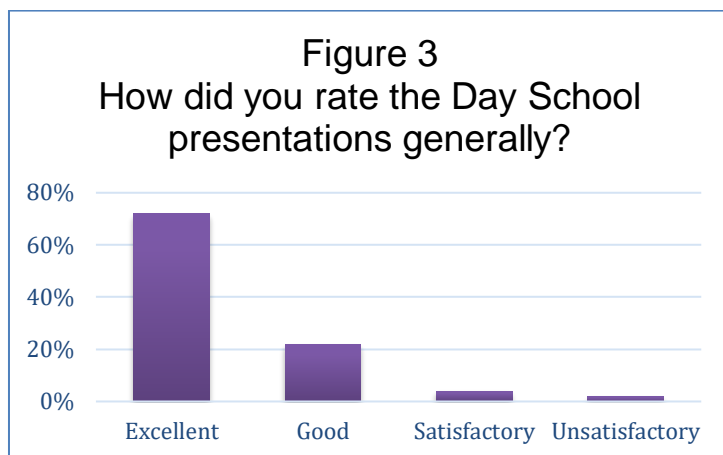
#### **2. Annual School Delegates**

- The Day School attracted 83 delegates in person in Aberdeen (59 of them being present for the Full School) and 170 virtual delegates joining on line. The total number of 253 delegates benefitting for the experience of the Annual School either in person or on line equals that of the best attended in person Schools of the past.
- Although the event is organised by the IHBC and is a key annual event for its members it provides training for non-members and all those with a professional interest in conservation. The physical Annual Schools have traditionally provided important training opportunities for those outside the Institute but this has been reflected less in the online Schools. In 2022 21.8% of online delegates and 20% of physical delegates were not members of the IHBC, demonstrating the School maintains a wider appeal.

### 3.1 Conference content and CPD value

- 90.2% of delegates felt the School was invaluable or very useful (Figure 1)
- 94.12% of delegates felt that that they had a good or excellent experience with the Annual School
- 89.58% of delegates felt the School met their own training or CPD requirements completely or sufficiently (Figure 2)
- 94% of delegates felt the Day School presentations were excellent or good (Figure 3)





- *Hearing what others are doing which is similar or different to my day to day gives both reassurance and inspiration.*
- *Great range of talks and visits*
- *Very informative with a mix of speakers*
- *A very good diverse range of talks*
- *Thought-provoking, usefully challenging in places, and inspiring throughout.*
- *A fantastic day, really interesting speakers and so good to connect with people in person again. Thank you :)*
- *Good to visit a new city, being guided by experts, meet with old and new heritage specialists and listen to experts from around the world*
- *It was a pretty packed programme so lots to digest.*
- *All very interesting*
- *Some very good presentations.*
- *Topical, informative, and inspiring. Excellent presentations*
- *Good balance between inspirational and practical information.*

### 3. Conference organisation

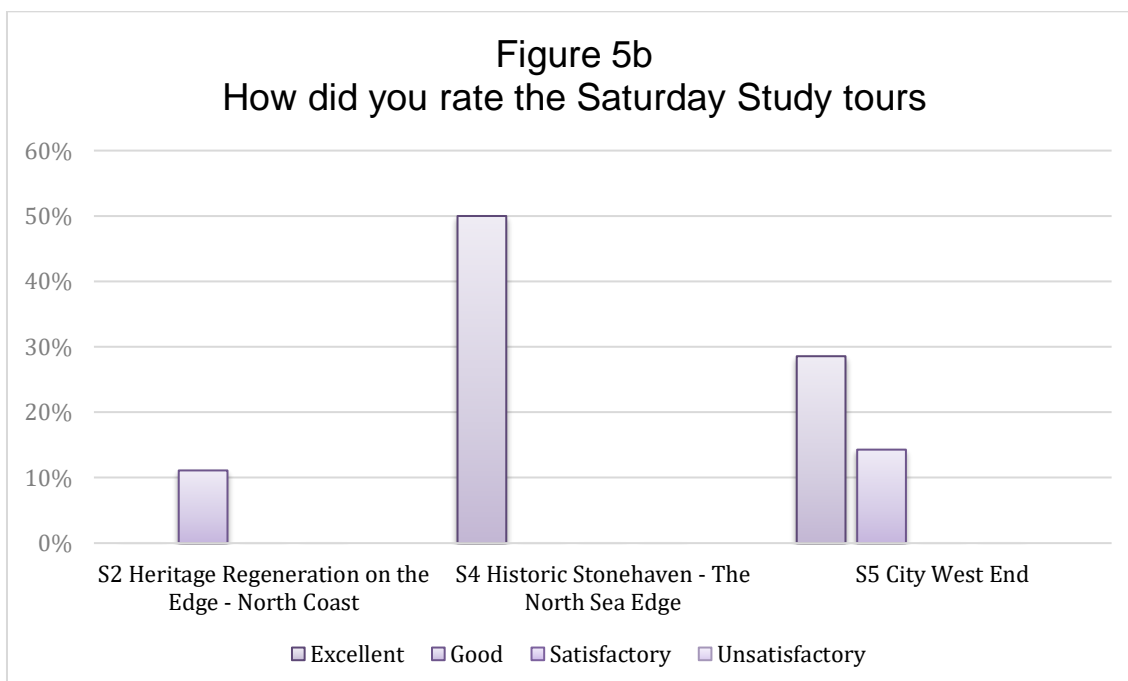
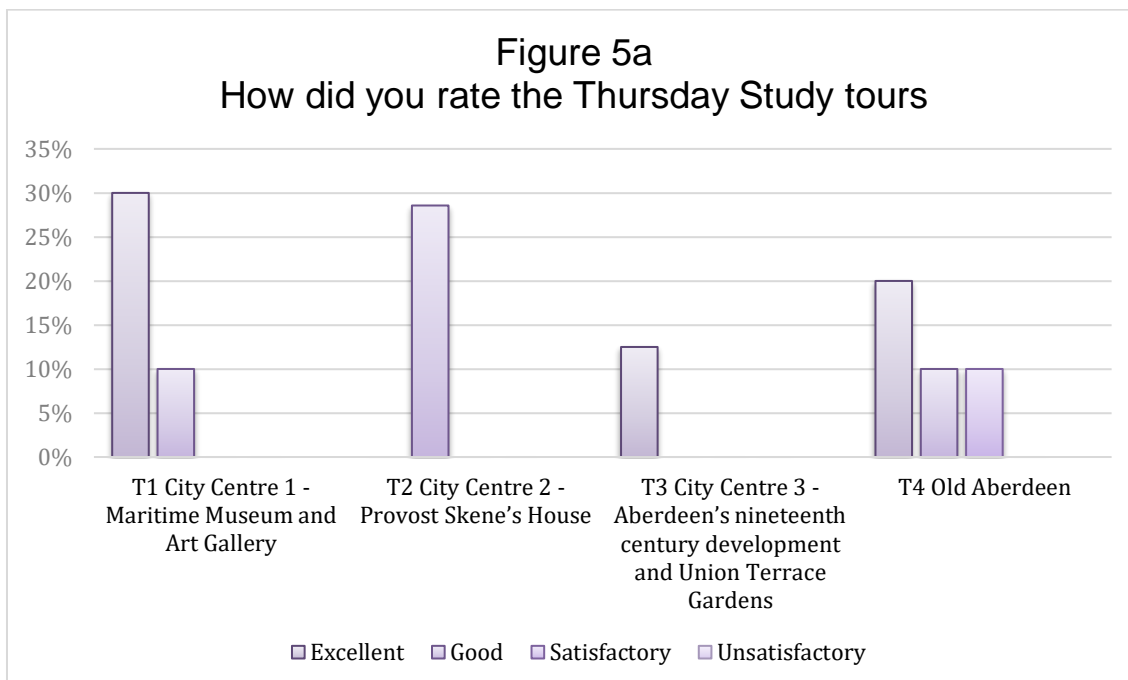
- Delegates were asked to rate the booking arrangements and they were rated as good or excellent by 95.9% of delegates.
- Organisation of the School was rated as excellent or good by 98% of delegates
- 88% of delegates rated the information provided to them as good or excellent.
- Ease of digital access was rated as good or excellent by 85.1% of delegates.

<b>Figure 4 How did you rate the following aspects of the School?</b>				
	<b>Excellent</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Unsatisfactory</b>
School Organisation	67.4%	30.6%	2.0%	0.0%
Booking arrangements	65.3%	30.6%	4.1%	0.0%
Delegate information	46.0%	42.0%	8.0%	4.0%
Ease of digital access	44.7%	40.4%	14.9%	0.0%
Relevance of content to current issues	38.0%	54.0%	6.0%	2.0%
Clarity of content	42.0%	50.0%	8.0%	0.0%
Value for money	57.5%	34.0%	6.4%	2.1%

## 5. Full School events

### 5.1 Study Tours

The School offered a series of study tours and visits for Full School delegates on Thursday and Saturday. The tours received very high praise and the majority of delegates rated their tours as Excellent or Good (Figures 5a & 5b).



### 5.2 Welcome Reception

The welcome Reception was held in the Bon Accord baths and 71% of those who attended felt it was Excellent or Good.

- Bon Accord Baths in its current predicament is precisely the kind of venue we should use

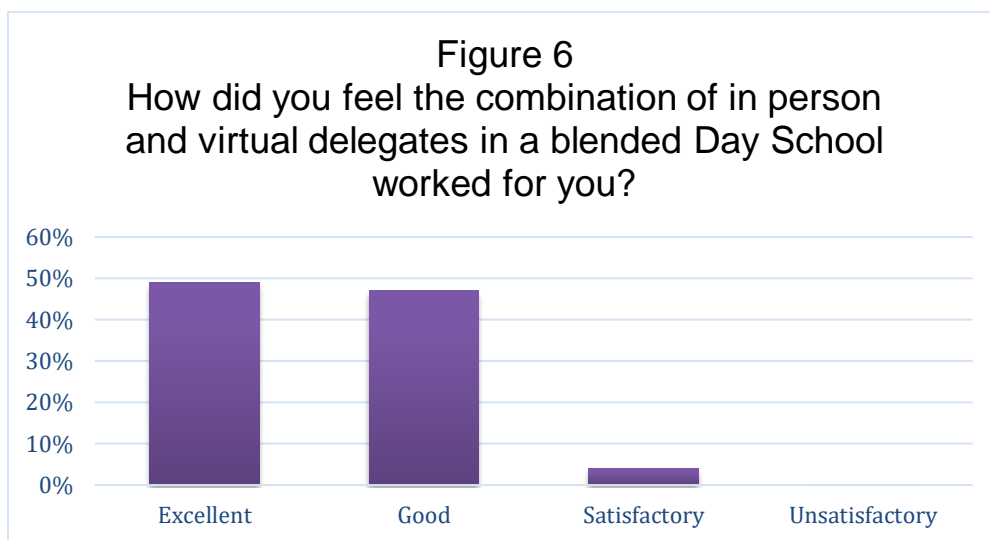
### 5.3 Annual Reception

An Annual Reception was held at the Townhouse and 78.5% of those who attended felt it was Excellent or Good.

### 6. Hybrid School and virtual experience

The Day School in 2022 introduced for the first time a hybrid delivery with delegates both in the Aberdeen Town House and online. This first time delivery was a complex practical and technical exercise. Feedback on how this was received by delegates and if the hybrid option is valued will help inform planning for future Schools.

All delegates who responded felt that this hybrid format worked for them and 96% of delegates rated the blended Day School as excellent or good (Figure 6)



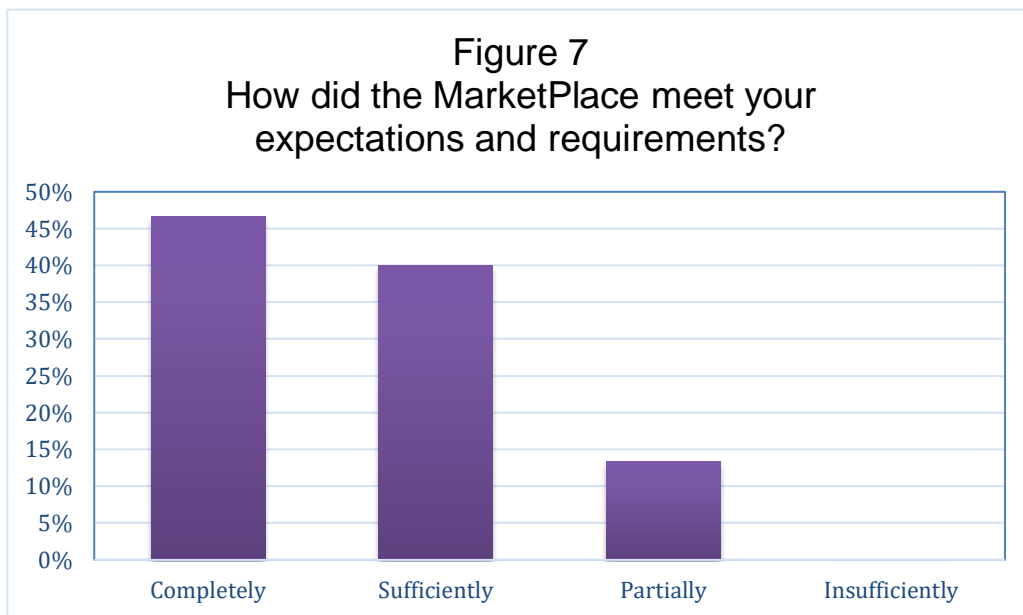
- Viewing at home worked really well, with good transition between speakers etc.
- The hybrid model worked really well for those who are not supported to take the time off/shoulder the cost of further flung schools. A great way to include more locations from across the branches but still make it possible to participate.
- Having attended virtually the mixture seemed to work well.
- I think as a virtual attendee you maybe miss the 'local' issues so maybe this could be addressed in future blended events. It is important that they continue; not only because they allow everyone to be involved in some form regardless of their location, but also for cost and to reduce travel.
- The in person was more engaging but a mix broadens the scope of speakers
- Please continue to offer the online option.
- It's always better to have them in person, but in the case of the Norway and Falklands speakers, fair enough!
- Given that people were presenting from around the world I thought overall the combination worked well.
- I especially liked the chair talking to the online delegates but would have liked to have had some panning round the room even just as people went in and out to feel more part of it. It was like being there but wearing a tunnel mask preventing you seeing what was around you.

## 7. MarketPlace



The 2022 Aberdeen School Heritage MarketPlace was designed to capture the diversity of of the traditional IHBC School exhibition in an online environment, accessible to both School delegates and others with an interest. The MarketPlace used Zoom to create a central Market Hall and breakout rooms for each of the stalls. The development of the MarketPlace from 2021 had all delegates in an interactive space and the period in between two sessions of the MarketPlace allowed time for delegates to talk informally to IHBC officers in Happy Hour with the IHBC.

82.4% of MarketPlace delegates who responded said they were likely to visit a MarketPlace again and the remainder didn't yet know. 87% said it met their expectations and requirements completely or sufficiently (Figure 7)



**Figure 8**  
How would you rate each part of your experience of the MarketPlace?

	Excellent	Good	Satisfactory	Unsatisfactory	Did not use/ not applicable
Information on when the MarketPlace was	29.41%	41.18%	23.53%	0.00%	5.88%

and how to get involved					
Guidance on finding stalls and using the stallholder listing	29.41%	47.06%	17.65%	0.00%	5.88%
Guidance on joining the MarketPlace	41.18%	35.29%	17.65%	0.00%	5.88%
The experience actual MarketPlace sessions	29.41%	41.18%	11.76%	0.00%	17.65%
The chance to gain free CPD	56.25%	31.25%	0.00%	0.00%	12.50%
The opportunity to speak to people in an informal face to face way rather than a rigid webinar	56.25%	18.75%	6.25%	0.00%	18.75%
Your satisfaction with the MarketPlace overall	23.53%	41.18%	23.53%	0.00%	11.76%
Happy hour with the IHBC	14.29%	42.86%	14.29%	0.00%	28.57%

- Well done to the organisers!
- Better than anticipated.
- Was better than I expected
- I liked the level of engagement with smaller group
- Very well organised, great experience!
- The opportunity to join informal discussions about a range of topics was great.

## 8. Conclusion

- The IHBC Annual School 2022 achieved the following:
  - Provided a 3-day course in Aberdeen in June 2022 of focused training for conservation professionals which include a series of different training methods including lectures, visits, networking etc.
  - Provided an online accessible one-day training through the virtual Day School for delegates
  - Provide training for 253 delegates
  - Developed IHBC branch networks and volunteer capacity to a professional standard of training delivery.
  - Reinforced and reintroduced the importance of the IHBC Annual School in the annual training calendar of conservation professionals.
  - Was felt to be invaluable, very useful or useful by 98% of delegates
  - Offered training which met the CPD requirements of 90% of delegates completely or sufficiently

- The IHBC's Annual School has been operating successfully since before the foundation of the Institute in 1997, and is developed from the Schools pioneered by the Association of Conservation Officers and operated effectively each year since the mid 1980's. The Annual School is the principle platform for training and professional development for historic environment conservation specialists. It is the IHBC's flagship national annual event drawing from customer base of IHBC members, non-member conservation professionals and broad sector interests.
- The successful delivery of the 2022 School has reinforced the importance of the IHBC Annual School in the annual training calendar of conservation professionals and provided the opportunity for delegates to obtain quality, focused Continuing Professional Development.