



الهيئة العامة للسياحة والتراث الوطني
Saudi Commission for Tourism & National Heritage
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Report on the **Exploratory Visit to the United Kingdom** Organized by the British Council

23-17 March 2018

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Executive Summary

- In reference to the SCTH President approval for British Council meetings to host a delegation from the UK interested in culture and heritage (including representatives of the Department for Digital, Culture, Media and Sport (DCMS), Science Museum, and Crafts Council) with their counterparts at concerned Saudi authorities, on Sunday 15/10/2017 at the National Museum. As well as HH approval of the delegation's request to hold a private meeting with SCTH officials on Monday 16/10/2017 at SCTH head office to discuss future cooperation between SCTH and the British Council.
- The British Council invited an official team from SCTH to visit the UK for a feel of the British experience in culture and heritage.
- The team executed a 7-day visit during the period of 17-23/3/2018 which covered the two cities of London, England and Edinburgh, Scotland.
- The team toured a number of museums and met with officials from a number of government offices specialized in the protection of antiquities and heritage, development of tourism sectors, museums and handicrafts.
- The British Council hosted the entire SCTH team in terms of airfare, accommodations, food and beverages, and local transport throughout their stay.





Collaborations between SCTH and UK

Previous Exploratory Visits to UK

- The United Kingdom was one of the countries SCTH benefited from for the development of its General Strategy for National Tourism Development, by studying its experience in; defining its tourism vision, mission, and strategic objectives at the local and provincial levels, setting the organizational structure of national tourism departments, electronic systems to monitor and follow plans, tourism economic analysis, collaboration agreements, policies and procedures, issuance of tourist attraction facilities, environment and urban development, culture and heritage tourism, tourism human resource development, diving and other water sports, school holidays and national tourism development.
- A team from SCTH visited the UK in 2001 to study its experience in the documentation and evaluation of tourism resources, identify tourism development sites, sites with potential for tourism development, and identify appropriate development options.
- SCTH organized an exploratory visit to the UK for a number of its officials from SCTH's Baha branch, as well as a number of other officials from concerned government departments during the period of 23-27/10/2012. The visit aimed to study the British experience in organizing the National Honey Festival organized by the London Beekeeper Association.

Collaboration with the British Museum

- Saudi Arabia signed an MoU with Britain in 2007 regarding the field of museums, which resulted in the organization of an Arabic Calligraphy Gallery at the National Museum, and Saudi participation in the Babylon Exhibit (via loaning a Nabonidus Obelisk from Taima in 2009).
- SCTH signed a joint scientific agreement with the British Museum in 2015 concerned with archaeological excavation and surveys in Jar Port south of Yunbu.

Collaboration with British Universities

- SCTH signed a cooperation agreement with University of York regarding archeological surveys on prehistoric sites in Farasan Island and along the southwestern coasts of Saudi Arabia in 2004. The Agreement was renewed and the rights of the project were transferred from Newcastle University to the University of York for a further five years. Approval was issued by SCTH President in 2017 for a third renewal of the Agreement in 2017 for an additional five years. The Antiquities Sector is working on finalizing necessary procedures.
- A Collaboration Agreement was signed between SCTH's Antiquities Sector and Cambridge University in 2010. A British mission began surveying in Dawadmi, and Jebbah in Hail. Both sides agreed that the mission continue its work for a second season.
- SCTH President was a keynote speaker at the conference held by Oxford University in collaboration with King Saud University titled 'Green Arabia: Human Prehistory at the Cross-Roads of Continents' - held during the period of 2-4/4/2014.



Collaboration with Turquoise Mountain (A Prince Charles Foundation)

- Collaboration started with Turquoise Mountain through a program signed in Ula between the National Handicrafts Program and Turquoise Mountain in the presence of HRH SCTH President and HRH The Prince of Wales, during his visit to Saudi Arabia during the period of 11-12/2/2015.
- The objective of the program is to collaborate over the development of handicraft products by making handicraft products specifically for hotels, and contribute in the operation and support of craft production centers.
- Projects are currently being carried out, with the support of Turquoise Mountain, by Saudi artisans for a number of hotels, and items are valued at 5 million Riyals. One project is being implemented in collaboration with Radisson Blu in the Diplomatic Quarter, Riyadh.



Pre-visit Events

- In line with the vision of the Department of International Cooperation to achieve the aspirations of SCTH leaders in strengthening Saudi's external relations with the regional and international organizations concerned with the tourism and national heritage sector and utilizing it to serve the tourism industry in Saudi Arabia, highlighting SCTH as an effective and influential player on the international stage; SCTH's IC official Dr. Khaled Abdullah ALZHRANI, has held several meetings with officials from the British Council in Riyadh.
- The meetings focused on the nature of future cooperation with the Council and preparations to visit the UK run by the SCTH team. The team is to prepare an integrated visit program in line with the objectives for which the mission decided to implement the visit.



Objectives behind the Visit

- Grasp the nature of the work of the British Council and benefit from the advantages of this experience in developing the tourism and the national heritage sector in Saudi Arabia in line with SCTH strategies and the importance of international cooperation and external relations with GCC, Arab, Islamic and friendly countries, effectively contributing to developing Saudi ties to regional and international organizations and agencies concerned with tourism and national heritage.
- Study actual models UK has adopted to develop tourism, urban heritage, antiquities, culture, handicrafts, tourism human resource development, define methods of addressing issues related to tourism development, especially methodology of registration, protection, and management of urban heritage sites, given the UK is a leading countries with extensive experience in the registration and protection of heritage globally.
- Confirm programs given by UK regarding the qualification of human cadre specialized in tourism, urban heritage and museums, and complying that with reality and its conformity with international best practices, with the objective of developing Saudi labor working in the museum sector in specific, and other tourism sectors in general.
- Seek future collaboration opportunities between SCTH and the British Council, as per regulations, incentives, and amenities provided by SCTH to stakeholders and investors. As well as implementing their roles in the planning, management, and development of tourism as key stakeholders.



Participants

1. Dr. Salah Khalid ALTALEB, SCTH President Advisor, Supervisor General of Custodian of Two Holy Mosques Urban Heritage Program (Team Leader)
2. Mr. Jamal Saad OMAR, SCTH VP of Museums and Antiquities, Director General of the National Museum
3. Eng. Bader Nasser ALHAMDAN, Director General of National Urban Heritage Center
4. Mr. Sami Mohammed ALMOSAAD, Director of Human Resource Planning and Recruitment
5. Dr. Khaled Abdullah ALZHRANI, International Cooperation Specialist
6. Dr. Khalid Hassan ALHAITI, Museums and Antiquities Specialist
7. Eng. Faris Khalid BAGHLEF, Director of Planning and Monitoring at the National Program for the Development of crafts and handicraft «Barea»
8. Nasser Abdullah ALSHAKRAH, Museums and Antiquities Advisor
9. Ghada Khaled ALYAHYA, Marketing Researcher
10. Ibtisam Abdulaziz MUJILY, Museum Displays Official

Accompanying the team throughout their visit were representatives from the British Council

1. Amir Ramzan, Director of the British Council in Saudi Arabia
2. David Codling, Regional Arts Director, Middle East & North Africa
3. Mahmoud Mouselli, Director Programmes & Projects
4. Aravec Clarke, Visits Coordinator in London
5. Sabrina Leruste, Visits Coordinator in Edinburgh
6. Hassan Mostafa, Interpreter



Program: Sunday 18/3/2018

- At 12 noon, the team left the Royal Horseguards Hotel, London for a tour of the Museum of London.
- Receiving the team were museum officials headed by Head of Visitor Experiences Ms. Anna Sheldon
- Ms. Sheldon took the team on a tour of the museum and its displays. The museum, first opened in 1976, documents the development of the city of London from prehistoric times to current times. It particularly takes interest in the social history of the city and its people, for example, the development of construction methods, fashion, culture and beliefs. The museum adopts different and advanced methods of display and public interaction such as virtual displays, simulation, acting, and videos.
- The team saw a number of virtual displays in the museum, including 'London Visions: Exaggerated realities for possible futures', which offers a futuristic prediction for London. The team highly appreciated the concept of the exhibition and considered the possibility of creating an exhibition at the National Museum on the vision and status of Saudi Arabia or Riyadh in the future.
- The team also watched a short film on the devastation experienced by the City of London from the Great Fire in the 17th century. The blaze burnt through major parts of the city and continued for 5 days, leaving great social and economic devastation behind. A large portion of the London population was forced to evacuate and reside in other areas. Nevertheless, London was rebuilt as per the same original city plan used before the fire.
- At 14:30, the team left the museum and headed towards the Barbican Centre, where they were received by the Director of the Music Programme at the British Council Ms. Leah Zakss, and Business Events Concierge at Barbican Centre Ms. Joanna szalkowska.
- The team was given a brief on the services offered by Barbican Centre since its establishment in 1982. It is considered to be one of the most significant architectural achievements of the 20th century. It is also the largest performing art centers in Europe, and holds concerts and theatre performances, film screenings and art exhibitions.
- The team met with the Managing Director of Productions 59 Mr. Richard Slaney, and Head of Productions Mr. Ollie Hester. They both gave a presentation on the tasks and activities of the company which specializes in designing artistic shows, festivals and events using lighting and sounds.
- It works along with Boeing, as it has also performed many shows in UAE and Kuwait.

- The team experienced firsthand one of their products for 30 minutes inside a closed street tunnel, for audience members to experience sonic forms of a full orchestra using light projections on both walls and the ceiling of the tunnel.



Program:

Monday 19/3/2018

- At 9:00 a.m., the team visited the headquarters of the British Council in London, and it was received by Mr. Barrie Harris, Senior Relationship Manager, Creative, Consumer and Sports at the Department for International Trade (DIT), Ms. Laila Al-Kazwini, Head of the Creative Service team at the Department for International Trade (DIT), and Ms. Gwen Webber, Architecture Programme Manager at the British Council.
- The team listened to a presentation given by Ms. Laila Al-Kazwini under the title "Saudi UK Tourism and Heritage Roundtable" through which she reviewed the trade and investment opportunities in line with the Saudi Vision 2030 and highlighted the means of cooperation in the field of training museum employees.
- The team has met a big number of the British Council partners including public and private companies and institutions, which are specialized in international consultations to plan and present exceptional experiences to the museums and cultural heritage such as: Mr. Nick Fraser, Chairman of Fraser Randall Co., Mr. Anthony Richards, Head of Learning & Operations at London KCA Co., Mr. Graham Brock, Director of Business Development at HSD Co., Ms. Amy Cartlege, Director of Business Development at Benoy Co., Mr. Roger Walshe, Head of Planning & Operation at Cultural Innovations Co., Ms. Alexandra Warr, Senior International Advisor of Historic England, Mr. Andrew Caley Chetty, Director of Commercial & Business Development at Umbrellium Co., and Mr. Maggie Clarke, Director of Xtrax Co.
- The team has recognized the distinguished presentations especially those related to arts, culture, and technology. Also, the team has discussed means of future cooperation such as innovating festivals in public places, transforming the heritage sites into museums, registering and protecting the urban heritage, the methods can be used in managing the urban heritage sites in the Kingdom, and training the museum employees. It is worth noting that a number of the companies mentioned above has planned, designed, and delivered various cultural and heritage projects in the Arabian Gulf and Middle East Region (they worked with Dubai Department of Tourism & Commerce Marketing (DTCM), Dubai Holding Co., Sharjah Government, Dubai Civil Aviation Authority, Diwan of the Royal Court in Oman, Kurdistan Regional Government, Saudi Oger LTD. Co., the High Commission for the Development of Arriyadh, Amiri Diwan of Kuwait, ... etc).
- At 13:30 p.m., the team headed to the British Museum, which is the largest museum in the United Kingdom and one of the oldest and most important museums in history. It was founded in 1753 and opened on January 15, 1759.
- The team toured around all sections of the Museum and was impressed by the collection of civilizations and cultures of the world that had skills and artistic innovations, and ancient and contemporary antiquities, especially the Egyptian Section, the Assyrian Section, the Greek-Roman Section, the British Section, and antiquities of the Middle Ages, and other antiquities of the Near East.



Program

Tuesday 20/3/2018

- At 7:00 a.m., the team headed to Victoria & Albert Museum, and it was received by Ms. Jevgenija Ravcova, International Initiatives Coordinator, Mr. Robert West, Program Manager, and Ms. Rachel Guillian, Corporate Private Events Manager.
- The team has listened to brief presentation on the Museum activities and objectives and the cultural creative skill programs, which are organized by the Museum according to the international cooperation projects.
- The team has discussed the means of cooperation with the Museum with regard to the training in museums since the Museum provides training courses to the museum employees under the logo "Make a job, not take a job".
- After that, the team toured around the Islamic object hall at the Museum, and it has listened to a detailed explanation on them by Mr. Tim Stanley, Senior Curator of the Museum.
- At 10:30 a.m., the team headed to the Natural History Museum, and it was received by Mr. Brad Irwin, Partnership Development Manager International at the Museum, and Ms. Gemma Hollington, Director of Exhibitions & Visual arts at the British Council.
- The team has listened to a detailed explanation by Mr. Michael Dixon, the Director of the Natural History Museum, about the Museum tasks and works with the training courses it provides and the importance of international partnerships, which connect them with 80 countries, including the KSA, via cooperation with King Abdul-Aziz Historical Center in Dhahran, to design the Center.
- Mr. Stephen Stenning, Director of Culture & Development at the British Council, has given a visual presentation on "the Cultural Protection Fund" and the projects implemented by the Fund at the local and international levels, reaching 31 projects in 12 countries.
- Mr. Giles Smith, Head of Tourism, Heritage & Cultural Diplomacy at the Department for Digital, Culture, Media and Sport (DCMS), and Mr. Keith Nichol, Head of Museum Department at the DCMS, have given a presentation on the Department's mission and vision regarding the protection of heritage, culture, and museums, especially that it has 14 national museums under its administration. In addition, Mr. Smith talked about his latest meetings with a number of Saudi officials, including the Minister of Culture and Information, Chairman of the Entertainment Authority, and Chairman of the General Sports Authority, in order to discuss means of cooperation with the Kingdom of Saudi Arabia.
- The team also toured around the Museum and recognized the exhibitions held inside and considered means of cooperation with the Museum regarding photography and connecting it with the Colors of Saudi Forum.
- The head of the SCTH team, Dr. Salah ALTALIB, presented a symbolic gift to the Museum director and Head of Tourism, Heritage & Cultural Diplomacy at the DCMS.

- At 16:30 p.m., the team has visited the Science Museum within the visited paid to the private museums. It was received by Ms. Helen Jones, Director of Strategies & International, and Ms. Giovana Zocoli, Coordinator of International Cooperation.
- The team toured around the Museum and recognized the method of displaying the specialized museum exhibits.
- At 19:30 p.m., the British Council hosted a dinner banquet in honor of the members of the team who participated in the visit, with the presence of Ms. Shoshana Clark, Chief Executive of the Turquoise Mountain Foundation, and Dr. Thalia Kennedy, Director of Education at Turquoise Mountain Foundation.



Program

Wednesday 21/3/2018

- At 8:45 a.m., the team has headed to the headquarters of the National Trust Property.
- The team was received by Mr. Simon Murry, Senior Director of National Trust Property, Mr. Duncan McCallum, Policy Director at the Historic England, and Mr. Luke Purser, Development Director at the England Heritage.
- The team has seen a presentation given by Mr. Duncan McCallum, and Ms. Alexandra Warr, Senior International Advisor of Historic England. This presentation talked about the nature of the work of the Historic England with its objectives and role in protecting the immovable tangible heritage. The most important tasks of the Historic England are: providing engineering consultations, supporting and protecting antiquities, buildings, and historic sites, financing the heritage scientific researches, training the employees of the local agencies on making the right decision regarding the heritage protection, providing training courses to teachers to teach heritage, and working with the audiences to convince them of the importance of heritage preservations.
- The team discussed the method of using information related to urban heritage sites with ways of their analysis and using their results to raise the efficiency of the urban administration of the protection areas.
- After that, the team has seen a presentation given by Mr. Simon Murry, Senior Director of National Trust Property, where he talked about the role of heritage non-governmental organizations in Britain in protecting and registering heritage, the importance of focusing on the visitor such as designing programs that target all classes of community and encourage them to visit historical and cultural sites by providing annual membership for each individual. He also talked about the process of destroying monuments and historic buildings in Britain during the 1950s and replacing them with modern buildings.
- The team discussed the role that UK experiences can play in promoting efforts to implement the UNESCO-approved executive plan for the Historic Jeddah, as well as a reviewed the main principles of the UK, which are «Believing in motivating the logo that the urban heritage remains in the hands of its owners» because they are the most capable of protecting such heritage. The discussion has focused on the philosophy of the limited role of governments, in the long run, in the management of urban heritage sites to be left to owners, associations and investors.
- After that, Ms. Shoshana Clark, Chief Executive of the Turquoise Mountain Foundation, has given a presentation about the Foundation projects, in general, its current projects in the KSA, in particular, and the results of its cooperation with the SCTH since almost three years ago.
- The head of the SCTH team, Dr. Salah ALTALEB, presented a symbolic gift to Mr. Simon Murry, Senior Director of National Trust Property, Mr. Duncan McCallum, Policy Director at the Historic England, and Ms. Shoshana Clark, Chief Executive of the Turquoise Mountain Foundation.

- The team then visited the Kenwood House as a living example of what Heritage England is doing to preserve urban heritage sites. Kenwood House is one of the sites owned by the citizens. Heritage England has worked to protect, develop and transform it into a tourism landmark, visited by more than 6 million visitors per year, not to mention the activities organized in the site such as weddings, filming, conferences, etc.
- The team discussed with the officials at Kenwood House the possibility of reviewing the experience of investing, employing, and operating the urban heritage sites in the UK.
- At 17:00 p.m., the team moved from London to Edinburgh in Scotland, and it was received by Ms. Sabrina Leruste, Visits Coordinator in Edinburgh at the British Council in Scotland.



Program

Thursday 22/3/2018

- At 9:30 a.m., the team visited the headquarters of the British Council in Scotland, and it was received by officials from the Council, headed by Ms. Norah Campbell Head of arts
- Ms. Campbell welcomed the team and introduced it to the role of the Council and its functions and programs that have cultural dimension at the local and international levels. The most prominent of these are: inviting people from all over the world to participate in the Edinburgh festivals, encouraging the contemporary generation to preserve traditional music as a cultural legacy, adopting the idea of establishing a movable academy for training and education, trying to attract the public through the events, as well as participation in the field of crafts and traditional industries such as pottery, spinning, and weaving industries.
- At the international level, the Council participated with its local partners in organizing the events of the Venice Biennale in Italy, a movable academy for training in Brazil, etc.
- Then, the team met with Elizabeth McCrone, Head of Designations at Historic Environment Scotland, where she talked about the role of Historic Environment Scotland in inscribing the urban heritage sites on the UNESCO List (6 sites were inscribed in Scotland), providing programs for the promotion of historical sites, contributing to Scotland's domestic economy, and giving special care for the sunken monuments so that the public can visit them and provide free consultation to correct the condition of the old buildings.



- After that, the team met Jilly Burns Head of National and International Partnerships at National Museums of Scotland, who gave a detailed explanation on the role of the Museum as a key partner in the organization of Edinburgh events, and the method of creating programs targeting all segments of society such as programs specialized in science to encourage young people to teach and other various programs for students. Moreover, Ms. Borens talked about an electronic application for the Museum, providing training courses for museum officials, and the international cooperation fulfilled through organizing travelling exhibitions such as the Egyptian Exhibition, which attracted some 150,000 visitors.
- The team discussed with the officials of the authorities mentioned above the possibility of using their experiences and consultations in inscribing the urban heritage sites in the KSA, in cooperation with the National Built Heritage Center at the SCTH, and providing training in the museum field, in conjunction with National Museum in Riyadh.
- At 12:30 p.m., the team visited the headquarters of Dovecot Studio, where it was received by Ms. Celia Joicey, the Director of Dovecot Studio, and Ms. Kate Grenyer, the Exhibition Manager.
- Ms. Joicey has given a short presentation about the Dovecot Studio, which was previously a swimming pool, then it was transformed into a center specialized in spinning and weaving industry.



- The team toured around the Dovecot Studio, met a number of artisans, and discussed the means of cooperation between the Studio and the National Program for the Development of crafts and handicraft «Barea» in the field of the development of artisan skills since the center has advanced tools in the handicraft industry.
- After that, the team visited Royal Botanic Garden Edinburgh, which is one of the oldest and most important botanic gardens in the world. It was founded in 1670 occupying 28 Hectares, and it is a scientific center concerned with research and conservation of the biodiversity.
- The team toured around the Garden accompanied by Mr. Anthony Miller, Director of the Centre for Middle Eastern Plants at the Garden, and Dr. Sophie Neale, Head of Biodiversity Programmes. In this tour, the team has recognized the main domains of research conducted by the Garden such as Scottish biodiversity, the plants and climatic change, and the preservation projects.
- The team then met the Director of Festivals Edinburgh, Ms. Julia Amour, who talked about the idea of organizing Edinburgh International Festival of Performing Arts, that lasts three weeks from the month of August. Such Festival attracts the high classes, that are interested in music, theater performances, opera, and dancing, from all over the world. This Festival hosts a group of visual arts exhibitions, conferences, and workshops.
- The number of annual festivals held in Edinburgh is eleven, in which many foreign countries participate through presenting their cultural heritage.
- Ms. Julia also talked about BOP |Consulting Office, which provide consulting study to develop Edinburgh festivals. Such Office has succeeded in transforming Edinburgh into the second tourism destination in the UK after London, thanks to Edinburgh International Festival. The number of visitors to the city during the Festival is the same as the city population itself, and about 4.5 million visitors annually (82% of them come from outside Edinburgh and 77% come from outside Scotland).
- This Festival achieves significant economic returns in GDP exceeding 313 million Pound Sterling and providing more than 5,600 new job opportunities with reaching over 93% room occupancy rate.
- At 17:00, the team headed to London where it was received by Mr. Aravec Clarke, Visits Coordinator in London.



Program

Friday 23/3/2018

- At exactly 10:40am, the team left the UK headed for Riyadh, ending a productive tour full of rich discussions and engagements with the British authorities. They were briefed on UK policies and strategies related to the protection of tangible and intangible cultural heritage, development of the tourism sector, human resource development. They also benefited from training programs offered by museums to their employees on the one side and, promotional and awareness programs for social segments on the other.



Recommendations

1. The International Cooperation Department is to conduct a study on project for signing a cooperation agreement on tourism and national heritage fields between the Saudi Commission for Tourism & National Heritage and the British Council in Riyadh.
2. It is important to benefit from the experience of the Museum of London to set up the concept for developing a museum in Riyadh city or a division in the National Museum introducing the Kingdom's Future Vision and Position, and subsequently apply the same on local museums. In addition to providing specialized training programs for ceremonies, etiquette, protocols and techniques in dealing with VIPs and museums' tourism guiding.
3. Organize joint training workshops within the Museums Department between the SCTH and Victoria & Albert Museum for museum management and operation, financial resources development and museum display designing in cooperation. This is to boost the efficiency of museum staff within the Kingdom, in particular executive positions and discuss cooperation means on providing training programs for individuals to promote handicraft skills in cooperation with the National Program for the Development of Crafts and Handicraft «Barea».
4. Consider the possibility of cooperation with the Natural History Museum in regards to photography exhibitions, and invite them to participate in the Colors of Saudi Forum.
5. Benefit from the programs on organizing international exhibitions produced by the British museums (planning, designing, execution) and provide training programs for museum officials in this field.
6. The SCTH shall invite British companies such as Umbrellium, Xtrax, London KCA, HSD, and Cultural Innovations to participate in the Saudi Travel and Tourism Investment Forum and the National Built Heritage Forum. This is to introduce their experiences in integrating arts, culture and technology, and to be acquainted on their views regarding priorities of the future cooperation programs.
7. The SCTH shall invite Historic England, Heritage England and Historic Environment Scotland to participate in the National Built Heritage Forum. This is to introduce their experiences and consultations in registering heritage sites in the Kingdom, sign an agreement with the National Built Heritage Center within the SCTH in areas of registering built heritage sites, developing preservation and protection methodologies (restoration-maintenance-operation) of built heritage sites.
8. The National Program for the Development of Crafts and Handicraft «Barea» shall benefit from Dovecot Studios, specialized in textile industry, in developing handicrafts skills as it is known of its advanced tools in the handicraft industry.

9. Benefit from the experiences of the British Council in Scotland in developing official handcrafted souvenirs to be presented in official events and celebrations.
10. The Events and Festivals Department within the SCTH shall benefit from the development methodologies of Festivals Edinburgh Organization and BOP consultation office, which has conducted a consultative study for developing Edinburgh's festivals and succeeded in developing the city to become the second best tourism destination in the United Kingdom after London. This is in addition to cooperating with the Organization in Edinburgh's art events to discuss the possibility of hosting Saudi craftsmen and craftswomen to participate in these festivals.



Summary on the visited locations

Firs: The British Council

- The British Council is a non-governmental organization in the United Kingdom specializing in international educational opportunities and cultural relations, sponsored by the Foreign and Commonwealth Office, its headquarters is located at Trafalgar Square in London city.
- The Council was established in 1934, for building cultural relations between the United Kingdom and other countries of the world, promoting wider knowledge of the English language; encouraging cultural, scientific and technological cooperation with the United Kingdom; and changing people's lives through access to education, skills, qualifications and culture.
- The Council manages; in cooperation with the Department for Digital, Culture, Media & Sport (DCMS); the Cultural Protection Fund. The Fund aims at financing organizations concerned with the protection, registration, restoration and preservation of heritage and cultural sites and events. Furthermore, the Fund provides local communities with the opportunities for training and educating their individuals on protecting and preserving their cultural heritage.
- The Council works in more than 110 countries, including the Kingdom of Saudi Arabia; where it was established in 1975 in the cities of Riyadh, Jeddah and Khubar.
- The Council focusses on three fields: English language and education, Arts, and community activities. The Council supports the local Saudi community through English language courses, teaching over (18,000) student annually, and sets up the standards for training teachers through CELTA courses, and organizes workshops for English language teaching networks with over 600 participant teachers (male and female).
- The Council works in close cooperation with schools and universities in conducting examinations for more than 35000 student annually, enabling 85 international schools to teach British courses, in addition to providing over 30 vocational entity in the UK with the opportunities to provide their qualifications to professional youths in Saudi Arabia. Furthermore, the Council provides more than 120 certificates annually with the aim of developing education for Saudi Youths seeking professional skills development or travel.
- The Council also works in the education and training field for the development of the Saudi Youth, boosting their competition and international integration abilities. This is through several programs and activities such as the «Springboard Women's Development Programme» helping more than 8000 ladies to successfully achieve their professional objectives, along with other activities such as the «Connecting Classrooms Program». The Council supports academic bodies and agencies in the United Kingdom to train the work cadres of Saudi universities in the field of strategic planning and quality assurance management.

- The Council offers scholarships for Saudis to follow-up their post graduate studies, and organizes the «Education UK Alumni Awards» since 2015 celebrating the achievements of U.K. graduates.

Second: Museum of London

- The Museum of London city was opened in 1975, located near the St. Paul Cathedral in Barbican Centre downtown London. The Museum displays nearly six million archeological item; the museum adopts to presentation patterns, one represents the development of London from the prehistoric times to modern era, and the other concentrates on modern technologies using varied visual displays. The museum, in general, is concerned with the social history of the people of London, highlighting architecture and construction development and the dominating beliefs and cultures throughout the city»s different historical eras.

Third: Barbican Centre

- The Barbican Centre is the largest center expressive arts in Europe, located in the Barbican Estate downtown London. The Centre hosts classical and contemporary music concerts, theatre performances, film screenings and different art exhibitions. The center has two exhibition halls with the capacity of 1943 seats, a theatre with the capacity of 1156 seats, 3 movie theaters with the capacity of 698 seat each, 7 conference rooms, a library and three restaurants.
- The Center's construction took over a decade, and was opened by Queen Elizabeth II in 1982. It was declared as one of the New 7 Wonders of the World and one of the most important architectural achievements in the 20th century in terms of size, aesthetics and construction style.

Fourth: A Group of Companies Specialized in Integrating Arts, Culture And Technology

1. Fraser Randall Company

- Experts in delivering complicated projects. It provides consultation and management for designing, developing and constructing projects. The company's work fields include projects management, design and development management, content management, and last but not least contracts and procurement management.

2. London KCA Company

- Content designers and developers, activity planners and expert operators. The company's activities focus on designing interactive exhibitions for museums and visitor centers, operational planning and employee training.

3. HSD Company

- Hally Sharp Design HSD, in a consultation company that specializes in designing, developing descriptive master plans and execution strategies on the international level. The company was established (30) thirty years ago; it is famous for its design studio, a winner of a number of international awards, it is characterized with a wide experience in the fields of arts, architecture and museum design.

4. Benoy Company

- International group specialized in planning, architectural engineering and internal decoration, using what is known as «Commercial Innovation» in resolving problems and giving full rein to potential energies. The Company aims at achieving balance between innovation and commercial feasibility through the development of unique destinations to enrich people lives, boost communities and protect nature.

5. Cultural Innovations Company

- A team of multi specialties from key designers, planners, intellectuals, innovators and museum experts. All working on creating appropriate solutions for museum development, attractive tourism and heritage sites throughout the world.

6. Umbrellium Company

- The company works on designing and constructing urban technologies in support of local communities to develop their cities. It works worldwide with communities, organizations, urban developments, city boards for the development of urban technology projects and products. The company basically aims at cooperating in the development of attractive cities (rather than smart cities) putting the people needs first. Their methodology depends on providing the opportunity for people to participate in designing activities, making decisions and setting the projects' objectives; believing in their slogan «When people work together, they will be more effective».

7. Xtrax Company

- Xtrax company was established by Manchester International Arts (MIA) in 1997, as part of the Streets Ahead Festival, which is Manchester's grand open-air arts and animated cartoon festival. The company aims at providing offers to attract festival promoters within the United Kingdom and abroad using technologies integrating arts and culture.

Fifth: Historic England

- Historic England was established in 1983, as a public organization closely linked with the Department for Digital, Culture, Media & Sport (DCMS). It is assigned protecting England's history through the preservation of historic buildings and heritage sites, and providing advice and consultations to the central and local government.
- Historic England works together with Heritage England as a legal consultant for the U.K. government in all aspects of history and heritage assets, including land and underwater archaeology, sites of historic buildings and landscaping. Historic England observes and conduct reports on the status of English Heritage, and publish the annual heritage survey, which is considered one of the official U.K. statistics. It is responsible for preserving and restoring England's Heritage for future generations.
- Provide consultations to the central government and local authorities in the U.K. regarding national heritage assets that shall be preserves and restored via registration (such as integration, scheduling...), World Heritage Sites, protected recreations and parks.

- Provide experience through consultation, training and guidance to improve the standards and skills of heritage officials. During the period 2009-2010 they trained about 200 professionals working with local authorities.
- For example, the Department for Digital, Culture, Media & Sport (DCMS) has recently declared including two of London's mosques in the National Historical and Architectural Sites («London Central Mosque» along with its cultural centre and «Fazl Mosque», located in the Southfields district). This is according to the recommendations of the Historic England.
- The Historic England stated that «London Central Mosque», which was constructed in 1970, is distinguished with its huge golden dome and its 44m high white minaret. The construction of the mosque combines between the British modernity and the classical Islamic classical architecture. Whereas «Fazl Mosque», the first mosque to be constructed in London in 1926, is distinguished with its white and green colors, combining between the Indian architecture and the modern British style. The Historic England also supported the classification of «Shah Jahan Mosque», located in south Britain, as the oldest mosque in the United Kingdom and listed among the first category of buildings with exceptional importance.

Six: British Museum

- The British Museum was established in 1753, largely based on the collections of the physician and scientist Sir Hans Sloane. It was opened for public in 1759, and it is considered to be one of the first national public museums in the world and the largest in the United Kingdom.
- This museum contains over 8 million archeological and art items dating back to over two million years. The museum includes a special Department for the Middle East, possessing about 330,000 pieces and covering all periods from prehistory up to recent time. The collection includes materials from the Arabian Peninsula, such as surface archeological items in Saudi Arabia discovered by the famous Arab Explorer St. John Philip, in addition to the ancient southern Arabian stone sculptures and other archeological objects from Yemen. Several archeological materials and items were added to the collection during the recent years, including some Bedouin collections from Saudi Arabia and other areas in the Arabian Peninsula.

Seven: Victoria & Albert Museum (V&A)

- V&A museum was established in 1852, it is named after Queen Victoria and her husband Prince Albert. It is one of the museums specialized in arts and designs.
- It contains a collection of 5.4 million pieces, varying from glass and ceramic artworks, textile, national customs, silver, jewelry, furniture, sculptures and photographs acquired from different sites throughout the world such as Europe, North America, Asia and North Africa. The museum also has the

largest collection from the Italian renaissance located out of Italy; as for the Asian collections, they include objects from the Indian Peninsula, China, Japan, Korea, and the Islamic World. The Museum organizes a number of exhibitions, activities and events in addition to its permanent exhibits.

Eight: Natural History Museum

- The Natural History Museum was opened in 1881, located within a large complex of museums in South Kensington in London city. The Museum contains about 80 million different pieces of extinct animals, plants and organisms; metals and geological remains. The museum is classified as a scientific exhibition introducing earth from prehistory up to this day.

Nine: Department for Digital, Culture, Media and Sport

- The Department for Digital, Culture, Media & Sport (DCMS) is keen on developing Britain and promoting its status on the international level. It is also keen on protecting the cultural heritage of Britain and supports local projects and societies in creating development via innovative projects promoting the UK as a distinguished tourism destination.
- The DCMS's priority is to develop economy, connect the United Kingdom with the world, encourage partnerships, seeking superiority, promoting the UK, supporting the national media and servicing social responsibility.
- Over 650 employees work in the DCMS, but most of the work it is known for returns to the 43 public authority it supports. In 2017, the Ministry granted £19 million to Visit Britain and £6.9 million to Visit England for the development and promotion of tourism and heritage in the UK.
- The DCMS is the responsible authority for registering heritage sites for it sets up the principles and standards for these sites. It classifies buildings according to their historical and architectural importance and on the basis of certain timelines; such categorization could not be definite and decisive, yet it is classified as follows:
 1. Before 1700, all buildings containing a specific kind of the original structure shall be registered.
 2. From 1700 up to 1840, most buildings shall be registered.
 3. After 1840, gradual selection is adopted by the oldest building since population increase led to the increase in the number of buildings.
 4. Careful determination and selection of 1945 buildings
 5. Buildings that are 30 years old are not included unless being of particular importance or vulnerable to collapse.

- The DCMS manages, in coordination with the British Council offices throughout the world, the Cultural Protection Fund with an estimated capital of £30 million with the objective of financing certain organizations concerned with the protection, preservation, registration and maintenance of cultural and heritage sites and events. The fund also provides the opportunity for local communities to train its members on the protection, preservation and utilization of local cultural heritage.
- Organizations may apply for small loans (starting from £5000), and larger loans (Up to £2 million) if they are working on creating opportunities for sustainable economic and social development.
- The Fund mainly targets existing projects in Afghanistan, Egypt, Jordan, Lebanon, Libya, Iraq, Palestine, Sudan, Syria, Tunisia, Turkey and Yemen. Organizations applying from other states shall have partners working within these states.
- The Fund financed a number of projects, including for example:
 1. The protection of Coptic Egyptian Heritage with the amount of £331.7671, for the development of a register for contemporary Coptic Heritage items and for creating awareness among local communities on the importance of protecting and preserving local heritage.
 2. Evaluating Megalithic sites dating back to the Stone Ages with the amount of £84.183, through scientific support to protect and restore the Megalithic sites and recover tourism in Akkar area Northern Lebanon.
 3. The Domes in Syria with the amount of £84.616 to protect and restore the domes to provide accommodation solutions for immigrant Syrian families.

Ten: Science Museum

- The science museum was established in 1875, where it was assigned to display different artifacts including artworks. In 1909 it was separated from the V&A Museum and became a museum specialized in scientific inventions and exhibitions reflecting scientific and technological achievements throughout time.
- The Museum includes the most important scientific developments during the last 300 years. In addition to more than 15,000 scientific objects and some virtual equipment offering users the aviation and flying experience.

Eleven: National Trust Property

- The National Trust Property was established in 1895 as a charity foundation by three men who believed in the importance of protecting & preserving national heritage. The foundation believes that “the protection of natural and historical sites is closely connected to opening them to public”, they welcome everyone to explore the country’s landmarks.
- Throughout time, the total area of lands covered by the foundation extended to include England, Wales and Northern Ireland from coasts, wetlands, forests, agricultural lands, islands, historic archeology, natural parks, villages, historic houses, gardens and coffee shops. It covers 77 miles of coasts, more than 248.000 hectares of land, over 500 houses and historic palaces, archeological objects, parks and natural reserves and around one million art piece.
- The foundation depends on the support obtained from its members (4.25 million members registered in 2015), donors and volunteers. This is in addition to the income obtained from sponsoring organizations and commercial activities such as retail sales, restaurants and coffee shops.
- Several facilities and landmarks are in endowments, and therefore they could not be sold or developed without the Parliament’s consent and approval. They complain inability to cover restoration and protection costs, as the total costs reached about £107.1 million during 2015/2016. Therefore the foundation is always looking for methods to support local communities to take care of their heritage.

Twelve: Heritage England

- Heritage England was established in 1983 as a public organization concerned with managing the national historic heritage of England, closely connected with the Department for Digital, Culture, Media & Sport (DCMS). Heritage England currently manages more than 400 historical building and archeological site over 5000 years old; the most important of which are Stonehenge site, Dover and Tintagel forts in addition to the best remaining parts of (Hadrian wall). It also manages London Plan for Blueprints, which connects important historical figures to certain buildings in their honor.
- The Heritage England financing depends on the income generated from entry fees to its properties, membership fees and commercial activities such as restaurants and shops located in its properties. Furthermore, the organization obtain its revenues from donations.
- The British government provides the amount of £80 million annually up to 2023, to cover the accumulated maintenance costs for sites located managed by the Heritage England.

- The total revenues of the Heritage England during the period 2013-2014 reached about £ 186.55 million, £99.85 million of which are in the form of donations and the remaining (£86.7 million) are obtained from the endowments, £17.47 million from Estate income, £14.96 million from restaurants and retail sales, £22.91 million from membership fees, and £26.39 million from donations.
- Heritage England warmly welcomes volunteers, as the roles played by the volunteer range from guarding educational workshops, cleaning clubs and involve in researches. The number of volunteers during the period 2014-2015 reached up to 1872 volunteers, whereas this number was estimated at about 1473 volunteers during the period 2013-2014.

Thirteen : Turquoise Mountain Foundation

- The Turquoise Mountain Foundation was established in 2006 by His Royal Highness Prince Charles, The Prince of Wales, to protect, preserve and restore historical sites and traditional industries and handicrafts.
- The Foundation is currently working in Afghanistan, Myanmar and Middle East. The foundation restored over 113 historical building since its establishment, trained over 5000 craftsmen, treated over 100.000 patients and educated several hundreds of craftsmen. Furthermore, it achieved sales of more than \$5 million from customers, such as Kate Spade Fifth Avenue up to the Connaught Hotel in London classified as five stars.
- The Kingdom started cooperation with the Turquoise Mountain Foundation through a work-program signed in Al-Ula city between the National Program for the Development of crafts and handicraft «Barea» and the Foundation under the patronage of HRH the SCTH president and HRH Prince Charles during his visit to the Kingdom from 11 to 12/2/2015.
- The program aims at cooperating in the development of handcrafted products through the development of a variety of handcrafted products with valuable commercial returns in retail markets, souvenirs and hotels, the program also aims at supporting the operation of handicrafts production centers, supporting Saudi artisans (males & females) by developing their skills by professional trainers and experts from the Turquoise Mountain Foundation. This is in addition to the exchange of students and teachers, promoting handcrafted products through exhibitions within the Kingdom and abroad and cooperating in the development of certain heritage villages in Saudi Arabia.
- With the support of the Turquoise Mountain Foundation a number of projects are currently under execution by Saudi craftsmen for a number of Saudi hotels with a total value of SR 5 million, such as the Radisson Blue Hotel project next to the SCTH headquarters.

Fourteen: Kenwood House

- The historical house dates back to the beginning of the seventeenth century when it was known as (Caen Wood House). In 1754, the house was bought from Mr. William 1st of Maansfield Murray) who assigned Robert Adam to restructure it between 1764 and 1797 and added the library. In 1793, George Sunders added two wings in the northern side as offices, cooking facilities and a café (Brew House).
- In 1925 the house was bought by Lord Iveagh; an Irish business man. After his death in 1927, it was opened for the public.
- Kenwood House is considered one of the jewels of London with its amazing internal designs and world-class art collection. The palace is used for holding various events and programs such as child programs.

Fifteen: Historic Environment Scotland

- Historic Environment Scotland is a public authority with a charitable center governed by a board of trustees appointed by the Scotch ministers. The Historic Environment Scotland is in charge of studying, preserving and promoting Scotland historical environment. In 2015 the Royal Committee on the Ancient and Historical Monuments of Scotland (RCAHMS) was annexed to it, and it became also responsible for alleviating climate change impacts on Scotland's heritage.
- The Historic Environment Scotland is leading the first strategic plan for preserving and operating the historical environment of Scotland for current and future generations. It holds the responsibility of protecting and preserving heritage buildings and national collections of scripts, drawings and photos. It also provides funding and guidance to creating awareness and providing maintenance all over Scotland. The authority is keen on involving members of local societies to create awareness on the importance of historical sites.
- The Historic Environment Scotland has more than 300 historical sites from archeological buildings to historical landmarks such as Edinburgh Castle, Skara Brae Archeological Site and Fort George. These sites attract more than three million visitors per year.

Sixteen: National Museum of Scotland

- The National Museum of Scotland was opened in 1780 with the establishment of the Scotland Archeological Society, which is still operating. However, a collection of archeological discoveries were transferred to the government in 1958 under the name of the National Museum for Antiquities in Scotland. In 1861, construction works started to build the Scotland Industrial Museum, and it continued for 27 years. In 1904, the establishment name was changed to the Royal Museum of Scotland.

- The museum has a variety of exhibits and collectibles allowing visitors to discover history, civilizations and natural heritage of Scotland. This is through various museum displays focusing on the wonders of nature, art, design, sciences and technology.
- The National Museum of Scotland is famous for its programs and events focusing on local societies, or those which are interesting to visitors or tourists such as the activities held concurrently with Edinburgh festival. The museum displays over 76000 international pieces from different civilizations, most notably the Egyptian civilization.

Seventeen: Dovecot Studios

- It is an building dating back to the sixteenth century. Dovecot Studio was established in 1912 in Edinburgh by the support of the Creative Scotland Foundation and Dovecot Foundation as a prominent center for textile industry, contemporary art, crafts and built designs for the purpose of producing exceptional and attractive artworks through programming and producing exhibitions and events for the public and customers who participate in creating innovative arts.
- The center is famous for the Dovecot Tapestry Studio which is a renowned world product of handwoven rungs and rugs made with some gun-like tools. The center also provides training courses to students in association with leading artists from all over the world within the framework of cultural and educational partnerships. The foundation is also keen on attracting innovative works of contemporary artists so as to promote them on the international level.

Eighteen: Royal Botanic Garden Edinburgh

- It is the oldest botanic garden in the UK. It was built in 1670, it started as the first physical garden in Scotland. It is located in Edinburgh city in Scotland, covering an area of about 70 acres of fascinating natural landscapes and more than 13030 types of plants. The garden studies and documents diversification of botanic life around the world, it is considered a distinctive world center in the research field of botanic biodiversity.

Nineteen: Edinburgh Festival

- Edinburgh Festival was launched in 1947, it is an annual festival held on August in Edinburgh city the capital of Scotland. It is considered one of the most famous festivals of expression and fine arts in the world.
- The festival dates back to that time when Mr. Rudolf Bing, General Manager of Glyndebourne Opera Festival, made an initiative for holding a festival to revive and enrich the cultural heritage of Scotland, Britain and Europe. That idea emerged after the Second World War, providing the platform for prospering human spirit through expressive and fine art. At that time Mr. Rudolf and Mr. Henry Harvey Wood, Head of the British Council in Scotland, established Edinburgh International Festival.

- The venue of Edinburgh International Festival is The Hub Building at the famous Royal Mile. It was built between 1842 and 1845, and at that time it was the building of the Church of Scotland, and was designed following the modern gothic architectural style.
- The festival attracts the upper class interested in music, plays, opera and dancing from all over the world. Over 25000 artists and 1000 certified journalists participated. The festival also hosts a group of visual art exhibitions, conferences and workshops.
- For funding, the festival depends on three main sources: ticket sales, donations, sponsorships and private sector donations particularly from (The City of Edinburgh Council and the Creative Scotland).
- The city receives double its population during the festival days. As for the number of visitors annually, it reaches about 5.4 million visitors (82% of them come from outside Edinburgh, and 77% from outside Scotland).
- The festival generates large returns exceeding the amount of £313 million, creating more than 5600 job opportunity, and the rooms occupancy reaches up to 93%.



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