



The Cateran Ecomuseum
'Museum of Rapid Transition'
Stage 2

Activity Plan

Over the next two years, with a range of existing and new partners, we want to co-design and co-deliver a programme that focuses on engaging a wide range of local people and visitors in the natural and cultural heritage of the Ecomuseum, all framed through the 'Museum of Rapid Transition' approach. Aimed at directly engaging with x3,500 people and indirectly via social media and other digital channels with a further 50,000 (based on previous evaluation of our digital reach) the activities are:

Activity: Taighean-Cruinn (roundhouse), aimed at directly engaging 500 people – A pop up Iron Age village, made up of five differently sized yurts will be erected for three days at either Kirkmichael or the Spittal of Glenshee. Co-programmed with the communities in the Mount Blair Development Trust area, it will be filled with heritage events and activities which promote proactive stewardship of the areas' natural and cultural heritage and encourage rapid climate action and a transition to more sustainable ways of living.



A drawing of what a Pitcarmick Roundhouse might have looked like
Image courtesy of Perth & Kinross Heritage Trust

Workshops in heritage based skills, storytelling sessions (together with a pop up version of the storytelling exhibition created for Alyth Museum in 2022 called 'The Great Imagining'), specialist talks about different aspects of local heritage and, additional resources permitting, performances of music and poetry will reconnect people to traditions that are in danger of being lost, despite their practical relevance in helping build more regenerative ways of living and their powerful role of bringing people together to build community and rehearse radical change.

Host communities, their local heritage organisations and their young people will have the opportunity to programme heritage related events and activities that foreground their voices and interests and priorities.

Outcomes:

More and a wider range of local people will be engaged with the natural and cultural heritage on their doorstep in ways which grow their sense of empowerment and agency in relation to the climate and biodiversity crises.

Local people and visitors (including young people) will be given the opportunity to develop new heritage based skills in everyday climate action and the stewardship of our natural and cultural heritage.

Our focus on promoting enjoyment of our natural and cultural heritage outdoors will offer more opportunities to connect with nature, which is known to improve people's wellbeing.

By embedding local involvement in creating our programme we will build our organisational resilience.

Activity: Standing with the Stones, aimed at directly engaging 200 people –

This performance walk to three of the sites in Meigle linked to still extant pre-historic standing stones and burial cairns will be co-created and co-performed with Meigle residents. It will curate a new archive of local stories, which will be used to reconnect people to both the stories the prehistoric sites, revealing how a sense of place and belonging might have been used in past times to build community resilience and how connection to place can perform that role again today.

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Activity: The River Detectives, aimed at directly engaging 200 people – Four palaeoenvironmental projects focusing on the Rivers Ericht and Isla and their

catchments will involve community scientists and 'voluntourists'¹ collecting new data on historical land use and land management in the southern part of the Ecomuseum and their environmental effects. These data will then be interpreted and shared via talks, field trips, Learning journeys and publications to help address local communities climate and biodiversity goals today.

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People (including young people) will be given the opportunity to develop new skills in everyday climate action and the stewardship of our natural and cultural heritage.

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We will create new information about our heritage and present it in more accessible ways.

By embedding local involvement in creating our programme and new academic partnerships we will build our organisational resilience.

Activity: The Great Remembering, aimed at directly engaging 190 people – Using the itineraries already designed by the Ecomuseum, 21 half day guided walking & cycling experiences and one family friendly cycling event appropriate to various abilities will be led by local experts over two years. Co-hosted with community and Active Travel groups in Perth & Dundee, they will foreground the historical cultural and natural heritage connections between urban and rural Tayside and how these might be strengthened now in ways that would encourage people to transition to more regenerative ways of living.

Outcomes:

Visitors will be attracted by our regenerative tourism approach and will help care for our natural and cultural heritage through our low carbon heritage and voluntourism activities.

We will attract more green tourists, which will help boost our local economy.

¹ Voluntourism is a form of tourism in which travellers participate in voluntary work

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Activity: Designing for Transition, aimed at directly engaging 1,000 people - A new temporary exhibition downstairs in the Alyth Museum, (which has now been re-purposed to serve as the Ecomuseum's first physical 'hub')², will display text and images that depict how farming and food production practices in the Ecomuseum have transitioned in response to past environmental, social and technological changes over the last two hundred years and how they are changing again now in response to climate change and biodiversity loss.

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Our objective of mobilising heritage for climate action will inspire people to reduce their carbon footprint.

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Activity: New content for the new Ecomuseum Hub at Alyth Museum Promotion and Promulgation of 'Museum of Rapid Transition' message, directly engaging 1,000 people – adding to the content created for the new Cateran Ecomuseum hub in Alyth Museum, including, 12 commissioned 3 minute vlog's of local people advocating for Rapid Transition , a revised map of the area and additional content in two exhibit areas will help create more consistent and targeted messaging around the 'Museum of Rapid Transition' statement: 'Can The Story of Our Past Help Shape The Story Of Our Future'?

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² <https://cateranecomuseum.co.uk/our-new-physical-hub-alyth-museum/>

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We will attract more green tourists, which will help boost our local economy.

By adding value and making new and making better use of our digital and offline assets we will build our organisational resilience

Activity: The Ecomuseum's own online content development – optimising website for inclusivity and accessibility, archiving of existing written, photo and AV assets, deepening of content for x4 walking itineraries including audio versions, updating existing digital walking leaflets to create a companion to our cycling booklet and the redesign and repurposing of existing digital content from the pre-cursor to the CATERAN Ecomuseum, CATERAN'S Common Wealth, will offer better interpretation of and easier access to the growing library of knowledge and information about the natural and cultural heritage of the Ecomuseum area.

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