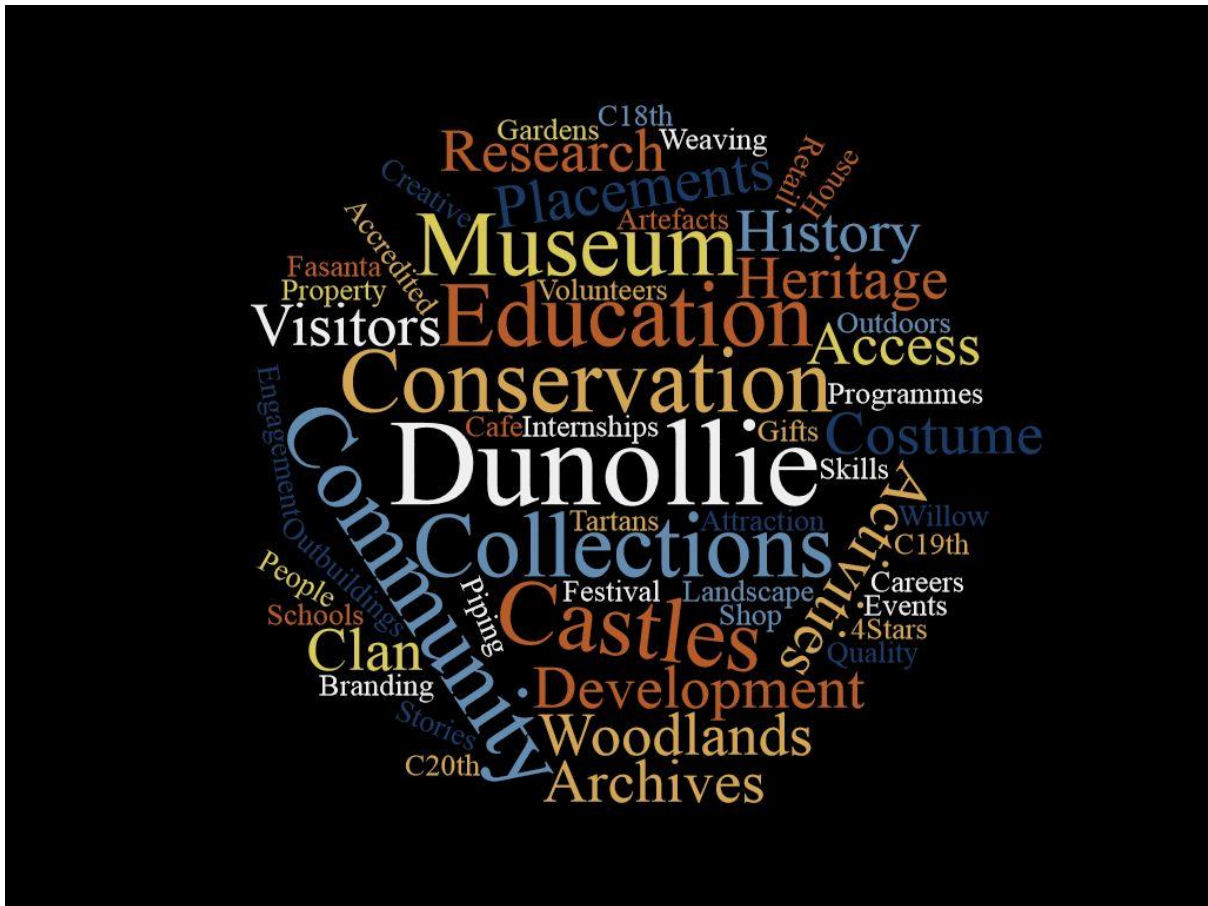


# DUNOLLIE OVERVIEW



## WHAT IS DUNOLLIE?

Dunollie is a heritage site, it's a collection of buildings, artefacts, archives and heritage resources, it's a partnership of organisations, it's a visitor experience, it's a 'brand' and it's a fast growing innovative and exciting mixture of individual projects working towards an agreed strategic plan.

## WHAT IS DUNOLLIE'S VISION?

"To be Oban's jewel; an internationally celebrated centre for Scottish culture and heritage and home of the world-wide Clan MacDougall".

## WHAT IS DUNOLLIE'S MISSION?

"To conserve, develop and share our cultural and natural heritage for the benefit of the local, national and international community".

## WHAT ARE DUNOLLIE'S VALUES?

- ✚ **Education:** we create learning opportunities throughout our work
- ✚ **Accessibility:** we are open, friendly and inclusive
- ✚ **Vision:** we are well connected, listening and creative
- ✚ **Passion:** we are committed, interested and hard working
- ✚ **Integrity:** we are professional and competent

## WHAT ARE DUNOLLIE'S OBJECTIVES?

- ✚ Conservation of buildings, Collections and archives management;
- ✚ Growth of Dunollie Museum, Castle & Grounds;
- ✚ Community Engagement;
- ✚ Events;
- ✚ Heritage Development;
- ✚ Academic links and research;
- ✚ Retail development.

These objectives are interrelated with the shared focus of operating a high quality, professional and effective operation.

## HOW IS DUNOLLIE OPERATED?

The whole operation is and overseen by The MacDougall of Dunollie Preservation Trust, a limited company with charitable status who's purposes are

- ✚ To advance the heritage of the historic castles and property historically belonging to the family of the MacDougalls of Dunollie, Oban, Argyll, hereditary chiefs of the Clan MacDougall and to preserve and retain in Scotland the artefacts, paintings and others also historically belonging to the MacDougalls of Dunollie.
- ✚ To advance education through public display and interpretation of historic castles and property historically belonging to the family of the MacDougalls of Dunollie, Oban, Argyll, hereditary chiefs of the Clan MacDougall and to preserve and retain in Scotland the artefacts, paintings and others also historically belonging to the MacDougalls of Dunollie.

The Trust has a dedicated team who run its day-to-day operations as a social enterprise providing public access and opportunities surrounding the heritage assets to generate income. This is achieved through the operation of a high quality museum on the site - **Dunollie Museum, Castle & Grounds**, Oban, Argyll and a ear-round community engagement programme **Dunollie Links**. [www.dunollie.org](http://www.dunollie.org)

Dunollie seeks to engage with its local community and the international community of cultural heritage enthusiasts and academic circles, to feed and inform high value heritage experiences for people from all over the world.

The success of the commercial element of the work at Dunollie is key to cost management of the conservation work, public access development and continued delivery of public benefits.