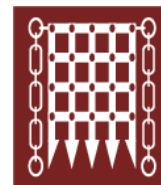


## Westminster Media Forum policy conference:

### Next steps for UK heritage and tourism policy

Timing: Morning, Tuesday, 9<sup>th</sup> September 2025

\*\*\*Taking Place Online\*\*\*



**WESTMINSTER  
MEDIA FORUM**

*Draft agenda subject to change*

- 8.30 Registration
- 9.00 **Chair's opening remarks**  
Senior Parliamentarian
- 9.05 **Key considerations for the UK's heritage landscape**  
**Lizzie Glithero-West**, Chief Executive, The Heritage Alliance  
Questions and comments from the floor
- 9.30 **Supporting the needs of the heritage sector - planning, funding, skills, and driving local growth**  
*role of built heritage in driving local growth / building on the success of Heritage Action Zones / assessing the economic impact of historic building restoration / implications of the Planning and Infrastructure Bill / balancing development with heritage protection / policy barriers, such as EPC requirements and listing processes / adequacy and distribution of sector funding, including long-term and revenue models / cultural infrastructure investment and alignment with the Industrial Strategy / impact of local devolution / supporting a skilled and diverse workforce*  
Senior representative, built heritage  
Senior representative, planning  
Senior representative, local authority  
Senior representative, skills  
Senior commentator  
Questions and comments from the floor
- 10.25 **Assessing best practice in integrating heritage conservation into place-based regeneration**  
Senior representative, regeneration  
Questions and comments from the floor
- 10.50 **Chair's closing remarks**  
Senior Parliamentarian
- 10.55 Break
- 11.05 **Chair's opening remarks**  
Senior Parliamentarian
- 11.10 **Unlocking innovation and collaboration in heritage and conservation science**  
**Professor Meggen Gondek**, Head, Research Infrastructure for Conservation and Heritage Science (RICHeS), AHRC  
Questions and comments from the floor
- 11.35 **Priorities for the design and implementation of the National Visitor Economy Strategy**  
Senior representative, tourism
- 11.45 **Key considerations for driving growth in the UK's visitor economy and how heritage can support strategic aims**  
*driving growth in the domestic and international visitor markets / the Government's 2030 ambition and the role of heritage / role of local devolution in supporting strategic aims / options for the introduction of a visitor levy / developing the inventory of intangible cultural heritage / design and implementation of the National Visitor Economy Strategy / priorities for growing heritage-led tourism / balancing preservation and economic growth / assessing best practice from devolved nations and local authorities / outcomes from the Industrial Strategy*  
**Professor Dimitrios Buhalis**, Professor, Marketing, Strategy and Innovation, and Director, eTourism Lab, Bournemouth University  
**Sarah Karlsberg**, Manager, Frontier Economics  
Senior representative, devolved nation  
Senior representative, intangible cultural heritage
- 12.05 Questions and comments from the floor
- 12.30 **Priorities for future-proofing the UK's heritage sector**  
Senior speaker confirmed from **Historic England**  
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**  
Senior Parliamentarian  
**Thomas Howard**, Westminster Media Forum