

**Westminster Media Forum policy conference
England's heritage sector - funding and investment, widening audiences, and
growing social and economic impact**

Timing: Morning, Tuesday, 28th April 2020



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Baroness Andrews, former Chair, English Heritage and Deputy Chair, Heritage Lottery Fund
- 9.05 - 9.30 **Support for England's Heritage Sector - next steps for policy**
Emma Squire, Director, Arts, Heritage and Tourism, DCMS
Questions and comments from the floor
- 9.30 - 9.40 Break
- 9.40 - 9.50 **New approaches to widening audiences - digital engagement, maximising opportunities presented by emerging technologies, and developing immersive and interactive experiences**
Professor Andrew Chitty, Challenge Director: Audience of the Future, UKRI and Creative Economy Champion, Arts and Humanities Research Council
- 9.50 - 10.50 **Where next for funding? Evaluating capital projects, new models of investment, and supporting organisations to become more financially sustainable**
Fran Sanderson, Director, Arts Programmes and Investment, Nesta
- Kate Mavor**, Chief Executive, English Heritage
- Tony Butler**, Executive Director, Derby Museums
- Matt Smith**, Chief Executive Officer, The Key Fund
- Questions and comments from the floor with **Professor Andrew Chitty**, Challenge Director: Audience of the Future, UKRI and Creative Economy Champion, Arts and Humanities Research Council
- 10.50 - 10.55 **Chair's closing remarks**
Baroness Andrews, former Chair, English Heritage and Deputy Chair, Heritage Lottery Fund
- 10.55 - 11.05 Break
- 11.05 - 11.10 **Chair's opening remarks**
Lord Lea of Crondall, Vice President, All-Party Parliamentary Arts and Heritage Group
- 11.10 - 11.30 **Case study: maximising heritage assets and developing visitor experiences**
Rosemarie McHugh, Director of Product Development, Tourism Northern Ireland
Questions and comments from the floor
- 11.30 - 11.40 Break
- 11.40 - 12.50 **Realising the social and economic value of heritage**
- Restoration and revitalisation of heritage buildings and sites - maximising opportunities for commercial and community use*
Rob Kenyon, Chief Executive Officer and Founder, Heritage Lab
- Strategies for driving local economic growth*
Carolyn Abel, Head of Culture, Southampton City Council
- Increasing community engagement with heritage assets, strengthening local identity, and next steps for High Street Heritage Action Zones*
Duncan Wilson, Chief Executive, Historic England
- Promoting inclusion, accessibility, and cultural and natural heritage conservation*
Alan Law, Deputy Chief Executive, Natural England
- Developing talent, knowledge, and capacity for engagement with the creative industries*
Lizzie Glithero-West, Chief Executive, The Heritage Alliance
- Questions and comments from the floor
- 12.55 - 13.00 **Chair and Westminster Media Forum's closing remarks**
Lord Lea of Crondall, Vice President, All-Party Parliamentary Arts and Heritage Group
Peter van Gelder, Director, Westminster Media Forum