

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

*Timing: Morning, Tuesday, 28<sup>th</sup> April 2020*

*Draft agenda subject to change*



- 8.30 - 9.00 Registration
- 9.00 - 9.05 **Chair's opening remarks**  
**Duncan Wilson**, Chief Executive, Historic England
- 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 - 9.35 Break
- 9.35 - 9.45 **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
- 9.45 - 10.55 **Where next for funding? Evaluating capital projects, new models of investment, and supporting organisations to become more financially sustainable**  
**Seva Phillips**, Head of Arts and Culture Finance, Nesta  
  
**Kate Mavor**, Chief Executive, English Heritage  
  
**Tony Butler**, Executive Director, Derby Museums  
  
**Matt Smith**, Chief Executive Officer, The Key Fund  
  
**Jake Eliot**, Head of Policy, National Lottery Heritage 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
- 10.55 - 11.00 **Chair's closing remarks**  
**Duncan Wilson**, Chief Executive, Historic England
- 11.00 - 11.10 Break
- 11.10 - 11.15 **Chair's opening remarks**  
**Jake Eliot**, Head of Policy, National Lottery Heritage Fund
- 11.15 - 11.35 **Case study: maximising heritage assets and developing visitor experiences**  
**Rosemarie McHugh**, Director of Product Development, Tourism Northern Ireland  
 Questions and comments from the floor
- 11.35 - 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*  
**Ben Cowell**, Director General, Historic Houses  
  
*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**  
**Jake Eliot**, Head of Policy, National Lottery Heritage Fund  
**Jessica Lear**, Senior Researcher, Westminster Media Forum