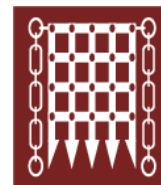


Westminster Media Forum policy conference:

Next steps for UK heritage and tourism policy

Timing: Morning, Tuesday, 9th 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
Adrian Attwood, Executive Director, DBR
Senior speaker confirmed from **English Heritage**
Senior representative, planning
Senior representative, local authority
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