



Friday 16 August 2013

Minister for Culture to speak at Yorkshire Conference

Ed Vaizey MP, Minister for Culture, Communications and Creative Industries to give Keynote Address at September Conference

'Expanding Horizons: New Ideas and Lessons from Around the World'

Broughton Hall, North Yorkshire – Thursday 12th September 2013

Ed Vaizey, the Minister for Culture, Communications and Creative Industries, is amongst an international panel of expert speakers who will be debating the future of cultural tourism at a conference to be held in Yorkshire next month.

Vaizey is the keynote speaker at Expanding Horizons, an annual one-day summit organised by PEEL Heritage. He will discuss the role the government is playing in promoting the UK's unique historical and arts heritage at home and abroad, and the steps they are taking to ensure that the UK remains a competitive, world-leading tourism destination.

The high calibre list of international guest speakers also includes the Deputy Director of Cultural Production at the Louvre, the Head of the Heritage Lottery Fund for Yorkshire & Humber and the President of the European Historic Houses Association.

It is expected that 100 delegates from the heritage, museums and cultural tourism sector will attend the conference, where they will participate in a practical debate about the future of the sector and consider the latest thinking in the field of audience and visitor development.

Susannah Daley, Founder and Managing Director of PEEL, commented:

"We are delighted to have attracted such a strong panel of speakers for this year's Expanding Horizons conference. As our sector continues to change, it is increasingly important that we share ideas and inspire one another to adopt new approaches. The purpose of the event is to expand the horizons of our delegates in order to keep heritage, museums and cultural attractions innovative, thought-provoking and modern."

Recent statistics show that tourism and heritage are amongst Britain's core economic assets and are critical to the UK's economic recovery. According to PricewaterhouseCoopers, tourism is on a par with the financial services in terms of driving growth, and between 2011 and 2012 tourism's annual

contribution to the UK economy rose from £125bn to £134bn. That figure is currently rising at a rate of 11% per annum.

The industry has almost twice the export potential of IT and communications and, according to recent figures from 'The Economic Impact of the UK Heritage Tourism Economy' publication, heritage-based tourism directly accounts for at least 253,000 jobs.

This is the second year running that PEEL Heritage has organised this conference. Last year's was titled 'Producing Cultural & Entertainment Content For the Heritage, Museum, and Tourism Sector' and speakers included the head of the Google Art Project, the Visitor Experience Director at The National Trust, a former Head of Strategy for the BBC, and Deloitte's Lead Partner for the London 2012 Olympic Games.

For further media information please contact Jane Verity at Bonner & Hindley: 07854 759 480, jane@bonnerandhindley.co.uk

Editor's Notes

BOOKING

Date: Thursday 12TH September 2013, 9.30am-4pm

Location: Broughton Hall, North Yorkshire

Delegate rate: £110 + VAT (includes sumptuous Broughton lunch)

More information available at www.peelheritage.com

Email: info@peelheritage.com

Tel: 01756 692507

FULL LIST OF SPEAKERS

Ed Vaizey MP - Minister for Culture, Communications and Creative Industries

Educated at Oxford University, Ed went on to work for the Conservative Party's Research Department, before training and practising as a barrister. Since leaving the law in 1996, Ed's career has seen him work as Director of a successful PR company in London, chief speech writer for Michael Howard, and freelance political commentator, writing for *The Guardian* and appearing on programmes including *Despatch Box* and *The Wright Stuff*.

Elected Member of Parliament for Wantage in 2005, re-elected in 2010 and now Minister for Culture, Communications and Creative Industries, Ed's keynote address will focus on how the Government is taking lessons from around the world to support UK heritage & tourism in its bid to attract a global audience.

Count Rodolphe de Looz-Corswarem - President of the European Historical Houses Association

Count Rodolphe represents over 18 national associations and approximately 50,000 major historic houses, parks and gardens. Count Rodolphe will draw from the association's extensive portfolio, giving examples of how its members are developing innovative solutions to adapt in an age of austerity. He will also give information on how audience development strategies are evolving across Europe, differentiating between strategies for domestic and international markets.

Masashi 'Masa' Kawamura – International Art & Media Director

Masa is credited as one of his generation's leading creative thinkers. Recently featured in Creativity Magazine's Creative 50, and Fast Company's 100 Most Creative People in Business, Masa is famed for his cutting-edge work; his innovative design, interactive, digital and TV projects, which have achieved an enormous global following. Masa will discuss his opinion and experience of world-wide trends and share thought-provoking ideas of the future of interaction and how this might impact the way people engage with culture and heritage.

Fiona Spiers - Head of the Heritage Lottery Fund for Yorkshire & Humber

Fiona will share the HLF's international strategy for their 2014 First World War Project, as well as some other beacon projects with examples from York Minster, Leeds City Museum, and the recent regeneration of the Old Town & Museums Quarter in Hull. Fiona will also be discussing HLF's new digital policy which has raised some philosophical questions.

Agnès Alfandari - Deputy Director of Cultural Production at the Louvre

France, Agnès is responsible for the strategy and development of digital projects at the world's most visited museum. Agnès will share how the museum has exploited new technologies to engage with its 8 million visitors per year. Initiatives include their ground-breaking collaboration with Nintendo to provide a unique hand-held interactive audio visual guide, as well as other projects used to communicate with visitor's pre and post visit, essential for our digital age.

Bjarne Clement - Head of Ribe Viking Center, Denmark

Bjarne expanded his small education centre for schools into become an exceptionally popular visitor attraction, boasting 60 staff, 800 volunteers and 50,000 visitors per year. Delegates will hear of the centre's success story, how it immerses visitors in experiential environments to great educational effect. They will also be enlightened on how through constant collaboration and evaluation, Ribe Viking Centre has expanded their offerings, allowing them to remain an engaging site to visit again and again.

Roger Tempest - Owner of Broughton Hall

Roger is the 31st generation of Tempests to live at Broughton Hall. Having inherited the Hall and its 3,000 acres Roger put his entrepreneurial talents to use and created an innovative business park, generally recognised as one of the first of its type. The award-winning park is continuing to evolve to meet the needs of the modern world and is home to 50 cutting-edge businesses and over 500 employees. Whilst the Hall itself remains the private home of the Tempest Family, Roger is always finding original ways to utilise the estate and increase revenue, whether that be as a location for filming and photography, or a venue for a major music festival. Roger is looking forward to welcoming all delegates to the 2013 conference, and will be giving a fascinating insight into life at Broughton.

Susannah Daley, Founder and Managing Director of PEEL Heritage

An award-winning BBC playwright at an early age, Susannah went on to become Head of Theatre at the National Media Museum, organising Britain's first International Conference and Festival of Museum Theatre, which led to the formation of the European arm of the International Museum Theatre Alliance.

Subsequently Susannah has been involved in the development of successful heritage and leisure interpretation projects at museums and visitor centres across the country; The BBC Experience, Tetley's Brewery Wharf, The Galleries of Justice, and Blackpool Tower. Last year she produced two national productions; Black Beauty - an adaptation of the classic novel, and by contrast Freerunning@ - which toured some of the UK's most impressive heritage venues receiving fantastic reviews.

ABOUT PEEL HERITAGE

Working with a variety of cultural venues across the UK, including historic estates, private houses, museums and theatres, PEEL Heritage provides premium bespoke events and exciting solutions for creative heritage interpretation.

Using cutting-edge technology and live events, we produce immersive visitor experiences in order to encourage repeat visits as well as develop new audiences. Understanding the business of heritage interpretations, we provide successful and sustainable programmes for visitor attractions, compelling exhibitions and entertainment for inspired learning, which ultimately drive visitor satisfaction, numbers and revenue.