HERITAGE THAT HARNESSES TOURISM SPEND

Sarah Cockburn-Price
THE STORY OF THE PENDLE HERITAGE CENTRE

41 years later...
Heritage is so much more than women in bonnets

- 2\textsuperscript{nd} Heritage Centre in the UK
- 6 Listed Barrowford buildings in care
- Experienced and registered curatorship of a museum & collection
- Part of a wider Trust with expertise to draw on
EXPERIENCES ARE WHAT MATTERS TODAY

And they offer lots of opportunity to boast revenue!
Parties and weddings are now our core business.
Being a Little Bit Different to Capture Cash...
Identifying your USPs

• Ours are:
• People have built their memories here
• We are the only tearoom in the village with gardens
• We have lots of different gardens
• We have great staff - check out our reviews on Facebook!
• We have the best home cooking!
• We have unusual books and gifts
But we have challenges...

- Our biggest supporters’ demographic is comprised of OAPs
- We have failed to implement a Legacies Policy
- Everyone thinks we are bankrolled by the Council
- We have to work harder to give people reasons to visit
- The increasing minimum wage is to causing our costs to rise
- Old buildings are costly to maintain
- So many grants, so little time!
- We have loads of business ideas and no capital
- We have no CEO
- We need more Volunteers!
Heritage Attractions Need to Learn from Commercial Enterprises

Boundary Mill have day trip excursions all sewn up. It is more than shopping – it’s a great day out! But ultimately, it all adds to the bottom line…
NO MAN IS AN ISLAND

The Benefits of Cross Fertilisation
REVENUE GENERATOR, ECONOMIC DRIVER OR MONEY PIT?

The answer, confusingly, is “Yes” to all three of these!
A town is more than just its Landmark Buildings.
On the other hand…

Some buildings are beloved by all