

Pendle Tourism Conference - Tuesday 15th October 2019

Pendle Heritage Centre – The Barn This year's themes are Preserve – Create – Develop. The themes represent a number of very important aspects of the Tourism Industry. Namely – Heritage – The Arts – Town Centres.

9.00am Tea/Coffee for 9.20 start

Preserve

9.20 – 9.40 Sarah Cockburn-Price

Sarah Cockburn-Price is the chairperson of the Pendle Heritage Centre Trust. She will welcome us to the Heritage Centre, and talk about the historical gem that is the centre, and about the wider history that surrounds the centre, including Higherford Mill, Barrowford and Colne. She will also give us an insight into what the Trust is doing to revive that heritage, whilst also making positive commercial steps to make sure that heritage is safe, appeals to visitors, and has a future going forward.

9.40 – 10.00 Speaker to be confirmed

Create

10.00 – 10.20 Kirsty Rose Parker

Kirsty Rose Parker is the Director of The Evaluator – a local company that has worked with many organisations to open up arts to a much wider audience. With a Masters in Economics she is experienced at researching the benefits of arts projects and she has won nearly half a million pounds in funding for clients. She's here today to talk about those benefits to the Visitor Economy and beyond, and to talk about some of the initial research and consultation she has conducted for the new Pendle Cultural Strategy.

10.20 – 10.40 Vikki Harris

Vikki Harris is the Marketing & Partnership Director for Marketing Lancashire, the regional organisation promoting Lancashire, and all its 14 districts, to the UK and beyond. It promotes not just the Visitor Economy, which it has promoted as a key driver of the Lancashire economy, but promotes the growth of many other industries, and is the guardian of the "We are Lancashire" brand. She is here today to talk about the region's bid for the UK City of Culture status in 2025.

10.45 Refreshment Break

Develop

11.05 – 11.25 Lisa Durkin

Lisa Durkin is the BID, or Business Improvement District Manager for Colne. She has a Masters in Place Management and has vast experience of managing the town centres of both Bury and Burnley. Today she will be talking about Colne as a great place for businesses and visitors and about the how she is developing the Colne offer.

11.25 – 11.45 Neil Watson

Neil Watson is the Planning, Economic Development, and Regulatory Services Manager for Pendle. His vast experience covers over 16 years at Pendle. He has over that time modernised and improved a service that has great impacts on local communities, businesses and the economy. Though his brief is Pendle-wide, today he will be talking about the exciting time for Nelson and the development of its town centre.

Quiz the panel 11.45 – 12.15 Your chance to ask questions and get involved in the debate about the issues presented here today. The panel will be made up of today's speakers – so please save all your questions for this session!

12.15 Lunch