



Supporting Historic High Streets, The Ingredients for Success in the 21st Century - Part 3: The Visitor Economy

Tuesday 22nd January 2019, Kellogg College, Oxford

- 9.30am *Tea and coffee on arrival*
- 10am **Welcome & Recap from 2018 seminars**, Louise Thomas, HTVF Director
- 10.15am **Understanding High Street Signature Types: Research Findings**, Jonathan Burnett, High Street Account Manager, Springboard Research
- 10.45am **The Role of Communities and Heritage Assets in Town Centres**, Sophia de Sousa, Chief Executive, The Glass House & Government Expert Advisory Panel member on High Streets
- 11.15am *Tea and coffee*
- 11.45pm **Derby Cathedral Quarter Partnership Scheme**, Clive Fletcher, Principal Advisor - Historic Places, Historic England
- 12.15pm **Learning from the findings of the HLF's Townscape Heritage Initiative**, Alan Reeve, Reader in Planning and Urban Design, Oxford Brookes University
- 12.45 Q&A
- 1pm *Lunch*
- 1.45 **Place Branding - Finding your Personality**, Natasha Grand, Director, Institute for Identity
- 2.15pm **Bringing Art and Culture to ailing High Streets**, Dan Thompson, Empty Shops Network
- 2.45pm **Places from Spaces, Chester**, David McKenna, Studio Associate Director, IBI Group
- 3.15pm *Tea and coffee*
- 3.45pm **Supporting existing independent retailers in small towns**, Karen Roberts, Development Lead – Vale Towns, Vale of White Horse District Council
- 4.15pm **Q&A/ Workshop: what are your challenges?**
- 5pm *Close*

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