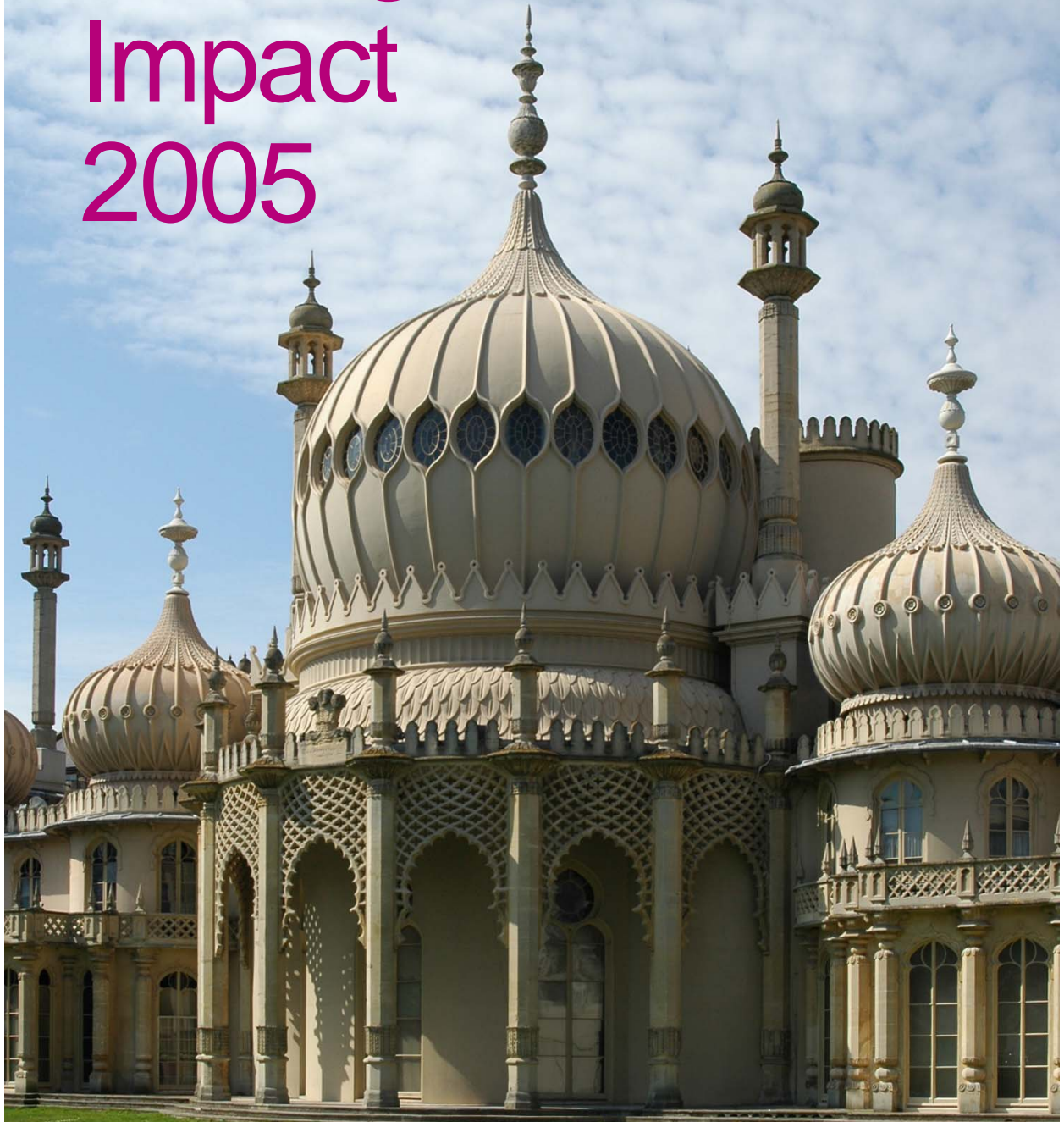


Heritage Impact 2005



Socio-economic impact in cultural heritage
Royal Pavilion Palace, Brighton, UK
International Symposium
7-8 July, 2005

Heritage Impact 2005

Socio-economic impact in cultural heritage

International Symposium	Attendance fee £160.00 Standard (before 07/06/05)
Royal Pavilion Palace, Brighton	£140.00 EPOCH members
7-8 July, 2005	£ 90.00 Students

“Cultural heritage ... has considerable impact in many areas of economic and regional development, sustainable tourism, job creation, improving skills through technological innovation, environment, social identity, education and construction...”

The London Declaration, 2004

Focusing on socio-economic impact

Assessing the value of cultural heritage and determining its impact on society and the economy is increasingly coming to the forefront of policy decisions at all levels. Funds in the sector are invariably scarce, perpetually competing with other financing priorities. The costs of heritage are highly visible but the benefits are often invisible and difficult to capture. As a result, many cultural heritage managers have expressed a need for techniques and methodologies to help persuade policy makers and funding bodies of the value and contribution the sector makes to society and the economy.

Organised by the European Commission's EPOCH network and the University of Brighton, *Heritage Impact 2005* is an opportunity for practitioners, policy makers and academics to share the latest thinking on research direction and strategies for improving and evaluating impact in the cultural heritage sector. The Symposium and the comprehensive documentation provided will review the techniques used to analyse impact and value at cultural heritage sites. Examples and case studies will be considered including practical examples of how heritage can be used to increase positive impact. Methodologies used to assess impact at heritage sites will be reviewed, and the role that information technology can play in the impact of cultural heritage sites will be considered. The Symposium also aims to have firmly *practical* outcomes that will support practitioners in the cultural heritage sector.

It is hoped that the multi-disciplinary approaches considered in the Symposium will stimulate discussion and produce interesting exchanges of learning and hopefully a mutual appreciation of the contribution made by different disciplines to the development of the cultural heritage sector.

Objectives

Heritage Impact 2005 will provide a timely analysis of the increasingly important study of the impact of heritage sites. Using the concepts and techniques explored in this Symposium practitioners and managers of cultural heritage sites will gain a greater understanding of how they can assess the impact of their sites. Particular emphasis is given to the impact of technology at heritage sites.

Who should attend

The International Symposium is intended for practitioners in the heritage industry, heritage site managers, policy makers, consultants and academics in the fields of heritage, cultural heritage economics, and economics.



Hosted by the Heritage Impact Research Group, Brighton Business School, University of Brighton

HERITAGE IMPACT 2005 PROGRAMME

Thursday July 7, 2005

1.30 pm - 5.30 pm

Introduction to heritage and impact

Kate Clark Keynote session

Deputy Director of Policy and Research, The Heritage Lottery Fund

Economic impact studies and the work of English Heritage

John Dawes Keynote session

Economist, English Heritage

Measuring the economic impact of the British Library on the UK economy

Dr Caroline Pung

Head of Strategy, British Library

Emerging impact perspectives: the Royal Pavilion Palace, Brighton, UK

Jim McLoughlin and Babak Sodagar

Heritage Impact Research Group, Brighton Business School, University of Brighton

Evening reception at the Banqueting Hall, Royal Pavilion Palace, Brighton

Delegates will have the opportunity to attend a drinks reception to mark the first year of the European Commission's EPOCH network of excellence. The reception will be held in the beautiful surroundings of the Banqueting Hall of the Royal Pavilion Palace. The reception will be followed by an evening meal in Brighton.

Friday July 8, 2005

9.00 am - 1.00 pm

Policy descisions and cultural heritage impact

Professor Ilde Rizzo and Anna Mignosa

University of Catania, Italy

The educational impact of ICT-mediated cultural heritage experiences

Franca Garzotto

Politecnico di Milano, Milan, Italy

The socio-economic impact of the archaeological centre at Ename, Belgium

Daniel Pletinckx

Coordinator of New Technologies, Ename Centre for Public Archaeology

Cultural heritage and the emerging experience economy

Professor Peter Burns

Professor of Tourism, Centre for tourism policy studies (CENTOPS)

Don't count on it: impacts of heritage development

Professor Gregory Ashworth Keynote session

Professor of Heritage Management and Urban Tourism, University of Groningen

Round-table discussion

The symposium will close with a roundtable discussion

Reservation for Heritage Impact 2005

Return this form to: The Registrar (Heritage Impact 2005), University of Brighton, EPOCH Office, Watts Building (Room 617), Lewes Road, Brighton, BN2 4GJ, United Kingdom.

Book by 'phone: You may reserve places by ringing The Registrar, on +44 (0)1273 642468. Alternatively, you may book by fax +44 (0)1273 642160 or e-mail (EPOCH@brighton.ac.uk). Telephone, fax, or e-mail bookings are accepted as confirmed reservations, but please send this form to verify booking details.

Please reserve the following places on *Heritage Impact 2005 (7-8 July, 2005)*

Attendance Fees: £160 Standard New reservation
 £140 EPOCH Members Confirmation of telephone/fax/e-mail reservation
 £90 Student

DELEGATES

Prof/Dr/Mr/Ms First name	Surname/family name	Job title

Organisation and full postal address

Reservation made by Prof/Dr/Mr/Ms Initials Surname/family name Job title

Telephone Date

Fax Signature

Attendance fees

Attendance fees cover complete documentation, attendance at the event, and daytime refreshments, excluding lunch but including an evening meal with wine, but do not include travel or hotel accommodation.

Payment

Payment is due before the event. Overseas delegates may pay in Sterling or in Euros at the prevailing exchange rate. Late payments, after June 7, 2005 will incur a £25.00 late booking fee.

Programme changes

EPOCH and the University of Brighton reserve the right to make any changes to the advertised programme that may prove necessary. If EPOCH and the University of Brighton cancels the event, they will refund attendance fees in full but accept no liability for any other expenditure that may have been incurred.

Cancellations and substitutions

Places may be cancelled in writing without penalty up to fifteen days before the event. Cancellations made after that date or non-attendance will be charged for at the full rate. Substitutions may be made at any time up to the start of the event.

