

Capturing the Public Value of Heritage

25 – 26 January 2006

Royal Geographical Society, London



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In her essay *Better Places to Live*, Tessa Jowell challenges us all to find a new language for capturing the value and benefits of heritage. Public Value is potentially providing that framework. Public Value is about the contribution that public services can make to economic, social and environmental well-being that goes beyond what is normally measured through performance targets. It is about capturing the wider impact and outcomes of services.

Last year, Demos published *Challenge and Change* – a report for the Heritage Lottery Fund which looked at the impact of HLF funding from the point of view of Public Value, and since then others have been exploring the application of Public Value ideas to heritage.

Heritage has always been concerned with values – it is based on what people value and why. Public Value connects those values to others – the instrumental social, economic and environmental benefits of conserving heritage and helping people to engage with it. The third type of values are the institutional values held by heritage organisations that foster trust and legitimacy. The result is a matrix that enables heritage organisations to measure what they do in a way that fits. But does it work – and can it be measured?

There are a number of challenges ahead: the Government is consulting on the future of lottery funding; the new Heritage Protection Review is rethinking the way heritage is managed, and the 2007 spending review is likely to be a tough one. At the same time, discussions about identity and Britishness have put heritage at centre stage.

This conference will provide an opportunity to debate the value of heritage with experts and with members of the public who have worked with us to test ideas. It will be built around two important days

- **DAY ONE** – will explore the big ideas – how can we best capture and present evidence for the value of heritage? Does Public Value provide that framework? What do the public think about heritage?
- **DAY TWO** – will look at Public Value in practice – why do places matter? What role should communities play? What can we learn from international experience? How should heritage organisations behave and be governed? How can we introduce true diversity?

The conference is directed at policy makers, organisations, academics and practitioners in heritage, environment and culture. It will be useful for anyone who has to make the case for heritage to government or funders.

Day One

Public Value and Heritage – The Big Ideas

10.00 Welcome and Introduction

Chairman: Nick Higham

10.15 Keynote: ‘From consultation to conversation’ – the challenge of Better Places to Live

Rt Hon Tessa Jowell MP, Secretary of State for Culture, Media and Sport

10.45 *Break*

11.15 Session One: MEASURING PUBLIC VALUE

This session will present three recent studies commissioned for HLF, the National Trust and DCMS

The ideas – Public Value as a framework for analysing the value of heritage

Robert Hewison and John Holden, Demos

11.35 The numbers – Measuring Public Value in the heritage sector

Greg Wilkinson, Accenture

11.55 A New Approach to Public Value: Managing Citizens’ Preferences

Louise Horner, Rohit Lekhi and Ricardo Blaug, The Work Foundation

12.15 Discussion: Is Public Value a helpful concept? Can it be applied to heritage? Is it relevant to heritage organisations? What implications does it have for how organisations behave?

Chairman: Nick Higham *Response:* Fiona Reynolds, Director General, National Trust; Mark Friend, Controller Broadcast Strategy BBC

13.00 *Lunch*

14.00 Session Two: THE INSTRUMENTAL BENEFITS OF HERITAGE

Heritage claims to deliver economic, social and environmental benefits. How good is the evidence? What can we learn from others? What role can heritage play in sustainable development?

Economics and Culture

David Throsby, Professor of Economics, Macquarie University, Sydney

14.45 Sustainable communities: the economic, social and environmental benefits of heritage

Baroness Andrews OBE, Sustainable Development Minister, Office of the Deputy Prime Minister

15.15 Discussion

15.30 *Break*

16.00 Session Three: WHAT DOES THE PUBLIC THINK?

Public views of heritage – HLF Citizens’ Juries in Nottingham and Cardiff

Deborah Mattinson, Opinion Leader Research

16.15 Discussion – What do people think about heritage? Are public views different from those of experts?

Chair: Liz Forgan, Chair, Heritage Lottery Fund – with a panel including representatives from the Citizens’ Juries and the projects they reviewed.

17.15 Performance

17.30 *Drinks reception*

Day Two

Public Value in Practice

This day will focus on what a values-based approach means for heritage organisations, particularly in the historic environment. It will explore the three points of the public value triangle – the benefits of heritage, the values people put on heritage and the values that heritage organisations need to adopt.

10.00 **Welcome**

Sir Neil Cossons, Chairman, English Heritage

10.15 **Keynote: Value and integrity in the cultural and natural heritage – from Parks Canada to World Heritage**

Professor Christina Cameron, Canada Research Chair in Built Heritage, University of Montreal

11.00 *Break*

11.30 **Session One: HERITAGE AND COMMUNITIES** **Community, identity and heritage**

David Lammy MP, Minister for Culture, Department for Culture, Media and Sport

12.00 **Heritage on the front line – the role of a Heritage Champion in North Yorkshire** Councillor Heather Garnett

12.15 **Performance**

12.30 *Lunch*

13.30 **Session Two: 'INTRINSIC VALUES' – WHY DO PLACES MATTER?**

Do the public and experts agree on what is important? Do we care for what really matters? What happens when public and expert values conflict?
Chair: Vivek Nanda, Alan Baxter and Associates

Why do places matter? The new English Heritage principles

Edward Impey, Director of Research and Standards, English Heritage

13.50 **Public Spaces, Public Value**

Julia Thrift, Director, CABE Space

14.10 **My heritage or yours – when values conflict**

Kate Clark, Heritage Lottery Fund

14.30 *Break*

15.00 **Session Three: WHOSE VALUES?** **Debate**

Do we get the heritage we deserve? Are heritage organisations in touch with what the public cares about? What happens when experts and the public conflict? Do heritage organisations have the right values?

Chairman: Nick Higham *Panel:* Simon Thurley, Chief Executive, English Heritage; Graham Wynne, Chief Executive, The Royal Society for the Protection of Birds; Ben Rogers, Associate Director and Head of Democracy, Institute for Public Policy Research; Bonnie Greer, British Museum Trustee

16.15 **Next Steps**

16.30 *Close*

The Speakers



BARONESS ANDREWS, OBE, *Parliamentary Under Secretary of State* (Elizabeth) Kay Andrews, OBE Baroness Andrews of Southover (2000), was appointed Parliamentary Under Secretary of State at the Office of the Deputy Prime Minister in May 2005. Before being appointed as Parliamentary Under Secretary, Baroness Andrews was a Government Whip and Spokesperson in the House of Lords for Health, Work and Pensions, and Education and Skills (2003-2005). Before being raised to the peerage, Baroness Andrews was a Fellow of the Science Policy Research Unit, Sussex University 1968 – 70; Parliamentary Clerk in the House of Commons 1970 – 85; and Policy Adviser to Neil Kinnock as Leader of the Opposition 1985 – 92. From 1992 – 2002, Baroness Andrews was the Founder and Director of Education Extra, the national charity for out of school learning and activities. She received the OBE in 1998 for her work in education. She was educated at Lewis School for Girls, Hengoed, Ystrad Mynach and went on to study International Politics at University College of Wales, Aberystwyth. At Sussex she took an MA in Political Sociology and subsequently a DPhil in History and Social Studies of Science. She has written books and articles on the history and organisation of science and technology policy, on poverty and social policy, and on education.



DR CHRISTINA CAMERON, *Canada Research Chair in Built Heritage, University of Montreal* Christina Cameron is the former Director General of National Historic Sites for Parks Canada where she provided national direction for Canada's historic places. She has chaired the World Heritage Committee, as well as expert meetings on strategic planning (1990-92), historic canals (1994), the global strategy for a representative World Heritage List (1994), cultural landscapes (1998) and a proposed World Heritage Indigenous Peoples Council of Experts (2000-01). She actively promotes World Heritage, addressing audiences in Australia, Finland, Italy, Japan, Mexico, Netherlands, United Kingdom, Russia and the United States of America. She has a doctorate in architectural history and has written extensively on Canadian architecture, heritage management and World Heritage issues. Dr Cameron is now at the University of Montreal, where her research programme focuses on the evolving concept of cultural heritage and the impacts of this on conservation and management processes.



NICK HIGHAM

Nick Higham presents *Factfile* several times a day on BBC News 24, dissecting and analysing one of the day's major stories. He joined the BBC as its first dedicated media correspondent in 1988, and went on to spend many years as arts and media correspondent. He has presented programmes and documentaries on Radio 4, Radio 5 Live, BBC Two and BBC World Service. He writes a regular column for *Marketing Week* magazine and is a frequent conference chairman and speaker.

The Speakers



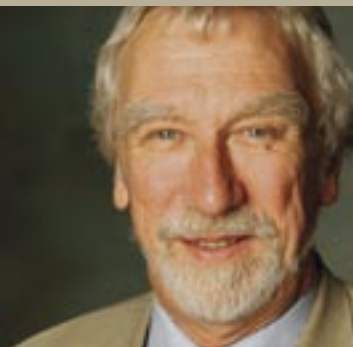
RT HON TESSA JOWELL MP, *Secretary of State for Culture, Media and Sport and Minister for Women*

The Rt Hon Tessa Jowell MP was appointed Secretary of State for Culture, Media and Sport in 2001 and Minister for Women in 2005. Tessa Jowell has been the MP for Dulwich and West Norwood since 1992. She was born in London and was educated at St Margaret's School in Aberdeen and the universities of Edinburgh, Aberdeen and Goldsmith's, London. She is a visiting fellow at Nuffield College, Oxford. Tessa's previous Ministerial appointments were Minister of State for Employment, Welfare to Work and Equal Opportunities at the Department for Education and Employment (1999-2001) and Minister of State for Public Health at the Department of Health (1997-1999). She became a Privy Counsellor in 1998. Prior to the General Election of 1997, Tessa was the Spokesperson on Health; Opposition Spokesperson for Women (1995-1996); and Opposition Whip (1994-1995). Before her election to Parliament in 1992, Tessa had a career in psychiatric social work, social policy and public sector management.



DAVID LAMMY MP, *Minister for Culture*

David Lammy was appointed as Parliamentary Under-Secretary of State at the Department for Culture, Media and Sport in May 2005. He was elected Member of Parliament for Tottenham in June 2000 following the death of Bernie Grant. Before being appointed as Minister for Culture, David Lammy was Parliamentary Under-Secretary at the Department for Constitutional Affairs and before that Parliamentary Under-Secretary for Health. He was Parliamentary Private Secretary for Rt Hon Estelle Morris at the Department for Education and a member of the Greater London Authority with a portfolio for Culture and Arts. David was born on 19 July 1972. He studied Law at the School of Oriental and African Studies (SOAS) in the University of London and was called to the Bar of England and Wales in 1995. He achieved a Masters degree in Law at the Harvard Law School in 1997. He has practised in both England and the USA.



DAVID THROSBY, *Professor of Economics, Macquarie University, Sydney, Australia*

David is a graduate of the University of Sydney and holds a PhD from the London School of Economics. He has published widely in the economics of the arts and culture, and the relationship between cultural and economic policy. His research has focused on demand and supply in the performing arts, the role of artists as economic agents, cultural policy, culture in economic development, sustainability and cultural capital, and the economics of heritage conservation. He is a past President of the Association for Cultural Economics International, and is a member of the Editorial Boards of the *Journal of Cultural Economics*, *Poetics*, *Pacific Economic Bulletin* and the *International Journal of Cultural Policy*. His most recent book, *Economics and Culture*, was published by Cambridge University Press in 2001, and has now appeared in Spanish, Italian, Chinese, Korean and Japanese translations.

Booking and payment

Bookings will be accepted when accompanied by payment or by an official order. The delegate fee includes all refreshments and lunch. Payment for places must be received in full before the date of the conference.

Cheques should be made payable to *Multimedia Ventures*. Multimedia Ventures are acting as booking agent on behalf of the Heritage Lottery Fund.

Bank transfer to: Bank of Scotland, The Direct Business Bank, Teviot House, 4 South Gyle Crescent, Edinburgh, EH12 9XD.

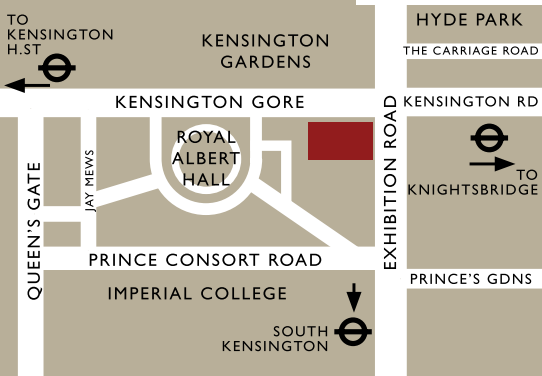
Account name: Multimedia Ventures, Account Number: 00164646, Sort Code: 12-24-81

Cancellations

If you need to cancel a booking you may do so in writing up to 28 days prior to the conference and a 50% refund will be available. No cancellation or refunds will be accepted after that deadline although delegate substitutions can be made at any time.

Bursaries

We have endeavoured to keep the delegate rate low in order that the conference is accessible to as many people as possible. There are, however, a limited number of bursaries available for small voluntary organisations and university researchers. If you would like to apply for one of these places please contact the organisers by 3 January 2006.



How to Get There

The Royal Geographical Society (RGS) is located in Kensington, near convenient bus and tube routes, situated on the junction between Exhibition Road and Kensington Gore. The entrance is on Exhibition Road.

By Rail

The closest British Rail stations to the RGS are London Paddington and London Victoria. From a main line British Rail station take the underground to South Kensington, which can be reached from the Circle, District and Piccadilly Lines. The RGS is located approximately half a mile north of South Kensington underground station on Exhibition Road just north of the Science Museum. Please allow 10 – 15 minutes for this walk. Walking to the RGS directly from Paddington Station will take 25 minutes across Hyde Park.

By Bus

Buses for routes 9, 10 and 52 stop directly outside the RGS.

By Car

There are no car parking facilities at the RGS. Car parking restrictions operate in the area often until late at night, although there is some limited public parking in Hyde Park.

Further Information

For more information about *Capturing the Public Value of Heritage* contact Multimedia Ventures, 28 Sallows Road, Peterborough, PE1 4EU, UK
Tel +44 (0)1733 893487 Email jane@multimediaventures.com

Information on the programme is correct at the time of publication. The organisers reserve the right to make changes and substitutions where necessary.

Booking form

I wish to book ___ place(s) to attend *Capturing the Public Value of Heritage*

Please tick the appropriate boxes below

Day One @ £140

Both days @ £220

Day Two @ £140

Method of Payment

I enclose a cheque made payable to Multimedia Ventures for £ ___

I have arranged a bank transfer for £ ___ to

Bank: Bank of Scotland, The Direct Business Bank, Teviot House,
4 South Gyle Crescent, Edinburgh, EH12 9XD

Account name: Multimedia Ventures, Account Number: 00164646, Sort Code: 12-24-81

I enclose an official order from my organisation who will pay against invoice. Order No. ___

Delegate Details

Delegate 1

Title: _____ First Name: _____ Surname: _____

Job Title: _____

Contact telephone: _____ email: _____

Delegate 2

Title: _____ First Name: _____ Surname: _____

Job Title: _____

Contact telephone: _____ email: _____

Delegate 3

Title: _____ First Name: _____ Surname: _____

Job Title: _____

Contact telephone: _____ email: _____

Contact Details

Name _____

Position _____

Organisation _____

Address _____

City _____ Postcode _____

Contact telephone: _____ email: _____

I confirm that I have read and understand the booking conditions

Signature _____ Date _____

Send your completed booking form to: *Multimedia Ventures, 28 Sallows Road, Peterborough, PE1 4EU, UK*