

Spring 2022 Workshop at Blenheim Palace World Heritage Site

“World Heritage & Sustainable Tourism and Transport”

Thursday 28th April 2022

Programme:

Morning

- 9.30 – Pre-conference teas and coffees
- 10.00 - Welcome from **Chris Blandford**, President WHUK
- 10.05 – **James Bridge** (in person) and **Matthew Rabagliati** (online)



James is Chief Executive/Secretary General and Matthew is the Head of Policy, Research and Communications, both at the UK National Commission for UNESCO. Matthew leads the organisation in developing and delivering its policy advice and research to the UK government, devolved

administrations and UNESCO. He was formerly Senior Parliamentary Advisor at Historic England, and Policy and Communications Manager at the Heritage Alliance. **“World Heritage and the UN’s Sustainable Development Goals “**- On 25 September 2015, 193 governments agreed to do 17 near impossible things, from ending poverty and hunger to protecting the planet and ensuring prosperity for all. For each goal they set specific targets, all of which must be hit by 2030, if not sooner. If taken seriously, the United Nations Sustainable Development Goals (SDGs) change everything. Meeting the SDGs will require spectacular global co-operation by governments and the active support and encouragement of citizens, schools and universities around the world. UNESCO Designated Sites, including the global network of UNESCO World Heritage Sites, can play an important part in helping to meet them. This talk provides an overview of the UN SDGs, how they are being incorporated into the World Heritage Convention, and looks at forthcoming research by the UK National Commission for UNESCO on how they can be potentially fulfilled and utilised by UK World Heritage Sites at a local level.

- 10.35 - **Professor Allan Hutchinson** (in person), Professor Emeritus, Oxford Brookes



University. Allan retired in August 2021 but his teaching and research interests included all aspects of design, materials engineering, joining technology, automotive engineering and sustainability. He has expertise in automotive design, low carbon vehicles, and life cycle assessment. He led the research for BMW's MINI-Electric project 2009-11 and he served on the Board of Directors of the Low Carbon Vehicle Partnership 2014-16. Recent research was associated with recycling in one of the prestigious UK Faraday Institution battery projects.

“Energy and climate friendly transport” A quarter of all our energy is used in transport, but the emissions from burning fossil fuel in transport are slowly killing us. Electrification of transport is regarded as essential to reduce emissions, but where does the energy come from? Energy and road vehicles will be inextricably linked in future but what does the future of mobility look like? Is it the end of the road for the car? Allan will attempt to cover the range of technical challenges, general business opportunities and actions relevant to World Heritage Sites

- 11.05 – Q&A, chaired by Steve Ratcliffe, WHUK Trustee and Chair WHUK Events Committee
- 11.25 – mid-morning break
- 12.05 - **Kaspar Schürch**, World Heritage Experience Switzerland (online)



“The approach to Sustainable Tourism in World Heritage in Switzerland”. Kaspar Schürch has been Managing Director at World Heritage Experience Switzerland for more than 6 years. Previously, he held various positions in the tourism sector in Switzerland, including as representative of Swiss Railways for the UK market. World Heritage and a sustainable approach to these unique witnesses of time and our history are very close to his heart.

- 12.25 - **Rachael Farrington**, VisitBritain (in person)
“Sustainable tourism trends and their opportunities for World Heritage in the UK”



Rachael is Head of Tourism Affairs at VisitBritain/VisitEngland. Her team lead on the organisation’s statutory duty to advise government on tourism policy, and manage their relationship with DCMS and Members of Parliament. Most recently she has been focusing on the organisation’s sustainability policy. Prior joining VisitBritain/VisitEngland in 2018, Rachael was a member of E.ON UK’s public affairs team, and ran her own organisation promoting political engagement and voting.

- 12.45 – Q&A, chaired by Steve Ratcliffe, WHUK Trustee and Chair WHUK Events Committee
- 13.00 Hot summer buffet lunch

Afternoon

- 14.00 – **Dominic Hare**, CEO Blenheim Palace World Heritage Site (in person)



Dominic was born in Liverpool and studied Law at Oxford. After qualifying as a Chartered Accountant with KPMG, he spent the next ten years in corporate finance and investment banking (with Paribas and Barclays Capital), specialising in the media and telecoms sector. He is proud to have helped DJ Chris Evans buy Virgin Radio but also to have helped Bob the Builder buy both Thomas the Tank Engine and Barney the Purple Dinosaur. For 13 years, he served as Finance Director at Blenheim and is now the Chief Executive Officer at Blenheim. At Blenheim, he and the team are delivering an energetic vision of the evolved role of a landed estate today, not an historic anachronism but on the powerhouse of the local economy, custodians and innovators in carbon management and the heartbeat of local life.

- 14.20 – **Jane Masters**, New Lanark World Heritage Site (in person)



“Sustainable Transport in Action – New Lanark’s electric buses”

Details to come

- 14.40 – **Peter DeBrine**, Destination Advisor and UNESCO sustainable tourism expert (online) **“Strengthening resiliency through culture and communities”**



Peter is a destination advisor and sustainable tourism expert. For the past ten years he coordinated the UNESCO World Heritage and Sustainable Tourism Programme, providing a global framework for finding coordinated sustainable tourism solutions for heritage conservation and local community development. As a Senior Project Officer, he spearheaded the implementation of the global tourism projects and private sector partnerships for UNESCO. Previously he

was the Director of the World Heritage Alliance at the United Nations Foundation—a global community of travellers, members of the travel industry, government groups, non-governmental organizations, and the United Nations working together to preserve and protect World Heritage sites while supporting local communities.

- 15.00 - Final Q&A with the floor open for examples of sustainability from delegates’ own Sites, chaired by Steve Ratcliffe, WHUK Trustee and Chair WHUK Events Committee
- 15.15 – **Tour of Blenheim Palace World Heritage Site’** “greatest hits” including their new CRF-funded developments the Stables, new gardens and Churchill Exhibition (in-person tickets only)
- 16.45 – seminar end

There are two types of ticket – in-person (£75) and online (£25).

You can book your tickets at:

<https://worldheritageuk.org/events/world-heritage-sustainability-tourism-transport-spring-event/>

World Heritage UK

Registered Charity 1163364
c/o The Ironbridge Gorge Museum Trust
Coach Road
Coalbrookdale
Telford
Shropshire TF8 7DQ
www.worldheritageuk.org

With kind support from:

