

Heritage and culture

Challenge and innovation in
public policy and practice



About the programme

Government agencies typically see heritage and culture as being of low priority in the face of other pressing development needs, even more so in times of economic distress. However heritage and culture can play a direct role in tourism, deliver urban and rural regeneration, and provide social and economic benefits for individuals and communities.

Today heritage and culture are asked to meet many new demands: justifying public spending; demonstrating their role in healthy cities; providing educational opportunities; engaging new audiences; and promoting cultural tolerance and understanding.

There are important new developments in the UK which shed light on these critical policy matters and this experience will be used as a catalyst to stimulate discussion and exchanges of ideas between participants.

This study programme will introduce the basic principles behind heritage and cultural policy - what it is, why it is important, and how it can contribute to the economy and society as a whole. It will consider topics such as policy reform, cultural tourism development, funding strategies, community heritage and intangible heritage, site management, and sustainable development as well as innovative approaches to heritage and culture in the modern world.

The programme will also look at the often ignored role of innovation and leadership in the sphere of heritage and culture.

How participants will benefit

The study programme will:

- Broaden participants' knowledge and understanding of the issues surrounding heritage and cultural policy
- Examine the relationships between heritage and culture and other government priorities such as education, housing, tourism development, and economic development
- Raise awareness of the issues, opportunities and challenges surrounding heritage and culture and suggest ways in which they can be addressed in different country contexts.

Who is it for

The programme is designed mainly for policy-makers and senior experts working in government ministries and agencies and in non-governmental organisations concerned with the promotion and funding of heritage conservation and culture. Applications

will also be welcome from those in the voluntary and private sector who wish to gain insights into the role of heritage and culture in economic development and to engage in dialogue with officials with responsibilities in this field.

What the programme will cover

The programme will include the following:

- A new look at what constitutes heritage including intangible heritage
- Policies for understanding, conserving, and using heritage
- Heritage and culture in the context of economic and social development
- Informal presentations by participants on their own national heritage policy and practice
- Visits to major heritage sites and museums in London
- Presentations by leading UK heritage and tourism practitioners.

The programme will include briefings, visits, workshops and discussion sessions with relevant policy makers, heritage managers, and cultural tourism providers. A key element for sharing knowledge and good practice will be sessions where participants will be invited to give informal presentations on aspects of their own agency or heritage site.

Additional themes for discussion will depend on participants' interests and there will be opportunities to explore these during the programme.

Programme Outline

	AM	PM
Day 1	<p>Welcome and introduction Structured debate</p> <ul style="list-style-type: none"> – Defining heritage for the 21st century – Policies for intangible and tangible heritage – Why do heritage and culture matter? <p>Department of Culture, Media and Sport Heritage Link</p>	<p>Round table Participants' informal presentations on own country's heritage and culture successes and challenges</p> <p><i>Visit – British Museum, Governance and Planning Department</i></p>
Day 2	<p>Public policy and public information UK National Trust</p> <p>Heritage, culture and tourism in the UK What is the role of heritage and culture in tourism</p> <ul style="list-style-type: none"> – Coexistence or conflict – Managing visitors – Tourism and identity <p>Visit Britain</p>	<p>Heritage and regeneration Examining the links between heritage, culture and regeneration</p> <ul style="list-style-type: none"> – Economic impact of heritage – Working with the private sector <p><i>Visit to Kings Cross Regeneration project</i></p> <p>Heritage and community How heritage and culture can strengthen communities</p> <ul style="list-style-type: none"> – New research on community development and culture – Local distinctiveness – Mechanisms for supporting community groups <p><i>Visit to Museum of London or Imperial War Museum</i></p>
Day 3	<p>Funding strategies An overview of funding strategies</p> <ul style="list-style-type: none"> – National, regional and local agencies – Heritage Lottery Fund – Heritage trusts – Private sector <p>Architectural Heritage Fund International National Trust Organization</p>	<p>Environmental assessment and policy issues</p> <p><i>Visit to the South Bank and Tate Modern, Policy Department</i></p>
Day 4	<p>Heritage and culture policy Heritage and culture policy Review of heritage and culture in the UK - Issues and challenges</p> <ul style="list-style-type: none"> – Conservation strategies – Access for all – Heritage, culture and sustainable development <p>Architectural conservation projects and policy World Monument Fund Britain</p>	<p>Heritage, leadership and international networks The nature of good leadership in the heritage and cultural sector</p> <ul style="list-style-type: none"> – Issues and core competencies – The Clore Leadership Programme – ICOMOS as a resource <p>The Clore Leadership Programme ICOMOS UK</p> <p>Preparation of group presentations</p> <p><i>Visit to Bedford Square</i></p>
Day 5	<p>Heritage led regeneration and heritage as a driver for local distinctiveness . The example of Norwich</p>	<p>Group presentations</p> <p>Moving forward, review and evaluation of the programme</p>

The organisers reserve the right to change the programme as necessary.

Application form

**Heritage and culture:
Challenge and innovation in public policy and practice**

28 June to 2 July 2010

Please complete this application form and post or fax to:

Clare Walters
Programme Manager
Public Administration International
10 Bayley Street
London WC1B 3HB UK
T +44 (0)20 7580 3590 F +44 (0)20 7580 4746 pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details.
www.public-admin.co.uk

Please print clearly in black ink and in capital letters

Personal details

First name _____

Family name _____

Title (Prof. Dr. Mr. Mrs. Ms. etc.) _____

Date of birth _____

Nationality _____

Dietary requirements _____

Disabilities _____

Have you participated in a PAI study programme before? _____

If yes, which programme(s)? _____

Date of programme(s)? _____

Current position

Title of post _____

Employer _____

Address _____

Telephone _____

Fax _____

Email _____

Brief description of your main role and responsibilities _____

Application form

Education and professional training

Please provide brief details of your education and professional qualifications and training

School/college/university

Relevant professional qualifications or membership of professional bodies

Particular interests

Please indicate which aspects of the programme are of most interest to you

Sponsoring organisation

Who will pay your fees?

Who will pay your other costs such as travel and living costs?

Value Added Tax (VAT)

I certify that I am employed by the Government of _____ in furtherance of its sovereign activities (please refer to note on VAT under 'Fees and other costs')

Signature

Date

We reserve the right to cancel the programme if there are not enough participants to make it viable. In these circumstances, fees already received will be refunded in full.

Language

The programme will be conducted in English. Participants will be expected to have a good working knowledge of the language.

Location and arrival arrangements

The study programme will be based in central London. On request, PAI can assist with finding suitable hotel accommodation and can arrange travel to and from the airport.

Fees and other costs

The fee for the one-week study programme will be £1,770. This includes tuition, travel to and from the airport in London and travel on scheduled visits¹. The fee also includes all documentation. UK Value Added Tax (VAT) will not be charged if applicants can provide written confirmation from their Government or its accredited representative that they are employed by the Government in furtherance of its sovereign activities. In all other cases, VAT (currently 17.5%) will be charged in addition to the fee. Payment in full must be received by PAI no later than 28 June 2010. Cheques should be made payable to Public Administration International. Alternatively, PAI is able to invoice individuals or government agencies. Payment by bank transfer is also acceptable.

If participants cancel their booking within 21 calendar days of the start of the programme we will charge £250 to cover administration costs. Alternatively, fees already received can be held as a credit towards the cost of future PAI study programmes.

Airfares, accommodation costs, daily travel (other than on visits scheduled in the programme), meals and living expenses are not included. We suggest that approximately £120 per person per day should be allowed for a modest standard of accommodation, local travel in the UK, meals and other incidental expenses. Participants requiring a higher standard of accommodation (for example a 4 star hotel) will need to

allow approximately £175 per person per day.

Discount

We offer a 10% discount on the tuition fee if a funding organisation sponsors more than three participants in any one calendar year. Please ensure that when you book your fourth participant (in any one calendar year) you let us know so that we can apply the discount.

Insurance

Participants are advised to arrange travel and health insurance cover before leaving their home country.

Public Administration International (PAI)

PAI specialises in management consultancy and development services for organisations in and associated with the public sector worldwide. We provide advice and support for governments undergoing political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. The promotion of good governance and best practice are our key objectives. This programme is one of a number of specialist UK-based study programmes designed to meet the needs of public services worldwide.

Director of Studies

The Programme Director is Dr. June Taboroff. June is an international expert on culture in development, with broad experience of institutional development and policy formulation in more than 50 countries. She works for the World Bank, European Commission, European Bank for Reconstruction and Development, Unesco World Heritage Centre and lectures at the Institute of Archaeology in London and the University of Pennsylvania. Most recently she was selected by the Clore Leadership Programme course for cultural leaders. In addition to her project and policy work, she also carries out evaluations of cultural heritage programmes.

¹Travel to and from the airport in London and travel on scheduled visits in the programme are provided at cost.

How to apply

Please complete the attached Public Administration International application form and post or fax to:

Clare Walters
Programme Manager
Public Administration International
10 Bayley Street
London WC1B 3HB
UK
T +44 (0)20 7580 3590
F +44 (0)20 7580 4746
pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details: www.public-admin.co.uk

If you would like to discuss the programme or to find out more about Public Administration International and our services, please contact:

Donald McGregor
Director
Public Administration International
T +44 (0)20 7580 3590
pai@public-admin.co.uk

We also have extensive experience of designing tailor-made programmes (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

Public Administration
International

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