

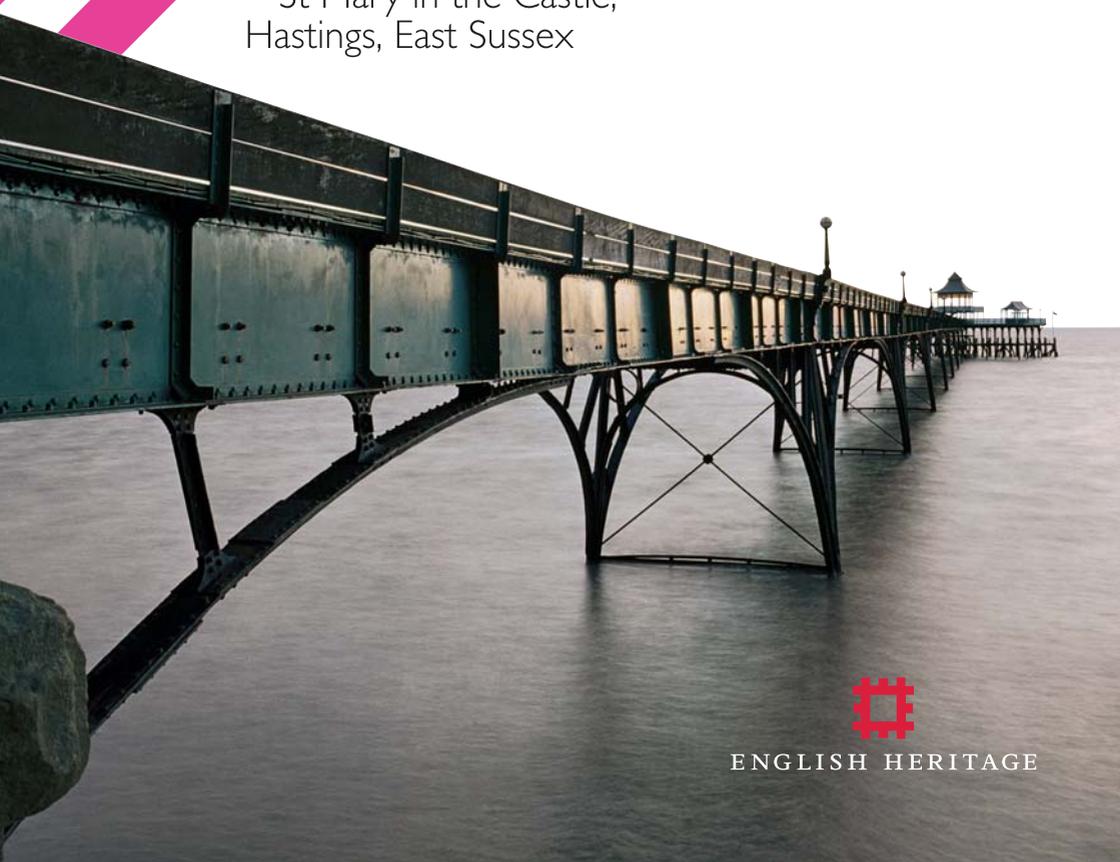


# SEASIDE HERITAGE

colourful past,  
bright future

## CONFERENCE

16-17 October 2007  
St Mary in the Castle,  
Hastings, East Sussex



ENGLISH HERITAGE

The British seaside is unique, but many of the fragile remnants from its heyday are not well understood and appreciated. Many seaside towns have suffered a downturn in their prosperity marked by physical, environmental and community decline. Very often, the historic fabric that made these towns distinctive is under pressure to adapt to changing holiday tastes and at risk from inappropriate development. Should we protect more of this precious heritage? Should we protect them at all? What role do these buildings have in regenerating seaside towns in the 21st century? Is physical renewal enough? What else is needed to unlock their economic potential? What lessons can we learn from other countries? And what should local, regional and national organisations do?

English Heritage believes that the historic character of our seaside resorts can play a key role in their renaissance. This conference will explore how an appreciation of the past can help to inject seaside towns with vitality and a sense of purpose again. It will highlight the problems and challenges today, debate what sort of balance needs to be struck between heritage and contemporary experiences, and consider the practical measures needed to ensure the future of this precious part of our history.

This is an essential conference for anyone who cares about the management, regeneration, promotion and conservation of seaside towns or simply with an interest in their history and future.

# TUESDAY 16 OCTOBER

## MORNING SESSION

Chair: Edward Impey, Director of Research and Standards, English Heritage

This session will define some of the essential character of seaside resorts and their buildings and describe strategies for guaranteeing the future of resorts in the south-east. Three of Britain's leading historians will give a historical perspective of seaside resorts in England, Wales and Scotland.

09.30 Coffee and Registration

10.00 Welcome

10.10 **Seaside Architecture – the 'Frozen Music' of Past Holidays**  
Allan Brodie, Senior Investigator, English Heritage

10.40 **Coastal Pearls for Economic Success**  
Pam Alexander, Chief Executive, South East England Development Agency

11.10 Coffee/Tea

11.30 **The English Seaside Resort: History, Heritage and Regeneration**  
John K. Walton, Professor of Social History, University of Central Lancashire

12.00 **The Seaside Watering-Places of Wales: The Development of the Cambrian Holiday Resort**  
Peter Borsay, Professor of History, University of Wales

12.30 **Sand, Sea and Golf: Survival at, and of, the Scottish Seaside**  
Alastair Durie, expert in Scottish social history

13.00 Lunch

## AFTERNOON SESSION

Chair: Gordon Marsden, MP, Blackpool South

Findings of the Select Committee Report on Coastal Towns and English Heritage's coastal town policy will be presented, while contributors from British Urban Regeneration Association (BURA) and VisitBritain will put forward a practitioner's perspective on how and where heritage-led regeneration has worked. The session will conclude with a discussion of the value of heritage in shaping the future – is the survival of a wealth of Georgian and Victorian architecture a help or a hindrance?

14.00 Introduction

14.10 **Tackling the Challenges Faced by Coastal Communities**  
Dr Phyllis Starkey, MP, Milton Keynes South West

14.40 **Catching the Wave: Regeneration in Historic Coastal Towns**  
Deborah Lamb, Director of Policy and Communications, English Heritage

15.10 Coffee/Tea

15.30 **The Seaside Network: Sharing Experience and Learning from the Past**  
Derek Harding, BURA and Programme Director for the Margate Renewal programme

16.00 **Putting Heritage Products at the Heart of Contemporary Marketing**  
Laurence Bresh, General Manager, England Marketing, VisitBritain

16.30 **Panel Discussion: Is Heritage an Aid or Hindrance to Regeneration?**

17:00 Close

18.00 **Reception and Launch of English Heritage's Seaside Monograph**

# WEDNESDAY 17 OCTOBER

## MORNING SESSION

**Chair: Brian Short,**  
Professor of Geography, Sussex University

Representatives from English Heritage will examine how an understanding of the heritage of resorts in the south-east can contribute to their future, describe the impact of heritage protection reforms and highlight the country's rich maritime heritage. Other speakers will explore how seaside towns can reinvent themselves as health towns (as some European seaside towns have done), look at the history of piers, and examine the seaside holiday camp as a social phenomenon.

**09.30 Introduction**

**09.40 Turning the Tide: Enabling Sustainable Seaside Regeneration in the South East**  
Andy Brown, Regional Director South East, English Heritage

**10.10 Coastal Defences: Protecting Seaside Heritage**  
Roger Bowdler, Head of Designation, English Heritage

**10.40 Managing the Coastal Historic Environment through the 21st Century**  
Peter Murphy, Coastal Strategy Officer, English Heritage

**11.10 Coffee/Tea**

**11.30 Health and the Development of Seaside Resorts**  
Gary Winter, Investigator, English Heritage

**12.00 The Challenge of the Seaside Pier: Past, Present and Future**  
Fred Gray, Dean of the Sussex Institute, University of Sussex

**12.30 The Era of the "colonia di vacanza" in Italy: an Architectural and Social Study**  
Valther Balducci, Facoltà di Architettura 'Aldo Rossi' Università di Bologna

**13.00 Lunch**

## AFTERNOON SESSION

**Chair: Councillor Peter Jones,**  
Leader of East Sussex County Council

The final session of the conference will focus on the future. Experts will explore how interest in our own seaside can be raised by looking beyond our own country and describe how the arts and the built environment can benefit each other. There will also be a paper on how Blackpool, Britain's busiest resort, is using its position as the world's first working class resort in a bid for World Heritage status and help to stimulate its regeneration.

**14.00 Introduction**

**14.10 Coastal Treasures INTERREG Project**  
Elizabeth Justome, Chercheur associé au Service régional de l'Inventaire, Picardie, France

Frank Rallings, Head of Planning, Rother District Council

**14.40 The Role of the Arts in Resort Regeneration**  
James McVeigh, Head of Resource Development, Arts Council England

**15.10 Reputation and Regeneration: History and Heritage in the Re-making of Blackpool**  
John Walton, Professor of Social History, University of Central Lancashire  
Jason Wood, Heritage Consultancy Services

**15.40 Concluding Remarks from Councillor Peter Jones**

**16.00 Close**



Hotel de Paris  
from Cromer Pier

# BOOKING INFO

## HOW TO BOOK

### Book early

We advise you to book before **30 June 2007**, as places are allocated on a first come first serve basis.

### Book by post/fax

Please fill in the booking form overleaf and return it to Helen Charlton at Sussex Arts Marketing (sam) by fax 01273 297 846 or by post, 11b Dyke Road Mews, 74 Dyke Road, Brighton, BN1 3JD

## FEE

**Both days:** If you are attending on both days, the conference evening drinks reception on Tuesday 16 October is included.  
£175.00

**Tuesday 16 October:** If you are only attending on Tuesday, the evening drinks reception is included.  
£105.00

**Wednesday 17 October:** If you are only attending on Wednesday, the evening drinks reception is not included.  
£100.00

**Please note accommodation is not included in your booking.**

## SPECIAL RATES

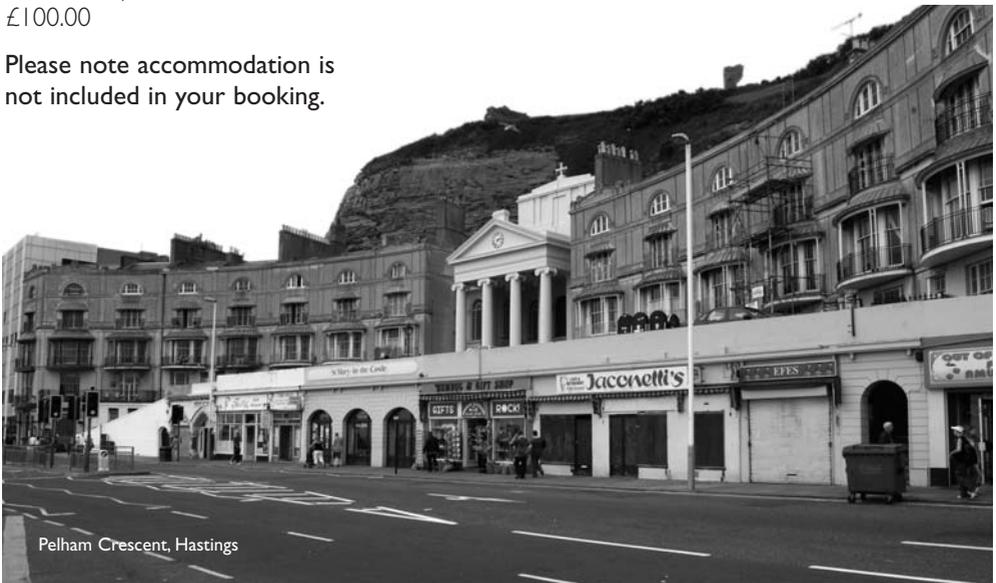
There are a number of limited places available for full time students and voluntary non-paid staff at the reduced rate of £100 for the two days. To apply, please send a short description of why you are eligible to Helen Charlton at Sussex Arts Marketing (sam) at [helen.charlton@sam-culture.com](mailto:helen.charlton@sam-culture.com) or by post at 11b Dyke Rd Mews, 74 Dyke Rd, Brighton BN1 3JD

## ENQUIRIES

If you have any questions or require further information, please contact Helen Charlton on 01273 882 112, or at [helen.charlton@sam-culture.com](mailto:helen.charlton@sam-culture.com)

## CONFIRMATION OF PLACE AT THE CONFERENCE

Helen Charlton from sam will contact you in advance of the conference to confirm your place has been booked.



Pelham Crescent, Hastings

# BOOKING FORM

Name of organisation: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone number: \_\_\_\_\_

## DELEGATES

Surname: \_\_\_\_\_

First name: \_\_\_\_\_

Email: \_\_\_\_\_

Job title: \_\_\_\_\_

Dietary requirements: \_\_\_\_\_

Access requirements: \_\_\_\_\_

Please tick:  Both days (£175)  Tues only (£105)  Wed only (£100) £

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Access requirements: \_\_\_\_\_

Please tick:  Both days (£175)  Tues only (£105)  Wed only (£100) £

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Supplied names will appear on the delegate badges.

Total £

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## METHOD OF PAYMENT

Please choose which method you would like to pay by:

I have enclosed a cheque payable to 'English Heritage' for

£

I enclose an official order from my organisation  
who will pay against invoice.

Order no.:



St Ives, Cornwall



ENGLISH HERITAGE

Copies of this booking form can be downloaded from [www.english-heritage.org.uk/seasideheritage](http://www.english-heritage.org.uk/seasideheritage) or alternatively contact Helen Charlton at sam by phone 01273 882112 or email [helen.charlton@sam-culture.com](mailto:helen.charlton@sam-culture.com)

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