








**Welcome to The Channel Business Show and Regeneration Conference - 13<sup>th</sup> September 2007**  
**Conference Programme – Rooms 1 & 2 – Channel Suite, Leas Cliff Hall**

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| 9.30  | <b>Registration:</b>                                   | Refreshments (kindly sponsored by The Creative Foundation) will be served in the Bar Area of the Channel Suite  |   |
| 10.00 | <b>Introduction and Welcome</b>                        | Philip Carter is the Chairman of Shepway Economic Regeneration Partnership (SERP). He spent 14 years as a Folkestone Councillor on Shepway and served as Mayor of Folkestone and last four years as leader. Member of many local civic/voluntary organisations and past President of Folkestone Lions Club. Founder and President Go Folkestone action group. Chairman Folkestone Youth Project Trust. Founder and chairman of Harbour Mart CIC Ltd operators of Folkestone, Farmers Fisherman and Art market at the harbour.           |    |
| 10.05 | <b>Where Folkestone Is Now &amp; In 5 Year's Time?</b> | Cllr Robert Bliss has been Leader of Shepway District Council for 2 ½ years, a District Council member for 12 years and a member of Kent County Council for 2 ½ years. He was Chief Executive of the Chamber of Commerce for 3 years in the early 1990s. Prior to that he spent 30 years in the Saddlery and Leather trade and 10 years as a Purser with Cunard Line.   |    |
| 10.15 | <b>Kent's Prospects</b>                                | Trevor Minter OBE is the Kent Partnership Director working for Kent County Council. He is responsible for supporting the Kent Partnership, which brings together the public sector, business leaders and representatives of the community and voluntary sectors to progress the "Vision for Kent." He is also a member of the Ashford's Future Delivery Board, the Kent Economic Board, and Chairman of the Interim Executive Board for Minster College on the Isle of Sheppey and a Director of the Creative Foundation in Folkestone. |   |
| 10.30 | <b>The First Folkestone Triennale</b>                  | Peter Bettley and Nick Ewbank from the Creative Foundation will be discussing the first Folkestone Sculpture Triennale to be held in summer 2008. This ambitious international visual art project will see around 24 artworks by some of the world's leading contemporary artists displayed at key points around the town, in the surrounding countryside and along the coast. Running throughout the summer, the exhibition will engage the local community as well as attracting many thousands of new visitors to the town.          |  |

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| 10.45 | <b>Marketing the Shepway Brand</b>                              | Damian Collins has over 10 years experience working in politics, business and the media. He is currently the Managing Director of Influence Communications, a company he founded within the M&C Saatchi group in 2005, to provide communications consultancy on social and political issues. He was worked for M&C Saatchi since 1999, including running advertising campaigns for Sainsbury's, NatWest and Mirror Group newspapers.                                |   |  |
| 11.00 | <b>Buckets &amp; Spades – The Challenges of Coastal Tourism</b> | Cheryl Parker is the Kent Coastal Project Manager employed by the VECK partnership with the remit to create a vibrant coastal area that will be recognised as a leading, quality short break and day visitor destination.<br>Prior to this role, Cheryl worked on special projects for the Kent Tourism Alliance. Cheryl was responsible for the development of tourism, arts, marketing and visitor services at local authority level with Dover District Council. |   |  |
| 11.15 | <b>Presentation of Shepway's Economic Regeneration Strategy</b> | Caroline Chambers is the Manager of Channel Chamber of Commerce, with over 20 years of business, marketing and PR experience. She is a member of the Shepway Business Centre Management team and heads up the SERP "Image and Promotion" Theme Group.   |   |  |
| 11.30 | <b>Theme Groups &amp; Discussion</b>                            | A Regeneration through STEALTH  | Chaired by Caroline Chambers - Channel Suite 1  |   |
|       |   | B Built Environment   | Chaired By Roger Joyce RIBA, Roger Joyce Associates and SERP Planning Theme Group Member - Channel Suite 2                  |   |
|       |   | C Learning to Work –  | Chaired by Terry Botfield – Kent Adult Education Service and SERP Education and Skills Theme Group Member - Channel Suite 3 |   |
| 12.30 | <b>Conclusion</b>   | Philip Carter SERP Chairman   |   |   |

**After the conference delegates are invited to visit the Channel Business Show taking place in the main hall until 4.30pm**