

# **PRESS RELEASE**

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## **Lloyd Grossman to lead alliance of heritage interests in England**

Lloyd Grossman OBE is to be the new Chairman of Heritage Link, the alliance of over 75 non government heritage bodies in England.

Taking up his appointment today 2 December 2009 at Heritage Link's annual Heritage Day, Lloyd told Heritage Link members he wants to lead the organisation into a new era, as a more outward looking, campaigning group, demonstrated by a proposed name change to The Heritage Alliance.

These are challenging but exciting times, he said, We must look at ways to make the case for heritage more powerfully. Thanks to the hard work all of you have contributed and Anthea Case's outstanding leadership over the past six years, we are in a good position to ensure that the value of our heritage and the role of the voluntary sector in interpreting, caring for and promoting it is properly recognised by the Government and the public.

I am delighted to be taking up my new role on the day that the heritage manifesto is published. *Making the Most of our Heritage* demonstrates how heritage can help government deliver in four key areas: building a new economy, giving value for money, empowering people and responding to climate change. *Making the Most of our Heritage* sets out what measures an incoming government might take to ensure that our heritage can deliver even more to our national wellbeing in economic, social, environmental and educational benefit.

*Making the Most of our Heritage* is the first strand of Heritage Link's new campaign to demonstrate how much heritage contributes to contemporary society. The 6pp document gives heritage bodies a consistent set of messages and recommendations to discuss with decision and policy makers.

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### **Notes to Editors**

1. Further information and pictures from Kate Pugh, The Secretary, Heritage Link 020 7233 0800. [kate.pugh@heritagelink.org.uk](mailto:kate.pugh@heritagelink.org.uk)

2. Heritage Link, the biggest alliance of heritage interests in England, was set up in 2002 by national heritage groups in England to promote the central role of the voluntary movement in the sector and to make their voice heard collectively and coherently. It represents interests from specialist advisers, practitioners and managers, volunteers and owners, to national funding bodies and organisations leading major regeneration and access projects. They are supported by over 4 million members.

Much of the historic environment is cared for - supported, managed or owned - by these organisations. They provide a huge resource of specialised knowledge and expertise much of which is contributed on a voluntary basis through the heritage protection regime and other advisory roles for public benefit.

3. *Making the Most of our Heritage* can be downloaded from [www.heritagelink.org.uk](http://www.heritagelink.org.uk)

4. Loyd Grossman's life long interest in history, the arts and heritage has involved him in a number of organisations. He is a former Commissioner of the Museums and Galleries Commission, a former Commissioner of English Heritage (where he was Chairman of the Museums Advisory Committee and the Blue Plaques Panel), a former Commissioner of the Royal Commission on the Historical Monuments of England, a founding member of the Museums, Libraries and Archives Council, past Chairman of National Museums Liverpool and of the Public Monuments and Sculpture Association. He started the 24 Hour Museum (now Culture 24) and was its Chairman until 2005.

Loyd is Patron of the Association for Heritage Interpretation, President of the British Association of Friends of Museums and a Fellow of the Society of Antiquaries of London (FSA). In 2007 he was appointed Chairman of The Churches Conservation Trust. In 2008 he became Chairman of the UK's newest university, the University for the Creative Arts. He is an Emeritus Governor of the LSE. He was appointed OBE in 2003.

5. Anthea Case CBE steps down as Heritage Link's Chairman. She took up the chairmanship in 2003 just a year after Heritage Link was created and in six years established Heritage Link as a key leader and partner in the heritage sector and beyond by championing their interests in Westminster and Whitehall, and ensuring their contribution to national life was recognised in every possible quarter. Heritage Link's latest Strategic Plan and new Manifesto Making the Most of our Heritage to be launched on 2 December, demonstrate just how far the organisation has come over the past six years, thanks to her commitment and insight. Anthea continues as a Commissioner for CABE, Chairman of the National Trust East of England Regional Committee, Chair of DCMS National Partnership Board for Engaging Places, amidst many other commitments.