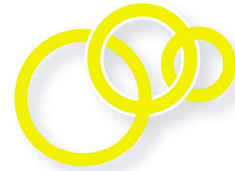


# PRESS RELEASE



Immediate

Opportunity Peterborough  
urban regeneration company

September 23, 2009

## **New post will raise the profile of Peterborough's heritage**

A heritage regeneration officer has been appointed to help enhance the role heritage plays in the regeneration and growth of Peterborough.

Alice Kershaw will be responsible for raising the profile of the city's heritage (both urban and rural) and developing regeneration schemes which will enhance not only the historic buildings and places but also people's lives.

This two-year contract, which starts this month, is funded by Opportunity Peterborough, Peterborough City Council and English Heritage (the national organisation for protecting and enhancing the historic environment) with support from the Department for Communities and Local Government.

Steve Bowyer, director of strategic growth at Opportunity Peterborough, said: "Peterborough's heritage is a rich resource which can really change people's perceptions of the city and transform its identity. It is not just the city itself with the marvellous cathedral, museum or Guildhall, but also the historic villages that lie outside the urban area, which are as much part of Peterborough as the city core. Making better use of this resource can be a major attractor to the city, encouraging social and economic growth."

Alice will be working with local groups as well as key city organisations and regional partners to initiate creative schemes for enhancing and making better use of the city's historic assets.

Councillor Matthew Lee, deputy leader and heritage champion for Peterborough City Council, welcomed the appointment. He said: "Peterborough City Council is proud to support this initiative, just as we are proud of the very rich heritage that the city possesses. Heritage is not just about historic buildings, but the people who use them, both current and future generations. The challenge for Alice will be to identify projects that can make a real difference to the city as a whole and its citizens, and we look forward to working with Alice to achieving those aims".

This is an exceptional post, with similar models having been developed in Leicester and Liverpool, and reflects both the quality of Peterborough's historic environment and the potential that exists to make better use of it.

Greg Luton, regional director of English Heritage, said: "Peterborough is perhaps best known as a 'new town' but it is also has a fantastic historic environment that many people just don't know about. We hope that by supporting Alice's role, we can raise the profile of heritage in the city. Regeneration through heritage has secured major achievements in other cities and, since Peterborough hopes to grow, these aspirations grow with it. We think that the time is right for the city to realise the opportunities that heritage presents."

Alice, who has previously worked as the operations manager of Benjamin Franklin House, a Grade I listed townhouse in central London, said: "I'm really looking forward to working with local groups and historic properties to deliver regeneration projects in Peterborough. It will be a steep learning curve at the start, but if people would like to contact me, please do at [alice.kershaw@peterborough.gov.uk](mailto:alice.kershaw@peterborough.gov.uk) and I will try to help."

**Ends**

#### **Note to editors**

For further media information contact  
Rebecca Stephens at Opportunity Peterborough

Tel: 078 796 33 796

Email: [Rebecca.stephens@opportunitypeterborough.co.uk](mailto:Rebecca.stephens@opportunitypeterborough.co.uk)