



BUSINESS CONFERENCE

New commercial strategies for profitable enterprise

Thursday 10 March 2022
The Royal Society
6-9 Carlton House Terrace
London SW1Y 5AG

SPONSORED BY

Saffery Champness &
CHARTERED ACCOUNTANTS



Historic Houses will hold its first full-day business conference in central London on 10 March 2022 focusing on new commercial strategies our member properties can adopt to create a profitable enterprise. Generously supported by Saffery Champness and Savills, we'll be looking across the innovative ways in which our members are putting the heritage in their care at the heart of profitable and sustainable enterprises. Our aim is to share new ideas about what works, so that all those attending the event are inspired to think again about their own historic house businesses.



Photo courtesy of
Easton Walled Gardens

Programme

From 9.30 am
Registration

10.00 am
Introduction

Welcome

Martha Lytton Cobbold
President, Historic Houses

*How commercial enterprise has
changed the fortune of historic houses*

Ben Cowell
Director General, Historic Houses

10.15 am
Parks & gardens

*Outdoors spaces are increasingly
valued as places to visit and spend
time in. How can the current craving
for the outdoors be turned into
a business opportunity?*

Chair: Ursula Cholmeley
Easton Walled Gardens, Lincolnshire

*Ways to a profitable & sustainable
garden tourist attraction*

Angus Gordon Lennox
Gordon Castle, Scotland

*Attracting visitors in the face
of strong local competition*

Sarah Rogers
Riverhill Himalayan Gardens, Kent

11.00 am
**The professional's
view**

*Vital issues to consider in
starting a commercial enterprise*

Simon Foster & Andy Watson
Savills

11.15 am
Break

11.30 am
Weddings & events

*Weddings and private functions are
the heart of many Historic Houses'
member enterprises; but for some
the pandemic has prompted
changes in their operation.*

Chair: Amanda Parker
Browsholme Hall, Lancashire

Dry hire weddings the way forward?

Edward Barham
Hole Park, Kent

*Trends and opportunities
in the post-Covid wedding market*

Kelly Chandler
Kelly Chandler Wedding Consulting

12.15 pm The professional's view

Commercial contracts for events, supply agreements, ticketing and consumer rights matters

Richard Davies
Charles Russell Speechlys

12.30 pm Food & beverage

Historic house properties offer unique experiences in wonderful settings. In this session, we hear from owners who are able to offer food and drink services that take their inspiration from their surroundings.

Chair: Martha Lytton Cobbold
Knebworth House, Park & Gardens,
Hertfordshire

*Design, construction
a new café and restaurant*

Richard Bagot
Levens Hall, Cumbria

— The second speaker will be
announced as the event draws nearer —

1.15 pm Lunch

2.15 pm House opening

House opening is the traditional core enterprise for many Historic Houses' members; but there are also novel ways of attracting visitors, or using a home for enterprise.

Chair: Eleanor Argyll
Inveraray Castle, Scotland

*Invitation to View —
an opportunity for all historic houses*
James Probert
Director of Marketing & Development,
Historic Houses

*Developing a day care centre
for adults with disabilities*
Danielle Rolfe
Penton Park, Hampshire

3.00 pm The professional's view

*Top tips for running and
structuring a successful business —
an accountants' perspective*

Tim Adams & Elizabeth Hartless
Saffery Champness



Photo courtesy of Manderston



3.15 pm
*Bringing buildings
back to life*

*The challenges and solutions
of bringing new purposes to
historic estate properties*

Chair: Robert Parker
Browsholme Hall, Lancashire

Harry Legge-Bourke
Glanusk, Powys

Harry Scrope
Danby Hall, Yorkshire

4.00 pm
Discussion panel

*A panel discussion and Q&A
with the floor with a selection
of speakers from the day to review
what we have learned and ask
'what are the prospects for
commercial development'*

4.30 pm
End

Left: Photo courtesy of
Chatsworth House & Gardens



Photo courtesy of
Cover from top: Forde Abbey, Woburn Abbey, Iscoyd Park
Back cover: Easton Walled Gardens