

## **Statement for The Sussex Archaeological Society**

**Annual General Meeting – 23<sup>rd</sup> October 2021**

**Adam Bates**

I first came across the Sussex Archaeological Society when as a student at Brighton Polytechnic I took part in a study visit to Michelham Priory. Many years later and with a family of my own I got to know a number of the other sites while visiting with my children.

I have a background in tourism and destinations and I'm a Director of Blue Sail Consulting working for a wide variety of private and public clients across the UK, Ireland and occasionally farther afield on tourism, place and destination projects.

Closer to home I have delivered a variety of projects across Sussex and before joining Blue Sail, I was Assistant Director at Brighton & Hove City Council responsible for the tourism service and convention bureau, the museums service including the Royal Pavilion, the 5000 seat Brighton Centre, Arts, Events, Sports & Leisure, Seafront and Economic Development. An early career with Disney and the British Tourist Authority in France, the USA and UK means I have a good understanding of the needs and wants of domestic and international visitors.

The Society has great potential and in spite of a challenging period has now turned the corner. I am keen to bring my skills in tourism management, development, and marketing to the role on Council to continue to help strengthen the commercial and financial foundations on which the archaeological, educational and learning opportunities rely. While our sites are significant to the communities of Sussex, they have relevance beyond, and I am keen to do all I can to build those audiences.

As a co-opted Council Member in the last year, it has been rewarding to support the work of the Council and the Executive and to have specifically supported the recruitment of the new Chief Executive, the application for grants and contribute to the future plans for the Society.

In my spare time I am usually found on the waters around Sussex, rowing for Shoreham Rowing Club and coaching the junior members.