

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

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

#### **Laurence Bresh**

I am delighted to once again be nominated as a Trustee for The Sussex Archaeological Society.

For the past year I have sat on the Board and as a member of the Finance & General Purposes Committee. It's been a privilege to help steer the Society onto a firmer financial footing and contribute to a longer-term strategy. I have had particular input into its finance, marketing, new website, IT infrastructure as well as recommendations around product development.

I have an extensive background in both tourism and destination marketing spanning nearly 30 years. In the 90s, I worked at the national tourism agencies – the British Tourist Authority and English Tourist Board - and in the following decade I was invited to return to their successor organisations, VisitEngland (which I was instrumental in creating) and VisitBritain.

I held a variety of roles in these organisations. As General Manager, England Marketing I was responsible for all aspects of England's domestic marketing including the promotion of local attractions, strategic co-ordination of the 550-strong Tourist Information Centre network and the quality ratings for accommodation and attractions. I then became the Marketing Director at VisitBritain during the halcyon period where the UK was showcased to the world through the Queen's Diamond Jubilee, a Royal Wedding and the London 2012 Olympic & Paralympic Games.

Throughout, I was proud to promote the heritage of our region, with grass roots partnerships with the likes of the National Trust, English Heritage and local tourism bodies such as Tourism South-East and VisitBrighton. We would often combine promotional efforts to bolster visitor numbers.

Since that time, I have gained further travel and tourism experience working as Marketing Director in commercial organisations such as STA Travel. I have also worked as a marketing consultant to small local businesses and a start-up.

In addition to marketing skills, I have broader experience of operating as part of a senior management team or at Board level, taking the key strategic decisions necessary to see an organisation thrive and flourish.

I value the wide variety of work that the Society does in terms of historical and archaeological research and practice and would welcome the opportunity to bring this to a wider audience.

I hope I can continue to use my experience to benefit the historic sites in the Society by driving greater footfall and engagement, helping new and returning visitors to learn more about the fascinating properties within the Sussex Past portfolio.

My personal motivation for becoming a Trustee is to give something back to the beautiful region that has been my family's home for more than 25 years. In fact, my wife and I were one of the first couples to be married at member property Anne of Cleves House!

Thank you for considering me as a Trustee.