

PAMELA KENT – PERSONAL STATEMENT

I am writing to express my interest in joining The Sussex Archaeological Society as a Trustee. As the Founder and Director of Pamela Kent Consulting, I have a deep commitment to cultural and heritage preservation, strategic development, and community engagement. I believe my background and experience position me well to contribute to the Society's future success.

I have always been passionate about creating audience-led strategies that foster engagement across diverse communities. At Littlehampton Museum, I am currently leading an extensive community consultation to inform their audience development strategy, gathering insights from 600 participants. Additionally, as Head of Marketing and Development at Worthing Theatres and Museum (WTM) (2015–22), resulted in outreach programmes with significant audience growth, including a 32% increase in museum workshop attendance over four years.

Securing funding and supporting development projects is central to my work. As a consultant, I have helped organisations design and implement fundraising strategies that align with their mission, such as the VIP members strategy for the Affordable Art Fair and a fundraising strategy and prospects audit for Emmy Award-winning global creative studio Ado Ato Pictures. Additionally, I led the fundraising team, successfully raising significant funds across a range of projects, for WTM (2019–2022), with support from major funders like the National Lottery Heritage Fund and Arts Council England. I am confident that my experience will be valuable in supporting financial sustainability and growth.

Promoting diversity and inclusion has been a core focus throughout my career. As a Fellow of the Audience Diversity Academy and a consultant working with organisations such as Outside In (Hove), I have developed programmes that ensure broader access to cultural spaces for communities. I have experience devising Inclusion Reports, creating BLM statements and being part of access committees. This has instilled in me a deep commitment to fostering inclusive environments where everyone can engage with heritage and culture.

I have experience working on heritage property projects, I understand the complexities involved in managing and preserving historic buildings. I have been involved in capital projects at museums and have experience as part of a capital project sub-committee. As a consultant, I have partnered with Rixon Architecture, ensuring compliance with heritage regulations while integrating sustainable solutions. Additionally, I am a Director at Impact Sustainability, an organisation providing energy assessments and innovative sustainability solutions for buildings, giving me a practical understanding. I am well-versed in Julie's Bicycle, Arts Council England's environmental programme, to support efforts in sustainability.

In conclusion, I am excited for the opportunity to contribute to Society's mission. I look forward to discussing how I can contribute to the Society's continued success. Thank you for your consideration.