5th PRESS RELEASE

London Focus Group

Middlesex University Business School organized and hosted a focus group on cultural heritage public perception and cultural entrepreneurship in London on October, 31st – November 4th at the Middlesex University Hendon Campus. The focus group was intended to help build the agenda of InHeriT's teaching/training/learning activities by adding a thorough qualitative research feedback in it. The focus group was managed by Simon Best and Costas Priporas with the participation of both InHeriT partners' representatives and local stakeholders from the London Metropolitan Area, following an open call procedure. Themes discussed included the following:

1. What is cultural heritage?
2. Defining cultural quarter and district and their factors of success (e.g. local participation, maps and written history, local entrepreneurs, etc.)
3. The role of marketing in promoting cultural heritage
4. Sources and means of financing the promotion and maintenance of cultural heritage monuments.
5. The impact (positive and negative) of tourism on cultural heritage
6. What dimensions of restoration should be considered in the process of revitalization of an old town, cultural district, etc
7. How can we attract new visitors to a cultural heritage site? Should this be a centrally or locally planned activity?
8. The use of media, social media and multimedia in promoting cultural heritage
9. What kind of human capital do we need to promote cultural heritage?
10. Define the role of community in appreciating/ promoting cultural heritage.
11. What is a cultural district?
12. Who owns cultural heritage?
13. What is the political legacy of cultural heritage?
14. How does cultural heritage contribute to economic development (Entrepreneurship)?
15. What is the impact of social capital on volunteering?
16. What is the competition between ideals around cultural heritage?
17. Is there a profession within cultural heritage?
18. Economic , business activities related to a cultural district. Role of local institutions (e.g. universities, councils, etc.)
19. Volunteering and promotion of cultural heritage
20. Who should be responsible for cultural heritage? (government, municipalities, ngos, etc)
21. Role and impact of education on promoting cultural heritage (who should be educated, .e.g volunteers, local officers, professional bodies (e.g. artisans)
22. Role of training and skills in sustaining and promoting cultural heritage? (interdisciplinary knowledge, not in silos).
23. Can bid data help through social media raise awareness on cultural heritage?

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