



East of England

All Party Parliamentary Group

Co-Chairs: Jess Asato MP & Pam Cox MP

Vice-Chairs: Blake Stephenson MP & Marie Goldman MP

Extraordinary General Meeting
and Maximising the Tourism and Cultural Offer of the East of England
Meeting from 16:00 to 17:30 on Monday 12th May in Committee Room 5
NON-VERBATIM MINUTES

WELCOME AND INTRODUCTIONS – JESS ASATO MP, CHAIR, EAST OF ENGLAND APPG

- Welcomed guests and immediately handed over to The Rt Hon Sir Jeremy Wright MP to chair the Extraordinary General Meeting.

EXTRAORDINARY GENERAL MEETING TO ELECT A NEW CO-CHAIR – THE RT HON SIR JEREMY WRIGHT MP (INDEPENDENT CHAIR)

- Confirmed that Andrew Pakes MP is stepping down as Co-Chair and Officer.
- Pam Cox MP was nominated the new Co-Chair.
- Confirmed there were no other nominations.
- Duly elected after all Parliamentarians voted in favour of Pam Cox MP's nomination:
 - Jack Abbott MP
 - Jess Asato MP
 - Charlotte Cane MP
 - Pam Cox MP
 - Marie Goldman MP
 - Terry Jermy MP
 - Keir Mather MP
 - Alex Mayer MP
 - Alice McDonald MP
 - Peter Prinsley MP
 - Jenny Riddle-Carpenter MP
 - Blake Stephenson MP

PAM COX MP INTRODUCTION

- Pam introduced herself as the MP for Colchester, having previously worked at the University of Essex for over 20 years, where she was a professor of social history and social science. She highlighted her experience of what attracts people to Colchester – whether students, families, or visitors – and reflected on how this shaped her understanding of place-making and its challenges.
- She also served as the portfolio holder for culture and heritage on Colchester City Council, giving her insight into local authority perspectives.

- Pam emphasised that the East of England has a wealth of cultural and economic assets, but is under-visited and under-recognised. She expressed her frustration that the region does not receive the number of visitors it merits, and stated her enthusiasm for contributing to the group's work in addressing this.
- She also expressed thanks to those who had convened the meeting and said she looked forward to working alongside fellow officers.

CONTRIBUTIONS FROM PANELLISTS – WITH JESS ASATO MP IN THE CHAIR

Laura Church, Chief Executive, Bedford Borough Council

- Laura Church outlined what she described as the most significant economic opportunity for Bedford Borough in a generation: the proposed Universal theme park, being brought forward by Universal Destinations and Experiences (UDX). The park is expected to attract over 8 million visitors annually when it opens in 2031 and deliver major economic benefits to the East of England and the wider UK.
- She confirmed that Bedford Borough Council has been working closely with UDX on the project for several years under a strict non-disclosure agreement, with the scheme now entering the public domain. While still subject to planning approval, the proposal is already generating widespread support locally.
- **Strategic location and connectivity:** The site benefits from strong connectivity – served by two railway stations, located between the M1 and A1 corridors, and in close proximity to several airports, particularly London Luton. Church positioned the site at the centre of the Oxford–Cambridge–Milton Keynes corridor and argued that this enhances its regional significance.
- **Place leadership and cultural context:** She emphasised the role of local authorities in place leadership, linking this project to Bedford's existing cultural vision, which was developed collaboratively with local arts and heritage partners. The vision positions tourism and culture as critical tools for regeneration and local identity. She shared a line from a community poem in the cultural strategy: "imagine being part of how it's created now".
- **Economic and social impact:** Church highlighted the projected £50 billion in direct and indirect economic benefit between now and 2031, including 20,000 construction jobs and 8,000 operational jobs once the park opens. UDX has committed to ensuring that at least 80% of the workforce will be drawn from the Bedfordshire area, alongside plans for skills development and career progression within the organisation. She also emphasised the importance of supply chain opportunities and wider uplift to the creative and cultural industries.
- **Community and stakeholder engagement:** Over 1,500 people attended the first stage of local engagement, with 92% expressing support for the project. She noted strong backing from regional leaders and Chief Executives across the South East Midlands.
- **Next steps and call for support:** While the scheme has strong foundations, Church stated that partnership and collaboration with central government, local businesses, and neighbouring authorities will be crucial. The immediate next step is securing planning approval and ensuring that infrastructure keeps pace with demand. She also flagged the need to learn from other large-scale destination investments to maximise long-term local benefit.
- **Church closed her remarks with a final quote from the community poem:** "a place where people can dream and feel free to stay."

Andy Wood, Chair, Visit East of England

- Andy Wood welcomed the opportunity to share a regional perspective from what he termed the “east of the East”—comprising Norfolk, Suffolk, Essex, Bedfordshire, Cambridgeshire and Hertfordshire. He emphasised that the visitor economy across these counties is a major economic force, generating around £15 billion and supporting approximately 250,000 jobs.
- **Universal Studios and the regional visitor economy:** Wood warmly welcomed the Universal Studios announcement, describing it as “fantastic news” not only for Bedford and the East of England but for the UK visitor economy as a whole. He stressed that the sector already has strong foundations in the region and that Universal’s investment should build on rather than overshadow existing cultural and tourism assets.
- **Sector structure and business needs:** He pointed out that the vast majority of tourism businesses in the region are SMEs, many of them family-run. These businesses often face challenges navigating the cyclical nature of tourism and require ongoing support to develop skills and long-term business resilience.
- **Perceptions, progression and social mobility:** Wood challenged the perception that the visitor economy is inherently low pay and low skill. While acknowledging this can be the case in some roles, he shared an anecdote from his own career about a colleague who rose from a part-time cleaning role to board-level leadership, underscoring the sector’s potential for progression and social mobility. He also highlighted the valuable soft skills acquired through hospitality and tourism work, including crisis management and customer service.
- **Infrastructure constraints:** Referencing longstanding concerns, Wood highlighted key transport pinch points—including the A14, A12, and A47—as barriers to the sector’s growth. While progress is being made on some of these, they continue to limit regional potential and require further investment.
- **Fiscal policy and economic framing:** Wood criticised the Treasury’s tendency to treat domestic tourism as a “displacement activity”—the idea that money spent in the UK simply offsets spend abroad. He argued that this view fails to reflect the economic benefit of extending staycations and attracting international tourists, and urged a more nuanced understanding of the sector’s contribution to growth.
- **Promoting regional dispersal:** Supporting the Minister’s call for greater regional dispersal, Wood noted that visitors arriving at Stansted often head directly to London. While Cambridge and Bedford are increasingly popular, more must be done to publicise the full regional offer—including festivals such as Latitude and First Light, and cultural institutions like Snape Maltings and Norwich Theatre.
- **Skills and education:** Wood returned to the importance of skills, calling for closer collaboration with FE colleges and tailored support for workforce development. He supported concerns raised during the session about the risk of unintended consequences from national policy—such as regulatory or tax changes—potentially undermining the visitor economy.
- He closed by urging government to recognise tourism, arts and culture as vital economic sectors. With relatively modest public investment and policy clarity, they could deliver substantial returns—not just for the East of England, but for the wider UK economy.

Jess Asato MP agreed, adding that when people travel from London—where disposable income is often higher—to places like Ipswich or Norwich, that is not just displacement of economic activity, but redistribution. She stressed the need to encourage those journeys and to ensure that marketing efforts reflect the full breadth of the country’s visitor offer. She welcomed the Minister’s commitment to this agenda and noted that while progress was being made, there was more to do.

Genevieve Christie, Chief Executive Officer, First Light Festival

- Opened by introducing the Norfolk and Suffolk Culture Board as a cross-county, collaborative body that works to support cultural people, organisations and institutions across one of the largest and most diverse regions in the East of England. She emphasised that culture is not only central to the region's identity but also a key driver of growth, tourism, and community resilience.
- **Culture as a growth sector:** The creative and cultural sector is one of the fastest-growing in the East of England. In West Norfolk, it is currently the highest growth sector. A 2021 evidence report commissioned by the board found that between 2016 and 2021, employment in the creative industries rose by 24%, with full-time workers in the sector earning on average 16% more than the wider economy. The total cultural economy in Norfolk and Suffolk is now estimated at close to £300 million annually.
- The Board's previous initiatives—Culture Drives Growth and Culture Drives Impact—laid the groundwork for investment programmes such as Look Sideways East, Head East, and Start East. The latter supported 360 creative SMEs—more than half reporting increased productivity.
- **Spillover benefits and creative health:** Christie highlighted the wide-ranging economic and social spillover effects of cultural activity. She pointed in particular to the emerging field of creative health, where engagement in creative practice is shown to improve health and wellbeing outcomes and reduce economic inactivity.
- The Board is currently delivering a regional mapping programme of creative health in Norfolk and Suffolk, with plans to develop an Enabling Creative Health Plan, in collaboration with local health partners. It has also launched the first-ever Creative Health Apprenticeship, and is calling for creative health to be embedded in new regional health and social care structures.
- **Place-based transformation and the First Light Festival:** Cultural investment is playing a visible role in place-making and regeneration. Christie spotlighted First Light Festival in Lowestoft as a case study of cultural-led growth. Since launching in 2019, it has become the UK's only free beach festival, welcoming 40,000 visitors annually and offering over 1,000 creative and freelance opportunities each year.
- The festival has evolved into a wider year-round programme of cultural education and enterprise, and now leads a £24 million cultural regeneration programme—the creation of a new cultural quarter in Lowestoft due to open next year, supported by a consortium of local and national partners. Christie noted this forms part of a broader economic change plan to enhance the town for residents, businesses and visitors.
- **Challenges for the cultural sector:**
 - Despite its growth, Christie warned that the sector faces major structural challenges. Cost of living pressures are reducing audience spending power, and there is intensifying competition for sponsorship and philanthropic funding. At the same time, employer costs are rising, and funding from local government and Arts Council England remains either static or reduced.
 - She called for the maintenance of existing tax reliefs and the exploration of new relief models to support the sector. She also urged support for an independent, arm's-length Arts Council with a clear strategy and dual role as a funder and development agency.
- **Skills pipeline and education:** Christie stressed that the sector's future depends on repairing the creative skills pipeline. Creative GCSE entries have fallen by 60% in the last five years, and access to creative education remains patchy. She argued strongly for creativity to be embedded in the new national curriculum and made a core component of adult skills strategies.

- **Devolution and cultural leadership:** With Norfolk, Suffolk, and Essex fast-tracked for devolution, Christie said this was a pivotal moment for the cultural sector in the East of England. She urged that culture be made a priority within local economic strategies and devolution frameworks. She called for clear structural accountability for culture within any new mayoral authority, alongside statutory local authority investment in culture and a dedicated expert panel to support regional decision-making.
- Christie concluded by asserting that culture delivers—for health, economic development, tourism, and community wellbeing. Investment in culture, she said, is investment in the broader prosperity and resilience of the East of England.

Please Note: panellist contributions were split into two during the session due to the Minister's keynote but are consolidated here for clarity.

KEYNOTE SPEAKER: SIR CHRIS BRYANT MP - MINISTER OF STATE FOR MEDIA, TOURISM AND CREATIVE INDUSTRIES

- Chris Bryant opened his remarks by expressing enthusiasm for the East of England and recalling his past service as a chaplain in Peterborough. He also acknowledged the region's diverse cultural and creative strengths, including Norwich's Dragon Hall (home to the National Centre for Writing) and the First Light Festival in Lowestoft.
- **Boosting international tourism and regional dispersal:** The Minister reaffirmed the government's ambition to increase the number of international visitors to the UK from 41 million to 50 million by 2030. He stressed that this growth would only be possible if visitors are encouraged to go beyond London and explore the wider UK. The East of England, he said, has a crucial role to play in this agenda.
- He referenced the success of the Starring Great Britain campaign, which promotes UK filming locations featured in blockbuster productions, noting that screen tourism remains a powerful driver for international travel.
- Improving the visitor experience: Bryant emphasised the importance of ensuring visitors receive a "genuinely warm welcome" and raised concerns about the quality and clarity of travel infrastructure—particularly the challenge of navigating UK airports and major rail stations. He cited Gatwick and Leeds as examples where first-time visitors struggle to identify onward travel options, suggesting improvements in signage and coordination were needed to ensure the UK is as accessible and welcoming as possible.
- **Skills and career development in tourism and hospitality:** Addressing a theme throughout the session, Bryant spoke passionately about the need to change perceptions of work in hospitality. Drawing on his upbringing in Spain, he noted that in many European countries, careers in tourism and hospitality are respected and pursued long term. The UK must shift attitudes to recognise the visitor economy as a serious career route—not only for those in customer-facing roles, but also for accountants, lawyers, entrepreneurs and business leaders.
- He noted the government's ambition to create a "patchwork of colleges of excellence" across the UK focused on hospitality and the visitor economy, helping to build a skilled and professional workforce for the sector.
- **Local visitor economy partnerships and collaboration:** Bryant welcomed the emergence of Local Visitor Economy Partnerships (LVEPs) and underlined the importance of cross-sector collaboration—between private enterprise, local authorities, devolved administrations and national government. These partnerships, he argued, are vital to delivering joined-up, place-based strategies for visitor growth.

- **Comment on Universal Studios in Bedford:** The Minister described the proposed Universal Studios theme park in Bedford as “absolutely transformational,” particularly for domestic tourism. However, he cautioned that realising its full potential would depend on adequate staffing, accommodation, and transport infrastructure—not just in Bedford but across the surrounding area.

QUESTIONS TO THE MINISTER

Working across government – Universal Studios and cross-departmental delivery:

- Laura Church asked about next steps for the Universal Studios development and how Bedford could continue to engage across government departments.
- The Minister welcomed Bedford’s constructive engagement with MHCLG and confirmed that while some financial and operational details were still being finalised, significant progress was being made. Planning issues had been addressed, IP work and senior-level coordination were underway, and transport remained a central focus. He emphasised that delivery would require ongoing collaboration with DfT and Treasury, with Number 10 also actively involved.

Supporting ‘left behind’ coastal towns and regeneration:

- Andy Wood asked how government would support economically coastal left-behind areas.
- The Minister drew comparisons with former mining communities in South Wales and acknowledged that many coastal towns had suffered the same fate after the decline of domestic tourism. He stated that the government was in the process of developing a new national tourism strategy, to be published by the end of the year, and that a renewed focus on place and regional identity would be essential. He stressed that tourism must be reimagined for the next 5–10 years and cited Jaywick as an example of an area in urgent need of attention.

Creative industries, cultural growth and embedding in policy

- Genevieve Christie called for the creative sector to be fully embedded in cross-government policy, including education, skills, and health.
- The Minister confirmed that the creative industries would be included in the forthcoming Industrial Strategy and supported the call for better creative education, stating that “every child should have the chance to be a musician”. He emphasised the need for a whole-government approach and welcomed the broad participation in recent cross-departmental tourism strategy events.

MP contributions on infrastructure, devolution and low pay

- **Pam Cox MP** raised a transport funding submission for the East of England and asked whether DCMS would support cross-departmental advocacy.
- **Jenny Riddle-Carpenter MP** echoed the importance of joined-up working, noting that tourism was a major employer in her constituency but remained low paid. She cited housing and public transport as major barriers to workforce participation and flagged concerns about the impact of large infrastructure projects.
- **Alice McDonald MP** asked how the government would ensure areas wouldn’t lose out during the devolution process.
- **Peter Prinsley MP** called for strategic investment in cycling infrastructure, describing Norfolk and Suffolk as “the Holland of England” and arguing that poor cycling provision was limiting tourism.

In response, the Minister:

- Reiterated that delivering major projects like Universal Studios required strong cross-government alignment and could only succeed if seen as a collective endeavour.
- Acknowledged that tourism remains low paid in many areas but noted that when combined with the creative industries, there was significant potential for growth and improved wages.
- Supported the idea of devolved funding being accessible beyond existing combined authorities, and welcomed the argument that culture and tourism must be core to local growth plans.
- Expressed personal support for better cycle networks, particularly in flat regions like East Anglia, and noted that a strategic approach to family-friendly cycle tourism could be transformational.

Grassroots culture and local authority venues

- **Jack Abbott MP** urged greater support for grassroots music venues, arguing they were vital cultural and educational assets but often under threat.
- The Minister responded by highlighting a new agreement—supported by artists like Ed Sheeran—where a portion of arena ticket revenues would be redistributed to support smaller venues. A £90,000 pilot had been announced, and the aim was to expand this fund nationally. He also mentioned ongoing efforts to reform the secondary ticketing market and improve musician remuneration.

The Minister concluded by encouraging continued regional engagement and acknowledged the need to build better arrival experiences, better routes, and better digital tools—potentially powered by AI—to help visitors plan regional trips. He reiterated the importance of tourism, hospitality and the creative industries as drivers of both economic growth and local identity. He departed shortly thereafter to attend a debate on the Data Use and Access Bill.

Q&A DISCUSSION

- ***Transport, accessibility and workforce connectivity***
- **Alex Mayer MP** raised the challenge of accessing major attractions like Universal Studios from nearby towns such as Dunstable and Leighton Buzzard, particularly during the construction phase. She asked how Bedford Borough Council was addressing workforce access and broader transport concerns.
- Laura Church responded that temporary solutions such as coaches could help with construction access, but that long-term strategies around local transport, construction traffic management and infrastructure coordination were already underway. She emphasised the need to balance growth with sustainability and saw a clear role for local authorities in place leadership to ensure connectivity supports both visitor and workforce needs.
- Andy Wood agreed and pointed to examples such as Harry Potter World's bus connection from Watford Junction as models. He said that better integration of cultural and tourism assets—large and small—was key to achieving broader dispersal and driving footfall across the East of England.
- **Pam Cox MP** highlighted the Roman Circus site in Colchester—a unique asset as the only Roman chariot racing track north of the Alps—lamenting the fact that even sector insiders were often unaware of it. She stressed this as emblematic of wider missed opportunities in visitor promotion.

- **Marie Goldman MP** asked what more could be done to support cultural sector growth in Essex, including existing networks such as Made in Essex.
- Andy acknowledged Essex's strong cultural offer and said better coordination across counties through LVEPs. He offered to support efforts to develop a LVEP in Bedfordshire and suggested a future push to develop a regional Destination Development Partnership, as piloted in the North East and South West.
- **Place-based tourism**
- Laura Church stressed that Bedfordshire's cultural and tourism offer extended far beyond Universal Studios. She cited attractions such as Whipsnade Zoo, Woburn Safari Park, the Corn Exchange, local museums, and Bedford's food scene—including the Bedfordshire clanger and the chocolate toothpaste cake—as important place-based draws. She said working together across the East was vital to ensuring the whole region benefited.
- **Ecotourism and diversity of offer**
- **Terry Jermy MP** welcomed the recognition of West Norfolk and asked how government could ensure environmental and ecotourism offers—such as Thetford Forest, the Broads and the Brecks—were supported alongside flagship investments.
- Genevieve agreed, saying many of the most successful tourism initiatives emerged from distinctive local identities. She noted First Light Festival grew out of the idea that Lowestoft is the most easterly place in the UK. She suggested Thetford's historic links to papermaking could provide a similar hook. She emphasised that tourism, culture and food were deeply intertwined and should be developed in an integrated, cross-sector way.
- **Structural accountability and devolution**
- **Alex Mayer MP** also raised the question of structural accountability under new mayoral combined authorities, asking how this could be achieved without slowing down delivery.
- Genevieve responded that the Norfolk and Suffolk Culture Board was calling for devolved authorities to include dedicated structures and expert panels for culture. She also argued that culture should be a statutory local service and embedded in devolved economic strategies.
- Essex's potential and underpromotion
- **Marie Goldman MP and Pam Cox MP** both made the case for better support and visibility for Essex's cultural assets. Pam's comments on the Colchester Roman Circus sparked broader agreement that many significant attractions remained under-promoted.
- Andy Wood acknowledged that the sector had not always been good at telling its story and supported renewed efforts to "hang things on hooks" like Colchester's Roman heritage. He also noted that Essex has some of the UK's best English wines, especially around Danbury, which should be part of the wider food and culture tourism narrative.

WRAP-UP:

- Each panellist and participant was invited to share one key takeaway or final ask:
- **Andy Wood:** Called for Treasury to reconsider how it treats the tourism sector, particularly regarding its framing as displacement activity.

- **Laura Church:** Emphasised the importance of workforce skills and suggested campaigning for one of the proposed new colleges for hospitality and tourism to be located in the region.
- **Genevieve Christie:** Highlighted the urgency of devolution and said culture must be integrated into economic strategies and governance structures from the outset.
- **Jess Asato MP (chairing):** Added that the region needs to be louder in championing its strengths. She called for collective promotion and coordination to ensure that opportunities are shared across the whole of the East of England.

REPORT BACK FROM THE INWARD INVESTMENT WORKING GROUP – JACK ABBOTT MP AND GAVIN WINBANKS

- Jack Abbott MP, Member of Parliament for Ipswich and Government Mission Champion for the East of England, provided an update on the work of the Inward Investment Working Group. He framed the session as a natural extension of the day's earlier focus on arts, culture, and tourism—highlighting the shared objective of economic growth.
- The group was formed to support the East of England APPG's ambition to showcase major investment opportunities at the upcoming UKREiIF property investment conference in Leeds. Jack, supported by Gavin Winbanks (an experienced inward investment advisor), has led the effort to prepare a high-impact regional prospectus under the Opportunity East banner.
- Development of the prospectus
- The prospectus is designed to appeal to institutional investors and real estate funders, focusing on investment-ready projects across the region. It will be formally launched on 21 May at UKREiIF, with an informal networking event hosted at the Greater Essex Pavilion the same day.
- **Key criteria for inclusion:**
 - Projects had to be "investment-ready" (i.e. able to begin swiftly if funded).
 - Minimum projected economic contribution of £100 million in GVA.
 - Preference for capital investment opportunities over those simply seeking occupiers.
- The group received over 60 project submissions following a call for evidence. While not all were included in the final publication, Abbott stressed that many had strong potential and could be included in future iterations or in ongoing investor conversations.
- The final package includes projects collectively valued at around £4 billion, cutting across strategic sectors such as:
 - Advanced manufacturing
 - Life sciences
 - Renewable energy
 - Agri-tech
 - Cultural infrastructure and place-based regeneration
- Sponsors and partners
- The work has been made possible by support from key sponsors and local authorities:
- Kanda Consulting – headline sponsor and design/production lead.
- Winckworth Sherwood – additional sponsor.

- Cambridgeshire and Peterborough Combined Authority and Essex County Council – acknowledged as key launch partners.
- Jack extended thanks to local authorities, regional stakeholders and business organisations across the East who submitted projects or supported the consultation phase. Particular thanks were given to Chambers East for their foundational support and data insights.
- Strategic next steps
- The prospectus will be shared digitally with all APPG members and made publicly available.
- Follow-up regional events are being planned over summer and into autumn 2025 to sustain investor engagement and include new projects.
- The prospectus will serve as a foundational tool for long-term investment attraction, not a one-off publication.
- Abbott also emphasised the rigorous, consultative and data-driven process, noting the significant time invested by his office and project leads, including Gavin Winbanks and his team.

DETAILS OF NEXT MEETINGS AND CLOSING REMARKS

- APPG Meeting on Health Improvement and Innovation
 - Date: Wednesday 9th July
 - Time: 2:30–4:00pm
 - Location: Attlee Suite, Houses of Parliament
 - Additional information: The meeting will be followed by an exhibition hosted by Health Innovation East, running from 4:00–5:00pm in the same venue.
- Visit to the Port of Felixstowe – Date: Thursday 22nd May
- Visit to London Stansted Airport – Date: Friday 6th June
- **Jess Asato MP** closed the session by praising the group’s energy and ambition, noting that this work represents a clear shift from “talking shop” to delivery. She emphasised that attracting even a handful of major investments could generate momentum and ripple effects across the region. Jess also asked the Secretariat to circulate dates for Jack’s upcoming events to the wider group.

ATTENDEES

Parliamentarians

- Alice McDonald – Norwich North, Labour
- Alex Mayer – Dunstable and Leighton Buzzard, Labour
- Bayo Alaba – Southend East and Rochford, Labour
- Blake Stephenson – Mid Bedfordshire, Conservative
- Charlotte Cane – Ely and East Cambridgeshire, Liberal Democrat
- Jack Abbott – Ipswich, Labour and Co-operative
- Jenny Riddle-Carpenter – Suffolk Coastal, Labour
- Jess Asato – Lowestoft, Labour
- Keir Mather – Selby and Ainsty, Labour
- Marie Goldman – Chelmsford, Liberal Democrat
- Pam Cox – Colchester, Labour
- Peter Prinsley – Bury St Edmunds and Stowmarket, Labour

- Terry Jermy – South West Norfolk, Labour

Local Government (registered)

First name	Last name	Organisation
Claire	Halliwell	Bedford Borough Council
Cllr Mark	Durham	Essex County Council
Patrick	Lyons	Bedford Borough Council
Paul	Bristow	Mayor of Cambridgeshire and Peterborough
Tom	Perrett	Bedford Borough Council
Tom	Wootton	Bedford Borough Council

Attendees (registered)

First name	Last name	Organisation
Ami	Aubrey	Bedford Creative Arts
Andrew	Comben	Britten Pears Arts
Anna	Pool	Kings Lynn Festival
Byron	Evans	MAG
Constance	Anker	Cambridgeshire and Peterborough Combined Authority
Deborah	Sawyerr	Mercury Theatre
Elaine	Midgley	Bedford Creative Arts
Emily	Wood	Network Rail
Emma	Wardall	The Essex Witch Museum CIC
Erica	Gilson	Essex County Council
Esme	Yuill	Transport East
Evalyn	Baker	None, with Steve Barwick
Genevieve	Christie	First Light Festival CIC
Iain	McNab	Essex Chambers of Commerce
Jackie	Sadek	UK Innovation Corridor
Jade	Uko	FSB
Jayne	King	Suffolk County Council
Julia	Carruthers	Norfolk & Norwich Festival
Kate	Hall	Jumped Up Theatre
Louis	O'Halloran	Inflect
Louise	Jordan-Hall	Norfolk and Suffolk Culture Board
Lucy	Bayliss	
Lucy	Somers	PLMR

Martin	Beable	Greater Anglia
Matt	Burman	Cambridge Junction
Michelle	Sacks	Huntingdonshire District Council
Mike	Rigby	Eastern Promise
Naomi	Green	England's Economic Heartland
Natalie	Phillips	Landmark Theatres
Natasha	Rickman	Mercury Theatre
Owen	Calvert-Lyons	Theatre Royal, Bury St Edmunds
Peggy	Hughes	National Centre for Writing
Peter	Coombes	Standard Gas Technologies
Rachel	Drury	Collusion
Rachel	Tackley	Arts Theatre Cambridge
Richard	Tunncliffe	CBI
Saskia	Hervey	University of East Anglia
Stephen	Crocker	Norwich Theatre
Tim	Miller	PLMR Genesis
Tom	Fieldhouse	MAG London Stansted Airport
Tony	Houghton	Gresham Benevolent Fund
Wayne	Hemingway	hemingwaydesign

Report compiled by Inflect, East of England APPG Secretariat. For more information contact eastofenglandappg@inflect.co.uk.

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