



# North Regional Advisory Board

Member overview  
December 2018

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# North Regional Advisory Board: Membership

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## Dr Jenna Ashton

Jenna is a researcher, curator and artist working in the areas of heritage and visual culture. She is Creative Director of organisation Digital Women's Archive North (DWAN), and the editor of two volume international publication "Feminism and Museums: Intervention, Disruption and Change" (2017/18). Edinburgh; Boston: MuseumsEtc. Jenna is a commissioned evaluation consultant for the National Trust "Women and Power" 2018 programme.

Jenna has expertise in the intersections between human rights, participation, heritage and arts practice, working with a variety of organisations, partners and spaces nationally and internationally. She brings a prolific and advanced interdisciplinary skill-set to the Regional Advisory Board with over thirteen years of research, teaching, project creation, management and museological practice.

Current roles also include Global Cultural Fellow, Institute for International Cultural Relations, Edinburgh University; Honorary Research Fellowship, Sociology in the School of Social Sciences, University of Manchester; Research Impact and Public Engagement Manager, Manchester Met University.



## Cassandra Ferguson

Cassandra has over fourteen years of experience in corporate communications, marketing, publishing (online and print), website development and event management through a range of management roles within a National Park Authority, fire and rescue service and local authorities.

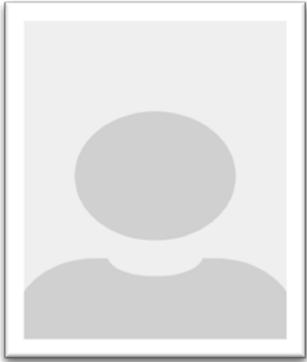
A Psychology graduate, Cassandra has also recently completed a Masters of Science (MSc) Corporate Communications with Leeds Metropolitan University. Cassandra is a Member of the Chartered Institute of Public Relations with 'Accredited Practitioner' status.

Cassandra is a keen walker and outdoors and heritage enthusiast and enjoys writing about the great outdoors for online publication.

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## Anna Cooper

Anna trained as an English teacher and has spent most of her career in Cheshire working in a diverse range of schools and finishing as a Head Teacher. After retirement she has continued to work in education in an advisory capacity for schools in Cheshire and Greater Manchester and in leadership development with the charity, the Ark Foundation. She also works with the National College for Teaching and Leadership with trainee Head Teachers. She is a governor of a secondary school.

Other interests are the environment and she volunteers with a Friends group at her local country park helping with activities and events. Bird watching is a developing hobby and she takes every opportunity to walk locally and further afield. A long standing interest in archaeology has been turned into practical experience with her very first dig finding Bronze Age burial urns. She knows such success may never be repeated.



## Chris Raven

Chris kicked off his career with 15 years in retail, which included product and brand management, import and export of cycling and sporting goods from Asia and Europe, and then digital cartography (working closely with the Ordnance Survey). That led to a role marketing a startup smartphone app at the inception of the iPhone age. After a stint working for a CRM agency, and delivering a raft of impactful solutions helping major brands make sense of their 'big data' to improve their relevance to consumers, Chris was head hunted to kick start a digital transformation in London's iconic Camden Market.

Chris now heads up a fast growing, award winning digital agency based in the centre of York, working to grow client's businesses through innovative and ethical practices, using open source technology to blend the science of data with the art of marketing.

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## Richard Motley

Richard is a place based economic development and urban regeneration specialist with considerable experience in place making, regeneration, housing, cultural and creative industries, social enterprise and economic development. His career to date has included a number of leadership roles in the regeneration and property sector, and he is currently the Managing Director of Cultural Industries Quarter Agency, a social enterprise. His particular interest is in helping communities, towns, cities to address change and invest in the new economy via place based solutions.

A strong advocate for quality design outcomes in place-making and place management, with a focus on growing and achieving sustainable communities, he has presented, lectured and advised on approaches in regeneration and renaissance including place-making for the creative economy, planning, design and community regeneration.



## Fiona Gough

Following an ecology degree at Edinburgh University Fiona worked in various environmental roles across the UK before spending fifteen years working on agri-environment schemes as a farm adviser, a national policy adviser and then managing the design, development and delivery of agri-environment and socio economic grants as a Regional Manager for the Rural Development Service.

Subsequently she was part of the leadership group appointed to establish Natural England and leading on strategy development and environmental futures within that organisation. This was followed by roles in Government Office North East leading on transport, housing, planning and the environment and later working in DCLG on the impacts of Welfare Reform. The management and development of people and organisations through change has been of particular interest.

These days Fiona enjoys combining part time consultancy with being a Board Member for Northumberland National Park, volunteering for the British Horse Society and running a 40 acre small holding in the North Pennines.

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## Victoria Braddock

Victoria leads on the development and implementation of promotional strategies for Manchester and Greater Manchester, locally, nationally and internationally. Delivering effective marketing, communications and events to raise the profile of the destination as place to visit, live, work, invest and do business.

Her work also takes in the promotion of Manchester as gateway to the North of England working with destinations across the North and Visit England to increase the economic benefit of Tourism to Greater Manchester and the North.

Victoria is a mum of two energetic boys who keep her busy outside of work.



## Liz Moss

Liz is experienced in running a number of large heritage based visitor attractions across the north of England including Wigan Pier in Greater Manchester and Holker Hall and Gardens in Cumbria, as well as organising and promoting numerous large scale events. With nine years focused in the Lake District, Liz worked for the Lake District National Park as the Head of Commercial Services providing a visitor attractions and services to over 3 million visitors per annum, including Brockhole, the Lake District Visitor Centre.

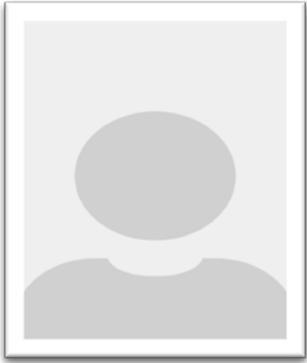
Liz is currently the Chief Operating Officer for Lakeland Arts a cultural heritage and arts trust with properties in Kendal and near Windermere. 2018 sees the opening of Windermere Jetty, Museum of Boats, Steam and Stories, an £18M capital investment located on the edge of Lake Windermere in the heart of the newly inscribed UNESCO World Heritage Site. Combining iconic design, heritage conservation, collections management, heritage boat trips and high quality visitor experience, Windermere Jetty is a significant new cultural asset to the north of England.

Having worked across all three sectors, Liz has an impressive commercial track record focused on immersing people in exceptional places and spaces.

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## Claire Fieldhouse

Claire is a marketer and innovator with 20 years' experience within the FMCG sector, working on many well-known brands. Through her background in UK, European and Global roles she has had the opportunity to work with countries around the world including the US, China, and throughout Europe - as well as being based for a time in Munich Germany.

Claire loves all areas of marketing - and has a specific passion for brand development, brand storytelling and creative problem solving.

Claire is currently working in a global communications role, bringing her expertise to a major corporate brand.

Outside of work Claire enjoys walking her dog across the beaches and landscapes of North Yorkshire. She is also developing her skills in digital film-making and is currently learning the art of stop motion animation.