



Peak District Partnership: Future Proofing the Peak District's Town Centres 29-01-2020

Speaker Profiles

Ojay McDonald is the Chief Executive of the Association of Town & City Management. He works with Government Ministers, parliamentarians, economic development professionals, business leaders and place-makers across the UK and Ireland to support town and city centres. He works on a range of policy issues including tax reform, local government finance, the EU and UN Urban Agenda, devolution, the Northern Powerhouse, transport, housing, planning, retail and urban regeneration. Ojay has sat on the retail policy group for the Federation of Small Businesses, the Top Issues Council of the International Downtown Association, has contributed to the outputs of both the Portas Review and the Future High Street Forum, was lead author of the non-judicial parliamentary inquiry 'High Street Britain 2015', coordinates the secretariat for the All-Party Parliamentary Group for Town Centres, lectures at the Manchester Metropolitan University, is a former Director of the Institute of Place Management and has a Masters Degree in Politics.

Carley Foster is Professor of Services Marketing and Head of the Centre for Business Improvement at the University of Derby. Her research, which focuses on responsible retailing, has been published in leading academic journals and presented at international conferences. Her work has been commissioned and supported by a number of well-known retailers, such as WH Smith, B&Q, Boots and Tesco, SME retailers and research organisations such as the ESRC, Innovate UK, the Academy of Marketing and the Society for the Advancement of Management Studies. She is a Board Member for the Cathedral Quarter BID in Derby and acts as an adviser to Derby City Council in relation to the Future High Streets Fund. She is also a committee member of the British Academy of Management Marketing & Retail Special Interest Group.

Brendan Moffett joined the University of Derby in April 2019 as the Director for its Centre for Contemporary Hospitality and Tourism (CCHT). He was previously the Chief Executive Officer at Nottingham-based company Marketing NG. Brendan chairs the Buxton Visitor Economy Strategy and Town Development Board, is a member the Marketing Peak District and Derbyshire Board and a Fellow of The Institute of Place Management at MMU. He is a member of other hospitality and tourism bodies, including the Core Cities Tourism group and the Nottingham Hospitality Association. He has also created platinum partnerships with the University of Nottingham and Nottingham Trent University to support student recruitment, international relations, knowledge exchange and innovation.

Helen Crane co-founded Matlock Community Vision in 2014 and she is currently MCV's Secretary. She was a Governor of Highfields School in Matlock between 2011 and 2019 and Chair of Governors between 2017 and 2019. Helen founded and was a director of a company specialising in participative strategy development for local and national organisations, she has also been a co-ordinator of the national Health Housing and Fuel Poverty Forum. She has been an independent Action Learning

Facilitator with the School for Social Entrepreneurs, an OU tutor a community development worker in London and co-founder of the Bayswater Hotel Homelessness Project.

Brian Taylor was born and grew up in Cumbria, before training as a Town Planner in Sheffield. Brian initially worked for Cumbria County Council Highways and 2 District Planning Authorities before starting work for the Peak District National Park Authority in 2000. Over the past 20 years Brian has worked as a village officer and policy planner, principally working on local planning and guidance documents. He has led on the adoption of 2 Development Plan Documents for the National Park, and grown the PDNPA's community focused resources in order to support 10 communities with neighbourhood plans and many others through a small grant scheme. Since 2016, as Head of Policy and Communities, he has led on the community outcomes of the PDNPA's Corporate Strategy and National Park Management Plan. He has also taken the lead on transport policy, which has most recently seen him developing a new visitor bus product, pressing on electric vehicles and continuing the promotion of the cycle networks.