



SHOWTOWN APPOINTS SENIOR MEMBERS OF THE BOARD



Showtown, Blackpool's first museum has appointed two senior positions to the Board of Showtown.

Spencer Philips, Chair, and Rupinder Ashworth, Vice Chair, will take the reins of the operating company prior to opening to the public in 2021.

The new £13m attraction, Showtown, will be located on the seafront in Blackpool in the new Sands Venue Resort & Spa, Blackpool's first five-star hotel. Showtown will be the

first museum in the UK dedicated to telling the story of Blackpool's role in seaside entertainment and variety and its huge impact on entertainment across the world.

Spencer Phillips is a proven brand builder in both the commercial industries and not-for-profit sectors.

Phillips has delivered impressive sales and marketing strategies for some of the largest names in ticketing, tourism and the performing arts, including Andrew Lloyd Webber's, Really Useful Theatre's Group, London's leading operator of musical theatres, Ticketmaster, Crystal Holidays, Silverstone and Rockingham motor circuits and International Cruise & Excursions (ICE).

Phillips also holds Chairman and Trustee roles with a number of not-for-profit groups, collaborating with CEOs to boost public awareness as well as improve income targets.

Spencer Phillips said: "I'm thrilled to be joining Showtown at this early stage, as it's such a great opportunity to celebrate the rich history of this wonderful town and the leading role it has played in the history of show business. The key focus between now and when Showtown opens its doors to the public next year, will be working to deliver an amazing museum offering the best experience possible for our customers."

Appointed Vice Chair, Rupinder Ashworth, brings 30 years of strategy, marketing and experiential expertise for agencies and brands to Showtown. Rupinder has used her skills in both the private and public sector to bring consumers and brands closer together. She is a Director and Trustee at The Piece Hall, Halifax, where the £22m

revitalisation funded by the National Lottery Heritage fund and Calderdale Council has transformed the town and delivered 5 million visitors over 2 years. It is now recognised on the national and international stages as a significant heritage and cultural attraction.

Rupinder is also a trustee at British Weightlifting alongside her private consultancy work.

On her appointment, Rupinder commented: "It's great to be joining Showtown. I look forward to working with Spencer and together we aim to showcase the variety and entertainment heritage of Blackpool, its impact on the world of entertainment over the decades. We'll also be bringing it right up to date to convey variety to new generations. There are so many great stories to tell!"

Councillor Gillian Campbell, Deputy Leader of Blackpool Council said: "We are delighted to have Spencer and Rupinder on board. With their considerable experience across the not-for profit and commercial sectors and their enthusiasm and ambition for great experiences, they are ideally placed to get Showtown ready to be a major player in Blackpool's visitor economy".

Showtown will be a must visit attraction creating a buzz for all ages, aiming to attract 300,000 visitors and will play a critical role in Blackpool's ambitious regeneration plans. Showtown will create jobs and further volunteer opportunities, in addition to schools and group activity programs targeted at areas covering mental health, wellbeing, increasing skills, encouraging cultural participation, employment opportunities and building civic pride.

For further details please visit <https://www.showtownblackpool.co.uk/>

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