

## **Neil Peterson**

Neil is a graduate in social sciences, and popular culture. He has also studied comparative literature at degree level. He has been a visiting lecturer covering culture, sports and event management since 2104. He brings with him a huge range of practical and strategic experience from his work across Europe in the last 20 years.

He is Director of Inside Track, a flexible association of cultural professionals, working throughout Europe. Its work focusses on developing practical projects which connect cultural and sporting events with participation and engagement for citizens. Especially in bidding for, preparing and delivering major events from European Capital of Culture to FIFA World Cups.

Neil has worked in all sectors - public, private and NGO sectors - at a senior level. This includes a range of senior national and regional roles in the UK with an emphasis on sustainable tourism, training, employment and community development. He was Northern Director for the Charity Commission and also led some of the UK's most innovative work in helping disadvantaged people into work between 2002 and 2004.

In Europe, Neil is best known for his connection to the European Capital of Culture Programme. He worked for the Liverpool 2008 European Capital of Culture where he led its international work and designed the Liverpool 08 Welcome and Volunteer programmes. These were amongst the most successful customer service and community engagement programmes in European cultural capitals over the last 10 years.

He is a recognised European expert on developing cultural volunteering and community development programmes which he has done from the Arctic circle to the Eastern Mediterranean. He currently works as a strategic adviser to a number of European Cultural Capitals and other culturally ambitious cities for example in Austria, Germany, Finland and Hungary.

In the UK, he is also part of a Oneday Regeneration, a new company specialising in innovative place shaping in North West England and North Wales and especially finding new, creative solutions for city centres given the impact of trends like internet shopping.

Neil's special experience is in promoting the role of culture and sporting events in enabling Cities to take a more strategic approach to developing their visitor economies, community capacity building and place shaping.