

## **Rita Williams**

**Address:** 8 Old School Close, Netley Abbey, Southampton, SO31 5QJ

**Email:** [r.williams836@btinternet.com](mailto:r.williams836@btinternet.com)

**Tel:** 02380 456249 **Mobile:** 07941710549



My career within the tourism and heritage sectors has provided me with a variety of challenges, new cultural experiences and learning, and the development of a range of professional skills. I especially enjoy and am successful at troubleshooting, project management and developing partnerships. Most recently within education, I have been developing teams, creating new courses, working in partnership with many different heritage organisations and offering high quality and relevant learning opportunities, new experiences and confidence building opportunities to a variety of people. Following a period of intense care responsibilities, I am now seeking new short or long- term project or contract.

### **PROFESSIONAL EXPERIENCE**

#### **Tourism and Heritage Manager, CoVE, Greenwich Community College**

Apr 2005 - Sept 2011

- Responsible for tourism and heritage training team, Centre of Vocational Excellence, (securing £500,000 grant) London museums and attractions employer engagement.
- Relationship building, developing full cost demand-led training, international partnership working with the British Council.
- Six years developing and offering work-based heritage and customer service focussed NVQs (now QCF) funded by public sector, clients and individuals, one day courses funded by clients) and 20 week WBL courses funded by client. Clients included museums, attractions, security and employment organisation.

#### **Self-employed Management Consultant**

Jan 03 - Mar 2005

- Main assignment - Acting Head of Tourism, Isle of Wight Tourism.
- Managing 40 staff and responsible for operations at Isle of Wight Tourism with a Council budget of £1.2m. IIP achieved. Funding of £750,000 secured for DMS system.

#### **Care responsibilities & Research**

Jan 2001- Jan 2003

#### **Business Support Manager, Economic Development Office, Wandsworth Borough Council**

Feb 2000 – Dec 2001

- Responsible for the management of the Business Support Services team

#### **Self-employed Management Consultant, Tourism, Leisure and Economic Development**

May 1993 - Sept 1999

- Provision of specialist consultancy services for a range of public sector clients including EC and private sector clients based on comprehensive research

**Senior Consultant**, Leisure, Sports and Tourism Team, Pannell Kerr Forster Associates  
May 1989 – Apr 1993

- Consultancy studies for the private and public sector based on detailed research, analysis and interpretation of tourism statistics and forecasts, catchment statistics, expenditure surveys and customised surveys e.g. tourism study and 10 year forecast and recommendations for Madeira, strategic study for the River Thames.

**Senior Consultant**, L and R Leisure plc  
May 1988 – Apr 1989

- Responsible for managing major European research studies (IMAX)
- Leading feasibility studies and presentations to private sector clients.

**Assistant Economic Development Officer**, Chief Executive, Southampton City Council  
Aug 1986 – Aug 1988

- Responsible for business development, the operation of small business financial assistance schemes and launch of a venture capital scheme.

**Project Appraisal Officer**, Development Division, English Tourist Board  
Aug 1984 – Aug 1986

## EDUCATION

**UNIVERSITY OF SURREY** 1976 – 1980  
B.Sc. (Hons.) Human Sciences (Psychology, Philosophy)

**MANCHESTER BUSINESS SCHOOL** 1983 – 1984  
Postgraduate Dp. BA Business Administration

**THE ARTS INSTITUTE AT BOURNEMOUTH** 1998 - 1999  
Diploma in Foundation Studies in Art and Design (part-time)

## PROFESSIONAL MEMBERSHIPS

Fellow of the Tourism Society  
European Union of Tourism Officers (EUTO)

## RECENT CPD

EUTO Study trip to Les Marches area of Italy (Sept 2011) – “The role of social tourism in sustainable tourism development and examples of best practice in tourism”.  
Study trip to Madeira (Dec 2012) to update a previous study undertaken in 1990

## REFERENCES ON REQUEST