



· INSTITUTE · OF · HISTORIC ·
BUILDING · CONSERVATION

NEWSFLASH: FROM THE IHBC NATIONAL OFFICE

IHBC LAUNCHES PROMOTIONAL SERVICE FOR CONSERVATION PRACTICES: HESPR

Ref: IHBC20080704-1

Date: 04/07/2008

IHBC Launches Promotional Service for Conservation Practices: HESPR

The IHBC has launched its new listing and promotional service for conservation practices and services that subscribe to the institute's historic environment conservation and management standards. The IHBC's Historic Environment Service Providers Recognition (HESPR) service allows historic environment practices to advertise their operations using the institute's extensive communications network, in particular its website, which boasts 200,000 hits a month. Under HESPR, an employee of the practice, who is also a Full Member of the IHBC, is professionally responsible for oversight of customer service and conservation standards.

'HESPR is a resource that is at once radical and eminently practical', the IHBC's Director, Dr Seán O'Reilly said. 'It's perfectly suited to the needs of our private sector members, as bureaucracy is minimised, while their prospective markets are hugely extended. At the same time, through HESPR we support practices supporting our members, and formalise the holistic, cross-disciplinary roles that many of our members already play in both the private and public sectors'.

'It's only just launched, so it's early days, but HESPR will allow prospective customers to search a database of firms that subscribe to our codes and principles. Given the current markets, it's both an important new resource for attracting customers to our members' employers, and a way of ensuring that the IHBC's historic environment standards permeate the operations of an ever wider body of practices that shape the historic places from which we all benefit. Under HESPR, everyone's a winner.'

References:

See www.ihbc.org.uk & <http://hespr.ihbc.co.uk/index.html> for information and contacts.

**SEE THE IHBC WEBSITE FOR UPDATES:
www.ihbc.org.uk**