

Long Term Plans for Towns Board Member Biography

Paul Crofts

Paul Crofts is the Chief Executive Officer for Dudley Canal & Tunnel Trust, a heritage attraction that welcomes 100,000 visitors each year to step back 428 million years and experience the unique tunnels and caverns under Dudley. The Trust employs 35 people and provides hundreds of volunteering opportunities.

More recently Paul was the Chief Operating Officer for the Black Country Living Museum, and helped deliver the critically important Forging Ahead project, his role there saw responsibility for all operations, commercial, people & facilities maintenance strategy.

Paul also sits on the Shakespeare Birthplace Trading Board as a non-exec director, helping to support the wider West Midlands cultural strategy, particularly in financial independence and sustainability.