

Appendix H The Benefits of Heritage Led Regeneration

The Identification of the Overall Indicators

The outcomes of heritage led regeneration can be broadly categorised as economic, social and cultural or environmental. These outcomes can be either positive or negative and may be both quantitative and qualitative. There is a vast literature on such indicators and this analysis has, of necessity, been selective but draws upon the independent evaluation reports of the Grainger Town project jointly done by the Universities of Durham and Northumbria.

The Quantitative Aspects

In quantitative terms, the social and cultural aspects of heritage led regeneration can be defined and measured as set out in the table below-

Social and Cultural Indicators	Quantitative Measures
Population Age Structure Socio-Economic Community and Promotional Events	Trends and changes in total number of residents Trends and changes by all age groups Trends and changes by socio-economic groups The number and type of events, such as heritage open days and the number of participants

As a measure of the social aspects of heritage led regeneration, changes of population, age structure and socio-economic groups could be either increases or decreases. Depending upon the local circumstances of an area of a town or city before or after regeneration, these changes could either be positive or negative. For example, in an area of overcrowded housing, a decrease of total population could be regarded as a positive outcome. On the other hand, where there has been long-term decline of population, an increasing population after regeneration would be regarded as a positive outcome. Similar judgements also need to be applied in interpreting changes of age structure and socio-economic class to assess the benefits of regeneration schemes. For example, the process of gentrification, whereby the indigenous population is displaced through higher property prices has been identified as a problem in several towns and cities that have been regenerated. As regards community and promotional events, increasing numbers could be interpreted as a sign of increased levels of pride and interest in an area.

Much of past and current EU regional policy has been targeted on economic differences between regions across Europe and on reducing these gaps through a variety of measures. So far as the current phase of Structural Funds for the period 2007 to 2013 is concerned, priority has been given to the less favoured regions. With regard to heritage led regeneration, the quantitative economic aspects can be defined and measured by the indicators set out in the table below-

Economic Indicators	Quantitative Measures
Jobs Businesses Premises Workforce Skills Training Courses Promotion Investment Tourism	Trends and changes in total number of jobs Trends and changes in types of businesses Amounts of new floorspace created Trend and changes in skills Number, type and attendance at courses Amount of activity and the outcomes Amount and types attracted to area Visitor numbers and spend

For most of the above items, except tourism, positive values relating to before and after assessments of regeneration would be accepted as positive benefits. Depending upon local circumstances changes of visitor numbers before and after regeneration could be either positive or negative. In an area already popular with visitors, regeneration that attracts even more visitors causing congestion, etc would be considered a negative outcome. Conversely, in an area with low visitor numbers, heritage led regeneration that leads to an increase would be beneficial in terms of new jobs, visitor spending, new developments to cater for visitors, etc.

Environmental considerations are and will continue to be an important aspect of EU regional policy, both generally and specifically with regard to particular areas. In quantitative terms, the environmental indicators of heritage led regeneration can be defined and measured as set out in the table below-

Environmental Indicators	Quantitative Measures
Historic Buildings Houses New Uses Key Sites Public Realm Traffic Vacant Land & Buildings	Number and areas of buildings conserved/restored/improved Number of new dwellings created Types of uses generated in the area Number and area of sites improved Number and types of improvements Volumes, flows and measure to manage traffic Amounts of vacant floorspace and areas of land

As with the economic indicators, positive values relating to most of the above items would be regarded as indicating the benefits of heritage led regeneration. The exception is traffic, where growth will have negative impacts on heritage in terms of fumes, severance, noise, land taken for road improvements, car parks, etc. The desire for mixed uses in regeneration schemes such as bars near residential uses can also lead to negative impacts, the consequences of which would need to be addressed.

The Qualitative Aspects

As regards the qualitative aspects of heritage led regeneration, which are really all about perceived quality of life, these can be defined in the following terms, in relation to each category of indicator-

- **Social & Cultural** – the levels of pride and community spirit amongst residents;
- **Economic** – the attitudes and perceptions of the area's businesses;
- **Environmental** – the overall perception that the area has improved.

The sources of these types of information are many and varied e.g. they could include feedback from local politicians, letters sent to the council and local press, issues discussed by the local media, discussions with business leaders, views expressed at public meetings, feedback from community leaders, etc. Other relevant qualitative data would include local, national and EU prizes awarded in connection with local heritage regeneration activities. In addition, such qualitative information could be gathered in a more proactive and structured way through local perception studies and surveys.

The Strategic Importance of Benefit Realisation Data

In any municipality that undertakes heritage led regeneration, politicians will expect targets to be set and outputs to be monitored periodically by staff in order to assess the success of specific projects.

One very good example of this process is the Grainger Town project in Newcastle upon Tyne. The description of this case study in section 3 shows both the targets set for and the actual outcomes for specific indicators such as jobs created, number training weeks, new businesses, areas of improved floorspace, number of new dwellings, number of buildings improved and the amounts of both private and public investment in the project.