





HerO Kick – Off Conference Poitiers 3 -5 December 2008

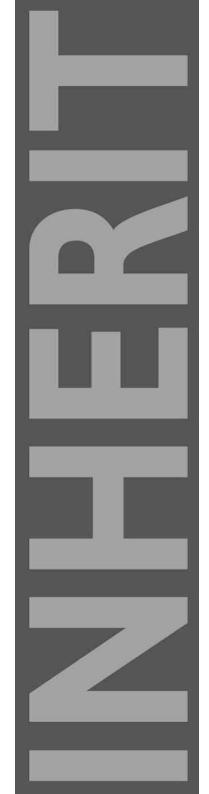
Investing in Heritage

A Guide to Successful Urban Regeneration

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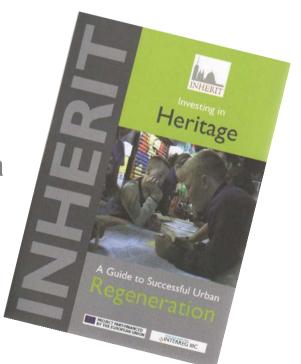


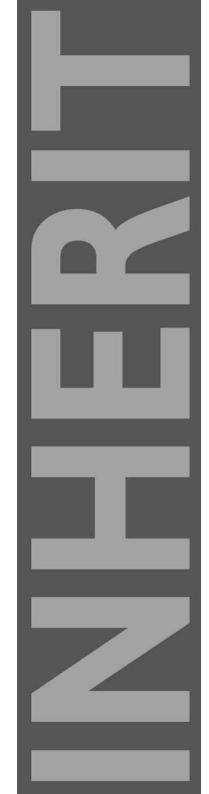




Introduction

- ☐ 'Investing in Heritage –A Guide to Successful Urban Regeneration'
- ☐ Interreg 3C
- ☐ EAHTR Approach
- ☐ 6 cities
 - ☐ Newcastle, Belfast, VeronaGothenburg, Gdansk, Ubeda
 - ☐ 19 case studies
- □ Lessons & Success factors
- Web site over 100,000 hits



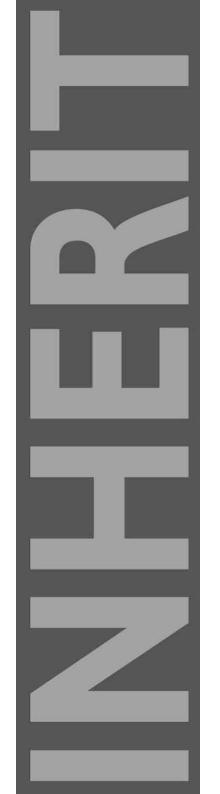






Objectives

- □ Explore in depth partner experience
- □ Identify processes and factors leading to success
- □ Identify examples of good practice
- □ Evaluate EU regional policy
- □ Produce guidance for local and regional authorities
- ☐ Transfer knowledge and experience

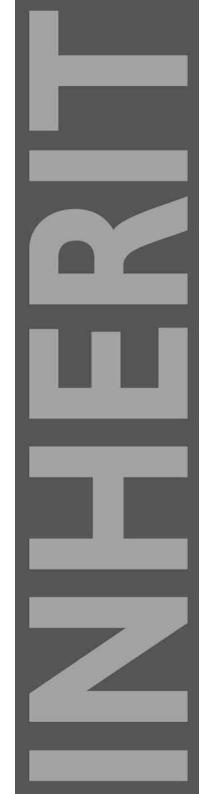






Value of Heritage



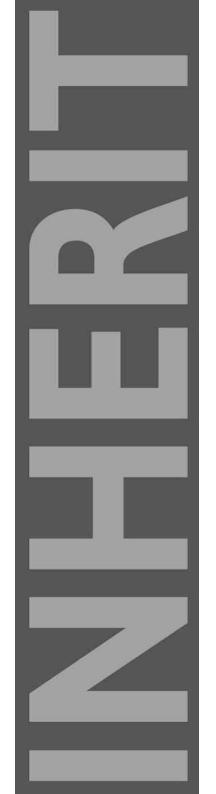






Defining Heritage

- □ Re-interpreted over time broad
 - □ landscapes, buildings, collections
 - ☐ Intangible identity, tradition
 - □ Language, literature & music
- ☐ Intrinsic values
 - ☐ Knowledge, identity, bequest, distinctiveness
- □ Instrumental benefits
 - ☐ Economic, area, community & individual
- ☐ Historic past recent events
- □ INHERIT focus principally built historic environment

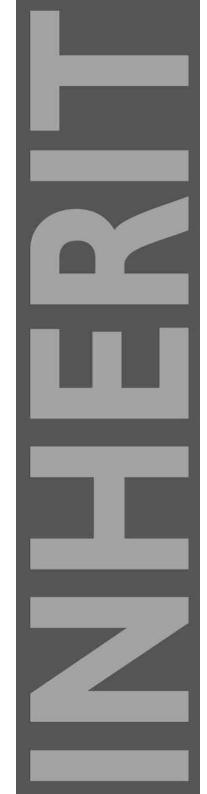






Newcastle Upon Tyne



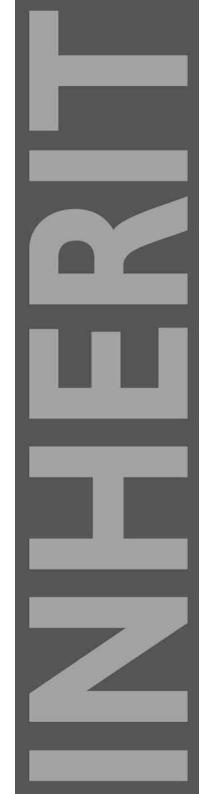






Newcastle - Context

- □ Population 276K but hub of 1m metropolitan region
- Roman origins Norman settlement –medieval street pattern
- Mining of coal from medieval times-emergence as major industrial and shipbuilding centre in 19th Century
- ☐ Substantial historic legacy -2000 listed buildings & 11 conservation areas
- □ 20th Cent industrial decline followed by strategy of economic and heritage led regeneration
- □ Case studies on Grainger town, Byker Estate and the Sandhill /Quayside area



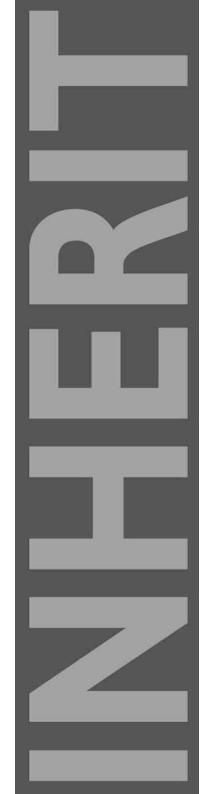




Newcastle -Grainger Town

- Award winning project
 - □ 35 hectares –comprehensive reget
 - Environmental improvements
 - Business Development
 - Housing
 - Arts, culture and tourism
 - Grainger town public private partner
 - **□** Characteristics
 - LA leadership
 - Heritage 'audit'
 - Clear overall vision
 - Targets set and exceeded



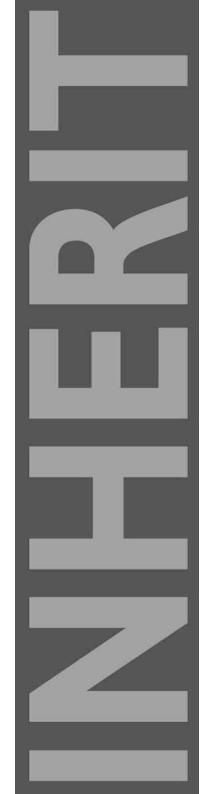






Newcastle -Grainger Town

- ☐ Civic Vision 7 Inter-relatedRegeneration Themes : -
 - ☐ Quality of the Environment Public Realm
 - **☐** Business Development and Enterprise
 - ☐ Housing
 - **☐** Other Property Development
 - □ Access to Opportunity Job Creation
 - ☐ Arts, Culture and Tourism
 - **☐** Management, Marketing and Promotion
- □ Identified Goals and Outcomes
- □ Independent Evaluation

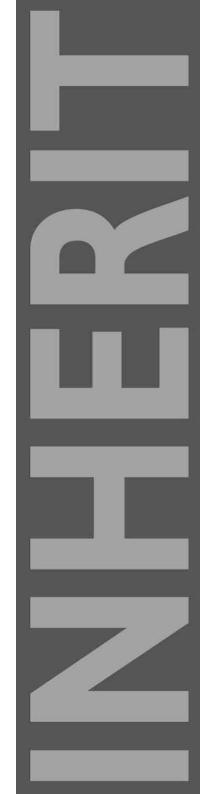






Grainger Town-Benefits

	Target	Actual	
Jobs created	1,900	2,300	
Training weeks	5,400	5,100	
New businesses	200	330	
New floor-space	74K sq.m.	81K sq.m.	
New dwellings	520	570	
Buildings re-used	70	120	
Public investment	€59.5m	€67m	
Private investment	€199m	€288m	

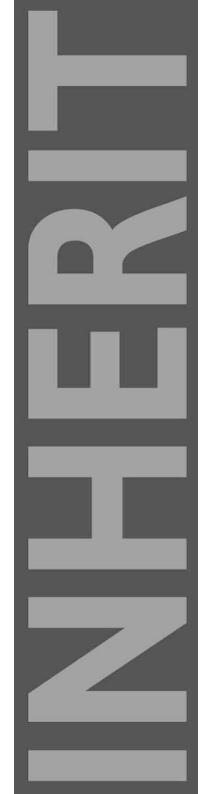






Grainger Town Lessons Learnt

- □ A detailed heritage audit at the start of the process
- ☐ A coherent, yet flexible, strategy based on the historic area's strengths and weaknesses.
- Monitor and evaluate the strategic aims and objectives against the re-generation themes & quantified outputs
- □ A defined structure- a company 'limited by guarantee' at arms length from the City Council including local organisations, businesses and the community.
- □ An ethos of quality and excellence in design through demonstration projects, informative and promotional handbooks, design guides and location marketing.
- □ Raise aspirations by looking at other successful examples of best practice.

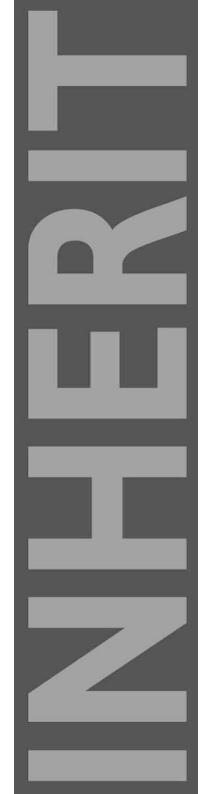






Ubeda



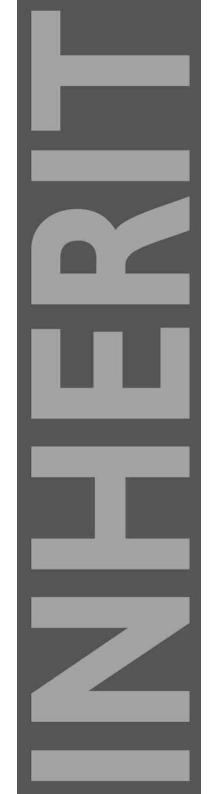






Ubeda

- □ Population 34k Andalucía region
- ☐ Founded 822 852 UNESCO World Heritage site 2003
- ☐ Empty dwellings in poor repair, elderly population, heavy traffic, under-use of open spaces and marginal and socially degraded areas.
- □ Strong political leadership Clear overall heritage strategy for regeneration
- □ Objective 1 region EU grants of €25m overall cost of works €67m
- □ Case studies focus on re use of palaces, crafts training school and the public realm





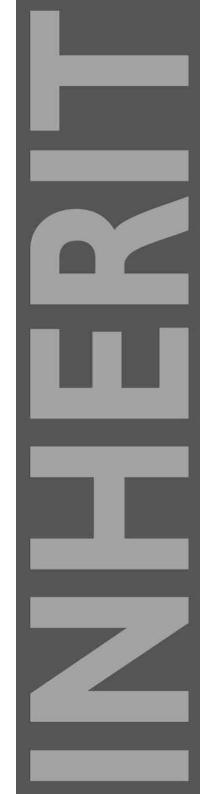
Recovery of Public Spaces

□ 23 squares, streets & public areas

□ Comprehensive plan including: -

- ☐ Public involvement
- Modernisation of infrastructure
- ☐ Quality design & materials
- ☐ Political & technical
 - department
- Catalyst for regeneration









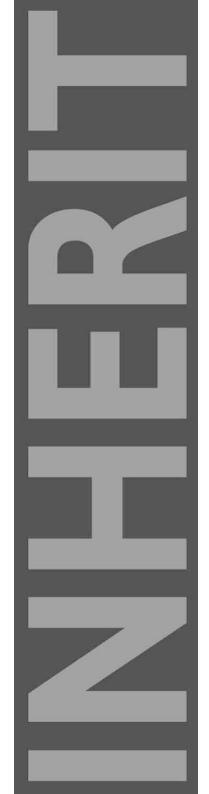
Ubeda – Escuela Taller

- ☐ Founded 1986 traditional craft skills
- Targeted at young and/or 'disadvantaged





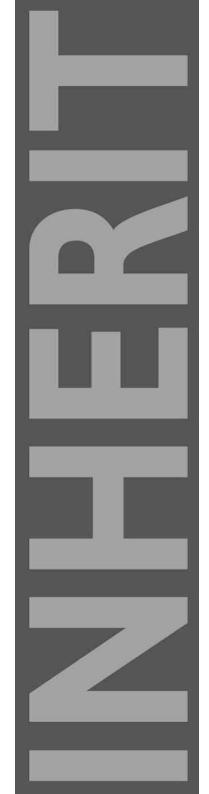
- Over 1000 trained
- □ Co-operative companies formed
- ☐ 70% ESF funded
- 80% integrated into local economy





Ubeda INHERIT Lessons Learnt

- UNESCO status catalyst for political consensus & strong leadership & Objective 1 funds critical to implementation
- □ Comprehensive approach to investment in public realm delivers wider benefits
 - □ Restoration of 68 houses leading to city centre population increase of 3%
 - ☐ Creation of 32 new businesses
 - ☐ Enhanced social interaction and perceived quality of life
 - ☐ Increased awareness of City Council activities
- □ Involving citizens from beginning means that problems are known before final decisions taken important to consult not just those directly affected
- ☐ Training in craft skills important for creating capacity and interest in heritage by young people

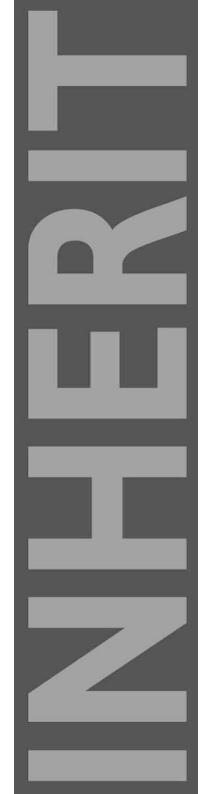






EU Regional Policy

- □ Lisbon Strategy 2000- most competitive knowledge based economy -2010
- Göteborg Agenda 2001- more sustainable development – combating climate change
- □ 3 Priorities
 - ☐ Convergence €283B
 - □ Regional competitiveness and employment €55B
 - ☐ Territorial co-operation- €3.7B
- □ Cohesion Policy and cities 2006 guidance –ERDF, ESF and Cohesion Fund

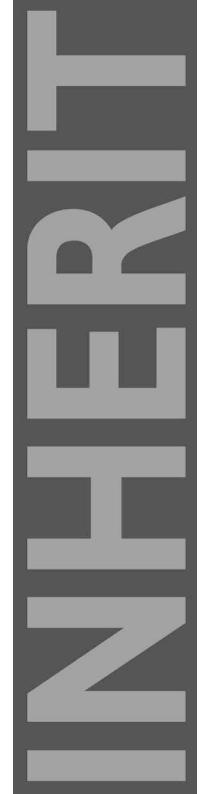






EU Regional Policy

- ☐ Heritage led regeneration not explicitly identified
- □ Case studies show importance of Objective 1 status
- Vital that contribution of cultural heritage is now made clear
 - □ Urban regeneration
 - ☐ Sustainable development
 - □ Social well being
- □ INHERIT report coincides with 1st year of new EU priorities 2007- 2013
- □ Need to lobby governments and regions to integrate heritage led regeneration in national framework programmes

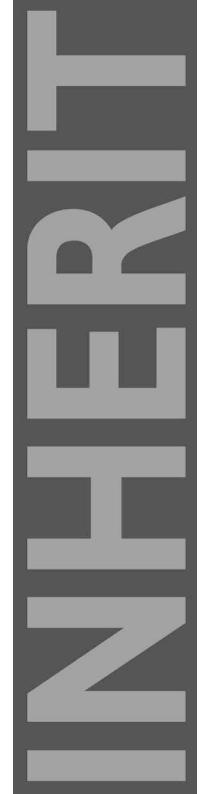






How to be successful

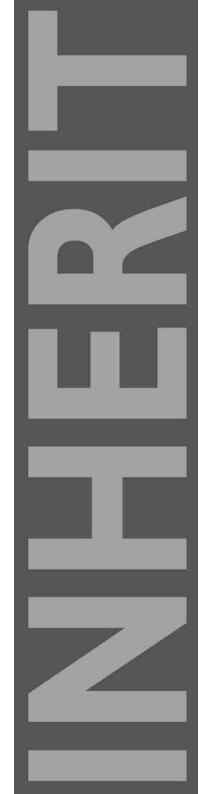
Fc	ocus on Identity and Diversity
	Prepare 'audit' to understand context and define character and identity
	Recognise the contribution that 'common heritage' can make to character
	Understand the social value of 'identity' to local people and its appeal to visitors
	Encourage 'diversity' as means of spreading activities and ensure new uses for old buildings are sustainable
	Develop cultural approaches that relate to people as well as buildings and include recent events as focus for cultural tourism
	Value 'quality' in terms of design and materials and welcome good contemporary design







- Invest in Regeneration especially the Public Realm....
- ☐ Use public sector investment as catalyst for wider regeneration especially in the 'public realm'
- □ Balance accessibility with enhanced space for pedestrians, cyclists and the reduction of pollution
- ☐ Improve surfaces using natural and other quality materials, enhance lighting, signage and interpretation and consider modernising infrastructure
- ☐ Link public realm improvements to opportunities for cultural events

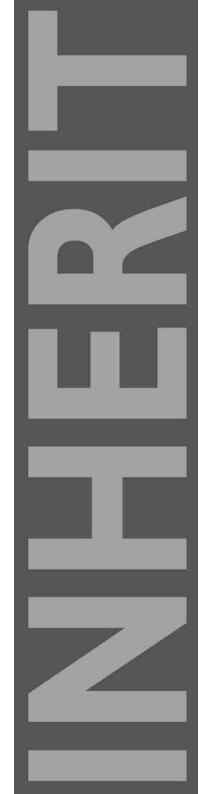






Work in Partnership....

- □ Recognise the respective roles of the public, private and community sectors provide leadership
- Work with the private sector and consider new approaches to funding and delivering public benefit
- □ Involve the community and key stakeholders in decision making
- ☐ Understand the value of community engagement in building people's sense of 'ownership' and 'pride of place'
- □ Encourage community and stakeholder 'champions' to promote the benefits of investing in heritage

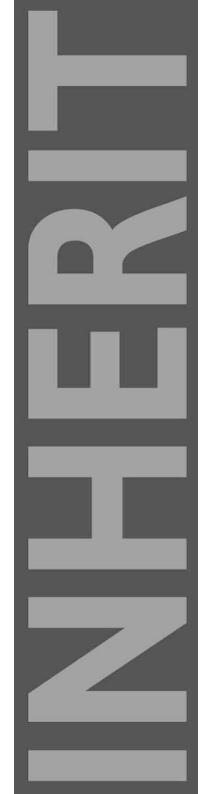






Think and	Act S	Strateg	ically	V
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- □ Value investing in heritage as key to urban regeneration and sustainability
- ☐ Understand 'identity of place' and integrate heritage into corporate strategy
- □ Recognise the importance of leadership, aspiration and a holistic approach with appropriate organisational structures
- ☐ Ensure specialist skills and capacity are available and facilitate training
- Monitor results and quantify environmental, social and economic benefits
- ☐ Link benefits with the 'Lisbon' and 'Göteborg' agendas job creation and sustainability







Conclusions

- Heritage is an asset that should be valued as a major contribution to sustainability
- Local and regional Authorities should adopt a more strategic approach
- □ Emphasis should be given to measuring social and economic benefit
- EU policy priorities should more explicitly recognise heritage as a catalyst for urban and regional regeneration –need to lobby national and regional authorities
- □ Community involvement young people crucial to success and sustainability