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**HerO Kick – Off Conference
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Investing in Heritage

– A Guide to Successful Urban Regeneration

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**European Association of Historic Towns and
Regions**



Education and Culture DG

Culture Programme

North East South West
INTERREG III C

Introduction

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





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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

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Value of Heritage



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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**

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Newcastle Upon Tyne



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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

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Newcastle – Grainger Town

❑ Award winning project

❑ 35 hectares –comprehensive regeneration

- Environmental improvements
- Business Development
- Housing
- Arts, culture and tourism

❑ Grainger town public private partnership

❑ Characteristics

- LA leadership
- Heritage 'audit'
- Clear overall vision
- Targets set and exceeded



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Newcastle –Grainger Town

- Civic Vision – 7 Inter-related Regeneration 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**



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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

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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.

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Ubeda



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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

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Ubeda - 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





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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**



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Ubeda 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**

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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- €8.7B**
- ❑ **Cohesion Policy and cities – 2006 guidance –ERDF, ESF and Cohesion Fund**



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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

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How to be successful

Focus 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

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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**



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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

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Think and Act Strategically.....

- 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

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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

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