

Kick-Off-Meeting in Regensburg, 30 June 2008

Partner presentations



City of Valletta

Partner to the URBACT II Thematic Network

HerO - Heritage as Opportunity

Sustainable Management Strategies for Vital Historic Urban Landscapes



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Brief overview of the of the cultural heritage assets in Valletta

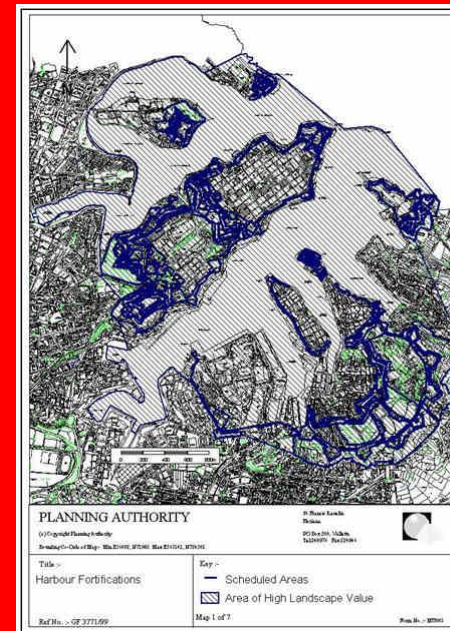
- The City of Valletta WHC
Date of Inscription: 1980
Criteria I and II

- Harbour Fortifications of the Knights of the Order of St.John WHS
Date of Inscription: 1998
Criteria I, II and IV

- Scheduled – National Importance
Urban Conservation Area: 1990
Fortifications: 1999
Grade 1
AHLV – Area of High Landscape Value

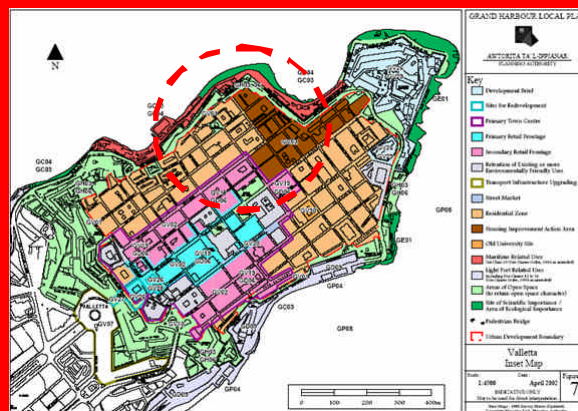
- Scheduled – National Importance
Shopfronts: 1996
Grades 1 & 2

- Scheduled – National Importance
Monumental Architecture: 2008
Grades 1 & 2
Examples: Auberges, Churches, St.John's Co-Cathedral, Landmark buildings



Brief overview of the of the intangible cultural heritage assets in Valletta

- Processions and Religious fiestas
- The Carnival
- Handcrafts and Artisanship
- ‘Il-Beltin’ ‘the city people’





Key problems/issues, challenges and potentials concerning the cultural heritage area on which you want to work and exchange experience during the life-time of the project HerO

▪KEY PROBLEMS/ISSUES

- Valletta is inhabited predominantly by a commuter society.
- The latest statistics refer to 55,000 people who work in Valletta and Floriana over a 24 hour cycle.
- This has created gentrification and a community within the harbour area which is predominantly aged (60+) and characterised by high unemployment rates. When compared to the local average of (7.8%) Valletta 3rd: 4.9%.
- 2002 statistics quote Malta with 15% with the risk of poverty which is comparatively high when gauged with the EU 15 average (18%).
- Like the old cores there is a high vacancy with 7%-9% vacant houses or dwellings and although housing initiatives and other financial/economic and social initiatives were launched the problem persists.

▪POTENTIALS

- Heritage assets may be fully tapped not merely as meeting areas or vehicles for social inclusion but as traditional points or nodes of social contact.
- The interaction of society has been hosted in the City and around the Harbour area but has also been consolidated (referring to National or religious sentiment) through repeated events.
- It has been seen also that the small size permits the implementation of plans rapidly without heavy negative socio-economic repercussions (implementation of CVA and Park and Ride).



Your objectives/expectations for the HerO network (on local level and on project level)

▪ LOCAL LEVEL

- A) Long term projects which are sustainable and provide an incentive for private initiative in promoting Valletta as a WHC.
- B) Long term tangible and viable projects to regenerate the LAP area.
- C) Effective financial measures as seed money to incentivise projects and regeneration in the targeted zones of the LAP.

▪ PROJECT LEVEL

1. The development of a Policy Framework,
2. The launching of a Steering Committee/Local Support Group,
3. The launching of a people's charter - Valletta Historic Landscape Charter
4. The launching of SIP Scheme Parameters
5. The launching of a community forum
6. A reward scheme 'Hero' for the community



Expected results and effects of the network HerO (on local and on project level)

■ RESULTS

1. The historic landscape as a corpus of heritage assets the City;
2. The historic landscape and its tangible fabric of Valletta;
3. The historic landscape and its intangible texture of Valletta,
4. Developing systems of managing the historic landscape.

■ EFFECTS

1. It will spur the activities on the ground and will give a context to the project by incentivizing the possibilities of developing a networking system between LC + local entities/stakeholders
 - The Local Council and Government Entities and Stakeholders;
 - The Local Council and the citizens of Valletta, those of neighbouring towns and commuter population.
2. This project will be crucial in launching new ideas for the Harbour area and in motivating crucial sectors of society.

This may serve as a platform for integrating projects and ideas on the ground i.e. restoration and rehabilitation project initiatives. These established benchmarks will also direct the project in specific areas which are critical and may ultimately improve situations on the ground.



Expected results and effects of the network HerO
(on local and on project level)

▪ REFERENCES

- **The Structure Plan Policy for the Maltese Islands - 1992**
- **Transit Oriented Development Strategy – 2005**
- **CITUM – Case Study on accessibility and mobility - 2006**
- **The Vision for the Grand Harbour - 2007**
- **The Grand Harbour Local Plan - 2001**
- **The Valletta Local Plan - 2001**
- **Character Appraisal Biccieri Area - 2000**
- **SURCH – Citizen Charter for Valletta - 2007**
- **Support Cities – Malta Case - 2007**