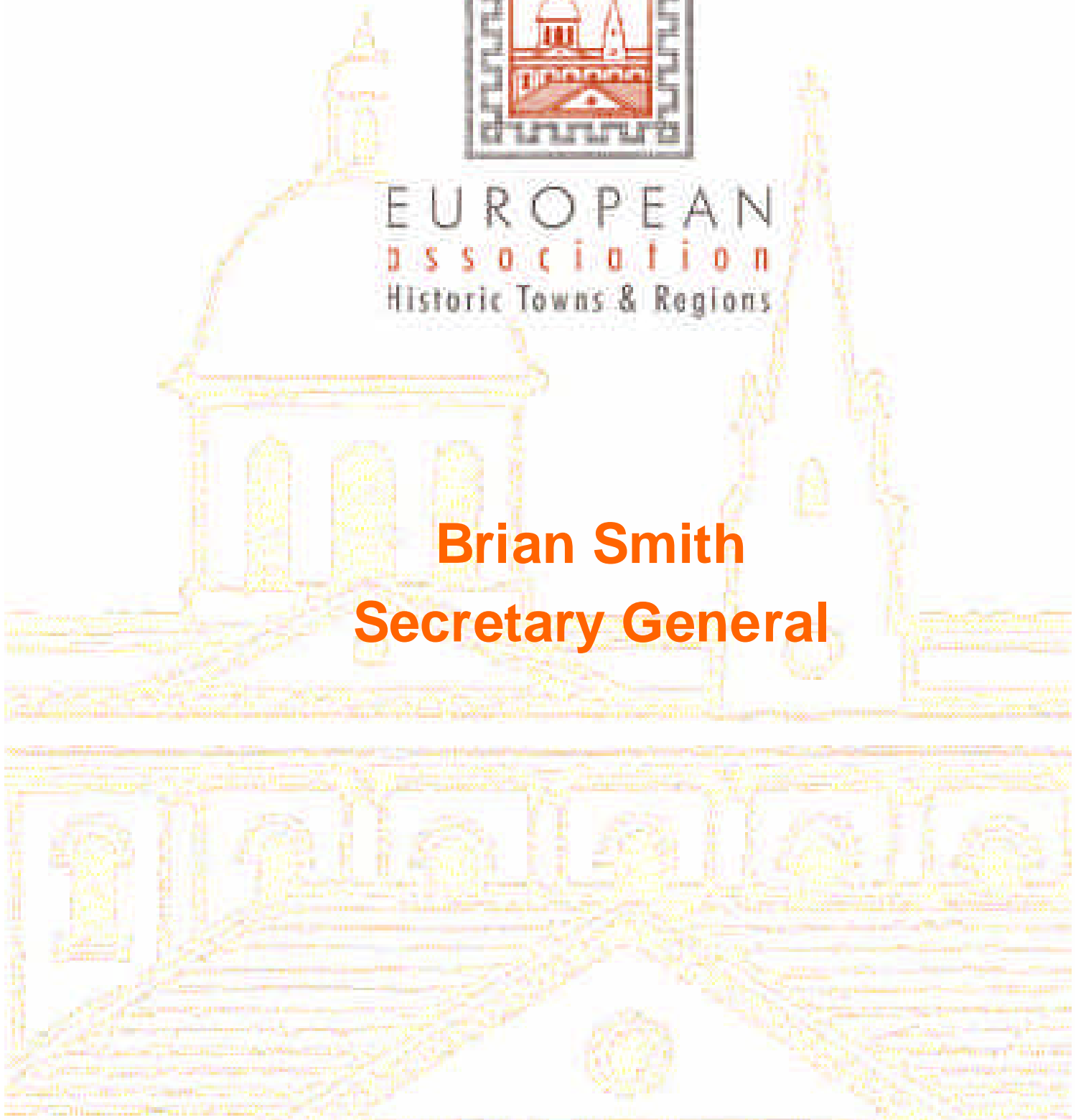




EUROPEAN
ASSOCIATION
Historic Towns & Regions

Brian Smith
Secretary General





Overview of EAHTR

- **EAHTR formed in Strasbourg by Council of Europe in October 1999**
- **Initial membership - International, National and Regional Associations**
- **Since 2005 Individual cities able to join as full members**
- **Members in 28 European Countries**
- **Now represents approx 1000 historic towns and cities**
 - **12 International, National, Regional Associations and range of individual cities**



- **Bureau membership**
 - Up to 6 associations
 - Up to 6 cities
 - Up to 3 international organisations
 - Up to 3 individuals
 - **Secretary General**
- **Secretariat – Norwich, UK**
- **Aim**
 - To promote the interests of Europe's historic towns and regions
- **Objectives**
 - International co-operation between historic cities and heritage organisations



- **Share experience and good practice**
- **Promote vitality, viability, and sustainability of historic towns**
- **Activities**
 - **Organised over 20 Symposia in 10 European Countries since 1999**
 - **Newsletter & Web Site**
 - www.historic-towns.org
 - **Participate, lead and support European Commission projects**
 - INHERIT, EPOCH, CULT-STRAT
 - Member support
 - **Arrange Historic Towns visits**
 - **England → Netherlands June 2008**

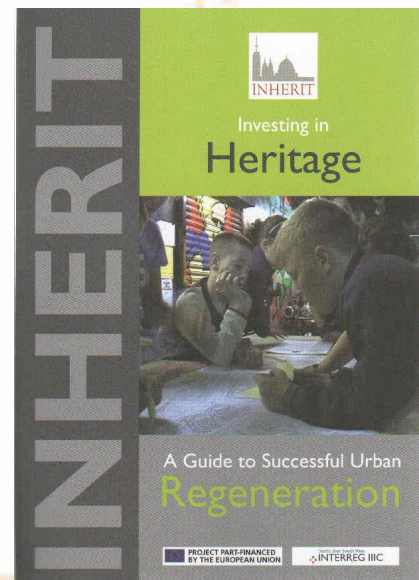


- **Produce and Disseminate Good Practice Guidelines e.g.**
 - Heritage Led Regeneration
- **Appointment of 'Experts' to work on key issues**
- **Funding**
 - Member Subscriptions
 - Support from Norwich City Council
 - Support from Council of Europe
 - 3 year Framework Agreement Culture 2008 – 2010
 - Project participation on self financing basis



INHERIT

- **Investing in Heritage – A Guide to Successful Urban Regeneration'**
- **Interreg 3C**
- **EAHTR –**
Lead partner
- **6 cities**
 - Newcastle,
 - Belfast, Gdansk,
 - Gothenburg, Ubeda, & Verona
 - 19 case studies
- **Lessons & Success factors**
- **www.inheritproject.org**
 - 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**



Focus on Identity and Diversity.....

- Prepare 'audit' to define character
- **Recognise contribution of 'common heritage' to character**
- **Understand social value of 'identity' to local people and visitors**
- **Encourage 'diversity' to spread activities and ensure sustainable new uses for old buildings**
- **Relate cultural approaches to people, buildings and recent events**
- **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**
- **Include public art to enliven an area and contribute to its identity**
- **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 delivering public benefit**
- **Involve the community and key stakeholders in decision making**
- **Understand the value of community engagement in building ‘pride of place’**
- **Encourage community and stakeholder ‘champions’ to promote the benefits of investing in heritage**



Think and Act Strategically.....

- **Value investing in heritage as key to sustainable urban regeneration**
- **Understand ‘identity of place’ and integrate heritage into corporate strategy**
- **Recognise importance of leadership, aspiration and holistic approach with appropriate 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**



EAHTR Future Priorities

- **Campaign to attract towns and cities & exploration of corporate membership**
 - Need to strengthen core funding
- **Programme of Symposia**
 - Bydgoszcz Poland, Sep 2009 (Joint with Council of Europe)
 - Istanbul, Spring 2010 (Joint with Council of Europe)
 - Turku, Finland Sep 2011
- **Programme of guidelines & dissemination 2009 – 2010 e.g**
 - INHERIT action checklist



- **Sustainable Tourism**
- **Impact of air quality on cultural Heritage –erosion and staining**
- **Identification of historic town visits 2009 – 2010**
- **Focus on sharing expertise**
 - **Creation of European Technical network database**
 - **Creation of 'Heritage Zone' social networking site for technical experts**
- **Develop INHERIT and promote its implementation**
- **Participation in European projects e.g HerO**



Potential contribution to HerO

- Utilise EAHTR's experience & expertise generally in developing the project's approach & outcomes
- Opportunity to 'capitalise' and further develop the 3 years work on INHERIT
- Draw on EAHTR membership to help validate project 'findings'



- **Involve a wider range of historic cities through international project Symposia – joint organisation with EAHTR?**
- **Utilise EAHTR's network to help ensure effective dissemination of project's outcomes & results**



Conclusions

- **EAHTR an established network of historic towns and cities of varying sizes**
- **Mission & experience consistent with aspirations of HerO**
- **Opportunity for EAHTR to support development of HerO & for partner cities to participate in EAHTR's activities**