



## Introduction

- ❑ 'Investing in Heritage – A Guide to Successful Urban Regeneration'
- ❑ Interreg 3C
- ❑ EAHTR - Approach
- ❑ 6 cities
  - ❑ 19 case studies
- ❑ Lessons & Success factors
- ❑ [www.inheritproject.org](http://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



## 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



- ❑ Grainger: Town Revisited
- ❑ Public Involvement in Byker Conservation Plan
- ❑ The Side and Sandhill, Quayside,



## Ubeda



- ❑ Public Areas in Ubeda
- ❑ New uses for Palaces
- ❑ Escuela Taller (Training School)



## Gdansk



- ❑ Regeneration of the Grodzisko Fort – the Hewelianism project
- ❑ Regeneration in Lower Town
- ❑ European Solidarity Centre (ESC)

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## Gdansk European Solidarity Centre

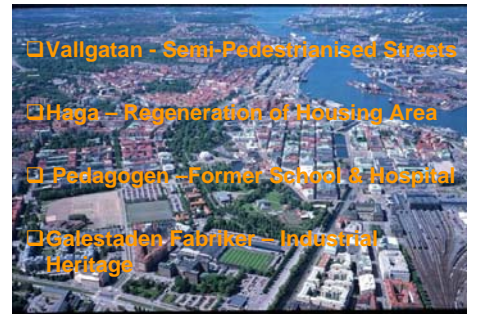


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## Göteborg



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## Göteborg- Gamlestaden



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## Verona



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## Verona - Prusst



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## Belfast - Cultural quarters





## Belfast –Titanic

- ❑ Titanic –Built in Belfast 1912



- ❑ ‘It was fine when it left here!’



## Belfast –Titanic

- ❑ 75 Hectares



- ❑ Titanic visitor centre as catalyst for mixed use development
- ❑ Aim: 500K visitors p.a.



## QUB Research

- ❑ Investigation of good practice in heritage-led regeneration
- ❑ Summarised in main report
- ❑ Tests & validates emerging themes
  - ❑ Identity & diversity
  - ❑ LA investment – public domain
  - ❑ Working in partnership
  - ❑ Thinking & acting strategically
- ❑ Includes range of supplementary case studies across Europe



## EU Regional Policy

- ❑ Lisbon Strategy 2000– most competitive knowledge based economy -2010
- ❑ Göteborg Agenda 2001– more sustainable development – combating climate change
- ❑ 3 Priorities
  - ❑ Convergence - €83B
  - ❑ Regional competitiveness and employment - €55B
  - ❑ Territorial co-operation- €7.7B
- ❑ 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

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
- Include public art as a way of enlivening an area and contributing to its identity
- 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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**Get Your Copy**

- The INHERIT report is essential reading for all policy makers and practitioners with responsibilities for the regeneration of historic and heritage cities.
- Complete the order form to get your copy - FREE.
- Contact Brian Smith  
Project Director  
European Association of Historic Towns and Regions - bsmith@historic-towns.org



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**Gamlestadens Fabriker regeneration**



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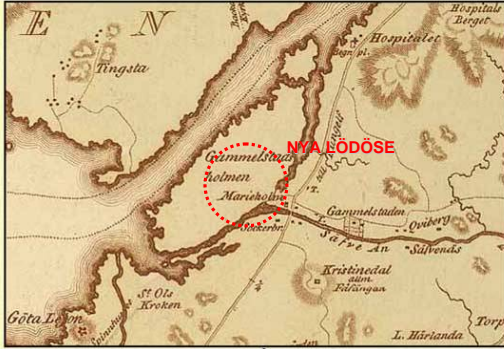


**Gamlestadens Fabriker regeneration**

- One of three Case studies in Göteborg, Sweden
- Modernisation and upgrading of a former industrial area
- 62000 sq m vacant floor space
- Large scale buildings
- High quality

### Context 1

- ☐ Gamlestaden=the old city



### Context

- ☐ Sugar Factory 1729

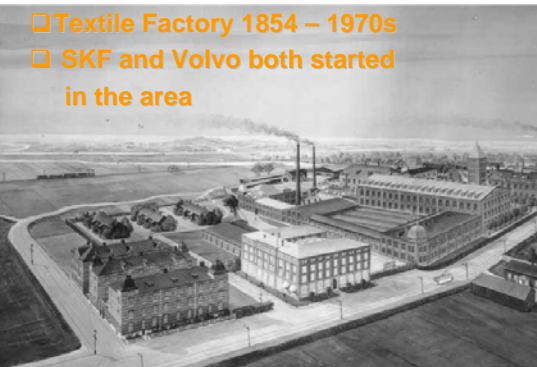


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### Context

- ☐ Textile Factory 1854 – 1970s
- ☐ SKF and Volvo both started in the area



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### Context

- ☐ Buildings and remains from the early industrial era of the city
- ☐ “Unsecure neighbourhood”
- ☐ Heritage qualities of the old buildings used as an asset and driving force of the regeneration process



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### Preservation and building strategy

- ☐ Improve social status of the area
- ☐ Create a dynamic and competitive area in the historic environment



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### Sources of Funding

- ☐ Incremental regeneration
  - Step-by-step process started 1993
  - responding to the involvement and financial input of new tenants
- ☐ No public funding needed



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### Process

#### Project team

consisting of the local Planning authority, the architectural practice and the owners

working together with prospective tenants

### Process

- ❑ Find new use for the buildings
- ❑ Repair the buildings



### Process

- ❑ Improve access to the area



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### Approach

- ❑ High cost to replace old buildings with new ones
- ❑ To use the heritage value as a basis for creative companies to prosper
- ❑ Using cluster effect of media and related occupations to attract more tenants of a similar nature
- ❑ Detailed analysis of each building at an early stage



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### The Benefits

- ❑ 14 large industrial buildings brought back into use
- ❑ 70 new businesses in the area
- ❑ 1200 jobs created
- ❑ Improved social vitality and safety of the area
- ❑ Only 4000 sq m vacant floor space out of the total of 62000 sq m



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### The Lessons Learnt

- ❑ Importance of a clear civic vision combined with a phased delivery strategy
- ❑ Value of public and private sector working together
- ❑ Value of detailed inventory in order to understand the value and potential of the built fabric

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## The Lessons Learnt

- The link between design, development and marketing producing an integrated approach
- The active involvement of tenants in shaping and managing the environment



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## The Lessons Learnt

- Importance of mixed use and landscaping to create vitality producing an attractive environment

