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European Association of
Historic Towns and Regions

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**Sustainable Future for Historic Urban Core
SHUC: WORKSHOP 2**

**Challenges for Conservation and
Governance of Historic Towns in Europe**

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Introduction & context

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- Heritage Europe created by Council of Europe in 1999
- Historic towns models of sustainability – how are they adapting to current challenges?
- UK :Big or small government - last 25 years
 - Outsourcing : shared services/ top management : focus on core services
 - Cuts in size and role of local government
- Europe: Recession**
 - More cuts : reduced services, staff, skills and capacity as part of reducing deficit

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- Focus on growth and job creation: Europe 2020
– no mention of cultural heritage or historic cities
- Changed landscape-challenges & risks
 - Reduced role for local government
 - Less resources
 - Fragmentation of service delivery
 - Reinforcement of ‘silo’ management models
 - Conservation, design and planning undervalued
- Impact of recession and banking crisis significant but there are post recession opportunities

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Post Recession Opportunities

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- Barroso Legacy**
 - Council of Ministers ‘Cultural Heritage as a strategic resource for Europe’
 - European Commission ‘Towards an integrated approach to cultural heritage’
 - Horizon 2020- Cultural heritage research
- Mid Term review of Europe 2020 strategy**
 - Door opening to mainstreaming cultural heritage and access to European structural funds
- National and local governments need to focus on: -**
 - Smart, sustainable and inclusive growth/development

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Conservation and Governance

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- Cannot see conservation/cultural heritage in isolation from sustainable management of historic core
- Still need evidence of multiple benefits that accrue from investing in heritage
- Enhanced importance of cross cutting coordination to ensure policy alignment across range of delivery models
- Range of European experience to draw on e.g. INHERIT and HerO projects –integrated approaches at historic core and neighbourhood levels

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Key issues

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- Policy alignment - Heritage should be at heart of policy development in historic cities**
 - Europe, National, Regional, local governments
 - NGOs, voluntary sector, public private partnerships
 - Cultural heritage, cultural tourism, planning/ land use, green transport, mobility, logistics, health, air quality etc - mainstreaming
- Realisation of new economic opportunities**
 - Cultural tourism – seeing cultural heritage and its conservation and interpretation as the ‘product’
 - Building on role of historic core as incubator for creative industries and home for new clean manufacturing

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- Revisiting regulations and land use policy to allow adaptive re- use where possible
- Looking for innovative use of public private partnerships in heritage including mechanisms to de-risk investment
- Explore potential for social enterprise models that facilitate local community involvement in caring for and running heritage services.
- Ensure governance models embrace an integrated approach with full stakeholder/ community engagement

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Conclusions

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- Legacy of recession deep rooted and long lasting but new opportunities emerging
- Importance of heritage and conservation rediscovered as part of re-evaluation of core priorities
- New governance models likely to be based on 'soft' measures capable of working in different circumstances – policy alignment, cross cutting coordination, stakeholder engagement
- SHUC – timely with the potential to contribute at the European, national and local levels