



EUROPEAN
ASSOCIATION
Historic Towns & Regions

Regeneration of Historic Urban Cores

13 -15 April, Malta

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Secretary General



Background

- **EAHTR formed in Strasbourg in Oct. 1999**
- **Part of Council of Europe's Campaign 'Europe - A Common Heritage'**
- **13 Historic Towns Association have joined so far - representing over 1000 cities / municipalities**



- **AIM**

- To promote the interests of Europe's historic towns and regions

- **OBJECTIVES**

- international co-operation between Heritage organisations and historic towns
- Share experience and good practice
- Promote vitality viability, and sustainability of historic towns



Introduction

- **Importance of ‘Investing in Heritage’ as key element in regenerating historic urban cores**
- **Brief reference to case studies: Gothenburg; Verona & Grainger Town, Newcastle upon Tyne**
- **Key lessons – INHERIT network of cities**



Why Heritage led regeneration?

- **European historic towns - context much of worlds cultural heritage is experienced and enjoyed**
- **Tell story social, economic, physical evolution – home of some of the finest examples of architectural expression**
- **Sustainable management of our historic towns must rely upon the protection of historic urban cores**
- **Protection requires heritage to be valued and its potential exploited**



Gothenburg - demolition of Heritage - 1960s





Gothenburg, Sweden



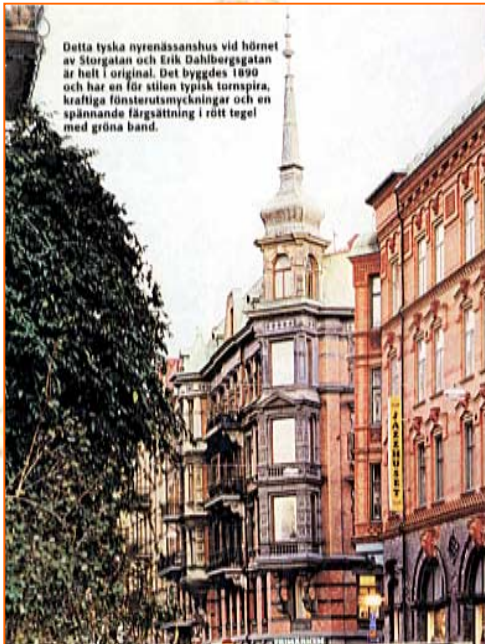


Haga





Vasa



Detta tyska nyrenässanshus vid hörnet av Storgatan och Erik Dahlbergsgränd är helt i original. Det byggdes 1690 och har en för sällan typisk torspira, kraftiga fönsterutsmyckningar och en spännande färgsättning i rött tegel med gröna band.



Ett välbevarat och vackert golv från Heymanska villan.



◀ Att se Vasastadens hus från insidan är en upplevelse utöver det vanliga. I Heymanska villan med dess välbevarade interiörer har det inte sparats på prakten.

Tempelriddarordens hus i typisk tegelarkitektur och mycket detaljer var ett av de första som byggdes i Vasastaden.





Gothenburg

- **Regeneration following structural change in economy**
- **Local Authority led approach to investment in heritage**
- **Grants led incentives to private owners**
- **50% reduction in city centre traffic**
- **Increase in residential**



Verona, Italy







Verona

- **Important fortified city - current focus on military architecture**
- **Challenge - maintaining cultural heritage with no direct economic return**
- **UVAM - new department - stimulus to interpretation, employment, management of cultural heritage**
- **integrated view of 'whole system'**



Grainger Town, Newcastle - UK

- **Migration of commercial & residential heart of city**
- **Public Private partnership created - Grainger Town**
- **Regeneration themes**
 - Quality of Environment
 - Business Development & Enterprise
 - Housing
 - Access to Opportunity
 - Arts, Culture & Tourism
 - Management, Marketing & Promotion
- **Objective: to create a dynamic European regional capital**



Grey Street, Newcastle





Theatre Royal, Newcastle





Achievements

- **Jobs created** 1,900
- **Business Start Ups** 200
- **Private Dwellings** 386
- **Housing Association** 136
- **Buildings improved & brought back into use** 70
- **Public Sector Investment** £40m
- **Private Sector Investment** £80m



Investing in Heritage- main themes/lessons

- **Importance of Context**
 - **Pride of place**
 - **Distinctiveness**
 - **Street patterns**
 - **Design in Context**
- **Socio/Economic benefits**
 - **Social mix of people**
 - **Skilled employment**
 - **Tourism**
 - **Profitable investment**



- **Working in Partnership**
 - Community involvement
 - All Stakeholders
 - Different approaches - consensus
 - sharing experiences
 - integrated management
- **Essential Qualities**
 - Understanding
 - Develop shared values
 - Commitment
 - Aspiration
 - Innovation



INHERIT

- **INvesting in HERITage - proposal to build on work of Newcastle Conference**
- **Produce tangible and useful outputs that meet needs of historic cities**
- **To establish an international network /group of cities committed to heritage led regeneration and to sharing good practice**
- **Within EAHTR - secretariat and dissemination**



PROPOSED TERMS OF REFERENCE of Network

- INHERIT will aim to:
 - Identify good practice in heritage-led regeneration in historic cities
 - Explore and understand the structures and processes (mechanisms) which assist successful heritage-led regeneration in historic cities



Conclusions

- **Investing in Heritage - Regenerating Europe's Historic Cities**
- **Key to cultural diversity, civic pride and identity, social well-being and economic prosperity**
- **Themes**
 - **Importance of context**
 - **Socio/ economic benefits**
 - **Working in partnership**
 - **Essential qualities of shared values and commitment**
- **Conclusion**