

Regenerating our Historic Environment – a Path to Prosperity?



Overview

- The emergence of heritage as a driver for social and economic regeneration
- Economic benefits of heritage at different spatial scales, including World Heritage Sites and townscape heritage schemes
- Regeneration at the local level – obstacles and opportunities



Heritage as a driver for regeneration – Wales wide

- More than 30,000 full-time equivalent (FTE) jobs in Wales
- Contributing approximately £840 million to the Welsh economy (equivalent to 1.9% of Wales' GVA)
- A catalyst for investment
- Enhancing skills for jobs



World Heritage

‘Places of Outstanding Universal Value to
the whole of humanity’

World Heritage Sites in Wales



Castles and Town Walls of Edward I in Gwynedd



Castles and Town Walls of Edward I in Gwynedd

- 500,000 visitors per annum
- GVA ranging from £1.1 million (Harlech) to £3 million (Conwy)
- Approximately 500 FTE jobs supported in the local economy



Wider benefits

- Conservation work programme
- Driving economic change
- Encouraging inward investment
- Creating a sense of place
- Invigorating communities



'Destination Blaenavon'

- >100 jobs created annually in construction
- Construction skills developed
- Job creation in tourism
- End of property stagnation





Townscape Heritage Initiative Schemes

- Townscape Heritage Initiative began in 1998
- Designed to help areas with both heritage merit and a real social and economic need for investment
- 175 towns and cities across the UK benefitting from over £170 million of funding
- Purpose of THI programme



THI Projects – Cefn Mawr



THI Projects - Penmaenmawr

- £646k grant secured a further £3.75million
- 41 properties restored
- A further 19 vacant properties returned to use
- Business start-ups encouraged



Outcomes of THI Schemes



- Community engagement and participation
- Support for learning, training and skills
- Improvements to townscape
- Improvements to quality of life
- Economic regeneration – reasons for variability

Local Regeneration



What are the obstacles?

- Financial
- Ownership
- Process, skills, capacity



- Viability
- Responsibility
- Local economic context

What are the opportunities?

- Local distinctiveness and identity
- Historical and cultural understanding
- Encourage tourism
- Facilitate economic diversification
- Projection of image
- Sustainable development
- Skilled jobs and employment



Summary



- Sense of community
- Contribution to local and regional economies
- Catalyst for wider regeneration – a pathway to future prosperity

