



European Association of Historic Towns and Regions



Authenticity and Valorisation of Walled Towns

The Goose That Lays the Golden Egg?

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www.historic-towns.org



Introduction



☐ European Year of Cultural Heritage and Valetta – European Capital of Culture

☐ Challenges:-

☐ Climate Change, Religious and Ethnic Intolerance, Wars and Famine, Migration

☐ Globalisation - Loss of Identity, Pace of Technological Change, Ongoing impact of the 2008 crash

☐ Donald Trump – Brexit!





European Identity – the Urban Dimension



- ☐ 70-80% Europe's Population and Economic Activity is in its towns and cities.
- ☐ Existed for many centuries often fulfilling wide range of functions and roles: -
 - ☐ Drivers of economic activity, centres of knowledge, focal points of creativity and culture, places of social inclusion integration and interaction
 - ☐ Concentration of Europe's most complex problems but crucially where its future potential on the world stage will be realised

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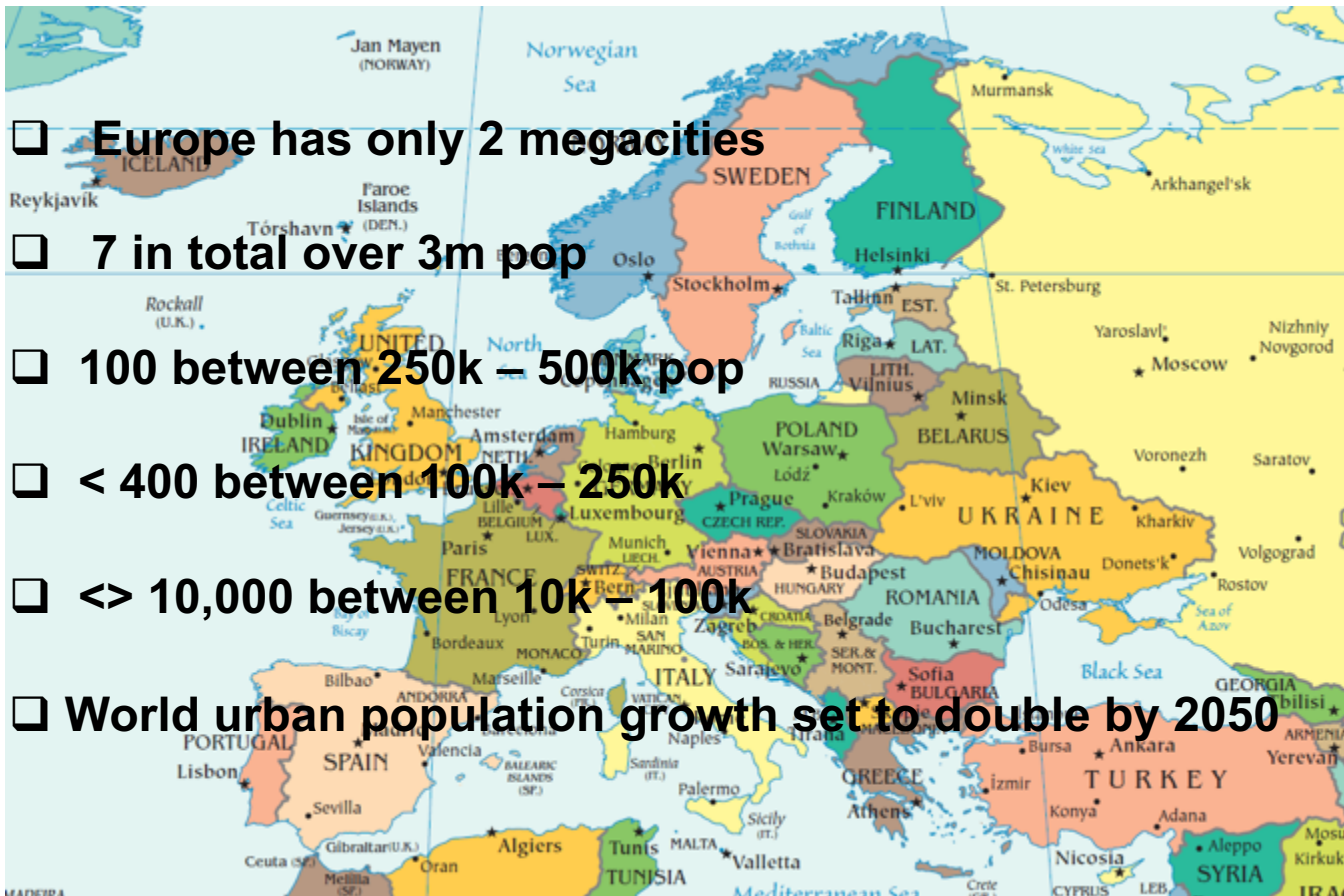
Europe's cities

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- ☐ Europe has only 2 megacities
- ☐ 7 in total over 3m pop
- ☐ 100 between 250k – 500k pop
- ☐ < 400 between 100k – 250k
- ☐ <> 10,000 between 10k – 100k
- ☐ World urban population growth set to double by 2050





Cultural Heritage and Europe 2020



Cultural heritage provides Europe with a unique identity and is a key contributor to the attractiveness of Europe's regions, cities, towns and rural areas. Do we understand its value – do we take it for granted?





Understanding and Demonstrating Benefits



☐ European Heritage Alliance 3.3

☐ Lack of Evidence on Benefits

☐ Cultural Heritage Counts for Europe

- ☐ Main Partners: Europa Nostra, ENCATC, Heritage Europe
- ☐ Research Partners: Raymond Lemaire International Centre at KU Leuven, International Cultural Centre, Krakow.
- ☐ Associate Partner: Heritage Alliance (UK)



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Growing Interest in Cultural Heritage Impact Research

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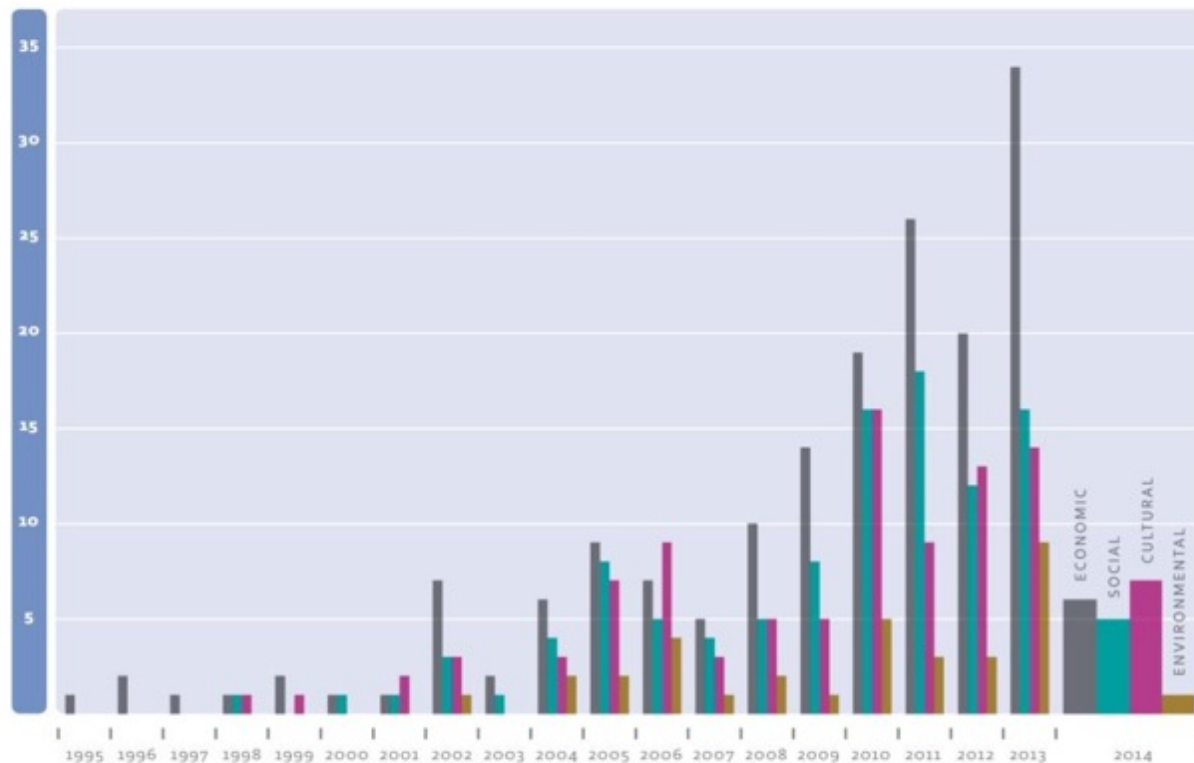


FIGURE A. CHRONOLOGICAL EVOLUTION OF THE IMPACT DOMAINS AS REPRESENTED BY THE SUBMITTED STUDIES

Source: own, based on the survey results.

Mainstreaming Heritage



FIGURE C. THE DIFFERENT SUBDOMAINS IDENTIFIED IN THE COLLECTED STUDIES MAPPED IN THE HOLISTIC FOUR DOMAIN APPROACH DIAGRAM

SOURCE: OWN.



Europe's historic towns
critical to the international
identity of Europe - its
competitiveness in the world



❑ The EU has now accepted that case: -

- ❑ EU Council of Ministers Conclusions ' Cultural Heritage as Strategic Resources for a Sustainable Europe'
- ❑ EC policy communication ' Towards an Integrated Approach Towards Cultural Heritage for Europe'
- ❑ Horizon 2020 work stream : 'Cultural Heritage as a Driver for Sustainable Growth' focus on historic towns
- ❑ A new European Agenda for Culture –to be supported in 2019 and 2020 by Creative Europe and other EU programmes funding cultural projects, and from 2021 by successor programmes –urging the other funding streams to see cultural heritage as cross cutting and mainstream

❑ Focus now at the national, regional and local levels

- many of the specific challenges around protecting and exploiting the heritage assets are not at the European level –they are at the national, regional and municipal level

Zsolnay Cultural Quarter in Pécs, Hungary

- private sector inward investment
- cultural creative quarters
- attracting footloose businesses
- Catalyst for Heritage Led Regeneration

**Enhancing regional competitiveness
within Europe and globally**





- ☐ Many historic towns struggling post 2008 financial crash
- ☐ Austerity cuts underlines the need for new models of shared investment to take care of heritage assets – risks and benefits
- ☐ Evidence of benefits of investing in heritage crucial to ensure civic leaders', key stakeholders' and citizens' support



Importance of Authenticity



- ☐ **Authentic heritage has a track record:**
 - ☐ **in providing a good return on investment**
 - English Heritage 23% increase in property values in or near conservation areas
 - ☐ **through spill- over from heritage-oriented projects leading to further investment, regeneration and**
 - ☐ **is a significant generator of tax revenue for public authorities**
 - Conveys prestige, long –term credibility, probity Hamburg - 87% better working atmosphere, 73% clients positive

Tate Modern in London, UK



- Within 1 Year Third Most visited Visitor Attraction
- Up to 3,900 new jobs
- Up to £140m p.a. generated in wider local economy
- £70m from Tate Modern itself

UNESCO Heritage Site of Pont du Gard in France



Costs €7m to maintain each year

**50:50 from Regional Authority and
Operator**

**Tax Income generated €21.5m each
year**



Quality of Life and Valorisation



- ☐ **Cultural heritage contributes to the quality of life, providing character and ambience to neighbourhoods, towns and regions across Europe**
 - **making them popular places to live, work in and visit**
 - **attractive to residents, tourists and the creative industries**
 - **Mechelen in Belgium – 84% Citizens highlighted Heritage as main contributor to Quality of Life**



Education and Learning



- ❑ Cultural heritage provides an essential stimulus to education and lifelong learning
 - including a better understanding of history
 - as well as feelings of civic pride and belonging and
 - fosters cooperation and personal development.

Jamtli indoor and open-air museum in Sweden

Heritage Impact on Education

- Programme to target young people to return to school
- 1/3rd Returned to learning



Pszczyna Castle in Poland



Why do we visit Museums?

**Pleasant surroundings – Gain new knowledge
New Inspirations – Having been made curious**

**Museums have the potential to provide the
intellectual rigour to deliver authenticity**



Towards Sustainable Tourism



- ☐ Growing understanding of the dangers of mass tourism and its negative impacts on communities and cultural heritage e.g. cruise ships, air B&B
- ☐ Key challenge to move towards more sustainable cultural tourism as central plank of community based regeneration.
- ☐ Guidelines set out integrated process applicable to all types of historic city, town or village setting balanced strategy that addresses needs of visitors and residents



Potential for Conflict



☐ **Negative perceptions: residents**

- Noise, litter, traffic, crime, overcrowding, price increases, loss of essential shops
- Attitudes influenced by distance from centre, length of residence and age

☐ **Negative perceptions: visitors**

- Prices, exploitation, traffic, parking, overcrowding, crime, poor quality facilities – hotels, restaurants, toilets, lack of information/authenticity, unwelcoming host community
- Attitudes influenced by expectations, length of stay, age



An integrated Approach



☐ Sustainable cultural tourism embraces:-

- ☐ Visitors – their needs, aspirations and wellbeing
- ☐ Industry – the need for tourism businesses to be profitable and have a long-term future
- ☐ Community engagement - respecting the values, needs and quality of life of the local community – key to valorisation
- ☐ Environment - conserving the cultural and physical environments, authenticity, local identity and sense of place

☐ Basis for balanced strategy around experiences





Digital Stories Small Historic Towns



Di Story - Radovljica, Slovenia • Fermo, Italy • Topola, Serbia

diStory exploits potential of ICT for improving the 'digital' attractiveness of cultural heritage and promotes interaction with 'new digital audiences' in small historic towns

The Radovljica story is a walk through the old town square guided by Anton Tomaž Linhart (1756-1795). Linhart

was born in Radovljica and is a nationally important figure for Slovenians, credited as being the first Slovenian dramatist and the father of Slovenian theatre





Digital Stories Small Historic Towns

Di Story Radovljica



Importantly the story is told from the perspective of how the town used to be and how it is today. 10 points within the town give a focused introduction through facts, historical buildings and events using expanded reality - accessed from a smart phone or iPad.

Authenticity is guaranteed through the local museum as lead partner and valorisation through in-depth engagement with local people of all ages.

A case study with the potential to inspire other small historic towns to also tell their stories to new digital audiences and thereby help to reinforce the importance of cultural heritage and historic towns to Europe's identity and future prosperity.

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**Aesop's fable warns us not
to harm the goose that lays
the golden egg**



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In our case our historic and walled towns

Through short sighted
actions that take our
cultural heritage for
granted

Entrusted with a
precious asset that can
benefit all and keep on
giving for generations to
come - if we work
together



Thank you