

# Heritage Led Regeneration

## Accessing Heritage



*HEART Development Plan*

**EEDA**  
East of England Development Agency

 **NORWICH**  
City Council

 **east of england**



**Presentation by**  
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Chair Living Streets, Board Member HTF; CABE Enabler

# Who are we?



- An independent, private, charitable company
- Tasked with:
  - Acting as the single, co-ordinating organisation to strategically plan, regenerate, manage and promote all heritage resources in one city - Norwich
  - Performing as a Best Practice Exemplar nationally and internationally to promote the economic, social & environmental benefits of heritage based regeneration
- Delivery of a £75m Business Plan over 10-15 years
- Establishing the co-ordinated delivery of one of the most outstanding cultural heritage products in Europe as a key driver for the local and regional economy by the 2012 Olympics

# What Are We Required to Do By Law?

- On the one hand:
  - Protect the architectural & historic character of buildings & areas (Town & Country Planning Act 1971 and subsequent legislation)
- On the other hand:
  - Take all reasonable measures to make buildings and sites accessible for people with disabilities (Disability Discrimination Acts 1995 & 2005 & Part M of the Building regulations)
  - 'Disability' is often regarded as people who are 'wheel chair disabled' but covers a very broad area including any physical or mental disability that has a substantial and long term adverse effect on their ability to carry out day to day activities

# What are we required to do by funders?

Funding institutions often require that a grant for works to an Historic structure demonstrate access improvements for:

- People with disabilities
- Communities or individuals who are excluded
- Demographic groups (children, older people)
- Ethnic groups

## What do we want to do?

- Raise everyone's awareness of the product
- Improve physical and intellectual access for everyone
- Increase engagement and interaction with the product for everyone

# What Do We Do?

Run the largest free provincial heritage event in the UK & Ireland for 5 years

- Before HEART – Norwich ran 12 events attracting 5000 visits
- For 2005 HEART secured Norwich as the national launch City and HEART was the event organiser
  - 134 events; 100,000 visits over 4 days; 650 volunteers
  - National media coverage, sub regional media penetration of 500K
  - Trans national elements
  - Kids events, performance, music, art, lectures, tours, virtual reality
  - Football club, theatres behind the scenes, the UEA, industrial buildings
  - A thorough benefits measurement approach
  - A foundation for a year on year heritage education engagement programme
  - the biggest event of its kind ever in the UK or Ireland outside London, repeated in the 4 following years and expanding (196 events & 120,000 visits 2008 including collaboration with CPRE on Open Green Buildings)



WHAT NEXT: refresh, more targeted for subjects and audiences, sub regional spread, Cultural Olympiad Initiative 'Discovering Places'

# What Do We Do?

Bid for & delivered a £1M scheme to unify the UK's best set of provincial urban heritage buildings & won 3 regional awards – NORWICH 12



- £1M funding from HM Treasury
- Matched funding from other sources
- Revealing 'the set' – a recognisable brand
- Establishing a unified development structure – Project Board and Task Groups
- Unified Development Plan providing Conservation Management Plans, Development Strategies and Resourcing Plan
- Research Strategy - Bursaries, links to Knowledge Catalyst & Archive Strategy
- Education Strategy including curriculum learning packs & adult evening classes
- Events including Dragon Festival (55,000 visits in 3 weeks)
- Interpretation incl plasma screens, VR models, hypertag, film & Guidebook
- **The New Economic Foundation concluded:**
- **'demonstrates that well structured heritage development within a co-ordinated strategy can have considerable impact and is financially self sustaining'**

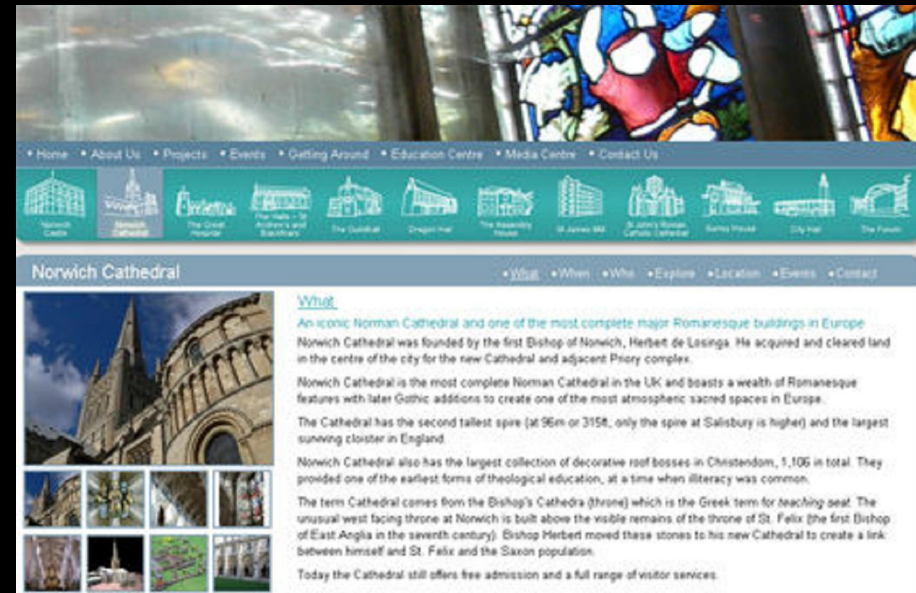
WHAT NEXT: €4.5M EU bid – innovation, skills, sustainability; £0.3 AHRC bid KTP



# What do we do?

## A role for Integrated Heritage Planning Interpretive Media

- Conventional media





# What do we do?

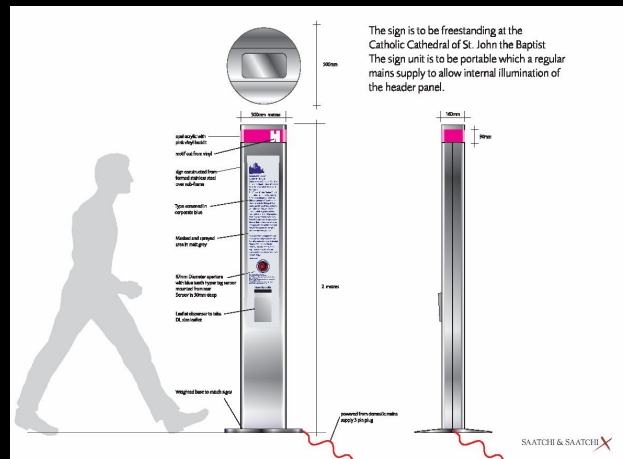
## A role for Integrated Heritage Planning Interpretive Media

- Digital Media – plasma screens



# A role for Integrated Heritage Planning Interpretive Media

- Digital Media - hypertag



# What do we do?

- Architectural Models

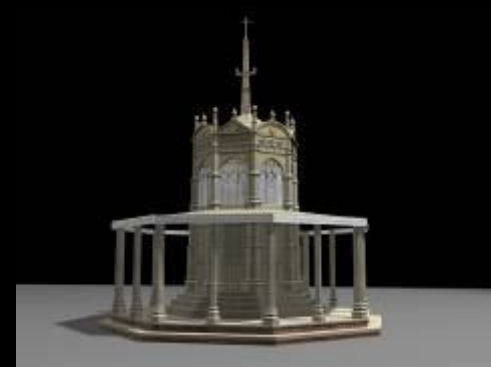


- Fly Throughs



# What do we do?

- Recreations



- Regressions





# What do we do?

- Regressed landscapes



# What do we do?

- Web Sites – with Knowledge Catalyst Funding





# What do we do?

- Avatars



# What Do We Do?

Delivered a range of local distinctiveness initiatives in the Norwich Lanes Elm Hill and Timberhill with a value of £0.75 and a benefit of £20M+



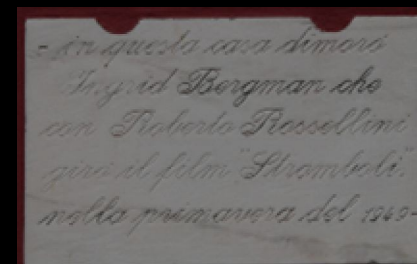
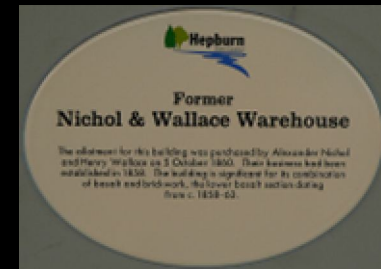
- A Spatial Strategy to set the context
  - A Local Distinctiveness Pilot Study to capture the essence of the Lanes
  - £500,000 raised by HEART to develop capital schemes
  - Matched funding from other sources
  - Integrated project combining heritage interpretation signs, plaques, art, street signs, direction signs, paving to deliver a 'destination'
- The New Economic Foundation concluded:
- Lanes Project - a return of £16,676,498, for an initial investment of £495,000

WHAT NEXT: £0.25M from EEDA to roll out to Timberhill & Elm Hill; roll out to other 'quarters' – Over the Water etc

# What do we do?

## A role for Integrated Heritage Planning Interpretive Media

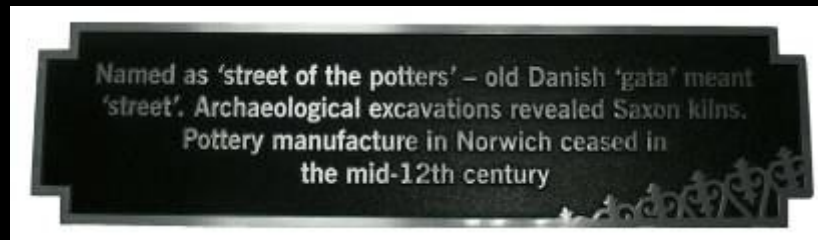
- Plaques – Limited information connecting people, events etc to places



# What do we do?

## A role for Integrated Heritage Planning Interpretive Media

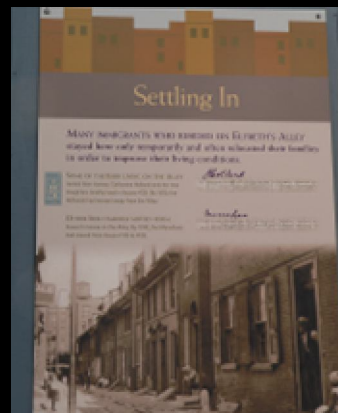
- Street Signs –  
indicating origins



# What do we do?

## A role for Integrated Heritage Planning Interpretive Media

- Interpretive Boards –  
providing a fuller  
picture of past to  
present



# What do we do?

## A role for Integrated Heritage Planning Interpretive Media

- Trails – providing a journey through time





# What do we do?

## A role for Integrated Heritage Planning Interpretive Media

- Interpreters bringing history to life



# What do we do?

## A role for Integrated Heritage Planning Interpretive Media

- Art – providing an historical interpretation



# What do we do?

## A role for Integrated Heritage Planning Interpretive Media

- Murals – illustrating the past

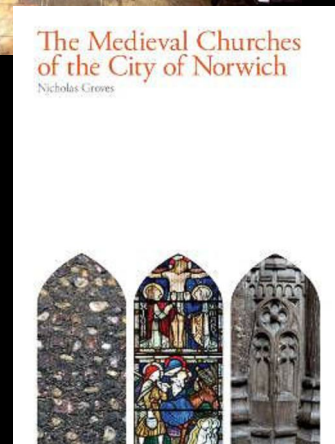


# What Do We Do?

Supported over 50 organisations & 700 volunteers

## CHURCHES

- Funding of £100K secured
- Further £120K levered
- Major Feasibility Study
- 'All Churches' web site
- Suite of leaflets
- Churches Exhibition
- New 'hi spec' interpretive signs at 25% of churches
- Churches Ranger
- Physical access works
- Support to lever funding for Julian Centre



WHAT NEXT: Support for Medieval Art Centre; researching funding & the Norwich Churches Book





# What Do We Do?

Promoted Norwich and HEART in Europe, North America, Australia & Asia & across the UK

- World League of Historic Cities Kyoto & Ballarat
  - ICOMOS UK & Norway
  - IFHP Oslo
  - British High Commission for Canada & McGill Institute
  - US National Parks Service
  - Indian National Trust & INTO
  - EU North Sea & NW Europe Regions & specific projects (EPOCH)
  - DTI Baltic Republics & Croatia
  - European Association of Cultural Routes Luxembourg
  - Euro Cities Poland
  - Irish Heritage Council, Cork & Dublin Irish Walled Towns Friendship League Carrickfergus
  - English Historic Towns Forum Conferences
  - Prince's Trust, RTPI, UKHERG, Heritage Link
  - Mainland European Cities + UK Towns & Cities
  - A broad range of national institutions & individuals
  - Dozens of local & regional organisations
- **Since its foundation HEART has considerably raised the profile and importance of the historic environment in Norwich** PEER REVIEW TEAM 2007

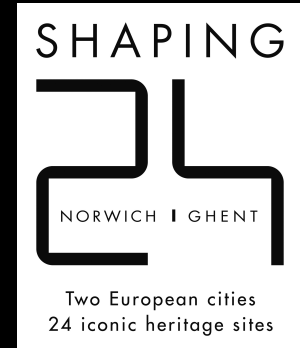
**WHAT NEXT:** more virtual dissemination (2 Seas Web Network); tool kits; presentations in 2010 to the World Bank, the US National Trust, the Virginia Museums Assn, English Heritage, International Congress of the Main Street Assn,



# What Will We Do?

Work with Gent to develop new solutions

- Creative baselining
- Passport – Gent Card/Norwich Card
- Guide Training
- Ambassadors
- ‘Hist-Oracle’ – contextualisation of data & digital access to obscure data sources
- New ICT applications





## Why was it good for us?

- Physical and intellectual access
- Education
- Contextualisation
- Promotion
- Wow
- Expertise
- Resources and Cash
- Opening up possibilities
- Taking inaccessible heritage to the people