



· INSTITUTE · OF · HISTORIC ·
BUILDING · CONSERVATION

Making Heritage Work

Sub National Review
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Dear Sirs

PROSPEROUS PLACES: TAKING FORWARD THE REVIEW OF SUB NATIONAL ECONOMIC DEVELOPMENT AND REGENERATION

The Institute of Historic Building Conservation (IHBC) is the professional body of the United Kingdom representing conservation specialists and historic environment practitioners in the public and private sectors. The Institute exists to establish the highest standards of conservation practice, to support the effective protection and enhancement of the historic environment, and to promote heritage-led regeneration and access to the historic environment for all.

The Institute welcomes the opportunity to comment on the consultation.

The Institute accepts the very general nature of the document under consideration. However we feel that the section on the contents of Regional Strategies and, in particular, the list at paragraph 4.13 is somewhat limited.

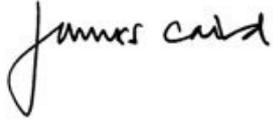
The Institute thinks there is a tendency on the part of regional strategists to see regeneration largely in terms of major projects: transportation, new settlements, high profile business and industrial schemes. But much of our future prosperity must be founded in existing communities by building on their strengths.

In many places heritage is a strong defining quality which is attractive to business and the public alike. Perversely, it seems to be seen as a drawback in the minds of some regeneration strategists, despite much evidence that heritage and quality of place add much to the economic value of our towns and cities.

Historic buildings and areas have helped towns, cities and rural areas to transform to modern needs, sometimes triggering dramatic physical and economic regeneration, especially in failing areas. The importance and impact of heritage-led regeneration should not be underestimated in terms of making places more competitive and able to attract investment.

So the Institute believes that the Guidance to Regional Development Agencies should be more explicit about the value of heritage in regeneration of communities and the economy with a reference in the list currently at Paragraph 4.13. We would have no objection to this being included in a wider list including further aspects suggested by others.

Yours faithfully

A handwritten signature in black ink that reads "James Caird". The signature is written in a cursive style with a large, looping initial 'J'.

James Caird
Consultant Consultations Co-ordinator