

# Heritage: Social, Economic, & Environmental Benefits

## Attracting Investment



Manchester City Centre

**The quality of the urban environment has a fundamental relationship to an areas ability to attract investment and better paid employment. Historic buildings and areas have helped places like Manchester to attract people, jobs and high value investment.**



Castlefield in Manchester



Manchester City Centre

## Poor Environments



A poor quality public realm can undermine an areas ability to attract investment

**Poor and degraded environments are indicative of economic stagnation or decline. Historic areas can sometimes provide a catalyst to regenerate such areas. However, areas that place low priority on the quality of the urban environment can find themselves locked into a cycle of poor economic performance.**





## Regenerating Town & City Centres



**Grainger Town in Newcastle**

**Historic building and area grant schemes have helped town and city centres all around the UK to transform and adapt to modern social and economic needs. Older buildings and areas have a crucial role in helping urban centres to adapt to changing demands.**



**Burslem, Stoke-on-Trent**



**Liverpool City Centre**



## Regenerating Inner City Areas

**Heritage-led regeneration schemes have been used to turn around inner-city areas all around the country. In Liverpool Ropewalks, a combination of public sector commitment, investment in infrastructure and entrepreneurial and visionary develops has delivered a radical transformation of a previously failing area.**



Liverpool Ropewalks



## Profile and Image



Phoenix Initiative, Coventry



Albert Dock, Liverpool



Baltic, Gateshead

**High-profile heritage-based schemes can provide a symbol of regeneration and help to change perceptions and improve the image of an area.**



Tate Modern, London

## Regenerating Areas of Market Failure



Castlefield, Manchester



**Heritage-led regeneration schemes have transformed many previously failing areas in thriving, mixed-use communities, such as Castlefield in Manchester.**





## Rejuvenating Industrial Areas



Middleport, Stoke-on-Trent



Historic Dockyard, Chatham



Jewelrey Quarter, Birmingham

**Heritage grants have helped areas of traditional industries to reinvent themselves and adapt to modern needs and demands.**



## Enterprise and Innovation

Historic buildings can often provide the kind of flexible floorspace and rental levels that are necessary to accommodate and foster enterprise and innovation. Many hi-tech firms are located in older areas for this reason.



The Hot House, Longton

In Longton, Stoke-on-Trent, heritage-led schemes (The Hothouse) have given a regeneration theme to a declining industrial area, based in ceramic design and innovation.



The Sutherland Institute, Longton – Hot House Phase II

## Creative Industries



The Custard Factory

The Custard Factory in Birmingham provides accommodation for a range of creative industries and community organisations by providing low rental units.



## Employment



The Matchworks, Speke, Liverpool

**Heritage-led regeneration schemes have helped to create thousands of jobs in areas of high deprivation indices. In Speke, conversion of the Matchworks and former airport buildings have created much needed employment opportunities.**



Former airport buildings, Speke Liverpool



## Community and Voluntary Sector



Historic Dockyard, Chatham



Burslem School of Art, Stoke-on-Trent

**Historic building grant schemes have helped to create a range of community facilities and accommodation for community organisations that would not otherwise have been viable.**



## City Living



Collegiate, Liverpool

**Conversions of historic buildings and areas have helped to repopulate town and city centres and aided wider regeneration.**



Rotunda, Birmingham

## Housing - Variety and Choice



**Historic buildings help provide choice and diversity in housing at all levels of the market.**





## Tourist Economy



Liverpool

**Visitors and tourism make huge contributions to the national and local economies of the UK and to the balance of payments. Historic buildings and areas are a key resource, forming the basis of much of the visitor economy.**



Chester



Covent Garden

## Accommodating Visitors



Oxford Castle



Former airport buildings, Speke, Liverpool

**Historic building conversions provide visitor accommodation, adding to the visitor experience (whether tourist-based, or work-related).**



## Cultural Facilities & Recreation



**Glasshouse,  
Sefton Park,  
Liverpool**



**Art Gallery,  
Manchester**



**Dukes 92,  
Castlefield,  
Manchester**



**Victoria Hall, Hanley**

**Cultural and recreational facilities are often created or accommodated in heritage buildings and places, including visitor centres, art galleries, concert venues, pubs, etc. These contribute greatly to both day and evening economies, to education and to general quality of life.**

## Education



Tintagel, Cornwall



Chatterley Whitfield, Stoke-on-Trent

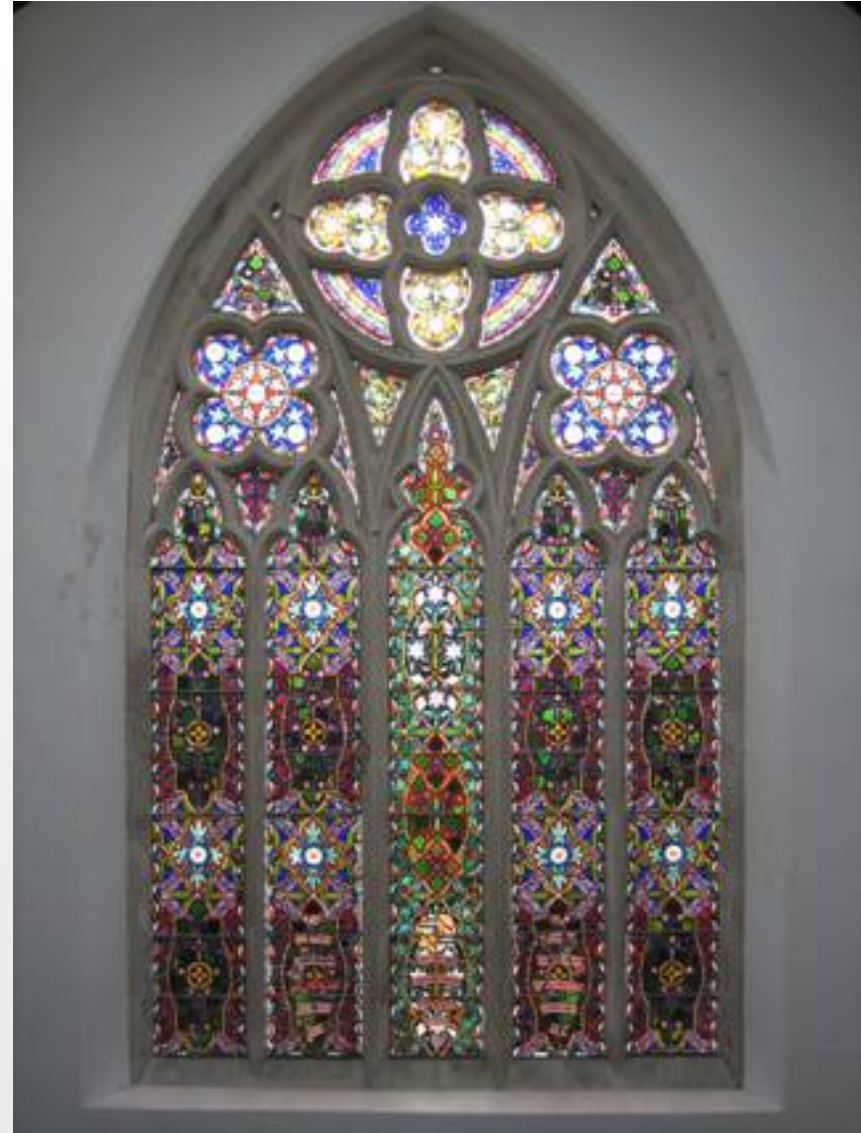
**Heritage sites provide tangible evidence of our social, economic, cultural, political, industrial and architectural history. They are visited by millions of people, old and young, and are a powerful education resource.**





## Skills in Construction

**Construction work involving historic buildings often places greater demands on skilled labour, and less on capital resources. There is evidence to suggest that development involving historic buildings injects money into local economies and communities.**



## Local Distinctiveness



Newcastle

**Heritage helps to create more locally distinctive places, aesthetically and in terms of uses and facilities. Historic buildings contribute to legibility.**



Liverpool



Bristol





**Port Sunlight**

## **Recreation**

**Historic parks, gardens, public squares, canal towpaths and other facilities provide places to walk, rest, and undertake other recreational activities. They are often places for social interaction and help to create sustainable places.**



**Buxton**

## Specialist Retail



Rochester

**Older areas contribute fundamentally to choice and diversity. Charity shops, ethnic foods and fashions, musical instruments, affordable IT, etc are usually to be found in older, peripheral areas of towns and cities rather than in comprehensively redeveloped areas.**



Bristol





## Diversity & Choice

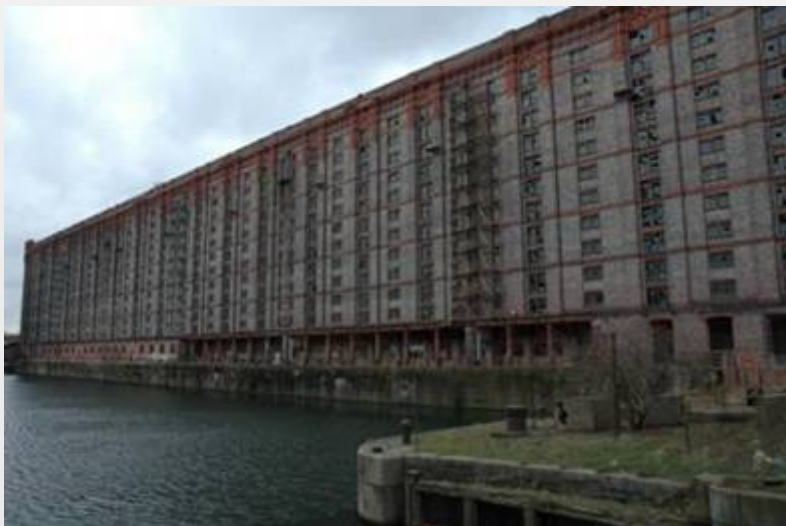


Quigins, Liverpool (since demolished)



The redevelopment of older areas can lead to loss of choice. In the case of Quigins in Liverpool, young people were activated to try and resist the demolition of an ‘alternative’ retail centre. Whilst the building was demolished, some of the retail businesses relocated to a listed building in another part of the city.

## Energy



CIS Building, Manchester

**Historic buildings represent a massive investment of embodied energy (8 bricks = one barrel of oil). The replacement of mosaic tiles with photovoltaics on the service tower of Manchester's CIS building is a creative way of addressing energy use.**



## Mixed Use



Mixed use building conversion, Manchester

**Historic areas are often able to accommodate a much finer grain of mixed use and mixed tenure due to the incremental nature of their development over time.**



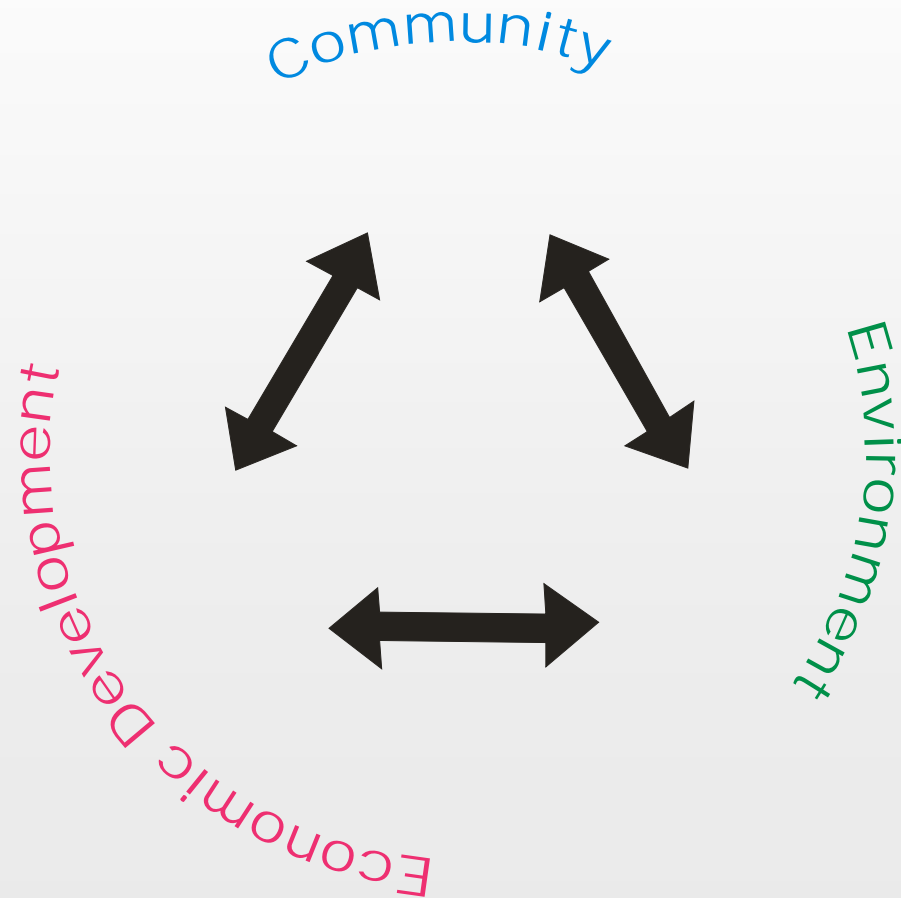
## Heritage - Treasury Drivers for Productivity

- Improving Competition ✓
- Promoting Enterprise ✓
- Supporting Science & Innovation ✓
- Raising UK Skills ✓
- Encouraging Investment ✓





# Heritage-led Regeneration - Reconciling Economy, Community, Environment



[www.ihbc.org.uk](http://www.ihbc.org.uk)

[www.planningaid.rtpi.org.uk](http://www.planningaid.rtpi.org.uk)

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