

# Heritage Led Regeneration

Producing Good Practice

Booking form

Please photocopy and return to Roberto Grassi, Comune di Verona, Piazza Bra 1 37121 Verona, Italy or fax to 0039 045 8079560 [Roberto\\_Grassi@comune.verona.it](mailto:Roberto_Grassi@comune.verona.it) and [Alessia\\_Azzini@comune.verona.it](mailto:Alessia_Azzini@comune.verona.it) by 15 February 2007.

Please reserve a place for:

Name ..... Organisation .....

Position/Job Title.....

Address .....

.....

Postcode ..... Country .....

Tel ..... Fax .....

Email.....

Please list any dietary or access requirements you have.....

## Social Programme

Please state if you would like to attend any of the following events:

Welcome Cocktail with the Mayor of Verona on Wednesday 28 February  Yes  No

Gala Dinner on Thursday 1 March  Yes  No

## Cancellation

Notification of cancellation must be in writing and sent to Roberto Grassi, Comune di Verona.

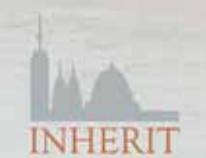
## Practical information

For any further information (how to reach Verona, venues of the Symposium, Hotels etc) refer to the website [www.veronafortificata.it](http://www.veronafortificata.it)

# Heritage Led Regeneration

## Producing Good Practice

28 February - 2 March 2007



### Heritage Led Regeneration

Much of Europe's most important physical cultural heritage is experienced in the context of historic towns and cities. Cultural heritage is therefore crucial to the future well-being and prosperity of historic towns and cities and the surrounding regions.

There is however currently a lack of evidence to convince many cities and stakeholders of the benefits of heritage led regeneration - a lack of information as to how to regenerate cities through investment in heritage and a lack of good practice guidance.

### The INHERIT Project

This Symposium is promoted by INHERIT – Investing in Heritage to Regenerate Heritage Cities – a European Union network project funded by the INTERREG 3C programme, which seeks to promote interregional cooperation throughout the EU.

Under the leadership of the European Association of Historic Towns and Regions (EAHTR), the INHERIT project has attracted a range of European cities including Belfast, Newcastle upon Tyne, Göteborg, Verona, Gdansk and Ubeda with Queens University Belfast providing specialist expertise.

The work of INHERIT involves study visits to each partner city to investigate different approaches to heritage led regeneration, to identify issues and local examples of good practice. The key aim of these visits is to understand the underlying processes that underpin successful heritage led regeneration. One of the key outputs of the project will be a Good Practice Guide to be published later in 2007. For further information about the INHERIT project's work, visit the website at [www.inheritproject.net](http://www.inheritproject.net)

### Why and Who Should Attend

By attending this Symposium, you will have the opportunity to hear presentations by the INHERIT partner cities about selected heritage projects, to discuss with their representatives how these projects were implemented and to visit heritage projects in Verona. The Symposium is relevant to the work of staff in local and regional authorities, from across Europe, who have responsibility for heritage towns and cities.

#### Wednesday 28 February

18.00 to 19.00  
**Registration of Delegates**

19.00 to 21.00  
**Welcome Cocktail**

#### Thursday 1 March

**President for the Day – Louis Roppe President of EAHTR**

09.30 to 10.30  
**Context**

- The Importance of Investing in Heritage by Brian Smith - Secretary General of EAHTR
- Presentation about Verona by Paolo Zanotto – Mayor of Verona

10.30 to 11.00  
**Coffee**

11.00 to 12.00  
**Strategic Approaches to Heritage Regeneration Part 1**

- UNESCO World Heritage designation of Ubeda
- Grainger Town Newcastle upon Tyne

12.00 to 15.00  
**Buffet Lunch and Guided Walking Tours of Verona**

15.00 to 16.00  
**Strategic Approaches to Heritage Regeneration Part 2**

- The promotion of Belfast as a visitor destination
- PRUSST the sustainable regeneration project for South Verona by Roberto Uboldi – Town Councillor responsible for urban planning

16.00 to 16.30  
**Coffee**

16.30 to 17.00  
**Questions and Discussion**

17.15  
**EAHTR Bureau meeting**

20.00  
**Gala Dinner**

#### Friday 2 March

**President for the Day - Dubravka Suica Mayor of Dubrovnik**

09.15 to 10.30

**The Value of Quality Public Domain**

- The work done in the Old Town of Ubeda
- Vallgatan and other streets in Göteborg
- Scaligeri Palace in Verona by Maurizio Pedrazza Gorlero - Vice Mayor, Town Councillor responsible for culture
- The Western Quayside in Newcastle upon Tyne

10.30 to 11.00  
**Coffee**

11.00 to 11.30

**Community Involvement**

- The Haga area of Göteborg
- The Byker Wall area of Newcastle upon Tyne

11.30 to 12.00

**Cultural Approaches to Local Regeneration**

- The Laznia Centre for Contemporary Art in Gdansk
- The Cathedral Quarter in Belfast

12.00 to 12.30

**Questions and Discussion**

12.30 to 13.45

**Buffet Lunch**

13.45 to 15.15

**Diversity - New Uses for Heritage Buildings**

- The new regulation on architectural military buildings in Verona by Giangaetano Poli - Town Councillor responsible for Municipal Property
- Fort Grodzisko and the Solidarity Road to Freedom projects in Gdansk
- Palaces in Ubeda
- The Titanic project in Belfast
- Gamlestadens Fabriker in Göteborg
- Seven Stories grain warehouse in Newcastle

15.15 to 15.45

**Coffee**

15.45 to 16.15

**The Wider European Perspective**

- Presentation by Queens University Belfast on the wider European experience of heritage regeneration and the implications for EU regional policy

16.15 to 17.00

**Conclusions and Recommendations**

20.00

**Social Dinner**