



*Norwich ~ Norwich HEART: a strategic approach to heritage-led regeneration ~*

*Cover Photo: Norwich Cathedral*

*Review of the 11th World Conference of Historical Cities in Konya, Turkey*

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# WORLD HISTORICAL CITIES

The League of Historical Cities Bulletin

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# Norwich HEART: a strategic approach to heritage-led regeneration

by Michael Loveday, Chief Executive of Norwich HEART

"Norwich HEART: a strategic approach to heritage-led regeneration"

The challenges facing heritage: recognising the failings

In its drive to preserve, restore and promote the past the heritage sector must recognise, face and overcome a series of challenges including:

- \* Fragmentation of both the heritage product and the agencies working on it, often stemming from a lack of focus and unifying vision
- \* Little recognition of the resource burden facing heritage, with funding agencies often failing to see the whole picture
- \* Heritage is not seen as a regeneration product, often being misconstrued as having little or nothing to do with the economy, or even acting as an impediment to economic development
- \* The negligible demonstration of benefits; the heritage sector's work is often seen as small in scale and of little relevance to the wider public
- \* The issue of promotion - the sector is guilty of not explaining or demonstrating its vision and achievements.

Norwich HEART: establishment and role

It is not all bad news as there are increasing numbers of organisations forming to tackle these challenges. Norwich Heritage Economic and Regeneration Trust (HEART) is working to do just that. HEART is a private, charitable company tasked with:

- \* Acting as the single, co-ordinating organisation to strategically plan, regenerate, manage and promote all heritage resources in Norwich
- \* Performing as a best practice exemplar nationally and internationally to promote economic, social and environmental benefits of heritage-based regeneration.

The HEART perspective is to act as:

- \* The knowledge - a comprehensive and integrated view of heritage
- \* The glue - to act as an umbrella to help co-ordinate all heritage agencies into a unified and focussed force
- \* The vision facilitator - to help develop a unified vision and delivery plan for heritage
- \* The innovator - to broker positive change in a sustainable way
- \* The funding enabler - to represent a joined up proposition to funding agencies
- \* The demonstrator - to articulate the real benefits of heritage regeneration



The Guildhall, England's largest and most elaborate provincial medieval city hall and base for HEART's office

- \* The promoter - to articulate a unified product of universal stature.

HEART is driving through the delivery of a GBP75m business plan over 10-15 years. It is 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, and showing that a transferable heritage model can be a dynamic agent for economic and social regeneration.

The HEART Development Plan

The Development Plan is the cornerstone of the HEART process, taking an integrated approach to creating and developing the heritage product. The Plan:

- \* Establishes a heritage proposition for Norwich and a set of linked heritage products that form the basis of an integrated programme of regeneration
- \* Looks at best practice examples internationally to see how effective and innovative approaches can be applied in Norwich
- \* Looks at what Norwich currently lacks (but needs), in terms of how underexploited heritage assets can meet the city's economic, social, cultural and environmental shortfalls
- \* Proposes how the new 'products' can be delivered over a programme of short, medium and long term initiatives and how these might be resourced
- \* Suggests a range of baselines and measures that can be applied to assess the tangible outputs and outcomes of the process.

Grouping heritage assets into three broad categories helps to facilitate a better understanding of the overall resource and enable more effective development of the products. These three 'building blocks' are



Norwich Castle, one of the city's most famous buildings, built by the Normans as a Royal Palace 900 years ago

identified as Norwich 12, The Strings of Pearls and Time and Space.

### Norwich 12

Norwich 12 (formerly The Great and Good) is the UK's finest collection of individually outstanding heritage buildings spanning the last millennium. It is an iconic set of unique heritage buildings and institutions which HEART is developing into a universally important integrated family of cultural, economic and social attractions for visitors and local people, in partnership with the 12 buildings and other professional organisations.

The project was launched in 2006 following HEART's success in securing a grant of almost GBP1million from HM Treasury's Invest to Save Budget (ISB). It forms the flagship of the city's heritage product and was inspired by a similar concept in Philadelphia, USA - the Independence National Historical Park - which is a collection of buildings and open spaces managed by the US National Park Service.

HEART's principal project within Norwich 12 is to regenerate the only surviving English medieval friary complex as a concert and conference venue of regional stature. An independent economic assessment of the project found an investment of GBP20M could create GBP170M of benefit to the local economy.

### The Strings of Pearls

The Strings of Pearls is a series of heritage collections, unique in the UK, capable of being developed as a linked portfolio of themed attractions. This includes:

- \* Heritage related to belief
- \* Merchant heritage
- \* Cultural heritage
- \* Innovation
- \* Defence and trade regulation
- \* Subterranean Norwich
- \* Who's who

A significant success is HEART's encouragement of Norwich's three main church groups (Churches Conservation Trust, Norwich Historic Churches Trust and the Diocese of Norwich) to collaborate on several projects including a new website, an interpretive signage scheme and the appointment of a new church 'ranger' (opening up previously inaccessible churches to members of the public).

### Time and Space

This involves using the largest and most complete medieval street pattern in England to provide the 'glue' to bind the other elements together and a stage to create new economic and cultural activity. It involves developing:

- \* Creating the Palette - to develop a high quality network of public space, unify diverse and currently unconnected heritage assets and enhance outdoor activity
- \* Place Making - to create or emphasise 'special places' which individually exploit their heritage context to the full
- \* The Quarters - to create distinctive identities for parts of the centre linked to their development and heritage

HEART has had considerable success implementing Time and Space through the Norwich Lanes project, a joint regeneration initiative with Norwich City Council and the Norwich Lanes Traders' Association. It is designed to enhance the Lanes - which form part of Norwich's beautiful historic quarter - as a distinctive area. New signage, paving, interpretation, public space development and cycling improvements have made this project a significant success.

### Promoting heritage as a vehicle for social and economic regeneration

The East of England Development Agency (EEDA) commissioned nef (the new economics foundation) to undertake an assessment of the economic viability of the HEART Development Plan as a mechanism to advance heritage redevelopment in Norwich. The assessment demonstrated that the elements of the Plan can provide substantial economic benefit for Norwich and that the projects will deliver a range of positive impacts for the city, including "increased resident well-being, higher visitor numbers, and increased business for local companies serving new developments".

HEART's vision is about achieving an integrated approach to heritage regeneration to deliver measurable economic, social, cultural and environmental benefits. Unless we can show that heritage-led regeneration is delivering serious benefits that are valued, heritage will ultimately continue to be regarded as a marginal issue.



Old meets new - St Peter Mancroft church reflected in The Forum, the landmark millennium project for the East of England



The famous Elm Hill, one of the oldest and most picturesque streets in Norwich



Information sign at St Peter Mancroft church, part of a scheme to improve the profile and access of the city's medieval churches

### For further information

Norwich HEART  
(Heritage Economic & Regeneration Trust)

PO Box 3130, Norwich,  
NR2 1XR  
TEL: +44 (0)1603 305575  
Email:  
info@heritagecity.org

# Review of the 11th World Conference of Historical Cities held in Konya, Turkey from June 10 to 13, 2008

The secretariat is proud to announce that the 11th World Conference of Historical Cities was held in Konya from June 10 to 13 in Konya, Turkey and its outcome was very successful.

Owing to the great effort of the host city Konya, more than 900 people from 156 cities (73 cities from overseas and 83 cities from Turkey) gathered from all over the world and had a meaningful discussions on the future of the historical cities under the theme of "Living Cultural Heritage in Historical Cities".

In the General Assembly held on June 12, the Konya Declaration was adopted.

Please find the following for details:

## <Konya Declaration>

The mayors, administrators and representatives of the cities the undersigned that are assembled in Konya, Turkey for the 11th World Conference of Historical Cities in June 10-12, 2008 hereby declare that:

Experiencing, rehabilitating, revitalizing and maintaining cultural continuity of our historical cities put us forward to be more conscious and more considerate about cultural heritage because of the natural disasters, environmental risks, globalization process, and political and economic struggles. Our built and natural cultural heritage is irreplaceable source of the quality of urban life and inspiration, and the generator of all urban changes. The member cities of The League of Historical Cities have their unique cases in terms of urban identity, living heritage and cultural diversities, regardless their cultural geographies, physical boundaries and distances. We recognize the enrichment aspect of this cultural diversity and the emergency of multicultural interactions that support the mutual enhancement of our cultures and contribute to reforming the collective world heritage. We are very well aware of the fact that the conflict of global and local can be resolved by understanding genuine situations and by interpreting all related cultural, political, economic, natural and physical processes.

The 11th World Conference of Historical Cities demonstrates us how crucial the intangible, living, aspects of cultural heritage are for historical cities in order to maintain better urban quality and to sustain cultural continuity. We keep asking the question and try to answer by means of our short and long-term policies and actions, how to bring our historical cities to the future in the sustainable environment by preserving unique cultural values, by modifying existing conditions, supplying contemporary needs and uses, and eliminating misfits.

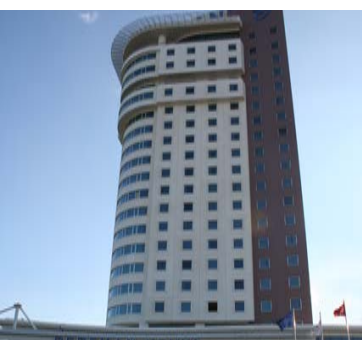
We, as members of The League of Historical Cities, reaffirm our commitment to keep the balance between different cultures and between tangible and intangible cultural heritage in order to sustain cultural continuity of our historical cities. We, as city administrators, will use every available and convenient means to assume our responsibilities for enhancing and uplifting our mutual exchanges, and for continuing our collective natural and built heritage.

That, in order to achieve this objective, we proclaim our intentions, regarding environmental and cultural sustainability, of forming "cultural governance" that contains all institutional bodies, groups and individuals related to and responsible from historical cities, i.e., all policy makers, academicians, researchers, NGOs, private sectors and, the last but not the least, public.

"Not the ones speaking the same language but the ones sharing the same feeling understand each other."

Mevlana Celaleddin Rumi

Konya, June 12, 2008



Dedeman Hotel Konya  
the Conference Venue

### <The Program of the Conference>

#### Day 1 (June 10)

09:00 Registration  
10:00 Opening Ceremony  
12:30 Lunch  
13:30 Workshop 1  
16:30 Workshop 2  
20:30 Welcome Dinner & Entertainment

#### Day 3 (June 12)

09:00 Keynote Speech  
11:15 Round Table 3 Policies & Evaluation  
12:30 Lunch  
13:30 General Assembly of the LHC  
14:30 City Tour  
20:00 Closing Ceremony

#### Day 2 (June 11)

09:00 Round Table 1  
09:30 Youth Forum  
12:30 Lunch  
13:30 Round Table 2  
16:00 City Tour  
(Board Meeting)  
20:30 Dinner & Concert

#### Day 4 (June 13, Optional)

Post Conference Tour to  
Cappadocia

### <Attended Cities>

#### Member Cities

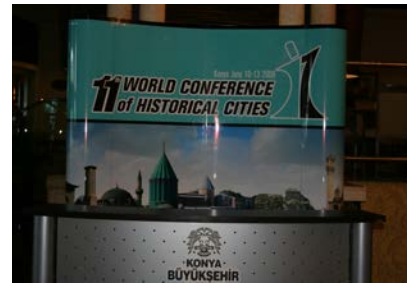
Alexandria (Egypt)  
Baghdad (Iraq)  
Ballarat (Australia)  
Boston (U.S.A.)  
Budapest (Hungary)  
Buyeo (Korea)  
Chiang Mai (Thailand)  
Cracow (Poland)  
Gongju (Korea)  
Gyeongju (Korea)  
Isfahan (Iran)  
Istanbul (Turkey)  
Kazan (Russia)  
Konya (Turkey)  
Kyoto (Japan)  
Lviv (Ukraine)  
Minsk (Belarus)  
Nara (Japan)  
Norwich (U.K.)  
Norwood Payneham & St Peters (Australia)  
Osmangazi (Turkey)  
Prague (Czech Republic)  
Riga (Latvia)  
Santiago de Compostela (Spain)  
Vienna (Austria)  
Yogyakarta (Indonesia)  
Zagreb (Croatia)  
Zhengzhou (China)

#### Non Member Cities (from inside of Turkey)

83 cities including  
Amasra, Akseki, Alanya, Avanos, Abana,  
Agirnas, Bergama, Beyoglu, Bigadic, Bunyan,  
Battalgazi, Buldan, Boyabad, Biri, Develi,  
Darende, Dulkadirli, Elmali, Erbaa, Erkilet,  
Eremit, Gunesli, Guzelyurt, Goynuk,  
Halkapinar, Inebolu, Karacasu, Kaymakli,  
Kula, Kurukopru, Karapinar, Kuyucak,  
Mudanya, Melikgazi, Mimarsinan, Mezitli,  
Malazgirt, Nilufer, Osmaneli, Paukkale,  
Polatli, Palu, Payas, Yalvac, Eregli, Sahinbey,  
Odunpazari, Tasucu, Tomarza, Tire, Turan,  
Urgup, Uchisar, Yahyali, Yildirim, Birecik,  
Bolu, Bitlis, Cankiri, Denizli, Gaziantep,  
Kocaeli, Kirsehir, Kilis, Kirikkale, Sivas, etc.

#### Non Member Cities (from outside of Turkey)

Astana (Kazakhstan)  
Bahkisaray (Ukraine)  
Batumi (Georgia)  
Bad Ischl (Austria)  
Baku (Azerbaijan)  
Bileceri (Azerbaijan)  
Brno (Czech Republic)  
Cair (Macedonia)  
Cork (Ireland)  
Deir-ez-Zour (Syria)  
Elbasan (Albania)  
Guzelyurt (Cyprus)  
Hebron El Halil (Palestine)  
Hocent (Tajikistan)  
Hong Kong (China)  
Irbid (Jordan)  
Iskele (Cyprus)  
Islamabad (Pakistan)  
Khartoum (Sudan)  
Ma'an (Jordan)  
Madrid (Spain)  
Malacca (Malaysia)  
Mostar (Bosnia Herzegovina)  
Naryn (Kyrgyzstan)  
Nizami (Azerbaijan)  
Port Sudan (Sudan)  
Porto (Portugal)  
Prizren (Kosovo)  
Rabat (Morocco)  
Riyad (Saudi Arabia)  
Sana'a (Yemen)  
Sabirabad (Azerbaijan)  
Sarajevo (Bosnia Herzegovina)  
Sienna (Italy)  
Skopje (Macedonia)  
Struga (Macedonia)  
Sumqayit (Azerbaijan)  
Tabriz (Iran)  
Tiran (Albania)  
Tripoli (Lebanon)  
Trogir (Croatia)  
Verona (Italy)  
Warsaw (Poland)  
Zanzibar (Tanzania)  
Zarka (Jordan)



Information desk at Dedeman Hotel Konya



Buses especially for the participants' transportation



Conference ad-wrapped city bus

# Review of the General Assembly of the League of Historical Cities 2008 held in Konya, Turkey on June 12, 2008

## Outline of General Assembly

### 1. Report of the Meeting of the Board of Directors

The Meeting of the Board of Directors was held on June 11, the second day of the Conference. The followings are what was approved in the meeting.

#### <New Member Cities>

The board members had discussed the new membership of the City of Gonju (Korea), City of Lviv (Ukraine), City of Minsk (Belarus) and City of Odessa (Ukraine) via internet and had approved in April. Adding to that, the City of Osmangazi made a presentation at the Board of Directors' Meeting and was approved as a member city on the day. Total members of the League was confirmed as 76 cities from 51 countries.

#### <The Host City of the 12th Conference>

City of Nara (Japan) has been expressing her will to host the 12th conference held in 2010, when the city celebrates 1300 anniversary for the foundation of the capital. Nara made a final presentation at the Board Meeting and was approved as the host city of the 12th conference in the meeting.

(The secretariat is now looking for candidates for the 13th conference to be held in 2012. Any city interested, please contact the secretariat.)

#### <Usage of Nominal Patronage to the 2010 Baekje History Expo>

The city of Buyeo, Korea has requested for the usage of nominal patronage of the

League to the Baekje History Expo scheduled to be held in 2010.

As the secretariat had never been asked for the usage of nominal patronage before, the board members first discussed whether to deliberate this kind of matter in the board meeting. After the discussion, the board came to a result that the secretariat should handle this matter. Then the secretariat permitted Buyeo to use a nominal patronage.

(The League is happy to back up the activities of the member cities. Please contact the secretariat regarding the usage of nominal patronage.)

(Youth Declaration, made by the participants of the Youth Forum held on June 11 was released after the report of the Meeting of the Board of Directors)

### 2. Konya Declaration

City of Konya proposed the Konya Declaration as the outcome of this conference. Mr. Tahir Akyurek, the mayor of Konya explained about it and the president of the League Mr. Kadokawa who took a chair of the General Assembly confirmed its approval by attended member cities' applaud.

### 3. Signing of the Declaration

All the member cities representatives went up to the stage and signed on the declaration one by one.

After that, all the attendants including non member cities joined to the stage and took a photo.

## Youth Declaration

Youth Forum, which was the first experience for the League to provide the opportunities for youth to make presentations related to historical cities followed by discussion among participants, was held on June 11. Students from Turkey, Boston and Kyoto attended this forum and exchanged various ideas including how to bring cultural heritages to the next generation.

After the forum, the "Youth Declaration" was made by the forum participants.

#### <Youth Declaration>

We, the young participants of the 11th World Conference of Historical Cities held in Konya, declare that:

We have the same awareness and concerns of collective cultural world heritage and have common goals of continuity of historical cities, as representatives of the future from different cultures and geographies. We claim to discover new values and meanings of historical cities, to reconsider preservation of historical monuments and sites with a

*consciousness of change in political, economic, social, cultural, natural and physical situations of the world.*

*We aim at continuing to think, question and to discuss our cultural heritage and historical cities with people living in and having experiences of. We are very well aware of fact that we need to understand the past to go to the future. Cultural heritage of the past produces new social and physical relations, and spaces. Knowing that cultural sustainability requires the understanding of those produced values and entities, we must take into account contemporary meanings, needs and uses.*

*We challenge the future not dividing the world as it is now but unifying it forever.*

*"I have one body but many souls; if something hurts you it hurts me too."*

*Mevlana Celaleddin Rumi*

Youth Forum, which was the first experience for the League to provide the opportunities



City bus with the Conference ad.

**Greetings from Mayor of Nara, the host city of the 12th World Conference of Historical Cities in 2010**

Hello everyone. I am Akira Fujiwara, Mayor of Nara City.

I am pleased to announce that, at the Board Meeting yesterday, Nara City was selected to be host city for the 12th World Conference of Historical Cities. After my immediate feelings of overwhelming joy and honor I am now sensing the great responsibility this mission also presents.

Over the last few days we have learned so much from the hospitable management style, and splendid coordination, our hosts for this year have shown us here in Konya. We will make our best efforts to ensure the next conference is a great success and will do so by referring to our wonderful experiences in Konya for guidance.

2010, the year when this conference comes to Nara, is very important to Nara. It will be the 1300th anniversary of the time when Japan transferred its political capital to our

city. Nara had the name "Heijo-kyo" at that time. To mark such a special year, we are planning a year-long festival named "The Commemorative Events of the 1300th Anniversary of Nara Heijo-kyo Capital".

During this special year, we will celebrate and honor the fact that the essence of our history and culture has lasted well down the centuries. We will also reflect on the inherited treasures themselves, and how to ensure they continue intact for future centuries. For these reasons I am sure you can see that it is especially wonderful for us to host the World Conference of Historical Cities. It is truly a golden opportunity.

So it will be my honor to play host to an audience, such as I see here today, of distinguished fellow historical cities, at the 2010 conference in Nara City. It will be my great joy to see many of you again in Nara, in just two years time.

Thank you.



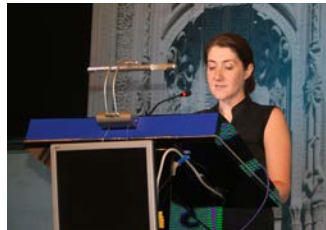
Mr. Kadokawa, the president of the League and the mayor of Kyoto signs on the Declaration



Mr. David Vandy from Ballarat, Australia



Mr. Hisakazu Takagi, the Secretary General of the League, reporting about the Board Meeting.



Ms. Funda Bas Butuner from Bilkent University represents youth forum attendants and introduces the Youth Declaration.



Mr. Akira Fujiwara, the mayor of Nara expresses his gratitude for being approved as the host city of the 12th Conference.



Ms. Katalin Kiss from Budapest, Hungary



UP: Member city representatives after signing the Konya Declaration  
Down: People attended General Assembly including city representatives and experts



Mr. Kirk Sykes from Boston, the United States.

Santiago de Compostela,  
Holy City, Human Heritage  
Chief of dept. of exhibitions, Xacobeo Co.: Francisco Singul



**Francisco Singul**  
Chief of dept. of exhibitions, Xacobeo  
Co. (Government of Autonomous  
Community of Galicia, Spain)

During the early Middle Ages, Santiago de Compostela was the spontaneous product of the pilgrimage, the fruit of the devotion of pilgrims who came from the most diverse corners of the kingdom of Asturias, from other parts of the peninsula and even from abroad. People, who, out of their love for St. James, and faithful to his power of intervention, were drawn to the sanctuary with the desire to live and die in shadow of the holy sepulchre.

The urban dynamism of Jacobean city was in full force by the year 1000, with the pastoral aspects being the concern of the Bishops of Iria-Compostela, Theodimir, Sisnando I, Sisnando II, Rudesindus and St. Peter of Mezonzo, along with the support of the Asturian Monarchs Alfonso II and his successor, Alfonso III. The second pre-Romanesque church, donated by Alfonso III and consecrated in 899, was the largest building of the Christian religion on the Iberian Peninsula. This endeavour by Alfonso III the Great, to present St. James with a magnificent church would appear to indicate, in addition to the symbolic and representative value of the gift to the patron saint, the projection of the pilgrimage and the hopes for the future held by the promoters of the sanctuary.

After the year 1000 was over, with the self-affirmation of the Christian North and the end of al-Andalus as the most important power of the peninsula, the pilgrimages to Santiago continued to grow during the 11th century. This period gave rise to the idea of building a new cathedral. The construction of the Romanesque basilica got underway in 1075, under the auspices of Bishop Diego Pelaez and sponsored by Alfonso VI of Castile and Leon. This

building served to bind and stimulate the medieval urban structure of the city that was the goal of the Way of St. James. From a typological and stylistic standpoint, it must be said, in short, that the new European artistic order achieved a perfect example in 12th century Compostela: the most exquisitely finished model of the European Romanesque style

During the episcopate of Diego Gelmirez (1100-1140) there was a flurry of activity of a constructive and cultural nature to serve the cult of St. James and the pilgrimage. A municipal program under which artists carried out the work on the cathedral, clergymen and intellectuals worked on the scriptorium drafting the books of the History of Compostela and the "Codex Calixtinus" as well as copying the most valuable historical and legal documents of the Church of Santiago in order to compile them into a register artistically decorated in vermilion.

In this representative and symbolic program, the new metropolitan see was embodied through a city-sanctuary open to all the peoples of the West, a model reference for the entire Christian world. Twelfth-century Compostela would become a fruitful cultural synthesis at the service of a political, religious and social project.



Mr. Singul attended the 11th World Conference of Historical Cities and made a presentation in the Round Table Forum with the title of "Compostela and the way of St. James: A View of World"

**The 12th World Conference of Historical Cities in 2010**  
City of Nara, Japan

Contact: Mr. Kiyohide Nishite  
Director, International Section,  
Tourism & Economy dept. of Nara Municipal Office  
1-1-1, Nijooji-Minami, Nara City, 630-8580, Japan  
Phone and Fax: +81-742-34-1965  
E-mail: [kokusaikoryu@city.nara.lg.jp](mailto:kokusaikoryu@city.nara.lg.jp)  
<http://www.city.nara.nara.jp>



The Great Buddha Temple

**The League of  
Historical Cities  
Secretariat**

International Relations Office,  
City of Kyoto  
Teramachi Oike, Nakagyo-ku,  
Kyoto 604-8571, Japan  
Phone: +81-75-222-3072  
Fax: +81-75-222-3055  
E-mail: [lhcs@city.kyoto.jp](mailto:lhcs@city.kyoto.jp)  
URL: <http://www.city.kyoto.jp/somu/kokusai/lhcs/>