

The socio-economic impacts of heritage sites

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1. Branding

❑ Obtention of different international or regional titles
- e.g. World Heritage or European Capital of Culture -
based on the heritage and creative and cultural
industries of the city

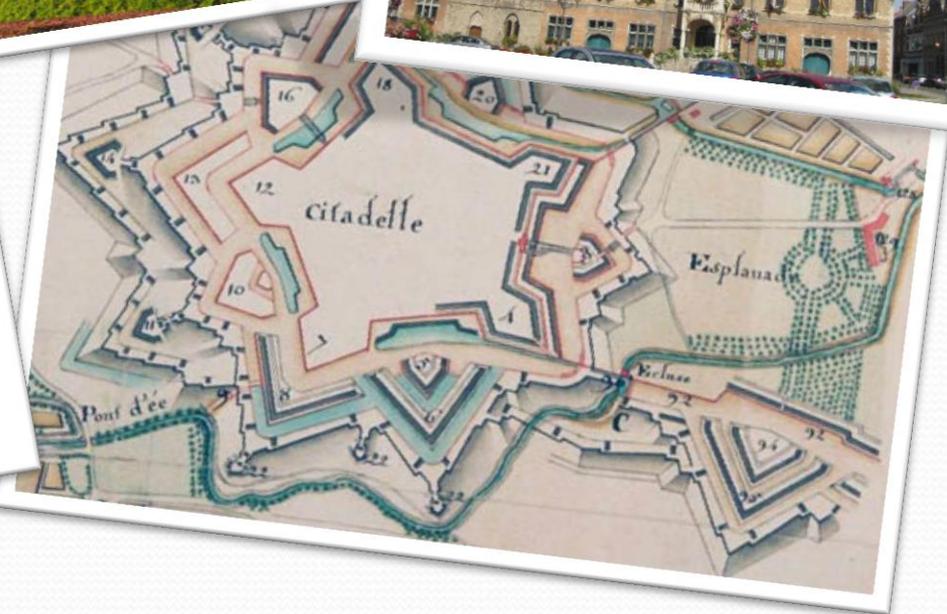


❑ Rebranding of these territories and development of
a narrative of uniqueness, exceptionality and creativity



❑ Switching the main focus of activities from the
extraction of raw materials to an economy based on
culture and services

1. Branding



Lille and the Nord-Pas de Calais region (France): title accumulation for re-branding

2. Economic impacts

- ❑ Liverpool (England): 2008 European Capital of Culture

- ❑ Official evaluations:
 - 9.7 million additional visits, generating an economic impact of £753.8 million across Liverpool and the wider North West region.
 - 1.14 million staying visitor nights in Liverpool hotels, 1.29 million in the rest of Merseyside and 1.7 million in the rest of the North West.
 - 6% rise in job creation

2. Economic impacts

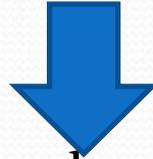


Wealth concentrated in the city centre:

- ❑ Liverpool is still the most deprived local authority in England;
- ❑ Employment rate was 61.0%, compared with 71.5% for the whole of Great Britain (December 2013);
- ❑ the level of job seekers allowance claimants was 5.1% whilst it is 2.9% for the whole of Great Britain (December 2013);
- ❑ Heritage and the creative and cultural industries have been the catalyst for in-depth regeneration

3. Social impacts

- ❑ Regeneration based on heritage or the creative industries



- ❑ strengthens social inclusion and cohesion, increases social capital and trust between people, empowers communities, builds a sense of community



- ❑ creates stronger links to a common identity and history and heritage



- ❑ BUT: targeted measures, policies and programmes need to be put in place for these impacts to be realised.

3. Social impacts



- ❑ Former Jewish quarter of Kazimierz, in Cracow, Poland:
- ❑ setting of 'Schindler's List'; regeneration based on its built environment, as well as creative and cultural industries (festivals, books, food)
- ❑ Gentrification: long-term tenants could not afford the higher rent; landlords undertook only urgent repairs of flats, to encourage tenants to leave and to replace them with a more affluent population
- ❑ Culture-based regeneration does not automatically lead to positive social impacts.

For more information:

□ Labadi, S. 2011. *Evaluating the socio-economic impacts of selected regenerated heritage sites in Europe*:

http://www.encatc.org/pages/fileadmin/user_upload/Forum/Sophia_Labadi_2008CPRA_Publication.pdf

□ Labadi, S. and Logan, W. (eds) 2015. *Urban Heritage, Development and Sustainability*. Routledge