



UNLOCKING CULTURAL HERITAGE VALUES

CHALLENGES TO THE ECONOMICS OF CONSERVATION IN THE XXI CENTURY

Newton Building, Nottingham Trent University

Thursday 9 August 2018



WELCOME BY THE CHAIRS

Dear Colleagues and Participants,

On behalf of the Conference Scientific Committee and of the Local Organizing Committee, I am delighted to welcome you at the Conference “Unlocking Heritage Values: Challenges to the Economics of Conservation in the XXI Century”.

The conference is organized by Nottingham Trent University (NTU) Research Sub-Theme *Sustainable Heritage and Society* with the Patronage of *ICOMOS International Scientific Committee on the Economics of Conservation (ISCEC)*. We want to thank the financial support of NTU Global Heritage Research Theme and the cooperation of the School of Architecture, Design and Built Environment at NTU.

During this one day event, we aim to discuss the role that economics can play in the assessment of the social and economic damage brought by the increasing risks that world heritage is facing and the potential for innovative mechanisms in support of heritage conservation.

With a great part of the world population living in our contemporary cities, and a constant upward trend towards urbanization, scientists need to integrate dispersed knowledge and face the new challenges posed to cities' sustainable development during these times of global socio-economic crisis.

This event follows a number of previous events chaired by Prof Throsby and myself and aims to launch a Series of conferences/workshops on Culture, Economics and Cities (CEC). The CEC Series aims to create a platform where scholars in the fields of urban studies and cultural economics will meet and discuss topical issues related to culture and cities, identifying innovative methodologies within a multidisciplinary perspective, with a clear economic emphasis. We aim to identify a network of selected high profile scientists exchanging high quality research and ideas on specific urban studies research challenges brought by contemporary cities, both in developed and developing countries.

The Conference gathers scholars working at the boundaries of various disciplines such as: economics, regional science, planning, tourism, conservation, architecture; with a strong emphasis on the economic and cultural dimensions of cities' sustainable development.

We will create a forum for discussions on specific transdisciplinary challenges related to the conservation of urban cultural heritage. We aim to explore new economic evaluation approaches of the contribution made by cultural processes to regional economic development.

This first event at NTU aims to address research issues often discussed separately and in a fragmented manner. The intent is to broaden the urban research agenda by creating new synergies between academic approaches and disciplines, while focusing on a specific issue – preservation and economic valuation of urban cultural heritage at risk in its various (tangible and intangible) forms – transversally linking issues such as cultural diversity, migration phenomena, city identity and branding, city governance and management, cultural heritage conservation, cultural tourism management, climate change challenges to cultural heritage, and identity/cultural heritage preservation in armed conflicts and in their aftermaths.

We aim to strengthen the network of world leading scientists – taking part to this and future CEC events – working on the challenges brought by our contemporary age to cities and to the conservation and valorization of world heritage. Our heritage cities are currently facing a number of serious threats, calling for coordinated action. The strong link among cultural goods, the economics of regions and cities sustainable development will be explored.

The Chairs

Dr Patrizia Riganti

Lead of NTU Research Sub-Theme Sustainable Heritage and Society
Nottingham Trent University, UK

Prof David Throsby

Distinguished Professor of Economics
Macquarie University, Sydney, Australia

WELCOME BY PROF LUIGI FUSCO GIRARD

President of ICOMOS International Scientific Committee on The Economics Of Conservation (ISCEC)

Dear Colleagues,

I am delighted to welcome you to this ISCEC event. I am sorry not to be with you in this occasion, and I would like to contribute to your debate with a few considerations I have prepared for this occasion. I have asked Dr Patrizia Riganti - member of our ISCEC Committee and Chair with Prof David Throsby, a highly esteemed member of ISCEC - to present them at the start of your conference.

1. Why are we interested about valorization/conservation of our cultural heritage?

Which is the role that cultural capital has in the progress towards sustainable, resilient cities and inclusive communities?

The characteristics of cultural heritage and landscape pose significant challenges for its management and governance.

We are convinced that the integrated conservation of cultural heritage can contribute to the processes of local sustainable development: those related to sustainable tourism and cultural tourism; those related to creative activities and innovation (because these functions prefer the localization in assets characterized by a specific high quality); those related to local development that enhance wellbeing, quality of life, well-living of communities.

The valorization/conservation of cultural heritage can also contribute to the “paradigm-shift” proposed in the United Nations Agenda 2030 for Sustainable Development and Sustainable Development Goals and in New Urban Agenda, towards the “**humanization**” of our cities (see paragraph 26 of NUA).

This is the real challenge of our time.

This means in particular to become able to contribute to: regenerate the “connective infrastructure” of our city/society, to regenerate community bonds, through regenerating the collective memory: to help subject to move from I to US: to cooperate each other in the implementation of common goals/objectives/interests....

2. How do we think to realize this contribution for enhancing and regenerating the connective infrastructure of our society?

We think through the strengthening of our roots: through the celebration of our cultural memory.

Cultural Heritage is the memory itself of the urban living system; it is the heart of the city/territory, its identity conserved over the centuries/millennia. The conservation/valorization of cultural heritage /landscape stimulates new relationships between places and people: stimulates the organization of micro-communities (the heritage community evoked in FARO Convention). Thus, we should go beyond the only production of economic wealth, trying to produce new value also in the symbolic sphere, cultural sphere, spiritual sphere....

More in particular, in which way we intend to create these relationships?

Through the elaboration of new economic approaches: through innovative business, financing and governance models able to put together, in a reciprocal and circular benefit; in a win-win-win game regarding the three main players:

- The private sector, both the entrepreneurs and the owners;
- The public sector;
- The local community.

Cultural heritage is a “common good”, whose management/conservation/valorization requires a **community approach**. Between commons and community there are significant relationships.

The large economic resources needed for recovery and maintenance of heritage goods are rarely available to the private owner, often charged of the additional cost of non-use due to limited degree of transformation allowed.

The existing governance arrangements currently involve limited stakeholders concerning for the historic, aesthetic or religious and sociocultural values, severely restricting the use of the heritage properties, and charge the central government of conservation costs. The approach of regulatory and planning tools throughout European countries has been to preserve cultural heritage by preventing transformation of buildings or areas having historic-cultural significance.

To turn cultural heritage and landscape into a resource, instead of a cost for the community, institutions, tools and financial arrangements should be adjusted to ensure larger stakeholders' involvement in decision-making, attract private investments and facilitate **cooperation** between community actors, public institutions, property owners, informal users and producers.

Tools for management of change should consider costs and benefits at the local level and for all stakeholders, including future generations (and should take into account the cultural, social, environmental and economic costs of disrepair through neglect, compared to the benefits obtained through diverse scenarios of transformation / integrated conservation).

Costs and values of cultural heritage conservation/valorisation have to be compared in a multidimensional space. The relationship between costs and "complex values" (or "complex social value") influences the willingness itself to invest in the functional recovery of cultural heritage and landscape. Therefore, it is necessary to clarify first what is intended for the **value of cultural heritage**. The higher the perceived value for potential actors, the higher the willingness to take the risk of investment. This "complex social value" of cultural heritage depends on the intrinsic characteristics, but also on extrinsic (context) characters.

3. The International Scientific Committee on Economics of Conservation of ICOMOS (founded in the 80s) has conducted continuous research on economics of conservation of cultural heritage and landscapes.

In 2017 a group of European ISCEC members has developed a research proposal submitted to the Horizon 2020 Call SC5-22-2017 on "Innovative financing, business and governance models for adaptive re-use of cultural heritage". The research project "CLIC - Circular models Leveraging Investments in Cultural heritage adaptive reuse" (2017-2020) has been funded in 2017 by the European Commission (with 5 M Euro), involving 15 European Partners from 9 EU countries. ISCEC members contributed both in the roles of Partners and Advisory Board members.

Thus, the objectives of ISCEC-ICOMOS are strictly linked with the Horizon 2020 research CLIC on "Circular business, financing and governance models for cultural heritage adaptive reuse", that I coordinate.

The CLIC project identifies two main fundamental reference points:

- Circular Economy;
- Circular Cities and Regions.

The Circular Economy is the co-evolutive economy, the economy of synergies, cooperation, collaboration, which is put in relationship with the circular city model and with cultural heritage, that have not been put in relationship before. Circular economy is the economy of natural bio eco/system that reduces entropy, increases resilience and stimulates cooperation between components (it starts from the search of efficiency, but it is based and it stimulates cooperation / synergies. It is the economy of coevolution, co-operation, co-ordination of actions for a common interest.

Circular city is the concept of city as a living complex dynamic circular system, city able to self-organize, self-manage, self-govern itself. Cultural heritage can play the role of catalyst of these circular processes.

I am sure that this International Meeting will offer significant contributions in many directions for the research activities of ICOMOS ISCEC and of CLIC research.

PROGRAMME

Time	Activity	Location
8:30 – 9:30	Registration and refreshments	Forum Level 1
9:30 – 9:40	Welcome Prof Luigi Fusco Girard, President ICOMOS ISCEC (International Scientific Committee on the Economics of Conservation)	Lecture Theatre 1
9:40 – 9:50	Introduction Chair Dr Patrizia Riganti, Nottingham Trent University	
9:50 – 10:30	Prof David Throsby, Macquarie University, Sydney <i>Cultural capital and the economic nature of cultural heritage</i>	
10:30 – 11:10	Prof Francesca Medda, University College London <i>Innovative financial mechanisms for heritage conservation</i>	
11:10 – 11:30	Refreshments	Forum Level 1
11:30 – 12:10	Prof Michèle Clarke, The University of Nottingham <i>Smart cities and heritage conservation</i>	Lecture Theatre 1
12:10 – 13:00	Panel discussion: <i>current challenges to the economics of conservation</i> All speakers and Mr Nick Ebbs, Vice Chairman of Igloo Regeneration Ltd and High Sheriff of Nottinghamshire Chaired by Prof David Throsby	
13:00 – 14:00	Lunch	Forum Level 1
14:00 – 14:40	Dr Patrizia Riganti, Nottingham Trent University <i>Cultural heritage conservation in a circular economy: The case of Syracuse, Italy</i>	Lecture Theatre 1
14:40 – 15:20	Prof Ilaria Mariotti, Polytechnic of Milan <i>Assessing the social benefits of regeneration projects: the case of the Navigli project in Milan</i>	
15:20 – 15:30	Ricky Lawton, Simetrica <i>The Economic Value of Heritage in England: A Benefit Transfer Study</i>	
15:30 – 15:40	Alison Heritage, ICCROM <i>Promoting sustainability principles within heritage conservation</i>	
15:40 – 15:50	Sigrid Stagl WU Wirtschaftsuniversität Wien, Institute for Ecological Economics <i>Placing culture in an Ecological Economics ontology beyond a pillar approach</i>	
15:50 – 16:00	Chika Udeaya, University of Salford <i>Enhancing cultural resilience in India by applying digital technologies to the Indian tangible and intangible heritage</i>	
16:00 – 16:20	Refreshments	Forum Level 1
16:20 – 16:30	Dr Pauline K.M. van Roosmalen PKMvR heritage research consultancy, Amsterdam <i>Handle with Care: Heritage Conservation in Indonesia</i>	Lecture Theatre 1
16:30 – 17:00	Debate: <i>future research agenda</i>	
17:00 – 17:15	Conclusion	
17:15 – 18:00	Networking	Forum Level 1

SPEAKERS' PROFILES

Dr Patrizia Riganti

Dr Patrizia Riganti is a Senior Lecturer in Real Estate in the School of Architecture, Design and Built Environment at Nottingham Trent University and Lead of NTU Global Heritage Research Theme on Sustainable Heritage and Society. She sits on two ICOMOS International Scientific Committees: Economics of Conservation and Energy and Sustainable Development, is a member of UNI-Habitat Universities initiative and one of the 40 signatories of the UN Tampa Declaration.

An expert in urban studies, her research focuses on urban sustainable development and on the assessment of urban policies related to cultural heritage conservation, cultural diversity and sustainable cultural tourism. She is an architect, holding an MPhil in Urban Design, an MSc in Urban Planning and a PhD in Economic Valuation Methods in the Integrated Conservation of Architectural, Urban and Environmental Heritage.

Dr Riganti has been the Principal or Co-Investigator on research grants totaling over 8.5 million Euros; her research has been funded by RCUK, the World Bank and the European Union among others. She has been visiting professor at EU and USA universities, delivered over 28 invited speeches and published more than 58 refereed journals articles. She is a grant reviewer for EU and UK research councils and member of the National Valuation Panel for the Italian Universities Research Assessment Exercise in 2013.

Prof David Throsby

Professor David Throsby AO is a Distinguished Professor in the Department of Economics at Macquarie University. He is internationally known for his work as an economist with specialist interests in the economics of the arts and culture. He holds Bachelor and Master degrees from the University of Sydney and a PhD in Economics from the London School of Economics. Professor Throsby's research interests include the role of culture in economic development, the economic situation of individual artists, the economics of the performing arts, the creative industries, the economics of heritage and the relationship between cultural and economic policy. He has published several books and a large number of reports and journal articles in these areas, as well as in the economics of education and the economics of the environment. His book *Economics and Culture*, published by Cambridge University Press in 2001, has been translated into eight languages.

Recent research-related publications include *Handbook of the Economics of Art and Culture Vol. 2* (Elsevier/North Holland, 2014) co-edited with Victor Ginsburgh. He also co-edited, with Michael Hutter, *Beyond Price: Value in Culture, Economics and the Arts* (Cambridge University Press, 2008). Professor Throsby's latest book, *The Economics of Cultural Policy*, was published by Cambridge University Press in 2010.

David Throsby has been a Fellow of the Academy of the Social Sciences in Australia since 1987, and was elected a Distinguished Fellow of the Association for Cultural Economics International in 2008. During a career spanning employment in both government and academia, he has been chair or member of a number of boards and committees at both national and international levels. He has also been a consultant to a number of international organisations including FAO, UNCTAD, UNESCO, OECD, and the World Bank. He is a member of several Editorial Boards, including the *Journal of Cultural Economics*, the *International Journal of Cultural Policy*, *Poetics*, the *Asia Pacific Journal of Arts and Cultural Management* and the *Journal of Cultural Property*.

In January 2014, David Throsby was made an Officer of the Order of Australia for distinguished service to the community as a leading cultural economist, to the promotion and preservation of Australian arts and heritage, and to tertiary education.

Prof Michele Clarke

Prof Michele Clarke is Assistant Pro Vice Chancellor for Asia at The University of Nottingham and Professor of Environmental Change. Prof Clarke has been the Principal or co-investigator on research grants totalling £12.55 Million from the following funding bodies: UKIERI, ESRC, NERC, EPSRC,

BBSRC, NERC-ESRC-DFID, The British Academy, The Royal Society, The Leverhulme Trust, European Union, British Council. She is a member of the RCUK Pool of Panel Chairs, served on the NERC and ESRC peer review colleges and a review panel member for the UK India Education and Research Initiative (UKIERI), British Council Newton Fund Programmes and UK-US-third country Global Innovation Initiative Programme (GIIP). Her research is strongly interdisciplinary encompassing geography, chemistry, physics, geology, ecology and cultural and community studies. She has published 95 journal publications, 7 book chapters, 8 book reviews, 3 reports and 69 conference papers. She has represented the UK at the World Meteorological Office workshop on Climate Change & Land Degradation and at two Mediterranean Meetings on Water Resources, Land Degradation and Society. Prof Clarke has recently been speaker at the Indo-UK TECH Summit in the Connect Cities session at the invitation of the UK government.

Main research interests are in the fields of sustainable cities, climate change, energy, land degradation and food security. Current research focuses on the energy-water-food nexus (EPSRC, BBSRC), sustainable cities and rapid urbanisation (ESRC, EPSRC, British Council), the role of the North Atlantic Oscillation in determining storminess and weather variability in Europe and impacts on coastal environments (funded by the Leverhulme Trust and the British Academy). She has been the Lead Principal Investigator for two UK-India awards: ESRC-Ministry of Urban Development ES/P000517/1 SMART ciTIES Network for Sustainable Urban Futures (SMARTIES Net) and ESRC-DST bioenergy project EP/J000361/1 Rural Hybrid Energy Enterprise Systems (RHEES)

Prof Francesca Medda

Francesca Romana Medda is a Professor of Applied Economics and Finance at the University College London (UCL). From 2010 she is the Director of the UCL QASER (Quantitative and Applied Spatial Economics Research) Laboratory. Since 2012 she serves as economic adviser to the UK Ministry of Environment and Agriculture (Defra) and in 2014 at the Ministry of Finance (HM Treasury). She is Vice-President of the Parliamentary and Scientific Committee. Her research focuses on project finance, innovative financial mechanisms and risk evaluation in different infrastructure sectors such as: transport industry, energy innovation and new technologies, urban investments (smart cities), supply chain provision and optimisation, and efficiency. Her work is published in leading academic and practitioner journals.

She has worked and works actively with the private and public sector including The European Investment Bank, The World Bank, UNESCO, UN-Habitat, WILLIS Re, HALCROW, and UITP. At present she holds several grants, two of which pertain to the application of complexity analysis in the real world. She is Co-Investigator in the £6.2m EPSRC Programme Grant "Liveable Cities" and the £5.8m grant "New Business for Infrastructure Investments". From 2007 she served on the Executive Board of Directors of a major public transport company in Italy.

Prof Ilaria Mariotti

Ilaria Mariotti, Associate Professor of Urban and Regional Economics join the Department of Architecture and Urban Studies (DASU), Polytechnic of Milan (IT) since June 2016. From April 2008 to May 2016 she has been Assistant Professor at DASU, Polytechnic of Milan. In 2005 she achieved a PhD in Spatial Sciences at the Faculty of Spatial Sciences, Department of Economic Geography, University of Groningen (NL). In the same year she achieved a PhD in Transportation Economics at the Faculty of Economics, Department of Economics and Quantitative Methods, University of Genoa (IT). In 2000 she obtained a Master degree in Spatial Sciences at the Faculty of Economics, University of Reading (UK).

Prof Mariotti's main research interests concern: (i) manufacturing and logistics firm location and their effects on the local context; (ii) new working spaces and their impact on the economic and urban context; (iii) economic assessment of urban transformations. She has been developing qualitative and quantitative research (survey, descriptive statistics and econometric analysis). She is also the author of articles published in national and international journals, book chapters and two books.

Mr Nick Ebbs

Nick Ebbs is a chartered surveyor and Vice Chairman of Igloo Regeneration Ltd, specialists in developing sustainable places and buildings. He is responsible for Igloo's activity in the Midlands and is chief executive of Blueprint, a partnership between the Aviva Igloo Fund and Nottingham City Council. He is a member of NTU Board of Governors.

Nick is currently High Sheriff of Nottinghamshire and a trustee of Nottingham Contemporary, a member of the Bank of England Regional Panel (East Midlands) and a panel member of Opun's Regional (East Midlands) Design Review Panel. Until recently, Nick was also a director of Derwent Housing Association and Chairman of Centro Place Investments (Derwent's Commercial Subsidiary). Prior to joining Igloo Nick was a founder member of Innes England Consultant Surveyors, a property consultancy based in the Midlands where he was responsible for development and regeneration agency.

Nick is an honorary professor of Sustainable Development at the School of Architecture and the Built Environment, University of Nottingham, and was previously an external examiner at Nottingham Trent University (Built Environment). Nick has a degree in Philosophy and Theology. He has recently been nominated as High Sheriff of Nottinghamshire (for the year 2018/19). Nick is a regular conference speaker on regeneration and sustainability issues and has spoken at numerous venues across Europe and further afield.

Prof Luigi Fusco Girard

Luigi Fusco Girard is the President ICOMOS ISCEC (International Scientific Committee on the Economics of Conservation). He is professor at National Council of Research (CNR- IRISS) and scientific coordinator in many research projects, including the EU funded project CLIC. Until 2016 he was full Professor of Economics and Environmental Evaluation at University Federico II of Naples.

He is the Director of International Laboratory on Creative and Sustainable City that has been recognized by UN-Habitat (from 2011) and UN-Habitat Universities (from 2015) as coordinator of Universities Research Hub on Urban Regeneration; Head of Interdepartmental Research Centre in Urban Planning "A. Calza Bini", Univ. of Naples Federico II, from 2009 to 2016; Head of Department of Conservation of Architectural and Environmental Heritage, Department of Architecture, Univ. of Naples Federico II, 1985-1988; and 1999-2005; Professor of Urban and Regional Economics, Department of Architecture, Univ. of Naples Federico II from 1988 to 2016; Coordinator of the Ph.D. Programme Evaluation Methods for the Integrated Conservation of Architectural, Urban and Environmental Heritage, Univ. of Naples Federico II from 1992 to 2013; Professor of Cultural Heritage Economics, Specialization School in Maintenance and Building Urban Management, Univ. of Naples Federico II, from 1997 to 2001; Professor of Economic Techniques for Cultural Heritage, Specialization School in Restoration of Monuments, Univ. of Naples Federico II from 1998 to 1999;

Professor at Master en Medi Ambient Urbà I Sostenibilitat (MAUS) at Universitat Politècnica de Catalunya from 2001 to 2002; Professor of Integrated environmental evaluation for sustainable development, Department of Engineering, Univ. of Naples Federico II from 2002 to 2007; Adjunct Professor at University of Nova Gorica (Slovenia) from 2006 to 2013; Head of Specialization School in Restoration of Monuments, Univ. of Naples Federico II from 1999 to 2005; Member of Polo Council, Polo of Science and Technology, Univ. of Naples Federico II from 2003 to 2008; Coordinator of Ph.D. School of Architecture, Univ. Federico II of Naples from 2004 to 2013; Member of Administration Council of Regional Transport Competence Centre on behalf of Univ. of Naples Federico II from 2005 to 2009; Head of Specialization Course and Master in Sustainable Planning and Design of the Port Areas, Univ. of Naples Federico II from 2006 to 2016; President of the II Level Degree Course in Architecture and the City from 2007 to 2012; Joint II Level Master and PhD in "Economics and Techniques for the Conservation of the Architectural and Environmental Heritage" 2007 to 2010.

LIST OF PARTICIPANTS

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Dr Jia Michelle	Cui	Nottingham Trent University	Post-doc Research Fellow
Robert	Cullen		Architect
Matthew	Garlick	Nottingham Trent University	Research Technician
Janice	Gooch	Janice Gooch Heritage Consultancy	Heritage Consultant
Surbhi	Goyal	University College London	Student
Emma	Hancock	Nottingham City Council	Heritage Action Zone Officer and Townscape Officer
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Alex	Hayes	Historic England	Project Officer
Alison	Heritage	ICCROM	Heritage Science Officer
Katie	Holland	Nottingham Trent University	Research Development and Impact Manager
Hui-Ying	Kerr	Nottingham Trent University	Senior Lecturer - Product Design
Emily	Knight	Heritage Lottery Fund	Grants Officer
Ricky	Lawton	Simetrica	Head of Research
Ivana	Mancic	School of Art and Design	PhD Student
Tim	Meads	Nottingham Trent University	Academic
Mohamed	Milod	University of Salford	PhD candidate

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Pauline K.M.	van Roosmalen	PKMvR heritage research consultancy	Architectural Historian
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LIST OF ABSTRACTS (CONTRIBUTED PAPERS)

Heritage, Alison – ICCROM (the International Centre for the Study of the Preservation and Restoration of Cultural Property)

Promoting sustainability principles within heritage conservation

Lawton, Ricky – Simetrica

The Economic Value of Heritage in England: A Benefit Transfer Study

Stagl, Sigrid – WU Wirtschaftsuniversität Wien

Placing culture in an Ecological Economics ontology beyond a pillar approach

Milod Mohamed - University of Salford

Vernacular Architecture in Libya: conservation of the Nafusa Mountain Region heritage

Udeaya Chika – University of Salford

Enhancing cultural resilience in India by applying digital technologies to the Indian tangible and intangible heritage

van Roosmalen, Pauline K.M – PKMvR heritage research consultancy

Handle with Care: Heritage Conservation in Indonesia

Promoting sustainability principles within heritage conservation

Alison Heritage

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Cultural heritage is referred to as a driver of sustainable development. However, what role does heritage conservation play in this, and importantly how can these effects be supported and enhanced? These are not easy questions to answer as the contribution made by heritage conservation to societal wellbeing is indirect and diffuse, therefore difficult to trace and monitor its effects. Notable efforts have been made by UNESCO and ICOMOS, for example through the *Culture for Sustainable Urban Development Report*, and the ongoing work to build upon the UNESCO's *Culture for Development Indicators* to develop a framework of indicators to evidence the contribution of cultural heritage to societal benefit.

Evidencing the ways in which heritage conservation contributes to societal wellbeing is a priority issue for ICCROM and its member states – as highlighted in the resolution passed at the 30th ICCROM General Assembly 2017, which referred to: “...*the clear need of the cultural heritage sector to provide evidence of its contribution to sustainable development, in order to enhance the visibility and to stimulate policy making in support of cultural heritage and its conservation, in as well as beyond the cultural heritage sector*”.

Metrics and indicators provide only selected insights, and while they purport to offer an objective yardstick they are not neutral, and hence carry a risk of bias: “...*The critical issues [indicators] raise go beyond realist ones of accuracy and methodology. Not least of them is their potential to present matters of value as matters of fact*” (Redden 2015). Moreover, in line with the adage ‘what gets measured gets done’ the risk is also that indicators go from being a means to an end to being an end in themselves.

Qualitative social arguments centred on concepts of welfare present a relevant alternative that can speak to both decision makers and the public, and gives more nuanced indications of how benefit might be enhanced. To this end, ICCROM is launching a new initiative to explore how the connection between heritage conservation and sustainable development is currently perceived and evaluated at international and national level, and how these notions play out at local level within its member states. We seek to better understand through the experience of conservators, site managers and other senior heritage professionals, what key factors serve to promote the delivery of greater added value through conservation activities. A further goal is the accumulation of a body of case study evidence on which to build positive narratives and identify qualitative criteria for promoting practices that enhance the sustainability impact of heritage conservation.

While the provision of quantitative evidence – particularly in the form of economic indicators – is desirable as a means to influence non-culture decision makers, nevertheless evaluation efforts should also serve to underpin conservation decision making and promote good practice. Meaningful, reflective practice-oriented tools are therefore needed to help inspire and guide heritage professionals in the design of community-oriented conservation projects and management systems that incorporate sustainability principles at their core.

Key words: Heritage conservation, qualitative indicators, sustainable practice, ICCROM

Conference Stream: Decision support systems for heritage management

The Economic Value of Heritage in England: A Benefit Transfer Study

Ricky Lawton¹, Daniel Fujiwara², Susana Mourato³, Hasan Bakhshi⁴, Augustin Lagarde⁵, John Davies⁶

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Historic buildings form an important part of how people perceive and value their local area, and of the place-making that can be so important to local residents and the economy. However, most historic buildings are held in private hands and receive no public funding. Given the public benefit that these buildings generate, there is a direct societal interest in better understanding the value that they create for the people that use/visit them and for non-users.

Of particular interest to Government and funders are Benefit Transfer methods which produce robust willingness to pay (WTP) values which can be applied to comparable heritage sites without the need for additional new and costly primary data collection, survey design, and analysis. Where valid, it offers policy relevant values in a fast and cost-effective way as it means the valuation estimates can be used in other contexts.

Willingness to pay estimates were obtained from user and non-users to one of four historic cities: Canterbury, York, Winchester and Lincoln and their cathedrals. Users (residents and visitors) and non-users of the historic city/cathedral were asked to consider a hypothetical scenario of a threat of damage from climate change, the effect of the scenario being that some historic buildings in the city (the city being inclusive of the cathedral) were likely to be obscured from view due to repair work and that buildings currently open to the public were likely to close for a period of over a year. To prevent this happening an independent, not-for-profit, fund would be set up which would undertake a series of preventative measures. Users and non-users were asked their willingness to make a one-off donation to the historic city fund. We employed bias reduction strategies, such as the use of follow-up questions to check the consistency of previous answers, oath script, and cheap talk.

To assess transferability, we performed three types of transfer test for use and non-use values between sites: simple unit transfer, adjusted (income) transfer, and function transfer. For the four historic cities and their associated cathedrals in our study, the average transfer error we find is substantially lower than the threshold for validity suggested in the literature for acceptable value transfer. For the transfer of use and non-use values, we found that the transfer errors between sites were minimised by using the average valuations of multiple sites to proxy the value of another site. Although low transfer errors were obtained, the robustness of this type of transfer to new sites does depend on such sites being similar to those studied here. Adjusting the value transfer further by controlling for income or other variables using regression analysis was not found to improve performance.

Going forward, this research provides a bank of use and non-use values for historic towns and cathedral which can be transferred to other sites in the UK. This can be used by local residents, NGOs and government to build the evidence base behind local planning decisions, economic business cases, and applications for further funding.

Key words: use and non-use value; willingness to pay; benefit transfer; climate change; contingent valuation; stated preference

Conference Stream: Heritage and economic valuation

Placing culture in an Ecological Economics ontology beyond a pillar approach

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This paper defines a new model that interprets the role of culture in an ecological economics ontology. The model is based on current ecological economics thinking and emphasizes the critical role of culture in organizing complex socio-economic systems including the economy. In recent years, cultural economics and cultural heritage economics scholars have begun to grapple with sustainability and the role of culture. Culture is defined as beliefs, customs, values, attitudes and social behaviors of human groups. Culture undoubtedly shapes human societies in distinct ways over time and space, including how people produce and consume goods and services and value nature. There are many models that add culture to the somewhat outdated three-pillar model of sustainability (Environment, Economic, and Social). However, an up-to-date ecological economics ontology places all complex systems of human societies within the limits of biophysical systems that support life on earth. Until now, this central element was missing from many culture-centred approaches. This new model impacts the understandings of cultural capital; the relationship of humankind to nature; and the fundamental and evolving methodologies for measuring culture's impacts in a transition to a sustainable economy. An example of the circular economy is discussed to illustrate how this new model may be applied. This theoretical article contributes to the philosophical foundations of transdisciplinary studies of culture, economics, and sustainability.

Key words: Ecological Economics, Theory, Cultural Ecosystem Services, Circular Economy

Conference Stream: Heritage and economic valuation

Vernacular Architecture in Libya: conservation of the Nafusa Mountain Region heritage

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Vernacular Architecture (VA) refers to the characters of the places which make people experience a feeling of belonging and where they refer their original nationality or hometown, thus, is associated meanings and concepts such as identity, belonging and heritage. VA has been recognized in the theory of architecture as a driver of diversity in creating value in the built environment, as opposed to cultural positions such as internationalism and functionalism. In some cases, VA is protected by law as a tangible heritage. Despite the role played by VA in ensuring the preservation of local identity and cultural values, such as in the Nafusa Mountain Region (NMR) in Libya, VA has long been ignored and neglected by successive governments, as a result, Libya's unique historical and cultural heritage was left to decay.

This research offers a systematic analysis of the physical features of residential VA of NMR in Libya, linking them to the governance system of heritage conservation in Libya and to the Responsible Institutions (RIs). By clarifying the elements that make residential VA unique and by understanding current issues undermining the effective conservation of VA in Libya relation to the RIs, this study offers valuable and original insights for informing future conservation policies and for putting in place measures aimed at restoring, preserving, and maintaining this unique heritage. The research methodology for this study uses both qualitative and quantitative approaches (Mixed Methods). Three examples of Vernacular Dwellings (VDs) in NMR have been selected and studied by collecting primary data through direct observation, analysis of dwellings maps, photos. Visual survey has been conducted by visiting relevant sites and systematically collecting visual evidence (such as photographic and technical survey including structures and technological spatial details). Spatial analysis methods have been adopted to uncover the rationale of the VA development and construction. Semi-structured interviews with relevant parties have been administered at senior, middle, and junior management level of the RIs and complemented with the review of archival documents and relevant government reports, in order to understand bottlenecks and undermining factors for CPs of VA in the NMR within the RIs. The interviews allowed gathering issues from the respondents, which might not have been covered in the literature review and to understand the perception of the values related to the VA in NMR. Qualitative data gathered through the interviews were triangulated with quantitative data gathered from questionnaires, administered with a statistically-significant randomised sample of local experts in the field providing a database for the quantitative analysis.

The research conducted allows conclusions to be drawn and recommendations on how to preserve residential VA in NMR context. Therefore, the results of this research will assist policy makers in Libya, when setting strategic national plans for VA conservation, and will provide a useful point of reference for academics and researchers.

Key words: Vernacular Architecture, Nafusa Mountain Region heritage, Libyan architecture and heritage.

Conference Stream: Heritage Tourism

Enhancing cultural resilience in India by applying digital technologies to the Indian tangible and intangible heritage

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This presentation discusses the preliminary findings from a research project funded by the Art and Humanities Research Council: IT INDIAN HERITAGE PLATFORM, Enhancing cultural resilience in India by applying digital technologies to the Indian tangible and intangible heritage. The project is aimed to enhance the cultural resilience of the Indian tangible and intangible cultural heritage, challenged by rapid urbanization, by exploiting the potential of digital technologies applied to the heritage. The project addresses the issue of a lack of knowledge and awareness about the tangible and intangible Indian heritage, challenged by rapid urbanization and migration flows associated with internal and external movement of population. This phenomenon is undermining the local identity and could result in the extinction of the heritage and its socio- economic values. The main impact of this research is to enhance the resiliency of the tangible and intangible cultural heritage in a selected city, allowing to exploit its potential for the economic growth of the region. According to the World Travel and Tourism Council of India, in 2016 the total contribution of Travel & Tourism to GDP was \$208.9bn, 9.6% of GDP in 2016, and is forecast to rise by 6.7% in 2017, and to rise by 6.7% pa to \$424.5bn, 10.0% of GDP in 2027. Leisure tourism flows are highly dependent on the cultural offer and the unique identity and assets. India is currently experiencing a massive demographic change, boosted by the rapid urbanisation of the major cities and associated migration flows. Documenting the extraordinary Indian heritage is essential to allow its conservation, thus supporting the economic growth related with the cultural and tourism sector. This is also in line with the UN-Habitat III Sustainable Development Goals (SDGs), which encompass cultural resiliency as a major driver for sustainability. The research is based on a mixed methodology, developed by implementing digital technologies to achieve a balanced blending between quantitative and qualitative data associated with tangible and intangible values. The best way to pursue this goal was considered the creation of a web-based platform encompassing both BIM based dataset and qualitative dataset. The selected case study is the city of Surat, the commercial capital city of the Indian state of Gujarat, due to its rich heritage and long history of migration which has shaped its social history, culture and pattern of development. The research will document through BIM 10 exemplar buildings in Surat and make the related data available on the web, thus allowing business to benefit from the better visibility gained by the Surat tangible heritage. The researchers will also gather data related to the intangible heritage of Surat (way of using spaces, traditions, narrative texts...) and make them available to the larger public. The local community will benefit a lot from this, since the website will contribute to raise awareness on the uniqueness of Surat and reinforce sense of belonging and local identity. Finally, the research will fill a knowledge gap on the heritage buildings in the Surat area, since no BIM datasets are currently available.

Key words: tangible and intangible heritage, cultural resilience, digital technologies, sustainable tourism development

Conference Stream: Heritage Tourism

Handle with Care Heritage Conservation in Indonesia

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Several weeks ago, Indonesia's capital city Jakarta made headlines within the heritage community when, at the last minute, it withdrew its nomination for UNESCO's World Heritage List.

While the news may have shocked those not directly involved, insiders were far less surprised. For, despite the great deal of effort that had been put into compiling Jakarta's nomination file, and redevelopment of city neighbourhoods in preparation for the bid, there were many problems: the core rationale, as well as legal and managerial framework underpinning the nomination.

Jakarta's withdrawal is symptomatic of the manner Indonesia handles its heritage. Rather than working holistically and well-thought-out arguments, there is a lack of clear parameters and a well-defined long-term vision. As a result Indonesia's conservation practice suffers from an unproductive hit-or-miss approach prompted by one-off short-term reward and recognition. For these reasons heritage professionals, stakeholders, local and national governments, and citizen activists in Indonesia often face daunting challenges.

To illustrate these challenges, I will discuss developments within the city of Semarang heritage sector over the last ten years. Semarang is endowed, or to some burdened, with a qualitatively and quantitatively significant array of late-colonial architectural heritage. Like Jakarta, Semarang also sees the award of UNESCO World Heritage status as a prime objective as a generator of tourism.

Semarang is therefore a microcosm of the wider problems heritage and conservation in Indonesia suffer; from the politics to the economics, and from deliberation to execution.

By mapping and discussing projects, the protagonists, their motives, and achievements in Semarang, this paper will explore the barrier to heritage caused by the current myopic focus on the achievement of UNESCO World Heritage status. In so doing, this paper will not only demonstrate how these challenges threaten the continued existence of late-colonial built heritage in Semarang, but also threaten the development of Semarang as a sustainable, resilient and inclusive city.

Key words: Jakarta, Semarang, Bandung, Indonesia, heritage, politics

Conference Stream: Decision support systems for heritage management

SCIENTIFIC COMMITTEE

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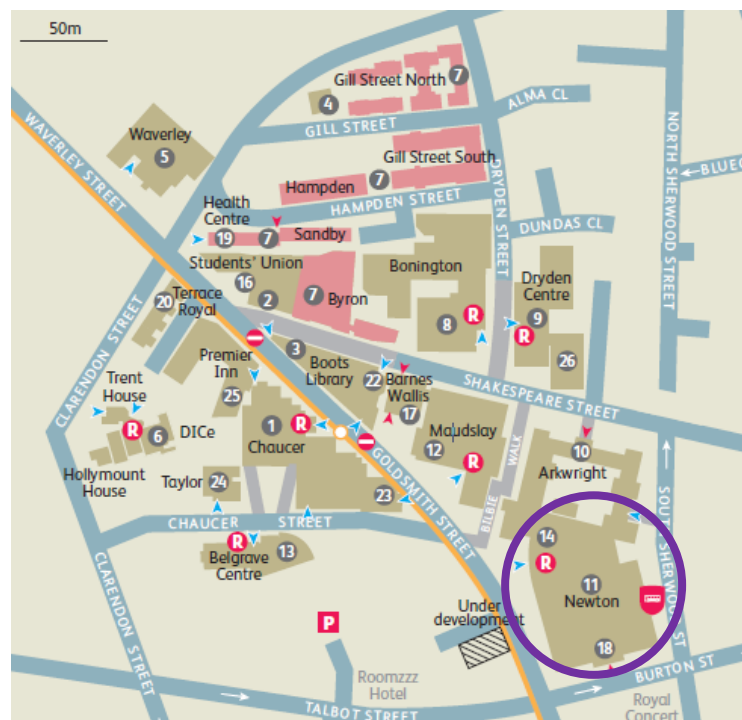
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