

1997

Regeneration Through Heritage



BUSINESS *in the*
COMMUNITY

Regeneration Through



Regeneration Through Heritage is an initiative linking the private sector to development opportunities in projects re-using former industrial buildings to create:

- Employment
- Training
- Social and cultural opportunities

The Vision of Regeneration Through Heritage

By the millennium to have established successful projects across the United Kingdom linking the resources of private sector companies with local projects to create hundreds of quality jobs, training opportunities and cultural facilities in heritage industrial buildings.

Regeneration Through Heritage is steered by a group of senior business leaders and experts in the conservation and architecture of industrial buildings. The initiative is funded by the Heritage Lottery Fund and supported by key agencies, including English Heritage and the Architectural Heritage Fund.

Objectives

- To help identify a viable vision.
- To assist community groups produce viable business plans and development strategies for buildings.
- To help obtain quality architectural, conservation and design advice.
- To involve the business sector by linking their resources to the projects.
- To provide information through an internet site (<http://www.bitc.org.uk/rth>) and the publication of a guidance booklet.
- To provide expert advice for funding applications and assistance in choosing consultants.

Regeneration Through Heritage pilot projects are in areas of need and will seek to generate jobs and training opportunities, new cultural facilities and to have an impact on the wider community and economy.

Two way street

Business in the Community believes there is a national imperative for companies to make a significant difference to the communities in which they operate. Business is central to supporting Regeneration Through Heritage and to delivering the projects. Through business involvement companies can contribute to the regeneration of communities in ways which reflect their business objectives.

Business can offer support in many ways:

- **People**
A company's greatest asset is its people – their skills and expertise can provide essential pro-bono advice to the projects.
- **Power**
All businesses have influence in their relations with customers, suppliers and employees – this influence can help projects.
- **Product**
Donations of equipment and products.
- **Pounds**
Sponsorship and contributions – for example, for feasibility studies.
- **Premises**
Facilities and services are crucial for community groups.

"By converting the Great Western Railway Works into a successful quality retail park my company has shown how even the most complex heritage industrial building can be adapted for modern economic purposes. Regeneration Through Heritage plays a key role in promoting awareness of the potential heritage industrial buildings offer and in helping projects achieve success."

*J W Kaempfer,
Chief Executive,
BAA McArthurGlen*

H e r i t a g e



Regeneration Through Heritage's Role

Regeneration Through Heritage is the key broker of opportunities for companies to become involved in these projects. All projects offer:

Opportunities

- Contemporary economic uses, including hi-tech manufacturing.
- Cultural and recreational uses.
- Companies can contribute to the regeneration of the local community.
- Remarkable investment potential.

National Heritage

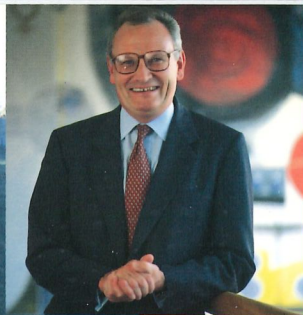
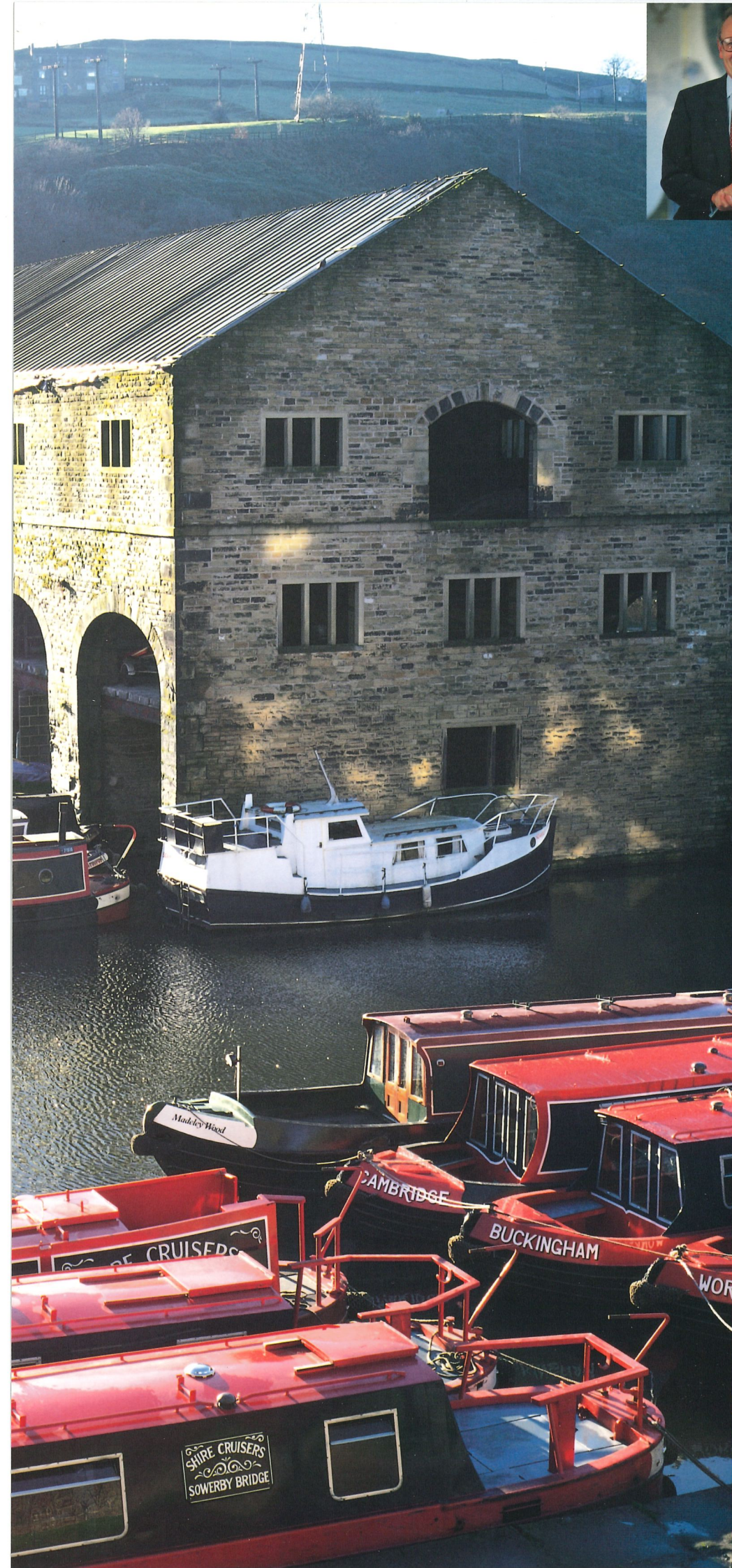
- Buildings of national architectural value.
- Quality surroundings in settings of historic importance.

Adaptability

- Prestigious offices and production space.
- Leisure and recreational facilities.

HRH The Prince of Wales

In 1996 HRH The Prince of Wales asked Business in the Community to establish an initiative to assist community-based projects regenerate former industrial buildings of historic and architectural importance. HRH The Prince of Wales has been associated with a number of successful projects, including Dean Clough in Halifax and Cromford Mill in Derbyshire, which have successfully developed schemes to re-use former industrial buildings for new sustainable mixed uses – highlighting the potential such buildings can offer community regeneration.



This initiative is about regenerating communities. The United Kingdom has a magnificent legacy of heritage

industrial buildings. Many of these are vacant or underused and frequently located in towns and cities experiencing high unemployment and other disadvantages. In some areas local organisations and partnerships are working to refurbish and re-use these buildings to create new economic and social opportunities for their communities.

Regeneration Through Heritage has been established to assist these groups and to engage private sector investment and support to help them achieve their goals – so promoting the successful regeneration of their communities.

As Chief Executive of an international company I believe the success of Britain's businesses depends on the economic and social health of the nation as a whole. Therefore the quality and impact of private sector investment is fundamental to sustaining social, economic and physical regeneration. Regeneration Through Heritage offers the private sector an opportunity to help these important and worthwhile projects and also play their part in the wider national regeneration of Britain.

Bill Castell
Chief Executive,
Nycomed Amersham Plc
Chair of Regeneration

Regeneration Through Heritage Steering Group

Bill Castell (Chair)
Chief Executive
Nycomed
Amersham Plc

Dr Christopher Charlton
Director
The Arkwright Society

Stephen Clarke
Head of Arts & Heritage
Moore Stephens,
Heritage Accountants

Bennie Gray
Director
Space Organisation

Tony Hall
Chief Executive
BBC News

Brendan Mullan
Managing Director
Business in the Community

Oliver Pearcey
Director of Conservation
English Heritage

Fred Taggart
Director
Regeneration Through Heritage
Business in the Community

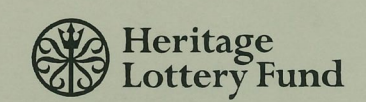
Hilary Weir
Secretary
The Architectural Heritage Fund

Professor John Worthington
Deputy Chairman
DEGW Architects

Jeremy Hall
Managing Director
Dean Clough Ltd

Business in the Community is a not-for-profit organisation which inspires business to increase the quality and extent of their contribution to social and economic regeneration by making corporate social responsibility an essential part of business excellence. It is supported by more than 400 of the UK's major companies.

Regeneration Through Heritage acknowledges the support of:



For Further Information Please contact:
Fred Taggart
Project Director
Business in the Community
44 Baker Street,
London,
W1M 1DH
Tel: 0171 224 1600
Fax: 0171 486 1700
ftaggart@bitc.org.uk
<http://www.bitc.org.uk/rth>