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## **Measuring the Economic, Social, Environmental & Cultural Benefits of Public Space Regeneration**

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### **Abstract**

**Context:** Despite major advances in recent years, the regeneration of urban public spaces is still regarded in many quarters as a cosmetic exercise, a bit of urban beautification but not really a serious device to be used in the toolkit for regenerating cities and certainly not anything to do with the economy. Until public space regeneration is understood and taken seriously; until it is recognised that there is a connection between whether people feel safe, comfortable, relaxed, entertained and informed and whether they participate in urban life economically, social and culturally; the cause of walking in urban areas will never be a key political agenda item.

**Aim:** To demonstrate that the regeneration of urban spaces can be a key driver, and sometimes the key driver, for overall urban regeneration

**Methodology:** To use the evidence from a range of international case studies to illustrate that spatial regeneration schemes can create significant economic benefits, overcome barriers to social inclusion, combat threats to well being, encourage environmental sustainability and celebrate local distinctiveness by promoting a cultural renaissance. To then assess the best means of measuring these benefits to develop a transferable set of measures.

**Results:** The paper will report the results of work being undertaken as part of the EU Liveable City Programme and research being developed by the Heritage Economic & Regeneration Trust and the Regional Development Agency (EEDA) and will make proposals for a performance indicators tool kit.

**Conclusions:** The paper will conclude that only by demonstrating clearly the economic and other outputs/outcomes of spatial regeneration schemes can we hope to make a real change in the way that the pedestrian environment is viewed politically and culturally

## **Biography**

- Director of 'Liveable City', the largest EU collaboration project in the North Sea Region
- Director of Spatial Planning at Norwich City Council
- Chief Executive of the Norwich Heritage Economic & Regeneration Trust
- Member of the English Historic Towns Forum Executive

Michael Loveday has been engaged professionally in urban planning for almost 30 years, and is currently Director of Spatial Planning with European and Economic Development for Norwich City Council (UK).

He is Vice Chair of the Norwich City Centre Partnership, Director of the largest EU collaboration project in the North Sea Region he has been a professional advisor to the Office of the Deputy Prime Minister.

Beyond the Council, Michael is a Board Member of the English Historic Towns Forum and has been a frequent conference and academic speaker on retail, regeneration and heritage issues across the UK and throughout Europe for organisations including the International Council of Shopping Centres, Euro Commerce, the EU and ICOMOS.