



DERRY
CITY COUNCIL

**Cultural
Diversity, Tourism
and Regeneration in
Derry.**

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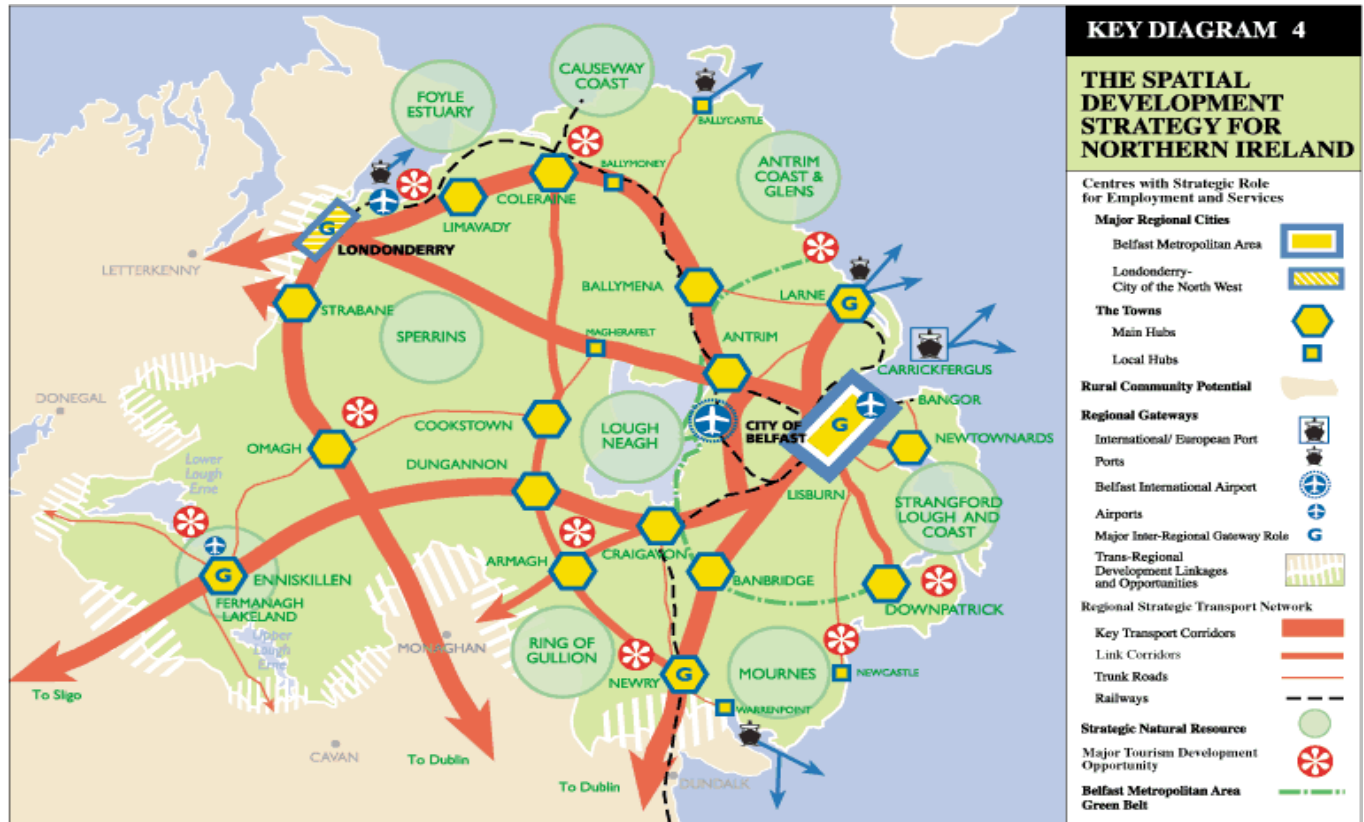
Presentation Contents

- Area & Socio-Economic Profile
- Historical Context
- Growth of Tourism
- Walled City Signature Tourism Project
- Case Studies: Built Heritage Programme & Wider Story of Derry
- Future Plans & What Next

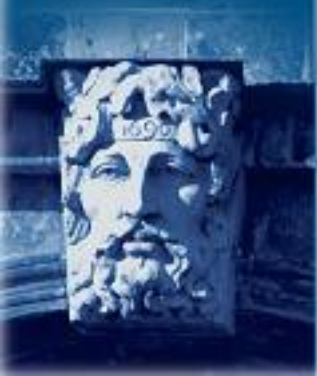




Area Profile



Source: Northern Ireland Regional Development Strategy 2025





Area Profile

- Population – 105,000 (86,000 – urban,)
- Community Composition (75.4% catholic)
- N. Ireland's Second Largest City
- Fourth Largest Urban Settlement in Ireland
- Regional City – Gateway to North-West
- Regional Assets – Airport, University, Sea Port, Major Regeneration Sites
- Border Location – euro zone





Historical Context

- Origination of Derry Dates Back to 546AD – monastic settlements
- Plantation City – 17th Century, City Walls, 1689 Siege of Derry
- Living History 1960's onwards – Civil Rights Movement, Troubles, Internment, Bloody Sunday, Civil Unrest
- 1994 Ceasefire and Beginning of Peace Process





Peace: New Challenges & Opportunitites

- Northern Ireland society has witnessed a rapid transformation - security, demilitarisation, reduced unemployment, economic growth, greater cross-border co-operation
- Significant political progress – power sharing, restoration of devolution, new governance
- Greater confidence in key sectors – tourism, property, community





Tourism: A Growth Sector

- The new political climate & rich/diverse product offer has generated significant interest in Northern Ireland from visitors & investors
- Tangible evidence of increased visitors and the economic/regeneration opportunities – new hotels, flights, new business opportunities





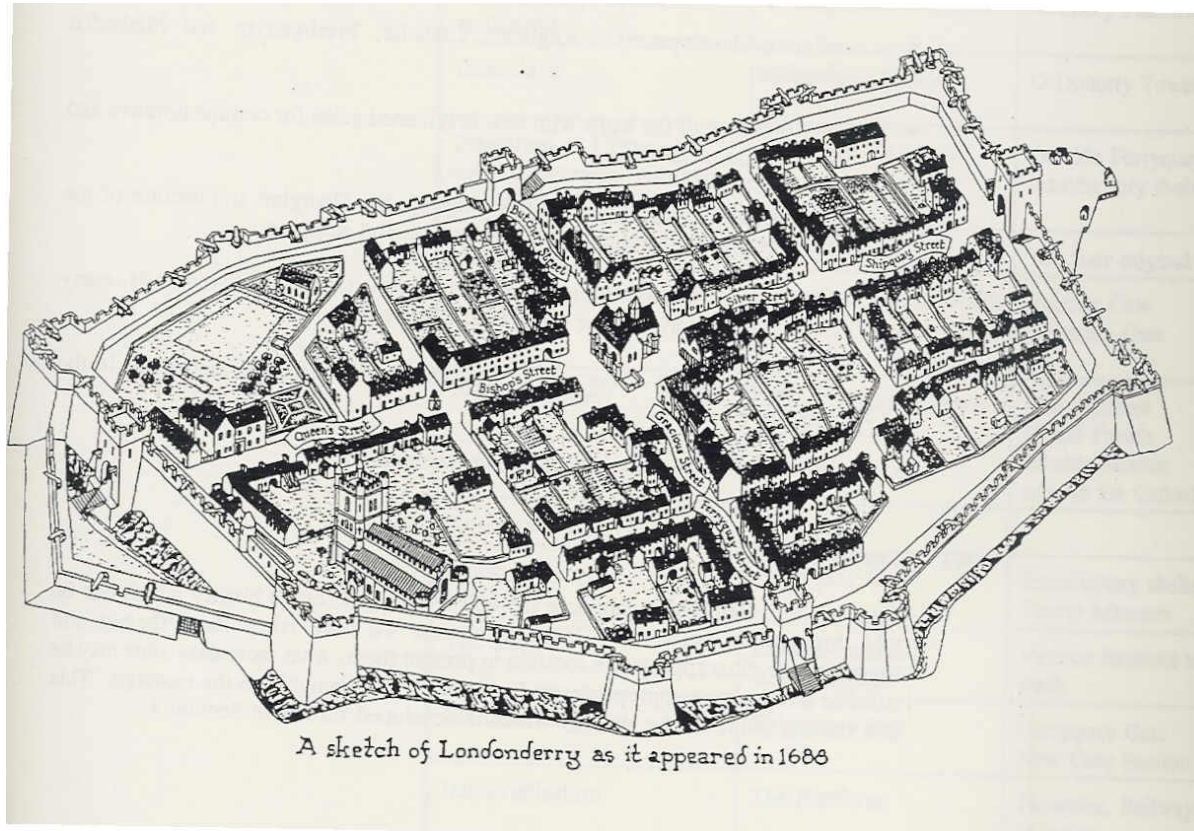
Derry's Unique Tourism Product

- Historic City Walls
- Strong Built Heritage
- Rich Cultural Heritage & Identity
- River/Marine
- Proximity & Linkages With Donegal/Causeway Coast





Historic Derry - 1688





Modern City: Walled City & River





City Walls





Built Heritage

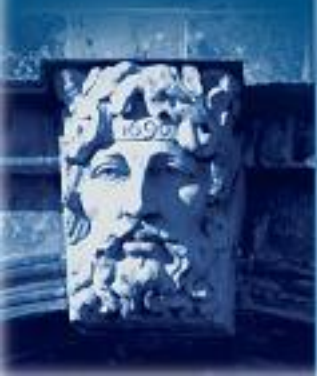




Monastic to Modern History

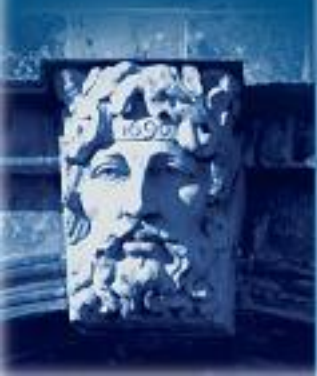


A British army riot squad fire rubber bullets at a group of youths at William St.-Rossville St. corner



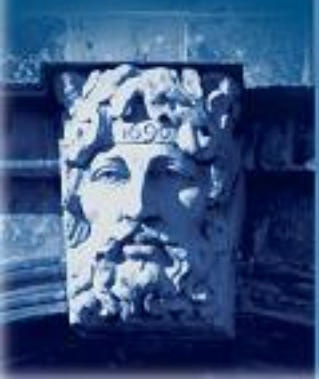


Community Identity



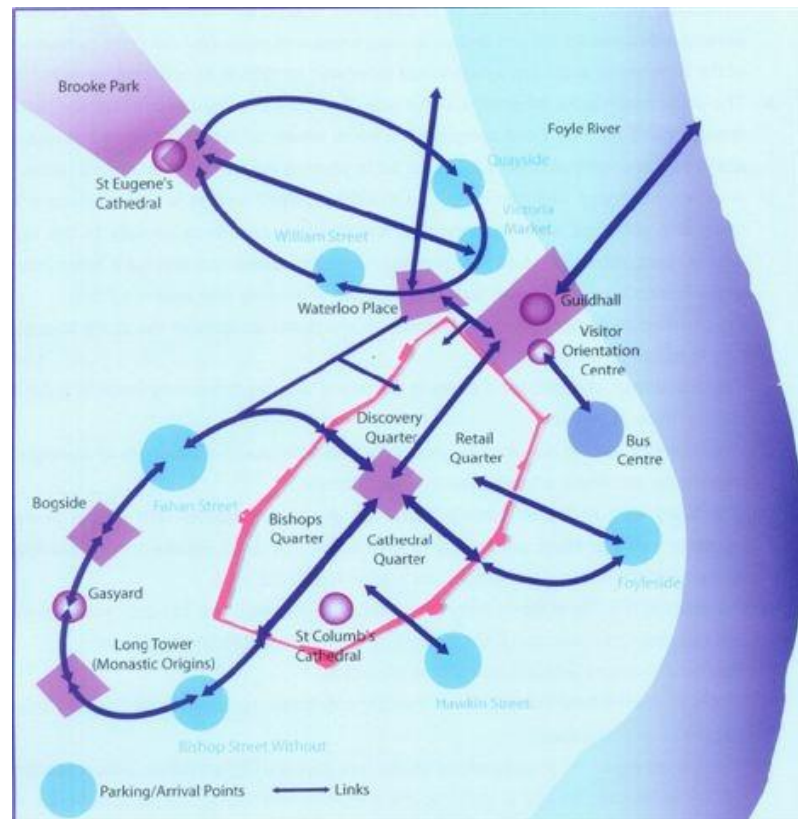


Cultural Mix





Tourism Product Linkages



Source: Walled City Public Realm Plan (2004 – Derry City Council)





Recognising the Past: The Issues & Challenges

- City Walls sit between both communities & are a natural peaceline
- Community divisions exist & strong cultural traditions
- History is sensitive & emotive to both communities – sense of hurt etc
- Both communities share similar social problems – unemployment, deprivation
- Communities have previously been reluctant to open up their story to the outside
- Recent political & social developments mean that the ‘time is right’ to tell their story





Telling the Story: The Challenges

- Recent historical events are of key interest to tourists eg. Berlin Wall, Northern Ireland
- Increased demand in cultural tourism in Europe: ***'Sight-Seeing versus Insight'***
- So how can we turn a very sensitive history into a viable tourism product offering?
- Recognising the recent past - getting the story right, and who tells it?
- Taking advantage of the associated benefits – community-led regeneration





NI Signature Tourism Status: A Catalyst for Promoting Diversity

- 2004 - Derry designated 1 of 5 Northern Ireland 'Signature Tourism Destinations'
- Commitment of public sector funds targeted at key tourism infrastructural projects
- Two projects that focus on improving the product, promoting diversity and achieving greater community cohesion are:
 - Built Heritage Programme
 - Wider Story of Derry





Case Study 1: Wider Story of Derry

- Rationale: to enable groups directly linked to the City's history to play an active role in telling their own story
- Story & content – community-led
- Programme provided financial and technical assistance to provide professional exhibition & interpretative equipment/assistance to 5 key community-based venues to 'tell their story'
- Cross-community theme - All venues feel part of the one initiative in a shared way





Case Study 1: Wider Story of Derry

- Benefits: extending the tourism product, community empowerment/sustainability, physical regeneration, economic, community cohesion





Case Study 2: Built Heritage Programme

- Rationale: to promote and enhance the historic built fabric & visual character of the Walled City of Derry
- Targeted at restoration of 6 key heritage buildings in non-private ownership
- Cross-community programme aimed at promoting diversity through physical regeneration
- Total Development Cost (c. £28m GBP)





Case Study 2: Built Heritage Programme

- Benefits: regenerating buildings which have strong sense of community ownership; promoting shared theme throughout; stimulus for other regeneration; community cohesion





Overall Benefits

- Community enablement
- Creating a strong tourism offer
- Increase in tourists
- Economic development & physical regeneration
- Confident communities



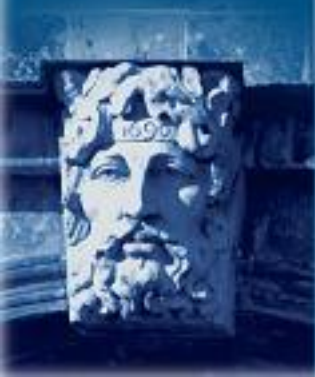


Apprentice Boys of Derry





Museum of Free Derry





St. Columb's Cathedral





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Aras Colmcille





Lessons Learned

- Embrace & promote **true** cross-community partnership & engagement
- Allow community partners sufficient space to develop, create & articulate
- Provide assistance and support to ensure quality and co-ordination



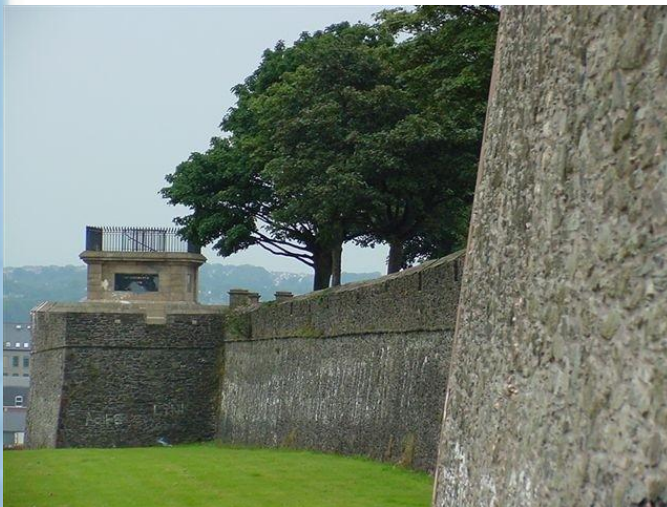


Changing Times.....

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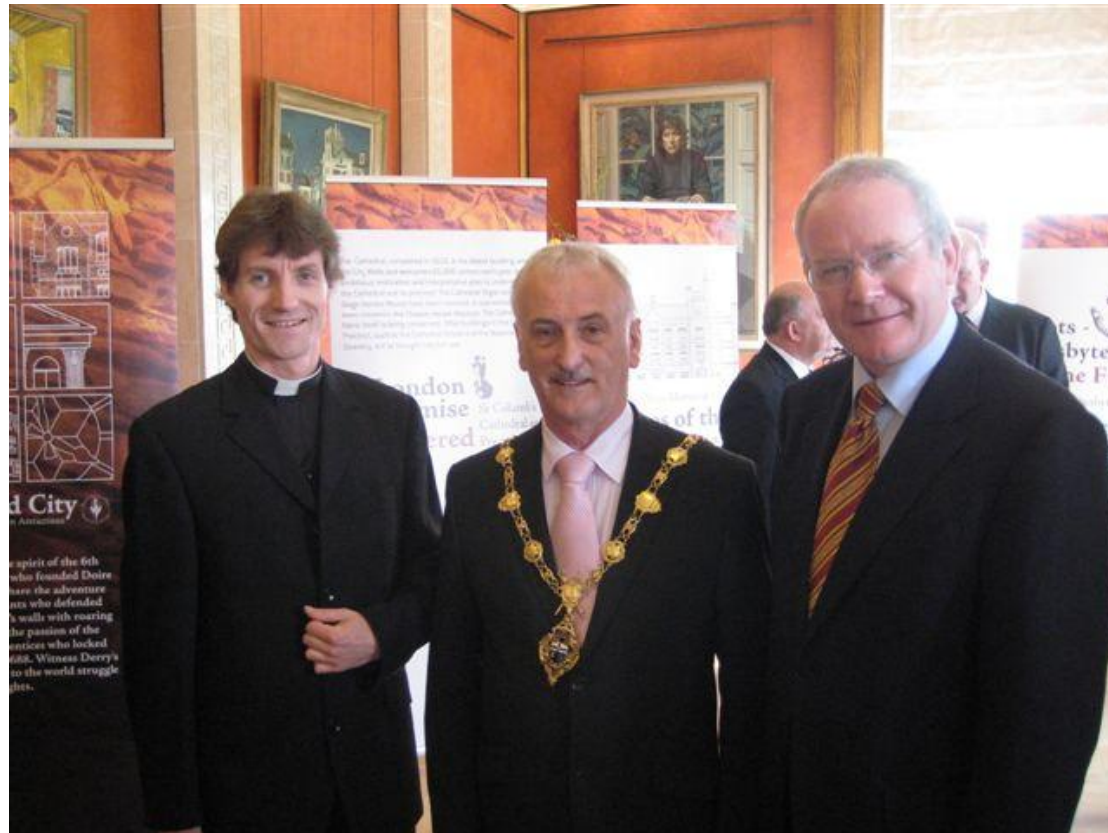


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Celebrating Our Cultural Diversity





What the Papers are Saying...

BELFAST TELEGRAPH THURSDAY JUNE 5 2008

32 COMMENT

www.belfasttelegraph.co.uk

How a shared outlook can overcome false views of history



Perhaps our past is not as divisive as we think. **Paul Mullan**, of the Heritage Lottery Fund in Northern Ireland, has identified small signs that our politicians may be recognising different perspectives on history

At a recent event to promote the Walled City cultural tourism attractions at Stormont, the Deputy First Minister, Martin McGuinness, talked about 'Derry' and 'Londonderry'. With those two words he gave explicit recognition to the multiple narratives that are required to tell Northern Ireland's story.

The story that Derry/Londonderry wishes to tell entwines Colmille, Plantation, 1689, and Free Derry with a cultural story that brings us into the present day. What is impressive is how this rich and difficult past is being promoted through a unanimous voice: Apprentice Boys standing shoulder to shoulder with 'Battle of the Bogside' veterans.

Last year my own organisation, The Heritage Lottery Fund, funded a project to look at the names of people commemorated on the Diamond War Memorial, the very centrepiece of the Walled City itself.

The project researched the names of those who were commemorated, having lost their lives in the First World War. The results showed that 52% were Protestant and 48% Catholic. For the first time in generations, many within the nationalist community were introduced to the idea that this iconic symbol, so long seen as belonging to the unionist community, was a part of their story as well. Family members long forgotten could now be remembered with pride.

Another encouraging sign came for me last year when Arlene Foster, Minister for the Environment, spoke about The Whitehouse, a project with strong Williamite connections. Minister Foster described the Williamite wars as part of a broader European story; a story which saw Catholic Europe and the Pope celebrating the defeat of King James.

This is another great example of the traditional sectarian narrative being overturned in favour of a more objective reading of history.

Part of the problem with dealing with the past is not what we

remember, but what we forget. Identities and false histories are often carved from partisan interpretations of what has happened. Unhelpful facts are deliberately forgotten and useful exaggerations are grafted on.

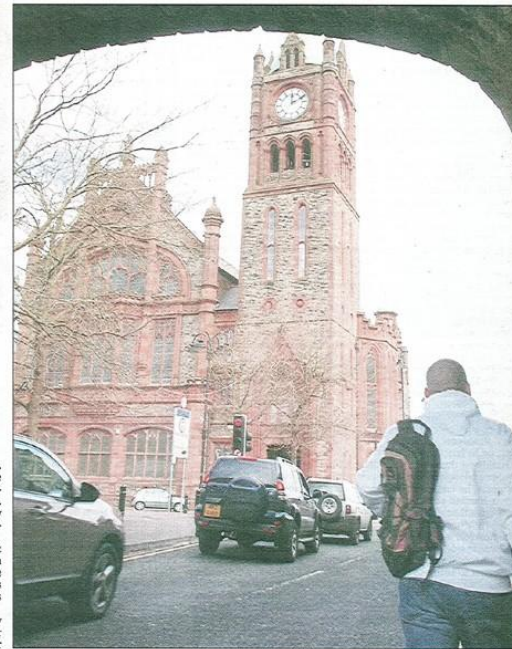
Historical identities cannot therefore be relied upon and can be often seen as the sum of some very unreliable parts, leaving us with the disastrous consequences of prejudicial thinking.

So are we starting to see a slow thaw around the edges of our competing narratives allowing for other ideas and views to be absorbed?

And just how open are our minds to a re-evaluation of our own understanding of the past?

But how can we search for a shared history when our experiences hardly add up to a shared past.

What is called for is a more honest reading of the past, one that does not attempt to sanitise, reshape or rewrite while attempting to fulfil an equality agenda that is hard on social engineering



Londonderry has long been a symbol of our shared but divisive past

and soft on historical facts.

Perhaps what we are starting to see is a more careful use of words, and a broad historical perspective from our politicians, is recognition that with the many different perspectives of the past that there is, in a democratic society no single narrative that can ever outweigh or be allowed to obscure all others.

It was to explore such ideas that The Heritage Lottery Fund

ran a conference last year on the topic of heritage and identity (www.heritageandidentity.co.uk/n1/). Some of the ideas which were explored were profoundly interesting and challenged rigid interpretations of historical fact.

William Crawley, the conference chairman, summed the day up when he commented that 'our cultural and political traditions sometimes approach the past with such divergent concepts, codes

and creeds that the truth itself is lost in translation'... and he called for the development of 'a common historical grammar'.

Perhaps that is the experiment we are seeing in Derry/Londonderry today? I certainly hope so.

While there are still many social problems that need to be solved in that wonderful city there does seem to be a genuine commitment to forging a future which is shared by all of the city's citizens.





Thank You

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www.derrycity.gov.uk/economicdevelopment

