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THE EFFECT OF CULTURE-LED REGENERATION ON  
LOCAL COMMUNITY IDENTITY:  
THE CASE OF VALLETTA

# OVERVIEW

- Culture–Led Regeneration on Local Community Identity
- The role of the ECoC on the Local Community
- The Case of Valletta
- Conclusions



# CULTURE-LED REGENERATION ON LOCAL COMMUNITY IDENTITY

3 models:

1. Culture and regeneration
2. Cultural regeneration
3. Culture-led regeneration

- Culture as a key component in the regeneration process
- Urban regeneration which includes the local dimension



# THE ROLE OF THE ECoC ON THE LOCAL COMMUNITY

One of the two dimensions in awarding the ECoC title

Some Examples:

- ECoCs: Glasgow 1990, Liverpool 2008, Others
- The Olympics: Barcelona 1992; London 2012



# THE CASE OF VALLETTA

## The Maltese Islands

- Valletta as one of the southernmost ECoCs ever
- A unique European and Mediterranean dimension
- 315.12 square kilometres
- 417,608 inhabitants (2010)
- 13.5% of visitors interested in heritage and culture



# VALLETTA

- UNESCO World Heritage Site; Walled city
- The governmental and administrative capital
- 92.4% of all visitors to the Maltese Islands visited Valletta (2010)
- 6,309 people, occupying 2,576 dwellings, consisting of just 1.5% of the Maltese population (2010)
- Low population also due to low level of habitable stock
- Ageing population
- Complex social ecosystem and strong social stigma



# VALLETTA'S COMMUNITY AMBASSADORS

Workshop; December, 2011

- The **aim** of this workshop was to understand and record their vision for Valletta.

The **scope** of this workshop included:

- To bring a group of community ambassadors together – people who are recognised and respected within their sector of the community and within Valletta overall;
- To understand the comm ‘unity’ in Valletta and the differences between parishes, community and rivalry, homogeneity and identity;
- To identify key strengths and areas of potential linked to socio-cultural events that are organised by members of the community.

# VALLETTA'S COMMUNITY AMBASSADORS

The conclusion to this workshop was that no matter what cultural events and programmes will take place, the Valletta residents still require the most basic needs, namely:

1. Good education level;
2. Enhancing accessibility to and inside Valletta;
3. Quality food markets;
4. Facilitating enterprise through decreased bureaucracy;
5. Affordability property;
6. Provision of tourist accommodation;
7. Playing fields and safe open spaces, and;
8. Family friendly facilities



# INVOLVING VALLETTA'S RESIDENTS THROUGH V.18

“V.18 is the catalyst to a long-term, culture-led regeneration that sees cultural and creative activity as the most dynamic facet of Valletta and all Malta's socio-economic life”

- V.18 as a tool to allow culture-led regeneration in Valletta
- Professionalisation and internationalisation
- Promoting a sense of well-being and enhancing local community relations

# INVOLVING VALLETTA'S RESIDENTS THROUGH V.18

## 1. Malta's National Cultural Policy (NCP) and Culture-Led regeneration,

“Access to culture empowers people and enables them to enjoy, participate in and contribute to the development of their society, not just for their own personal well-being, but for the enrichment of the whole community”

## 2. The Draft Strategy for Malta's Cultural and Creative Industries, describes V.18 as,

“Malta's most ambitious international creative project”

# INVOLVING VALLETTA'S RESIDENTS THROUGH V.18

- A culture-led regeneration process facilitated through the ECoC can help to direct a new lease of life to Valletta, empowering its citizens.
- Creative clusters/studios using abandoned buildings in Valletta
- Strategic choice of area where these will be developed
- The 'Create' scheme in Valletta



# INVOLVING VALLETTA'S RESIDENTS THROUGH V.18

## Culture Participation Survey, 2011

- 87.3% stated they did not attend a dance performance
- 69.5% never attended a theatre performance
- 68.7% never attended a live music performance
- 75.2% never attended an exhibition or visited a gallery
  
- Other more 'popular' and community centred cultural events were highly attended, including local parish feasts, Good Friday processions and carnival celebrations.
  
- This reflects that local communities attend mostly to events they feel belong naturally to their community, instead of those events which they feel are more 'imposed' to them

# CONCLUSIONS

- The right spaces, mechanisms and incentives must be in place to allow Valletta to flourish as a creative city through a process of culture-led regeneration, spearheaded by the ECoC.
- However, this process needs to consider the basic needs its community requires.
- These needs can be addressed and developed through a culture-led regeneration process.
- For the community to live well, and own V.18, the development of a high standard cultural programme will not suffice if the basic needs are not in place.
- The city must be a place where people want to live in, operate and create, to become a really liveable, creative city.



THANK YOU

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