

partnership (English Heritage, 1999). It has put a monetary value on conservation. A broad selection of thirty-one (non-waterfront) examples showed that the funding proportion was on average 1:5.8. For every £1 contributed by the heritage agency private and other public sector bodies contributed £5.8.

If reuse of historic fabric underpinned the post-industrial waterfront it would be too simplistic to see all conservation in the same way. Cities such as Amsterdam and Havana have retained great quantities of ancient fabric sufficient for them to be classed as World Heritage Sites. For these cities the conservation debate is about authenticity and the need to assimilate change without losing the essence of the place. Mechanisms to support conservation are required. Success depends on quality and sustainability, and on developing support for conservation. Conservation plans are required, together with integrated administrative structures capable of delivering the projects and strong enough to resist the temptation to cut corners and demolish.

The Venice Charter (ICOMOS, 1964) and subsequent Declaration of Amsterdam (ICOMOS, 1975) set the precedent and outlined the approach. The language of ICOMOS is very much the language of regeneration:

Effective conservation policies require broad public support. And like any other idea or commodity, the worth of such policies may not be immediately self-evident to all groups without promotional effort. Conservation advocates who wish to see their message achieve higher levels of support may benefit from the analysis that marketing specialists bring to their work: a clear definition of the intended market, and clarification of the intended message. Conservation groups have not always managed to imbue their cause with strong appeal. While the environmental cause is couched in a friendly "green", heritage conservation is still perceived by many as a fringe activity. World heritage towns have begun to sell their cause according to sound marketing practices, as a part of the global good, to begin to combat this inadequacy.

Master plans

Most cities use master plans to suggest the preferred direction of growth and development within a prescribed future time period, and to provide a framework for restricting or channeling development proposals to conform to an overall vision. These are often accompanied by secondary plans, which provide greater detail on a sector-by-sector basis. But many cities, once having proclaimed their master plans, ignore them in practice. Master plans which provide exemption each time aggressive developments are proposed are of little real value in guiding decision-makers.

Historic cities, which take full advantage of the ability of the master plan to guide decisions, are likely to accompany such plans with the following:

- full participation of various interests within a city in development of the master plan;
- faithful and consistent adherence to the master plan in the face of development review applications;