

# Public perception of the heritage buildings in Invercargill's city-centre

## Background

An improved understanding of how the people who use and interact with heritage buildings perceive these buildings would enhance the formulation of long-term management plans and conservation programs for the sustainable development of the built heritage in their society (UNESCO, 1973).

While past research highlights the strong correlation between people's perception and their behaviour (Silverman, Waterton, & Watson, 2017), the interactions of the public with heritage buildings and their overt behaviour towards the buildings, will depend on how they perceive built heritage.

Since members of the public are the primary users of heritage buildings (Aigwi, et al., 2020a, 2020b), they should be the key contributors towards creating conservation programs and sustainable management plans for the buildings, as such, the benefits and interests of the public will not be marginalised (Aas, Ladkin, & Fletcher, 2005).

This paper, therefore, focuses on examining the public perception of heritage buildings in the city-centre of Invercargill, New Zealand.

## Discussions

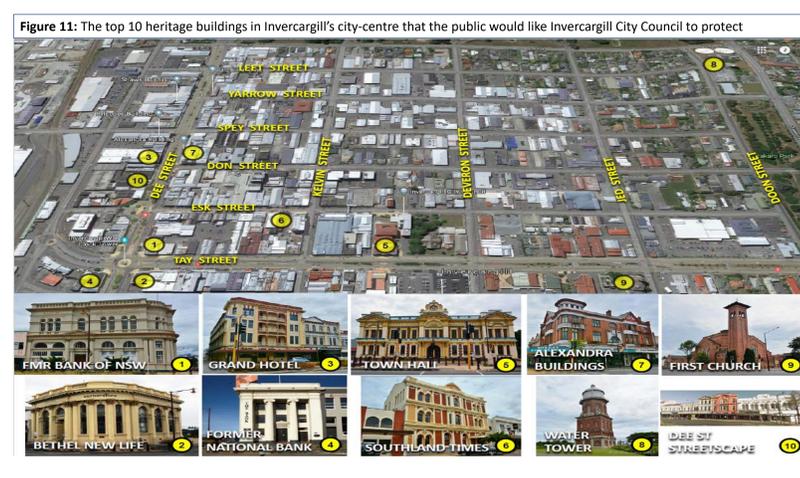
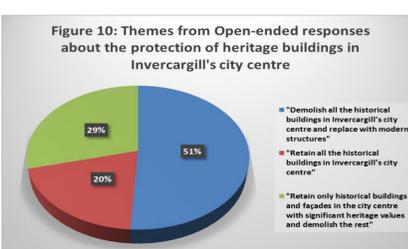
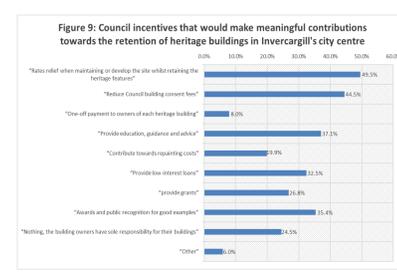
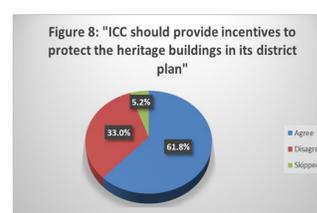
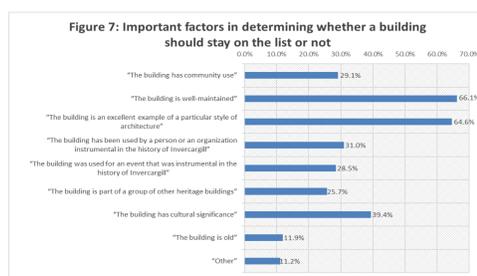
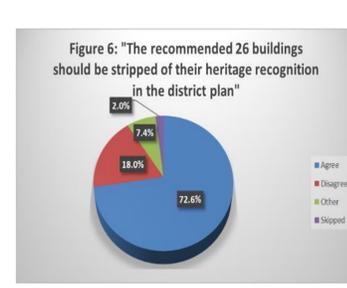
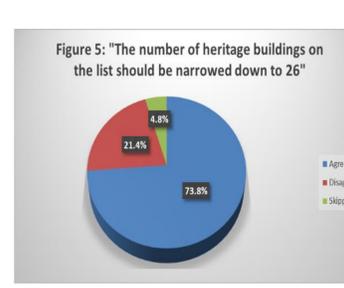
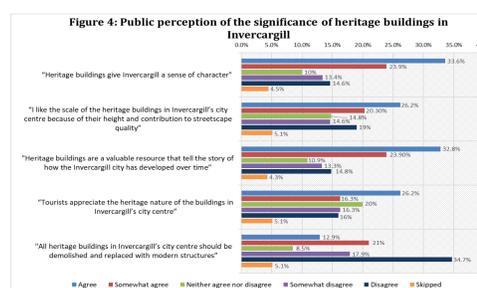
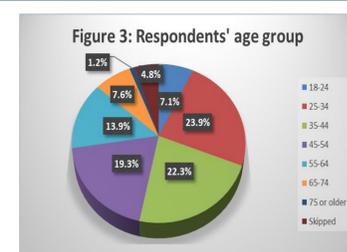
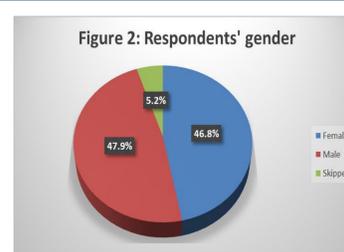
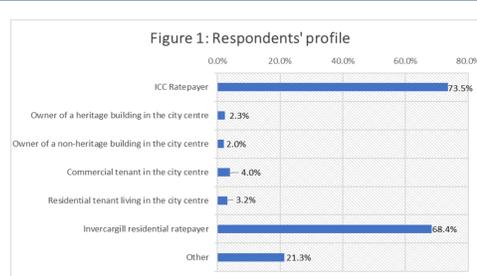
Considering the existing situation regarding the retention of heritage buildings in Invercargill's city-centre, this study would facilitate achieving a more profound and improved knowledge of the motivations supporting the aggressive and consistent destruction wave that has been 'plaguing' New Zealand's earthquake-prone heritage buildings, and perhaps promote the prevention of further destruction.

Based on the findings from this study, some policy implications for Invercargill City Council should include increasing their publicity on the preservation of heritage buildings to raise public awareness, especially for non-ICC ratepayers and the younger age groups, to improve the overall public responses to heritage-related issues.

## Methodology

An online survey was used to gather information from Invercargill's public, to address policy-related issues regarding the demolition of a significant number of heritage buildings in Invercargill's city-centre. Over 600 people completed the online survey.

## Findings



## Conclusions

These findings are expected to provide strong arguments that will guide policy regulators in Invercargill on the public's preferences regarding the heritage buildings in the city-centre.

Although expert opinions from the local Council still play a central role in deciding which category of heritage buildings will be retained, information about the public's inclinations regarding such decisions would be useful in complementing those expert judgements.

## References

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