Enquiry Question 2: Why might regeneration be needed?

Regeneration involves positively transforming the economy of a place that has displayed symptoms of decline, making it viable and sustainable. It frequently goes hand in glove with rebranding (changing people's perceptions of a place in order to promote it) and reimagining (positively changing the standing and reputation of a place through specific improvements).

The need for regeneration

First, a reminder about the nature of regeneration. It is first and foremost an exercise in economic improvement. The hope is that the improvement will attract inward investment and create jobs. From this, hopefully there will be a spin-off of social benefits, such as a reduction in poverty and deprivation. There are two particular challenges associated with regeneration:

- persuading people of the need for it
- agreeing what would be the most appropriate and effective form for that regeneration to take.

Both challenges are made more difficult by the fact that people differ in so many ways, particularly in their lived experiences, their attachment to a place, their perceptions and who they happen to be.

Key concepts

Lived experience is the accumulated experience of living in a particular place. This can have a profound impact on a person's **perceptions**, values and identity, as well as on their general development and outlook on the world.

Place attachment is the emotional bond between person and place. It is highly influenced by a person's lived experience and how long they have resided there.

The economic and social inequalities that lie rooted in employment and different levels of income affect people's perceptions of places. Place has a huge impact on us all, with the **lived experience** it has to offer and a sense of security that comes with feelings of attachment.

In addition, our perceptions of places are often coloured by the current fortunes of places.

Perception: The 'picture' or 'image' of reality held by a person or group of people resulting from their assessment of received information.