Cornish Mining World Heritage Site
Sustainable tourism case study
Objectives:

- Interpreting UNESCO’s tourism goals
- Integrating WHS tourism activity with economic and social goals
What Is a World Heritage Site?

UNESCO’s Convention concerning the Protection of World Cultural and Natural Heritage, 1972

“cultural and natural heritage around the world considered to be of outstanding value to humanity”

our audience is global, working out from our local communities
Cornish Mining WHS Outstanding Universal Value

- Principal producer of tin and copper
- Revolution in steam & mining technology
- World-wide transfer of technology, culture and its impacts
Currently 175 international sites with known Cornish connection
International landscape – “Frontiers of Cornish Mining”
Cornish Mining WHS challenges

Scale:
10 Areas
19,710 hectares
UK’s largest WHS

Scope:
3 local authorities
55 towns and villages
85,000+ residents
Multiple interest groups
Cornish Mining World Heritage tourism – an holistic approach

WHS tourism incorporates the preservation, enhancement and presentation of the wider mining legacy of

- "natural" landscapes
- built environments
- cultural traditions

It is the combination of all of these that creates the tourism product that the visitor and residents’ experience.
WHS contribution to place based destination development

“Attributes” = key tourism assets;

Mine sites – preserved for open access
Mine transport – multi use trails
Ancillary industries – repurposed
Mining settlements - regenerated
Miner’s smallholdings – working with rural businesses, agriculture, food and drink
Great houses, estates and gardens – cross marketing partnerships, eg National Trust
UNESCO’s core obligations for World Heritage

*Protect, conserve, present and transmit*

All relate to tourism

Conservation and heritage led regeneration aims to improve the overall environment, which is as much a part of the tourist’s experience as the conserved mine site. As are local communities…
World Heritage Convention & community involvement – a Mission aim

“Encourage participation of the local population in the preservation of their cultural and natural heritage.”

Budapest Declaration on World Heritage (2002) established 4 objectives:

• Credibility
• Conservation
• Capacity building
• Communication

Updated 2007, to include Community as the fifth objective, recognising that:

“…conservation, capacity building, credibility and communication are all intrinsically linked to the role of community.”
UNESCO World Heritage & Sustainable Tourism Programme

- fit with protection, conservation, learning and outreach strategies
- be delivered through partnerships involving all aspects of the tourism supply chain
- involve local communities in planning and developing
- equitably contribute to their quality of life and socio-economic development
- provide resources for ongoing protection, conservation and management of the Site

Developing strategies through broad stakeholder engagement in planning, development and management of sustainable tourism that follows a destination approach and focuses on empowering local communities.
Established key management issues, resulting policies and strategic actions for meeting the obligations of the World Heritage Convention across this complex Site
Unlocking potential – agreeing the strategic priorities

Strategies for:

- Visitor Management
- Marketing
- Interpretation
- Learning
- Research

Support and integrate with locality plans
What our communities told us about presentation and marketing of heritage

Their issues were;

- Multiple venues/ attractions
- Viability
- Quality
- Sustainability
- Public awareness/ perception

WHS Marketing Strategy approach = helping to address these by developing a new, coherent landscape destination brand “offer” which they can all participate in
Cornish Mining World Heritage Destination Marketing

key factors:

• **A Sense of Place** – a special, conserved environment

• **Cultural distinctiveness** – stories about people and their experiences

• **Global significance** – an international family sharing this experience
Brand development needs clear messages

Brand Values – based on ‘Outstanding Universal Value’ and World Heritage Site principles,

- Innovation
- Entrepreneurship
- Authenticity and cultural distinctiveness
- Sustaining the environment
- Partnership
- Broadening horizons internationally
Building “brand”
WHS display hoardings at Paddington

£30k (€42k) Objective One funding via Cornwall Arts Marketing

32 million footfall
Brand Communication - Interpretation Strategy
– Key Centres & “cluster” networks
Brand Awareness
Tourism industry engagement - familiarisation events
These activities created **intellectual and cultural capital** and an **evidence base** to demonstrate to funders the economic potential of creating a WHS destination offer in rural communities.

**Discover the Extraordinary** – a **project to** consolidate the new destination in an integrated investment programme over 3+ years (2010-2013), linking:

- product improvement (interpretation, orientation & facilities)
- training & tourism industry engagement
- promotional campaigns
Discover the Extraordinary objectives

- **increase tourism activity** (i.e. no. of visitors & visitor spend)
- **create jobs** (in our case mostly indirectly through increased visitor spend)
- **benefit land-based** (i.e. farm) **businesses**
- contribute to **sustainable management of rural heritage** sites
- **increase environmental awareness** of visitors and local residents
Discover the Extraordinary budget

£1.95m (€2.71m) RDPE; £0.25m (€0.35m) private; £0.2m (€0.28m) public

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (£m)</th>
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<tr>
<td>Product and attraction improvements</td>
<td>1.14</td>
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<tr>
<td>Tourism infrastructure (digital and engagement)</td>
<td>0.405</td>
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<tr>
<td>Marketing &amp; promotional campaigns</td>
<td>0.46</td>
</tr>
<tr>
<td>Project Management</td>
<td>0.395</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>2.4</strong></td>
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Digital tools - website
Supporting digital infrastructure

- audio trails
- App
- Digi guide
- Digital “postcard” films

And social media

- Twitter
- Facebook
- Youtube channel
- 70,000+ individual web users
- 2,288 downloads of the App
- 1,098 ‘likes’ on Facebook
- 1,070 followers on Twitter
Business engagement

400 businesses introduced to the CMWHS
Over 100 businesses displaying our web data (the “widget”) on their website

60 ‘Champion’ businesses to date actively promoting mining heritage to customers
Promotion

£90k investment in 18 month PR campaign

National, specialist and quality media – eg Cornwall Today, National Trust magazine, other heritage and activity publications with national reach

Joint working with businesses – eg Cornish Farm Holidays, Flybe competition

Food and Drink partners media coverage

= £1.3m PRV
Developing partnerships with Cornish food and drink producers to harness the brand for business and generate income for conservation.
Economic outcomes - Headlines

Increase of at least 5.5% (some research recorded 10%) influenced to visit by World Heritage mining landscape.

At least 15% (of a market of 4m+) now report WHS status as one of their motivations to visit = 600,000+ visitors

An average actual increase in visitor spend of 20% in World Heritage partner businesses (all types)

An overall increase of 24 jobs, (10.5 fte), created at heritage attractions, (not including accommodation and other tourism sector)

£21,000 income from commercial partners

Business community feedback film:

https://vimeo.com/117542375
Sustaining achievements

Product – Interpretation Strategy and Key Centre Reviews to identify future priorities to 2018 and new visitor management strategy all built into WHS Management Plan as funded objectives – will inform ERDF and other funding bids

People – ACE/Visit England “Cultural Destinations” programme – continue to grow relationships with whole tourism supply chain, and data collection to allow intelligent investment and resource management

Promotion – Champions and partner businesses promoting WHS to their customers; WHS visitor management strategy will incorporated marketing goals that support the UNESCO guidelines
DtE has shown the potential to join up business with WHS agencies for mutual benefit. Need to sustain greater joined up activity at local and strategic level to ensure investment is attracted to, and income retained within, local communities.

Requires ongoing relationship management, which needs resourcing.
Managing the impact of public funding reductions

• “Passing on the baton” - new destination networks to consolidate the gains

• Shifting resourcing to business sector

• Taking advantage of opportunities…
“Backing the Tourism Sector - A Five Point Plan”

Properly resourced, WHS’s can clearly contribute to UK Government strategic goals:

• to expand and develop our offer to tourists

• effective coordination of tourism offers and their promotion

• Further strengthen the digital presence of the UK tourism sector.
Our mining culture shaped your world