



**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**  
WORLD HERITAGE

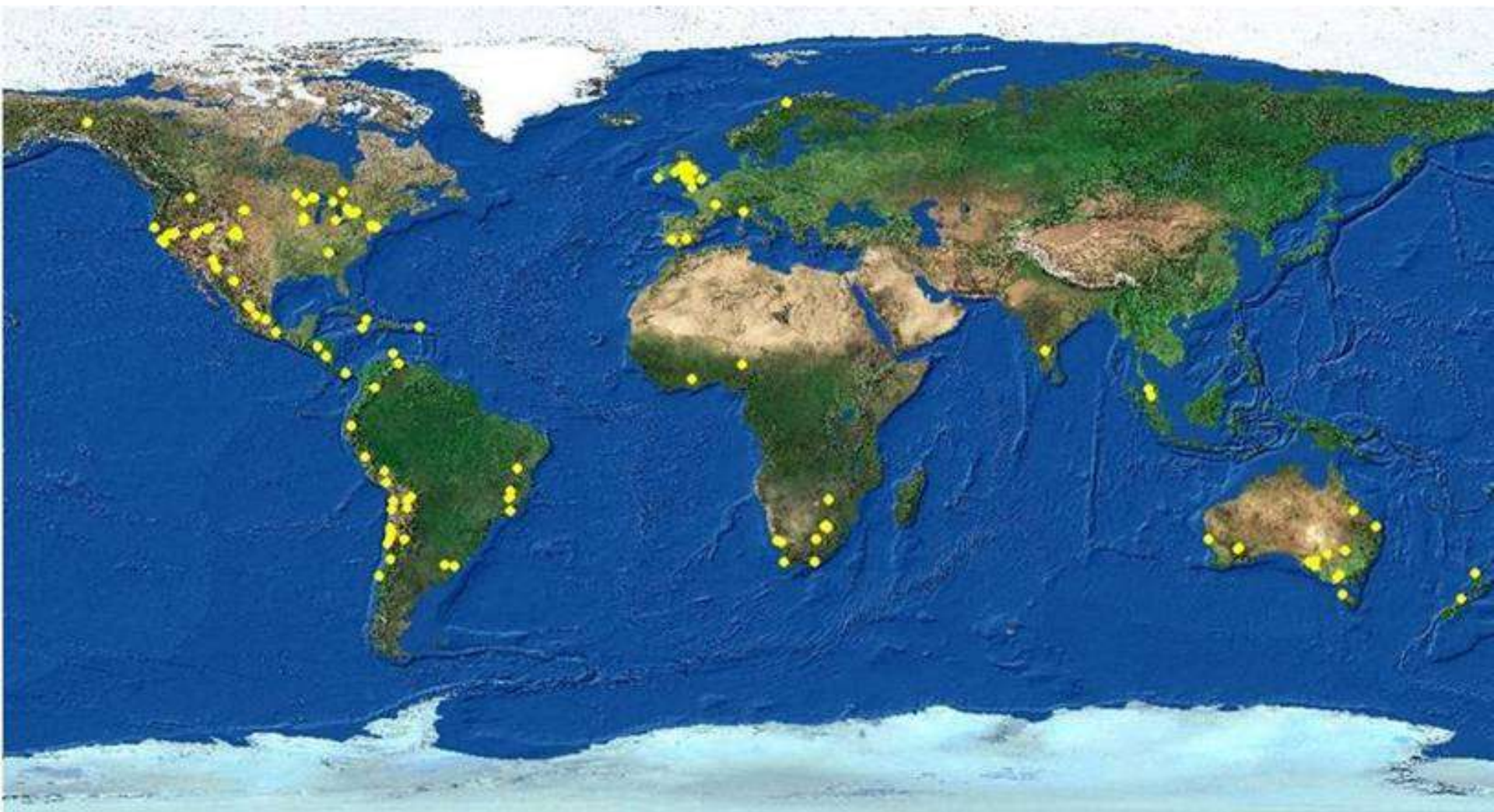
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## **Cornish Mining WHS Outstanding Universal Value**

- **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



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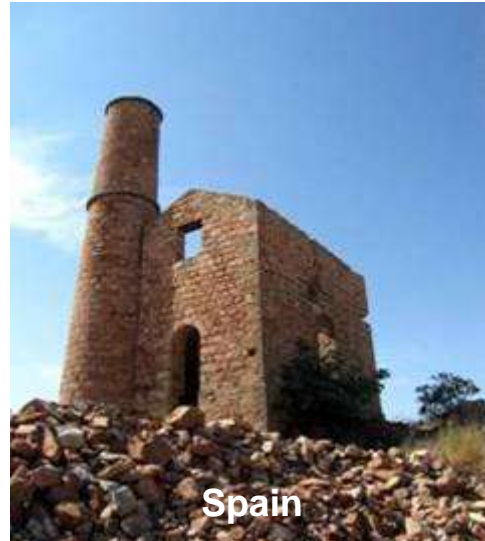
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## International landscape – “Frontiers of Cornish Mining”



Ireland



Spain



Australia



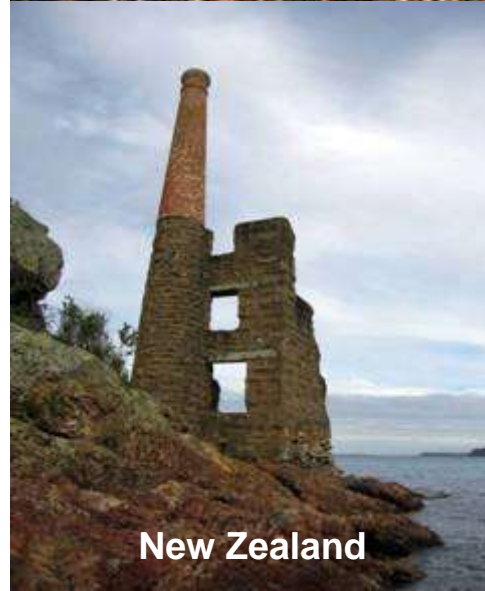
Mexico



Wales



South Africa



New Zealand



Virgin Gorda



## Cornish Mining WHS challenges

DEVON

- (A1) St. Just Mining District
- (A2) The Port of Hayle
- (A3) Tregonning and Gwinear Mining Districts with Trewavas
- (A5) Camborne and Redruth Mining District
- (A4) Wendron Mining District
- (A7) St Agnes Mining District
- (A6) Gwennap Mining District with Devoran and Perran and Kennall Vale
- (A8) The Luxulyan Valley and Charfestown
- (A9) Caradon Mining District
- (A10) Tamar Valley Mining District with Tavistock

**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





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## Approach set out in World Heritage Site Management Plan 2013-18



### 3.4 The setting of the World Heritage Site

#### 3.4.1 What is setting?

A World Heritage Site must have its setting protected from adverse impacts. For a Site, not its landscape, has a landscape significance, constitutes an adverse impact needs to focus on the effect on the Outstanding Universal Value and World Heritage Site.

Identification of the setting can include the area within which developments would have a visual influence upon the OUV, and existing physical assets that are linked to it, historically or spatially. The setting of this Site therefore includes those components, buildings and landscape which provide additional historical or

Secondary strategic planning documents, such as the Cornwall Local Development Plan, include reference to assessing the setting of the Site. The Management Plan policies on protection of the setting are national considerations, which require

planning authorities to assess impact of the Site as a factor when making decisions.

Planning authorities should ensure that development proposals, constraints, and other Site and its setting.

Developments outside the Site that will affect its Outstanding Universal Value will affect the Site.

For a rural Site such as this, with few assets of which are irreversible, it is not desirable or practicable to attempt to define a specific area for the setting within which development could adversely affect the OUV. Different types of development will have different impacts with different spatial parameters. For this reason a risk management approach to protection of the setting was taken.

#### 3.4.2 Protection of the setting – developing the policy

In considering how to protect the setting it was necessary to establish

- Nature of the risks to the Site
- Extent of the setting within which these risks may exert an adverse impact

Established key management issues, resulting policies and strategic actions for meeting the obligations of the World Heritage Convention across this complex Site

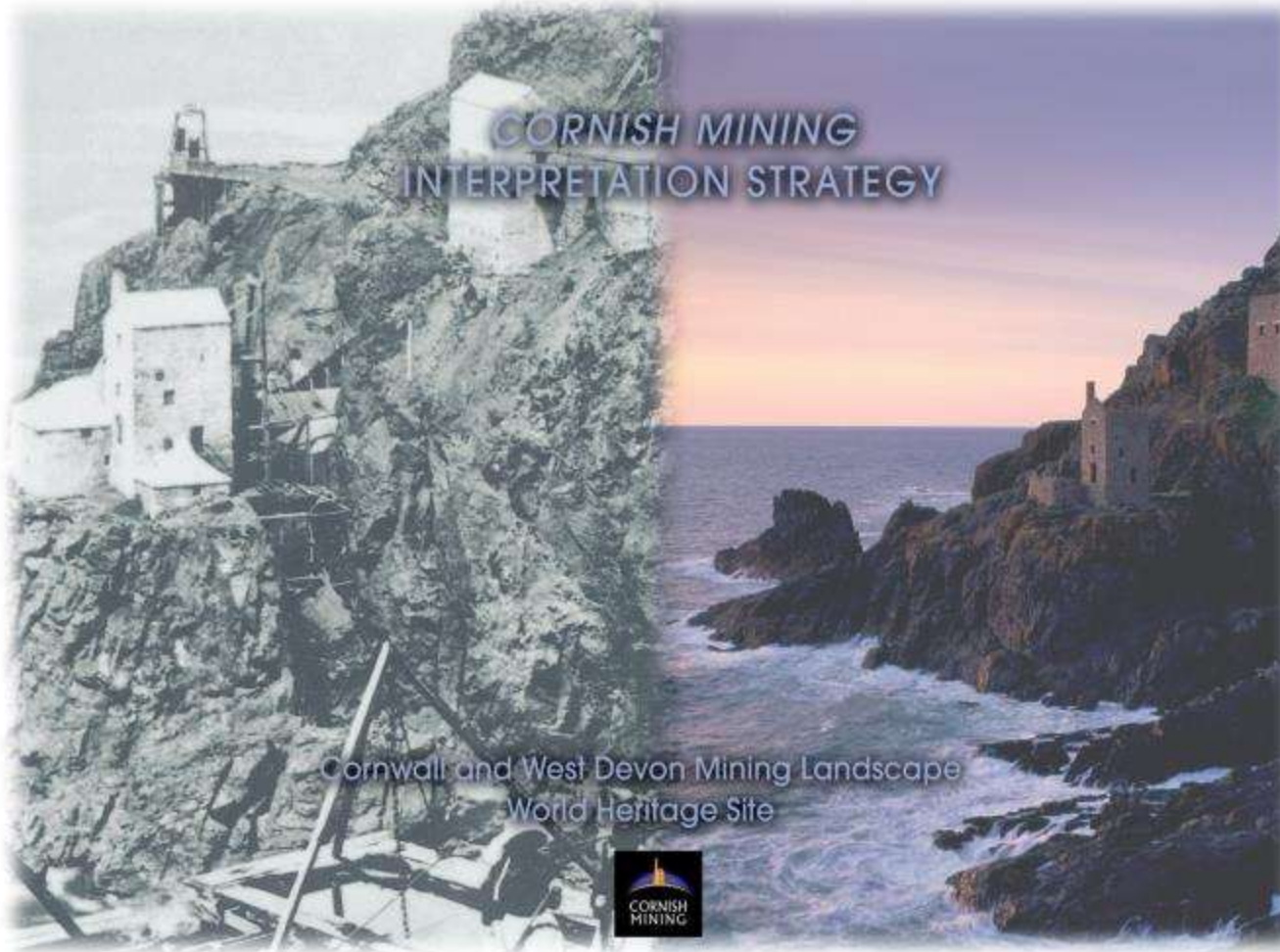


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## Unlocking potential – agreeing the strategic priorities



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





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**MEXICAN WAVE**

Cornish miners introduced football to Mexico when they emigrated there for work

[www.cornishmining.com](http://www.cornishmining.com)

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**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

Nominated Site

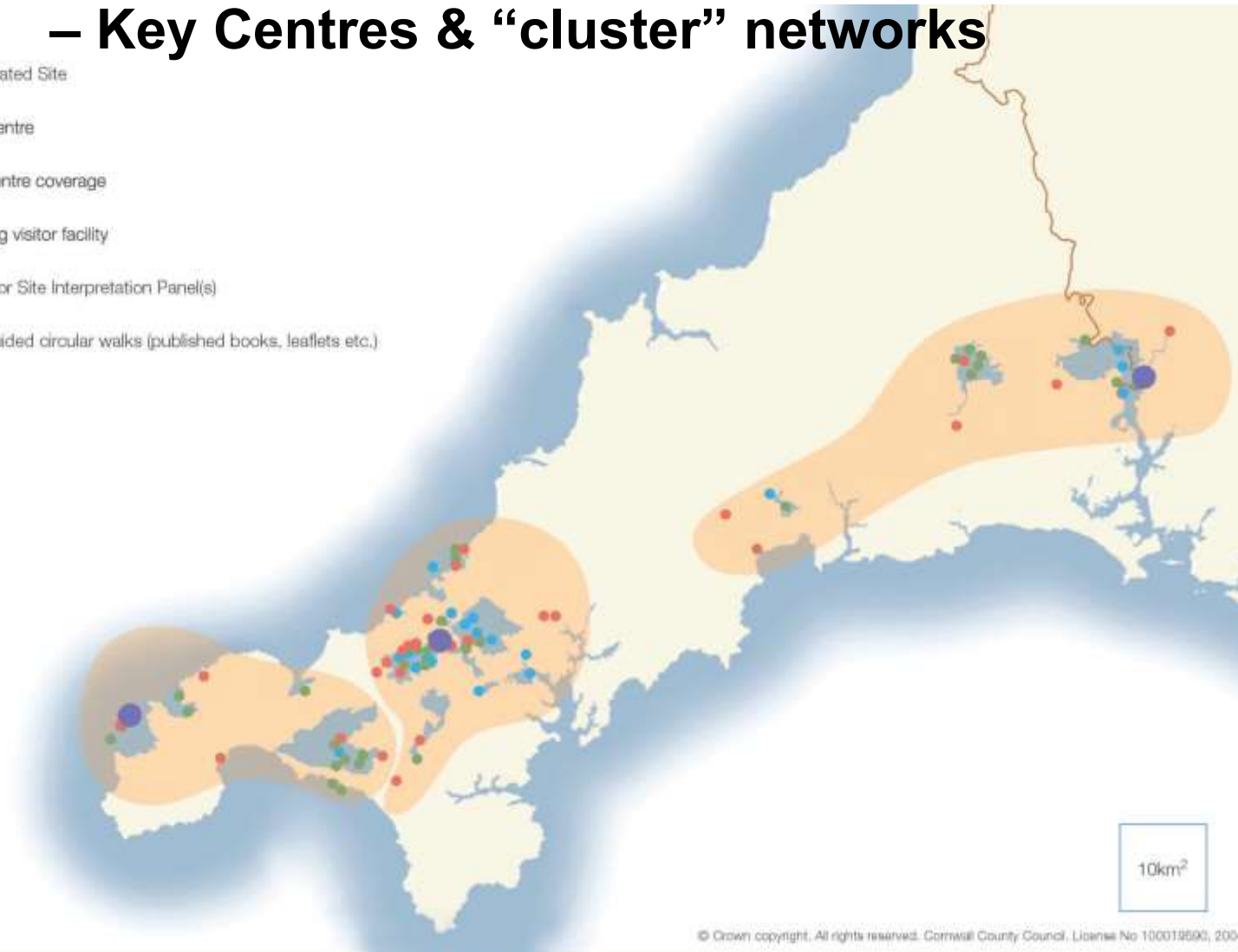
Key Centre

Key centre coverage

Existing visitor facility

Outdoor Site Interpretation Panel(s)

Self guided circular walks (published books, leaflets etc.)





## Brand quality assurance Cornish Mining Attractions Marketing Association





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## **Brand Awareness**

Tourism industry engagement -  
familiarisation events



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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**

	£ m
Product and attraction improvements	1.14
Tourism infrastructure (digital and engagement)	0.405
Marketing & promotional campaigns	0.46
Project Management	0.395
<b>Total</b>	<b>2.4</b>





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Percentage of ore mined at East Pool between 1845 and

**Product  
Improvement  
Capital works - East Pool Mine**

## Discover the Extraordinary

Our mining heritage shaped your world...

- [Home](#)
- [Delving Deeper](#)
- [Areas, Places & Activities](#)
- [Events](#)
- [News](#)
- [Image Gallery](#)
- [Travel](#)
- [Learning](#)



Start exploring...

Hover over an icon to explore the impact of Cornish mining on the world.



## Activities

Activity area intro copy



Cycling in the WHS



Family activities



## Area Locations

Get out & do it

Click on the areas below for more information.

Go & see it





Discover the Extraordinary  
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**OUTDOOR  
AND ACTIVE**



**FAMILY DAY TRIPS**



**AUDIO  
TRAILS**



**FREE  
DOWNLOAD**



**OUTSTANDING  
LANDSCAPES**



**GREAT HOUSES  
& GARDENS**



**HISTORICAL  
LANDMARKS**

## COUSIN JACKS THE CORNISH MINING APP

An interactive guide to the Cornish Mining World Heritage Site, recently named by international news channel CNN, as one of the '27 must-see places on planet Earth'. The app includes audio trails, walks, maps and information about attractions within this world-class destination. Play the game and follow the adventures of three Cornish miners. Free, fun and interactive; Cousin Jacks: The Cornish Mining App is the perfect tool to help you get out and explore the real Cornwall.



Available on the  
App Store



GET IT ON  
Google play

[www.cornish-mining.org.uk](http://www.cornish-mining.org.uk)

## 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




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Our mining heritage shaped your world...

Get widget 

## Area locations

Click on one of the coloured areas to  
explore a location.



## 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**

## Raising brand profile supports wider business engagement



Developing partnerships with Cornish food and drink producers to harness the brand for business and **generate income for conservation**



The Cornwall & West Devon Mining World Heritage Site

Discover the  
Extraordinary

Project Evaluation Summary

Delivering resilient, sustained tourism growth

## 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 incorporate marketing goals that support the UNESCO guidelines







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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.

*A Guide to*  
**POLDARK**  
**LOCATIONS**

*Gedyans dhe dylleryow Poldark*



**Map inside**

*Follow the characters  
and action, at the  
many filming locations,  
within and around the  
Cornish Mining World  
Heritage Site*

## 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



## “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.



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