



WORLD HERITAGE UK

UK WORLD HERITAGE ASSET FOR THE FUTURE

A Review of the State of UK World Heritage Sites

Summary Report







IMAGINE PEACE

MUSEUM OF LIVERPOOL

Liverpool Maritime Mercantile City, Northwest England

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FOREWORD



I am delighted to introduce this Review of the UK's World Heritage Site Collection which offers a way forward for their future management.

UNESCO World Heritage Sites represent the best cultural and natural places on the planet. The UNESCO logo that celebrates the Sites is internationally recognised, is greatly respected, and is a powerful brand signifying both quality and significance. We are proud that the UK's 32 Sites are part of the World Heritage List and that the UK's local Site management regimes are considered exemplary by our global neighbours.

I commend Chris Blandford, WH:UK President, who has delivered this seminal work and demystified so much of the complexity surrounding our World Heritage Sites nationally and locally, and set an agenda for achieving a more consistent approach to UK World Heritage Sites in the future. Many people in the World Heritage sector including our sponsors have also contributed to the work and I thank them for this.

To our knowledge, this is the first time anyone has ever looked comprehensively at the UK's World Heritage, and we have carried out our Review professionally and objectively. Inevitably some may disagree with some of our findings or conclusions, or have valid perspectives on a particular issue which may differ from ours. So I should emphasise that we see this report very much as the starting point for a frank and constructive discussion about the future of this important issue and we should therefore like to know what you think.

World Heritage UK is the only independent body focussed exclusively on the UK World Heritage Sites with its membership drawn locally from the Sites themselves. WH:UK's goals are well aligned to those promoted by UK Government. We look forward to continuing to participate in ensuring that our outstanding World Heritage Collection goes from strength to strength in its contribution to the UK.

Tony Crouch

Chairman of Trustees, World Heritage UK

PREFACE

Over the last 40 years as a heritage adviser, master planner and landscape architect my work has included planning, management and promotion of numerous World Heritage Sites, both in the UK and internationally. It has been a great privilege for me to represent WH:UK in undertaking the Review of the UK's World Heritage Site Collection. I have also been lucky to experience and share the great commitment and passion in the many people who are dedicated to ensuring that our World Heritage Sites and their values can enrich the lives of current and future generations.

We are now in a climate of reduced public funding in the UK. We need therefore to consider how we can best continue conserving, managing and supporting the Outstanding Universal Values of our World Heritage Sites, while acknowledging that some change is a healthy part of increasing the resilience of these Sites.

We present the Review in the context of the UK's obligations to UNESCO's World Heritage Convention. Over 30 years we have successfully established our globally significant and diverse Collection of special places. At some Sites sustainable management is challenging. It is in this light that WH:UK commenced the Review of the State of UK World Heritage Sites. Central to this is WH:UK's desire to assist the UK Government in developing a clear vision and strategy for UK World Heritage in the future, setting a global standard in the stewardship of our World Heritage Sites.

The overriding message and potential of the Review is clear. The World Heritage Collection is a central part of the UK's cultural inheritance; the Sites can be at the heart of well managed heritage tourism in the UK; the Collection can be a significant asset for the UK's Soft Power Strategy and global standing; our World Heritage Sites can contribute greater socio-economic benefits to the local communities who host them. But we need to find a way of unlocking this potential.

I hope that the Review and its Plan of Action will act as a catalyst for stakeholders to generate a much needed dialogue and to work collaboratively to further realise the cultural, social and economic benefits of our amazing Collection of Sites. I know that WH:UK stands ready to be part of this.



Chris Blandford

President WH:UK



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EXECUTIVE
SUMMARY

EXECUTIVE SUMMARY

A Review of the State of the UK's World Heritage Sites

World Heritage UK (WH:UK) is an independent charitable body that represents the UK's Collection of World Heritage Sites. It has undertaken an independent Review of the state of the UK's World Heritage Sites to assist the UK Government and other stakeholders in planning and supporting the future sustainable management of the Sites.

The Review was carried out during 2018 and early 2019 and focussed on the 27 UK mainland World Heritage Sites prior to the inscription of the most recent UK Site at the Jodrell Bank Observatory (July 2019). Site management was assessed at an individual World Heritage Site level. This was used to highlight the key issues for the UK World Heritage Sites as a whole, and generate a plan of action to realise the national and local potential of the UK World Heritage Collection.

Opportunity for Global and Local Britain

The UK's World Heritage is a remarkable opportunity – a sleeping giant of cultural and economic potential. It includes the most important heritage assets in the UK, helping to spell out our island story capturing Britain's greatest global impacts, and offering the potential for local socio economic benefits to WHS communities. The Sites are a central part of the UK's cultural inheritance.

Government has an international responsibility to protect, nurture and enhance our World Heritage, so that it is protected for generations yet to come. With effective management the Sites can remain (and in many cases become) the crown jewels of eco- and heritage tourism in the UK, contribute to the projection of our Soft Power, whilst helping to regenerate and give greater identity to local communities and reshape the image of some of the less favoured parts of the UK.

At the present time the UK is not turning World Heritage to its advantage. Some Sites are exemplars of effective sustainable planning and management, but good management, promotion and interpretation is patchy, and at too many Sites it is underfunded and under resourced. Well-known Sites are coming under visitor pressure that must be carefully managed, whilst less well-known Sites would often welcome (and could with benefit accommodate) additional visitors.

Collectively the UK is not yet making the most of its inheritance. It is not properly delivering the international commitments made as a States Party when the Sites were inscribed. The UK is not making the best use of the Sites, either as tools for regeneration or for securing our national cultural identities and cohesion, especially in England.

Challenges Faced by the UK World Heritage Sites

Over 50% of UK World Heritage Sites are managed and primarily funded by local authorities or by mixed public partnerships. Reductions in public funding are putting at risk the future resilience and sustainable management of these Sites. By contrast, Sites managed and supported directly by central Government sponsored agencies or independent trusts, to a degree have greater funding resilience and capacity to absorb costs, especially where the trusts concerned can generate income streams, for example through ownership or guardianship of land and property.

The Review revealed numerous local issues and management challenges which vary from Site to Site across the Collection. At a strategic level for all Sites, but in particular for the 'publicly' managed Sites, the five central challenges faced by the UK World Heritage Collection include:

- Low awareness of the UK World Heritage Site Collection and lack of understanding of Outstanding Universal Value both nationally and locally.
- The need for increased capacity, resources and diversification of skills in Site management and promotion.
- The emerging need for alternative governance and management models which offer greater scope for self-sustaining finances and less dependence on traditional public sector support.
- The need for improved Government support coupled with alternative and consistent funding sources for management and conservation.
- Improved integration of tourism marketing and World Heritage Site promotion at local and national levels.

Addressing these interrelated challenges is critical if a coherent UK wide World Heritage Site strategy, together with more consistent and sustainable World Heritage Site local management,

is to be achieved. An initial priority should be the raising of awareness of the national importance and local benefits of the World Heritage Site Collection and individual Sites. Without greatly raising World Heritage Site awareness, improving management capacity, governance and funding the integration of tourism will continue to be challenging.

Unlocking the Potential

The World Heritage Site Collection is very important for the UK. The potential for the Sites to further contribute to UK Government achieving its current broader goals in the areas of social, cultural and economic wellbeing is great. Unlocking the potential for this and for increasing the benefits for all from UK World Heritage Sites, both nationally and locally, requires some joint Government led action. An eight point Plan of Action as given below is recommended and further described in the Summary Report:

Action 1: Develop a National World Heritage Sites Vision and Strategy

Action 2: Establish a UK World Heritage Fund

Action 3: Establish an Independent National Body for World Heritage

Action 4: Undertake a Campaign for Raising World Heritage Awareness

Action 5: Develop Clear Integration of UK Planning Policy Frameworks and World Heritage Convention Principles

Action 6: Develop Local World Heritage Sites Management Upskilling and Improved Resilience

Action 7: Investigate Alternative World Heritage Site Governance Models

Action 8: Develop Closer Integration of Tourism and World Heritage Sites

The overall message of the Review is that alternative and more sustainable and consistent levels of resourcing and support are critically needed to unlock the potential for improved national promotion of UK Sites and for more resilient local management of the Collection. Government wellbeing, cultural, tourism and international standing agendas will greatly benefit from this

when achieved. Some central Government public funding will be needed to kick start awareness raising, upskilling and greater World Heritage Site resilience, allowing the most vulnerable Sites to develop a better blend of public and other funding sources to support management. The initiation of a UK wide World Heritage Strategy would facilitate collaboration by the many stakeholders in the World Heritage sector for the further refinement and detailing of other propositions highlighted in the Review.

World Heritage UK (WH:UK) is at the heart of the UK World Heritage community and is the only body which is entirely focussed on representing and promoting all the UK's World Heritage Sites. Already working with colleagues and partners in central and local Government, the private and voluntary sectors, WH:UK stands ready to assist in the implementation of the strategic priorities proposed by the Review, enabling positive change in the World Heritage sector.





INTRODUCTION



Dorset & East Devon Coast, South West England

INTRODUCTION

The Report

World Heritage UK (WH:UK) is an independent charitable body that represents the UK's Collection of World Heritage Sites (WHSs). It has commissioned this independent Review of the state of the UK's World Heritage Sites to assist the UK Government and others in planning and supporting the future sustainable management of the Sites and enabling them to deliver their full economic and social potential for the benefit of the communities that value and cherish them. Primary research, including detailed questionnaires and discussions was focussed on all the UK 27 mainland World Heritage Sites during 2018 and 2019 prior to the inscription of the most recent UK Site at the Jodrell Bank Observatory (July 2019). This report summarises the more detailed information in the Review Technical Report.

The Review focussed initially on the key issues that underlie Site management at an individual World Heritage Site level. Distilling information from this assessment the Review sets out more strategically the state of the UK World Heritage Site Collection as a whole. The Review reveals a shortage of consistent data and information on the Sites, however sufficient information has been gathered from available sources and interviews to establish a sound overall picture.

Opportunities and Challenges

As a signatory to the World Heritage Convention the UK Government has committed to passing on the nation's World Heritage Sites to future generations, and promoting and protecting the Outstanding Universal Value of all 32 Sites on the UK mainland and its Overseas Territories. Outstanding Universal Value (OUV) is defined by UNESCO as:

'Cultural and/or natural significance which is so exceptional as to transcend national boundaries, and to be of common importance for future generations of humanity. As such the permanent protection of this heritage is of the highest importance to the international community as a whole'.

(UNESCO Operational Guidelines for the Implementation of the World Heritage Convention July 2017)

UK Government has an international responsibility to protect, nurture and enhance our World Heritage so that it is protected for generations yet to come.

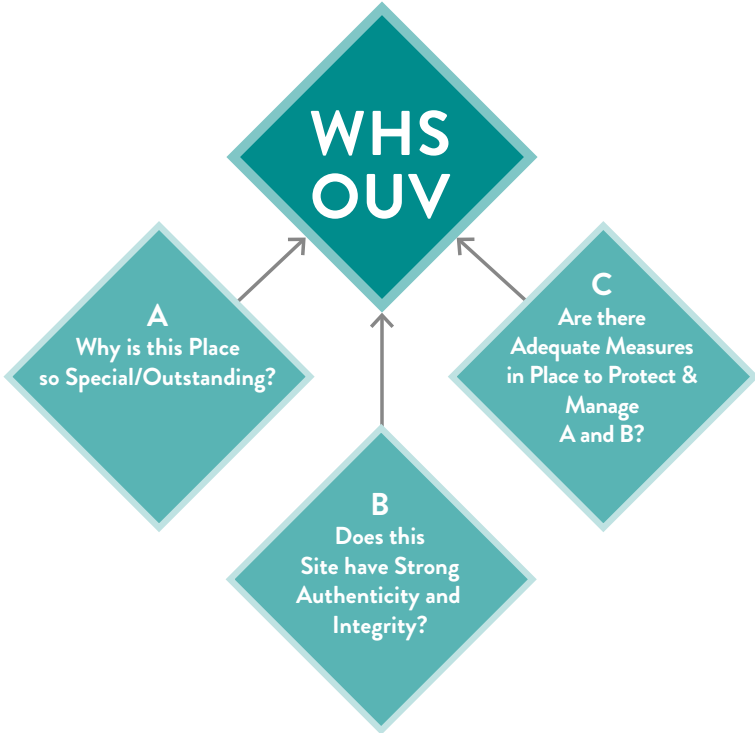
UK's World Heritage Collection is a central part of UK's cultural heritage, a significant national tourism asset, and an asset for local communities

50% of UK WHSs managed and funded by public bodies face significant future management challenges

The UK's World Heritage is a remarkable and valuable resource. It includes the most important heritage assets in the UK helping to spell out our island story, capturing Britain's greatest global assets. The Sites are a central part of the UK's cultural inheritance. The World Heritage Collection is very important for the UK. In addition to being a cultural legacy for our future generations, they make a considerable contribution to UK tourism, are potentially a major asset for promoting our global and cultural standing and expressing our commitment to Soft Power. Not least, the Sites provide significant socio economic benefits to the local communities who host them. The UK World Heritage Site Collection, amongst other things, therefore can play a key role in UK Government achieving its current broader goals, particularly in areas of social, cultural and economic wellbeing.

The Review reveals that 50% of Sites, in particular those that are managed 'publicly', are facing significant and interrelated challenges in terms of their sustainable management in the future. These challenges include the low awareness of the UK World Heritage Site Collection and its values, the limited capacity and need for upskilling of local World Heritage Site management teams, the need for improved governance and funding support and the disconnection of World Heritage Site promotion and tourism.

**THE COMMON DENOMINATOR:
OUTSTANDING UNIVERSAL VALUE**



The UK Government wants the UK to

“set a global standard in the stewardship of WHSs and work with other partners to promote sustainable development and protection of the Sites.” (DCMS The Culture White Paper 2016)

The above challenges will need to be addressed if the vision for a more coherent strategy for the UK World Heritage Site Collection, and a more consistent and sustainable local management basis for individual Sites, is to be achieved.

The Review concludes by recommending a Plan of Action for further collective elaboration and consideration. While Government has a central responsibility for initiating or implementing many of the propositions in the proposed plan, it is also an opportunity for conversations, collaborations and partnerships with the many stakeholders involved in the World Heritage sector.

World Heritage UK is the only body which represents all the UKs World Heritage Sites exclusively and is well positioned to assist Government and other stakeholders in achieving the vision for the UK World Heritage Sites. It is hoped that the Review will act as a catalyst to initiate a collaborative effort by all to implement the Action Plan proposed by the Review.

Developing a coherent approach and strategy for the sustainable management of UK WHSs is an opportunity for collaboration across the World Heritage sector



UK WORLD HERITAGE SITES

St Kilda, Hebrides, Scotland

UK WORLD HERITAGE SITES

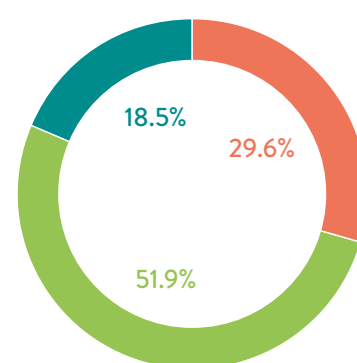
Diversity of Sites

There are currently 32 World Heritage Sites in the UK Collection, 28 (as of July 2019) spread across the UK mainland and adjacent islands of Orkney and St Kilda, and a further 4 which are part of the UK's Overseas Territories in Gibraltar, the Gough and Inaccessible Islands, Henderson Island, and the town of St George, Bermuda. On the UK mainland 25 of the Sites are classified as cultural, 2 are natural (Dorset and East Devon Coast/Jurassic Coast and the Giant's Causeway) and 1 Site (St Kilda) has a mixed classification. The Review was undertaken before inscription of Jodrell Bank Observatory World Heritage Site in mid-2019, so focussed on the 27 mainland Sites. A short profile of the full UK World Heritage Site Collection is included in Appendix 1.

There is great variety in the UK Sites in terms of scale, size, uses, ownership, guardianship, governance and financial support. There are also large contrasts in the Sites in relation to local planning policies and local management and operation. The range of types and themes is similarly great. These include palaces, parklands, historic townscapes, prehistoric sites, places of worship, industrial heritage, castles, geological sites, ecological sites, and cultural landscapes. A particular contrast arises between Sites centred on monuments or tightly defined groups of historic buildings, and Sites centred on especially large-scale landscapes, townscapes and city centres. The latter group have complex patterns of land ownership and sometimes strong development pressures.

UK WHSs have very diverse and complex mix of locations, scales, themes, uses, ownership, guardianship, governance and funding

MANAGEMENT & FUNDING OF UK MAINLAND WHS's



- Central Government Organisation (5 sites)
- Independent Trusts/Other (8 sites)
- Local Authority/ Public Partnerships (14 sites)

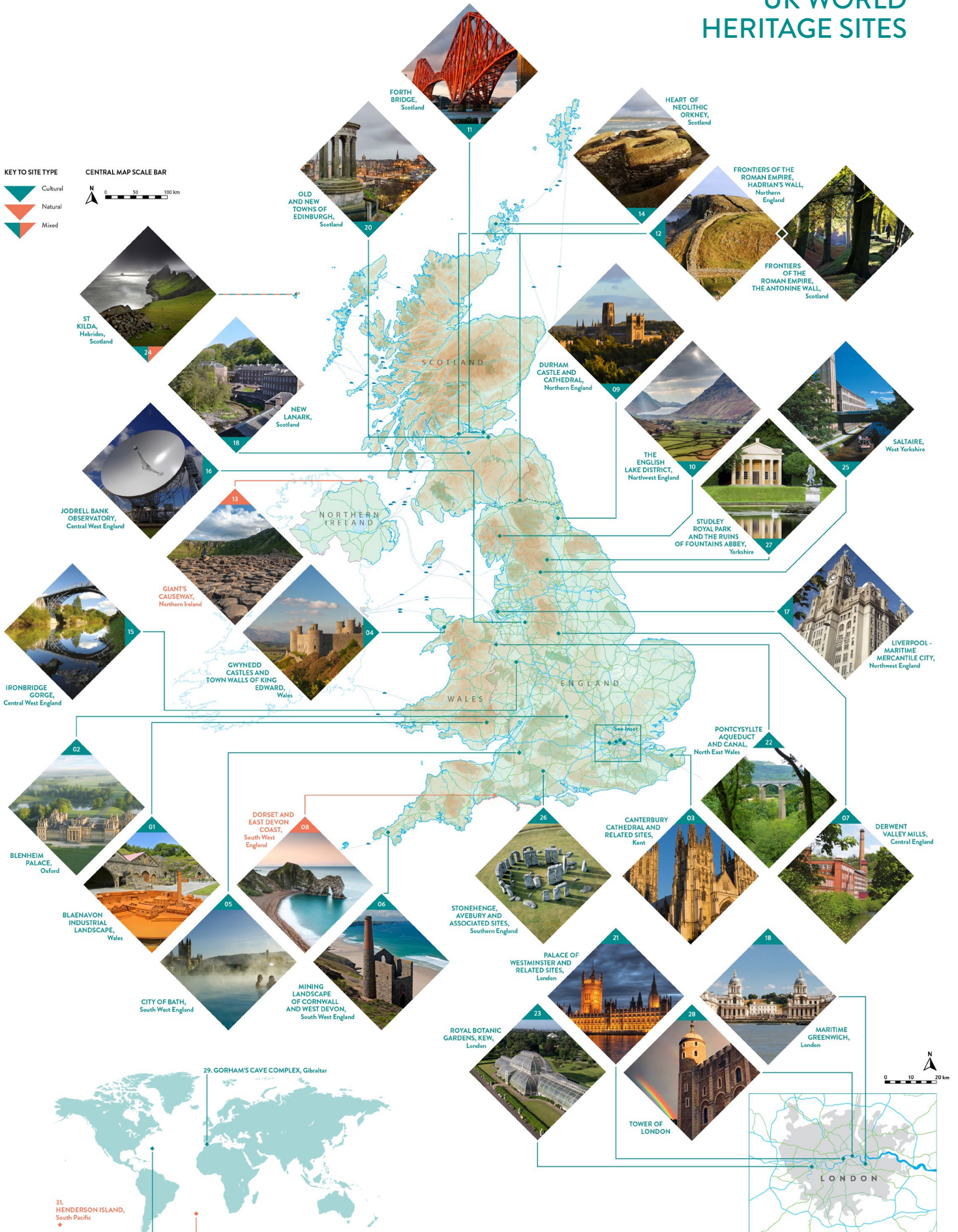
Source: WH:UK Research

UK WORLD HERITAGE SITES

KEY TO SITE TYPE



CENTRAL MAP SCALE BAR



UK OVERSEAS WORLD HERITAGE SITES

The Funding Challenge

After inscription World Heritage Site conservation, management and operation falls for the most part in the UK to local authorities or other local organisations. Government's role in management is relatively limited and normally confined to involvement at those Sites that are directly managed by Central Government agencies or where a serious problem has emerged.

Approximately 50% of the UK Sites are managed and primarily funded by local authorities or public partnerships; 20% by central Government organisations; and 30% by independent trusts. Thus the management and operation of the majority of UK Sites is greatly dependent on public funding and there is great variation in the level and sources of this funding. Most Sites have a Site Coordinator with small budgets. World Heritage Site presence and values as expressed by infrastructure and interpretation on the ground is often inconsistent and relatively limited. Only 5 Sites have dedicated World Heritage Site visitor centres.

Management and operation of 50% of UK World Heritage Sites is greatly dependent on public funding

WORLD HERITAGE AND THE UK



PIETAS

AUGUSTA

NOVA PROGENIES

WORLD HERITAGE AND THE UK

Obligations and Responsibility

There are now over 1,100 World Heritage Sites inscribed worldwide, with 32 on the UK mainland and its Overseas Territories. In terms of their cultural and natural significance it is fair to describe the worldwide list as some of the most important places in the world. It follows that the World Heritage Sites are amongst the most significant heritage locations in the UK. One might expect them to be funded and managed accordingly, but this is often not the case.

World Heritage Sites are enshrined in the UNESCO 1972 World Heritage Convention, which was ratified formally by the UK as a States Party in 1984. It is therefore the UK's responsibility to meet the terms of UNESCO's convention.

Article 4 of the Convention sets out the expectations and responsibilities of the States Parties:

Quite apart from the potential economic, environmental and social benefits that may arise locally, the World Heritage Sites are therefore amongst the international responsibilities of the UK Government.

The World Heritage Site Collection can have a major part to play in the UK's future. The potential for the Sites to further contribute to UK Governments achieving their current broader goal is considerable in the areas of cultural, economic and social wellbeing. The World Heritage Sites have the potential to be significant national assets, as well as a driver for enhancing economic and social benefits to their local communities.

The World Heritage Sites have the potential to be significant national assets, as well as a driver for enhancing economic and social benefits to their local communities

World Heritage Convention Article 4:
'Each state party to the Convention recognizes the duty of ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage...'

WHSs have the potential to be strategic assets for the UK Soft Power Strategy

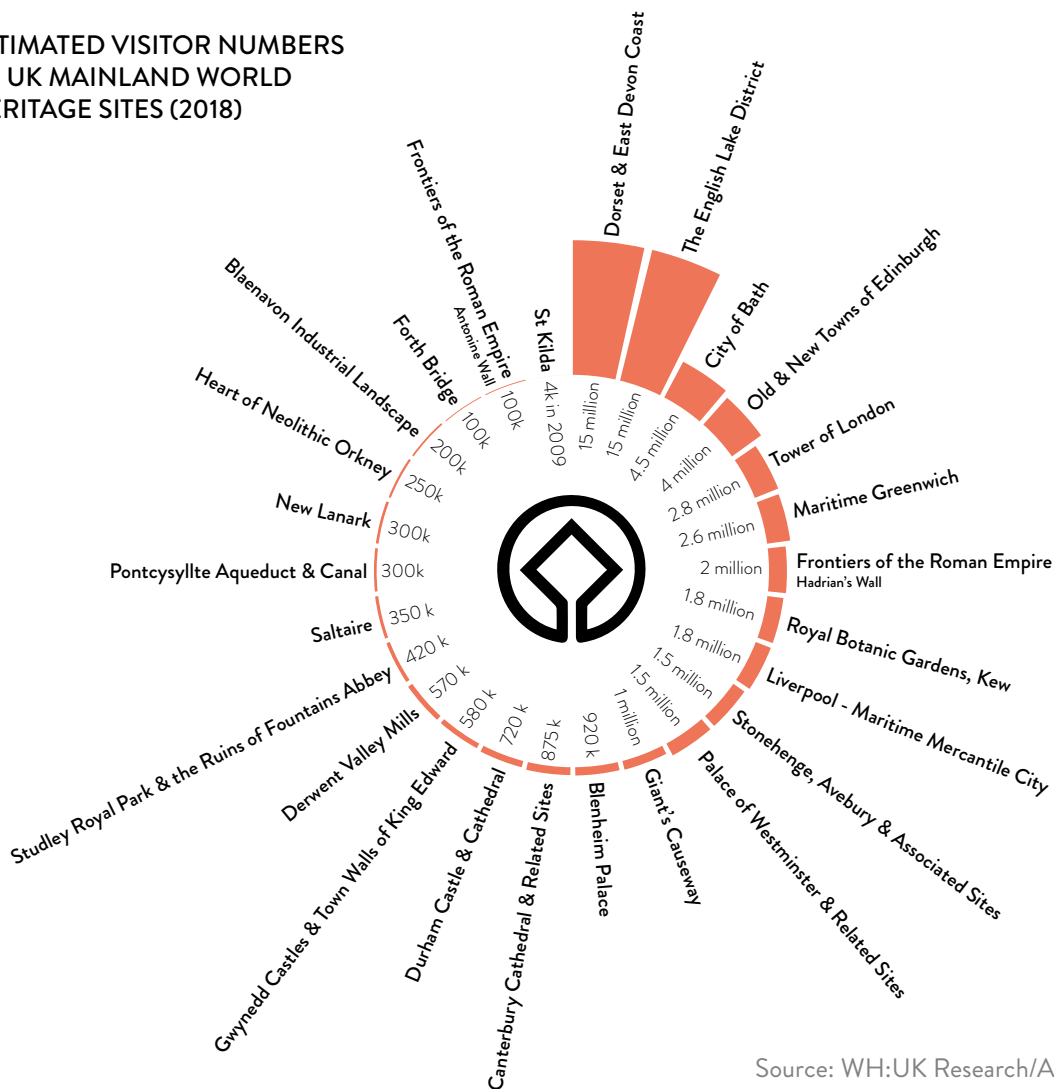
WHSs can be potentially a greater asset for tourism in the UK. 60 million visitors were estimated to have visited UK WHSs in 2018

Global Assets

The UK Government (like many other Governments) is currently seeking to identify strategic assets which can contribute to its emerging ‘Soft Power Strategy’. The UK’s existing Soft Power assets have already taken it to the top of the international Soft Power listings and the UK’s World Heritage Sites have almost certainly contributed to this status, although their significance may not have been formally recognised.

The UK World Heritage Sites are significant tourism assets but in many respects are, as yet, not fully recognised as this. Tourism is the fastest growing industry in the UK and growth is expected to continue. It is worth £126.9 billion to the UK economy, with inbound tourism alone contributing 9% of UK GDP in 2015. Although visitors may not be fully aware of World Heritage Site status and its values it is estimated that in 2018 the 27 UK mainland World Heritage Site destinations received in total some 60 million visitors per year. This varies from as much as 15 million in the Lake District to 350,000 visitors at Saltaire.

ESTIMATED VISITOR NUMBERS TO UK MAINLAND WORLD HERITAGE SITES (2018)



Source: WH:UK Research/ALVA/Steam

Local Benefits

There is increasing evidence that World Heritage Site status contributes socio-economic benefits to local communities. The significance of the World Heritage Site can encourage and contribute to enhanced inward investment for site management and conservation. For example, at the Cornwall & West Devon Mining and Blaenavon Sites, World Heritage Site status assisted in attracting £100 million and £50 million of investment respectively between 2007 and 2017, from various grant aid sources. The Review reveals that some of the less well known Sites are reported recently to have contributed £8 million (New Lanark) to £19 million (Blaenavon) to their local economies and wider regeneration – predominantly through tourism spend. Within the limited resources available, the continued community engagement activities of Site Coordinators, for example at Cornwall & West Devon Mining, Saltaire and Blaenavon World Heritage Sites, has also assisted in raising local awareness of the World Heritage site and contributed to greater sense of place and civic pride. At Derwent Valley Mills World Heritage Site the Great Places ‘Vital Valley’ Scheme (2019/2020) grant from National Lottery Heritage Fund (formerly the Heritage Lottery Fund/HLF) and the Arts Council (£1.2m) is helping to shape the social capital and economic future of the Derwent Valley Mills World Heritage Site. However, more such assistance and support is needed across the current publicly managed World Heritage Sites in the Collection to enhance community engagement activities and increase awareness raising.

WHS status has potential to contribute enhanced socio economic benefits to local communities

POTENTIAL LOCAL BENEFITS FROM UK WORLD HERITAGE STATUS

- Protects the WHS Legacy for the Next Generation
- Encourages Enhanced Inward Investment for WHS Conservation, Restoration and Regeneration
- Contributes Income to the Local Visitor Economy and Businesses as a Tourism ‘Destination’
- Generates a Sense of Place, Enhanced Civic Pride and Identity, and Encourages Community Stewardship
- Provides a Resource for Education and Raising Heritage and Cultural Awareness
- Offers Common Framework of Values for Managing Development and Other Changes

Diversity and complexity of the UK WHS Collection has increased over the last 30 years as have the Site management challenges

Evolution over 30 Years

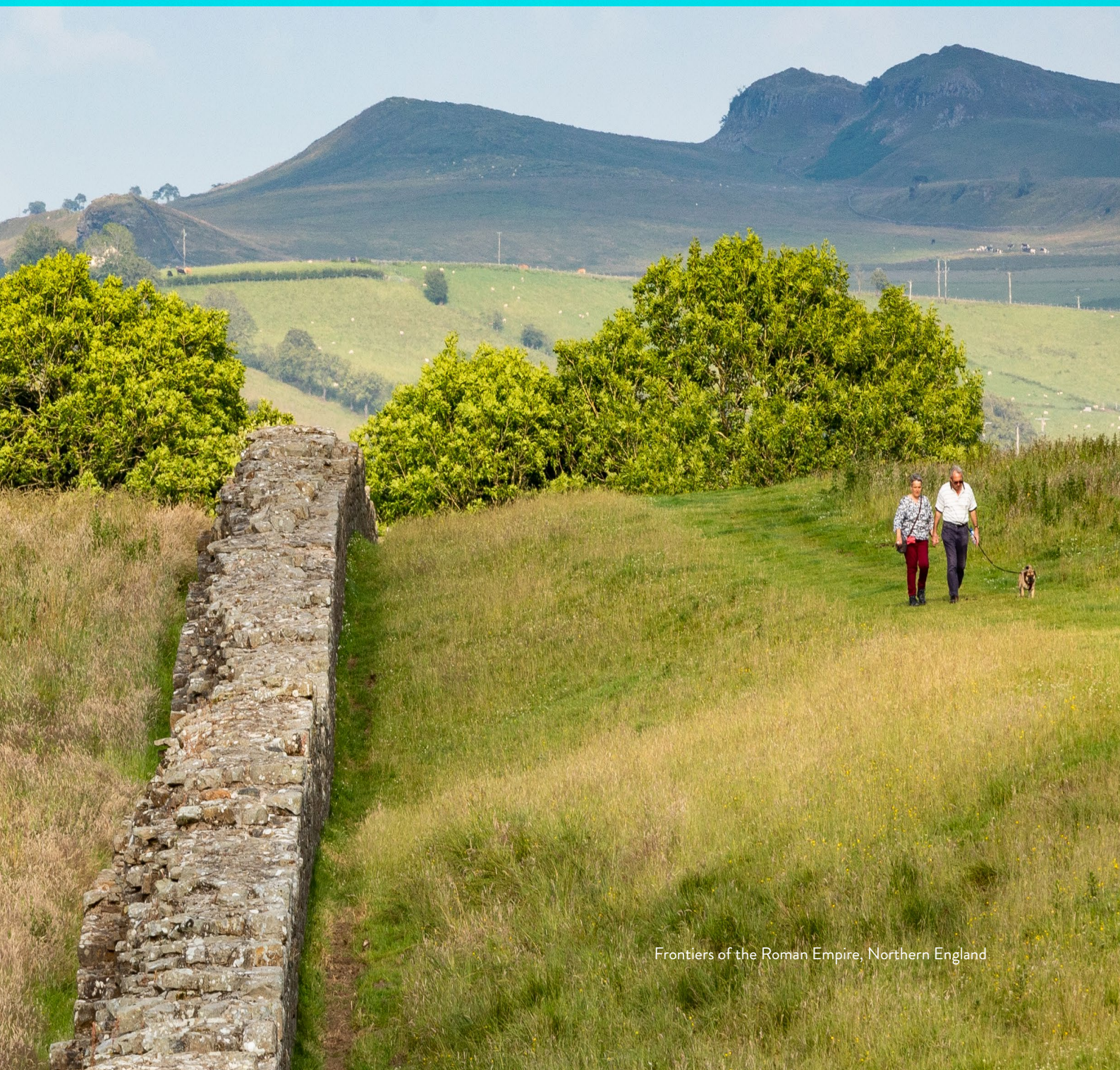
As the number, diversity and complexity of the UK World Heritage Site Collection has grown over the last 30 years so too have the challenges for future sustainable management.

In the initial years of World Heritage Site designation, from 1986 onwards, World Heritage Sites focused on primary prehistoric and ‘monument centred’ Sites, many of which already have worldwide recognition – such as Stonehenge & Avebury, Hadrian’s Wall and the Tower of London. Post 1995 many of the Sites added to the World Heritage List have included cultural landscapes and townscapes, sometimes with a busy urban or industrial history focus, such as Liverpool or Blaenavon. These World Heritage Sites include large areas in multiple private ownerships. Their management is correspondingly complex and difficult.

Since 2008 there have been very substantial cuts in funding for many public sector organisations both in central and local government. For the many Sites where local government has performed assumed the role of World Heritage Site Coordinator and supporter this has led to a difficult situation for resourcing. Most local World Heritage Site Coordinators report 30% to 50% cuts in budgets available for World Heritage Site management and operation. Awareness of the Outstanding Universal Value (OUV) of many Sites continues to be low. In general, the protection of the majority of the World Heritage Sites continues to be relatively successful through national and local planning policies and guidance relating directly to World Heritage Site values. However, the perceived impact of some new major development proposals has been controversial and is scrutinized by UNESCO, with UNESCO Missions visiting and reporting on Sites including Cornwall & West Devon Mining Landscape, Stonehenge & Avebury, Westminster, Liverpool and Edinburgh. Reductions in Government support for local authorities has probably contributed to the pressure to approve major development and regeneration proposals, with their associated tax receipts.



NATIONAL MANAGEMENT OF UK WORLD HERITAGE SITES



Frontiers of the Roman Empire, Northern England

NATIONAL MANAGEMENT OF UK WORLD HERITAGE SITES

The World Heritage Site Jigsaw

Some 80 different organisations have a responsibility for, or interest in, the management of UK World Heritage Sites, contributing to a ‘jigsaw puzzle’ of different responsibilities at the international, national and local levels. At national and international level there are the roles and responsibilities of the UNESCO World Heritage Committee and their advisers (ICOMOS, ICCROM and IUCN), UK central Government departments and agencies, the UK National Commission for UNESCO, ICOMOS UK, the planning authorities, and a range of NGOs. It is a complex picture and not easy to understand. At local level management structures for World Heritage Sites are variable, having evolved to suit local circumstances. Taken together, the local World Heritage Site steering groups involve a further 500 different stakeholders, interested parties and partners.

World Heritage UK is a charitable trust, which increasingly takes a pivotal role in national World Heritage issues. Unlike all the other parties involved it is focused solely on the representation and promotion of all the World Heritage Sites. It assists by bridging the gap between the local management of World Heritage Sites and the national World Heritage Site role of the Department for Digital, Culture, Media and Sports (DCMS). To date WH:UK has operated primarily on a voluntary basis with a limited budget, and its activities entirely self-funded. This is in sharp contrast to other similar European World Heritage Site organisations and associations, which are substantially funded by Government agencies and tourism bodies. However, in 2019 the National Lottery Heritage Fund awarded a resilience grant to WH:UK to assist its further development in the short term.

National Government Roles

The Department of Digital, Culture, Media and Sport (DCMS) has a particularly significant role. Its ministerial responsibilities mean that it is the States Party’s signatory to the World Heritage Convention and is therefore responsible for the UK’s compliance with this international convention. DCMS also sponsors and supports a range of ‘arms-length’ agencies which have roles in relation to the management and conservation of World Heritage Sites eg Historic England, English Heritage Trust, Historic Royal

80 different organisations are involved in the management and conservation of UK WHSs – a confusing ‘jigsaw’ of roles and responsibilities

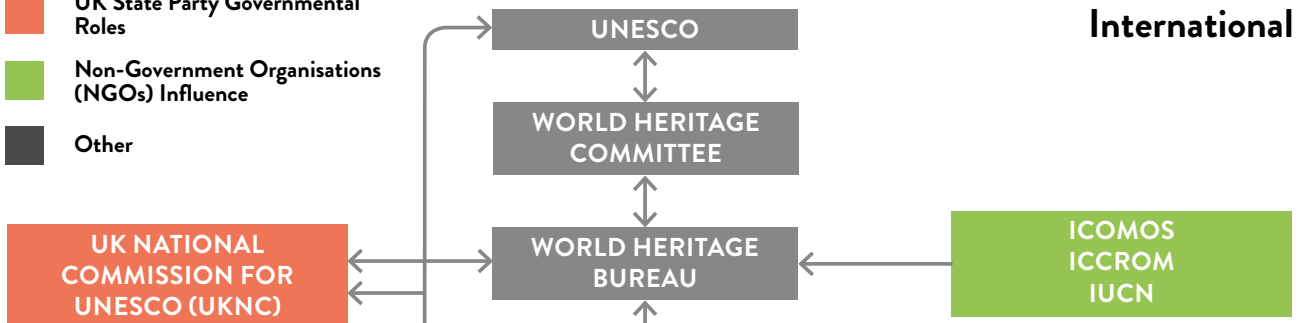
WH:UK represents all UK WHSs and has a pivotal role in bridging the gap between local managers, the States Party (UK) and other heritage agencies

DCMS as States Party has ministerial responsibility for UK’s compliance with the UNESCO World Heritage Convention

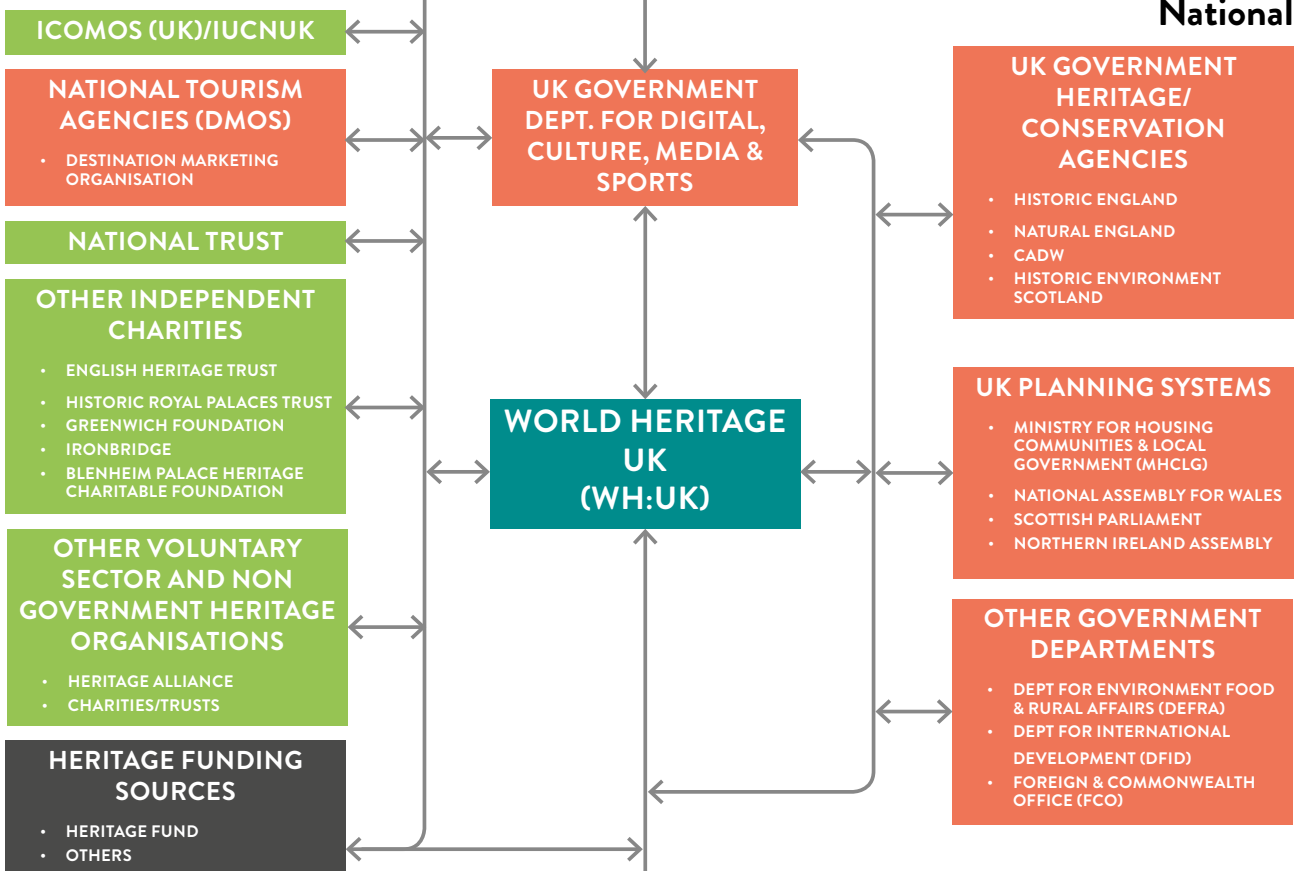
UK WORLD HERITAGE GOVERNANCE JIGSAW PUZZLE

- UNESCO Roles
- WHS Conservation/Management Core Function
- UK State Party Governmental Roles
- Non-Government Organisations (NGOs) Influence
- Other

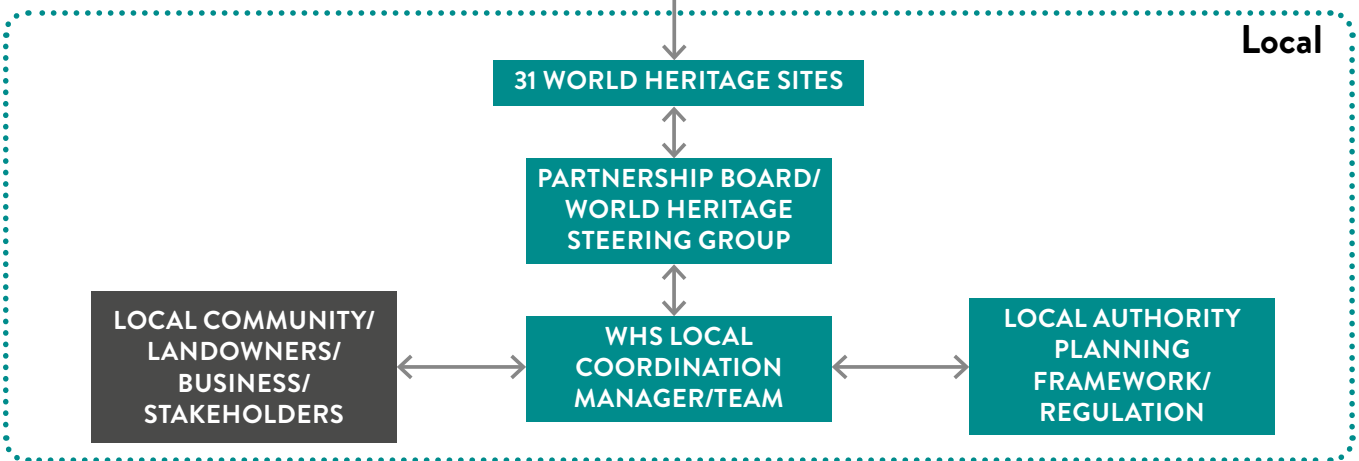
International



National



Local



NATIONAL MANAGEMENT OF UK WORLD HERITAGE SITES

Palaces, Greenwich Foundation, Visit Britain, National Lottery Heritage Fund and the Arts Council. The devolved Governments in Wales, Scotland and Northern Ireland also sponsor and part fund their heritage agencies – Cadw, Historic Environment Scotland (HES) and Northern Ireland Department of Agriculture, Environment and Rural Affairs (DAERA-NI) respectively - who have responsibilities for World Heritage Sites in these nations. The Department for International Development (DFID) sponsors the UK National Commission to UNESCO (UKNC) who represent the UK's civil society interests at UNESCO, advise Government on UNESCO Programme matters and are a constitutional part of the UK's membership of UNESCO. The UKNC works to support the UK's contribution to UNESCO and bring the benefits of the over 150 UK UNESCO designations including UNESCO World Heritage Sites to the UK. The Foreign and Commonwealth Office oversees the foreign affairs matters of British overseas territories, including those with World Heritage Sites.

Other Government agencies and departments have their own roles. The Department of Environment Food and Rural Affairs (DEFRA) sponsors and funds a number of agencies which have some management or conservation role in some of England's World Heritage Sites. These include Natural England, the Environment Agency, National Park Authorities, Areas of Outstanding Natural Beauty, and the Canals and River Trust. DEFRA directly subsidises the Royal Botanic Garden Kew World Heritage Site.

Historic England is the statutory advisor on historic environment in England. Its equivalent in Scotland is Historic Environment Scotland, and in Wales, Cadw.

The Planning System

Planning decisions affecting the World Heritage Sites are the responsibility of local authorities, the Planning Inspectorate, the Department for Housing, Communities and Local Government (HCLG) in England, the Scottish Parliament in Scotland, the Welsh Government, and the Northern Ireland Assembly in Northern Ireland.

Within the planning systems there is no statutory backing for UK World Heritage Sites and the UNESCO World Heritage Convention principles are not part of the legislative framework. The Sites are recognised in the national policy frameworks as being designated assets of the highest significance. There is however no consistent approach or practical guidance at a national or local level for balancing the positive and harmful aspects of any development proposal which impacts on a World Heritage Site.

The UKNC works to support all of the UK's UNESCO designations including World Heritage Sites

The UK planning systems provide the framework and policy context for UK WHS protection but this is not underpinned by statutory legislation

Local plans, prepared by local authorities, are in the national policy context set by central Government and the devolved nations. Local policies for the protection and management of World Heritage Sites show great variation across the UK. Whilst the policy context overall provides a reasonable framework for World Heritage Site protection, there is little consistency, for example, in the definition of World Heritage Site setting or buffer zones, how public benefit should be balanced against conservation of OUV, how Management Plans for World Heritage Sites can be integrated into the planning system or how World Heritage policy is interpreted. Notwithstanding the effective evaluations already undertaken by Government heritage agencies, there is also a need to establish a more consistent framework at national and local levels for engagement with appropriate and independent heritage organisations during the planning process where development will impact on World Heritage Site values.

National and local tourism agencies primarily focus on the marketing of WHSs that are also well known 'iconic' visitor destinations

National Tourism Agencies

National tourist agencies also have an interest in world heritage. Visit Britain, Visit England, Visit Scotland, Visit Wales and Visit Northern Ireland are all destination marketing organisations (DMOs) funded by Government. Their role is to develop tourism products, to raise the profile of the UK domestic and international tourism and to increase tourism income and exports. Currently their interest is largely focussed on the 14 World Heritage Sites that are some of the most visited destinations or 'icons' (like Stonehenge & Avebury or Hadrian's Wall), Sites that are already well known internationally in their own right. Tourism promotion in England has been relatively well funded by central Government. DCMS grant aid to Visit Britain and Visit England recently exceeded £25 million per annum.

At a more local level there are also the destination marketing organisations for tourism, of which there are 200 in the UK. These too tend to concentrate on promoting existing 'iconic' World Heritage Sites in their areas. There is little acknowledgment and promotion of less well-known World Heritage Sites.

National Trusts

The National Trust is an independent charity and the largest non-governmental heritage organisation in England. It has an interest in 8 of the UK World Heritage Sites, including the Giant's Causeway, Studley Royal Park and Fountains Abbey, both of which are owned and managed by the Trust. The Trust manages parts of 6 other World Heritage Sites, including Bath, Hadrian's Wall and Stonehenge & Avebury. In total the Trust is responsible for managing and funding 346,000 hectares of World Heritage Sites in England – 15% of the total area of English World Heritage Sites. The National Trust for Scotland owns and manages the St Kilda World Heritage Site.

The National Trust has interest in 8 UK WHSs and is responsible as owner for managing and funding 2 Sites directly

Non-Governmental Organisations

There are many other voluntary sector and non-governmental organisations involved with UK World Heritage Sites. Many of these are small charities, trusts and voluntary organisations directly involved in the conservation of natural or cultural heritage of Sites. Others are umbrella bodies for different parts of the heritage sector.

ICOMOS UK is an adviser on cultural heritage to UNESCO/DCMS including interpretation and implementation of the World Heritage Convention. ICOMOS UK promotes best conservation management practice and assists on World Heritage Site nominations, State of Conservation Reports and Site monitoring missions.

Also of particular note is the Heritage Alliance which acts as an umbrella and advocate for many independent heritage organisations.

Other charitable and independent trusts with direct responsibilities for managing World Heritage Sites include those responsible for World Heritage Sites at Blenheim Palace, New Lanark, Jurassic Coast and Edinburgh Old & New Towns, the latter in partnership with others.

ICOMOS UK is an adviser on cultural heritage to UNESCO/DCMS including interpretation and implementation of the World Heritage Convention

National Lottery Heritage Fund

Over the last two decades or so the National Lottery Heritage Fund (formerly the Heritage Lottery Fund/HLF) has emerged as a primary funder of projects in UK World Heritage Sites. Over the last five years (to 2018) the Fund grant aided projects to the value of £116.7 million in UK World Heritage Sites. This represents only 5.6% of the National Lottery Heritage Fund total spend in this period of approximately £2 billion. The Fund 2019 Vision indicates a continued spend of £300 million per annum by the Fund on all UK heritage project types is expected to continue in the next few years.

Between 2013 and 2018 NHLF has been a primary funding source for UK WHSs directing 5.6% of its total grant aid to these Sites

An aerial photograph of a coastal landscape. The top half shows turquoise water with white foam from waves crashing onto a sandy beach. The middle section is a steep, rocky cliffside covered in green moss and lichen. In the bottom left corner, there is a stone building with a tall, cylindrical chimney. The text "LOCAL MANAGEMENT OF UK WORLD HERITAGE SITES" is overlaid in the center in a bold, black, sans-serif font.

LOCAL MANAGEMENT OF UK WORLD HERITAGE SITES

Mining Landscape of Cornwall & West Devon, South West England

LOCAL MANAGEMENT OF UK WORLD HERITAGE SITES

Governance Variations

World Heritage Site management is primarily undertaken at a local level. There is a complexity and inconsistency in local management arrangements that have evolved over 30 years. Inevitably these have emerged to suit the circumstances of the particular Site. Influences that have created this complicated and inconsistent mix of governance types include time of inscription, availability of existing management support bodies or regime, degree of Site complexity and range of stakeholders involved. The complexity may in part reflect the lack of a UK World Heritage Site strategy and direct Government support. In summary, the 28 mainland Sites are governed by a variety of public or publicly responsible bodies (71%), independent charitable organisations with wider remits (18%) and independent charitable organisations dedicated exclusively to particular World Heritage Sites (11%).

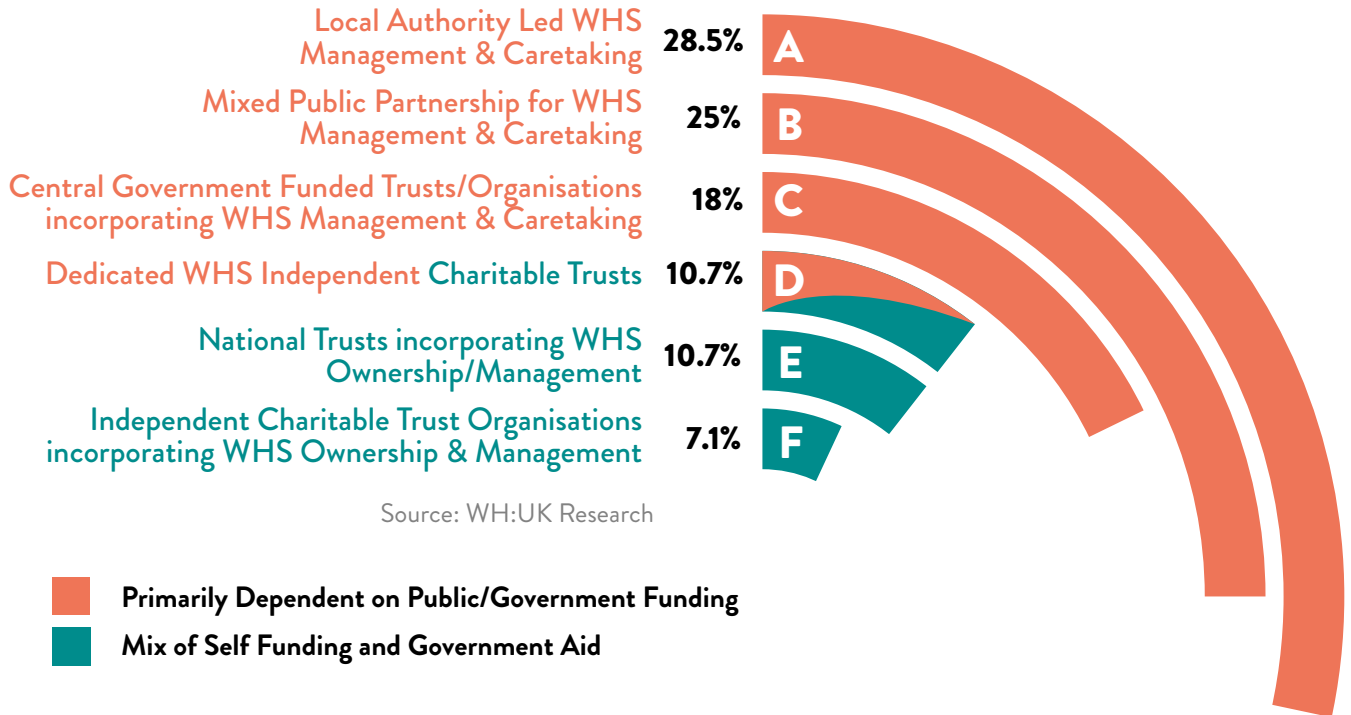
Local governance of WHSs is complex, variable and includes publicly responsible bodies and charitable organisations

World Heritage Site Governance Types and Organisations

Local Authority Led World Heritage Site Management and Caretaking – In this category there is a wide variation in World Heritage Site themes and content including very complex urban and industrial heritage sites. Reductions in public spending in the last decade has severely limited local authority expenditure and investment in the Sites. The traditional role of local authorities also restricts promotion and commercial trading. However, an advantage of the local authority led model is some access for World Heritage Site Coordinators to a range of specialist services including planning, education, conservation, accountancy and outreach.

Mixed Public Partnerships for World Heritage Site Management and Caretaking – These informal World Heritage Site partnerships were often born out of necessity or continued from multiple owners and caretakers whose land or sites is included with an extensive area of World Heritage Site. The partner organisations are already well established and managing or caretaking their Sites for their own conservation, tourism, commercial or other interests. At the World Heritage Site nomination stage, enthusiasm for gaining World Heritage Site status is often great and attracts interest and support from a wide group of stakeholders or

EXISTING VARIATIONS IN GOVERNANCE OF UK MAINLAND WORLD HERITAGE SITES



■ Primarily Dependent on Public/Government Funding
■ Mix of Self Funding and Government Aid

A 8 Sites

- CITY OF BATH
- MINING LANDSCAPE OF CORNWALL AND WEST DEVON
- DERWENT VALLEY MILLS
- LIVERPOOL – MARITIME MERCANTILE CITY
- PONTCYSYLLE AQUEDUCT AND CANAL
- SALTAIRE
- PALACE OF WESTMINSTER AND RELATED SITES
- BLAENAVON
- INDUSTRIAL LANDSCAPE

B 7 Sites

- CANTERBURY CATHEDRAL AND RELATED SITES
- DURHAM CASTLE AND CATHEDRAL
- FRONTIERS OF THE ROMAN EMPIRE HADRIANS WALL,
- THE ENGLISH LAKE DISTRICT
- STONEHENGE, AVEBURY AND ASSOCIATED SITES
- FRONTIERS OF THE ROMAN EMPIRE ANTONINE WALL,
- FORTH BRIDGE

C 5 Sites

- MARITIME GREENWICH
- ROYAL BOTANIC GARDENS, KEW
- TOWER OF LONDON
- GWYNEDD CASTLES AND TOWN WALLS OF KING EDWARD
- HEART OF NEOLITHIC ORKNEY

D 3 Sites

- DORSET AND EAST DEVON COAST
- NEW LANARK
- OLD AND NEW TOWNS OF EDINBURGH

E 3 Sites

- STUDLEY ROYAL PARK AND THE RUINS OF FOUNTAINS ABBEY
- GIANT'S CAUSEWAY
- ST KILDA

F 2 Sites

- BLenheim PALACE
- IRONBRIDGE GORGE

“partners”. Once World Heritage Site inscription is achieved it generally falls to the ‘dominant’ organisation(s) to invest in the ongoing financial and resource commitment needed for sustainable World Heritage Site management. Inevitably whilst supporting the principles of World Heritage Site value, benefits and objectives, these partner organisations also need to give priority to their own interests and remits.

Government Funded Trust, Organisations and Departments Incorporating World Heritage Site Management and Caretaking

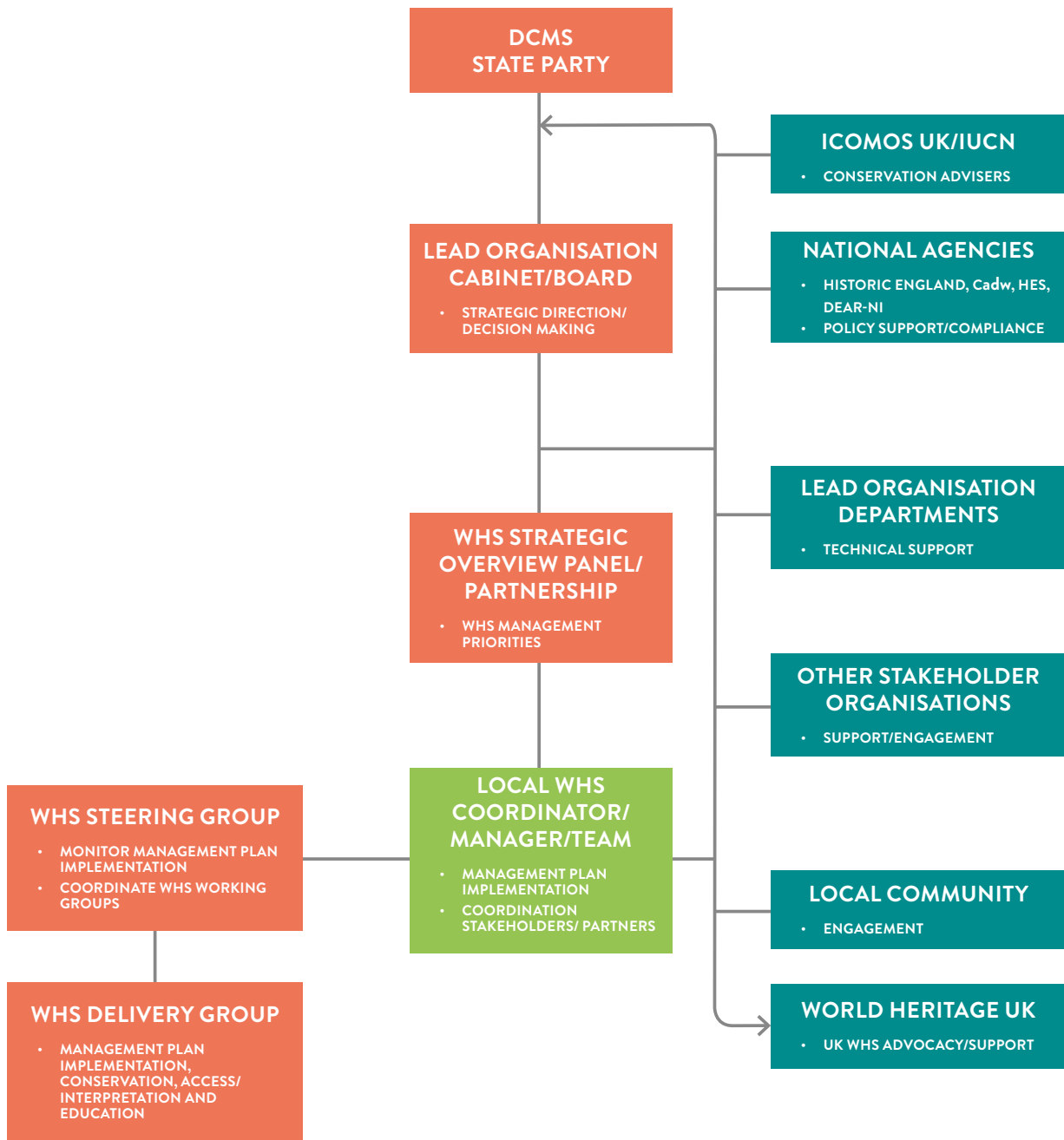
– This category includes charitable trusts independent of central Government departments but set up and partially funded by them. As significant ‘iconic’ visitor destinations in their own right and in addition to their remit for heritage conservation they are structured as independent ‘businesses’. World Heritage Site management is however often a small part of the identity and the trusts have clear commercial targets for moving towards financial self-sufficiency. In contrast with England, the promotion and management of World Heritage Sites in the care of HES and Cadw is reasonably well supported by both devolved Governments.

National Trust and National Trust for Scotland – The National Trusts have well-established and effective regional governance and local administration structures for management of the large portfolio of sites owned by them. The Giant’s Causeway and Studley Royal Park and Fountains Abbey World Heritage Sites are also ‘iconic’ tourist attractions with high visitor numbers and partially managed to optimise visitor experience and maximise revenue. Site based management teams are led by experienced Senior Managers who can draw on a wide range of ‘in house’ skills to assist in Site promotion and interpretation.

Independent Charitable Trust Organisations Incorporating Some World Heritage Site Ownership and Management

– The charities involved in this category are the Blenheim Palace Charitable Foundation and the Ironbridge Gorge Museum Trust. As with the National Trust these trusts have well established and effective governance structures and business planning championed by senior and experienced leaders.

UK WORLD HERITAGE SITES - TYPICAL LOCAL ADMINISTRATION STRUCTURE



- WHS Manager/Team**
- Core WHS Governance Structure & Communication**
- Advisory/Support/Influence Roles**

Dedicated World Heritage Site Independent Charitable Trusts

– These were set up specifically to support World Heritage Site promotion and management. They are the New Lanark Trust and the Jurassic Coast Trust. New Lanark has a firm foundation in its ownership of land and buildings, able to attract grants and realise income but is still partly dependent on grant aid from Historic Environment Scotland (HES). The Jurassic Coast Trust established in 2017, also has no assets of its own, and is still settling in as an organisation, receiving some financial support from Dorset County Council. In addition to these, Edinburgh World Heritage (EWH) is a charitable trust and also part of a partnership with City of Edinburgh Council and HES. EWH has a multi-skilled team but none of its own assets. It is partially dependent on grants from HES.

Local Administration

All World Heritage Sites in the UK have locally produced World Heritage Site Management Plans which follow UNESCO guidelines. In detail, the local administration of World Heritage Sites varies to suit circumstances at different Sites. However, typically, strategic decision making and funding matters are dealt with by the World Heritage Site lead organisation, and almost all Sites have a local World Heritage Site Coordinator tasked with Management Plan implementation and community engagement. The Coordinator draws on the advice of the World Heritage Site Steering Group which represents key stakeholders and partners. The effectiveness of this administration is variable across the World Heritage Site Collection and greatly depends on the levels of local political and financial support, the degree of World Heritage Site ‘championing’ by decision makers, degree of empowerment for Coordinators, and the influence of Steering Group Chairpersons. Since 2008, with reduced funding to publicly managed Sites, managers and Coordinators have had limited resources for implementing World Heritage Site Management Plans.

Since 2008 with reduced funding to publicly managed Sites, implementation of many WHS Management Plans has been constrained

A photograph of the Pontcysyllte Aquaduct, a stone arch bridge spanning a river. The bridge has two large stone piers and a central arch. A canal boat is visible on the bridge, and a few people are standing on the walkway. The background is a dense forest of trees with autumn foliage. A teal semi-transparent banner is overlaid across the middle of the image, containing the title text.

CHALLENGES FOR UK WORLD HERITAGE SITES

Pontcysyllte Aquaduct & Canal, North East Wales

CHALLENGES FOR UK WORLD HERITAGE SITES

Future Sustainability of UK World Heritage Sites

Over 50% of UK World Heritage Sites are managed by local authorities or by local mixed public partnerships. Reductions in public funding are putting at risk the future resilience and sustainable management of these Sites. By contrast, Sites managed and supported directly by central Government sponsored agencies, or independent trusts to a degree can have greater funding resilience and capacity to absorb costs, especially where the trusts concerned can generate income streams, for example, through ownership of land and property.

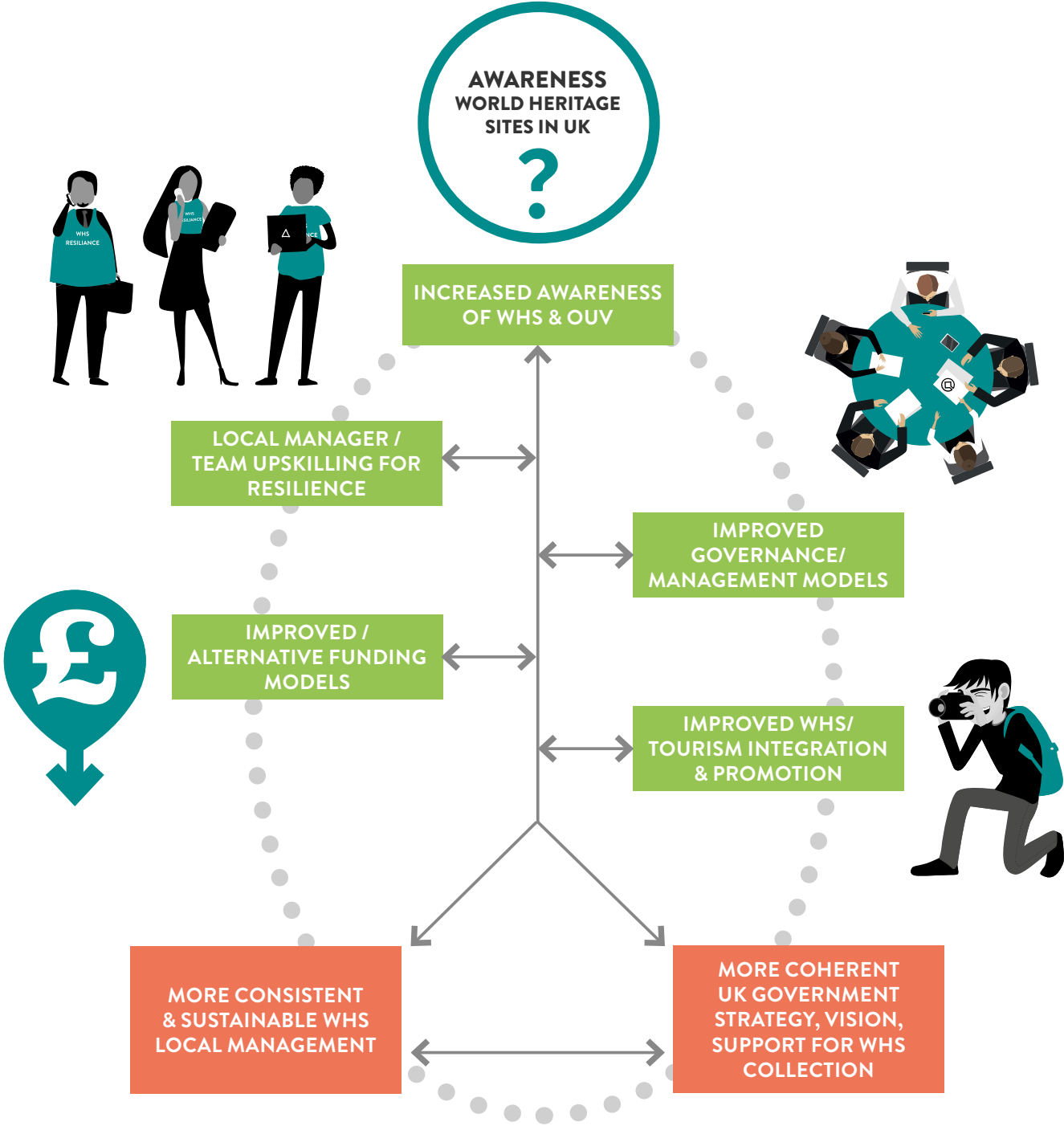
Reductions in public funding is putting at risk the future resilience and sustainable management of 50% of the UKs WHSs

Key Challenges for UK World Heritage Sites

The Review revealed numerous local issues and management challenges which vary from Site to Site. The strategic challenges that are central for the future sustainability of all Sites, but in particular for the ‘publicly’ managed World Heritage Sites are summarised below.

- **Awareness:** low awareness of the UK World Heritage Site Collection and lack of understanding of Outstanding Universal Value both nationally and locally.
- **Management Capacity:** the need for increased capacity, resources and diversification of skills in Site management and promotion.
- **Governance Models:** the emerging need for alternative governance and management models which offer greater scope for self-sustaining finances and less dependence on traditional public sector support.
- **Consistent Funding:** the need for improved Government support coupled with alternative and consistent funding sources for management and conservation.
- **Tourism Integration:** improved integration of tourism marketing and World Heritage Site promotion at local and national levels.

CHALLENGES FACED BY UK
WORLD HERITAGE SITES



■ Challenge
■ Vision

Addressing these interrelated challenges is critical if a coherent UK wide World Heritage Site strategy and support, together with consistent and sustainable World Heritage Site local management, is to be achieved. Initial priority should be given, both locally and nationally, to raising awareness of the national importance and local benefits of the World Heritage Site Collection and individual Sites. This includes raising the understanding of UNESCO's intentions and World Heritage Site Outstanding Universal Values. Without greatly raising World Heritage Site awareness, improving management capacity, governance and funding the integration of tourism will continue to be challenging.

Need for Increased Awareness

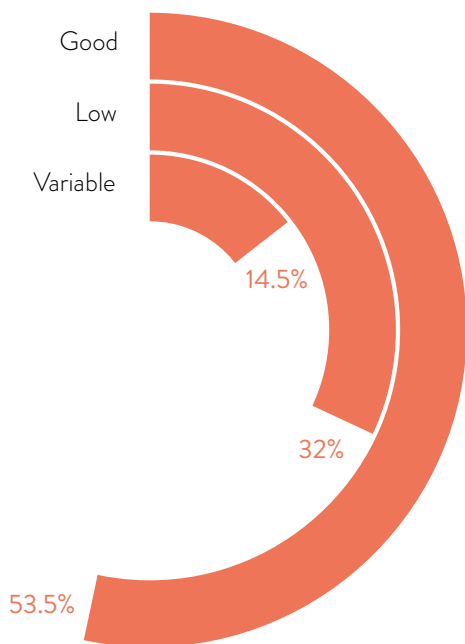
The diversity and complexity of the UK World Heritage Site Collection and its associated governance is confusing and this contributes to the difficulty of raising awareness of the Sites and their related international, national and local values. There is at present no Government strategy for the future management and conservation of the UK World Heritage Site Collection. The most well known World Heritage Sites are the 'iconic' Sites - the 50% of the Sites which are already well established tourist destinations, such as Stonehenge & Avebury and the Tower of London. The remaining 50% of World Heritage Sites are distributed across the UK but are much less well known, appreciated, or promoted as national tourist and cultural assets. Unlike National Parks and Areas of Outstanding Natural Beauty, for example, there is no national legislation, legal framework and support to underpin the World Heritage Sites. Not surprisingly, awareness of World Heritage Sites is low, especially amongst Government departments and agencies in England, other than DCMS. There is however greater understanding and support for World Heritage Sites in the devolved governments of Scotland and Wales. In these nations the Sites appear to be well understood as part of, and beneficial for, the promotion of their cultural inheritance and story, together with the social and economic advantages they can bring both locally and nationally.

It is a similar story in relation to local community awareness. At some 53% of Sites, local communities have a relatively high degree of awareness of the World Heritage Site. At the remaining 47% of Sites, local communities are reported to be only partly aware or unaware of the World Heritage Site. Low awareness appears to reflect a number of factors, including lack of resources for promotion; lack of interpretation on the ground; recent designation; and marketing dominated by tourism agencies.

Priority should be given nationally and locally to raising awareness of the value of the WHS Collection and individual Sites

Unlike for UK National Parks there is no national legislation, legal framework and support to underpin UK WHSs

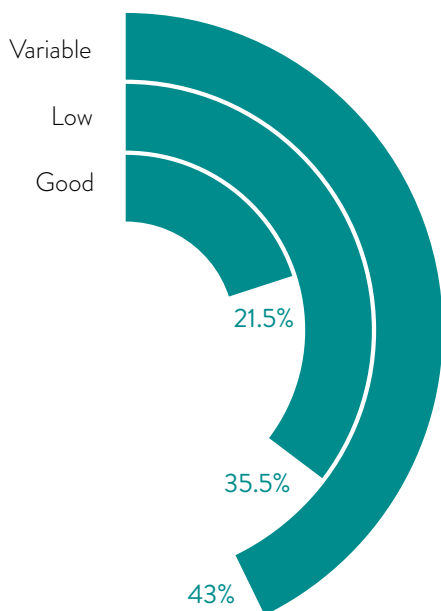
LOCAL COMMUNITY AWARENESS OF WORLD HERITAGE SITE STATUS



Notwithstanding the above figures, at many Sites, particularly in disadvantaged areas, local communities are passionate about their World Heritage Sites and, for example, support initiatives such as the local World Heritage Ambassador schemes. Low awareness is often the result of lack of resources for community engagement, rather than lack of interest by the community.

Taking the World Heritage Site Collection as a whole only 21.5% of Sites reported a good level of World Heritage Site awareness amongst visitors. All of these had relatively good interpretation on the ground, good signage and visitor centres. Most Sites reported low awareness amongst visitors, reflecting a lack of resources for promotion and interpretation, and tourism promotion focused on other assets and qualities of the Site. Only 50% of World Heritage Sites have dedicated websites. Scotland and Wales, Historic Environment Scotland and Cadw, have developed a unified presentation and explanation of their World Heritage Sites. In England and Northern Ireland there is a distinct lack of consistent presentation. Only 15% of Sites (including Durham, Giant’s Causeway, New Lanark and Blaenavon) were reported to have adequate onsite interpretation. The majority of Sites have limited investment in Site interpretation and signage. Across the UK’s 32 World Heritage Sites there are currently only 5 visitor centres dedicated to World Heritage Site interpretation and promotion.

VISITOR AWARENESS OF WORLD HERITAGE SITE STATUS



Source: WHUK Research

Need for Increased Resources and Upskilling

Most UK World Heritage Sites are managed locally through World Heritage Site Coordinators aided by the World Heritage Site Steering Group or equivalent. At most Sites there is an obvious need for increased capacity and up skilling of management teams. Around 70% of UK World Heritage Site Coordinators are a one person 'team' and employed at low management levels, with limited influence over decision-making or the control of budgets. The background of most Coordinators is well suited to stakeholder coordination, outreach, engagement and similar activities and through much effort, some success is being achieved on this front at most Sites. Given the need now to consider alternative funding options, World Heritage Site management teams with a greater capacity and wider range of skills are needed in terms of marketing, communication, fund raising and business management to ensure future sustainable management of the Sites. Only 4 Sites have a dedicated multi skilled team of 5 or more full time staff. 50% of Sites managed and primarily funded by local authorities are particularly vulnerable to public spending reductions.

WHSs need management teams with greater capacity and a wider skill base including marketing, fund raising, business management and communication



BALANCE OF SKILLS NEEDED IN WORLD HERITAGE SITE MANAGEMENT TEAMS



WHS governance structures in the future need to have the independent capability to generate income for greater management resilience

Need for Improved Governance

The UK World Heritage Site Collection is managed and administrated at a local level by a variety of organisations who have a range of governance structures. The variation has emerged from a mix of size, scale, complexity of Site; period of inscription; complexity of ownership and stakeholder interest; objectives of lead organisations; commitment of lead organisation to World Heritage Site conservation, promotion and development; and the combination of World Heritage Site status with an established or owned visitor heritage attraction.

It is clear that given the diversity of Site characteristics and scales no one governance type will fit all Sites. The suitability and effectiveness of each of the governance types is variable with different issues arising at each. However, fundamental to all is the capability and capacity of the organisation or governance structure in the future to at least contribute to some self-generated revenue and fund raising. 50% of the UK Sites are managed and primarily funded by local authorities and public partnerships. These Sites are particularly vulnerable as public funding and resources continue to be reduced. There is an emerging need therefore for consideration to be given to governance and management models for some Sites that could offer opportunity and options for them to be more self-sustaining and less dependent on public structures and support. There are only 3 World Heritage Sites (Edinburgh, New Lanark and the Jurassic Coast) that are or include independent charitable trusts dedicated to World Heritage Site management. Although still partially dependent on public moneys, all are striving to be increasingly self-sustaining.

Need for Improved Public Funding and Alternative Grant Aid

The World Heritage Convention in Article 17 encourages States Parties to establish national support, foundations or endowments to ensure adequate funding arrangements for World Heritage Site management and conservation.

The UK has not created such arrangements as are described in Article 17 and perforce World Heritage Site management has been left to local authorities, caretakers and owners.

At least 75% of World Heritage Sites are directly dependent on public money, provided by local authorities and central Government sponsored heritage agencies. However the delivery of funding is patchy, with what almost amounts to a ‘postcode lottery’ in operation. There is a critical need to secure consistent funding for the most financially vulnerable of the UK World Heritage Sites. It may therefore be time for Government to reconsider its position on this issue, and initiate and contribute to a UK World Heritage Fund for World Heritage Sites dedicated to ensuring sustainable management of the UK Sites.

WH:UK research indicates that the approximate current annual revenue costs (including Site Coordinators, their overhead and their operation budgets) for managing the UK World Heritage Sites is only in the order of £4m. The small scale of operations budgets available to most World Heritage Site Coordinators is notable. Limited budgets reduce their ability to diversify management teams, and expand promotion and improve awareness and interpretation of the Sites. The larger budgets available to Sites managed as independent or central government trusts reflects the ability of some of these trusts, such as New Lanark, to strive to balance cost and revenue. To illustrate the inconsistencies, it is instructive to compare spending by local authority managed Sites and trust managed Sites: the 8 local authority led World Heritage Sites accounted for only 28.4% of total Site management expenditure in 2018 (£1.13m); whereas the 3 dedicated World Heritage Site trusts accounted for 32.6% (£1.29m).



World Heritage Convention Article 17:
‘The States Parties to this Convention shall consider or encourage the establishment of national public and private foundations or associations whose purpose is to invite donations for the protection of the cultural and natural heritage...’

Securing consistent funding for the most financially vulnerable of UK WHSs is critical – the establishment of a UK World Heritage Fund initiated by Government should be considered

Small WHS management budgets at most of the Sites is constraining WHS team capacity and diversification of team skills, reducing ability to realize increased resilience

Total annual Government expenditure on the 27 mainland World Heritage Sites in 2016-2017 is estimated to be in the order of £15.08 million (excluding National Lottery Heritage Fund project funding). The equivalent figure for the UK’s 15 National Parks was estimated to be over four times as much, at £70.5 million. In addition Government provides funding via its agencies for Areas of Outstanding Natural Beauty and for National Nature Reserves. In the past some World Heritage Sites benefitted significantly from regional development funding, especially from the former Regional Development Agencies, as well as the EU. The Regional Development Agencies were abolished in 2010 and the outlook for EU regional development funding remains unclear.

SUMMARY OF ESTIMATED ANNUAL COST OF WORLD HERITAGE SITE MANAGEMENT ‘TEAMS’ (2018)

Governance Type/Site	No. of Sites	Estimated Total Management Operation Cost (£)	% of Total Cost
A Local Authority Led WHS	8	1,130,840	28.4
B Mixed WHS Public Partnerships	7	731,800	18.4
C Central Government Trusts and Organisations	5	346,500	8.7
D National Trust	3	289,400	7.3
E Independent Charitable Trusts	2	183,000	4.6
F Dedicated WHS Trusts	3	1,296,000	32.6
TOTAL ALL TYPES	28	3,977,540	100

Source: WHUK Research Analysis

Note: Management Operation Cost is for WHS Coordinators/Team ie staff cost, overhead, and budgets allocated to Coordinator

Need for Integration of Tourism Marketing and World Heritage Site Promotion

The UK World Heritage Sites are a nationally significant resource for tourism, for the UK's Soft Power Strategy and indeed for understanding the UK's great contributions to world culture and world history. This strategic potential has yet to be realised.

Tourism is a fast growing sector in the UK economy and heritage tourism in the UK has seen exceptional growth in the last 5 years. Visit Britain statistics show that 7 out of the top 10 paid visitor attraction in the UK were heritage destinations. Of these 5 were World Heritage Sites, including the Tower of London, Stonehenge & Avebury, Westminster, Kew and the Roman Baths and Pump Rooms at Bath (all these are notably in London and the south of England). Heritage tourism is forecast to continue growing. Unfortunately the awareness of World Heritage Sites and their global brand is low. There is a shortage of reliable and detailed data on World Heritage Site awareness amongst visitors, and a lack of data on the patterns, profiles and choices of visitors to the World Heritage Sites.

Some 50% of the UK World Heritage Sites are little known. Most of them - and their surrounding areas - would welcome and benefit from increased tourism expenditure. Once an increase in awareness of the World Heritage values and associated promotion has been achieved, increased tourism spend at these Sites could make more significant contributions to community economies and social capital. At the busier, better known (and often better promoted) Sites the problem is that business targets for increased revenues may be in tension with good Site management. At some of these Sites, such as Stonehenge & Avebury, Giant's Causeway and Heart of Neolithic Orkney, there is concern about the impact of growing visitor numbers.

In England 41 Government sponsored Local Enterprise Partnerships (LEPs) use 'local growth funds' to support investment in local economies. LEPs role in local tourism development is to fund the local Destination Marketing Organisations (DMOs), secure investment, support local tourism businesses and develop skills. Beneath the LEPs, there are over 200 DMOs in the UK, varying greatly in size and effectiveness. Numerous DMOs have World Heritage Sites in their area. Local World Heritage Site Coordinators however report that it is challenging to engage with some of the DMOs who remain focused on existing tourism products, rather than the potential to develop the World Heritage Site brand offer. The recently announced Government funded Tourism Sector Deal in England may offer opportunities for a

The UK WHSs are a nationally significant but unrealized resource for local and national tourism and UK's Soft Power strategy

Increased tourism spend at the 50% of less well-known WHSs could make significant contributions to community economies and social capital



Much of the WHS Collection resonates with Britain's global role as a great power and shaper of World events

closer integration of World Heritage Site promotion and awareness raising with the LEPs and the DMOs.

A large part of the World Heritage Site Collection relates to Sites that reflect preindustrial town and landscape planning, the impact of the industrial revolution, and the environmental mitigation of its worst effects, often through town planning and the creation of model communities. Many of these Sites resonate with Britain's global role as a great power and shaper of world events, especially through the British Empire, the industrial revolution and the world wide export of ideas for town planning and environmental management. These are all assets of immense global significance. They are of central importance to the understanding of Britain's island story, to its historic role as a sea power, and thus to the central features of its political culture. And they are of growing significance to developing countries as they have to manage the social and environmental consequences of industrialisation and rapid urbanisation.

Greater promotion of resources in the Collection of World Heritage Sites could tell a number of positive stories with global importance, about Britain's idealism and its experience of regeneration and community benefits arising from this. The House of Lords Select Committee Report on UK Soft Power stressed the need for a coherent narrative for building up Soft Power assets and influence. The World Heritage Site Collection is a ready-made narrative - and one which to date has scarcely been recognised or explored.



A PLAN FOR ACTION



Forth Bridge, Scotland

A PLAN FOR ACTION

Unlocking the Potential

The overriding messages arising from the Review can be expressed succinctly. UK Government has an international responsibility to protect, nurture and enhance our World Heritage, so that it is protected for generations yet to come. The UK's World Heritage is a remarkable resource and a central part of the UK's cultural inheritance. The Sites include the most important heritage assets in the UK, helping to spell out our island story, capturing Britain's greatest global impacts at one scale and contributing socio-economic benefits to local communities at the other.

The World Heritage Site Collection is very important for the UK. The potential for the Sites to further contribute to UK Government achieving its current broader goals in the areas of social, cultural and economic wellbeing is great. Unlocking the potential for this and for increasing the benefits for all from UK World Heritage Sites, both nationally and locally, will require action by both Government and stakeholders. With effective management the Sites in the Collection can remain (and in many cases become) the crown jewels of heritage tourism in the UK, contribute to the projection of our Soft Power, whilst helping to benefit and reshape the image of some of the less favoured parts of the UK.

At the present time the UK is not turning World Heritage to its advantage. Some Sites are exemplars of effective sustainable planning and management, but good management, promotion and interpretation is patchy, and at too many Sites it is underfunded and under resourced. Well-known Sites are coming under visitor pressure that must also be carefully managed, whilst less well-known Sites would often welcome (and could with benefit accommodate) additional visitors.

Collectively the UK is not making the most of its inheritance. It is not properly delivering the international commitments made as a States Party when the Sites were inscribed. The UK is not making the best use of the Sites, either as tools for regeneration or for securing our national cultural identities and cohesion (especially in England) and is not addressing current and emerging best practice.

It is clear that, to realise the above, alternative and more sustainable and consistent levels of resourcing and support are critically needed to unlock the potential for improved national promotion of UK Sites, and for more resilient local management

The UK's World Heritage is a remarkable resource and a central part of the UK's cultural inheritance

The UK is not yet making the best use of its WHSs as tools for benefitting local communities and for enhancing UK national and international cultural identity

of the Collection. Some central Government public funding will be needed to kick start awareness raising, upskilling and greater World Heritage Site resilience, allowing the most vulnerable Sites to develop a better blend of public and other funding sources to support management. The initiation of a UK wide World Heritage Strategy should be a priority. It would facilitate collaboration by the many stakeholders in the World Heritage sector for the further refinement and detailing of other propositions highlighted in the Review.

Vision for UK World Heritage Sites

Each of the UK World Heritage Sites individually include a Site specific vision for the future in their World Heritage Site Management Plans. As an overview and on behalf of the Sites, World Heritage UKs (WH:UK's) vision for the UK as a whole envisages a more coherent and consistent approach to the promotion, planning and management of the UK World Heritage Site Collection. Once established this will result in Sites and their values being better known, fully understood, and partially supported through sustainable funding so that they can develop their resilience, provide inspiration, learning, enjoyment for all, and be beneficial to their communities. Such an approach is in accordance with current Government cultural heritage policies and statements which emphasize the aspiration for the UK to be a global exemplar of best practice in World Heritage Site management.

WH:UK also envisages that with necessary support and as an internationally significant resource, the UK World Heritage Site Collection will increasingly contribute wider UK agendas including the development of UK tourism, be a major asset for UK Soft Power, cultural strength, and the UK's international standing.

The vision for the WHS Collection is for them to be well known, understood, sustainably funded and resilient

World Heritage Sites will better provide inspiration, learning, enjoyment for all and local community benefits

Plan of Action for UK World Heritage Sites

The Review has highlighted the need to turn the UK Collection of World Heritage Sites from undervalued places to major national and local assets and to establish their future management as exemplary in global terms. WH:UK is recommending a Plan of Action. The Plan should be the essential starting point and a catalyst for addressing the current shortcomings of World Heritage Site management and conservation in the UK. WH:UK is encouraging the UK Government to build on the Review and take a lead with other stakeholders in progressing the propositions in the Action Plan.

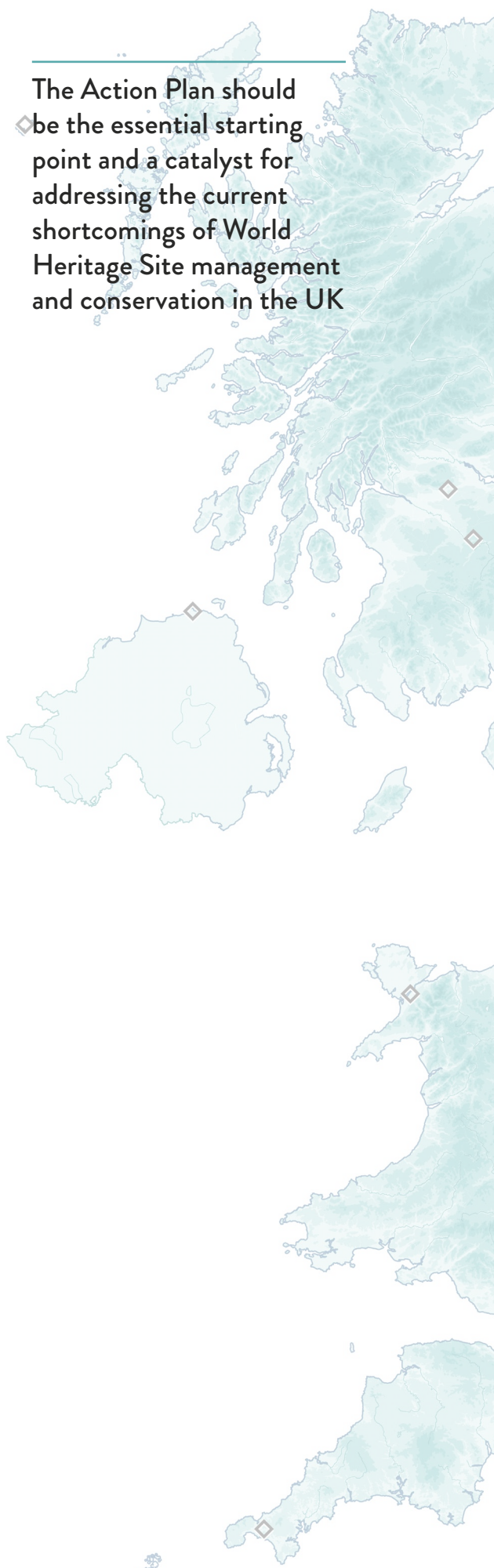
The eight point plan of strategic propositions can be summarised as follows:

1. National World Heritage Sites Strategy and Vision – The UK Government, in collaboration with the devolved nations and other key stakeholders, should commit to preparing, implementing and regularly reviewing a National World Heritage Site Vision and Strategy. The Strategy would: be the basis for a coherent and consistent basis for the promotion, management and sustainable funding of the UK Collection and its individual Sites; and demonstrate the UK’s commitment and approach to being a world leader in World Heritage Site management, conservation, community engagement and education, and integration with tourism.

2. UK World Heritage Fund – a fund should be established, bringing together public funds drawn from across relevant departments and philanthropic contributions, specifically to enhance promotion and management of World Heritage Sites in the Collection; initial targets would include publicly managed Sites where greater management resilience is needed.

3. Independent National Body for World Heritage – The UK should support and resource an independent national body for World Heritage, coordinating World Heritage Site Collection promotion, policy and action, and sharing best practice nationally and internationally. The body would collaborate with other bodies such as UKNC and ICOMOS UK who have wider functions across the heritage sector. The new national body would be independent and exclusively and fully focussed on representing, advocating, promoting and supporting the future sustainability of the UK World Heritage Site Collection.

The Action Plan should
◆ be the essential starting point and a catalyst for addressing the current shortcomings of World Heritage Site management and conservation in the UK





4. Campaign for Raising World Heritage Awareness – The UK should commit to running a series of coordinated national campaigns to highlight World Heritage values and benefits and raise the awareness of the World Heritage Sites at all levels. A variety of target audiences would need to include national and local politicians, relevant government departments, local authority planning departments, World Heritage Site communities and owners, and national and local tourism destination marketing organisations.

5. UK Planning Policy and World Heritage Convention – A dialogue with a wide range of stakeholders and research should be initiated to engender and investigate how a more effective relationship between the UK national and local planning policy frameworks relating to World Heritage Sites and the principles enshrined in the World Heritage Convention can be achieved including more consistent and applicable standards and guidelines.

6. Local World Heritage Sites Upskilling – Steps should be taken to ensure that all Sites have properly funded and multi skilled management teams which are more resilient, and not over dependent for their resourcing on local government and, wherever possible, with independent sources of income. In particular, Sites managed by minimal teams or individuals need some initial support from Central government for development of a larger team with greater empowerment and wider skills such as leadership, business management, marketing and fundraising.

7. Alternative World Heritage Site Governance – A more detailed review should be undertaken of the alternative mechanisms for World Heritage Site governance to highlight opportunities and options for some publicly managed Sites to be more self-sustaining and less dependent on public structures and support.

8. Integration of Tourism and World Heritage Sites – Steps should be taken to secure a much closer and effective working relationship between tourism promotion and the effective management of Sites. A range of initiatives are needed to facilitate increased dialogue, between World Heritage Site stakeholders and national and local destination marketing organisations, to reveal the full potential and benefits for the World Heritage Site Collection and Sites to be more fully marketed as tourism products.

The Next Steps

DCMS, other Government Departments and agencies, together with the devolved Governments and their agencies and a range of other stakeholders will need to take a shared responsibility for seeking the resources to initiate and support the propositions set out in the Action Plan for the UK World Heritage Site Collection. A starting point would be to develop the National World Heritage Sites Strategy and Vision.

As a priority it is also recommended that DCMS take the lead in seeking some central funding to initiate and support the establishment of a UK World Heritage Fund and encourage other contributions for this drawn from across some other English Departments and agencies, some devolved Government departments and agencies, and other sources. The Fund could initially be focused on the publicly managed and most vulnerable World Heritage Sites and be targeted to build and enhance multi skilled and more resilient and self-sustaining World Heritage Site teams. The scale, structure, administration and distribution of the UK World Heritage Fund will need more detailed consideration.

World Heritage UK (WH:UK) is at the heart of the UK World Heritage community and is the only body which is entirely focussed on representing and promoting all the UK's World Heritage Sites. Already working with colleagues and partners in central and local Government, and the private and voluntary sectors, WH:UK stands ready to assist in the implementation of the actions and strategic priorities proposed by the Review, enabling positive change in the World Heritage sector. The Review Technical Report elaborates on a range of possible future roles for WH:UK including in particular providing assistance to Government in the establishment of the UK World Heritage Vision and Strategy.

Immediate priorities for the Action Plan should be development of the National WHS Vision and Strategy and establishment of a UK World Heritage Fund

WH:UK is at the heart of the UK World Heritage community stands ready to assist Government in progressing the Action Plan for UK WHSs



APPENDICES

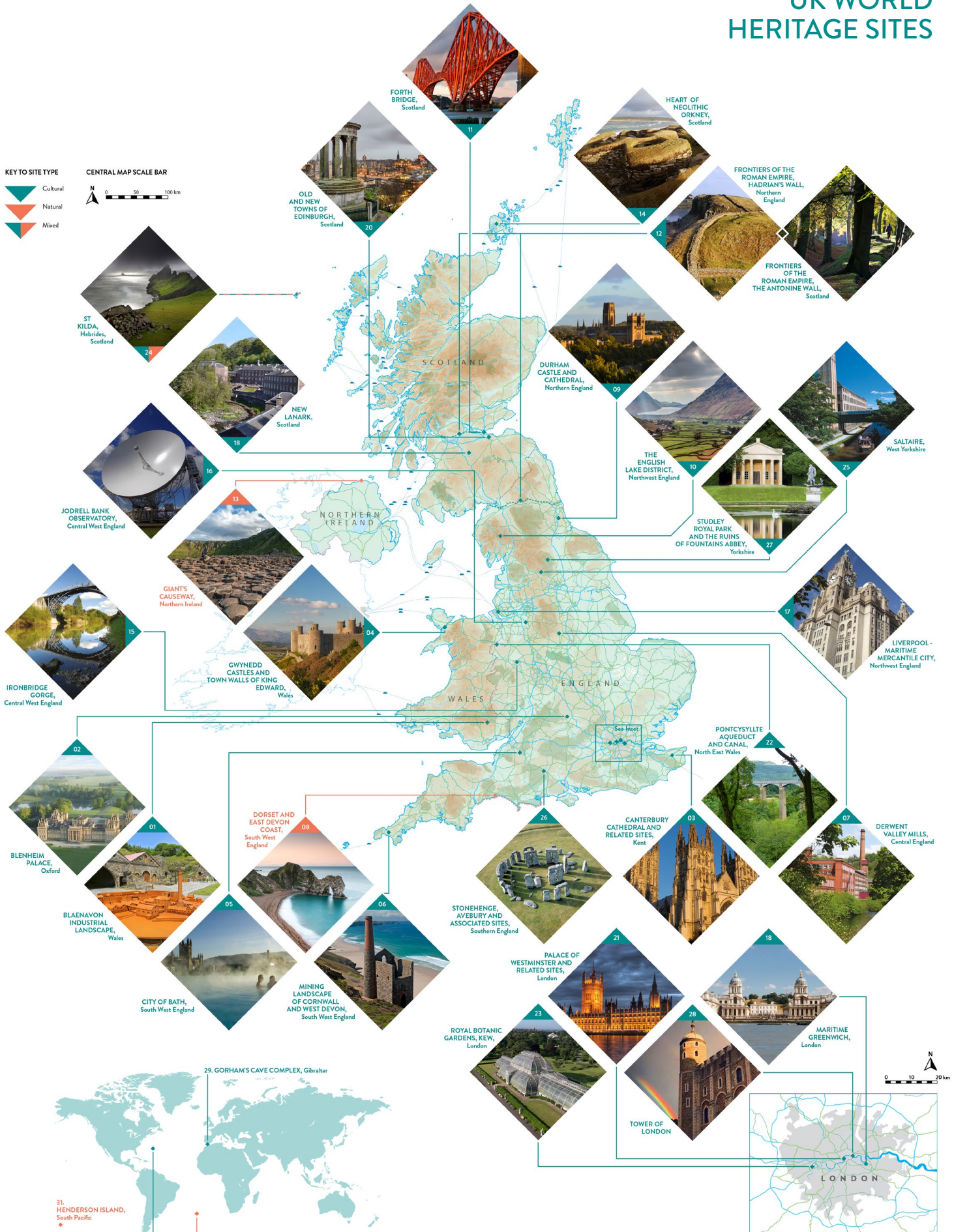
UK WORLD HERITAGE SITES

KEY TO SITE TYPE

- Cultural
- Natural
- Mixed

CENTRAL MAP SCALE BAR

0 50 100 km



UK OVERSEAS WORLD HERITAGE SITES

APPENDIX 1

Short Profiles of UK World Heritage Sites

A

UK MAINLAND WORLD HERITAGE SITES

BLenheim PALACE:

- **Core Value:** *The Palace stands in a romantic park created by the landscape gardener ‘Capability’ Brown. It was given to John Churchill, first Duke of Marlborough, for his victory in 1704 over French and Bavarian troops. Built between 1705 and 1722 and characterized by an eclectic style and a return to national roots, it is a perfect example of an 18th Century princely dwelling.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 1987
- **Location:** Oxfordshire
- **Area:** 961 ha
- **Theme:** Palace/Parkland
- **Lead Organisation:** Blenheim Palace Heritage Foundation
- **Governance Type:** Independent Charitable Trust



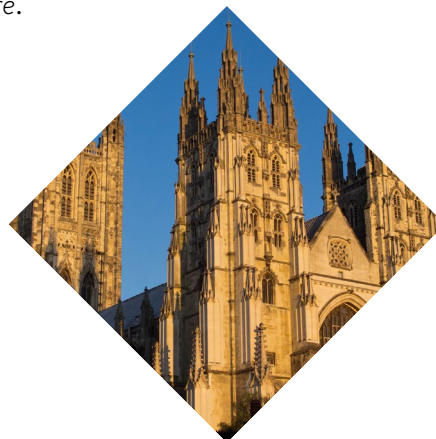
CITY OF BATH:

- **Core Value:** *Founded by the Romans as a thermal spa, Bath became an important centre of the wool industry in the Middle Ages. In the 18th Century, under George III, it developed into an elegant town with neoclassical Palladian buildings, which blend harmoniously with the Roman baths. Today’s well preserved townscape still reflects this evolution.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 1987
- **Location:** Southwest England
- **Area:** 2,900 ha
- **Theme:** Historic Townscape, Archaeology
- **Lead Organisation:** Bath and NE Somerset
- **Governance Type:** Local Authority Led



CANTERBURY CATHEDRAL, ST AUGUSTINE'S ABBEY AND ST MARTIN'S CHURCH:

- *Core Value: Canterbury, in Kent, has been the seat of the spiritual head of the Church of England for nearly five centuries. Related monuments are the Church of St Martin, the oldest church in England; the ruins of the Abbey of St Augustine, and Christ Church Cathedral, a breathtaking mixture of Romanesque and Perpendicular Gothic architecture.*
- UNESCO Category: Cultural
- Inscription Date: 1988
- Location: Southern England
- Area: 18.17 ha
- Theme: Place of Worship
- Lead Organisation: Canterbury Cathedral/English Heritage
- Governance Type: Mixed Public Partnership



CORNWALL AND WEST DEVON MINING LANDSCAPE:

- *Core Value: Radical reshaping of the region's landscape during the 18th and 19th Centuries resulted from rapid growth of copper and tin mining. An extensive legacy of mines, engine houses, ports, canals, railways, industries and settlement remain. These reflect the rapidly developed mining innovation that was exported around the World.*
- UNESCO Category: Cultural
- Inscription Date: 2006
- Location: South west England
- Area: 19.7 ha
- Theme: Industrial Heritage
- Lead Organisation: Cornwall Council
- Governance Type: Local Authority Led



DERWENT VALLEY MILLS:

- **Core Value:** *The Valley contains a series of 18th and 19th Century intact cotton mills and associated historic industrial landscapes and settlements. Modern factory technology owes its origins to the water driven spinning mills at Cromford, where Richard Arkwright's inventions resulted in the birth of industrial-scale production.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 2001
- **Location:** Central England
- **Area:** 1,229 ha
- **Theme:** Industrial Heritage
- **Lead Organisation:** Derbyshire County Council
- **Governance Type:** Local Authority Led



DURHAM CASTLE AND CATHEDRAL:

- **Core Value:** *The Cathedral was built in the late 11th and early 12th Centuries to house the relics of St Cuthbert and the Venerable Bede. It attests to the importance of the early Benedictine monastic community. Foreshadowing Gothic architecture, it is the largest and finest example of Norman architecture in England. The adjacent, ancient Norman castle was the residence of the prince-bishops of Durham.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 1986
- **Location:** Northern England
- **Area:** 8.79 ha
- **Theme:** Place of Worship/Defence
- **Lead Organisation:** Durham Cathedral Chapter/Durham University
- **Governance Type:** Mixed Public Partnership



STUDLEY ROYAL PARK AND RUINS OF FOUNTAINS ABBEY:

➤ *Core Value: A striking and extensive landscape and water gardens were created in the ‘English Style’ around the ruins of the Cistercian Fountains Abbey and Fountains Hall Castle. The 18th century landscape and canal, the 19th century plantations and vistas, and the neo-Gothic castle make up one of the few 18th century landscapes to survive substantially in its current form.*

- UNESCO Category: Cultural
- Inscription Date: 1986
- Location: Northern England
- Area: 309.65 ha
- Theme: Parkland/Place of Worship
- Lead Organisation: National Trust
- Governance Type: National Trusts



MARITIME GREENWICH:

➤ *Core Value: The ensemble of buildings at Greenwich, and their setting, symbolise English artistic and scientific endeavour in the 17th and 18th Centuries. The Queen’s House (by Inigo Jones) was the first Palladian building in England, while the complex that was until recently the Royal Naval College was designed by Christopher Wren. The park, based on an original design by André Le Nôtre, contains the Old Royal Observatory.*

- UNESCO Category: Cultural
- Inscription Date: 1997
- Location: London
- Area: 109.5 ha
- Theme: Building Ensemble/Parkland
- Lead Organisation: Greenwich Foundation
- Governance Type: Government Trusts and Organisations



FRONTIERS OF THE ROMAN EMPIRE – HADRIAN’S WALL:

- *Core Value: The Northern border line of the Roman Empire stretched from Britain through Europe to the Red Sea. In the UK, Hadrians’ Wall, built c.AD122 (118km in length) is a striking example of the organisation of a Roman military zone. The Antonine Wall/earthworks across Scotland was started in AD142 (60km in length) as defence against the ‘barbarians’ of the north.*
- UNESCO Category: Cultural
- Inscription Date: 1987
- Location: Northern England
- Area: 1,691.1 ha
- Theme: Military/Defence/Archaeology
- Lead Organisation: Northumberland County Council
- Governance Type: Mixed Public Partnership



IRONBRIDGE GORGE:

- *Core Value: Well known as a symbol of the Industrial Revolution, Ironbridge contains all the elements of progress that contributed to the rapid development of this 18th Century industrial region. The Bridge, the world’s first constructed of iron, had a considerable influence on developments in the fields of technology and architecture. The blast furnace of Coalbrookdale (1708), is a reminder of the discovery of coke.*
- UNESCO Category: Cultural
- Inscription Date: 1986
- Location: Central England
- Area: 550.0 ha
- Theme: Industrial Heritage
- Lead Organisation: Ironbridge Museums Trust
- Governance Type: Independent Charitable Trust



DORSET AND EAST DEVON COAST:

- **Core Value:** *The cliff exposures along the Dorset and East Devon coast provide an almost continuous sequence of rock formations spanning the Mesozoic Era, or some 185 million years of the earth's history. Also known as the 'Jurassic Coast', the area's important fossil sites and classic coastal geomorphologic features have contributed to the study of earth sciences for over 300 years.*
- **UNESCO Category:** Natural
- **Inscription Date:** 2001
- **Location:** Southwest England
- **Area:** 2,474.9 ha
- **Theme:** Geological
- **Lead Organisation:** Jurassic Coast Trust
- **Governance Type:** Dedicated WHS Independent Trust



ROYAL BOTANIC GARDENS, KEW:

- **Core Value:** *The historic landscape gardens and features illustrate significant periods of the art of gardens from the 18th to the 20th Centuries. The botanic collections (conserved plants, living plants and documents) have been considerably enriched through the centuries. Since their creation in 1759, the gardens have made a significant and uninterrupted contribution to the study of plant diversity and economic botany globally.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 2003
- **Location:** London
- **Area:** 132.0 ha
- **Theme:** Botanic Garden
- **Lead Organisation:** Royal Botanic Garden Kew
- **Governance Type:** Government Trusts and Organisations



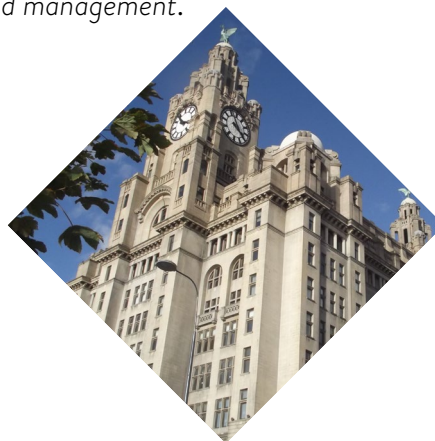
THE ENGLISH LAKE DISTRICT:

- *Core Value: An extensive and self-contained mountainous lakeland modelled by glaciers and shaped by particular agro-pastoral land use systems. The harmony and drama of the landscapes inspired the 18th Century literature and paintings of the Picturesque and late Romantic movements. Awareness of landscape beauty inspired and triggered early preservation efforts.*
- UNESCO Category: Cultural
- Inscription Date: 2017
- Location: Northwest England
- Area: 236,200 ha
- Theme: Cultural Landscape
- Lead Organisation: Lake District National Park
- Governance Type: Government Trusts and Organisations



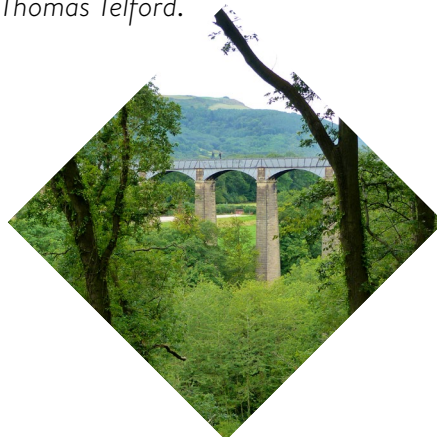
LIVERPOOL MARITIME MERCANTILE CITY:

- *Core Value: The buildings and features in the historic centre and docklands of the City reflect the development of one of the world's major trading centres at the heart of the British Empire in the 18th and 19th Centuries. It was the major port for the mass movement of people, from Europe to America, and Liverpool pioneered modern dock technology and management.*
- UNESCO Category: Cultural
- Inscription Date: 2004
- Location: Northwest England
- Area: 1,360 ha
- Theme: Historic Townscape/Industrial Heritage
- Lead Organisation: Liverpool City Council
- Governance Type: Local Authority Led



PONTCYSYLLTE AQUEDUCT AND CANAL:

- **Core Value:** *The 18 kilometre long aqueduct and canal is a feat of civil engineering of the Industrial Revolution, completed early in the 19th Century. Challenging topography required bold design solutions. The monumental and elegant aqueduct is a pioneering masterpiece of engineering and metal architecture, conceived by the celebrated civil engineer Thomas Telford.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 2009
- **Location:** Northeast Wales
- **Area:** 105 ha
- **Theme:** Industrial Heritage
- **Lead Organisation:** Wrexham Borough Council
- **Governance Type:** Local Authority Led



SALTAIRE:

- **Core Value:** *A complete and well-preserved industrial village of the second half of the 19th Century. Its harmonious textile mills, public buildings and workers' housing are of high architectural standards and the urban plan survives intact. It is an example of Victorian philanthropic paternalism which had a profound influence on developments in industrial social welfare and urban planning in the UK and beyond.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 2001
- **Location:** Northern England
- **Area:** 20.0 ha
- **Theme:** Historic Townscape/Industrial Heritage
- **Lead Organisation:** City of Bradford Metropolitan District Council
- **Governance Type:** Local Authority Led



STONEHENGE, AVEBURY AND ASSOCIATED SITES:

- **Core Value:** *Stonehenge is the most architecturally sophisticated prehistoric stone circle in the world, while Avebury is the largest. Together with inter-related monuments, and their associated landscapes, they demonstrate around 2000 continuous years of Neolithic and Bronze Age ceremonial and mortuary practices, and monument building. These were constructed between circa 3700 and 1600 BC.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 1986
- **Location:** Southern England
- **Area:** Stonehenge – 2,608.2 ha/Avebury 2,372.2 ha
- **Theme:** Cultural Landscape/Archaeology
- **Lead Organisation:** English Heritage/National Trust/Wiltshire County Council
- **Governance Type:** Mixed Public Partnership



TOWER OF LONDON:

- **Core Value:** *The massive White Tower, with its strategic position on the River Thames, is a typical example of Norman military architecture, whose influence was felt throughout the kingdom. It was built by William the Conqueror in 1066 to protect London and assert his power. A rare survivor of a continuously developing ensemble of royal buildings, The Tower of London is an imposing fortress with many layers of history and has become one of the symbols of royalty.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 1988
- **Location:** London
- **Area:** 7.3 ha
- **Theme:** Military, Defence, Palace
- **Lead Organisation:** Historic Royal Palaces
- **Governance Type:** Government Trusts and Organisations



PALACE OF WESTMINSTER, WESTMINSTER ABBEY AND ST MARGARET'S CHURCH:

➤ *Core Value: Westminster Palace, rebuilt from the year 1840 on the site of important medieval remains, is a fine example of neo-Gothic architecture. The Site – which also comprises the small medieval Church of Saint Margaret, built in Perpendicular Gothic style, and Westminster Abbey, where all the sovereigns since the 11th Century have been crowned – is of great historic and symbolic significance.*

- UNESCO Category: Cultural
- Inscription Date: 1987
- Location: London
- Area: 10.26 ha
- Theme: Place of Worship/Building Ensemble
- Lead Organisation: Westminster City Council
- Governance Type: Local Authority Led



GIANT'S CAUSEWAY AND CAUSEWAY COAST:

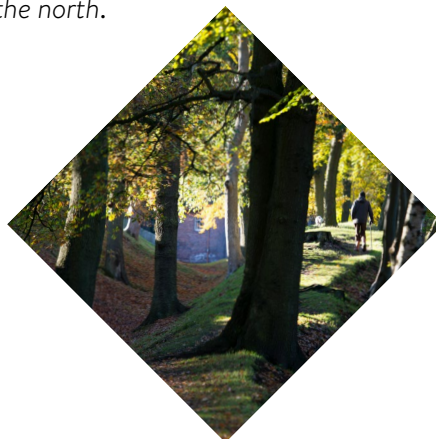
➤ *Core Value: A spectacular area of geological importance on the sea coast of the Antrim plateau. The most characteristic and unique feature is the exposure of 40,000 massive regularly shaped black basalt columns created 50-60 million years ago and now forming cliffs and a pavement sticking out from the sea. Studies of these formations over the last 300 years greatly contributed to the development of the earth sciences.*

- UNESCO Category: Natural
- Inscription Date: 1986
- Location: Northern Ireland
- Area: 239.4 ha
- Theme: Geological
- Lead Organisation: National Trust
- Governance Type: National Trusts



FRONTIERS OF THE ROMAN EMPIRE – ANTONINE WALL:

- **Core Value:** *The Northern border line of the Roman Empire stretched from Britain through Europe to the Red Sea. In the UK, Hadrian's Wall, built c.AD122 (118km in length) is a striking example of the organisation of a Roman military zone. The Antonine Wall/earthworks across Scotland was started in AD142 (60km in length) as defence against the 'barbarians' of the north.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 2008
- **Location:** Scotland
- **Area:** Length 37 miles
- **Theme:** Military/Defence/Archaeology
- **Lead Organisation:** Historic Environment Scotland
- **Governance Type:** Mixed Public Partnership



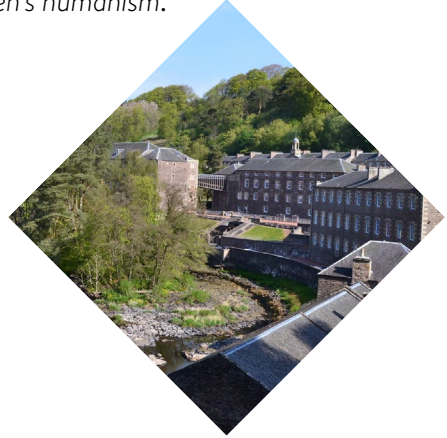
HEART OF NEOLITHIC ORKNEY:

- **Core Value:** *The group of monuments consists of a chambered tomb (Maes Howe), two ceremonial stone circles (the Stones of Stenness/the Ring of Brodgar) and a settlement (Skara Brae), together with a number of unexcavated burial, ceremonial and settlement sites. This prehistoric cultural landscape is clear evidence of life in this remote, northern archipelago 5,000 years ago.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 1999
- **Location:** Scotland
- **Area:** 15.3 ha
- **Theme:** Archaeology
- **Lead Organisation:** Historic Environment Scotland
- **Governance Type:** Government Trusts and Organisations



NEW LANARK:

- *Core Value: New Lanark is a small 18th Century village set in a sublime landscape where the philanthropist and Utopian idealist Robert Owen moulded a model industrial community in the early 19th Century. The imposing cotton mill buildings, the spacious and well-designed workers' housing, and the dignified educational institute and school still testify to Owen's humanism.*
- UNESCO Category: Cultural
- Inscription Date: 2001
- Location: Scotland
- Area: 146.0 ha
- Theme: Industrial Heritage
- Lead Organisation: New Lanark Trust
- Governance Type: Dedicated WHS Independent Trust



OLD AND NEW TOWNS OF EDINBURGH:

- *Core Value: The City has been the Scottish capital since the 15th Century. It has two distinct areas: the Old Town, dominated by a medieval fortress; and the neoclassical New Town, whose development from the 18th Century onwards had a far-reaching influence on European urban planning. The harmonious juxtaposition of these two contrasting historic areas, each with many important buildings, gives the city its unique character.*
- UNESCO Category: Cultural
- Inscription Date: 1995
- Location: Scotland
- Area: 400.0 ha
- Theme: Historic Townscape
- Lead Organisation: City of Edinburgh Council
- Governance Type: Mixed Public Partnership



THE FORTH BRIDGE:

- **Core Value:** *Opened in 1890 and crossing the Forth estuary, the railway bridge had the world's longest spans (541 m). It remains one of the greatest cantilever trussed bridges, marking an important milestone in bridge design and continues to carry rail traffic today. Its innovative style and distinctive industrial aesthetic is the result of a forthright and unadorned display of its structural components.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 2015
- **Location:** Scotland
- **Area:** Length 2.53 km
- **Theme:** Industrial Heritage
- **Lead Organisation:** Network Rail/Historic Environment Scotland
- **Governance Type:** Mixed Public Partnership



BLAENAVON INDUSTRIAL LANDSCAPE:

- **Core Value:** *The area around Blaenavon is evidence of the pre-eminence of South Wales as the world's major producer of iron and coal in the 19th Century. All the necessary elements can still be seen - coal and ore mines, quarries, a primitive railway system, furnaces, workers' homes, and the social infrastructure of their community.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 2000
- **Location:** South Wales
- **Area:** 3,290.0 ha
- **Theme:** Industrial Heritage
- **Lead Organisation:** Torfaen County Borough Council
- **Governance Type:** Local Authority Led



CASTLES AND TOWN WALLS OF KING EDWARD IN GWYNEDD:

- **Core Value:** *The castles of Beaumaris and Harlech and the fortified complexes of Caernarfon and Conwy are extremely well-preserved monuments and are examples of the colonization and defence works carried out in Wales throughout the reign of Edward I (1272–1307) and the military architecture of the time.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 1986
- **Location:** North Wales
- **Area:** 6.0 ha
- **Theme:** Military/Defence
- **Lead Organisation:** Cadw
- **Governance Type:** Government Trusts and Organisations



ST KILDA:

- **Core Value:** *The spectacular landscapes of the volcanic archipelago comprise the islands of Hirta, Dun, Soay and Boreray. Including some of Europe's highest cliffs and large colonies of rare and endangered birds, the archipelago has been uninhabited since 1930. They bear evidence of over 2000 years of human occupation adapted to the extreme and exposed conditions of the Hebrides.*
- **UNESCO Category:** Mixed
- **Inscription Date:** 1986/2004/2005
- **Location:** Scotland, Western Hebrides
- **Area:** 24,201.4 ha
- **Theme:** Cultural Landscape, Ecological
- **Lead Organisation:** National Trust for Scotland
- **Governance Type:** National Trusts



JODRELL BANK OBSERVATORY:

- **Core Value:** *One of the world's leading radio astronomy observatories. This observatory, still in operation, is an exceptional technological ensemble including several radio telescopes and working buildings, illustrating the transition from traditional optical astronomy to radio astronomy (1940s to 1960s) which led to radical changes in the understanding of the universe.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 2019
- **Location:** North West England
- **Area:** 17.38 ha
- **Theme:** Scientific Research
- **Lead Organisation:** University of Manchester
- **Governance Type:** Public Research Institution



B

UK World Heritage Sites in British Overseas Territories

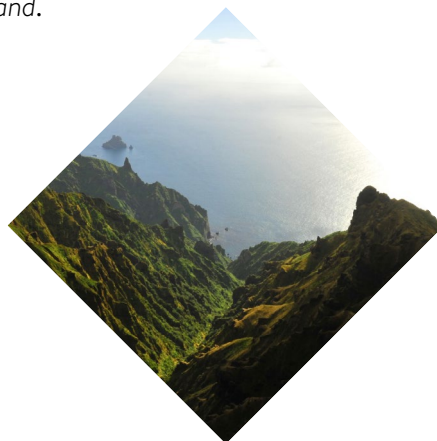
GORHAM'S CAVE COMPLEX:

- **Core Value:** *Four caves in the steep limestone cliffs on the eastern side of the Rock of Gibraltar contain archaeological and paleontological deposits that provide evidence of Neanderthal occupation over more than 100,000 years. Exceptional testimony to the cultural traditions of the Neanderthals is seen in evidence of hunting of birds and marine animals for food, use of feathers for ornamentation and the presence of abstract rock engravings.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 2016
- **Location:** Rock of Gibraltar
- **Area:** 28 ha
- **Theme:** Archaeology
- **Lead Organisation:** The Gibraltar Museum agent for Her Majesty's Government of Gibraltar
- **Governance Type:** Central Government



GOUGH AND INACCESSIBLE ISLANDS:

- *Core Value: Two of the least disturbed cool-temperate island ecosystems in the South Atlantic. Effectively isolated from the rest of the world by 2,000 nautical miles of open ocean, Gough Island is home to two endemic species of land birds as well as 12 endemic species of plants, while Inaccessible Island boasts two birds, eight plants and at least 10 invertebrates endemic to the island.*
- UNESCO Category: Natural
- Inscription Date: 1995, 2004
- Location: South Atlantic
- Area: 7,900 ha
- Theme: Ecological
- Lead Organisation: Tristan Islands Council
- Governance Type: Local Authority Led



HENDERSON ISLAND:

- *Core Value: One of the few atolls in the world whose ecology has been practically untouched by a human presence. Its isolated location provides the ideal context for studying the dynamics of insular evolution and natural selection. It is particularly notable for the 10 plants and 4 land birds that are endemic to the island.*
- UNESCO Category: Natural
- Inscription Date: 1988
- Location: Eastern South Pacific
- Area: 3,700 ha
- Theme: Ecological
- Lead Organisation: Pitcairn Island Council
- Governance Type: Local Authority Led



HISTORIC TOWN OF ST GEORGE AND RELATED FORTIFICATIONS, BERMUDA:

- **Core Value:** *The Town of St George, founded in 1612, is an outstanding example of the earliest English urban settlement in the New World. Its associated fortifications graphically illustrate the development of English military engineering from the 17th to the 20th century, being adapted to take account of the development of artillery over this period.*
- **UNESCO Category:** Cultural
- **Inscription Date:** 2000
- **Location:** St George, Bermuda
- **Area:** 257.5 ha
- **Theme:** Historic Townscape/Military/Defence
- **Lead Organisation:** Town of St George
- **Governance Type:** Mixed Public Partnership



APPENDIX 2

Acknowledgements

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Sally Balcombe [Visit Britain](#)

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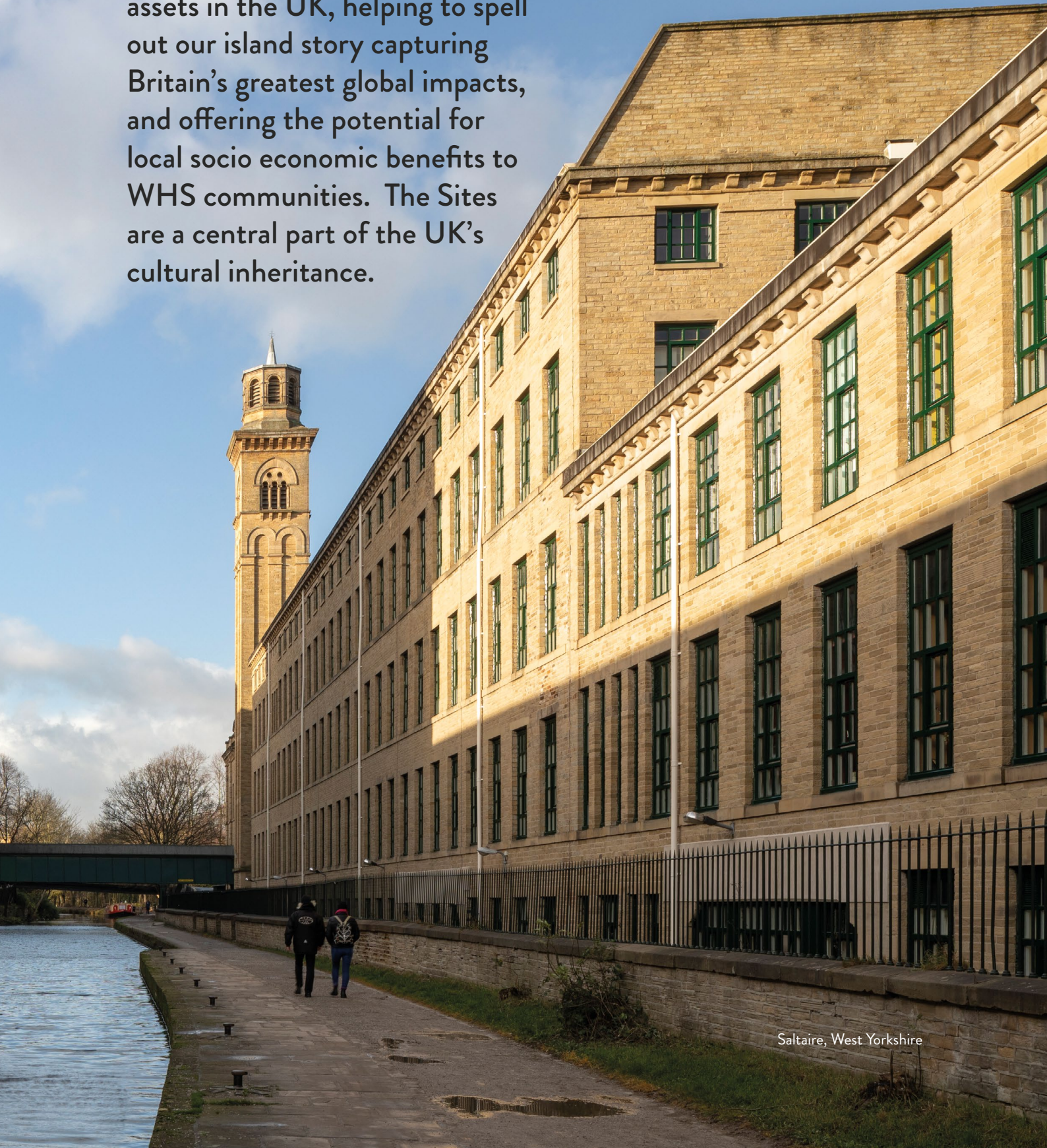
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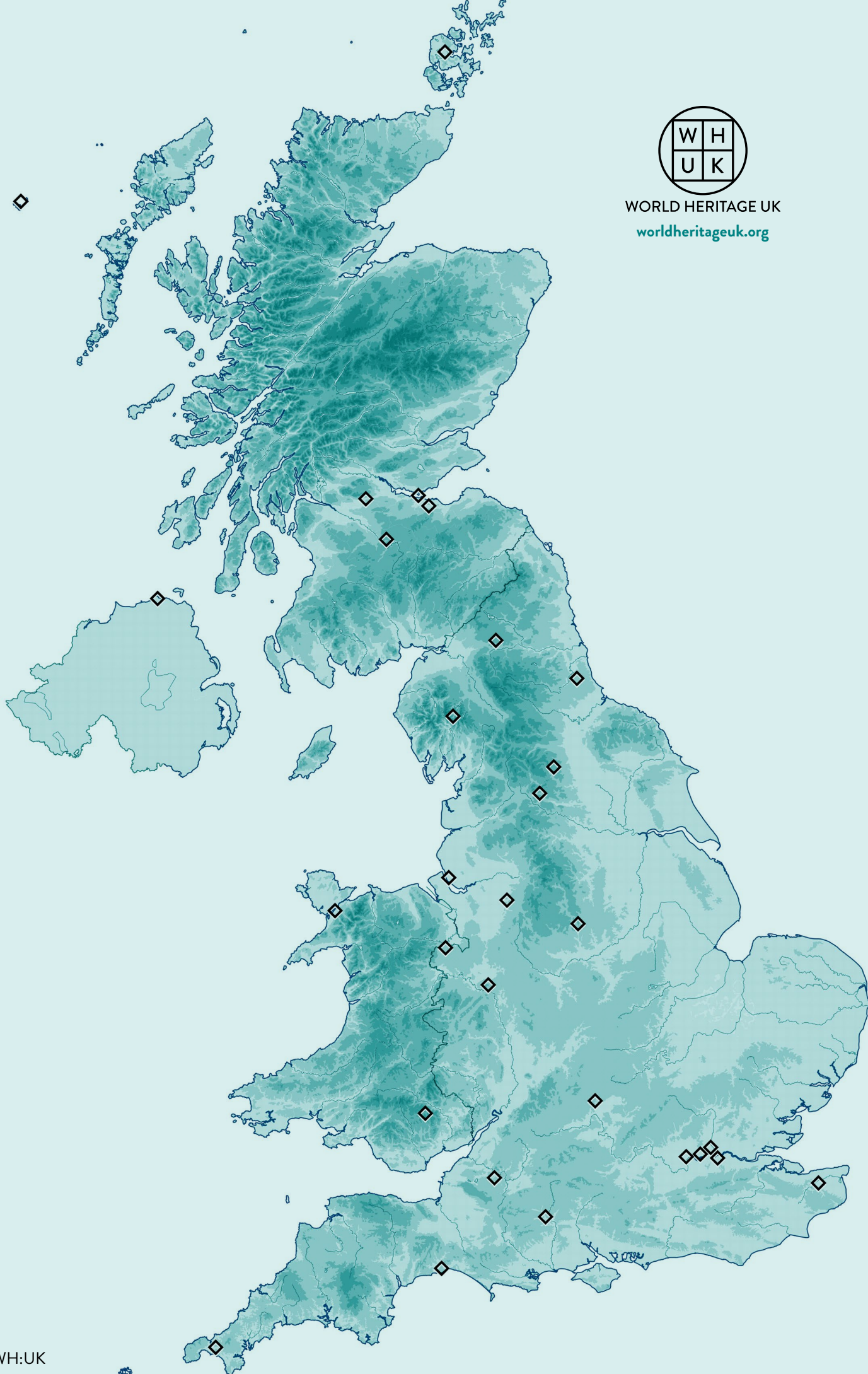
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The UK's World Heritage is a remarkable opportunity – a sleeping giant of cultural and economic potential. It includes the most important heritage assets in the UK, helping to spell out our island story capturing Britain's greatest global impacts, and offering the potential for local socio economic benefits to WHS communities. The Sites are a central part of the UK's cultural inheritance.





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