

New Lanark World Heritage Site Redevelopment & Visitor Experience



New Lanark World Heritage Site

A Brief History in relation to Outstanding Universal Value



1. 1785-1800 Became the world's largest water-powered cotton spinning complex
2. 1800-1825- Robert Owen's 'Greatest Social Experiment'
3. 1785-1968- Continuous benevolent company management; village remains intact.



New Lanark World Heritage Site

The Story So Far



- 1963: New Lanark Housing Association formed
- 1974: Formation of New Lanark Conservation and Civic Trust
- 1982: Listed Building repairs notices and Compulsory Purchase Order served on Mills
- 1967 – 2017: 50 years of exemplary restoration
- 2001- UNESCO World Heritage Site Inscription
- 2012- Launch of World Heritage Site Management Plan
- 2017 onwards- Redevelopment of the Visitor Offer

New Lanark World Heritage Site

A Social Enterprise



New Lanark Trust
Independent Scottish Charity



Friends of
New Lanark



New Lanark
Hotels Ltd



New Lanark
Trading Ltd



New Lanark
Homes

New Lanark World Heritage Site

A Resilient Organisation



Challenges

- Public funding reductions
- Charity / Commercial Subsidiary Company model now problematic as a result of new rates demands
- Brexit and competition
- Reinvestment needs

HLF funded Resilience project looking at

- Organisational structure & governance
- Forward planning
- Staffing & succession planning

Business Strategy

- World Heritage Management Plan due for review
- Leads into new strategic plan for development of the visitor experience

New Lanark World Heritage Site Key Questions.....



WHAT is New Lanark?

WHERE do we position our Visitor Experiences?

WHY do we want to make these developments?

WHEN do we want to achieve this?

HOW will we achieve our ambitions?



New Lanark World Heritage Site

What is New Lanark?



A Complete
Visitor
Attraction

A historic
Mill Village

Provider of high
quality
accommodation

A World
Heritage
Site

Linked to a
vibrant region &
spectacular
landscape

A Self-
Sustaining
Charity

A Living &
Working
Community



New Lanark World Heritage Site

Aim 1



New Lanark World Heritage Site

Aim 2



New Lanark World Heritage Site Why?



1. Offer an improved visitor experience with:
 - More ways of exploring the story of New Lanark
 - A stronger link between the history and current management of the site
 - Improved customer service across all areas
 - Richer and more meaningful connections with partners
2. Increase paid visitor numbers
3. Generate increased income through Visitor Attraction, Mill Café, Mill Shop, Temporary Exhibition Programme & Accommodation.
4. Become more self-sustaining and less reliant on external funders



New Lanark World Heritage Site

When: Rough Timeline for Redevelopment



Short Term

- Mill Shop Experience
- Mill Café
- Exhibitions Gallery

Medium Term

- Information & Ticket Centre
- Spinning History Gallery
- Living History Galleries & Learning Centre
- Story of New Lanark Discovery Ride
- Building History Gallery
- Archive & Search Room
- Art Loft & Mill-top Garden & Gallery

Long Term

- Welcome Centre
- Valley Discovery Ride
- Investment in Accommodation



New Lanark World Heritage Site

How?



Enriching every step of the visitor journey:

- Access:** Lanark-New Lanark CP / New Lanark CP-New Lanark Village
- Orientate:** Find out where you can go / what you can see BEFORE you get into the village / the surrounding area
- Discover:** Get an overview / real view of the site
- Explore:** Key thematic areas of Visitor Attraction & surroundings
- Experience:** Mill Hotel / Mill shop / Mill Cafe
- Review:** Feedback in person / on-site / on-line
- Return:** Offering enough for visitors to return again and again

New Lanark World Heritage Site Access & Transport Links



New Lanark World Heritage Site Welcome Centre



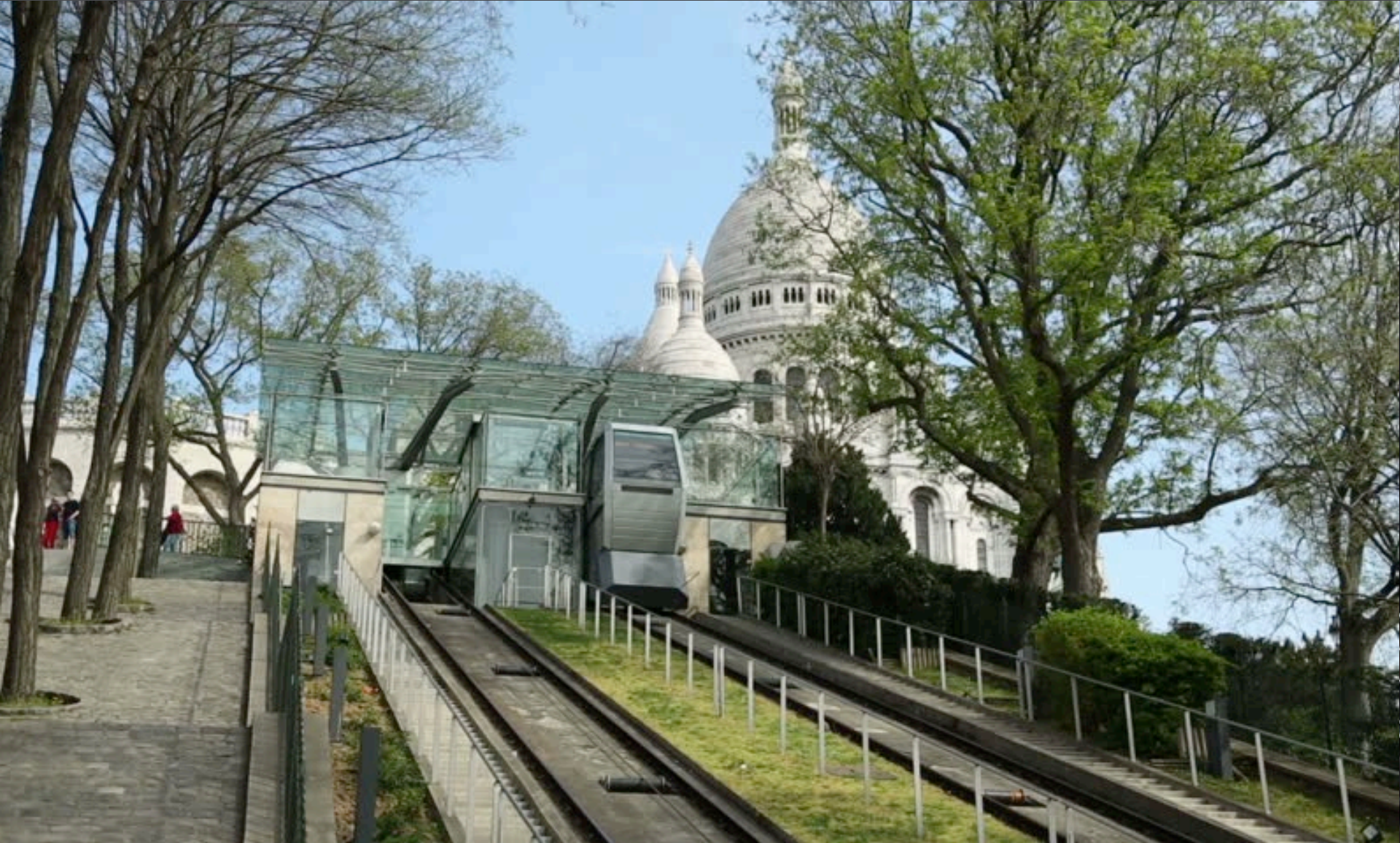
NEW LANARK
World Heritage Site



New Lanark World Heritage Site Valley Discovery Ride



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New Lanark World Heritage Site Information & Ticket Centre



New Lanark World Heritage Site Archive & Search Room



New Lanark World Heritage Site Exhibitions Gallery



ARTIST TEXTILES Picasso to Warhol

Artist Textiles: Picasso to Warhol provides a fascinating overview of 20th-century art history through textile design, featuring over 200 works on fabric that trace key European and American art movements including Fashion, Cubism, Surrealism, Modernism, Surrealism and Pop Art as well as the work of leading fashion designers and manufacturers. Highlighting work by Pablo Picasso, Salvador Dalí, Henri Matisse, Sonia Delaunay, Marc Chagall, Andy Warhol, Fernand Léger, Barbara Hepworth, June Hill, Alexander Calder, Zandra Rhodes, and Andy Warhol, many of these rare pieces have not been on public display before.

Through pattern design and colour, manufacturers create unique textiles to make their workrooms and homes. Through fashion, great experimental textile designers have created new textures, colours and patterns, pushing the boundaries of what is possible in textile design. This exhibition features a rare collection of textile design, including work by leading artists and designers, highlighting the work of leading artists and designers, including work by leading artists and designers.

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New Lanark World Heritage Site Art Loft



New Lanark World Heritage Site Mill-top Garden & Gallery



New Lanark World Heritage Site Story of New Lanark Discovery Ride



NEW LANARK
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New Lanark World Heritage Site 'Spinning History' Textile & Industry Gallery



New Lanark World Heritage Site

Building History Architecture & Landscape Gallery



New Lanark World Heritage Site 'Living History' Life & Learning Gallery



New Lanark World Heritage Site New Lanark Learning Centre



New Lanark World Heritage Site Mill Café & Foodhall



New Lanark World Heritage Site Mill Shop & Textile Range



New Lanark World Heritage Site Attraction Assistants & Volunteers



NEW LANARK
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New Lanark World Heritage Site Partnerships



- Local:
 - Lanark Community Development Trust
 - South Lanarkshire Council
 - Clyde and Avon Valley Landscape Partnership
 - Lanarkshire Heritage Forum and other Museum & Heritage organisations
- National
 - Historic Environment Scotland
 - The Co-Operative
- International
 - Historic New Harmony, Indiana
 - The Smithsonian
- Funders:
 - Heritage Lottery Fund
 - Scottish Enterprise
 - Sponsors & Donors

New Lanark World Heritage Site Site Signage



◀◀ BOUDICA
AND THE
ROMANS



Where could you find 1st Century glam?

◀◀ Castle Keep

◀◀

◀◀

◀◀ NATURAL HISTORY



So, just how big is a Polar Bear?

◀◀ CROME ART GALLERY ▶▶



Who was a natural painter?


▶▶ Leading to

- Victorian Art
- 20th Century Art
- Dutch Art
- 18th Century Art

◀◀ Leading to

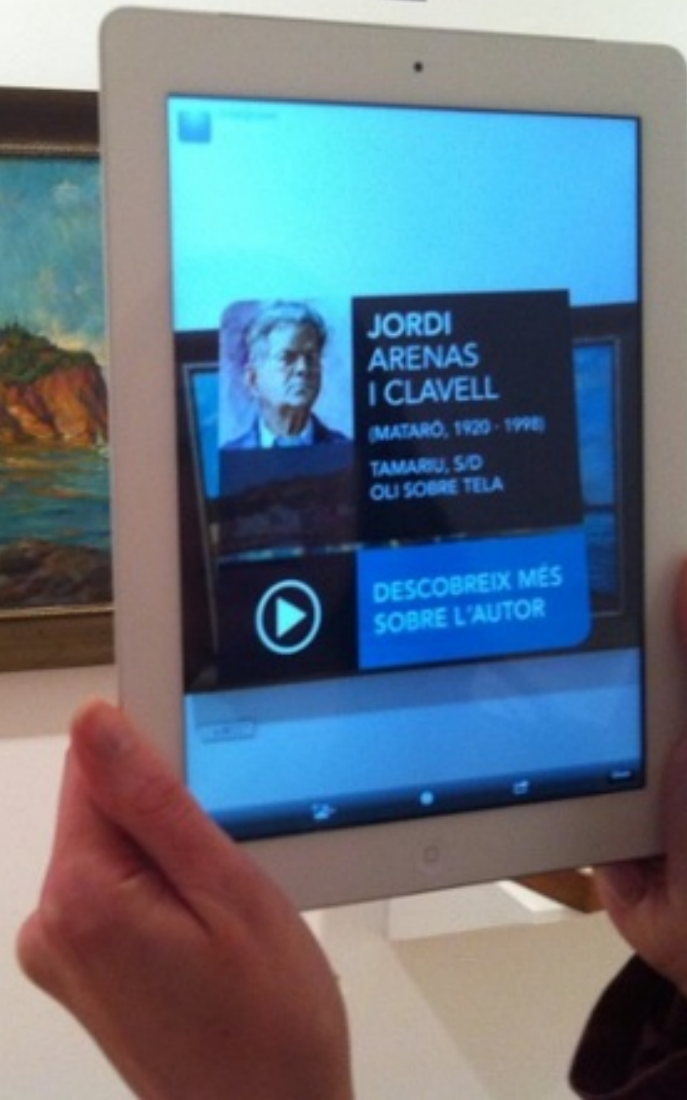
- Crome Art Gallery
- Rotunda 

◀◀ COTMAN ART GALLERY



What kind of master was John Sell Cotman?

New Lanark World Heritage Site Complete & Easy Digital



tant en essència com per la immensitat de la natura com un violent oratge que trenca l'eficàcia es tradueix en un na, on també hi hi presència persones accentua aquesta el qual ens n'allunyem quan de color, llum i moviment.

New Lanark World Heritage Site Spectacular Marketing



Falkirk Wheel and 'The Kelpies' by Andy Scott

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0:14 / 1:00



VisitScotland Advert 2016 | Scotland. A Spirit of its Own - Spirit Lights



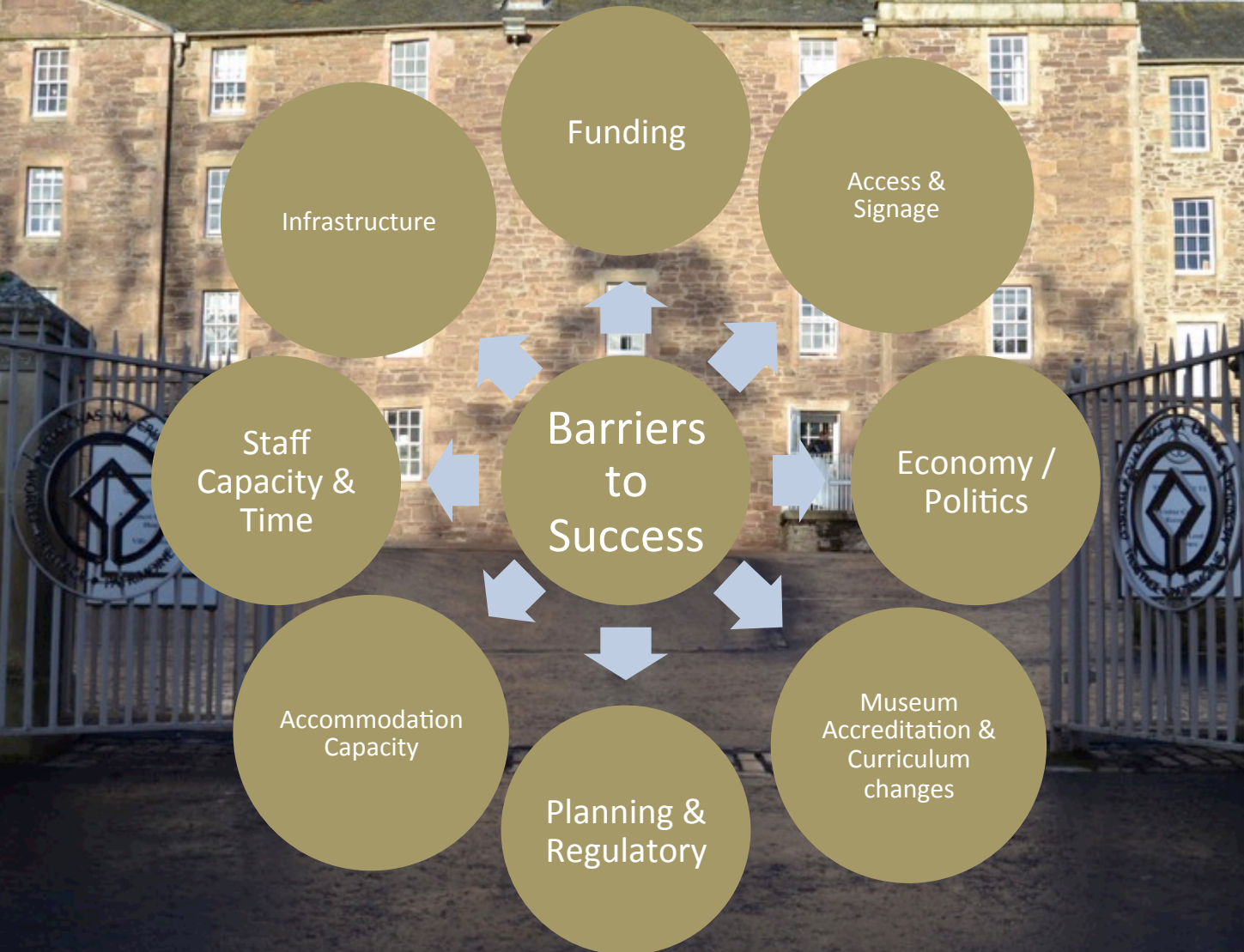
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55,033 views

New Lanark World Heritage Site Visitor Attraction Redevelopment



New Lanark World Heritage Site

Innovative Experience of a Historic Site



Perceptions of Heritage Change. We must:

- Stay active in our thinking
- Keep innovating
- Be forward thinking
- Become market leaders
- Work co-operatively
- Be entrepreneurial in our outlook
-Remain true to the ethos of Robert Owen and our Outstanding Universal Value

