

# WORLD HERITAGE UK



Progress update

Technical meeting

January 2016





Welcome





*“My heart's in the Highlands, my heart is not here;  
My heart's in the Highlands a-chasing the deer;  
A-chasing the wild-deer, and following the roe,  
My heart's in the Highlands wherever I go.”*

Rabbie Burns



# Outcomes so far

What's been going on?

# Outcomes 1



## **Strategic / corporate:**

- LAWHF to WHUK A major re-focus and now a CIO
- Wider membership (not just LA's but also need to say that they remain very important)
- An enthusiastic board (and young in heart if not always in years)
- Shrugs off the English local authority led approach and embraces Scotland, Wales and Northern Ireland,
- And all achieved despite the difficult financial climate and resource shortages
- Clarity about objectives, thanks to charitable objects
- job creation (.4FTE)



# Trustees

Anna Brennand (Ironbridge)

Max Bryant (Giant's Causeway)

Gill Clarke (Independent) *Secretary*

Tony Crouch (Bath) *Vice-chair*

Lesley Garlick (Devon CC / Cornish Mining / Jurassic Coast)

Jane Gibson (Durham)

David Phillips (LGA / Swansea Council)

Sam Rose (Jurassic Coast) *Chair*

Ian Wray (Liverpool)

+

Beth Thomas (Stonehenge / Avebury) *Co-opted treasurer*



# Outcomes 2



## Advocacy

- HE and other national agency recognition, including invitation to be part of TL evaluation panels
- DCMS recognition and presence at conference. Including Video from minister + meeting
- Constructive and positive engagement with HE, including feeding into strategy and Periodic Reporting
- Constructive and positive engagement with UKNC, including coordinating input into research
- First steps in forging agreed research agenda for UK WH, with Liverpool Uni
- Helping to map out the roles and responsibilities of organisations engaged in WH in the UK



# Outcomes 3



## Networking

- Support and encouragement for Sites and TL Sites
- Tangible linked activity across the nations and sites in the shape of the 30 years of WHS logo.
- Joint training/networking with Historic England in Liverpool – 30 people attending + this meeting!
- Mirrors other such organisations in European countries enabling international co-operation
- Conference. 90+ attendees, excellent feedback, high quality of speakers illustrates advocacy brief
- Continued and vital networking activity, including at European meeting in Strasbourg
- New links with organisations, e.g. WWF



# Outcomes 4



## Promotion

- A stronger name and brand image
- Website with growing audience & increased recognition by Google, and blog
- Facebook and twitter accounts
- Mailing list
- Press release re launch
- Local media re Conference
- National BBC Broadcast re WH Sites
- Talks about WH:UK, inc Bath Heritage Forum 2016





# WORLD HERITAGE UK

*Supporting our Sites of outstanding global importance*

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## WELCOME

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Welcome to the website for **World Heritage UK**, an organisation set up in 2015 to undertake networking, advocacy and promotion for the UK's 29 outstanding World Heritage Sites, and the Tentative List Sites progressing towards WHS

# Outcomes 5

## Membership

- 25 Voting members
- 15 Associate members
- 88 followers of the blog
- 8,497 views of the website



## KEY ACHIEVEMENTS 2015

- Established Charitable Incorporated Organisation
- Membership increasing and widening
- Development Director appointed
- Website with Facebook and Twitter presence
- Research agenda developed
- Inaugural Conference held at Saltaire WHS
- Networking Meeting in Liverpool WHS
- Support from UK National Commission for UNESCO, Government and heritage agencies



## FOR MORE INFORMATION

For membership, fees and an application form please visit the website:

[www.worldheritageuk.org](http://www.worldheritageuk.org)

or contact [membership@worldheritageuk.org](mailto:membership@worldheritageuk.org)

WORLD  
HERITAGE UK

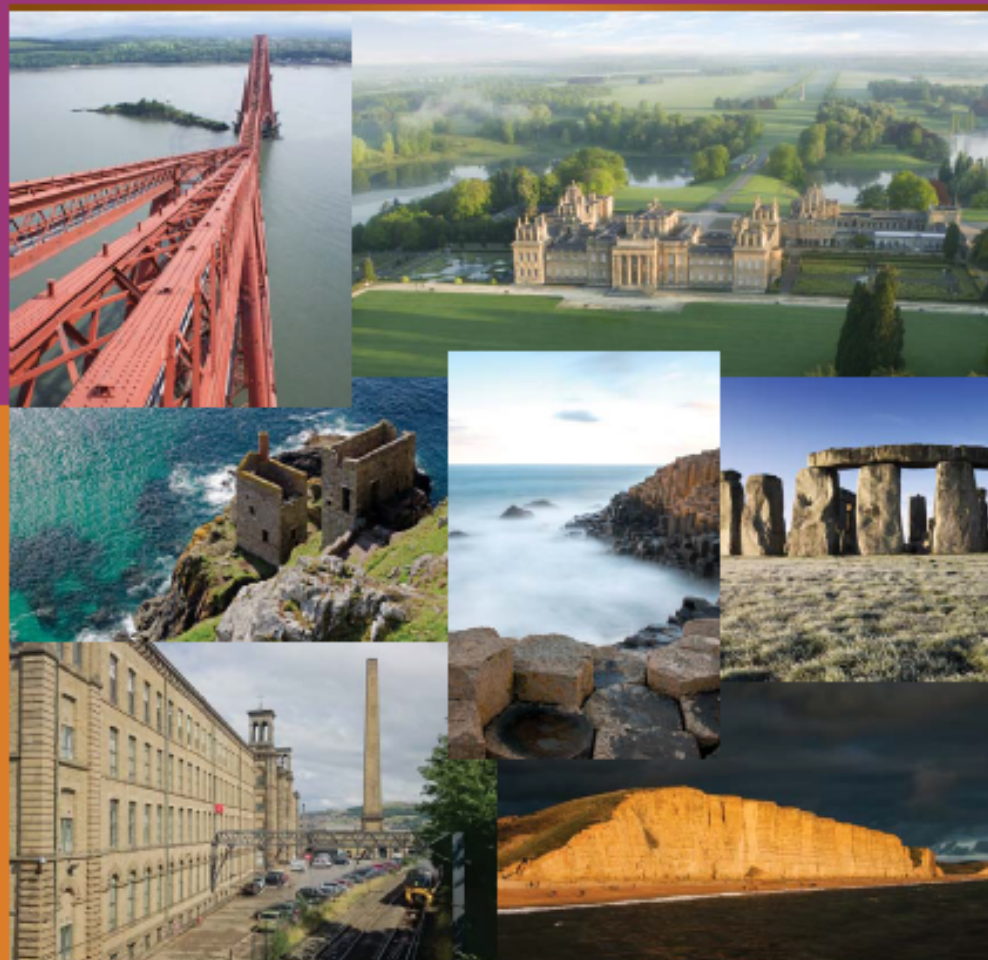


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Supporting our Sites of  
outstanding global importance



## Membership information





# Events

What's happening this year?

# Events



- **This meeting** – technical and led by Site needs – focused on practitioners
- **March 2016** – Event organised by ALVA
- **June 2016** – tbc Members meeting – Giants Causeway, focusing on new Visitor Centre, nature / culture interactions, networking – wider membership
- **October 2016** – conference / AGM – venue and theme tbc, for full membership
- **November 2016** – Possible Parliamentary reception for 30<sup>th</sup> Anniversary – tbc - for key Site staff
- **January 2017** – technical meeting – venue and theme tbc focused on practitioners



# Events



**AGM** – take place as part of the conference

- Current board will resign and those wishing to stand will seek re-election
- Openings for new Trustees from the membership and outside
- Plenty of time!

# Events

- **30<sup>th</sup> Anniversary events at:**
  - Durham
  - Stonehenge and Avebury
  - Giant's Causeway
  - St. Kilda
  - Studley Royal and Fountains Abbey
  - Ironbridge Gorge
  - Castles of Gwynedd



UNESCO WORLD HERITAGE SITES THIRTY YEARS IN THE UK



UNESCO WORLD HERITAGE SITES THIRTY YEARS IN THE UK

UNESCO WORLD HERITAGE SITES THIRTY YEARS IN THE UK



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# Communications and Feedback

This is *your* organisation

# Social media and all that

- Website [www.worldheritageuk.org](http://www.worldheritageuk.org)
- Twitter [@worldheritageuk](https://twitter.com/worldheritageuk)
- Facebook [/worldheritageuk](https://www.facebook.com/worldheritageuk)
- Hashtags for World Heritage Day:
  - #WorldHeritageDay
  - #WHDayUK
  - #WHUK30 ??
- Blog stories – please can we have them?
- All feedback / stories to [chris.mahon@worldheritageuk.org](mailto:chris.mahon@worldheritageuk.org) or to any of the Trustees



# *Your input into events*

Themes, venues, speakers and support for:

- Technical meetings
- Annual conference
- Members meetings
- Other events – e.g. possible parliamentary reception
- [chris.mahon@worldheritageuk.org](mailto:chris.mahon@worldheritageuk.org) or to any of the Trustees

# *Your input into audits and research*



The Government want to showcase the UK as an exemplar for WHS management, and we already know that we do a great job, but...

...sometimes we will need to ask you for information and your input into things. Please help us to establish a baseline of evidence that we can use to help deliver for you.



# Future plans and strategy

How to make this thing fly!

# A reminder



## **Vision**

The United Kingdom will have a coherent approach to World Heritage Sites, which will be better known and understood, and supported through sustainable funding so that their Outstanding Universal Values can provide inspiration, learning and enjoyment for society.

## **Mission**

Raise the profile and secure the future of UK World Heritage Sites by advocating for support and resources, promoting the Sites values, and facilitating networking, training and sharing of good practice.



## Strategic Aim 1:

World Heritage UK aims to undertake effective **advocacy** at all levels for the joint benefit of the UK's World Heritage properties and for the World Heritage Convention.

## Strategic Aim 2:

World Heritage UK aims to facilitate and encourage **networking** between organisations and individuals that play a role in the management of the UK's 29 WH Sites, be that at the Site, agency, NGO, government, corporate or individual level, for the collective benefit of the Sites' management.

## Strategic Aim 3:

World Heritage UK aims to **promote** the UK's World Heritage Sites, in collaboration with key partner agencies, to a national and international market so as to allow more people to experience the Sites in ways that are appropriate to their different situations and pressures.



# *Convert that into a work programme*



## **Why**

- To have a clearer plan for the next three years so that we can plan workstreams and budgets
- To have clarity of purpose for the membership and for funding applications
- So that we all know what we are doing, why we are doing it and are able to speak as one voice.

# *Convert that into a work programme*



## **Timetable**

- Short discussion here
- Invite input by email
- Discuss at Board meeting in March
- Agree with membership at Members meeting in June (tbc)

# *Convert that into a work programme*

Groups of 4 or 5, spend **X minutes** answering the following questions:

**What the single most important thing that World Heritage UK should be doing over the next 3 years for:**

- **Advocacy**
- **Networking**
- **Promotion**

Oh and who do you think might be a good **President** for WH:UK?

*“If opportunity doesn't  
knock, build a door”*

Milton Berle



*“The best laid schemes  
o' mice an' men gang  
aft agley.”*





Thank you

And on with the show