Cornish Mining World Heritage Site
What Is a World Heritage Site?

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

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

- The area has an extraordinary suite of minerals
- The area was a principal producer of copper and tin
- The area was the focus of a revolution in steam & mining technology
- The world-wide impact of Cornish mine workers and technology
Currently 175 international sites identified with Cornish connection
International landscape – “Frontiers of Cornish Mining”
Cornish Mining World Heritage – the cultural landscape

Mine sites
Mine transport
Ancillary industries
Mining settlements
Miner’s smallholdings
Great houses, estates and gardens
Mineralogical importance
Serial World Heritage Site

- 10 areas
- 19,808 hectares
- UK’s largest WHS
outlines key management issues, resulting policies and strategic actions for meeting the obligations of the World Heritage Convention across this complex Site
World Heritage Convention obligations:

- Protect
- Conserve
- Present
- Transmit

Several of the **Management Plan** policies therefore focus on conservation and heritage led regeneration which aims to improve the overall environment within the WHS.

The overall environment is the visitor’s experience = “sense of place”.
Cornish Mining World Heritage tourism – an holistic approach

The WHS Management Plan addresses the subject of tourism in the context of the preservation, enhancement and presentation of the wider mining legacy of

• “natural” landscapes
• built environments
• cultural traditions

It is the combination of all of these that creates the tourism product that the visitor and residents experience.
Conservation and regeneration of the asset

major projects creating tourism infrastructure within WHS

• East Cornwall Regeneration Project - £2.3m
• Tamar Valley Mining Heritage Project - £6.9m
• Mineral Tramways - £6m
• Caradon Hill Mining Heritage Project - £2.8m
• Geevor - £3.8m
• Heartlands - £35m
Delivering the WHS obligations - “Transmit”

Issues

Education and Outreach

• lack of co-ordination, service development & marketing
• minimal resources
• changing curriculum approaches & context

Learning Strategy – build capacity and skills

WHS Cultural Events Programme

• Celebrate - increase appreciation & awareness
• Interpret - increase understanding of OUV
• Propagate - encourage contemporary work that responds to cultural inheritance
Outreach – cultural events

IRON SHOES & BISH BASH BOSH PRESENT

Surfing Tommies
By Alan M Kent

The historic tale from the tin mines of Cornwall to the fields of Flanders and home again.

Zigzag Way
A gripping story which winds through cultures and across time to paint a picture of love, revolution, and sacrifice.

CORNISH LADS
A Musical Drama of Hard Rock Mining
Directed by Mike O'Connor
Raising profile
Telling authentic stories
Supporting cultural traditions
Supporting Cornwall’s creative economy – for every £1 invested by WHS, £4 generated in external and earned income. In total over £400,000 income raised in last 5 years
Community Outreach

Portreath Tramway Bicentenary 2009

Helping people celebrate their heritage
Presentation and Marketing of the asset

Issues

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

Initiatives

WHS Marketing Strategy approach = a new landscape destination brand and “offer”
Tourism

- **739,000 staying & 1,913,000 day visitors** for whom mining heritage very or quite important

- **870,000 visits per year to mining heritage attractions** in Cornwall and West Devon *(a sub set of the 6.7 million visits p.a. to conserved landscapes)*

- **Less seasonal pattern than traditional holiday tourism**

- Visitor expenditure related to mining heritage estimated at **£118.7 m**, supporting **2,672 fte direct and 1,226 fte indirect jobs**

- With “appropriately resourced marketing” (**£500k**) **growth of 10% achievable after 3 years**
Co-ordinated marketing - Cornish Mining heritage attractions & sites
Building a tourism destination - Branding

Brand Values – the WHS principles, or what we are about:

• Innovation

• Entrepreneurship

• Authenticity and cultural distinctiveness

• Sustaining the environment

• Partnership

• Broadening horizons internationally
Building “brand”
WHS display hoardings at Paddington Station

£30k Objective One funding via Cornwall Arts Marketing

32 million footfall
Brand launch featured

- Stories
- Surprise
- Impact
Brand quality assurance
Cornish Mining Attractions Marketing Association

CORNISH MINING
WORLD HERITAGE

DISCOVER THE
EXTRAORDINARY

A guide to the best attractions within the Cornish Mining World Heritage Site
Brand Communication - Interpretation Strategy
– Key Centres & “cluster” networks
Brand communication

“Mine and Yours” campaign 2008

• WHS Activity Guide
• Interactive installation
• PR events

• 3.6 m exposures, £240,000 PR value
... including “Smokin’ Chimneys” – celebration of Mineral Tramways
Brand Awareness
Tourism industry engagement - familiarisation events
These activities created **intellectual and cultural capital** to demonstrate to the **Regional Development Agency** the potential WHS destination offer;

“Our mining culture shaped your world” - a brand identity campaign, which articulates the characteristics and values of the WHS

An **interpretation strategy** which defines the “story of Cornish Mining”

Conservation works and improvements to access and visitor facilities at WHS Key Sites and at several ‘ungated’ sites, such as the Mineral Tramways network

The **Cornish Mining Attractions Marketing Association** (CMAMA), a quality assurance and networking organisation of 20 members

**Collaborative projects** with local **tourism accommodation associations** and **tour guides** to ensure awareness of and access to the opportunities presented by WHS status
Discover the Extraordinary - consolidating the new destination offer in an integrated investment programme over 3+ years (2010-2013), linking;

• product improvement (interpretation strategy aims, orientation & facilities)

• training & tourism industry engagement

• promotional campaigns
Discover the Extraordinary Partners

- 11 WHS Key and Area Centres
- Cornish Mining WHS local authority partners
- Managing organisations for other WHS’s in the SW

Cornwall Council are the accountable body

Rural Development Programme for England (RDPE) the funding strand
Rural Development Programme for England (RDPE) Outputs

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

£1.95m RDPE; £0.25m private ; £0.2m public

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<td><strong>Total</strong></td>
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Extended underground route and new LED lighting, Geevor Tin Mine
Marketing Plan

Developed with Marketing Steering Group. Priorities:

• market research

• “Out of region” campaigns to increase visitors to Cornwall and Devon in shoulder periods

• PR led - generating national & international media coverage, including through WHS strategic allies (eg UNESCO, National Trust) for cost effectiveness

• Using digital technologies for maximum exposure and to limit risk to individual partner attractions

MSG = Visit Cornwall, Visit Devon, National Trust, CMAMA, Cornwall & Tamar Valley AONB’s, COAST
Market Research

Visit Cornwall 2010 Visitor Survey (555 adults, on street, face to face July-Dec)

• 87% of the visitors interviewed were aware of the county’s historic mining landscape.
• 54% of visitors were aware that Cornwall has a World Heritage Site status because of its mining landscape.
• 9% of respondents indicated that Cornwall’s historic mining landscape had influenced their decision to visit the county.

WHS 2011 baseline survey (500 adults, online survey, day & staying visitors, June)

• 54% aware of WHS status

• 23% say WHS status would influence a visit, but majority will visit because the attraction is interesting or a ‘big name’, WHS is more a badge of reassurance

2013 – re run of the 2010 study underway to assess impact of the project
Association of Cornwall with …

- Cornwall's strongest association is with its natural scenery
  - From the perceptions research we know it is known for its beaches and coastline

- Mining has a strong association with the region
  - Strangely industrial heritage does not
Elements of Cornish Mining of greatest interest

- There is not one area of mining that stands out significantly from the rest
- Towns, villages, history, ports, estates and the social history are all of interest
- Less so is the mining technology and the impact overseas
Research would indicate we need to show the totality of the CMWHS offer.
New website

Discover the Extraordinary
Our mining heritage shaped your world...

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

Activities
Activity area intro copy
Cycling in the WHS
Family activities

Get out & do it

Area Locations
Click on the areas below for more information.

Cornish Mining World Heritage Site
Supporting digital infrastructure

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

And social media

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

400 businesses introduced to the CMWHS

Over 100 businesses displaying the widget on their website

50 ‘Champion’ businesses to date
Wider industry engagement

Developing partnerships with Cornish producers to harness the brand for business and generate income for conservation
ERIH Route

2005 - WHS had funded first year’s membership of 3 Anchor points, but this wasn’t pursued by the individual attractions beyond first year. Difficulty in measuring impact cited as reason

2012 – CMAMA requested funding to create a thematic regional route, based on 18 of its members and the Cornish regional route was established

2013 – The regional route was launched to the press and CMAMA now display the ERIH badge on their websites and on site.

The future – CMAMA will be deciding how best to continue to promote the Cornish route going forward and also establishing a methodology for measuring the impact of having the ERIH status
ERIH – measuring the impacts

Feedback from the Cornish route highlights a need to understand the benefits of ERIH membership

Collective by ERIH – eg
- measuring the traffic to website & referrals on to other sites
- joint PR and press activity – coverage generated
- reports back from individual members where they have generated cover for ERIH

Individual members - eg
- visitor surveys – profiling for country of origin; “how did you hear about us”?
- measuring their own web traffic and where referrals come from
- Feeding back to ERIH management any PR created for the group

Some smaller attractions and those run by volunteers may need advice and support.
Our mining culture shaped your world