



Cornish Mining World Heritage Site



What Is a World Heritage Site?

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

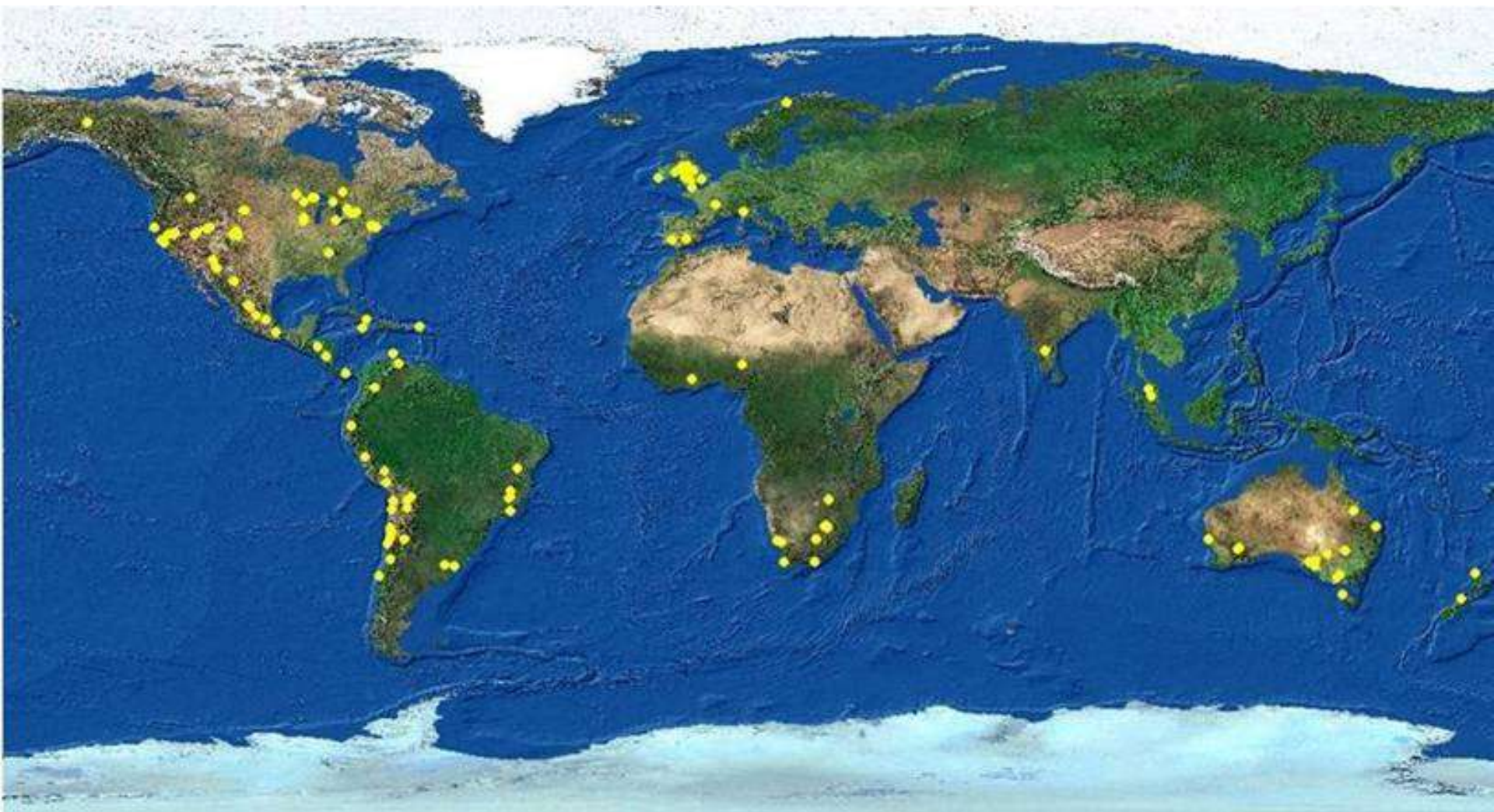
“cultural and natural heritage around the world considered to be of outstanding value to humanity”





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



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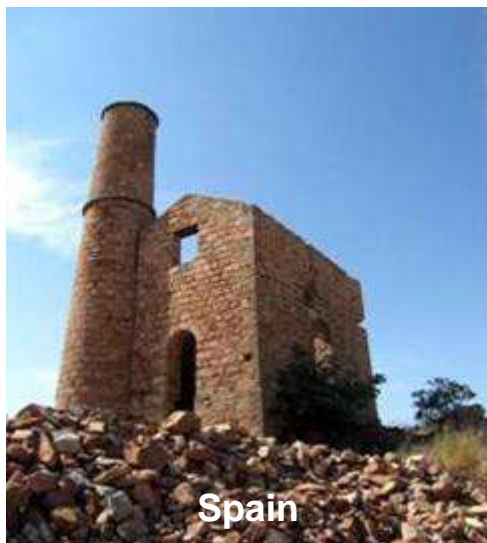
*Our mining culture
shaped your world*



International landscape – “Frontiers of Cornish Mining”



Ireland



Spain



Australia



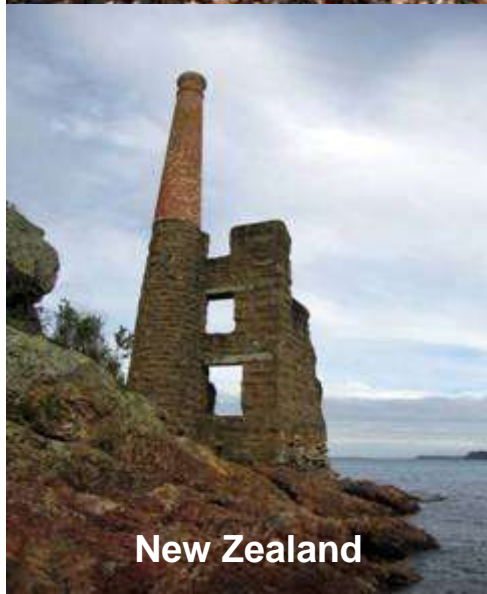
Mexico



Wales



South Africa



New Zealand



Virgin Gorda



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Cornish Mining World Heritage – the cultural landscape

Mine sites

Mine transport

Ancillary industries

Mining settlements

Miner's smallholdings

Great houses, estates and gardens

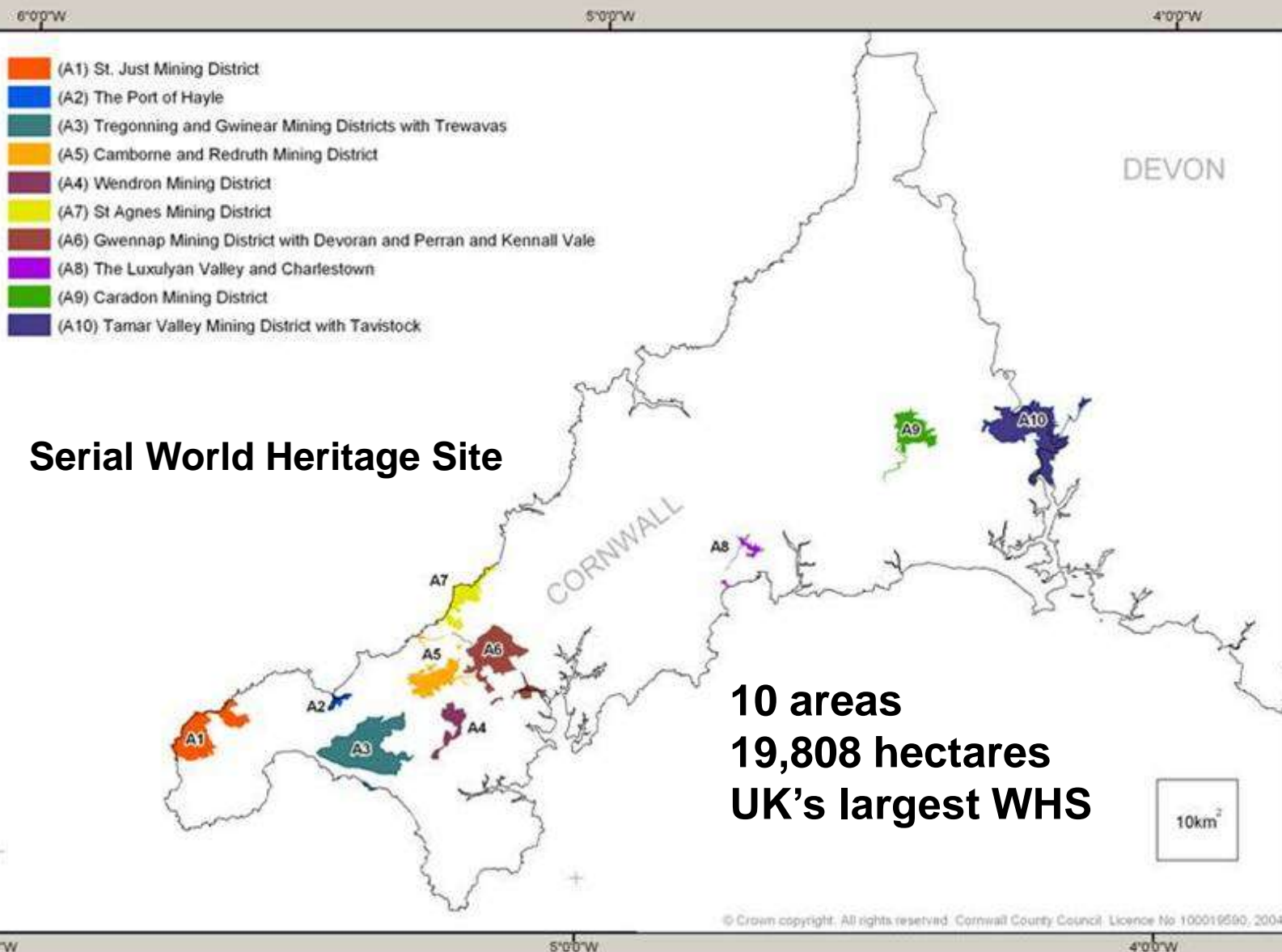
Mineralogical importance





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World Heritage Site Management Plan 2013-18



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



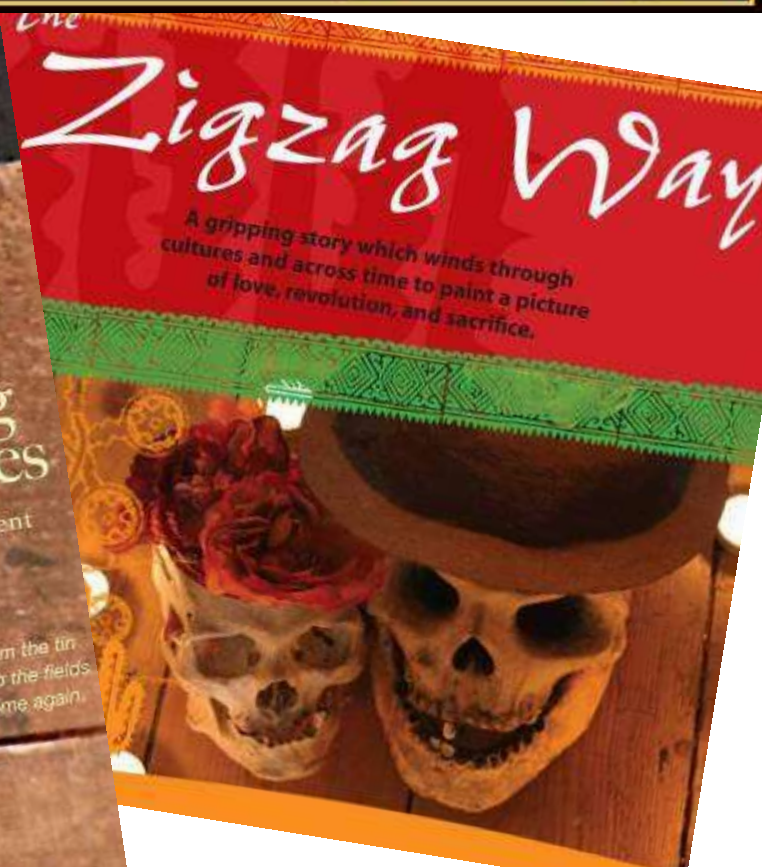
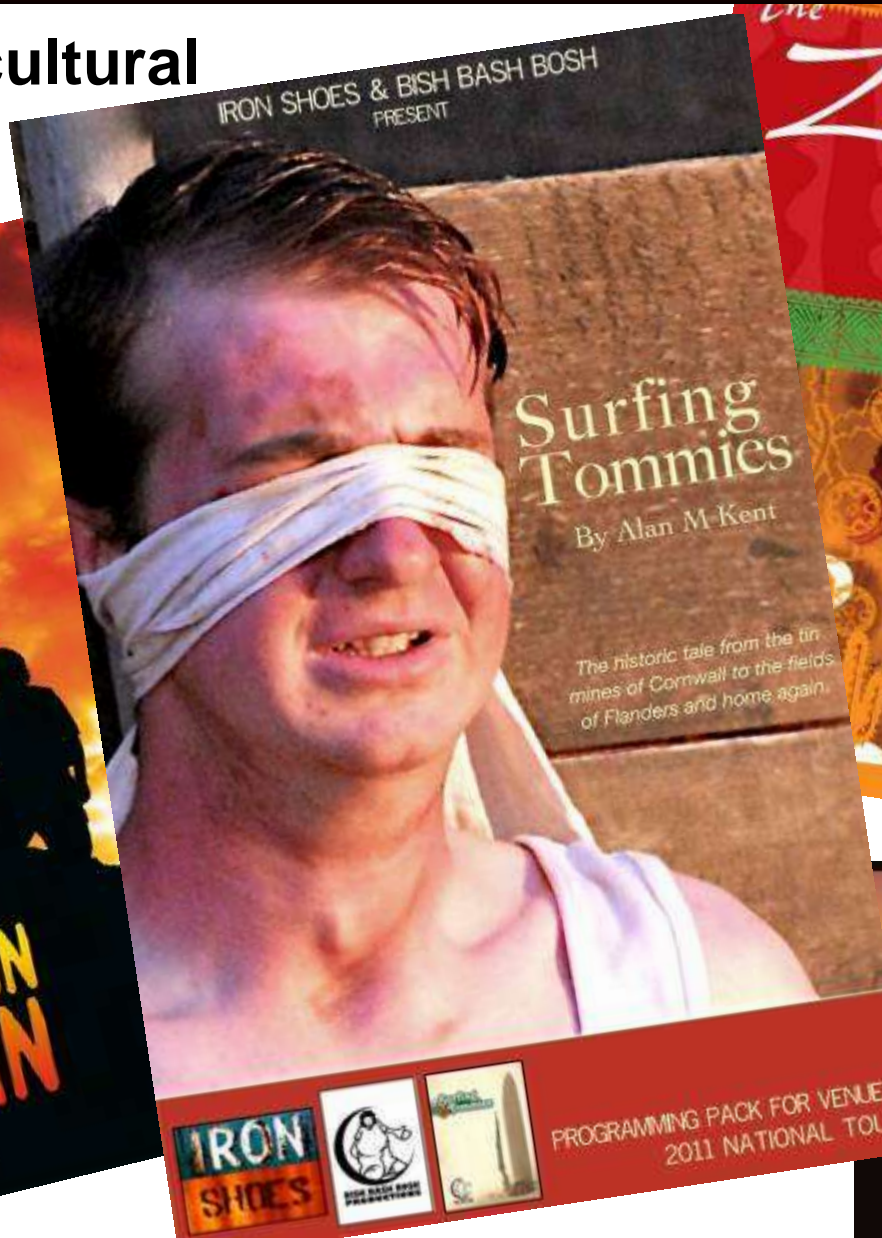
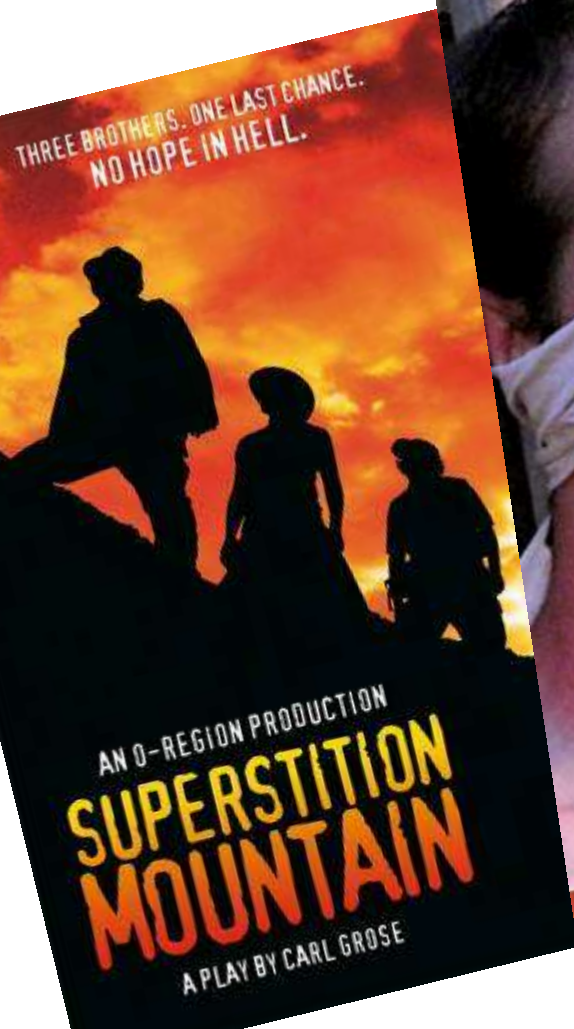


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Outreach – cultural events





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**miracle
theatre
company**

TIN

WHAT LIES BELOW THE SURFACE?

In collaboration with
**ENGLISH
TOURING
OPERA**

**Touring Cornwall & Devon
March & April 2012**

WWW.MIRACLETHEATRE.CO.UK



Mining drama is part of the Cultural Olympiad

By Kimbory Middleton
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AFTER 15 years in the making, a theatrical project about Cornwall's mining heritage due to tour later this year has gained Olympic recognition.

Tin, a play and film project produced by Miracle Theatre in collaboration with English Touring Opera and commissioned by the Cornish Mining World Heritage Site (WHS), has been granted the Inspire mark by the London 2012 Inspire programme.

The accolade, which recognises innovative and exceptional projects directly inspired by the 2012 Olympic and Paralympic Games, is the first of its kind for a UK WHS.

Tin will retell the story of a

19th-century banking fiasco with in the mining industry in St Just. Miracle Theatre's director Bill Scott has reworked the story for the production, touring in March and April before being filmed.

In the tale a travelling troupe of opera singers arrives in the mining town to give a performance of Beethoven's opera Fidelio, only to find themselves embroiled in a banking fraud.

It includes a village chorus made up of schoolchildren and community groups from across Cornwall and west Devon following an extensive programme led by English Touring Opera.

Pool Academy and Richard Lander Cape Cornwall, Humphry Davy, Brannel, Roseland and Liskeard schools are involved behind the scenes.

Adults and choirs from the local

communities are getting involved and individuals and singers from groups such as the Holman Climax Male Voice Choir, the Blazing Hearts Chorus, The Perraners and Duchy Opera have already started work on the project.

The Inspire mark confirms Tin is part of the Cultural Olympiad, a national sporting and cultural celebration.

Respect

Former Cornish MP Seb Coe, chairman of the London Organising Committee of the Olympic and Paralympic Games, said Tin was inspired by the Olympic and World Heritage values of respect, excellence and friendship.

"Tin's encouraging Miracle Theatre, and all the partners and community groups involved, to fulfil their potential," he said.

Mr Scott said: "Tin is the most ambitious Miracle show to date and has had the longest gestation – over 15 years.

"It's taken a huge amount of hard work to get a project of this scale off the ground."

He thanked Arts Council England and Cornwall Council for their support and the Esmeé Fairbairn Foundation for its funding.

Tin will begin its tour of Cornwall at Heartlands in Pool from March 20 to 31, at the Count House, Botallack, St Just in Pen with from April 2 to 9, at Tavistock Music and Arts Festival on April 11 and 12, at Sterts Theatre, Upton Cross, near Liskeard, from April 17 to 19 and at the Hall for Cornwall, Truro, on April 23 and 24.

For more information, see www.miracletheatre.co.uk

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



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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”





The value of the cultural landscape - Economic Impact Assessment 2003

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**

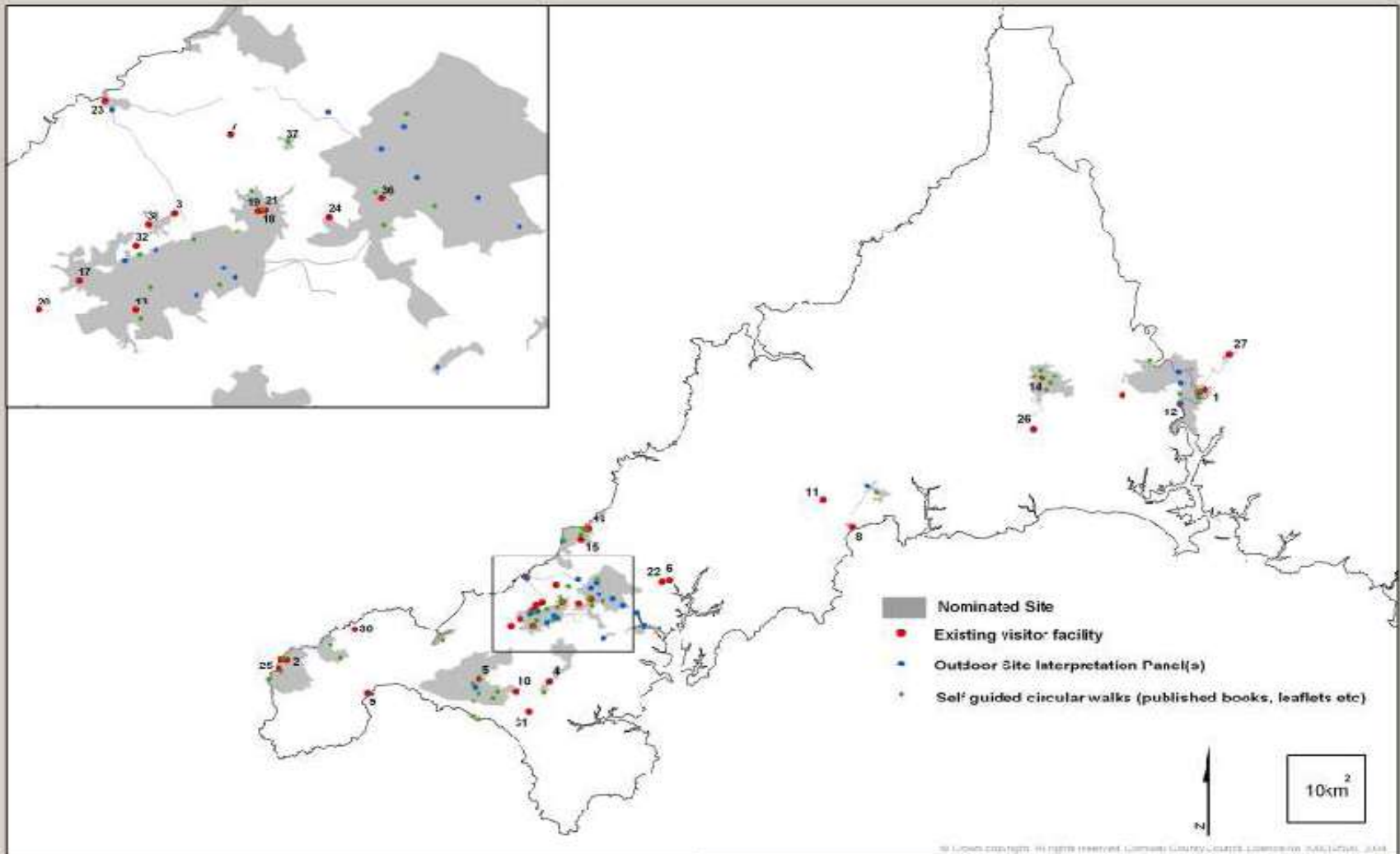


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Co-ordinated marketing - Cornish Mining heritage attractions & sites





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





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**Building “brand”
WHS display hoardings at
Paddington Station**

**£30k Objective One funding
via Cornwall Arts Marketing**

32 million footfall





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Brand launch featured

- Stories
- Surprise
- Impact



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DISCOVER THE EXTRAORDINARY



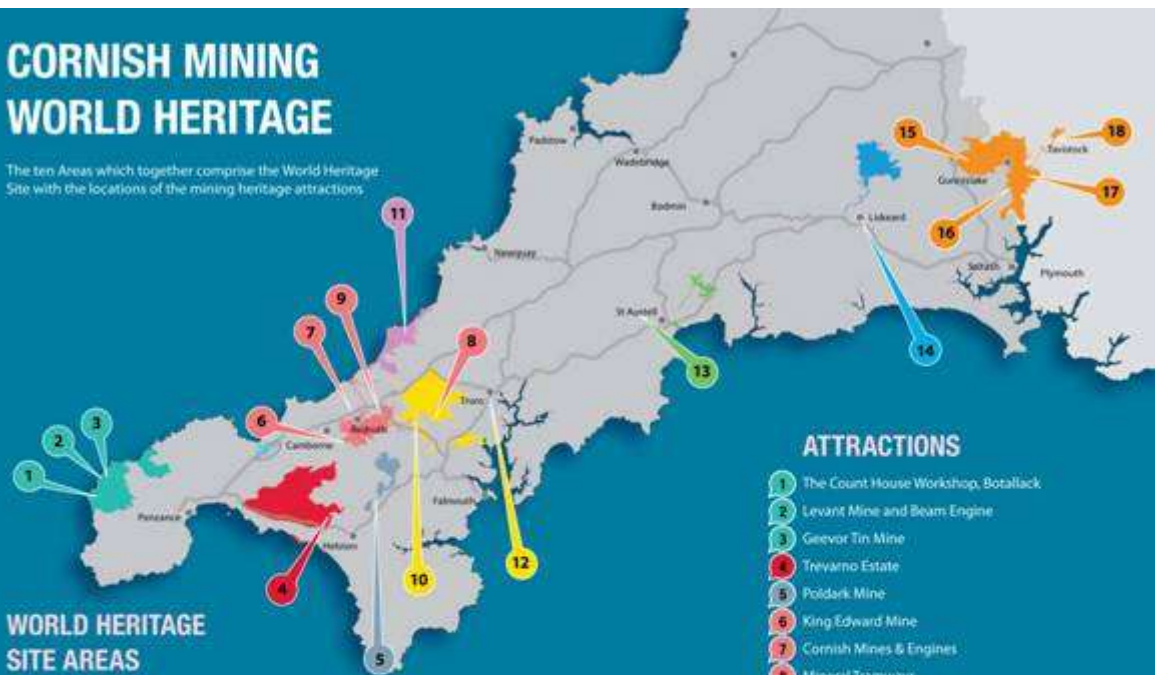
A guide to the **best attractions** within
the Cornish Mining World Heritage Site

Brand quality assurance

Cornish Mining Attractions Marketing Association

CORNISH MINING WORLD HERITAGE

The ten Areas which together comprise the World Heritage Site with the locations of the mining heritage attractions.



WORLD HERITAGE SITE AREAS

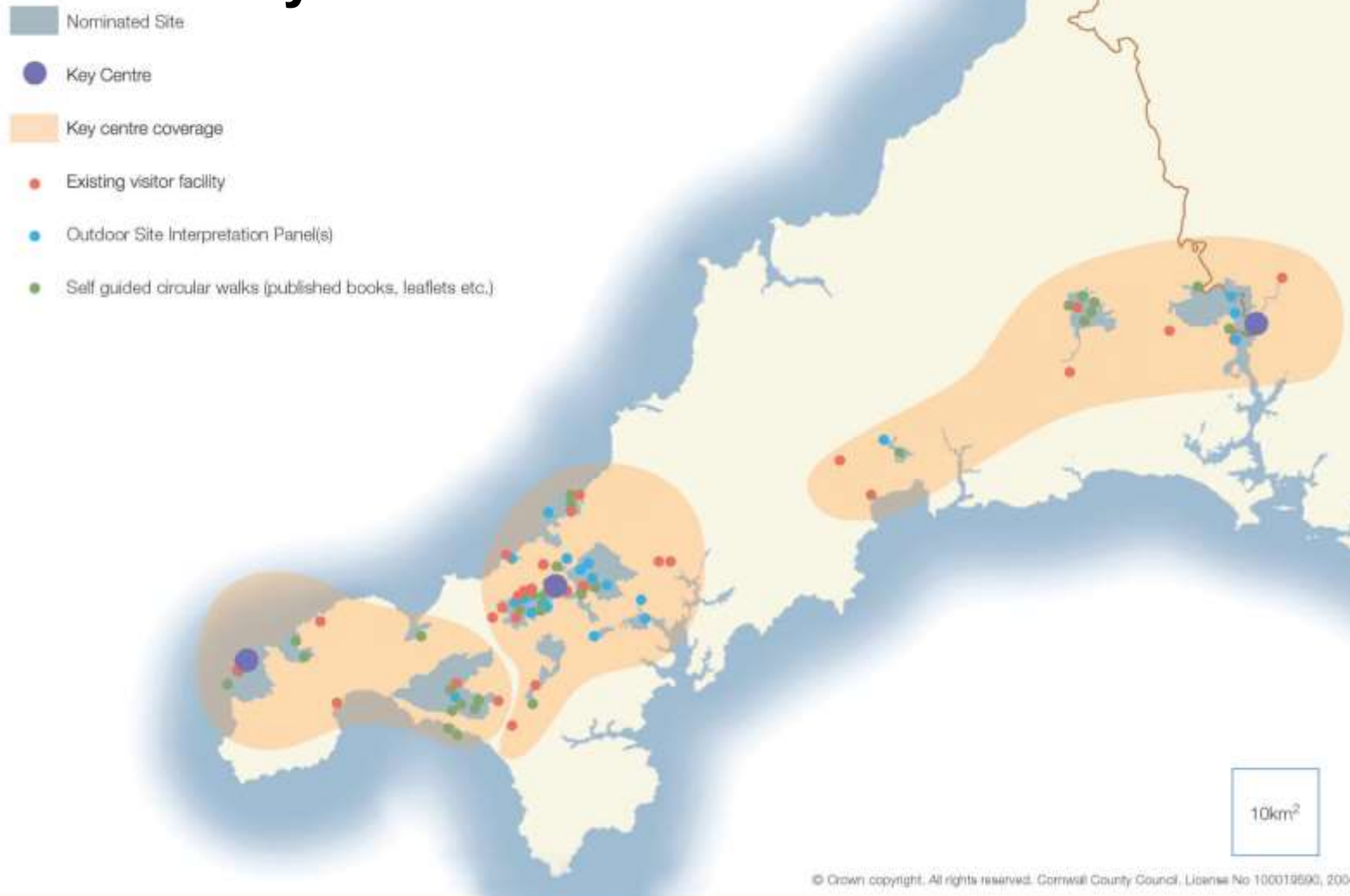
- 1 The St Just Mining District
- 2 The Port of Hayle
- 3 The Tregonnig and Gwlinear Mining Districts with Trewavas
- 4 The Wendron Mining District
- 5 The Camborne and Redruth Mining District with Wheal Peevor and Portreath Harbour
- 6 The Gwennap Mining District with Devon, Perran and Kennall Vale
- 7 The St Agnes Mining District
- 8 The Luxulyan Valley with Charlestown
- 9 The Caradon Mining District
- 10 The Tamar Valley Mining District with Tavistock

ATTRactions

- 1 The Count House Workshop, Botallack
- 2 Levant Mine and Beam Engine
- 3 Gvevor Tin Mine
- 4 Trevarno Estate
- 5 Poldark Mine
- 6 King Edward Mine
- 7 Cornish Mines & Engines
- 8 Mineral Tramways
- 9 Cornish Studies Library
- 10 Gwennap Pit
- 11 St Agnes Museum
- 12 Royal Cornwall Museum
- 13 China Clay Country Park
- 14 Uskeard & District Museum & Information Centre
- 15 Kit Hill
- 16 Cotehele
- 17 Morwellham River Port, Mine & Railway
- 18 Tavistock Museum



Brand Communication - Interpretation Strategy – Key Centres & “cluster” networks





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Brand communication

“Mine and Yours”
campaign 2008

- WHS Activity Guide
- Interactive installation
- PR events
- 3.6 m exposures, £240,000 PR value





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... including “Smokin’ Chimneys” – celebration of Mineral Tramways





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Brand Awareness

Tourism industry engagement -
familiarisation events



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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



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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

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



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Product Improvement



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King Edward Mine Winder and Compressor House



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Extended underground route
and new LED lighting,
Geevor Tin Mine

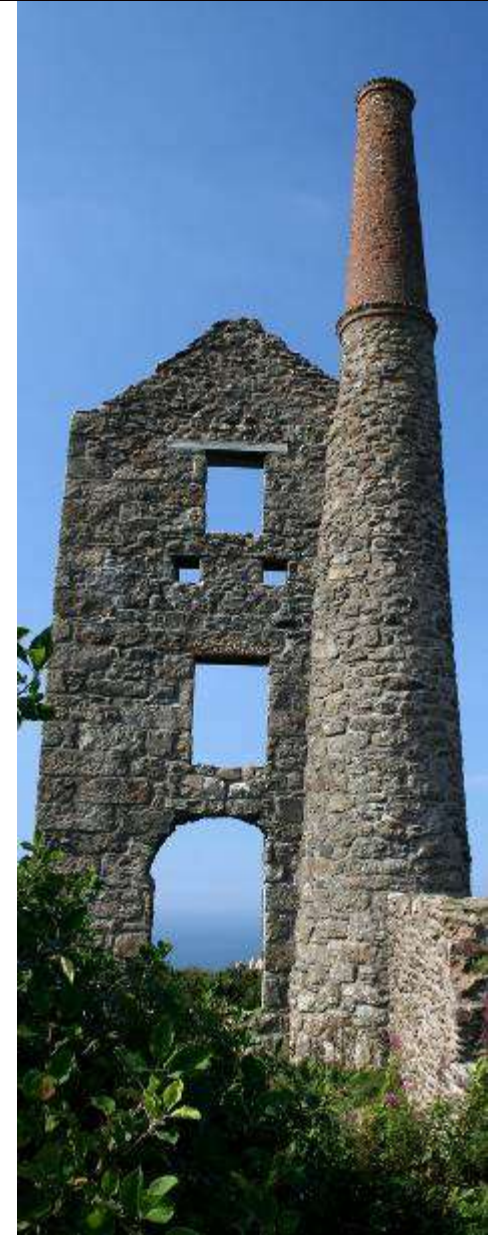


Marketing Plan

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.

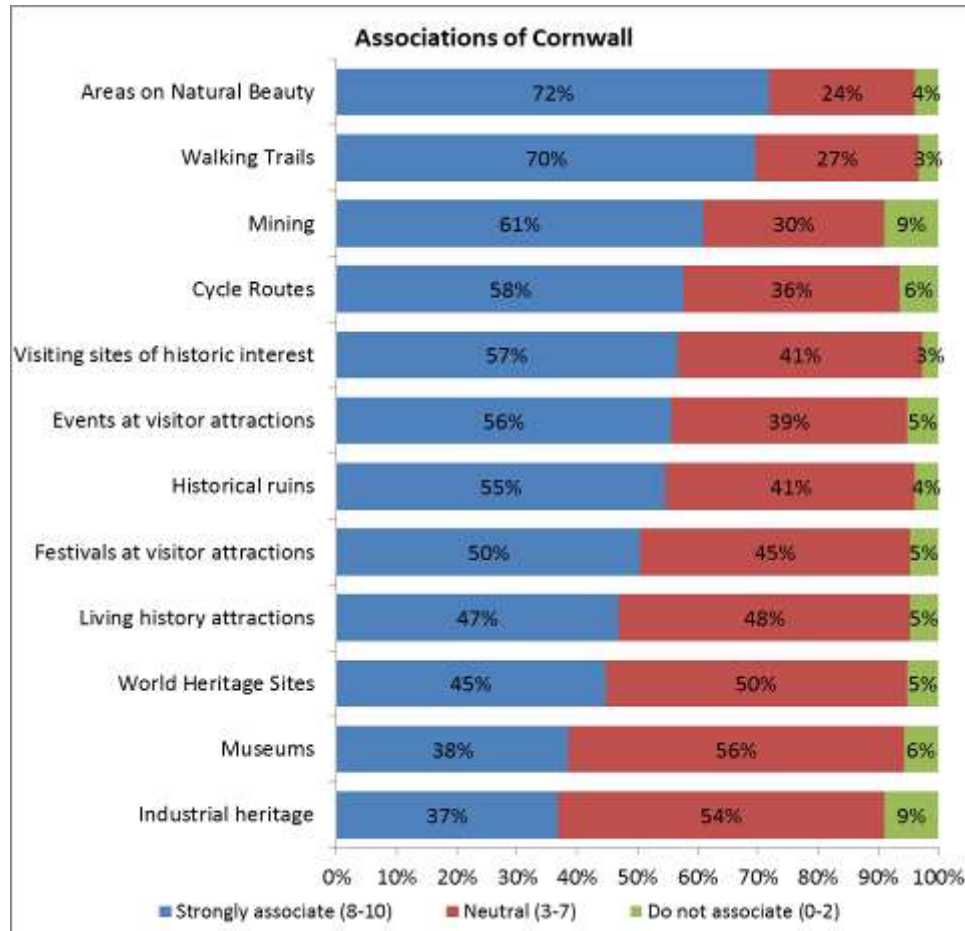
WHS 2011 baseline survey (500 adults, online survey, day & staying visitors, June)

- **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



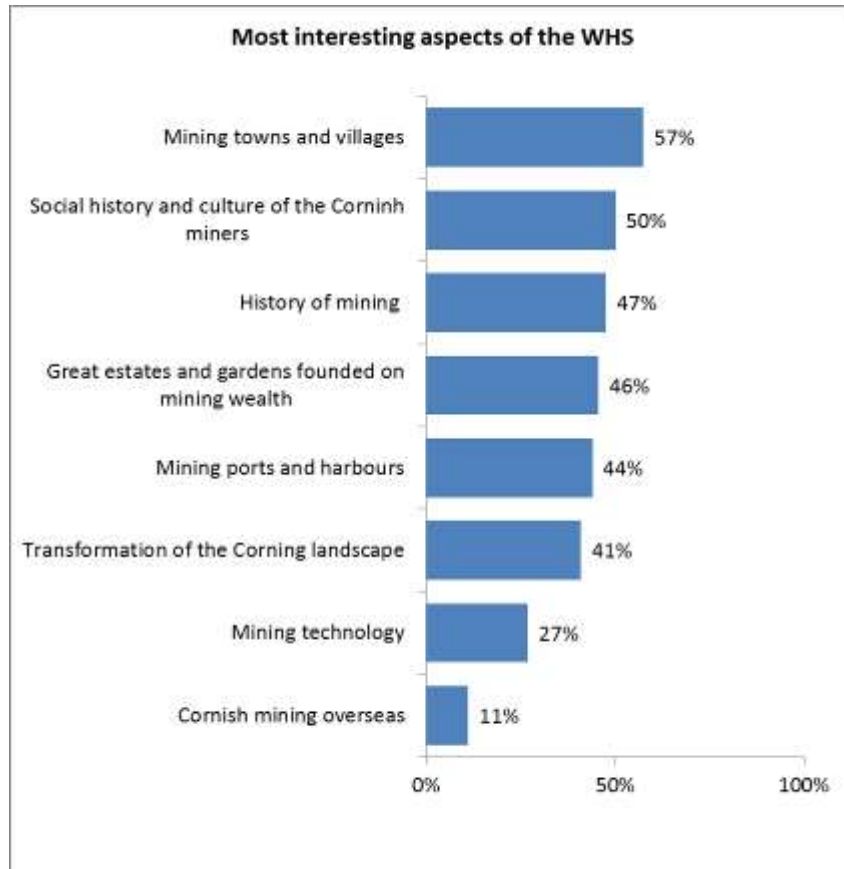
Association of Cornwall with ...



- 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

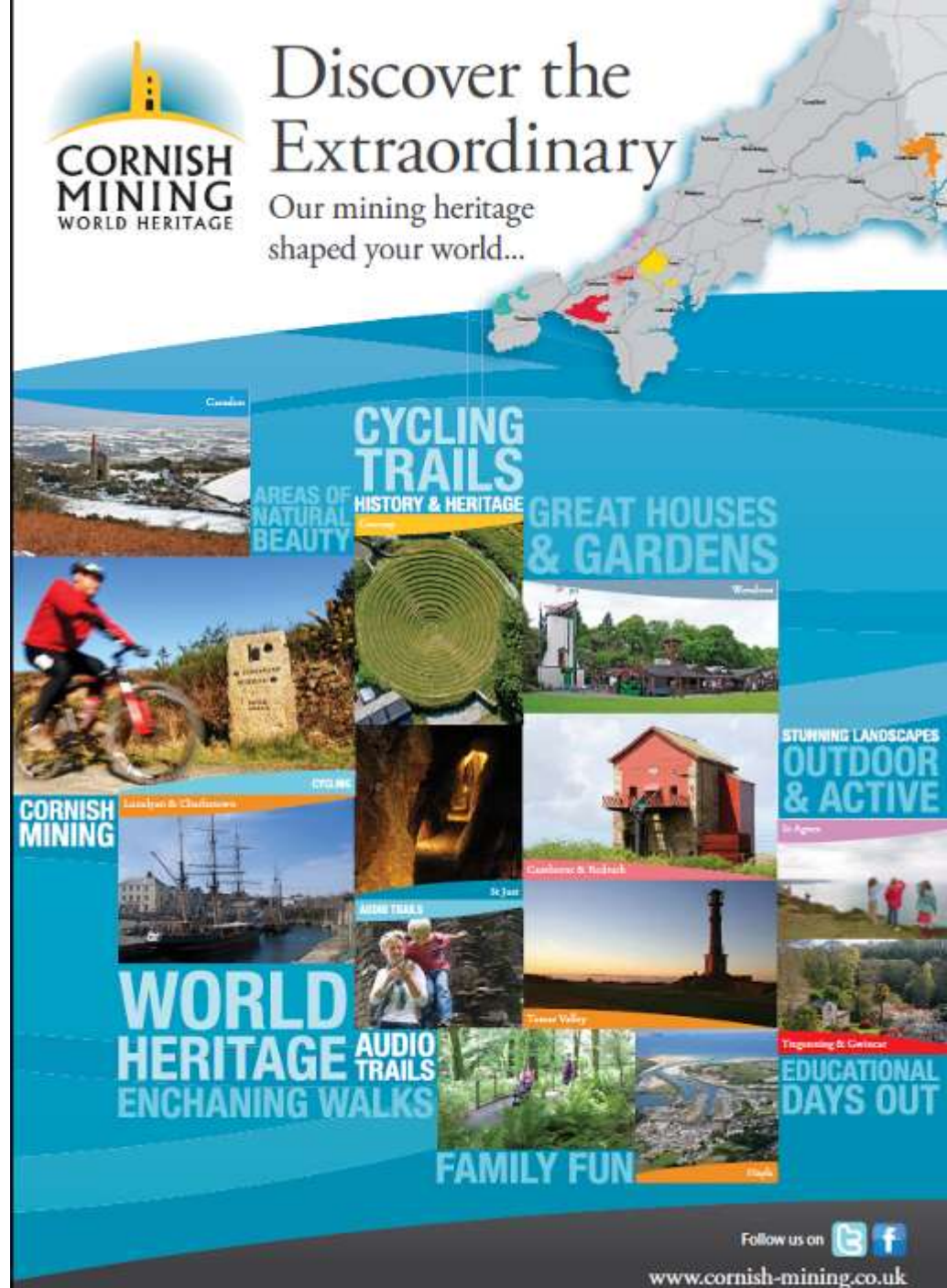


Elements of Cornish Mining of greatest interest



- 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.



The poster is a vibrant collage of images and text promoting the Cornish Mining World Heritage site. At the top left is the logo for 'CORNISH MINING WORLD HERITAGE' featuring a stylized yellow building. To its right is the headline 'Discover the Extraordinary' in large, bold letters, followed by the tagline 'Our mining heritage shaped your world...'. A map of Cornwall is shown in the top right corner, with various locations highlighted in different colors. The central part of the poster is a grid of images and text boxes. The top row includes 'CYCLING TRAILS' with a photo of a cyclist, 'HISTORY & HERITAGE' with a photo of a stone wall, and 'GREAT HOUSES & GARDENS' with a photo of a large house. The middle row features 'CORNISH MINING' with a photo of a ship, 'AUDIO TRAILS' with a photo of a person, and 'STUNNING LANDSCAPES OUTDOOR & ACTIVE' with a photo of a red building. The bottom row includes 'WORLD HERITAGE ENCHANNING WALKS' with a photo of a person, 'FAMILY FUN' with a photo of a person, and 'EDUCATIONAL DAYS OUT' with a photo of a person. The background is a mix of blue and white, with a large blue wave-like shape at the bottom.

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

CYCLING TRAILS
HISTORY & HERITAGE
GREAT HOUSES & GARDENS

CORNISH MINING
WORLD HERITAGE
ENCHANNING WALKS

STUNNING LANDSCAPES
OUTDOOR & ACTIVE

FAMILY FUN
EDUCATIONAL DAYS OUT

Follow us on  

www.cornish-mining.co.uk



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Our mining heritage shaped your world...

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[Delving Deeper](#)
[Areas, Places & Activities](#)
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[Travel](#)
[Learning](#)


Start exploring...

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



Activities

Activity area intro copy



Cycling in the
WHS



Family activities



Area Locations

Get out
& do it

Click on the areas below for more information.

Go &
see it

*Cornish Mining
World Heritage Site*





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Discover the Extraordinary
Our mining culture shaped your world



COUSIN JACKS THE CORNISH MINING APP

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



Available on the
App Store



Get it on
Google play

www.cornish-mining.org.uk

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



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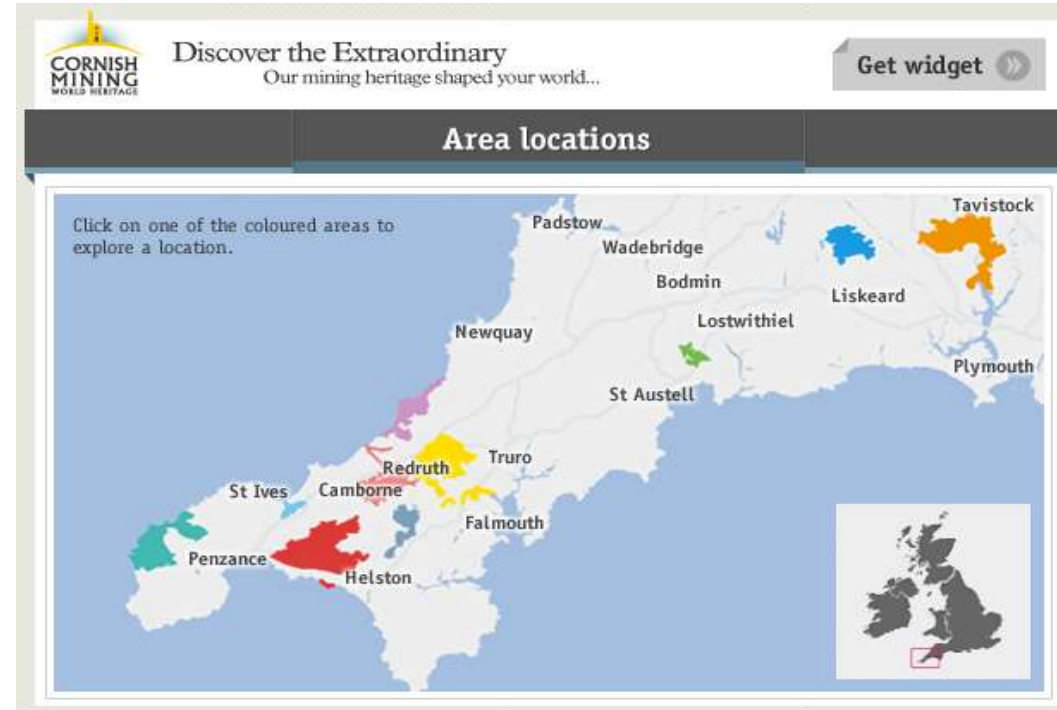


Business engagement

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.



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