



department for
culture, media
and sport

The Costs and Benefits of World Heritage Site Status in the UK

Case Studies

PricewaterhouseCoopers LLP

December 2007

improving
the quality
of life for all

Prepared for the Department for Culture, Media and Sport, Cadw and Historic Scotland
by PricewaterhouseCoopers LLP.

**The views expressed in this report are the author's and do not necessarily
reflect those of the Department for Culture, Media and Sport, Cadw or Historic
Scotland.**

Prepared by:

PricewaterhouseCoopers LLP (PwC)

www.pwc.co.uk

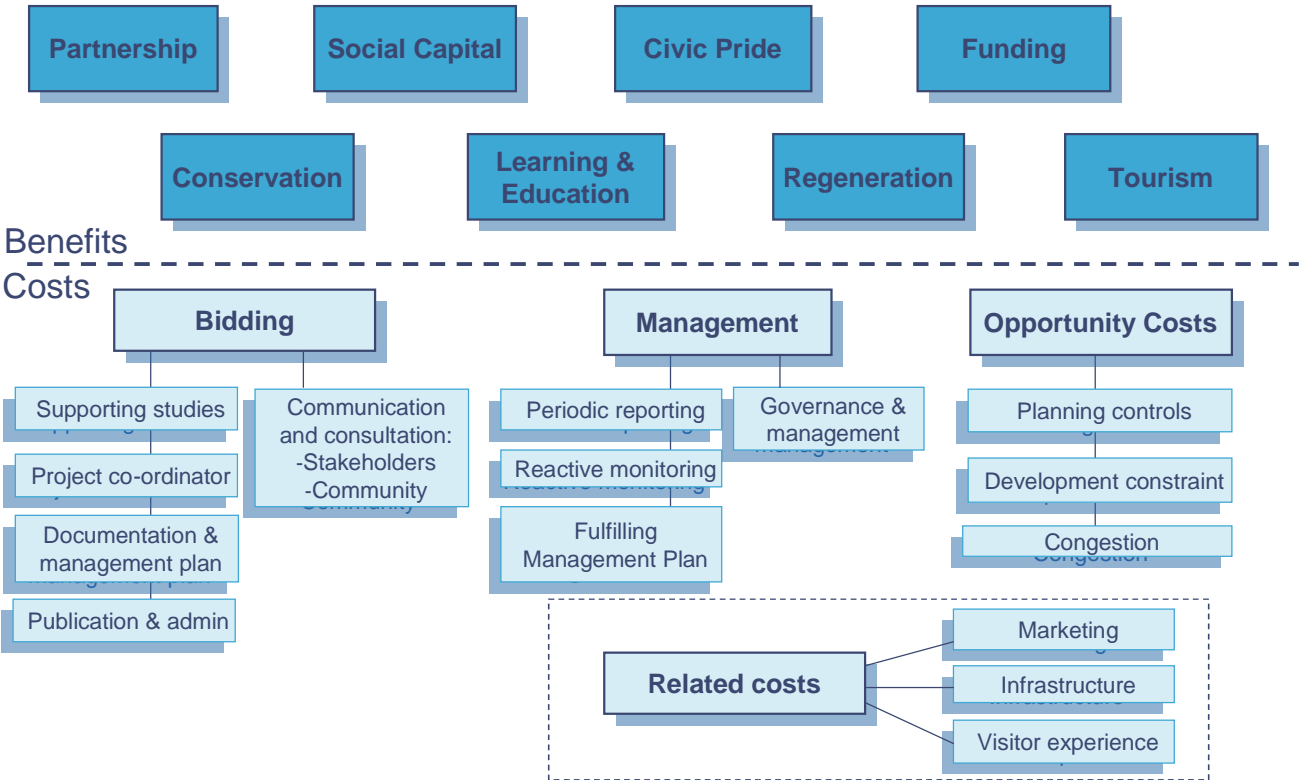
Contents

Section	Page
1. Introduction	1
1. Castles and Town Walls of King Edward in Gwynedd	3
2. Dorset and East Devon Coast	11
3. Studley Royal Park and Fountains Abbey Ruins	20
4. Blaenavon Industrial Landscape	28
5. Edinburgh Old and New Towns	38
6. The Tower of London	51
7. Postal survey results	61
A. List of consultees	88
B. Postal survey questionnaire	91

1. Introduction

- 1 This document presents a series of six case study assessments of the costs and benefits of World Heritage Status (“WHS”) in the UK. These case studies are part of a wider cost/benefit study which was undertaken by PricewaterhouseCoopers LLP (“PwC”) for the Department for Culture Media and Sport (“DCMS”), Historic Scotland (“HS”) and Cadw in support of a policy review of World Heritage Status in the UK.
- 2 The sites we have covered in these case studies include:
 - Castles and Town Walls of King Edward in Gwynedd (inscribed in 1986);
 - The Dorset and East Devon Coast (inscribed in 2001 and sometimes termed the “Jurassic Coast”);
 - Blaenavon Industrial Landscape (inscribed in 2000);
 - Studley Royal Park and Fountains Abbey Ruins (inscribed in 1986);
 - The Old and New Towns of Edinburgh (inscribed in 1995); and
 - The Tower of London (inscribed in 1988).
- 3 The summaries presented here draw upon a series of consultations with individuals at each of the sites (listed in Annex A), the results of a visitor survey of residents (which can be seen in chapter 7) and a desktop review of previous studies and research from each of the sites.
- 4 For each case study we have presented:
 - a short review of the site and some of its key characteristics from the periodic reports, management plans and other sources; and
 - a discussion of the four different cost and eight different benefit areas at each site in line with the overall cost benefit framework, which can be seen in Figure 1.
- 5 We have presented all of the results of the postal survey in chapter seven to allow comparisons to be made between the sites. A copy of the postal survey questionnaire can be seen in Annex B.

Figure 1: The Cost/Benefit Framework



1. Castles and Town Walls of King Edward in Gwynedd

Site description

- 6 The Castles and Town Walls of King Edward in Gwynedd are the four most important and complete castles built by King Edward I as part of his campaign to defeat the Welsh Princes in the late 13th century. The four castles are Harlech and Beaumaris castles, which were built as individual castles, and Caernarfon and Conwy Castles, which were supplemented by town walls.
- 7 Beaumaris lies on the south-eastern coast of Ynys Môn/the island of Anglesey, close to the northern end of the Menai Strait and approximately 150m from the sea. Caernarfon Castle and the walled town are situated between the mouths of two rivers, the Seiont and the Cadnant, on the Menai Strait. Conwy lies on the west bank of the river Conwy, in Gwynedd. Harlech is situated in the former county of Merioneth. On a rocky outcrop overlooking an area of marsh and dunes, which extend to the sea.
- 8 The freehold of Beaumaris Castle belongs to Sir Richard Williams-Bulkeley of Baron Hill, Beaumaris. The castle is mostly in the care of Cadw with the exception of the area of the unexcavated moat east of the castle. This is occupied by a public recreation ground and is the responsibility of Beaumaris Town Council.
- 9 The freehold of Caernarfon Castle belongs to the Crown. Responsibility for its care have been transferred to Cadw. The ownership of the town walls and the responsibility for their care lies with Cadw, the Church in Wales and private owners.
- 10 The freehold of Conwy Castle and town walls belong to Conwy Town Council. The National Assembly for Wales holds them on lease for 99 years from 1 April 1953. The care of the castle and the medieval walls, gates and towers is the responsibility of Cadw.
- 11 Harlech castle is owned by the Crown, together with the castle ditch and parts of the castle rock. Responsibility for its care has been transferred to Cadw.
- 12 The site has been inscribed under criteria i, iii and iv of the World Heritage convention, which include:
 - *“Criteria (i) to represent a masterpiece of human creative genius;*
 - *Criteria (iii) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;*
 - *Criteria (iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history”;*
- 13 The outstanding universal value of the four castles is said to derive from the following:
 - *“they form part of a programme of royal castle-building of the first magnitude, some associated with substantial town fortifications;*
 - *they were built for Edward I, King of England, one of the great military leaders of his day;*

- design and direction were in the hands of James of St George, the greatest military architect of the age;
- the castles were built to a single plan, with features common to all, which was adapted by the designer to conform to different site conditions. In every case the result was a building combining a marvellous sense of power with great beauty of line and form, perfectly attuned both to its purpose and to its natural surroundings;
- they are supreme examples of craftsmanship in stone, and since as royal works the contemporary documentation has been carefully preserved, the archaeological evidence is supported by historical record demonstrating the processes of planning and construction and expressing the buildings concerned in architectural and human terms;
- all are in State Care and have been scrupulously maintained with minimal restoration, so that the main fabrics have survived substantially intact; and
- as such the Edwardian castles in Gwynedd are undoubtedly the finest surviving examples of late 13th century military architecture in Europe, and represent the final culmination of medieval military construction. They also provide evidence for the Edwardian conquest of Wales” *WH Convention Nomination Documentation - UNESCO*

Costs and Benefits

Costs- Bidding

- 14 The site was inscribed as part of the initial list of UK inscriptions in 1986 and it was therefore centrally driven. The costs of preparing the bid were spread across several branches of Cadw and no estimates are available. Actual production costs were less than £15,000. A draft budget was suggested for the bidding process of £20,000.

Costs- Management

- 15 A Management Plan for the site was drawn up in 2004 and Cadw funded a Co-ordinator for this at the cost of £13,421. In addition to that support costs were incurred by contributing parties, estimates for these are shown in Table 1 below.

Table 1: Estimated supporting costs for the management plan by contributed parties	
Estimated supporting costs	£'s
Cadw	12,000
Isle of Anglesey CC	3,000
Gwynedd Council	3,000
Conwy CBC	3,000
Snowdonia NPA	3,000
Others	1,500
Total	25,500

Source: Periodic Report, March 2005

- 16 The latest available figures for operating costs as covered by Cadw are for 2002-03 and were provided in the Management Plan (2004) and these can be seen in Table 2.

Table 2: Cadw's Direct Income and Expenditure on the Monuments in the World Heritage Site (£000's) in 2002-03

	Beaumaris Castle	Caernarfon Castle and Town Walls	Conwy Castle and Town Walls	Harlech Castle	World Heritage Site Totals
Income (admissions, publications, sales)	131	646	498	189	1,464
Expenditure					
Conservation	58	4.5	175	2	239.5
Maintenance	17	36	60	20	133
Utilities	5	15	15	15	50
Marketing	20	20	20	20	80
Cost of goods sold	11	105	102	31	249
Custodial staff, uniforms, etc	80	150	120	70	420
Total expenditure	191	330.5	492	158	1,171.5

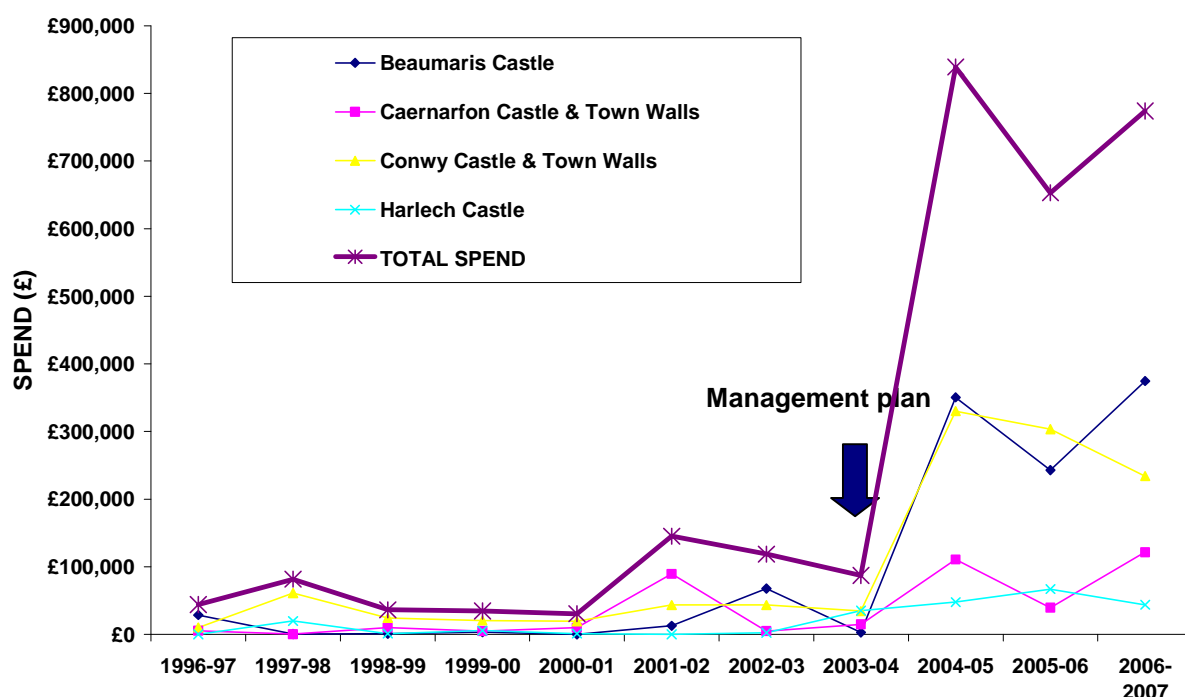
Source: Site Management Plan

- 17 According to the site management plan the operating costs for the site would be covered regardless of whether or not the castles had WH status.

Costs- Related

- 18 While Cadw is committed to looking after all the monuments in its care regardless of whether they have WH status or not Figure 2 shows the amount that Cadw has spent on each of the castles and it is clear that the same year as the Management Plan was drawn up, 2004, there has been a significant increase in the monies spent.. This does suggest that the Management Plan has focussed attention on spending at the castles.

Figure 2: Cadw site spending 1996-2007



Costs- Opportunity

- 19 The critical views and essential settings are important aspects for the King Edwardian Castles as World Heritage sites. For this reason Cadw is consulted by Local Authorities when processing planning applications. For Local Authorities it was felt that this did not impose a significant cost since they would be required to consult on new development anyway, but for Cadw this implies a staff cost. However, all four castles have substantial protection through other designations and it is therefore difficult to differentiate how much additional time is spent as result of World Heritage Status.
- 20 Some examples that were provided where the World Heritage Status has had an impact on planning include:
- the Victoria Dock in Caernarfon where the World Heritage Site's setting was used and the developer as result modified his design; and
 - at Conwy, near the town walls, Cadw and the local authority have been able to make the case for sympathetic redevelopment and regeneration of the quay area.

Benefits

- 21 Within the sites periodic reporting a number of questions were specifically asked about what has been achieved at the site since inscription, the response is given below.

"The achievements between 1986 and 2004 have generally not been dramatic because so much work was done to conserve and manage the monuments before inscription. Planned conservation has continued at all the monuments in the WHS and interpretation and facilities for visitors have been improved.

However there have been outstanding achievements at Conwy – the continuing conservation of the most complete medieval town walls in Britain; the diversion of traffic from the town into a new environmentally sensitive river crossing making possible the subsequent enhancement of the walled town; and completion of the clearance of intrusive uses from the exterior of the town walls. A visitor centre and car park have been provided off-site with a completely new access to the castle.

There have also been significant improvements to the setting of Beaumaris Castle, in particular the restoration of the adjacent courthouse" UNESCO Periodic Reporting, March 2005

- 22 In addition to these comments the periodic reporting also asked for the perceived weaknesses of the site and how these were being addressed. The weaknesses mentioned included:

"(a) The location of the six component monuments in four separate towns creates an awareness problem for the WHS.

(b) Formal partnership arrangements have been slow to develop.

(c) There has been a lack of involvement of the local community in the site." UNESCO Periodic Reporting, March 2005

- 23 The reporting goes on to suggest greater promotion of the site and increased community involvement and more formal partnership arrangements to address these issues.

Benefits- Partnership

- 24 Whilst partnership was acknowledged as a weakness in the 2005 periodic reporting exercise, establishing a management plan was seen as an important mechanism for bringing partners together and this was felt to have had benefits in a number of areas. For example, Cadnant School was built against Conwy's town walls but working in partnership Cadw and the Local Authorities managed to agree that the school should be rebuilt at different location.
- 25 Alternatively, partnership working with the local authority, Harbour trust, Town councils, and Snowdonia National park was felt to have resulted in an enhanced feeling of joint decision making amongst partners.

- 26 No additional examples of projects were identified where the coming together of the WHS partnership had led to members working together on projects in other areas.

Benefits- Additional funding

- 27 Five sources were identified in the periodic reporting as contributing to the conservation and protection of the site. These included:
- Sums from the Welsh Assembly Government to Cadw, Local Authorities, NPA and other supported public bodies;
 - Council tax; and
 - EU Objective 1 funding.
- 28 Figure 2 shows the additional spending that has taken place at the sites since the management plan has been drawn up and this suggests that the management plan has had a substantial effect on the amount of funds that have been made available for spending at the sites.
- 29 Figure 3 below shows how funding for different projects is prioritised by Cadw according to both the estate and monument criteria, with A1 implying high priority and C3 being low priority. This shows that under the estate criteria one of the considerations is the political context and the World Heritage Status was seen as having a significant impact on this aspect.

Figure 3: Cadw funding prioritisation model

		ESTATE CRITERIA					
		1	2	3			
MONUMENT CRITERIA	C	C1	C2	C3	Fabric	Access	Hazard
	B	B1	B2	B3			
	A	A1	A2	A3			
		Inspectorate					
		Presentation					
		Political					

Source: Cadw

Benefits- Conservation

- 30 All four castles and both sets of town walls are already scheduled ancient monuments and Grade I listed buildings and these designations hold statutory protection. Therefore much of the conservation work at the site would take place anyway, even without WHS status. However some conservation benefits that were suggested by consultees included.
- Parts of the town walls are in private ownership and World Heritage status has helped to be more interventionist.
 - At the Victorian Dock in Caernarfon, as result of Cadw's intervention, which was justified based on

World Heritage Status, the developers were forced to make changes to the development.

- Plans for St. David's Hotel in Harlech were withdrawn, in part due to the proximity to the World Heritage Site.
- The drawing up of the management plan was seen to have made the real difference for the conservation of the site and it's essential views.

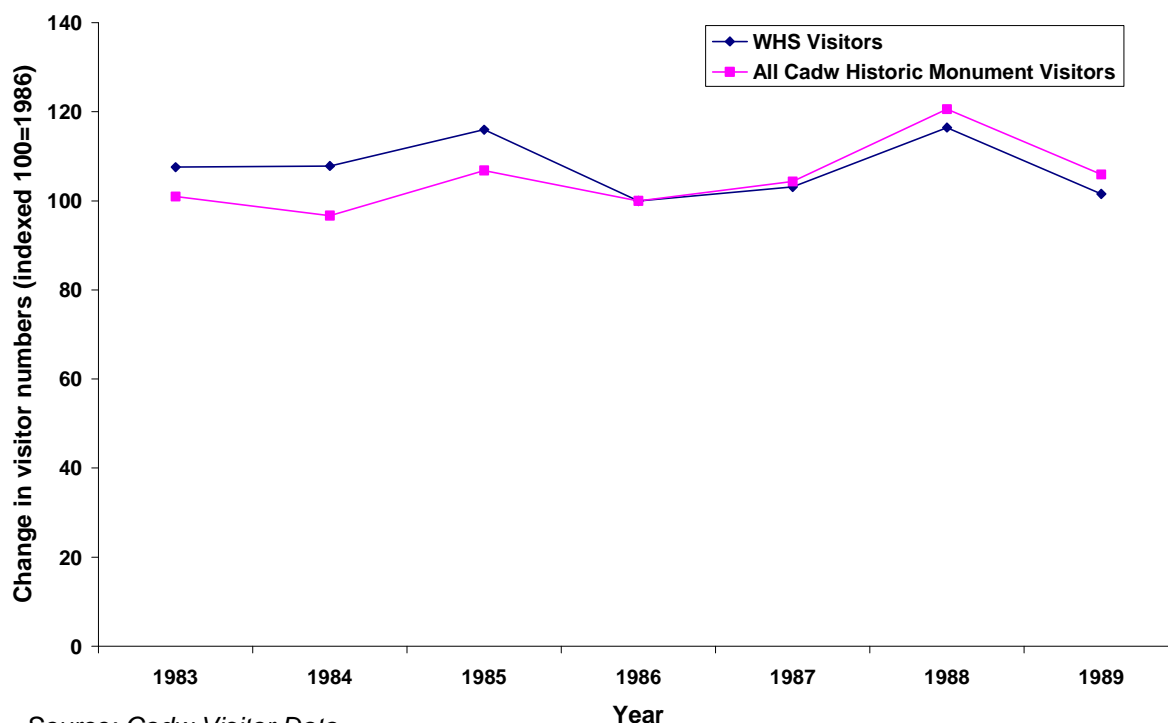
Benefits- Regeneration

- 31 Those consulted suggested that the WHS has not made a significant difference to regeneration. The investments made at the site have been very much focussed on the site itself and while this could ultimately lead to increased tourist numbers with positive impacts on the local economies, so far it was felt that there has not been any significant effect.

Benefits- Tourism

- 32 In general there is an acknowledged lack of awareness about the World Heritage Status of the site as demonstrated in the periodic reporting, but it was clear that the WHS brand and logo were being used in publications and site specific marketing by the public sector and also amongst some local private sector businesses.
- 33 According to the ticketing at each of the locations in 2003-04 the sites had 533,390 visits, the number of visits has declined by 15% since the inscription of the sites in 1986 and this trend was also seen to be in line with the overall trend for all other historic monuments supported by Cadw. The visitor numbers show a modest rise at the WHS following its inscription before reverting back to their previous trend but this change is more than matched by a corresponding change at other historic sites in Wales suggesting that the WHS status of the site may not be the most significant factor driving this change.

Figure 4: Indexed change in visitor numbers at the Castles and Town Walls of King Edward in Gwynedd WHS versus the change in visitor numbers at other historic sites across Wales pre and post inscription.



- 34 There are a wide variety of factors that are likely to affect visitor numbers at these sites and it is therefore difficult to state with any certainty that WHS has had any impact on the number of visitors. Similarly, without any corresponding data available on the origins of these visitors we are unable to ascertain to what extent visitors are from the UK or overseas and what the nature and purpose of their trip is, which has a corresponding impact on our understanding of what their likely length of stay and levels of local

expenditure are.

Benefits- Civic Pride

- 35 There was felt to be mixed perceptions of the monuments and their WHS status amongst the local community and the understanding of the reasons for WHS inscription was not felt to be clear in the periodic reporting.

"Locally there is a perception that each monument is a separate WHS and that the inscription extends to the whole town rather than being limited to the structures built by Edward I. As the significance of the monuments lies in their value as a group, signing, publicity, education and information need to emphasise that it is an entity" UNESCO Periodic Reporting, March 2005

- 36 Amongst locals, opinions were polarised, with local business and entrepreneurs being proud of the status and seeing it as something they can use in their marketing, whereas many of the local residents see the castles as signs of oppression or that they distract attention from the rest of the town *"Caernarfon is more than just the castle"*.

- 37 Local businesses, such as B&Bs extensively use WH status in their marketing and some examples of this can be seen below:

Caernarfon is the only Royal Town in the country and is listed as a World Heritage site. Caernarfon offers the visitors one of the best preserved castles in the world. - Bryn Hyfryd Guest House Caernarfon

"One of the few complete Walled Towns in Britain, and just a short walk from the fortress built by King Edward 1 in the late 13th Century. Caernarfon is a World listed Heritage site and an area steeped in centuries of History from pre-Roman times." - Caer Menai Guest House

"Most famous for the magnificent Conwy Castle built by Edward I between 1283 - 1287 and designated a World Heritage Site, Conwy can truly lay claim to being one of the finest remaining medieval walled towns." Gwynfryn Bed and Breakfast Conwy

- 38 Community pride in the status was also felt to be shown when a local development (Victoria docks) caused rumours about the site losing its status. The rumours were entirely unfounded but this episode was felt to show that people do care about the status. A local newspaper published an article with the headline *"World title battle"*, 6 Nov, 2003 *"The World Heritage Site status is essential to the prosperity of the towns where they are located and especially the prosperity of Caernarfon which is one of the main centres of service in Gwynedd."* This article drew a strong public response.

Benefits- Social Capital

- 39 The periodic reporting suggested that the involvement of the local community in the site would increase following the development of the management plan and this has been confirmed by other consultations who cited the community events which have been run at the site. Some key consultees noted that they would like to see more of these events organised at these sites in the future.

Benefits- Learning and education

- 40 The castles are an important educational asset for the local and surrounding areas and the fact that school and educational visits are free ensures that the numbers are significant¹. Local schools study the castles as part of their local area and also as part of the wider curriculum linked to history, which the castles were seen to have a good fit with. However, in general it was not clear what impact the WHS status itself has had on the education and learning benefits associated with the sites, as many of these activities are likely to have happened anyway.
- 41 There have been some significant investments to improve the interpretation of the site including the replacement of wall panels in Beaumaris (£1,800), Conwy (£7,200) and Harlech (£1,400) and the upgrading of audio visual presentations (£12,000) and Princes of Wales exhibition in 2005-06 (£85,000) both in Caernarfon. In late 2007 Cadw is planning to invest in a Learning and Development Manager and

¹ No data on the number of educational visits was available

part of this role will be to research and develop education resources for the Castles.

- 42 For some of these investments, WHS may have contributed to the agreement of funding but none of these are directly linked to the status itself and there are no educational programmes directly related to promoting the values of UNESCO or the WHS convention.
- 43 Similarly, there is no research framework or strategy for the site included in the management plan, the same approach is used at these sites as they have used for the rest of the properties in care.

2. Dorset and East Devon Coast

Site description

- 44 The Dorset and East Devon Coast World Heritage Site is a 95 mile stretch of coast, running from Exmouth in East Devon to Studland in Dorset. It was inscribed as a World Heritage Site in 2001. Over this distance, the coast represents 185 million years of earth history, displaying Jurassic as well as Triassic and Cretaceous rocks. The site includes a range of internationally important fossil localities and new discoveries are made on a continuous basis.
- 45 The boundary of the site runs along the cliff edge and the back of the beach on parts of the coastlines where there are no cliffs. The seaward boundary of the site runs along the Mean low Water Mark as defined by the UK Ordnance Survey. The site does not include the built up town frontages where there is no exposed geology.
- 46 The site is owned by a wide range of private and public landowners. Local public sector involvement is primarily through the two County and four District Councils alongside the Town and Parish councils. There is also public sector involvement through Natural England as the site is protected by SSSI's.
- 47 The site management is lead by the World Heritage Steering Group, which was established before the nomination of the Site and meets on a quarterly basis. The work of the Steering Group is taken forward by a range of Working groups (Science and Conservation, Museums, Education, Creative Coast, Tourism, Transport and Gateway Towns), supported by the Jurassic Coast World Heritage Team.
- 48 The Site was inscribed as World Heritage Site because of the geology and geomorphology of the coast. It was inscribed in line with UNESCO World Heritage criterion (viii) as:
- *Criteria (viii) is an outstanding example representing major stages of the earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features.”;*

“The coastal exposures within the Site provide an almost continuous sequence of Triassic, Jurassic and Cretaceous rock formations spanning the Mesozoic Era and document approximately 185 million years of Earth history. The Site includes a range of internationally important fossil localities – both vertebrate and invertebrate, marine and terrestrial – which have produced well preserved and diverse evidence of life during Mesozoic times.” (UNESCO)

Costs and Benefits

Costs- Bidding

- 49 The suggestion to bid for World Heritage Status was put forward by Professor Denys Brunsden and consequently picked up by Dorset and Devon County Councils, who took a strategic lead, providing officer time and drawing together funding partners to support the process of investigation and consultation.
- 50 The preparation for the bid took 8 years and according to estimates provided by the Jurassic Coast team it required the time of one full time employee for the full 8 years and an additional 2 FTEs for the final year prior to inscription, at a cost of around £300,000. This was not the creation of new posts, but researchers were diverted to undertake this work as part of their existing employment. It does not take

into account the time commitment by partners attending meetings, steering groups, etc. and therefore represents the minimum cost. The main provision of funding and staff time for the bidding process were covered by Dorset CC, Devon CC and English Nature.

Costs- Management

- 51 An estimate of management costs that relate to World Heritage Status of the site as well as the core funders' are provided in Table 3. This suggests that the management of the site costs between £260-£390k per annum but this also includes support for education, interpretation, tourism, transport and other work, all of which are important for 'giving the natural heritage a function in the life of the community'. This table excludes the contributions made by partners in terms of staff time.

Table 3: Jurassic coast management funding contribution				
Financial Year	2002-03	2003-04	2004-05	2005-06
Dorset County Council (Core funding)	£75,000	£181,400	£180,000	£186,400
Devon County Council (Core funding)	£55,000	£105,000	£155,000	£155,000
Dorset County Council Children's Services			£12,500	£12,500
Devon Curriculum Services			£3,000	£8,500
English Nature/Natural England	£17,800	£24,000	£24,000	£25,000
Countryside Agency/Natural England	c.£60,000	£8,950		
South West Regional Development Agency	£50,000			£6,281
TOTAL	£257,800	£319,350	£374,500	£393,681

Jurassic Coast World Heritage Site. The First Five Years – December 2001 to December 2006

- 52 The management of the site has been cited as a good practise model and the team have worked with the Pitons management area WHS on an exchange programme providing technical assistance and exchange.

Costs- Related

- 53 There is a huge variety of partners involved in supporting the WHS and the activities surrounding it and a complete list has been provided in the recent document 'Jurassic Coast World Heritage Site, The First Five Years- December 2001- December 2006'². Within this document over 60 separate contributing partners are defined as offering support for the Jurassic coast. In most cases this is in kind support of staff time or small funding contributions of £5-£25k for a variety of small site specific projects including infrastructure and visitor attraction improvements, feasibility studies and education, arts, transport or other initiatives along the coast. In the vast majority of cases the support has been made by public sector institutions and so the investment must be seen in light of alternative potential investments however there has also been some minor investment from private sector organisations and sponsors e.g. BP, Stagecoach and FirstBus and further significant investment from the third sector.
- 54 Some of the more significant investments include £600k from SWRDA to purchase the lease of Durlston Castle to allow Dorset CC to develop it as a new Jurassic Coast Visitor Centre, a £7.1m funding agreement with SWRDA over five years subject to project approval, £750k from HLF for a variety of projects along the Jurassic coast, £650k from the Department for Transport over three years for the upgrading of the CoastlinX53 bus service, over £100k from the Fine Family Foundation for the Chartmouth Heritage Coast Centre and Beer Village Heritage Centre projects, £56k from Arts Council South West for a variety of Arts related assignments and £40k from JNCC for the 2004 conference entitled "Earth Heritage, World Heritage".
- 55 Many of these projects are clearly related to the upgrading of the WHS site and its surrounding infrastructure and many may not have taken place without WHS. Furthermore energy clearly exists to link

these investments to the criteria for inscription and the requirements imposed by WHS. Yet not all of the investment partners are seeking outcomes which are aligned to WHS status.

Costs- Opportunity

- 56 The site is protected by UK statute through its Site of Special Scientific Interest and AONB designations as well as through the statutory local planning framework. However consultees could point to two separate occasions where World Heritage Status has been a contributing factor to the prevention of inappropriate coastal developments. In one instance the site was cited as a material consideration and in the other it was a contributing factor.

Benefits- Partnership

- 57 Successful partnership work was already established in the area prior to inscription for World Heritage Status in the form of the Dorset Coast Forum, which is a coastal partnership. However the process of bidding and consequent inscription to WH status has added a new layer of partnership work with an extended number of members.
- 58 The World Heritage Steering Group has brought together the following private and public organisations shown in Figure 5.

Figure 5: World Heritage Steering Group members, 2006



Source: Jurassic Coast World Heritage Site. The First Five Years – December 2001 to December 2006

- 59 The Steering Group meets quarterly and works closely together in order to meet its management obligations, which include monitoring functions, fulfilling UNESCO obligations, securing support from partners and local people and monitoring progress with implementation of partners' work with regard to the Management Plan. The work of the Steering Group is supported by the different World Heritage Working Groups. These groups cover the themes of Science and Conservation, Tourism, Transport, Arts, Gateway Towns, Education and Museums, and enable private and voluntary sector organisations to make contributions to the World Heritage programme.

- 60 The World Heritage Status has focussed the attention amongst these partners on working together and as such has formed new links leading to greater co-operation rather than competition.
- 61 In addition to the benefits from this close involvement with it's partners consultees identified the link with national and international organisations, such as partnership work with the Natural History Museum and membership of the UNESCO Associated School Programme as significant partnership benefits.

"In 2004 the Jurassic Coast co-hosted an international conference entitled "Earth Heritage: World Heritage" with the Joint Nature Conservation Committee (JNCC). The four-day meeting attracted 100 delegates from around the world, including geological World Heritage Sites in Argentina, Australia, New Zealand and Germany, and UNESCO's Head for Europe, Dr Mechtild Rossler. The conference gave a new international focus to World Heritage and geology, and is being followed up through bilateral links with other geological World Heritage Sites." Jurassic Coast World Heritage Site. The First Five Years – December 2001 to December 2006

- 62 The Jurassic Coast WH Team also has strong working relationships with the Dorset and East Devon AONB Partnerships, and the Dorset and East Devon Countryside Services as well as the Dorset Coast Forum.

Benefits- Additional Funding

- 63 Through over 60 different partners a substantial amount of funding has been put forward for the site in its first five years and there is an acknowledged link between this additional funding and the WHS status of the site. In many cases, as we have noted previously, this funding is clearly linked at activities which, whilst supporting the WHS, are not prerequisites to meeting the requirements which the status demands but the WHS status does appear to generate a substantial amount of additional investment for the site through the status it brings. This was seen as being strongly linked to the partnership activities.
- 64 Recent RDA funding of £7.1m is based on a linked network of high quality visitor interpretation centres, where projects are likely to be treated more favourably in funding applications if they encourage local towns and villages to link up more with each other. In this way the designation of the whole area as a WHS has provided an opportunity for these communities to feel more connected within the site and therefore supports more projects which are likely to involve this joining up activity. In this way the definition of the area through WHS has contributed to generating additional funding.

The vast majority of this additional investment has come from the public sector and this should be viewed in the context of all those alternative investment opportunities which were forgone but there has been some private sector investment. A list of corporate sponsors for the site is provided in *Jurassic Coast World Heritage Site. The First Five Years – December 2001 to December 2006*. This report suggests important contributions have been made by BP, Stagecoach, FirstBus, Hanson Plc/The Stone Firms Ltd, the Weld Estate and a number of other charities and trusts.

- 65 It is not possible to identify whether these organisations would have sponsored projects without the sites World Heritage Status absolutely however according to some consultees the status has led to an increased interest in projects relating to the site.

Benefits- Conservation

- 66 In terms of the day to day management, the site and the wider surrounding area are already protected through the Sites of Special Scientific Interest (SSSI) and Areas of Outstanding Natural Beauty (AONB) designations that it holds as described in local plans. Further protection is also provided through established statutory planning policies in relation to defined Heritage Coasts, the undeveloped coastline of Portland, and Devon County Council's Coastal Preservation Area. The Site also lies almost entirely within sites separately identified and protected under European Law (the Habitats Directive and the Birds Directive) for their wildlife value.
- 67 These existing designations give the site strong statutory protection from new development and indeed there is no buffer zone as the existing designations ensure statutory protection for a greater area than a possible buffer zone for the site would. However it was acknowledged that WHS was a material consideration in planning applications and in two cases it was seen to have contributed to the prevention of developments near the site.

68 Other potential conservation benefits that were cited include the following.

- The bidding process for WHS led to the development of the West Dorset Fossil Collecting Code of Conduct, which requires collectors not to dig into the cliffs in search of fossils and to record specimens of key scientific importance. It also obliges collectors to offer the most important specimens for sale to a UK museum before offering them up for sale to anyone else.
- Some of those consulted have also acknowledged that whilst the site is currently in good condition the research and monitoring activities that have been introduced through the WHS process and the development of the management plan have led to improved awareness of conservation threats.

“The World Heritage Site is currently in as good a condition (December 2006) as it was on the date of inscription in 2001 but with much better monitoring systems in place and general awareness of the interests and threats to that interest.” Jurassic Coast World Heritage Site- The First Five Years – December 2001 to December 2006

- The information benefits are evident by the 2007 Site Carrying Capacity Evaluation Report which found that amongst over 700 survey respondents, tourism was seen to have a slightly positive effect on residents and the Jurassic Coast and a negative effect on wildlife from tourism. This information can help to inform conservation plans in the area.

Table 4: How do you think tourism affects the following...

	Extremely positively		Positively		Neutral		Negatively		Extremely negatively		Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Local Wildlife	28	3.8	73	10.1	288	39.8	238	35.7	76	10.5 %	723	100
Residents	47	6.5	173	24.1	216	29.8	213	29.3	75	10.3	726	100
The Jurassic Coast	76	10.6	233	32.6	240	33.6	131	18.3	35	4.9	715	100
Purbeck as a whole	95	13	327	44.8	179	24.5	100	13.7	30	4.1	731	100

Source: “The Purbeck Section of the Dorset & East Devon World Heritage Site. Carrying Capacity Evaluation Report”, The Market Research Group, May 2007

Benefits- Regeneration

69 The area suffers from some significant economic and social challenges as identified in the “Lyme Regis Community Plan 2007-2027”, including:

- economic dependence on a relatively short and increasingly competitive ‘traditional holiday’ offering;
- few year-round employment opportunities, particularly for young people, with most employment opportunities being for low paid and low skilled jobs in tourism;
- high house prices (40% above national average) which are heavily influenced by trends to purchase second homes in the area, unaffordable to most local people and key workers;
- high inward migration of retiring older people into the town resulting in 43.5% of the community being ages 60 or over, against figure for Dorset as a whole of 29% (2001 census);
- according to the Index of deprivation for Dorset (2000) for Child Poverty, Lyme Regis scored in the 9th lowest out of 124 County Wards, and was in the bottom quarter nationally.

“There are a further 1056 second homes within this coastal zone or 8% of households. There is no

evidence that WHS designation has led to a direct increase in second home ownership". "The Purbeck Section of the Dorset & East Devon World Heritage Site. Carrying Capacity Evaluation Report." The Market Research Group. May 2007

- 70 These issues are believed to be replicated to a greater or lesser degree along the coast.
- 71 After a series of consultations with individuals, organisations and businesses in the coastal Gateway Towns, and with local authorities and local, regional and national agencies an Interpretation Action Plan was developed by the Jurassic Coast World Heritage Team. This plan identifies how different places along the coast which make up the WHS can use interpretation of their parts of the coast in order to create a tourist trail which, given the importance of the tourist industry for the local economy, is expected to have a strong impact on the regeneration of these areas.
- 72 Some examples of these projects include:
- the Jurassic Coast and Exe Estuary interpretation centre, which is being delivered in partnership with Exmouth community, East Devon District Council, Exmouth town Council, Devon County Council, the Exe Estuary Partnership and also the Jurassic coast WH Team; and
 - the Beer Village Heritage Centre, which received funding as a result of the link to the WH status and was delivered in partnership by Beer Village Heritage, East Devon District Council and Devon County Council.

Benefits- Tourism

- 73 There have been a series of tourism studies undertaken either representing the entire Jurassic coast World Heritage Site, or focussing on discrete sections of it. We have used these studies to attempt to identify:
- the awareness of WHS status amongst visitors and the marketing activities,
 - the role that WHS plays in their motivations to visit; and
 - finally the estimated number of visitors at the whole site.
- 74 In August 2005, five holiday park owners across the Jurassic Coast (Sandy Bay and Oakdown in East Devon and Freshwater, Waterside and Lulworth in Dorset) were asked to add two simple questions to their guest questionnaires to identify levels of awareness of the WHS status amongst visitors and whether this had an influence in their decision to visit. The resulting sample of 580 respondents suggested that:
- 67% of visitors were aware that their chosen location is at the heart of the Jurassic Coast World Heritage Site; and
 - This knowledge affected 17% of respondents in their decision to visit.
- 75 More recently visitor research conducted by the Weld Estate has demonstrated an awareness amongst 88% of visitors of WHS status.
- 76 The Jurassic coast brand was developed by the WHS Tourism Working Group immediately after designation in January 2002. The logo is used extensively throughout the area, including on train station signs, buses and in all marketing material for the site. At the request of the coastal towns, "Gateway to the Jurassic Coast" signs have been installed along the coast to raise awareness of the status. Some towns, including Exmouth, Beer and Charmouth had already developed signs of their own to reflect their role in the Jurassic Coast. This would suggest that there is a large amount of signage and awareness raising activity is taking place.
- 77 Previous research in 2004 surveyed 149 visitors asking a range of different questions which included asking them to provide details of the factors which motivated their visit, asking for their main and secondary reason for visiting. The results of this study can be seen in Table 5 and Table 6.

Table 5: Please tell us your main reason for visiting the area? (Base: 149 respondents)		
	Frequency	Percent (%)
'Visited the area before and liked it'	76	51.0
'Seaside, beaches, coast'	24	16.1
'Wanted to go somewhere not been before'	18	12.1
'Visiting friends and relatives'	11	7.4
'Scenery, countryside, natural history'	6	4.0
'Recommended by friends or relatives'	6	4.0
'Local visitor attractions'	2	1.3
'Easy to get to'	2	1.3
'Good shopping facilities'	2	1.3
'Peace and quiet'	1	0.7
'Jurassic Coast World Heritage Site'	1	0.7
'Cultural, heritage or literary'	0	0.0
Total	149	100.0

Source: Jurassic Coast World Heritage Site visitor survey 2004

Table 6: Please tell us your secondary reasons for visiting the area? (Base: 149 respondents³)		
	Frequency	Percent (%)
'Visited the area before and liked it'	94	67.6
'Seaside, beaches, coast'	90	64.7
'Wanted to go somewhere not been before'	64	46.0
'Visiting friends and relatives'	54	38.8
'Scenery, countryside, natural history'	39	28.1
'Recommended by friends or relatives'	34	24.5
'Local visitor attractions'	24	17.3
'Easy to get to'	22	15.8
'Good shopping facilities'	19	13.7
'Peace and quiet'	14	10.1
'Jurassic Coast World Heritage Site'	14	10.1
'Cultural, heritage or literary'	1	0.7
Total	198	N/A

Source: Jurassic Coast World Heritage Site visitor survey 2004

- 78 Figures from the Jurassic Coast World Heritage Site visitor survey suggest that while the Jurassic Coast World Heritage Site was the main reason for one visitor out of 149 to come to the area, 22 out of 198 quoted this as the secondary reason for visiting the area.
- 79 The 2005 surveys of holiday park owners are unlikely to represent the entire tourism market, since they

³ NB Respondents have selected all those that apply.

will only capture holiday park visitors and are therefore likely to miss visits from other types of visitors including day-trips, but it does contain a much larger sample which provides a high degree of confidence. In contrast the 2004 study is likely to capture the full tourism market but the sample of 149 respondents suggests a large confidence interval in the results given the assumed number of c. 2m visitors.

- 80 Across the two surveys the results suggest that, subject to a degree of confidence, 'seaside, beaches and coast' and the intrinsic nature of the site are a significant factor in visitor motivations and WHS status is a consideration for somewhere between 1 in 7 and 1 in 10 visitors. Interrogating visitor numbers for evidence of any significant increase following inscription is difficult. The WHS covers such a large area that the numbers of visitors entering the area can only currently be estimated. In addition, the year of inscription coincided with the outbreak of Foot-and-mouth and there is a possibility that it may have therefore prevented a more significant fall in numbers. An overall fall in numbers does not necessarily mean no impact or a negative impact.
- 81 Visitor estimates do show a fall following inscription, but these figures are subject to significant margins of error associated with the geography of the site and the difficult collecting visitor data, furthermore we are unable to state with any certainty the role WHS played in this change. The research and analysis does suggest two important points:
- that because of the importance of these sites even if WHS status only has a very marginal affect on the number of visitors, the overall economic benefit can be substantial; and
 - visitors are attracted to a location by a substantial array of factors of which WHS status can only ever be one part.

Benefits- Civic Pride

- 82 Recent work as part of the 2007 Carrying Capacity Evaluation report suggests that residents have a high awareness (98%) that the Purbeck coast is part of a designated World Heritage Site and appreciated the special qualities of the coast. Similarly the levels of volunteering and community involvement at visitor centres like Seaton were thought to demonstrate a high level of public interest in the WHS status.

Benefits- Social capital

- 83 The major social capital benefits suggested by consultees included:
- the fact that as a result of the designation of the Dorset and East Devon area collectively several communities and regions which would previously have seen themselves as being in direct competition with one-another are now undertaking more partnership and linked project activity for mutual benefit; and
 - that the fossil festival, which has taken place for the last three years (since 2005) has involved local residents and schools as well as people from all over the country in activities relating to the World Heritage Site. Some consultees felt that without the focus that the WH status has provided for the Coast the festival would not be taking place.

Benefits- Learning and Education

- 84 The site management plan includes the following objectives for science and research strategies:

"SCIENCE AND RESEARCH

The role of the Dorset and East Devon Coast in the development of the major principles of geology and geomorphology since the earliest days of science represents one of the major elements of the Site's global importance. There are strong and continuing research interests on the coast, as evidenced by a range of national and international symposia and events that take place in the area, and by the great deal of support which was forthcoming for the nomination from professional earth scientists within the UK and internationally.

World Heritage Site status will provide an additional argument for promoting new research into the coast, and in supporting the public understanding of both past and ongoing studies. It will also underpin the development of improved curatorship and management of collections of important geological specimens from Dorset and East Devon locally, nationally and abroad." Dorset and East Devon Coast World

- 85 It suggests that the strong existing research activity in the area will be increased following WHS designation and this has a direct educational benefit not only to the research activity itself, but also to the benefits it brings in terms of the improved understanding and interpretation of the site.
- 86 The Site also has a dedicated education strategy, which is targeted at delivering resources for schools both local and nationally. To that end, funding for an Education Co-ordinator was secured and the post was taken up in 2004. So far, work has focussed on formal education and the focus has been on identifying links with the National Curriculum, demonstrating to teachers how it can provide creative ways of teaching subjects such as Geography, Science as well as Citizenship and creating a range of classroom materials to assist teachers with this. Examples of these activities include:
- creating a series of Geographical based teaching resources for Key Stages 2 and 3 pupils, which set out comparisons between the Jurassic Coast and the Pitons Management Area World Heritage Site in St Lucia;
 - undertaking training sessions and workshops for teachers dedicated to the World Heritage aspect took place and during 2005 and 2006 more than 300 teachers from Devon, Dorset and Somerset took part; and
 - numerous activities were organised for schools and pupils to contribute to the fossil festival.

3. Studley Royal Park and Fountains Abbey Ruins

Site info

- 87 The Fountains Abbey and Studley Royal estate is set in an 18th century landscape. It integrates the ruins of Fountain Abbey with a formal water garden, which has been little altered since it was created between 1718 and 1781 by John Aislabie and extended by his son William when he purchased the Abbey site. The estate also includes one of the finest monastic mills in Europe, landscaped vistas and avenues, a substantial deer herd which grazes the Studley estate, Fountains Hall, an Elizabethan mansion, and St Mary's Church, a Gothic Revival building designed by the famous architect William Burges.
- 88 Fountains Abbey and Studley Royal Park are located in North Yorkshire, within the Borough of Harrogate. The site is situated in the rural setting of the Skell valley, near Ripon.
- 89 The Fountains Abbey and Studley Royal estate is owned by the National Trust, while St Mary's Church is owned by the State under the responsibility of English Heritage and the Abbey under the guardianship of the Secretary of state through DCMS. The High Stables, the Pheasantries and the freehold sporting rights are in private ownership. The High Stables, located in the middle of the Deer Park, is a private home (now known as Studley Royal House). The shooting rights are privately owned and there is no management agreement; the shoot takes place within the Abbey grounds on certain days and the pheasants are reared and fed around the estate, but this is a 'working agreement' rather than a management agreement.
- 90 The National Trust is responsible for the overall management of the estate, including the management of visitors, conservation of the designed landscape, garden buildings, Fountains Hall and maintenance of the infrastructure. English Heritage is responsible for the conservation of the abbey ruins, Fountains Abbey Mill, St Mary's Church and the monastic artefacts in store at Helmsley (collection of stonework, lead objects, tiles, etc).
- 91 "Studley Royal Park, including the ruins of Fountains Abbey became a World Heritage Site in 1986 for its international historic and aesthetic importance. It was inscribed as a cultural site under criteria i) and iv) as set out by UNESCO:
- *Criteria i: Represents a masterpiece of human creative genius.*
 - *Criteria iv: An outstanding example of a type of building or architectural or technological ensemble, or landscape that illustrates a significant stage, or significant stages, in human history.*
- 92 The justification for inclusion in the World Heritage Site List mentions in particular:
- *"Studley Royal: one of the few great 18th century 'green gardens' to survive substantially in its original form: arguably the most spectacular water garden in England.*
 - *Fountains Abbey ruins: a key element in the garden scheme providing the spectacular culmination to the principal vista: one of the few Cistercian houses surviving from the 12th century and providing an unrivalled picture of a great religious house in all its parts.*

- *Fountains Hall: outstanding example of a building of its period.*
- *St. Mary's Church: outstanding example of High Victorian, Gothic architecture by one of its leading exponents: successfully integrated into the landscape scheme". (UK nomination report for Studley Royal Park and the ruins of Fountains Abbey, World Heritage Convention)*

Costs and Benefits

Costs- Bidding

- 93 The site was inscribed as WHS in 1986, as part of the original list of UK sites that were inscribed. The cost of bidding was not available but is understood to have been low. English Heritage employed a consultant to produce this nomination.

Costs- Management

- 94 The estate costs approximately £900,000 per annum to operate, excluding capital works. However, this cost would be incurred regardless of World Heritage Status, and is covered by income from visitor admission fees.
- 95 The management of the site is currently in the process of reviewing the World Heritage management plan. For the National Trust this has involved one off costs of around £30,000 plus additional costs incurred during the years in between renewal exercises. The site management estimates that the plan needs updating on average every 3 years and therefore allocates a budget for this of around £10,000 per year. The cost to English Heritage of contributing to the review was estimated at £1,900 in 2006-07 and £1,100 Between March and July 2007.
- 96 The site produced a World Heritage management plan in 2001 which required from National Trust staff time of 4 FTE for a year, at a cost of around £120,000. In addition to that staff time was also contributed by English Heritage, but no estimate for these costs is available.
- 97 The site has taken part in a periodic reporting exercise and the cost of staff time relating to this is estimated at around £5,000 to £10,000.
- 98 Negotiations are taking place between the site management and the Local Authority around the implementation of the Buffer Zone at estimated staff costs of £3,000 per year. Additional staff and travel costs arise from attendance at meetings related to World Heritage Status at around £2,500 per year.

Costs- Related

- 99 National Trust and English Heritage share responsibility for the site and as both are organisations dedicated to conservation, it was felt that the site would be looked after in much the same way as it is even if it did not hold World Heritage Status.
- 100 A visitor centre was started in 1987 and opened in the early 1990s. Some consultees considered that WHS status may have had some impact on the design of this and the provision of funding but this is not likely to have led to additional costs.

Costs- Opportunity

- 101 FASR WHS has substantial protection through existing designation, however the corollary of this is that any prospective developer in Ripon or its surrounding will invariably have to demonstrate that the proposed works will not have a negative impact on the WHS site, its setting or its vistas and in at least one instance this has led to additional study costs:

"As part of a very detailed analysis of the impact that the development would have on the wider environment, consideration was given to the views of Ripon Cathedral from Fountains Abbey. Our architects undertook a study of this issue and satisfied English Heritage that there would be no adverse impact in this respect. No modification of design took place in relation to this particular issue and the scheme" – Janice Sutton, Commercial Manager, Eric Wright Group of Companies

Benefits- Partnership

- 102 As there was no real bidding process, this was not felt to have made any difference.

- 103 In compliance with UNESCO guidance and requirements, a World Heritage management plan was drawn up for the site in 2001. This proposed the following on partnership working:

"The estate seeks to maintain a strong relationship with its key neighbours and partners, through regular meetings and partnership initiatives such as 'Great Houses and Gardens of Yorkshire' and the 'Ripon Ring'. Key partners include Harrogate Borough Council, Ripon City Council, Ripon Cathedral, the National Trust Dales Centre, the Environment Agency, English Nature and Harrogate District Naturalists' Society."

- 104 According to some consultees implementation of this has helped in bringing the different partners together. Without WH status there would still be consultation processes but it is unlikely that all of the partners currently involved would be consulted.

- 105 There are 17 partners involved in the Fountains Abbey and Studley Royal Park WHS including Nidderdale AONB, Harrogate Borough Council, Natural England, the Environment Agency, the York and North Yorkshire Civic Societies, Yorkshire Forward, Yorkshire Gardens Trust, the Ripon Civic Society, North Yorkshire County Council, the Studley Roger residents, the Fountains Parish of Churches, the Harrogate and the Dales National Trust Association, Fountains Primary School, Yorkshire Culture, the Ancient Tree Forum and the Hackfall Trust.

- 106 As well as including details of partnership working, the management plan itself was subject to wide consultation and a strategy was devised in order to identify who should be involved in that process to what extent they should be involved and how. The site management has found this to have beneficial impacts as it has ensured that everyone understands the National Trust's intentions regarding development, conservation and restoration of the site. The different means used for consultation included:

- Interviews and meetings;
- A Steering group and consultative group;
- A WHS Plan Newsletter;
- Questionnaires;
- Open afternoons on site; and
- A two month explanatory exhibition. (Source: Management Plan)

Benefits- Additional Funding

- 107 The site is a Special Trust in Credit, which means that the site is mainly funded through income generated at the property, which is used for the site only and cannot be diverted elsewhere in the National Trust. Annual surplus money taken at the site is reinvested in conservation and infrastructure projects. However, this amount is not sufficient to cover all conservation work and major conservation projects are, therefore, reliant on additional funding, coming from National Trust central funding, English Heritage and other sources, such as the European Community, landfill tax, etc.
- 108 Consultees felt that it was not possible to determine to what extent this external funding is influenced by the status of the site, but both the National Trust and English Heritage Management Partners have suggested that the World Heritage Status of the site has not led to any additional funding from these organisations. Any funding that the site bids for within NT and EH is in direct competition with other NT and EH sites and the WH status itself does not increase the access to funding.

Benefits- Conservation

- 109 The National Trust and English Heritage are both committed to maintaining the site and conserving it to a high standard. World Heritage Status according to both organisations, has therefore not made any difference to the amount of conservation work that is being done at the site.

- 110 There are several planning policies from the Harrogate District Local Plan protecting the WHS and its setting, including a specific policy for the WHS, as recommended by PPG15 (Policy HD7: Development control within the WHS). The following designations contribute to protection of the key elements of the site and its surroundings:
- There is 1 Scheduled Ancient Monument: Fountains Abbey Monastic Precinct (including the Precinct Boundary);
 - There are 8 Grade I listed buildings;
 - There are 8 Grade II* listed buildings, including the High Stables;
 - There are 38 Grade II listed buildings;
 - Elements are included in the Register of Historic Parks and Gardens of Grade I Special Historic Interest, boundaries including Ripon vista, Chinese Wood, Wheatbrigs House, and Lindrick avenue;
 - The estate is entirely included in Nidderdale Area of Outstanding Natural Beauty (AONB), which also covers Studley Roger, Wheatbrigs, Chinese Wood, Morker, Fountains Park, Spa Gill Wood, Laver Banks and Hackfall;
 - There is a Conservation Area in Studley Roger;
 - There is a special Landscape Area protecting the Skell valley in the outskirts of Ripon;
 - The bats have legal protection through the Wildlife and Countryside Act of 1981;
 - Many other local species are legally protected;
 - There are 31 Tree Preservation Orders (TPO) at Swanley Grange and How Hill; and
 - There are 4 Sites of Importance for Nature Conservation (SINC)
- 111 These existing designations and conservation elements provide good statutory protection for the site regardless of its WHS status.

Benefits- Regeneration

- 112 According to both National Trust and English Heritage, the World Heritage Status has made very little difference to regeneration of the area. As explained above, most spending on the site would have happened regardless of WH status and the area is already reasonably affluent.
- 113 The site is surrounded by countryside and spending on the site has therefore only affected the site itself. According to some consultees some of the residents in the nearby village believe that the site is drawing visitors away from its own attraction, Ripon Cathedral.

Benefits- Tourism

- 114 Unlike some other sites, data on the nature of those visiting the site and their motivations is not widely available, but here again we have attempted to identify:
- the awareness of WHS status amongst visitors and the marketing activities,
 - the role that WHS plays in their motivations to visit; and
 - finally the estimated number of visitors at the whole site.
- 115 Figures from the "National Trust Visitor Survey 2006", which conducted interviews with the public, show that 73% of visitors are members of National Trust and suggests that the vast majority of visitors come to

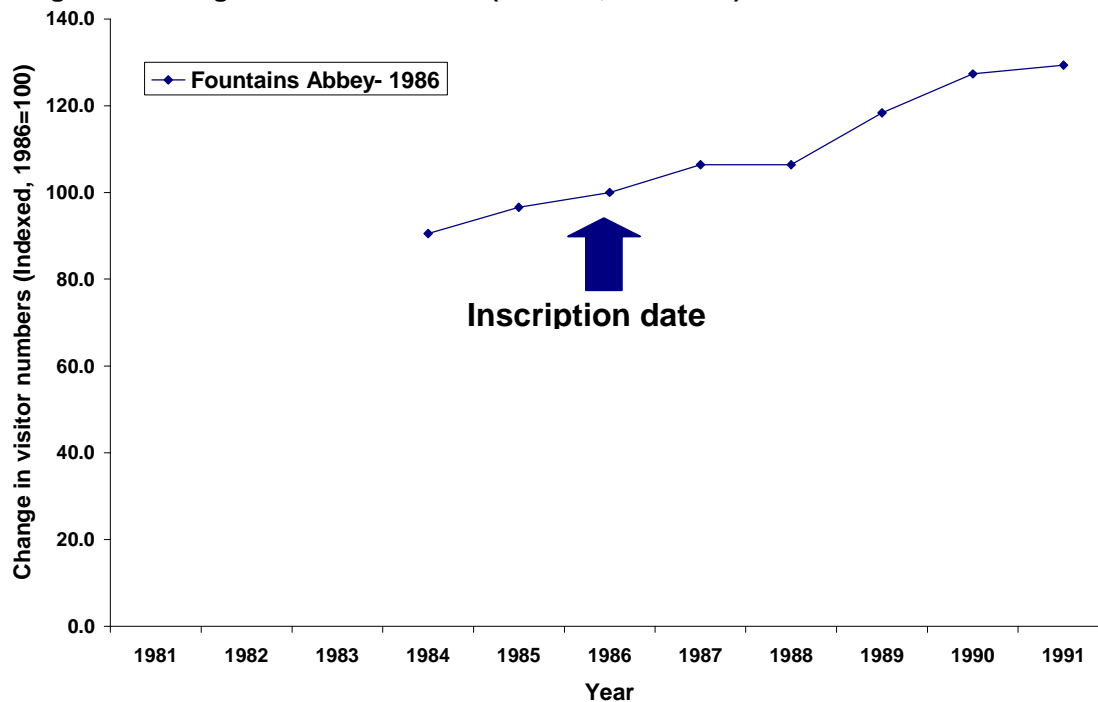
the site because it 'offers a nice day out', has 'walking facilities' and is 'a beautiful place to visit' but a substantial number also go for their 'interest in art'. These results can be seen in Table 7.

- 116 The survey question is closed and therefore no opportunity exists for the visitors to select 'because of the park's WHS status' making it difficult to understand what proportion, if any, of the visitors came to see the site because of its status.

Table 7: What was the purpose of your visit today?		
	Frequency	%
A nice day out	73	23%
Interest in art	52	16%
To go for a walk	43	13%
Beautiful places	32	10%
To see the house	24	7%
Enjoy the peace and quiet	20	6%
To show family/friends	19	6%
To see the gardens	17	5%
To be with friends and family	16	5%
Things for children to do	8	2%
Shop	8	2%
To relax	6	2%
Interest in history	2	1%
Exhibition	2	1%
Special event	1	0%
Total	323	100.0

- 117 Figure 6 shows there has been a significant increase in visitor numbers following inscription in 1986 but this appears to be broadly in line with the previous trend. Anecdotal evidence suggests that in the last few years there have been an increasing number of international visitors to the site, although the nationality of visitors is not recorded. In addition, the number of tour operators bringing groups to the site is not available but the site management does not believe that a significant number of tourist operators bring visitors to the site because of its WHS status.

Figure 6: Change in visitor numbers (Indexed, 1986=100)



- 118 In fact, for conservation purposes, the site management team have set an upper limit of 350,000 visitors per annum as the number of visitors that they believe can be accommodated sustainably. The site had 313,000 visitors in 2006-07 and the management plan states that:

“Overall the site is physically robust and can absorb large numbers of people. The physical impact of visitors is under control with up to 3,000 visitors on dry days being sustainable. Visitor numbers are considerably reduced in wet weather, thus avoiding most potential problems. For events and special days like Music Day, careful organisation enables a carrying capacity of 3,500 visitors. The visitor centre was designed for up to 350,000 visitors a year.”

- 119 According to the consultees both National Trust and English Heritage ownership and management already give the site high levels of recognition, which may attract tourists and WHS status has therefore not added to that. However, WHS status does give some additional promotional benefits, such as coverage in the national press e.g. The Daily Mail, promoting activities on the site.

Benefits- Civic Pride

- 120 Fountains Abbey, Studley Royal Park and the adjacent Deer Park have been central to the lives of local residents for generations, as suggested by consultees and confirmed in the management plan:

“The estate has historically played an important role within the local community. There are a variety of links including volunteering opportunities, educational projects with local schools and special arrangements for activities organised by local groups. The Boxing Day Pilgrimage, organised jointly by the estate and Ripon Cathedral, is an important event.”

- 121 Important examples of civic pride made by consultees included:

- the level of volunteering which takes place at the site, there are currently around 325 volunteers supporting work at the site on various activities; and
- the inclusive nature of WH and the definition of significance in the management plan was felt to provide the community with a sense of local ownership increasing civic pride.

- 122 However, the point was expressed that the importance of the site to the local community pre-dates the inscription to World Heritage Status, as people living in the area have grown up visiting the site and its

parkland. This suggests that the weight of any civic pride comes from the site itself rather than the WHS designation.

Benefits- Social Capital

- 123 A large number of events and activities are organised at Fountains Abbey and Studley Royal Park each year which support social-capital building. The events and activities were said to include:
- Ticketed events organised in the evening (Music by Moonlight, theatre, opera, concerts);
 - Special days with normal entrance fee (Music Day, Easter Egg rolling);
 - Activities included in the entrance fee on normal days (guided tours, wildlife walks, children trails, floodlighting); and
- 124 Private functions (weddings, receptions and conferences).
- 125 The Management Plan states that *"[The events] have two main objectives, to generate income to fund conservation work and to enhance visitors' understanding and enjoyment of the property."*
- 126 This suggests that whilst the main aim of these events is to raise income a positive side effect of this is the community being involved with the site. These events also clearly generate some social capital building aspects for the site, but consultees suggested that these events would be held even if the site was not a World Heritage Site.

Benefits- Learning and Education

- 127 The comprehensive management plan includes research, learning and interpretation strategies. The **research strategy** has identified a number of specific knowledge gaps and suggested for these to be included on a research agenda aimed at informing future management and improving understanding of the site. These include:
- an overall condition survey of the designed landscape;
 - research on horticultural details (e.g. landscape construction and planting mixes) and historic evidence for the designed landscape to guide future management;
 - archaeological survey of the areas outside the WHS;
 - research on the Abbey decorative stonework remaining on site and on the artefacts in store at Helmsley;
 - geophysical surveys and detailed mapping of earthworks;
 - water survey to identify sustainable solutions to the weed issue, siltation and flood management;
 - updated assessment of key species and updated surveys of lichens, mosses, fungi, butterflies, birds and wildlife associated with water;
 - visitor survey in the deer park; and
 - updated market research, including overseas visitors.
- 128 Priorities for the **interpretation strategy** were in the short-term to improve visitors' understanding of the 18th century designed landscape and in the medium to long-term to further explore the potential for interpretation of the site.
- 129 One of the key elements that led to the inscription of the site on the World Heritage List is the water gardens. According to the site management, more could be done to interpret these gardens and therefore

to improve visitors' understanding. However, a lack of available resources has meant that there is currently no budget for additional interpretation.

- 130 The learning strategy focuses on both the formal education programme by providing structured affordable opportunities for life-long learning, as well as learning by all visitors through informal provisions. Since 2002, the number of educational visitors has been at constant levels, averaging around 13,000 per year. Data prior to 2002 on educational visits is not available.
- 131 The following interpretation and information resources are available at the site:
- Guided tours of the abbey ruins, water garden and whole estate;
 - Abbey museum with abbey model
 - Stewards in Fountains Hall and St Mary's Church, staff admission points
 - Guidebooks (all estate, Fountains Abbey, St Mary's Church) and leaflets (garden, abbey);
 - Exhibitions in visitor centre, Fountains Hall and Swanley Grange;
 - Audio-visual, video 'The Silent Years';
 - Wildlife trails, children's guidebook; and
 - Interpretative events. (*Source: Management Plan, 2001*)
- 132 In addition to this significant work, there are numerous other educational and learning activities that are undertaken by the site including the creation of special information packs for educational visits, with information about activities that the site organises for schools and how these and the site itself link with key stages of the curriculum. As well as these links with formal learning through the curriculum, the site promotes informal learning, for example through its volunteering programme, as well as special projects such as Art Workshops.
- 133 The reason why the site undertakes efforts to provide learning and educational opportunities and link activities and interpretation to the curriculum is because this is necessary in order to attract school visits. These in turn support the sites income, especially in quieter shoulder periods, and help to cover its running and conservation costs. This is independent from the site's World Heritage Status and these activities and their resulting benefits are therefore likely to have taken place independent of the WHS status.

4. Blaenavon Industrial Landscape

Site description

- 134 Blaenavon Industrial Landscape is a landscape that was transformed and scarred by ironmaking, coal extraction, settlement and related activities during the Industrial Revolution. Within a few decades the landscape was changed to serve the needs of a single new industrial enterprise. The area is evidence of the importance of South Wales as the world's major producer of iron and coal in the 19th century. Today, all the necessary elements of the industry can still be seen including the coal and ore mines, quarries, the railway system, furnaces, workers' homes, and the social infrastructure of their community.
- 135 Blaenavon Industrial Landscape is situated at the head of the Afon Lwyd river. It extends beyond the Brecon Beacons National Park boundary into the valley of the River Usk.
- 136 The two main preserved elements of the site are Blaenavon Ironworks owned by Wales Assembly Government (WAG) and managed by Cadw and Big Pit, which is also owned by WAG but in care of the National Museums and Galleries of Wales.
- 137 Blaenavon Industrial Landscape was designated a World Heritage Site in 2000, as one of the world's best examples of a landscape created by coal mining and ironmaking in the late 18th and early 19th century. It was inscribed under criteria iii) and iv) of the UNESCO criteria, WH convention are:
- *Criteria (iii) The Blaenavon landscape constitutes an exceptional illustration in material form of the social and economic structure of 19th century industry*
 - *Criteria (iv) The components of the Blaenavon industrial landscape together make up an outstanding and remarkably complete example of a 19th Century industrial landscape. (As outlined in UNESCO's "Advisory Body Evaluation – Blaenavon, UK", 2000)*
- 138 The area around the Blaenavon ironworks provides an extraordinarily comprehensive picture of the South Wales coal and iron industry in its heyday in the 19th and early 20th century, when it was one of the world's largest iron and steel producers .
- 139 There are remains of ironworks built in the late 18th century or the early 19th century at various places in Britain but none is as complete as at Blaenavon, which encompasses in addition extraction of raw materials (coal, iron, limestone), an elaborate system of land and water transport, and human settlement. It may, moreover, be considered to complement the World Heritage site of Ironbridge Gorge, which developed gradually from the 16th century, reached a peak of activity between 1750 and 1800, and then settled into a period of decline.
- 140 Similarly, it fills chronological and technological gaps between other early sites associated with ironmaking on the World Heritage List, such as Engelsberg (Sweden) and Völklingen (Germany).

Costs and Benefits:

Costs- Bidding

- 141 Torfaen County Borough Council made a strategic decision to regenerate the area of Blaenavon through a conservation based approach. A crucial aspect of this strategy was the decision to bid for World Heritage Status for the site. The conservation based regeneration was chosen in order to protect the

heritage, in particular the cultural values, and to offer a sustainable source of income for the local economy.

- 142 In Table 8 the estimated bidding costs have been represented, these suggest that the total bidding costs are estimated to be £190,550. It was also acknowledged that no specific budget was defined for the bidding process and costs were tackled as and when they arose.

Table 8: Estimated costs of nomination (Including Nomination Document and Management Plan)	
Cost lines	£'s
Co-ordinator Time and Expenses September 97 – December 99.	80,000
Co-ordinator Support.	10,000
CADW -Staff time	6,000
-Photographs	600
RCAHMW -Staff time	6,000
-Ariel Photography	1,000
-Commissioned Site Photograph	600
-Computer Modelling	750
CCW -Staff time	600
Other Specialists' Contributions to nomination Document	1,500
Torfaen County Borough Council Internal Management Meetings.	4,500
Blaenavon Project Partnership Meetings	4,000
Graphics time re Documents design	5,000
Printing	5,000
Two Expert Conferences 97 and 99	20,000
DTZ Pleda Heritage and Regeneration Study	45,000
TOTAL	£190,550

Based on 1998/99 prices.

Costs- Management

- 143 Aside from the salary costs of the WHS co-ordinator and the three other full time staff which work on the management of the site, the most significant cost associated with the management of the WHS was the time taken by management partners to prepare for, attend and deliver the actions associated with the meetings of either the steering group or one of the working groups. It was acknowledged that all management partners were attending these meetings and spent time on work relating to them.
- 144 Consultees estimated that the total staff time involved in this work by all management partners and staff is approximately 9,800 hours, costing a total of around £245,000 per annum.
- 145 In addition to the costs of staff time, there are costs relating to research, planning and development studies, estimated at around £35,000 per year, based on the number and cost of 54 studies undertaken between 1988 and 2005.
- 146 The site management estimates that a substantial proportion of this cost is a direct result of World Heritage Status, as much of the partnership work and in particular the interest of partners to be involved with activities relating to the site is as result of WH status.
- 147 The site has also prepared a management plan which was included as part of its initial bid submission and so is included in the costs presented in Table 8. The site has not yet taken part in any periodic reporting.

Costs- Related

- 148 Both immediately preceding and following the sites inscription onto the World Heritage List there has been a very significant level of local investment by a number of public sector institutions and some consultees acknowledged that a number of these investments may not have taken place without this World Heritage Status. Suggesting that it has played a significant role in the decision to take forward a number of projects including:
- “Boundless Parks, Naturally!” Stakeholders and Ranger Pilot (£850k);
 - Ironworks car park upgrading (£308k);
 - Creation of the “Iron Mountain Trail” of 16 km footpath route through the site, linking many of the visitor attractions in the area (£100k);
 - The upgraded setting and boundary to Blaenavon Ironworks (£80k); and
 - The creation of a trail around “Coity Tip”, a former Coal Tip, and enhanced interpretation of the site with improved links between Big Pit National Coal Museum and Pontypool and Blaenavon Railway (£110k).
- 149 Other related investments to which WHS status was thought to have made a contribution included:
- The construction of a World Heritage Centre which is now underway and is being funded jointly by the Heritage Lottery Fund (HLF) and departments of the Welsh Assembly Government including Cadw, the Department for Economy and Transportation (DET), the Heads of the Valley Programme and Torfaen County Borough Council (TCBC).

Table 9: Blaenavon World Heritage Centre costs

Partner/funding provider	£'s
Heritage Lottery Fund (HLF)	1,299,000
Welsh Assembly, Department of Economy and Transportation (DET)	
- Formerly (WDA)	445,000
- Formerly (WTB)	226,000
Welsh Historic Buildings (CADW)	148,000
Welsh Assembly Heads of Valleys Programme (HoV)	470,000
Torfaen County Borough Council (TCBC)	170,000
TOTAL	2,758,000

- A WHS Warden Service which is currently funded through the European Interreg IIIB programme which provides £20k, with match funding of £5k each from the WAG's DIEN, Brecon Beacons National Park Authority and Monmouthshire CC, and a further in-kind contribution from Torfaen CBC of accommodation and facilities.

Costs- Opportunity

- 150 The surrounding area is relatively rural and sparsely populated and there is therefore limited development pressure. However, it was felt that the World Heritage Status of the area has meant that any restoration or new development notably within the town has needed to be undertaken to a much higher specification. This includes the use of local materials and specific construction techniques.

Benefits- Partnership

- 151 The Blaenavon Partnership was formed in 1997 in order to take forward the process of bidding for World Heritage Status. The Management Plan for the site explains that this enabled the partners to focus on the

important aspects of conservation at the site.

“The owners of all the key areas and buildings within the site have been identified and discussions have taken place with them. Positive progress has been made in the context of the Management Plan to ensure agreement on the principle of effective protection, conservation, and increased public access to the site.” Management Plan for the Nominated World Heritage Site of Blaenavon Industrial Landscape, October 1999

- 152 The Blaenavon Partnership consists of thirteen members, including Torfaen County Borough Council (TCBC), Monmouthshire County Council (MCC), Brecon Beacons National Park (BBNP), Blaenau Gwent County Borough Council (BGCBC), Blaenavon Town Council (BTC), Cadw: Welsh Historic Monuments, the Royal Commission on the Ancient & Historical Monuments of Wales (RCAHMMW), the National Museums & Galleries of Wales (NMGW), the Countryside Council for Wales (CCW), Wales Tourist Board (WTB), the Welsh Development Agency (WDA), British Waterways (BW) and the National Trust (NT).

- 153 As stated in the nomination document, the main benefit of this partnership is the protection that this joined up approach offers for the site and the potential regeneration benefits.

“The prime aim of the Blaenavon Partnership is to protect and conserve this landscape so that future generations may understand the contribution that South Wales made to the Industrial Revolution. By the presentation and promotion of the BIL it is intended to increase cultural tourism and assist the economic regeneration of the area.” – Nomination of the Blaenavon Industrial Landscape for inclusion in the World Heritage List, 1999

- 154 However substantial benefits were also seen to have arisen from the consultation process that results from this partnership working and the subsequent ability to draw on the different areas of expertise that each of the partners bring to the day to day management of the site.

Table 10: Examples of Blaenavon Partnership combined expertise

Torfaen CBC	<ul style="list-style-type: none"> • Technical, legal and financial departments
Monmouthshire CC	<ul style="list-style-type: none"> • Planning and economic development departments (including building, conservation and countryside management)
Brecon Beacon National Park	<ul style="list-style-type: none"> • Countryside management, protection and promotion of cultural heritage
Cadw	<ul style="list-style-type: none"> • Conservation architecture
Royal Commission on the Ancient and Historical Monuments of Wales	<ul style="list-style-type: none"> • Archaeological matters (records and surveys), computerised mapping
National Museum & Galleries of Wales	<ul style="list-style-type: none"> • Expertise on collection, recording and protection of Welsh history (in particular of industrial sites and artifacts); experience of management of buildings, shaft and underground workings at Big Pit
CC for Wales	<ul style="list-style-type: none"> • Experience of historic landscapes.
Wales Tourist Board	<ul style="list-style-type: none"> • Tourism development and funding support
Glamorgan, Gwent Archaeological Trust	<ul style="list-style-type: none"> • Archaeological advice
National Trust	<ul style="list-style-type: none"> • Management of historic sites and buildings
Project Co-ordinator	<ul style="list-style-type: none"> • Project management, architecture, town planning; extensive expertise on conservation, planning and economic development.

- 155 An estimate of the cost of these partners working on the site and projects related to it is given in Table 8. While this is a cost that is being incurred through staff time committed, in the absence of the partnership working many of these services might have to be procured externally at a more substantial cost or

undertaken by less appropriately skilled and experienced staff locally, leading to lower quality results.

- 156 World Heritage Status has also enabled the management of the site to make use of wider networks such as the Local Authority World Heritage Forum (LAWHF), the International Council for Sites and Monuments (ICOMOS) and through UNESCO to make contact with other World Heritage Sites and share knowledge and experience to improve their approaches to the management of the site.
- 157 Other partnerships may have been facilitated through WH inscription such as membership of HERIAN, the landscape partnership programme, "Forgotten landscapes" and taking part in an international ranger programme, although it is not possible to say whether this would also be the case if the site had not gained WH status. Torfaen County Borough Council has also been a partner in the European Route of Industrial Heritage (ERIH).

Benefits- Additional Funding

- 158 Blaenavon Industrial Landscape has attracted a significant amount of funding, primarily from the Heritage Lottery Fund, Cadw, the Wales Assembly Government, the European Regional Development fund and the Welsh Tourist Board but also from others in the public sector. According to several of these funding bodies, World Heritage Status was a factor in the decision to provide funding to the site. These are clearly complex decisions and a lot depends on the quality of the potential alternative investments that have been forgone but on balance we believe that it would be reasonable to assume that WHS has had a significant impact on the level of funding gained by the site. However, given the complex nature of these decisions it is not possible to quantify this impact.
- 159 Other points raised which support the view that WHS can lead to increased investment and funding are that:
- the wide array of partners organised as part of the bidding process or steering group gives the site more direct access to a wide variety of different public sector funders; and
 - the partnership working also ensures that the site is able to bring forward an organised and comprehensive application for funding that some others may not be able to do so.

Benefits- Conservation

- 160 As with other sites, the location already contains a substantial amount of protection from its existing designations, which include:
- a substantial part of the site being within the Brecon Beacons National Park, which gives it the highest level of landscape protection;
 - the existence of 18 Scheduled Ancient Monuments, notably the Ironworks (circa 1789);
 - the towns of Blaenavon and Cwmavon being designated as Conservation Areas;
 - 82 buildings within the site being listed under the provisions of Section 1 of the Planning Act and 54 buildings in and around the town of Blaenavon being listed as of special architectural or historic merit; and
 - within the site the existence of four Sites of Special Scientific Interest.
- 161 However, anecdotal evidence from a number of different sources, including the Local Authority, suggests that this was not always considered in a coordinated way, as stated in the management plan:

"The land within the nominated site is subject to a range of pressures from development, agriculture, natural decay, vandalism and other factors. If these pressures are not checked or managed, they may irreversibly damage the archaeological monuments, historic buildings and landscape setting of Blaenavon. There is a particular need for co-ordination between agencies and owners by way of a set of principles and policies to ensure continuity in the long term management of the area." Management Plan for the Nominated World Heritage Site of Blaenavon Industrial Landscape, October 1999

- 162 World Heritage Status has increased the focus on the area and therefore pulled partners together and led to existing protection to be applied more rigorously. In addition to that it is included in official planning guidance as described in the nomination bid:

“The placing of the Blaenavon Industrial Landscape on the United Kingdom’s World Heritage Sites Tentative List clearly recognises the site’s importance. If included, Blaenavon will be covered by Welsh Office (Planning Guidance/Wales: Planning Policy – First Revision April 1999, paragraph 5.6.11) which states that:

No additional statutory controls follow from the inclusion of a site in the World heritage List although the inclusion of a site highlights the outstanding international importance of the site as a key material consideration to be taken into account by local planning authorities in determining planning applications and Listed Building Consent applications, and by the Secretary of State in determining cases on appeal and following call in.”

- 163 However, the most important conservation impacts that World Heritage Status has had, according to those consulted, was through its influence on the specification and higher standards of any building work which has taken place both in the town of Blaenavon and the surrounding areas. The town is part of a neighbourhood renewal area and it has therefore received a substantial amount regeneration grant funding. This regeneration was based on the principles of conservation, involving the use of local material and building techniques. This has increased the cost of regeneration, which was covered partly by individual home owners and partly through the council through in higher housing grants but overall this has resulted in the area being able to gain greater housing grant funding and a much better build quality in the work that has been undertaken.
- 164 One way in which the surrounding areas have benefited is through the increased standard of local landscaping, which has mainly been as result of improved partnership working and increased focus on the wider area. Based on research of design principles, the site management has produced its own guidance on standards for landscaping in the areas surrounding the site and while this could have happened without World Heritage Status it was felt that this had played a significant role in focusing the attention on improving the appearance of the surrounding area. In particular, a Landscape Working Group was set up through the partnership and this group has looked into aspects of interpretation and access to the landscape.
- 165 The resulting work has created the opportunity for more of the site to be accessed by visitors and therefore help the overall understanding of the site.

“In Blaenavon they have recognised that viewpoints and beauty spots are places to which visitors, and local people, congregate and, as such, can be places at which the wider story of the World Heritage Site can be told and people can be orientated as to what else there is to see and do.” Boundless Landscapes, Final Report. Part A

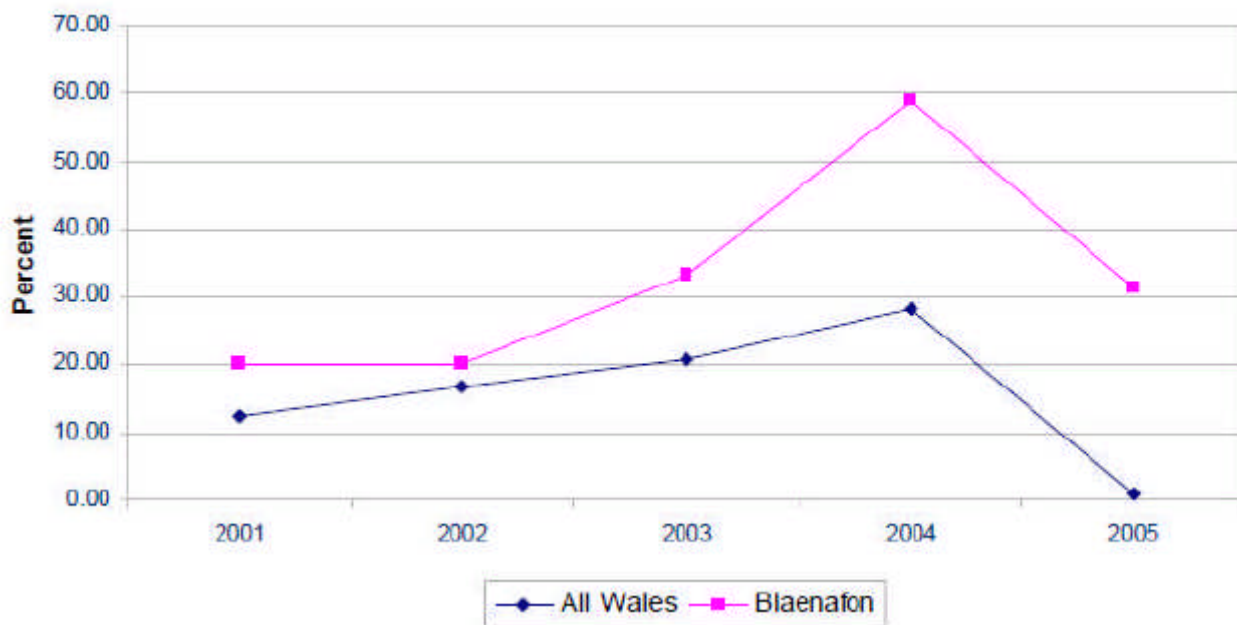
Benefits- Regeneration

- 166 Independently of its application for World Heritage Status, Blaenavon was declared as a neighbourhood renewal area in 1999. A renewal area is an area of housing that has been declared by the Council through a Council resolution as significantly in need of neighbourhood renewal and usually comprises of mostly private properties which are in poor condition. This resolution usually follows a comprehensive neighbourhood renewal assessment study, looking at housing conditions and economic and social factors. The council then offers housing grants to renewal areas and in the case of Blaenavon a total of around £11m of funding has been provided for renewal as a result.
- 167 One objective of renewal areas is to encourage the development of effective partnerships between local authorities, residents and private sector interests as well as securing maximum impact by increasing confidence in an area and help to reverse the process of decline. As some of these were also identified as potential benefits from World Heritage Status, notably improving partnership working and regeneration of the area, and this scheme happened at the same time as the inscription onto the World Heritage List it is very difficult to isolate the effect of each of these.
- 168 The World Heritage Status of the site has encouraged a conservation led approach to regeneration and

since this was more expensive (and covered by the council) the WH status may have enabled the town to attract more funding per house than it would have done otherwise creating a local benefit. However, funding for renewal areas is ring-fenced and therefore while this was a benefit to Blaenavon, if the funds had not been spent there, it would have been spent on renewal projects elsewhere with unknown effects.

- 169 A report in 2005 undertaken by the Heritage Lottery Fund has examined the impact that conservation based regeneration can have on property prices. This compares the price increase of houses in Blaenavon with the all Wales average. While this does show that house prices have risen faster in Blaenavon than in the rest of Wales since 2000, this is not surprising given that Blaenavon as a neighbourhood renewal area has seen significant inward investment and not all other areas in Wales would have seen similar investment.

Figure 7: Property price changes in Blaenavon versus the Welsh average.



Source: "The economic benefits of a Conservation Based Approach to Traditional Buildings and Streetscapes in the South Wales Valleys", Heritage Lottery Fund, March 2005 (based on data from Land Registry and local estate agents ATI/Davis & Sons, Blaenavon)

Benefits- Tourism

- 170 Using the information sources and data available at the site we have attempted to identify:
- the awareness of WHS status amongst visitors and the marketing activities undertaken by the site,
 - the role that WHS plays in their motivations to visit; and
 - finally the estimated number of visitors at the whole site.
- 171 According to a study of visitor experiences and interpretation of the site from May 2007, the main visitor market lies in the 0-90 minute travel time area around Blaenavon, with most of these visitors being on day trips. This study also found that the Big Pit attracts nearly sixteen times more visitors than the Iron Works and that very few visitors visit Blaenavon Town.⁴ While 70% of visitors return home, and 27% visit another area or attraction, only 3% of visitors go on to visit the town of Blaenavon or another visitor attraction. This suggests a predominantly day visitor market and a need to link Big Pitt more with the town and other surrounding attractions to encourage trips to multiple sites, spreading the benefits of any tourism revenue.

⁴"Blaenavon Industrial Landscape. World Heritage Site -Visitor Experience and Interpretation Plan" Red Kite Environment. Touchstone Heritage Management Consultants. May 2007

172 The same study, whilst not gauging the awareness of visitors to the site's WHS status, also found that 26% of visitors knew that World Heritage Status denoted a special heritage site under protection and 28% knew that it was a unique or important place, 36% did not know or were unsure of its significance.

173 The site management recognized the need for promotion of the site and the management plan identified the need for a marketing strategy to ensure the widest possible audience is aware of and therefore has the opportunity to see the cultural and natural heritage that the Blaenavon Industrial Landscape has to offer.

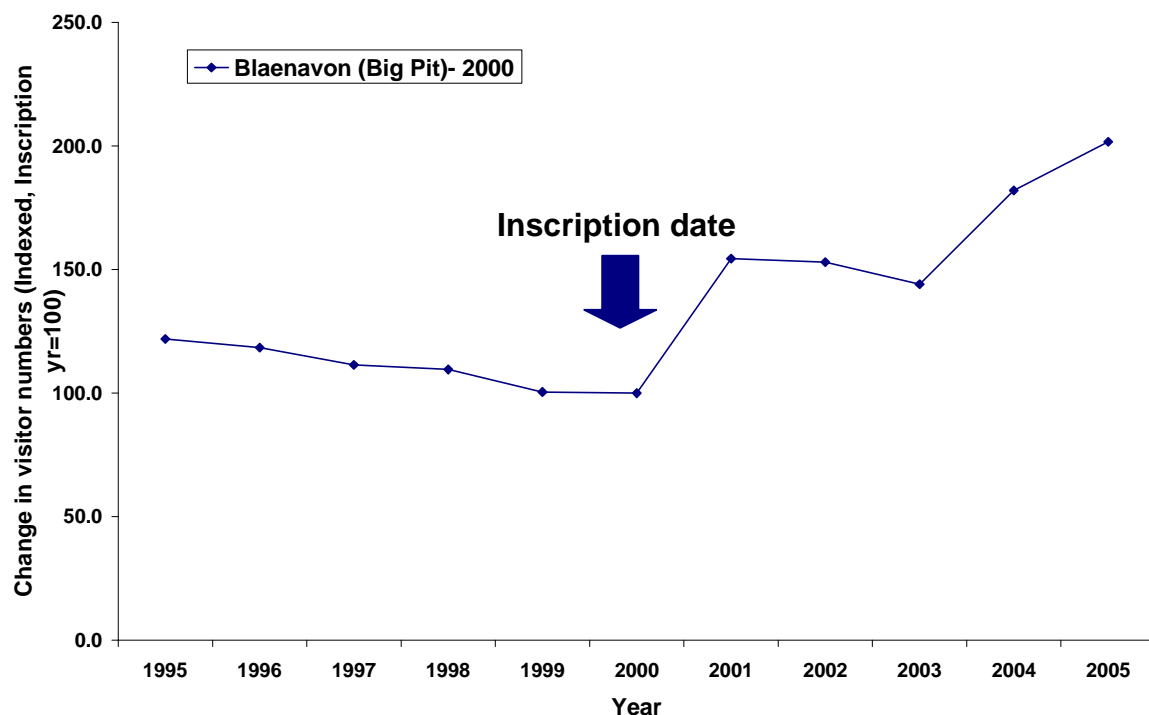
174 A marketing sub group of the Blaenavon Partnership was therefore established in April 2000, made up of professionals from the member partners with expertise in marketing and tourism. Its main aim was to develop a marketing strategy including building a brand for the Blaenavon Industrial Landscape World Heritage Site. By working together it was intended to ensure that the various attractions within the Blaenavon Industrial Landscape compliment each other rather than competing with each other.

"World Heritage Site (WHS) status provides the site with international recognition as a valuable cultural asset. It is however recognized that the inscription will not automatically result in achieving greater awareness or appreciation of the area without considerable dedicated marketing effort." *Destination Blaenavon, Blaenavon Industrial Landscape Marketing Strategy. May 2003*

175 The Blaenavon World Heritage Brand is therefore used without exception in all marketing materials.

176 As the results of the research quoted above suggest, the Big Pit attracts the majority of visitors, and the change in visitor numbers are shown in Figure 8 below.

Figure 8: Change in visitor numbers at Big Pit 1995-2005 (Indexed, Inscription year of 2000=100)



177 As with other case studies there are a number of other factors which are likely to have played a role in the number of tourists visiting the site following its inscription and two of the most prevalent in this instance are likely to be:

- the fact that coinciding with the year in which the site was inscribed onto the World Heritage List, the Big Pit was taken over by National Museums and access to the attraction was therefore made free. This free admission is likely to have had a very significant impact on visitor numbers; and
- the £7.1m redevelopment that the Big Pit underwent before re-opening in February 2004 is also likely to be a major reason for the noticeable increase in visitor numbers in 2004 and 2005.

- 178 Compared to trends pre 2001 there has been an annual increase of around 43,000 tourists or c.20%+ per annum. Figures from 'Great Britain Leisure Day Visit survey' 2002-03, suggest that average spending per adult per day trip in Wales is £19.50.⁵ Assuming that each of the 43,000 additional visits represents one trip and applying this to all 43,000 additional visitors would imply additional total spend of around £840,000. However, as we have described WHS may not have been the major reason for this increase in visitor numbers and the information suggests that a significant number of the additional visitors will be children, indicating that the total spending is likely to be below this figure.
- 179 Visitor numbers for the Ironworks also show an increase after inscription in 2001. There was no change in the admission fee of the site at the time of inscription and therefore the numbers are not affected by this. However, it is possible that an increased number of visitors to the Big Pit also visited the Ironworks. Since the number of visitors to the Ironworks are relatively small compared to those of the Big Pit even a small spill over of this kind would have a significant effect.
- 180 While World Heritage status might have had some direct impact on visitor numbers for the Big Pit, a significant proportion of the increase in numbers since 2001 are the result of free admission and the redevelopment work done in 2004. However, WH status may also have been the indirect catalyst for these other factors as well, as according to some consultees it was a factor in the decision by the National Museum to take over the Big Pit, which consequently led to free admission and increased visitor numbers.
- 181 The Annual Report of the council of the national museum and galleries for Wales states that the national museum was looking at international aspects of the Blaenavon industrial Landscape to incorporate into their industrial strategy for Wales. As the President of National Museum and Galleries for Wales wrote:

"NMGW is committed to raising the international profile and influence of Wales, and establishing it as a first-class place to live, study, visit and do business. On 1 February 2001 we integrated formally with Big Pit Mining Museum in Blaenafon. This was the culmination of the work of several years and saw the award of a grant of £4.9 million from the Heritage Lottery Fund towards the consolidation and development of the site as the National Mining Museum of Wales, helped by a further grant of £400,000 from the Wales Tourist Board. The site lies within the World Heritage Site designated in December 2000, and I am hugely grateful to Torfaen County Borough Council for leading the partnership which gained that designation, and for ensuring the survival of Big Pit until this point." Annual Report of the council, 2000-2001 Mathew Prichard, president, national museum and galleries for Wales

Benefits- Social Capital

- 182 The town of Blaenavon now celebrates a WH day, which attracts visitors as well as involving to local community with the site, and a spring festival, which involves local schools in relating activities.
- 183 As well as having an effect on Blaenavon town, the positive impacts have also spilled over to the nearby village of Govilon. Local community heritage groups in the village use the World Heritage Status of Blaenavon to draw attention to their own visitor offerings. The first paragraph on the welcoming page reading: *"The village of Govilon, Monmouthshire sits in the beautiful valley of the river Usk. The Brecon Beacons National Park is all around it, and the famous Abergavenny to Brecon canal flows through it. Govilon also has a foot in the Blaenafon World Heritage site."* The village has also been helped by the site management of Blaenavon who have extended their brief to help neighboring villages make the most of the status.

Benefits- Learning and Education

- 184 The management plan recognises the potential of the site to impact on learning and education:

"The unique nature of the educational and research resources of the site encompasses many subjects: including ecology, geology, history, archaeology, geography, architecture, technology and landscape management. The educational importance of the area is reflected in its regular use by educational groups from primary and secondary schools and further and higher education institutions, both locally based and using nearby field studies centres." Management Plan for the Nominated World Heritage Site of

⁵ Updated with HM Treasury's GDP deflator

Blaenavon Industrial Landscape, October 1999.

185 As part of it's management objectives it therefore includes the following commitment:

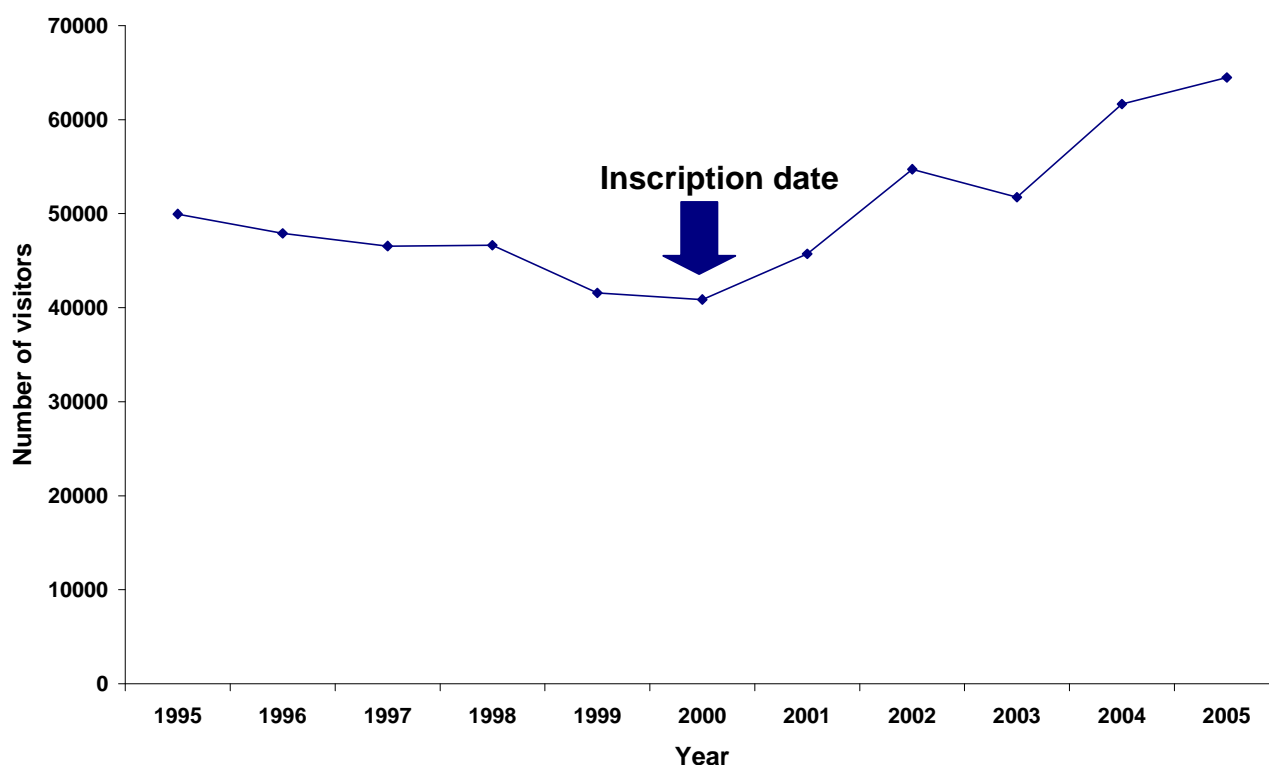
"To promote and undertake research into the historical, archaeological and other values of the nominated World Heritage Site and its component parts, for the better understanding of the site and its outstanding universal value.", Management Plan for the Nominated World Heritage Site of Blaenavon Industrial Landscape, October 1999

186 This objective has been put into practice through the building of the Blaenavon World Heritage Centre, which will be a focal point of reference for the site and will combine video presentations, interactive touch screen monitors and oral history with more traditional displays to explain to visitors the different features that make up the World Heritage site and give a history of the town. The centre will also have a fully equipped study room, seminar and meeting facilities which will be available to schools, community groups and the public. Its mission statement is:

"To inspire an understanding and appreciation of the significance of the history and cultural value of the Blaenavon World Heritage Site for the benefit of the resident and visitor through the relevant and innovative management and use of the Centre's information resources." (Blaenavon World Heritage Centre. Education and Interpretation Strategies. 2002)

187 Most of the booked visits to the sites are school trips and these have increased considerably since 2001, when the site was inscribed, the Big Pit taken over by National Museums and admission fees consequently abolished. In 2006 there were around 60,000 visitors to the sites who had visited the site as part of a pre-booked trip.

Figure 9: Pre-booked visits to Blaenavon 1995-2005



5. Edinburgh Old and New Towns

Site description

188 The aspect, scale and significance of the site is aptly described in the current management plan.

“Edinburgh’s World Heritage Site encompasses both the Old Town and the New Town together with the ancient milling settlements on the Water of Leith where it cuts through high ground in the north-west of the area. At its greatest extent the Site is about 2 kilometers long from east to west and 1 ½ kilometres wide, north to south, giving a total area of some 4 ½ square kilometres. It covers the very centre of the city, encompassing many institutions of national significance including the new Scottish Parliament, the Scottish Executive and Scotland’s supreme court, the Court of Session, much of the city’s public administration along with its office-based activity and its retail core. It is the daily place of work of over 50,000 workers and is home to around 24,000 residents (about 5% of the city’s total population). The Site is the focus of tourist-related businesses worth £904 million in 2000/01 and providing 25,000 jobs within Edinburgh (around 8% of the city’s workforce)”, ‘The Old and New Towns of Edinburgh World Heritage Site, Management Plan’, Edinburgh World Heritage, 2005

189 Edinburgh is situated in the Central Belt of Scotland on the southern shores of the Firth of Forth. The site is home to over 24,000 residents and as such there is a massive array of owners. There are also numerous important structures and institutions in public ownership within the site including Edinburgh Castle and five other scheduled monuments in the care and ownership of Historic Scotland (“HS”), several Museums and Galleries and other public and private institutions and buildings. It is also the capital city of Scotland and home of the Scottish Parliament.

190 The Old and New Towns of Edinburgh was designated a World Heritage Site in 1995 at a meeting of the World Heritage Committee in Berlin. Under article one of the convention the site constitutes a group of buildings and it was inscribed under criteria ii) and iv) of outstanding universal value, which are:

- *Criteria (iii) Exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town planning or landscape design.*
- *Criteria (iv) Be an outstanding example of a type of building or architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.*

191 The UNESCO report offers the following brief description of the site.

‘Edinburgh, capital of Scotland since the fifteenth century, presents the dual face of an old city dominated by a medieval fortress and a new neoclassic city whose development from the eighteenth century onwards exerted a far-reaching influence on European urban planning. The harmonious juxtaposition of these two highly contrasting historic areas, each containing many buildings of great significance, is what gives the city its unique character’, ICOMOS, 1995

192 Historically, the significance of the Historic environment in the Edinburgh City Centre area has been recognised and managed some time before it gained WHS status largely by HS and the City of Edinburgh Council (“CEC”). The Edinburgh World Heritage Trust (“EWH”) which is funded by HS and CEC has played a prominent role in the management of the site after WHS inscription. This followed other arms length organisations that had existed previously. It is understood that the conservation areas, listed

buildings and other protection meant that the transition to WHS status was very smooth.

Costs and Benefits:

Costs- Bidding

- 193 The site was inscribed in 1995 and was therefore became a WHS whilst the UK was not a member of UNESCO, having left in 1985 and returned in 1997. No information was available on the likely costs associated with bidding for the status and almost all those involved have now moved on.
- 194 It is understood from the consultations that were undertaken that the bid was put together relatively quickly, largely by HS and one full time member of staff from within the CEC but also with some significant consultation with groups and organisations outside the council. It was therefore believed that the costs associated with bidding for WHS status would have been relatively minimal.

Responsibilities

- 195 The responsibilities for the WHS are spilt between a wide variety of different groups and institutions at an international, national and local level and these are clearly described in the current outcomes agreement between CEC, HS and EWH.

'The Department for Culture, Media and Sport discharges the international UK State Party functions. Within the UK, it is HS that fulfils the domestic State Party functions in relation to monitoring of World Heritage Sites in Scotland, which relate mainly to the protection, conservation and presentation of such sites...

CEC is responsible in the first instance for the preparation of development plans and determining planning applications affecting the Site. To this end the Edinburgh City Local Plan sets out the Council's commitment to safeguarding the World Heritage Site. The protection of the site is embedded at the heart of the local plan, with a raft of policies and supporting statements serving to protect the heritage of the city. HS and the Scottish Ministers also have a role. EWH has a role in assessing development that might impact on the outstanding universal values of the WHS. In this EWH should engage with any policies, plans or proposals that may impact upon the values of the Site. It should seek to do so in a way that ensures that its input provides added value to the planning process and focuses upon the impact of a proposed development upon the Outstanding Universal Values of the Site', CEC, HS & EWHT, 'Outcomes Agreement Between Historic Scotland and City of Edinburgh Council and the Edinburgh World Heritage Trust 2007-09'

- 196 The site is large and there are thousands of different owners both public and private but 'Edinburgh World Heritage', a charity funded by Historic Scotland and the City of Edinburgh Council has an important role in relation to the management of the site. It's key role lies in support of the care, management and promotion of the Old and New Towns of Edinburgh World Heritage Site – effectively to work with partner agencies to ensure that the “outstanding universal values” of this WHS are maintained for future generations.

Costs- Management

- 197 The Edinburgh World Heritage Trust was formed through the merger of the Edinburgh Old Town Renewal Trust (“EOTRT”) and the Edinburgh New Town Conservation Committee (“ENTCC”) and its annual operating expenditure is around £600k. This level of expenditure represents a larger investment than the other case studies we have identified, however the organisation also distributes conservation grant funding and takes on some activities which are in line with other ‘City Heritage Trusts’ in other Scottish Cities such as Glasgow, Aberdeen, Inverness and Strirling. These ‘City Heritage Trusts’ are located in cities which do not have WHS status and generally have a smaller budget than EWH. In comparative terms it was acknowledged that there is a significantly higher concentration of listed heritage assets (listed buildings, scheduled monuments, conservation areas etc) in Edinburgh than these other cities. This suggests that on some level the management costs of the organisation may have been undertaken anyway without WHS status. A useful description of the antecedents behind the City Heritage Trusts is

provided in the 'Review of City Heritage Trusts'⁶.

'City Heritage Trusts were established in Aberdeen, Dundee, Inverness and Stirling following an initiative by Historic Scotland in 2003, prompted by the Cities Review, which stated 'It is noticeable that Edinburgh had done particularly well at accessing Historic Scotland grant funding. The Edinburgh World Heritage Site Trust (and its predecessors the Old and New Town Trusts) acts as a local agency vehicle for receiving block funding from Historic Scotland and dispersing small scale grants to private owners. It has led the development of a proactive strategy for the built environment and encouraged private landowners to invest in repair and renovation.

The Heritage Trust model might have a role to play in the other 4 cities and possibly elsewhere. And the burden of maintaining/servicing city centres currently rests almost entirely with local authorities, who have to balance the respective needs of the city centre and localities (the main non-local authority funders of capital works – European Regional Development Fund, Scottish Enterprise, Heritage Lottery– are unable to contribute to the ongoing requirements for revenue spending).

As a result, all 5 cities are experiencing problems in meeting ongoing maintenance/service needs, not least in maintaining the sizeable capital investments of recent years. It is essential that capital works have associated maintenance and management funding fully in place.

Given the scale of the challenge/opportunity facing Scotland's city centres, and the partial nature of the response so far, it will be important to ensure that the cities have the institutions and the funding commensurate with the scale of the task. (Review of Scotland's Cities 2003)'

- 198 It is not possible to provide the full budgets for each of the City Heritage Trusts with Edinburgh World Heritage since funding comes from several sources, however the major contribution from Historic Scotland are provided in Figure 10 below.

Figure 10: Historic Scotland Capital and Revenue Funding for Edinburgh versus other City Heritage Trusts in Scotland

Aspect	Edinburgh	Glasgow	Aberdeen/Dundee/ Inverness/Stirling
Revenue	£359,000	£150,000	£55,000
Capital	£750,000	£750,000	£195,000

Source: Historic Scotland

- 199 A management plan was produced in 2005, again reliable data on the cost of undertaking the management plan is not freely available but the management plan drafts were prepared by EWH in consultation with the CEC, the Scottish Executive and HS amongst others, therefore partner time in the development of this plan can be treated as significant. In addition, at the same time, a full time World Heritage Co-ordinator was appointed to the site and the plan was launched in 2005. The costs associated with the production and launch of the plan indicate a total cost of £15,150.
- 200 Similarly in 2007 EWH launched the 2004/05 and 2005/06 annual monitoring report, which was undertaken internally by Edinburgh World Heritage, with some support from a student intern. It was therefore felt that the costs associated with this activity were mostly absorbed by EWH.

Costs- Related

- 201 The site comprised the very heart of the city of Edinburgh, and as a consequence it attracts investment in a wide variety of new developments with economic benefits. Although investment is being made in areas such as development, regeneration and conservation, it is not clear that WHS status has in itself generated additional investment. However decisions on investment will be influenced both by the opportunities of working within the high quality built environment which is the WHS, and the need to

⁶ 'CITY HERITAGE TRUSTS REVIEW', Charles Alexander Strang Associates

protect it in line with UNESCO requirements.

- 202 It was also acknowledged that several institutions and groups within the city are likely to have used the WHS status in other funding applications to strengthen these but no specific examples of this could be identified.

Costs- Opportunity

- 203 Overall none of the consultees to whom we spoke could identify any development which had been effectively arrested as a result of the WHS status on its own. The planning process is complex and allows for many significant and overlapping concerns to be considered as part of an application and when development is arrested, it is therefore usually because of a number of different but often related factors. However, it is clear that the WHS status of the site has had some effect on the planning system by virtue of its consistent mention in planning applications, although usually as 'one factor amongst many'.

"The Masterplan has been redrafted to give emphasis to the World Heritage Site and the unique qualities of the Old Town and the Waverley Valley." Caltongate Masterplan Edinburgh, Planning Committee, 5th Oct 2006

- 204 In some instances, as is discussed in the additional funding section below, it is conceivable that the WHS status may have attracted additional funding to the site. This is likely to be largely from the public sector and therefore an important opportunity cost element to note is that this is effectively an investment in the city over an alternative opportunity. The point is that if this investment had not been made in Edinburgh it would either have been made somewhere else in Scotland anyway or have been saved and there is therefore an opportunity cost to locations outside Edinburgh that may be forgoing public investment that is attracted to the WHS.

Benefits- Partnership

- 205 The creation of a separate entity in EWH by the CEC and HS provides a significant resource to both create new partnerships to discuss the progress of the actions identified in the management plan and also to join existing partnerships, ensuring that the WHS receives greater representation amongst key opinion formers and decision makers. This naturally creates a small cost associated with the additional partner time involved in these activities but also increases the awareness of the WHS and its presence in these groups leading to conservation benefits e.g. better understanding of the site, higher profile for visitors and more influence on the quality of new developments.
- 206 The relationship between EWH and its sponsors and a description of their role is provided in the 'Outcomes agreement' which emphasises the importance of partnership working and the role of the sponsors as well as EWH.

'EWH is a small body operating among a variety of large local and national institutions. Success will depend on the credibility and influence that flows from good external working relationships and associated management systems' Outcomes Agreement Between Historic Scotland, the City of Edinburgh Council and the Edinburgh World Heritage Trust.

- 207 Edinburgh World Heritage has established a strong partnership with a number of different organisations and groups within these organisations. The main organisations and agencies with responsibilities for the management of the site include:

- The City of Edinburgh Council;
- Historic Scotland;
- Edinburgh World Heritage;
- Edinburgh City Centre Management Company;
- Architecture and Design Scotland; and

- Scottish Enterprise Edinburgh and Lothian.

208 The appointment of a communications manager in 2005 has similarly allowed the organisation to take a more strategic approach to how it engages with many of these groups through a communication strategy which was agreed in July 2005. The strategy identifies six key audiences for the communications and partnership working, these include:

- Residents of the WHS including the business and institutional communities;
- Visitors to the World Heritage Site;
- Opinion formers and stakeholders;
- Formal education sector;
- Local professional groups; and
- Local and central government.

209 Other acknowledged bodies with responsibilities for undertaking elements of the action plan include Scottish Natural Heritage, Residents Associations, property owners, the University of Edinburgh, Community Councils and agencies such as the National Trust for Scotland, the Scottish Civic Trust, the Cockburn Association, the Architectural Heritage Society of Scotland, the Water of Leith Preservation Trust and Architecture and Design Scotland.

210 Amongst those consulted the strongest partnership benefits were acknowledged as resulting from the increased consultation around planning applications with EWH in its role monitoring developments that might impact on the outstanding universal values of WHS. It was felt that as a result of the increased partnership activity, demanded by the management plan and monitoring activities, partners had been brought together more explicitly to enable the constructive engagement of EWH at an early stage and to provide a formal role of EWH in the planning application process. Some consultees felt that this role needed to be strengthened whilst others thought that the accountability of EWH was an issue here. There was also thought to be partnership benefits provided by the important input and advice from other supranational institutions such as ICOMOS UK and UNESCO.

Benefits- Additional Funding

211 Since the site encompasses such a large area, several consultees acknowledged that it was entirely likely that the WHS status would have been mentioned in funding applications to make the best case for it but no specific examples could be raised.

212 Historic Scotland, the City of Edinburgh Council and the Scottish Executive invest heavily in maintaining the quality of the built environment in Edinburgh and compared to other urban areas, it was acknowledged that while the city may receive more funding than some others it also contained a disproportionate amount of Scotland's designated historical assets.

213 EWH is also funded with a more significant investment from Historic Scotland than other City Heritage Trusts in other locations which include provision for the distribution of conservation grants. In 2005/06 £1.18m was distributed through sixteen such grants⁷. Whilst it was acknowledged that in the absence of World Heritage Status, Historic Scotland (or perhaps a City Heritage Trust) would probably take a role in distributing these grants the fact that EWH has been given this role and a more generous budget than some other city heritage trusts in line with the role of implementing the other tasks specifically associated with WHS status, could suggest that the status does have an impact on the funding priorities of public sector groups concerned with heritage conservation. Furthermore, CEC also gives EWH £500k for grant dispersal within the WHS whilst allocating only £195k for restoration work in the rest of the city outwith the WHS. This shows how WHS status has impacted on funding priorities within CEC.

⁷ Edinburgh World Heritage, Annual Report, 2005/06

Benefits- Conservation

214 The existing designation protection within the site includes:

- Seven conservation areas covering 90% of the site, with most of the coverage coming from three of these areas and some additional coverage coming from the remaining four;
- Six scheduled monuments; and
- 1,676 listed buildings, with 656 of these being A-listed, 863 of these being B-listed and 157 of these being C-listed.

215 Significant discussions were held with several different parties about the impact of WHS on the planning and development process in the city. Edinburgh already has many development challenges which should not be overlooked and one of the best examples of this is Princes Street where there have been numerous previous attempts to develop the site which have proved to be unsuccessful. One of the reasons for the failure of these activities is the inherent challenge associated with development in the historic environment without having an adverse impact on the significant characteristics of the WH site. However, it was noted that this had also been a key concern for certain other sites in the Old Town and Holyrood where new development had taken place successfully.

216 The World Heritage Site status is well represented in the local plan, with policies and supporting statements serving to protect the heritage of the city. In addition care has been taken to explore how to protect such significant features as the skyline, for example through the recently commissioned skyline study. However, at several points it was noted that without additional statutory protection WHS was unlikely to have a significant impact on the planning system and the substantial existing designations that the site holds make the anticipated benefit of WHS more marginal.

217 However it was also widely acknowledged that the WHS status increased the level of scrutiny on new development and the existence of Edinburgh World Heritage as well as the ongoing significant role played by Historic Scotland and the City of Edinburgh Council guarantees that continuous effort is made to ensure that the site and its heritage assets and qualities are provided with an effective voice. Edinburgh was also the first city in the UK to employ a Design Champion in Sir Terry Farrell. This is to promote the idea that the quality of new buildings and structures should reflect the quality inherent in the WHS.

“The past year has seen a concerted effort to establish a protocol for working with the officers of CEC to influence policy formulation and the outcome of the consideration of planning and development proposals”, Edinburgh World Heritage, Annual Report, 2005-06

218 As we have also noted previously, whilst no consultees were able to state with confidence an example where WHS status had led to a development being halted, it is regularly mentioned in planning reports. Furthermore, there are examples where WHS status has influenced the revision of design proposals, such as ongoing negotiations concerning the Caltongate development.

219 In addition to the direct impact on development, EWH has also been involved in work around the protection of vistas and views in the city. The city's original skyline study was carried out in 1968 by William Holford Associates and identified 37 key views across the city. In 2005, the City of Edinburgh Council, Edinburgh World Heritage, Scottish Enterprise Edinburgh and Lothian and Historic Scotland commissioned a review of this document to produce a new Skyline Policy for the city. This policy will provide the means by which Planners can assess future development applications and their appropriateness.

220 Another example of a positive contribution to conservation that was highlighted was EWH's work to establish a set of standard indicators for monitoring the level of quality and care at the site.

“Work has begun on devising fixed indicators which will be used annually to monitor both the care of the WHS and the impact of changes. The next report will be published in the new year, but the standardisation of indicators together with experience being gained from other World Heritage Sites will create a robust tool that can be easily applied, analysed and compared on an annual basis”, Edinburgh

Benefits- Regeneration

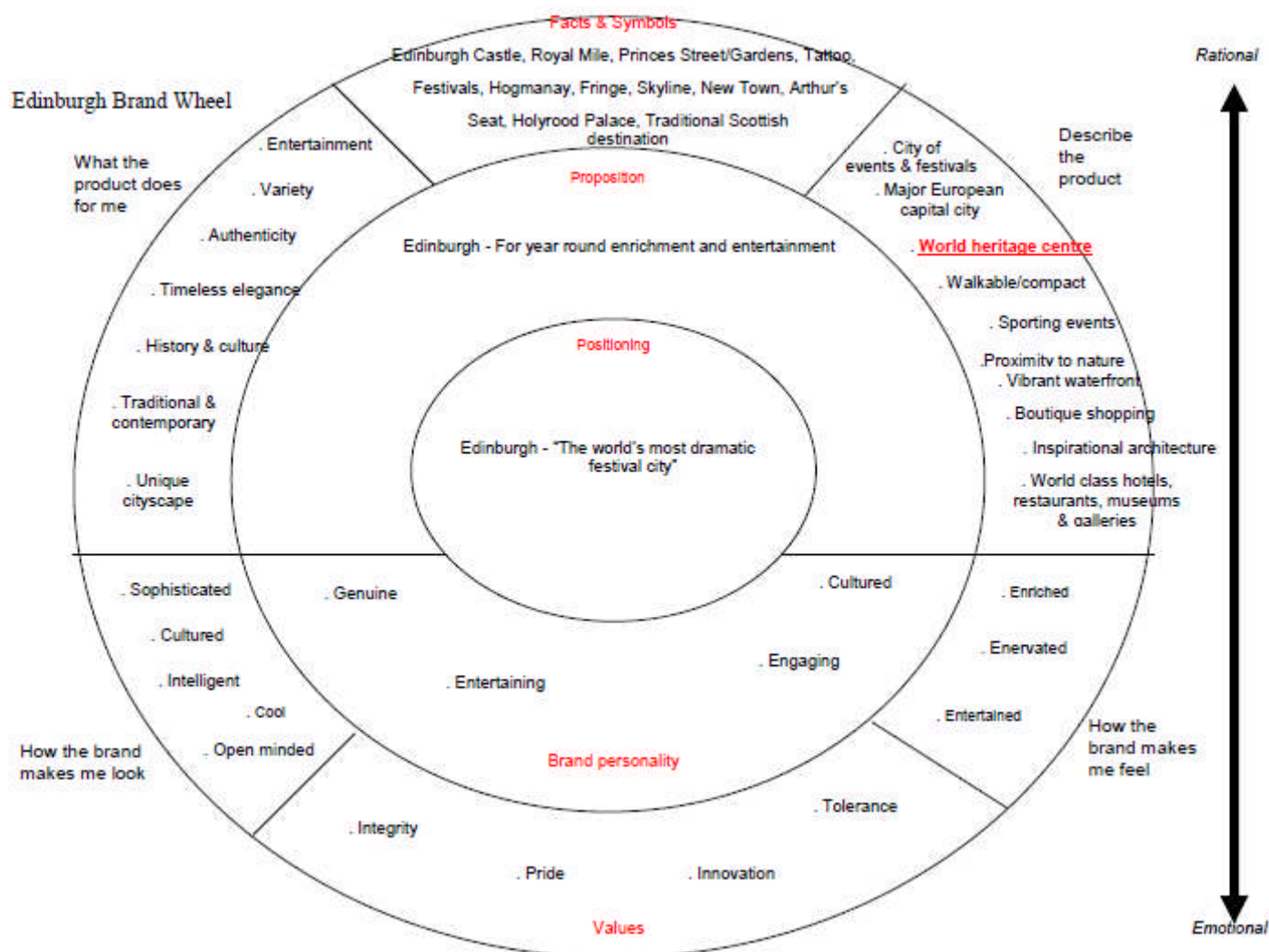
- 221 Assessing the effect of WHS on regeneration is extremely difficult. There has been a consistent effort historically by both Historic Scotland and the City of Edinburgh Council through EWH and also its predecessor organisations to invest in the building fabric of the site over forty years and in fact it is understood that when the first grants were offered in the early 1970s some parts of the New Town were in danger of demolition. This early work is understood to have been a contributing factor in why the city was able to gain WHS status. However, it remains difficult to disaggregate the additional benefits contributed by WHS. Furthermore, the site itself makes up the core of the city and this is generally already a very affluent area which limits the opportunity for regeneration advantages, however there are some examples of successful regeneration projects led by EWH to redevelop some of the WHS's relatively more deprived sites such as the Royal Mile mansions project. In addition, by virtue of the sites location it already receives a substantial private and public sector investment in the environment, transport infrastructure and commercial and residential property and this can be expected to continue regardless of WHS status.
- 222 However, CEC and HS as sponsors of EWH have encouraged them to develop projects in less affluent areas and on properties with multiple owners. Furthermore, as we have noted the distribution of grants by EWH could be seen as regenerating small elements of the site through conservation improvements and in addition to this work the EWH also has a role on the City Council's Streetscape Working Group. Early in 2006 EWH submitted comments on the 'Standards for Streets' document which attempts to define standards for urban realm improvements.
- 223 It was suggested by consultees that for both commercial and residential property, the WHS status of the site would be seen as a positive addition to its marketing and several examples were provided of both difficult, small scale developments that had been undertaken in the Old Town and elsewhere which suggested that there was a premium attached to new development which takes advantage of the historic environment. However, it was not felt to be clear whether the WHS status of the site would allow it to command a premium cost on its own.

Benefits- Tourism

- 224 Using the information sources and data available at the site we have attempted to identify:
- the awareness of WHS status amongst visitors and the marketing activities undertaken by the site;
 - the role that WHS plays in their motivations to visit; and
 - finally the estimated number of visitors at the whole site.
- 225 There is limited research into the awareness amongst visitors to the WHS, the annual Edinburgh Visitor survey asks a series of questions to a large sample of visitors but these are predominantly around the length and nature of their stay, etc. One study in May 2007⁸ conducted 150 face to face interviews with visitors at four sites in the WHS. This survey suggests that 41% of visitors were aware of its WHS status, with the most common marketing channel for these being the media (47%).
- 226 It was acknowledged by consultees that the World Heritage Status of the city was used widely in its tourism marketing activities. When initiating a new marketing campaign for the city VisitScotland use a 'Brand wheel' which incorporates all the points and messages that the city would like to express in its campaigns and included within this wheel is reference to the World Heritage Status of the city.

⁸ Kwapien et al, 2007, 'Measuring the public value of the Old and New Towns of the Edinburgh World Heritage Site', Napier University Edinburgh

Figure 11: Edinburgh 'Brand Wheel' for VisitScotland marketing campaigns



- 227 This brand wheel also serves to emphasise two points that were made, firstly that WHS is in fact used in the city's marketing activities and therefore the quality mark that WHS provides is believed to influence visitor trips in some way and secondly that it is clearly only a part of the overall marketing message that is being expressed to attract visitors. Several consultees noted that, whilst certainly valuable in some markets, WHS was not always complimentary with the overall image that the city was trying to express to tourists, which was often based around a much more modern projection of itself. Indeed the city is also extremely well known for its festival and arts programme and it is this status that is given more prominence in the positioning at the centre of the brand wheel rather than its heritage and WHS status.
- 228 It was acknowledged amongst consultees that whilst the WHS status had been used widely in the narrative of the city's tourism marketing materials, the logo should be used more widely within the guidelines and that EWH had played an important role in changing attitudes. There is currently very little visitor information or visitor activity offered which makes any emphasis of the WHS status.
- 229 The concerns raised by EWH about the use of the logo are likely to have been partly related to a lack of awareness about the existing guidance and where it can be found, a lack of understanding about the respective roles of DCMS and UNESCO in granting permissions and a lack of explicit guidance about when the logo can be used for example on websites and other modern media sources. To address this issue EWH has published a short paper on how and when the logo can be used, addressing each of these issues and indeed making some more explicit recommendations about when and where the logo should be used. This has been distributed to partners and it is understood that this has helped to encourage greater use of the logo.

Figure 12: Example of use of the WHS logo in Edinburgh



Source: Edinburgh and Lothians Essential Guide

- 230 In its role as acting as State Party in Scotland HS has also advised on the use of the logo and it is anticipated that it will appear more widely as part off the implementation of EWH's strategy to raise awareness of the site and its significance.
- 231 There is no direct information on the role that World Heritage Status plays in visitors motivations to come to the city, the Edinburgh Visitor Survey has been undertaken annually since 1991 covering a sample of over well over 2,000 visitors per annum but does not ask explicit questions about what factors were important in visitors decisions to come to the city. It does however ask what impressed visitors most about the city and since 1991, it is understood that no respondent has ever mentioned the city's World Heritage Status.
- 232 However, the unique character of the city, the architecture, buildings, historic assets and the castle are most prevalently expressed as being amongst the most impressive aspects of their visit. This suggests that it is the historic assets themselves which attract visitors rather than the WHS status.

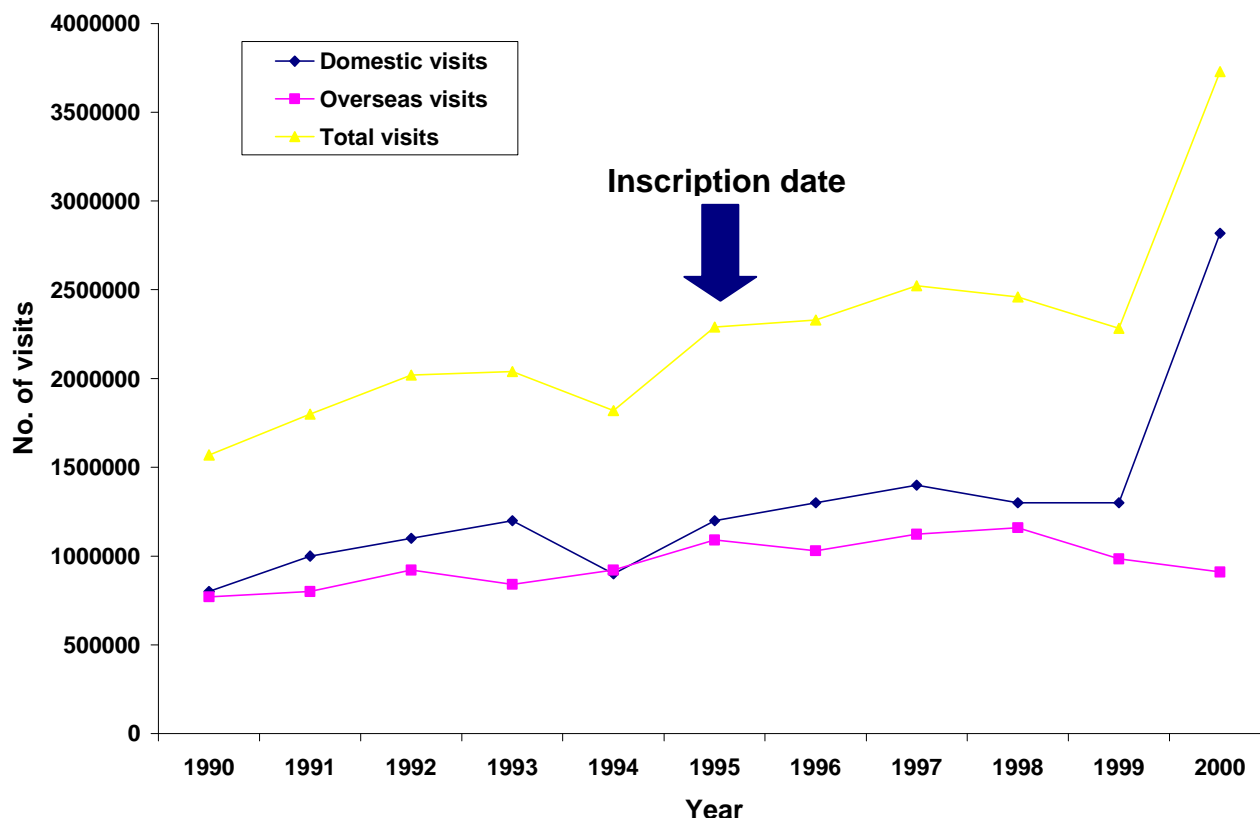
Figure 13: Edinburgh visitor survey 2004-05- What had impressed visitors most about Edinburgh

Aspect	ALL N=2310	UK visitors N=1140	Overseas visitors N=1170
Architecture/buildings	60%	60%	60%
Historic town/buildings	59%	54%	65%
Castle	55%	48%	62%
Beautiful/picturesque setting	49%	46%	51%
Atmosphere/ambience	48%	46%	51%
Everything is in walking distance	48%	47%	48%
Friendly/helpful people	42%	36%	48%
Royal Mile	41%	38%	45%
Plenty to do and see	39%	42%	36%
Views	37%	35%	39%
Everything/the whole city	33%	33%	34%
Green spaces/gardens	32%	28%	37%
Festivals	<0.5%	<0.5%	<0.5%
Other miscellaneous aspects	1%	1%	1%

Source: Visitrac: Edinburgh Visitor Survey Results 2004-05

- 233 Finally, we have also examined the overall number of visitors whom have come to the city in order to identify any potential changes following the city's inscription onto the World Heritage List. Again there is clearly a huge variety of things which have affected these figures aside from the WHS status which makes any change in tourism numbers as a result of WHS on its own impossible to isolate.
- 234 However, by examining Figure 14 we can see that following Edinburgh's inscription in 1995, there has been a small rise, mostly amongst domestic visitors, but this is broadly on trend. The significant change in 2000 occurs as a result of a change in the way that domestic trips from UK domiciled visitors were calculated.

Figure 14: Edinburgh change in visitor numbers, 1990-2000



Source: Edinburgh Visitor Survey, VisitScotland

- 235 The period in question coincides with a period of significant growth in Edinburgh's festival calendar and the number of visits that it attracted, it also represents a period synonymous with the growth in budget air travel.

Benefits- Civic Pride

- 236 There is a long history in the city of civic organisations which promote the site's heritage assets and there are now a large number of different resident associations, business associations, community councils and other civic groups who in part seek to protect and enhance the historic environment. Amongst the earliest of these is the Cockburn Association, which was...

"founded in 1875, in part to continue the exertions of the late Lord Henry Cockburn (1779-1854) in campaigning to protect and enhance the beauty of Edinburgh", <http://www.cockburnassociation.org.uk>

- 237 This implies that Civic organisations have existed in the city for a substantial number of years before the city gained WHS, with growing memberships campaigning for the protection and enhancement of the built environment. The level of public interest in the protection of the sites heritage and its WHS status was also highlighted anecdotally by public reactions to press articles. In February of this year, an article was published about the threat of new development to the City's historic character and World Heritage Status⁹ and was posted on-line and readers were given the opportunity to provide 'blog' comments. Within just two days the article had received 135 comments.
- 238 Those consulted also noted that whilst the gaining of WHS status was seen as having a positive impact on civic pride, it was the assets themselves which appeared to make the most significant impact in this area. Consultees considered that without WHS status they would still have a strong sense of civic pride in the area and noted that this was reflected by the historic existence and success of civic organisations such as the Cockburn Association.

⁹ 'City's distinctive character 'put at risk by unprecedented pressure to redevelop', The Scotsman, 12th February 2007, <http://news.scotsman.com/index.cfm?id=226252007> (as at 25th August 2007)

Benefits- Learning and Education

- 239 The management plan sets out a number of key risks to the site and a series of mitigating policies to tackle those risks. Those four that related to education and learning are presented in Table 11 below.

Table 11: Risks and Policies in relation to education and learning	
Risk	Policy
<ul style="list-style-type: none"> • Loss through fire or other disaster • Loss of archaeological data through failure to investigate or record when opportunities arise. 	<ul style="list-style-type: none"> • To promote archaeological investigation and recording of the site and remains as opportunities arise.
<ul style="list-style-type: none"> • Loss or erosion of the historic record as expressed in the archaeological remains and historic fabric of the site. 	<ul style="list-style-type: none"> • To promote and publicise the historic associations, e.g. the recognition and interpretation of 'standing' archaeology. • To undertake proper evaluation of potential sites of archaeological remains.
<ul style="list-style-type: none"> • Loss of memory and common understanding of the intangible values associated with historical figures, communities and events 	<ul style="list-style-type: none"> • To enhance knowledge and awareness by education and outreach policies.

- 240 In general most of these policies focus on conservation rather than defining specific areas of research to support the interpretation or understanding of the site and there is also a strong focus on archaeological work rather than more broad historical research which might enhance understanding or interpretation of the site.
- 241 Separately from the management plan, EWH has also undertaken an Interpretation audit of the site in order to understand more completely how the site is being interpreted by visitors. This involved a study, that was commissioned externally, to identify how the site was being interpreted currently, relating this back to the overall interpretation of the 13 Outstanding Universal Values. This can now be used to identify areas where interpretation needs to be enhanced.
- 242 Other consultees suggested that the site and the buildings and institutions within it had always received a substantial number of educational school visits and other learning programmes even before it had WHS status. They noted that since the recent introduction of the 'Curriculum for excellence' in Scotland¹⁰ which focusses classroom practice upon the child, aiming for successful learners, confident individuals, responsible citizens and effective contributors. There is greater emphasis on creative activities in learning.
- 243 Aside from school groups, programmes are also organised for visitors to the site with for example the City Art Centre, which is part of City of Edinburgh Museums and Galleries, undertaking a rolling programme for visitors and a growing area of activity being around the number of foreign language school students who visit the city and creating a series of programming which meets their requirements.
- 244 There are relatively few specific areas where the WHS of the site would be incorporated directly into the educational activities, but some examples include:
- HS has a large educational programme based at Edinburgh Castle which includes interpretation of the WHS;
 - EWH is working with the City of Edinburgh Council and other educational groups for the creation of a storytelling trail down the Royal Mile of the city, within the WHS which would incorporate some of the principles of the WHS and its outstanding universal value; and

¹⁰ <http://www.ltscotland.org.uk/curriculumforexcellence/index.asp> (As at 25th August, 2007)

- The WHS of the site would be included in school learning packs that are distributed to support educational programmes and activity.

6. The Tower of London

Site description

- 245 A good general description of the site can be found in both the current draft management plan and also on the ICOMOS UK website.

"The massive White Tower is a typical example of Norman military architecture, whose influence was felt throughout the kingdom. It was built on the Thames by William the Conqueror to protect London and assert his power. The Tower of London - an imposing fortress with many layers of history, which has become one of the symbols of royalty - was built around the White Tower." ICOMOS UK, http://icomos-uk.org/whs/tower_of_london/

'HM Royal Palace and Fortress of the Tower of London (The Tower) is one of England's most evocative ancient monuments. There is a tangible sense of history in every tower and around every corner, making it an endlessly fascinating place for visitors from all around the world. The buildings and layout that we see today stand as the culmination of a sequence which started around 1067, and have developed dynamically ever since in line with the changing needs of the site's occupants, users and visitors', The Tower of London World Heritage Site Management Plan, Historic Royal Palaces, 2007

- 246 The Site is situated on the north bank of the river Thames in London within the London Borough of Tower Hamlets but close to the borough's edge which borders both the Corporation of London and the London Borough of Southwark.
- 247 The main site is owned by the Crown, but is the responsibility of the Government through the Secretary of State for Culture, Media and Sport. The extent of this ownership encircles the moat, Tower Hill and the Victorian Gardens; a greater area than the boundaries of the WHS. The setting of the site is a complex mixture of ownership which includes both public and privately owned sites and some areas within the Tower environs where there is no substantive evidence of ownership interest. The Port of London Authority owns and manages the River Thames up to the high-water mark. However, in practice the management of the site is undertaken by Historic Royal Palaces ("HRP"), an independent charity responsible for the maintenance and management of Tower of London, Hampton Court, Kensington Palace, the Banqueting House and Kew Palace.

"Overall, though the responsibility for the WHS rests with a single organisation, Historic Royal Palaces, working in partnership with a variety of central, regional and local government, private sector communities and charitable stakeholders", The Tower of London World Heritage Site Management Plan, Historic Royal Palaces, 2007

- 248 The Tower of London was designated a World Heritage Site in 1988 and it was inscribed under criteria ii) and iv) of outstanding universal value, which are:
- *Criteria (ii) Exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town planning or landscape design.*
 - *Criteria (iv) Be an outstanding example of a type of building or architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.*

249 The Tower's outstanding universal value is attributable to a number of cultural qualities, which are described in the management plan, including:

- Its landmark siting, for both protection and control of the City of London;
- Its status as a symbol of Norman power;
- Its status as an outstanding example of late 11th-century innovative Norman military architecture;
- Its status as a model example of a Medieval fortress palace which evolved from the 11th to 16th centuries;
- Its association with State institutions; and
- Its setting for key historical events in European history

Costs and Benefits:

Costs- Bidding

250 The Tower was inscribed onto the World Heritage List in 1988 and no information was available on these costs from HRP. However, it is understood that the decision and activities involved in ascribing the site onto the WHS list was initiated by central government rather than by the Tower itself and it seems likely that most of the costs would be therefore incurred by them. It is also understood that, alongside other early inscriptions onto the list, these costs are likely to have been minimal.

Costs- Management

251 The costs associated with managing the site are equally difficult to assess, unlike many of its contemporaries the Tower of London WHS benefits from being managed and owned largely by one entity, HRP. In addition, the mission statement and activities that HRP undertakes are largely congruent with many of the requirements of WHS status and some of the responsibilities imposed by the convention.

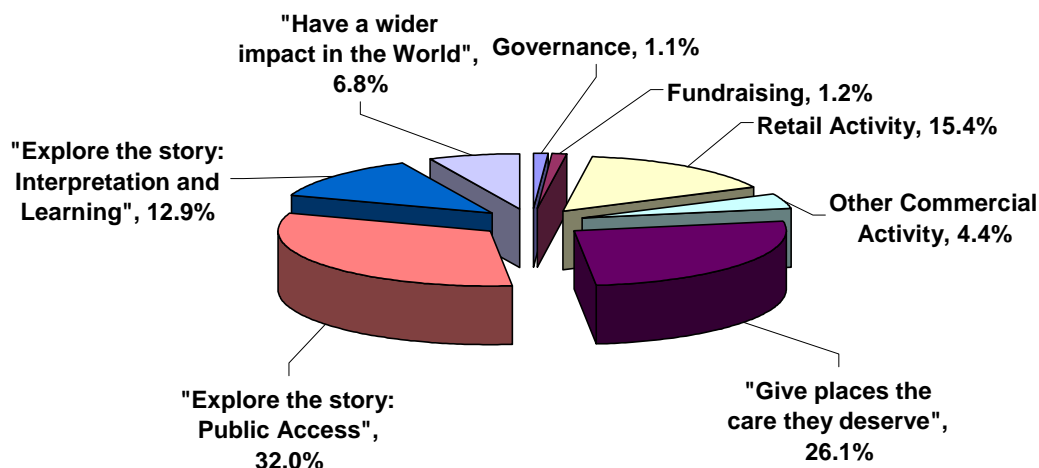
"Historic Royal Palaces fulfils this responsibility for all the palaces in its care through a series of nested strategies, of which this Plan is one. The strategies are driven by Historic Royal Palaces' cause; to help everyone explore the story of how monarchs and people have shaped society, in some of the greatest palaces ever built. Three-year rolling strategic plans (are) developed to:

- *give the palaces the care they deserve;*
- *help visitors explore their story;*
- *have a greater impact on the world;*
- *develop an organisation that lives the cause; and*
- *generate the money to make it all possible", The Tower of London World Heritage Site Management Plan, Historic Royal Palaces, 2007*

252 In 2006/07 the total expenditure of HRP was just under £46m and in 2005/06 this figure was nearly £47m. Using the 2006/07 figure, £9.7m of this was spent on fund generating activities and £36.3m was spent on charitable activities, including just over £21m on staff costs. These costs are spread across the five sites for which it has responsibility and HRP does not break down its expenditure across these sites¹¹. In its annual report, it does attempt to break these down across its mission areas as can be seen in Figure 15.

¹¹ All figures taken from Historic Royal Palaces Annual Review and its Financial Statements as at 31st March, 2007.

Figure 15: Expenditure of HRP, 2006/07



- 253 The site has a dedicated team working on its conservation and education and outreach programmes regardless of WH status and it also holds scheduled monument status which carries strong statutory protection, as well as several other designations. The site is also one of the UK's most prominent visitor attractions and it therefore has a significant staff managing the number of visitors coming to the site, the various activities associated with the interpretation of its assets and the quality of the environment in the surrounding environs and setting of the Tower. Overall, many of the activities which the convention seeks to impose on sites are already in place and, importantly, within the power of one entity in HRP. This means that many of the requirements of WHS status would clearly be taking place anyway and so the 'additional' management costs are likely to be lower at the Tower than at some other sites. There is a member of staff who acts as the World Heritage Co-ordinator for Historic Royal Palaces but it is understood that this member of staff also has other responsibilities.
- 254 However, there are some areas where the WHS status was thought to incur additional costs and these are primarily related to the specific 'outputs' that the convention requires, primarily in the areas of periodic reporting and the preparation of the management plan.
- 255 When asked about periodic reporting costs, HRP estimated that the production of the last periodic report would have taken 1 FTE, 10 working days to complete. This is a relatively low period of time, but unlike some other sites, HRP hold much of the necessary information themselves and therefore would be able to make some efficiencies in this regard.
- 256 Furthermore, the site has also been subject to reactive reporting requirements which are not recognised in this work. Reactive Monitoring deals with individual proposals for World Heritage Sites which have been notified to UNESCO either by the government or by third parties. It is understood that a considerable amount of work was required by this case and this were primarily undertaken by DCMS, English Heritage and the Government Office for London.
- 257 The production of the management plan was estimated to have taken 1 FTE four full weeks of time in HRP, c.£15,000 of consultancy costs associated with various aspects of the management plan and also a significant amount of other staff time in both HRP and its partners for consultation, review and redrafting, including at Chief Executive, Chairman and other senior management levels, and it was believed that this cannot be reasonably estimated.
- 258 Based on the consolidated accounts for the year ended 31st March 2007, the total salary and on-costs for HRP staff in 2006-07 were £20.6m across 654 staff, indicating an average cost of £31,500 per annum which would indicate a total cost of just over £600 per week for one FTE's time¹².

¹² This would indicate £1,200 staff cost for the production of the periodic reports and £2,400 for the

- 259 There are important hidden costs associated with the production of both the management plan and periodic reports and also with the general management of the site which these figures do not include. It is understood that since the Tower gained WHS Status in 1988 the requirements attached to that status have increased significantly, requiring more consultation with partners. This includes consultation on WHS documents and plans but also on new development affecting the Tower and its setting. Much of this consultation would take place anyway as a result of the other statutory designations that the Tower holds such as its scheduled monument status but clearly there is some additional activity here which can involve a great number of external partners time in preparing for and attending meetings and considering documents and issues in relation to the WHS, without a full detailed breakdown of who was involved and for how long it is very difficult to estimate these costs.

Costs- Related

- 260 The only substantive related activity that could be identified were the five major projects which collectively made up the 'Tower Environs Scheme' which took place between 1996 and 2004. These schemes involved a series of public realm works in the environment around the Tower and the creation of the Tower of London Education centre at a cost of c.£8m¹³, with £5.8m of this coming from the Heritage Lottery Fund¹⁴.
- 261 Whilst contributing significantly to the surrounding environment and setting of the Tower it was understood by consultees that the WHS status of the site was immaterial in the drive to undertake these activities and it was felt that they would have taken place anyway without WHS status.

Costs- Opportunity

- 262 The site is located in the heart of the capital city of London, adjacent to the city of London itself and as such is therefore likely to represent one of the UK sites most under pressure from intensive new development. As such full discussions were held with planners from each of the neighbouring boroughs, private sector developers and HRP in order to understand what affect the WHS of the site had on local planning applications and the resulting development.
- 263 It was again noted that the WHS status of the site did not carry any statutory protection in planning law and that the site itself was well protected under alternative designations. As such it was felt that any impact on development from the WHS itself was likely to be difficult to define and none of those consulted could point to a specific development proposal which had been rejected on the grounds of its inappropriateness in the setting of the WHS itself and any developments that were arrested were likely to have stopped because of a number of factors of which WHS may have been one.
- 264 Therefore whilst there are numerous examples where the WHS has been taken into account in planning considerations, we believe that the opportunity cost of potential development forgone is likely to be very minimal indeed.

"Whilst the quality of a new building will always be a leading consideration, it must be accepted that there is no longer a predominantly uniform skyline in the City and new tall buildings can add to the drama of the cityscape, whilst still respecting the setting and views of St Paul's Cathedral and Tower of London World Heritage site", Greater London Authority, Planning report- 20 Fenchurch Street in the City of London, 21 June 2006

- 265 It was suggested in some instances that development in the proximity of a WHS did occasionally incur additional costs for the developer, for example in the commissioning of specific work in relation to views and vistas, changes to the overall development design or as an element which marginally slows the planning process down. The cost of additional work and the time delay were difficult to quantify and consultees emphasised that these costs were specific to the characteristics of particular developments

production of the management plan. This figure is still likely to represent a significant underestimate of the true costs given the level of hidden involvement from partners and consultees both external and internal to HRP.

¹³ Pool of London Partnership data

¹⁴ HLF information

but that in some instances the additional costs of consultancy support had been as much as £100k. However it was also suggested that the real opportunity costs incurred by developers were felt in relation to any significant time delays that might be incurred from the WHS status slowing down the planning process even marginally and that overall with the London developments generally being so large, the development itself was unlikely to be halted by the level of additional costs this created, although they would anticipate some amendments to the design.

- 266 The site itself is one of the most significant visitor attractions in the UK and it therefore holds substantial status as a location which attracts a substantial number of visitors, events and sponsors. The revenue from these visitors and other retail activity, income from events and other sponsorship across all HRP venues in 2007 provided £47.8m of funding, with £31.9m coming from visitor admissions¹⁵. This means that the site collects little if any income as a result of its WHS status from public sources and aside from £5.8m of spending from HLF for the Tower Environs Scheme we could find no evidence for any other significant public sector investments where the WHS status may have been used to leverage public sector funds. This means that little if any public sector spending has been diverted to the site as a result of WHS status and therefore there is correspondingly very little public expenditure forgone to other locations.

Benefits- Partnership

- 267 It was considered by the surrounding Local Authority consultees that since the Tower gained WHS status and the processes required by that status, in terms of the production of the management plan, the periodic reporting, etc, had been undertaken, the level of partnership activity had increased.
- 268 The Tower was now felt to be more involved in consultations on planning applications that it would have been without the WHS status and similarly other consultees noted that the Tower's surrounding stakeholders were also thought to be more regularly consulted on the activities taking place in the Site itself. Finally some consultees also suggested that the amount of outreach activity undertaken between the Tower and the surrounding boroughs had also increased.
- 269 However, what was less clear was the extent to which this increase in activity was as a result of the Tower's WHS status or other activities. Much of the activity which took place at this time was thought to have been undertaken by an organisation called the 'Pool of London Partnership'. This organisation, now wound up, secured funding initially through the Government's Single Regeneration Budget to see a new vision for the Pool of London realised *"a vision to create a new quarter of the capital which would:*
- *be an attractive and enjoyable place for residents, workers and visitors alike;*
 - *provide opportunities for employment, training and business development for local people;*
 - *contribute to London's success as a world class visitor destination; and*
 - *become the administrative centre for London Government", Yesterday, today, tomorrow, The Pool of London Partnership, 2007*
- 270 Overall whilst there have clearly been some partnership benefits in this regard it is difficult to identify definitively the extent to which these are down to the WHS activity rather than other external activity.

Benefits- Additional Funding

- 271 Unlike many other sites in the UK with WHS status, the Tower receives the vast majority of its income from admissions and other private sector incomes. The only significant public sector funding that could be identified was £5.8m of HLF funding provided for the Tower Environs Scheme and whilst the application for this funding is understood to have mentioned the sites WHS status, it was also felt by consultees that this funding was probably not provided entirely because of the sites WHS status.
- 272 From the private sector, £31.9m of HRP's income in 2007 came from visitor admissions and a further

¹⁵ HRP Consolidated statement of financial activities for the year ended 31 March 2007, HRP Financial Statements, 2007

£15.9m came from retail income, functions and events, licenses and rents and sponsorship. This means that the vast majority of private sector income comes through the visitor and retail incomes and events and sponsorship that the site generates. The extent to which the WHS of the site influences the number of visitors and the income they bring is considered in the section on tourism benefits below and consultees suggested that the income from corporate and other events and sponsors was largely felt to be down to the Tower itself, its significance as an attraction and its location in the heart of London.

- 273 It was therefore not felt that in this instance the WHS status of the site had made any significant impact on the propensity of the Tower to attract additional funds.

Benefits- Conservation

- 274 The Tower is a scheduled ancient monument and as such holds some significant statutory protection, which is described in the management plan. The site is also entirely contained in a conservation area and contains a large number of listed buildings within it and its setting which are described in detail in Annex E of the Management Plan.
- 275 Similarly, the WHS site is also well represented in the London Plan and the view from City Hall to the Tower of London and the river prospect downstream from London Bridge are designated as strategically important views.
- 276 Furthermore, the site is also represented in the Unitary Development Plans of the three surrounding London Borough's.

'Achieve an appropriate setting and backdrop to the Tower of London World Heritage Site', Policy Strategy 10D, City of London Unitary Development Plan

'permission will not be granted for developments that would not preserve or enhance the setting of a World Heritage Site; or important views of or from a World Heritage Site', London Borough of Southwark Unitary Development Plan

- 277 The Scheduled monument and conservation area status of the site were seen by those involved as having a significant impact on its conservation and, although it was felt that the WHS status ensured that new developments near the site received much greater scrutiny than they might have done without WHS status, it was difficult to identify any specific actions that WHS created that would not be taking place anyway as a result of the other designations. No consultees were able to point to specific examples where WHS had made an impact on conservation over and above the activities demanded by the existing designations.
- 278 In fact the marginal conservation benefits of WHS over and above those provided by the existing designations at the site can be evidenced by the conclusions reached in the management plan over the potential extension of the WHS boundary.

'Options for extending the WHS, particularly to embrace Tower Hill and the Liberties of the Tower, and Tower Bridge, have been considered in previous studies and during the initial preparation and subsequent review of this Plan. It is considered that, with Tower Hill being directly managed by Historic Royal Palaces and Tower Bridge being in public ownership, and given the scope of statutory protection, there would be no practical benefit in extending the boundary. Therefore, no extension is proposed, but the boundary should be kept under review as part of the ongoing monitoring of the Plan', The Tower of London World Heritage Site Management Plan, Historic Royal Palaces, 2007

- 279 As we have noted previously, with the site largely in single ownership and managed by one entity (HRP) with its own dedicated conservation team and funded predominantly from visitor contributions, it is difficult to see what difference WHS status has on the level of conservation work undertaken at the site, or the quality of that work. In 2006-07 in excess of £12m was spent by HRP on activities that 'Give the Palaces the care they deserve' across all of its sites and this was raised mostly from visitor contributions.

Benefits- Regeneration

- 280 As with some other urban sites, it is virtually impossible to identify specific regeneration impacts that have been felt in the local and surrounding area as a result of WHS status. The management plan expresses

the Tower's contribution to regeneration.

- 281 The outreach activities of the Tower were also emphasised in other consultations with some consultees suggesting that some of the partnership activity which took place around the WHS status and the work on early drafts of the management plan (as far back as 1999) they felt had encouraged an increase in the amount of outreach activity being undertaken at the Tower with some of the surrounding areas.
- 282 One area where there has been a significant amount of activity since the site's 1988 inscription is in the quality and maintenance of the urban realm in the area. Here again an important contribution was made by the work of the Pool of London Partnership rather than the Tower's WHS status. The Partnership secured £31m of Government Single Regeneration Budget funding as an initial catalyst for regenerating the Pool of London (including the Tower WHS). A further £70m of other public and private investment was successfully levered into the delivery of the PLP's own regeneration portfolio. Finally, the Partnership suggests that private sector confidence in the Pool of London has resulted in £3.5bn complimentary investment being secured for the area (2000-2012)¹⁶.
- 283 Given the scale of this investment, all of which is unrelated to the sites WHS status, it is difficult to envisage the extent to which this investment can be attributed to the WHS status of the Tower, but it seems reasonable to conclude that the majority of any impact would have come from these investments.

Benefits- Tourism

- 284 Using the information sources and data available at the site we have attempted to identify:
- the awareness of WHS status amongst visitors and the marketing activities undertaken by the site;
 - the role that WHS plays in visitors motivations to visit; and
 - finally the estimated number of visitors at the whole site.
- 285 As part of its ongoing monitoring activity and in line with its performance targets, HRP conducts a comprehensive annual survey of visitors¹⁷. The results from this survey suggest that 39% of visitors were aware of the Tower's WHS status prior to their visit.
- 286 Those at the Tower emphasised that they do use the WHS status in their marketing activity but it was used amongst a number of other things and whilst it was seen as providing a quality mark, it was felt that the Tower did not need to use the status as much as some other UK sites, given its importance as a top five UK visitor attraction. This level of marketing might been expressed in the fact that 6% of visitors became aware of the site's WHS status during their visit, suggesting that a large number of visitors come and go without becoming aware of the sites WHS status.
- 287 Survey information on the motivations of tourists to visit the Tower are held both by Visit London and by the Tower itself. From the Tower's own visitor survey, amongst UK residents, 3% were motivated to visit the site because of its WHS status and amongst overseas visitors, 1% were motivated to visit because of its WHS status. This is contrary to some international studies we have encountered in our literature review which suggested that WHS Status could have a stronger effect amongst UK visitors than it does amongst Overseas visitors.
- 288 Visit London conducts an annual survey of overseas visitors called the "London Overseas Visitors Survey", taking the results from 1981 to 2005, the sample varies between 1,000-2,500 visitors interviewed which affords an excellent level of confidence. One of the open questions in this survey asks visitors for their 'other' motivators to come to London and other related questions including the marketing channels through which they decided to make their trip and the strengths or weaknesses of their trip. Overall, after reviewing survey data, in the 19 years for which London has had World Heritage Sites, no

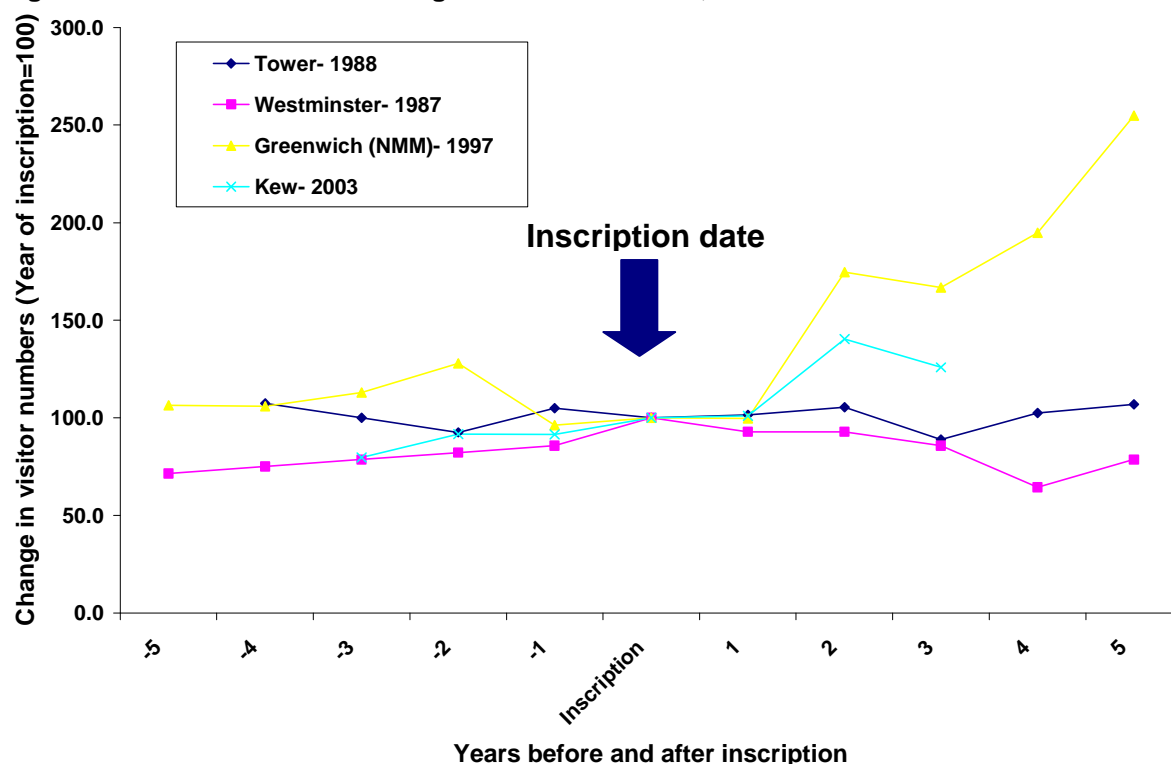
¹⁶ Yesterday, today, tomorrow, The Pool of London Partnership, 2007

¹⁷ HRP 2007 Annual Report

respondent has ever mentioned World Heritage Site status in any of these questions¹⁸.

- 289 The Tower attracts just over 2m visitors a year and has a high proportion of international visitors, with 32% coming from the USA and Canada, 27% coming from Traditional Europe and 10% from Australasia. By examining data held by Visit London on the number of visitors attending the Tower of London and looking at the five years prior to inscription and the five years after inscription, there appears to be a very marginal rise in the number of visitors following inscription which is then followed by a small fall before the visitors number return to previous levels. Across the ten year time period, by looking at the change in visitor numbers we can see that the trend overall is relatively static. This can be seen in Figure 16 shows the change in visitor numbers for the five years before and after WHS inscription at London's four current World Heritage Sites and indexes them so that the inscription year is set at 100.
- 290 By examining all of the four sites we can see that in the two earliest inscribed locations (Westminster and the Tower) the impact inscription appears to have had on visitor numbers is nominal, but in the two most recent sites (Greenwich and Kew) the change in visitor numbers following inscription appears to have been more positive. As with other case studies this could be a reflection of other activities, for example the making of all of Museums and Galleries free to attend in 2001, or the significant investment in the Thames Gateway around Greenwich, however it could also reflect a belief that was held amongst some consultees that newer sites which held less 'fame' are more likely to use the status in their marketing and therefore more likely to attract additional visitors.

Figure 16: London WHS Site change in visitor numbers, 1990-2000



Source: Visit London, 2007

Benefits- Social Capital

- 291 As part of their management of the Tower of London, HRP undertake a wide variety of activities associated with education and outreach, many of which are likely to exhibit some social capital benefits. The site has its own dedicated outreach team and a substantial education programme from which there could be substantial social capital benefits but none of these have a direct relationship with the sites WHS status and most felt that these activities would have taken place anyway without WHS Status.
- 292 One of the consultees noted that the site also played an important role in terms of increasing international

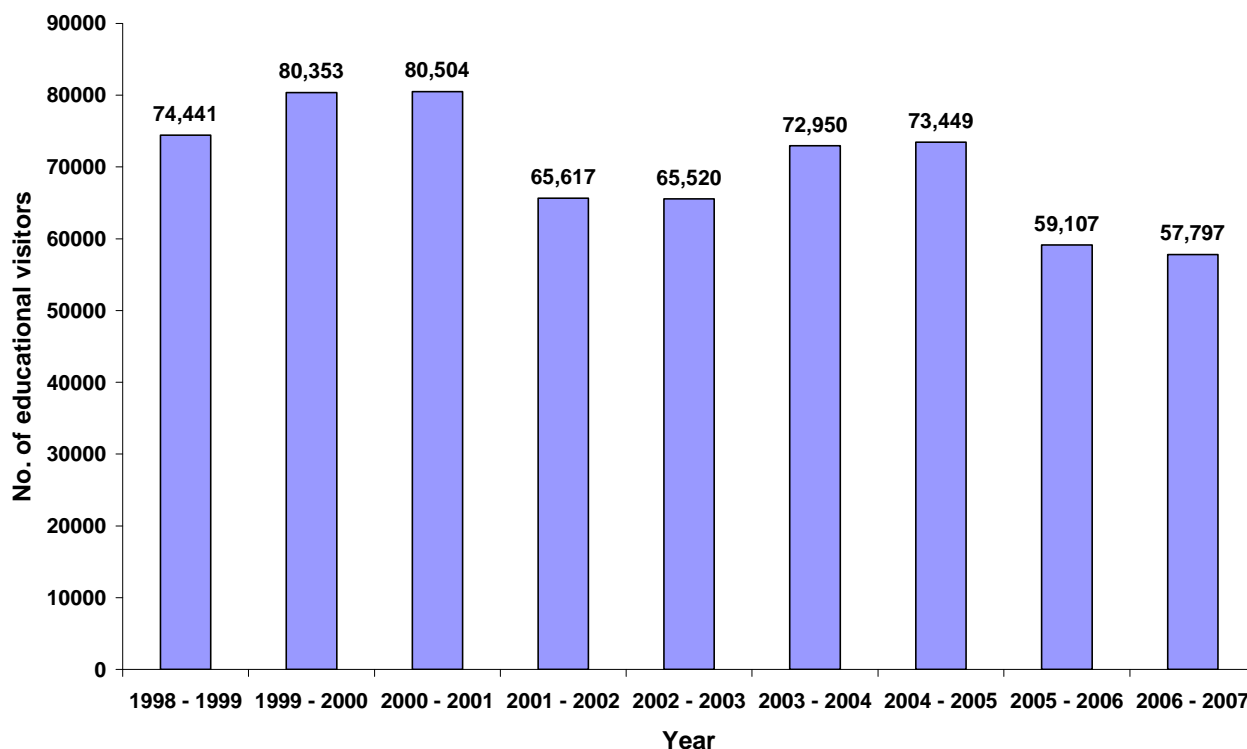
¹⁸ London Overseas Visitors Survey, 1981-2005, Visit London analysis 2007

social capital by demonstrating the links for example between Britain and France which could be useful on and international level. This is especially prevalent given the proportion of international visitors to the site.

Benefits- Learning and Education

- 293 The Tower of London has a very well developed Education and Learning Programme. Amongst school groups the site receives between 59-80,000 educational visitors each year, with the bulk of these being from Key Stage 2 pupils largely from outside London.

Figure 17: Educational Visitors to the Tower of London, 1998-2007¹⁹



- 294 It was suggested that the site had an excellent fit with certain specific elements of the curriculum particularly in units on the Tudors, Henry the VIII and also medieval palaces. It was also emphasised that the site offered an important and different learning environment for children which could capture their imaginations more easily since many historic events had actually taken place at the site itself.
- 295 In addition to children's groups, the Tower also has a significant programme of adult and vocational learning activities, offering c.30 one hour lectures per annum in vocational training courses on hospitality, leisure, customer services and health and safety. It is also developing an educational programme aimed specifically at international students and individuals given its high proportion of non-English speaking visitors.
- 296 Similarly the Tower undertakes a substantial amount of work to improve the interpretation of the site and improve the visitor experience through signage, the tours provided by the Yeoman Warders, audio tours, signage and other interventions.
- 297 However, despite these numerous different activities, there are no educational activities specifically linked to the sites WHS status and it was felt that all of these activities would have been taking place anyway even if the site was not a World Heritage Site. Overall there were only two areas where it was felt that WHS was used in education and learning related activity and these were:

- To market the site to prospective schools and through learning packs; and

¹⁹ HRP, Data not available for pre 1998

- In the site management plan around specific research activities.

“Objective 1 – Encourage, promote and carry out research to improve understanding of the historical, archaeological and wider cultural value of the Tower necessary for its appropriate management and make this research more widely available.”, The Tower of London World Heritage Site Management Plan, Historic Royal Palaces, 2007

7. Postal survey results

Responses and confidence

- 298 As part of the case study analysis we undertook a postal survey of residents who live near the six case study WHS's. These were chosen to provide an even spread against a broad socio-economic classification system that was held by the data supplier²⁰. The response rate is shown in Table 12.

Table 12: Postal survey responses			
Case study site	Total survey's sent	Actual returns (Sample)	Response rate (%)
1.Edinburgh	1,950	216	11.1%
2.Castles	1,920	363	18.9%
3.Studley Park	798	163	20.4%
4.Dorset and Devon	1,950	420	21.5%
5.Tower of London	1,955	203	10.4%
6. Blaenavon	1,830	295	16.1%
TOTALS	10,403	1,660	16.0%

- 299 Based on the number of returns received and by considering the number of households in each site based on 2001 UK Census data²¹ we can make some assessment of the level of confidence associated with these results and based on a 95% confidence level all of the confidence intervals are below 7% and the overall interval is under 2.4%.

Table 13: Postal survey confidence levels			
Case study site	Total households (Population)	Actual returns (Sample size)	Confidence interval (at 95% confidence level)
1.Edinburgh	34,598	216	6.7%
2.Castles	9,211	363	5.0%
3.Studley Park	1,022	163	7.0%
4.Dorset and Devon	50,740	420	4.8%
5.Tower of London	34,368	203	6.9%
6. Blaenavon	2,753	295	5.4%
TOTALS	132,692	1,660	2.4%

²⁰ Axiom Ltd

²¹ ONS www.neighbourhood.statistics.gov.uk/

Top line results

- 300 Below we show the top line results for each of the survey questions. With each question we have presented the overall results from all respondents and an alternative set of results which incorporate the responses of only those residents who have lived in the site since before its inscription as a WHS. Since some of the sites were inscribed as early as 1986, the sample sizes for some of this latter group are much smaller. All of the sites are very different in character and this needs to be borne in mind when comparing results.
- 301 From Table 14 onwards we have presented the demographic characteristics of each of the sites and matched these against the overall characteristics of the area as taken from the 2001 Census results using local area proxies, based on the original postal sampling²²

Figure 18: Were you aware that you live in the proximity of a World Heritage Site?

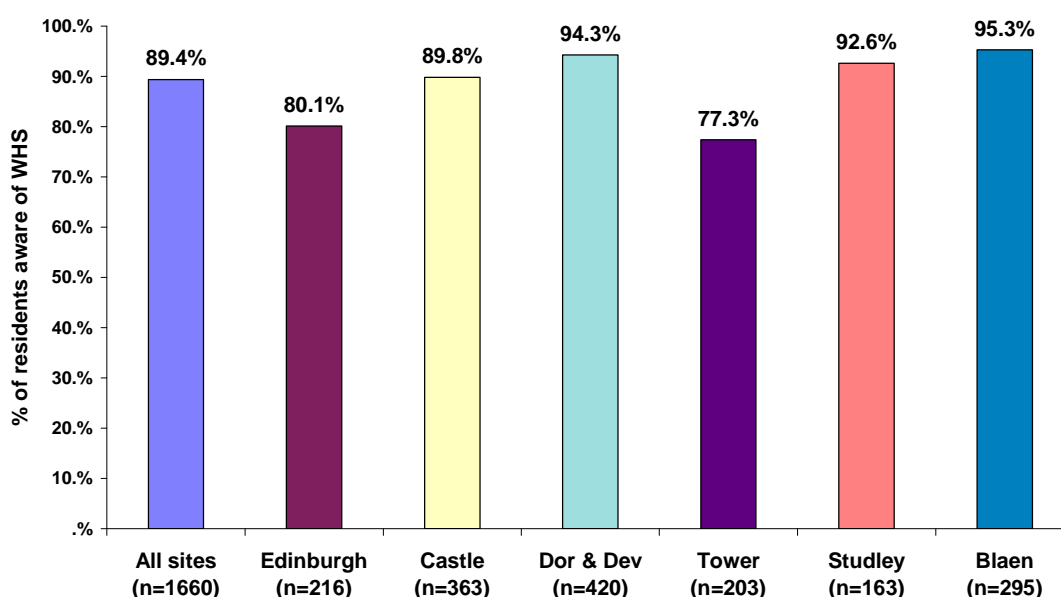
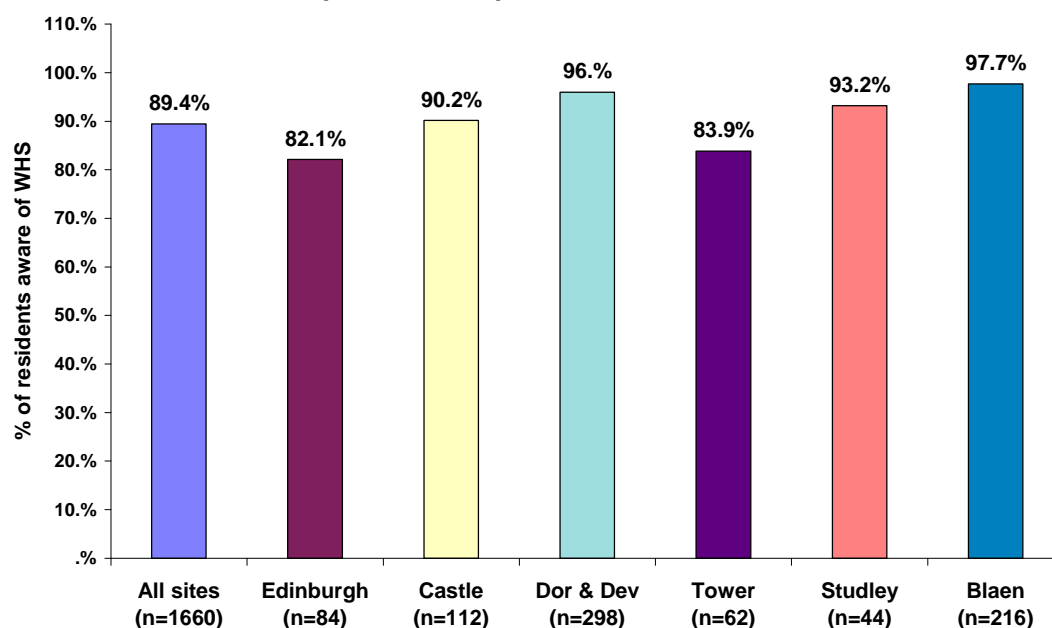


Figure 19: Were you aware that you live in the proximity of a World Heritage Site? – Only residents who have lived near the site prior to inscription.



²² Data taken from: <http://www.statistics.gov.uk/> (Neighbourhood Statistics) and <http://www.scrol.gov.uk/scrol/common/home.jsp> (Scottish Census Online).

Figure 20: Have you visited the site?

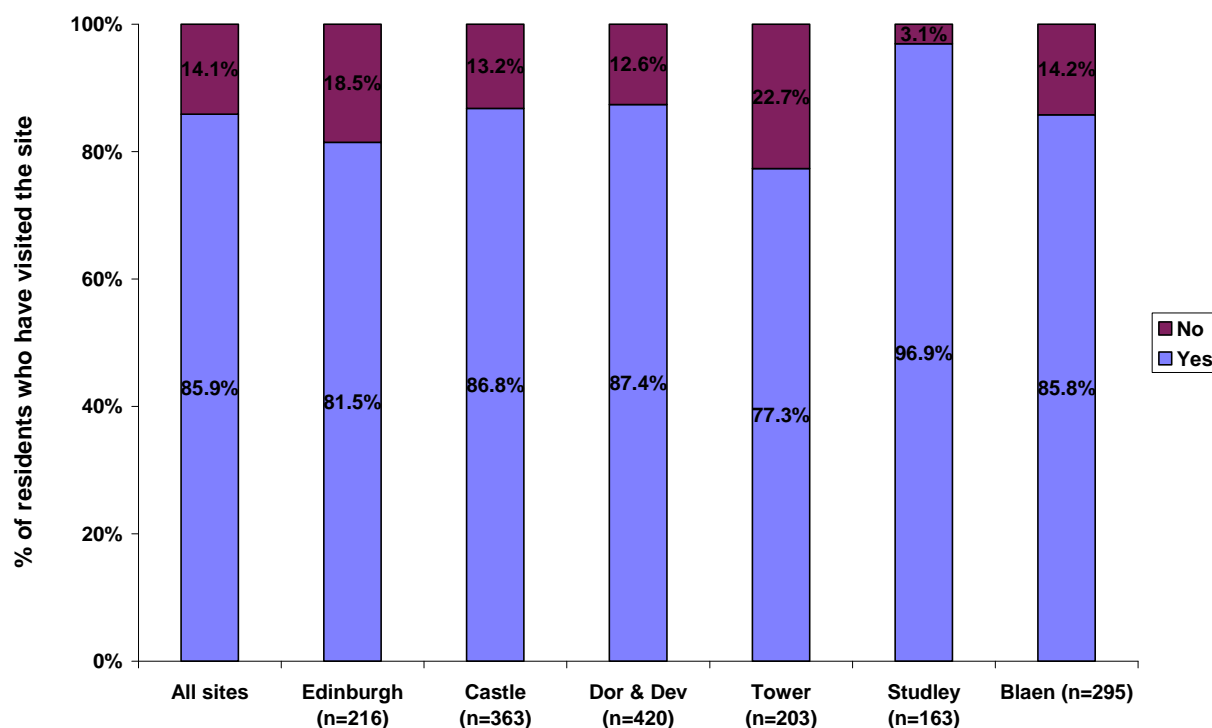


Figure 21: Have you visited the site? - *Only residents who have lived near the site prior to inscription.*

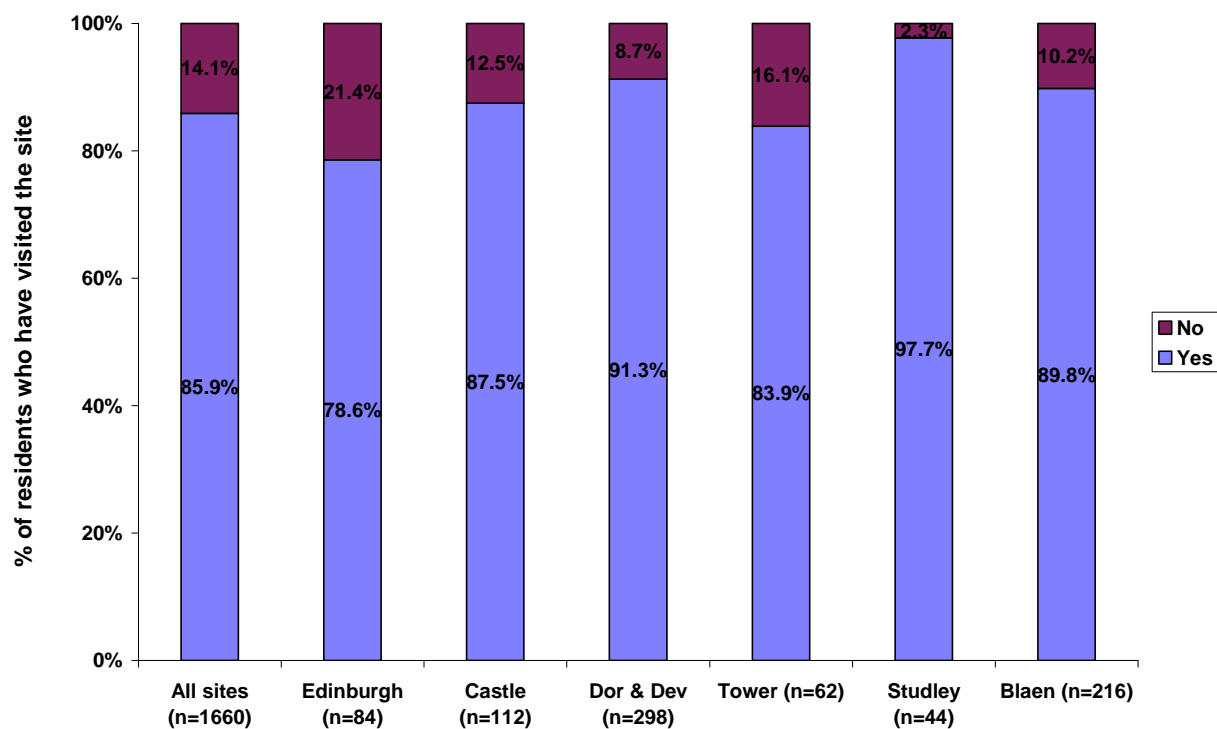


Figure 22: Do you know when it became a World Heritage Site?

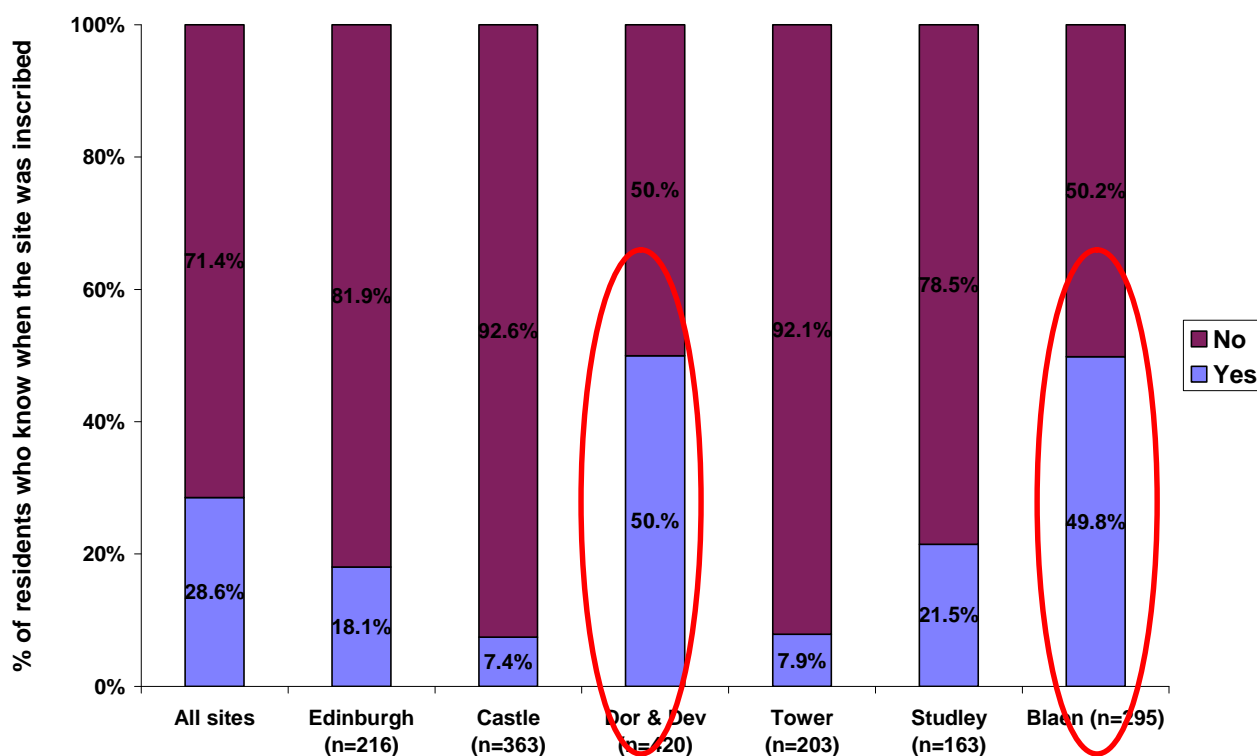
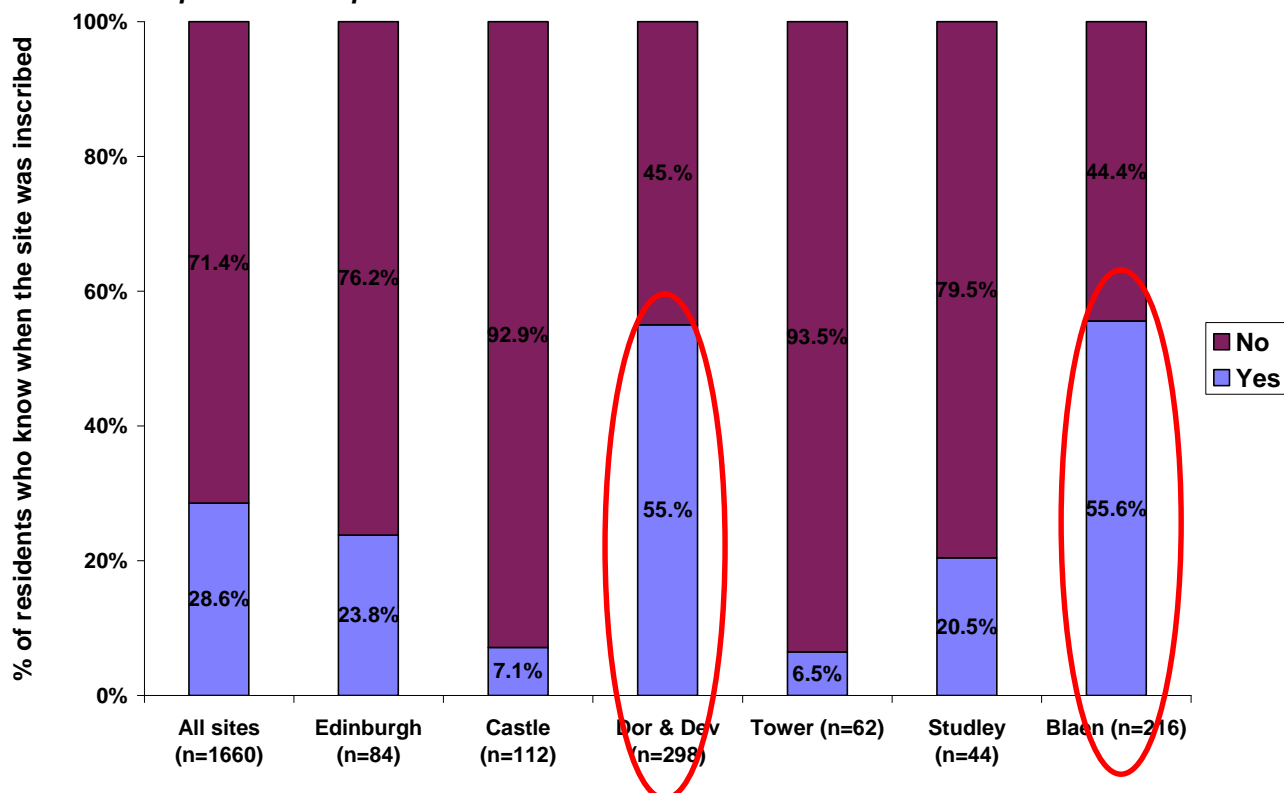


Figure 23: Do you know when it became a World Heritage Site? - *Only residents who have lived near the site prior to inscription.*



302 Residents at newer sites are generally more aware of their WHS status.

Figure 24: How satisfied are you with your local area as a place to live?

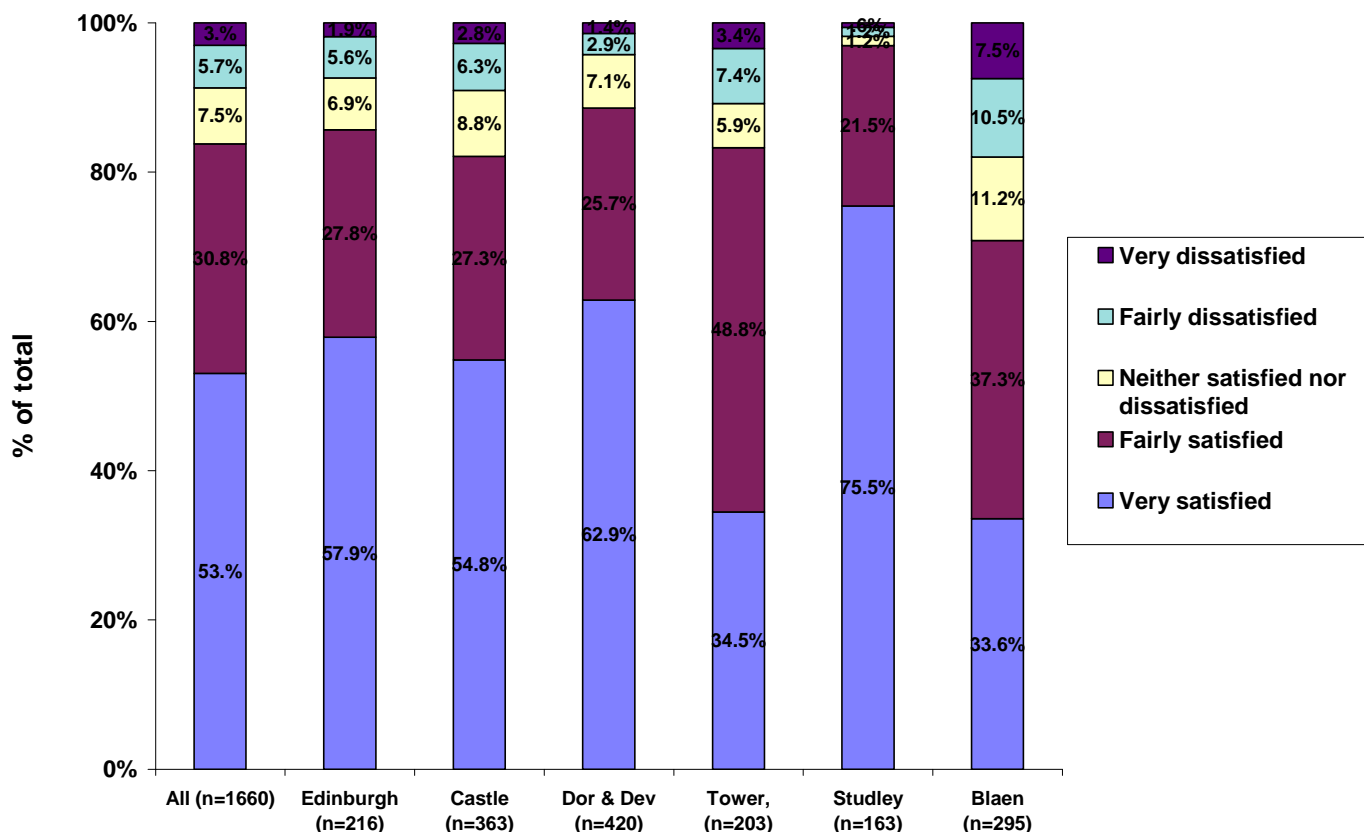


Figure 25: How satisfied are you with your local area as a place to live? - *Only residents who have lived near the site prior to inscription.*

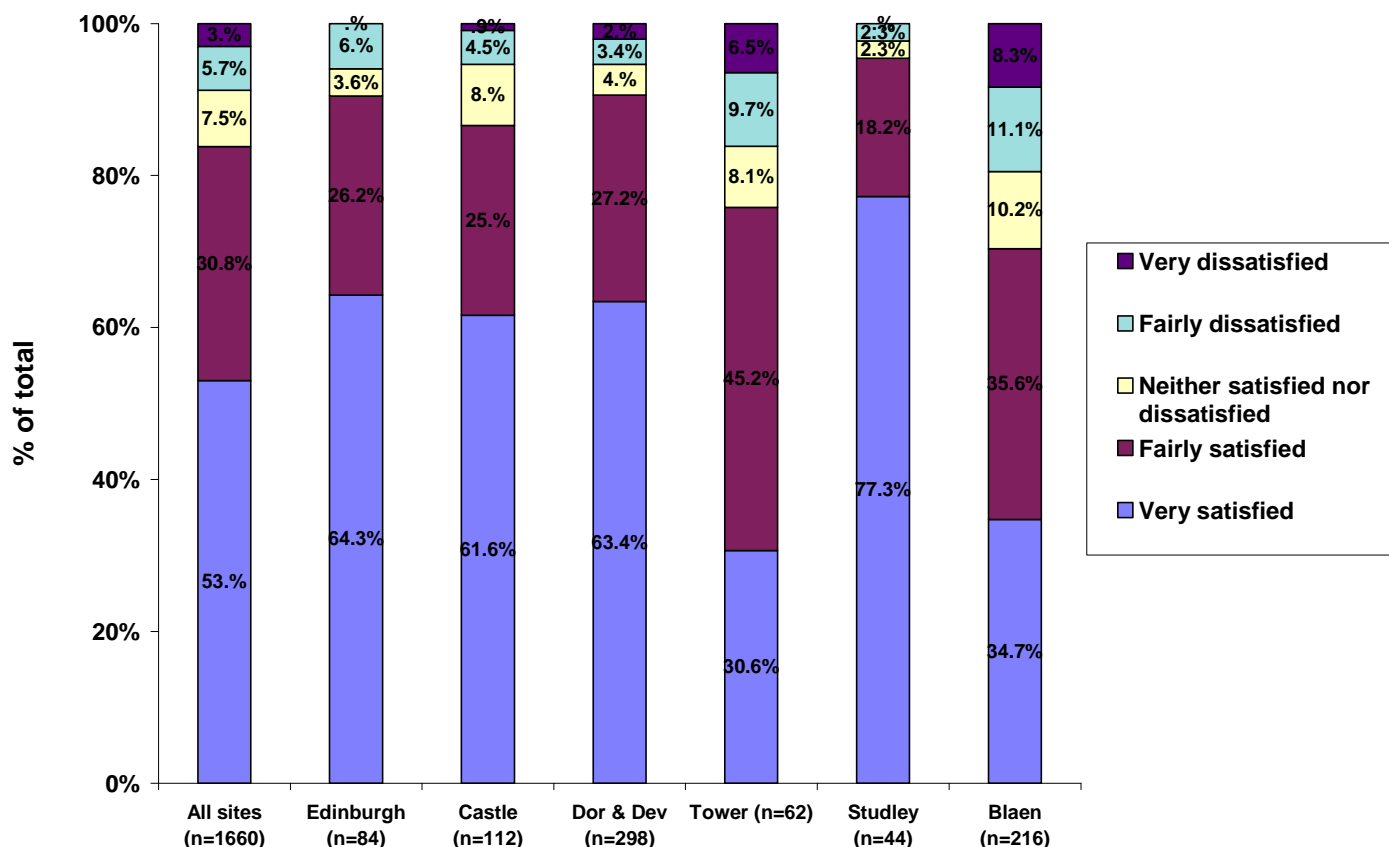


Figure 26: To what extent do you agree - I believe that if the site was not a World Heritage Site then there would be fewer tourists

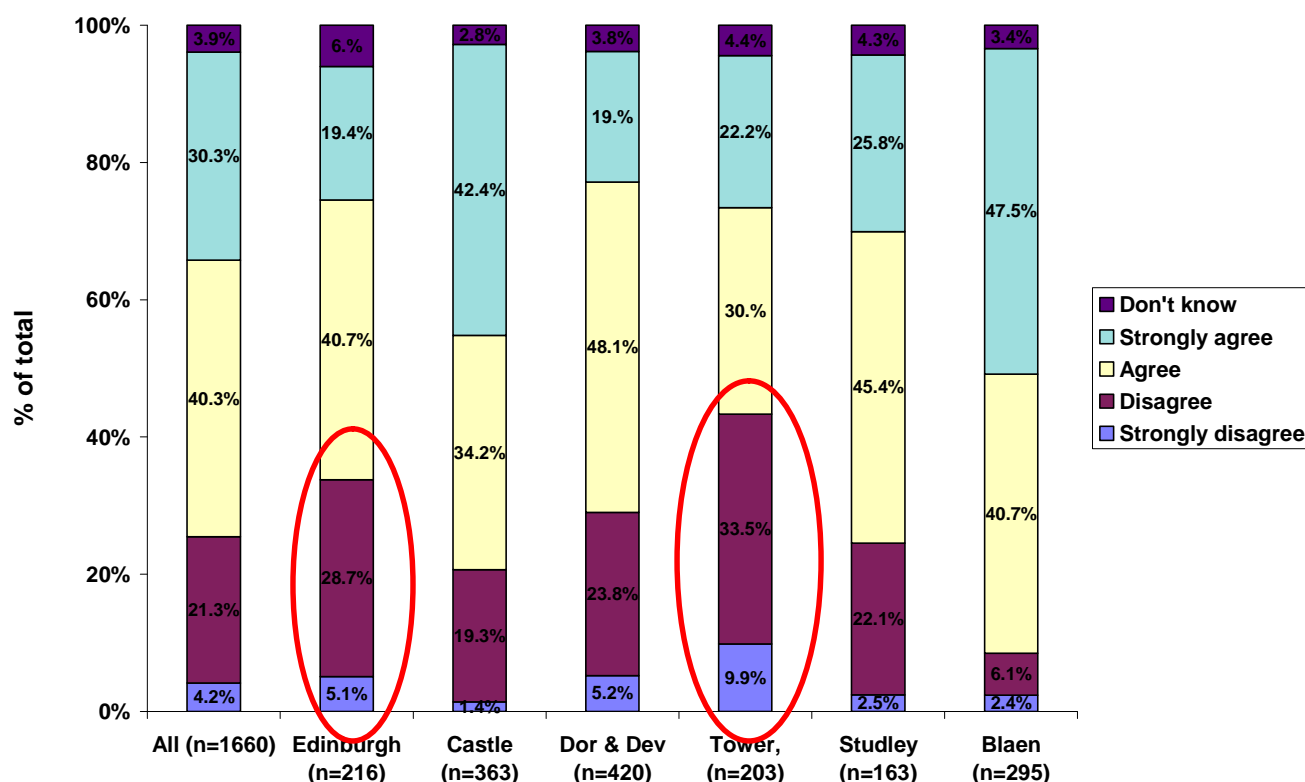
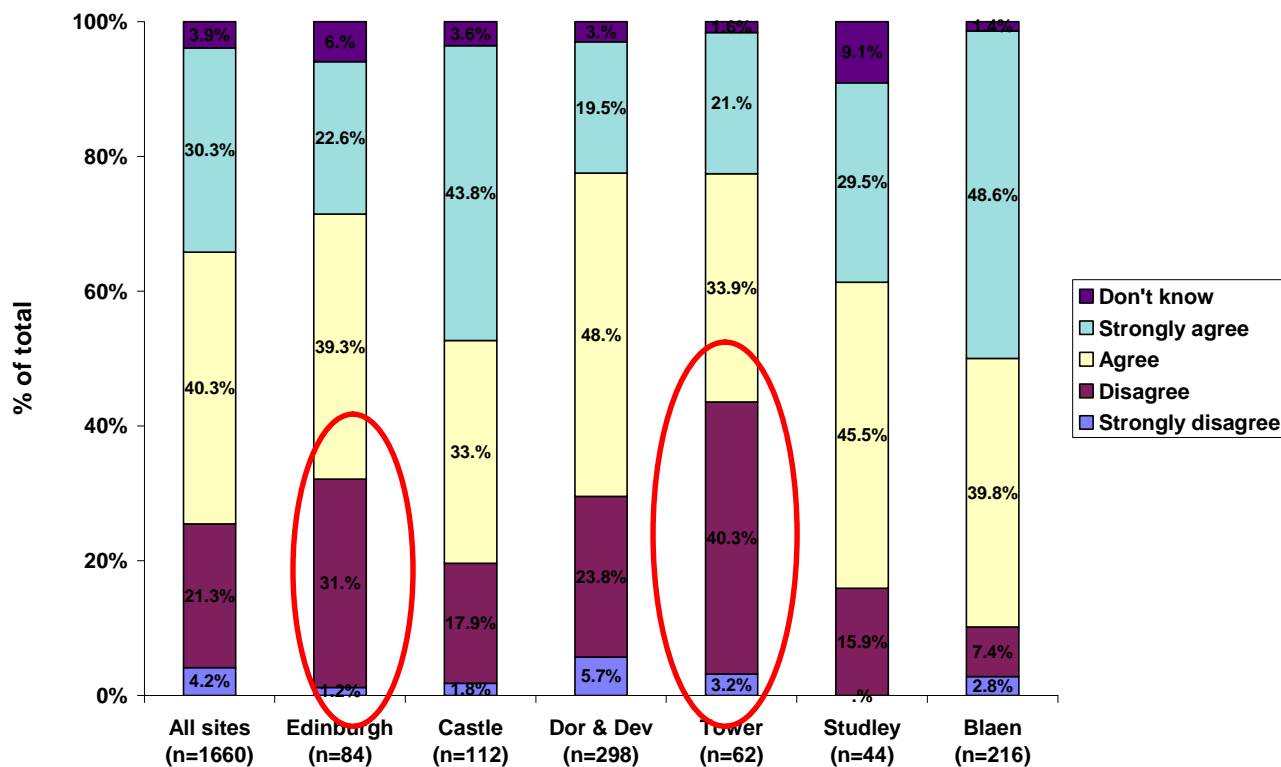


Figure 27: To what extent do you agree - I believe that is the site was not a World Heritage Site then there would be fewer tourists - Only residents who have lived near the site prior to inscription.



303 For more 'famous' sites, WHS is seen as having a more limited affect on visitor numbers.

Figure 28: To what extent do you agree - The tourists who come to the site create a lot of congestion for me.

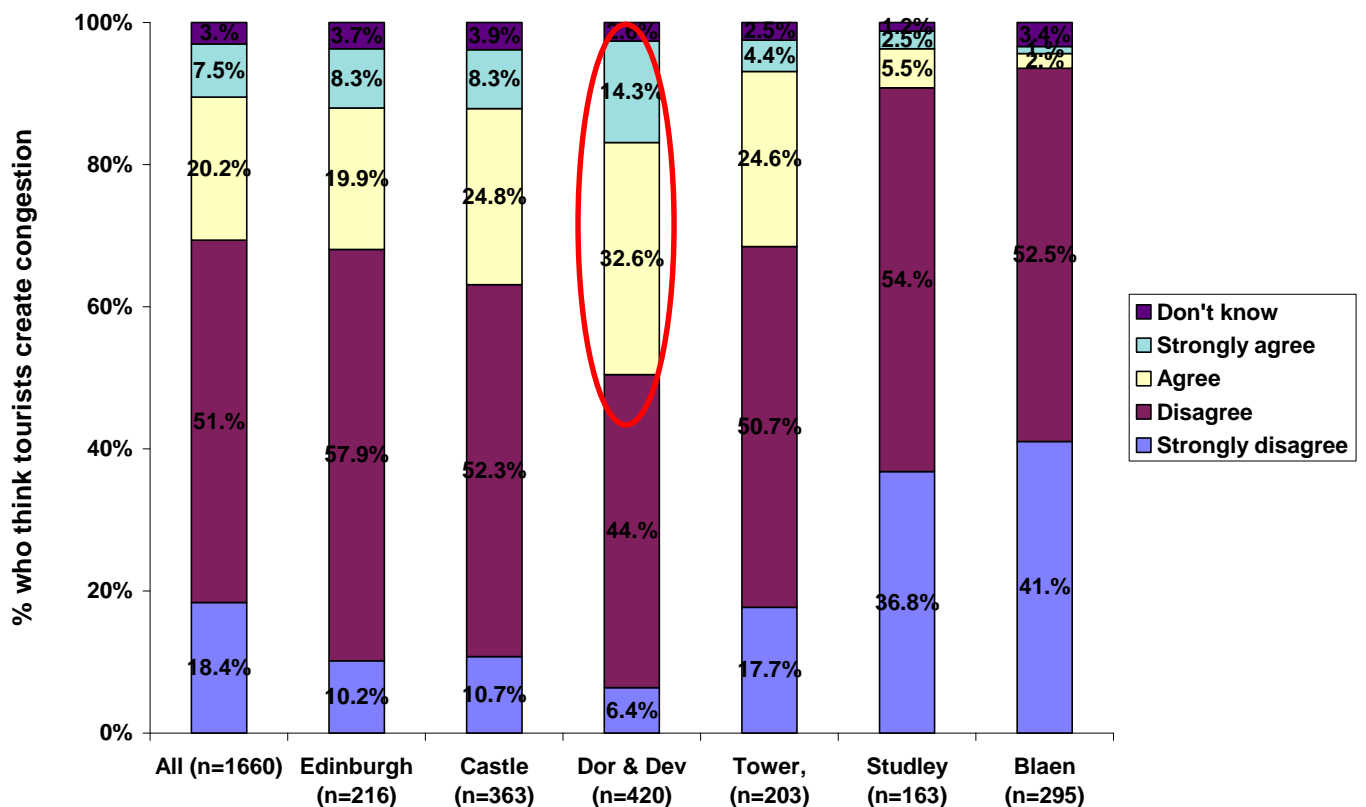
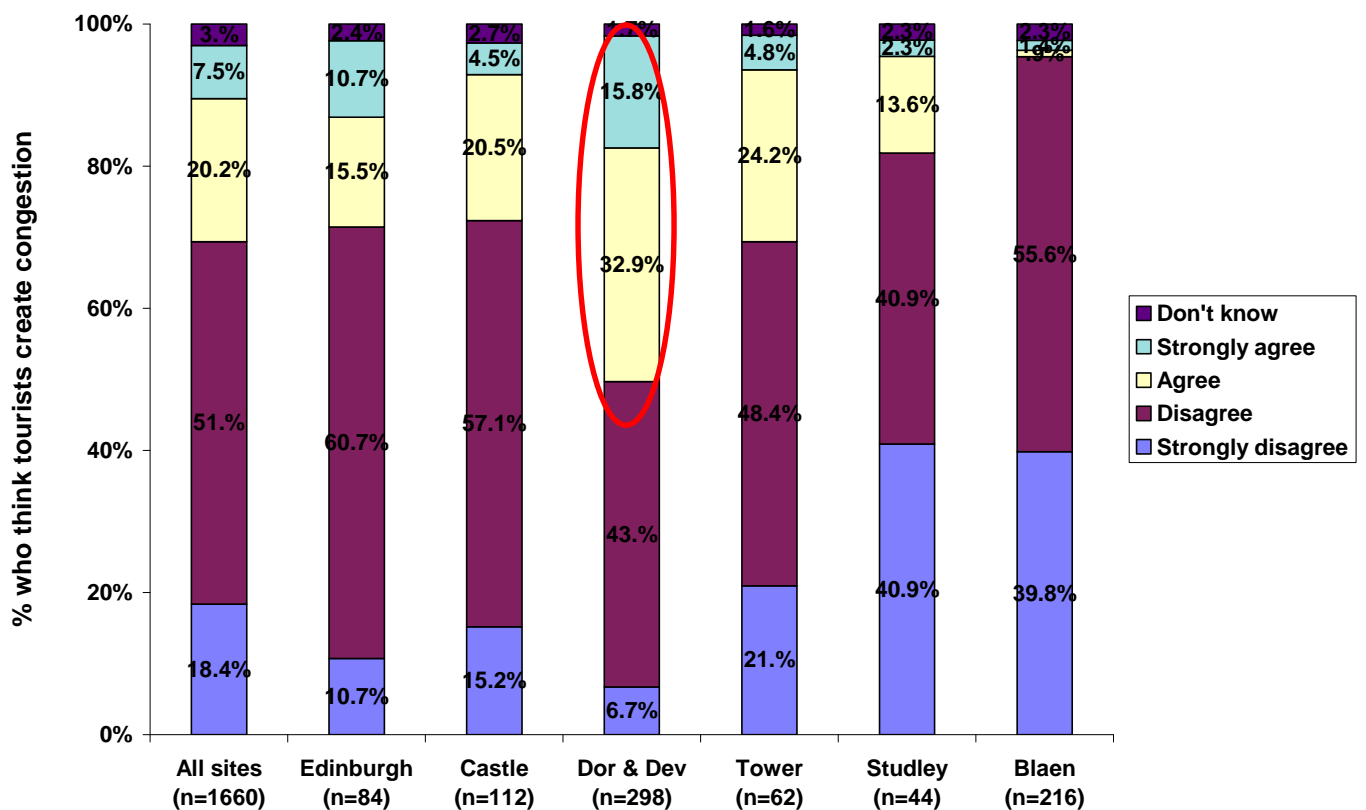


Figure 29: To what extent do you agree - The tourists who come to the site create a lot of congestion for me. - Only residents who have lived near the site prior to inscription.



304 Congestion could be seen as a more prevalent problem at natural sites.

Figure 30: To what extent do you agree - I have noticed that the tourists who come here damage the site

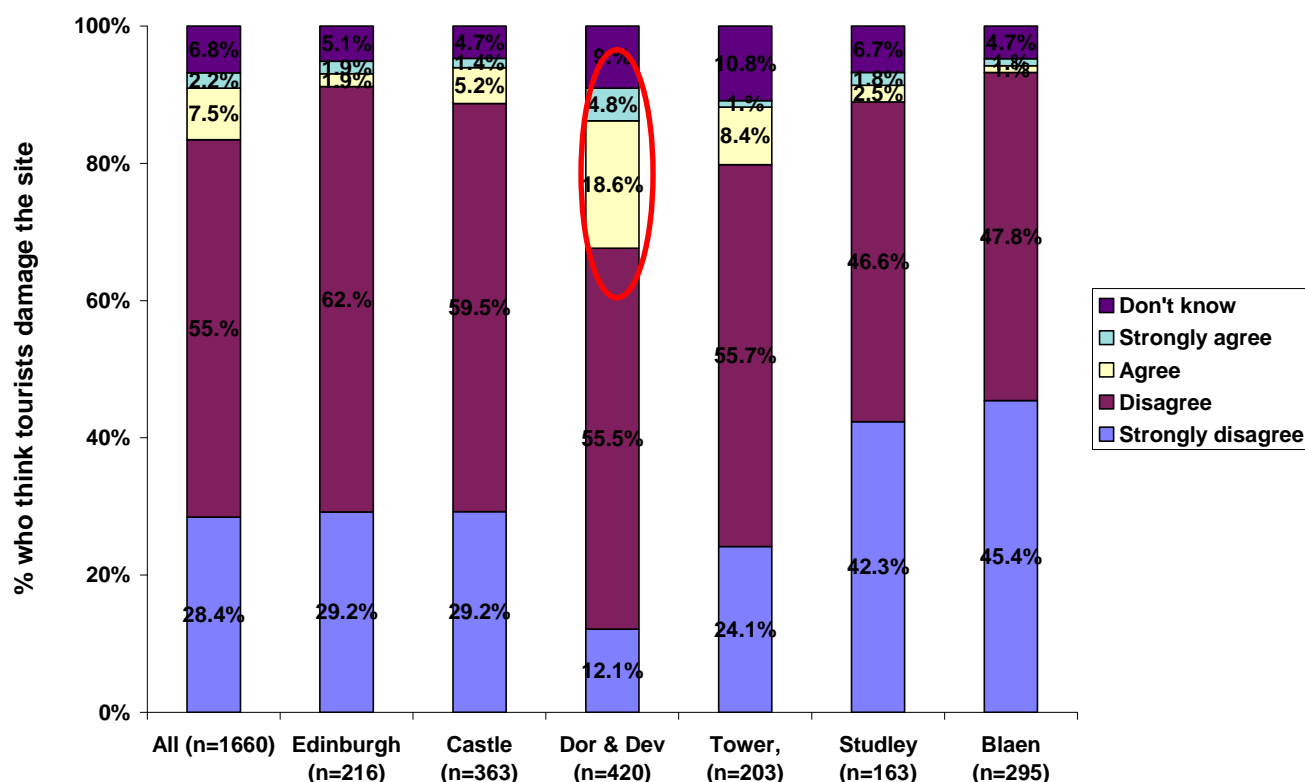
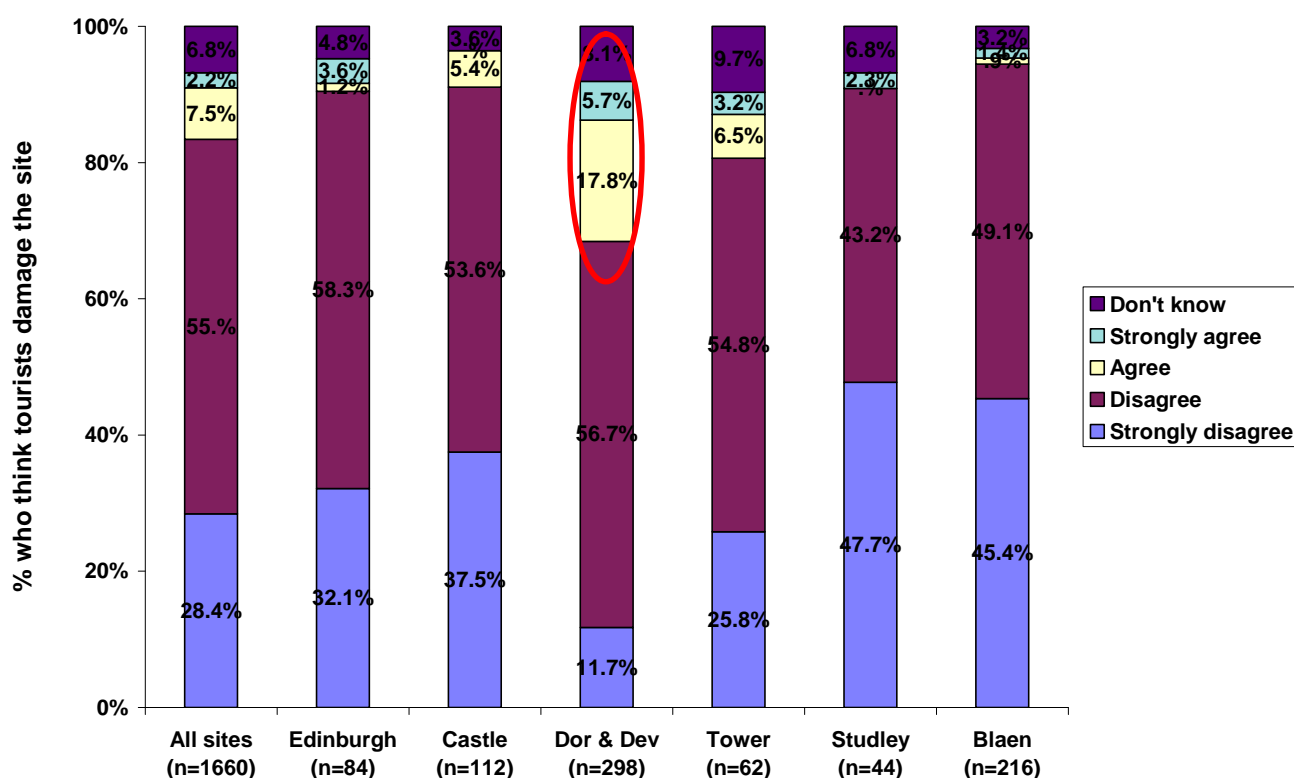


Figure 31: To what extent do you agree - I have noticed that the tourists who come here damage the site - *Only residents who have lived near the site prior to inscription.*



305 Damage from tourists similarly could be seen as a more prevalent problem at natural sites.

Figure 32: To what extent do you agree - I believe that the costs of tourism in the local area outweigh the benefits

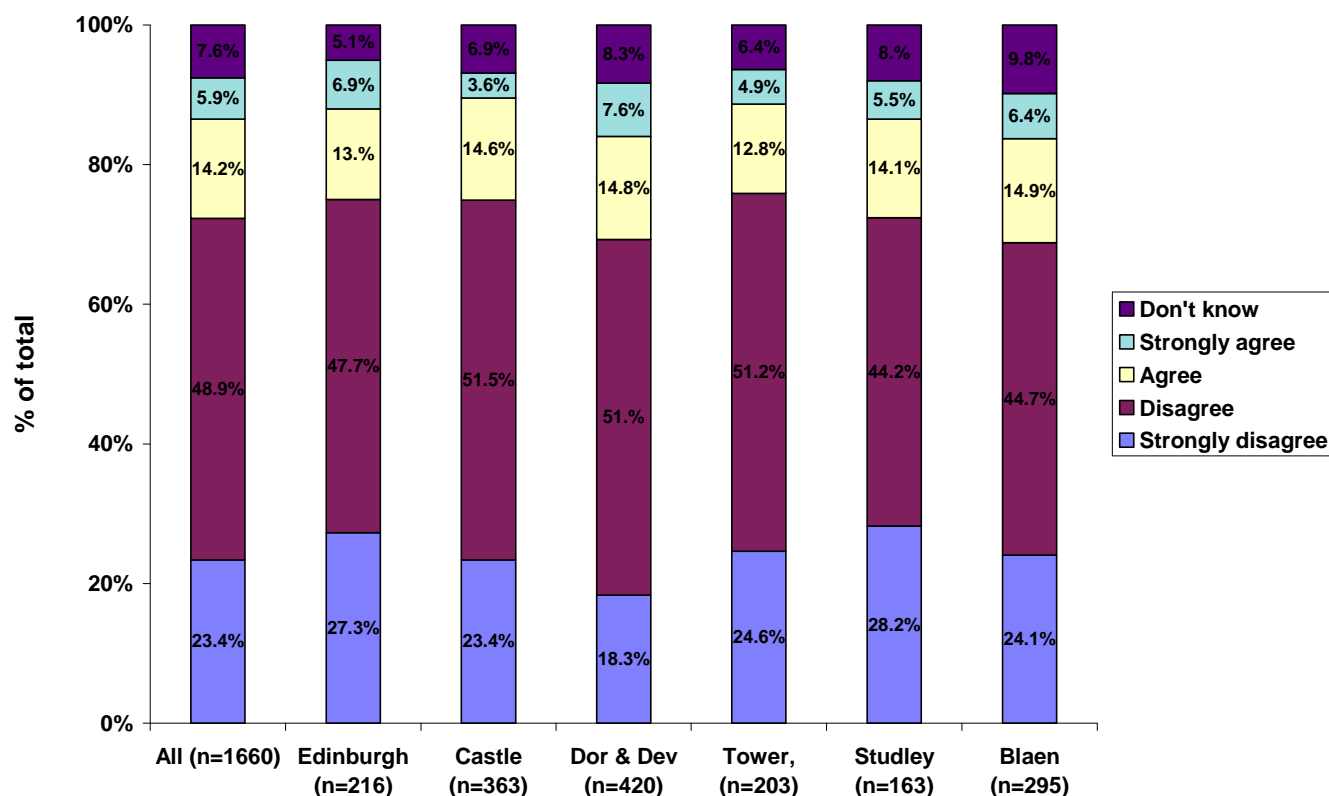


Figure 33: To what extent do you agree - I believe that the costs of tourism in the local area outweigh the benefits- *Only residents who have lived near the site prior to inscription.*

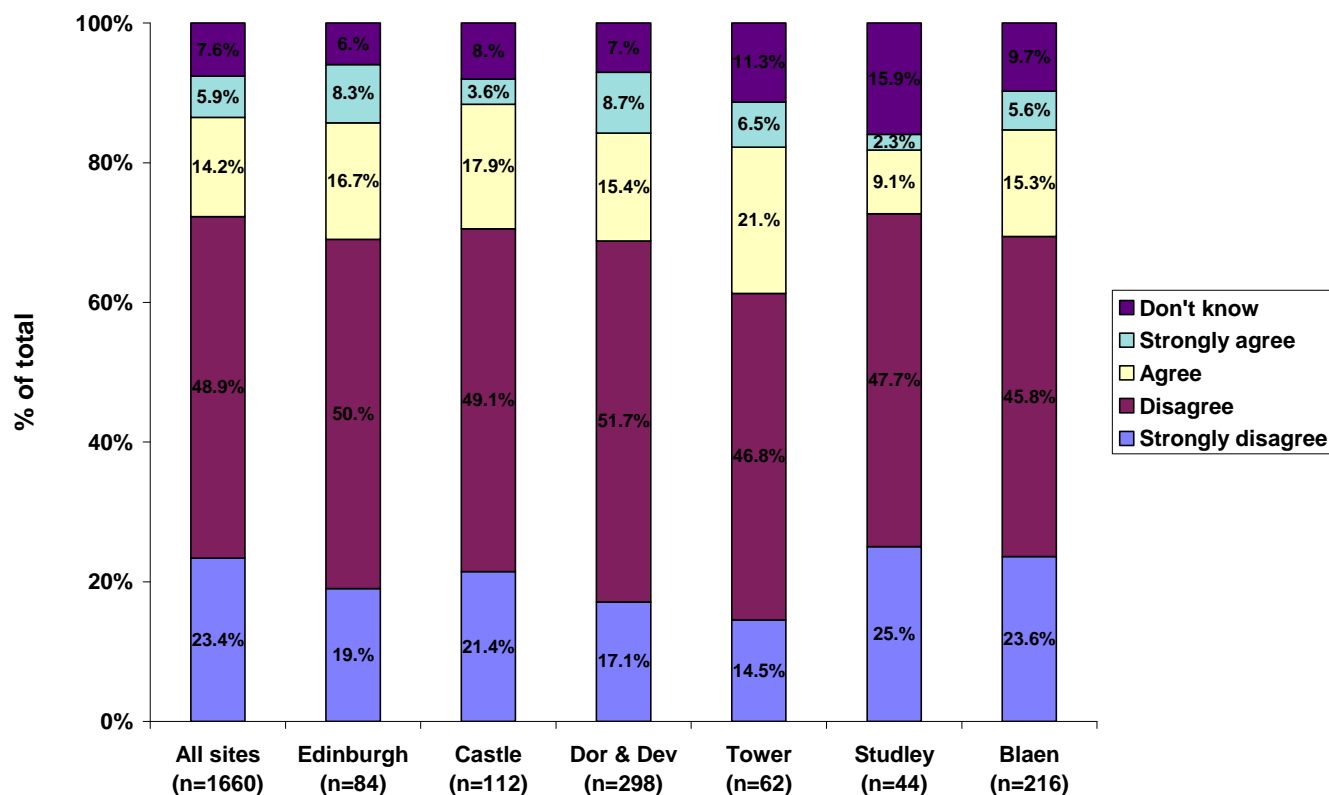


Figure 34: To what extent do you agree - I believe that there has been more investment locally because the site has World Heritage status

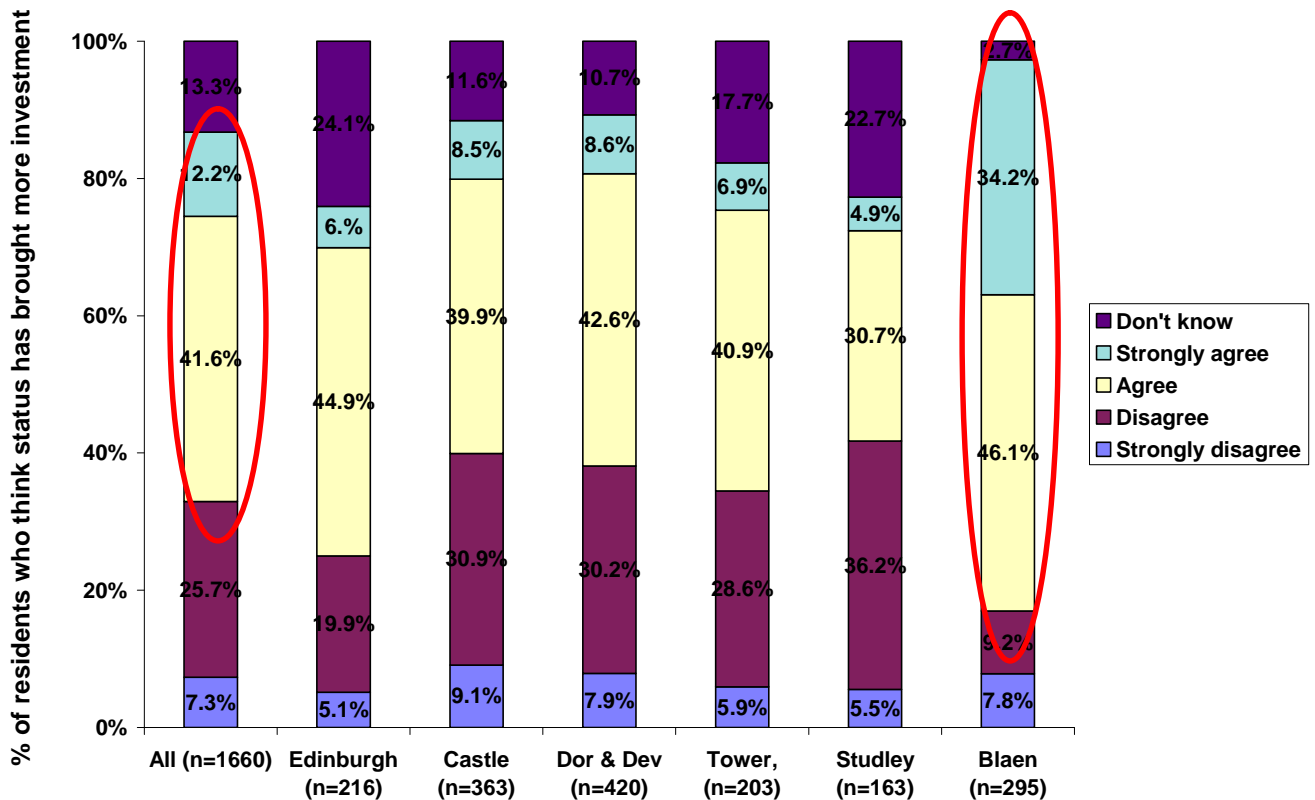
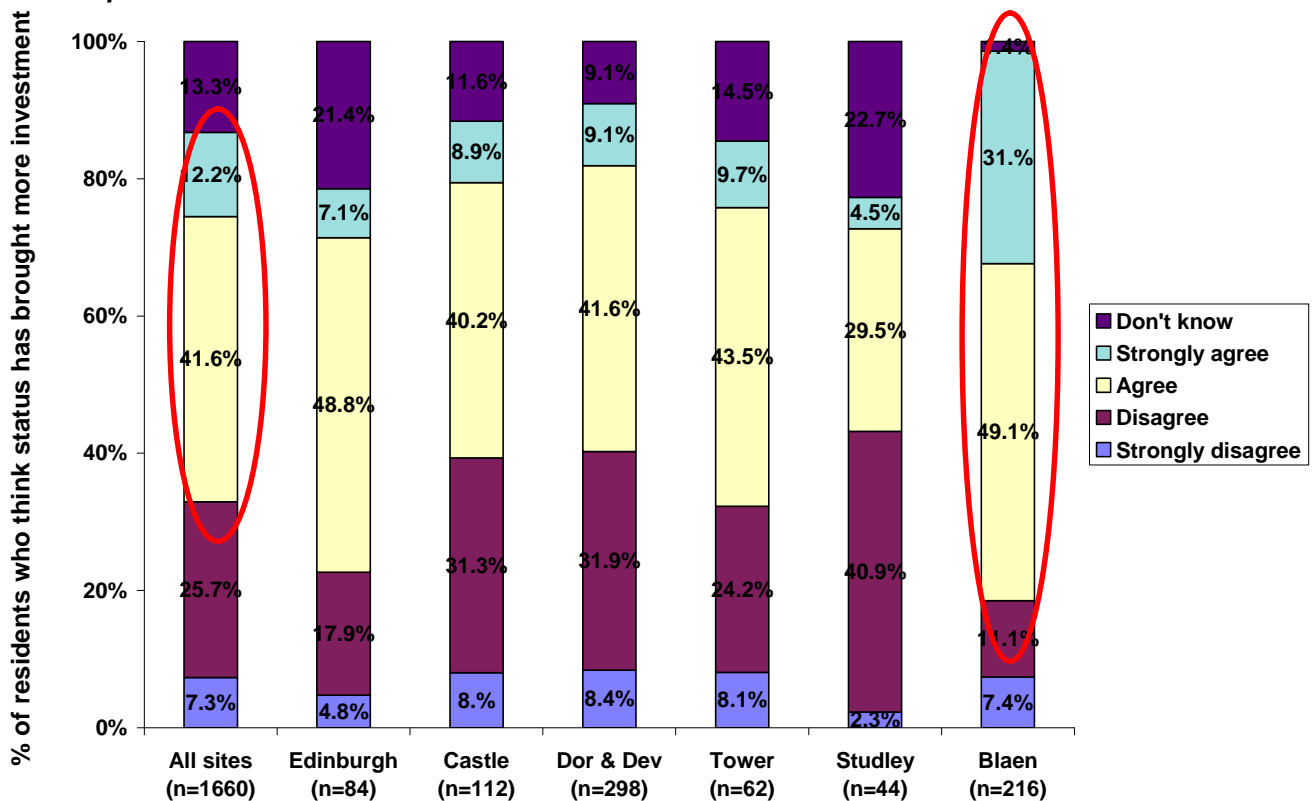


Figure 35: To what extent do you agree - I believe that there has been more investment locally because the site has World Heritage status - Only residents who have lived near the site prior to inscription.



306 There is generally a strong belief that WHS leads to local investment, especially in more deprived locations.

Figure 36 : To what extent do you agree - The World Heritage Status of the site was an insignificant factor in my decision to live in this area.

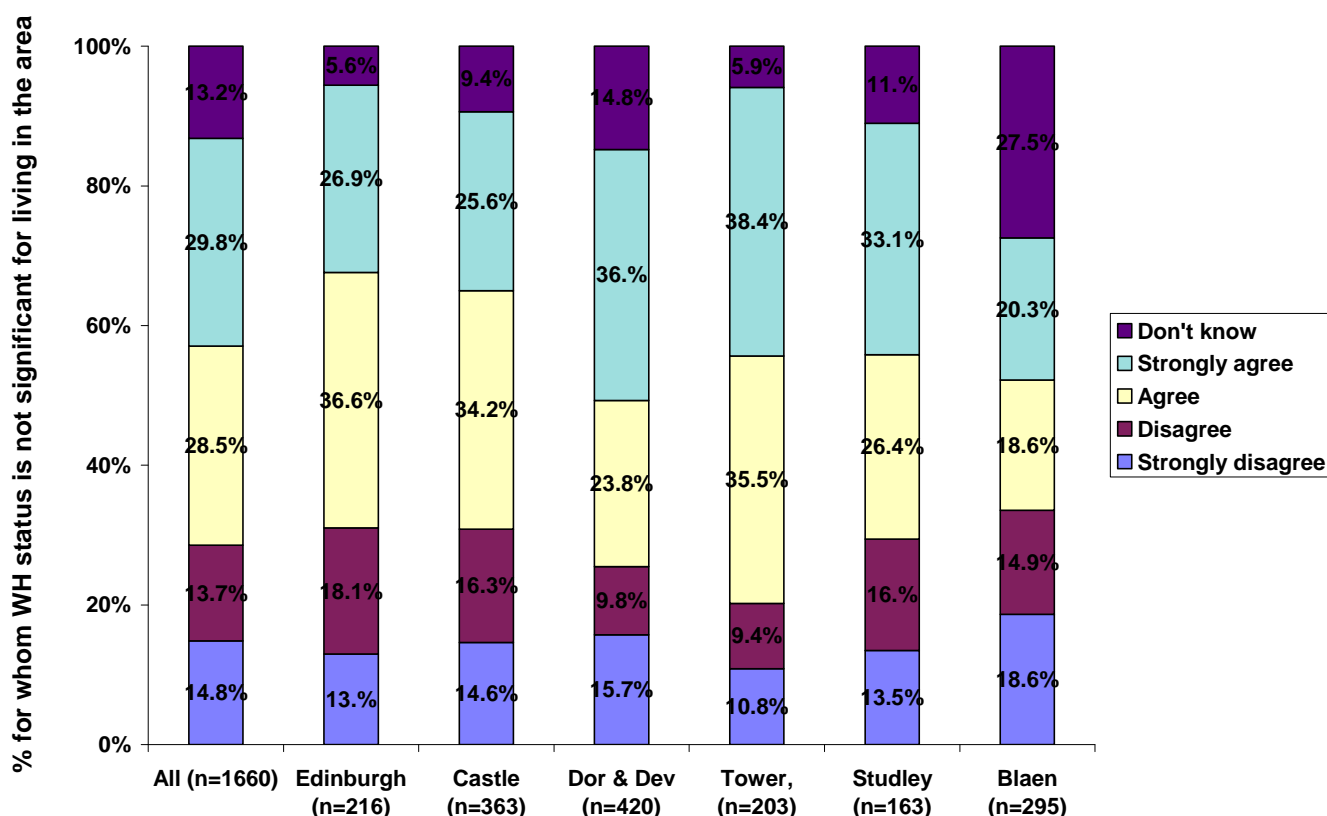


Figure 37: To what extent do you agree - The World Heritage Status of the site was an insignificant factor in my decision to live in this area. - Only residents who have lived near the site prior to inscription.

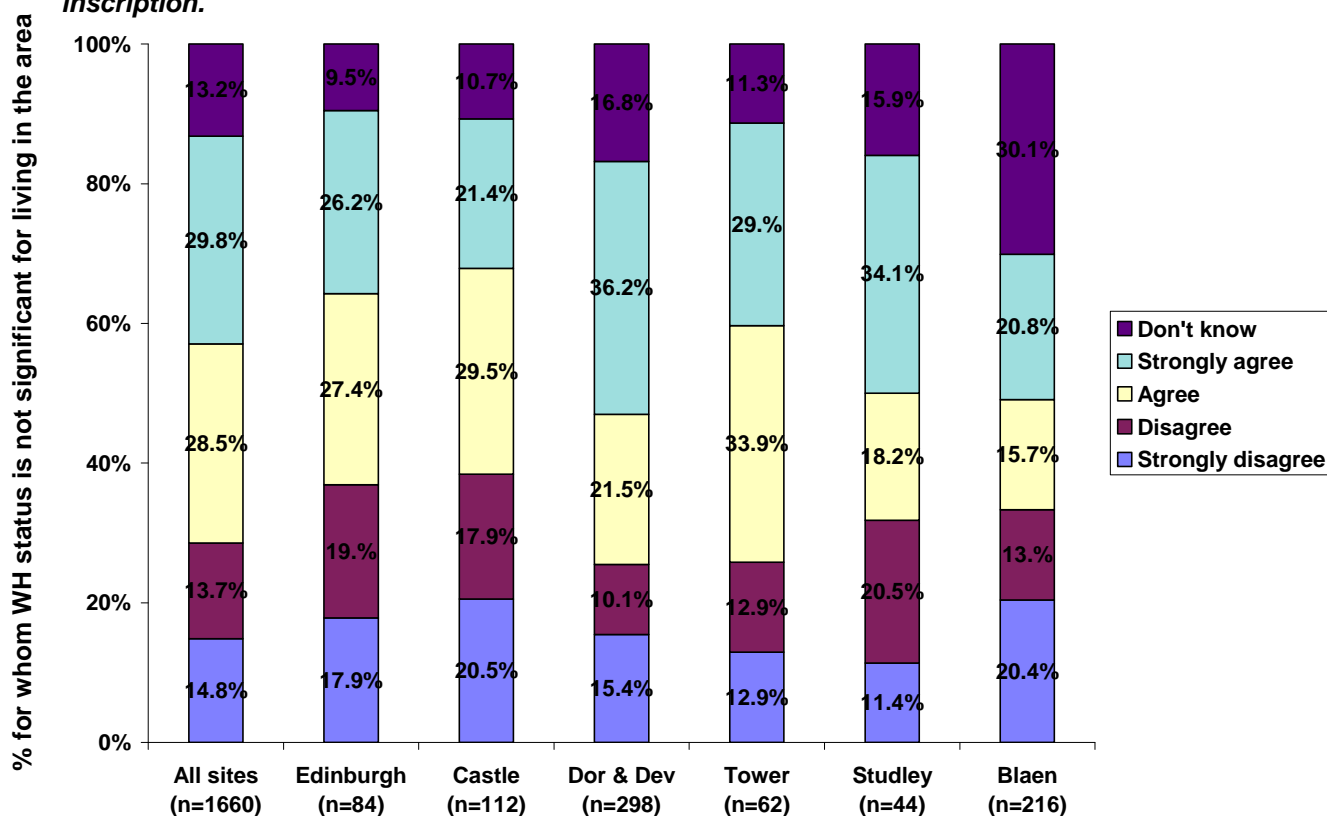


Figure 38: To what extent do you agree - The World Heritage Status of the site is an important factor in my decision to live in this area.

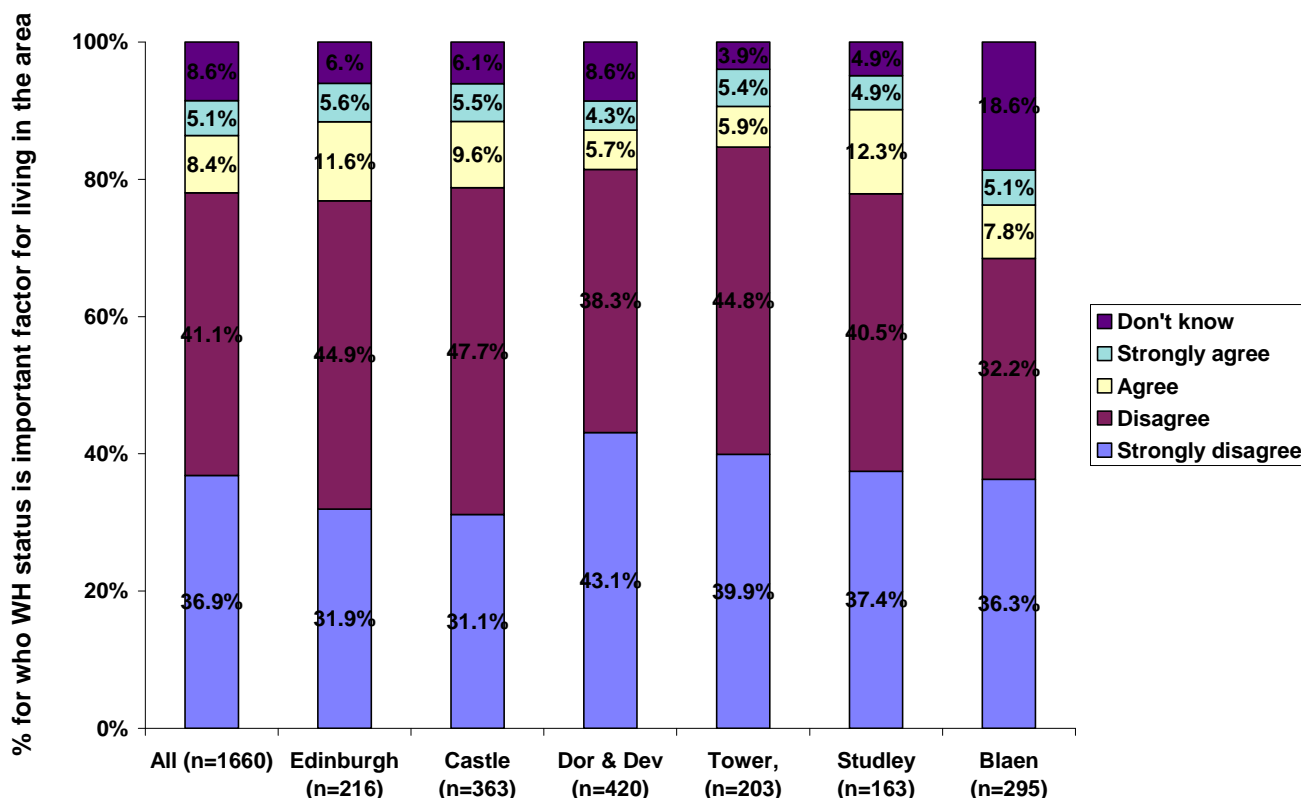
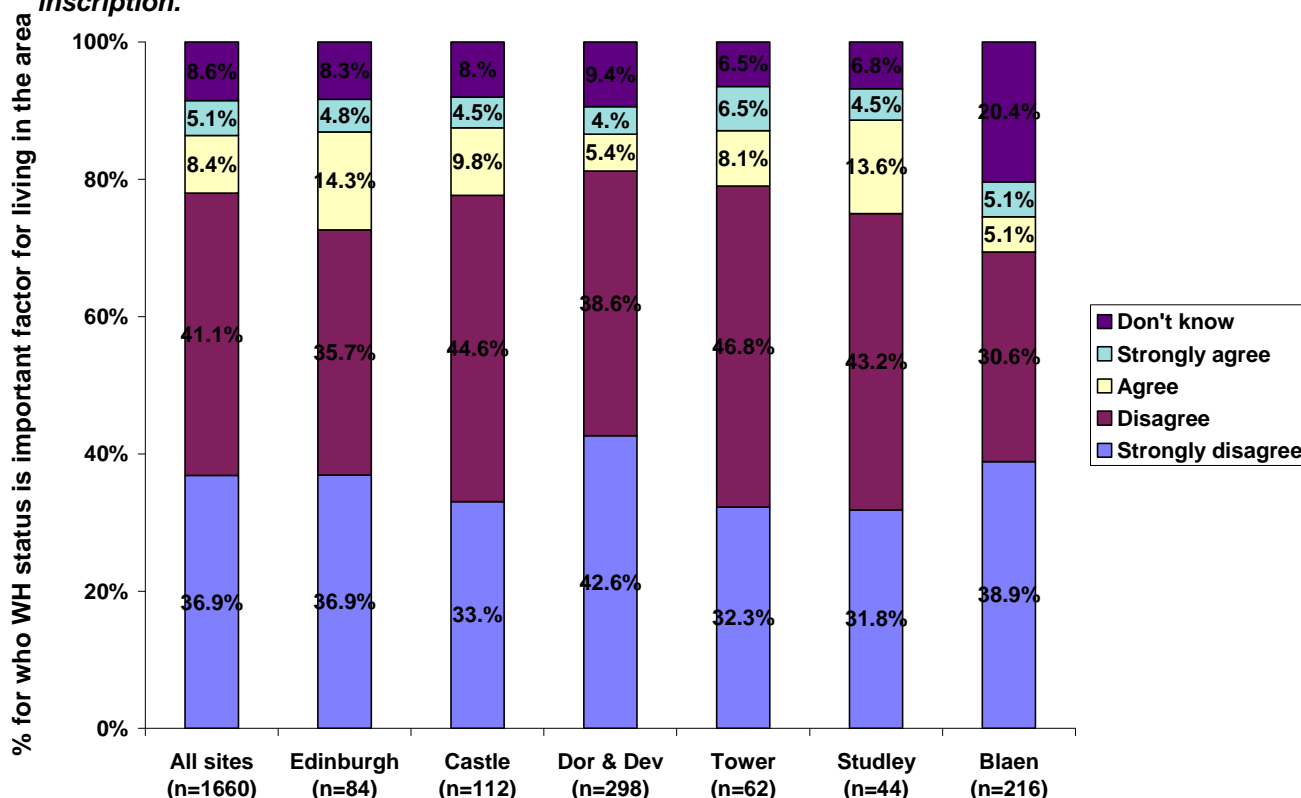


Figure 39: To what extent do you agree - The World Heritage Status of the site is an important factor in my decision to live in this area. - Only residents who have lived near the site prior to inscription.



307 Generally WHS has only a marginal, if any impact on migration trends.

Figure 40 To what extent do you agree - Making changes to the outside of my property has become more difficult since the site gained World Heritage Status.

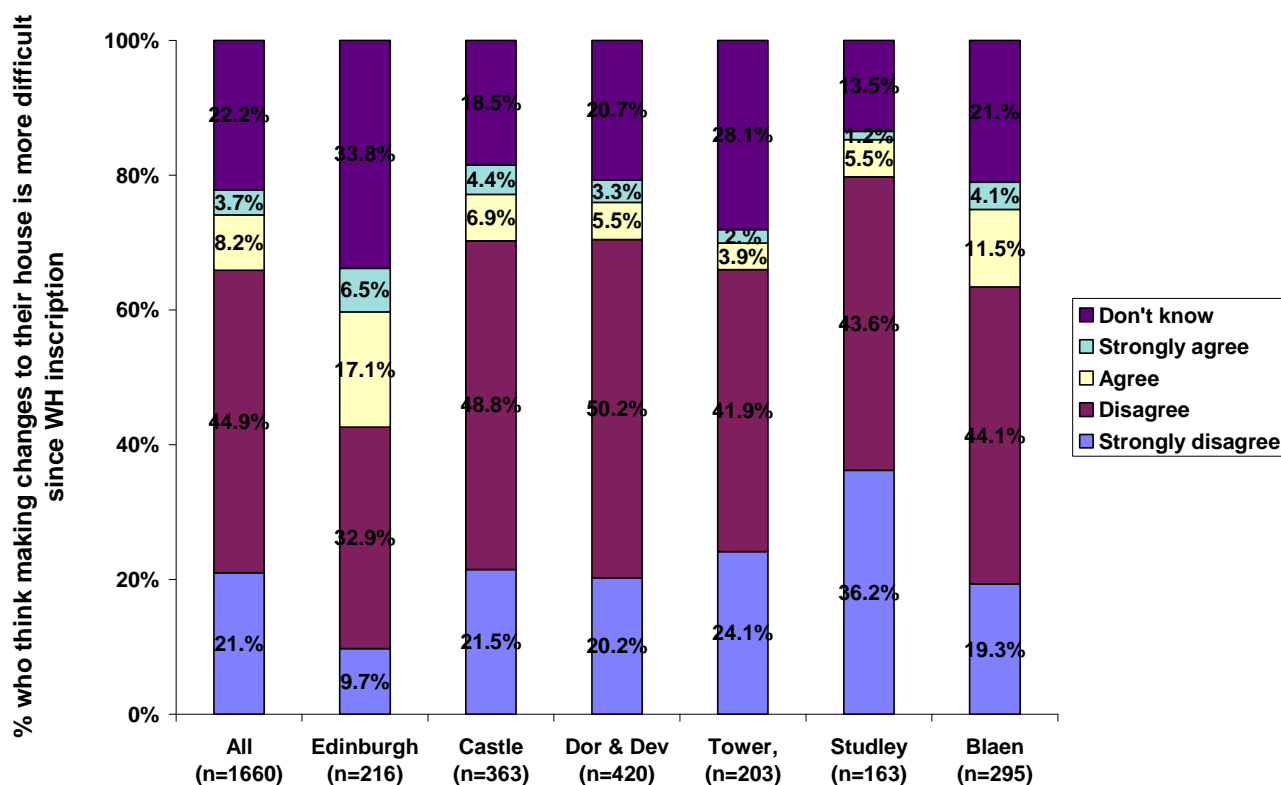


Figure 41: To what extent do you agree - Making changes to the outside of my property has become more difficult since the site gained World Heritage Status. - Only residents who have lived near the site prior to inscription.

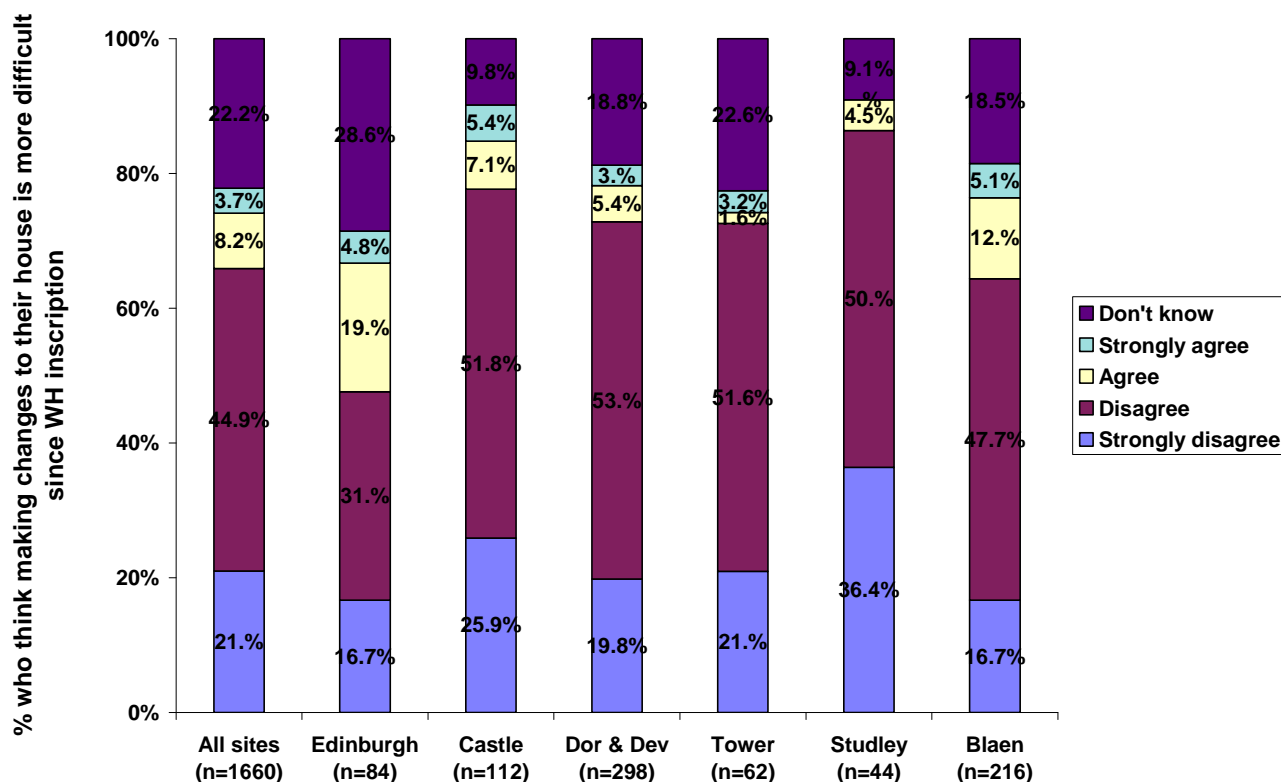


Figure 42: To what extent do you agree - I have found that getting planning permission has become more difficult since the site has gained World Heritage Status.

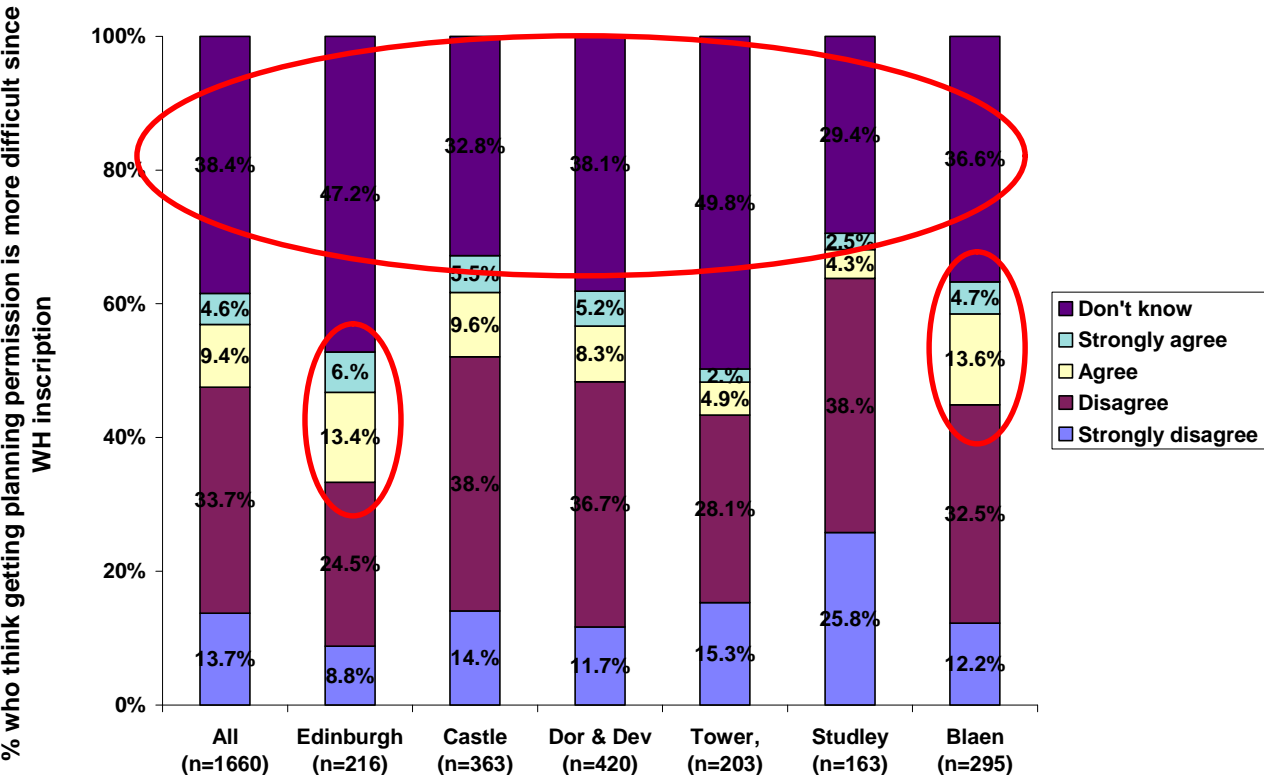
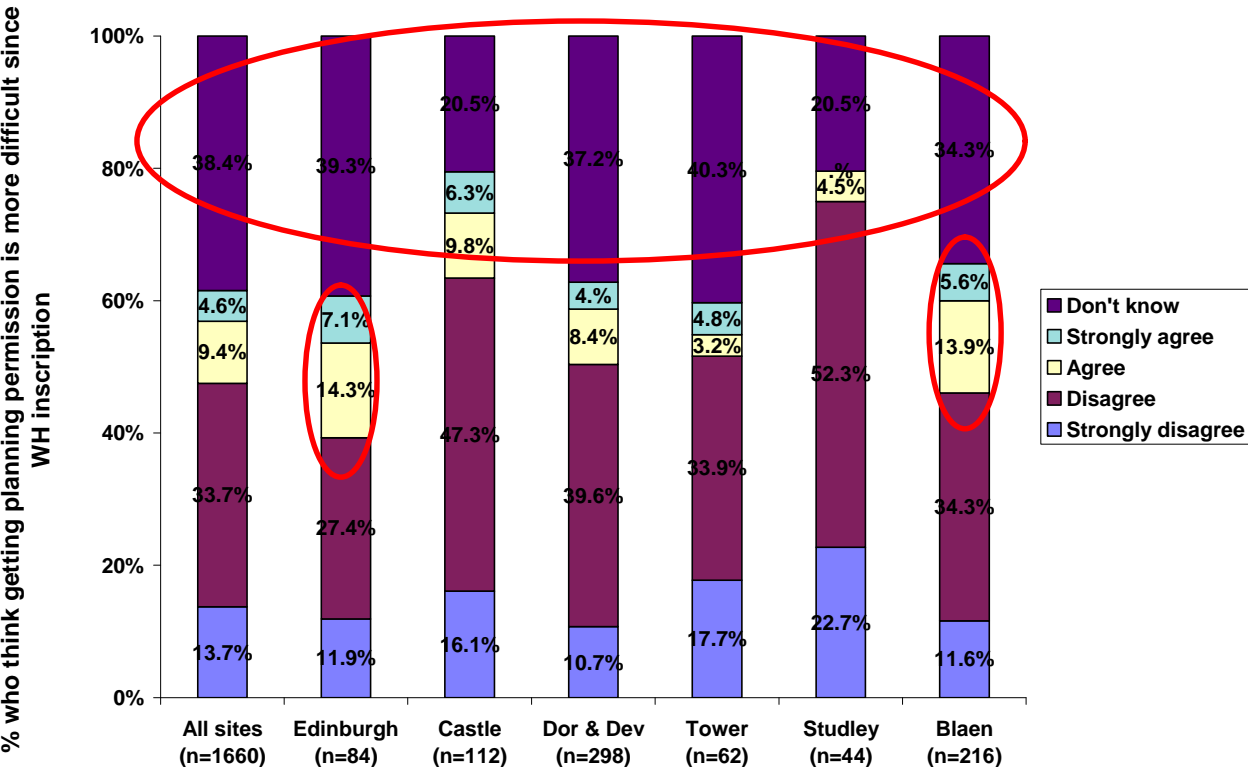


Figure 43: To what extent do you agree - I have found that getting planning permission has become more difficult since the site has gained World Heritage Status. - *Only residents who have lived near the site prior to inscription.*



308 There is generally a limited understanding of the impact of WHS on planning, but the impact is generally understood to be stronger in Edinburgh and Blaenavon.

Figure 44: To what extent do you agree - I would prefer to conserve or preserve the local and built environment even if that means having fewer services and amenities in the local area.

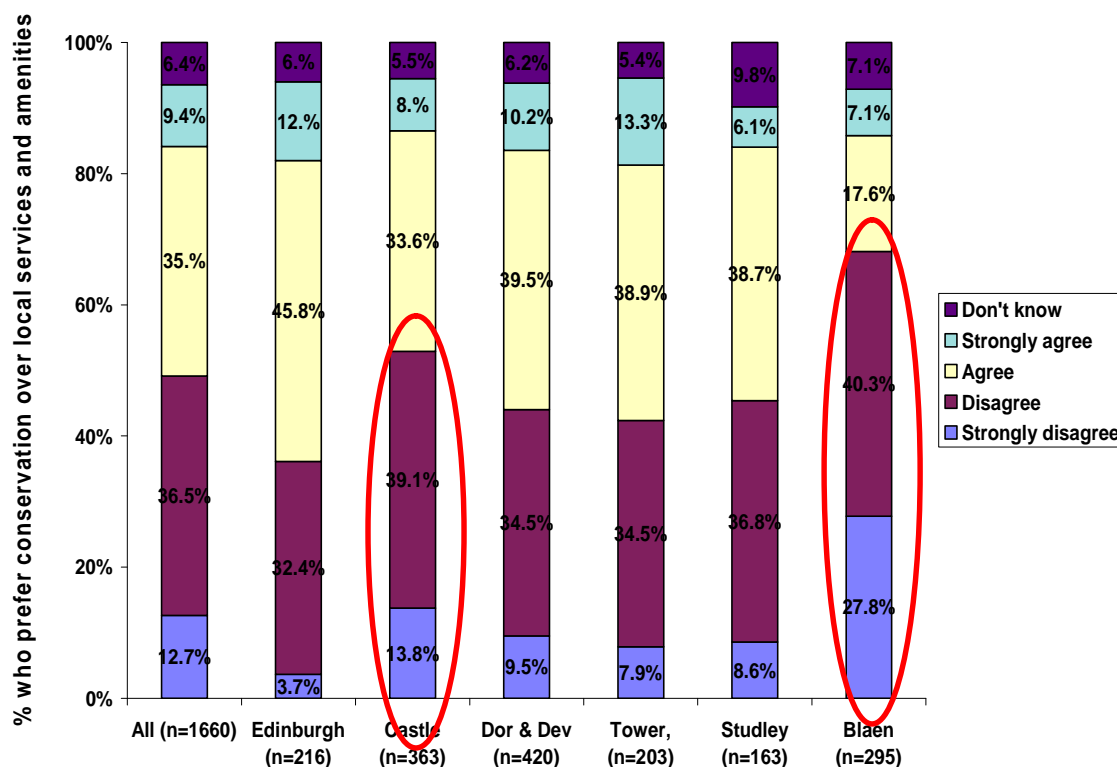
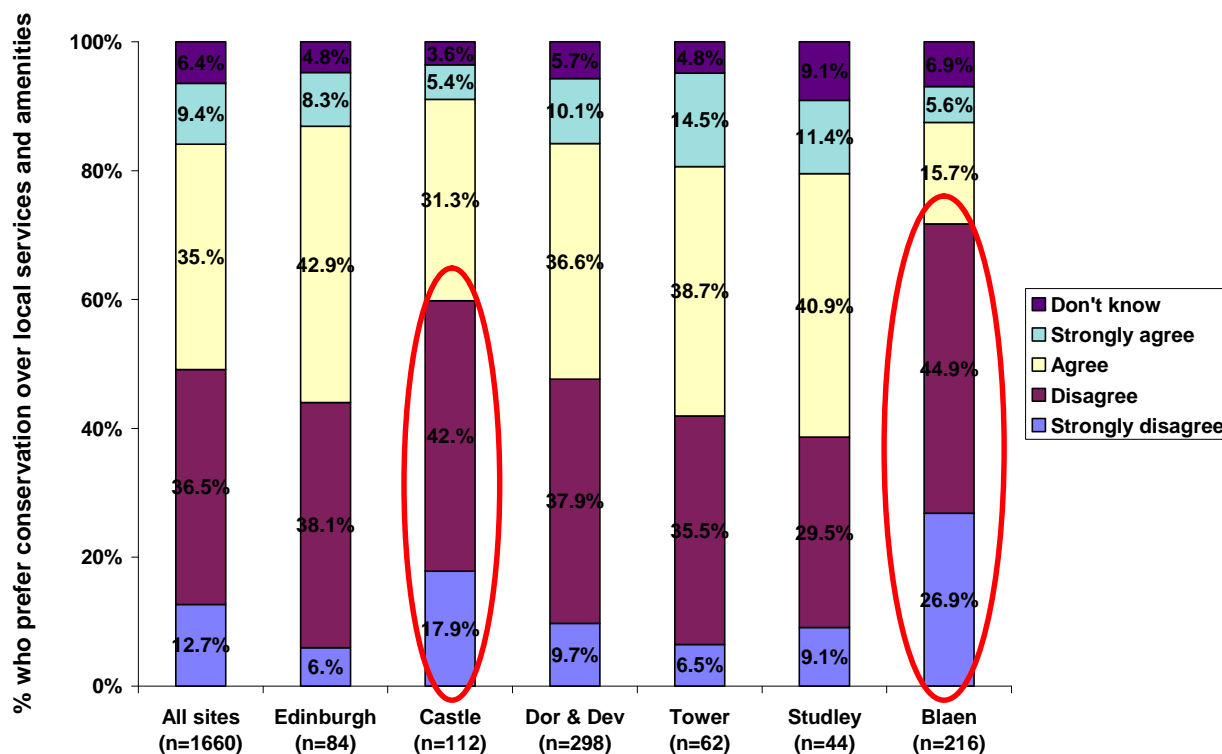


Figure 45: To what extent do you agree - I would prefer to conserve or preserve the local and built environment even if that means having fewer services and amenities in the local area. - Only residents who have lived near the site prior to inscription.



309 Some more rural locations would prefer to have more amenities rather than conservation

Figure 46 : To what extent do you agree - I don't believe that there is currently a good balance between conservation of the site and having tourists or new developments in the area.

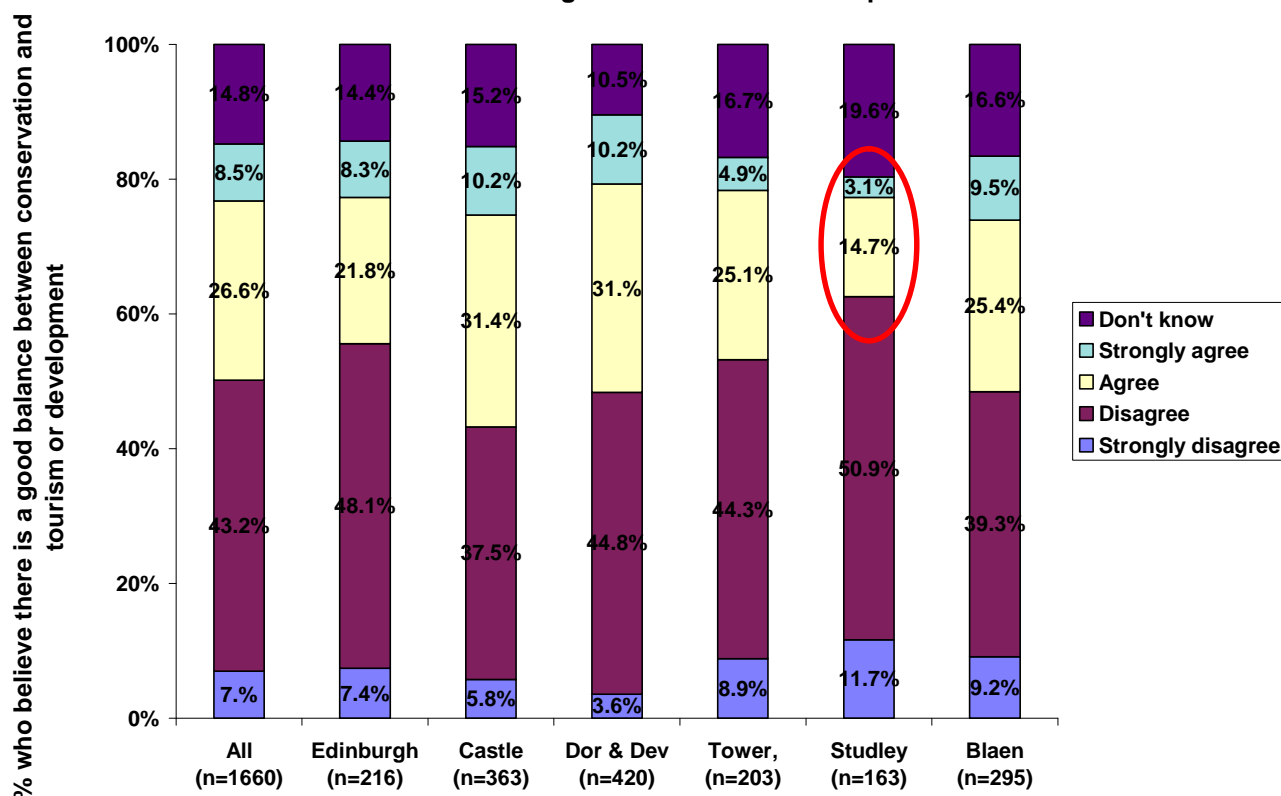
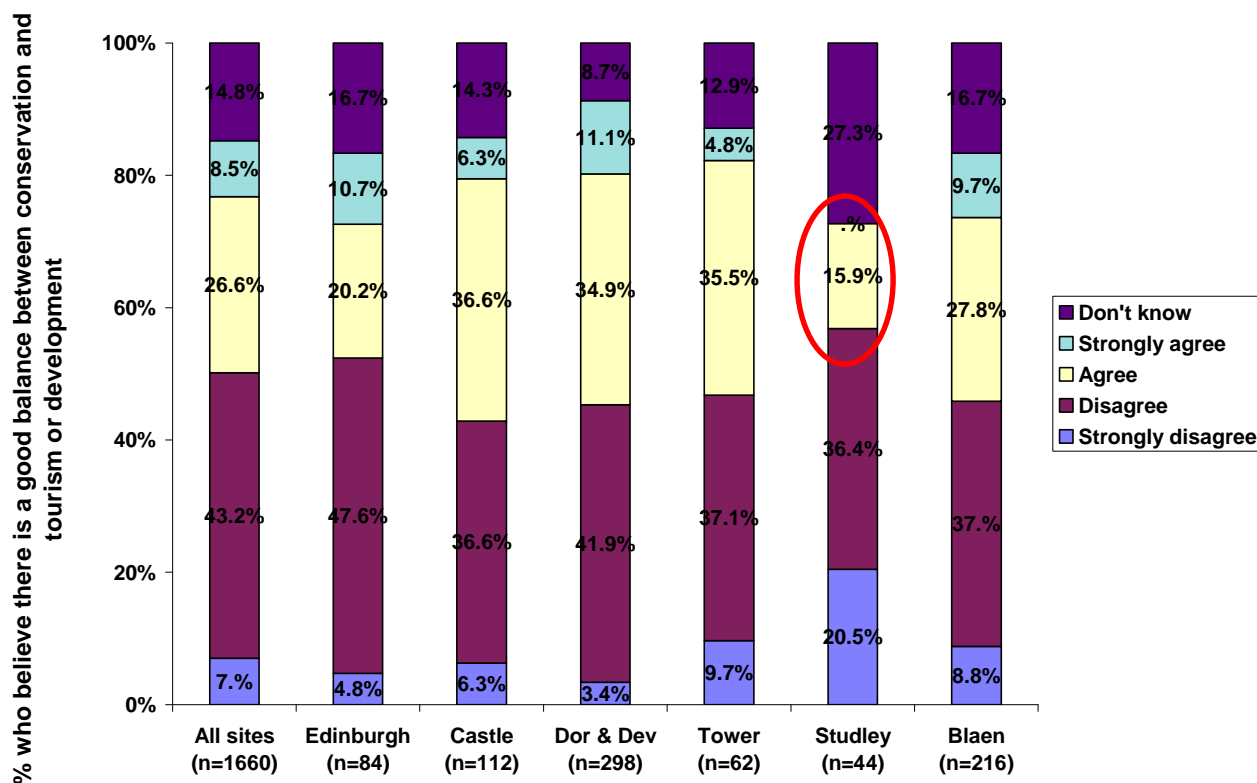


Figure 47: To what extent do you agree - I don't believe that there is currently a good balance between conservation of the site and having tourists or new developments in the area. - Only residents who have lived near the site prior to inscription.



310 Generally the balance between conservation and tourism was thought to be strongest at Studley Park where visitor numbers are monitored and controlled.

Figure 48: To what extent do you agree - I believe that the World Heritage Status of the site makes no contribution to its conservation.

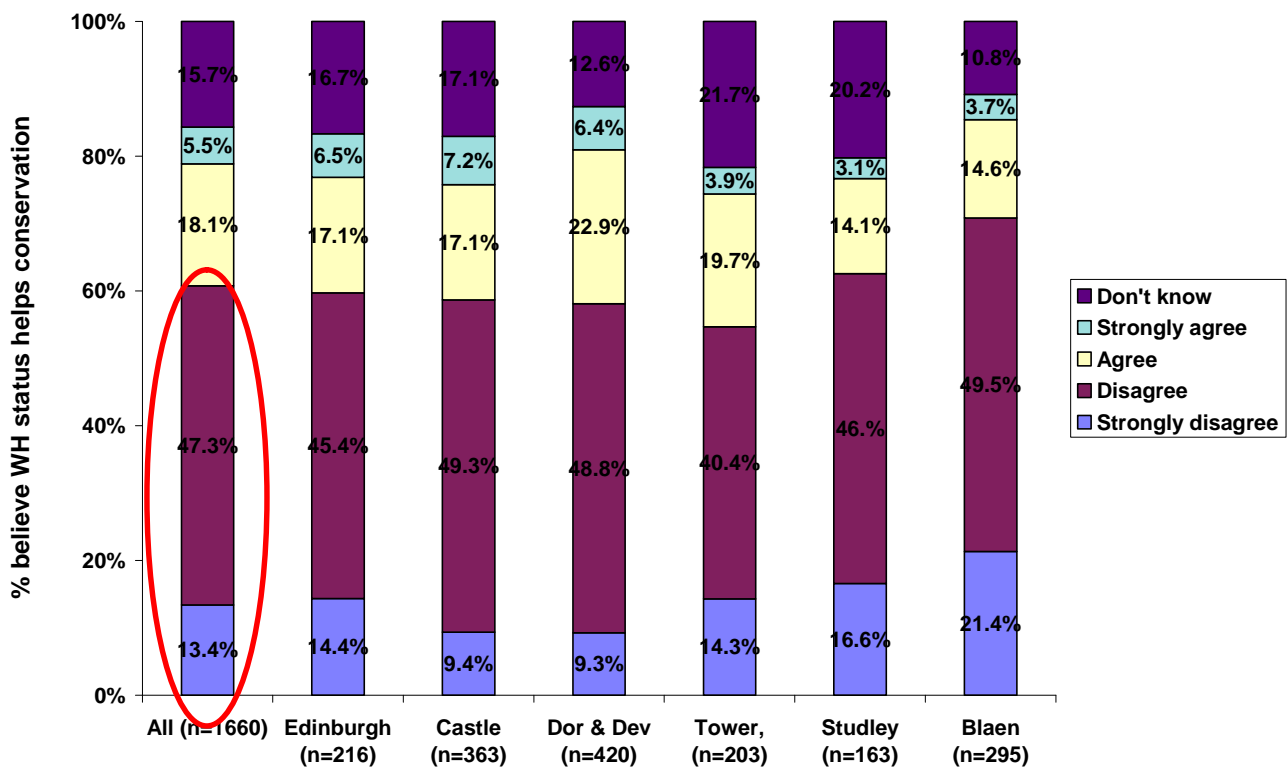
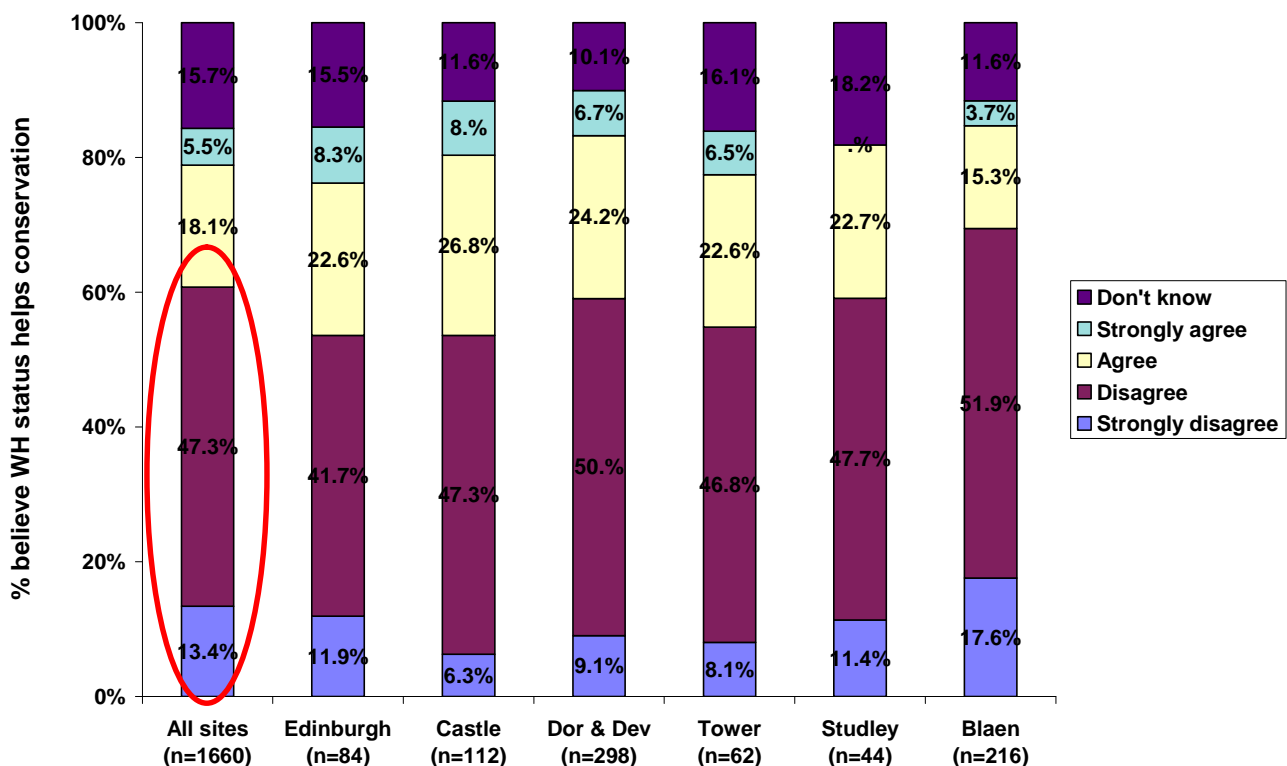


Figure 49: To what extent do you agree - I believe that the World Heritage Status of the site makes no contribution to its conservation. - Only residents who have lived near the site prior to inscription.



311 Generally, despite our findings WHS was thought to have a strong contribution to conservation.

Figure 50: To what extent do you agree - I am more interested in learning about the site because it has World Heritage Status.

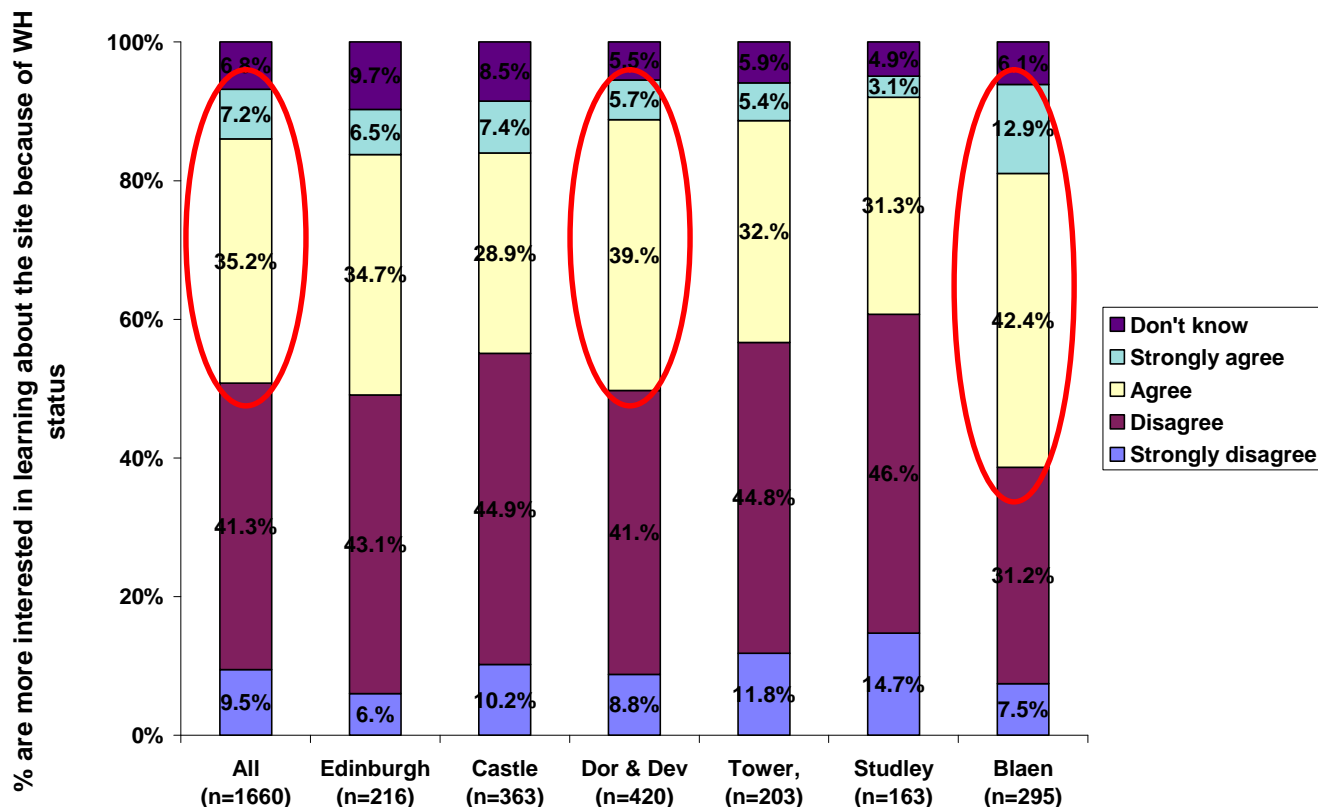
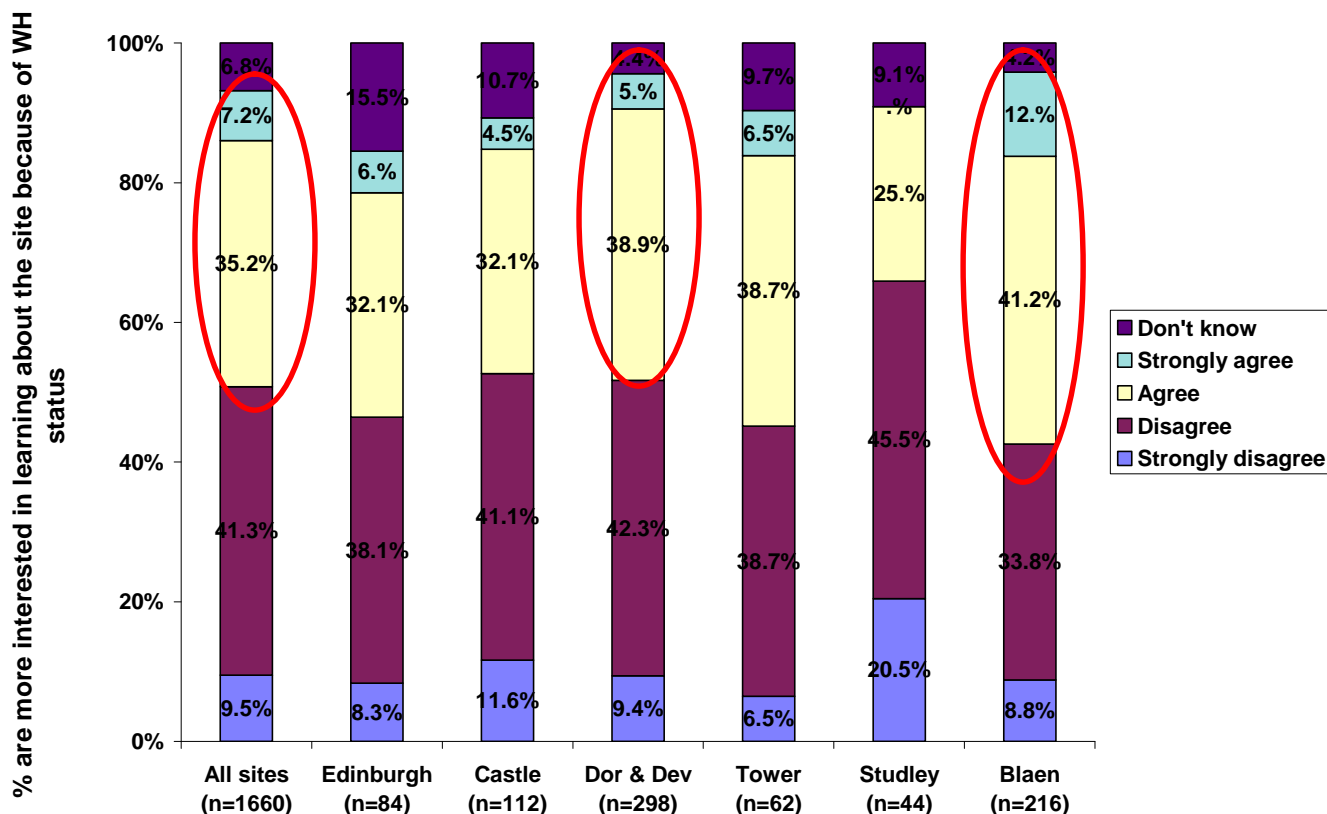


Figure 51: To what extent do you agree - I am more interested in learning about the site because it has World Heritage Status. - Only residents who have lived near the site prior to inscription.



312 WHS appears to encourage learning especially at newer inscribed sites where it has been more strongly emphasised with complimentary investments.

Figure 52: To what extent do you agree - I have learnt new things because of the World Heritage site.

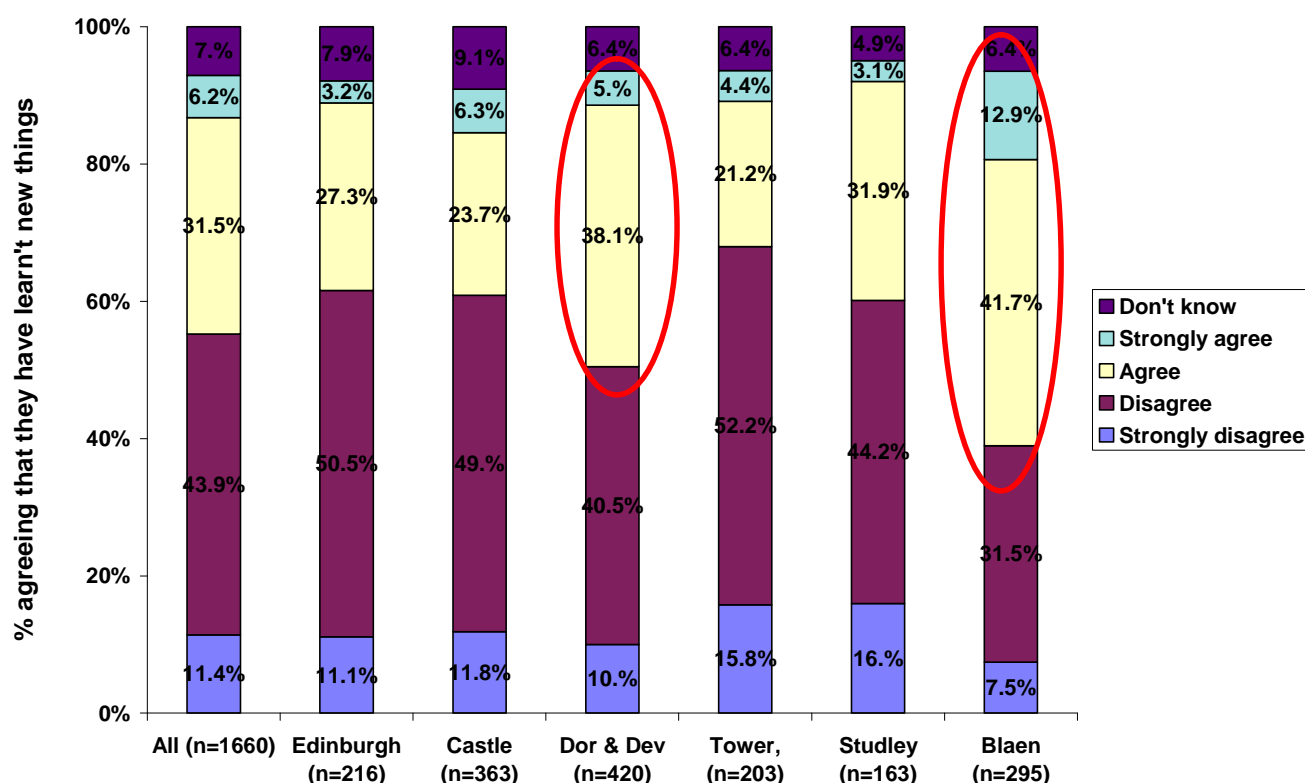
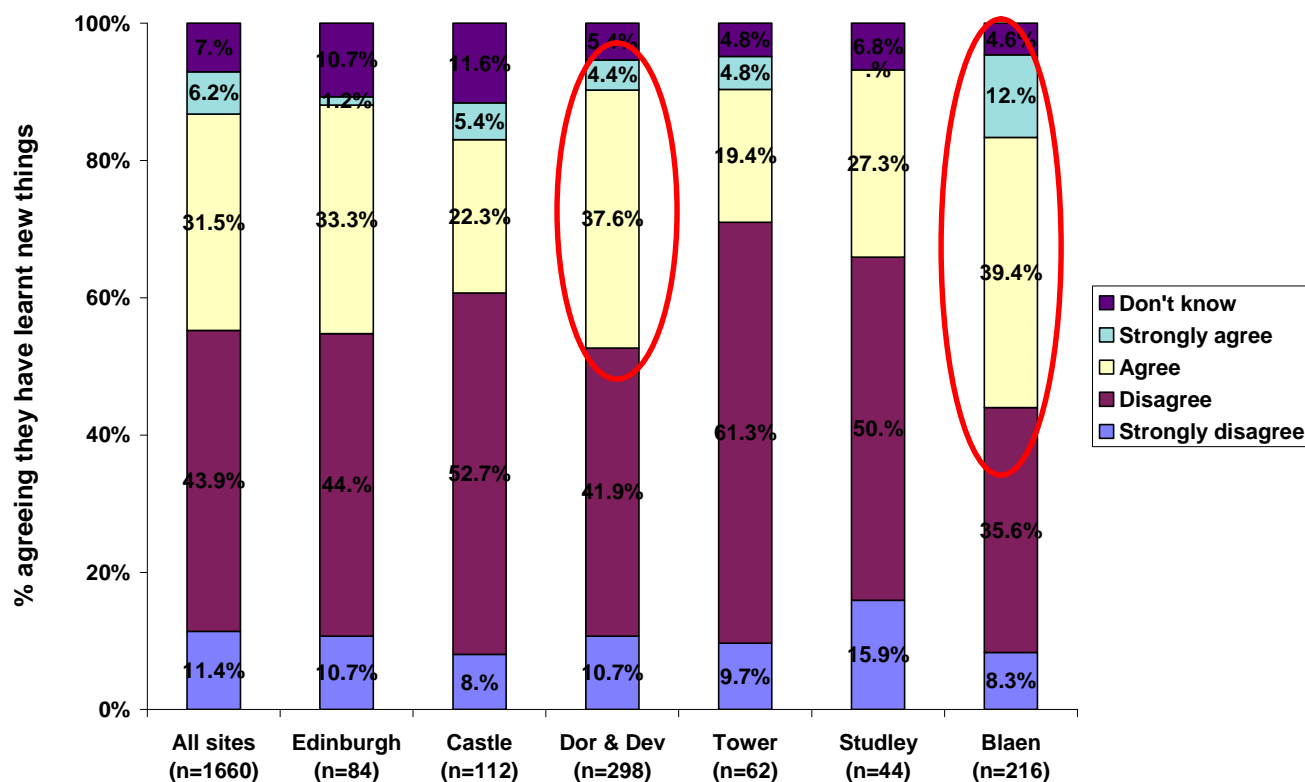


Figure 53: To what extent do you agree - I have learnt new things because of the World Heritage site. - Only residents who have lived near the site prior to inscription.



313 Here again learning benefits are stronger in newer sites.

Figure 54: To what extent do you agree - As a result of the site becoming a World Heritage site I've become more involved in my local community than I would have otherwise.

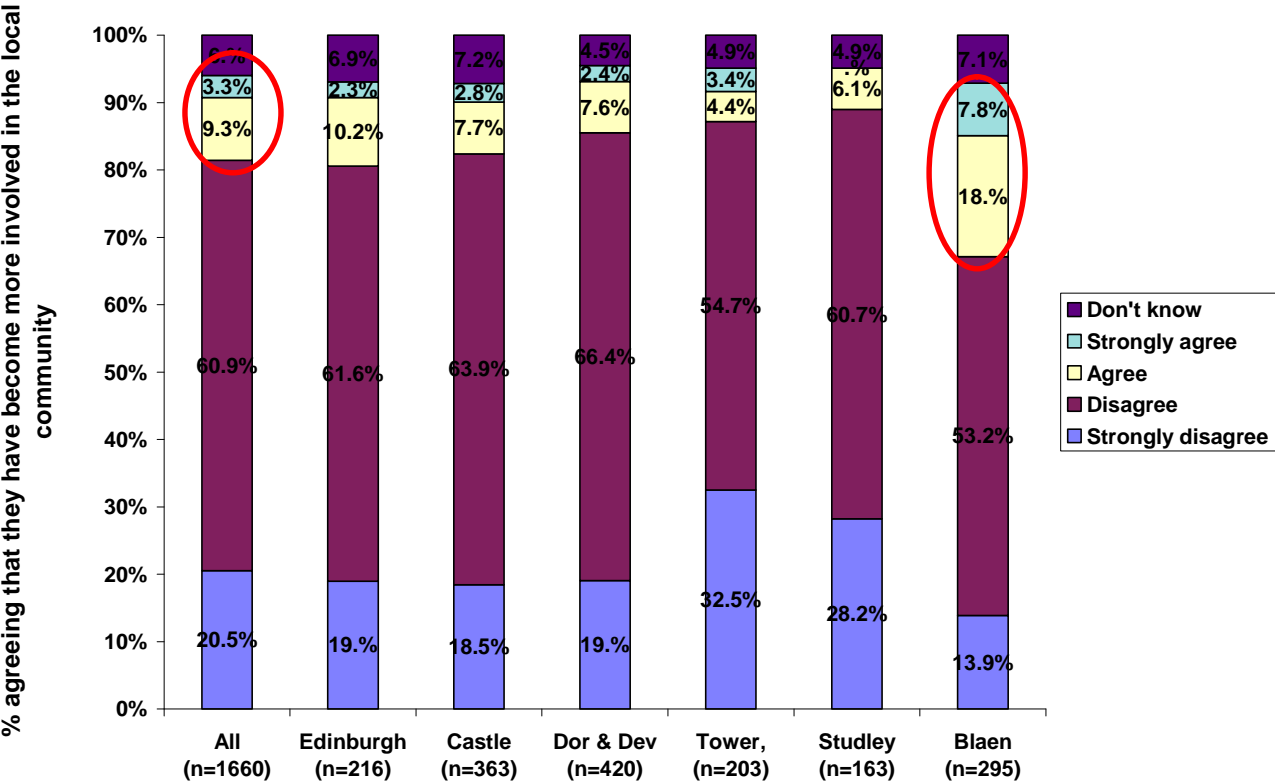
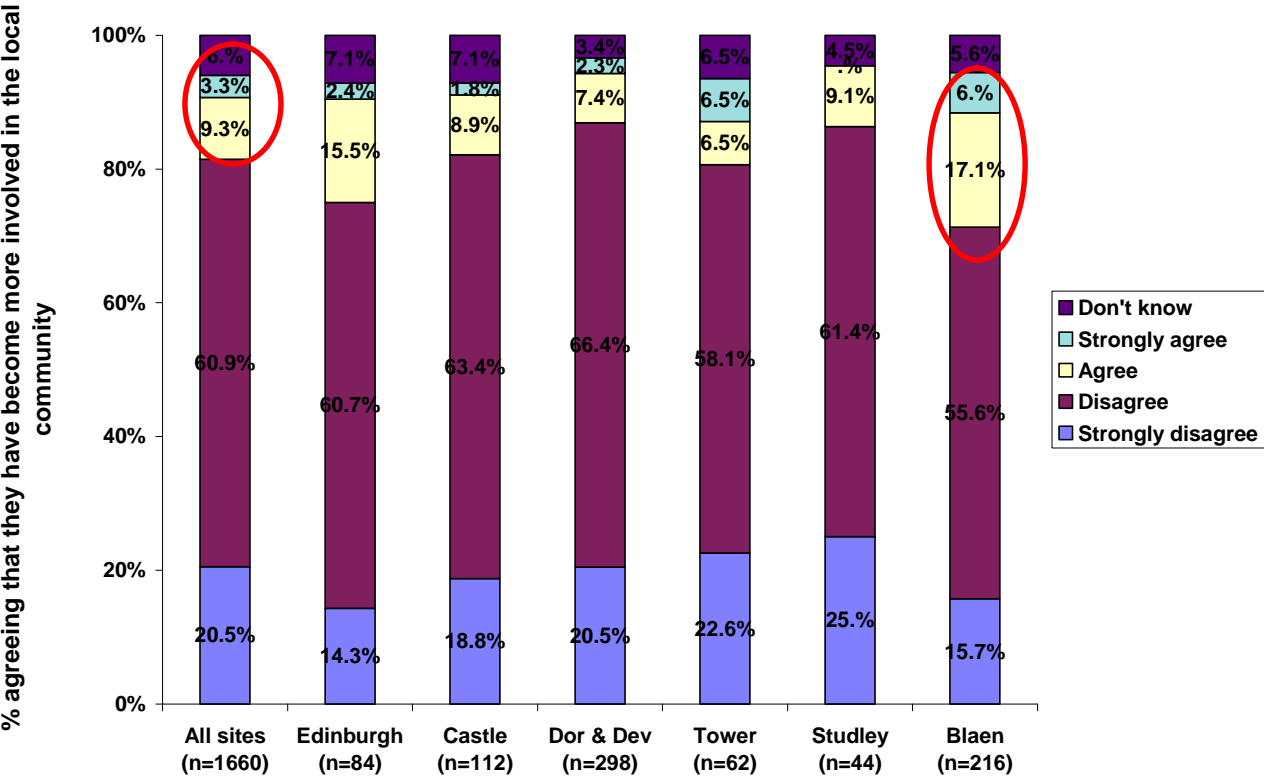


Figure 55: To what extent do you agree - As a result of the site becoming a World Heritage site I've become more involved in my local community than I would have otherwise. - *Only residents who have lived near the site prior to inscription.*



314 This suggests that WHS has limited impact on community involvement but this is strongest in Blaenavon.

Figure 56: To what extent do you agree - I believe that the World Heritage Status provides an important common bond within the local community.

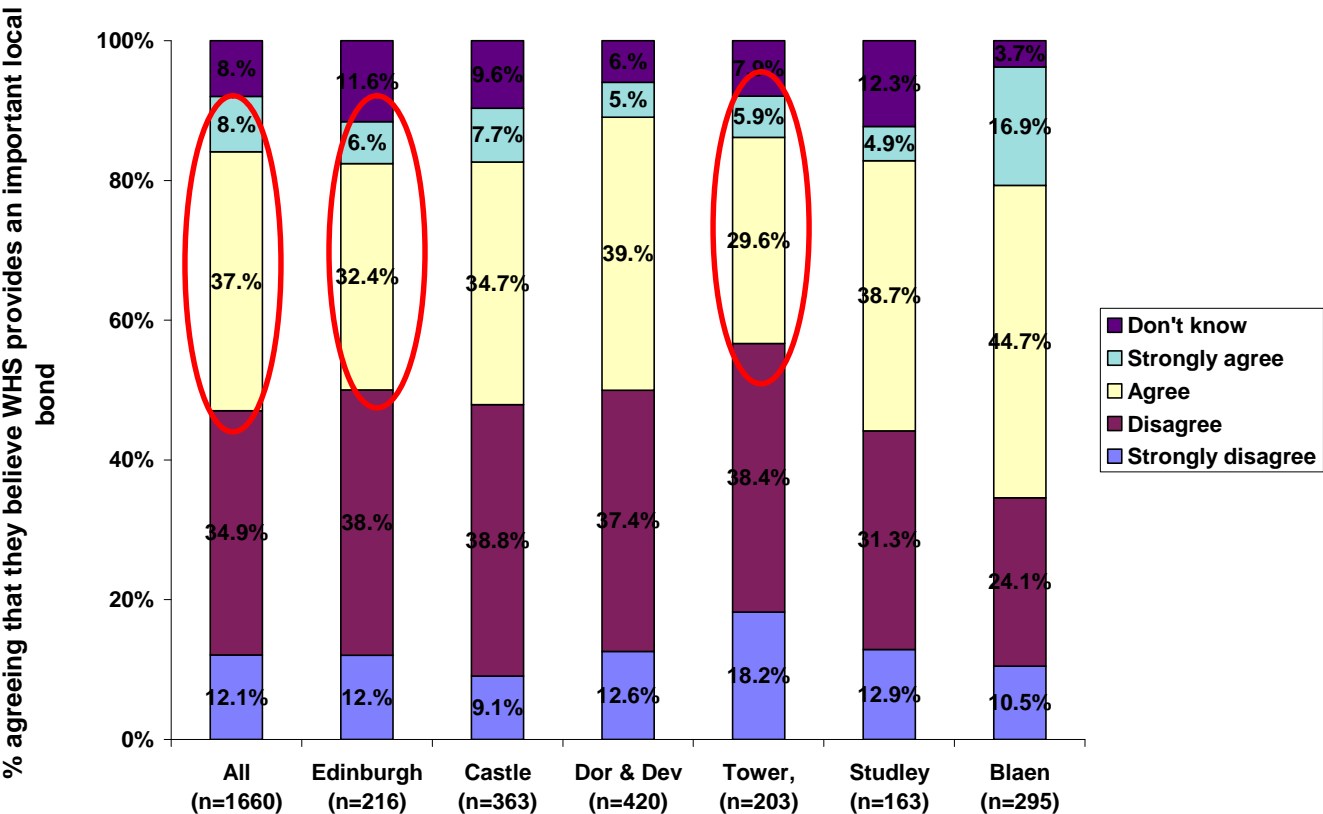
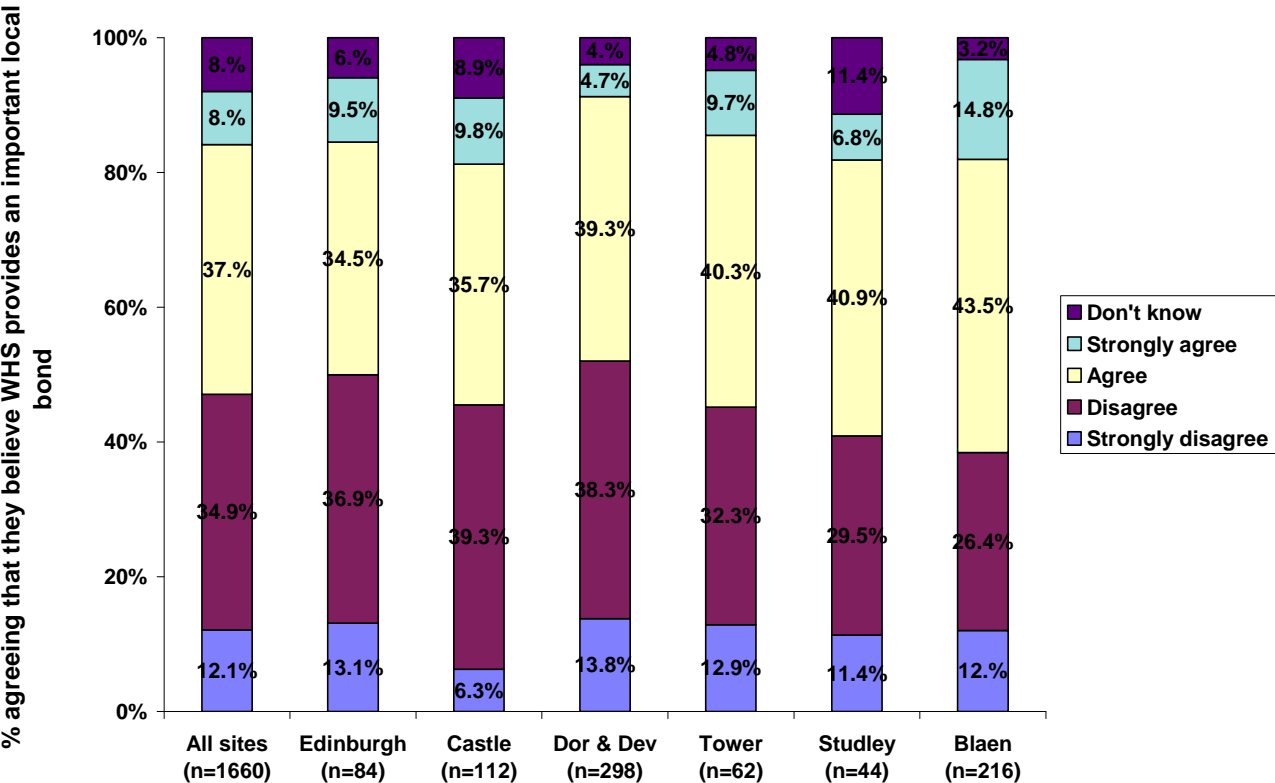


Figure 57: To what extent do you agree - I believe that the World Heritage Status provides an important common bond within the local community. - Only residents who have lived near the site prior to inscription.



315 WHS provides a relatively significant common bond which may be weaker in more ‘famous’ sites.

Figure 58: To what extent do you agree - Living in the proximity of a World Heritage Site has provided more opportunities for me to meet other local people.

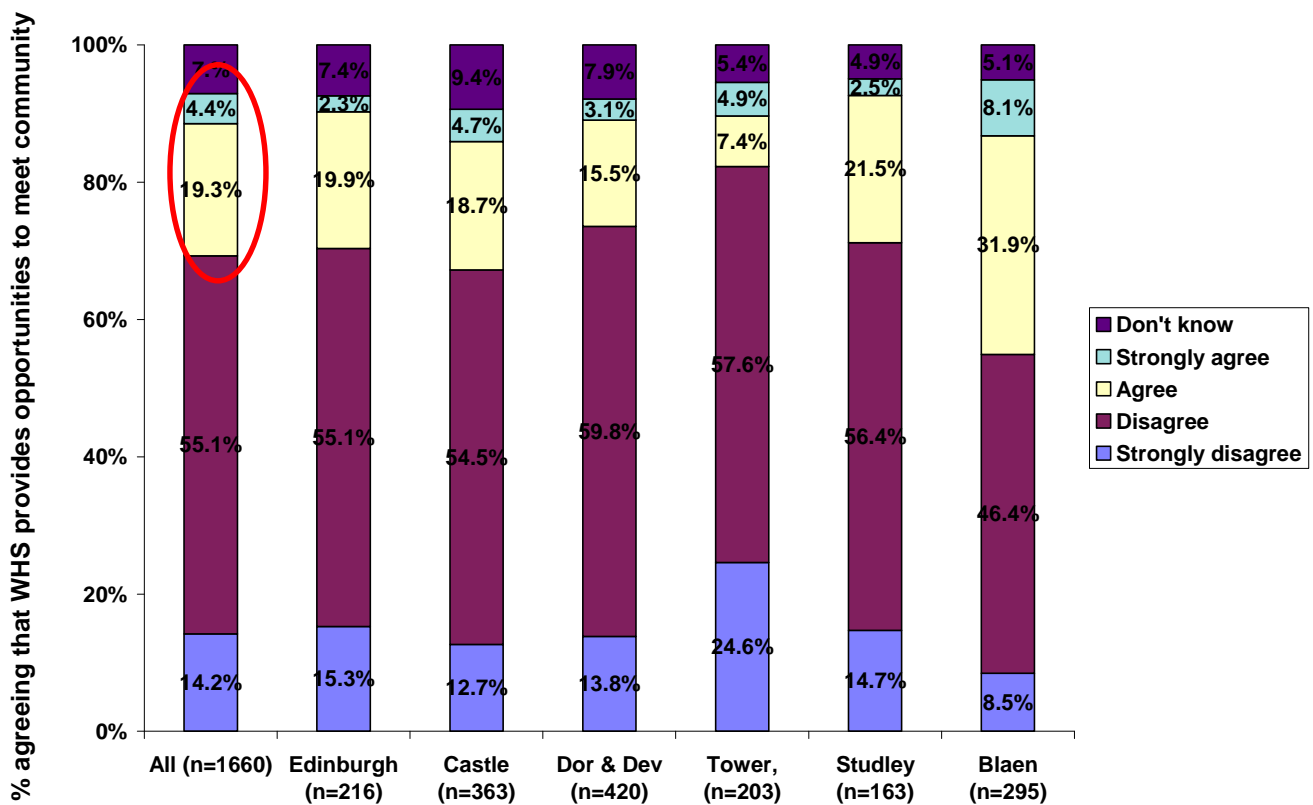
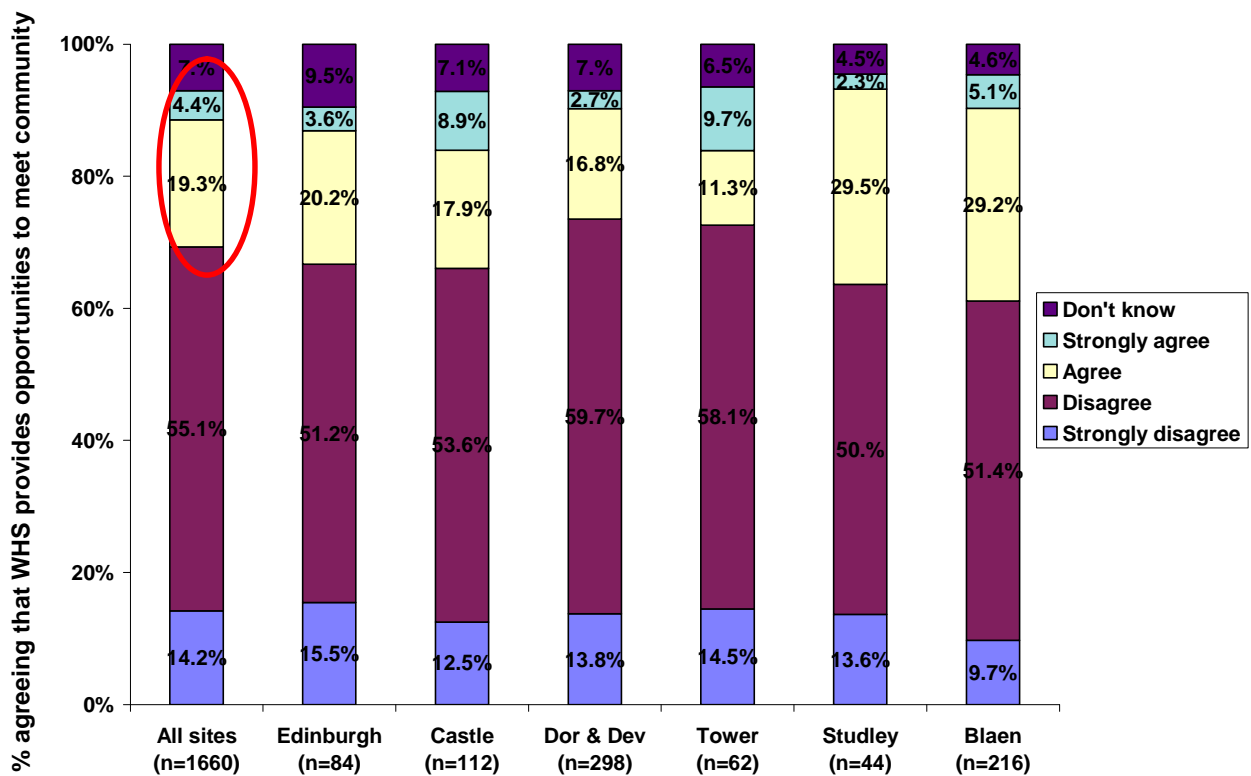


Figure 59: Living in the proximity of a World Heritage Site has provided more opportunities for me to meet other local people. - Only residents who have lived near the site prior to inscription.



316 This suggests that WHS status has some importance in providing opportunities to meet people.

Figure 60: To what extent do you agree - The World Heritage Status of the site makes me proud of my local area.

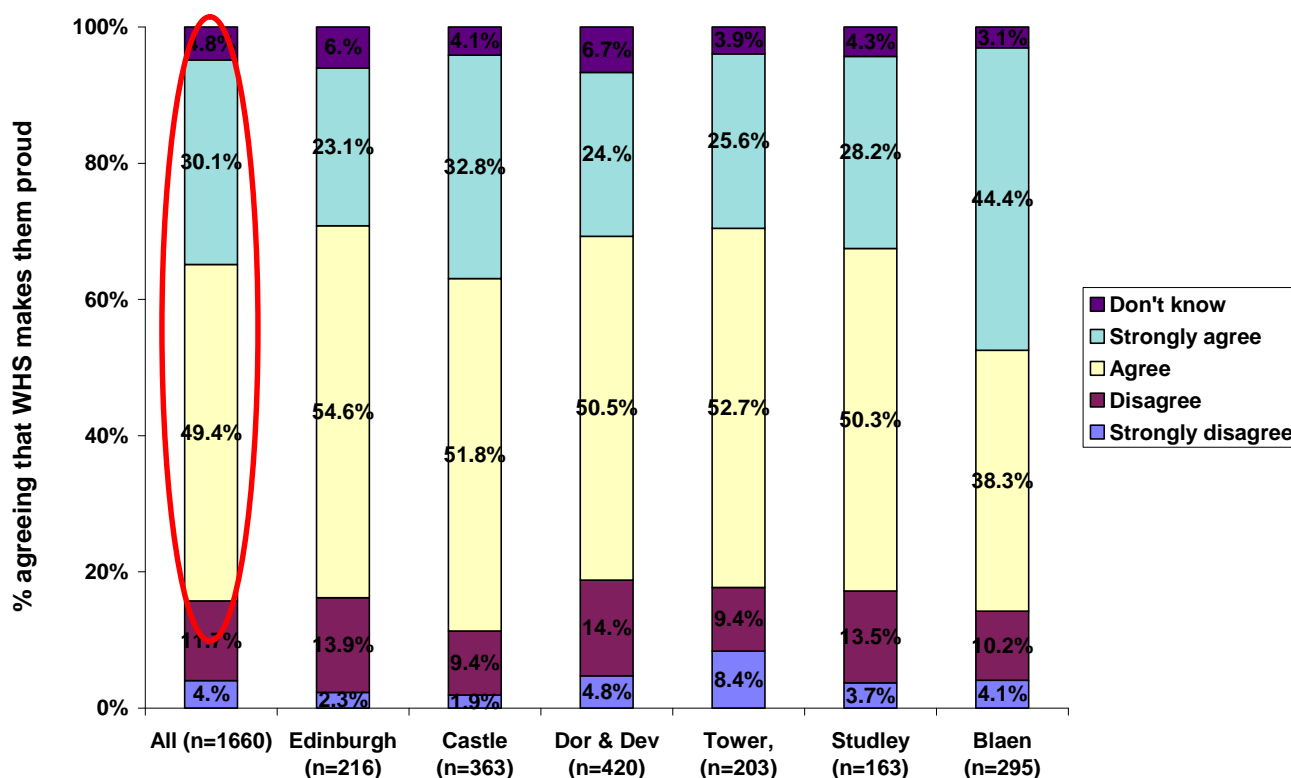
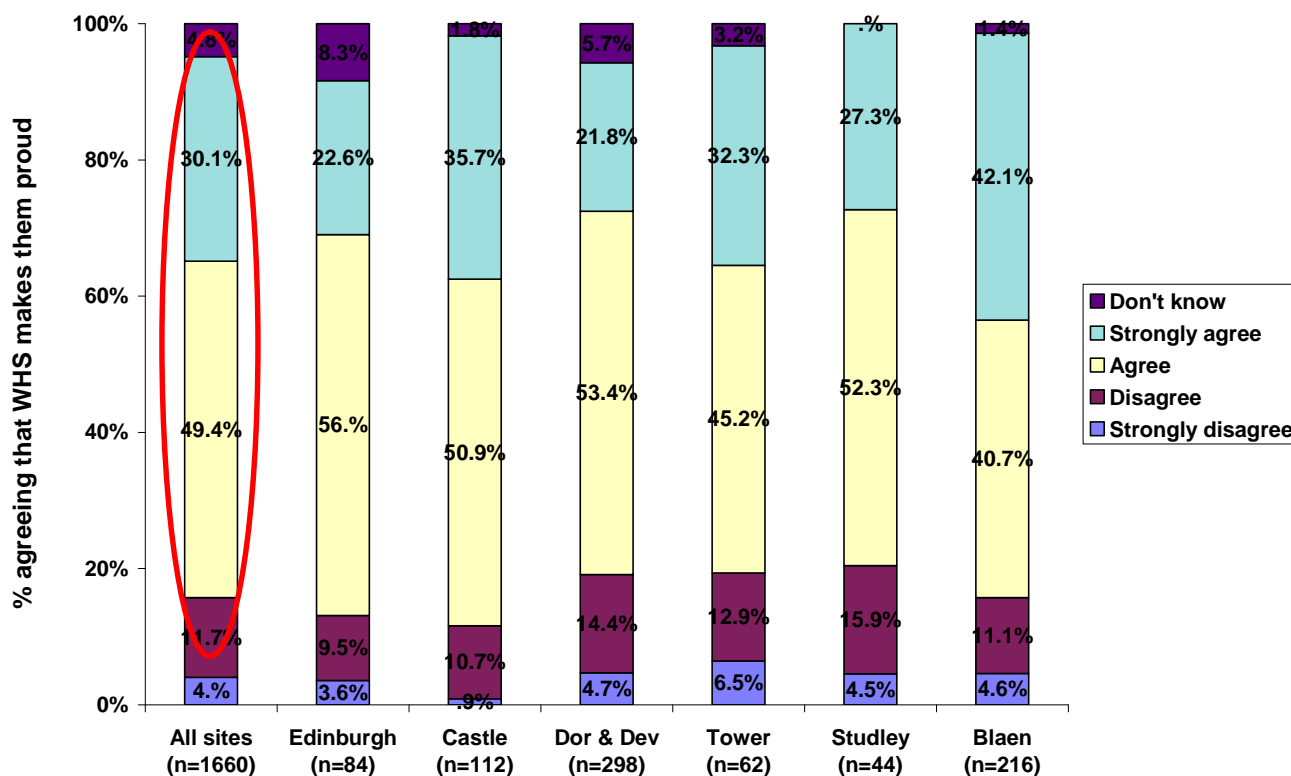


Figure 61: To what extent do you agree - The World Heritage Status of the site makes me proud of my local area. - Only residents who have lived near the site prior to inscription.



317 There is clearly a very high degree of civic pride associated with WHS status.

Table 14: Age of respondents versus local averages

Results from postal survey						
	Edinburgh	Edwardian Castles	Dorset and East Devon	Tower of London	Studley Royal Park	Blaenavon
Under 20	0%	0%	0%	0%	0%	1%
20-29	4.6%	5%	3%	2%	12%	5%
30-39	13.9%	14%	9%	7%	29%	12%
40-49	26.4%	26%	22%	21%	20%	23%
50-59	22.7%	23%	21%	25%	17%	22%
60-69	14.8%	15%	26%	23%	12%	15%
70-79	8.8%	9%	8%	14%	3%	15%
80+	4.6%	5%	6%	5%	1%	5%
Not answered	4.2%	4%	4%	4%	4%	1%
Results from 2001 Census Data and Postcode/sector proxies						
16 - 19	5%	6%	5%	3%	6%	6%
20-29	21%	15%	9%	23%	13%	14%
30-39	20%	16%	15%	23%	19%	18%
40-49	16%	15%	16%	15%	17%	17%
50-59	14%	17%	17%	18%	17%	17%
60-69	10%	13%	15%	9%	12%	12%
70-79	6%	11%	14%	7%	10%	10%
80+	9%	6%	9%	4%	6%	5%

- 318 With the exception of younger individuals under 20 years old, ages were broadly in line with 2001 Census results.

Table 15: Gender of respondents versus local averages

Results from postal survey						
	Edinburgh	Edwardian Castles	Dorset and East Devon	Tower of London	Studley Royal Park	Blaenavon
Male	50%	47%	50%	51%	40%	44%
Female	49%	52%	48%	47%	59%	54%
Not specified	1%	2%	2%	2%	1%	3%
Results from 2001 Census Data and Postcode/sector proxies						
Male	48%	48%	48%	65%	49%	49%
Female	52%	52%	52%	35%	51%	51%

- 319 With the exception of the Tower, genders amongst recipients were broadly in line with the results of the 2001 Census.

Table 16: Long term illness or disability of respondents versus local averages						
Results from postal survey						
	Edinburgh	Edwardian Castles	Dorset and East Devon	Tower of London	Studley Royal Park	Blaenavon
With long term illness or disability	10.2%	18.5%	17.6%	9.4%	9.8%	25.1%
Results from 2001 Census Data and Postcode/sector proxies						
With long term illness or disability	17.4%	20.64	19.34%	13.30%	15.60%	28.70%

- 320 Relatively fewer disabled individuals and those with long term illness responded to the survey.

Table 17: Ethnicity of respondents versus local averages						
Results from postal survey						
	Edinburgh	Edwardian Castles	Dorset and East Devon	Tower of London	Studley Royal Park	Bleanavon
White	94.4%	94.4%	97.0%	94.8%	78.8%	97.6%
Mixed	1.9%	1.9%	1.4%	1.7%	3.9%	0.3%
Asian or Asian British	0.5%	0.5%	0.0%	0.2%	5.4%	0.0%
Black or Black British	0.5%	0.5%	0.0%	0.0%	4.9%	0.0%
Chinese	0.5%	0.5%	0.6%	0.0%	1.1%	0.0%
Other	0.9%	0.9%	0.3%	0.0%	2.5%	0.3%
Refused	1.4%	1.4%	0.8%	3.3%	3.4%	1.7%
Results from 2001 Census Data and Postcode/sector proxies						
White	95.9%	98.9%	98.7%	82.6%	97.3%	99.5%
Mixed	0.6%	0.4%	0.5%	2.3%	0.9%	0.12%
Asian or Asian British	1.8%	0.4%	0.2%	8.1%	0.7%	0.16%
Black or Black British	0.4%	0.1%	0.1%	3.5%	0.5%	0.07%
Chinese or other	1.2%	0.3%	0.5%	3.5%	0.6%	0.12%

- 321 A relatively higher return was found from ethnic minorities.

Table 18: Religion of respondents versus local averages**Results from postal survey**

	Edinburgh	Edwardian Castles	Dorset and East Devon	Tower of London	Studley Royal Park	Blaenavon
None	38.9%	18.7%	19.5%	27.6%	16.6%	17.3%
Christian	56.9%	77.7%	73.1%	58.6%	80.4%	79.3%
Buddhist	0.5%	0.3%	0.2%	0.5%	0.0%	0.0%
Hindu	0.0%	0.0%	0.7%	0.5%	0.0%	0.3%
Jewish	0.0%	0.0%	1.0%	1.5%	0.0%	0.0%
Muslim	0.0%	0.0%	0.2%	5.4%	0.6%	0.0%
Any other religion	0.5%	0.8%	1.0%	1.0%	0.6%	1.0%
Refused	3.2%	2.5%	4.3%	4.9%	1.8%	2.0%

Results from 2001 Census Data and Postcode/sector proxies

None	36.5%	16.5%	13.6%	24.6%	13.1%	20.4%
Christian	54.8%	74.5%	77.6%	55.0%	79.0%	71.9%
Buddhist	0.3%	0.2%	0.3%	0.6%	0.0%	0.1%
Hindu	0.3%	0.1%	0.1%	1.5%	0.0%	0.1%
Jewish	0.2%	0.0%	0.1%	3.2%	0.0%	0.0%
Muslim	1.5%	0.3%	0.2%	5.6%	0.0%	0.2%
Any other religions	1.5%	0.3%	0.4%	0.7%	0.0%	0.3%
Not stated	5.0%	7.9%	7.8%	7.7%	7.7%	8.2%

- 322 The respondents to these postal surveys have religious persuasions broadly in line with the 2001 Census.

Table 19: Employment status of residents versus local averages

Results from postal survey						
	Edinburgh	Edwardian Castles	Dorset and East Devon	Tower of London	Studley Royal Park	Blaenavon
Economically inactive	33.7%	26.9%	34.4%	37.9%	16.7%	35.1%
Permanently sick/ disabled	4.8%	1.9%	8.1%	2.6%	3.9%	3.7%
Employed full-time	43.7%	55.6%	39.1%	39.5%	66.1%	39.9%
Employed part-time	13.6%	13.4%	14.6%	14.5%	11.8%	16.1%
Other	0.3%	0.0%	0.6%	0.5%	0.0%	0.0%
Not stated	3.9%	2.3%	3.3%	5.0%	1.5%	5.5%
Results from 2001 Census Data and Postcode/sector proxies						
Economically inactive	27.9%	35.9%	33.6%	24.3%	27.7%	32.1%
Permanently sick/ disabled	5.1%	7.0%	4.0%	3.0%	3.4%	920.0%
Employed full-time	49.4%	42.2%	46.6%	64.7%	54.1%	44.2%
Employed part-time	10.0%	11.7%	13.5%	4.6%	12.9%	11.3%
Other	3.3%	3.2%	2.3%	3.5%	1.9%	3.5%

323 Broadly the employment status of survey respondents matches the 2001 Census results.

A. List of consultees

324 Those consulted at each site are listed below.

325 The Castles and Town Walls of King Edward of Gwynedd:

- Trefor Thorpe, Senior conservation Architect, Cadw;
- Michael Yates, Inspector of Ancient Monuments, Cadw;
- John Stephens, Project Liaison Manager, Cadw;
- Stacey Birket, Senior Custodian at Caernarfon Castle;
- Bethan James, Humanities Adviser, Gwynedd Local Education Authority;
- Bob Anderson, Town Councillor and director of Cyffro Caernarfon (Caernarfon Company); and
- Jayne Rowlands, Head of Presentation, Cadw.

326 Dorset and East Devon Coast:

- Sam Rose, WH Project Co-ordinator - Dorset County Council;
- Simon Williams, Planning, Economy and Development Manager - Weymouth and Portland Borough Council;
- James Weld, Weld Estate;
- Marcus Dixon, Lyme Regis Development Trust;
- Anjana Khatwa, WH Education officer - Dorset County Council; and
- Richard Eley, Estate agent and Member of the Seaton Regeneration Project.

327 Studley Royal Park and Fountains Abbey Ruins:

- Chris Fowler, Fountains Abbey Property Manager - National Trust;
- Kath Knight, Volunteers and World Heritage Site Co-ordinator;
- Keith Emerick, Inspector of Ancient Monuments - English Heritage;
- Paul Burgess, Nidderdale AONB Officer, Harrogate Council;
- Maurice Taylor, Civic society and volunteer at Fountains Abbey;
- Tessa Goldsmith, Learning and interpretation officer - National Trust; and
- Janice Sutton, Commercial Manager - Eric Wright Group of companies.

328 Blaenavon Industrial Landscape:

- John Rodger, Blaenavon WH Officer;

- Peter Walker, Manager Big Pit;
- Nigel Adams, Head of Policy, Visit Wales;
- Robert Gulliford, Chairman of Blaenavon Community Heritage Museum;
- Janet Jones, ATI/Davis & Sons Estate Agents;
- David O'Brien, Manager, P&P Builders and developers;
- Gareth Phillips, Landscape Officer, Torfaen County Borough Council;
- Frances Baines, Chairmen, Govilon Heritage (community group);
- Cath Thomas, Blaenavon Project Manager, Torfaen County Borough Council;
- Sian Rees, Cadw;
- Judith Alfrey, Cadw;
- Emyr Morgan, Blaenavon Education Officer, Torfaen County Borough Council; and
- Nigel Hockey, Team Leader, Housing Strategy and Grants, Torfaen County Borough Council.

329 The New and Old Towns of Edinburgh:

- Jane Jackson, WHS Co-ordinator/Deputy Director, Edinburgh World Heritage Trust;
- David Hicks, Communications Manager, Edinburgh World Heritage Trust;
- Sandra Marwick, Learning and Access Manager, City of Edinburgh Museums and Galleries;
- Cerin Richardson, Principal Officer, Arts and Learning, City of Edinburgh Council;
- Linda Galt, Product Marketing Manager, VisitScotland Edinburgh and Lothians;
- Pam Turnball, Senior Economic Development Officer, City of Edinburgh Council;
- Andrew Martindale, Team Leader for South East Scotland, Historic Scotland;
- Steven Robb, Responsible for Edinburgh Casework, Historic Scotland;
- Susan Watson, Head of Tourism, Scottish Enterprise Edinburgh and Lothians;
- Kenneth Wardrop, Interim Head of Economic Development, City of Edinburgh Council;
- Will Garrett, Policy Group Leader, Planning and Strategy, City of Edinburgh Council;
- Rosemary Mann, Old Town Residents Association; and
- GVA Grimley;

330 The Tower of London:

- Jamie Talmage, Business Analyst, Visit London;
- Jim Malarkie, Visitor and Customer Service Manager, The Tower of London;
- Adrian Penfold, Head of Planning, British Land;

- Linda Houston, Former Chief Executive, Pool of London Partnership;
- Mark Hutton, Team Leader for Development, Design and Conservation, Tower Hamlets;
- Alex Drago, Education Manager, Tower of London;
- David March, Planning and Transportation, City of London;
- Rachel Smith, Tower of London; and
- Simon Bevan, Planning and Transport Policy manager, London Borough of Southwark.

B. Postal survey questionnaire



BLN06

This short questionnaire has been distributed as part of a UK wide review of World Heritage Site policy to provide information about the effect of World Heritage Site Status on local residents. The questionnaire should take no longer than five minutes to complete and all answers will be kept in strict confidence. We would be very grateful if you could return the questionnaire in the envelope provided by the **31st July 2007**.

1. Were you aware that you live in the proximity of a World Heritage Site? (Please select one.)	Yes	1	No	2
2. Have you visited the site? (Please select one.)	Yes	1	No	2
3. Do you know when it became a World Heritage Site? (Please state year)	(Year)			
4. In what year did you move to your current address? (If unsure please estimate)	(Year)			
5. How satisfied are you with your local area as a place to live? (Please select one.)	Very satisfied		1	
	Fairly satisfied		2	
	Neither satisfied nor dissatisfied		3	
	Slightly dissatisfied		4	
	Very dissatisfied		5	

6. Please indicate to what extent you agree/disagree with the following statements. (Please select one from each row.)	Strongly Agree	Agree	Disagree	Strongly disagree	D/K
a) I believe that if the site was not a World Heritage site then there would be fewer tourists.	4	3	2	1	X
b) The tourists who come to the site create a lot of congestion for me.	4	3	2	1	X
c) I have noticed that the tourists who come here damage the site.	4	3	2	1	X
d) I believe that the costs of tourism in the local area outweigh the benefits.	4	3	2	1	X
e) I believe that there has been more investment locally because the site has World Heritage Status.	4	3	2	1	X
f) The World Heritage Status of the site was an insignificant factor in my decision to move into this area.	4	3	2	1	X
g) The World Heritage Status of the site is an important factor in my decision to live in this area	4	3	2	1	X
h) Making changes to the outside of my property has become more difficult since the site has gained World Heritage Status.	4	3	2	1	X
i) I have found that getting planning permission has become more difficult since the site has gained World Heritage Status.	4	3	2	1	X
j) I would prefer to conserve/or preserve the local and built environment even if that means having fewer services and amenities in the local area.	4	3	2	1	X
k) I don't believe that there is currently a good balance between conservation of the site and having tourists or new developments in the area.	4	3	2	1	X
l) I believe that the World Heritage Status of the site makes no contribution to its conservation	4	3	2	1	X
m) I am more interested in learning about the site because it has World Heritage Status.	4	3	2	1	X
n) I have learnt new things because of the World Heritage Site.	4	3	2	1	X
o) As a result of the site becoming a World Heritage Site I've become more involved in my local community than I would have otherwise	4	3	2	1	X
p) I believe that the World Heritage Site Status provides an important common bond within the local community.	4	3	2	1	X

	Strongly Agree	Agree	Disagree	Strongly disagree	D/K
q) Living in the proximity of a World Heritage Site has provided more opportunities for me to meet other local people.	4	3	2	1	X
r) The World Heritage Status of the site makes me proud of my local area.	4	3	2	1	X

7. How old are you? (Please state in years)

(Years)

8. What is your gender? (Please select one.)

Male

1

Female

2

9. Do you have a long standing illness, disability or infirmity (anything that has troubled you over a long period of time which limits your activities in any way)? (Please select one.)

Yes

1

No

2

10. What is your ethnic group? (Please select one.)

White

1

Mixed

2

Asian or Asian British

3

Black or Black British

4

Chinese

5

Other

6

11. What is your religion? (Please select one.)

None

1

Christian (including Church of England, Catholic, Protestant and all other Christian denominations)

2

Buddhist

3

Hindu

4

Jewish

5

Muslim

6

Sikh

7

Any other religion

8

D/K

9

12. In which of these ways do you occupy this accommodation? (Please select one.)

Own it outright

1

Own it with the help of a mortgage or loan

2

Pay part rent and part mortgage (shared ownership)

3

Rent it

4

Lives rent free

5

Squatting

6

13. If you are renting, who is your landlord? (Please select one.)

Local authority/council/new town development

1

A housing association or charitable trust

2

Employer (organisation) of a household member

3

Another organisation

4

Relative/friend (before you lived here) of a household member

5

Another individual private landlord

6

14. What is your employment status? (Please select one.)

Economically inactive- Looking after home/family; retired; student

1

Permanently sick/disabled

2

Employed full time

3

Employed part time

4

15. If you are employed do you work in the hotel, restaurant, retail or the transport sectors? (Please select one.)

Yes

1

No

2

16. What is your full UK postcode?

17. Any other comments?

Thank you for your time.

This report has been prepared for and only for the Department for Culture Media and Sport in accordance with the terms of our engagement letter for the cost benefit analysis of UK World Heritage Site status and for no other purpose. We do not accept or assume any liability or duty of care for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

© 2007 PricewaterhouseCoopers LLP. All rights reserved. 'PricewaterhouseCoopers' refers to PricewaterhouseCoopers LLP (a limited liability partnership in the United Kingdom) or, as the context requires, the PricewaterhouseCoopers global network or other member firms of the network, each of which is a separate and independent legal entity.