1. Background

The World Heritage Site Management Plan sets out a wide range of specific, shared objectives that the WHS Office is committed to undertaking in order to ensure that the policies in the Management Plan are being pursued. Co-ordinating and delivering agreed projects, on behalf of the partners, therefore forms the main focus of the work programme. Progress in achieving in the last three months is described below. The WHS team also provide guidance for owners and managers of mining heritage assets relating to the World Heritage Site, and contributes to their projects where these complement Management Plan aims.

2. PR and Marketing Activity

Website

The new Cornish Mining website, funded by the Rural Development Programme for England (RDPE) as part of the Discover the Extraordinary project, went live in August. The new site offers a wider range of interactive functionality than the original, hosting social media and a new range of free downloadable audio trails and tours. The structure of the website places visitor information and activities at the forefront, supported by a substantial amount of historical, technical and geographic content derived from the original site, but re-presented for a general audience.

[Image of the new website homepage]
Traffic to the new website was very pleasing, with 4,082 visits (16,000 page views), in Sept 2011, of which 66.5% were new unique IP addresses, and representing 12% growth on the same month last year. The average dwell time on the site was 4.25 minutes.

The website has been favourably reviewed, with New Media Age magazine giving the site its highest score ever.

**Owner: Cornish Mining World Heritage**

**Agency: Numiko**

cornish-mining.org.uk

<table>
<thead>
<tr>
<th>Content</th>
<th>24/25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usability</td>
<td>23/25</td>
</tr>
<tr>
<td>Branding</td>
<td>25/25</td>
</tr>
<tr>
<td>Monetisation</td>
<td>20/25</td>
</tr>
<tr>
<td>Total</td>
<td>92/100</td>
</tr>
</tbody>
</table>

The Cornish and West Devon communities are justifiably proud of the area being designated a World Heritage Site for its mining past. They should also be proud of its supporting website, which is one of the finest examples of web design and content I’ve seen in a while.

Its role is to promote the region, and in particular those areas specifically tied to mining. It achieves this in a thoroughly engaging way that draws you deeper into the site. This is perfectly exemplified by the homepage, which is a splash of colour featuring a Google Maps mashup showing all the main mining areas, photos and lots calls of “Go & See It”. Everywhere on the page appears to be interactive, bringing up extra information or alt tags featuring more detail at the very least.

A Delving Deeper section provides a seemingly endless supply of information on topics such as mining processes and rock and mineral types, all presented in an easily digestible and image-rich manner. Other sections include a fantastic events page, a regularly-updates news section and some stunning image galleries.

But perhaps the coup de gras is that as you’re browsing you can add sections to a virtual brochure, in order to plan your trip. This is easily shared among friends.

The only let-down is that there’s no shop, or ability to book trips on this site, but it’s a minor point (pun very much intended).

Overall, it’s a fantastic, almost-flawless example of a site that takes what could be seen by many as a hard, heavy subject and makes it vibrant and, crucially, relevant. A must visit.

*Copy of the New Media Age review*
Discover the Extraordinary
The project is now focussing on marketing and building relationships with the wider tourism industry, both to ensure greater understanding of the World Heritage Site and what it has to offer visitors amongst tourism businesses in Cornwall and west Devon, and to raise awareness within target markets in the UK and overseas.

The RDPE programme budget for Cornwall has significant funds uncommitted. The WHS Co-ordinator addressed a meeting of the Cornwall and Isles of Scilly Implementation Group (CRIG) to summarise progress to date with DfE, and suggest what additional funding could achieve if invested in the project. This meeting was followed by further meetings with DEFRA local, regional and national staff, as part of their research to inform decisions on how to allocate RDPE funding. Further information should be made available in January 2012.

Marketing of UK WHS’s
Following on from the Local Authority World Heritage Forum’s Cultural Olympiad project, the HLF have encouraged LAWHF to develop a co-ordinated bid for infrastructure to support joint working between WHS’s at a national level, particularly the original proposal for a new UK WHS digital platform. The Community Interest Company formed to work up the Cultural Olympiad project has agreed to take this task on.

Another output from the Cultural Olympiad project is a pilot television programme commissioned by CBBC from producers Endemol. The pilot consists of 5 programmes for which filming is complete, and which are scheduled for broadcast before Christmas, with a re-run on BBC 2. If the format proves popular further series will be commissioned.

3. Education and Outreach

Outreach activities continued, with highlights during the last three months including;

Cultural events
The latest WHS sponsored cultural programme production is Bish Bash Bosh Theatre Company’s “Surfing Tommies”, based on the experience of Cornish miners during the First World War. This was originally commissioned as part of the WHS Cultural Events Programme in 2009, and was met with such a positive response that it was booked for a national tour during May, June and July 2011.

Development work on Miracle Theatre’s production “Tin” continues. This musical comedy explores a Cornish community’s relationship with the mine at its midst, and the machinations of the bankers and investors that fund the mining operation. It is proposed the opening performances will form part of the launch celebrations for the Heartlands project in Pool in 2012, with members of the community involved in backstage production and performance. “Tin” will then tour a number of venues in Cornwall and west Devon during the Spring and Summer of 2012, including Botallack, Sterts Theatre, Tavistock Arts Festival and the Hall for Cornwall. The production will coincide with the programme of Cultural Olympiad events in the run up to next years Olympic Games in London.

WHS Newsletter and publications
The WHS Research and Information Officer has organised the production of the latest newsletter Cornish Mining, which is to be published in November. The newsletter will be available principally online, but with a small print run to allow paper copies for distribution to the 56 parish councils within and adjacent to the WHS. August saw the publication of Mining Perspectives, the proceedings of the eighth international mining history congress which was held in Redruth in June 2009.
Hosted by the University of Stirling, the Cornish Mining World Heritage Site, and King Edward and Geevor mines, the congress included field trips to introduce the delegates to local mining heritage.

Edited by Drs Peter Claughton and Catherine Mills, of the universities of Exeter and Stirling respectively, the 24 papers within Mining Perspectives cover a wide range of international mining related topics, including Hathorn Davey and Company Limited of Leeds, noted steam engine manufacturers during the nineteenth century, and The Cuban Copper Cycle, which highlights copper production from the east of that country during the middle 1800s. Papers with a direct relevance to the World Heritage Site were also delivered at the congress, including War and Peace: the economy of Cornish copper mining 1795-1840, and Tasmania's Mount Bischoff tin mine: Dolcoath of the Antipodes? which details the history of this long-lived tin producer with established Cornish connections.

Mining Perspectives is now available at £12.50 from the World Heritage Site Office and certain mining heritage attractions across the Site.

4. Preservation and Conservation

Natural England Higher Level Stewardship scheme (HLS)
The Taylor’s and Davey’s shaft sites within the Wheal Maid Valley are to be consolidated under the Natural England HLS scheme in 2012 and all available project documentation and surveys relating to this site, prepared as part of the Mineral Tramways Project (2008), have now been collated for use. The final structural engineer’s report of the two surviving engine houses is being reproduced by MBA Consulting (Truro) following its loss during the recent Cornwall Council departmental restructuring.

Major planning developments in the WHS
The WHS team have attended several meetings with CC Planning and HES staff developers regarding ongoing work at Trevu Road, Camborne, and ING’s application for a supermarket on Hayle Harbour South Quay.

The latter was assessed as detrimental to the WHS by English Heritage, ICOMOS UK and CC HES Advice. CC Strategic Planning Committee were minded to approve, so the case has been referred to the Secretary of State for Communities and Local Government, who will now decide whether to call in the decision. DCMS have also been advised, and English Heritage will be liaising with both Government departments.

Cornwall Council WHS Assets capital needs assessment
The WHS Office commissioned Adam Sharpe of CC HES Projects to assess the cost of conservation work on those of the authority’s WHS sites that were judged to be in unfavourable condition. The survey identified 27 features which require attention within 17 separate sites, and outline estimates of the likely cost of the works proposed in each case was made. The report has been submitted as a capital needs bid as part of the CC budget setting round.

Monitoring indicators - planning data capture - I-DOX Uni-form update
Recent enquires with the planning data capture team revealed that problems with the I-DOX Uni-form software, which Cornwall Council uses to log planning applications, were preventing the filtering of planning data which would otherwise enable the number of applications within the World Heritage Site to be obtained. Discussions with the software manufacturers however have resolved this issue and the data is now accessible as a layer within the council’s GIS system.
This will allow the identification of

- The number of applications within each WHS Area (useful to cross-reference against the Administrative boundary search using text codes in UNI-form)
- The number of applications within the World Heritage Site overall as defined by GIS spatial data

5. Governance

**Partnership Board**
The meeting of the new WHS Partnership Board on 25 May approved the Memorandum of Agreement and agreed on the formation of a Technical Panel (to replace the Officer Working Group) and the establishment of a consultative forum. The meeting on 2 November will therefore be the last OWG, with the Technical Panel taking on the role of professional advice to the Board thereafter. The following Partnership Board on 12 July approved a Terms of Reference for the Cornish Mining Consultative Forum, for which membership applications are being sought.

**Management Plan review**
The Partnership Board on 12 July also signed off 3 special issue papers, which will be discussed at consultation workshops to be held in December. The findings from these will inform the first consultation draft of the next Management Plan, to be discussed by the Board in early 2012.

6. Partners’ projects

In addition to setting out the WHS Partnership’s collective agenda, the Management Plan also acts as the strategic policy framework for partners’ own initiatives, and the WHS Office has provided advice and support for those projects that contribute to achievement of the Strategic Aims. These include input into major capital projects related to the WHS, where these are consistent with Management Plan aims:

**Heartlands Project, Pool** – ongoing input into the Executive Board steering the implementation of the Big Lottery Fund bid.

**Tamar Valley Mining Heritage Project/Morwellham Quay** – the WHS Office has been in discussion with West Devon Borough Council, Devon County Council and the Tamar Valley AONB regarding planning matters at Morwellham Quay. WDDBC Planning and Enforcement Officers have sent the owners a schedule of remedial measures and a response is awaited.

**Caradon Hill** – completion of the new displays at Minions Heritage Centre, which contributed match funding for the Stage 2 HLF bid, were celebrated with local schools at a well attended public event in July.

**Wheal Martyn** – support to the South West Lakes Trust in management of the attraction and attendance at Advisory group meetings.

**Luxulyan Valley** – advice to Cornwall Council on funding bids to conserve the viaduct and leat system.

The WHS Office also work with action groups, Parish and Town Councils, Resident’s Associations and Chambers of Commerce, to highlight the importance of World Heritage assets to local communities, and to facilitate their incorporation into local action plans. During the 5 months from May to end of September 7 presentations have been made to a range of organisations in connection with this.