



department for
culture, media
and sport

World Heritage Site Status Costs and Benefits

Tourism in historic towns – a quality offer
Conference
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Introduction

- What is World Heritage
- How things work
- UK Tentative List – Need to review
- Cost and Benefits of World Heritage Site Status
- Conclusion - Quo Vadis?

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What is World Heritage?

Designation for places that are of outstanding universal value

Declared as such under UNESCO's World Heritage Convention 1972

World Heritage List - currently 851 sites worldwide

Responsibility of the international community as a whole.

Concept of World Heritage is exceptional in its universal application

Legacy for future generations to appreciate and enjoy

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World Heritage Committee

- Inter-governmental Committee oversees World Heritage
- Committee considers – nominations for inclusion on WH List, condition of inscribed sites and WH in Danger Listing
- International Advisory Bodies - ICOMOS, ICUN and ICCROM
- Operational Guidelines for implementation of the WH Convention
- Committee supported by Secretariat in Paris – UNESCO World Heritage Centre

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The United Kingdom and World Heritage

- Government is responsible for nominating sites and for UK WH Policy
- Partnership at international, national and local level e.g. Devolved Administrations, English Heritage etc
- Signed up to the World Heritage Convention in 1984. First UK sites inscribed in 1986
- Now 27 UK WHS including 3 in Overseas Territories
- UK equal fifth in the list of well represented in Western Europe
- Details of sites at www.ukworldheritage.org

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The Nomination Process

- Government nominates sites for WH status – bids prepared locally
- Must be on the UK Tentative List of future nominations (1999), have outstanding universal value – transcend national boundaries
- Must have significance, authenticity, integrity and legal measures and management arrangements for protect significance
- Nominations submitted annually – subject to rigorous evaluation by the Committee's advisors (ICOMOS or IUCN)
- Final decision taken by World Heritage Committee
- Inscription – but story continues – managing, moinitoring and preserving

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Looking after our World Heritage Sites

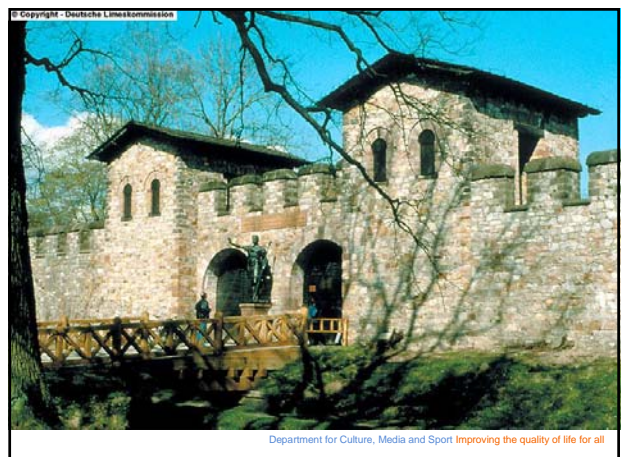
- Protection for WHS enshrined in UK planning system
- In England WHS protected under terms of PPG 15. Also require Management Plans –stakeholder consensus
- Currently seeking to enhance protection for WHS
- Draft Heritage Protection Bill – framework for simpler system
- Draft Planning Circular
- Proposals to include WHS in article 11 (5) Land (Town and Country Planning (GPD) Order 1985
- Revised call directions

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Pressure on the UK Tentative List

- Growing aspiration from sites seeking World Heritage status
- Low public awareness of World Heritage Sites in the UK
- Commitment to UNESCO to review the List periodically
- Committee's Global Strategy seeks to alleviate imbalances of heritage on the WH List - geographic and thematic
- Well represented western nations - voluntary slowing down nominations?
- Development of new Heritage Protection proposals - stronger protection for World Heritage Sites.
- Implications of trans-boundary nominations
- Issues being considered as part of wider review of World Heritage policy

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Cost/Benefit Study - What we need to know?

- Costs involved in nomination process
- Associated costs and responsibilities of WH status
- Effect of location, nature of site and pre/post inscription marketing
- Change in costs and benefits since last Tentative List
- How to reduce costs/optimize potential benefits of WHS bids
- Perceived costs and benefits matched by reality?
- Potential to lever other sources of funding?

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How was Research Undertaken

- Review undertaken by Price WaterhouseCoopers (PWC)
- Literature review of previous research
- Consultation programme - interviews with stakeholders
- E-survey of all UK WHS
- Six case studies of representative sites
- Local opinion surveys
- Concerned with identifying only additional costs/benefits attributable to WHS status
- PWC developed a cost/benefit framework

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Cost/Benefit Framework

- Bidding costs - developing Nomination Doc. and Mgt Plan
- Management Costs - governance and ongoing management
- Opportunity Costs - impact of planning controls, development constraints and congestion
- Benefit Areas:
 - Partnership
 - Social capital
 - Civic Pride
 - Funding
 - Conservation
 - Regeneration
 - Learning/education
 - Tourism

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Summary of Findings

- Study revealed 'hard' costs and 'soft' benefits
- Significant variation in costs in bidding phase and ongoing management.
- Research suggests that costs rising - up to £400,000 to bid for WHS status and £150,000 p.a. to maintain
- Additional funding following inscription likely to be at the expense of heritage sites elsewhere
- Benefits of tourism and regeneration arising from WHS status overstated
- WHS status doesn't provide additional statutory protection but quality of development at sites may be superior.
- Different case studies- different results?

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Benefit Areas

- Partnership - increased level of partnership
- Social Capital - potential to increase social unity/cohesion
- Civic Pride – WHS mechanism to build local confidence
- Funding - likely to be viewed more favourably by heritage based sources
- Conservation - improved conservation levels
- Learning and Education - good tool for learning engagement
- Regeneration – WHS status is an assumed catalyst
- Tourism - promotional advantage and 'branding effect' likely to be marginal

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Effect of Specific Site Characteristics

- Ownership Structure
- Fame of Site
- Location
- Motivations
- Marketing
- Nature of Site
- Heritage Listing Arrangements

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Perception of Costs and Benefits?

- General awareness of costs and benefits
- Could costs be reduced?
- How could benefits be increased at national and site level?

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Future Changes - Other Considerations

- Increasing competition for place of the WH List
- Devaluation in the WHS brand and benefits
- Regeneration
- Consultation
- Guidance
- UNESCO
- Alternative Designations

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Pros and Cons of World Heritage Status

Advantages

- Benign effect on management and protection
- Prestige and increased recognition
- Public Awareness and local pride
- More weight lent to conservation
- Possible increased access to funding

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Pros and Cons of World Heritage Status

Disadvantages

- Cost of bidding process
- Commitment – managing local expectations
- No automatic Benefits in terms of regeneration or tourism
- Any additional funding from public sources - 'Rob Peter to pay Paul'
- Scale, height and quality of development may come under close scrutiny
- Workload and costs on those who manage the site

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Conclusion

- Route to World Heritage status not an easy one
- Long process with no guarantee of success - extreme competition to get onto the World Heritage List
- Many unique places on national or even international importance will never become World Heritage Sites.
- Need to establish clearly the outstanding universal value at the outset
- Process expensive – costs rising
- Need to consider whether objectives could be met in different ways

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And Finally

- Aspiring sites and bid partnerships need to weigh up very carefully whether WHS status is the right goal for them
- For those that do – wish you every success.



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