

**“OPPORTUNITY INTO ADVANTAGE”
EXPLORING THE POTENTIAL ECONOMIC GAIN FROM WORLD HERITAGE
INSCRIPTION**

A ONE DAY SEMINAR

Wednesday 23rd September 2009, Kendal, Cumbria, UK

In the UK over the past 18 months UNESCO World Heritage Site status has come under greater scrutiny than ever before in terms of its costs and benefits. In socio-economic terms, one simple question has come to be asked of WHS status: Is it worth the cost and the effort? As a UK tentative list site the Lake District, Cumbria was keen to know the answer to this question too.

In recent years many studies have looked at the automatic cost/benefit impact of WHS status using evidence from multiple sites. In short these studies have confirmed there is no “automatic” economic benefit from achieving WHS status. As a tentative list site the Lake District team became aware of many sites that had turned economic opportunity from WHS status into advantage seemingly contradicting the findings of the published studies. The Lake District team decided to commission new research and analysis to investigate this further.

The brief for James Rebanks Consulting Ltd was to find evidence of WHS’s that have converted socio-economic ‘opportunity into advantage’. But to achieve this it was essential to identify WHS sites on the basis of their ‘motives’ and what they have ‘used the WHS status for’, something other studies had failed to do. This was surprisingly difficult for the 878 WHS’s (May 09) around the world, which could explain why this analysis has never been carried out until now.

By filtering WHS’s on key criteria and evidence of motive and activities the research team established an important and critical point, the vast majority of sites were not focused on socio-economic impact creation, with approximately 70-80% of WHS’s appearing to be doing little or nothing with the designation to bring about significant socio-economic impacts – they were not failing to deliver economic gain, but for their own reasons they’re not even trying.

This key finding suggests that there is a simple methodological misunderstanding in many previous analyses of WHS impacts; quite simply the studies are asking the wrong question of the wrong sites and all have suffered from the inability to differentiate between WHS’s.

The Lake District’s research concentrates on the 20% of sites where motive to deliver economic and social gain is a key driver for the WHS. The full report with a full analysis of economic gain and 14 case study examples from sites around the world will be launched on the 23rd September 2009 at a one day seminar in Kendal, Cumbria where James Rebanks together with speakers from case study sites in Germany, France, Italy and the UK will explain how World Heritage Status is working for their communities.

Places are limited, to reserve yours contact Mike Clarke, tel 01539 792633 mike@lakeswhs.co.uk

Ticket Prices: £99 incl. VAT per delegate

**Special rates are available to LAWHF members
buying 2 or more tickets**

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- 09.30 Welcome & Introduction.** Mike Clarke, Director, Lake District World Heritage Project (UK) will introduce the economic research carried out for the Lake District.
- 09.40 A New Approach.** A fresh approach to measuring the value of WHS. James Rebanks of Rebanks Consulting Ltd and author of the ‘Economic Gain’ WHS report will summarise the limitations of existing research.
- 10.20 Cultural Glue and Cultural Dynamism.** The cohesive and creative value of WHS. Peter Backes, Project Manager, Völkingen WHS (Germany) & John Rodgers, Blaenavon WHS (UK) talk about how becoming a World Heritage Site provided a powerful cultural narrative and stimulus.
- 10.50 Questions followed by break**
- 11.20 Quality from Confidence.** How WHS builds confidence and drives up quality. Roberta Aluisini & Francesco Marchese, - Parco Nazionale delle Cinque Terre WHS (Italy) will speak about creating improved markets for agricultural producers who maintain a protected landscape.
- 11.40 Motives and Actions Matter.** The four kinds of WHS - a new understanding of WHS motivations. James Rebanks of Rebanks Consulting Ltd explains how embedding socio-economic motivations into a site from the start is important and how successful sites share certain characteristics.
- 12.00 Catalyst for Change.** How becoming a WHS can compliment and add value to a major tourism and inward investment destination. Laurent Hodebar, Ingénieur - Mission Tourisme - Direction du Développement Economique - Mairie de Bordeaux WHS (France) talks about why Bordeaux recognises the marketing value of the UNESCO designation.
- 12.20 Questions, followed by lunch**
- 13.30 The Network Effect.** Assessing the value of the WHS designation. James Rebanks & Dr. Karin Dengler-Schreiber, Zentrum Welterbe Bamberg WHS (Germany) Introduce the concept of WHS Literacy and the high value of cultural visitors
- 13.50 Creating Opportunity.** Converting “Outstanding Universal Value” into cash. Tim Sanders, Discover Dorset Ltd (Jurassic Coast WHS, UK) will talk about how he created a business in direct response to the WHS designation and it’s “Outstanding Universal Value”.
- 14.10 Tentative Steps.** A view from the waiting list, Mike Clarke, Director, Lake District World Heritage Project (UK) will say how economics and social benefits are shaping the Lake District nomination.
- 14.30 Making the Most of It.** Strong partnerships and new solutions from WHS. Linda Tuttielt, Chief Executive of Hadrian’s Wall Heritage Ltd (Hadrian’s Wall WHS, UK) will explain how the development of a new and inspiring interpretation framework for the whole Roman Frontier is underpinning the capital development strategy which will transform the visitor sites and experience.
- 15.10 Summary and Round Table Questions**
- 15.30 Launch of the “Economic Gain” Report,** Lord Clarke of Windermere
- 16.00 Close**