

**Notes of the World Heritage Site Officer Working Group
Kerrier District Council, Camborne
Thursday 24th July 2003 2-4pm**

Present:

Nick Johnson, Cornwall CC
Simon Thorpe, Cornwall CC (WHS Management Plan)
Jan Clarke, Trevithick Trust
Carol Wilson, SWERDA
Barrie Collins Kerrier DC
Malcolm Pinch, Restormel BC
Andrew Richards, Kerrier DC
Andrew Wetherelt, Camborne School of Mines
Mark Goodman, Tamar Valley AONB Service
Katie Hooper, Penwith DC
David Moore, Caradon DC
Martin Eddy, Caradon DC
David Andrew, Devon CC

- 1 Apologies** received from Frances Griffiths, Chris Young, Ian Morrison, Nicholas Molyneux, Susan Denyer, Antonia Carr-Locke, Alyson Cooper
- 2 Matters arising** from minutes of previous OWG and previous Partnership:
MP enquired about Jeanette Ratcliffe, NJ indicated Jeanette was making good progress but would not return to WHS project.
MG correction to minutes – Tim Selman was in attendance at last meeting.
MP observation that it was his suggestion that the title of WHS be in English with Cornish translation.
- 3 Overview of project progress**

Staffing Deborah Boden had been appointed WHS Co-ordinator and will start 8th September 2003.

Simon Thorpe had been seconded from Historic Environment Planning Advice to WHS Management Plan from 1st July 2003 for a period of 12 months.

DA advised that Devon CC were in process of appointing a World Heritage Sites Projects Officer.

Bid Areas Concern was expressed about the need to review the Areas to be submitted in the Bid. NJ explained that following the visit in Feb of English Heritage and ICOMOS UK it had been agreed that some areas should be looked at again. Mary Tavy, Carnmenellis, Pool, the farmland of St Agnes, and parts of Hayle should be re examined. We agreed to do this and new proposals will be put before the relevant Area Panels in the week of 7 October in time for consideration by the Officer Working Group later in the month. It was stressed that no decision had yet been taken regarding the Porkellis/Carnmenellis Area.

Economic Impact Assessment NJ discussed this report from Atlantic Consultants and initial visitor survey figures. It was noted that a full visitor survey is being carried out between April and October this year at sites throughout Cornwall and West Devon. There was some questioning of the validity and meaning of the figures in the report- are we asking the right people the right questions? Georgina McLaren has asked Atlantic Consultants to provide more information on the structure of the visitor questionnaire. CW pointed out that Atlantic are using a fairly standard and accepted

methodology, and that the *public product* (Objective One Project) work will help in this area.

Cornwall Heritage Marketing NJ introduced the project outline paper produced by Richard Glover of Cornwall Arts Marketing. This project follows the model of CAM by pooling funds from individual marketing budgets, match funding from Objective One, and delivering a sector wide heritage marketing strategy, and individual marketing help to those who have signed up. WHS will benefit from getting a marketing strategy to insert into the Management Plan and this is a crucial factor in delaying the final Management Plan.

DA. West Devon must be included in this heritage marketing strategy; if it is not possible because it is outside the Objective One programme area, then a complimentary study will be needed. It was noted that West Devon is included in the Economic Impact Assessment project.

Key WHS projects

NJ introduced the English Heritage and Objective One Historic Environment Officer's list of existing mining attractions. MP asked whether Wheal Martyn could be added to the list? This will be discussed with Kate McCavana when she returns from maternity leave. It was noted however that Wheal Martyn is a high priority on the Objective One Heritage Task Force's Project Priority List.

The key WHS projects list was necessary to prioritise funding applications for the benefit of SWERDA/Objective One/HLF etc, and indeed for the WHS Partnership, to those projects critical to WHS. MP noted there were no projects in Restormel.

4. New project design, timetable and budget

NJ explained the proposed new timetable and tasks in the new project design. NJ explained that there were currently two pots of funding for the WHS project, Objective One £87k and Cornwall CC revenue £88k and this funding could not be allocated precisely to the tasks until the OWG has given its support to the proposed new timetable and project design tabled at the meeting.

Recommendation: that the new WHS Bid project design and timetable are agreed and that a new project budget based on the timetable be submitted to GOSW as soon as possible--- Agreed unanimously.

DA pointed out that once Inscription was gained in June 2006 the marketing and promotion kicks in. In the meantime we get on with delivery of the aims and actions in the Management Plan.

5. Date of next meetings

Officer Working Group

27 Nov 2003 Botallack, St Just

26 Feb 2004

16 June 2004

16 Sept 2004

March 2005

Partnership

24 Oct 2003 County Hall, Truro

week beginning 1 April 2004

week beginning 5 July 2004

week beginning 4 Oct 2004

week beginning 11 April 2005

7. **AOB** none