



Research and Information Unit
Cornwall County Council
New County Hall, Truro, TR1 3AY

CORNISH MINING WORLD HERITAGE SITE

Cornwall People's Panel Summary Report



Source of photo: <http://www.cornwall.gov.uk/history/ab-hi30.htm>

NOVEMBER 2004



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Executive Summary

Background and Methodology

This Executive Summary highlights some of the key findings from the survey of members of the Cornwall People's Panel.

A postal survey was chosen as the most effective methodology for consulting within the time-frame allocated. The survey was distributed during September 2004, allowing approximately a two-month response period. 2922 surveys were distributed in total and 1484 were returned, giving a response rate of 50.8%.

Whilst the sample is not necessarily large enough for results to be statistically robust, they do provide an indicative snapshot of opinion. For details of the demographic profile of respondents see the full report.

Key Results

- Just under 50% of respondents were aware of the World Heritage Site Bid before receiving the survey
- Of those who were aware of the World Heritage Site Bid:
 - 467 had found out from local newspaper
 - 358 had found out from television
 - 256 had found out via local radio
- Only 21.8% of respondents knew where the proposed World Heritage Site areas are.
- Just 11.9% of respondents live in World Heritage Site areas and over half of the total respondents did not know if they lived within a World Heritage Site.
- 87% of respondents thought Cornwall's historic mining remains should be protected
- Respondents felt that new industrial estates, new housing developments and demolition/neglect would most affect Cornwall's historic mining landscape
- Most people thought that the best way to keep and re-use redundant former mining industry buildings would be to use them as heritage and education facilities. Demolition was deemed low priority
- 1051 people said that grants towards cost would best encourage them to keep or refit traditional wooden window frames and doors



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- Walking/cycling in countryside, learning about local history, underground tours of mine workings and visiting mining heritage attractions were the four ways in which respondents would most like to use the World Heritage Sites.
- Most respondents, 1191 people, felt that the tourist industry would most benefit from World Heritage Site status.
- Newsletter was seen as the most popular way that people would like to be kept involved in World Heritage Sites.
- Preserving historic buildings was seen as the most important benefit of World Heritage Sites. Respondents felt provision of leisure opportunities for locals would be the least important benefit.



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Introduction

This report focuses upon the second section of the People's Panel survey sent out in September 2004. The survey was the tenth to use the People's Panel and included questions on the following issues:

1. Minerals Development Framework
2. Cornish Mining World Heritage Site
3. Accessing Public Services (Restormel District only)

This report lays out the key findings from the thirteen questions concerning Cornish Mining World Heritage Site. Cornwall County Council was interested in finding out the views and opinions of the People's Panel in order to support the policy process in Cornwall.

Report Contacts:

This report has been produced by:

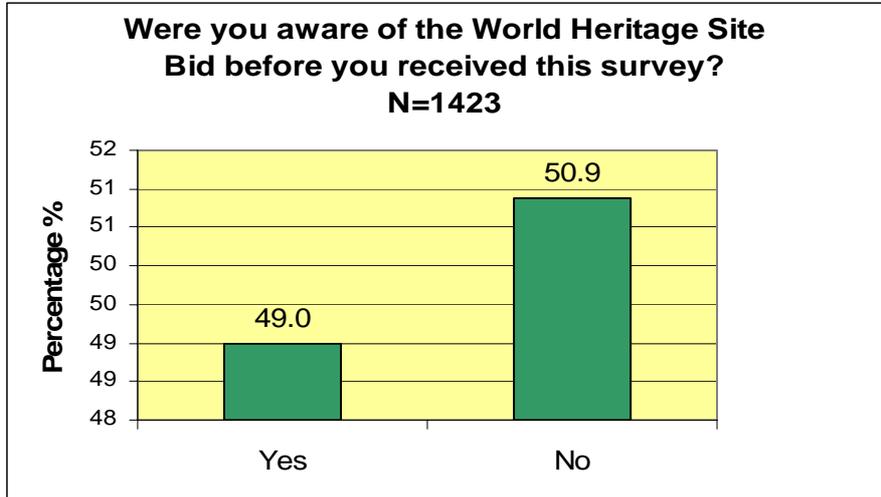
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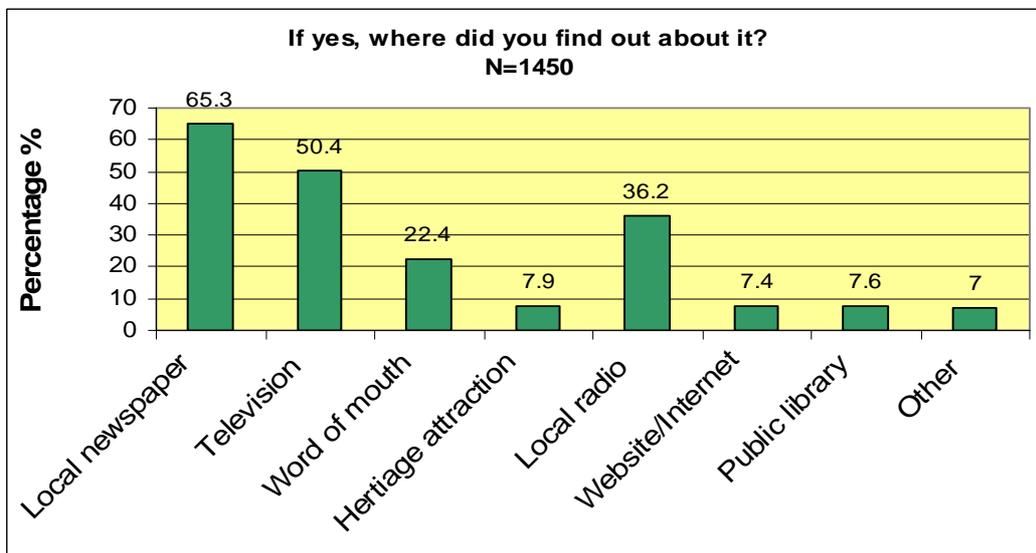
or the Research & Information team.

1 Were you aware of the World Heritage Site Bid before you received this survey?



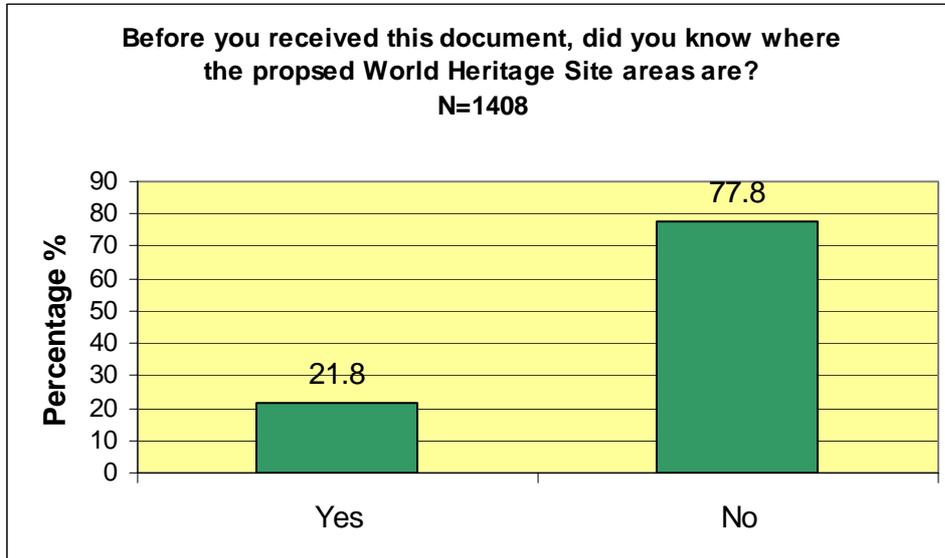
The results of the survey showed that almost half of respondents (697 people) were aware of the World Heritage Site Bid before receiving the People’s Panel questionnaire.

2 If yes, where did you find out about it?



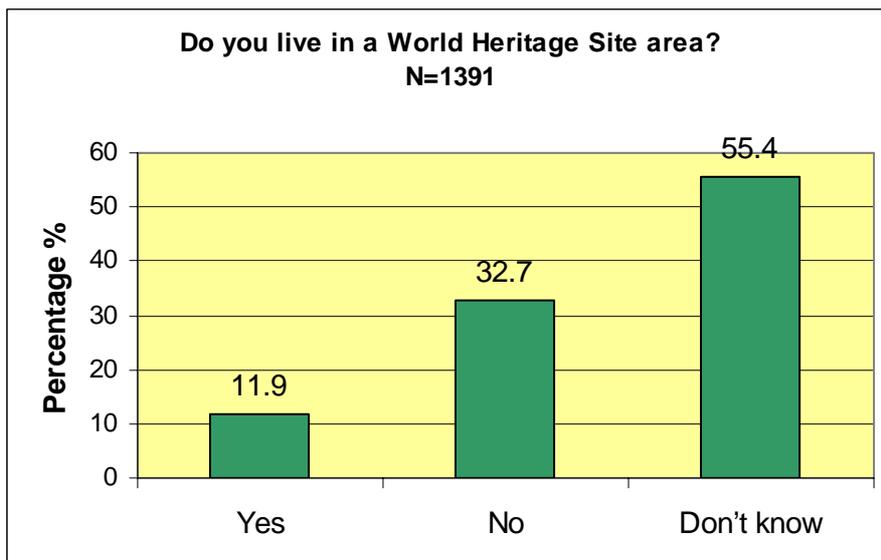
Out of those who answered that they were aware of the World Heritage Site Bid, Local newspaper was the most common means of informing respondents of the World Heritage Site bid (467 people said they had heard of the bid via this means.) 358 people said they had heard of the World Heritage Site bid from the television and 256 people said they were informed via local radio. Few people answered that they had heard of the bid via the Website/Internet (52 people), the public library (54 people) or via heritage attraction (just 56 people).

3 Before you received this document, did you know where the proposed World Heritage Site areas are?



Results showed that a majority of over three quarters of respondents said that they did not know where the proposed World Heritage Sites are. Only 307 people, (21.8%) said that they were aware of where the proposed sites are.

4 Do you live in a proposed World Heritage Site area?



Over half of respondents were unsure if they lived within a World Heritage Site area (770 people). Out of all the respondents only just over 10% knew that they did live in a WHS area (166 people).

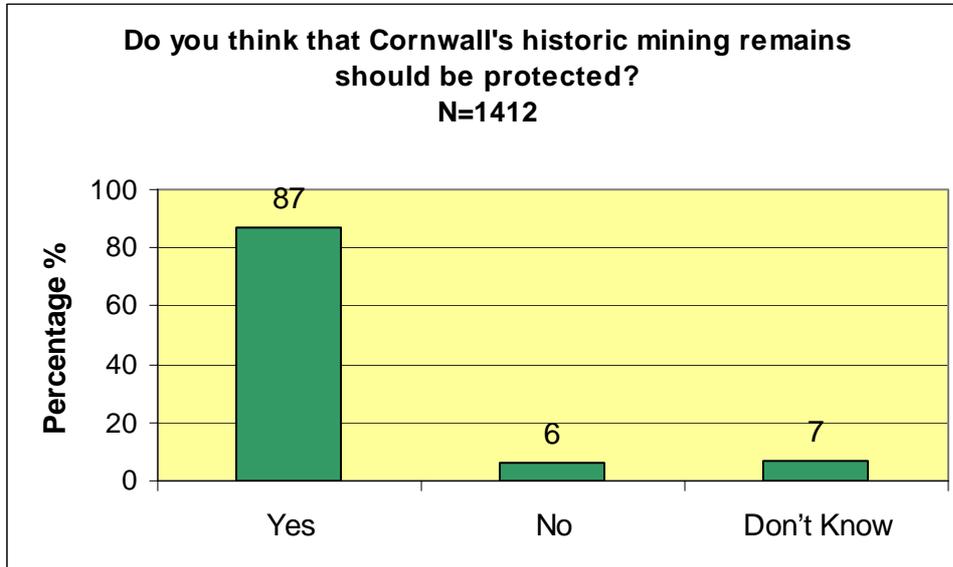


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		live in WHS area		Total
		yes	no	
Know where proposed sites are	Yes	79	197	276
	No	84	256	340
Total		163	453	616

Cross-tabulation using questions 3 and 4 show that even those living in World Heritage Site aren't necessarily likely to know where the sites are. Only 48.5% of those who lived within a WHS area knew where sites were compared to 51.5% who lived in a WHS area and didn't know. Results also show that the knowledge of WHS areas is even less for those not living in a WHS area, only 43% of people who didn't live in a WHS area knew where the sites were while 56.5% who didn't live in a WHS area didn't know where the sites were located.

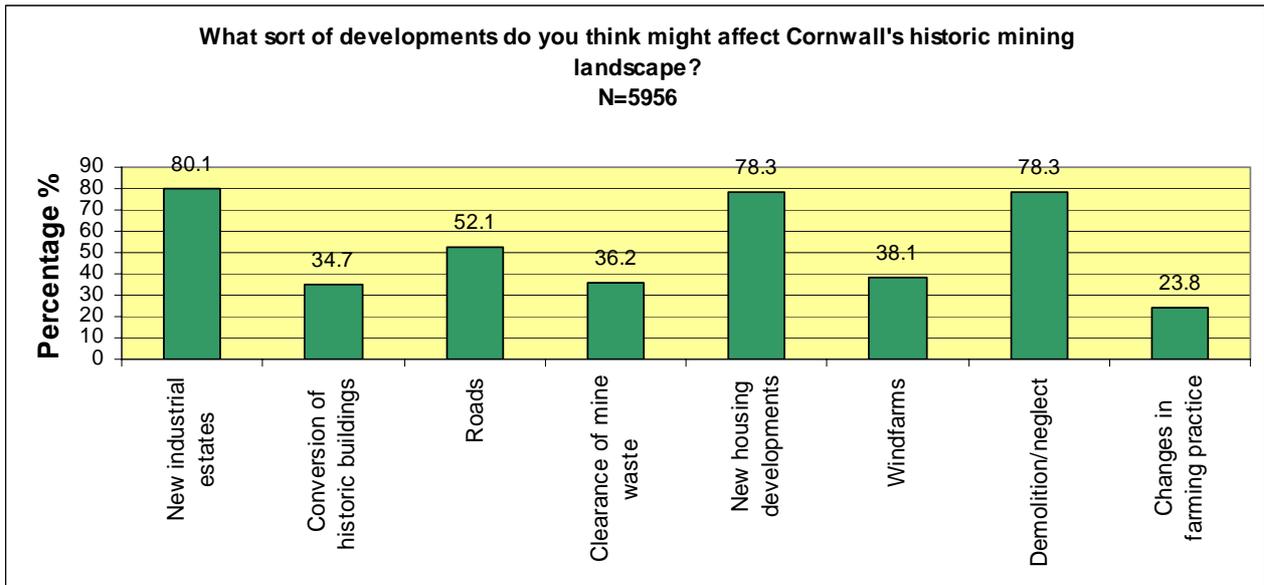
5 Do you think that Cornwall's historic mining remains should be protected?



A majority of respondents, just under 90%, (1228 people) thought that Cornwall's historic mining remains should be protected. Only 6%, just 85 people felt that they shouldn't be protected.

6 World Heritage status will require us to ensure that development within the Site does not damage historic landscapes or buildings.

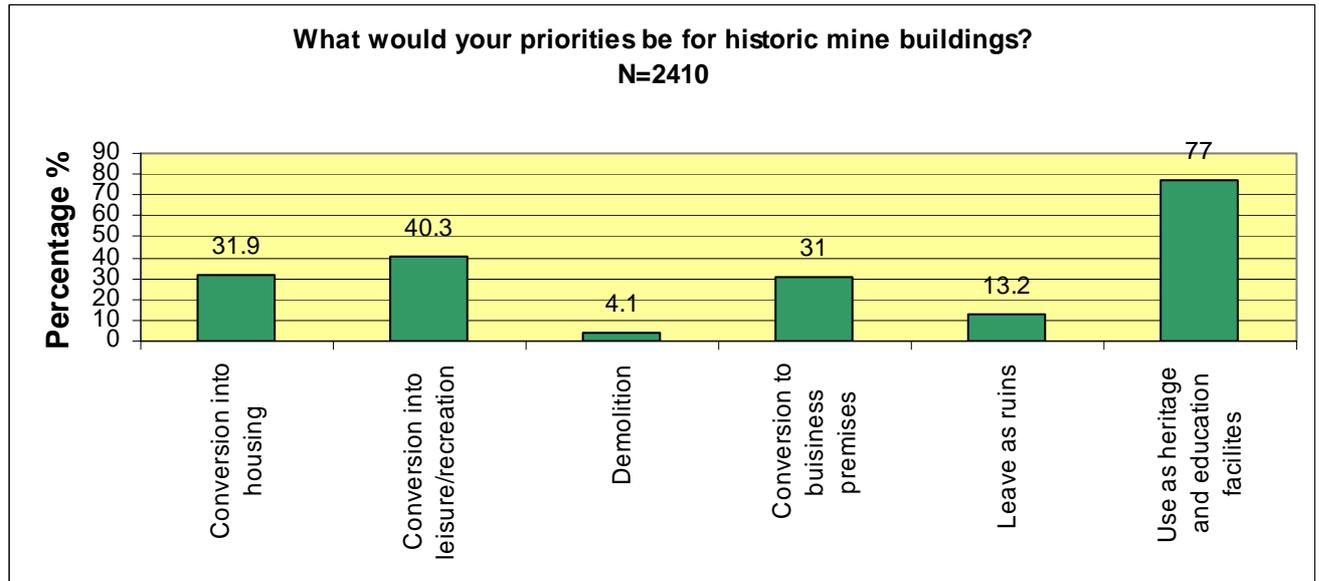
What sort of developments do you think might affect Cornwall's historic mining landscape?



Results showed three obvious developments that respondents thought might affect Cornwall's mining landscape, these were new industrial estates (1130 people), new housing developments (1094 people) and demolition/neglect (1094). Changes in farming practice didn't seem to be a major concern with regards to the affect on Cornwall's historic landscape to respondents as just under on quarter (344 people) responded that this type of development could affect the landscape.

7 The Management Plan proposes that we should keep and re-use redundant former mining industry buildings, including foundries and factories such as the Bickford-Smith Jute Spinning Mill at Tuckingmill in Pool.

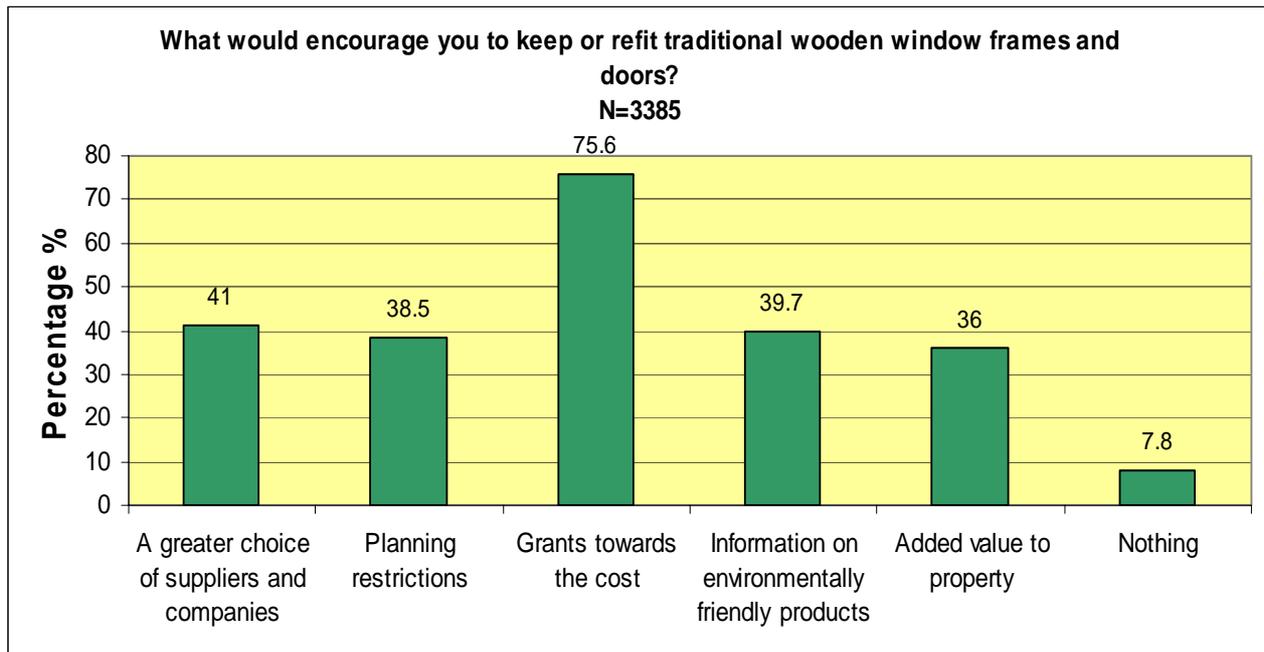
What would your priorities be for historic mine buildings?



The majority of respondents felt that the best way to keep and re-use redundant former mining industry buildings would be to use them as heritage and education facilities (1072 people chose this option). Conversion into leisure/recreation was classed as second priority (562 people choosing this option). Conversion into housing and conversion to business premises were also deemed quite high priority with 444 and 432 people choosing this option respectively. Respondents didn't seem to find demolition a priority for the historic mine buildings as only 57 people chose this option. Also few people felt leaving as ruins to be a priority with only 183 people choosing this option.

8 It is important that authentic materials are used in the World Heritage Site. This might include limiting the use of modern materials (for example UPVC windows and doors) which can damage the character of historic streets.

What would encourage you to keep or refit traditional wooden window frames and doors?

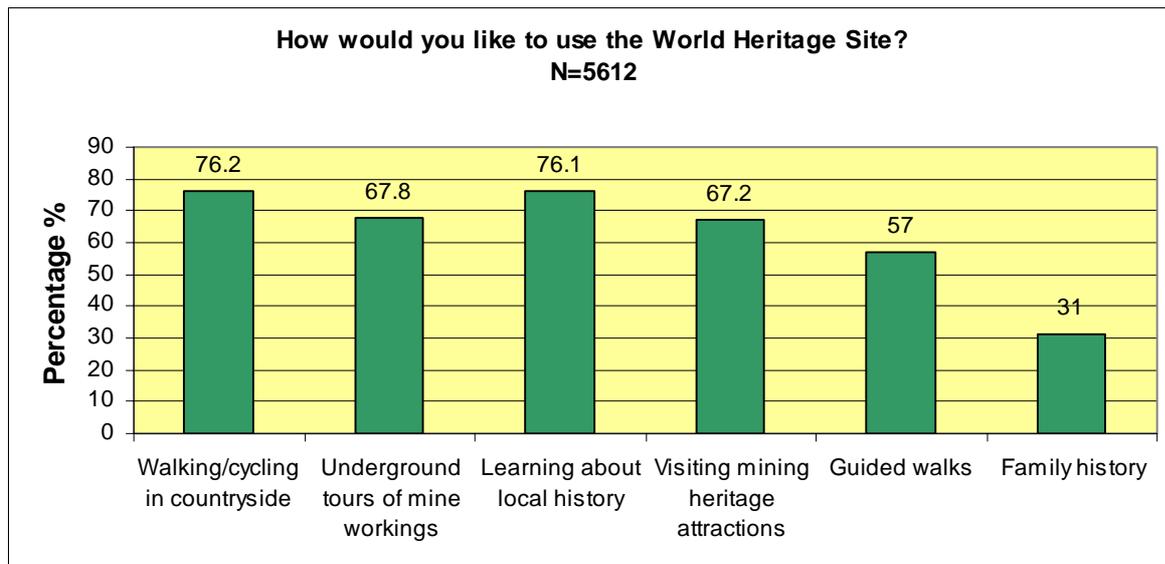


Responses show that most people (1051) would be encouraged to keep or refit traditional wooden window frames and doors if grants towards the cost were offered. 108 people answered however that nothing would encourage them to keep or refit traditional wooden window frames and doors.

'Other' answers to this question can be found in the appendix, however, several respondents reinforced the above by saying that cost is an important factor in not only fitting traditional wooden windows but also in the maintenance and repairs of these traditional materials.

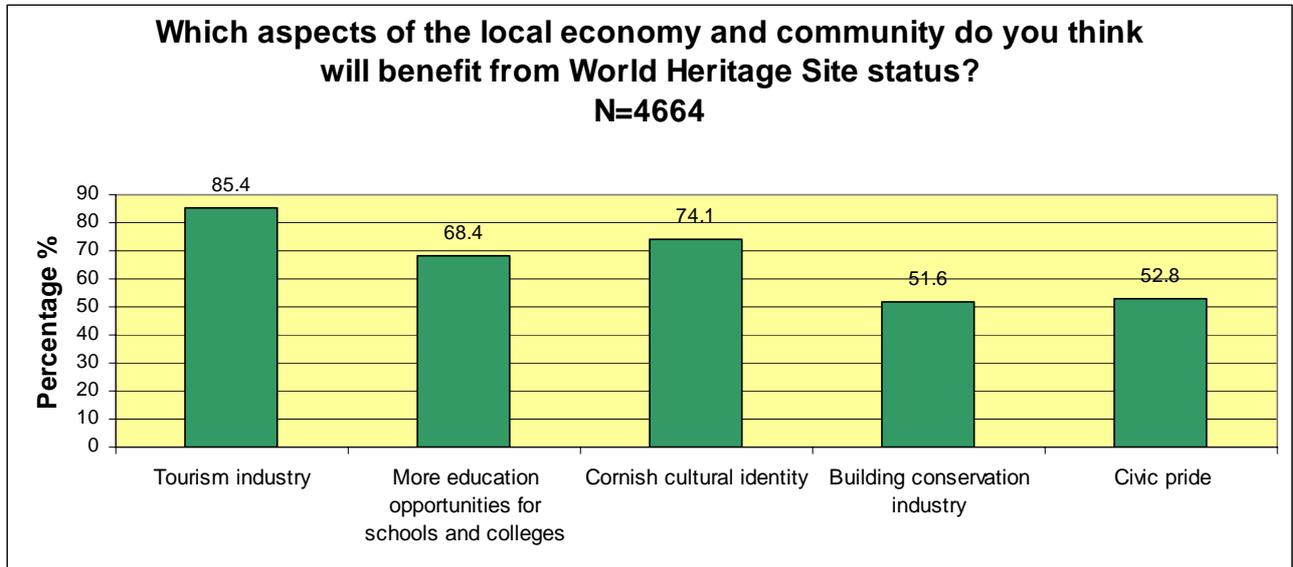
- 9 The Management Plan seeks to improve public access opportunities within the World Heritage Site, for example through supporting the creation of multi-use trails such as the Mineral Tramways project, as well as improving visitor attractions such as Geevor Mine.

How would you like to use the World Heritage Site?



Results show that four main options were picked by respondents in their opinion of how to use the World Heritage Site. These were Walking/cycling in the countryside (1057 people), Using the site to learn about local history (1054 respondents), using the site for underground tours of mine workings (940 people) and visiting mining heritage attractions (931 respondents choosing this option). Respondents felt that using the Site for family history was the least best way to use the World Heritage Site with only 428 people choosing this option.

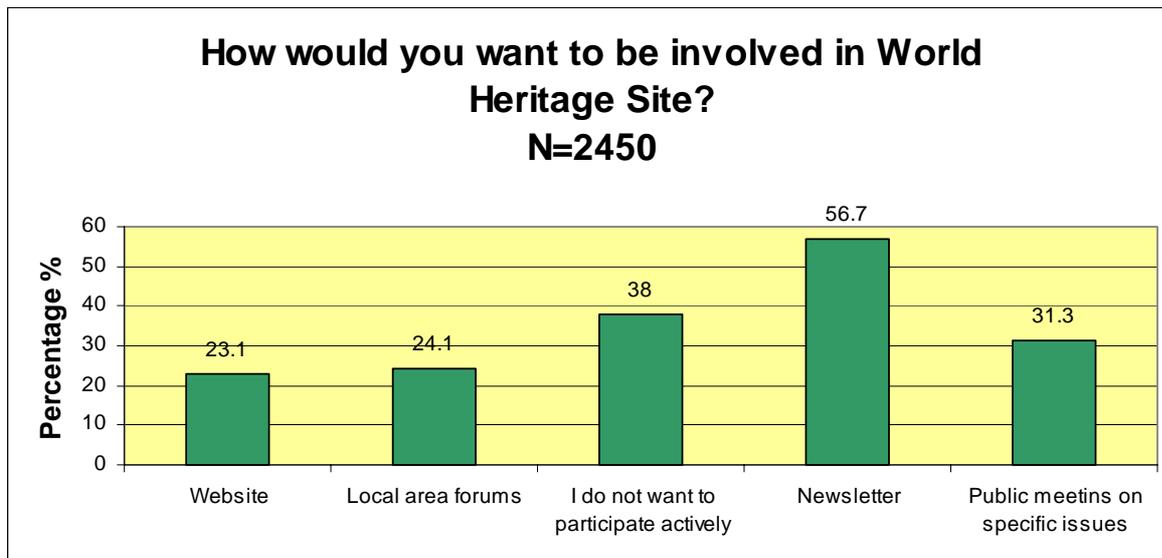
10 World Heritage Site status will be used to support regeneration. Which aspects of the local economy and community do you think will benefit from World Heritage Site status?



The majority of respondents, 1191 people, answered that they felt that tourism would be the main aspect of the local economy to benefit from World Heritage status. Results also show that 1033 respondents think that Cornish cultural identity will also benefit from World Heritage status. Respondents answered that they felt that building and conservation industry would benefit least from the World Heritage Site status with only 720 choosing this option.

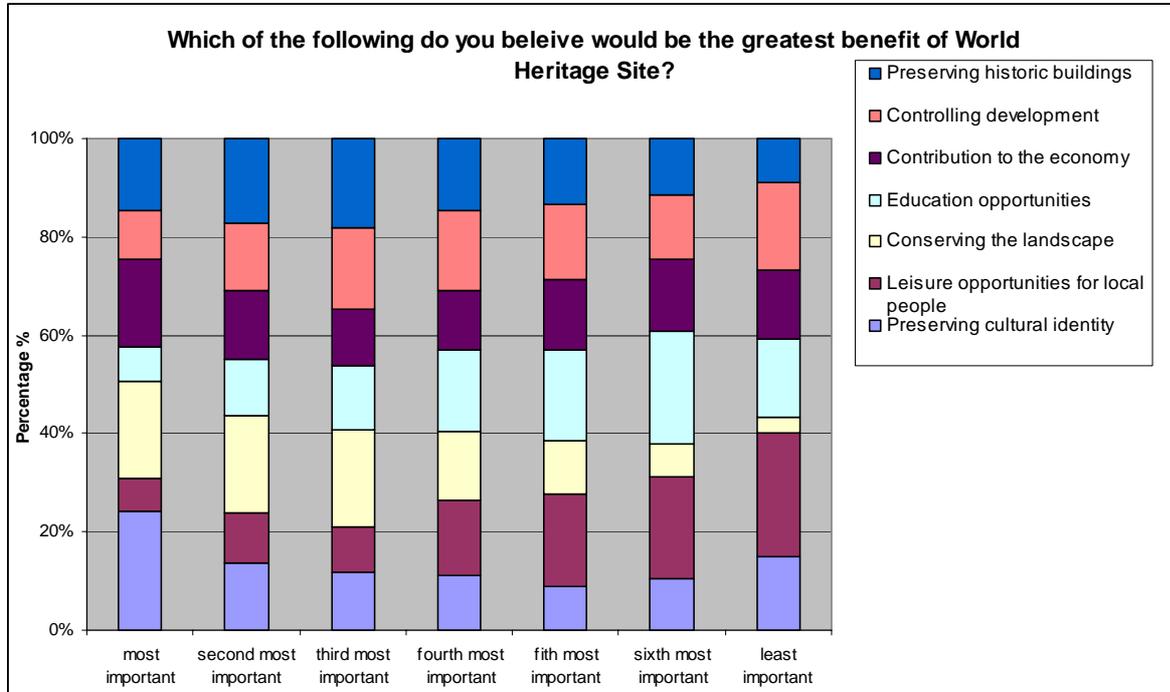
11 We want to provide opportunities for local people to participate in the World Heritage Site, for example by setting up local groups, public meetings, or special events.

How would you want to be involved?



The majority of respondents felt that a newsletter would be the best way to be involved in the World Heritage Site with 794 people choosing this option. Websites and local area forums were deemed the least popular way that respondents would like to be involved in the World Heritage Site, with 324 and 337 people choosing these options respectively.

12 Which of the following do you believe would be the greatest benefit of World Heritage Site status?



Results show that most people, (32% of respondents) felt that the most important benefit of World Heritage Site would be the preserving of historic buildings. Conserving the landscape was deemed the second most important benefit (25% of people choosing this option) of World Heritage Sites. Results show that respondents felt that providing leisure opportunities for local people would be the least important benefit of World Heritage Sites.



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Technical Summary

Methodology

A postal survey was chosen as the most effective methodology for consulting the People's Panel within the time-frame allocated. The survey was distributed to the Panel during September 2004, allowing approximately a two-month response period.

The response rate to the survey was approximately 50%. Response rates from the People's Panel to other surveys have been in the region of 40-50%.

Cornwall's People's Panel

The Panel, established in 2000, now consists of about 3000 people who are broadly representative of the population of Cornwall in terms of gender and geography.

Calculating Results

The base for these questions is the number of 'valid responses', i.e. all those providing an answer that can be measured and tabulated (due to missing or invalid cases this may not be the same as the total sample). The base size may, therefore, vary from question to question depending on the number of missing/invalid responses.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.

Where data sets have been weighted in this analysis, first preferences are given a weighting of 3, second preferences a weighting of 2 and third preferences a weighting of 1. The 'weighted percent' is therefore the percentage of the weighted total. Weighted results are provided so that the relative importance of 1st, 2nd and 3rd preferences can be easily quantified.

Presentation & Interpretation of the Data

The survey only provides information about the opinions of a small sample of the resident population of Cornwall. In consequence, all results are subject to sample tolerances, which mean that not all results are statistically significant. Furthermore, the survey deals with panel members' perceptions at the time of the survey only and these may both alter and be unrepresentative of the views of the total population of Cornwall.



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Glossary of Terms

Base:	The number of respondents who gave a valid response to a particular question. This may affect the statistical validity of findings if the base sample is very small.
Count:	In multiple response questions count refers to the number of boxes ticked/responses given and may therefore be greater than the total number of respondents.
Cumulative Percent:	Cumulative addition of the valid percent of each previous option.
Frequency:	The number of respondents.
Gross Satisfaction Score:	The proportion of 'very dissatisfied' or 'dissatisfied' responses is subtracted from the 'very satisfied' or 'satisfied' responses. This allows us to get an overall indication of satisfaction without focusing on neutral responses such as 'don't know' or 'neither satisfied or dissatisfied'. Therefore a positive (+) gross satisfaction score indicates that, overall, respondents are more satisfied than dissatisfied with the service in question, whereas a negative (-) score suggests that respondents are more dissatisfied than satisfied.
Missing Cases:	Number of respondents who returned the questionnaire but did not answer a specific question.
Percent:	Percentage of respondents who answered the question given as a proportion of all respondents, <i>including</i> those that returned the survey but did not answer the question.
Percent of Cases:	In multiple responses questions the 'count' may be greater than the number of respondents. The percent of cases therefore may total to a figure greater than 100.
Percent of Responses:	Refers to the percent of total responses to a multiple choice question.
Total:	Valid total plus those who returned the questionnaire but did not answer the question.
Valid Cases:	The total number of respondents answering a multiple choice question.



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Glossary of Terms

Valid Percent:	Percentage given as the proportion of all responses, <i>excluding</i> those who returned the survey but did not answer the question.
Valid Total:	Total number of responses to the question.
Weighted Percent:	Where respondents have been given the option to rank their preferences, a weighted percentage has been provided. In this analysis, 1 st preferences have been given a weighting of x3, 2 nd preferences x2 and 3 rd preferences x1. These weighted scores are then shown as percentages of the weighted total.
Weighted Total:	Valid totals for preferences weighted (x3 for 1 st preference, x2 for 2 nd preference etc...) and added together.



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Appendix

Breakdown of Open Text Responses by Theme:

Where did you find out about World Heritage Site Bid? (other)

	Frequency
A local exhibition about the Tamar Valley and surrounding area extending to Cheesering	1
At local meetings/societies/committees: Balwest Society Lieutenancy Committee Bodmin Old Cornwall Society Chacewater projects committee Cornwall County Council meetings National Trust briefing Cornwall Local Forum meeting	
Councillors/involved with local district Council	11
Discussed between friends/family	3
At Work	1
Displays at Geevor tin mine	1
Penwith Council reports	1
National newspaper	1
This survey	3
Through work	4
Was involved in making earlier bid 8 years ago	1

What sort of developments do you think might affect Cornwall's historic mining landscape? (other)

	Frequency
All/any change will affect the area for both better and worse	6
Allowing four wheel drive to go off the road	2
Business must be controlled and it must give local jobs	2
Changes in access permission – chains/gates/bars	1
Change in overall appearance and character of our towns and villages	1
Clearance of mine waste of past destroys the heritage we are trying to maintain	1
Cornwall needs to develop as well as preserve therefore must be planned properly	1



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Depends on the type and size of the development	2
Don't think wind farms would affect the historic landscape	2
Should all be sympathetic developments	3
Launceston is now being totally ruined by new developments	1
Multi national fast food outlets	1
New development should be seen as a priority just as industrial estates and housing	3
Over use by visitors/tourists	3
Owners will have to keep their homes maintained	1
Shouldn't prevent sympathetic new developments, especially those which provide jobs, social housing or sustainable development for locals	3
The question is invalid	1
Uncontrolled public, i.e. tourist access thereby causing high maintenance	1
Very much disapprove of wind farms	1

What would your priorities be for historic mine buildings? (other)

	Frequency
Make them affordable	1
A blend of all choices listed with careful thought to local needs and priorities	2
Always make sure that we keep the history of the area evident	2
Any building that does not serve a purpose should be demolished as there are already too many eyesores or would be too expensive to convert	7
Careful restoration and stabilise buildings sympathetically	4
Certainly not left as ruins but transformed into housing (affordable) and recreational activities	11
Continue mining	3
Conversion only if the historical shape is retained for craft purposes	1
Conversion should concentrate on people, commerce should come later	1
Industrial use against business use	1
Difficult to answer, depends on each site individually	11
Have more trees and fields for people	2



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and animals to roam	
Mixed use so that the areas are still 'alive' but still also accessible to the public	1
Must be properly managed and maintained	1
Preservation and restoration whenever possible	4
Tourism attractions/museums	4
What about attractions for locals as there are already too many for tourists	1

What would encourage you to keep or refit traditional wooden window frames and doors?

	Frequency
A personal concern that historic features should be retained	1
Added protective coatings to prolong life of wooden window frames	1
Allowing fitting of double glazed hardwood windows – available at Jacksons at Cloudly Cross (old buildings are expensive to heat!)	2
Already have traditional windows	2
Could UPVC not be made to mimic wood?	4
Availability of specialist repairers, i.e. for sash windows/ help with maintenance	8
Basically comes down cost as wooden windows cost more and also need more maintenance	9
Education in sustainable products	2
Could the difference in price between UPVC and wood be offered in form of a grant?	4
I don't believe that UPVC window frames damage the character of a street	2
If using wood they must be hardwood, energy efficient	2
World heritage should pay if they want us to change our windows, not simply provide grants	2
Knowing that replacement materials have been treated and will last longer	4
The up keep of traditional materials prove very difficult as you get older	1
UPVC is ok if used sympathetically	3
We have original features as we think it is right, but it is cool in the summer and	1



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freezing in the winter!	
When timber windows etc can be produced that wont rot and can last as long as UPBV for the same amount of maintenance then I will change	1
Why use inferior methods when new is better	1
Worst thing would be to have a policy and then only half implement it	4

How would you like to use the World Heritage Site? (other)

	Frequency
Access for disabled and accommodating organised groups	8
All of the above are important	2
More should be done via the media to inform people of such amenities	2
Any site must be financially viable or it is just a waste of space	1
Anything that allows not just seasonal jobs	1
Arts and education programme – links with community groups and schools and other attractions, not just mining heritage	6
Be able to have walks and drinks in the Summer evenings	1
Be sure that people telling you know what they are talking about	1
Bring back steam trains	2
Concerned about visitor impacts	1
Cycle paths are popular but under used. Should have more around the coast of the County	1
Safe horse riding trails	2
I am against cycle paths which cost tax payers enormous sums of money	1
I feel there are plenty of mining sites for visitors and locals to visit so more open spaces please and trees of the local kind	1
Inclusive activities, not just those that appeal to the middle class	1
It all seems to be run by the non-Cornish so I don't see any benefits at all	1
It doesn't really interest me, mines are ugly even if they are old	1
Make some money and create jobs!!	1
Orienteering courses	1
Prepare booklets and photos for visitors	2



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to appreciate the relevance of the sites	
Promote Cornish history/studies	3
Restrict cars, lorries etc	1
Use sites for theatrical shows, concerts etc that doesn't harm the structure	1
Wary of underground tours and maintenance costs	1

Which aspects of the local economy and community do you think will benefit from World Heritage Site status? (other)

	Frequency
Better transport	1
Cornwall relies far too much on poorly paid and overworked jobs in tourism. Cornwall needs real jobs for realistic pay	1
Employment	6
Increasing traffic leads to pollution and congestion and degrading quality of life	1
Residents pride in Cornwall	1

Additional Comments

	Frequency
Achievement of World Heritage Site status will add immeasurably to the perceived significance of the unique nature of Cornwall	1
All restoration work should be sympathetic to the area	1
Always a need to remember the past but not at the expense of the future. People come to the county for its beauty not to see redundant buildings	1
Any effort to preserve, conserve you local heritage must be worthwhile	1
As tourist attractions they are boring and ugly	2
They should be closed and new industries encouraged	1
Mining communities are unwelcoming and live in the past!	1
At the moment I still work but in two years time I want to get involved in local issues	1
I believe that any changes to the local environment should only be given	1



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consent if these projects are making things better for these communities.	
I am concerned that this will be too focused on tourism and not enough on economic elements – we need sustainability, more support for education	1
Consider that old and new mines could be reopened if prices increase	1
Cornish culture today is an 20 th Century creation. Therefore there is no identity to preserve	1
Cornwall's rugged hills and valleys are our greatest asset, protect them at all costs, avoid placing wind farms!	1
Cornwall is a Countywide museum where possible allow traditional work to continue	1
Cornwall lacks good well paid jobs. Spend Objective One money on links with the rest of the Country. Heritage is not going to raise living standards	1
Cornwall needs to preserve, conserve, regenerate and educate	1
Found this section hard to answer as I don't have any knowledge in the area	6
I am 86 years old and this prevents me from taking an active part	1
I am against the waste of money that this bid involves.	1
The questions are biased in this survey	1
I am sorry that the last mine wasn't kept a working mine, we are in danger of having too many museums	1
I hope the bid is successful as too much heritage is lost through carelessness and no caring enough about ones County	1
I hope this bid doesn't mean that Cornwall will become wrapped up in cotton wool leaving those who live there in an expensive time warp	1
I question the need to the local communities to have such a project – nice yes, essential, no!	1
I strongly disagree with including Devon in this Bid.	1
I strongly object to my community charge being diverted into such schemes which deprives other more essential council areas of funding	1
I think a World Heritage site which covers	1



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multiple sites over miles of Countryside is a nonsense. At least the Dorset coast is continuous	
I think it is important not to be bogged down with passed events and remains except where it can be agreed that it would benefit our present and future life.	1
I think this bid does not come up to other world heritage sites	1
I welcome any attempt to preserve our heritage and culture, I fear the WH status will not increase tourism due to its overuse	1
I would have appreciated the locations on the Cornwall People's Panel newsletter	1
I would hope that the development of holiday/2 nd homes and unaffordable houses would be prevented – houses should be restricted for local people, less half empty homes.	1
Importance given to affordable sustainable homes	1
Is a wonderful idea – must be a balance between heritage and wildlife	
Money would be better spent trying to encourage and promote all year round internal investment. This is a job creation for bureaucrats	5
More information via a wide range of media may address apathy amongst disinterest	1
More publicity is essential – a newsletter sent to every household. Schools should be actively involved.	6
Success of the bid should result in raising the economic status of the local area, consolidation of local identity, increased employment with minimum bureaucracy	2
The sites show the industry of the past – education is the key – show the world what Cornwall gave it – safety lamp, gunpowder etc	1
The united mines extension is a disgrace and Cornwall County Council should invite UNESCO to view the carnage of Wheal Squire	1
Many of the old sites need to be made more attractive	1



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This bid will encourage the pride of our heritage. Are schools involved? Is there an archive of mining memories written or audio?	1
This is the most significant application for the benefit of our Celtic heritage apart from Objective one.	1
Encourage the reactivation of the Railway line from Bodmin to Wadebridge	1
Too much looking backwards. Don't want Cornwall to become a theme park on a dead industry – we need to look forward!	1
I am unsure of its contribution to the local economy. I need to understand fully the plusses and minuses before I decide whether it is a good thing.	1