

DURHAM CITY'S WORLD HERITAGE SITE

BUSINESS TOOLKIT

this is **durham**



England's World
Heritage Story

The North

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England's World Heritage Story: The North, is a Discover England Fund project designed to raise awareness of and increase visitor numbers to the six United Nations Educational, Scientific and Cultural Organizations (UNESCO) World Heritage Sites (WHS) of northern England (Durham Castle & Cathedral, Hadrian's Wall, Lake District National Park, Liverpool, Maritime Mercantile City, Saltaire and Studley Royal Water Park & Fountains Abbey).

The legacy of the project will be the creation of bespoke, bookable itineraries of between one and five days, highlighting northern England's deep contribution to the world's cultural patrimony.

In order to help local businesses clustered in and around the World Heritage Sites, the project has produced this business engagement toolkit designed to help local businesses make full use of their connections to their local World Heritage Sites. This includes information on the significance of world heritage status, how world heritage status can benefit you and how to effectively market that connection to your client base. For more information please contact:

*Durham Visitor Contact Centre
Email: visitor@visitcountydurham.org
Telephone: 03000 262626
Website: thisisdurham.com*

WHAT IS WORLD HERITAGE STATUS?

World Heritage Site designation is managed by UNESCO. The main aim of which is to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity.

There are over 1,300 WHS in the world and there are currently 31 sites in the UK.

World Heritage Sites in the UK cover a broad thematic range, including archaeological sites, seats of power, industrial sites, natural sites, sites related to the early Christian Church, and 18th century ensembles.

The benefits of a World Heritage Site to the visitor economy:

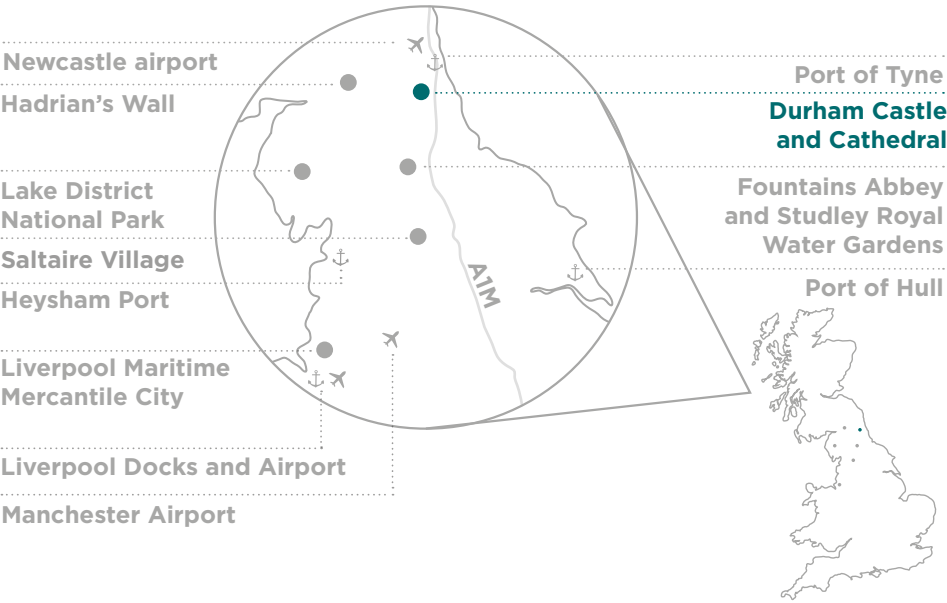
- The internationally renowned designation can provide 'quality assurance' for visitors.

- It can enhance a destination's profile through comparisons with other well-known destinations.
- Destinations with a WHS site have been known to attract higher spending, cultural visitors.
- It enhances destination distinctiveness through uniqueness and authenticity.

Did you know?

World Heritage Sites are cultural and/or natural sites considered to be of 'Outstanding Universal Value', which have been inscribed on the World Heritage List by the World Heritage Committee. These places or buildings are thought to have special importance for everyone.

World Heritage Sites in Northern England



DURHAM'S WORLD HERITAGE SITE

Durham World Heritage Site comprises of Durham Cathedral, Durham Castle and the buildings between them.

Durham World Heritage Site was inscribed by UNESCO in 1986 (among the first UK sites to be listed) in recognition of its Outstanding Universal Value. The site's architectural importance lies in the fact that Durham Cathedral and Castle are among the greatest monuments of the Norman Conquest of Britain, and that Durham Cathedral, built between 1093 and 1133, is one of the finest examples of Norman architecture in Europe.

The site is also outstanding because of its political history: the Castle and

Cathedral reflect the unique status of the Prince-Bishops of Durham. The Prince-Bishops were religious leaders who also had secular powers — they governed a virtually autonomous state that formed the buffer zone between England and Scotland from the late eleventh century until 1603.

The Site boundaries were expanded in 2008 to include Palace Green and the buildings surrounding it, as well as Durham Cathedral and Durham Castle.

Durham's significance

The fortified peninsula on the River Wear is home to one of Europe's greatest cathedrals and a castle built by William the Conqueror.

Durham Castle and Cathedral

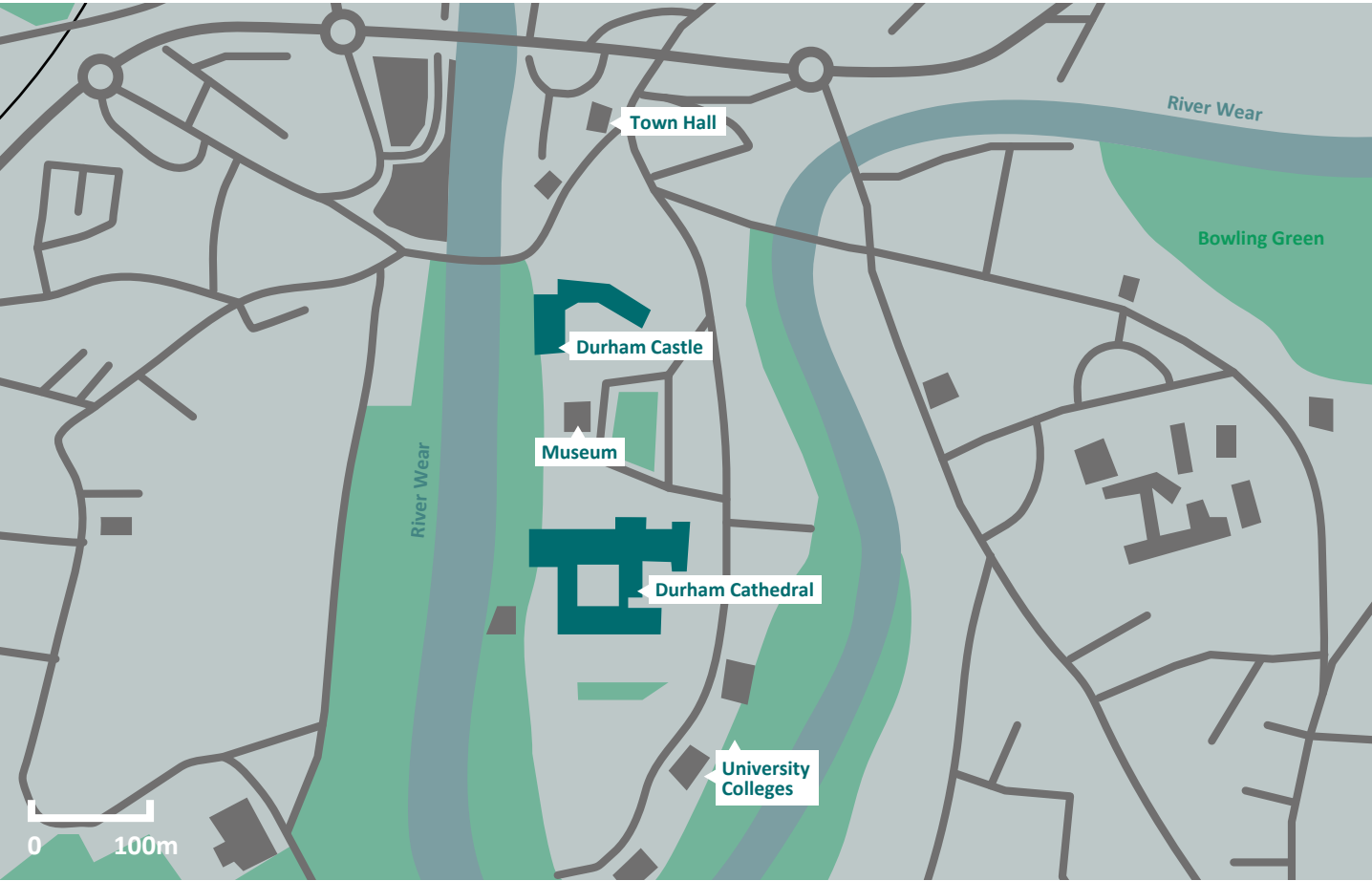
Durham Cathedral was built in the late 11th and early 12th centuries to house the relics of St Cuthbert (evangelisers of Northumbria) and the Venerable Bede. It is the largest and finest example of Norman architecture in England, an example of the importance of the early Benedictine monastic community. Behind the cathedral stands the castle, an ancient Norman fortress which was the residence of the Prince-Bishops of Durham.

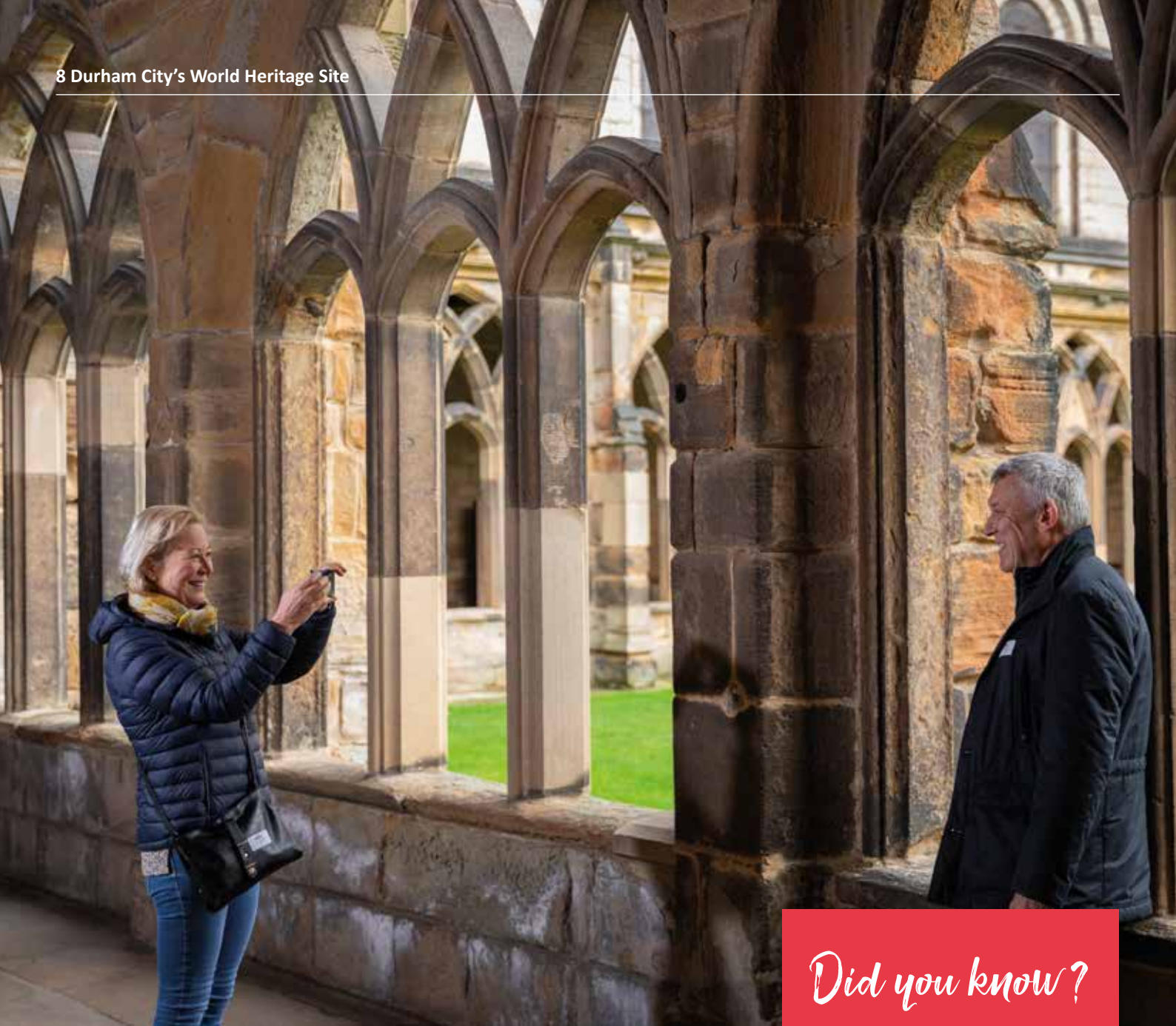
The Durham site in its present form is one that has remained in use for almost 1000 years: the Cathedral as a religious building, educational centre, and place of pilgrimage; and the Castle, first as the home of the Prince-Bishops, and then as the home of Durham University, established in 1832 — the third oldest university in England.

Did you know?

Durham Cathedral also has religious and historic significance that transcends its architectural value. In it are the shrines of St Cuthbert, who was instrumental in spreading Christianity in the north of England, and the Venerable Bede, who lived in the seventh century and wrote the first ever history of the English people. Bede's work included science, maths, history and chronology. His calculations are used to this day to determine the date of Easter every year by the western Christian church.

Outline of Durham City





DURHAM'S WORLD HERITAGE SITE

Durham Cathedral and Castle were inscribed on the World Heritage List because of:

- The site's exceptional architecture demonstrating architectural innovation.
- The visual drama of the Cathedral and Castle on the peninsula and the associations of the site with notions of romantic beauty.
- The site's role as a political statement as one of Britain's most powerful symbols of the Norman Conquest.
- The physical expression of the spiritual and secular powers of the medieval Prince-Bishops that the defended complex provides.
- The relics and material culture of the three saints (Cuthbert, Bede and Oswald) buried at the site, and the cultural and religious traditions and historical memories associated with them.
- The importance of the site's archaeological remains, which are directly related to its history and use over time.
- The continuity of use and ownership of the site as a place of religious worship, learning and residence over the past 1,000 years.

Did you know?

Durham Cathedral took 40 years to build and is one of the finest examples of Norman Architecture in Europe.

MANAGING DURHAM'S WORLD HERITAGE SITE

Management plan

The Management Plan is designed to assist partnership working with the UK Government to adhere to the terms of the World Heritage Convention.

World Heritage Site status brings with it considerable responsibility for its stewardship. Durham Cathedral, the University of Durham and St John's College as the landowners, along with Durham County Council, are answerable through the UK Government to UNESCO as well as to the wider international community for its conservation and sharing of the WHS with present and future generations.

The current management plan for Durham Castle and Cathedral World Heritage Site covers the period 2017-2023. The plan outlines the vision as a welcoming and inclusive place with a vibrant community which takes its inspiration from its past, whilst planning for a sustainable future and striking an effective and creative balance between a place to live, work, worship, learn and visit. Durham WHS aspires to be a place where World Heritage significance is fully acknowledged, appreciated and understood by present and future generations. It will strive for the highest standards of conservation, protection and interpretation for a sustainable future for the Site.

The plan can be found at www.durhamworldheritagesite.com/research

The aims of the plan are to:

- Protect the Site's Outstanding Universal Value and setting;
- Conserve and enhance the Site and its setting;
- Support understanding and awareness of the Site and its Outstanding Universal Value and of World Heritage;
- Support communities in realising the economic, social and cultural opportunities and benefits.

World Heritage status can bring:

- Support visitor and communities' access, their enjoyment of the Site and its benefits;
- Provide WHS management to deliver all aims.

VISITING DURHAM'S WORLD HERITAGE SITE

The massive scale of both the Cathedral and the Castle, means that any visitor to Durham cannot fail to see them.

The World Heritage Convention states that a World Heritage Site must have a *"function in the life of the community"*.

The Cathedral is open every day of the year. Visitors are invited to make a suggested donation of £3 per person to support the up keep of the building. Cathedral tours cost £5 and it costs £5 to climb the Cathedral Tower, £2.50 for

children over 8. Open Treasure - the Cathedral's award winning museum - is £7.50 admission.

Open Treasure is open Monday to Saturday 10am until 5pm, 12.30pm until 5pm on Sundays.

The Cathedral Tower is open Monday to Saturday 10am until 4pm, 12.30pm until 2.30pm on Sundays - subject to weather conditions. Cathedral tours usually take place Monday to Saturday at 10.30am, 11am and 2pm. Times can change when there is a special service or event taking place.

Durham Castle is home to the students of University College, part of Durham University.

It is advisable to check tour times in advance of a visit. When there are no private events booked, tours are usually available every day at 1.15pm, 2.15pm, 3.15pm and 4.15pm. During University vacations, tours are also normally offered at 10.15am, 11.15am and 12.15pm.

There is an admission charge which is currently £5 per adult and £4 for concessions and children.

THE WORLD HERITAGE SITE VISITOR CENTRE

The Centre is staffed by a combination of paid staff and volunteers, who share their knowledge of the site and enthusiasm for Durham with residents and visitors alike.

Housed in a refurbished 19th century almshouse, Durham's World Heritage Site Visitor Centre, a free facility open seven days a week, provides visitors with an overview of the World Heritage Site, including information about what it means to be a World Heritage Site, what makes Durham significant, and what there is to see and do in Durham.

Staff are available to provide advice and information about Durham and its heritage. The visitor centre hosts art exhibitions, talks, seminars, musical events, and family activities throughout the calendar year.

Visitor Centre Opening Hours:
Daily: 9.30am to 5.00pm
(closed Christmas and New Year)
Telephone: 0191 3343805
Email: visitor.centre@durham.ac.uk
World Heritage Day

International World Heritage Day is celebrated across the world every year on 18th April. It is designed to raise awareness of the world's cultural and natural heritage. Events take place at sites, usually on the closest weekend to the date.

Did you know?

One of the most striking things about the Durham site is its dramatic setting on a peninsula formed by the meandering of the River Wear. From the west, you can see the relationship of the Castle and Cathedral very clearly respectively, they were the complementary seats of secular and religious power. If you visit the WHS Visitor Centre, you can see a computer-generated model of the site, turned into a 3D model.



For more information
durhamworldheritagesite.com/visit/whs-visitor-centre

THE VISITOR

Heritage tourism generated £16.4 billion in 2017 in spending by domestic and international visitors with 278,000 people employed in visitor economy related heritage attractions.

Britain is recognised as a world class destination for culture and heritage which can be a major draw in attracting overseas visitors.
48% of visitors to Durham are classified via Visit County Durham's segmentation study (2017) as Country Loving Traditionalists. These high volume, moderate spenders enjoy visiting heritage attractions as part of their

break. Country Loving Traditionalists make up 30% of England's population.
Visit County Durham actively promote the destination to Country Loving Traditionalists through messaging that they know will appeal, such as the heritage offer and have an annual heritage campaign which runs each spring.
The Visitor Economy is worth £216 million annually to Durham City (25% of the total expenditure across the county) and is visited by 4.2 million visitors a year staying on average for 1.17 days (STEAM 2017).
30% of visitors to Durham City (Durham City Visitor Survey 2016)

do so for general sightseeing and to visit heritage exhibitions and sites.
A World Heritage Site in a destination is often a key driver in the decision-making process for a trip.
35% of overseas visitors to the UK participate in sightseeing of famous monuments and buildings during their visit. 20% visited a religious building and 28% visited a castle whilst exploring history and heritage during their stay.

Look out for:
WHS Guide and other information at the WHS Visitor Centre

WHAT DO VISITORS WANT TO DO?

As World Heritage Site visitors cannot be classed as any one type of visitor, it is best to consider the main activities that are enjoyed by Durham's visitors and then decide upon how your business can take advantage of this status.

Durham Cathedral is the most visited attraction in the city. Combining this with the visitors to Durham Castle and to the World Heritage Site Visitor Centre, it is a large proportion of total visitors to Durham.
Look at your offer and try and link your location:

- **Accommodation** – promoting local attractions on your website can help to incentivise people to stay at your property.
- **Activities** – walking tours and itineraries could take advantage of the World Heritage Site backdrop.
- **Eating out** – take advantage of visiting coach tours to the site, perhaps offering special offers.

Recent updates
Keep abreast of local developments in order that you can update visitors on more recent information. Examples can include:

1. 2017 saw the return of St Cuthbert's Relics to public display after six years in storage, as part of Open Treasure - a new museum - located off the Cathedral Cloister in stunning medieval buildings. These are some of the most significant surviving Anglo-Saxon artefacts in the UK.
2. Durham University's restoration of the Exchequer Building included the refurbishment of nine rooms.
3. Durham Cathedral's central tower has recently seen vital conservation work. It is once again open to the public to enjoy.

4. A Riverbanks working group has been created to ensure the area is used to its full potential. Developments will follow in due course.

Did you know?

Although not included in the listing of Durham World Heritage Site, both the University and the Cathedral also have renowned libraries, containing very valuable collections of manuscripts, early printed books, and other documents of local and national importance.



© Durham Cathedral

MAKING THE MOST OF A WHS IN YOUR DESTINATION

Every tourism business in Durham has the opportunity to benefit from the World Heritage Site designation. By taking advantage of being in the proximity of the World Heritage Site it can support your business.

Top tips for getting involved

Communication

- Make sure that your website is attractive and up-to-date and mentions the proximity to the World Heritage Site.
- Ensure that your messaging enthuses visitors.
- Take advantage of the promotional messages from the World Heritage Site accounts, for example using your businesses' social media to share and retweet announcements and events as this could drive demand for your business.

- Sign up to e-newsletters and social media accounts to ensure that you are up-to-date with what's going on.

- World Heritage Site information leaflets – have a stock of these in your business.

Explore opportunities

- Take advantage of events taking place – perhaps you could have a special rate or discount during an event such as World Heritage Day, WHS Lecture Series, World Heritage Day and Lumiere.
- Visit the World Heritage Site and the Visitor Centre regularly to find out about new developments and what's happening.

- No matter what your business type, remember that your location could be as big a selling point as your core offering.

- Look at what other, similar businesses are doing in close proximity to World Heritage Sites – you might get some good ideas.

- Collaborate with other businesses in the area – think about things you can do through working together.

- Take advantage of the World Heritage Site connection by using it to add value and reach a wider audience.

- Sign up to the Visit County Durham newsletter and make sure you get involved in the heritage campaigns.

HOW ARE BUSINESSES USING THE WORLD HERITAGE SITE STATUS IN THE DESTINATION TO THEIR ADVANTAGE?



© Hotel Indigo

Hotel Indigo

The developers of Hotel Indigo Durham made a significant investment of £15m in the Old Elvet building which had been empty for some time.

The recently opened hotel prides itself on being in close proximity to a World Heritage Site in their marketing material. They also

highlight this on their website within the neighbourhood's section.

The room décor is in keeping with the local theme from the interior designers and a number of the bedrooms are themed as cathedral bedrooms to ensure that the experience of the city starts immediately upon arrival.



© Forty Winks

Forty Winks Guest House

With a prime city centre location and views of the World Heritage Site from three of their eight guest rooms, Forty Winks take advantage of their location in their promotional material and messaging.

Their website describes the guest house as *standing proudly in the dramatic setting of south street's*

high-end historical architecture overlooking the River Wear in full view of majestic Durham Cathedral and Castle dominating the stunning city skyline.

A number of their visitors do so to visit the World Heritage Site as part of their stay and they feel that this is an asset to their desirability.

"The launch of the Treasures of St Cuthbert on permanent display in their new home marks a new phase in the life of Durham Cathedral and its exhibition experience Open Treasure."

— The Very Rev Andrew Tremlett, Dean of Durham.



EXTRA INFORMATION AND RESOURCES

So where can you find additional help and advice? There are plenty of resources online to guide you on your World Heritage journey:

Business Opportunities: Edinburgh – A World Heritage City

dur.ac.uk/durham.castle

durhamcathedral.co.uk

durhamworldheritagesite.com/files/Durham%20WHS%20Management%20Plan%202017.pdf

durhamworldheritagesite.com/heritage

durhamworldheritagesite.com/visit/whs-visitor-centre

durhamworldheritagesite.com/files/Annual%20Statement%202017.pdf

historicengland.org.uk/whats-new/news/heritage-boost-to-economy-revealed-in-new-report

thisisdurham.com

visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/2014-12%20Leveraging%20our%20Culture%20and%20Heritage.pdf

worldheritageuk.org

"A huge amount of history, a huge amount of beauty, and a great deal of friendliness."

— Bill Bryson, author, and former Chancellor of Durham University

VISITOR INFORMATION

Local knowledge to make the most of your visit

Visitor Contact Centre

With excellent knowledge of the area, the experienced professional staff in Durham's official Visitor Contact Centre are on hand to help before and during your visit.

- Information and bookings for places to stay
- Information on places to visit, eat, shop and events
- Practical information including opening times and accessibility

Call: 03000 26 26 26

Email: visitor@thisisdurham.com

Text: 'Visit' and your enquiry to 80011

Twitter: @moreDurham

Calls: cost of a local call, calls from mobiles may vary.

Texts: standard network charges apply.

Monday to Friday 9am-5pm. Closed weekends and Bank Holidays

Please note: the Visitor Contact Centre is not open to the public for face enquires.

Visitor Information Points

During your stay, call into one of the Visitor Information Points at 19 locations across the county. They offer the latest information via face to face, electronic tourist information kiosks or telephone points, plus access to a wide selection of leaflets and guides.

Durham City

Durham Indoor Market Market Place, Durham City DH1 3NJ

Gala Theatre & Cinema Millennium Place, Durham City DH1 1WA

The Town Hall Market Place, Durham City DH1 3NJ

World Heritage Site Visitor Centre 7 Owengate, Durham City DH1 3HB

Durham Pointers (seasonal) Market Place, Durham City DH1 3NJ

Look out for the volunteer 'Pointers' in their distinctive pink tabards located by the map in Durham City Market Place, alongside their distinctive trike. Assisting visitors with directions to attractions, places to eat, leaflets and maps, the North East 'Visitor Information Provider' 2018 winners are present seven days a week from mid-May to early October.

Durham City Park & Ride

Secure CCTV-controlled sites at Belmont, Sniperley and Howlands. Park & Ride users park free and travel into the city centre for £2. Open Monday to Saturday 7am-7pm.

- Belmont Route on the junction of the A1(M)/ A690: Milburngate Bridge east side, Milburngate. County Hall, University Hospital
- Sniperley Route on the A691: University Hospital, County Hall, Milburngate, Claypath
- Howlands Park Route on the A177, New Elvet, Milburngate Bridge east side, Milburngate, Leazes Road underpass, New Elvet

Simply turn up and park your car for free, then buy your ticket at one of the easy-to-use payment machines with coins, notes or a credit card by following the on-screen instructions.

Durham Cathedral Bus

The Cathedral Bus is a dedicated service covering three routes linking the rail station, principal city centre bus stops, coach park and the Market Place with the World Heritage Site of Durham Cathedral and Durham Castle.

Public Transport

Once you arrive in Durham you'll find a good network of regular public transport services. For further details of routes and lines of services visit the Interactive Transport Map at durham.gov.uk/busmap. A printed copy of the transport map can be obtained by calling **03000 268 667** or emailing sustainabletransport@durham.gov.uk

Traveline

For more information about the Cathedral Bus and public transport services across Durham and surrounding areas, contact Traveline direct by calling **0871 200 2233**, or visit their website at traveline.info

Visitor Information: **03000 26 26 26**

This is **durham**



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Heritage Story

The North

For more information, please contact the
England's World Heritage Story: The North team:

worldheritage@cumbriatourism.org

01539 822 222

englandsworldheritagestory.com

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Visit **County
Durham**

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