

## World Heritage Sites: global opportunity, national challenge

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## World Heritage Convention

- World Heritage Convention 1972
- Identifies exceptional places of **Outstanding Universal Value**
- Sites inscribed on WH List are natural, cultural, mixed or cultural landscapes
- Each has its own Statement of Outstanding Universal Value
- Protection, management, understanding, education



# World Heritage Sites



Parthenon



Hypogeum



Machu Picchu

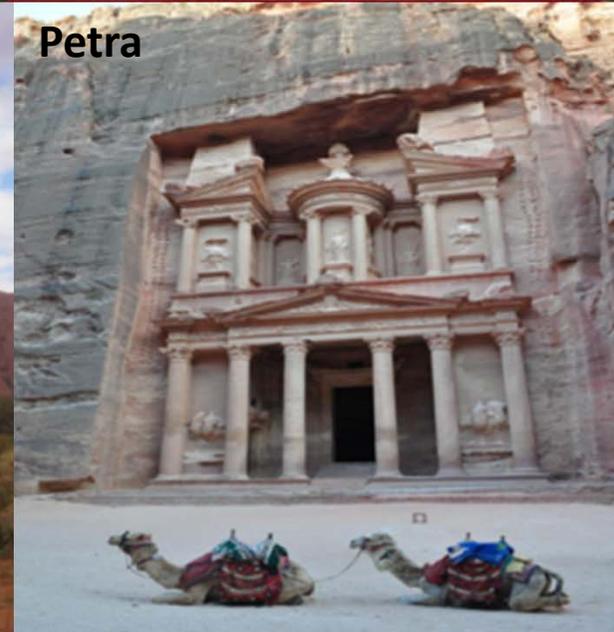


981 Sites - 759 cultural, 193 natural, 29 mixed, 29 trans-national

Uluru



Petra



Great Wall of China



# 28 World Heritage Sites in UK



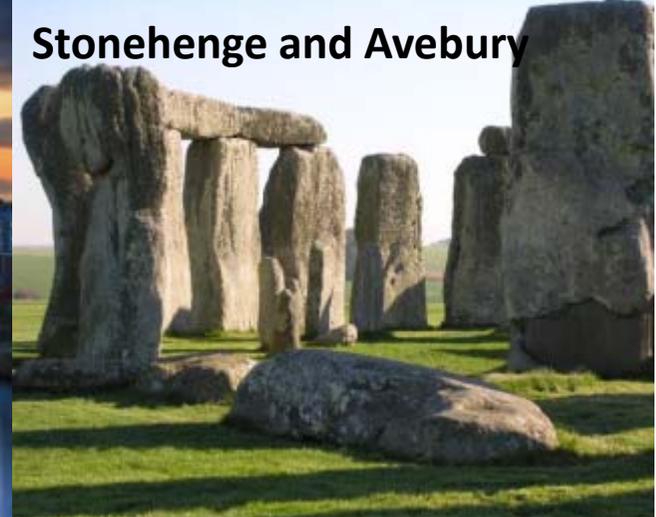
**Giant's Causeway**



**Caernarvon Castle**



**Stonehenge and Avebury**



23 cultural, 4 natural, 1 mixed, 1 transnational

**Durham Castle and Cathedral**



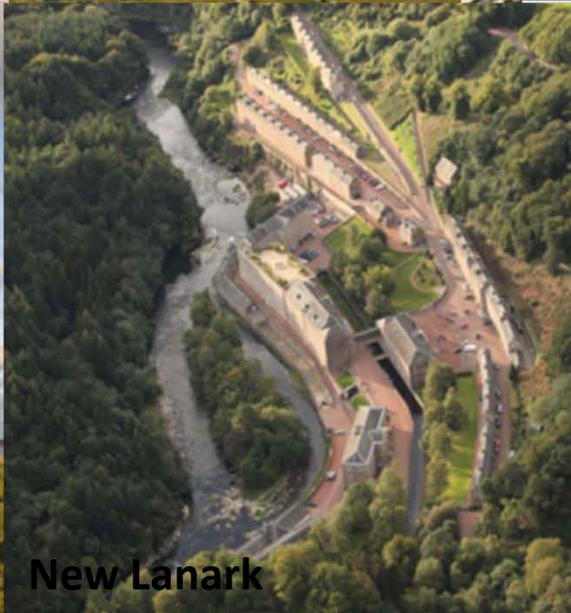
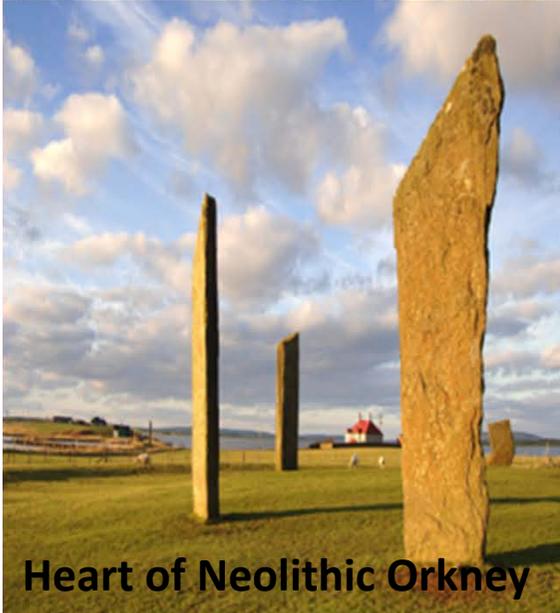
**Cornish Tin Mines**



**Kew Gardens**



## 5 World Heritage Sites in Scotland



## Nominated Site: Forth Bridge



## Convention Requirements

### States Parties are expected to:

- Protect, conserve and present WHSs
- Protect national heritage
- Integrate protection into regional planning programmes
- Undertake research
- Encourage participation and education programmes



## Convention Requirements

### Operational Guidance encourages:

- Site Management Plans
- National and local legislative and regulatory measures
- Professional training and research



# World Heritage: Opportunities and Challenges



# Opportunities - WHS Branding

New Lanark



# Opportunities - Danube Limes Brand Collaboration

## Transnational Cooperation Level

- Identify common Danube Limes Brand identity
- Feed Consumer portal
- Drive new product development
- Build and share resources
- Use European/Danube area scale to generate media attention



Create Overall Danube Limes Brand Identity

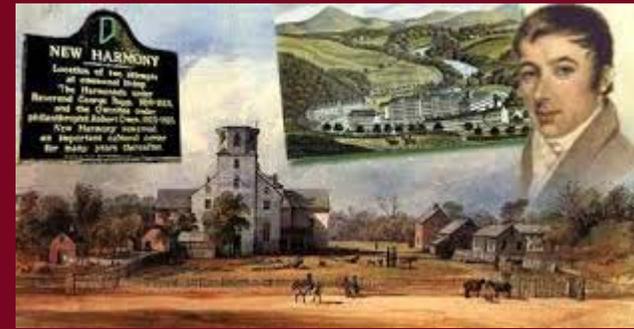
Danube Tourism portal



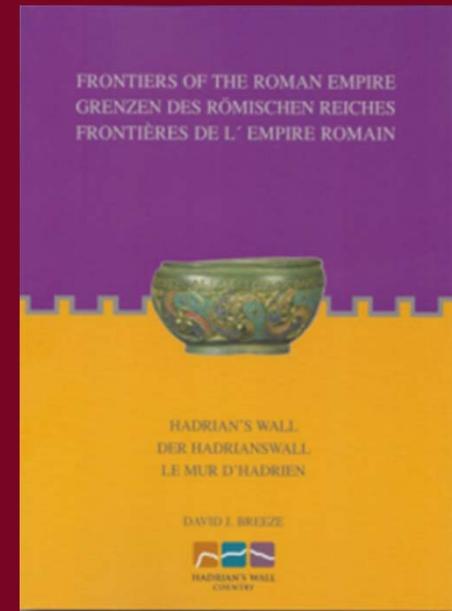
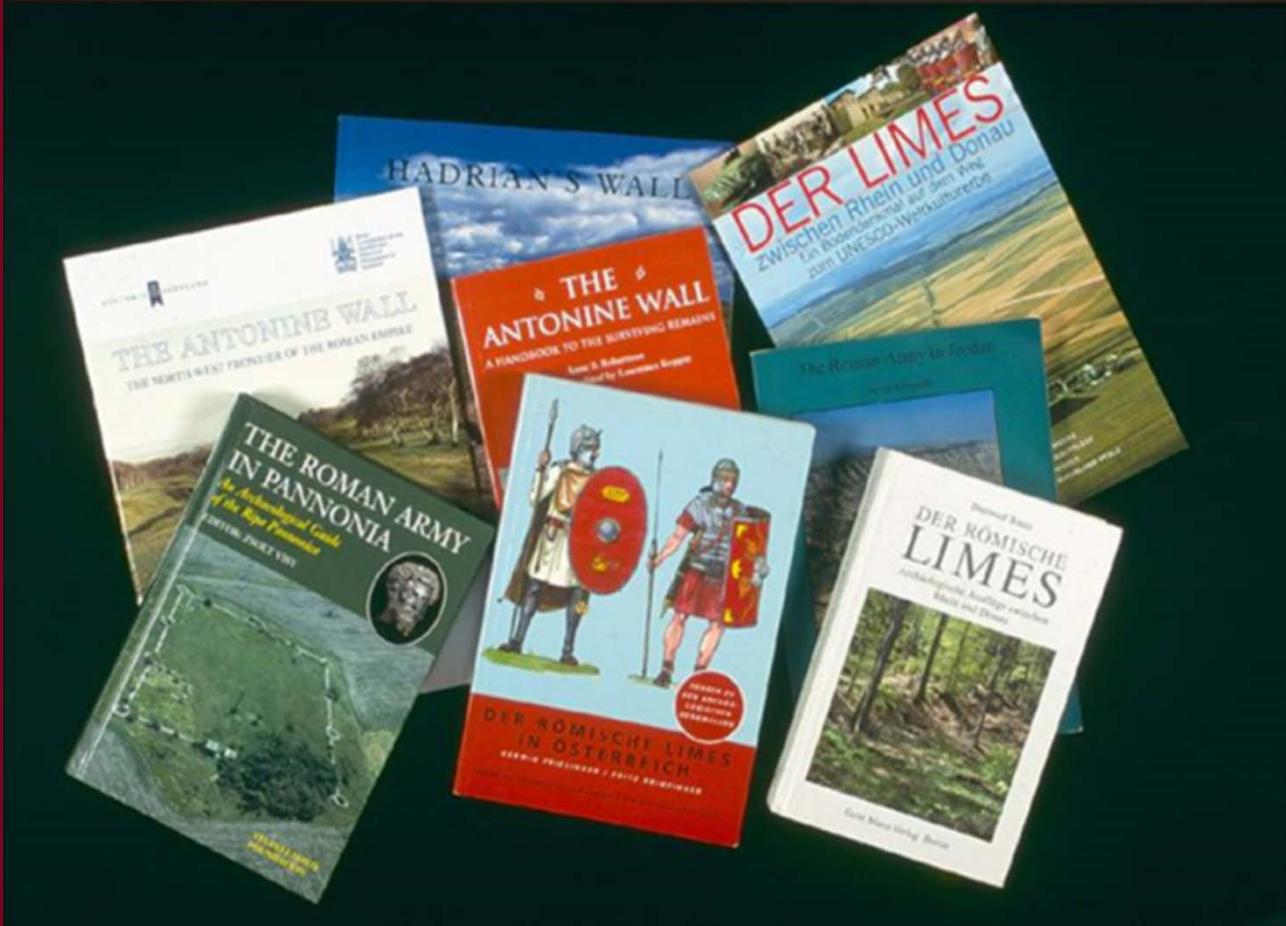
Protection of Cultural Property –  
International Blue Shield  
Association



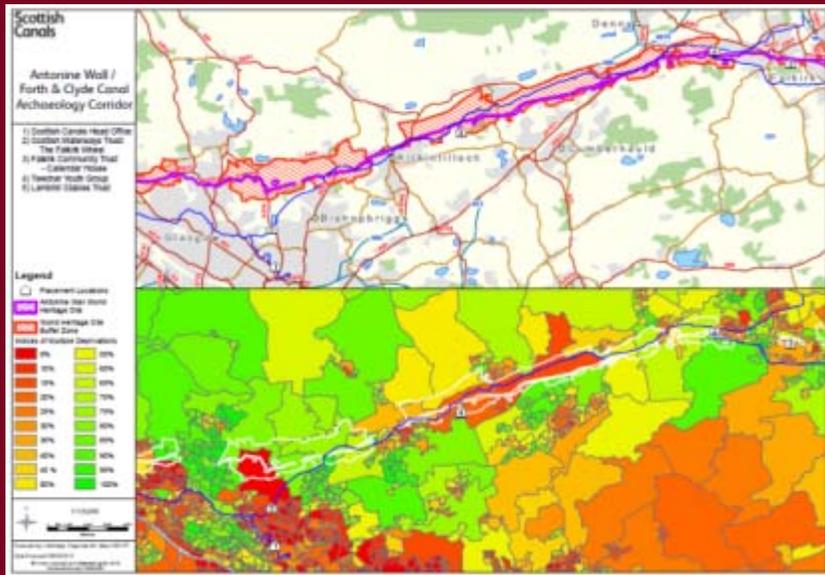
## Opportunities – Linking Sites



# Opportunities – Shared Benefits



# Opportunities – Antonine Wall Collaborations



## Scottish Canals Community Initiatives

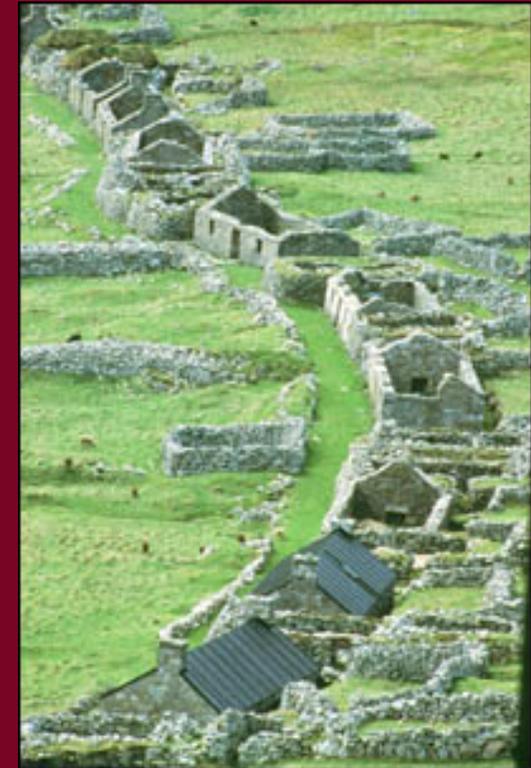
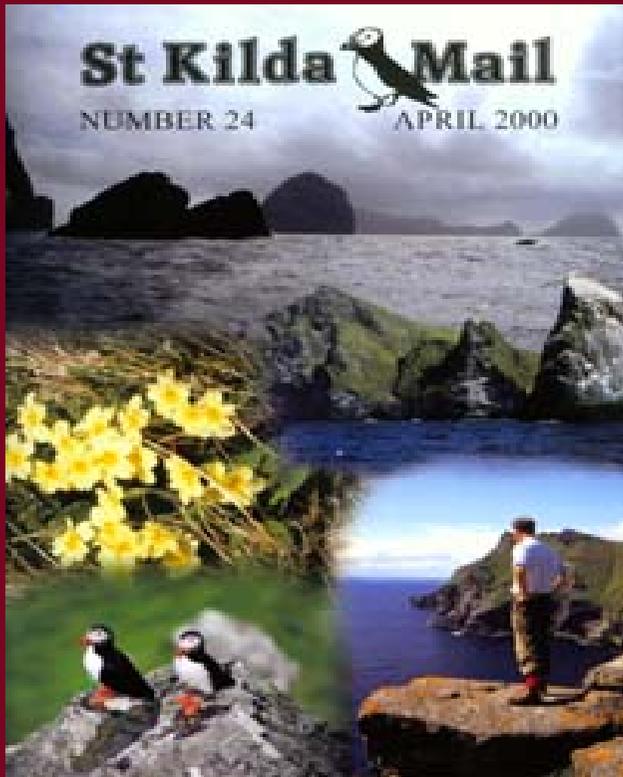


## Forestry Commission Scotland Management Initiatives



## Opportunities – Making Connections

### The St Kilda Club



## Opportunities – International Stage

Project  
Ten  
ents

# Rani Ki Vav, India

Follow the team at this stunning historic site

New 3D  
unveil  
Thu, 14  
Innova  
21st Ce  
famous

### SPOTLIGHT ON

**National Geographic**  
Discover our projects to record heritage sites.

**New 3D Viewer**  
Interact with our 3D point clouds in your web browser!

**Mount Rushmore**  
Laser scanning has allowed access to Mount Rushmore through a virtual tour.

- Partners
- Locations
- Image gallery

### About the Scottish Ten

A groundbreaking international 3D scanning project to digitally document Scotland's five World Heritage Sites and five international ones.

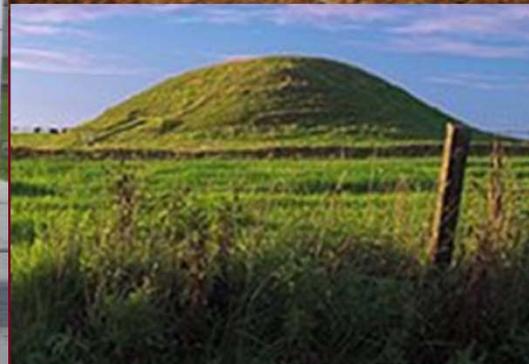
### Tweets

Dig  
@d  
RT @rfree

# Opportunities - Fostering links

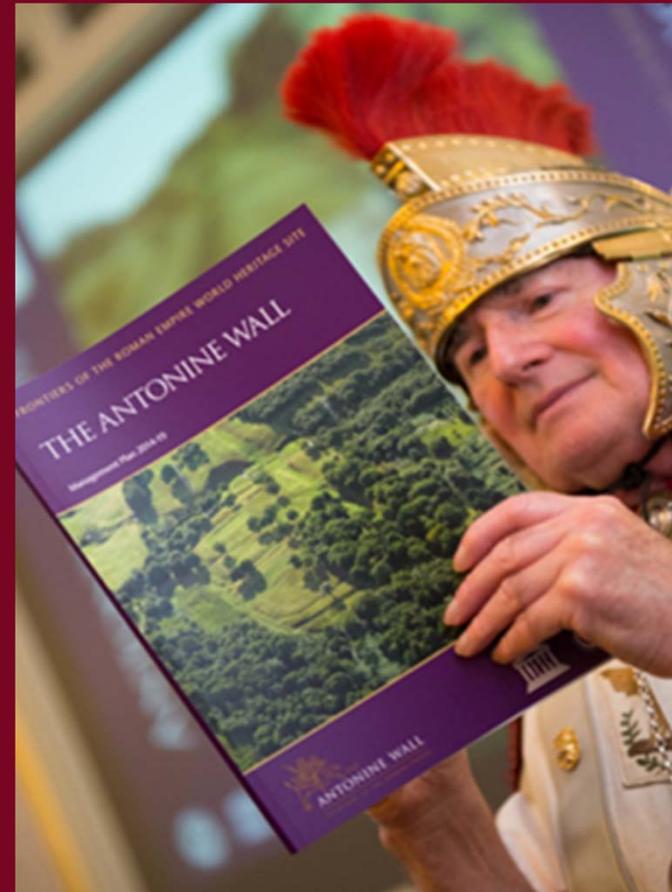


FRE: Antonine Wall nomination



## Challenges – making things work

- Funding
- Protection
- Harmonising activities
- Balancing levels of engagement



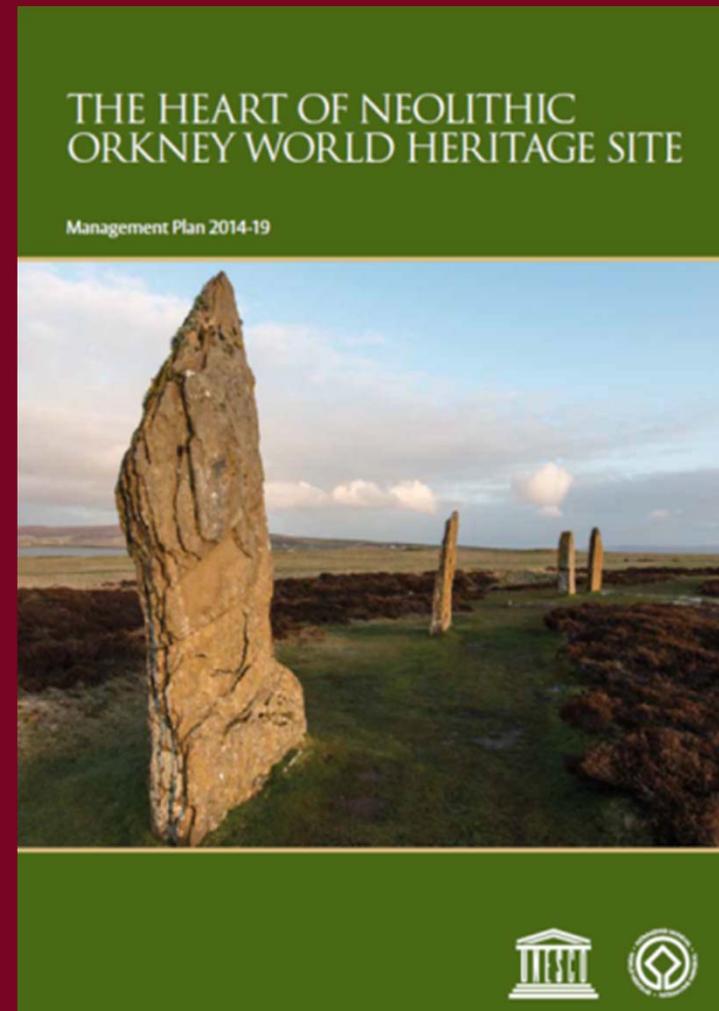
## Challenges - World Heritage in dispute

Liverpool added to World Heritage in Danger List in 2012

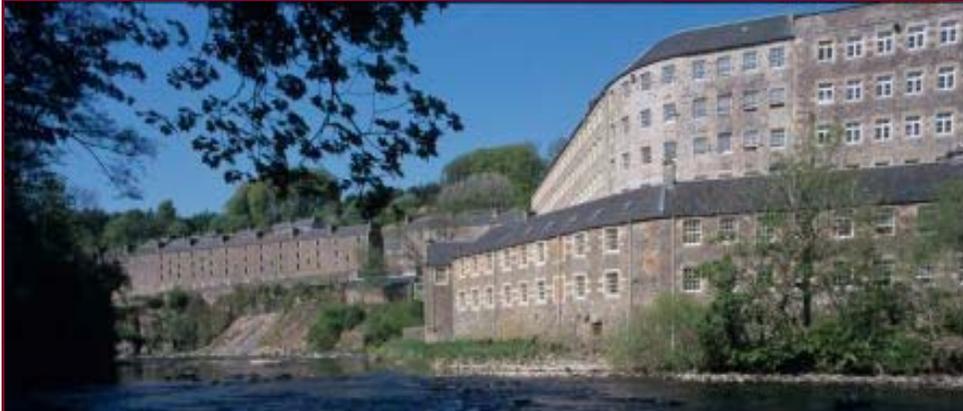


## Challenges - Management Plans

- 30 year Vision
- Strategic aims and immediate actions
- Key issues:
  - protection/management
  - access/interpretation
  - education and research
  - community engagement
  - sustainable use
- Partnership approach to delivery
- Monitoring and review



# World Heritage: Challenging Opportunity



# Frontiers of the Roman Empire

Hadrian's Wall



O-R Limes



Antonine Wall

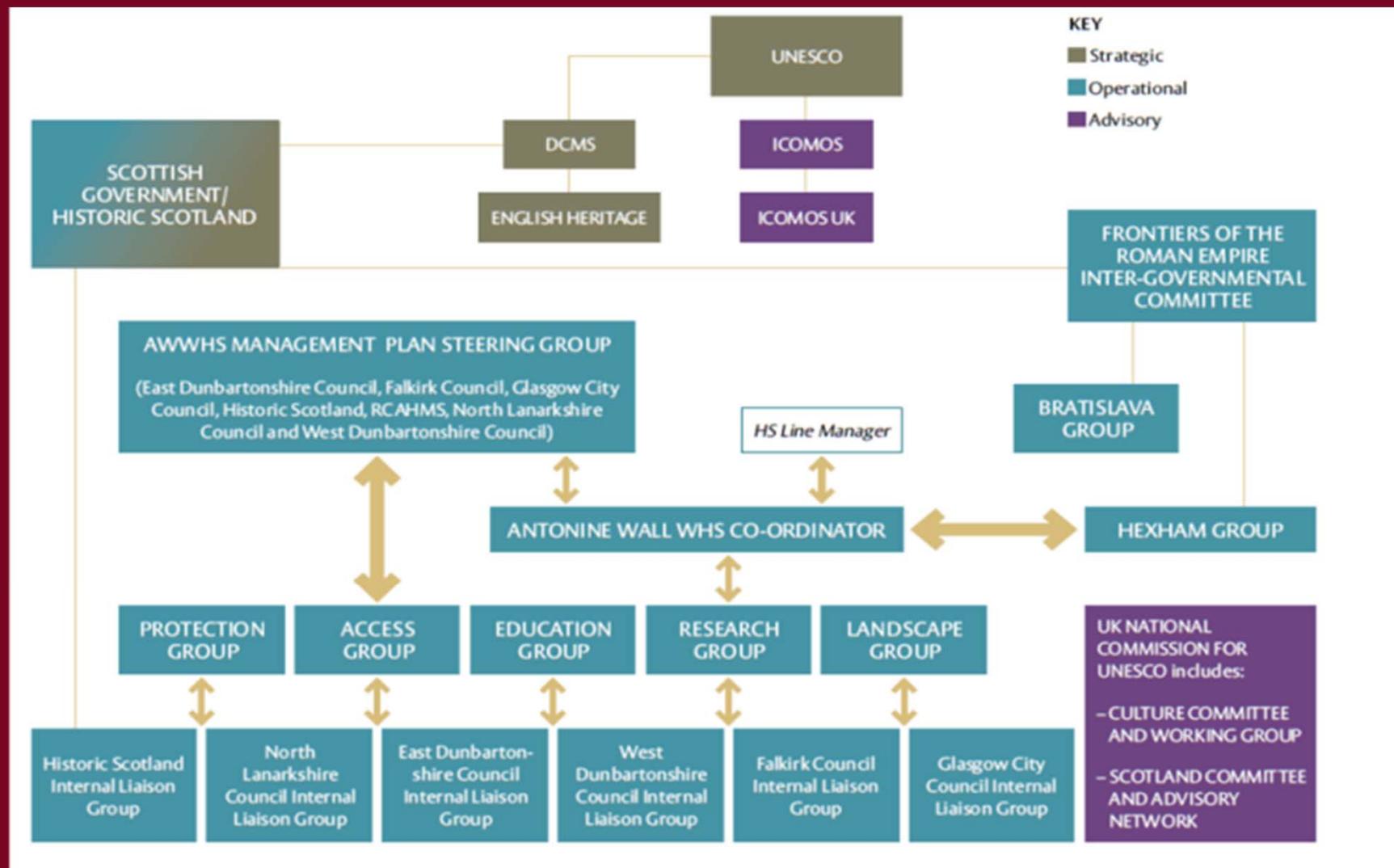




# FRE: Shared Benefits



# FRE: Antonine Wall Governance Structure



## FRE: Different Cultures

Hadrian's Wall Country



Limes and watchtower



# FRE Antonine Wall: Shared Benefits

Local maps



Schools initiative



Community officer



Local access



Shared signage and branding



# FRE: Sharing and Learning

## Networking - Hexham Group



**Mainlimes Mobil iPhone App**

Museums at the Main Limes  
Model Region Main Limes  
► Mainlimes Mobil iPhone App  
FRE - World Heritage Links



The English version of the mobile application for iPhone and iPod Touch will be available via the iPhone App Store soon. This application allows you to explore the World Heritage Site 'Frontiers of the Roman Empire: The Upper-German Eastern Limes' in the region of the River Main with the help of your iPhone or iPod Touch.

You have access to an overview and six detailed zoomable maps of the Bavarian section of the Main Limes, which are all available offline (no internet connection required). Clickable hot spots on the maps activate the contents on request: the numerous video and audio sequences, texts and pictures are also part of the app and available offline. Integrated GPS navigation with an alert guides you to the archaeological sites. An alternative list view shows you the contents available for each site. If you have an internet connection, you have direct access to the 'Main Limes Museums' website, where additional information is provided.

You can also try and solve the riddle included with the app by coming up with the required phrase and taking the necessary photos. This entitles you to a free DVD about the 'Frontiers of the Roman Empire', available from the museum in Miltenberg.

This app was developed by [Boundary Productions and Boundary Media](#). The Bavarian [Landesstelle für rechtshistorische Museen](#) gave advice on the contents and the ["Gymnische Sparkassenstiftung"](#) sponsored its distribution free of charge.

Contents:  
16 video sequences with 2D/3D animations  
14 audio sequences  
18 texts with pictures

Available on the App Store



## Sharing Expertise

FRONTIERS OF THE ROMAN EMPIRE WORLD HERITAGE SITE  
**THE ANTONINE WALL**  
Interpretation Plan and Access Strategy



## Archaeologist leading the way



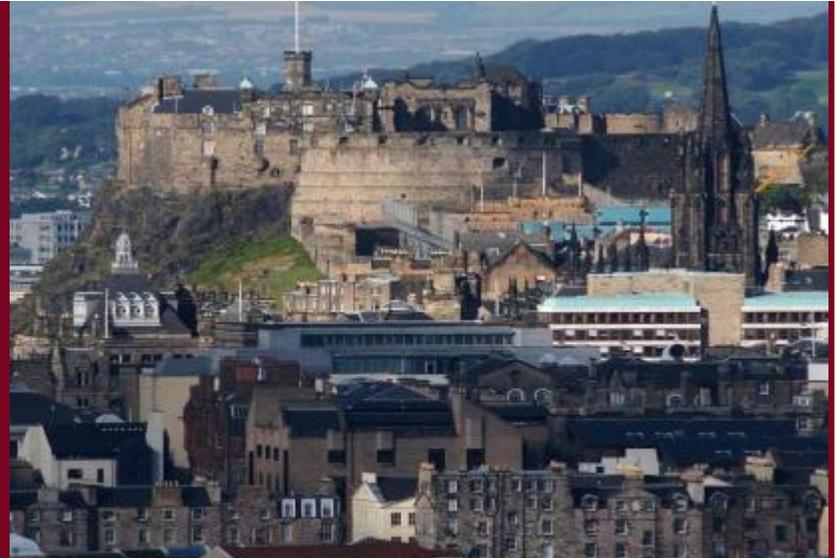
# St Kilda

- Inscribed 1986 as a natural site and in 2005 as a dual site for its combined natural and cultural qualities - criteria (iii), (v), (vii), (ix), (x)
- Outstanding universal value for seabirds, sheep and field-mice, and for marine environment
- Also for its well-preserved cultural landscape dating from early prehistory to the well-documented evacuation of 1930
- Unique way of life of inhabitants, largely dependent on seabirds



# The Old and New Towns of Edinburgh

- Inscribed 1995 – criteria (ii) and (iv)
- Striking contrast between Medieval Old Town and Georgian New Town
- Distinctive pattern of closes and wynds in Old Town
- Largest and best preserved example of Georgian town planning in UK
- Linked to numerous international figures



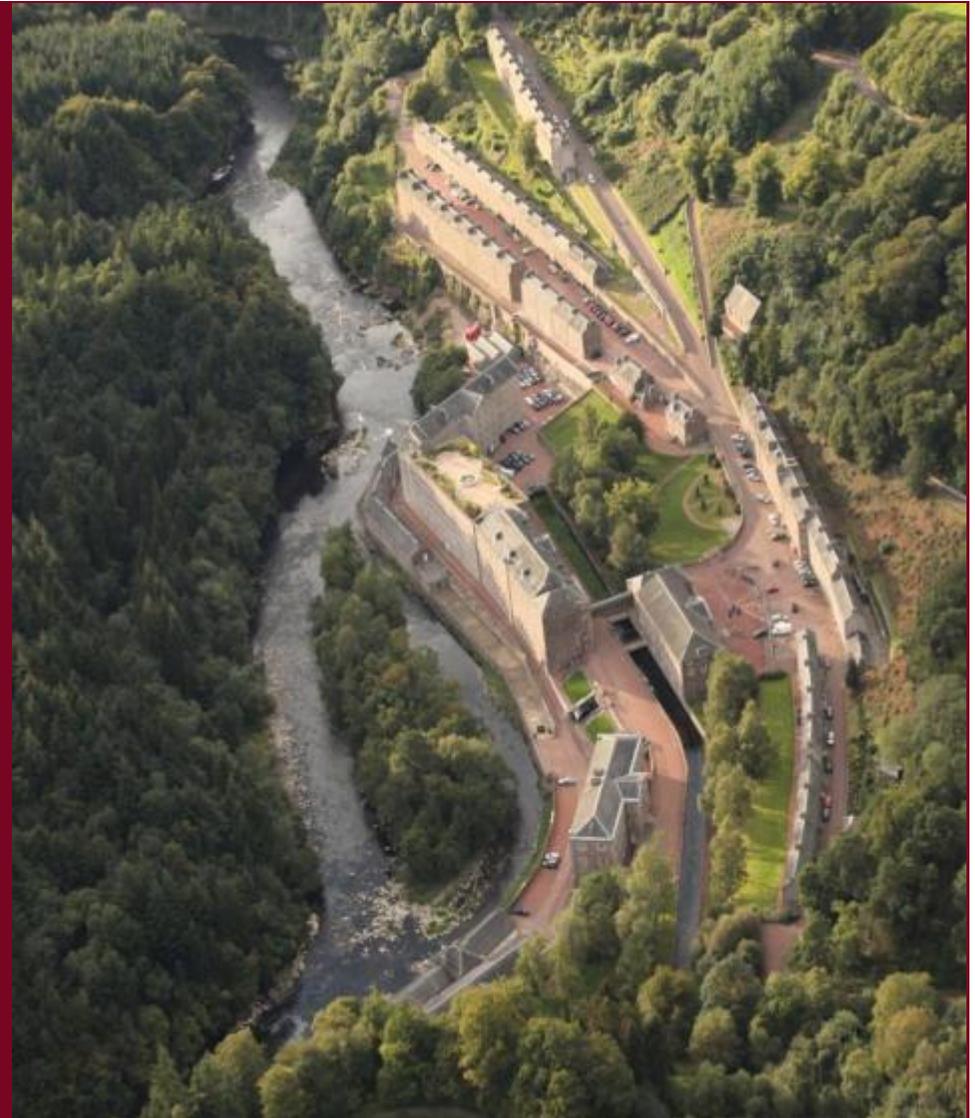
## Heart of Neolithic Orkney

- Inscribed 1999 – criteria (i), (ii), (iii) and (iv)
- A series of important domestic and ritual monuments that are individual masterpieces and collectively an outstanding testimony to the cultural achievements of the Neolithic peoples of northern Europe
- Archaeological and ritual landscape



## New Lanark

- Inscribed 2001 - under criteria (ii), (iv), (vi)
- Exceptional example of a purpose built 18<sup>th</sup> century mill village
- By the early 19<sup>th</sup> century one of the largest industrial groups in the world
- Synonymous with Robert Owen' influential social philosophy - education, factory reform, humane working practices, international co-operation, garden cities
- Reflected in surviving buildings



## Frontiers of the Roman Empire: Antonine Wall

- Inscribed 2008 as part of Frontiers of the Roman Empire WHS, alongside Hadrian's Wall and the German Limes - criteria (ii), (iii) and (iv)
- Most northerly frontier of the Roman Empire
- Impressive complex of earthen rampart, ditch, road and associated military features
- Unique series of distance slabs

