

The Blaenavon Initiative

[Text derived from the PowerPoint presentation given on 29 January 2008 in Boathouse No 6, Portsmouth Historic Dockyard, by John Rodger, images omitted.]

- Wales - the World's First Industrial Nation
- World's largest ironworks at Merthyr Tydfil.
- World's largest copper and slate mines in North Wales.
- World price of coal, tin and copper struck in Wales.
- World's first £m deal struck in Cardiff.

South Wales Coalfield

Manpower

No. of Collieries

Global Strategy

- The World Heritage Committee Global Strategy is for a representative, balanced and credible World Heritage list.
- Balance between cultural and natural, between different types of sites and between different countries.

Management Systems

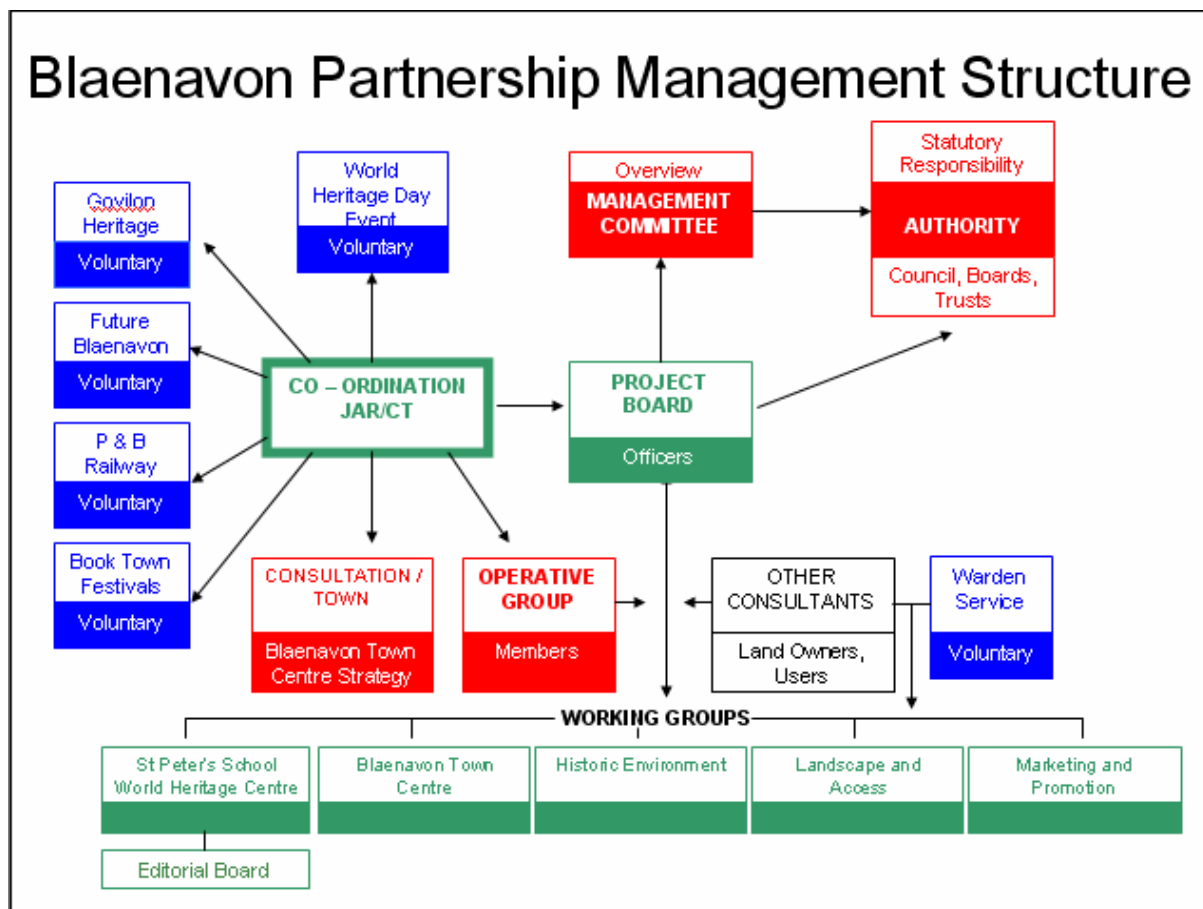
- Every World Heritage Site must have a Management Plan.
- To ensure the proper identification, protection, preservation, conservation and presentation of the world's cultural and natural heritage.
- Management involves a cycle of long term and day to day actions.
- Management plans will be subject to Monitoring.

The Blaenavon Partnership

Blaenavon Industrial Landscape is managed by the Blaenavon Partnership. There are 13 members of the Blaenavon Partnership.

- Torfaen County Borough
- Monmouthshire County Council
- Brecon Beacons National Park

- Blaenau Gwent CBC
- Blaenavon Town Council
- Welsh Development Agency
- Cadw
- National Museums & Galleries of Wales
- Wales Tourist Board
- RCAHMW
- Countryside Council for Wales
- British Waterways Board
- National Trust



Aim

‘The prime aim of the Blaenavon Partnership is to protect and conserve this landscape so that future generations may understand the contribution South Wales made to the Industrial Revolution. By the presentation and promotion of the Blaenavon Industrial Landscape it is intended to increase cultural tourism and assist the economic regeneration of the area.’

Extract from the Blaenavon Industrial Landscape: Nomination Document June 1999

Key Features:

- Blaenavon Ironworks

- Big Pit
- Sources of Coal, Iron Ore and Limestone
- Transport Systems
- Management of Water Resources
- The Forging Side of the Iron Industry
- Workers' Housing
- The Town of Blaenavon
- Llanfoist

Big Pit

Big Pit, the National Mining Museum of Wales, won the 2005 Gulbenkian Prize for Museum of the Year. The Gulbenkian Prize rewards and celebrates the innovation and imagination at work in the UK's museums and galleries with a prize of £100,000.

Blaenavon Heritage Led Regeneration 1

Costs*

Big Pit Repairs and Refurbishment	£7,300,000	
Blaenavon Ironworks Conservation and Tourist Information		£1,400,000
Blaenavon World Heritage Centre	£3,100,000	
New Library in derelict listed Building	£750,000	
New Public Toilets	£110,000	
Housing and Commercial Property Renewal	£9,100,000	
Urban Environmental Improvements including Car Parks	£3,100,000	
Landscape Improvements including Car Parks	£2,900,000	
Minor Improvement Works	£150,000	
Events Organisation and Promotion	£150,000	
Marketing and Brand Building	£150,000	
Consultants Studies	£900,000	
World Heritage Nomination	£190,000	
Blaenavon Partnership Management	£1,500,000	
Total Costs	£30,800,000	

*Indicative only

Benefits

- Major National Monuments Saved Conserved and Interpreted
- Outworn Fabric of 500 Older Properties Made Good
- 75 Per Cent of Town Centre Dereliction Made Good
- Very Significant Improvements in Environment and Facilities eg Car Parks
- Over 100 Jobs Annually in Construction
- Conservation Skills Developed by Local Building Companies
- 60 FTE Jobs Safeguarded and Created in tourism
- 10 New Businesses Created
- Property Values Increased by over 300 per cent over 5 years
- Growth in Property Values Exceeded the National Average
- Visitor Numbers Increased by 100 per cent 90000 to 180000 over 5 Years

- Destination Blaenavon Brand Established
- Educational Programmes Developed
- Waymarked Walks and Cycleways Established

Annual Events Programme Established

Community Involvement Secured

Firm Base Established for further Regeneration

CHANGE IN PERCEPTION AND IN COMMUNITY PRIDE

Blaenavon Heritage Led Regeneration 2

Regional Influence

South Wales Heads of the Valleys Programme 2006-2020

Blaenavon seen as:

- Gateway for Tourism
- Exemplar for
 1. Industrial Heritage Promotion
 2. Access to Countryside for Outdoor Activities
- Exemplar of Joined Up Management
- Community Involvement and Events Programme

Leading in changing perceptions of area depressed by industrial decline

Blaenavon Heritage Led Regeneration 3

What is needed now?

- More social regeneration - education, training, health
- Sufficient funding for appropriate marketing and promotion
- Entrepreneurship and private investment
- Cultural change

Ghent - 27th November 2007