

Blaenavon Industrial Landscape World Heritage Site Management Plan 2018-2023

*delivering well-being benefits through heritage
management and heritage-led regeneration*



Blaenavon World Heritage Site Partnership

**Blaenavon Industrial Landscape
World Heritage Site Management Plan
2018-2023**

Approved

A handwritten signature in black ink that reads "D. Watkins".

Dominic Watkins

Position Director

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July 2018

BILWHS Management Plan 2018-2023

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SUMMARY

The Blaenavon Industrial Landscape was inscribed by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) as a World Heritage Site in December 2000. World Heritage Sites are inscribed because of their 'Outstanding Universal Value'. For the Blaenavon Industrial Landscape, UNESCO recognises that¹:

'The area around Blaenavon bears eloquent and exceptional testimony to the pre-eminence of South Wales as the world's major producer of iron and coal in the nineteenth century. It is a remarkably complete example of a nineteenth century landscape'.

Management of the Blaenavon Industrial Landscape World Heritage Site is co-ordinated by the Blaenavon World Heritage Site Partnership, which comprises the following organisations:

- Torfaen County Borough Council (Lead Authority)
- Blaenau Gwent County Borough Council
- Blaenavon Town Council
- Brecon Beacons National Park Authority
- Cadw
- Canal & River Trust
- Monmouthshire County Council
- Amgueddfa Cymru National Museum Wales
- Natural Resources Wales
- Royal Commission on the Ancient & Historical Monuments of Wales
- Visit Wales

The Partnership's long-term vision for the Blaenavon World Heritage Site is as follows:

The Blaenavon Industrial Landscape is cared for and presented so that future generations may understand the outstanding universal contribution South Wales made to the Industrial Revolution through exploring, enjoying and learning, thereby contributing to the economic, social, environmental and cultural well-being and prosperity of its communities.

¹Extract from ICOMOS Report to the World Heritage Committee (November 2000)

World Heritage Sites must have an appropriate Management Plan in place to sustain their Outstanding Universal Value, integrity and authenticity by providing a consensus-based strategy and framework for decision-making and action. To this end, the Blaenavon World Heritage Site Partnership prepared Management Plans covering the period 2000-2010 and 2011-2016. A new Management Plan has been prepared for the period 2018-2023.

The new Plan seeks to continue to build upon the success that has already been achieved through the implementation of the previous two Management Plans over the last 16 years. There has been notable success in implementing the previous Management Plan 2011-2016 with the majority of its projects and initiatives having been achieved. Over the years, the management of the Blaenavon Industrial Landscape World Heritage Site has become widely recognised as a model of the potential for WHS heritage-led regeneration in the UK.

The Management Plan identifies an overall vision and key principles for the management of the World Heritage Site, together with short-, medium- and long-term objectives. These are supported by a suite of policies for the continued effective protection, conservation, presentation and transmission of the Site's Outstanding Universal Value over the plan period (2018-2023) identified under the following four themes:

- 1. Governance and Management of the World Heritage Site**
- 2. Caring for the Blaenavon Industrial Landscape**
- 3. Exploring and Enjoying the Blaenavon Industrial Landscape**
- 4. Learning and Community Engagement in World Heritage**

Specific actions for projects and activities to be explored and delivered by all partners over the Plan period are identified for each theme, together with likely phasing and possible sources of funding.

Overall, the Plan aims to ensure that the policies and actions for management of the Site's heritage contribute to economic, social, environmental and cultural well-being and sustainable development goals. It demonstrates that heritage protection and heritage-led regeneration are complementary in helping to create a thriving, balanced and sustainable future for Blaenavon.

The new Management Plan has been the subject of partner, stakeholder and public consultation and will be kept under review by the Partnership.

This Management Plan was prepared by Chris Blandford Associates on behalf of the Blaenavon World Heritage Site Partnership.

1.0 SETTING THE SCENE

1.1 World Heritage Sites

Box 1.1 – What are World Heritage Sites?

World Heritage Sites are places of Outstanding Universal Value to the whole of humanity. This means that their cultural and/or natural significance is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity. (UNESCO World Heritage Committee)

- 1.1.1 World Heritage Sites are inscribed on a list of international sites under the World Heritage Convention by the World Heritage Committee of UNESCO (United Nations Educational, Scientific and Cultural Organization) because of their Outstanding Universal Value (see **Box 1.1**). UNESCO's World Heritage mission is to encourage State Parties to protect, conserve and present the Outstanding Universal Values of their natural and cultural World Heritage Sites and to transmit this to future generations.
- 1.1.2 Although responsibility for heritage has been devolved to the Welsh Government, it is the UK Government that has ratified the World Heritage Convention. The Department for Culture, Media & Sport (DCMS) acts as the State Party to the Convention on behalf of the UK Government and is ultimately responsible for compliance with the terms of the Convention.
- 1.1.3 The Welsh Government's Historic Environment Service (Cadw) is responsible for national heritage policy in Wales. Cadw guidance² recognises that there is no higher recognition of heritage value than World Heritage Site status. It requires local planning authorities to protect World Heritage Sites and their settings from inappropriate development, and states that World Heritage Site status is a material consideration when determining planning applications. Importantly, the guidance emphasises that World Heritage Sites can provide economic, environmental and social benefits to local communities through learning, tourism and regeneration (see **Box 1.2**).

Box 1.2 – World Heritage Sites in Wales

Our World Heritage Sites are places to cherish and celebrate forever. We want to foster better understanding of their history and what makes them internationally significant so that people care about them and unlock the opportunities they offer through improved tourism, regeneration and lifelong learning. Together, these benefits will help create the Wales we want in the future by meeting the well-being goals set out in the Well-being of Future Generations (Wales) Act. The protection and conservation of World Heritage Sites is fundamental to achieving these ambitions.³

²Managing Change in World Heritage Sites in Wales (Welsh Government, 2017)

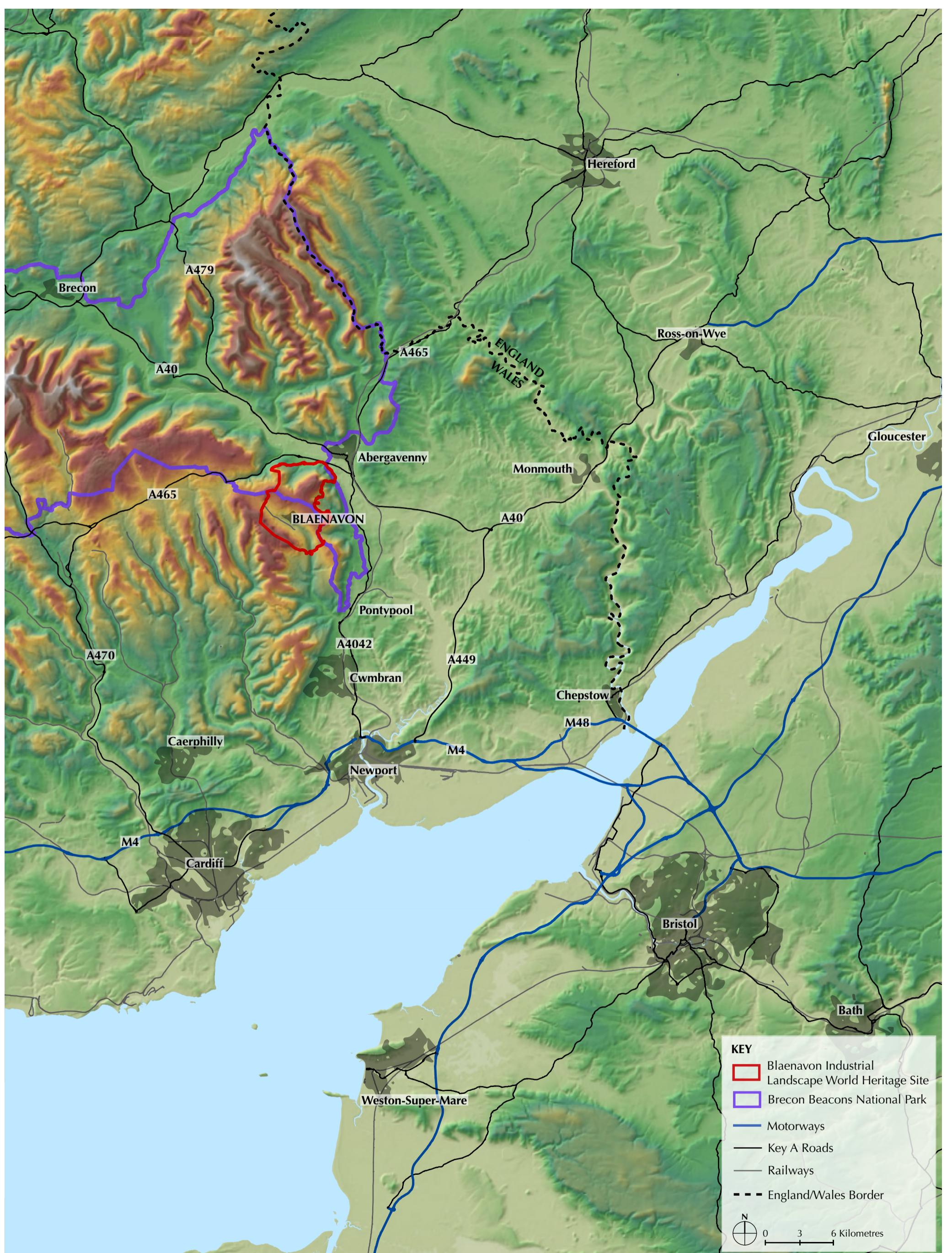
³Managing Change in World Heritage Sites in Wales (Welsh Government, 2017)

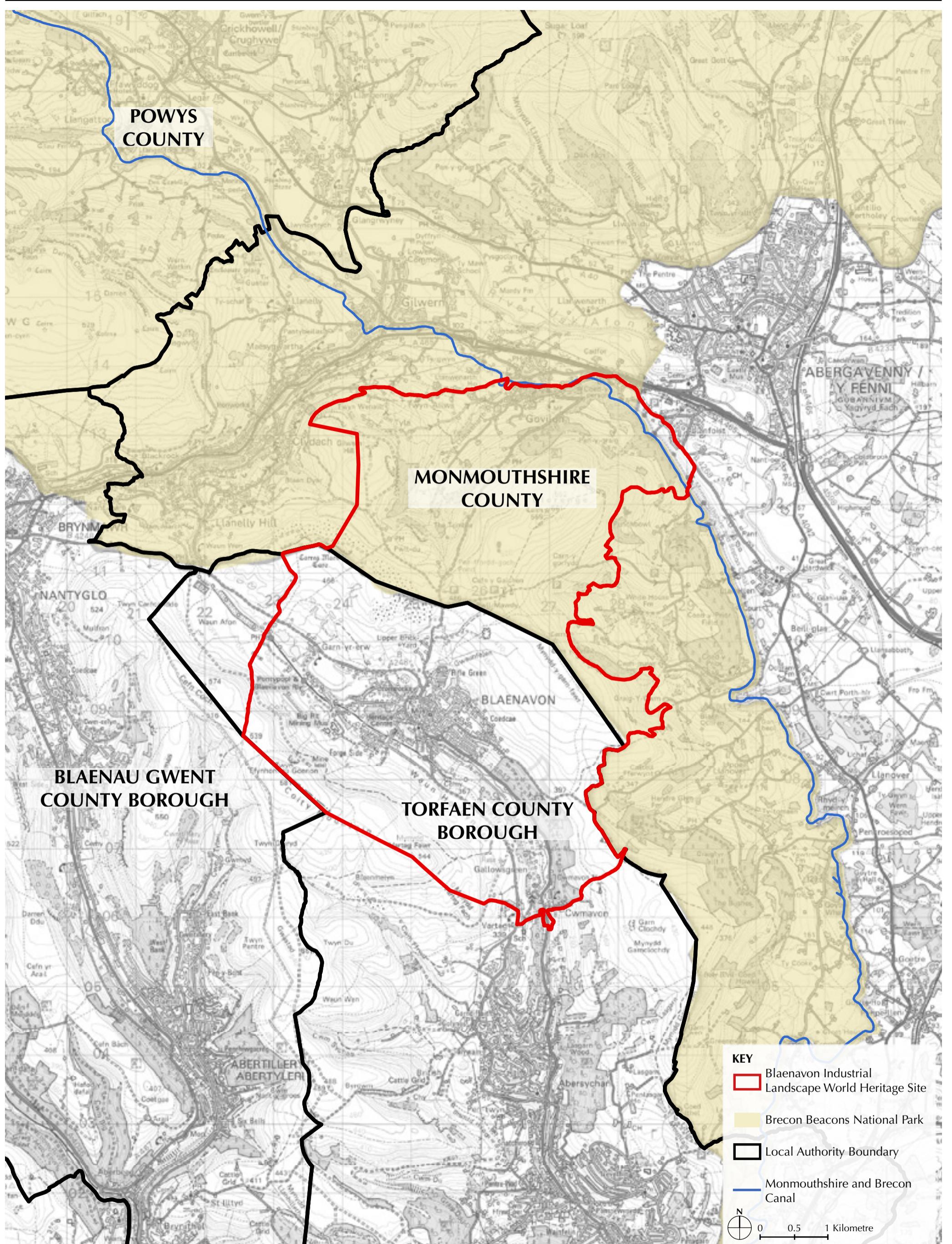
1.2 The Blaenavon World Heritage Site

- 1.2.1 The Blaenavon Industrial Landscape World Heritage Site (BILWHS) in South East Wales was inscribed onto the UNESCO World Heritage List in 2000. It is currently one of 31 World Heritage Sites in the UK and is one of three in Wales - the other two being the Castles and Town Walls of King Edward in Gwynedd (inscribed 1986) and Pontcysyllte Aqueduct and Canal (inscribed 2009) as indicated on **Figure 1**.
- 1.2.2 The BILWHS lies between the industrial South Wales Valleys and the rural uplands of the Brecon Beacons. It is located on the north-eastern rim of the South Wales Coalfield some 40km north-east of Cardiff, the capital city of Wales (see **Figure 2**). The Site takes its name from the town of Blaenavon, the main settlement within the BILWHS.
- 1.2.3 The BILWHS covers a large area extending to approximately 33km² (3,290ha). As shown on **Figure 3**, the southern part of the WHS lies within the County Borough of Torfaen and includes the town of Blaenavon, and the northern part lies within the County of Monmouthshire and the Brecon Beacons National Park. Blaenau Gwent County Borough lies immediately to the west of the WHS.
- 1.2.4 The BILWHS is a cultural landscape in which exceptional evidence of past activities survives, demonstrating extensive coal mining and iron making during the Industrial Revolution. The Blaenavon Industrial Landscape is one of the best places in the World where the early formative years of the Industrial Revolution can be studied and understood. The town of Blaenavon and its surviving streets of workers' housing, chapels, churches, schools and the Workmen's Hall powerfully reflect the distinctive culture that developed in iron making and coal mining communities during the late eighteenth and early nineteenth centuries.
- 1.2.5 Since 2000, management of the BILWHS has been facilitated and coordinated by the Blaenavon World Heritage Site Partnership, comprising local and national authorities led by Torfaen County Borough Council. The primary focus of the Partnership has been on protecting and conserving the key heritage assets within the BILWHS, and using and presenting Blaenavon's globally significant heritage to create a cultural tourism destination; using this as a catalyst to deliver the economic, social and environmental regeneration of the town and surrounding area.



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1.3 The Management Plan

- 1.3.1 The Partnership has prepared Management Plans covering the period 2000-2010 and 2011-2016. The BILWHS Management Plan 2011-2016 is highlighted by the Welsh Government as an exemplar of best practice⁴ (see **Box 1.3**).

Box 1.3 – BILWHS Management Plan 2011-2016

The Blaenavon Industrial Landscape World Heritage Site management plan demonstrates best practice because:

- *The Blaenavon World Heritage Site Partnership successfully brings together all responsible parties to collaborate on the management plan.*
- *There is an overarching vision for the site that responds to local needs as well as protecting the site's Outstanding Universal Value.*
- *It sets out the significance of the site and how it can be protected and enhanced.*
- *It sets out the management roles and responsibilities of the partnership, the steering group and working groups, which are flexible enough to respond to meet changing circumstances.*
- *It sets out management objectives focused on the key issues and proposals for specific projects and activities, including likely phasing and possible sources of funding.*
- *Wide public and partner consultation has ensured that the plan is robust.*
- *The success of the plan has demonstrated that heritage protection and heritage-led regeneration are complementary.*
- *The plan is kept under review*

- 1.3.2 In December 2016, Torfaen County Borough Council appointed a team led by heritage, landscape and environment consultants Chris Blandford Associates (CBA) to prepare an updated Management Plan for the BILWHS to cover the period 2018-2023. The CBA team included The Tourism Company and Peter Wakelin (industrial heritage specialist).
- 1.3.3 The new Plan was developed in accordance with UNESCO's Operational Guidelines for the Implementation of the World Heritage Convention⁵ and its associated resource manuals, and also takes into account guidance on the preparation of WHS management plans in Wales issued by the Welsh Government (see **Box 1.4**).
- 1.3.4 The main purpose of the Management Plan is to sustain the OUV of the BILWHS as an 'outstanding and remarkably complete example of a 19th century industrial landscape' by ensuring the effective protection, conservation and presentation of the WHS and its transmission to future generations. As the OUV of the Site makes it important in global terms for all humanity, this is therefore the main focus of and reason for the Management Plan.

⁴Managing Change in World Heritage Sites in Wales (Welsh Government, 2017)

⁵Operational Guidelines for the Implementation of the World Heritage Convention (UNESCO, 2017)

Box 1.4 – Guidance on Preparation of WHS Management Plans in Wales⁶

To remain on the World Heritage List, States Parties must ensure that the Outstanding Universal Value of the sites for which they are responsible is maintained, sustained and communicated. UNESCO advocates the production of management plans for each World Heritage Site to bring together all responsible parties and enable a coordinated approach to the management of the site. The management plan is also the way in which UNESCO can be certain that there are adequate management mechanisms in place to support the conservation of the World Heritage Site.

*The Welsh Government expects the lead body for each WHS in Wales to follow the UNESCO guidelines⁷ that each WHS should have a management plan with an overall **vision for the site** and **short-, medium- and long-term objectives** to protect, conserve and present the site.*

*Plans should be tailored to the specific characteristics and needs of the site. They should set out clearly the **attributes which express Outstanding Universal Value** and provide **policies** for their preservation. Management plans serve as framework documents designed to sustain Outstanding Universal Value, integrity and authenticity. They should establish a framework for decision-making and provide information on **threats and opportunities** for the site so that it can be managed in a sustainable way. Management plans should be reviewed at least every five years.*

Plans should be based on consensus and subject to public consultation. Relevant policies in the management plan need to be taken into account in local development plans, National Park authority and Areas of Outstanding Natural Beauty management plans, and when determining planning permission. It is good practice to adopt all or part of the management plan as supplementary planning guidance.

- 1.3.5 To achieve the primary aim of protecting the BILWHS through the maintenance of its OUV, this Plan provides an integrated approach to its management that recognises the social and economic needs of Blaenavon's community. The Management Plan sets the framework for other various strategies, plans and programmes to be taken forward, guided by the Management Plan's vision, objectives and policies to help ensure a sustainable balance is achieved between heritage protection and heritage-led regeneration.
- 1.3.6 Preparation of the new Management Plan involved an iterative process using knowledge gained from evaluating the previous Plans to inform future policies and priorities for action. A review of the achievements and lessons learnt from the previous Management Plan over the period 2011-2016 as set out in **Appendix A**. The new Plan was also informed by feedback from the direct involvement of a range of individuals, groups and organisations through a programme of stakeholder and public consultation as outlined in **Appendix B**.

⁶Section 2.4 of Managing Change in World Heritage Sites in Wales (Welsh Government, 2017)

⁷Operational Guidelines for the Implementation of the World Heritage Convention (UNESCO, 8th July 2015)

1.3.7 This new Management Plan develops the previous Plan by reviewing the strategic policy context influencing the World Heritage sector at the international and national level (see **Section 1.4**), and gathering evidence on needs and opportunities for the Site from relevant plans, strategies and studies as summarised in **Appendix C**.

1.3.8 **Section 2.0** identifies the attributes which express the OUV of the Blaenavon Industrial Landscape (the reason for which the Site was inscribed) based on the Statement of OUV for the Site approved by the UNESCO World Heritage Committee. The overall vision, key principles and objectives for the management of the WHS are set out in **Section 3.0**. Aims, policies and actions for the continued effective protection, conservation, presentation and transmission of the Site's Outstanding Universal Value over the plan period (2018-2023) are identified under four themes (see **Box 1.5**) in Sections **4.0, 5.0, 6.0** and **7.0**.

Box 1.5 – Management Plan Themes

- Theme 1: Governance and Management of the World Heritage Site
- Theme 2: Caring for the Blaenavon Industrial Landscape
- Theme 3: Exploring and Enjoying the Blaenavon Industrial Landscape
- Theme 4: Learning and Community Engagement in World Heritage

1.3.9 Each of the four management themes includes consideration of the needs of residents and businesses within Blaenavon, and its surrounding rural communities in the WHS, in relation to achieving the goals of the Well-being of Future Generations (Wales) Act 2015 (see **Section 1.4**). Actions for specific projects and activities to be explored and delivered by partners over the plan period are identified for each theme. These are supported by detailed Action Plans set out in **Section 8.0**, which identify responsibilities for delivery, likely phasing and possible sources of funding.

1.4 Strategic Policy Context

International Context

UNESCO Agenda for Sustainable Development

- 1.4.1 UNESCO's 2030 Agenda for Sustainable Development⁸, agreed at the General Assembly of the State Parties to the World Heritage Convention in November 2015, sets out UNESCO's policy for how World Heritage Sites can contribute towards sustainable development. It recognises that in the current context of changing demographics and climate change, growing inequalities, diminishing resources, and growing threats to heritage, conservation objectives (including those promoted by the World Heritage Convention) should be considered within a broader range of economic, social and environmental values and needs encompassed by the sustainable development concept.
- 1.4.2 The policy seeks to ensure that State Parties (the UK Government in the case of BILWHS) recognise that World Heritage conservation and management strategies should incorporate a sustainable development perspective that embraces not only the protection of OUV, but also the well-being of present and future generations. By identifying, protecting, conserving, presenting and transmitting to present and future generation's irreplaceable cultural and natural heritage properties of OUV, the World Heritage Convention, in itself, contributes significantly to sustainable development and the well-being of people. At the same time, strengthening the three dimensions of sustainable development (environmental sustainability, inclusive social development and inclusive economic development), as well as the fostering of peace and security, benefits may be brought to World Heritage properties that support their OUV, if carefully integrated within their conservation and management systems.
- 1.4.3 UNESCO's policy is supported by 17 Sustainable Development Goals that represent a universal and ambitious sustainable development agenda to end poverty, protect the planet and ensure prosperity for all⁹. As highlighted in **Table 1.1**, implementation of the policies and actions under the Management Plan's four themes set out in **Sections 4.0, 5.0, 6.0 and 7.0** will contribute to the delivery of many of UNESCO's Sustainable Development Goals.

⁸Transforming Our World: The 2030 Agenda for Sustainable Development (UNESCO, 2015)

⁹<http://en.unesco.org/sdgs>

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Table 1.1 – Contribution of Management Plan to UNESCO Sustainable Development Goals

UNESCO SUSTAINABLE DEVELOPMENT GOALS	MANAGEMENT PLAN THEMES
<p>1. End poverty in all its forms everywhere</p> <p>2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p> <p>3. Ensure healthy lives and promote well-being for all at all ages</p> <p>4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p> <p>5. Achieve gender equality and empower all women and girls</p> <p>6. Ensure availability and sustainable management of water and sanitation for all</p> <p>7. Ensure access to affordable, reliable, sustainable and modern energy for all</p> <p>8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <p>9. Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation</p> <p>10. Reduce inequality within and among countries</p> <p>11. Make cities and human settlements inclusive, safe, resilient and sustainable</p> <p>12. Ensure sustainable consumption and production patterns</p> <p>13. Take urgent action to combat climate change and its impacts</p> <p>14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p> <p>15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p> <p>16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p> <p>17. Strengthen the means of implementation and revitalise the global partnership for sustainable development</p>	<ul style="list-style-type: none"> • Theme 1: Governance and Management of the World Heritage Site • Theme 2: Caring for the Blaenavon Industrial Landscape • Theme 3: Exploring and Enjoying the Blaenavon Industrial Landscape • Theme 4: Learning and Community Engagement in World Heritage

Operational Guidelines for the World Heritage Convention

1.4.4 UNESCO's Operational Guidelines for the World Heritage Convention¹⁰ facilitate implementation of the World Heritage Convention. The 2015 Operational Guidelines explain the criteria under which OUV is assessed and describe the procedures required for the protection, conservation and management of World Heritage Sites, which include:

- The production of a management plan for each World Heritage Site to bring together all responsible parties and ensure a coordinated approach to its management.
- Legislative and regulatory measures at national and local levels that assure the survival of the Site and its protection against development and change that might negatively impact its Outstanding Universal Value, or the integrity, or the authenticity of the Site.
- Where necessary, the provision of an adequate buffer zone for the proper protection of the inscribed Site.
- Submission of periodic reports by States Parties to UNESCO, which record their implementation of the World Heritage Convention and the state of conservation of the World Heritage Sites in their territories.

National Context

Well-being of Future Generations (Wales) Act 2015

1.4.5 Allied to the international recognition of the importance of sustainable development to the well-being of communities within World Heritage Sites, the Well-being of Future Generations (Wales) Act 2015 places a statutory duty on public bodies to '*improve the economic, social, environmental and cultural well-being of Wales in accordance with the sustainable development principle that the needs of the present are met without compromising the ability of future generations to meet their own needs*'.

1.4.6 The Partnership's strategy for the management of the Site set out in this Management Plan reflects the five ways of working stipulated in the Well-being of Future Generations Act. The Management Plan promotes an **integrated** and joined up approach to communities and people, the economy, the environment and culture; promotes **long-term thinking** by aiming to balance current and long-term needs; encourages taking action now to **prevent** problems in the future; promotes **collaborative** working with a range of stakeholders to meet its aims and objectives; and **involves** people affected by the delivery of its projects.

¹⁰Operational Guidelines for the Implementation of the World Heritage Convention (UNESCO, 2017)

- 1.4.7 The Plan also aims to contribute to the Act's seven Well-Being Goals, which provide a shared purpose for public bodies in improving well-being and delivering sustainable development at the national and local level. As highlighted in **Table 1.2**, implementation of the Management Plan will contribute to the delivery of many of the Well-Being Goals that the public sector in Wales should aim for in delivering sustainable development.
- 1.4.8 For each of the four management themes set out in **Sections 4.0, 5.0, 6.0 and 7.0**, their contribution to helping deliver the Well-being Goals for Wales is identified, taking into account the relevant Well-being Objectives and Plans for Torfaen¹¹ and Monmouthshire¹².

Table 1.2 – Contribution of Management Plan to Well-being Goals for Wales

UNESCO SUSTAINABLE DEVELOPMENT GOALS	MANAGEMENT PLAN THEMES
Goal 1: A Prosperous Wales – An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.	<ul style="list-style-type: none"> • Theme 2: Caring for the Blaenavon Industrial Landscape • Theme 3: Exploring and Enjoying the Blaenavon Industrial Landscape • Theme 4: Learning and Community Engagement in World Heritage
Goal 2: A Resilient Wales – a nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).	<ul style="list-style-type: none"> • Theme 2: Caring for the Blaenavon Industrial Landscape
Goal 3: A Healthier Wales – a society in which peoples physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.	<ul style="list-style-type: none"> • Theme 2: Caring for the Blaenavon Industrial Landscape • Theme 3: Exploring and Enjoying the Blaenavon Industrial Landscape • Theme 4: Learning and Community Engagement in World Heritage
Goal 4: A More Equal Wales – a society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).	<ul style="list-style-type: none"> • Theme 4: Learning and Community Engagement in World Heritage

¹¹Torfaen Well-being Statement (Torfaen County Borough Council, March 2017); Well-being Plan for Torfaen (Torfaen PSB, 2018)

¹²Monmouthshire Well-being Objectives and Statement 2017 (Monmouthshire County Council, March 2017); Monmouthshire Public Service Board Well-being Plan (Monmouthshire PSB, 2018)

UNESCO SUSTAINABLE DEVELOPMENT GOALS	MANAGEMENT PLAN THEMES
Goal 5: A Wales of Cohesive Communities – Attractive, viable, safe and well-connected communities.	<ul style="list-style-type: none"> • Theme 4: Learning and Community Engagement in World Heritage
Goal 6: A Wales of Vibrant Culture and Thriving Welsh Language – A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation	<ul style="list-style-type: none"> • Theme 1: Governance and Management of the World Heritage Site • Theme 2: Caring for the Blaenavon Industrial Landscape • Theme 3: Exploring and Enjoying the Blaenavon Industrial Landscape • Theme 4: Learning and Community Engagement in World Heritage
Goal 7: A Globally Responsive Wales – A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.	<ul style="list-style-type: none"> • Theme 1: Governance and Management of the World Heritage Site • Theme 4: Learning and Community Engagement in World Heritage

Planning (Wales) Act 2015

- 1.4.9 The Planning (Wales) Act 2015 puts in place delivery structures, processes and procedures to enable the planning system to support the delivery of national, local and community aspirations by creating sustainable places where citizens have improved access to quality homes, jobs and built and natural environments, and to support use of the Welsh language. The Act requires local planning authorities to have regard to Local Well-being Plans published by Public Service Boards, and ensure greater development engagement at the pre-application stage to ensure local communities are able to engage early on in the planning process to influence development proposals. The Act also makes provision for the preparation of Strategic Development Plans in areas with matters of greater than local significance where development is of a strategic nature.

Historic Environment (Wales) Act 2016

- 1.4.10 The Historic Environment (Wales) Act 2016 provides the legislative framework for improvement of existing systems for the protection and sustainable management of the historic environment. The Act provides for more effective protection to Listed Buildings and Scheduled Monuments, enhances mechanisms for sustainable management of the historic environment, and introduces greater transparency and accountability for decision making. It also places an emphasis on local heritage and the opportunity to negotiate partnership agreements with consenting authorities. The Historic Environment (Wales) Act 2016 amended the Ancient Monuments and Archaeological Areas Act 1979 and the Planning Act 1990.

Historic Environment Policy

- 1.4.11 As part of measures to support the Historic Environment (Wales) Act 2016, the Welsh Government has issued updated policy on the protection and management of the historic environment.
- 1.4.12 Chapter 6 of **Planning Policy Wales** (PPW)¹³ sets out the Welsh Government's objectives for how a well-protected and accessible historic environment can contribute to the goals set out in the Well-being of Future Generations (Wales) Act 2015 through the planning system. It reflects Cadw's Conservation Principles with regard to the sustainable management of the historic environment, and includes an objective to protect the OUV of the nation's World Heritage Sites through consistent local development plan planning policies supported by supplementary planning guidance where appropriate and consultation with Cadw on applications likely to impact on OUV. A draft of the revised PPW (Edition 10) was published by the Welsh Government for public consultation in March 2018 until May 2018. The proposed changes to planning policy suggest that the Welsh Government are unlikely to support applications for opencast coal mining in light of the policy commitment towards cleaner sources of energy.
- 1.4.13 To support Chapter 6 of Planning Policy Wales, Cadw's **Technical Advice Note on the Historic Environment** was approved by Welsh Government in May 2017. TAN24 provides detailed planning guidance for considering how changes affecting the historic environment (including World Heritage Sites in Wales) are managed through the planning system to support PPW's objective for a well-protected and accessible historic environment that contributes to quality of life and place.

¹³Planning Policy Wales (Welsh Government, Edition 9, November 2016)

- 1.4.14 To supplement Chapter 6 of Planning Policy Wales and TAN 24, the Welsh Government's best-practice guide on **Managing Change in World Heritage Sites in Wales**¹⁴ sets out general principles for managing WHS in Wales and guidance for their protection through the planning system. The guide is aimed at decision makers, including national and local planning authorities, statutory undertakers and prospective developers, to raise the profile and significance of World Heritage Sites in Wales and to help them manage change without adverse impact on their Outstanding Universal Value. The Welsh Government requires the guidance to be taken into account by decision-making authorities when developing strategic plans and when considering proposals that might impact on the Outstanding Universal Value of a World Heritage Site (such as applications for planning permission and listed building, conservation area and scheduled monument consent, including pre-application discussions).
- 1.4.15 In addition to the Managing Change in World Heritage Sites in Wales guidance, the Welsh Government has also published guidance on **Managing the Setting of Historic Assets in Wales**¹⁵.

Heritage Services Review

- 1.4.16 The Historic Wales - Cadw Workstream: Business Case for Change¹⁶ sets out the business case for the future of Cadw, the Welsh Government's historic environment service. The business case follows a request from the Welsh Government's Cabinet to develop a robust options appraisal for the future of Cadw to consider whether it would be more appropriately constituted as an executive agency or in another form such as a Welsh Government Sponsored Body. The business case recommends that Cadw stays within the Welsh Government but with a series of business improvements.

¹⁴Managing Change in World Heritage Sites in Wales (Welsh Government, 2017)

¹⁵Managing the Setting of Historic Assets in Wales (Welsh Government, 2017)

¹⁶Historic Wales - Cadw Workstream: Business Case for Change (Cadw, October 2017)

Environment (Wales) Act 2016

- 1.4.17 The Environment (Wales) Act 2016 provides the legislative framework for managing Wales' natural resources for the benefit of future generations. Section 4 of the Act sets out principles for the sustainable management of natural resources that promote a joined-up approach to maintaining and enhancing natural resources and ecosystem services. Section 6 of the Act places a duty on public bodies in Wales to contribute to Biodiversity and Ecosystem Resilience when exercising their functions. Public authorities are required to prepare a forward plan demonstrating how they intend to deliver that duty in collaboration with other partners, taking into consideration the objectives of the Nature Recovery Plan for Wales and the goals of the Well-being of Future Generations (Wales) Act 2015. Forward plans are informed by evidence from Area Statements prepared by Natural Resources Wales.

Partnership for Growth, Welsh Government Strategy for Tourism 2013 – 2020

- 1.4.18 The Strategy¹⁷ sets out the Welsh Government's vision for working in partnership with the tourism industry to grow tourism in a sustainable way and make an increasing contribution to the economic, social and environmental well-being of Wales. It recognises tourism as a key sector that has the potential to influence other sectors including skills and employment, planning, regeneration, heritage and culture. Most significantly, the Strategy recognises World Heritage Sites as "Iconic Tourism Products" in Wales and seeks to develop and implement iconic product-led brand strategies as part of how Wales promotes itself as a fresh and exciting tourism destination. The Strategy aims to increase visitor spend in Wales by 10% or more by 2020 by promoting a product-led approach to developing and marketing tourism.

Pan-Wales Interpretation Plan

- 1.4.19 The Pan-Wales Interpretation Plan provides a Wales-wide interpretation framework through a national overarching narrative interpreting the nation's unique stories to inspire both visitors and people in Wales. The First Industrial Nation strand of the plan¹⁸ outlines proposals for interpreting the complex factors which created and propelled the Industrial Revolution in Wales. The First Industrial Nation theme focuses on the role of people, the story of motivation, innovation, entrepreneurial spirit and commercial success against the wider geographical, historical, industrial and social context.

¹⁷Partnership for Growth, Welsh Government Strategy for Tourism 2013 – 2020 (Welsh Government, 2013)

¹⁸Pan-Wales Interpretation Plan: The First Industrial Nation (Touchstone Heritage Management Consultants, Red Kite Environment and Letha Consultancy for Cadw, October 2011)

Local Context

- 1.4.20 The BILWHS spans two local authority areas and the Brecon Beacons National Park. Each has their own local development plans, economic development and destination management plans, which highlight the crucial role that the historic environment and cultural heritage can play in strengthening local economies and how they can contribute to tourism and regeneration opportunities. The plans, strategies and studies that provide the current local context for the management of the BILWHS are summarised in **Appendix C**.
- 1.4.21 The protection of World Heritage Sites in Wales is effected by Welsh Government planning guidance, local development plan policies and supplementary planning guidance issued by local planning authorities to guide developers and owners of properties within World Heritage Sites and their settings. Local Development Plan policies HE2 (Torfaen), LC2 (Monmouthshire) and SP3 (Brecon Beacons National Park) seek to protect the OUV of the BILWHS and its setting from inappropriate development. Such is the national importance of the World Heritage Sites, that large parts of these Sites are typically also protected by scheduling, listing or conservation area status. Development or changes made to land and properties within World Heritage Sites will normally require planning consent, and may also require scheduled monument or listed building consent.

Regeneration of Blaenavon Town

- 1.4.22 Since receiving World Heritage Status in 2000, the town of Blaenavon has enjoyed a successful period of heritage-led urban and environmental regeneration. Blaenavon has benefitted from significant capital investment over the past 16 years linked to the development of the WHS as a cultural tourism destination, with over £50 million of invested by the BILWHS Partnership across the Site. This investment has not only delivered substantial improvements and encouraged new businesses to locate to the town, but has also resulted in significant heritage benefits for the BILWHS.
- 1.4.23 However, there remains a number of key challenges for the future well-being and sustainability of the Blaenavon community. These include:
- Global, national and local economic trends pose difficult challenges for local businesses and the confidence of private investors; further investment in the town is essential if it is to realise its full potential.
 - Declining town centre footfall, a poor diversity of businesses and services, and the town lacking the vibrancy in terms of trade that regular footfall provides.

- Employment opportunities remain limited with transport links compounding opportunities.
- Registered Social Landlords continue to experience difficulties in encouraging take up of their properties in the town, citing poor perceptions of the town, its services, facilities and accessibility as key constraints.
- Poor condition of key properties and some areas of the public realm that detract from the historic and architectural character of the Blaenavon townscape.
- Finding sustainable uses for vacant historic buildings at risk (such as Ty Mawr¹⁹).

Torfaen and Monmouthshire Well-Being Assessments

- 1.4.24 The Well-being of Future Generations (Wales) Act 2015 requires Public Services Boards (PSBs) to undertake an integrated assessment of social, economic, environmental and cultural well-being for communities in their areas. PSBs must use the well-being assessment to plan how they will maximise their contribution to the seven well-being goals. The Torfaen and Monmouthshire PSBs have undertaken Well-Being Assessments of the strengths and assets of communities within the BILWHS, which identify opportunities for improving well-being alongside consideration of the long-term challenges and risks facing these communities (see **Appendix D** for details).
- 1.4.25 A clear message from the surveys undertaken to inform the 2017 Torfaen Well-being Assessment is that the people of Blaenavon want to live in communities that are prosperous with well supported local businesses; they want their area to be clean and tidy so that they can feel proud to live there; and they want their children to grow up in a safe environment with low crime rates. Responses from the *Our Monmouthshire* engagement process undertaken to inform the 2017 Monmouthshire Well-being Assessment demonstrate the importance of the landscape and countryside within the northern part of the WHS to people's lifestyles, along with the area having a strong sense of community - including a vibrant and varied voluntary sector working in the environmental and sustainability field.

¹⁹Ty Mawr is a former ironmasters mansion also known as Blaenavon House. Currently derelict, the building's most recent use was as a nursing home called the Beeches

Management of the Landscape

- 1.4.26 Management of the Site's upland landscape remains a key challenge for the future. There has been deterioration in the condition of some elements of the relict landscape and scheduled/listed features that are not in the ownership or control of the local authorities. For example, this includes the powder house, erosion on the dyne steel incline due to anti-social behaviour and lack of effective surface water management in the upland landscape, and inappropriate vegetation encroachment
- 1.4.27 The Forgotten Landscapes Project was a landscape-scale initiative funded by the Heritage Lottery Fund and Welsh Government, which delivered landscape (natural and built environment), education, access and training benefits for management of common land in upland areas within and around the BILWHS between 2010 and 2015 (see **Figure 7**). There is a requirement to sustain project benefits over a further 5-year period to 2020, and a legacy study²⁰ was commissioned to explore options for creating a commons based legacy enterprise as part of a wider mix of income generation opportunities.

City Deal for the Cardiff Capital Region

- 1.4.28 The UK Government has recently agreed a £1.2 billion City Deal for the Cardiff Capital Region in partnership with the Welsh Government and ten local authorities across South East Wales. The vision for the Cardiff Capital Region is to '*Work together to improve the lives of people in all our communities. We will maximise opportunity for all and ensure we secure sustainable economic growth for future generations*'.
- 1.4.29 The City Deal presents a unique opportunity for the ten local authority areas to come together to develop and deliver a strategic approach to housing, regeneration and economic growth which will create an accessible, liveable, 'work life integrated' and highly connected Capital Region. Within this context, the Capital Region will work to ensure that relevant business support and promotional activities are delivered at the Capital Region level. Local resources will be aligned to create an Integrated Delivery Unit, which will deliver regionally significant aspects of economic development (including business development, marketing, tourism and inward investment). Opportunities therefore exist to maximise the position of the BILWHS as a cultural tourism destination within the context of the Cardiff Capital Region.

²⁰Beyond Forgotten Landscapes – a Legacy Study (Commons Vision Ltd and University of Gloucestershire for Torfaen County Borough Council on behalf of the Forgotten Landscape Project, Consultation Draft, November 2013)

2.0 OUTSTANDING UNIVERSAL VALUE OF THE WORLD HERITAGE SITE

2.1 Introduction

- 2.1.1 This section presents the OUV of the BILWHS - the reason for which the Blaenavon Industrial Landscape has been inscribed as a WHS - and identifies the attributes and components of the Site's OUV that need to be protected for future generations. Policies for the protection, conservation, presentation and transmission of the tangible and intangible components of the attributes which express the Site's OUV are identified under the four themes in **Sections 4.0, 5.0, 6.0 and 7.0**.
- 2.1.2 To sustain the OUV of the BILWHS, it is necessary to protect and conserve all the attributes of OUV which contribute towards it. Additionally, there are a number of other values and qualities of the Site (such as nature conservation and amenity values) which need to be managed and/or enhanced as described in the 2011-2016 Management Plan. In the context of this Plan, 'conservation' includes not only ensuring the physical survival of the industrial archaeology and buildings, and/or the improvement of their condition, but also enhancing their landscape setting, increasing biodiversity and improving the interpretation and understanding of the Blaenavon Industrial Landscape as an '*outstanding and remarkably complete example of a 19th century industrial landscape*'.
- 2.1.3 A detailed description of the Blaenavon Industrial Landscape and its historical development can be found in the 2011-2016 Management Plan. This should be read in conjunction with this Management Plan to gain a full understanding of the history of the Site.
- 2.1.4 Blaenavon is increasingly becoming an important place to study the industrial revolution for historians, archaeologists and town planners. A bibliography listing the key archives and repositories, reports, essays, books and studies about the Blaenavon Industrial Landscape can be found on the Visit Blaenavon website²¹. Continued research into all aspects of the WHS will be fundamental to increasing our understanding, informing appropriate future management and enhancing its interpretation.

²¹<http://www.visitblaenavon.co.uk/en/Publications/Blaenavon-Story/Bibliography-and-Further-Reading.pdf>

2.2 Statement of Outstanding Universal Value

- 2.2.1 Every World Heritage Site has a Statement of Outstanding Universal Value approved by UNESCO. In 2013, the UNESCO World Heritage Committee retrospectively approved a Statement of Outstanding Universal Value for the BILWHS²². The Statement of Outstanding Universal Value (**Box 2.1**) provides a clear understanding of the reasons why the Blaenavon Industrial Landscape has been inscribed as a WHS and what needs to be protected and managed to sustain its OUV, integrity and authenticity for the long term.

Box 2.1 - Statement of Outstanding Universal Value for BILWHS

'The area around Blaenavon is evidence of the pre-eminence of South Wales as the world's major producer of iron and coal in the 19th century. All the necessary elements can still be seen - coal and ore mines, quarries, a primitive railway system, furnaces, workers' homes, and the social infrastructure of their community.'

Brief synthesis

The landscape of Blaenavon, at the upper end of the Afon Llwyd valley in South Wales, provides exceptional testimony to the area's international importance in iron making and coal mining in the late 18th and the early 19th century. The parallel development of these industries was one of the principal dynamic forces of the Industrial Revolution.

The major preserved sites of Blaenavon Ironworks and Big Pit, together with the outstanding relict landscape of mineral exploitation, manufacturing, transport, and settlement which surrounds them, provide an extraordinarily comprehensive picture of all the crucial elements of the industrialisation process: coal and ore mines, quarries, a primitive railway system and canal, furnaces, workers' homes, and the social infrastructure of the early industrial community. The area reflects the pre-eminence of South Wales in the production of iron, steel and coal in the 19th century.

The Blaenavon Ironworks (circa 1789) provided the main impetus for mineral workings and settlement. The remains of the late 18th century furnaces, together with later 19th century furnaces, are the best preserved of its period in the United Kingdom. Beside the furnaces, two of the original casting houses can still be seen. Above the furnaces is a range of ruined kilns in which iron ore was calcined or roasted. The remains of the original workers' housing provided on site can still be seen around the original base of the massive chimney to the blowing engine house, and the cast-iron pillars and brackets which carried blast pipes to the furnaces still survive. The iconic water balance tower of 1839 is an excellent example of lift technology using water to counter-balance loads.

The Big Pit was the last deep coal mine to work in the Blaenavon area, and the surface buildings, including the winding gear, remain almost exactly as they were when coal production ceased in 1980. The underground workings are still in excellent condition and can be seen on guided tours.

²²<http://whc.unesco.org/en/list/984>

The Blaenavon landscape reflects ways in which all the raw materials necessary for making iron were obtained. The landscape includes coal, iron ore, fireclay and limestone workings and transport systems including a primitive iron-railed railway, leading to the canal and later steam railway tracks which were used for the import and export of materials.

The landscape also reflects the development of early industrial society. Close to the Ironworks and Big Pit is the town of Blaenavon, the best preserved iron town of its period in the United Kingdom. Here can be seen the terraced housing of the workers. Overall the town reflects powerfully the distinctive culture that had developed in ironworking and coal-mining areas of the South Wales Valleys and provides a complete picture of patronage and the social structure of the community. Notable buildings include St. Peter's Church, built by the ironmasters in 1804; the Blaenavon Workmen's Hall, built by workers' subscriptions in 1894; and St. Peter's School, built by the ironmaster's sister, Sarah Hopkins, in 1816. The school has been restored as the United Kingdom's first dedicated World Heritage Interpretation Centre.

Taking all these elements together, the property provides one of the prime areas in the world where the full social, economic and technological process of industrialisation through iron and coal production can be studied and understood.

Criterion (iii): *The Blaenavon Landscape constitutes an exceptional illustration in material form of the social and economic structure of 19th century industry.*

Criterion (iv): *The components of the Blaenavon Industrial Landscape together make up an outstanding and remarkably complete example of a 19th century industrial landscape.*

Integrity

The boundary of the World Heritage property encompasses the major monuments, the mining settlement as well as the surrounding valley landscape with its extensive remains of coal and ore mining, quarrying, primitive iron railways, and canals and thus includes all the key attributes of this early industrial period during the formative years of the Industrial Revolution. Many of the attributes were vulnerable as a result due to the lack of conservation at the time of inscription. Extensive conservation work has since been undertaken at the Ironworks, Big Pit, the settlement of Blaenavon and in the landscape. All work has been undertaken with the benefit of research and in the context of conservation plans. A programme of continuing conservation of the wider landscape is now being undertaken.

The landscape includes new settlements surrounding the mining town and this is highly visible from higher ground surrounding the town. Therefore any further new development needs to be controlled so as to ensure that the essential values and the important views of the property are not diminished. There is no buffer zone and the setting could be vulnerable to the re-use of spoil heaps, open-cast mining proposals, wind farms and other interventions. However, to date, such proposals have been successfully resisted in accordance with agreed planning policy.

Authenticity

The key attributes are clearly visible. The relationship between the main monuments (the Blaenavon Ironworks and Big Pit), the historic transportation infrastructure, the settlement

pattern and the extensive derelict mineral workings can be appreciated, studied and understood. The main heritage features remain in a remarkably complete condition. These substantial and interrelated remains provide opportunities to comprehend the complex process of industrialisation through iron and coal production and the development of industrial society during the early formative years of the Industrial Revolution. Nevertheless the overall ensemble is vulnerable to development that might intrude upon its readability. To ensure the effective after use and sustainable future for monuments and buildings and to make the presentation and interpretation of the property effective it has been necessary in some situations to provide additional structures or to make minor adaptation to the historic fabric. In such cases the work has been carried out in accordance with agreed conservation plans and the changes and additions can be clearly identified.

Protection and Management Requirements

A comprehensive system of statutory control operates under the provisions of the Town and Country Planning Act (1980) and the Planning (Listed Buildings and Conservation Areas Act, 1990). A network of strategic policies is also in place to protect the property in the Local Development Plans of the Torfaen County Borough Council, the Brecon Beacons National Park Authority and the Monmouthshire County Council. These are the local authorities with statutory planning responsibility for their respective areas within the property.'

There are 24 Scheduled Ancient Monuments (SAM) and 82 buildings or structures on the national List of Buildings of Special Architectural or Historic Interest (Listed Buildings). There are two conservation areas within the property, the Blaenavon Town Centre and Cwmavon, and a further conservation area is currently proposed for Forgeside and Glantorfaen. These provide local protection. The main monuments and buildings in the site are within public ownership.

Property management is guided by a Management Plan. The original Plan has been completed (in terms of projects) and has been superseded by a periodically revised Plan. This plan contains the programme of continuing conservation and protection, including a proposed buffer zone which is expected to be considered within the plan period.

There is a need to promote the wider understanding of the scope and extent of the property, and its inter-related attributes. A World Heritage Centre was opened in 2008 which enables visitors to access and understand the World Heritage property both intellectually and physically.

Tourism and visitor management is directed by the Management Plan. This plan contains key management objectives for the promotion, appropriate access and visitor management.

Overall management responsibility for the Property and for delivering the Plan is through the Blaenavon Partnership which brings together a number of local authorities, Welsh Assembly Government Agencies and other bodies under the leadership of Torfaen County Borough Council.

The partnership engages with the wider community, maintaining regular contact with Blaenavon Town Council, voluntary groups, business leaders, residents and the local tourist association. To ensure effective stakeholder participation within the open landscape, a Commons Forum has been established.

'There is a need to ensure continuing effective development control within the property and its setting in order that any development does not impact adversely on the relationship between attributes and the surrounding landscape in terms of the integrity of the property and its ability, as a cultural landscape, to convey its Outstanding Universal Value.'

2.3 Attributes of the World Heritage Site

- 2.3.1 The attributes and components which express the OUV of the Blaenavon Industrial Landscape (the reason for which the Site was inscribed) have been identified based on the approved SoOUV. These are illustrated on **Figure 4** and the attributes are described in **Appendix E**.
- 2.3.2 Many of the tangible components of the attributes which express the OUV of the Blaenavon Industrial Landscape are designated as Scheduled Monuments, Listed Buildings and Conservation Areas. These are shown on **Figure 5**.
- 2.3.3 Policies for the protection, conservation, presentation and transmission of the tangible and intangible components of the attributes which express the Site's OUV are identified under the four themes in **Sections 4.0, 5.0, 6.0 and 7.0**.

O U V

Attributes

Components

UNESCO Criteria for Inscription

iii) To bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared

The Blaenavon Landscape constitutes an exceptional illustration in material form of the social and economic structure of 19th century industry

The area around Blaenavon bears eloquent and exceptional testimony to the pre-eminence of South Wales as the world's major producer of iron and coal in the 19th century. All the necessary elements can be seen in situ - coal and ore mines, quarries, a primitive railway system, furnaces, the homes of the workers, and the social infrastructure of their community

UNESCO - Blaenavon Industrial Landscape - A Cultural Landscape

(iv) To be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history

The components of the Blaenavon Landscape together make up an outstanding and remarkably complete example of a 19th century industrial landscape

1. Evidence of tangible and intangible heritage of the development of early industrial society

2. Outstanding relict landscape - combined efforts of nature and man

3. Evidence of the area's international importance in iron making and coal mining in the late 18th and early 19th century.

4. Development of transport systems in the late 18th and 19th centuries

TANGIBLE HERITAGE

- St. Peter's Church
- St. Peter's School (BWHC)
- The Company Shop
- Ty Mawr
- Blaenavon Workmen's Hall
- Bethlehem, Moriah, Horeb, Bethel, Zion Baptist, Wesleyan Methodist and Zion Chapel (Band Hall)
- Blaenavon Town Centre
- Workers' Housing
- King Street
- Commercial Properties (15-19 Broad St)

INTANGIBLE HERITAGE

- Patronage, Philanthropy and Social Control in early Industrial Society
- Welsh Religious Non-conformism in the Nineteenth Century
- Self-Improvement and Working Class Culture in Industrial Communities
- Political Radicalism
- Trade Unionism
- Male Voice Choirs
- Town Bands
- The Decline of the Welsh Language in the Nineteenth Century

Pen-Ffordd-Goch Scouring

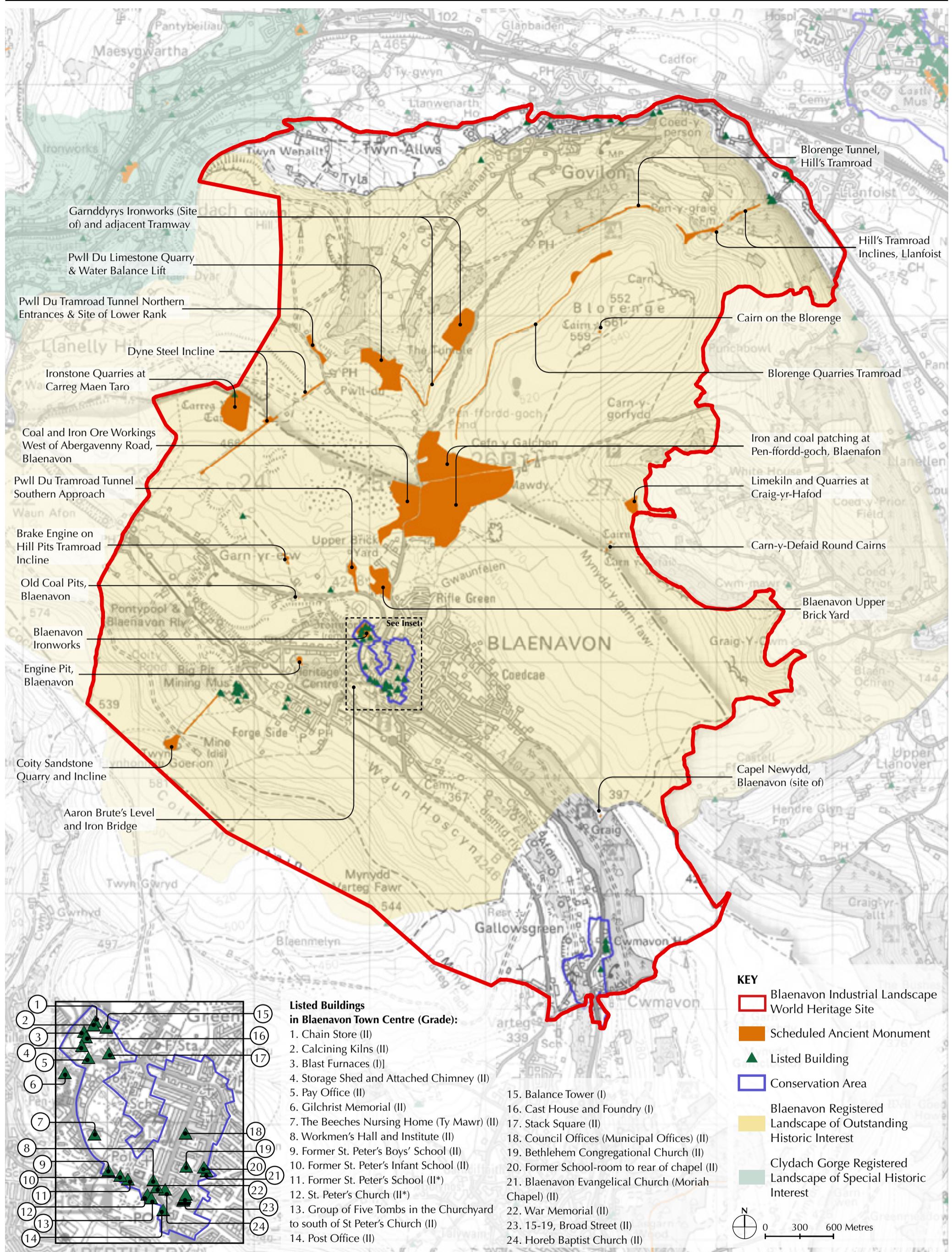
- Landscape North of Blaenavon Ironworks
- Pwll Du Limestone Quarry
- Tyla Limestone Quarry
- Big Pit National Coal Museum
- Blaenavon Ironworks
- Blaenavon Town
- Engine Pit
- Hill's Tram Road
- Coity Tip

Pen-Fford Goch Scouring

- Landscape North of Blaenavon Ironworks
- Pwll Du Limestone Quarry
- Fireclay
- Tyla Limestone Quarry
- Big Pit National Coal Museum
- Engine Pit
- Hill Pits
- Aaron Brute's Level
- River Arch Level Blaenavon Ironworks
- Garn Ddyrys Forge (site of)
- Cwmavon Forge (site of)
- Water Management

Hill's Tram Road

- Pwll Du Tunnel
- Blorenge Tunnel
- Llanfoist Incline
- Llanfoist Wharf
- Govilon Wharf
- Monmouthshire & Brecon Canal
- Dyne-Steel Incline
- Iron Bridge near Aaron Brute's Level
- Various remains of primitive railways
- Original Steam Railway 1856



3.0 VISION AND MANAGEMENT OBJECTIVES

3.1 Introduction

- 3.1.1 This section of the Plan presents the overall vision for the BILWHS, together with overarching principles for guiding the long-term management of the Site. It also sets out short-, medium- and long-term objectives for protecting, conserving and presenting the tangible and intangible attributes which express the OUV of the BILWHS as described in Section 2.0. The management objectives reflect the key threats and risks to the OUV, integrity and authenticity of the Site. One of the most important priorities is protecting the WHS from inappropriate development.

3.2 Vision and Overarching Principles

Vision for the BILWHS

- 3.2.1 Since receiving World Heritage Site Status in 2000, Blaenavon has enjoyed a successful period of urban and environmental regeneration. The area has benefitted from significant capital investment over the past 16 years linked to the development of the WHS as a cultural tourism destination, with over £50 million of invested by the Partnership across the Site. This investment has delivered substantial improvements and encouraged new businesses to locate in the BILWHS. However, current global, national and local economic trends pose difficult challenges for local businesses and the confidence of private investors. Further investment in, and sustainable management of, both the town and rural communities within the BILWHS is essential if the area is to realise its full potential.
- 3.2.2 Looking to the future, the primary aim of the Blaenavon World Heritage Site Partnership is to maintain momentum and build upon the success achieved to date in heritage-led regeneration. This aim will be pursued in line with the Partnership's long-term vision for the BILWHS (see **Box 3.1**).

Box 3.1 – Vision for the Blaenavon Industrial Landscape World Heritage Site

The Blaenavon Industrial Landscape is cared for and presented so that future generations may understand the outstanding universal contribution South Wales made to the Industrial Revolution through exploring, enjoying and learning, thereby contributing to the economic, social, environmental and cultural well-being and prosperity of its communities.

Overarching Principles for the Management of the BILWHS

3.2.3 Reflecting national guidance²³ and the strategic policy context for World Heritage Sites in Wales, the Partnership will adopt the overarching principles for guiding the long-term management of the BILWHS set out in **Box 3.2**.

Box 3.2 – Overarching Principles for Management of the Blaenavon Industrial Landscape

- **Active conservation** - The Partnership's overriding aim and purpose is to protect and conserve the tangible and intangible heritage of the BILWHS that is of outstanding universal value for current and future generations.
- **Ways of working** - The Partnership will employ the five ways of working set out by the Well-being of Future Generations (Wales) Act (long-term, prevention, integration, collaboration and involvement), ensuring, as far as practicable, that our policies are evidence-based.
- **Representation** - The Partnership will ensure it is representative of the people who live in, work in or have a role to play in managing the BILWHS.
- **Community engagement and learning** - The Partnership will aim to involve all parts of the local and wider community at every level of activity, using that activity to promote the acquisition of skills, knowledge, experience and confidence.
- **Sustainable planning and management** - In taking care of the Site, the Partnership will consider the interests of the current population and the natural, built and social heritage, but not at the expense of passing on that rich heritage to future generations.
- **Awareness raising** - The Partnership will explain what the outstanding universal value of the BILWHS is to local people, visitors and decision makers in order that they fully understand those values and have the confidence to explain it to others.
- **Creation and use of the appropriate legislative framework and guidance** - The Partnership will develop and use legislation, regulations and guidance to ensure the Site is protected for future generations, while doing its best to ensure local people enjoy safe, prosperous and healthy lives within a thriving landscape.
- **Sustainable tourism and destination management** - The Partnership will aim to bring appreciation and enjoyment of the BILWHS to as wide an audience as practicable, encouraging visitors to visit the Site, but not at the expense of local communities or the long-term conservation of the natural, built or social heritage.
- **Economic regeneration** - The Partnership appreciates that economic prosperity underpins the sustainability of the local community, and its ability to maintain and conserve the natural, built and social heritage assets of the BILWS. However, economic prosperity will be achieved through, and not at the expense of, the heritage assets that the Partnership seeks to conserve.

²³Managing Change in World Heritage Sites in Wales (Welsh Government, 2017)

3.3 Management Objectives

Short-Term Objectives

3.3.1 In the short-term (over the next 1-2 years), the priorities for management of the BILWHS are to:

Governance and Management of the World Heritage Site

- Align the Torfaen and Monmouthshire Well-Being Plans (due to be published by the respective PSB's in 2018) with the Management Plan's vision and policies for the BILWHS.
- Implement the actions in the Action Plan, monitor progress and review the Action Plan as necessary.
- Monitor and manage risks to the tangible and intangible heritage components of the Site's OUV.

Caring for the Blaenavon Industrial Landscape

- Improve the condition of key properties and the public realm that detract from the historic and architectural character of the Blaenavon townscape.
- Secure a sustainable future for the derelict Ty Mawr building by finding funding for its restoration or a commercial/social entrepreneur to provide investment to bring it back into an economically viable new use.
- Implement recommendations of The Forgotten Landscapes Project Legacy Study²⁴ to sustain the landscape (natural and built environment) and training benefits of common land management within the BILWHS, including harnessing of local renewable energy.
- Align the Biodiversity and Ecosystem Resilience Forward Plans for Torfaen and Monmouthshire and NRW Area Statements with the Management Plan's vision and policies for the BILWHS.
- Consider options for a proposed Buffer Zone for the BILWHS or other defined setting for the Site to ensure that potential threats from inappropriate development in the setting of the Site to its OUV are adequately controlled by effective Local Development Plan Policies.
- Influence Welsh Government's current 'Future Landscapes Wales' consultation on potential new sustainable land management schemes to also apply to World Heritage Sites in Wales.

²⁴Beyond Forgotten Landscapes – a Legacy Study (Commons Vision Ltd and University of Gloucestershire for Torfaen County Borough Council on behalf of the Forgotten Landscape Project, Consultation Draft, November 2013)

Exploring and Enjoying the Blaenavon Industrial Landscape

- Undertake visitor research to understand the profiles and attitudes of users and non-users of the Site to inform future marketing activity.
- Deliver the BILWHS Marketing/Destination Management Plan.
- Improve the condition of key properties and some areas of the public realm to further improve the visitor experience and perceptions of Blaenavon.
- Implement recommendations of The Forgotten Landscapes Project Legacy Study to sustain the access and recreation benefits of common land management within the BILWHS.

Learning and Community Engagement in World Heritage

- Implement recommendations of The Forgotten Landscapes Project Legacy Study to sustain the learning and training benefits of common land management within the BILWHS.
- Engage young people in the BILWHS through the World Heritage Youth Ambassadors programme.

Medium-Term Objectives

3.3.2 In the medium-term (over the next 5 years), the priorities for management of the Site are to:

Governance and Management of the World Heritage Site

- Implement the Action Plan, monitor progress and review the Action Plan as necessary.
- Monitor and manage risks to the tangible and intangible heritage components of the Site's OUV.
- In 2022, review the current Management Plan and prepare an updated Plan for 2023-2028.

Caring for the Blaenavon Industrial Landscape

- Maintain the historic and architectural character of the Blaenavon townscape by encouraging greater take up of vacant properties to ensure sustainable uses of buildings.
- Implement recommendations of The Forgotten Landscapes Project Legacy Study to sustain the landscape (natural and built environment) and training benefits of common land management within the BILWHS.
- Implement post-Brexit sustainable land management schemes to help farmers/commoners sustain viable land management regimes.

Exploring and Enjoying the Blaenavon Industrial Landscape

- Undertake marketing activity to target specific audiences and increase footfall across the Site, providing benefits for the local tourism economy.
- Deliver the BILWHS Marketing/Destination Management Plan.
- Further enhance the visitor experience at key heritage attractions and improve outdoor activity facilities/infrastructure within BILWHS.
- Work with local businesses (and potential businesses) across the Site to reinforce the attractiveness of the BILWHS as a destination, thereby helping realise the full potential of the town as the primary gateway to the Site's industrial heritage and outdoor activities for visitors from the Cardiff City Region, the Brecon Beacons National Park and beyond
- Increase town centre footfall, improve the diversity of businesses/services (including visitor accommodation) and create a more vibrant town centre in terms of trade.

Learning and Community Engagement in World Heritage

- Engage young people in the BILWHS through the World Heritage Youth Ambassadors programme.
- Support the work of the Blaenavon World Heritage Environment Group.
- Support the many chapels and churches whose congregations are dwindling but whose buildings are part of OUV.

Long-Term Objectives

- 3.3.3 In the longer-term, the Partnership's aspiration is to continue improving the environmental, cultural, social and economic well-being of the BILWHS by:

Governance and Management of the World Heritage Site

- In line with the Welsh Government's Partnership for Growth Strategy, ensuring that further investment in the town and connectivity infrastructure is secured through the City Deal for the Cardiff Capital Region to encourage new businesses to locate in Blaenavon and maximise the position of the BILWHS as a cultural tourism destination.
- Monitoring and managing risks of climate change such as the effects of changing weather patterns on tangible heritage assets (e.g. risks to the structural integrity of the Monmouthshire & Brecon Canal and tips; reducing water loss; upland landscape and commons management changes; and maintaining habitat integrity).

Caring for the Blaenavon Industrial Landscape

- Supporting a thriving and viable local heritage management sector for the conservation of historic buildings, structures and landscapes in the BILWHS through training in management and maintenance skills.
- Achieving more sustainable management of common land within the BILWHS as a legacy from The Forgotten Landscapes Project.

Exploring and Enjoying the Blaenavon Industrial Landscape

- Continuing to promote the BILWHS as a unique destination for exploring and enjoying the area's outstanding industrial heritage and outdoor activities.

Learning and Community Engagement in World Heritage

- Encouraging greater community engagement through growing and sustaining volunteering activity related to the care and enjoyment of the BILWHS.
- Increasing the number of local residents and businesses who can explain what the OUV of the BILWHS is to visitors and decision-makers.

4.0 GOVERNANCE AND MANAGEMENT OF THE WORLD HERITAGE SITE

4.1 Introduction

4.1.1 A key aim of the Partnership is to work collaboratively to ensure effective governance and management arrangements are in place to protect, conserve, present and transmit the Outstanding Universal Value of the BILWHS for the benefit of current and future generations. In pursuing this aim, the Partnership will adopt the principles for governance and management of the BILWHS set out in **Box 4.1**.

Box 4.1 – Principles for Governance and Management of the World Heritage Site

The Partnership will work collaboratively to:

- **Fulfil the obligations of the World Heritage Convention to protect, conserve and present the OUV of the BILWHS and its transmission to future generations** in line with UNESCO's policy and goals for how World Heritage Sites can contribute towards sustainable development.
- **Fulfil the obligations of the Well-being of Future Generations (Wales) Act 2015 to improve the economic, social, environmental and cultural well-being of the BILWHS** in accordance with the Act's five ways of working, seven goals and sustainable development principle.
- **Maintain an effective management framework for the BILWHS** through the collaborative production, adoption and implementation, and regular review, of a consensus-based Management Plan involving all key stakeholders.
- **Maintain effective governance arrangements for the management of the BILWHS** to include stakeholder representation from key partners, major land owners, managers and communities, supported by a dedicated WHS Co-ordinator.

4.1.2 The main issues around the governance and management theme are:

- The Partnership's Governance Structure
- Risk Management and Emergency Preparedness
- Information Management and Monitoring

4.1.3 The needs and opportunities related to governance and management of the BILWHS are identified below. Policies for the overall protection, conservation, presentation and transmission of the Site's OUV through effective governance and management of the WHS are also identified for each issue.

- 4.1.4 The policies are supported by a list of related actions for projects and activities to be explored and delivered by partners over the plan period (details of lead partners, likely phasing, possible sources of funding and outcomes/indicators can be found in the Action Plan in **Section 8.0**).

4.2 The Partnership's Governance Structure

Needs

- 4.2.1 The current governance and management of the BILWHS continues to follow the successful model approved on inscription of the Site in 2000 - comprising of a Board, a Steering Group and working groups. The original management structure approved in 2000 comprised of 3 working groups. As part of the 2011 review and update, this was updated to the present 6 working groups.
- 4.2.2 The World Heritage Site Partnership currently comprises a Board, a Steering Group and six working groups:
1. Education and Interpretation Working Group
 2. Marketing and Promotion Working Group
 3. The Landscape and Access Working Group
 4. The Historic Environment Working Group
 5. The Natural Environment Working Group
 6. Town Centre Working Group.
- 4.2.3 Direct responsibility for managing the main heritage assets lies in the hands of certain organisations - such as Cadw (Blaenavon Ironworks), Amgueddfa Cymru-National Museum Wales (Big Pit National Coal Museum), the Canal & River Trust (Monmouthshire & Brecon Canal), Torfaen County Borough Council (Blaenavon World Heritage Centre, the Workmen's Hall and elsewhere). Further to this, Cadw and Torfaen County Borough Council have roles in regulating certain assets.
- 4.2.4 The Board gives crucial oversight and commitment at the highest level of the partner organisations, while the Steering Group considers strategic issues in greater detail and the six working groups deal with management issues thematically. The partnership also receives support through its relationships with ICOMOS UK, World Heritage UK and other World Heritage sites. The 2013 UNESCO Periodic Review identified that coordination between the parties involved in managing the Site was excellent.

- 4.2.5 The six working groups under the Board and Steering Group have operated successfully but given declining public sector resources it has been increasingly challenging to sustain meetings and associated commitments. There is therefore a need to consider ways of streamlining the activities of the working groups so as to maintain effectiveness
- 4.2.6 There is a concern that the local community is insufficiently engaged or represented in the Partnership. This can be perceived locally as a lack of transparency, and potentially result in the loss of opportunities for better site management and community well-being. The perceived lack of communication and engagement with the commoners is of particular concern given that they are the main long-term managers of the upland landscape.
- 4.2.7 There is also a need to maintain effective contacts with ICOMOS UK, World Heritage UK and other World Heritage Sites both in Wales and elsewhere.

Opportunities

- 4.2.8 While the management structure as a whole has generally been fit for purpose, there are opportunities to further enhance the effectiveness of the Partnership's governance arrangements. The revised BILWHS Partnership Management Structure agreed by the Steering Group is set out in **Appendix G**.
- 4.2.9 The legacy of the Forgotten Landscapes Project, the success of the Community Museum and the Blaenavon World Heritage Environment Group, and the establishment of the Youth Ambassadors have created opportunities to engage the community more directly in the management of the WHS.

Policies and Actions

Policy 1.1: Maintain a management structure for the Partnership that is effective in protecting the OUV of the BILWHS and engages the local community in decision-making.

Actions:

- 1.1.1 *Implement streamlining of the Working Groups structure.*
- 1.1.2 *Maintain effective contacts with ICOMOS UK, World Heritage UK and other World Heritage sites.*

4.3 Risk Management. Emergency Preparedness and Monitoring

Needs

- 4.3.1 The separate owners of the principal heritage assets operate site-specific risk registers, means of managing risks and planning for disasters, while the overall risk of loss of WHS status is reviewed by Torfaen County Borough Council as the lead authority. However, risk management is not carried out for the landscape and its diverse assets. There is a need for the Steering Group to consider periodically the high-level risks to the assets of BILWHS and how they may be mitigated. Action is therefore needed to improve the coordination of condition reporting and of risk management.
- 4.3.2 While the 2013 UNESCO Periodic Review concluded that the OUV of the BILWHS has been maintained by the Partnership and that its condition is intact, the review highlighted a number of risk factors affecting the OUV of the Site that will require monitoring and management over the plan period (see **Table 4.1**)

Table 4.1: Summary of Risk Factors affecting the BILWHS (as at 2013)

Factor	Spatial Scale	Temporal Scale	Impact	Management Response	Trend
Renewable Energy Facilities (wind turbines)	Restricted (less than 10% of site)	One off or rare	Minor	High Capacity	Increasing
Water (erosion damage caused by surface water run off)	Restricted (less than 10% of site)	On going	Minor	Medium capacity	Increasing
Illegal activities (vehicle off-roading in the landscape)	Extensive (51 – 90% of site)	Frequent	Significant	Medium capacity	Decreasing
Deliberate Destruction of Heritage (fire caused by arson)	Localised (11 – 50% of site)	Intermittent or sporadic	Minor	Medium capacity	Static
Hyper-Abundant Species (bracken in the landscape)	Localised (11–50% of site)	On going	Minor	Medium capacity	Increasing

- 4.3.3 Effective monitoring is carried out on the state of conservation of the principal assets within the BILWHS by their respective owners. In addition, Cadw field monument wardens undertake monitoring of Scheduled Monuments within the WHS on a regular cycle and a broad overview of the condition of Listed Buildings is provided through the Cadw 5-year Buildings at Risk survey programme. There is a need to ensure that all components and landscape areas are assessed (including those in private ownership); key performance indicators established for monitoring the Site as a whole; and for information to be brought together systematically in such a way as to inform effective monitoring by the Partnership.

Opportunities

- 4.3.4 In order to improve the coordination of condition reporting and of risk management, a combined condition report should be created to identify the state of conservation of heritage assets against which changes can be monitored and measured, based on existing condition reporting methodologies within the site and models at other World Heritage Sites. Additionally, a combined register of high-level risks focused on OUV should be maintained to act as an additional tool in site-wide coordination and ensure that all key assets are subject to risk management and disaster planning. Both the risk register and condition monitoring should draw upon information already collected by partner organisations for their own heritage assets.
- 4.3.5 The Partnership is in an ideal position to coordinate the existing mechanisms by which partners separately monitor the condition of the Site's tangible and intangible heritage as identified on **Figure 4**. The current scheme involving volunteers undertaking active recording work to monitor the condition of historic assets provides considerable opportunities that could be used to drive initiatives over the lifetime of this Plan. With appropriate support, this programme of monitoring has considerable potential as a very direct way of involving local communities and people in the long-term management of the WHS.
- 4.3.6 The Partnership will use the key indicators set out in **Table 4.3** for monitoring the performance of the Management Plan in achieving the continued effective protection, conservation, presentation and transmission of the Site's OUV over the plan period (2018-2023).

Table 4.3 – Key Monitoring Indicators

INDICATOR	RESPONSIBILITIES/ACTIVITIES
Governance and Management of the World Heritage Site	
Annual review of action plan by the BILWHS Partnership's Steering Group.	Completion of actions recorded; creation of new actions to achieve objectives/policies.
Caring for the Blaenavon Industrial Landscape	
Number and condition of Scheduled Monuments in the BILWHS, including number of monuments at risk.	Cadw annual and quinquennial inspections.
Number and condition of Listed Buildings in the BILWHS, including number of buildings at risk.	Annual review undertaken by Cadw in conjunction with local planning authorities.
Number of scheduled monument consent applications within the BILWHS, and outcomes.	Cadw.
Number and type of planning applications within the BILWHS where impact on its OUV has been identified as a material consideration, and outcomes.	Data collated by local planning authorities.
Number and type of planning applications within the setting of the BILWHS where visual impact on its OUV has been identified as a material consideration, and outcomes.	Data collated by local planning authorities.
Expenditure on conservation and refurbishment of the BILWHS Components per annum.	Annual review of partner's financial plans.
Number, type and value of grants attracted to the BILWHS per annum.	Collated from various sources (e.g. Cadw, local authorities, Welsh Government).
Exploring and Enjoying the Blaenavon Industrial Landscape	
Number of visits to each of the main attractions within the BILWHS per annum.	Recorded by partners for each attraction.
Overall number of visits to the BILWHS per annum.	Based on total number of visits recorded by partners for each attraction.
Annual visitor satisfaction and awareness surveys at each of the main attractions within the BILWHS.	Undertaken by partners for each attraction.
Number of publications/published articles about the BILWHS produced per annum.	Recorded by partners.
Learning and Community Engagement in World Heritage	
Number and types of formal education events held in the BILWHS per annum.	Recorded by partners.
Feedback from attendees/organisers of formal education events held in the BILWHS.	Recorded by partners.
Number of volunteers engaged in community activities within the BILWHS, including recording work to monitor condition of historic assets.	Recorded by partners.
Number and type of community events that promote intangible heritage and cultural traditions held within the BILWHS per annum.	Recorded by partners.

4.3.7 The monitoring will be undertaken on an annual basis. The results of monitoring will be published online on the WHS section of the VisitBlaenavon website and via social media channels, alongside annual updates of the Action Plans.

Policies and Actions

Policy 1.2: Ensure effective condition monitoring, risk management and disaster planning for the site and its assets and areas.

Actions:

- 1.2.1 *Maintain a combined condition report and register of high-level risks focused on OUV across the site and ensure that all key assets are subject to risk management and disaster planning.*
- 1.2.2 *Implement the emerging system for monitoring the condition of the BILWHS currently under development and being actively tested between partners (TCBC, BBNPA and Cadw), including the volunteer monitoring arrangements.*

4.4 Contribution to Well-Being

- 4.4.1 The contribution of the governance and management theme to the Well-being Goals for Wales is summarised in **Table 4.1**.

Table 4.1 – Contribution of Management Plan Theme to Well-being Goals for Wales

WELL-BEING GOALS FOR WALES	CONTRIBUTION TO GOAL
Goal 6: A Wales of Vibrant Culture and Thriving Welsh Language – A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.	Effective governance and management in line with the principles set out in Box 4.1 will assist the Partnership in contributing to these well-being goals by protecting and promoting Welsh culture, heritage and language represented by the OUV of the BILWHS.
Goal 7: A Globally Responsive Wales – A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.	

- 4.4.2 This theme also makes a contribution to the relevant local Well-being Objectives for Torfaen and Monmouthshire as summarised in **Table 4.2**.

Table 4.2 – Contribution of Management Plan Theme to Local Well-being Objectives

Governance & Management

LOCAL WELL-BEING OBJECTIVES	CONTRIBUTION TO OBJECTIVE
Torfaen Public Service Board²⁵	
1. Develop a functional, connected network of natural areas that support the current and future well-being needs of local populations.	Protecting, conserving and enhancing the natural environment of upland landscapes within the Torfaen part of the BILWHS.
2 Develop adaptation and mitigation responses to the impacts of climate change.	All partners will work together to share expertise and knowledge to develop and deliver mitigation responses to the impacts of climate change on the BILWHS.
3. Provide children and young people with the best possible start in life.	Providing opportunities for positive childhood experiences and increasing healthy behaviours for residents of Torfaen in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS.
4. Support healthy lifestyles and enable people to age well.	Promoting opportunities for exploring and enjoying the cultural landscape; supporting people to live healthy and active lives where they can achieve their educational potential and become part of a healthy workforce contributing to wider economic wellbeing.
5. Tackle the inter-generational patterns of poverty and develop economic resilience.	Providing life-long learning and engagement opportunities in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS improving life opportunities for all people, allowing them to fulfil their potential.
6. Improve local skills through work-force planning, training, apprenticeships and volunteering opportunities.	Provide local opportunities for volunteering, supporting people to learn, develop new skills and access employment.
7. Create safe, confident communities and promote community cohesion.	Provide opportunities for engagement and inclusion that enables equality of opportunity as well as promoting good relations within the community.

LOCAL WELL-BEING OBJECTIVES	CONTRIBUTION TO OBJECTIVE
Monmouthshire Public Service Board²⁶	
1. Provide children and young people with the best possible start in life.	Providing opportunities for positive childhood experiences and increasing healthy behaviours for residents of Monmouthshire in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS.
2. Respond to the challenges associated with demographic change.	Provide a long term vision and strategy for sustainable management of OUV for communities within the WHS.
3. Protect and enhance the resilience of our natural environment whilst mitigating and adapting to the impact of climate change.	Protecting, conserving and enhancing the natural environment within the Monmouthshire part of the WHS. All partners will work together to share knowledge and expertise to develop and deliver mitigation responses to the impacts of climate change within the WHS.
4. Develop opportunities for communities and businesses to be part of an economically thriving and well-connected county.	Promoting sustainable economic development opportunities for rural communities and businesses within the Monmouthshire part of the WHS.

²⁵Well-being Plan for Torfaen 2018 – 2023

²⁶Monmouthshire Public Service Board Well-being Plan 2018

5.0 CARING FOR THE BLAENAVON INDUSTRIAL LANDSCAPE

5.1 Introduction

5.1.1 A key aim of the Partnership is to safeguard and manage the Blaenavon Industrial Landscape to protect and conserve its Outstanding Universal Value, and improve the future economic, social, environmental and cultural well-being and sustainability of the area. In pursuing this aim, the Partnership will adopt the principles for caring for the Blaenavon Industrial Landscape set out in **Box 5.1**.

Box 5.1 – Principles for Caring for the Blaenavon Industrial Landscape

The Partnership will work collaboratively to:

- **Fulfil the obligations of the World Heritage Convention to protect and conserve the OUV of the BILWHS and its transmission to future generations** through sustainable planning and management of the Site's historic landscape and built environment, including development of appropriate heritage management skills.
- **Increase awareness and understanding of the reasons why the Blaenavon Industrial Landscape needs to be protected and managed to sustain its OUV** by promoting the Statement of OUV to decision-makers (including national and local planning authorities and statutory undertakers), developers, land owners and the local community.
- **Protect the OUV, integrity and authenticity of the BILWHS and its setting from inappropriate development by effective use of the spatial planning system** to reflect the status of the WHS as a material consideration in the determination of planning applications, and inclusion of appropriate policies in Local Development Plans.
- **Apply the BILWHS Design Guide²⁷ and Cadw's Conservation Principles²⁸ to inform all development proposals and planning applications throughout the WHS** in order to ensure good quality design and appropriate maintenance, and to assist applicants in demonstrating how their proposals have minimised impact on the OUV of the Site or its setting, including on key views from and to the Site.
- **Ensure that Heritage Impact Assessments are undertaken in accordance with Cadw guidance²⁹** to identify impacts of proposed developments on the Site's OUV, integrity and authenticity, inform appropriate mitigation measures and to demonstrate consideration of alternatives.
- **Protect the OUV, integrity and authenticity of the BILWHS by keeping the statutory designation of specific historic components within the Site under review** (Listed Buildings, Scheduled Monuments and Conservation Areas).
- **Maintain and enhance the Site's natural resources and ecosystem services for the benefit of future generations** by contributing to Biodiversity and Ecosystem Resilience in line with the duty on public bodies under Section 6 of the Environment (Wales) Act 2016.

²⁷BILWHS Design Guide Supplementary Planning Guidance (TCBC, April 2011)

²⁸Conservation Principles for the Sustainable Management of the Historic Environment in Wales (Cadw, March 2011)

²⁹Heritage Impact Assessment in Wales (Welsh Government, Cadw, May 2017)

5.1.2 The main issues around the caring for the Blaenavon Industrial Landscape theme are:

- Protecting the Site and its Setting
- Managing the Upland Landscapes
- Enhancing the Blaenavon Townscape
- Conserving the Industrial Buildings and Infrastructure

5.1.3 The needs and opportunities related to caring for the Blaenavon Industrial Landscape are identified below, taking into account the needs of residents and businesses within Blaenavon, and its surrounding rural communities in the WHS, in relation to achieving the goals of the Well-being of Future Generations (Wales) Act 2015.

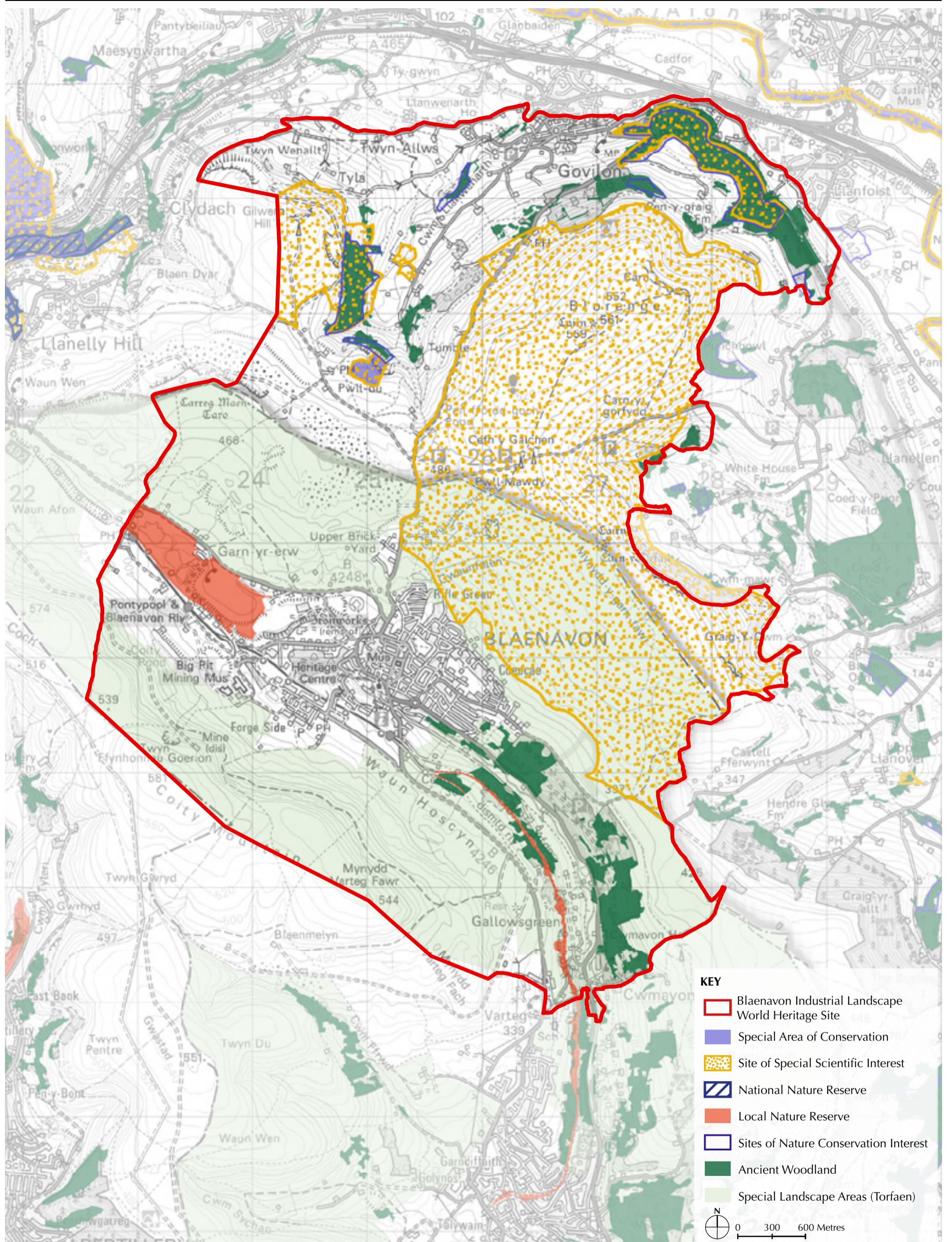
5.1.4 Policies for the protection and conservation of the Site's OUV through caring for the Blaenavon Industrial Landscape are also identified for each issue. The policies are supported by a list of related actions for projects and activities to be explored and delivered by partners over the plan period (details of lead partners, likely phasing, possible sources of funding and outcomes/indicators can be found in the Action Plan in **Section 8.0**).

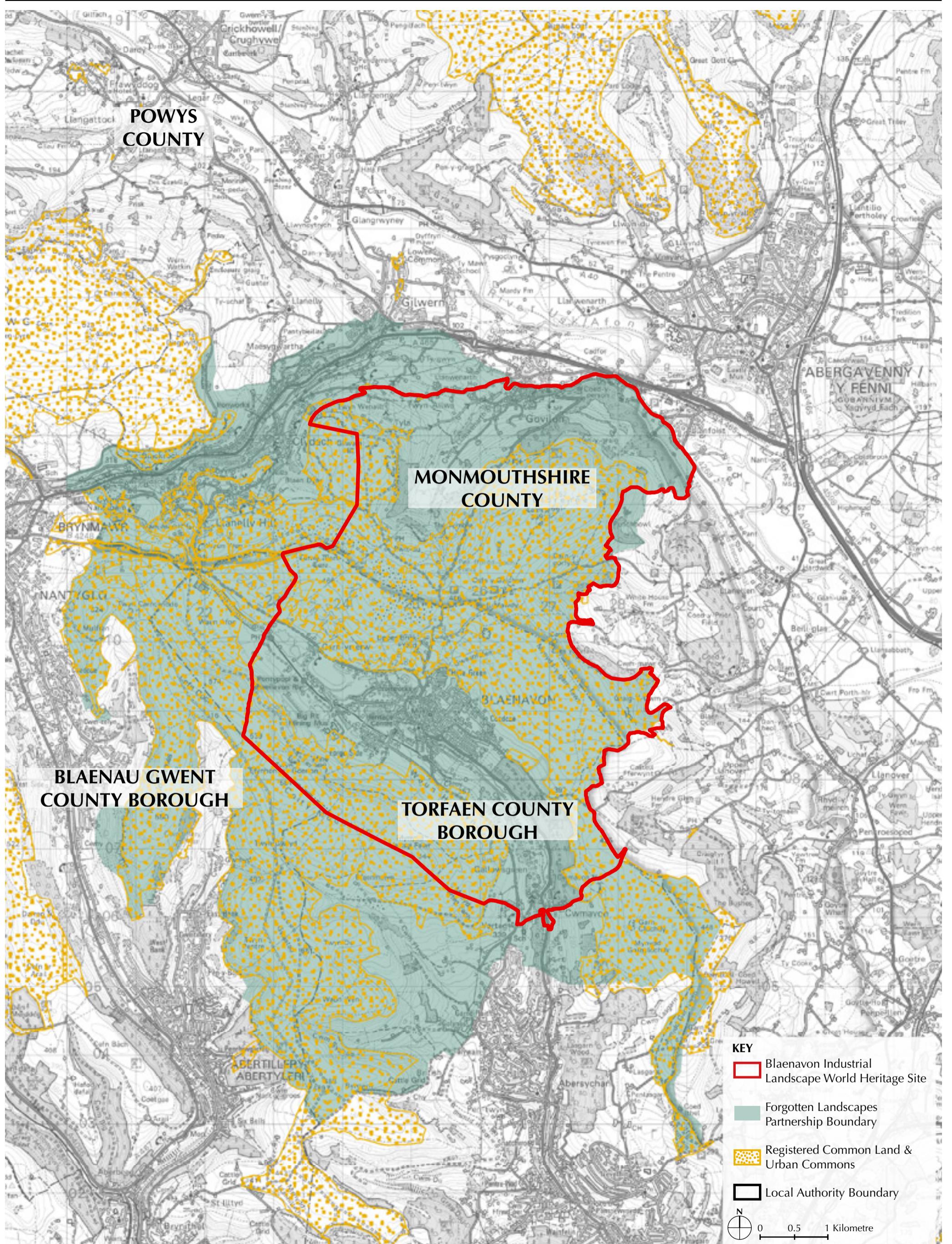
5.1.5 Historic environment assets within the BILWHS are shown on **Figure 5**. Natural heritage assets within the BILWHS are shown on **Figure 6**. The Forgotten Landscapes Partnership Area is shown on **Figure 7**.

5.2 Protecting the Site and its Setting

Needs

5.2.1 The WHS and its setting are afforded a high level of protection through the Town and Country Planning Act and the Local Development Plans of the four local planning authorities. Local Development Plan policies HE2 (Torfaen), LC2 (Monmouthshire) and SP3 (Brecon Beacons National Park) seek to protect the OUV of the BILWHS and its setting from inappropriate development. Specific historic assets and areas that are attributes of the Site's OUV are afforded protection through statutory designation as Scheduled Monuments, Listed Buildings or Conservation Areas. In addition to requiring planning consent, development or changes made to land and properties within the BILWHS may also require Scheduled Monument, Listed Building or Conservation Area consent.





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- 5.2.2 Since the time of the first Management Plan in 2000, it has become apparent that development outside but visible from the BILWHS could threaten its OUV, through the re-working of spoil heaps, open-cast mining, wind farms and other visually prominent landscape changes and installations. To date, such proposals have largely been successfully resisted in accordance with adopted Local Development Plan policies.
- 5.2.3 There is a need to ensure that all respective Local Development Plans contain appropriate policies to protect both the OUV of the BILWHS and its setting from inappropriate development. In support of Local Development Plan policies protecting the Site and its setting, there is a need to prepare a common Supplementary Planning Guidance document which provides parameters for development and general design guidance for the full extent of the BILWHS and its setting. Reference should be made to the Welsh Government's guidance on Managing the Setting of Historic Assets in Wales³⁰.

Opportunities

- 5.2.4 The wider area of common land managed by the Ironmasters for both mineral extraction and grouse shooting is an important aspect of the setting and integrity of the Site. The consideration of a "Buffer Zone" around the WHS as a mechanism to help address potential threats to OUV was proposed in the Management Plan 2011- 2016. Opportunity therefore exists to consider further research and dialogue within the Partnership to determine the case for a formal Buffer Zone, or an alternative approach of adopting a formal setting for the Site to ensure management of potential threats from inappropriate development in the setting of the Site to its OUV. The extent of such a Buffer Zone or other defined setting should be considered and emerging LDP policies and Supplementary Planning Guidance implemented to control threats to OUV inside and outside the boundaries of the Site.

Policies and Actions

Policy 2.1: Ensure that the Site and its setting are effectively protected from development that could threaten its OUV.

Actions:

- 2.1.1 *Ensure that planning measures and guidance relevant to the Site are understood and potential threats to the Site or its setting are controlled by LDP policies and joint Supplementary Planning Guidance where appropriate that may be adopted by all partners.*
- 2.1.2 *Consider implementing a Buffer Zone or other defined settings for the Site.*
- 2.1.3 *Expand existing BILWHS Design Guide SPG to include entire WHS.*

³⁰Managing the Setting of Historic Assets in Wales (Welsh Government, 2017)

5.3 Managing the Relict Industrial Landscape and the Uplands

Needs

- 5.3.1 The relict industrial landscape is a substantial contributor to the Site's OUV, setting the built heritage assets in their context. It has great potential to attract visitors and inspire learning. The entire upland area of open moorland is considered to be of considerable nature and geological conservation interest, large parts of which are designated as the Blaurenge Site of Special Scientific Interest. The Site contains a diverse flora and fauna owing to its great variety of habitats, from moorland to dense deciduous woodland, areas of open water and mines, caves and quarries. The importance of the natural environment in complementing the cultural landscape is increasingly recognised as a legacy of the Forgotten Landscapes Project (see **Box 5.2**).
- 5.3.2 However, some challenges in managing the landscape have intensified in recent years, in particular those associated with 'landscape crime' such as littering, erosion partly due to lack of surface water management, fly-tipping and arson, which are damaging archaeological remains and harming wildlife, and driving away visitors and affecting commoners. Landscape crime is an on-going risk to the landscape and its enjoyment by the public and there is a need to tackle these anti-social behaviour challenges effectively.
- 5.3.3 Based on recent monitoring of Scheduled Monuments by Cadw, incidences of damage caused by off-road vehicles is a particular current concern requiring active intervention. Consideration may be needed to specifically target such illegal activities directly affecting Scheduled Monuments, which are themselves key attributes of the WHS including designated spoil tips.

Box 5.2 – The Forgotten Landscapes Project

The Forgotten Landscapes Project was a landscape-scale initiative funded by the Heritage Lottery Fund and Welsh Government, which delivered landscape (natural and built environment), education, access and training benefits for management of common land in upland areas within and around the BILWHS between 2010 and 2015. The area chosen for the Forgotten Landscapes Scheme was centred on the BILWHS (see **Figure 7**), and extended beyond the Site to include the surrounding moors and commons and the nearby Clydach Gorge. Roughly half of the Scheme area fell within the Brecon Beacons National Park with the remainder falling within Torfaen County Borough, Monmouthshire County and Blaenau Gwent County Borough. The total Scheme area was 71km², compared with the 33km² covered by the BILWHS. There is a requirement to sustain project benefits over a further 5-year period to 2020, and a legacy study³¹ was commissioned to explore options for creating a commons based legacy enterprise as part of a wider mix of income generation opportunities.

³¹Beyond Forgotten Landscapes – a Legacy Study (Commons Vision Ltd and University of Gloucestershire for Torfaen County Borough Council on behalf of the Forgotten Landscape Project, Consultation Draft, November 2013)

- 5.3.4 There are also concerns about the effects of vegetation growth on the appearance of the relict landscape and the visibility of its features, particularly with regard to the spread of bracken and trees and scrub.
- 5.3.5 The natural and cultural environment needs to be managed holistically, for example understanding where and how scrub and tree colonisation may be acceptable without compromising historic landscape character, controlling bracken on historic features while protecting other flora and fauna, and geological features, and clearing vegetation from footpaths and cycle tracks. Failures to coordinate heritage considerations with other priorities have occurred in some place (for example, the partial demolition, presumably on safety grounds, of a WWII resistance ‘zero station’ on the Blorenge).
- 5.3.6 The key challenge facing commoners on the upland landscapes within the BILWHS is the necessity to sustain viable land management regimes. The uncertainties around post-Brexit funding for agri-environmental schemes are a key risk to land management in the Site.

Opportunities

- 5.3.7 There is an opportunity to build on experience developed during recent police initiatives and the Forgotten Landscapes Project to deter landscape crime, with benefits in protecting assets and supporting visitors, volunteers and legitimate land users.
- 5.3.8 The contribution of volunteers to the Site offers great potential, as represented by the Blaenavon World Heritage Environment Group and volunteers supported by the National Park (see **Box 5.3**), Torfaen County Borough Council, the Wildlife Trust, Canal & River Trust and Cadw, for example repairing drystone walls, clearing vegetation and monitoring condition. There is an opportunity to develop this and at the same time to better support and communicate with the Commoners, who can contribute to the management of the site by monitoring change, notifying of problems and giving advice.

Box 5.3 – ‘Skills in Action’ Conservation Traineeships

The Heritage Lottery Fund awarded funding to the Brecon Beacons National Park Authority to provide 12 year-long, salaried, conservation traineeships per year for three years from 2014-2017. The ‘Skills for the Future’ grant was for the ‘Skills in Action’ Partnership which includes the Brecon Beacons and Pembrokeshire Coast National Park Authorities, Torfaen County Borough Council and the Canal & River Trust. It provides individuals with hands-on work based experience in conservation and estate management. This combines the attainment of a Level 2 City and Guilds qualification in conservation management with the opportunity to learn new skills and acquire knowledge by working as part of the estate and conservation management teams. The traineeship is aimed at those interested in pursuing a career in practical conservation and estate management or similar work. The project recruits primarily from local populations and the placements are awarded to those who seem most likely to benefit from the opportunity. Skills in Action trainees are working alongside wardens undertaking a range of practical conservation management work throughout the year.

- 5.3.9 The potential to support and enhance the roles of volunteers can be best achieved by having a coordinator across existing programmes. Professional leadership can support skills development in conservation and land management that increases satisfaction for volunteers and employability for job-seekers.
- 5.3.10 As a legacy from the Forgotten Landscapes Project, there is an opportunity to develop a Tree Management Strategy that identifies a detailed ten year programme of action for vegetation removal works from historic landscape structures on a systematic basis. It is important that natural heritage and biodiversity issues are considered alongside cultural heritage in determining holistic approaches to tree management in the BILWHS.
- 5.3.11 There is also an opportunity, subject to resources, to implement the existing Bracken Management Plan.
- 5.3.12 In the short-term, there is an opportunity to influence the Welsh Government’s current ‘Future Landscapes Wales’ programme on potential new sustainable land management schemes for replacing existing agri-environmental schemes in protected landscapes (National Parks and AONBs). There is a case for the replacement scheme to also apply across World Heritage Sites in Wales, subject to what the UK Government decides to fund.

Policies and Actions

Policy 2.2: Improve the care and management of the relict upland landscape, particularly with regard to landscape crime, vegetation growth and climate change adaptation.

Actions:

- 2.2.1 *Build on recent experience to develop and resource a programme to deter and mitigate landscape crime, including littering, fly-tipping, arson and off-roading.*
- 2.2.2 *Develop strategies for the holistic management of the natural and cultural environment (including a Tree Management Strategy) and seek resources to implement the Bracken Management Plan.*
- 2.2.3 *Enhance support and coordination for voluntary environmental work in the BILWHS.*
- 2.2.4 *Adopt the toolkit previously developed for undertaking work on common land.*
- 2.2.5 *Make the case to Welsh Government for potential post-Brexit sustainable land management schemes to apply to World Heritage Sites.*
- 2.2.6 *Develop a Heritage Ambassadors scheme for the BILWHS that supports young people in developing heritage management skills.*

5.4 Enhancing the Blaenavon Townscape

Needs

- 5.4.1 The overarching need is to protect the Blaenavon townscape and its individual buildings that are identified as attributes of the Site's OUV. As shown on **Figure 5**, the Blaenavon townscape is afforded statutory protection through designation as a Conservation Area and many of its buildings are designated as Listed Buildings of special architectural or historic interest.
- 5.4.2 The town of Blaenavon is at the heart of the World Heritage site and there are strong synergies between conservation of the historic fabric and the economic, physical and cultural regeneration of the town. Considerable improvements have been made to the character and appearance of the Blaenavon townscape since 2000. However, a number of buildings around the town remain derelict, including key elements in the townscape. Appropriate action should be taken to address those assets identified at greatest risk of loss in order to protect and conserve the OUV of the Site.
- 5.4.3 The single most significant need is to seek a viable and sustainable end use for Ty Mawr to avoid it falling beyond repair. There is also a need to enhance the appearance of properties such as the Workmen's Hall and shops in Broad Street.
- 5.4.4 An updated Conservation Area Appraisal and Management Plan has been prepared for

the Blaenavon Town Centre Conservation Area (2017 – 2022) which contains within its boundaries a number of the key components of the WHS. The Plan identifies key assets, issues and opportunities within the Conservation Area and outlines recommendations for future management and enhancement of the areas architectural and historic character. There is a need to ensure that the Plan is coordinated with other initiatives which supports the ongoing management of the Conservation Areas character and the key Components of OUV that are located within its boundaries.

- 5.4.5 The lack of maintenance of a number of key properties within the town centre is becoming a concern and it is recommended that these be monitored and that the partnership works with the owners of these buildings to enable them to achieve a higher standard of maintenance in future. To support this a Management & Maintenance Plan has been prepared for the Conservation Area detailing how in exercising its duties, Torfaen Council and its partners will pay due regard to preserving and enhancing the character of the Conservation Area. The Plan contains a costed 10 year Action Plan (2018-2028) detailing delivery responsibilities, costs and timescales for delivering management and maintenance objectives.
- 5.4.6 Regular monitoring of the condition, character and use of the Conservation Area is vital to ensure that it is being sufficiently protected, conserved and enhanced. There is a real risk that the special characteristics contributing to the Conservation Area could be eroded by incremental changes and so a combination of regular monitoring and enforcement actions is required. The monitoring that the Council proposes to undertake, with significant voluntary participation included, is presented within the Management and Maintenance Plan. These measures will be used to monitor and provide an analysis of the impact of Torfaen Council's approach to managing the special character and appearance of Blaenavon Town Centre Conservation Area.

Opportunities

- 5.4.7 A critical opportunity is to conserve and achieve a new sustainable reuse for Ty Mawr through a secure business plan, energetic fund raising, full support from the local authority and creativity and skill from the local community. The solution might consist of mixed use to support regeneration and heritage objectives (such as hostel accommodation and/or an outdoor pursuits/field studies centre and/or catering with rooms displayed as a visitor attraction).

- 5.4.8 The funding secured from the Heritage Lottery Fund in 2018 for delivery of the Blaenavon Townscape Heritage Programme presents an opportunity to support local businesses and residents by creating a more attractive, vibrant and viable town, encouraging new business development and employment, as well as encouraging local people and visitors to learn about, use and support the town. In addition to supporting the strategic aim of Blaenavon becoming a cultural tourism destination, the funding has the potential to boost footfall and trade in the town, which not only would have a powerful effect on local pride but also on local economic prosperity in Blaenavon. The Townscape Heritage Programme aims to:
- Tackle the poor condition of key properties within the town's main commercial area in Broad Street by offering grant support to businesses and residents for conservation-based property improvement works.
 - Support opportunities for the community to find out more about their townscape heritage and give local people the chance to learn new skills.
 - Provide a variety of local volunteering opportunities and community events that explore the social history associated with the development of the town.
- 5.4.9 Empty shop windows could be used as additional display space for the community museum, improving the attractiveness of the town and making greater use of reserve collections.
- 5.4.10 Vegetation in St Peter's cemetery and around Bethlehem Chapel could be managed to enhance natural habitats, conserve an important facet of the town's social history and provide an additional amenity resource adjacent to the Blaenavon World Heritage Centre.

Policies and Actions

Policy 2.3: Continue to enhance the heritage value and public amenity of the Blaenavon townscape.

Actions:

- 2.3.1 *Develop and seek to implement a plan for the conservation and sustainable use of Ty Mawr.*
- 2.3.2 *Promote the sensitive repair, reuse and reinstatement of lost heritage features to key buildings in the townscape, particularly in and around Broad Street with support from the HLF Townscape Heritage Initiative.*
- 2.3.3 *Improve paths, open space and signage around the townscape, including managing the vegetation in St Peter's cemetery.*
- 2.3.4 *Consider opportunities to furnish empty shop windows with suitable reserve collection items from the Community Museum or other community groups.*
- 2.3.5 *Continue to support maintenance and improvements of the Workmen's Hall.*
- 2.3.6 *Implement recommendations of the Blaenavon Town Centre Conservation Area Appraisal & Management Plan (2017 – 2022) including its associated Management and Maintenance Plan.*

5.5 Conserving the Industrial Buildings and Infrastructure

Needs

- 5.5.1 The overarching need is to protect all the industrial buildings and infrastructure that are identified as attributes of the Site's OUV. As shown on **Figure 5**, many of these industrial buildings and infrastructure features within the BILWHS are afforded statutory protection through designation as Scheduled Monuments of national importance, as Listed Buildings of special architectural or historic interest or inclusion within the Blaenavon Town or Cwmavon Conservation Areas.
- 5.5.2 The achievements in conserving the industrial buildings and infrastructure features since the Site was inscribed have been remarkable, and overall these are in better condition than ever before. They include conservation of the Ironworks and Big Pit, restoration of the iron bridge, consolidation of canal embankments and the extension of the railway. These assets need to be maintained, and some further assets still have conservation needs. A coordinated approach to condition monitoring will help the Partnership take a consistent approach to prioritising conservation works.
- 5.5.3 Although there have been considerable achievements in conserving industrial buildings and infrastructure in recent years, there is also ongoing deterioration of some features for which active conservation continues to be necessary to tackle the slow incremental damage caused by vegetation encroachment, footpath erosion, damage by off-road vehicles, vandalism, crumbling of masonry and the impacts of water erosion. Several historic assets require active conservation such as the Powder House, the electrical power house at Foregside and features at the Ironworks.
- 5.5.4 There is a need to draw together information on condition and risk to heritage assets for the Site as a whole, and to take appropriate action to protect and conserve the OUV of the Site.
- 5.5.5 Continued recruitment and training is needed to provide the specialist skills in conservation and industrial heritage required at Big Pit National Coal Museum,
- 5.5.6 Major works continue to be carried out to ensure the integrity of the canal embankments and reduce water loss. These works are particularly important given the actual and predicted impact of climate change. A ten year programme of repair works would allow the development of appropriate skills to care for the pre 1919 structures.

- 5.5.7 There is an increasing awareness of the need to collect artefacts and oral testimony related to the industrial history of the area while this is still possible, which is a key component of the Site's intangible heritage as identified on **Figure 4**.

Opportunities

- 5.5.8 It is important to maintain the ongoing programme of conservation works at the Ironworks including consolidation of fragile remains; consideration may also be given to converting North Row and Engine Row to sympathetic uses and providing animation at the Balance Lift.
- 5.5.9 There is an opportunity through the new apprenticeships at Big Pit National Coal Museum to recruit and train miner-guides in visitor engagement and underground maintenance skills. There is also an opportunity to build on this, and the Canal & River Trust's apprentice scheme, to develop a BILWHS Heritage Ambassadors scheme that supports young people in developing heritage management skills to replace key skills lost as older people leave the sector.
- 5.5.10 There are opportunities for the museums to work in partnership to secure the intangible heritage of Blaenavon as identified on **Figure 4**; secure objects related to the industrial history of Blaenavon's community; and carry out oral history projects to capture memories.
- 5.5.11 There may also be opportunities for further extension of the railway and restoration of the Monmouthshire & Brecon Canal from Pontymoile to Newport and Risca.

Policies and Actions

Policy 2.4: Continue to conserve the industrial building and infrastructure of Blaenavon.

Actions:

- 2.4.1 *Maintain the Ironworks in a stable condition through implementation of a programme of conservation to consolidate fragile remains.*
 - 2.4.2 *Develop a BILWHS Heritage Ambassadors scheme that supports skills-based heritage management apprenticeships for young people.*
 - 2.4.3 *Undertake programme of maintenance works to ensure that operation of the canal is not threatened by failure of embankments or changes in water supply.*
 - 2.4.4 *Continue to collect artefacts and oral testimony to enhance the understanding of the industrial history of the area.*
- 2.4.5 Promote the conservation of heritage assets at risk, such as the Powder Store and Forgeside electrical power house.

5.6 Contribution to Well-Being

- 5.6.1 The contribution of the caring for the Blaenavon Industrial Landscape theme to the Well-being Goals for Wales is summarised in **Table 5.1**.

Table 5.1 – Contribution of Management Plan Theme to Well-being Goals for Wales

WELL-BEING GOALS FOR WALES	CONTRIBUTION TO GOAL
<p>Goal 1: A Prosperous Wales – An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.</p>	<p>The WHS landscape has been mined and farmed for generations, providing employment and food for its communities. The well-being of the farming community is important to the future of the landscape and communities of the WHS. The cultural landscape attracts visitors thereby also making it an important economic asset. Together with Torfaen County Borough Council and the Pembrokeshire Coast National Park Authority, the Brecon Beacons National Park Authority successfully secured funding from the HLF to provide 12 No. year-long salaried conservation traineeships for each of the next three years 2014-2017, which equate to 36 in total (see Box 5.3).</p>
<p>Goal 2: A Resilient Wales – a nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).</p>	<p>Biodiversity provides numerous benefits to the BILWHS. Agriculture relies on soil formation, nutrients, water flow and pollination. The upland parts of the WHS play a significant role in water storage, quality and release, providing a natural defence against both drought and flood. So long as they remain free from the effects of heavy grazing, upland peat bogs store carbon and combat atmospheric pollution and illegal fires. They capture atmospheric carbon which helps mitigate the effects of climate change. Improved biodiversity enhances enjoyment and recreational opportunities. All of these services contribute to the social and economic well-being of the BILWHS. Investing in education and interpretation aimed at preventing biodiversity loss not only enriches the visitor experience but also improves the knowledge of natural processes which increases the opportunities to develop innovative solutions.</p>

WELL-BEING GOALS FOR WALES	CONTRIBUTION TO GOAL
Goal 3: A Healthier Wales – a society in which peoples physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.	The Management Plan aims to maintain a high quality landscape setting for the industrial heritage components that are attributes of the Site's OUV. Accessing the health and well-being benefits of a high quality natural environment is considered further under Theme 3.
Goal 6: A Wales of Vibrant Culture and Thriving Welsh Language – A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.	The cultural landscape is a valuable asset and the primary reason for inscription of the area as a WHS. The SoOUV (Section 2.0) recognises the landscape's relationship with human beings over time.

5.6.2 This theme also makes a contribution to the relevant local Well-being Objectives for Torfaen and Monmouthshire as summarised in **Table 5.2**.

Table 5.2 – Contribution of Management Plan Theme to Local Well-being Objectives

Caring for BIL

LOCAL WELL-BEING OBJECTIVES	CONTRIBUTION TO OBJECTIVE
Torfaen Public Service Board³²	
1. Develop a functional, connected network of natural areas that support the current and future well-being needs of local populations.	Protecting, conserving and enhancing the natural environment of upland landscapes within the Torfaen part of the WHS.
2 Develop adaptation and mitigation responses to the impacts of climate change.	Maintaining and enhancing the WHS's natural environment and ecosystem services for the benefit of future generations by contributing to biodiversity and ecosystem resilience.
3. Provide children and young people with the best possible start in life.	Providing opportunities for positive childhood experiences and increasing healthy behaviours for residents of Torfaen in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS.
4. Support healthy lifestyles and enable people to age well.	Managing a high quality built and natural environment that enables access to health and well-being opportunities.

LOCAL WELL-BEING OBJECTIVES	CONTRIBUTION TO OBJECTIVE
	Caring for the Blaenavon Industrial Landscape in line with the principles set out in Box 5.1 will assist the Partnership in contributing to this well-being objective by:
5. Tackle the inter-generational patterns of poverty and develop economic resilience.	Providing life-long learning, volunteering and engagement opportunities in relation to the built and natural heritage of the WHS improving life opportunities for all people, allowing them to fulfil their potential and become part of a healthy workforce contributing to wider economic wellbeing.
6. Improve local skills through work-force planning, training, apprenticeships and volunteering opportunities.	Providing life-long learning, volunteering and engagement opportunities linked to the built and natural heritage of the WHS.
7. Create safe, confident communities and promote community cohesion.	Provide opportunities for engagement and inclusion that enables equality of opportunity as well as promoting good relations within the community.
Monmouthshire Public Service Board³³	
1. Provide children and young people with the best possible start in life.	Providing opportunities for positive childhood experiences and increasing healthy behaviours for residents of Monmouthshire in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS.
2. Respond to the challenges associated with demographic change.	Providing life-long learning and engagement opportunities in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS.
3. Protect and enhance the resilience of our natural environment whilst mitigating and adapting to the impact of climate change.	Protecting, conserving and enhancing the natural environment within the Monmouthshire part of the WHS. All partners will work together to share knowledge and expertise to develop and deliver mitigation responses to the impacts of climate change within the WHS.
4. Develop opportunities for communities and businesses to be part of an economically thriving and well-connected county.	Promoting sustainable economic development opportunities for rural communities and businesses within the Monmouthshire part of the WHS.

³²Well-being Plan for Torfaen 2018 – 2023

³³Monmouthshire Public Service Board Well-being Plan 2018

6.0 EXPLORING AND ENJOYING THE BLAENAVON INDUSTRIAL LANDSCAPE

6.1 Introduction

6.1.1 A key aim for the Partnership is to promote the BILWHS as a unique cultural tourism destination for exploring and enjoying the area's outstanding industrial heritage, museums and distinctive outdoor experience in an attractive landscape, thereby helping to support sustainable economic regeneration and well-being by increasing footfall across the Site and encouraging new businesses to locate in Blaenavon. This aim is supported by the Welsh Government's Partnership for Growth Strategy for Tourism 2013-2020. In pursuing this aim, the Partnership will adopt the principles for exploring and enjoying the Blaenavon Industrial Landscape set out in **Box 6.1**.

Box 6.1 – Principles for Exploring and Enjoying the Blaenavon Industrial Landscape

The Partnership will work collaboratively to:

- **Fulfil the obligations of the World Heritage Convention to present the OUV of the BILWHS and its transmission to future generations** through sustainable tourism and visitor management.
- **Ensure the exemplary management of visitors to the BILWHS** to take full account of the economic, social and environmental impacts of tourism in addressing the needs of visitors, the industry and host communities in accordance with the goals of the Well-being of Future Generations (Wales) Act.
- **Adopt a destination approach to the planning, development and management of sustainable tourism for the BILWHS, as reflected in the local Destination Management Plans, and based on stakeholder engagement and community empowerment** in line with the principles of the UNESCO World Heritage and Sustainable Tourism Programme.

6.1.2 The main issues around the exploring and enjoying the Blaenavon Industrial Landscape theme are:

- Developing the market for the WHS
- Developing the visitor offer within the WHS
- Marketing and promoting the WHS

6.1.3 The needs and opportunities related to exploring and enjoying the Blaenavon Industrial Landscape theme are identified below, taking into account the needs of residents and businesses within Blaenavon, and its surrounding rural communities in the WHS, in relation to achieving the goals of the Well-being of Future Generations (Wales) Act 2015.

- 6.1.4 Policies for the presentation and transmission of the Site's OUV through exploring and enjoying the Blaenavon Industrial Landscape are also identified for each issue. The policies are supported by a list of related actions for projects and activities to be explored and delivered by partners over the plan period (details of lead partners, likely phasing, possible sources of funding and outcomes/indicators can be found in the Action Plan in **Section 8.0**).
- 6.1.5 The main visitor attractions in the BILWHS are shown on **Figure 8**. Key access and recreation facilities within the BILWHS are shown on **Figure 9**.
- 6.1.6 This section should be read in the context of the tourism data for the BILWHS set out in **Appendix F**. This includes the results of the STEAM (Scarborough Tourism Economic Activity Monitor) research undertaken for the BILWHS in 2015, and a summary of anecdotal visitor information/data gathered from consultations with attractions and accommodation providers in 2017.

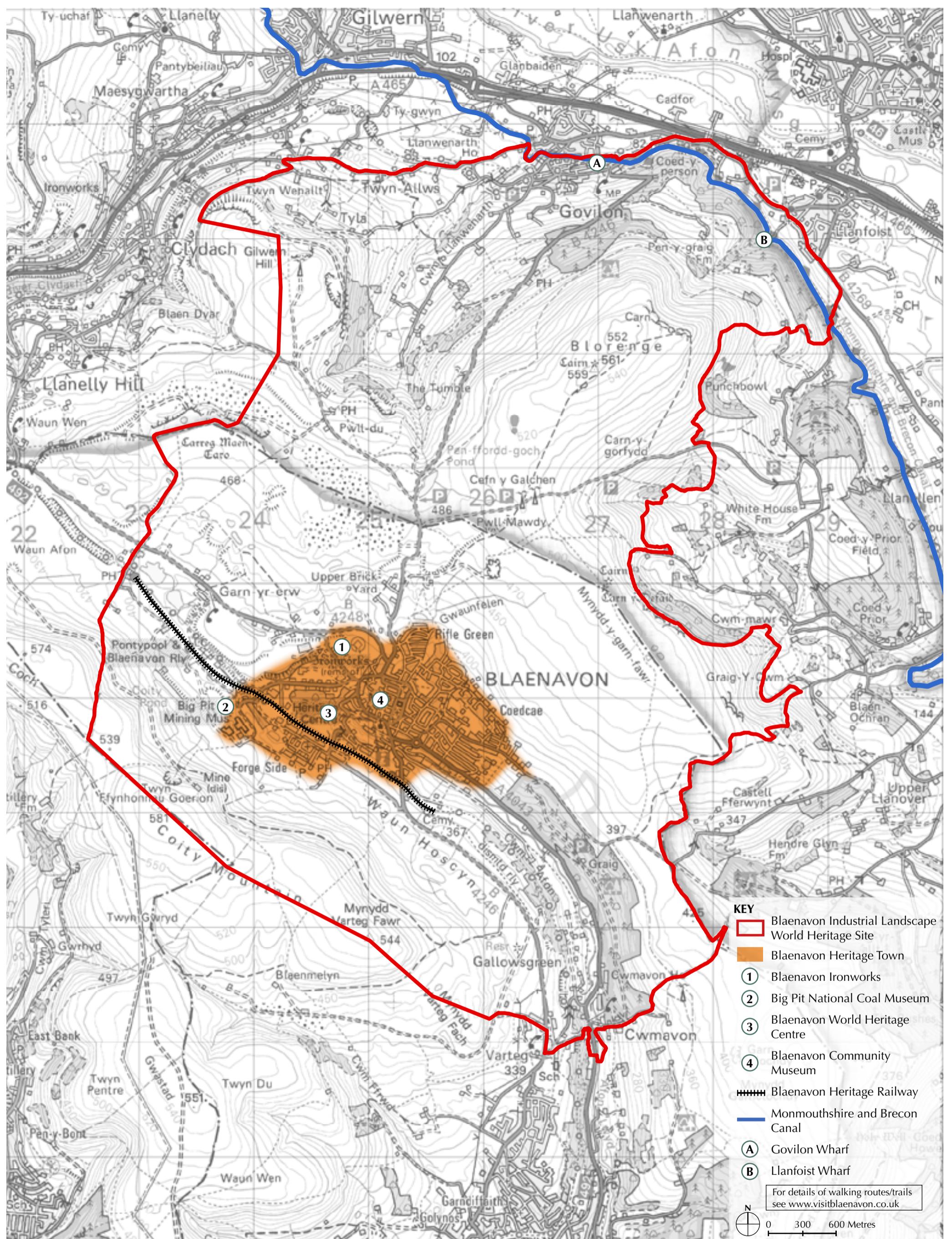
6.2 Developing the Market for the World Heritage Site

Needs

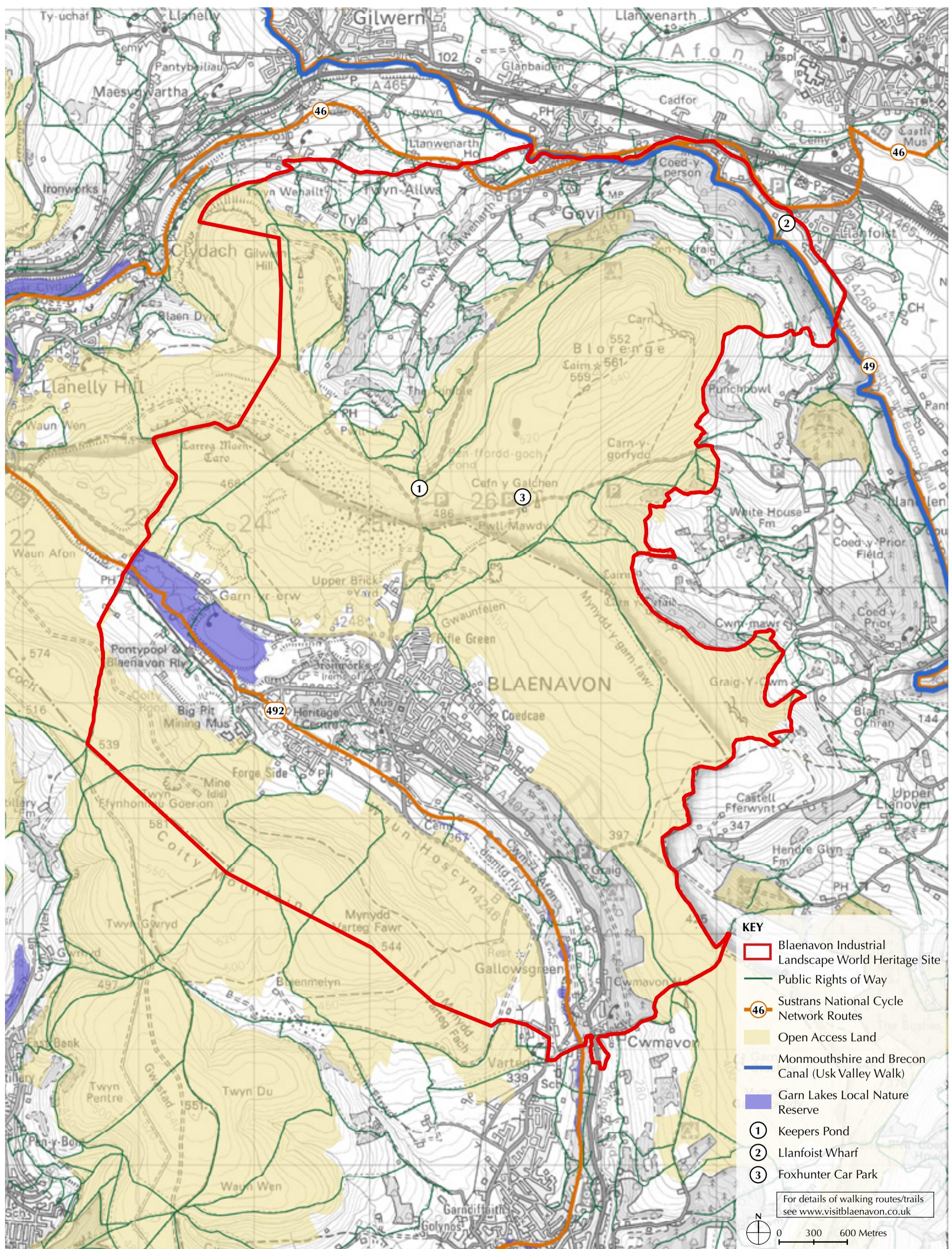
- 6.2.1 There is a large body of documented evidence and data setting out the socio-economic challenges faced in Blaenavon. The overriding need is for tourism to contribute to a broad economic development initiative within the WHS and the broader objectives on the well-being agenda. It has a key role to play in changing the perceptions of investors in the BILWHS as well as creating employment in its own right. This will involve increasing visitor footfall in a sustainable manner in the WHS, seeking to focus visitor interest on Blaenavon in order to maximise income, as well as the individual attractions, to help support businesses and jobs in the town.

Opportunities

- 6.2.2 The Cadw Pan-Wales heritage interpretation plan 'Wales - The first industrial nation' identified that only 29% of cultural tourists are 'pure' cultural tourists who visit for a specific cultural activity. 70% of tourists are 'casual' or 'accidental' cultural tourists who either visit a cultural destination out of general interest, or visit and then become interested. In the BILWHS, more casual and accidental cultural tourists could be attracted by highlighting the attractive natural environment of the area, supplementing the specialist appeal of the industrial heritage.



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- 6.2.3 The WHS offers a wide variety of landscapes, geological features and flora and fauna, with opportunities for formal and informal outdoor activities (walking, cycling and other niche activities) with the exceptional added value of exploring industrial heritage of international significance while undertaking those activities. The existing brand should not be diluted but its brand values can be extended more effectively to reflect all the inherent values of interest to potential visitors informed by the proposed market research.
- 6.2.4 This combination of industrial heritage and attractive landscape is what differentiates the site from other attractive natural landscapes within the National Park and elsewhere. By reaching out more actively to this much larger market as well as the specialist industrial heritage market, the opportunity to drive footfall in the WHS is maximised. This approach also supports the health and environmental objectives of the well-being agenda by encouraging more local people to take exercise and appreciate the landscape.
- 6.2.5 In partnership with Visit Wales, the Castles and Town Walls of King Edward in Gwynedd WHS and the Pontcysyllte Aqueduct and Canal WHS, a key aim is to attract visitors from national and international markets by working together with other UK Sites through organisations such as World Heritage UK. In addition, there is an opportunity to more fully promote the BILWHS to the large resident and visitor populations in neighbouring areas, working collaboratively with partners elsewhere in the City region and the Brecon Beacons National Park. This partnership approach is in line with national tourism policy³⁴ and the emerging Destination Management Plans in Torfaen and adjoining areas.
- 6.2.6 The BILWHS Partnership led on the “Valleys that Changed the World” initiative, which is part of the European Route of Industrial Heritage. The partnership promoted the BILWHS as the gateway to South Wales’ industrial heritage through a series of promotional campaigns, as well as developing a web presence and printed promotional material.

³⁴Partnership for Growth: Strategy for Tourism 2013-2020, Welsh Government, updated 2016. This national strategy focuses on the promotion of distinctive destination brands and experiences to meet market needs. It prioritises the domestic holiday market (taking a tightly targeted approach in international markets) and highlights the importance of developing heritage and cultural experiences, investing in the visitor experience and accommodation provision at landmark heritage sites and attracting new high profile events and developing existing events.

Policies and Actions

Policy 3.1: Support, improve and develop the existing tourism attractions and future tourism businesses related to the industrial heritage of the WHS in line with market needs.

Actions:

- 3.1.1 *Support the Blaenavon Community Museum in its work relevant to the WHS's outstanding universal value.*
- 3.1.2 *Develop the Workmen's Hall as a major cultural centre for the arts, showcasing the area's living cultural heritage e.g. brass bands, male voice choirs etc through a variety of events in conjunction with the Community Museum and Blaenavon World Heritage Centre.*
- 3.1.3 *Support Big Pit National Coal Museum, the most popular site in the WHS, to undertake essential infrastructure works, a new gateway, environmental improvements, provide access to the conservation stores and employ new apprentice guides.*
- 3.1.4 *Improve physical and intellectual access to the heritage of the Blaenavon Ironworks and develop the site as the focal point within the industrial landscape.*
- 3.1.5 *Support the long-term ambition of the Pontypool & Blaenavon Railway to extend the line to the north and south and also offer a longer operating season, allied to the provision of related engineering training opportunities.*
- 3.1.6 *Support the WHS Heritage Centre's role as the primary gateway for tourists to the BILWHS.*
- 3.1.7 *Expedite the short-term proposals for protection, and long-term proposals for full restoration, of the Monmouthshire & Brecon canal.*
- 3.1.8 *Continue to work in Partnership with key partners including Visit Wales and Visit Britain in promoting the WHS to target domestic and overseas markets supporting new tourism business development and employment.*
- 3.1.9 *Support the implementation of Destination Management Plans for Torfaen, Monmouthshire and the Brecon Beacons National Park.*
- 3.1.10 *Support the Valleys that Changed the World/ERIH South Wales Regional Route initiatives to promote the South Wales region's industrial heritage as an entity involving local communities.*

6.3 Developing the Visitor Offer within the World Heritage Site

Needs

- 6.3.1 The overriding need under this theme is to enhance the quality of the experience by raising standards and capitalising on existing resources. There is a need to support, improve and develop the existing tourism attractions and related facilities within the WHS in line with market needs and relevant Destination Management Plans.

Opportunities

- 6.3.2 There are opportunities under this theme to enhance the existing heritage attractions, the town and the outdoor activities along with opportunities for improving interpretation of the natural and industrial heritage across the WHS and providing accommodation to encourage more staying visitors.
- 6.3.3 In terms of the existing attractions, there is a need to support the Community Museum, Big Pit National Coal Museum, the Ironworks and the Blaenavon Railway in their various plans for improvement of their visitor offers; and for the Blaenavon World Heritage Centre to continue providing an excellent information service for the WHS, the individual sites and various cultural and outdoor activities. The town should be enhanced as a destination in its own right with the right infrastructure and services.
- 6.3.4 The emphasis in outdoor activity should be on improving the main walking and cycling offers along with providing support, as appropriate, for the wide range of other niche activities including natural history, birdwatching, canoeing, mountain biking, boating, caving, hang-gliding, orienteering etc. Proposals for increasing participation in outdoor recreational activities should include adequate conservation measures to ensure protection of the Site's vulnerable upland landscapes and historic assets.
- 6.3.5 Other key visitor trends which the BILWHS could take advantage of include clean air breaks, micro-adventures, transformative travel (fitness breaks related to iron man competitions, marathons and wellness breaks for detoxing/relaxation) and links with Visit Wales' thematic years. The successful development and promotion of these attractions and activities will help create opportunities for new visitor accommodation.
- 6.3.6 There is a real opportunity to capitalise upon the important, hidden resource which is the local community. Evidence suggests that visitors who engage with local residents are given a great welcome and take away a distinctive experience. This means building on the volunteer initiatives of BWHEG, the Blaenavon Town Team, the Blaenavon World Heritage Centre and Workmen's Hall Committees and others, providing Ambassador training and organising opportunities for engagement with visitors, most notably through guided tours.

Policies and Actions

Policy 3.2: Present Blaenavon town centre as the community focus in the industrial landscape; an attraction in its own right.

Actions:

3.2.1 *Enhance public transport access to Blaenavon, notably from Abergavenny.*

- 3.2.2 *Implement the proposed coach parking plans in Blaenavon.*
- 3.2.3 *Review proposals and explore funding opportunities for the restoration of Ty Mawr as a key heritage asset in the WHS.*
- 3.2.4 *Support other physical improvements to the town centre that supports footfall and investment.*
- 3.2.5 *Review condition and effectiveness of the promoted pedestrian links between the town centre and Big Pit to include route condition and waymarking, current maintenance, use and any barriers to use; and develop actions as a result of the review to improve pedestrian connectivity and use of promoted routes.*
- 3.2.6 *Make the road through the Gilchrist-Thomas estate more attractive for visitors (rationalisation of parking, landscaping etc.).*
- 3.2.7 *Support and coordinate local volunteers, creating a new team of WHS branded Ambassadors to act as 'meeters & greeters' within the town and at local events.*
- 3.2.8 *Support existing and new business development initiatives, targeting visitor related businesses such as cycle hire, local produce shops, catering outlets etc.*
- 3.2.9 *Encourage local outlets to collaborate and review their opening hours in the light of visitor needs.*

Policy 3.3: Improve the outdoor visitor experience, helping to reinforce the WHS as a high quality visitor destination set in an attractive landscape.

Actions:

- 3.3.1 *Rationalise the number of walking trails, improving the quality of the Iron Mountain Trail as a core product with a range of shorter ancillary routes using print and digital format (the Blaenavon Digital passport).*
- 3.3.2 *Provide support for, and coordination of, local volunteers (WHS branded Ambassadors) to act as walking and heritage guides.*
- 3.3.3 *Work with neighbouring authorities to create cross-boundary walking and cycling routes e.g. The 'Loops and Links' Plan.*
- 3.3.4 *Create the proposed multi-use trail for walkers and cyclists based on NCR 492, 46 and 49, linking Pontypool, Brynmawr and Abergavenny with Blaenavon via family friendly cycle loops off the main route.*
- 3.3.5 *Improve the canal towpath as a high quality linear route for walking and cycling with clear links to connecting routes.*
- 3.3.6 *Extend the range of information available on access to the wide range of outdoor leisure and educational activities and events available in the WHS outdoor activities at the Blaenavon World Heritage Centre with informed staff and materials*

Policy 3.4: Review interpretation of the industrial and natural landscape across the WHS.

Actions:

- 3.4.1 *Review interpretation opportunities across the WHS, reflecting not only the industrial heritage in the light of the Cadw pan-Wales Heritage Interpretation Plan (2001), the European Route of Industrial Heritage and South Wales Route of Industrial Heritage but also the landscape and natural history of the site.*
- 3.4.2 *Investigate opportunities for new interpretive experiences within the WHS landscape.*
- 3.4.3 *Use the arts as an interpretive tool and to enhance ‘sense of place’ within the WHS landscape.*

Policy 3.5: Support the development of a wide range of visitor accommodation (subject to demand assessments) along with eating out and retail opportunities within the WHS to help maximise local economic impact.

Actions:

- 3.5.1 *Encourage the addition/refurbishment of rooms at public houses within WHS.*
- 3.5.2 *Encourage local residents/landowners to offer B&B and/or self-catering accommodation including hostel/bunkhouse/field studies type accommodation geared for those involved in outdoor pursuits without adversely impacting upon the character of the area or the OUV of the BILWHS*
- 3.5.3 *Work with local landowners to identify suitable sites for caravan and camping provision within the WHS that benefit from the potential for access from the improved A465 and do not adversely impact upon the OUV of the BILWHS.*

6.4 Marketing and Promoting the World Heritage Site

Needs

- 6.4.1 Given the appeal of the indigenous resources already in the WHS (from attractive landscapes and industrial heritage, to locally made produce and cultural events), there is a need for greater commitment to promotion. A new annual marketing plan for the WHS is needed to maximise the potential and attract the necessary resources. There is a need to raise the profile of the WHS as somewhere special for exploring industrial heritage, the natural environment and associated activities by extending, but not diluting, the core brand values of the WHS to promote the outdoor experience offer.

Opportunities

- 6.4.2 The opportunities are wide-ranging but the priority is to work with partners and other stakeholders for mutual benefit and efficient use of resources. In particular, there is an opportunity to work closely with the Brecon Beacons National Park and the Canal & River Trust³⁵ to promote the WHS brand, capitalising on the additional appeal of these two brands as an area for outdoor activities³⁶ and bolstering the role of the Blaenavon World Heritage Centre as a gateway to the National Park (with the National Park visitor centres providing gateways to the BILWHS). There is also considerable potential for collaboration between stakeholders, packaging the offer and encouraging circulation around the WHS.
- 6.4.3 Local and national events within BILWHS (e.g. World Heritage Day and the national Velothon event on the Bloreng) will remain a principal marketing tool for the WHS along with the coordinated promotional activities of the individual attractions, neighbouring local authorities, other World Heritage Sites and Visit Wales.
- 6.4.4 Considerable opportunities exist to maximise the position of the BILWHS as a cultural tourism destination within the context of the City Deal for the Cardiff Capital Region. This is in line with the Welsh Government's Partnership for Growth Strategy for Tourism 2013-2020, which recognises tourism as a key sector that has the potential to influence other sectors including skills and employment, planning, regeneration, heritage and culture. Most significantly, the Strategy recognises World Heritage Sites as "Iconic Tourism Products" in Wales and seeks to develop and implement iconic product-led brand strategies as part of how Wales promotes itself as a fresh and exciting tourism destination.

³⁵The Monmouthshire and Brecon Canal is one of the most popular attractions in the BBNP.

³⁶Pontcysyllte Aqueduct and Canal have a toolkit which links the WHS/AONB brands and has been bought into by all partners.

- 6.4.5 To help maximise the benefits that being part of the Welsh WHS family can bring, a marketing toolkit has been developed by the World Heritage Sites of Wales Marketing Partnership (Visit Wales and the three World Heritage Sites in Wales - Blaenavon Industrial landscape, The Castles of Edward I and Pontcysyllte Aqueduct and Canal). The toolkit is available on the VisitBlaenavon website³⁷ to help all partners and stakeholders in the BILWHS make the overall 'offer' more attractive to visitors. It provides advice on content and key messages for how the 'Welsh WHS' concept can be used to help market the BILWHS across partner websites and on social media channels etc.
- 6.4.6 In line with the recommendations of the Welsh Government recent review of heritage services, there may be opportunities for the BILWHS to benefit from joint marketing of national cultural tourism campaigns and events, possibly through an 'Historic Wales' brand, working within and as part of a wider 'Visit Wales' brand to build on the success of recent campaigns and cultural tourism initiatives. There is also considerable potential to build on the Partnership's successful collaborative partnership model as a demonstration pilot for enhancing and promoting existing and potential UNESCO sites in Wales and other heritage tourism hotspots.

Policies and Actions

Policy 3.6: Raise the profile of the WHS as a unique cultural tourism destination for combining exploration and enjoyment of the area's outstanding industrial heritage with opportunities for engaging in outdoor experiences.

Actions:

- 3.6.1 Continue to promote the WHS's outstanding universal values to the relevant special interest markets, working in particular with other Welsh WHSs.
- 3.6.2 Seek enhanced representation for the WHS and the Iron Mountain Trail on published maps including Ordnance Survey and BBNPA maps.
- 3.6.3 Capitalise on the powerful brands of the Brecon Beacons, the canal and Big Pit National Coal Museum to promote the WHS as an area for outdoor leisure and educational activity; and promote Blaenavon World Heritage Centre as a gateway to the National Park.
- 3.6.4 Seek 'Walkers are Welcome' status for Blaenavon supported by appropriate investment in access infrastructure to prevent environmental impacts from increased visitor pressure.
- 3.6.5 Develop events in the WHS (a principal marketing tool), building on the success of existing cultural and community events and supporting new events appropriate to the site (including food/drink festivals to promote local produce).
- 3.6.6 Encourage cooperation amongst WHS tourism stakeholders to create BILWHS branded products/itineraries/packages for day and staying visitors, an attractive

³⁷<http://www.visitblaenavon.co.uk/en/Publications/World-Heritage-Sites-of-Wales-Toolkit.pdf>.

	<i>urban heritage experience and opportunities to undertake outdoor activities; and encourage better cross marketing between visitor facilities and with external partners.</i>
3.6.7	<i>Increase awareness of local residents (and their friends and relatives) to what is on offer in the town and the wider WHS (including joint promotions with the proposed Metro bus services to draw visitors from the City Region into Blaenavon).</i>
3.6.8	<i>Review white on brown tourist signage seeking to incorporate the WHS as a destination, including for the A465 (Heads of the Valleys) Highway Improvement Works.</i>
3.6.9	<i>Undertake market research on user and non-user profiles/attitudes and socio/economic impact and monitor the growth of visitors in the WHS.</i>
3.6.10	<i>Provide appropriate investment in access infrastructure to prevent environmental impacts from increased visitor pressure in upland areas.</i>
3.6.11	<i>Work closely with the new Historic Wales and Visit Wales in the joint marketing of national cultural tourism campaigns and events, and promotion of the BILWHS as a pilot for collaborative partnership working in cultural tourism.</i>
3.6.12	<i>Continue to work with key partners including Visit Wales and Visit Britain to raise the profile of the WHS as a cultural tourism destination supporting new tourism business development and employment.</i>
3.6.13	<i>Capitalise on opportunities afforded by the A465 (Heads of the Valleys) Highway Improvement Works for enhancing access to and awareness of the BILWHS.</i>

6.5 Contribution to Well-Being

- 6.5.1 The contribution of the exploring and enjoying the Blaenavon Industrial Landscape theme to the Well-being Goals for Wales is summarised in **Table 6.1**.

Table 6.1 – Contribution of Management Plan Theme to Well-being Goals for Wales

WELL-BEING GOALS FOR WALES	CONTRIBUTION TO GOAL
<p>Goal 1: A Prosperous Wales – An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.</p>	<p>Wales' World Heritage Sites are iconic national tourism assets, generating millions in revenue each year. The BILWHS provides a focus nationally and internationally for industrial heritage tourism. Promoting the area as a cultural and outdoor activity destination presents an opportunity to raise the town's profile and support existing and new businesses development, changing residents and visitors perceptions of what the town and wider landscape has to offer and increase footfall, trade and employment. Sustainable tourism can be used to create a strong sense of place in communities and facilitate community development. The Management Plan seeks to promote locally produced food/drink, generation of energy from micro-renewable sources and implementation of energy efficient building designs. The visitor economy is well placed to support these policies through enhancing local production and supply chains and building resilience to climate change and fossil fuel depletion. Organisations involved in the visitor economy can also play a role in developing and marketing sustainable travel marketing and Green Travel Plans.</p>

WELL-BEING GOALS FOR WALES	CONTRIBUTION TO GOAL
<p>Goal 3: A Healthier Wales – a society in which peoples physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.</p>	<p>The BILWHS provides a setting in which activities that promote health and well-being can take place. These include 'active' benefits such as walking and 'passive' benefits such as enjoying the tranquillity or inspirational scenery of the upland landscapes within and around the Site. Good human health depends upon a good quality environment made possible by a flourishing and diverse ecosystem. The work of the Partnership offers substantial opportunities to improve health and well-being, from providing opportunities for volunteering to ensuring sustainable access to inspirational places of industrial heritage interest.</p> <p>The BILWHS Partnership is working with partners to unlock the benefits of the countryside to support the health and well-being of people in Wales and beyond. As described in 'Our Health Future', there is a move by public health and social care sectors in Wales to tackle some of the root causes of ill health to deliver health and social care beyond the traditional service models. The BILWHS has a part to play in the promotion of both physical and mental health. The Partnership is working with partners in the countryside sections across Monmouthshire County Council, Blaenau Gwent County Borough Council, Torfaen County Borough Council and the Brecon Beacons National Park Authority to increase access opportunities and linkages and make sure there are good linked routes with standardised signage.</p>

WELL-BEING GOALS FOR WALES	CONTRIBUTION TO GOAL
Goal 6: A Wales of Vibrant Culture and Thriving Welsh Language – A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.	<p>The visitor economy can take full advantage of the Blaenavon Industrial Landscape's culture and traditions to promote cultural heritage as an attraction which supports the lives and livelihoods of the people who work here, creating a richer experience for all. This can be done through developing an understanding of the value of the intangible aspects of cultural heritage. Social history and local culture are ever-changing facets of this heritage. The WHS Partnership together with other partner organisations within the tourism sector can identify where traditions and culture still play an active and valuable role in modern life. The aim is to enable local communities to identify, record and share local history and culture.</p>

6.5.2 This theme also makes a contribution to the relevant local Well-being Objectives for Torfaen and Monmouthshire as summarised in **Table 6.2**.

Table 6.2 – Contribution of Management Plan Theme to Local Well-being Objectives

Exploring and Enjoying BIL

LOCAL WELL-BEING OBJECTIVES	CONTRIBUTION TO OBJECTIVE
	Exploring and enjoying the Blaenavon Industrial Landscape in line with the principles set out in Box 6.1 will assist the Partnership in contributing to this well-being objective by:
Torfaen Public Service Board³⁸	
1. Develop a functional, connected network of natural areas that support the current and future well-being needs of local populations.	Providing opportunities for residents and visitors to engage with the natural environment of the upland landscapes within the Torfaen part of the WHS.
2 Develop adaptation and mitigation responses to the impacts of climate change.	Promoting sustainable tourism and visitor management to take full account of the long term environmental impacts on the WHS.
3. Provide children and young people with the best possible start in life.	Providing opportunities for positive childhood experiences and increasing healthy behaviours for residents of Torfaen in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS.

LOCAL WELL-BEING OBJECTIVES	CONTRIBUTION TO OBJECTIVE
	Exploring and enjoying the Blaenavon Industrial Landscape in line with the principles set out in Box 6.1 will assist the Partnership in contributing to this well-being objective by:
4. Support healthy lifestyles and enable people to age well.	Promoting opportunities for exploring and enjoying the cultural landscape; supporting people to live healthy and active lives.
5. Tackle the inter-generational patterns of poverty and develop economic resilience.	Providing life-long learning, volunteering and engagement opportunities improving life opportunities for all people allowing them to fulfil their potential and become part of a healthy workforce contributing to wider economic wellbeing.
6. Improve local skills through work-force planning, training, apprenticeships and volunteering opportunities.	Providing life-long learning, volunteering and engagement opportunities linked to tourism and the visitor offer of the WHS.
7. Create safe, confident communities and promote community cohesion.	Provide opportunities for engagement and inclusion that enables equality of opportunity as well as promoting good relations within the community.
Monmouthshire Public Service Board³⁹	
1. Provide children and young people with the best possible start in life.	Providing opportunities for positive childhood experiences and increasing healthy behaviours for residents of Monmouthshire in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS.
2. Respond to the challenges associated with demographic change.	Providing life-long learning and engagement opportunities in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS.
3. Protect and enhance the resilience of our natural environment whilst mitigating and adapting to the impact of climate change.	Protecting, conserving and enhancing the natural environment within the Monmouthshire part of the WHS. All partners will work together to share knowledge and expertise to develop and deliver mitigation responses to the impacts of climate change within the WHS.
4. Develop opportunities for communities and businesses to be part of an economically thriving and well-connected county.	Promoting sustainable economic development opportunities for rural communities and businesses within the Monmouthshire part of the WHS.

³⁸Well-being Plan for Torfaen 2018 – 2023

³⁹Monmouthshire Public Service Board Well-being Plan 2018

7.0 LEARNING AND COMMUNITY ENGAGEMENT IN WORLD HERITAGE

7.1 Introduction

7.1.1 A key aim for the Partnership is to encourage greater community engagement in the protection, conservation, presentation and transmission of the Outstanding Universal Value of the BILWHS for the well-being of current and future generations through provision of learning and participation opportunities. In pursuing this aim, the Partnership will adopt the principles for learning and community engagement in World Heritage set out in **Box 7.1**.

Box 7.1 – Principles for Learning and Community Engagement in World Heritage

The Partnership will work collaboratively to:

- **Fulfil the obligations of the World Heritage Convention to present the OUV of the BILWHS and its transmission to future generations** through learning and community engagement.
- **Engage all parts of the local community in the work of the WHS Partnership to help local communities understand the OUV and attributes which led to the inscription of the BILWHS** through involvement in its management, creation of artistic and literary events and historical research activities, and good communication of the positive benefits that the Site provides.
- **Encourage learning at all levels to increase understanding of the BILWHS, its OUV and the importance of World Heritage for future generations** by optimising the learning potential of the Site.

7.1.2 The main issues around the learning and community engagement in World Heritage theme are:

- Increasing community engagement and involvement in World Heritage
- Developing the Learning Offer

7.1.3 The needs and opportunities related to learning and community engagement in World Heritage are identified below, taking into account the needs of residents and businesses within Blaenavon, and its surrounding rural communities in the WHS, in relation to achieving the goals of the Well-being of Future Generations (Wales) Act 2015.

7.1.4 Policies for the presentation and transmission of the Site's OUV through learning and community engagement in World Heritage are also identified for each issue. The policies are supported by a list of related actions for projects and activities to be explored and delivered by partners over the plan period (details of lead partners, likely phasing, possible sources of funding and outcomes/indicators can be found in the Action Plan in **Section 8.0**).

7.1.5 The main visitor attractions offering education and learning provision in the BILWHS are shown on **Figure 8**.

7.2 Increasing Community Engagement and Involvement in World Heritage

Needs

7.2.1 There is a perceived lack of resources and opportunities for young people in Blaenavon. Seen against a backdrop of an increasing elderly (i.e. over 65s) population and a volunteer base with a predominantly elderly demographic, fuller engagement with young people is an increasingly important issue for the future of the town and the BILWHS.

7.2.2 Ensuring the involvement and participation of young people in the decision making processes for the WHS is key to its long term success. This approach has several benefits: it ensures that decisions are made to advance the interests of young people; increases the understanding and ownership of decisions; improves self-confidence and actively supports future employment prospects; and encourages good working relationships between young people and other members of the local community.

7.2.3 Since establishing the World Heritage Youth Ambassadors Programme in 2015, youth engagement in both the Blaenavon WHS, and interest in World Heritage more broadly, has increased. In order to harness the success of this programme, there is a need to more fully embed youth participation within the governance and management of the WHS. More specifically, there is a need to build upon the accomplishments of the UNESCO World Heritage Youth Summit (see **Box 7.2**) and the World Heritage Youth Ambassador Programme to maintain its momentum and ensure its continued success.

Box 7.2 – UNESCO World Heritage Youth Summit

In October 2015, the BILWHS hosted the UNESCO World Heritage Youth Summit under the theme "How can we use World Heritage to change the place we live in for the better?" The summit saw many of Britain's World Heritage Sites represented by 134 young people aged between 12 and 18 (25 in special education) who came to celebrate and learn about World Heritage and how culture can change the world. The aims of the Summit were for youth-delegates to:

- Gain knowledge and understanding of their World Heritage Sites;
- Become champions for World Heritage and change for the better;
- Learn new skills to empower young people to have an active voice;
- Identify ways in which young people can use World Heritage to create a society that reflects the ambitions of a peaceful society.

During the Summit, young people shared their experience and enthusiasms for their local

World Heritage Sites and their ambitions for the future of the World they live in. There was an exciting programme visiting key attractions within the BILWHS such as Big Pit, Blaenavon Ironworks the Blaenavon World Heritage Centre and the Industrial Landscape.

- 7.2.4 In order to embed the role of young people in the governance and management of the WHS, there is a need to develop a more formalised role for the Blaenavon Youth Ambassadors (see **Box 7.3**). When asked how they could play a more influential role in conserving and promoting the WHS, the Youth Ambassadors expressed their passion and enthusiasm for increasing their involvement but stressed that this participation needed a more informal and specially tailored approach. The Youth Ambassadors also reported a need for more training opportunities, particularly in communication and public speaking, to support this involvement.

Box 7.3 – Blaenavon World Heritage Youth Ambassadors

The Blaenavon World Heritage Youth Ambassadors are a volunteer group dedicated to empowering young people to have a voice, learn about World Heritage, and contribute to the management of the Blaenavon World Heritage Site. The project was launched in 2015 after Blaenavon WHS hosted the World Heritage UNESCO Youth Summit, when it was identified that young people needed to have a voice in the decisions that affect the heritage within their communities. The programme aims to support and develop confidence, self-esteem, and problem-solving to ensure that young people's voices are listening to. The Youth ambassadors are offered the following opportunities:

- Discovering and exploring the Blaenavon Industrial Landscape;
- Having a voice in the management off a World Heritage Site;
- Making friends from all over the world;
- Managing and participating in events and workshops;
- Helping to conserve ancient monuments;
- Going on fun days out and residential trips to other World Heritage Sites;
- Receiving qualifications and accredited training through ASDAN;
- Attaining volunteering hours awards and certificates.

- 7.2.5 There is also a need to facilitate greater collaboration and synergy with other community volunteer groups in the WHS, such as the Blaenavon World Heritage Environment Group for example. It is important that the physical access and engagement needs of disabled people, the elderly and dementia sufferers should be considered in all proposals for increasing community involvement in World Heritage.

Opportunities

- 7.2.6 There is significant opportunity to build on the achievements of the World Heritage Youth

Ambassador programme by developing this as a model for other World Heritage Sites in the UK and elsewhere. Investigating and identifying funding sources could support the development of such an international engagement scheme. In order to maintain the profile of the programme, there is an opportunity to consider hosting the World Heritage Youth Summit in Blaenavon again in the future.

- 7.2.7 In order to ensure a more influential role for young people in the management and governance of the site, there is scope to develop a mechanism to give the World Heritage Youth Ambassadors a voice within decision-making processes for the WHS. This involvement may not necessarily come in the form of a formal role but instead could reflect the Youth Ambassador's aspirations for a specially tailored means of participation.
- 7.2.8 There are also opportunities to promote collaboration and synergy with older members of the community - for example, by World Heritage Youth Ambassadors teaching social and digital media literacy skills to older generations to help support their engagement with the WHS and World Heritage, and participation in oral history recording projects to capture stories about growing up and living in Blaenavon.

Policies and Actions

Policy 4.1: Actively engage young people in the WHS so that future generations have a voice in the decisions that affect the heritage in their communities.

Actions:

- 4.1.1 *Develop a mechanism to give the World Heritage Youth Ambassadors a more influential voice within decision-making for the WHS in a way that reflects the Youth Ambassadors' aspirations.*
- 4.1.2 *Seek funding to support the development of a national World Heritage Youth Engagement scheme, using the Youth Ambassador programme as a model*
- 4.1.3 *Endeavour to host the World Heritage Youth Summit in Blaenavon again in the future to maintain the profile of the World Heritage Youth Ambassador Programme.*
- 4.1.4 *Seek opportunities to promote collaboration and synergy with older members of the community (i.e. over 65's).*

Policy 4.2: Support volunteering to encourage greater community engagement in the WHS.

Actions:

- 4.2.1 *Investigate opportunities to secure funding for a paid Community Volunteer Coordinator to support growth in volunteering activity and help promote more integrated ways of working between various community groups within the WHS.*

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| 4.2.2 | <i>Conduct a volunteer survey to gain a better understanding of the barriers to community engagement, particularly for disabled people, the elderly and dementia sufferers, and develop a participation strategy to help increase engagement in the World Heritage across all parts of the local community building on existing partner information.</i> |
| 4.2.3 | <i>Develop a WHS Ambassador training scheme to encourage local businesses and residents to convey to visitors why the WHS is important and promote opportunities for enjoying and learning about the Site.</i> |
| 4.2.4 | <i>Develop training courses in 'care/repair' skills related to conservation of the built environment such as stone masonry, potentially accredited by the Blaenavon World Heritage Centre (an accredited training centre).</i> |
| 4.2.5 | <i>Offer volunteers qualification-based training which can help to improve confidence and support future employability in the heritage sector.</i> |

7.3 Blaenavon's Learning Offer

Needs

- 7.3.1 The current educational offer for schools provided by individual education providers within the WHS (see **Boxes 7.4 – 7.7**) is generally of high quality and well received. While there is a strong provision of formal education provision related to the WHS, there would be benefit in developing the educational offer to include informal and formal lifelong learning opportunities which cater for a wider range of audiences. An overarching education and learning strategy for the WHS is needed to set clear priorities in a climate where public sector funding will be increasingly under pressure. In light of recent curriculum developments, the Partnership has developed four key learning themes around which educational schemes can be structured. These include:
- Blaenavon and The World
 - Landscape
 - Cutting-edge Technology
 - People
- 7.3.2 These learning themes could provide the foundation for an overarching strategy to align all individual education providers within the WHS with a unified approach to learning and education. To support these activities, there is a need to develop a research agenda in order to identify key gaps in knowledge that can contribute to enhancing the understanding of the Site's OUV.

- 7.3.3 While the provision of educational activities for primary education is strong, there is a need to diversify the educational offer in order to address a wider range of educational groups and themes. This offer needs to be expanded to address secondary and tertiary education as well to develop programs for special educational needs. More could also be done to promote an understanding of Blaenavon's global context and World Heritage within the educational offer.
- 7.3.4 There is a highly developed community volunteer base in Blaenavon, however there is a need to promote and support increased levels of volunteering to encourage greater community engagement in the WHS. More could be done to increase the attractiveness of volunteering by ensuring that a high quality volunteering experience is offered. By fostering and developing heritage-related skills and training amongst the volunteer base, the Partnership can help to support employment prospects.

Opportunities

- 7.3.5 There are a number of opportunities for developing the educational and learning offer related to the WHS. A key priority is to support one of Blaenavon's greatest assets – the highly committed volunteer base who play an increasingly key role in the delivery of community services and activities, including formal and informal education provision. Conducting a volunteer survey could help to gain a better understanding of the needs and motivations of its volunteers as well as of the barriers to community engagement. This could be used as a basis for the development of a participation strategy which could help to increase engagement in the World Heritage across all parts of the local community.
- 7.3.6 A dedicated Volunteer Coordinator could help support the growth in volunteering activity and help promote more integrated ways of working between various community groups within the WHS. Opportunities for funding a paid Community Volunteer position could be investigated. This Coordinator could work with volunteers to establish a web presence for community engagement work in order to increase digital participation (this could include guidelines, toolkits, community contacts, shared learning and development etc.).

Box 7.4 – Blaenavon World Heritage Centre: Current Education and Interpretation Provision

The Blaenavon World Heritage Centre was established to provide a focal point to the area's rich industrial legacy, telling the story of the people who have shaped the landscape from the earliest days of the Industrial Revolution to the present day using a range of media including film, audio, graphics, and interactive displays. The focus of the Centre's exhibition space consists of eight touch-screen stations, each providing opportunities for students to explore six topics including living and working conditions during the 19th century, transport, the making of iron, geology and World Heritage. Featured within the exhibition space are two audio-stations which provide students with an opportunity to listen to first-hand testimonies by older residents of Blaenavon on various topics.

A new Victorian replica classroom and learning facility has recently been developed to pay homage to the World Heritage Centre's past as the first free workers school in Wales. Object handling kits have been developed to allow users to touch and play with real objects and compare and contrast the lives of the people of Blaenavon from the 19th to the 20th century. Sixteen different boxes have been developed which allow learners to explore the differences between poor and rich people, look at domestic and workers objects and compare contrasting cultures across the world. The main exhibition area is complemented by a small theatre that features films of 5 minute duration. One examines the development of Blaenavon's Industrial Heritage, whilst the other focuses on World Heritage Sites. Both films contribute to the Curriculum Cymreig and PSE by helping students to understand the factors that have shaped Wales as well as exploring the theme of global citizenship. The Blaenavon World Heritage Centre also offers: guided investigate walks around the BILWHS; storytelling sessions by costumed interpreters; a facilitated 19th century discovery day based on a two-centre visit to the Blaenavon Ironworks and the Blaenavon World Heritage Centre, in partnership with Cadw.

- 7.3.7 In order to support the current volunteer base and encourage further participation in volunteering schemes, volunteers could be offered qualification-based training. Courses in 'care/repair' skills related to the conservation of the built environment, such as stone masonry, would not only benefit volunteers but could also support the on-going maintenance and conservation of the World Heritage Site. There is also scope to work with partners, such as the BBNPA, to develop an environmental conservation learning programme. The continued support and development of skills-based heritage apprenticeships such as those recently established for the Big Pit National Coal Museum is another means of doing this. There is also opportunity to develop a WHS Ambassador scheme to encourage local business and residents to convey the importance of the WHS to visitors. As well as increasing engagement in the World Heritage, training schemes such as these have the potential to improve confidence and support future employability in the heritage sector. As an accredited training centre, the Blaenavon World Heritage Centre could potentially accredit such training courses.

Box 7.5 – Big Pit National Coal Museum: Current and Interpretation Provision

Big Pit National Coal Museum is one of the few mining museums where visitors can descend in the pit cage and visit the places where generations of coal miners worked. Visitors travel 300 metres underground and then, escorted by a real miner, they follow a 700 metre route, each wearing a helmet and lamp. This is supported by a host of above-ground galleries and exhibitions which are housed in the original colliery buildings. A range of educational activities based at the museum and led by museum staff is offered for Foundation, Key Stage 2, 3 and 4 students. A collection of online teaching resources and self-led activities are also offered on the museums' website.

- 7.3.8 Continued support for the Blaenavon Community Heritage Museum should be facilitated. There are opportunities to support the Museum's genealogy service and family history work

by working with National Museum Wales to identify potential research projects which can aid understanding of people's connections with the WHS, including and Blaenavon's diaspora, and inform a future research agenda. Collaboration with tertiary education institutions to identify potential research projects could also help to inform such an agenda and contribute to the understanding of the WHS.

- 7.3.9 In order to gain an understanding of the needs of groups at all levels of education, a survey could be conducted of the various different educational groups currently using the WHS. The results of this survey could help to inform an overarching strategy to guide the approach of all education providers within the WHS. This could be further supported through collaboration with other World Heritage Sites in Wales to promote a joined-up approach to World Heritage education in Wales.

Box 7.6 – Blaenavon Ironworks: Current Education and Interpretation Provision

Visitors to the Blaenavon Ironworks managed by Cadw can view the extensive remains of the blast furnaces, cast houses and iconic water-balance tower. The site's reconstructed company 'tuck shop', 19th and 20th century worker's cottages and the Coal House Cottages offer an insight into the social history of the Industrial Revolution. On-site interpretation, including bilingual audio posts, information panels and as well as interactive models, help to bring the story of the Ironworks alive and support education about the iron making process, working conditions and the wider Industrial Landscape. An on-site education discovery room offers a range of interactive stations and facilitated activity sessions for students. Activities and themes include:

- *Delving Box: materials including coal, coke, iron ore, limestone, slag, cast iron, wrought iron.*
- *What's in the cupboard?: 1840's food for the rich and poor.*
- *What's in my pocket?: 1840's playthings for poor children.*
- *Who am I? 1840's hats for rich and poor men, women and children.*
- *How do we know about history?*

- 7.3.10 There is considerable potential to create a more diverse educational offer within the WHS. For example, the development of resources for secondary school students and children with special educational needs, which could be supported by coordinating existing and establishing new links with schools. There is also opportunity to work with local land owners and outdoor centres to provide outdoor educational facilities and resources. Collaborating with other education providers could also promote the development of multi-site educational activities within the WHS as well as more coordination of resources.

Box 7.7 – Blaenavon Community Heritage Museum: Current and Interpretation Provision

The Blaenavon Community Heritage Museum is a small, sustainable museum that makes accessible elements of the tangible and intangible cultural heritage of the BILWHS for the enjoyment and benefit of society. The Museum, through its various activities, helps to sustain a lively, well-informed and wide-ranging debate on the significance of the BILWHS and the community of Blaenavon. The Community Heritage Museum, based in the Blaenavon Workmen's Hall, houses a large and diverse collection of artefacts related to the history of the Blaenavon area, including a significant collection about Alexander Cordell. The collections consist of artefacts donated or loaned by various sources, typically with local connections. The Museum offers a genealogy service in conjunction with Blaenavon Library to provide informal educational opportunities for the community.

During 2012 and 2013, seven undergraduate and two postgraduate students from local universities, were engaged at the Museum through the 'Millennium Volunteers' programme. These Millennium Volunteers played an active role in preparing the Museum for accreditation status and assisted in producing work for education packages for schools. Most of these volunteers have since graduated and have successfully found employment, often in the heritage and tourism industries.

In addition, the Museum also engaged a second-year A-Level student from October 2013 to September 2014 to gain work experience in museum systems, historical research, using archives, understanding and transcribing historical documents, delivering customer service, using and building databases and carrying out administration.

Policies and Actions

Policy 4.3: Maximise the educational and learning potential of the WHS to enable local communities to fulfil their potential.

Actions:

- 4.3.1 *Conduct a survey of the various different educational groups using the WHS to understand the needs of different groups at all levels of education and to inform an education strategy for the WHS.*
- 4.3.2 *Work with tertiary educational institutions to identify potential research projects which can contribute to the understanding of the WHS and inform a research agenda.*
- 4.3.3 *Coordinate existing and establish new links with schools to create more educational resources for secondary students and children with special educational needs.*
- 4.3.4 *Collaborate with other World Heritage Sites in Wales to promote a joined-up approach to World Heritage education.*
- 4.3.5 *Collaborate with other education providers to coordinate educational resources and encourage multi-site educational activities within the WHS*

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| 4.3.6 | <i>Continue to support and develop skills-based heritage apprenticeships such as those recently established for the Big Pit National Museum.</i> |
| 4.3.7 | <i>Work with National Museum Wales to support research at the genealogy centre and to identify potential research projects that can aid understanding of people's connections with the WHS.</i> |
| 4.3.8 | <i>Work with partners, such as the BBNPA, to develop an environmental conservation learning programme.</i> |

7.4 Contribution to Well-Being

7.4.1 The contribution of this learning and community engagement in World Heritage theme to the Well-being Goals for Wales is summarised in **Table 7.1**.

Table 7.1 – Contribution of Management Plan Theme to Well-being Goals for Wales

WELL-BEING GOALS FOR WALES	CONTRIBUTION TO GOAL
Goal 1: A Prosperous Wales – An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.	All Partners of the WHS work together to deliver heritage-based and outdoor learning in line with national and alternative curriculum policies for all ages. Providing unique, BILWHS-focused learning experiences improves the understanding of the factors involved in managing the WHS among a population who will become future stewards of the cultural landscape. Educating and involving adults, children and young people is an important aspect of the Partnership's work. There are many organisations within and around the BILWHS that offer educational and learning opportunities for a wide variety of audiences enabling people to fulfil their potential (see Boxes 7.4 – 7.7). One of the key priorities for UNESCO and ICOMOS is to encourage the social benefits of World Heritage Sites. Volunteering is one such mechanism which can help to ensure that the social benefit of the BILWHS is fully realised. Heritage volunteering provides people with opportunities to learn new skills, meet people and strengthen communities, gain experience for future employment, as well as gain confidence and have fun. The arts can also act as a tool for celebrating the Site's OUV and educate people in the value and history of the BILWHS, increasing local pride in the area, so contributing to the regeneration and wellbeing of the community. Continuing to support volunteering and
Goal 3: A Healthier Wales – a society in which peoples physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.	
Goal 4: A More Equal Wales – a society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).	
Goal 5: A Wales of Cohesive Communities – Attractive, viable, safe and well-connected communities.	
Goal 6: A Wales of Vibrant Culture and Thriving Welsh Language – A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.	

WELL-BEING GOALS FOR WALES	CONTRIBUTION TO GOAL
	<p>community participation, through culture, heritage and arts, in the BILWHS can ensure that a strong community identity continues to be a defining feature of life in Blaenavon. The 2016 Torfaen Wellbeing Assessment noted that 24.3% of Blaenavon residents aged 25 to 64 have no qualifications. However, the World Heritage Site provides opportunities for people of all ages, backgrounds and abilities to learn and be educated. Through education and lifelong learning, future generations can be provided with opportunities to grow up understanding the BILWHS and its OUV, and to want to continue caring for it. Moreover, by providing learning schemes and qualification-based training, Blaenavon's heritage can support the future employability of its communities and thus help to fulfil their potential.</p> <p>Raising community awareness and understanding of the BILWHS contributes to delivering a vibrant culture and thriving Welsh language. Awareness and understanding encourages participation in cultural, sporting and recreational activities in the WHS. It encourages take up of access opportunities outlined in Theme 3, contributing to a healthier Wales, while also delivering a Wales of more vibrant culture.</p>

- 7.4.2 This theme also makes a contribution to the relevant local Well-being Objectives for Torfaen and Monmouthshire as summarised in **Table 7.2**.

Table 7.2 – Contribution of Management Plan Theme to Local Well-being Objectives

LOCAL WELL-BEING OBJECTIVES	CONTRIBUTION TO OBJECTIVE
Torfaen Public Service Board⁴⁰	
1. Develop a functional, connected network of natural areas that support the current and future well-being needs of local populations.	Providing opportunities for residents and visitors to engage with and learn about the natural environment of the upland landscapes within the Torfaen part of the WHS.
2 Develop adaptation and mitigation responses to the impacts of climate change.	Providing opportunities for sharing expertise and knowledge to develop and deliver mitigation responses to the impacts of climate change on the BILWHS.
3. Provide children and young people with the best possible start in life.	Providing opportunities for positive childhood experiences and increasing healthy behaviours for residents of Torfaen in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS.
4. Support healthy lifestyles and enable people to age well.	Promoting opportunities for learning and engaging with the cultural landscape; supporting people to live healthy and active lives.
5. Tackle the inter-generational patterns of poverty and develop economic resilience.	Providing life-long learning, volunteering and engagement opportunities improving life opportunities for all people allowing them to fulfil their potential and become part of a healthy workforce contributing to wider economic wellbeing.
6. Improve local skills through work-force planning, training, apprenticeships and volunteering opportunities.	Provide local opportunities for volunteering, supporting people to learn, develop new skills and access employment.
7. Create safe, confident communities and promote community cohesion.	Provide opportunities for engagement and inclusion that enables equality of opportunity as well as promoting good relations within the community.
Monmouthshire Public Service Board⁴¹	
1. Provide children and young people with the best possible start in life.	Providing opportunities for positive childhood experiences and increasing healthy behaviours for residents of Monmouthshire in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS.

LOCAL WELL-BEING OBJECTIVES	CONTRIBUTION TO OBJECTIVE
	Learning and community engagement in World Heritage in line with the principles set out in Box 7.1 will assist the Partnership in contributing to this well-being objective by:
2. Respond to the challenges associated with demographic change.	Providing life-long learning and engagement opportunities in relation to Welsh culture, heritage and language represented by the OUV of the BILWHS.
3. Protect and enhance the resilience of our natural environment whilst mitigating and adapting to the impact of climate change.	Protecting, conserving and enhancing the natural environment within the Monmouthshire part of the WHS. All partners will work together to share knowledge and expertise to develop and deliver mitigation responses to the impacts of climate change within the WHS.
4. Develop opportunities for communities and businesses to be part of an economically thriving and well-connected county.	Promoting sustainable economic development opportunities for rural communities and businesses within the Monmouthshire part of the WHS.

⁴⁰Well-being Plan for Torfaen 2018 – 2023

⁴¹Monmouthshire Public Service Board Well-being Plan 2018

8.0 2018-2023 ACTION PLANS

8.1 Introduction

8.1.1 The policies for each management theme set out in **Sections 4.0-7.0** will be implemented by the Partnership over the plan period through the related projects and activities set out in the Action Plans below.

8.1.2 The Action Plans identify:

- **Aim** – the theme's overall aim that the actions in combination seek to deliver
- **Policy** – the policy that specific actions apply to
- **Actions** – a description of the action with a unique reference number
- **Lead Partner** – the partner responsible for taking the lead in delivery of the action
- **Supporting Partner** – the partner(s) responsible for supporting delivery of the action
- **Priority/Timescale** – the 'Year' action to be completed, or 'On-going' if delivery over the period of the Plan (2018-2023) or 'Long term' where delivery beyond lifetime of the Plan (2023 onwards)
- **Related Actions** – reference to other actions that are complementary to and/or support delivery of the action
- **Funding Source** – the potential source of funding for delivery of the action described as 'Existing', 'Grant' and/or 'Private'
- **Outcomes/Indicators** – for monitoring progress in delivery of the action and evaluating its impact

List of Abbreviations

ACW	Arts Council Wales
BGCBC	Blaenau-Gwent County Borough Council
BCS	Blaenavon Civic Society
BCHM	Blaenavon Community Heritage Museum
BHR	Blaenavon Heritage Railway
BTC	Blaenavon Town Council
BBNPA	Brecon Beacons National Park Authority
BWHC	Blaenavon World Heritage Centre
BWHEG	Blaenavon World Heritage Environment Group

Cadw	Cadw (Welsh Government Heritage Service)
CRT	Canal & River Trust
MBACT	Monmouthshire, Brecon and Abergavenny Canals Trust
MCC	Monmouthshire County Council
MALW	Museums Archives and Libraries Wales
NMW	Amgueddfa Cymru National Museum Wales
NRW	Natural Resources Wales
NCC	Newport City Council
PBR	Pontypool and Blaenavon Railway
RCAHMW	Royal Commission on the Ancient & Historical Monuments of Wales
TCBC	Torfaen County Borough Council
VW	Visit Wales
WG	Welsh Government
WW	Welsh Water
WUF	Wye & Usk Foundation
WHYA	World Heritage Youth Ambassadors

8.2 Governance and Management of the World Heritage Site – Action Plan

Actions		Lead Partner	Supporting Partners	Priority/ Timescale	Related Actions	Funding Source	Outcomes/ Indicators
<i>Policy 1.1 – Maintain a management structure for the Partnership that is effective in protecting the OUV of the BIL-WHS and engages the local community in decision-making.</i>							
1.1.1	Implement streamlining of the Working Groups structure.	TCBC	All	2017		N/A	Frequency, attendance and outcomes from Working Group meetings.
1.1.2	Maintain effective contacts with ICOMOS UK, World Heritage UK and other World Heritage sites	TCBC	Cadw	On-going		N/A	Mutual awareness of current issues and good practice.
<i>Policy 1.2 – Ensure effective condition monitoring, risk management and disaster planning for the site and its assets and areas.</i>							
1.2.1	Maintain a combined condition report and register of high-level risks focused on OUV across the site and ensure that all key assets are subject to risk management and disaster planning.	TCBC	All	2018		Existing	Risks recorded and managed. Disaster plans in place.
1.2.2	Implement the emerging system for monitoring the condition of the BILWHS currently under development and being actively tested between partners (TCBC, BBNPA and Cadw), including the volunteer monitoring arrangements.	TCBC	BBNPA, Cadw	On-going		Existing, Grant	Establishment of condition register. Improved condition of assets over time.

8.3 Caring for the Blaenavon Industrial Landscape – Action Plan

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
<i>Policy 2.1 – Ensure that the Site and its setting are effectively protected from development that could threaten its OUV</i>							
2.1.1	Ensure that planning measures and guidance relevant to the Site are understood and potential threats to the Site or its setting are controlled by LDP policies and joint Supplementary Planning Guidance where appropriate that may be adopted by all partners.	TCBC	Cadw, BG-CBC, MCC, BBNPA	2018		Existing	OUV protected by effective control of inappropriate development.
<i>Policy 2.2 – Improve the care and management of the relict upland landscape, particularly with regard to landscape crime, vegetation growth and climate change adaptation.</i>							
2.2.1	Build on recent experience to develop and resource a programme to deter and mitigate landscape crime, including littering, fly-tipping, arson and off-roading.	TCBC	BBNPA, NRW, Cadw, MCC	2017		Existing	Reduction in the effects of landscape crime.
2.2.2	Develop strategies for the holistic management of the natural and cultural environment (including a Tree Management Strategy) and seek resources to implement the Bracken Management Plan.	TCBC	BY, BBNPA, Cadw, NRW, NMW	2022		Grant	Better managed landscape that sustains protection and presentation of key attributes of OUV

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
2.2.3	Enhance support and coordination for voluntary environmental work in the BILWHS.	TCBC	BWHEG, Cadw, BBNPA, MCC, CRT	2018		Existing	Increased capacity for voluntary work
2.2.4	Adopt the toolkit previously developed for undertaking work on common land.	TCBC	BBNPA, MCC, BGCBC	2017		Existing	Better relations with commoners/more consistent management
2.2.5	Make the case to Welsh Government for potential post-Brexit sustainable land management schemes to apply to World Heritage Sites.	TCBC	BBNPA, MCC, BGCBC	2017-2018		Existing	New schemes applies to BILWHS and helps farmers/commoners sustain viable land management regimes
Policy 2.3 – Continue to enhance the heritage value and public amenity of the Blaenavon townscape.							
2.3.1	Develop and seek to implement a plan for the conservation and sustainable use of Ty Mawr.	TCBC	BCS, Cadw, BTC, RCAHMW	2017		Grant, Private	Successful conservation of building in new use
2.3.2	Promote the sensitive repair, reuse and reinstatement of lost heritage features to key buildings in the townscape, particularly in and around Broad Street with support from the HLF Townscape Heritage Initiative.	TCBC	BTC, Cadw	2018-2023		Grant, Private	Improved condition and sustainable use of town centre.
2.3.3	Improve paths, open space and signage around the townscape, including managing the vegetation in St Peter's cemetery.	BTC	TCBC, Cadw, BWHEG	On-going		Existing	Pedestrian routes used by visitors and local people.

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
2.3.4	Consider opportunities to furnish empty shop windows with suitable reserve collection items from the Community Museum and other community groups.	BCHM	TCBC	On-going		Existing	More lively appearance of properties.
2.3.5	Continue to support maintenance and improvements of the Workmen's Hall.	TCBC	BTC, BCHM	On-going		Existing, Grant	More visitors to Workmen's Hall and greater appreciation of its significance.
2.3.6	Implement recommendations of the Blaenavon Town Centre Conservation Area Appraisal & Management Plan (2017 – 2022) including its associated Management and Maintenance Plan.	TCBC	Blaenavon Community Museum, WHS YAMS, Community Stakeholders	2018-2023		Existing Grant	Improved management and maintenance of the Blaenavon Town Centre Conservation Area.
Policy 2.4 – Continue to conserve the industrial building and infrastructure of Blaenavon.							
2.4.1	Maintain the Ironworks in a stable condition through implementation of a programme of conservation to consolidate fragile remains.	Cadw	TCBC	2018-2022		Existing	Improved conservation and visitor offer at the Ironworks.
2.4.2	Develop a BILWHS Heritage Ambassadors scheme that supports skills-based heritage management apprenticeships for young people.	TCBC	NMW, CRT, BBNPA, MCC	Long-term		Existing	More apprenticeship programmes developed.

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
2.4.3 Undertake programme of maintenance works to ensure that operation of the canal is not threatened by failure of embankments or changes in water supply.		CRT	NRW, WG, WW, WUF, MCC, TCBC	On-going		Existing, Grant	Continued delivery of economic, social and environmental benefits from sustainable use of canal.
2.4.4 Continue to collect artefacts and oral testimony to enhance the understanding of the industrial history of the area.		BCHM	TCBC, NMW	On-going		Existing, Grant	Enhanced collections and oral history resources.
2.4.5 Promote the conservation of heritage assets at risk, such as the Powder Store and Forgeside electrical power house.		TCBC	Cadw, BBNPA	On-going		Existing, Grant	Improved condition of heritage assets.

8.4 Exploring and Enjoying the Blaenavon Industrial Landscape – Action Plan

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
<i>Policy 3.1: Support, improve and develop the existing tourism attractions and future tourism businesses related to the industrial heritage of the WHS in line with market needs.</i>							
3.1.1 Support the Blaenavon Community Museum in its work relevant to the WHS's outstanding universal value.	BCHM	TCBC, BTC, MALW, WG	On-going	3.1.2, 3.1.6, 3.2.7, 3.4.1, 3.6.1, 3.6.5, 3.6.6	Grant	Maintenance of accredited museum status.	
3.1.2 Develop the Workmen's Hall as a major cultural centre for the arts, showcasing the area's living cultural heritage e.g. brass bands, male voice choirs etc through a variety of events in conjunction with the Community Museum and Blaenavon World Heritage Centre.	TCBC	BTC, BCHM, BWHC	On-going	3.1.1, 3.6.1, 3.6.5, 3.6.6	Existing, Grant	Growth in visitor numbers	

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
3.1.3	Support Big Pit National Coal Museum, the most popular site in the WHS, to undertake essential infrastructure works, a new gateway, environmental improvements, provide access to the conservation stores and employ new apprentice guides.	NMW	TCBC, VW	On-going	3.4.1, 3.6.1, 3.6.3, 3.6.5, 3.6.6	Existing, Grant	Growth in revenue in line with NMW targets
3.1.4	Improve physical and intellectual access to the heritage of the Blaenavon Ironworks and develop the site as the focal point within the industrial landscape.	Cadw	VW, RCAHMW	On-going	3.4.1, 3.6.1, 3.6.3, 3.6.5, 3.6.6	Existing, Grant	Growth in visitor numbers
3.1.5	Support the long-term ambition of the Pontypool & Blaenavon Railway to extend the line to the north and south and also offer a longer operating season, allied to the provision of related engineering training opportunities.	PBR	TCBC, VW, BGCBC	Long-term	3.4.1, 3.6.1, 3.6.3, 3.6.5, 3.6.6	Grant	Growth in visitor numbers
3.1.6	Support the Blaenavon World Heritage Centre's role as the primary gateway for tourists to the BILWHS.	TCBC	BBNPA, VW	On-going	3.3.6, 3.3.2, 3.1.1, 3.4.1, 3.6.5	Existing	Growth in visitor numbers, Growth in no of trade partners
3.1.7	Expedite the short-term proposals for protection, and long-term proposals for full restoration, of the Monmouthshire & Brecon canal.	MBACT	CRT, WG, TCBC, MCC, NCC	Long-term	3.3.3, 3.3.4, 3.3.5	Existing, Grant	Maintenance of vulnerable embankments and phased restoration.

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
3.1.8	Continue to work in Partnership with key partners including Visit Wales and Visit Britain in promoting the WHS to target domestic and overseas markets supporting new tourism business development and employment.	TCBC	Visit Wales, Visit Britain	Long-term	3.6.1 - 3.6.11	Existing	Growth in visitor numbers, Growth in new tourism businesses/employment
3.1.9	Support the implementation of Destination Management Plans for Torfaen, Monmouthshire and the Brecon Beacons National Park.	TCBC	MCC, BBNP	Long-term	3.6.1 - 3.6.11	Existing	Growth in visitor numbers
3.1.10	Support the Valleys that Changed the World/ERIH South Wales Regional Route initiatives to promote the South Wales region's industrial heritage as an entity involving local communities.	TCBC	Cadw, BGCBC, MCC, BBNPA	On-going		Existing	BILWHS promoted as southern gateway to South Wales region's industrial heritage providing economic benefits for local community
<i>Policy 3.2: Present Blaenavon town centre as the community focus in the industrial landscape; an attraction in its own right.</i>							
3.2.1	Enhance public transport access to Blaenavon, notably from Abergavenny.	Bus Operators	TCBC, WG	Years 1-3	3.6.6, 3.6.7	Existing	New link to Abergavenny
3.2.2	Implement the proposed coach parking plans in Blaenavon.	TCBC	BTC	Years 1-2	3.2.7, 3.2.8	Existing	Growth on base of coach arrivals
3.2.3	Review proposals and explore funding opportunities for the restoration of Ty Mawr as a key heritage asset in the WHS.	BCS	TCBC, BTC, VW, Cadw	Years 1-5	3.2.4, 3.5.2, 3.5.3	Private, Grant	Heritage preserved

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
3.2.4	Support other physical improvements to the town centre that supports footfall and investment.	Property owners	TCBC, BTC	Years 1-5	3.2.3, 3.2.5, 3.2.6	Existing, Grant	No of buildings, sites enhanced, Enhanced perception of cleanliness.
3.2.5	Review condition and effectiveness of the promoted pedestrian links between the town centre and Big Pit to include route condition and waymarking, current maintenance, use and any barriers to use; and develop actions as a result of the review to improve pedestrian connectivity and use of promoted routes.	TCBC	NMW	Years 1-2	3.1.3, 3.2.4	Existing	Increased usage
3.2.6	Make the road through the Gilchrist-Thomas estate more attractive for visitors (rationalisation of parking, landscaping etc.).	TCBC	NMW	Long-term	3.1.3, 3.2.4	Existing	Route improved
3.2.7	Support and coordinate local volunteers, creating a new team of WHS branded Ambassadors to act as 'meeters & greeters' within the town and at local events.	TCBC	VW, BTC, BCHM	Years 1-2	3.3.2, 3.1.1, 3.4.1, 3.6.5	Grant	No of volunteers, No of visitors engaged with
3.2.8	Support existing and new business development initiatives, targeting visitor related businesses such as cycle hire, local produce shops, catering outlets etc.	TCBC	BTC, VW	Years 1-5	3.6.1, 3.6.3, 3.6.5, 3.6.6	Existing, Grant	No of tourism related businesses supported

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
3.2.9	Encourage local outlets to collaborate and review their opening hours in the light of visitor needs.	TCBC	BTC	Years 1-5	3.6.1, 3.6.3, 3.6.5, 3.6.6		Amended hours of operation
<i>Policy 3.3: Improve the outdoor visitor experience, helping to reinforce the WHS as a high quality visitor destination set in an attractive landscape.</i>							
3.3.1	Rationalise the number of walking trails, improving the quality of the Iron Mountain Trail as a core product with a range of shorter ancillary routes using print and digital format (the Blaenavon Digital passport).	TCBC, BBNPA	MCC, NRW, VW	Years 1-3	3.3.6, 3.3.3, 3.3.4, 3.3.5	Existing, Grant	Creation of single set of hierarchical trails
3.3.2	Provide support for, and coordination of, local volunteers (WHS branded Ambassadors) to act as walking and heritage guides.	TCBC	BCHM, BTC, VW, BBNPA, CRT, MCC	Year 1	3.3.6, 3.2.7	Grant	Growth on base of visitors on guided walks
3.3.3	Work with neighbouring authorities to create cross-boundary walking and cycling routes e.g. The 'Loops and Links' Plan.	TCBC	MCC, BGCBC, NRW, BBNPA	Years 1-3	3.3.6, 3.3.4, 3.3.5	Existing, Grant	Creation of single set of hierarchical trails

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
3.3.4	Create the proposed multi-use trail for walkers and cyclists based on NCR 492, 46 and 49, linking Pontypool, Brynmawr and Abergavenny with Blaenavon via family friendly cycle loops off the main route.	TCBC	MCC, BGCBC, BBNPA, CRT, VW, Sustrans	On-going	3.3.1, 3.3.5	Existing, Grant	Growth on base of users
3.3.5	Improve the canal towpath as a high quality linear route for walking and cycling with clear signage and links to connecting routes.	BBNPA	TCBC, MCC, NCC, CRT	Years 1-3	3.3.1, 3.3.3, 3.3.4, 3.1.7	Existing, Grant	Growth on base of users, increased public benefits
3.3.6	Extend the range of information available on access to the wide range of outdoor leisure and educational activities and events available in the WHS outdoor activities at the Blaenavon World Heritage Centre with informed staff and materials.	TCBC	BBNPA, VW	Year 1-2	3.3.2, 3.6.4	Existing, Grant	Growth in visitor numbers to the WHS
Policy 3.4: Review interpretation of the industrial and natural landscape across the WHS.							
3.4.1	Review interpretation opportunities across the WHS, reflecting not only the industrial heritage in the light of the Cadw pan-Wales Heritage Interpretation Plan (2001), the European Route of Industrial Heritage and South Wales Route of Industrial Heritage but also the landscape and natural history of the site.	TCBC	All attractions VW, MCC	On-going	3.3.6, 3.1.1, 3.1.2, 3.1.3, 3.1.4, 3.1.5, 3.1.6	Grant	Enhanced visitor satisfaction

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
3.4.2	Investigate opportunities for new interpretive experiences within the WHS landscape through conservation of relevant buildings e.g. the Powder House and sites (lime works, inclines, tramways etc.).	TCBC	Cadw, RCAHMW	Long-term	3.3.1, 3.4.1, 3.4.3	Grant	No of additional features
3.4.3	Use the arts as an interpretive tool and to enhance 'sense of place' within the WHS landscape.	TCBC	ACW	On-going	3.3.1, 3.4.1, 3.4.2	Grant	No of exhibits
<i>Policy 3.5: Support the development of a wide range of visitor accommodation (subject to demand assessments) along with eating out and retail opportunities within the WHS to help maximise local economic impact.</i>							
3.5.1	Encourage the addition/refurbishment of rooms at public houses within WHS.	Land owners	VW, TCBC, BBNPA, MCC	On-going	3.6.1, 3.6.3, 3.6.6	Private, Grant	No of new rooms
3.5.2	Encourage local residents/landowners to offer B&B and/or self-catering accommodation including hostel/bunkhouse/field studies type accommodation geared for those involved in outdoor pursuits without adversely impacting upon the character of the area or the OUV of the BILWHS.	Land owners	VW, TCBC, BBNPA, MCC	On-going	3.6.1, 3.6.3, 3.6.6	Private, Grant	No of new beds

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
3.5.3	Work with local landowners to identify suitable sites for caravan and camping provision within the WHS that benefit from the potential for access from the improved A465 and do not adversely impact upon the OUV of the BILWHS.	Land owners	VW, TCBC, BBNPA, MCC	On-going	3.6.1, 3.6.3, 3.6.6	Private, Grant	No of new pitches pa
Policy 3.6: Raise the profile of the WHS as a unique cultural tourism destination for combining exploration and enjoyment of the area's outstanding industrial heritage with opportunities for engaging in outdoor experiences.							
3.6.1	Continue to promote the WHS's outstanding universal values to the relevant special interest markets, working in particular with other Welsh WHSs.	TCBC	BBNPA, CRT, VW, MCC, All attractions, other WHSs	On-going	3.1.1, 3.1.4, 3.6.2, 3.6.3, 3.6.4, 3.6.5, 3.6.6, 3.6.7, 3.6.8	Existing	Growth in no of visitors whose primary interest is industrial heritage
3.6.2	Seek enhanced representation for the WHS and the Iron Mountain Trail on published maps including Ordnance Survey and BBNPA maps.	TCBC	BBNPA, MCC	Years 3-4	3.6.1, 3.6.3	Existing	Amendments to key maps
3.6.3	Capitalise on the powerful brands of the Brecon Beacons, the canal and Big Pit National Coal Museum to promote the WHS as an area for outdoor leisure and educational activity; and promote Blaenavon World Heritage Centre as a gateway to the National Park.	TCBC	BBNPA, CRT, VW, All attractions, MCC	On-going	3.3.1, 3.6.1, 3.6.2, 3.6.4, 3.6.5, 3.6.6, 3.6.7, 3.6.8	Existing	Growth in no of visitors whose primary interest is outdoor activity
3.6.4	Seek 'Walkers are Welcome' status for Blaenavon.	BTC	TCBC	Years 2-3	3.3.1, 3.6.3, 3.6.5, 3.6.6	Existing, Grant	WAW status awarded

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
3.6.5	Develop events in the WHS (a principal marketing tool), building on the success of existing cultural and community events and supporting new events appropriate to the site (including food/drink festivals to promote local produce).	TCBC	Attractions, BTC, Third sector, Third parties	On-going	3.6.1, 3.6.3, 3.6.4, 3.6.6	Existing, Grant, Private	No of events, No of participants/spectators
3.6.6	Encourage cooperation amongst WHS's tourism stakeholders to create BILWHS branded products/itineraries/packages for day and staying visitors, an attractive urban heritage experience and opportunities to undertake outdoor activities; and encourage better cross marketing between visitor facilities and with external partners.	TCBC	All attractions VW, MCC, BGCBC, BBNPA	Years 1-2	3.6.1, 3.6.3, 3.6.5, 3.6.7	Existing	Action formally endorsed by partner organisations. No of itineraries created and no of associated visitors
3.6.7	Increase awareness of local residents (and their friends and relatives) to what is on offer in the town and the wider WHS (including joint promotions with the proposed Metro bus services to draw visitors from the City Region into Blaenavon).	TCBC	Attractions	On-going	3.6.1, 3.6.3, 3.6.5	Existing	Growth in local visitor numbers to the town and WHS

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
3.6.8	Review white on brown tourist signage seeking to incorporate the WHS as a destination, including for the A465 (Heads of the Valleys) Highway Improvement Works.	TCBC	WG	Years 2-3	3.6.1, 3.6.3, 3.6.13	Existing	New, improved WHS signage
3.6.9	Undertake market research on user and non-user profiles/attitudes and socio/economic impact and monitor the growth of visitors in the WHS.	TCBC	All partners	Years 1-5		Existing	Annual report, Visitor surveys
3.6.10	Provide appropriate investment in access infrastructure to prevent environmental impacts from increased visitor pressure in upland areas.	BBNPA	BWHEG, TCBC, MCC	Years 1-5	3.6.4	Existing, Grant	Environmental impacts from increased access managed
3.6.11	Work closely with the new Historic Wales and Visit Wales in the joint marketing of national cultural tourism campaigns and events, and promotion of the BILWHS as a pilot for collaborative partnership working in cultural tourism.	TCBC	All partners	Years 1-5		Existing	Increased visitor spend over the plan period and investment in local businesses supporting cultural tourism.

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
3.6.12 Continue to work with key partners including Visit Wales and Visit Britain to raise the profile of the WHS as a cultural tourism destination supporting new tourism business development and employment.		TCBC	Visit Wales, Visit Britain	Long-term	3.6.1 - 3.6.10		Growth in visitor numbers, Growth in new tourism businesses/employment
3.6.13 Capitalise on opportunities afforded by the A465 (Heads of the Valleys) Highway Improvement Works for enhancing access to and awareness of the BILWHS.		TCBC	MCC, BGCBC, BBNPA	Years 1-2	3.6.8	Existing	Enhanced access to and awareness of the BILWHS for visitors.

8.5 Learning and Community Engagement in World Heritage – Action Plan

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
<i>Policy 4.1 – Actively engage young people in the WHS so that future generations have a voice in the decisions that affect the heritage in their communities.</i>							
4.1.1	Develop a mechanism to give the World Heritage Youth Ambassadors a more influential voice within decision-making for the WHS in a way that reflects the Youth Ambassadors' aspirations.	TCBC	Cadw, WHYA	2018	4.2.1	Existing	Formally recognised voice for Youth Ambassadors in WHS Partnership.
4.1.2	Seek funding to support the development of a national World Heritage Youth Engagement scheme, using the Youth Ambassador programme as a model	TCBC	Cadw, NMW	Long-term	4.1.1, 4.1.3	Grant	Development of International World Heritage Engagement Scheme supported and adopted by other WHS.

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
4.1.3	Endeavour to host the World Heritage Youth Summit in Blaenavon again in the future to maintain the profile of the World Heritage Youth Ambassador Programme.	TCBC	WHYA, BTC, Cadw, NMW	2022	4.1.2	Existing, Grant	World Heritage Youth Summit Held in Blaenavon.
4.1.4	Seek opportunities to promote collaboration and synergy with older members of the community (i.e. over 65's).	TCBC	WHYA, BTC, MCC, BGCC, NMW	Long-term	4.2.1, 4.3.7	Existing	Collaborative activities completed and, or planned. Possible exhibition held to showcase outcomes.
Policy 4.2 – Support volunteering to encourage greater community engagement in the WHS.							
4.2.1	Investigate opportunities to secure funding for a paid Community Volunteer Coordinator to support growth in volunteering activity and help promote more integrated ways of working between various community groups within the WHS.	TCBC	BCHM, BBNPA, Cadw, NMW, WHYA	2018	4.1.1, 4.1.4, 4.2.7	Existing	Project Scoped.
4.2.2	Conduct a volunteer survey to gain a better understanding of the barriers to community engagement, particularly for disabled people, the elderly and dementia sufferers, and develop a participation strategy to help increase engagement in the World Heritage across all parts of the local community building on existing partner information.	TCBC	BCHM, WHYA, BBNPA, Cadw, NMW	2022	4.2.1	Existing	Survey conducted, Participation Strategy delivered.

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
4.2.3	Develop a WHS Ambassador training scheme to encourage local businesses and residents to convey to visitors why the WHS is important and promote opportunities for enjoying and learning about the Site.	BTC	TCBC, VW, BCHM, WHYA	Long-term	4.2.1, 4.3.2, 4.5.2	Grant	Training schemes delivered.
4.2.4	Develop training courses in 'care/repair' skills related to conservation of the built environment such as stone masonry, potentially accredited by the Blaenavon World Heritage Centre (an accredited training centre).	Cadw	RCAHMW, BTC, TCBC	Long-term	4.2.5	Grant	Training courses developed and delivered.
4.2.5	Offer volunteers qualification-based training which can help to improve confidence and support future employability in the heritage sector.	Cadw	BCHM, WHYA, Cadw, VW BBNPA, RCAHMW, NMW	Long-term	4.2.4, 4.1.5, 4.3.2	Grant	Training delivered.
<i>Policy 4.3 – Maximise the educational and learning potential of the WHS to enable local communities to fulfil their potential.</i>							
4.3.1	Conduct a survey of the various different educational groups using the WHS to understand the needs of different groups at all levels of education and to inform an education strategy for the WHS.	TCBC	NMW, Cadw, BBNPA, WHYA, BCHM	2019	4.3.2, 4.3.3	Existing	Survey conducted, education strategy prepared.

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
4.3.2	Work with tertiary educational institutions to identify potential research projects which can contribute to the understanding of the WHS and inform a research agenda.	TCBC	NMW, Cadw, BBNPA, RCAHMW, BCHM, WHYA	Long-term	4.1.4, 4.2.4, 4.2.5, 4.3.7, 4.1.1	Existing, Grant	Research identified, Research Agenda written.
4.3.3	Coordinate existing and establish new links with schools to create more educational resources for secondary students and children with special educational needs.	NMW	Cadw, TCBC, MCC, BGCBC, BBNPA, BCHM	On-going	4.3.1, 4.3.2	Existing	Development of educational resources for secondary schools and children with educational needs.
4.3.4	Collaborate with other World Heritage Sites in Wales to promote a joined-up approach to World Heritage education.	Cadw	TCBC, NMW	On-going	4.3.1, 4.3.2, 4.1.4	Existing, Grant	Joined-up approach to education in place
4.3.5	Collaborate with other education providers to coordinate educational resources and encourage multi-site educational activities within the WHS.	TCBC	BBNPA, Cadw, NMW, CRT, BTC, BCHM	On-going	4.3.1, 4.3.4, 4.1.4	Existing	Multi-site educational activities developed
4.3.6	Continue to support and develop skills-based heritage apprenticeships such as those recently established for the Big Pit National Museum.	NMW	Cadw, WHYA	Long-term	4.2.4, 4.2.5, 4.1.3	Grant	More apprenticeship programmes developed.

Actions		Lead Partner	Supporting Partners	Priority/Timescale	Related Actions	Funding Source	Outcomes/Indicators
4.3.7	Work with National Museum Wales to support research at the genealogy centre and to identify potential research projects that can aid understanding of people's connections with the WHS.	NMW	TCBC, BTC, WHYA, Cadw	2019	4.2.1, 4.3.1, 4.3.2, 4.2.5, 4.1.1	Grant	Research projects identified. Research underway.
4.3.8	Work with partners, such as the BBNPA, to develop an environmental conservation learning programme.	TCBC	BBNPA, Cadw, RCAHMW, CRT	Long-term	4.3.1, 4.3.2, 4.3.3, 4.3.5	Existing, Grant	Learning programmes developed.

8.6 Monitoring Actions

- 8.6.1 The Partnership will monitor implementation of each action against the identified outcomes on an annual basis.
- 8.6.2 The Partnership will also keep the priorities for action under review on an annual basis in relation to the Management Plan's objectives for 2018-2023 identified in Section 3.3. Where necessary, the Partnership will update and publish revised Action Plans to reflect the availability of resources/funding, changing needs and/or new opportunities as appropriate.

July 2018

BILWHS Management Plan 2018-2023

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Chris Blandford Associates

APPENDICES

July 2018

BILWHS Management Plan 2018-2023

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Chris Blandford Associates

APPENDIX A

Review of the BILWHS Management Plan 2011-2016

During the Plan period, the effective management of the World Heritage Site by the Blaenavon Partnership has continued with positive cooperation between members of the Partnership and also effective working with community groups.

The existing management Plan has played a central role in how the World Heritage Site has been managed. It has been used to inform and guide, landscape management, planning decisions, education and interpretation projects, marketing initiatives and project development as well as individual funding applications and work programmes. Welsh Government in its Managing Change in World Heritage Sites Wales (May 2017) highlights the Plan as an exemplar of best practise recognising that:

- The Blaenavon World Heritage Site Partnership successfully brings together all responsible parties to collaborate on the management plan.
- There is an overarching vision for the site that responds to local needs as well as protecting the sites Outstanding Universal Value.
- It sets out the significance of the site and how it can be protected and enhanced.
- It sets out the management roles and responsibilities of the partnership, the steering group and working groups, which are flexible enough to respond to meet changing circumstances.
- It sets out management objectives focused on the key issues and proposals for specific projects and activities, including likely phasing and possible sources of funding.
- Wide public and partner consultation has ensured that the plan is robust.
- The success of the plan has demonstrated that heritage protection and heritage-led regeneration are complimentary.
- The plan is kept under review.

Despite a prolonged period of UK Government led austerity measures being implemented within the public sector, the Partnership has maintained effective management of the sites Outstanding Universal Value. A great deal has been achieved within the World Heritage Site under the overarching framework set out by the Plan and the majority of the actions and ambitions set out have been delivered or are ongoing. This has been achieved in many cases because of the excellent partnership working in and around the World Heritage Site.

Continued support for the Co-ordinators role in managing the Site has ensured an active and focused Steering Group who, along with the supporting Working Groups, have ensured that the key components of the sites Outstanding Universal Value have been managed and safeguarded for future generations.

The new Management Plan seeks to build upon the success of both Management Plans implemented to

date and presents actions that will assist in maintaining the momentum of the heritage led regeneration that has been delivered by the Partnership since inscription in 2000 whilst also ensuring the management of the Sites Outstanding Universal Value.

Continued austerity measures however has introduced a need to re-consider the governance structure of the Partnership. Going forward, there is a need to ensure that partner organisations whose resources are all under pressure, are able to continue to effectively engage with and support the Partnership and delivery of the new Management Plan.

It is also recognised that there is a growing interest within the local community across all demographic age groups to become more actively involved in the management of the Site. Consultation as part of the preparation of the new Plan has revealed a perceived lack of communication and engagement opportunities within the management of the Site. The emerging new Plan will need to consider these issues.

Statement of Outstanding Universal Value

A major achievement has been the development of the Statement of Outstanding Universal Value. In 2007, the World Heritage Committee requested that Statements of Outstanding Universal Value be drafted and approved retrospectively for all World Heritage properties inscribed between 1978 and 2006, prior to the launch of the Second Cycle of Periodic Reporting in each region. Final approval of the retrospective Statement of Outstanding Universal Value for Blaenavon was granted by the UNESCO World Heritage Committee at its meeting on 27th June 2013 following agreement of drafts by ICOMOS UK, English Heritage and Cadw.

As part of the process of preparing the Statement of Outstanding Universal Value, four overarching Attributes, thereafter broken down into key Components for the Site, were drafted by the Steering Group during the early months of 2013 and following extensive discussion were agreed by the Steering Group. A diagrammatic expression has been prepared to express the attributes and components of the Sites Outstanding Universal Value. This has proved to be very successful in assisting Officers, developers and the public in understanding the significance of the Site and its key elements and has been highlighted by Welsh Government⁴² as an excellent illustration of how physical and intangible elements combine to present the values of a complex World Heritage Site.

UNESCO Periodic Reporting Exercise

As part of UNESCO's Periodic Reporting exercise for Europe and North America a Periodic Review for the World Heritage Site has been undertaken by the Partnership in consultation with all twelve partners.

The UNESCO Periodic Review provides an assessment of the application of the World Heritage Convention (1972) by State Parties. It also facilitates the update of information on the World Heritage property and records possible changes in their state of conservation. The purpose of the Periodic Review is to assure the World Heritage Committee that the Outstanding Universal Value of the Site is being upheld by the State Parties.

⁴²Managing Change in World Heritage Sites in Wales (Welsh Government, 2017)

The Periodic Review represented a significant piece of work for the Partnership and was the subject of extensive consultation with all partners throughout late 2012 and early 2013.

Of 77 factors considered that could negatively affect the World Heritage Site, only 5 were considered current risk areas. These are:

- **Renewable Energy Facilities** – (Wind power facilities)
- **Water** – (Erosion damage caused by surface water run off)
- **Illegal activities** – (Vehicle Off-roading in the Landscape)
- **Deliberate Destruction of Heritage** – (Fire caused by Arson)
- **Hyper-Abundant Species** – (Bracken on the Landscape)

The Review also assessed current arrangements for the protection, management and monitoring of the World Heritage Site. Of 57 areas where these factors were assessed, only 4 management actions have been highlighted for attention. These are:

- There is a need for a Buffer Zone to the World Heritage Site.
- The boundaries of the World Heritage Site are not known by local residents/communities/landowners.
- Research in the Site is not planned.
- Key indicators have not been defined.

The Board formally approved the findings of the Review at its meeting on 27th March 2013. ICOMOS UK, Cadw and English Heritage were formally consulted during the process prior to final submission to UNESCO. The Review concluded that the Outstanding Universal Value of the World Heritage Site has been maintained by the Partnership and that its condition is intact. The risk areas and management actions highlighted will need to be addressed within the new Management Plan.

Strategic Policy Development

During the Plan period, a number of key legislative and policy developments effecting World Heritage Sites have been developed and implemented. These are welcomed by the Partnership as having a direct and positive impact upon management of the World Heritage Site. They have been taken into account in the preparation of the new Management Plan and include:

- **Wellbeing of Future Generations (Wales) Act 2015**
- **The Historic Environment (Wales) Act 2016**
- **The Environment (Wales) Act 2016**
- **Planning (Wales) Act 2015**

- **Managing Change in World Heritage Sites in Wales, Welsh Government, May 2017**
- **Planning Policy Wales (Edition 9), Welsh Government, November 2016.**
- **Technical Advice Note 24: The Historic Environment, Welsh Government, May 2017**
- **Partnership for Growth, Welsh Government Strategy for Tourism 2013-2020**
- **City Deal for the Cardiff Capital Region**

Landscape Management

The Forgotten Landscapes Partnership (FLP) has been a key project delivered within the Plan period. The project evolved in response to the need to continue the conservation and presentation of the World Heritage Site. FLP activities have made a major contribution to the work of the Blaenavon Partnership.

The Landscape Partnership Scheme delivered a range of projects across this landscape between October 2010 and September 2015. The Scheme's cash budget amounted to £2.375m, of which £1.474m (62%) came from the Heritage Lottery Fund (HLF). Cash inputs were complemented by 'in-kind' contributions (mostly volunteer time), resulting in a total turnover for the Scheme of about £2½m.

During development of the project it became clear that its objectives were closely aligned to those of the Blaenavon Partnership. As such, a pragmatic decision was made (with the agreement of the HLF) to embed the governance requirements of the FLP project into that of the Blaenavon Partnership and to extend the geographical scope (reflecting the larger area covered by FLP) of the World Heritage Site Management Plan to include the extent of the FLP boundary for the Plan period. This arrangement seems to have worked well and there doesn't appear to have been any conflict between the Landscape Partnership goals and the ambitions of the World Heritage Site⁴³.

The resulting World Heritage Site Management Plan identified the FLP's programme of work identifying a range of additional work that would further enhance the World Heritage Site and its landscape setting through:

- The conservation of industrial archaeology in the landscape;
- Habitat management to improve circumstances for the area's many important species;
- Access and interpretation improvements;
- Effective community engagement,
- Educational programmes; and
- Opportunities for volunteering and training.

⁴³Forgotten Landscape: Evaluation of Forgotten Landscapes Partnership Scheme (May 2015)

Incorporating FLP's work programmes ensured the effective delivery of the Programme and ensured synergies with the Plans overarching vision and objectives. During the Plan period FLP activities made a major contribution to the work of the Blaenavon Partnership delivering:

- The conservation of five Scheduled Monuments.
- 250ha of land managed for heathland conservation, including bracken control, heather cutting and burning and creating fire breaks.
- Red Grouse Conservation – the population more than doubled during the project delivery period.
- 5000 school children engaged in heritage education. 200 lifelong learners attended heritage courses.
- 50 Volunteers recruited and the Blaenavon World Heritage Environment Group (BWHEG) established.
- Programme of guided walks and establishment of World Heritage Site Walking Festival – led by BWHEG.
- 24 miles of new trails, 9 new trail leaflets.
- Installation of new interpretation at the World Heritage Centre including 4 new films and a Victorian classroom experience.
- Commoners Associations engaged and Commoners assisting in land management decision making and project delivery.
- 25kW micro hydro scheme installed on the Afon Lwyd generating income which supports the World Heritage Centre; the BWHEG and their ongoing land management activities; marketing and promotional activities; and learning activities.

The FLP Scheme represented a singularly important project within the Plan delivering landscape scale management and sustainable conservation of the landscapes cultural and natural heritage. The establishment of the Blaenavon World Heritage Environment Group (BWHEG) and their subsequent contribution to caring for and maintaining key landscape features and infrastructure is recognised by the Partnership who have valued their input and contribution to protecting the sites Outstanding Universal Value.

Education & Interpretation

The achievements against the Plans Community Engagement, Education and Training objectives have been significant. The Education and Interpretation Group have been proactive and delivered activities that fulfil the Plan's educational objectives.

Over the last six years the Site has become a UK lead in Youth Engagement and World Heritage through the delivery of the 2015 Youth Summit and World Heritage Youth Ambassadors Programme. The World Heritage Centre is now an ASDAN Accredited Training Centre providing a variety of different vocational accreditations including the bespoke World Heritage Youth Ambassadors short course.

The FLP Programme delivered education packages to over 5000 children and adults and was sustained following Programme completion by the development of a bespoke World Heritage education package and ongoing joint educational work between key partners as well as the development of online learning.

Community engagement has continued to thrive with volunteers being proactive in the Blaenavon World Heritage Environment Group and the Blaenavon Museum amongst others delivering lots of activity to manage and promote the site. The Museum was also successfully re-located into the Workmen's Hall in 2015 and continues to grow as a consequence, winning the Marsh Award for Museum Learning in 2016.

New interpretation across the Site has also been installed, including a new sound and light exhibition at the Ironworks, the King Cole exhibition at Big Pit and a new Victorian School room at the World Heritage Centre as well as smaller installations across the landscape including augmented reality.

Ongoing temporary exhibitions have also continued across the site and at all venues exploring the social history of the area. New developments have also been developed in adult engagement with Big Pit National Coal Museum leading on being "Dementia Friendly".

The new Management Plan will look to build on these achievements and encourage greater youth participation and community engagement moving forward.

Marketing & Promotion of the World Heritage Site

Over the Plan period the Partnership has delivered a wide range of projects all with the ultimate goal of increasing awareness of and footfall to the Blaenavon World Heritage Site. A marketing toolkit has been developed providing partners with key messages and imagery to promote the site in their own individual marketing. This toolkit includes the wider Wales' World Heritage Sites and how all three can cross-promote.

A World Heritage Site Marketing Strategy has been prepared which also incorporates the two other Welsh World Heritage Sites. Working in partnership with King Edwards Castles and Pontcysyllte Aqueduct World Heritage Sites, a joint marketing brochure has been produced to jointly promote all three Welsh World Heritage Sites. This product has been used extensively at travel trade events, working with VisitBritain and VisitWales to promote Blaenavon and our sister World Heritage Sites to the travel trade across the globe. The Partnership has also worked in partnership with Cardiff Airport and Flybe and hosted a group of German travel writers to experience the World Heritage Sites Wales has to offer.

The Blaenavon Digital Passport has been further developed to include the FLP "Treasure Trails", providing a new platform from which visitors can experience these walks. The "Tumble Challenge" has been created and promoted, working with local accommodation operators who welcome cyclists, and targeting the niche cycling magazines.

The Partnership has led on the "Valleys that Changed the World" initiative which is part of the European Route of Industrial Heritage, with a series of promotional campaigns as well as developing a web presence and printed promotional material.

The Partnership has embraced innovative new technologies and will shortly embark on a Virtual Reality project which will take three attractions back to the 19th Century (Big Pit, World Heritage Centre and

Blaenavon Heritage Town), utilising Google Cardboard technology.

Such initiatives have begun to have an impact upon the local economy within the World Heritage Site. Since 2013 the Partnership has collected economic activity figures for the World Heritage Site through the STEAM model. In 2017 expenditure in the tourism sector within the World Heritage Site was valued at £21.5m, which is an increase of 28.6% compared to 2013. Footfall figures in 2017 were 540,400, which is an increase of 19.98% compared to 2013, and full time equivalent jobs supported through the tourism sector was 272 in 2017, an increase of 10.12% compared to 2013.

Blaenavon World Heritage Centre has continued to welcome national and international visitors. Recent changes have seen the town's library re-locate to the Centre which has encouraged local people to visit and learn more about their towns World Heritage Site status. The move is commended as an exemplar of change, generated by the need to make savings, having a positive impact on service delivery⁴⁴.

Blaenavon Town Centre

Town centre regeneration efforts linked to the Plans wider strategy of creating a cultural tourism destination have continued to tackle economic and social decline and progress has been made in this regard. However, there remains "work to be done". Despite the increase in visitor numbers to the World Heritage Site during the Plan period, it is increasingly clear that a considerable number of these visitors do not visit the town.

Global, national and local economic trends continue to pose challenges for local businesses and the confidence of private investors. Town centre footfall has decreased by 12% since 2014 and it remains a challenge to attract both local residents and visitors into the town and footfall remains relatively low.

Inevitably this has presented a challenging trading environment for local businesses who continue to report low footfall and trade and the town often lacks the vibrancy that regular footfall and trade brings. Efforts have been made to offset the declining trading power of the town with some private sector investment in niche shops. A new hotel has opened within the town centre to Visit Wales four star standard. The Lion Hotel was previously vacant and semi-derelict. The Hotel is now making a significant contribution towards encouraging local people and visitors to the town. Whilst a number of new businesses have been established offering more diversity and facilities for the local community and visitors, further investment in the town centre is required.

A key partner in delivering the Plans key objectives for the economic and social regeneration of the town has been the Blaenavon Town Team. The Team was established in October 2012, following the demise of the former Blaenavon Town Traders Association. Blaenavon Town Team represents a broad range of interests and its membership is comprised of interested local individuals and those from outside the town, traders, local residents, community groups and key public sector partners including the Police, Big Pit National Coal Museum, Blaenavon Town Council, Bronafon and Melin Regional Social Landlord's and the Blaenavon Heritage Primary school. The team has 20-30 regular members and meets monthly.

⁴⁴Welsh Public Library Standards 2014-17, Torfaen CBC Annual Assessment Report 2015-16

At its inception, the Town Team recognised that a holistic approach to the continued economic and social regeneration of the town was required if the town was to successfully and sustainably realise its potential as a local service centre and cultural tourism destination. The Teams vision for the Town has been clear⁴⁵:

Blaenavon will be...

- An energised and successful town and visitor destination that's open for business is thriving, vibrant and economically prosperous.
- A diverse community working together and in collaboration with all partners with a positive outlook, sharing a strong sense of civic pride.
- A community harnessing the talents of its people, creativity, entrepreneurship and passion making sustainable changes that benefit the whole community

The main aim of the Team during the Plan period in realising this vision has been to work with the Partnership to further promote the town and encourage traders and residents to take an interest in the town and to promote it. The Team has been embedded within the Partnerships Management Structure for the Plan period and this has worked well in realising action plan projects that have sought to increase local support for the town.

With the assistance of Torfaen Council, a significant achievement for the Team was successfully securing £100k funding through Welsh Governments Town Centre Partnerships fund which delivered a three year programme (2014-2017) of significant investment in marketing and promoting the town as well as supporting the Team in delivering annual event programmes, regular litter picks of the town, developing its own web site - Blaenavon Life and also an App.

Historic Environment

Over the Plan period the Partnership has continued to successfully manage the historic built environment within the World Heritage Site. Key actions in this regard have included the delivery of a range of projects and actions that have sought to protect, conserve and manage the sites Outstanding Universal Value.

A major opencast scheme at Varteg to the south of the World Heritage Site, which could have destroyed or damaged a number of historic assets related to the Outstanding Universal Value of the World Heritage Site has been resisted.

Constructive dialog has been maintained with the owners of all major assets, including one which suffered a fire in 2012. Whilst an application to demolish this listed building was initially received by Torfaen Council this was resisted and the Partnership is now supporting the owners in developing options with the community for the restoration and sustainable end use of the building.

One of Blaenavon's most imposing historic buildings has been given a new lease of life thanks to investment by a local business. The former Blaenavon Town Hall in Lion Street, which was until recently used as the town's library and museum, has been empty since the services were relocated to the World Heritage Centre in 2015. The building has been purchased by RWA, a Blaenavon-based company that offers e-learning solutions, business support and training. The building is now their head office and will

⁴⁵Blaenavon Town Team Action Plan 2014-2017

provide much needed space in the town to help the company's own growth.

The Blaenavon Town Centre Conservation Area Appraisal & Management Plan has been reviewed and updated. This Plan will assist the Torfaen Council in ensuring the continued preservation and enhancement of the character of the Blaenavon Town Centre Conservation Area. As part of the review, the existing boundary of the Blaenavon Town Centre Conservation Area has been extended to the south east and south west.

Also emerging from the Conservation Area Appraisal & Management Plan is the recommendation to implement an Article 4(2) Direction within the core area of the Conservation Area. Following consultation, an Article 4 (2) direction was approved and implemented by Torfaen Council early in 2018. The Direction offers increased protection especially where there is threat from small unsympathetic works and also offers the potential to continue the emphasis on the heritage led regeneration of Broad Street strengthening the quality and position of the town centre as a visitor destination.

The restoration of Aaron Brutes Bridge has been achieved. The Scheduled Monument was near collapse and following restoration it is now once again open for public use. The restoration itself won an award from the Institute of Civil Engineers in Wales for the innovative quality of design which allowed the historic appearance to be maintained whilst incorporating a new structure which meets all relevant 21st century standards.

Some residential development has continued within the town in line with agreed residential land allocations. This includes a mixture of both private and social housing. Discussions with Torfaen Councils Development Management Team and Conservation Officer have produced designs consistent with the approved Blaenavon World Heritage Site Design Guide Supplementary Planning Guidance⁴⁶ approved in 2011. The guide aims to both protect the historic character of the World Heritage Site within the Torfaen CBC area, to ensure that all development whether alterations, repairs or new development respects the significance of the values for which the Site was inscribed.

A key recommendation within the Plan has been the proposal to consider a proposed Buffer Zone for the World Heritage Site. The Site was inscribed without a Buffer Zone, however, development pressures have emerged particularly on the western boundary of the Site which has necessitated consideration of measures to protect the principle Site and its setting.

A study, commissioned by the Partnership, has considered the case for a Buffer Zone and a proposed boundary line has been identified. Initial consultation with key partners and stakeholders has taken place. Going forward, the new Plan will need to give further consideration to the proposal or other alternative measure to protect the setting of the Site.

World Heritage Site Networking

The Partnership recognises the importance of existing partnerships within the Welsh and UK World Heritage sectors and has continued to embrace networking opportunities. Given the small scale and specialist nature of the sector, such partnerships have provided and facilitated the valuable exchange of expertise, knowledge and support to the benefit of the management of the World Heritage Site.

⁴⁶Blaenavon World Heritage Site Design Guide Supplementary Planning Guidance (2011)

Regular engagement with representatives from the other two World Heritage Sites in Wales has continued with regular meetings and liaison on joint projects and consultations.

On a UK level, the emergence of World Heritage: UK as a leading organisation established in 2015 to undertake networking, advocacy and promotion on behalf of all of the UK's 31 World Heritage Sites and those which are progressing towards World Heritage Site status has been significant.

The organisation aims to bring together all agencies and interested parties involved in looking after the UK's World Heritage Sites to:

1. Undertake effective advocacy at all levels for the joint benefit of the UK's World Heritage properties and for the World Heritage Convention.
2. Facilitate and encourage networking between organisations and individuals that play a role in the management of the UK's 31 World Heritage Sites.
3. Promote the UK's World Heritage Sites, in collaboration with key partner agencies, to a national and international market so as to allow more people to experience the Sites in ways that are appropriate to their different situations and pressures.

World Heritage UK evolved from the Local Authority World Heritage Forum (LAWHF), which was established as an interest group over twenty years ago to support local authorities with responsibilities for managing World Heritage Sites in the UK. Torfaen County Borough Council held membership of LAWHF on behalf of the World Heritage Site Partnership and is now a member of World Heritage: UK on behalf of the Partnership. Wales' three World Heritage Sites are represented at Board level by the Blaenavon World Heritage Site Co-ordinator who also holds the position of Vice Chair.

Rebecca Hartley

Team Leader Economy, Renewal & Culture, Torfaen County Borough Council

BILWHS Co-ordinator

APPENDIX B

Stakeholder and Public Consultation Record

A record of engagement with partners, other key stakeholders and the community undertaken during January and February 2017 to inform the identification of needs and opportunities for the updated Management Plan is set out below. Feedback from these consultations was captured in an interim report to the BILWHS Steering Group in February 2017.

Meeting with TCBC Strategic Engagement Group

Date: 01 February 2017
Location: TCBC, Civic Centre, Pontypool

Meeting with Blaenavon Town Council

Date: 01 February 2017
Location: The Workmen's Hall, Blaenavon
Participants:

Name
Cllr Mayor Alan Jones
Cllr Stuart Evans
Cllr Rod Denley-Jones
Cllr Nick Horler
Cllr Lewis Evans
Cllr Janet Jones

Workshop with BILWHS Partnership Steering Group

Date: 02 February 2017
Location: The Workmen's Hall, Blaenavon
Participants:

Name	Title/Organisation
Jacob Birch	Natural Resource Manager, Natural Resources Wales
Mathew Lewis	Green Infrastructure & Countryside Manager, Monmouthshire County Council
Ruth Coulthard	Funding Development Officer, Brecon Beacons National Park Authority
Nathan Matthews	Museum Coordinator, Blaenavon Community Museum
Kate Roberts	Senior Inspector of Ancient Monuments, Cadw
Cllr Lewis Evans	Blaenavon Town Council
Steve Williams	Senior Ecologist, TCBC
Ashleigh Taylor	Community Heritage Development Officer, TCBC
Kate Blewitt	Team Leader Economy & Heritage Tourism, TCBC
Dawson Evans	Group Leader Economy & Enterprise, TCBC
John Rodger MBE	ICOMOS UK

Name	Title/Organisation
Dai Price	Head of Museum, Big Pit National Coal Museum
Stephen Peel	Senior Conservation Officer, TCBC
Andrew Stumpf	Head of Wales, Canal & River Trust
Rebecca Hartley	Team Leader Economy, Renewal & Culture, TCBC/BILWHS Co-ordinator

Workshop with BILWHS Partnership Working Groups

Date: 02 February 2017

Location: The Workmen's Hall, Blaenavon Town

Participants:

Name	Title/Organisation	Working Group
Alvin Nicholas	Rural Development Land Management/Commons Officer, TCBC	Landscape and Access
Amelia Pannet	Field Monument Warden, Cadw	Historic Environment
Amy Longford	Heritage Manager, Monmouthshire County Council	
Andrew Neville	Team Leader Environmental Projects Team, TCBC	
Andrew Osborne	Group Leader Economy, Environment & Culture, TCBC	
Andrew Woodrow	Secretary, WBH Environment Group	Landscape and Access
Ashleigh Taylor	Community Heritage Development Officer, TCBC	Education and Interpretation (Chair)
Carole Jacob	Volunteer, Torfaen Friends of the Earth	
David Penberthy	Head of Interpretation and Learning, Cadw	Education and Interpretation
David Viner	Coalfields Regeneration Trust	Historic Environment
Janet Jones	Trustee, Blaenavon Community Museum	Marketing and Promotion
Joyse Compton	Blaenavon World Heritage Environment Group	Landscape and Access
Kate Blewitt	Team Leader Economy & Heritage Tourism, TCBC	Marketing and Promotion (Chair)
Kate Fitzgerald	Senior Economy & Renewal Officer, TCBC	Town Centre
Kennah	World Heritage Youth Ambassador	
Michael Tomboline	Blaenavon World Heritage Environment Group	Landscape and Access

Name	Title/Organisation	Working Group
Nathan Mathews	Secretary, Blaenavon Community Museum	Education and Interpretation
Olwen Maidment	Natural Resources Wales	Historic Environment
Richard Roynon	Trustee, Blaenavon Community Museum	Marketing and Promotion
Robert Murray	Principal Planner, TCBC	
Ruth Coulthard	Funding Development Officer, Brecon Beacons NPA	Landscape and Access (Chair)
Samuel Harpur	Warden, Brecon Beacons NPA	Landscape and Access
Stephen Peel	Conservation Officer, TCBC	Historic Environment (Chair)
Steve Williams	Senior Ecologist, TCBC	Natural Environment (Chair)
Sue Mason	Head of Lifelong Learning, Cadw	Education and Interpretation
Tim Hill	Lifelong Learning and Volunteering Manager, Cadw	Education and Interpretation
Verity Ryan	Arts Development Manager, TCBC	
Veronika Brannovic	Living Valleys Manager, Gwent Wildlife Trust	

Meeting with BILWHS Partnership Board

Date: 02 February 2017

Location: The Workmen's Hall, Blaenavon

Participants:

Name	Title/Organisation
Alvin Nicholas	Rural Development Land Management/Commons Officer, TCBC
Andrew Stumpf	Head of Wales, Canal & River Trust
Ashleigh Taylor	Community Heritage Development Officer, TCBC
Cath Thomas	Head of Economy Enterprise & Environment, TCBC
Cllr Alan Jones	Mayor, Blaenavon Town Council/Blaenavon Ward Member, TCBC
Cllr Anthony Hunt	Leader of the Council, TCBC
Cllr Bob Wellington	Executive Member for Sustainability & Collaboration, TCBC/Blaenavon WHS Partnership Chair (to February 2017)
Cllr Stuart Evans	Blaenavon Ward Member, TCBC
Duncan Smith	Chief Officer Neighbourhood Services, Planning & Public Protection, TCBC
Gareth Davies	Chair, Blaenavon World Heritage Day Committee
Gerwyn Evans	Head of Policy & Programmes, Visit Wales
Huw Jones	Mine Manager, Big Pit National Coal Museum
John Rodger MBE	ICOMOS UK
Julian Atkins	Director of Countryside & Land Management, BBNPA

Name	Title/Organisation
Kate Blewitt	Team Leader Economy & Heritage Tourism, TCBC
Kate Roberts	Senior Inspector of Ancient Monuments, Cadw
Margaret Underwood	Welsh Government Representative, BNPA
Nathan Mathews	Secretary, Blaenavon Community Museum
Paul Matthews	Chief Executive, MCC
Rebecca Hartley	Team Leader Economy, Renewal & Culture, TCBC/BILWHS Co-ordinator
Cllr Rod Denley Jones	Blaenavon Town Council/Chair, Blaenavon Town Team
Ron Marchant	Chair, Blaenavon World Heritage Environment Group
Ruth Coulthard	Funding Development Officer, Brecon Beacons National Park Authority
Stephen Peel	Conservation Officer, TCBC
Steve Williams	Senior Ecologist, TCBC
Terry Evans	Trustee, Blaenavon Community Museum
Tom Huish	Chair & Trustee, Blaenavon Community Museum

One-to-one Stakeholder Consultations

Name	Position	Organisation	Consultation Method
Alan Cornish	Conservation Officer	Cadw	Meeting
Alison Hargeaves	Site Manager, Blaenavon Ironworks	Cadw	Meeting
Alvin Nicholas	Rural Development Land Management/Commons Officer	TCBC	Meeting and Email
Andrew Neville	Team Leader, Environmental Projects Team	TCBC	Meeting
Andrew Osborne	Group Leader Economy, Environment & Culture	TCBC	Meeting and Email
Andrew Stumpf	Head of Wales	Canal & River Trust	Meeting and Email
BWHS Visitor Centre Staff	Reception Staff	BILWHS Visitor Centre	Conversation
Ceri Thompson	Senior Curator	Big Pit National Coal Museum	Meeting
Chris Jones	Consultant to TCBC Pontypool Regeneration Strategy	Chris Jones Regeneration	Meeting
Dai Price	Head of Museum	Big Pit National Coal Museum	Meeting and Email
Dave Congreve	Assistant Chief Executive Communities/Strategic Director for Health and Wellbeing	TCBC	Email
Dawson Evans	Group Leader Economy & Enterprise	TCBC	Meeting and Email
Frank Olding	Heritage Officer	Blaenau Gwent Council	Conversation
Gerwyn Evans	Head of Policy & Programmes	Visit Wales	Conversation
Huw Jones	Mine Manager	Big Pit National Coal Museum	Meeting
John Rodger MBE	WHS Advisor	ICOMOS UK	Email
John Turton	Stationmaster	Blaenavon Heritage Railway	Conversation
Julian Atkins	Director of Countryside and Land Management	BBNPA	Conservation and Email
Kate Blewitt	Team Leader Economy & Heritage Tourism	TCBC	Meeting

Name	Position	Organisation	Consultation Method
Kate Fitzgerald	Senior Economy & Renewal Officer	TCBC	Email
Kate Roberts	Senior Inspector of Ancient Monuments	Cadw	Meeting
Kim Colebrook	Consultant to Torfaen Tourist Association	Kim Colebrook Consultant	Conversation
Lyndon Puddy	Head of Public Services Support Unit	TCBC	Meeting
Mark Panniers	Team Leader, Countryside Access	TCBC	Meeting
Matthew Lewis	Green Infrastructure & Countryside Manager	Monmouthshire County Council	Meeting
Nathan Matthews	Secretary	Blaenavon Community Heritage Museum	Email
Neil Howell	Head of Housing and Business Support	TCBC	Email
Peter Cole	Destination Management Plan Consultant to BBNPA and MCC	Cole & Shaw	Conversation
Rachel O'Shaughnessy	Environment & Sustainability Manager	TCBC	Meeting
Rebecca Hartley	Team Leader Economy, Renewal & Culture/BILWHS Co-ordinator	TCBC	Meeting and Email
Richard Tyler	Sustainable Tourism Manager	BBNPA	Conversation
Ron Marchant	Chair, Blaenavon World Heritage Environment Group		Email
Ruth Taylor-Davies	Consultant to Torfaen Tourism Association	Letha Consultancy Ltd	Email
Stephen Peel	Senior Conservation Officer	TCBC	Email
Steve Williams	Senior Ecologist	TCBC	Meeting and Email
Susan and Gerry Woodhouse	Local Business Owners	Blaenavon Cheddar	Meeting
Verity Ryan	Arts Development Manager	TCBC	Email

Llanfoist Public Consultation Event

- Date: 6th February 2017
- Location: Llanfoist Village Hall
- Estimated number of participants: 6

Blaenavon Public Consultation Event

- Date: 7th February 2017
- Location: The Workmen's Hall, Blaenavon
- Estimated number of participants: 30

Consultation with Blaenavon World Heritage Youth Ambassadors

- Date: 7th February 2017
- Participants: World Heritage Youth Ambassadors

Public Consultation on Draft Management Plan

A Consultation Draft of the BILWHS Management Plan was endorsed by the Steering Group in November 2017.

The Consultation Draft was made available for a 6 week public consultation period between 12th April and 24th May 2018.

Comments were invited via Torfaen Council's on-line consultation system at www.getinvolved.torfaen.gov.uk

Public consultation events were also held at the Blaenavon World Heritage Centre on Tuesday 24th April 2018 from 3:30pm – 7pm and Llanfoist Village Hall on Thursday 26th April 2018 from 3:30pm – 7pm.

Paper reference copies of the Consultation Draft were made available at the following locations:

- Torfaen Council's Ty Blaen Torfaen Office, New Inn, Pontypool
- Blaenavon World Heritage Centre, Blaenavon
- Torfaen Council's Civic Centre, Pontypool

Ten written responses were received, which were taken into account in the final version of the Management Plan as appropriate.

APPENDIX C

Summary of Related Plans, Strategies and Studies (2011 onwards)

WHS SPECIFIC

Document title	Author	Date	Summary
A Proposed Buffer Zone for the Blaenavon Industrial Landscape World Heritage Site (Consultation Draft)	Heritage Regeneration Solutions for Torfaen County Borough Council	April 2015	<ul style="list-style-type: none"> • Study proposes a buffer zone for the World Heritage Site, justified against the following criteria: <ul style="list-style-type: none"> ◊ Cultural and heritage links with the BILWHS which support and explain the Site's OUV ◊ Landscape character/visual associations with the Site ◊ The land use and connected traditional activities • The proposed Buffer Zone area includes: <ul style="list-style-type: none"> ◊ Hill tops south of the Blorenge and Coity mountain along both sides of the Afon Lwyd to just north of Pontypool (includes the remains of several former ironworks, tramroads and evidence of mineral extraction); ◊ The Clydach Gorge and surrounding hill slopes; ◊ The south west of Gilwern and the south of Govilon ◊ The Monmouthshire & Brecon Canal and its setting.
Beyond Forgotten Landscapes – a Legacy Study (Consultation Draft)	Commons Vision Ltd and University of Gloucestershire for Torfaen County Borough Council on behalf of the Forgotten Landscape Project	November 2013	<ul style="list-style-type: none"> • The Forgotten Landscape Project was a landscape scale initiative, funded by the Heritage Lottery Fund and Welsh Government, to deliver landscape (natural and built environment), education, access and training benefits on common land within the Blaenavon World Heritage Site between 2010 and 2015 with a requirement to sustain project benefits over a further 5-year period to 2020. • Study explored options for creating a commons based legacy enterprise (utilising equipment and skills acquired during the FLP) as part of a wider mix of income generation opportunities (micro-hydro, an investment fund operating on a Paying for Ecosystem Services basis, crowd sourced fund raising and grant support).
Blaenavon Coach Park Proposals Study	Parsons Brinckerhoff on behalf of Torfaen County Borough Council	February 2015	<ul style="list-style-type: none"> • Purpose is to assist Torfaen CBC in determining the best sites for the coach drop-off and coach park layovers. • Seven potential sites were identified by RCBC and each was addressed in turn, from which a preferred option will be considered for both. • It was concluded that the preferred option was to have High Street as the drop-off for the passengers and the Rifleman's Car Park to be the layover for the coach.

Document title	Author	Date	Summary
Blaenavon Community Museum & Blaenafon Heritage Group Forward Plan 2016 - 2021	Blaenavon Community Museum & Blaenafon Heritage Group	February 2016	<ul style="list-style-type: none"> The Plan provides a clear way forward for the museum to achieve its objectives, taking into consideration the resources currently and potentially available. It provides strategy to guide day-to-day decisions and informs members of the Blaenavon Community Museum & Blaenafon Heritage Group and external agencies of the charity's intentions.
Blaenavon Conservation Area Appraisal and Management Plan	Torfaen County Borough Council	April 2011	<ul style="list-style-type: none"> Aims to assist TCBC to protect and enhance the special historic and architectural interest of the Blaenavon Conservation Area (a key component of the BILWHS), and assist the public to recognise benefits of living in a conservation area and responsibilities for its protection. Based on an analysis of current conservation concerns, positive assets and negative issues, it sets out management and enhancement proposals including: <ul style="list-style-type: none"> Identification of properties suitable for local listing; Review of ca boundary with recommendations for changes; Polices for maintenance and repair; Policies for new development; Opportunities for enhancement; Advice using design guidance Potential for an article 4 (2) direction removing permitted development rights from the ca; Involvement of the community.
Blaenavon Industrial Landscape World Heritage Site Statement of Outstanding Universal Value	Torfaen County Borough Council on behalf of the Blaenavon World Heritage Site Partnership	2013	<ul style="list-style-type: none"> SOUV approved by UNESCO World Heritage Centre 2013 Prepared for all World Heritage Sites and is a key reference for the effective protection and management BILWHS. Includes a brief description, statement of significance, statement of authenticity, statement of integrity and a section describing how the WHS is protected and managed.
Blaenavon Ironworks Interpretation Plan	Prepared by Letha Consultancy Ltd on behalf of Cadw	June 2012	<ul style="list-style-type: none"> Plan sets out the vision and objectives for the interpretation of the Ironworks site within the Blaenavon Industrial Landscape WHS. Sets out ideas for bringing the site to life recapturing the essence of its industrial heyday. It proposes interpretive themes and offer interpretation proposals which allow for a 'complete visit' as well as opportunities to link with and explore the wider WHS landscape. Proposes means of evaluating the impact and capturing evidence of learning outcomes and satisfaction as a consequence of the interpretation.

Document title	Author	Date	Summary
Blaenavon People and Places Benchmarking Report	Blaenavon Town Team	March 2016	<ul style="list-style-type: none"> The people and places town benchmarking system is used to understand, measure, evaluate and ultimately improve town centres. Captures statistical data on 12 KPI's to measure performance, strategic and facilitate strategic decision making. KPI's measured include car parking, town users, business confidence, shopper's origin, footfall and retail rent.
Blaenavon Region Wildfire Plan	South Wales Fire and Rescue Service on behalf of the Blaenavon World Heritage Site Partnership and Gwent Police	2014	<ul style="list-style-type: none"> Plan is a collaboration between South Wales Fire and Rescue Service, the Blaenavon WHS Partnership, Gwent Police and the Forgotten Landscapes Scheme. Wildfires threaten lives and have potential to cause lasting damage to historic monuments, important landscapes, fragile ecosystems and wildlife and tourism.
Blaenavon Town Centre Action Plan	Blaenavon Town Team	2014 - 2017	<ul style="list-style-type: none"> Acts as key investment plan setting out the principal objectives and activities of the Blaenavon Town Team. Plan provides a comprehensive framework for delivering a holistic and co-ordinated approach to project delivery between partners; identifies initiatives that contribute to an enhanced and positive profile of Blaenavon Heritage Town as a place to visit, live and do business; seeks to change perceptions of the town and create a more viable, attractive, prosperous and safe town centre for local people; and includes a sustainable investment plan for supporting and delivery key Plan objectives.
Blaenavon Industrial Landscape World Heritage Site Design Guide Supplementary Planning Guidance	Torfaen County Borough Council	April 2011	<ul style="list-style-type: none"> Approved as SPG by Torfaen CBC to help to ensure the OUV of the WHS is protected through the development control process by providing design principles for: <ul style="list-style-type: none"> New buildings and sites Repair, reinstatement and improvement to buildings of heritage value Alterations, extension and repairs to C20th buildings Building maintenance Public realm and streetscape Energy and environment
Blaenavon World Heritage Site Management Plan 2011-2016	Torfaen County Borough Council on behalf of the Blaenavon World Heritage Site Partnership	2011	<ul style="list-style-type: none"> Second Management Plan for the BILWHS following inscription in 2000. Sets out the key issues that may affect the OUV of the BILWHS during the Plan period. An overall vision and aims for the WHS is identified together with key objectives for the effective management of the Site over the next 5 years to 2016. Specific proposals/projects to be explored and delivered by partners over the Plan period are identified, together with likely phasing and possible sources of funding, A review of the first ten years of the WHS status is included, which considers successes to date and reflects upon lessons learnt.

Document title	Author	Date	Summary
Periodic Reporting: Blaenavon Industrial Landscape World Heritage Site	ICOMOS-UK	2013	<ul style="list-style-type: none"> • The ICOMOS-UK periodic report provides: <ul style="list-style-type: none"> ◊ An assessment of the application of the World Heritage Convention by the state party; ◊ An assessment to whether the World Heritage values of the property are being maintained; ◊ Up-dated information about the World Heritage property to record the changing circumstances and state of conservation of the properties.
State of Conservation Report: Blaenavon Industrial Landscape World Heritage Site	Blaenavon Industrial Landscape World Heritage Site Partnership	2013	<ul style="list-style-type: none"> • Assessment of the state of conservation of the World Heritage Site, determining whether the outstanding universal value of the property has been maintained.
Ty Mawr, Blaenavon: Initial Assessment, Feasibility Study and Business Plan	Hyder Consulting Ltd on behalf of Torfaen County Borough Council	November 2013	<ul style="list-style-type: none"> • Study examines financially viable options for the building and its future management. • Identifies current condition, recommends improvements to the building to bring it back into use and provides outline restoration costs. • Recommended preferred option for future use of Ty Mawr is a bunkhouse and activity centre for which a business plan is provided to support funding bids.
The Economic Impact of the Heritage Tourism Environment for Growth (E4G) Project	Welsh Economy Research Unit, Cardiff Business School for Cadw	October 2014	<ul style="list-style-type: none"> • The Environment for Growth (E4G) Project comprised six strategic projects related to the visitor economy in Wales, including a Heritage Tourism Project managed by Cadw between November 2009 and August 2014. • Evaluation of the economic impact of the E4G Heritage Tourism Project showed that the 28,055 visitors to Cadw's Blaenavon Ironworks between 2009 and 2010 supported around £1.6m GVA with linked tourism spending supporting an estimated 73 FTE jobs. • On-site spending effects by visitors to Blaenavon Ironworks were £0.26m of GVA and 14 FTE jobs. Despite visitor numbers decreasing to 18,867 in 2013/14, higher average visitor spending per visitor meant that GVA supported on-site remained relatively stable at £0.24m and 13 FTE jobs.

LOCAL

Document title	Author	Date	Summary
A Management Plan for the Brecon Beacons National Park 2015 – 2020: ‘Putting Well-being at the Heart of Managing our National Park’	Brecon Beacons National Park Authority	Adopted 2015	<ul style="list-style-type: none"> The Environment Act 1995 requires that all National Parks have a Management Plan in place, and that these are reviewed every five years – the 2015 Plan is first review. The Plan provides a framework for coordinated implementation, monitoring and evaluation of management activities by wide range of partners and stakeholders.
A Strategy and Action Plan for Sustainable Tourism in the Brecon Beacons 2012-2016	The Tourism Company for the Brecon Beacons National Park Authority	November 2011	<ul style="list-style-type: none"> Sustainable tourism strategy and action plan for the National Park
Advice Note on Common Land within Torfaen County Borough Council Area	Natural Resources Wales	March 2016	<ul style="list-style-type: none"> Provides advice on Common Land matters covering: <ul style="list-style-type: none"> Distribution of Common Land in TCBC area Ownership of land and commons rights Management and Governance of Common Land Access to Common Land for air and exercise Protection and consideration in law Works on Common Land Funding and financial support on Commons Decision making tool
Blaenau Gwent County Borough Local Development Plan 2012 - 2021	Blaenau Gwent County Borough Council	Adopted November 2012	<ul style="list-style-type: none"> The Local Development Plan sets out policies and proposals to meet the needs for housing, jobs and services whilst protecting the County Borough’s landscapes and its natural and historic environment assets (outside of the Brecon Beacons National Park). Policy SP1 ‘Northern Strategy Area – Sustainable Growth and Regeneration’ seeks to explore opportunities for Brynmawr to develop as a gateway for visitors to the nearby BILWHS and the Brecon Beacons National Park.
Brecon Beacons National Park Local Development Plan 2007 – 2022	Brecon Beacons National Park Authority	Adopted December 2013	<ul style="list-style-type: none"> The Local Development Plan sets out policies and proposals to meet the needs for housing, jobs and services whilst protecting the Park’s high quality environment. The BILWHS lies partly within the National Park - Policy SP3 ‘Environmental Protection’ requires that all proposals for development or change of use of land or buildings in the National Park must not have an unacceptable impact on/detract from/prevent the enjoyment of the BILWHS.
Brecon Beacons Visitor Information Plan	The Tourism Company for the Brecon Beacons National Park Authority	October 2014	<ul style="list-style-type: none"> Plan sets out actions for delivery of information to visitors to the National Park.

Document title	Author	Date	Summary
Brecon Beacons Visitor Management Plan	LUC for the Brecon Beacons National Park Authority	2015	<ul style="list-style-type: none"> • This Plan seeks to establish a sustainable approach to improving the way visitors to the National Park's countryside (who include local residents and people from other areas) enjoy its special qualities. • It sets out the short and medium term actions to ensure that enjoyment of the National Park by existing and new visitors can continue hand in hand with the conservation of its natural beauty and the needs of local communities and businesses.
Cardiff Capital Region - State of the City Region	Cardiff University City Region Exchange	February 2017	<ul style="list-style-type: none"> • This report brings together and evaluates the latest data on the economic health and well-being of the Cardiff Capital Region to assist in meeting the requirements of the Well-being of Future Generations (Wales) Act 2015. • It helps understand how the city region's labour market functions, how businesses are connected across the city region, and the economic role played by the region's different towns and communities.
Monmouthshire & Brecon Beacons Canal Sustainability Assessment	Peter Brett Associates	May 2015	<ul style="list-style-type: none"> • Sustainability assessment of proposals for the restoration of the Monmouthshire & Brecon Beacons Canal, the navigable length of which is the most popular attraction in the Brecon Beacons National Park. • Assessment demonstrated the multi-faceted benefits that would accrue from enabling works and restoration once more linking the National Park, BILWHS and Newport by the Canal. • The project has recently been endorsed by NHS Cymru given its impact on the determinants of health at a community wide level.

Document title	Author	Date	Summary
Monmouthshire Biodiversity and Ecosystem Resilience Forward Plan Environment (Wales) Act 2016	Monmouthshire County Council	March 2017	<ul style="list-style-type: none"> • Considers the state of Biodiversity and Ecosystem Resilience of Monmouthshire and identifies relevant habitats and species of principal importance for nature conservation • Considers the ways in which the Council can influence Biodiversity and Ecosystem Resilience when exercising its functions as a Public Authority • Considers positive work that is already underway by the Council and other relevant organisations and identifies opportunities for collaborative delivery • Considers the governance of this delivery for biodiversity and ecological resilience in Monmouthshire • Outlines the Council's commitments to meeting requirements of the legislation. • Identifies objectives for the Council's compliance with the Biodiversity & Ecosystem Resilience duty. • Highlights the importance of the Green Infrastructure Approach to delivery including Green Infrastructure Policy and Supplementary Planning Guidance • Maximises the Council's contributions across the Well-being goals
Monmouthshire County Council Local Development Plan 2011 – 2021	Monmouthshire County Council	Adopted February 2014	<ul style="list-style-type: none"> • The Local Development Plan sets out policies and proposals to meet the needs for housing, jobs and services whilst protecting the County's landscapes and its natural and historic environment assets (outside of the Brecon Beacons National Park). • A small part of the BILWHS lies within the Monmouthshire LDP area to the southwest of Llanfoist - Policy LC2 'Blaenavon Industrial Landscape World Heritage Site' seeks to protect the OUV of the WHS and its setting from inappropriate development in order to maintain its OUV as set out in the BILWHS Management Plan.
Monmouthshire Destination Management Plan 2012-2015	TEAM Consulting on behalf of Monmouthshire County Borough Council	2012	<ul style="list-style-type: none"> • DMP sets out proposals based on seven tourism product development priorities for Monmouthshire: <ul style="list-style-type: none"> ◊ Tourist accommodation development ◊ Town and village visitor experience development ◊ Walking product development ◊ Food tourism product development ◊ Festivals development ◊ Visitors information ◊ Tourism skills and business support

Document title	Author	Date	Summary
Monmouthshire Well-being Assessment	Monmouthshire Public Service Board	2017	<ul style="list-style-type: none"> In line with the Well-being of Future Generations (Wales) Act 2015, provides an integrated assessment of social, economic, environmental and cultural well-being needs for communities in Monmouthshire. Draws on a wide range of data, research and studies to develop an evidence base for understanding well-being needs in Monmouthshire. Provides evidence base for development of a Well-being Plan in 2018 to set out how services delivered by the Monmouthshire PSB can contribute to the Act's seven well-being goals.
Monmouthshire Well-being Objectives and Statement 2017	Monmouthshire County Council	March 2017	<ul style="list-style-type: none"> Provides well-being objectives for how public services will be delivered by the Monmouthshire PSB under the Well-being of Future Generations (Wales) Act.
Monmouthshire Public Service Board Well-being Plan	Monmouthshire Public Service Board	February 2018	<ul style="list-style-type: none"> Sets out a plan for how the Monmouthshire PSB will respond to the key issues for delivery of public services identified in the 2017 well-being assessment as required under the Well-being of Future Generations (Wales) Act 2015.
Natural Resources Management Plan for South-East Wales Uplands	TACP on behalf of Torfaen County Borough Council	October 2015	<ul style="list-style-type: none"> A holistic, ten year, fully costed Plan using an ecosystems approach for the management and utilisation of commons in the South-East Wales Uplands, building on experience from the Forgotten Landscapes Project. Plan considers biodiversity, ecosystem services, EU Water Framework Directive requirements and the need for long term, sustainable, economic land management through commoning, recreation and tourism. Study area forms part of the South Wales Coalfield encompassing parts of Blaenau Gwent, Monmouthshire and Torfaen, and part of north-eastern area falls within Brecon Beacons National Park and the BILWHS.
Torfaen Destination Management Plan 2017 - 2021	Letha Consultancy	2017	<ul style="list-style-type: none"> Sets out a visitor-focussed plan for tourism development in the area. Includes a practical Destination Action Plan, which sets out practical steps to make a positive difference to tourism in Torfaen.
Torfaen County Borough Local Development Plan 2013 – 2021	Torfaen County Borough Council	Adopted December 2013	<ul style="list-style-type: none"> The Local Development Plan sets out policies and proposals to meet the needs for housing, jobs and services whilst protecting the County Borough's landscapes and its natural and historic environment assets (outside of the Brecon Beacons National Park). The main part of the BILWHS lies within the Torfaen LDP area, including the town of Blaenavon - Policy HE2 'Blaenavon Industrial Landscape World Heritage Site' seeks to protect the OUV of the WHS and its setting from inappropriate development in order to maintain its OUV as set out in the BILWHS Management Plan.

Document title	Author	Date	Summary
Torfaen Economy and Enterprise Strategy	Torfaen County Borough Council	2013 – 2020	<ul style="list-style-type: none"> • Aims to co-ordinate activities of the public, private and voluntary sector, joining economic, social, environmental and community outcomes to help bring economic benefits for the Citizens of Torfaen. • Strategy outlines key economic opportunities available to the authority and its partners. Job creation remains a priority in all activity that is undertaken and this underpins a learning and skills agenda, developing our workplace and growing business success stories of the future.
Torfaen Local Development Strategy 2014 - 2020	Torfaen County Borough Council's Local Action Group - CreaTe	2015	<ul style="list-style-type: none"> • Strategy for delivery of Wales RDP/LEADER funded activities for regeneration of Torfaen's rural communities based around the following key themes and objectives: <ul style="list-style-type: none"> ◊ Enhancing the local environment ◊ Developing local produce ◊ Promoting tourism ◊ Encouraging enterprise ◊ Community action
Torfaen Well-being Assessment	Torfaen Public Services Board	March 2017	<ul style="list-style-type: none"> • In line with the Well-being of Future Generations (Wales) Act 2015, provides an integrated assessment of social, economic, environmental and cultural well-being needs for communities in Torfaen. • Draws on a wide range of data, research and studies to develop an evidence base for understanding well-being needs in Torfaen. • Provides evidence base for development of a Well-being Plan in 2018 to set out how services delivered by the Torfaen PSB can contribute to the Act's seven well-being goals.
Torfaen Well-being Statement	Torfaen County Borough Council	March 2017	<ul style="list-style-type: none"> • Provides well-being objectives for how public services will be delivered by the Torfaen PSB under the Well-being of Future Generations (Wales) Act.
Well-being Plan for Torfaen 2018-2023	Torfaen Public Services Board	2018	<ul style="list-style-type: none"> • Sets out a plan for how the Torfaen PSB will respond to the key issues for delivery of public services identified in the 2017 well-being assessment as required under the Well-being of Future Generations (Wales) Act 2015.

APPENDIX D

Torfaen and Monmouthshire Well-being Assessments – Key Findings

Torfaen Well-Being Assessment

The Well-being of Future Generations (Wales) Act 2015 requires Public Services Boards (PSBs) to undertake an integrated assessment of social, economic, environmental and cultural well-being for communities in their areas. PSBs must use the well-being assessment to plan how they will maximise their contribution to the seven well-being goals.

The 2017 Torfaen Well-Being Assessment⁴⁷ was prepared by the Torfaen PSB to:

- Provide sound evidence for public services to make better decisions.
- Gain a better understanding of the different strengths and assets in Torfaen's communities and the untapped potential of the people that live there.
- Better involve communities in a process of meaningful co-production in local well-being issues that are critical to their communities.
- Identify community risks so that the PSB focusses on the right things, to build strong and resilient communities that are fit for the future.
- Understand which partnership activities, both within the public sector and beyond, are required to strengthen the resilience of Torfaen's communities.
- Leave a positive legacy for future generations to build on.

The assessment will be used to inform preparation of an evidence based Well-Being Plan for Torfaen to be published by 2018.

As well as looking at Torfaen as a whole, the Torfaen Well-Being Assessment examines the well-being of the communities within the area's three main settlements – Blaenavon, Pontypool and Cwmbran. The assessment identifies the strengths and assets of these communities along with opportunities for improving well-being. It also considers the long-term challenges and risks facing the communities in these settlements.

The assessment is based on a wide range of statistics, information and intelligence about Torfaen and its various communities. To gain a deeper understanding of the strengths, challenges and opportunities within Blaenavon specifically, a variety of approaches have been used to involve local people and stakeholders, including from the private and third sectors. These include:

⁴⁷Torfaen Well-Being Assessment (Torfaen Public Services Board, 2017); Well-being Plan for Torfaen (Torfaen PSB, 2018)

- Well-being questionnaire survey to gather qualitative data from residents and businesses in Blaenavon to help understand what people believe is good in their community and what they want the future to look like.
- Targeted sessions with schools, play schemes and youth groups in Blaenavon, and with the Torfaen youth forum.
- ‘Think Spaces’ themed focus group sessions held in Blaenavon (covering the economy; education and skills; transport; housing; community safety; health and social services; and the environment).

The key findings from the detailed well-being assessment for Blaenavon are summarised below:

Economic Well-being and Sustainability

The key findings from the detailed well-being assessment for Blaenavon in relation to economic well-being and sustainability are summarised below:

What is good about economic well-being in Blaenavon

- Higher levels of full-time employed residents.
- Nearly a fifth of working residents are employed in manufacturing.
- 499 people living in Blaenavon also work in Blaenavon.

What is not so good about economic well-being in Blaenavon

- Energy infrastructure is at capacity and would require significant investment for improvement.
- Higher levels of unemployed residents aged 16-24 or long-term unemployed.
- Higher levels of lower socio-economic jobs (lower supervisory and routine occupations).
- Lower educational attainment and 18-19 year olds entering higher education.
- Higher levels of free school meal eligibility.
- Higher levels of residents with no access to a car or van.
- Relatively isolated compared to other Torfaen settlements.
- Dependent on adjacent settlements for range and supply of many goods and services.
- Geographical location and transport networks are often seen as a challenge

What do people living in Blaenavon think about economic well-being

Based on the 2016 Torfaen Well-Being Survey, residents and businesses in Blaenavon said they want to

live in communities that are prosperous with well supported local businesses. The key themes from the 2016 Torfaen Well-Being Business Survey are summarised below:

- **What's good about being a business in Torfaen?** Businesses in Blaenavon said that the business rates are low, there is good support from members of the local community with a loyal customer base and that local traders form good links.
- **What's not so good about being a business in Torfaen?** Businesses in Blaenavon said that there is a perceived lack of support from public services including limited police presence in the evenings.
- **What one thing would you change about the community where your business is based to make it a better place?** Businesses in Blaenavon would like to see the closure of 'Boot Lane' in the evenings as there seems to be damage being caused by individuals that has to be cleaned away by traders. Other changes that would be beneficial would be to fully staff and equip the local youth centre to keep young people occupied.
- **How do you see your business developing in the future?** Businesses in Blaenavon said that sustaining the business in the future will be key, and this may mean sourcing more appropriate locations elsewhere within the borough but ultimately growth and expansion is the vision.

Social Well-being and Sustainability

The key findings from the detailed well-being assessment for Blaenavon in relation to social well-being and sustainability are summarised below:

What is good about social well-being in Blaenavon

- Three quarters of residents have good or very good health.
- Housing is more affordable.
- Two thirds of households are owned outright or with a mortgage.

What is not so good about social well-being in Blaenavon

- Lower life expectancy.
- Higher proportion of low birth-weight babies.
- Higher proportion of residents with limiting long-term illness.
- All cause death rate significantly higher.
- Anti-social behaviour significantly higher.
- Nearly half of households in poverty.
- A fifth of residents claiming some form of welfare benefit.

- Over half of households live on lower household income (0k -20k).
- A fifth of residents are income deprived.
- 85% of households are in the lowest council tax bands A and B.
- Over a quarter of households are rented from social landlords.
- A higher proportion of one person households.
- A higher proportion of households are classed as 'in poverty', much higher than Torfaen and Wales 34.5%.

What do people living in Blaenavon think about social well-being

Based on the 2016 Torfaen Well-Being Survey, residents and businesses in Blaenavon said they want their area to be clean and tidy so that they can feel proud to live there and they want their children to grow up in a safe environment with low crime rates. The key themes from the 2016 Torfaen Well-Being Residents Survey are summarised below:

- ***What's good about your community?*** Residents in Blaenavon said that there is a strong sense of community spirit with citizens stating that they feel they are very close knit with a sense of belonging to the town. Neighbours are very friendly and everyone looks out for each other. There are many social activities that take place within the community for older people.
- ***What's not so good about your community?*** The perceptions of residents in Blaenavon is that the town has many cars that race through; there is a failure to enforce anti-social behaviour in respect of alcohol consumption in public places and that there is a lack of police presence dealing with these matters; and there is a lack of social activities for local young people, with older residents feeling that there should be more facilities within the area so that young people are not hanging around the streets. A lack of resident parking is a common theme with some residents commenting that commercial vehicles are parked in residential streets. Maintenance of green spaces, roads, paths and walkways is also a common theme with people stating that streets need to be cleared of rubbish and weeds, there also seems to be an issue with dog fouling in the area. Comments from residents also include the lack of street lighting leaving poorly lit areas in the evenings.
- ***What one thing would you change about your community to make it a better place?*** Residents of all ages stated that they would like more local leisure facilities. Residents feel that there is also a lack of shops in the town that cater for everyone and there should be more facilities available to young people. The lack of a bank and other shops is an inconvenience which makes locals have to travel elsewhere. Calls have been made for a higher visibility police presence especially in the evenings. There is a general consensus that there needs to be more activities in the area tailored for young people.
- ***What do you want the future of your community to be?*** Blaenavon residents are passionate about their town with many people not wanting things to change much from the way it is now but for it to become more prosperous; where businesses are well supported and for the residents to feel proud of

where they live – to keep progressing and be proud and to continue with the same community spirit where people support each other. They want the future of their community to be clean and tidy and for people to take responsibility for their own litter and dog fouling.

Environmental Well-being and Sustainability

The key findings from the detailed well-being assessment for Blaenavon in relation to environmental well-being and sustainability are summarised below:

What is good about environmental well-being for the Blaenavon area

- Landscape is a significant ecological resource supporting a range of notable species.
- Blaenavon's peatland is recognised as a Special Landscape Area designation.
- Lower levels of air concentrations and emissions.
- There is potential for energy generation from mine water and hydro.
- The habitats in the north of the borough have an important role in managing the speed and movement of water down the valley and ultimately can reduce flood risk – Waun Afon Bog

What is not so good about environmental well-being for the Blaenavon area

- Peat bogs are being degraded.
- Number of active graziers declining.
- Upland fires and illegal off-road activity.
- Parts of Blaenavon in high risk flood zone.

What do people living in Blaenavon think about environmental well-being

Environmental well-being and sustainability was not raised as a specific issue by residents and businesses in Blaenavon who responded to the 2016 Torfaen Well-Being Survey.

Cultural Well-being and Sustainability

The key findings from the detailed well-being assessment for Blaenavon in relation to cultural well-being and sustainability are summarised below:

What is good about cultural well-being in Blaenavon

- A World Heritage Site attracting nearly half a million visitors a year.

What is not so good about cultural well-being in Blaenavon

- Lower levels of Welsh speakers.

What do people living in Blaenavon think about cultural well-being

The contribution of the WHS to the cultural well-being of the Blaenavon community was not raised as a specific issue by residents and businesses who responded to the 2016 Well-Being Survey. However, Blaenavon residents are passionate about their town with many people not wanting things to change much from the way it is now but for it to become more prosperous; where businesses are well supported and for the residents to feel proud of where they live – to keep progressing and be proud and to continue with the same community spirit where people support each other.

Monmouthshire Well-Being Assessment

The Monmouthshire Well-Being Assessment⁴⁸ was published by the Monmouthshire PSB in January 2017 for consultation. The assessment is built from an extensive range of sources including census and statistical data, future trends and qualitative evidence from a public engagement process called Our Monmouthshire, which captures people's opinions and perceptions, as well as giving context to quantitative data and academic research.

As well as looking at Monmouthshire as a whole, the Well-Being Assessment examines the well-being of the communities within the area around the market town of Abergavenny, which includes the northern part of the BILWHS within the upland landscapes of the Brecon Beacons National Park. The assessment identifies the strengths and assets of these communities along with opportunities for improving well-being. It also considers the long-term challenges and risks facing the communities in this area.

The key findings from the Monmouthshire Well-Being Assessment of relevance to the WHS are summarised below:

- The area is heavily used for tourism and walking and cycling.
- Threats to habitats include grazing and recreation pressure on peat uplands, woodland fragmentation, tree disease and habitat loss due to development.
- The Abergavenny area has an extremely vibrant and varied voluntary sector working in the environmental and sustainability field, which is a great asset.
- Responses from the Our Monmouthshire engagement process demonstrate the importance of the landscape and countryside to people's lifestyle, along with the area having a strong sense of community and many festivals and events including cycling and a food festival.
- Abergavenny and the surrounding areas have the highest proportion of residents aged 65 and over (26.2%) and aged 85 and over (3.7%) in Monmouthshire.
- The area also has a number of parts that suffer from deprivation; 6 of the 11 top 20% most deprived areas in Monmouthshire are in the area; the most significant deprivation factors vary in different areas and include community safety, employment and education; access to services is a particular issue for some parts of the area.
- The area has the lowest proportion of working age people in Monmouthshire who are economically active.
- It has the highest proportion of people in Monmouthshire in receipt of employment related benefits at 10.3%, however this is still below the Welsh average.

⁴⁸Monmouthshire Well-Being Assessment (Monmouthshire Public Services Board, 2017); Monmouthshire Public Service Board Well-being Plan (Monmouthshire PSB, 2018)

The key challenges and opportunities identified in the Monmouthshire Well-Being Assessment of relevance to the WHS are summarised below:

- The natural and (historic) built environment needs to be protected and preserved for future generations due to risks from development, climate change and pollution.
- There is a need to increase accessibility of arts, culture and heritage and to ensure adequate provision of Welsh medium education.
- Monmouthshire has high levels of social capital and volunteering; by taking an asset and place-based approach there is an opportunity for improving well-being.

APPENDIX E

Attributes of the Blaenavon Industrial Landscape World Heritage Site

Attribute	Summary	Components	Supporting Statements from Statement of OUV (2013)	Criteria
1. Evidence of tangible and intangible heritage of the development of early industrial society	<p>The development of a new society was a consequence of the industrial development of south Wales and the town of Blaenavon bears witness to the tangible and intangible heritage of this industrial society. Blaenavon illustrates, in microcosm, the growth of Heads of the Valleys region of south Wales, which boasted the world's greatest concentration of ironworks during the early nineteenth century. The population of the region soared dramatically throughout the nineteenth century and towns grew accordingly.</p> <p>Blaenavon is the best preserved iron town of its period in the United Kingdom and illustrates the development of an industrial community. Some of the earliest housing developments within the boundaries of the World Heritage Site, built between the 1780s and 1840s, still exist and include Stack Square, Engine Row, Forge Row and King Street. Most of the town, however, dates from the mid to late nineteenth century and provides typical examples of the development of terraced workers' housing throughout the period. Blaenavon's commercial buildings, particularly numbers 15-19 Broad Street, dating to the mid-nineteenth century, provide evidence of the new services and retail functions that were drawn to supply the growing population.</p> <p>The town's public buildings highlight the link between tangible and intangible heritage. St. Peter's Church and St. Peter's School were built by the industrialist family in 1804 and 1816 respectively and demonstrate how patronage and philanthropy were employed by the local ironmasters in the formative years of the Industrial Revolution. The housing of Stack Square and Engine Row, constructed by the ironmasters in the 1780s/90s, are examples of how the employers used good quality housing as an incentive to attract skilled workers to the area.</p> <p>The company shop in North Street serves as a reminder of how the ironmasters provided a 'truck' system to pay workers with tokens or goods from the company shop in lieu of monetary payment.</p>	<p>Tangible Components:</p> <ul style="list-style-type: none"> • St. Peter's Church • St. Peter's School (BWHC) • The Company Shop • Ty Mawr • Cwmavon House • Coity House • Park House • Blaenavon Workmen's Hall • Bethlehem Chapel • Moriah Chapel • Horeb Chapel • Bethel Chapel • Zion Baptist Chapel • Wesleyan Methodist Chapel • Zion Chapel (Band Hall) • Workers' Housing • Blaenavon town, including • Commercial Properties (15-19 Broad St) • King Street 	<p><i>'The landscape also reflects the development of early industrial society. Close to the Ironworks and Big Pit is the town of Blaenavon, the best preserved iron town of its period in the United Kingdom. Here can be seen the terraced housing of the workers. Overall the town reflects powerfully the distinctive culture that had developed in ironworking and coal-mining areas of the South Wales Valleys and provides a complete picture of patronage and the social structure of the community. Notable buildings include St. Peter's Church, built by the ironmasters in 1804; the Blaenavon Workmen's Hall, built by workers' subscriptions in 1894; and St. Peter's School, built by the ironmaster's sister, Sarah Hopkins, in 1816. The school has been restored as the United Kingdom's first dedicated World Heritage Interpretation Centre.'</i></p>	III

Attribute	Summary	Components	Supporting Statements from Statement of OUV (2013)	Criteria
	<p>Revolution, due to a shortage of cash and coins of the realm, the scheme gave the ironmasters a degree of socio-economic control over the workforce through ensuring that the company had a monopoly on trade.</p> <p>The truck system was open to abuse and across industrial south Wales companies exploited the system to overprice goods, let people run up debts, and to control the workforce by tying people to their jobs. The unpopular truck system was one of the causes of tension between employer and employee within the region and was a contributing factor to the Merthyr Riots of 1831. The social, cultural and financial gulf that existed between worker and master during the nineteenth century is also illustrated through the grand houses built by the industrialists in the area, such as Ty Mawr, Park House, Coity House and Cwmavon House.</p> <p>Elements of the region's working class culture can be seen through Blaenavon's surviving nonconformist chapels. Across the South Wales Coalfield, during the nineteenth century, chapels allowed for the expression of the religious convictions of many individuals who lived and worked in the area. The influential work of the chapels extended into lifelong learning, leisure and politics. Nonconformity could also be an expression of ethnic feeling or of political consciousness for workers unwilling to worship with their employers in the Anglican church.</p> <p>The town's chapels also serve as reminders of the changing position of the Welsh language in the community. During the early nineteenth century, Welsh was the main language of Blaenavon but by 1911 just 5% of the town's population could speak the native tongue. As the nineteenth century progressed, and the Welsh language declined due to immigration, English speakers broke away from their Welsh-speaking brethren to establish their own chapels and Blaenavon's surviving mix of both former Welsh and English chapels provide evidence of the tensions that existed between Welsh and English speakers during the nineteenth century.</p>	<p>Intangible Components:</p> <ul style="list-style-type: none"> • Patronage, Philanthropy and Social Control in early Industrial Society • Welsh Religious Nonconformism in the Nineteenth Century • Self-Improvement and Working Class Culture in Industrial Communities • Political Radicalism • Trade Unionism • Male Voice Choirs • Town Bands • The Decline of the Welsh Language in the Nineteenth Century 		

Attribute	Summary	Components	Supporting Statements from Statement of OUV (2013)	Criteria
	<p>Social, educational, political and charitable roles were also assumed by self-help organisations, co-operative societies, clubs, societies, trade unions and workingmen's institutes. Blaenavon's Workmen's Hall and Institute is the most imposing building in the town and is a tangible example of this working class culture. Designed by E A Lansdowne of Newport and opened in January 1895, it cost £10,000 to build, which was raised by a halfpenny per week levy on the wages of miners and ironworkers, who reduced the cost of construction further by contributing voluntary labour.</p> <p>The Hall provided a range of cultural opportunities. It served as a venue for social gatherings, concerts and self-betterment. It included a comprehensive library, a reading room, a billiards room, refreshments, committee rooms and a fine auditorium where plays and concerts could be enjoyed. Historian Lewis Browning, writing in 1906, noted that the Workmen's Hall had 'been a great acquisition to the town, and is largely used for concerts, eisteddfods, tea parties, bazaars, political gatherings and other purposes'.</p> <p>Choirs, bands and sports clubs were also established in the town and reflected working class identity. This intangible heritage remains in the town's present day Male Voice Choir, Town Bands and sports teams, many of which have their origins in the nineteenth century.</p>		<p>'The landscape also reflects the development of early industrial society. Close to the Ironworks and Big Pit is the town of Blaenavon, the best preserved iron town of its period in the United Kingdom. Here can be seen the terraced housing of the workers. Overall the town reflects powerfully the distinctive culture that had developed in ironworking and coal-mining areas of the South Wales Valleys and provides a complete picture of patronage and the social structure of the community. Notable buildings include St. Peter's Church, built by the ironmasters in 1804; the Blaenavon Workmen's Hall, built by workers' subscriptions in 1894; and St. Peter's School, built by the ironmaster's sister, Sarah Hopkins, in 1816. The school has been restored as the United Kingdom's first dedicated World Heritage Interpretation Centre.'</p>	

Attribute	Summary	Components	Supporting Statements from Statement of OUV (2013)	Criteria
2. Outstanding relict landscape – combined efforts of nature and man.	<p>The geology of the Blaenavon area, with its abundance of coal, iron-ore and limestone provided the impetus to the development of the Blaenavon area. The landscape, with its extensive industrial remains, was created through human attempts to exploit its rich natural resources. It is therefore a cultural landscape shaped by the combined efforts of nature and man.</p> <p>The development of Blaenavon town in a sparsely populated agricultural area emerged as a direct consequence of the success of the iron industry. The culture which accompanied this development arose from the socio-economic consequences of the iron, steel and coal industries within the Blaenavon landscape.</p>	<ul style="list-style-type: none"> • Pen-ffordd-goch Scouring and landscape north of Blaenavon Ironworks • Pwll Du Limestone Quarry • Tyla Limestone Quarry • Big Pit National Coal Museum • Blaenavon Ironworks • Blaenavon Town • Engine Pit • Hill's Tram Road • Coity Tip 	<p><i>'The Blaenavon landscape reflects ways in which all the raw materials necessary for making iron were obtained... The landscape also reflects the development of early industrial society.'</i></p>	III, IV
3. Evidence of the area's international importance in iron making and coal mining in the late 18th and early 19th century.	<p>Evidence of Iron Production during the Industrial Revolution</p> <p>The establishment of Blaenavon Ironworks in 1789 provided the main stimulus for the industrialisation and urban development of Blaenavon in the late eighteenth and early nineteenth centuries. The completeness of the blast furnaces at Blaenavon Ironworks provide a greater illustration of late eighteenth and early nineteenth century iron-making technology than any other group in the United Kingdom. The intact cast house of furnace two demonstrates the characteristic arched form of the structure to provide shelter and allow for the necessary ventilation. The base of the blowing engine chimney stack still remains, as do the cast-iron pillars and brackets which carried the blast pipes to the furnaces.</p> <p>Some evidence exists of the associated forges at Cwmavon (c.1804) and Garn Ddyrys (1817). At Garn Ddyrys solid ironworking waste, parts of a water power system (such as the reservoir at Pen-fford-goch – Keeper's Pond) and the ruins of a manager's house and workers' cottages can still be seen. Whilst at Cwmavon, the remnants of the forge's water supply still exist.</p> <p>The remains of brickmaking establishments on the hillside above Blaenavon serve as reminders of the making of firebricks, which were essential for the successful operation of the blast furnaces at Blaenavon Ironworks.</p>	<ul style="list-style-type: none"> • Blaenavon Ironworks • Garn Ddyrys Forge (site of) • Cwmavon Forge (site of) • Pen-fford-goch Pond • Upper Brickyard • Pen-fford-goch Scouring • Landscape North of Blaenavon Ironworks • Pwll Du Limestone Quarry • Tyla Limestone Quarry • Big Pit National Coal Museum • Engine Pit • Hill Pits • Aaron Brute's Level • River Arch Level 	<p><i>'The Blaenavon Ironworks (c.1789) provided the main impetus for mineral workings and settlement. The remains of the late 18th century furnaces, together with later nineteenth century furnaces, are the best preserved of its period in the United Kingdom. Beside the furnaces, two of the original casting houses can still be seen. Above the furnaces is a range of ruined kilns in which iron ore was calcined or roasted. The remains of the original workers' housing provided on site can still be seen around the original base of the massive chimney to the blowing engine house, and the cast-iron pillars and brackets which carried blast pipes to the furnaces still survive. The iconic water balance tower of 1839 is an excellent example of lift technology using water to counter-balance loads.'</i></p>	IV

Attribute	Summary	Components	Supporting Statements from Statement of OUV (2013)	Criteria
	<p>Evidence of coal, iron ore and limestone extraction during the Industrial Revolution</p> <p>The relict landscape around Blaenavon exhibits comprehensive evidence of the extraction of the raw materials needed to make iron. The substantial and well-preserved coal workings at Penffordd-goch cover some 40 hectares and include significant evidence of 'hushing' or 'scouring', the method of holding water with dams and then discharging it to reveal coal veins by eradicating overburden or to wash piles of iron ore extracted from adits.</p> <p>South of Penffordd-goch are numerous bell pits, the most primitive form of shaft mine. The remnants of hushing ponds, leats which supplied them with water, crow's foot-shaped tips of waste materials, the collapsed entrances to adit mines, the abandoned earthworks of primitive railways, subsidence indicating the presence of pillar-and-stall mining systems beneath, and the site of a weighing machine can also be observed in the area.</p> <p>The remains of Engine Pit, Blaenavon's earliest shaft mine, sunk in about 1806, can still be seen and Hill Pits, coal and iron ore mines at Garn-yr-Erw, sunk between 1839 and 1844, also remain in a substantial form. Big Pit, sunk in 1860 but linked to much earlier iron ore and coal workings, provides evidence of a later period in deep coal mining.</p> <p>The underground workings remain in excellent condition and the surface buildings, including a haulage engine house, a welding and fitting shop, a smithy, a stable block, an electrician's workshop, a sawmill, offices, a powder house, the pit head baths and canteen, remain as they were when the mine ceased production in 1980 and date between the late nineteenth century and the 1970s.</p> <p>Evidence of the acquisition of limestone, a key ingredient in the iron-making process, can be found at the well-preserved early nineteenth century limestone quarries such as Pwll Du and Tyla.</p>		<p><i>'The Blaenavon landscape reflects ways in which all the raw materials necessary for making iron were obtained. The landscape includes coal, iron ore, fireclay and limestone workings'</i></p>	

Attribute	Summary	Components	Supporting Statements from Statement of OUV (2013)	Criteria
	<p>The water resources which were used to support the mining and extraction industries can also be seen. Small reservoirs, which provided for water balance and steam engine supply, remain near mineshafts. Similarly, a reservoir to supply the Pwll Du quarry balance lift still survives.</p>			
4. Development of transport systems in the late 18th and 19th centuries	<p>The development of transportation systems during the Industrial Revolution was crucial to the fortunes of the iron and coal industries. The Blaenavon landscape contains significant evidence of the complex transport infrastructure that supplied the ironworks with raw materials and conveyed its products to the coast for export.</p> <p>Blaenavon Ironworks, from its creation in the late 1780s, was aided by an extensive network of primitive railroads. The remains of Thomas Hill's tramroad, built in c.1817, are evident within the Blaenavon landscape. The stone blocks on which the rails were attached remain in situ along most surviving stretches. The network of tramroads connected Blaenavon Ironworks to Pwll Du, and Garn Ddyrys Forge, via the 2.4KM Pwll Du tunnel, the longest ever underground horse-drawn railroad to be constructed in Great Britain. Most of the tunnel survives intact. The Blorenge Tunnel, constructed c.1818, which served the tram road, also survives and the remains of a series of counterbalanced inclines, that took the tramroad down the Blorenge mountain to the Monmouthshire and Brecon Canal in Llanfoist, can still be seen.</p> <p>At Llanfoist Wharf, the terminus of Hill's Tramroad, there remains a substantial warehouse for storing iron products prior to loading on the canal boats. The wharf leased by Thomas Hill nearby at Govilon also survives.</p> <p>Other remnants of primitive railways can be found within the Blaenavon landscape. Stone blocks, cast-iron sleepers, wrought and cast iron rails are visible on track beds and waste tips. Among these remains is evidence of the steam hauled double incline built in about 1850 by the company engineer Thomas Dyne Steel, which replaced the Pwll Du tunnel as the method of connecting Blaenavon Ironworks to Pwll Du and Garn Ddyrys.</p>	<ul style="list-style-type: none"> • Hill's Tramroad • Pwll Du Tunnel • Blorenge Tunnel • Llanfoist Incline • Llanfoist Wharf • Govilon Wharf • Section of the Monmouthshire and Brecon Canal • Dyne-Steel Incline • Iron Bridge, nr Aaron Brute's Level • Ashwell's Water Balance Tower • Remains of various other primitive railways within the Blaenavon Industrial Landscape 	<p><i>'The landscape includes ... transport systems including a primitive iron-railed railway, leading to the canal and later steam railway tracks which were used for the import and export of materials.'</i></p>	IV

Attribute	Summary	Components	Supporting Statements from Statement of OUV (2013)	Criteria
	Also of significance is James Ashwell's Water Balance tower, erected at Blaenavon Ironworks in 1839, which is an excellent example of lift technology using water to counter-balance loads. The system allowed for trams to be conveyed between the lower and upper yards of the ironworks, providing access to the wider tram road network and the export route.			

Criteria for Inscription

(iii) *The Blaenavon Landscape constitutes an exceptional illustration in material form of the social and economic structure of 19th century industry.*

(iv) *The components of the Blaenavon Landscape together make up an outstanding and remarkably complete example of a 19th century industrial landscape.*

APPENDIX F

BILWHS Tourism Data

Torfaen County Borough Council participates in the annual STEAM (Scarborough Tourism Economic Activity Monitor) research. In 2015, a special analysis was done for the WHS. The results are given below.

Tourist Days (Thousands)			
	2015	2014	% change
Serviced Accomodation	8.5	8.0	6
Non-Serviced Accomodation	0.7	0.7	3
SFR	21.2	21.2	0
Day Visitors	475.0	432.0	10
TOTAL	505.5	461.9	9

Tourist Numbers (Thousands)			
	2015	2014	% change
Serviced Accomodation	4.2	3.9	8
Non-Serviced Accomodation	0.1	0.1	4
SFR	8.9	8.9	0
Day Visitors	475.0	432.0	10
TOTAL	488.2	444.9	10

Analysis by Sector of Expenditure (£ millions)			
	2015	2014	% change
Accomodation	0.30	0.28	6
Food & Drink	3.62	3.32	9
Recreation	1.26	1.16	8
Shopping	2.84	2.60	9
Transport	2.58	2.37	9
Total Direct Revenue	1.61	9.74	9
Indirect Expenditure	6.20	5.89	9
VAT	2.12	1.95	9
TOTAL	18.93	17.38	9

Revenue by Category of Visitor (£ millions)			
	2015	2014	% change
Serviced Accomodation	1.18	1.11	6
Non-Serviced Accomodation	0.06	0.06	3
SFR	1.33	0.33	0
Day Visitors	16.33	14.88	10
TOTAL	18.93	17.38	9

Sectors in which Employment is supported (FTE's)			
Direct Employment	2015	2014	% change
Accommodation	20	19	1
Food & Drink	79	69	14
Recreation	23	21	5
Shopping	44	38	15
Transport	19	17	15
Total Direct Employment	184	165	12
Indirect Employment	68	61	13
TOTAL	252	225	12

There have been no comprehensive surveys of visitors to BILWHS in recent years other than those undertaken at individual attractions e.g. Big Pit. However, the following anecdotal information/data was gathered from consultations with attractions and accommodation providers as part of the preparation of the 2018-2023 Management Plan.

Accommodation in the BILWHS

Accommodation	Type	Units
Lion Hotel	Serviced	12 bedrooms
Rifleman PH	Serviced	4 bedroooms
Queen Victoria PH	Serviced	5 bedrooms
Oakfield B&B	Serviced	3 bedrooms
Pwll Du Adventure Centre	Group accommodation	c24 beds
Ramfield Outdoor Activity Centre	Group accommodation	c30 beds
Middle Ninfa	Bunk House and camp site	6 beds + 6 pitches
The Coach House	Self catering	4 beds
Penrose Cottage	Self catering	6 beds
Jenny's Cottage	Self catering	6 beds

Attractions in the BILWHS

Attraction	Type	Charge	Visitors (2016)
Blaenavon World Heritage Centre	Heritage Centre	Free	25-30,000
Big Pit National Coal Museum	Museum	Free	c150,000
Blaenavon Ironworks	Museum	Free	12,500
Blaenavon Heritage Railway	Heritage Railway	Charge	10,000+
Blaenavon Community Museum	Museum	Free	<5,000
Blaenavon Cheese	Industrial attraction	Free	N/a
Rhymney Brewery & Visitor Centre	Industrial attraction	Charge	N/a
Monmouthshire & Brecon Canal	Canal	Free	N/a
Workmen's Hall	Entertainment venue	Charge	N/a
St Peter's Church	Church	Free	N/a
Keeper's Pond	Natural	Free	N/a
Garn Lakes Local Nature Reserve	Natural	Free	N/a

Activities in the BILWHS

Activity	Notes
Walking	Large number of promoted trails and other footpaths. Guided walks also.
Cycling	NCR route through BILWHS. Informal mountain biking.
Hang-gliding	Blorenge hang-gliding site is owned by local club. Popular area with training on the Coity.
Caving	Extensive network of caves, controlled access via caving clubs.
Riding	Informal use
Orienteering	Informal club use
Bird watching	Informal use.
Canoeing/boating	On Monmouthshire & Brecon Canal

Events in the BILWHS

Activity	Notes
Event	Notes
Velothon	National cycling event
Blaenavon World Heritage Day	Town centre event celebrating World Heritage Site Status. Includes Heritage Costume parade, street entertainment, craft market and Victorian characters
Blaenfest	Music and arts festival
Blaenavon Walking Festival	Three day event as part of Valleys Festival
Blaenavon Heritage Railway events	Various e.g. Railway Children
Ironworks events	Various e.g. WWI at Blaenavon
Big Pit, Blaenavon World Heritage Centre	Various ad hoc events
Blaenavon Flea and craft market	Monthly event
Blaenavon Winter Wonderland	Town Centre event includes various children's activities and working with Traders to promote offers/discounts.
Spring and Autumn Festivals	Includes local producer market, local food and drink; beer tasting at the Rhymney Brewery, cookery demonstrations with the Chef School, historic walks and retail offer

APPENDIX G

Revised BILWHS Partnership Management Structure

Partnership Board

Terms of reference remain as existing.

Partners Boards

Terms of reference remain as existing.

UNESCO/DCMS/CADW/ICOMOS WH-UK

Liaison as existing.

Extended Steering Group

Terms of reference as existing with the addition of invites to 6 additional organisations. These include:

- Blaenavon Community Museum
- Blaenavon World Heritage Environment Group (BWHEG)
- Blaenavon Workman's Hall
- Pontypool & Blaenavon Railway
- Blaenavon Town Team
- Chair of the Commons Management Group

This extended membership of the Steering Group responds to the stakeholder and public consultation undertaken in the preparation of the updated Plan. Reflecting on comments received, it is considered that these organisations play an essential role in managing and presenting various component parts of OUV.

All other management arrangements for the Steering Group remain as existing.

Working Groups

The Management Plan presents management actions based on four themes:

1. Governance & Management of the World Heritage Site
2. Caring for the Blaenavon Industrial Landscape

3. Exploring & Enjoying the Blaenavon Industrial Landscape
4. Community Engagement in World Heritage & Learning

Taking these four themes into account, the Working Group structure has been amended to reflect the themes and their associated Action Plans and the number of Working Groups reduced from six to three.

The new Working Groups are:

1. Caring for the Blaenavon Industrial Landscape
2. Exploring & Enjoying the Blaenavon Industrial Landscape
3. Learning & Community Engagement

The fourth theme, Governance & Management of the WHS represents the management responsibilities and actions of the WHS Co-ordination Team, Steering Group and Board and will be delivered by these existing structures.

The terms of reference for each of the three new groups will reflect and deliver the aims, policies and action plans of each theme ensuring that each group has ownership of and understands its management actions and responsibilities for the Plan period.

Working Groups will continue to meet on a quarterly basis and quarterly reports will be presented by the Chair of each Group to the Steering Group. Groups will review their Action Plans on an annual basis together with a review of any monitoring outcomes. To assist integration between the Groups, the Chairs will meet on an annual basis to jointly discuss their Group's forward action plans and to identify the potential for joint working opportunities. The minutes of all Working Groups Minutes will also be disseminated between groups to ensure synergistic management of the WHS.

Caring for the Blaenavon Industrial Landscape Working Group

This Working Group merges the previous Historic Environment, Natural Environment and Landscape & Access Working Groups. There are clear synergies between all three. The Blaenavon WHS Commons Management Group will become a sub-group of this Working Group and will be invited to meetings of the main Working Group to assist liaison if required. Minutes of the Caring for the BIL Working Group will also be disseminated to the Commons Management Group.

Terms of Reference:

This group will focus on the management, protection, conservation and monitoring of both the historic and the natural environment ensuring the holistic management of the cultural landscape.

Within this context, the group will focus on

- Protecting the WHS and its setting
- Managing the upland landscape
- Enhancing the Blaenavon townscape
- Conserving the industrial buildings and infrastructure

To achieve these goals, the Group will work collaboratively to:

- Deliver and monitor the Caring for BIL Policies and Action Plan of the WHS Management Plan 2018-2023.
- Consider, review and advise on plans for the management, protection, conservation, presentation and monitoring of the historic and natural features of the site including:
 - i. Scheduled Monuments
 - ii. Listed Buildings
 - iii. Conservation Areas
 - iv. Heritage Assets at Risk
 - v. Significant but undesignated historic assets of national importance
 - vi. SSSI's
 - vii. LNR's
- Consider significant planning applications both within the WHS and its setting; taking into account the impact on OUV, integrity and authenticity of the WHS in advising the WHS Co-ordinator in preparing and submitting any formal comment on proposed development.
- Review and advise on plans/proposals for:
 - i. Land management (including landscape and heritage crime)
 - ii. Habitat and species conservation.
 - iii. Access and recreational opportunities.
 - iv. Major proposals within the industrial landscape
 - v. Major developments within the Conservation Areas

vi. Major developments to Listed Buildings.

- Consider the proposal to create a Buffer Zone for the WHS.
- Share best practice and work inclusively to ensure engagement with all groups or individuals interested in the historic and natural environment of the WHS.

This group will comprise Officers from partner organisations, specifically those responsible for management of the historic and natural environment. Open access will be permitted allowing groups or individuals with an interest in the historic and natural environment within the WHS to participate. The establishment of task and finish/sub groups may be required from time to time to deliver or respond to specific projects or issues within the WHS.

Core Members of the Group will include:

- Torfaen County Borough Council
- Monmouthshire County Council
- Brecon Beacons National Park Authority
- Blaenau Gwent County Borough Council
- Royal Commission for Ancient & Historic Monuments Wales
- Canal & River Trust
- Amgueddfa Cymru – National Museum Wales
- Cadw
- Natural Resources Wales
- Glamorgan Gwent Archaeological Trust

The group will meet on a quarterly basis, providing updates to the Steering Group on progress/outcomes in delivering the Group's Action Plan. The Group will elect a Chair annually who will represent the Group at Steering Group level, reporting progress on a quarterly basis.

Exploring & Enjoying the Blaenavon Industrial Landscape Working Group

This theme was previously delivered via the Marketing and Promotions Group. The function of this group will remain as existing with the addition of some interpretation elements from the former Education and Interpretation Working Group (both groups will of course undertake some interpretation work)

Terms of Reference

This group will continue to have responsibility for promoting the WHS as a key visitor destination within the Cardiff Capital Region and wider domestic and overseas markets. The group will work collaboratively to deliver both the Welsh Government's Partnership for Growth Strategy for Tourism 2013–2020 and the Torfaen Destination Management Plan as it relates to the WHS; maximising all opportunities to raise the profile of the WHS as a cultural tourism destination.

Within this context, the Group will focus on:

- Developing the market for the WHS.
- Developing the visitor offer within the WHS.
- Marketing and promoting the WHS.

To achieve these goals, the Group will work collaboratively to:

- Be responsible for the delivery and monitoring of the Marketing & Promotions Policies and Action Plan of the WHS Management Plan 2018-2023.
- Deliver the Key Actions of the Torfaen, Monmouthshire and Brecon Beacons Destination Management Plans as they relate to the WHS; working with the wider Torfaen Destination Management Partnership to maximise opportunities for promoting and supporting the development of the WHS as a cultural tourism destination.
- Deliver Welsh Governments Strategy for Tourism - Partnership for Growth 2013- 2020; by further developing, presenting and promoting an Iconic Welsh World Heritage Site product to domestic and overseas market.
- Ensure the exemplary management of visitors to the WHS to take full account of the economic, social and environmental impacts of tourism in addressing the needs of visitors, the tourism industry and the local community.
- Raise the profile of the WHS as a cultural tourism destination to key domestic and overseas markets to realise increased visitor numbers and spend.
- Support and develop existing tourism attractions and future tourism businesses within the WHS maximising opportunities for sustainable economic regeneration of the town and wider industrial landscape.
- Adopt a destination approach to planning, development and management of sustainable tourism for the WHS taking into account the setting and functional links into/from the WHS.
- Promote the WHS brand ensuring it is correctly and consistently applied to all marketing and

interpretation activity.

- Maximise project development and external funding opportunities to support ongoing promotion of the WHS as a cultural tourism destination.
- Share best practice and work inclusively to ensure engagement with all groups or individuals interested in marketing, promoting and interpreting the WHS.
- Review and provide advice/expertise on marketing and interpretative projects within the WHS liaising when necessary with the Learning & Community Engagement Working Group to ensure a co-ordinated approach is adopted.

This group will comprise Officers from partner organisations specifically those responsible for Tourism and Marketing. Open access will be permitted allowing groups, tourism businesses/organisations or individuals with an interest in cultural tourism, marketing and interpretation within the WHS to participate.

Core Members of the Group will include:

- Torfaen County Borough Council
- Monmouthshire County Council
- Brecon Beacons National Park Authority
- Blaenau Gwent County Borough Council
- Canal & River Trust
- Amgueddfa Cymru – National Museum Wales
- Cadw
- Visit Wales

The group will meet on a quarterly basis, providing updates to the Steering Group on progress/outcomes in delivering the Groups Action Plan. The Group will elect a Chair annually who will represent the Group at Steering Group level, reporting progress on a quarterly basis.

Learning & Community Engagement Working Group

This Group will primarily focus on education and learning outcomes; and wider community engagement. It will replace the former Education & Interpretation Working Group.

Terms of Reference

The Group will work to encourage greater general community engagement in the WHS; support and promote learning opportunities to raise awareness and understanding of the Blaenavon Industrial Landscape; and support volunteer and community participation in the WHS. UNESCO recognises education and interpretation as having a vital role in promoting understanding between diverse cultures and communities. The WHS presents a wide range of educational and interpretative opportunities for all ages of learners and visitors.

Within this context, the Group will focus on:

- Increasing community engagement and involvement within the WHS; and
- Developing the learning offer.

To achieve these goals, the Group will work collaboratively to:

- Be responsible for delivery and monitoring of the Learning & Community Engagement Policies and Action Plan of the WHS Management Plan 2018-2023.
- Engage all parts of the local community in the work of the Partnership to help local communities understand OUV and the reasons for inscription as a WHS.
- Encourage learning at all levels to increase understanding of the WHS and its OUV.
- Support existing volunteer groups and facilitate greater collaboration and synergy with all community volunteer groups within the WHS.
- Embed youth participation within the management of the WHS.
- Maximise project development and external funding opportunities to support ongoing learning opportunities and community engagement in the WHS.
- Share best practice and work inclusively to ensure engagement with all groups or individuals interested in interpreting or learning about the WHS have the opportunity to do so.
- Review and provide advice/expertise on educational and interpretative projects within the WHS liaising when necessary with the Exploring & Enjoying Working Group to ensure a co-ordinated approach is adopted.

This group will comprise Officers from partner organisations specifically those responsible for learning and community engagement. Open access will be permitted allowing educational institutions, Schools, Universities, community groups, voluntary organisations or individuals with an interest in learning and community engagement within the WHS to participate.

Core Members of the Group will include:

- Torfaen County Borough Council
- Monmouthshire County Council
- Brecon Beacons National Park Authority
- Canal & River Trust
- Amgueddfa Cymru – National Museum Wales
- Cadw
- Visit Wales
- Blaenavon WHS Youth Ambassadors
- Royal Commission for Ancient & Historic Monuments Wales
- Glamorgan Gwent Archaeological Trust

The group will meet on a quarterly basis, providing updates to the Steering Group on progress in delivering the Groups Action Plan. The Group will elect a Chair annually who will represent the Group at Steering Group level, reporting progress/outcomes on a quarterly basis.

Community Action Groups

It was agreed at the Steering Group meeting on 4th April 2017 that open access to each of the Working Groups would be permitted to enable the local community and established community groups to interact with and be a part of the management of the WHS – something that stakeholder and public consultation has revealed as an issue within the community.

This tier recognises the valued work and activity that interested individuals and established voluntary community groups are already undertaking within the WHS. Many groups exist within the WHS and already meet in their own right. Open access to the Working Groups, will enable these groups to actively contribute to the management of the WHS by integrating their own work programmes, projects and views into the actions of the Working Groups maximising opportunities for synergistic outcomes. These outcomes will be reported to the Steering Group via the Chair of the Group reaffirming the link to the Steering Group.

The **WHS Co-ordination Team** is already directly integrated with or working within many of these community groups including Blaenavon Town Team, the Blaenavon Community Museum and the Workmens Hall Committee providing project management support and wider economic, cultural, heritage and environmental support and expertise when it is required.

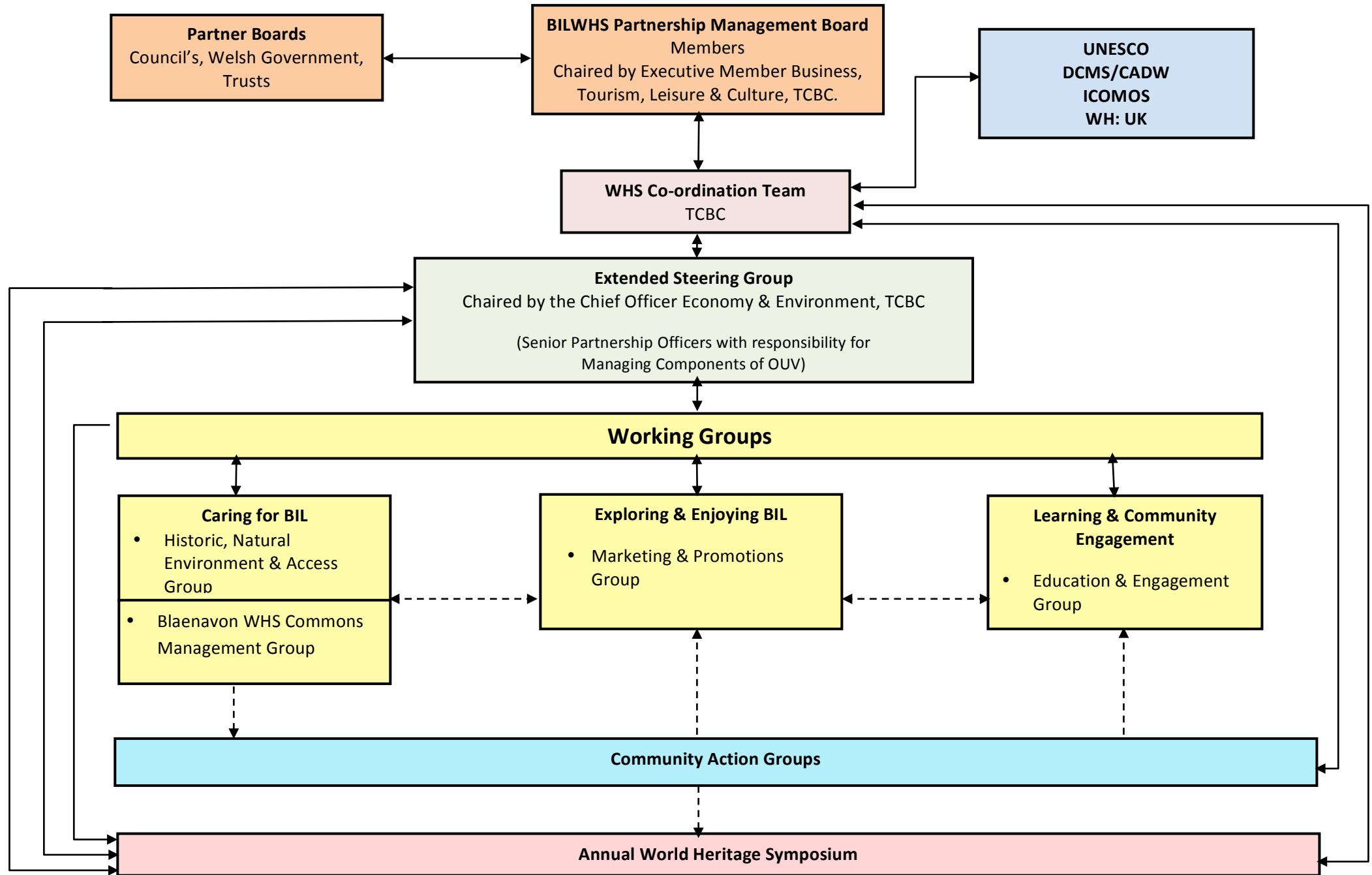
In opening access to the Working Groups, it will be made clear to all members of the group that they are collectively responsible for delivering the outcomes of their Groups Action Plan, with support from the Steering Group, and for dealing with any issues or opportunities related to their Working Group as they arise within the Plan period. Any other motives or reasons for attendance will be referred for action/response at the Annual World Heritage Symposium.

Terms of reference remain unchanged.

Annual World Heritage Symposium

The Partnership will convene an Annual World Heritage Symposium providing the local community, and all residents across and immediately adjacent to the WHS; and other interested individuals and organisations, with the opportunity to engage directly with representatives from each WHS partner organisation. This will be an opportunity to showcase the WHS to a wider audience, providing the opportunity to discuss/present/debate key issues/opportunities within the WHS.

Proposed Blaenavon World Heritage Site Partnership Management Structure





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