

The national value of UNESCO designations to the
United Kingdom

Published by the UK National Commission for UNESCO
May 2020

UK National Commission for UNESCO Secretariat
3 Whitehall Court
London
SW1A 2EL
United Kingdom

info@unesco.org.uk
www.unesco.org.uk

Any part of this publication may be reproduced without permission but with
acknowledgement

Designed by: aesopstud.io

Copies: For additional copies, contact the UK National Commission Secretariat

ISBN: 978-0-904608-08-3




The National Value of UNESCO report's financial data has been independently
verified by Ribchester Accountants (DH1 1TW, Durham, UK)

Copyright © UK National Commission for UNESCO 2020

The report draws on the **Wider Value+ research
methodology**. UK00003373610



Chapter 1

p. 42	Introduction	
p. 44	Survey Data	
p. 46	Survey Respondents	Map
p. 48	Key Finding	n°01
p. 50	Case Study	n°01 <i>Giant's Causeway UNESCO World Heritage Site</i>
p. 52	Key Finding	n°02
p. 56	Case Study	n°02 <i>Frontiers of the Roman Empire, Antonine Wall UNESCO World Heritage Site</i>
p. 58	UNESCO World Heritage Sites	
p. 60	UNESCO Chairs and UNITWIN Networks	
p. 62	Case Study	n°03 <i>Professor Alison Phipps, UNESCO Chair in Refugee Integration Through Languages and the Arts</i>
p. 63	Case Study	n°04 <i>Professor Alan Smith, UNESCO Chair in Education for Pluralism, Human Rights and</i>
p. 66	Key Finding	n°03
p. 70	Tourism	
p. 74	Galleries & Maps	
p. 80	Case Study	n°05 <i>London Tourism Sites</i>
p. 82	Case Study	n°06 <i>UNESCO Trail in Scotland</i>
p. 90	Private Legacies	
p. 92	National Lottery Heritage Fund	
p. 98	Conclusions	

Introduction

Mountainous biosphere reserves, multi-cultural cities, university research programmes, and community-led partnerships: the UK's designations are diverse in their reach, geography and focus.

This chapter explores the financial impact of UNESCO status on 76 of our unique designations across the UK. It uncovers some of the economic benefits and challenges associated with being awarded the UNESCO accolade and highlights opportunities to release the potential this status offers.

The Financial Value of UNESCO designations to the United Kingdom

Key Finding n°01

UNESCO status generated £151 million for UK designations.

Key Finding n°02

Some designations attract more funding than others.

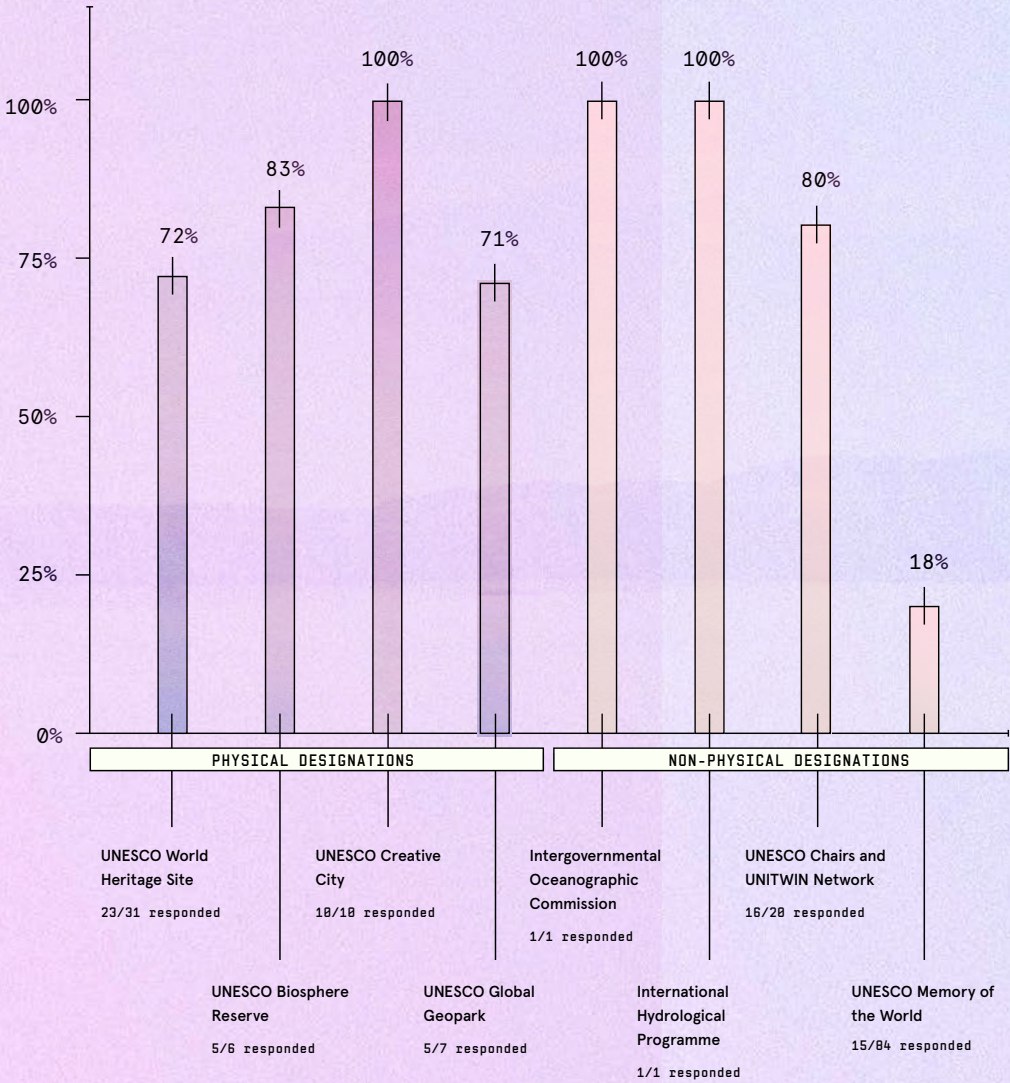
Key Finding n°03

Governments, tourism, legacies, National Lottery Heritage Fund are the largest donors.

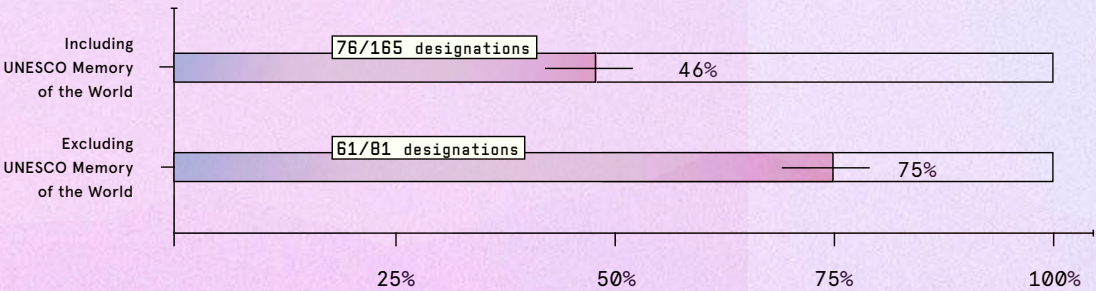
Survey Data

Who took part in the survey: A detailed insight into the designations that helped us.

→ Percentage of respondents per designation type











→ Participation rate including/excluding UNESCO Memory of the World



Between January 2018 and April 2019, the UK National Commission for UNESCO surveyed all UNESCO designation coordinators and site managers in the UK, Crown Dependencies and Overseas Territories for the categories shown below.¹¹ They were asked to submit information on their UNESCO designation’s total income and respective funding sources.

→ The data from the 76 responding designations were then statistically analysed to identify to what extent the UNESCO status helps UNESCO designations to attract funding.

	UNESCO Designation	N° of UK Designations	N° of Respondents	% Responding
	UNESCO World Heritage Sites	32 <small>*31 at the time of the survey</small>	23	72%
	UNESCO Biosphere Reserves	7 <small>*6 at the time of the survey</small>	5	83%
	UNESCO Creative Cities	11 <small>*10 at the time of the survey</small>	10	100%
	UNESCO Global Geoparks	7	5	71%
	UNESCO Chairs and UNITWIN Network	22 <small>*20 at the time of the survey</small>	16	80%
	UNESCO Memory of the World	84	15	18%
	Intergovernmental Oceanographic Commission	1	1	100%
	Intergovernmental Hydrological Programme	1	1	100%
	Total including Memory of the World	165 <small>*160 at the time of the survey</small>	76	46%
	Total without Memory of the World	81	61	75%

*Number does not include Category 2 Centres (1) or Learning Cities (6). The total number of UNESCO designations, including these two categories, is 172.

¹¹ The designation types targeted include: i) World Heritage Sites, ii) Memory of the World, iii) UNITWIN/ UNESCO Chairs, iv) Biosphere Reserves, v) Global Geoparks, vi) Creative Cities, vii) Intergovernmental Oceanographic Committee and viii) Intergovernmental Hydrological Programme.

The map of UNESCO designations who responded to the Survey

→ Map.



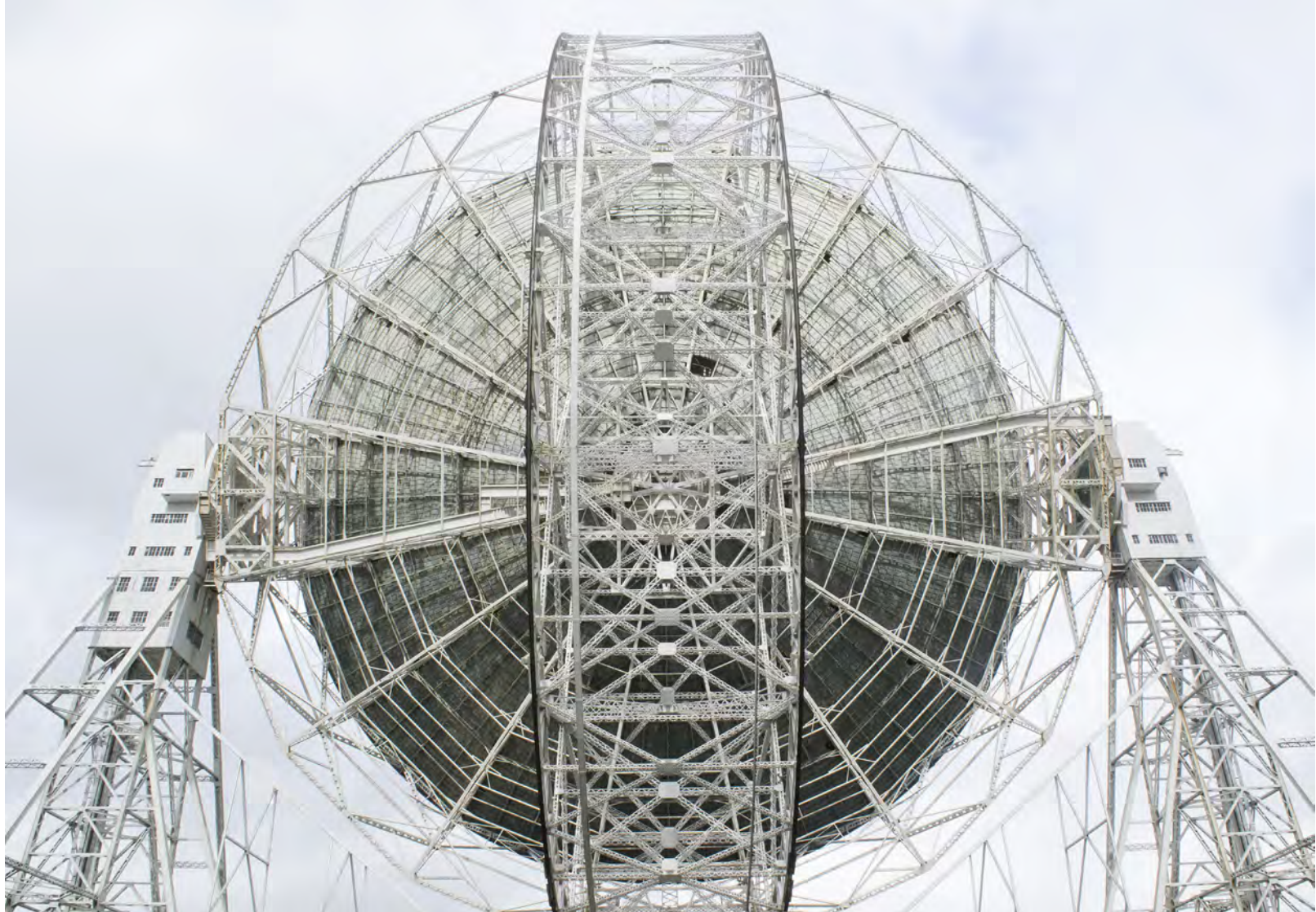
→ Map Key

We contacted designations all across the breadth and width of the four constituent nations of the UK. 76 of the 165 UK UNESCO designations responded.

76 UNESCO designations in the UK successfully used their UNESCO status to generate an additional **£151 million** in one year from revenue sources, including through tourism and research funding.¹²

This figure shows a significant monetary increase since the previous Wider Value of UNESCO to the UK report, which estimated that 93 UNESCO designations had used their UNESCO status to attract an estimated £100 million in additional income between April 2014 to March 2015.¹³ We expect the more recent financial figure to be an underestimate for several reasons:

- **The £151 million** only looks at the ability of UNESCO status to generate additional income for UNESCO designations - it is not a full economic analysis (GVA) at the designation level (see the complementary Giant's Causeway UNESCO World Heritage Site case study below).
- **This figure does not include data from the entire network of UNESCO designations and their partners.**
- **Our survey seeks to examine the direct value of the UNESCO designation status.** Other recent studies have illustrated that the economic value of the UNESCO status exceeds the baseline figure of this report when including the income generated by those who benefit from being affiliated with, or operating within, the UNESCO designation.



Jodrell Bank Observatory WHS



£151 million

The UNESCO status adds significant additional financial value to local areas across the UK.

¹² Income generated January - December 2018

¹³ United Kingdom National Commission for UNESCO. (2015). Wider Value Of UNESCO To The UK, 2014-15: Contribution of UNESCO to UK Government Policy (London, 2015). Retrieved from <https://unesdoc.unesco.org/ark:/48223/pf0000244573>.

Giant's Causeway and Causeway Coast UNESCO World Heritage Site – Economic Analysis of Financial Worth

Giant's Causeway UNESCO World Heritage Site helped to generate £484.26 million for Northern Ireland Causeway Coast and Glens Region in 2017.

With increasing levels of visitor numbers to the UNESCO World Heritage Site in recent years, Ulster University undertook a study in 2019 aiming to measure the economic contribution and social impact of the UNESCO designation as a major tourist attraction. The survey includes an analysis of the Site's economic contribution (GVA), its social impact to the region, such as benefits to residents and civic pride, and the potential impacts and risks associated with rapidly growing tourism numbers. It found that the UNESCO accolade has significantly 'fuelled the Causeway's tourism popularity' and had 'a strong positive impact for the region' but has also presented 'potential challenges and threats' in terms of over-tourism.¹⁴

¹⁴ Giant's Causeway. (2019). Giant's Causeway contribution boosts local economy. Retrieved from: <https://www.nationaltrust.org.uk/giants-causeway/news/giants-causeway-contribution-boosts-local-economy>.



© Cinematographer



“We are proud to be one of the main employers along the North Coast - we employ 75 full-time staff, and this figure increases significantly during peak season. We contribute over £3.5 million in wages to local people and remain committed to working closely with the community - in fact 80% of the craft for sale in the Visitor Centre is produced locally or within the island of Ireland.”

→ Max Bryant, General Manager at the National Trust, responsible for the Giant's Causeway and Causeway Coast World Heritage Site and Carrick-a-Rede rope bridge.



© kilearnal



© sara_winter

The ability of UNESCO designations to use their UNESCO status to attract additional funding varied considerably among the designation types.

Some UNESCO designations are more successful than others in attracting additional income through their UNESCO status. UNESCO World Heritage Sites were by far the most prominent beneficiaries – using their UNESCO status to attract up to £131 million in one year. Nonetheless, for the majority, securing sufficient financial resources remains challenging. UNESCO Chairs followed, with an estimated value captured of £9 million and UNESCO Global Geoparks which attracted approximately £3.5 million.

Our findings confirm and illustrate that many UNESCO UK designations feel their UNESCO status helps them to set themselves apart from other funding applicants and also boosts their confidence when applying for financial support. And our findings are reinforced through other research. For example, a European-wide study by UNESCO in 2015 found that UNESCO designations believed that UNESCO recognition significantly increased their prestige and attracted more funding.¹⁶

Affiliation with UNESCO enhances designation capacity to attract funding. As members of the UNESCO network, UNESCO designations are obliged to pursue a set of policies and objectives which help to advance the designations' management and planning, which in turn enhances their ability to attract funding.

¹⁶ UNESCO. (2016). World heritage in Europe today. Retrieved from <https://whc.unesco.org/en/world-heritage-in-europe-today/>

“If we lost it, what would make us different from any other community organisation? I feel that it gives me more confidence both to be entrepreneurial and to write a funding application. It's not just us that thinks we're special, the UN think that it's special. It shows you that you've got the outside support - that something beyond the UK, Europe, globally, has said that 'We believe that this organisation has the ability to manage this heritage and we believe that it's special.'”

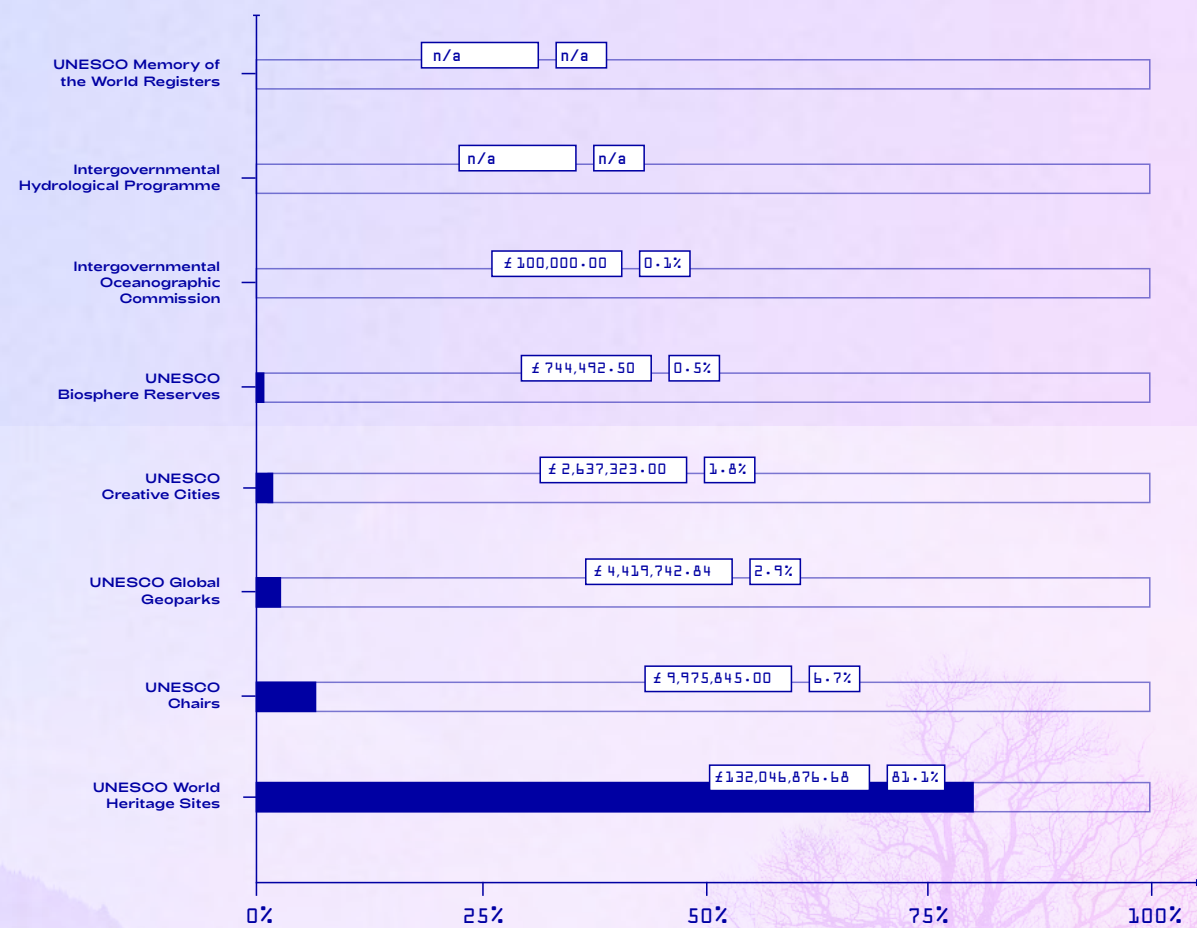
→ Dr Laura Hamlet, Geopark Coordinator at the North West Highlands UNESCO Global Geopark ¹⁷

Designations have also argued that the UNESCO status has helped them to develop a clear and precise management plan, with strong partnerships and a clear sense of direction, to offer to potential funding bodies, as illustrated below by Sarah Simmonds, World Heritage Site Partnership Manager at Stonehenge and Avebury UNESCO World Heritage Site.

¹⁷ Hamlet, L. (2019). Wider Value of UNESCO to the UK 2019 Report . United Kingdom National Commission for UNESCO interview, phone call. London.

→ Funding per Designation Type

Funding is not uniformly distributed among designations. UNESCO World Heritage sites dominate the chart and attract by far the most funding, followed by UNESCO Chairs and UNESCO Global Geoparks.



→ Graph showing the breakdown of the £151 million by UNESCO designation. Funding is not uniformly distributed among designations. UNESCO World Heritage Sites dominate the chart and attract by far most of the funding. Followed by UNESCO Chairs and UNESCO Global Geoparks. This section excludes £1,352,135 in funding for UNESCO Memory of the World Registers as they do not form part of subsequent analysis.

TABLE



DESIGNATION TYPE	FUNDING AMOUNT	PERCENTAGE
UNESCO World Heritage Sites	→ £ 132,046,876	→ 81.1 %
UNESCO Chairs & UNITWIN Networks	→ £ 9,975,845	→ 6.7 %
UNESCO Global Geoparks	→ £ 4,419,742	→ 2.9 %
UNESCO Creative Cities	→ £ 2,637,323	→ 1.8 %
UNESCO Biosphere Reserves	→ £ 744,492	→ 0.5 %
Intergovernmental Oceanographic Commission	→ £ 100,000	→ 0.1 %
Intergovernmental Hydrological Programme	→ £ 0	→ n/a
UNESCO Memory of the World Registers	→ £ 0	→ n/a
TOTALS	→ £ 149,924,288	→ 100.0 %



© Pawel Stonehenge, Avebury and Associated Sites World Heritage Site

“Because we are a UNESCO World Heritage Site, we already have a very clear vision and set of aims and policies for the site. [...] Our management plan is the direct result of having World Heritage status - we’ve been able to bring together partners to agree their overarching vision and get quite quick access to funds to deliver actions within that management plan.”¹⁸

→ Sarah Simmonds, World Heritage Site Partnership Manager at Stonehenge and Avebury UNESCO World Heritage Site

¹⁸ Simmonds, S. (2019). Wider Value of UNESCO to the UK 2019 Report, United Kingdom Commission for UNESCO interview, phone call. London.

Frontiers of the Roman Empire, Antonine Wall UNESCO World Heritage Site

The Antonine Wall (part of the transnational UNESCO World Heritage Site Frontiers of the Roman Empire) was awarded £980,000 funding from the National Lottery Heritage Fund in 2019 to kickstart and support the £2.1 million “Rediscovering the Antonine Wall” project over the next three years.¹⁹

The project includes a series of capital works (such as themed playparks) to regenerate key areas, alongside a programme of co-curated community projects such as street art workshops with international artists, to engage non-traditional audiences. Patricia Weeks, Deputy Head of World Heritage: Antonine Wall Co-ordinator at Historic Environment Scotland, suggested the UNESCO status played a critical role in attracting funding from the National Lottery Heritage Fund.²⁰

Overall, several factors influence the ability of UNESCO designations to attract additional income. A designation’s popularity (in and of themselves), designation type, the international and domestic legislative and political framework, geography and location, human capacity and local economy all have an impact and must be taken into consideration when explaining the variation in generating additional income.

¹⁹ Weeks, P. (2019) Wider Value of UNESCO to the UK 2019 Report, United Kingdom National Commission for UNESCO interview, phone call. London; West Dunbartonshire Council. (2018). Antonine Wall Project Awarded £980,000 Funding from National Lottery. Retrieved from <https://www.west-dunbarton.gov.uk/council/newsroom/news/2018/oct/antonine-wall-project-awarded-980-000-funding-from-national-lottery/>.

²⁰ Weeks, P. (2019) Wider Value of UNESCO to the UK 2019 Report, United Kingdom National Commission for UNESCO interview, phone call. London.



© David Hamphill



© Crown Copyright: Historic Environment Scotland

“The UNESCO status has certainly helped us receive funding for the Rediscovering the Antonine Wall project because our management plan has been used as a basis for the application. The National Lottery Heritage Fund liked that a steering group had already been set up for the management plan because it showed that a strong partnership was already in place.”²¹

→ Patricia Weeks, Deputy Head of World Heritage Antonine Wall Co-ordinator at Historic Environment Scotland

²¹ Weeks, P. (2019). Wider Value of UNESCO to the UK 2019 Report, United Kingdom National Commission for UNESCO interview, phone call. London



© Crown Copyright: Historic Environment Scotland

Antonine Wall World Heritage Site



© Crown Copyright: Historic Environment Scotland



Our findings show that UNESCO World Heritage Sites are the most successful in using their UNESCO status to attract additional funding.

As a signatory to the 1972 Convention concerning the Protection of the World Cultural and Natural Heritage, the UK Government is committed to protecting UNESCO World Heritage Sites in the UK.²² This intergovernmental legal agreement, which does not exist for the other UNESCO designation types in this form, ensures that the UK Government acts as the most prominent stakeholder and beneficiary of UNESCO World Heritage Sites.²³ For example, the Department for Digital, Culture, Media and Sports (DCMS) Culture White Paper seeks ‘...to set a global standard in the stewardship of World Heritage Sites’. Furthermore, DCMS’ Heritage Statement (2017) states that it will continue to support the protection and promotion of World Heritage Sites, and that it will ‘develop strategies which will ensure that the management and stewardship of our World Heritage Sites is consistent and best practice is shared across the UK’.²⁴

²² UNESCO. (2019). World Heritage Convention. Retrieved from <http://whc.unesco.org/en/convention/ge>

²³ For example, ‘the government is providing £4 million to Jodrell Bank, subject to approval of a sustainable business case, as part of their £20.5 million project to create a new interpretation centre promoting the historically significant scientific work undertaken at this site in Cheshire.’ HM Treasury Autumn Budget 2018 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/661480/autumn_budget_2017_web.pdf

²⁴ Secretary of State for Culture, Media & Sport. (2016).The Culture White Paper. Retrieved from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/510798/DCMS_The_Culture_White_Paper_3_.pdf; Department for Digital, Culture, Media & Sport. (2017). Heritage Statement. Retrieved from https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664657/Heritage_Statement_2017_final_-_web_version_.pdf

Some World Heritage Sites also state that the UNESCO status provides them with a competitive advantage in attracting further financial resources. Georgina Darroch, World Heritage Site Coordinator at the UNESCO World Heritage Site Royal Botanic Gardens, Kew, says:

“The designation very much sets us apart from the other properties which are in the government portfolio and for external funders as well... UNESCO designation does add that stamp of significance. When we are asking for funding either from the government or from private sponsors.”

→ Georgina Darroch, World Heritage Site Coordinator at the UNESCO World Heritage Site Royal Botanic Gardens, Kew

As the most common UNESCO designation with a physical boundary in the UK (32 UNESCO World Heritage Sites, including four in London), World Heritage Sites also rank among the most well-known and most visited UNESCO sites in the UK. As part of a major communications review in 2019, UNESCO found that its work on world heritage is better known than its involvement in other areas of expertise.²⁵ Overall, however, we found that most UNESCO designations, including World Heritage Sites outside key tourist areas, lack sufficient financial resources.²⁶ The next section of this chapter, ‘Key Finding 3’, examines the relationship between tourism and UNESCO designations more closely.

²⁵ ‘While UNESCO’s name was increasingly present in social media and in the mainstream, the content of its programmes was still not sufficiently widely recognized. The representative of DPI recalled that the survey on the image of the Organization had shown that UNESCO had a valued profile with regard to world heritage, but it needed to engage the public in its involvement in current debates, for instance through its Creative Cities Programme’. 207 EX/PG/1.INF.3 UNESCO Executive Board: Report of the Preparatory Group 24–25 September 2019 Retrieved from: <https://en.unesco.org/executiveboard> Retrieved from <https://unesdoc.unesco.org/ark:/48223/pf0000259967>

²⁶ This resonates with the findings of World Heritage UK’s (November, 2019) Assets for the Future – A Review of the State of UK World Heritage Sites. Retrieved from: <https://worldheritageuk.org/about/resources/research/>



Home to some of the world's most prestigious and renowned universities and institutions, the UK has a global reputation for a world-class higher education system.

Determined to maintain this, the UK Government promotes 'international collaboration [...] to tackle global challenges' and 'to help raise education standards both at home and around the world.' Its International Education Strategy sets out '...to put in place the practical, advisory and promotional support to further strengthen the UK's position at the forefront of global education and as an international partner of choice for institutions and governments around the world'.²⁷

UNESCO Chairs and UNITWIN Networks are both drivers and beneficiaries of the UK's reputation and focus on education. The nature of their work - creating and disseminating new knowledge - requires and promotes a vast range of collaborations between research institutions, universities and experts, in the UK and abroad.

Our research shows that UK institutions that have a UNESCO Chair or UNITWIN Network enable a strong and established presence in various countries around the world, which allows them to increase their global impact and reach. Their UNESCO status helps them to unlock research funds and attract additional income and other non-financial resources such as human capital and information access. We estimate that our survey respondents generated £9 million in funding from their UNESCO status. Both their funding and their status have helped the Chairs and UNITWIN Networks to build partnerships and unlock further opportunities.

²⁷ Department for International Trade and Department for Education. (2019). International Education Strategy Global Potential, Global Growth. Retrieved from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/799349/International_Education_Strategy_Accessible.pdf.



© University of Durham

Professor Robin Coningham, UNESCO Chair in Archaeological Ethics and Practice in Cultural Heritage



© Queen's University Belfast

Professor Joanne Hughes, UNESCO Chair on Globalizing a Shared Education Model for Improving Relations in Divided Societies



© University of Essex

Professor Maria Fasli, UNESCO Chair in Analytics and Data Science

Professor Rajani Naidoo, UNESCO Chair in Higher Education Management



© Bath University

Professor Iain Stewart, UNESCO Chair in Geoscience and Society



© University of Plymouth

Case Study

n°03

Professor Alison Phipps, UNESCO Chair in Refugee Integration through Languages and the Arts, University of Glasgow

The UNESCO Chair in Refugee Integration through Languages and the Arts within the School of Education at the University of Glasgow has attracted a total of £1.56 million in funding and grants since its inception in 2016. Funding has gone towards projects such as the Online Palestinian Arabic Course (OPAC), a cross-border collaboration to tackle unemployment and promote intercultural and multilingual exchanges through the design, development and promotion of a Palestinian Arabic language course grounded in Palestinian culture and heritage.²⁸

²⁸ The figure includes externally awarded research, contracts, internal knowledge exchange, project development grants, studentships and internships. From email correspondence with Lauren Roberts, UNESCO Coordinator, Secretariat UNESCO Chair, University of Glasgow. (2019). Refugee Integration through the Languages and the Arts; Retrieved from: <https://www.gla.ac.uk/research/az/unesco/researchandengagement/researchprojects/opac/#d.en.584338>.

Professor Alison Phipps



© Bella Hoogeveen

Case Study

n°04

Professor Alan Smith, UNESCO Chair in Education for Pluralism, Human Rights and Democracy, Ulster University

The UNESCO status helped the UNESCO Chair in Education for Pluralism, Human Rights and Democracy within the School of Education at Ulster University to attract £1.5 million from Irish American philanthropist Chuck Feeney – one of the highest grants made to the Social Sciences at the university at the time of the launch.

Refugee Integration Workshop – Adel Salmanzadeh



© Bella Hoogeveen

Pluralism



© Ulster University



© John Owuo

Refugee Integration



© Karen Gordon

Refugee Integration - Samuel Kwamina Takyi



© NTY-STUDIOS

Pluralism

© mimiti.mo



© Ulster University

Pluralism

“I would highlight how highly significant the UNESCO Chair was in raising the profile of the work that I was involved with in Northern Ireland through funding that I received shortly after the Chair was officially launched’ Alan tells us. ‘I think Chuck Feeney’s representatives were aware of the work that I was involved in but also realised that the establishment of this UNESCO Chair was an acknowledgement and recognition of that work and also raised the profile to a level that you know was worth investing in. I think whenever we did reports on how we made use of that funding, it gave us tremendous leverage to engage with other funders and other partners.”²⁹

→ Professor Alan Smith, UNESCO Chair in Education for Pluralism, Human Rights and Democracy, Ulster University.

²⁹ Smith, A. (2019). Wider Value of UNESCO to the UK 2019 Report, United Kingdom National Commission for UNESCO interview . London.

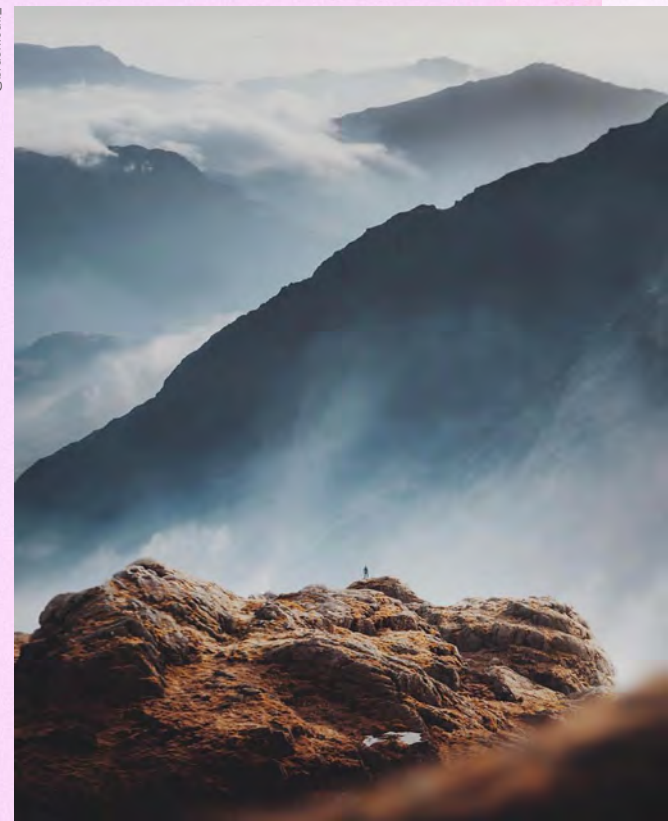
The UK Governments, tourism, private legacies and the National Lottery Heritage Fund are the main funding sources of UNESCO UK designations.

The UNESCO status helped UNESCO designations attract the most funding from the UK Governments (29%), the tourism sector (25%), private legacies (16%) and the National Lottery Heritage Fund (13%). Though collectively the sources of funding for UNESCO designations in the UK are diverse, we found that some designations rely heavily on one source of funding, while others benefit from the support of multiple funding bodies. UNESCO Creative Cities have the most diverse sources of funding, while UNESCO Global Geoparks rely on only a handful of sources. UNESCO World Heritage Sites attract the majority of funding from each of these four funding sources.

Maritime Greenwich World Heritage Site

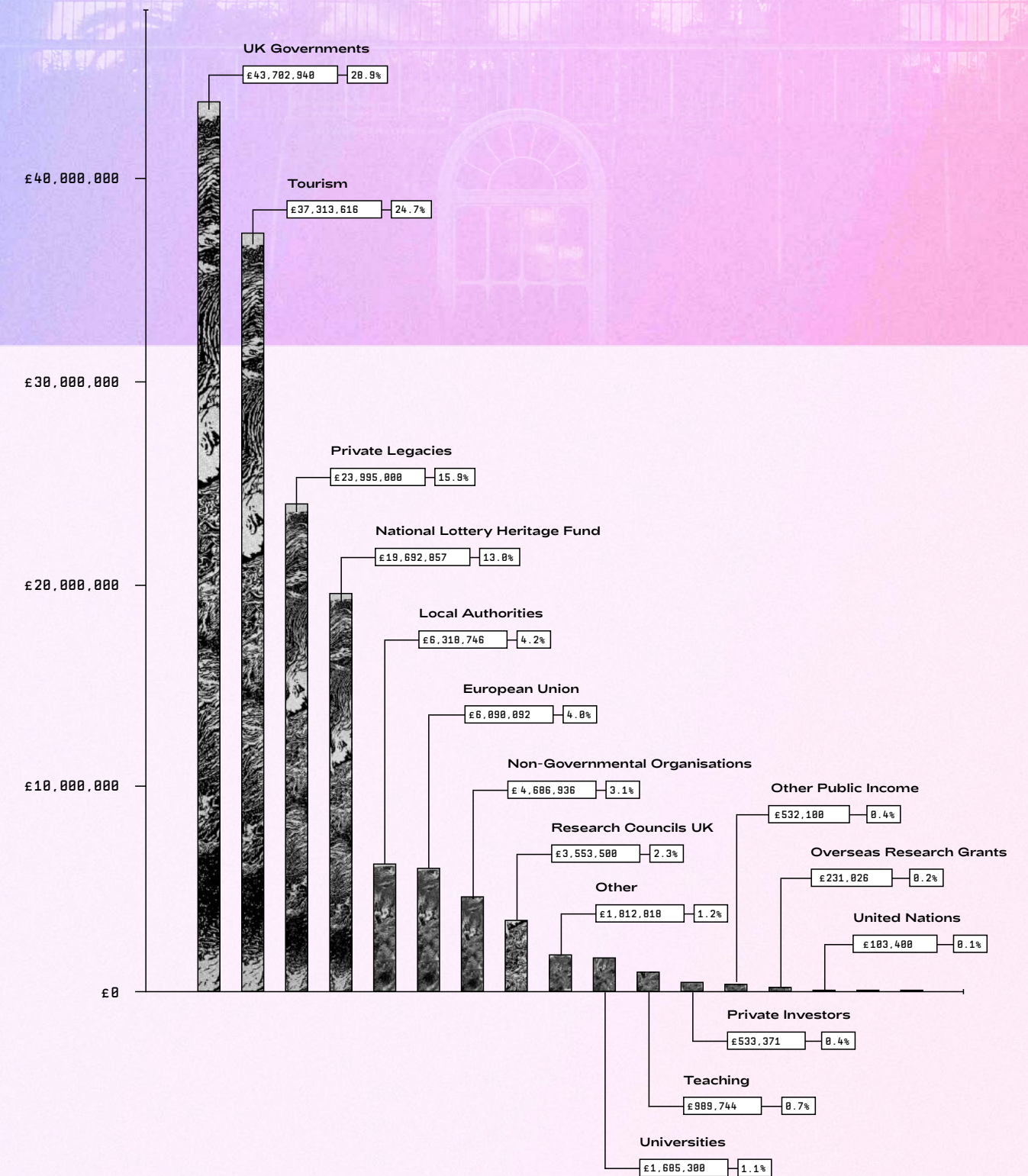


The Lake District World Heritage Site



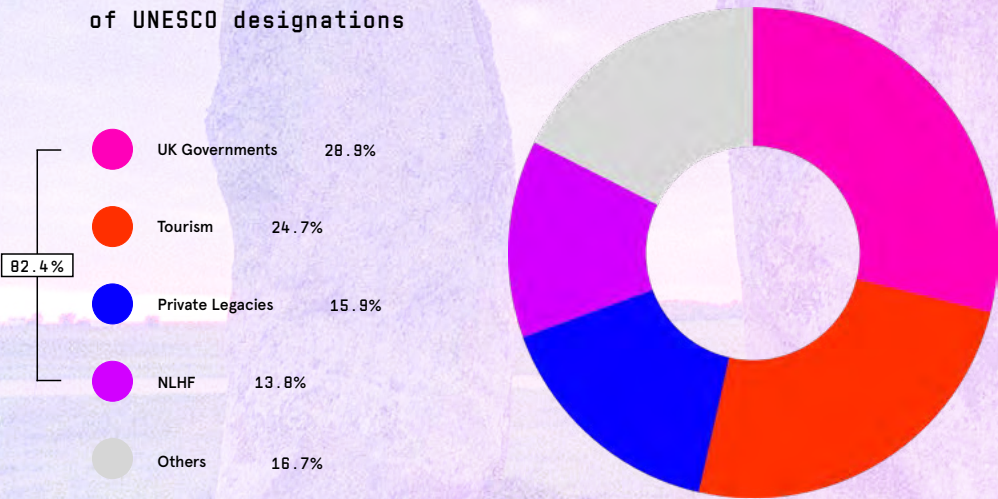
→ Source of Funding Ranking

The charts shows how the main source of income for all designations is the UK Governments, followed by tourism revenue, private legacies and the National Lottery Heritage Fund.



At £44 million, the UK (including devolved) governments are the main source of funding for UNESCO designations in the UK. Many designations rely on a range of sources, including public bodies and fundraising campaigns. For example, Stonehenge and Avebury UNESCO World Heritage Site has received funding from a variety of public sources including the Wiltshire Council, Historic England and nationally designated funds.³⁰ While some designations are charities (e.g. The Jurassic Coast Trust), others are not. For example, the North West Highlands UNESCO Global Geopark has fundraised in the past by crowdfunding to pay for staff to keep the visitor centre open. They are a social enterprise (registered as a company limited by guarantee), as well as a charity, and their funding comes from donations, private sector sponsorship, European Programme funding and earned income from tours.

→ 4 main funding sources of UNESCO designations



³⁰ Simmonds, S. (2019). Wider Value of UNESCO to the UK 2019 Report, United Kingdom National Commission for UNESCO interview. Phone call. London.

North West Highlands Global Geopark



© Daniel 307769643

Stonehenge and Avebury World Heritage



© lewisblackburnadventure



© Visit Isle of Wight

The Needles, Isle of Wight Biosphere Reserve



© Kevin

Durham Castle and Cathedral World Heritage Site

North Devon Biosphere Reserve



© Mark 334410851

Dorset and East Devon Coast World Heritage Site



© jhaytonhill

The UK is a major tourist destination. The Office for National Statistics International Passenger Survey found that the UK welcomed almost 38 million inbound visitors with an estimated spend of more than £22 billion in 2018.

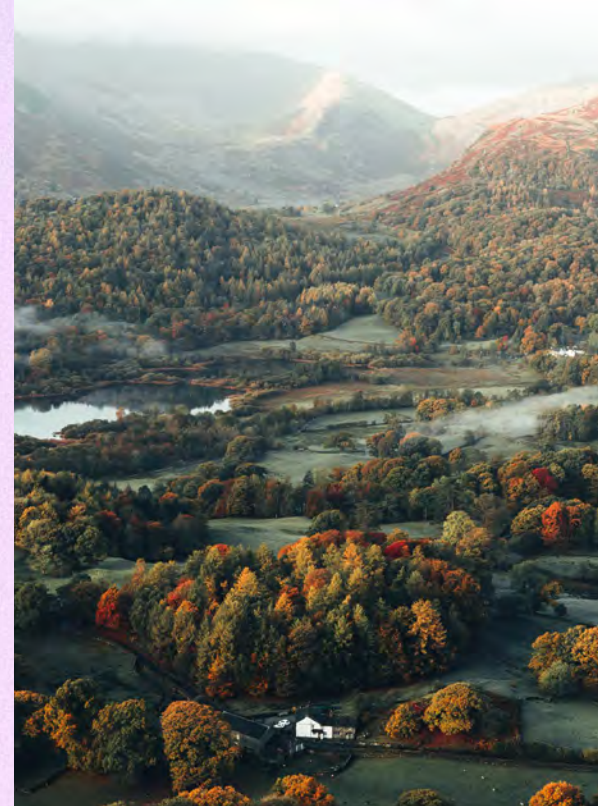
VisitBritain estimates that the financial value of tourism in England alone was £106 billion in 2017, which includes both direct and indirect impacts.³¹ Lonely Planet named England the world's second-best tourist destination in 2020 because of its "timeless treasures".³²

Unsurprisingly, therefore, tourism is also a key source of income for UNESCO designations in the UK. The Association of Leading Visitor Attractions (ALVA) found that UNESCO World Heritage Sites ranked among the most visited attractions in 2018, and listed seven among the UK's top 50.³³ Our data confirms that World Heritage Sites seem to be particularly successful at using the UNESCO status to generate additional income through tourism – accounting for 98.68% of the overall tourism income of the 76 UNESCO designations in the survey data.

³¹ VisitBritain.(2019).The value of tourism in England, Retrieved from: <https://www.visitbritain.org/value-tourism-england>; VisitBritain. (2019). 2018 Snapshot. Retrieved from: <https://www.visitbritain.org/2018-snapshot>

³² The Guardian. (2019). Lonely Planet names England the World's second best tourist destination. Retrieved from: https://www.theguardian.com/uk-news/2019/oct/22/lonely-planet-names-england-the-worlds-second-best-tourist-destination-in-2020?CMP=Share_iOSApp_Other.

³³ Please note that all ALVA figures listed only include visitor attractions in 2018 that are in membership with the Association of Leading Visitor Attractions.



English Lake District World Heritage Site



Giant's Causeway and Causeway Coast World Heritage Site

World Heritage Sites' well-established business tourism model partly influences this statistic – no other designation type has a tourist-based strategy as well developed.³⁴ It is also likely that the integration of World Heritage Sites into national tourism campaigns such as Find Your Great Britain has helped to boost their popularity and awareness among visitors.³⁵ World Heritage Sites are particularly popular among international tourists. Max Bryant explains this in the case of UNESCO World Heritage Site Giant's Causeway:

“It appears that the World Heritage designation is increasingly important for some people, particularly those from some of the emerging markets such as China, where World Heritage status adds to that tick box photo opportunity.”³⁶

→ Max Bryant, General Manager, Giant's Causeway World Heritage Site

³⁴ UNESCO and National Geographic. (2019). World Heritage Journeys of Europe. Retrieved from: <https://visitworldheritage.com/en/eu/UNESCO>;(2019). SustainableTourism:UNESCOWorldHeritageandSustainableTourism Programme. Retrieved from:<https://whc.unesco.org/en/tourism/>

³⁵ VisitBritain. (2019). World Heritage Sites. Retrieved from: <https://www.visitbritain.com/gb/en/world-heritage-sites>

³⁶ Bryant, M. (2019). Wider Value of UNESCO to the UK 2019 Report, United Kingdom National Commission for UNESCO interview, phone call. London.



City of Bath World Heritage Site



Stac Pollaidh, guided walk. North West Highlands Global Geopark

Tourism also plays a significant role for other UNESCO designations which are all encouraged to build and strengthen a long-lasting relationship with their audiences.³⁷ For example, the North West Highlands UNESCO Global Geopark, home of Europe's oldest rocks, uses geo-tourism to attract visitors. Its Geotrail Coigach and multi-day long geo-tours involve trained staff taking visitors on excursions to interpret the park's geology.³⁸ Tourism is also a key focus of Creative Cities as well as of Biosphere Reserves. For instance, Dundee UNESCO Creative City of Design welcomes an average of 4 million visitors per year, and the Galloway & Southern Ayrshire UNESCO Biosphere Reserve attracts approximately 850,000 visitors annually.³⁹

Overall, however, research shows that people's awareness of UNESCO designations in the UK is generally low and that some are more well-known than others. A survey on the public perception of UNESCO sites by VisitScotland in 2019 found that only 30% of respondents were aware of UNESCO designations and for the majority, the UNESCO status did not influence their decision to visit a particular site.⁴⁰ Clear branding guidelines, national campaigns to raise their profile, and more opportunities to learn from and with each other could help designations to use the UNESCO brand more effectively and attract more visitors and funding.

³⁷ For examples, please refer to the next chapter.

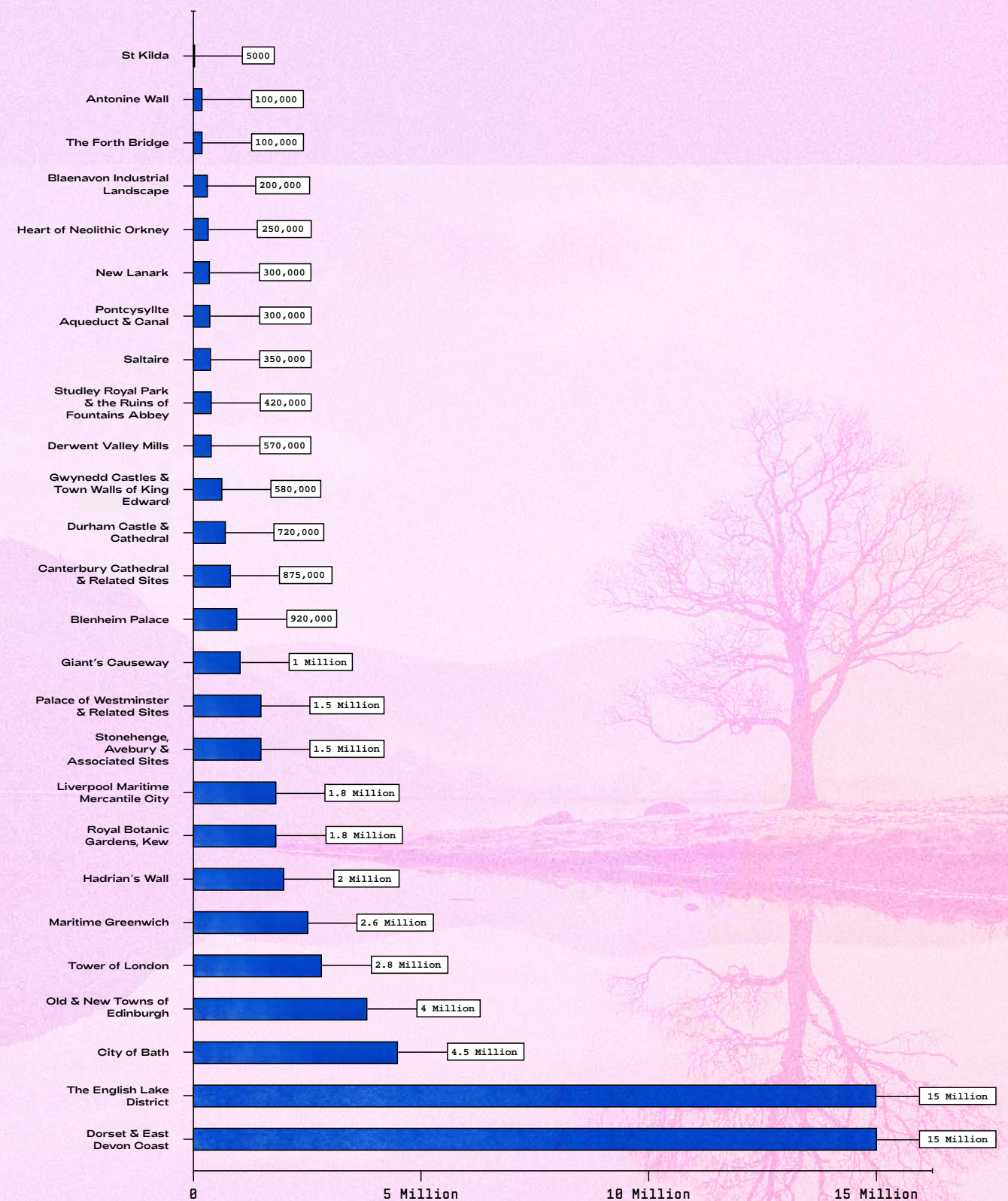
³⁸ North West Highlands UNESCO Global Geopark, (2019). Retrieved from: <https://www.nwhgeopark.com>.

³⁹ UK National Commission for UNESCO (2016). Wider Value of UNESCO to the UK: UNESCO in Scotland. Retrieved from: <https://unesdoc.unesco.org/ark:/48223/pf0000247064>

⁴⁰ Respondents were visitors from the UK and Ireland. VisitScotland, Insight Department, Awareness of UNESCO SITES IN Scotland. UK& Ireland markets consumer research, May 2019.

→ Tourist visits to UK UNESCO World Heritage Sites in 2018

The graph shows the substantial difference in tourism numbers to UNESCO World Heritage Sites in the United Kingdom. Data taken from the STEAM Model and the Association of Leading Visitor Attractions annual survey of its members.



→ Data from the Association of Leading Visitor Attractions (ALVA) and STEAM



English Lake District World Heritage Site

@adamfirman

Royal Botanic Gardens, Kew, World Heritage Site



@igersbath

North Devon Biosphere Reserve

© David Hughes



Canterbury World Heritage Site

@seydakorkmaz01



St Kilda World Heritage Site

@igersbath



Castle of King Edward I World Heritage Site

© valeriyegorov



Stonehenge and Avebury World Heritage Site

© Andrzej



© Hatherphotos



Hadrian's Wall World Heritage Site

@jarveye



Shetland Global Geopark



Canterbury Cathedral World Heritage Site

@anam.idriss



Maritime Greenwich World Heritage Site

@visitlondon



Liverpool – Maritime Mercantile City World Heritage Site

© Jason_Wells

Blaenavon World Heritage Site

© bridgeendboy



Ironbridge Gorge World Heritage Site

@daveellins



Durham Castle and Cathedral World Heritage Site

© SreeM



GeoMôn Global Geopark

© Karen Mandau



Manchester Creative City of Literature

© Ivan Waddesdon



Jodrell Bank Observatory World Heritage Site

© Fstopphotography



Tourism numbers to UNESCO World Heritage Sites in comparison to other regional visitor attractions.

→ Annual data from VisitEngland and STEAM - 2018

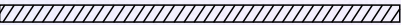
N.W. & WALES

The Lake District
→ 15.0 M visitors

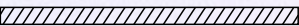


→ @davemasseyphotography

- The Lake District WHS : 15.0M



- Manchester City : 11.0M

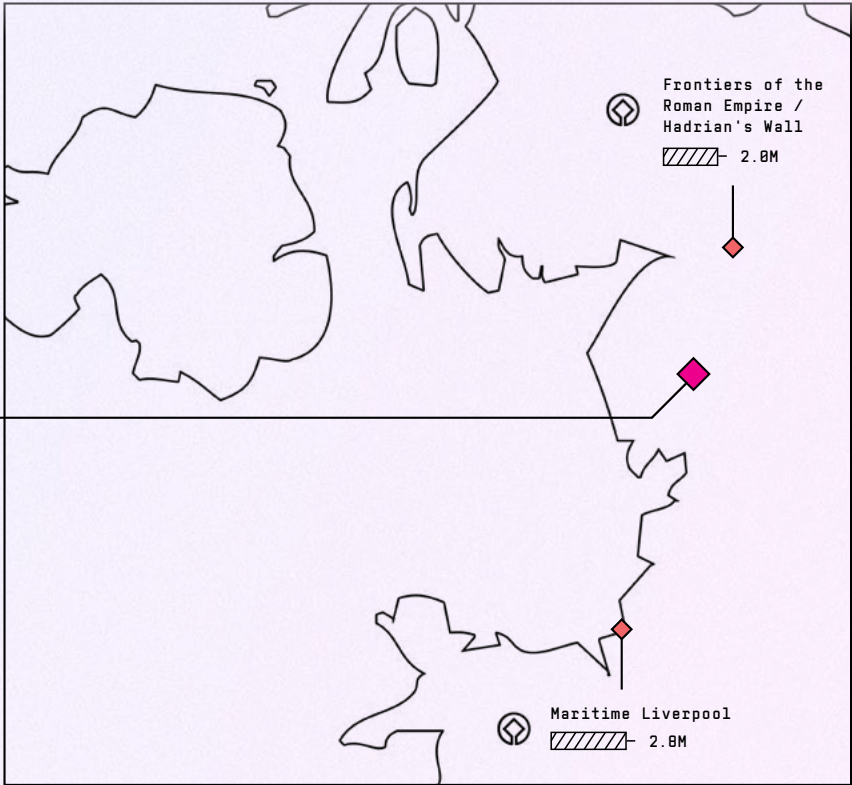


**The city of Manchester is a UNESCO City of Literature, and is part of the UK network of designations.*

- Snowdonia : 4.2M



- Chester Zoo : 1.9M



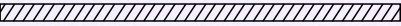
S.W. & WALES

City of Bath
→ 4.5 M visitors

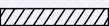


→ @brilliantbath

Dorset & East Devon Coast : 15M



- Brecon Beacons : 4.1M

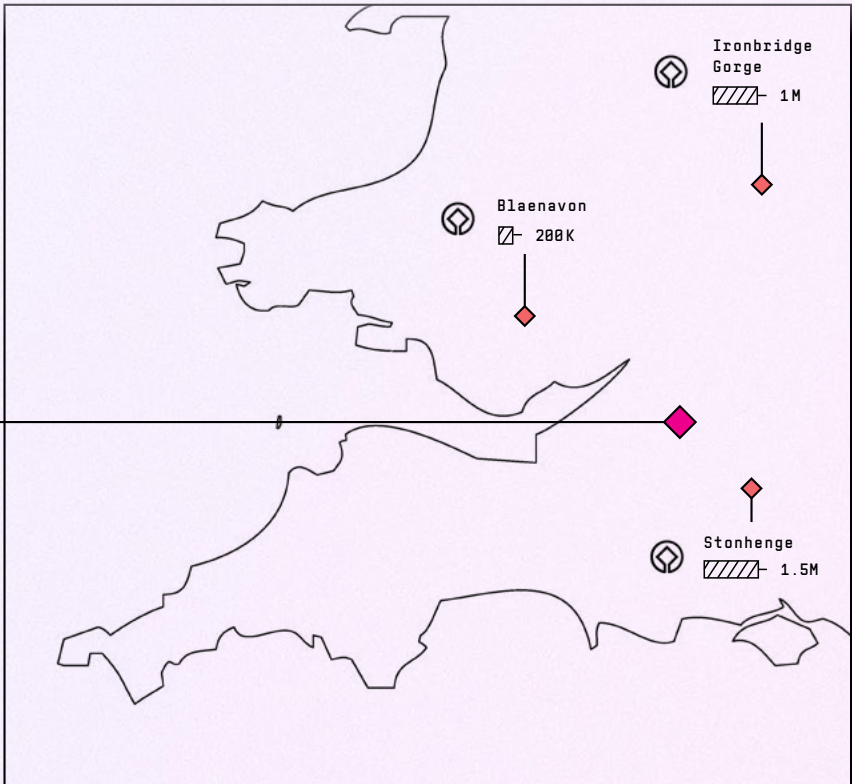


**The boundaries of the Forest Fawr UNESCO Geopark closely follow the Brecon Beacons National Park boundaries.*

- Dartmoor National Park : 2.5 M



- Eden Project : 1 M



→ The Maps

The UK UNESCO World Heritage Sites are significant tourism assets but in many respects are, as yet, not fully recognised as this. Tourism is the fastest growing industry in the UK and growth is expected to continue. It is worth £126.9 billion annually.

N.E. MOST VISITED

Studley Royal Park and the Ruins of Fountains Abbey World Heritage Site
→ 428 K visitors



→ @geordielens

- York : 6.9M

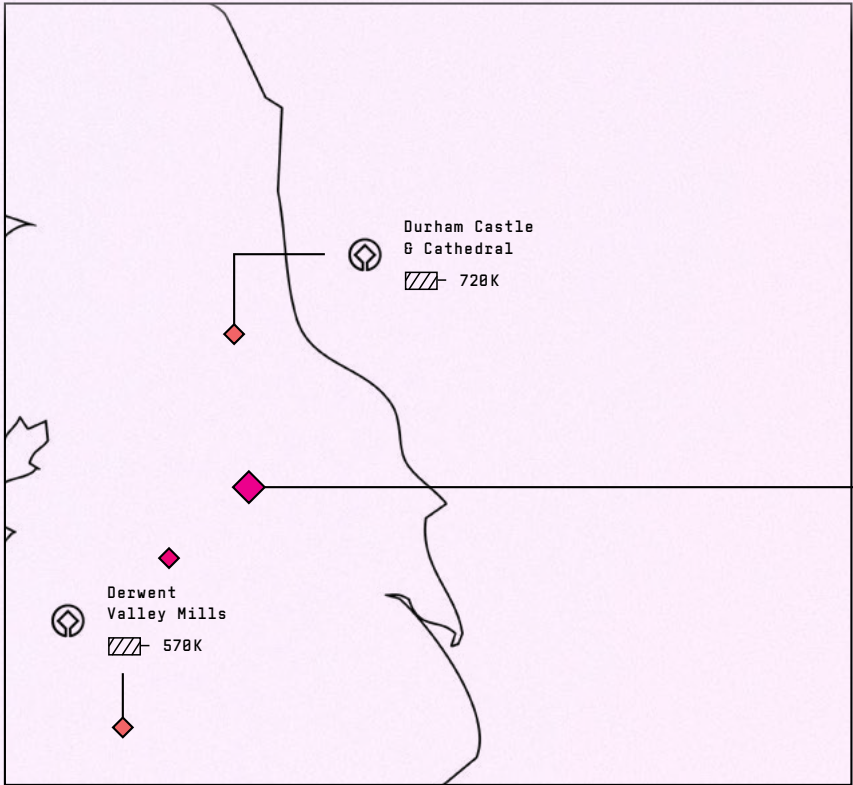


**The city of York is a UNESCO City of Media Arts, and is part of the UK network of designations.*

- National Railway Museum : 830K

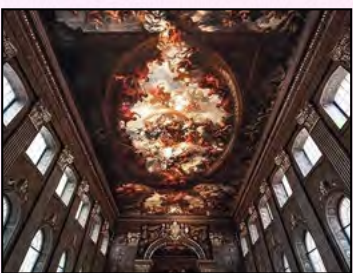


- Saltaire : 350K



SOUTH EAST

Maritime Greenwich
→ 2.6 M visitors



→ @lenscape_artist

- Tate Modern : 5.8M



- Brighton Pier : 4.8M

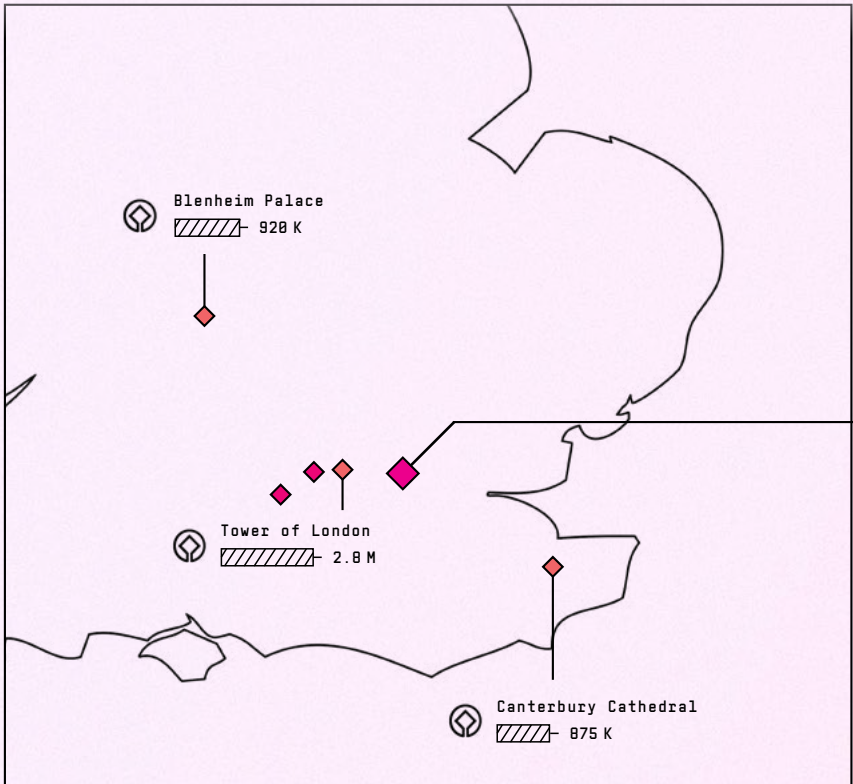


**The Brighton Pier is located within the Brighton and Lewes Downs UNESCO Biosphere boundaries.*

- Royal Botanic Gardens, Kew : 2.8M



- Westminster & Related Sites : 1.5M



Case Study n°05

London is one of the few cities in the world that can lay claim to having four UNESCO World Heritage Sites. These four sites tell the story of a global city and its impact on our world.

Decision 43 COM 7B.94 adopted at the 43rd Session of the World Heritage Committee in Baku 2019 strongly advised "the creation of a joint committee to help coordinate the Management of the World Heritage properties in London."

As a result the Greater London Authority (GLA) has convened meetings of the various UNESCO World Heritage Site coordinators and other stakeholders in order to coordinate management of World Heritage properties in the city. The meetings include staff from the GLA, Historic England, the UK National Commission for UNESCO, Department for Digital, Culture, Media and Sport, VisitBritain and each of the four London World Heritage Sites.



© dailu



@trinitylabon

Royal Botanic Gardens, Kew
→ 1.8 M visitors

Since they were established in 1759, the gardens have made a constant and significant contribution to the study of botany, and have experienced a large amount of scientific and economic exchanges from around the world - which is reflected in their collections. They have remained faithful to their purpose ever since, with botanists and scholars all over the world continuing to make use of their collections and specimens.



©kewgardens
Data from the Association of Leading Visitor Attractions (ALVA) and STEAM



@philipp_hey



© Alena

Brent

Hackney

Islington

Westminster

K&C

Hammersmith

Hownslow

Wandsworth

Lambeth

Croydon

Tower Hamlets

Southwark

Tower of London

→ 2.8 M visitors

The Tower of London is one of the UK's premier visitor destinations. The White Tower was built by William the Conqueror after his 11th Century Invasion and is a typical example of Norman military architecture.

British Library

The British Museum

Royal Academy of Arts

St Paul's Cathedral

Somerset House

The National Gallery

Tate Modern

Natural History Museum

Buckingham Palace

London Eye

Science Museum

Tate Britain

London Aquarium

Palace of Westminster & Related Sites

→ 1.5 M visitors

The Palace of Westminster and Westminster Abbey represent the journey of the UK from a feudal monarchy to democracy, and the intertwining of church, monarchy and state. The site has been an important place of worship and rule since the 11th century, and continues to be the seat of Parliament in the UK to this day.

Maritime Greenwich

→ 2.6 M visitors

The site consists of the Royal Observatory, Queen's House, the Royal Hospital for Seamen and is surrounded by the Royal Park. It reflects two centuries of Royal patronage - and is a display of the works of famous English architects Sir Christopher Wren and Inigo Jones.

The UNESCO National Trail in Scotland

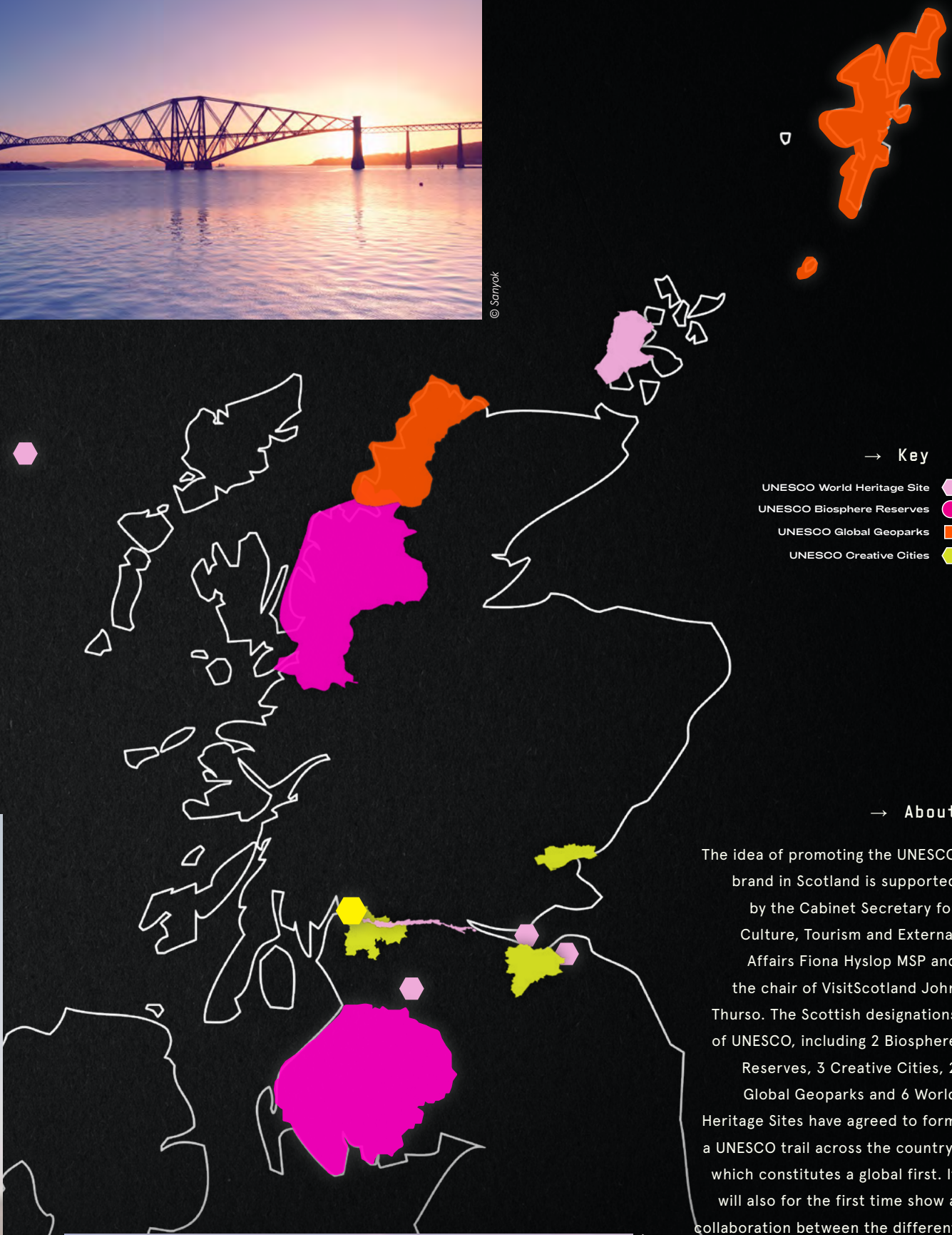
→ Map and key facts.

The UNESCO National Trail in Scotland is a new digital trail to be launched by the UK National Commission for UNESCO in partnership with VisitScotland and UNESCO Scotland designations. The digital trail will connect 13 UNESCO designations in Scotland to enhance the economic and social well-being of their respective local areas through sustainable tourism. It is the first trail that brings together UNESCO World Heritage Sites, Biosphere Reserves, Global Geoparks and Creative Cities, encouraging visitors to stay longer and spend more locally, improving, in turn, the quality of life of those communities.⁴¹

⁴¹ Giancarlo Fedeli and Linda Cigurova, Moffat Centre for Business Development, UNESCO National Trail of Scotland: Evidence-based Practice and Development Potential, 10 June 2019.



© Sonyak



→ Key

- UNESCO World Heritage Site
- UNESCO Biosphere Reserves
- UNESCO Global Geoparks
- UNESCO Creative Cities

→ About

The idea of promoting the UNESCO brand in Scotland is supported by the Cabinet Secretary for Culture, Tourism and External Affairs Fiona Hyslop MSP and the chair of VisitScotland John Thurso. The Scottish designations of UNESCO, including 2 Biosphere Reserves, 3 Creative Cities, 2 Global Geoparks and 6 World Heritage Sites have agreed to form a UNESCO trail across the country, which constitutes a global first. It will also for the first time show a collaboration between the different spheres of UNESCO - in particular displaying a cognitive link between the natural and cultural heritage of Scotland.



© Martin Hearn



@visitorkiev



@artofordinary



@travelwithness

1

Wester Ross

Castles, history, fairy glens, mountains, beaches and some of the UK's most scenic and least-populated areas.

1



© HuftonCrow

2

Dundee

Design is an integral part of the city's contemporary creative scene and economy, with expertise in fashion and textile, art and jewellery.



@vichie81

5

The Forth Bridge

One of the world's most magnificent cantilever bridges, and a powerful symbol of Britain's industrial, scientific, architectural and transport heritage.

Built on the orders of Emperor Antoninus Pius in AD142, the epic 63-km-long Antonine Wall was the limit of one of the greatest empires history has known.

3

Antonine Wall



© Crown Copyright, Historic Environment Scotland

3

5

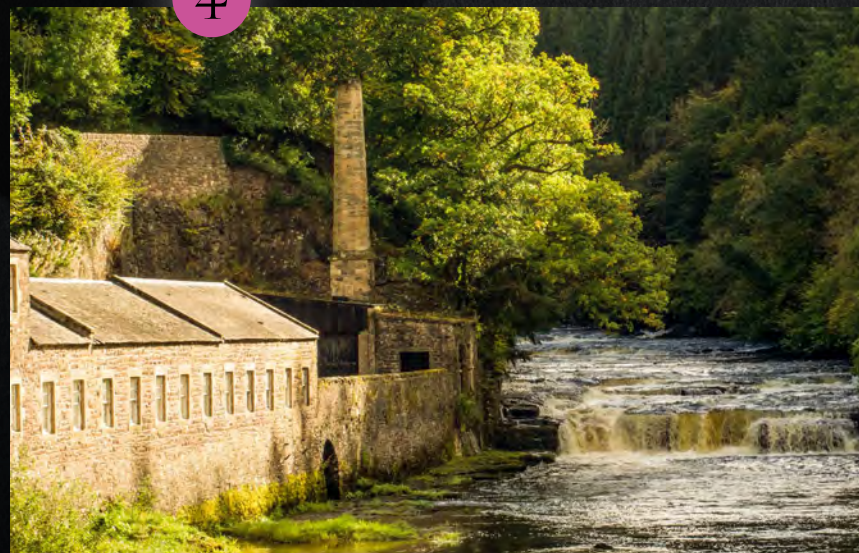
4

Home to the world's largest industrial village at the start of the 1800s, New Lanark also strove to build a better society by improving the health, education and well-being of its workers.

4

New Lanark

© TreasureGalore



The UNESCO trail in Scotland will be a digital asset, reachable by interested parties and prospective tourists from all across the globe. It aims to increase the value of visitors to the sites, increase geographic spread amongst visitors to Scottish UNESCO designations, engage and involve local communities, promote UNESCO's goals and values as well as encourage and champion sustainable tourism policies.

The UNESCO Trail in Scotland is aligned with public agencies in its approach, as well as with the Scottish Government's National Performance Framework and it aims to reduce inequalities and to give equal importance to economic, environmental and social progress. History, heritage and landscape are already a significant part of the visitor experience in Scotland. VisitScotland research indicates that there is a tourism focus on Edinburgh and other cities that act as transport hubs, and the UNESCO trail is an opportunity to encourage visitors to stay longer and visit other areas of Scotland.



© carlaifra

2

St Kilda

One of the toughest and most unforgiving places on the planet. The last community of 36 people were evacuated in 1930 after 4,000 years of continuous human occupation.



© Stephen Boyd

1

North West Highlands

Located in the far north of the Scottish Highlands, this Geopark is home to the oldest rocks in the United Kingdom.

2



© eventh

4

Edinburgh

The extraordinary contrast between the winding medieval Old Town and the structured and planned streets of the New Town of Edinburgh is what makes this city unique and unrivalled in Europe.

The UNESCO National Trail in Scotland will tell the authentic story of Scotland in a way that is progressive, pioneering and inclusive. This aligns with the UNESCO values and ethos that encourage partnership work based on the pillars of peace, education and sustainability.

The project aims to position Scotland as a place that celebrates, champions & offers world-leading educational, scientific, cultural and sustainable tourism via UNESCO. It will sustain and enact national strategies and build upon the momentum of the preceding themed years that have taken place in Scotland, such as its year of History, Heritage and Archaeology in 2017 which was a great success. It will bring new audiences, celebrating the historical past, looking at present and future sustainable growth in an outward looking, welcoming and innovative way.

Widely recognized as a major international musical centre, Glasgow is the musical capital of Scotland, and is the largest music economy in the UK after London.

3

Glasgow



© Leonid Andronov

3

4

Home to just 95,000 people, Galloway and Southern Ayrshire hosts some of the finest examples of wildlife areas in Europe.

Galloway & Southern Ayrshire

5

5

© Walker/ee



“In the UK, our UNESCO sites tend to be quite small organisations. There’s a lot of self-motivation from the volunteers and the staff. And very little in terms of HR and things like that. So, peer-to-peer support is absolutely imperative. That’s the thing that gets you through the day. If you really struggle and you need to go somewhere and get some help or advice: we’ve got other people [in geoparks] that we can talk to right across the world. So whatever challenge it is that you’re facing somebody else has probably dealt with something similar and so we meet twice a year, we talk to each other. In the UK, we have our annual meeting. So that means you get to know people and you get to know what they’ve dealt with. You’ve got a network of people you can go to. We all talk to each other, we give each other advice, we support each other. It’s intangible but it’s so important.”

Private Legacies

Private legacies provide the third most important source of funding for UNESCO designations in the UK.

A study by Smee & Ford Wilmington plc on 2018 legacy trends in the UK identified a significant trend toward wills containing charitable donations. They estimated the worth of charitable estates in 2017 at £17.9 billion and the legacy income of charities at more than £2.8 billion. Cancer Research UK and the National Trust were among the top 25 charitable organisations with the highest legacy income. UNICEF-UK was one of the top 10 organisations with the greatest yearly increase between 2016-2017 (129%).⁴² These findings demonstrate not only the financial impact of private legacies but also their potential as a source of additional income for UNESCO designations in the future.

⁴² Wilmington Charities. (2018). Legacy Trends 2018: Discovering potential through data. Retrieved from: [https:// spotlight.wilmingtononline.co.uk/docs/images/Legacy%20Trends%202018%20update_936.pdf](https://spotlight.wilmingtononline.co.uk/docs/images/Legacy%20Trends%202018%20update_936.pdf). p. 3-8



Studley Royal Park including Fountains Abbey World Heritage Site

@therealjamespotter

© pbnash1964



North Devon Biosphere Reserve

English Lake District World Heritage Site



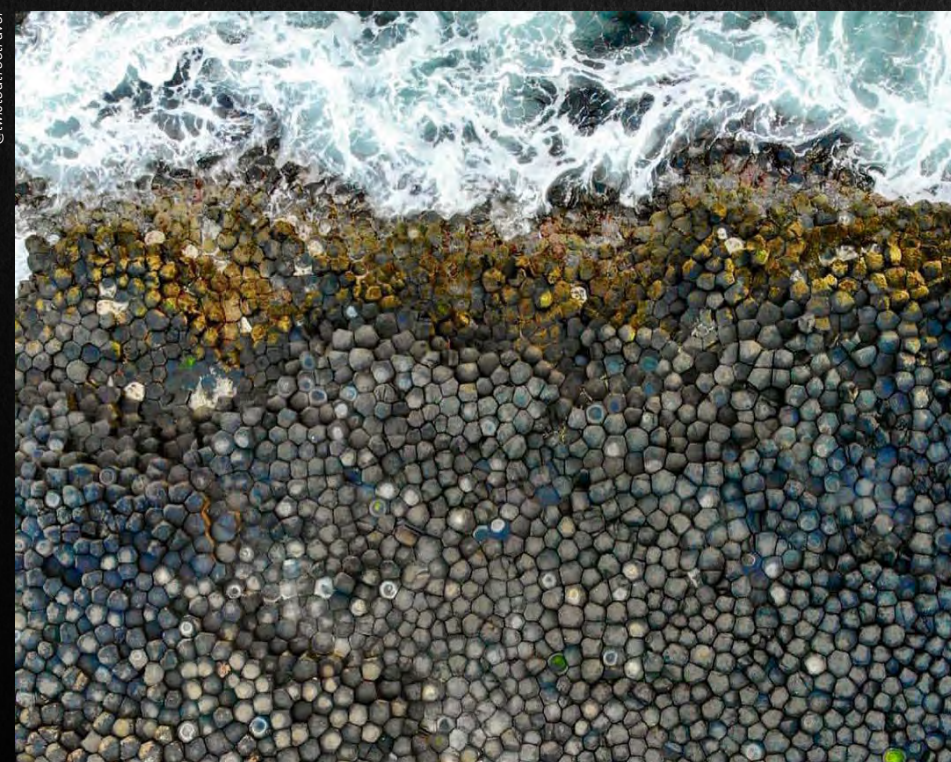
@JohnEdwardJames

Old and New Towns of Edinburgh World Heritage Site



@ulbalmagery

Giant's Causeway and Causeway Coast World Heritage Site



@twistedreeltravel

English Riviera Global Geopark

© Melanie Border



National Lottery Heritage Fund: Grants within UNESCO World Heritage Site Boundaries

The NHLF is not only the UK's 'largest dedicated funder of heritage,' like UNESCO it also defines heritage very broadly. It is therefore not surprising that it is one of the main funding bodies for UNESCO designations in the UK.⁴³ For example, the NHLF supported 988 projects within the boundaries of 24 UNESCO World Heritage Sites in the UK with a total of £566m invested between 1 April 1994 and 31 March 2018. Adam Tyson, Policy and Public Affairs Manager at the NHLF, tells us that the UNESCO accolade helps as a marker of significance in the NHLF application assessment process.⁴⁴

“Though designation is not a requirement for support, it is often a useful indicator of the significance of an object, collection, structure, site or other asset.

Applicants will often cite designation when describing the importance of the heritage for which they are seeking support. National Lottery Heritage Fund staff and decision makers recognise the value of designation and will take it into account during the assessment process.”⁴⁵

→ Adam Tyson, Policy and Public Affairs Manager, London and the South at NLHF.



Derwent Valley Mills World Heritage Site



Blaenavon Industrial Landscape World Heritage Site

The analysis on the following pages is limited to observing NLHF funding trends within the boundaries of UNESCO World Heritage Sites from 1994 to 2018. The initial analysis illustrates a positive trend between inscription onto the UNESCO World Heritage List and an increase in funding. Future analysis could investigate individual NLHF grant applications to determine whether “UNESCO status” was a primary contributing factor in awarding a specific NLHF grant. Future research methods to determine whether UNESCO status was a contributing factor could include the completion of in-depth interviews with World Heritage Site managers, grant-makers and other stakeholders involved in the process of heritage grant-giving. While the UNESCO 1972 Convention has remained unaltered, the Convention’s operational guidelines have evolved to take into account new considerations/ emerging issues when determining Outstanding Universal Value. For example, this includes an increased focus on climate-related issues, cultural landscapes, and community and indigenous populations’ representation in decision-making. More detailed content analysis of each NLHF grant could also provide valuable information regarding how the changing nature of inscription criteria has been reflected in successive NLHF grant funding. When exploring the data, it is important to remember that the process for inscription onto the World Heritage List can often take up to ten years.

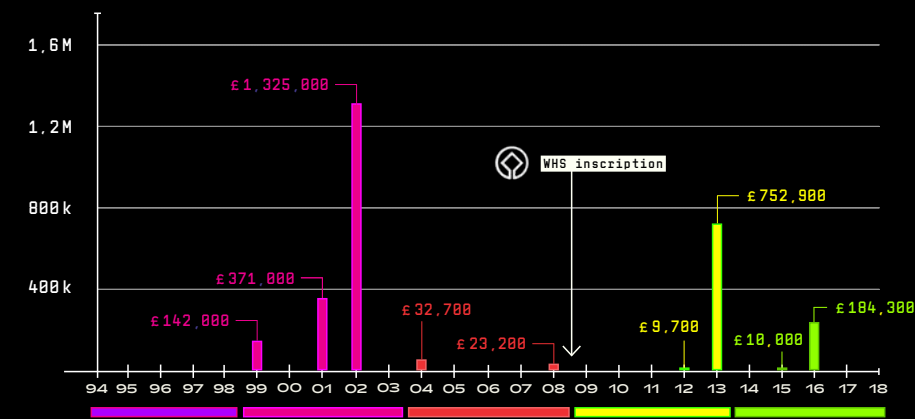
⁴³ The National Lottery Heritage Fund. (2019). What do we do. Retrieved from: <https://www.heritagefund.org.uk/about/what-we-do>.

⁴⁴ Tyson, A. (2019). Wider Value of UNESCO to the UK 2019 Report, United Kingdom National Commission for UNESCO interview Email. London.

⁴⁵ Tyson, A. (2019). Wider Value of UNESCO to the UK 2019 Report, United Kingdom National Commission for UNESCO interview Email. London

Antonine Wall UNESCO World Heritage Site

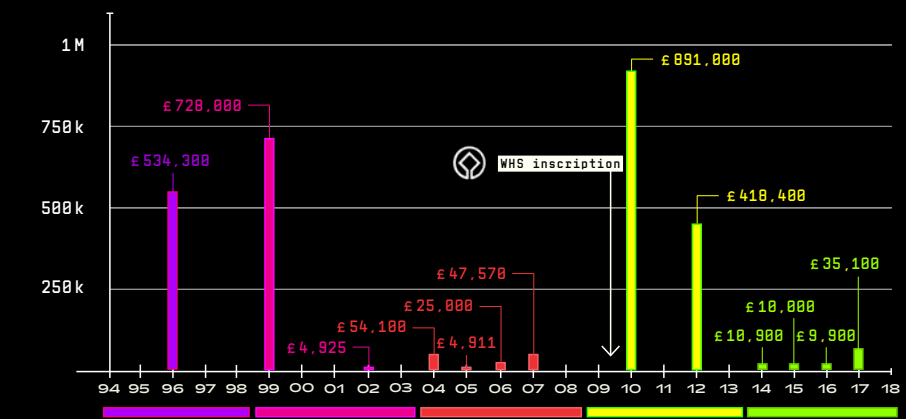
→ NLHF funding within the boundary of the WHS



→ It is difficult to suggest that World Heritage status would have been a significant influence in the funding of the Townscape Heritage Initiative in Bo'ness (£1,325,000. 2002) and Kirkintilloch Town Hall Renewal Project (£708,100. 2013) grants. However, significant funding that was granted in 2001 (£371,000) to the Peel Park Restoration may infer a relationship to the World Heritage List - since the remains of the Antonine Wall run directly through the Park.

Pontcysyllte Aqueduct and Canal UNESCO World Heritage Site

→ NLHF funding within the boundary of the WHS

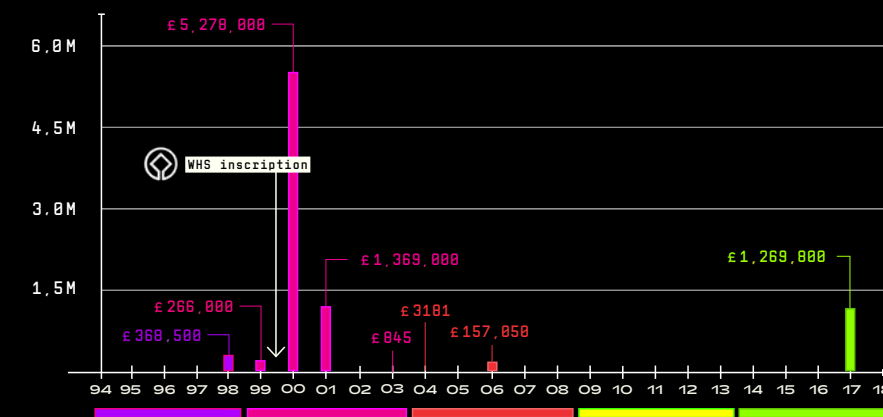


→ Before inscription, funding was made to the Aqueduct itself for upkeep (£45,000. 2007). These funds may have been in line with the conservation requirements of WH status and the approaching date of inscription. Otherwise grants funded to the Aqueduct are difficult to attribute to the nomination or inscription of the site onto the WH list.

→ Blaenavon received a large round of funding in the same year of inscription onto the WH list (£5,278,000. 2000). The funds were for the rejuvenation of the Big Pit Mining Museum - including creating a new visitor centre. The World Heritage Site Management Plan 1999 notes the significance of the Museum to the area's tourist value, and also the necessity of repair to above and below ground structures for its viability as an attraction.

Blaenavon Industrial Landscape UNESCO World Heritage Site

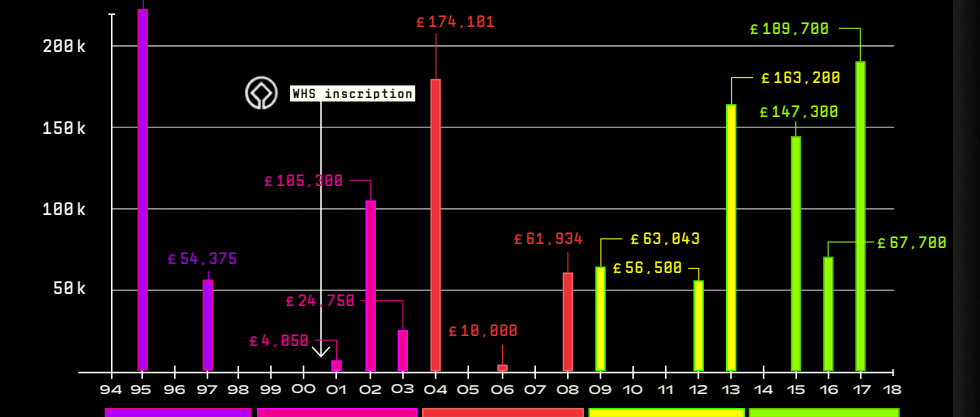
→ NLHF funding within the boundary of the WHS



→ Commissioned and paid for by Titus Salt in the mid-nineteenth century, the Saltaire United Reformed Church received £240,000 in 1995. The Saltaire URC received further rounds post inscription (£61,934. 2008 & £63,043. 2009). The Saltaire World Heritage Association was also granted funding in 2015 for a project on Saltaire Stories (£147,300). These grants collectively contribute a significant proportion of the NLHF granted to projects within the boundaries of the Saltaire World Heritage site.

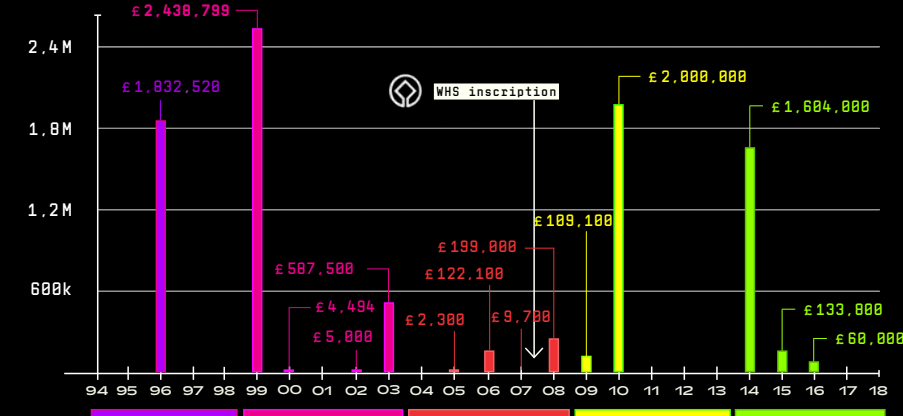
Saltaire UNESCO World Heritage Site

→ NLHF funding within the boundary of the WHS



New Lanark UNESCO World Heritage Site

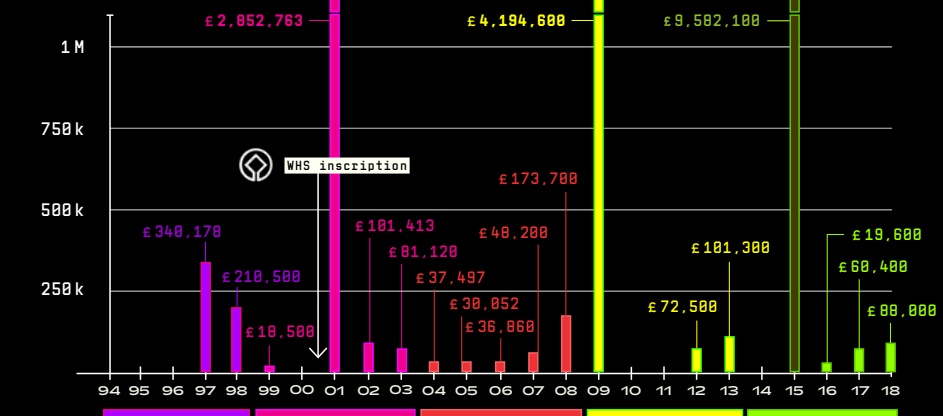
→ NLHF funding within the boundary of the WHS



→ In 2003, the NLHF gave £382,500 towards the completion of a tourism facility at New Lanark Mills, and also for an Education and Access officer at the site in the same year (£205,000). This could be interpreted to be a result of increased tourist traffic to the site as a result of inscription in 2001. Another grant of £1,594,000 was given for the restoration of the mill workers' housing (2014). The Director of New Lanark Trust stated that WH list status required conservation efforts to be 'world class'.

Derwent Valley UNESCO World Heritage Site

→ NLHF funding within the boundary of the WHS



→ Cromford Mills received a large grant in 2001 for restoration, the same year as inscription on the WH list. (£1,760,000). The Belper & Milford Town Heritage Initiative was also granted significant funding in the same year (£1,025,000). The project aimed to 'build on the opportunity of the World Heritage Site status of the area to create a world class tourist destination'.

National Lottery Heritage Fund Grants in UNESCO World Heritage Site Boundaries

→ 1994 to 2018

	1994 to 1998					1999 to 2003					2004 to 2008					2009 to 2013					2014 to 2018				
	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18
Antonine Wall	n/a					£ 1,338,800					£ 55,988					£ 762,600					£ 194,300				
	n/a					£ 4,899,963					£ 85,224					£ 4,737,816					£ 1,269,800				
Blaenavon Industrial Landscape	£ 368,000					£ 6,913,845					£ 168,231					n/a					£ 1,269,800				
	£ 535,589					£ 18,357,289					£ 288,647					n/a					£ 1,986,862				
Canterbury Cathedral	£ 2,467,142					£ 49,400					£ 7,158,328					£ 14,129,808					n/a				
	£ 7,179,316					£ 53,332					£ 11,893,255					£ 23,723,284					n/a				
City of Bath	£ 1,282,730					£ 1,668,674					£ 7,534,881					£ 2,869,978					£ 14,477,388				
	£ 1,822,717					£ 2,248,927					£ 13,533,512					£ 3,480,681					£ 23,639,318				
Cornwall and West Devon Mining Landscape	£ 3,743,488					£ 2,227,278					£ 1,274,684					£ 15,826,988					£ 1,184,171				
	£ 6,196,781					£ 4,154,171					£ 3,973,245					£ 22,768,518					£ 14,168,887				
Derwent Valley Mills	£ 143,821					£ 748,294					£ 326,389					£ 329,528					£ 552,524				
	£ 768,558					£ 4,928,164					£ 448,917					£ 6,485,238					£ 15,972,986				
Durham Castle and Cathedral	£ 268,455					n/a					£ 49,888					£ 4,187,588					£ 127,391				
	£ 438,236					n/a					£ 163,122					£ 9,187,116					£ 1,288,888				
Old and New Towns of Edinburgh	£ 1,311,943					£ 31,889,358					£ 24,458,488					£ 14,189,188					£ 12,685,788				
	£ 63,696,676					£ 63,736,258					£ 67,122,655					£ 74,998,435					£ 34,831,767				
Frontier of the Roman Empire	£ 285,199					£ 748,273					£ 5,242,671					£ 18,885,688					£ 7,167,888				
	£ 12,868,241					£ 4,842,388					£ 8,922,925					£ 37,999,888					£ 18,687,247				
Heart of Neolithic Orkney	£ 194,888					£ 1,368,823					£ 2,867,288					£ 565,688					£ 33,188				
	£ 276,982					£ 2,168,866					£ 6,681,752					£ 1,382,648					£ 33,656				
Ironbridge Gorge	£ 6,781,851					£ 348,995					£ 2,758,368					£ 188,478					£ 1,514,688				
	£ 18,133,582					£ 445,719					£ 5,826,861					£ 271,113					£ 1,576,598				
Liverpool Maritime Mercantile City	£ 36,737,888					£ 18,452,345					£ 15,247,466					£ 5,845,888					£ 798,688				
	£ 52,789,464					£ 33,782,556					£ 27,215,625					£ 7,786,551					£ 899,186				
Maritime Greenwich	£ 14,423,882					£ 18,196,288					£ 32,672,592					£ 5,151,188					£ 22,827,788				
	£ 14,423,882					£ 18,196,288					£ 32,672,592					£ 5,151,188					£ 22,827,788				
New Lanark	£ 1,832,528					£ 3,835,793					£ 333,188					£ 2,189,188					£ 1,797,888				
	£ 3,854,288					£ 5,931,185					£ 859,225					£ 5,558,689					£ 5,881,688				
Palace of Westminster and Westminster Abbey	£ 259,988					£ 58,888					n/a					n/a					n/a				
	£ 415,511					£ 188,888					n/a					n/a					n/a				
Pontcysyllte Aqueduct and Canal	£ 534,388					£ 732,925					£ 131,581					£ 1,389,588					£ 65,988				
	£ 713,828					£ 1,896,331					£ 142,913					£ 1,745,778					£ 66,881				
Royal Botanic Gardens Kew	£ 1,488,888					£ 1,592,888					£ 1,938,553					£ 16,591,388					n/a				
	£ 2,397,888					£ 4,592,639					£ 3,787,643					£ 34,299,948					n/a				
Saltaire	£ 294,375					£ 134,188					£ 246,895					£ 282,743					£ 484,788				
	£ 569,998					£ 193,669					£ 251,869					£ 527,537					£ 461,975				
Stonehenge and Avebury	n/a					n/a					n/a					£ 18,888,888					£ 18,888				
	n/a					n/a					n/a					£ 21,619,387					£ 13,828				
Studley Royal Park and Fountains Abbey	£ 889,258					£ 1,375,855					£ 564,888					n/a					£ 62,788				
	£ 775,888					£ 1,865,959					£ 842,569					n/a					£ 62,788				
The Castles and Town Walls of Edward I in Gwynedd	£ 1,188,888					n/a					n/a					n/a					£ 19,888				
	£ 1,571,814					n/a					n/a					n/a					£ 24,981				
The English Lake District	£ 4,799,468					£ 3,967,982					£ 3,262,788					£ 19,846,949					£ 9,371,188				
	£ 6,775,386					£ 13,278,381					£ 4,362,387					£ 25,271,884					£ 11,816,845				
The Tower of London	n/a					£ 5,765,888					n/a					£ 482,888					n/a				
	n/a					£ 15,154,888					n/a					£ 928,688					n/a				

Conclusion

UNESCO status helps UNESCO UK designations to attract substantial funding (£151 million for the year for which data was collected) and to make a significant contribution to the UK economy.

However, designations' ability to use the UNESCO status to attract additional funding differs significantly between designation types: World Heritage Sites generated the lion's share of additional income, followed by UNESCO Chairs and Global Geoparks.

Our research also revealed that the UK and devolved Governments, the tourism sector, private legacies and the National Lottery Heritage Fund are among the most important funding bodies for UNESCO designations in the UK.

Yet, the financial contribution of UNESCO designations is neither the only nor the best way to fully understand how they bring value to the UK. The UNESCO status is not just economically beneficial. It helps designations to develop, manage and carry out a vast range of creative and innovative activities that are of great intangible value. The next chapter examines how and provides insights into some experiences and challenges of designations