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# cornish mining

newsletter of the Cornwall & West Devon Mining World Heritage Site

Summer 2012

## 'HEART BEATS' IN THE CAPITAL OF CORNISH MINING

Discover the Extraordinary -  
Familiarisation Days,  
Widgets and Champions

The Miracle of 'Tin'

34<sup>th</sup> International Mining Games

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# WELCOME

In this edition of Cornish Mining we celebrate the completion of Heartlands, the multi-million heritage parkland regeneration scheme recently unveiled at Pool, between Camborne and Redruth. This bold new project is centred on the historic Robinson's Shaft engine at South Crofty Mine, but also includes an exciting and diverse community space now open to the public.

The World Heritage Site's Discover the Extraordinary team remain hard at work promoting the World Heritage Site and in this edition we learn of some of the more recent marketing activities which are bringing Cornish Mining and World Heritage to a wider audience.

Miracle Theatre's production of their exciting new play 'Tin' was a resounding success when staged in Cornwall and west Devon earlier this year, and we take a look at this major presentation commissioned and funded by the Cornish Mining World Heritage Site.

In March the 34th International Mining Games for students was jointly hosted by the Camborne School of Mines and King Edward Mine, and we experience the Game's first visit to Cornwall.

**Ainsley Cocks**, Editor, WHS Research & Information Officer

World Heritage Site Office Administrator Karen Willows greets the crowds at the Royal Cornwall Show in June



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**Cover image:** The Robinson's Shaft engine house and headframe, South Crofty Mine, part of the new Heartlands development in Pool

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United Nations  
Educational, Scientific and  
Cultural Organization



**Cornwall and West Devon  
Mining Landscape**  
inscribed on the World Heritage List in 2006



# 'HEART BEATS' IN THE CAPITAL OF CORNISH MINING

The Robinson's Shaft complex at Pool in mid-west Cornwall holds an important place in Cornish mining history. Part of South Crofty Mine, it is not only within the most densely mined area of the World Heritage Site - productive for copper and tin for over two hundred years – but it also retains the last large Cornish pumping engine known to have worked on a metal mine anywhere in the world. The 1st May 1955 was to mark the end of an era in Cornish mining history for this day saw the engine's massive steam boilers extinguished for the final time, and the dying fires poignantly marking the end of a long and distinguished chapter in Cornwall's history. The engine was then in its 101st year and the renowned Cornish mining engineer and historian Jack Trounson was to eloquently capture this last day in 'Cornish Engines & the Men who Handled Them' (1985), and it would take a hard heart not to be moved by his account of the passing of this

Cornish steam giant into history. South Crofty Mine was to survive as an important local employer however until the end of the twentieth century with its pumping performed by more efficient electric units. As with mining operations the world over, its centre of operations were to shift their focus geographically over time and by the mid 1990s Robinson's Shaft had been decommissioned, with mine access and pumping operations relocated to the west. Following the closure of the site it succumbed to dereliction and vandalism to a degree, but fortunately far sighted individuals had previously appreciated the historic value of the engine and had greased it in anticipation of the site one day being restored as a monument to Cornish engineering excellence.

That day has fortunately now arrived. The Heartlands Project and the £35 million of funding which brought this about has ensured that the historic engine and its complex

of well preserved service buildings adjoining, will remain as a testament to Cornish engineering innovation at the heart of an extensive parkland and community facility for Pool village. Five years of intensive preparation, including public consultation in addition to the design and build, were to finally lead to the Friday in April and the launch on the 20th of the site to the public. A themed celebration followed introducing Heartlands as the UK's first cultural 'playground' with a three-day celebration themed on Cornish myth and legend. It is hoped the £35 million development, funded by the Big Lottery Fund, Cornwall Council, the Homes and Communities Agency and the European Union will support the regeneration of Pool, Redruth and Camborne – areas containing more than ten per cent of the Cornish population and which have struggled to recover economically since the demise of the tin and copper mining industry. Heartlands is a free entry



attraction and operated as a social enterprise by its own registered charity, the Heartlands Trust. At just under eight hectares Heartlands is an extensive but also a diverse site, which in addition to the restored Robinson's Shaft complex also includes state-of-the-art exhibitions relating to the World Heritage Site; its own botanical gardens designed on the theme of the Cornish diaspora and focusing on the principal countries to which the Cornish migrated; the largest adventure playground in Cornwall - themed on Cornish myth and history; the Chi an Bobel (Hall of the People) - a large community, conference and multi-purpose function hall; the Red River Café and Bar - sensitively installed within the former carpenters' and blacksmiths' workshops; art and craft studios; the Totem circle - a small amphitheatre for music, dance and theatre performances; the Events bowl - for larger outdoor festivals; interactive art installations including graffiti-me totem poles and the Red River paddling stream. To cap all this, a year-round programme of events is in place to add to the many attractions. Heartlands is also more than a facility for Pool and a destination for visitors however, as nineteen one and two-bedroom sustainable homes have also been incorporated into the design, thereby creating its own community.

Sustainable operation is also being pursued through the use of a biomass boiler, photo voltaic panels, a rain-harvesting system and wind turbine. Cornwall Councillor Carolyn Rule, Chair of the Executive Board, said at the opening: "I have been honoured to be the Chairman of the delivery board for this amazing project from the beginning and was delighted when we were presented with that very special cheque which started the delivery in earnest.

"Cornwall Council has delivered this iconic legacy project under the leadership of Scott James and his team and is now ready to hand over to the Heartlands Trust who, I know, will continue to work with all the partners to ensure that this site lives up to its aim of becoming a landmark destination."

Chair of the Heartlands Trust Malcolm Moyle added that: "We are thrilled to be able to announce the launch of this inspirational new attraction. Unique in every way, we hope people come from near and far to experience Heartlands and marvel at all it has to offer from eclectic art to fascinating history to delicious



Heartlands at Pool – the Robinson's Shaft complex and engine, with music and fireworks at the grand opening on Friday 20<sup>th</sup> April



food to breathtaking gardens to one of the most interesting and exciting adventure playgrounds in the UK.

"With a small core team and an army of volunteers, we hope the local community and beyond embrace the interactive, playful nature of Heartlands, but at the same time learn about its importance in the past and significance in this area's future."

Heartlands became reality in 2007 when it was awarded a £22.3 million grant by the Big Lottery Fund, the biggest grant BIG has ever given to a single project. It was one of only three projects in the UK to receive the grant under BIG's Living Landmarks scheme.

Julian German, Cornwall Councillor and Chair of the World Heritage Site Partnership Board, said: "The World Heritage Site has supported the project management team throughout the process over the last 7 years, and we are delighted with the result.

"The stories told around the Heartlands site explain how the Cornish mining industry and the people who worked in it shaped the world, and it is a fitting tribute to their achievements.



Above: The conserved Holmans' rock drill sharpener within the blacksmiths' shop at the Red River Café

"The World Heritage Site Partnership thank all those involved, in both the Council and the Heartlands Trust, but in particular Malcolm Moyle and Carolyn Rule for their steadfast leadership. We wish you every success in the future."

Mark Cotton, head of South West Region at the Big Lottery Fund said: "What's really special is that the local community are truly at the heart of this project and have been involved in its planning and development from the very start.

"It will be fantastic now to see them, and visitors alike, enjoy Heartlands and all the benefits it will bring this important and historic part of Cornwall."

In May, Heartlands held its Flame Festival, an exciting Olympic torch event and day long extravaganza including music, dance, theatre, acrobatics, and art and music workshops. Dalla, the Whipple Tree Band, Punch Judy, and Kabassa the Mighty Pig Shed where among the bands performing, and the day concluded with the Great Flame Finale, funded by the World Heritage Site Discover the Extraordinary Project, with fire jugglers, tight wire walking, abseiling from the mine shaft headframe, and large flaming sculptures and fireworks. There was also big screen on site for those wishing to keep up with the Olympic Torch Relay as it wound its way through Cornwall. ■

To find out more about what Heartlands has to offer and for information on visiting, please log on to: [www.heartlandscornwall.com](http://www.heartlandscornwall.com)

Left: The Heartlands' Diaspora Gardens with migration related rock art





The Red River water feature (above left) and mining heritage interpretation at the Robinson's Shaft site, Heartlands' (above centre and right)



Above and right: 'The Heartlands' Flame Festival, and the Great Flame Finale, funded by the World Heritage Site Discover the Extraordinary project, including abseiling bal maidens, a tight wire walker and the 'flaming miner'





## DISCOVER THE EXTRAORDINARY - FAMILIARISATION DAYS, WIDGETS AND CHAMPIONS



Tourism businesses touring Charlestown (top) and King Edward mine (above)

Silvia Dunn  
© Cornwall Council

Readers of the previous Cornish Mining will be aware of the World Heritage Site Familiarisation Days and the concept of introducing local tourism businesses to World Heritage through free guided tours and presentations. First held in 2007, the Familiarisation Days have proved to be a resounding success with businesses, and much positive feedback has been generated. Since 2010, the Familiarisation Days have been delivered by members of the World Heritage Site's 'Discover the Extraordinary' (DtE) project – a 3+ year tourism facility, interpretation and marketing programme funded by the Rural Development Programme for England (RDPE) and the Department for Food and Rural Affairs (DEFRA).

The concept of Cornish Mining as a World Heritage Site can be perhaps somewhat difficult to grasp with ten separate Areas comprising the Site overall, but the Familiarisation Days have done much to 'educate' those tourism providers who are in an ideal position to impart their new found knowledge to guests. Over the last year 12 Familiarisation Days have been held engaging with over 200 separate businesses, including providers of accommodation and walking tours. The trips have visited

sites such as Botallack and Geevor mines in west Cornwall, East Pool and King Edward mines within the Central Mining District, and Charlestown, Caradon Hill and Tavistock in mid and east Cornwall, and west Devon.

The comments received in relation to these clearly demonstrate that a desire exists to learn more about our world class heritage and that the efforts of the DtE team are appreciated, with feedback including: "Very informative and inspirational", "Will recommend to guests", "Very well organised and explained", and "One of the best organised, planned days ever". A trip was also arranged for all members of the Tamar Valley Tourism Association (TAVATA), the South East Cornwall Tourism Association (SECTA), and Best of Bodmin Moor (BOBM), in mid April that was well attended.

Following on from the Familiarisation Days, the DtE project has been working hard to deliver state of the art marketing and interpretation tools for the World Wide Web, including a specially commissioned web 'widget', a World Heritage Site 'Digi-Guide', and most recently a smart phone application launched for both the Apple and Android markets (please see the article on page 13 for more on this).

The busy DtE team have also been working with the accommodation provider Cornish Farm Holidays (CFH) on a joint-marketing leaflet as a pilot project. The leaflet, 'Cornish Farm Holidays within the World Heritage Site', highlights the Cornish Farm Holidays' properties within the ten Areas of the World Heritage Site, and 30,000 copies have now been printed and distributed throughout Cornwall and west Devon. In return for offering CFH properties a free listing in the leaflet, they were asked to embed the World Heritage Site widget on their website and currently 64 CFH members are displaying the widget in this way. Promotion of the leaflet is also being pursued in the local and regional press. A joint competition is to follow in the September/October edition of the on-board Flybe magazine and details of this will be posted on the World Heritage Site website.

The global significance of Cornish Mining is beyond reproach and this lends an important wider context to the World Heritage status. With this in mind, it has been especially pleasing to see the World Heritage Site 'story' go viral over the last fortnight via the internet. CNN, the giant American news agency, listed the Cornish Mining World Heritage Site as '1 of 27 must see places on Planet Earth', alongside such wonders as the Great Migration in East Africa and Monument Valley, and this was syndicated across local TV news websites throughout North America.

This story subsequently became a story in itself and was picked up by the International Business Times and syndicated through Asia even making the Indonesian version of its website. It has also been picked up by the Daily Mail Website - the most read newspaper website in the UK, the Western Morning News as 'Cornish Mines make CNN bucket list', and on the Telegraph website.

Right: Accommodation providers touring East Pool Mine  
Silvia Dunn © Cornwall Council

## 'WE ARE THE CHAMPIONS'

As another means of increasing awareness of the World Heritage Site the DtE team have been working with the organisation CoaST on a World Heritage Site 'Champions' programme, to give local tourism businesses more information on World Heritage. The specific purpose of the Champions programme is to encourage tourism businesses to become 'ambassadors' for the Site, to continue raising awareness and appreciation of Cornwall and west Devon's mining heritage when the DtE Project comes to an end. Some recent feedback received from one of the Champion's guests was added as a review on the TripAdvisor website:

*"We unwound from our journey with a drink and a chat with Gill the owner who was so friendly that we felt as if we had met before. I was particularly impressed with Gill's knowledge of Cornwall and its heritage (including mining, to my husband's delight!)..."*

This demonstrates well the effectiveness of joint-working and encouraging local business support, and the DtE team are confident there will be a significant number of Champions acting as World Heritage ambassadors by the end of the project in 2013. There are currently 19 active Champions and this figure is expected to grow following the next series of familiarisation trips, scheduled for October this year.



Above: Some of the marketing and business engagement currently being delivered by the Discover the Extraordinary project, a 3+ year interpretation and marketing initiative of the World Heritage Site

This carefully focussed activity is achieving much to promote the World Heritage Site and both the DtE and World Heritage Site teams look forward to working with current and future Champions to continue to highlight our internationally important mining heritage. ■

For further details on the World Heritage Site Familiarisation Days and how to take part, please contact Silvia Dunn, DtE Marketing and Visitor Information Officer, at: [sdunn@cornwall.gov.uk](mailto:sdunn@cornwall.gov.uk)



## THE MIRACLE OF 'TIN'



'Tin' was commissioned and funded by the Cornish Mining World Heritage Site as part of its Cultural Events Programme

In March and April Miracle Theatre were on tour with their major new production 'Tin', based on the Cornish Victorian novel of the same name. Commissioned and principally funded by the Cornish Mining World Heritage Site Cultural Events Programme, 'Tin' is also one of the few Cultural Olympiad projects produced specifically about and for Cornwall. An exciting collaboration between Cornwall's Miracle Theatre and English Touring Opera, 'Tin' featured the internationally acclaimed opera singer Ben Luxon and local community choirs. Miracle is a company with a considerable track record in delivering innovative comic theatre in Cornwall, and has been touring extensively across the UK for 30 years.

'Tin' was originally written by one Edward Bosanketh, a pseudonym of Richard Edward (b.1857), a west Cornwall solicitor who dealt with the business affairs of his father Richard, or 'Banker', Boyns (b.1831). 'Banker' Boyns was a well respected grocer, farmer, and bank manager, and also purser (or secretary) to a number of local mines, including Wheal Owles (near Botallack) and St Just United (near Cape Cornwall).

The publishing of the novel in 1888 was to cause quite a stir locally as within the story it alluded to a number of events which cast the local banking industry in a less than favourable light. The Bolitho family, owners of Bolitho Sons & Co. [Mounts Bay Bank] (1807-1889) - which eventually became part of the Barclays Bank group - were incensed by the implied criticism within the work. So strongly was this felt that it is understood that the Bolitho's went to the trouble of purchasing as many copies of the book as possible in order to destroy them.

Directed by Miracle Theatre's Bill Scott, the story is set in west Cornwall during the 1880s which were difficult times for mining locally. The story charts the arrival and impact of an itinerant opera company to the area at a time when financial miss-management threatens the continued existence of a local mine. Commissioned by the Cornish Mining World Heritage Site Cultural Events Programme, 'Tin' has helped to increase awareness and appreciation of Cornish Mining culture and its rich heritage.

Deborah Boden, Cornish Mining World Heritage Site Co-ordinator, said: "The way to



were extremely favourable throughout the tour demonstrating the effectiveness of using quality performance art to deliver the Cornish Mining message:

"Truly exceptional..."

"Excellent characters, great storyline, warmth, and singing beyond belief!"

"...a wonderful story of mischief, love, music and high drama."

"...you would need a heart of tin not too warm to Miracle's 'Tin' - all Cornish life is there..."

Additionally a related Heritage Lottery Fund bid for £25,000 was successful, which funded a learning and participation programme enabling free access to walks and talks in and around the World Heritage Site, prepared in partnership with the Cornwall Record Office. During the tour a total estimated audience of over 6,000 were in attendance, with a further 692 people reached through the workshops and walks. The production of a DVD video containing film of the production, the playscript, and learning support and archive materials exploring the mining history behind the story is underway.

bring World Heritage Sites to life is to tell the stories of the people who created these globally important places. 'Tin' will enable people today to identify with our ancestors and brings their experience much closer."

In advance of the tour, the cast held a number of introductory events in order that the public could experience readings from the text, and learn the thoughts of the players regarding their parts and the play overall. For 'Taste of Tin' the readings were intermixed with a selection of video clips during which a number of contributors discussed the historic context to the story and the importance of Cornwall's mining heritage. These events were also well received, with audiences responding readily with questions addressing aspects of the play and its interpretation which had sparked interest. Taste of Tin was also staged with the support of FEAST, a programme delivering outstanding art across Cornwall.

'Tin' received very favourable reviews and generated extensive media coverage. Audience reactions

There were over 40 articles on 'Tin' in the local, regional and national press, including two 'pick of the week' recommendations in the Guardian, and interviews on BBC Radio Cornwall.

The Miracle cast performed at five venues across Cornwall and west Devon, covering the full extent of the World Heritage Site and appearing at: Heartlands, Pool (see elsewhere in this issue); The Count House, Botallack; The Wharf, Tavistock; Sterts Theatre, Upton Cross, Liskeard; and finally finishing its run at The Hall for Cornwall, Truro on 24<sup>th</sup> April. ■

For further information about Miracle Theatre, please see the Miracle Theatre website [www.miracletheatre.co.uk](http://www.miracletheatre.co.uk). For details on English Touring Opera and Feast Cornwall, please log on to:

<http://www.englishtouringopera.org.uk> and [www.feastcornwall.org](http://www.feastcornwall.org)

# THE 34<sup>TH</sup> INTERNATIONAL MINING GAMES

**A**s featured in the previous Cornish Mining, this year was to see the first staging of the International Mining Games in Cornwall. Students at the Camborne School of Mines (CSM) studying mining, engineering and related fields competed in a range of challenging disciplines with other students from around the world.

The mining heritage attraction King Edward Mine (KEM), near Troon, was to generously co-host the event with the Camborne School of Mines, which was to be supported by some of the biggest names in mining and engineering, including Gold Fields, Sandvik, SRK Consulting, British Gypsum, Tetra Tech and Imerys.

One of the principal aims of the Games is to showcase traditional mining techniques many of which were developed or perfected in Cornwall, an aim which has direct relevance to the World Heritage Site. CSM student Oakley Turner, who led on the organisation of the games, commented:



“The skills required for these traditional techniques are now extremely rare, but an understanding of them is still vital to the mining industry. CSM students are among the few people with this expertise, which puts our graduates in very high demand among employers.

“Hosting the International Mining Games is a wonderful way for us to celebrate our skills and bring a really exciting event to Cornwall. It will be a great opportunity for local people to see these techniques being carried out in the same part of the world as they were originally developed.”

The games were first held in North America in 1978 in honour of 91 mineworkers who died in the Sunshine Mine disaster in northern Idaho in 1972. The Games has

subsequently become an informal memorial to all mineworkers who have died through mining related causes.

During the preparation for the Games Professor Frances Wall, Head of Camborne School of Mines, said:

“We are very proud that our students are bringing this prestigious competition to Cornwall. Representatives from some of the world’s biggest mining companies will be attending, so this will be an excellent opportunity for our students to network and potentially secure future employment.

“It will also be great fun for our students and for local people, who we hope will come to cheer along the CSM teams.”



Held at King Edward on 31st March and 1st April, students from the UK, Germany, America, Canada and Australia took part with around 40 teams involved in a very competitive series of events. Seven disciplines were on display, including jackleg drilling (using a Holman's 303 machine with an air operated jack), hand drilling (making a hole for shot-firing by hand, using a hammer and a drill steel or borer), gold panning, surveying and track laying - setting up and tearing down a section of track, including sleepers, rail, connecting plates and bolts, against the clock. The events were divided into women's and men's categories with some mixed events also. An Alumni event enabled former students to take part and this, along with the women's and mixed events, was held on 31st March, with the men's competitions occurring the following day.

Across the two days of the Games, the Western Australia School of Mines were to put in a very strong showing with the men's and women's teams finishing in first place across seven events. The CSM men's 'A' team were to eventually head the field in Surveying while the CSM

women came in second place in both the Hand Mucking and Track Stand events. Wardell Armstrong, a local consultancy based at Wheal Jane near Truro, performed exceptionally well winning all seven of the Alumni events.

The Games were arranged entirely by students of the Camborne School of Mines but credit should be extended to the many hard working volunteers at King Edward Mine who did so much on site to make the Games a success. Mining Engineer Tony Brooks, former CSM student and director of King Edward Mine Museum, said:

"We are delighted to be able to help host the Mining Games at KEM. There could be nowhere more appropriate for this event. This will be good for CSM, Camborne and Cornwall"

The Games clearly had a positive impact on students, KEM volunteers and spectators alike, and hopefully it will not be too long before this engaging and entertaining spectacle will be coming to Cornwall and the World Heritage Site again. ■



For more information on the Mining Games, the Camborne School of Mines, and King Edward Mine, please log on to: <http://www.34iimg.com> - <http://emps.exeter.ac.uk/csm> - <http://www.kingedwardmine.co.uk>



The 34<sup>th</sup> International Mining Games at King Edward Mine, Troon, March 31<sup>st</sup> and 1st April; a multi-national assemblage of student teams competing across a series of seven challenging events

Right and below: A series of downloadable World Heritage Audio Trails are available for use across the Site  
 Bill Bradshaw  
 © Cornwall Council



## INNOVATION: THE HEART & SOUL OF CORNWALL

**W**ithout any doubt, Cornwall is special. It possesses distinctive landscapes and cultures forged by the elements and the passage of time, which have left a beautiful, rugged coastline and an interior comprising a magnificent patchwork of moors, hidden valleys and fertile pastures. Its landscape has also been shaped by its people and industries, and in 2006 the Cornish mining landscapes were awarded UNESCO World Heritage Site status, giving international recognition of Cornwall and west Devon's significance, and placing these on a par with historical treasures such as the Pyramids and the Great Wall of China.

Lying firmly at the heart of Cornwall's historic mining industry was a bold spirit of innovation. At the beginning of the eighteenth century Cornwall is understood to have seen the early use of Thomas Newcomen's revolutionary Atmospheric steam engine, and a century later saw the development of the high-pressure Cornish Engine - by Richard Trevithick, Arthur Woolf and others - which was to greatly influence mining fortunes globally for much of the 1800s.

This and other important mining innovations such as the Cornish Stamps were to help transform the landscapes of Cornwall and west Devon from around 1700 to 1914, and the copper and tin produced were to substantially influence to the development of the Industrial Revolution in the rest of Britain. Cornwall was also to pioneer the transfer of the British Industrial Revolution overseas, playing a key role in the growth of a global capitalist economy.

Today we have inherited a beautiful landscape, rich in character and history but which also bears the distinctive hallmarks of those who helped shape the wider world we live in. Continuing in a spirit of innovation, it is entirely appropriate for us, the World Heritage Site 'Discover the Extraordinary' Project team, to present Cornish Mining





Innovative interpretation for the World Heritage Site – the on-line 'Digi-Guide' (left) and 'Cousin Jacks', the multi-platform application for smart phones

using forward-thinking and innovative technologies. As such, we have launched a range of free online resources to remind us all of exactly why Cornwall is so special and to demonstrate how fascinating and accessible Cornish Mining is as a tourism destination.

In November 2011, we launched the Cornish Mining 'widget', a free online resource for any tourism business. The widget includes information on the Cornish Mining World Heritage Site, such as Area information, details of the 18 mining-related visitor attractions, and suggested activities for visitors, and has the dual benefits of providing information while not directing the user away from the businesses' own website. To date over 100+ widgets have been downloaded and applied to individual tourism websites in this way. This has proved to be an effective way of sharing content with tourism businesses which, in turn, enhances the level of local information that the tourism provider is able to share with its visitors.

In the last month, we have also launched 'Cousin Jacks – The Cornish

Mining App' to the iPhone & Android market. The free App, named after Cornish miners who migrated globally for work and became known as 'Cousin Jacks' because they would frequently ask for a job for their cousin Jack back home, has been developed to help visitors to Cornwall and west Devon delve deeper into Cornish mining heritage and explore the lives and the locations within. Users can now enjoy fun, interactive features, games for children and audio trails which provide a fresh, engaging and innovative way to explore the landscape and experience what it was like back in the heyday of hard rock mining. Additionally, we have produced a 'Digi-Guide', an online magazine showcasing each of the ten Areas of the World Heritage Site. The Guide is fully animated and interactive, and gives the reader, regardless of where they are in the world, an insight into the World Heritage Site from their desktops.

Each of these communication methods allow us to reach millions of people all over the world. Given the vast spread of Cornish mineworkers overseas, it is important we are able

to communicate with audiences all over the world and represent Cornwall exactly as it should be: a beautiful, forward-thinking and innovative place. ■

**Silvia Dunn**, Marketing & Visitor Information Officer, 'Discover the Extraordinary'

To download the App or to access the widget and 'Digi-Guide', please go to: **www.cornishmining.org.uk**





Right: The 35ft (10.6m) water wheel at Wheal Martyn China Clay Museum, near St Austell.

## THE ISSUE

The concept of heritage is a much discussed one; for many people it signifies the past, yet the dictionary definition talks of "...that which we may expect to inherit". Manda Brookman, Director at CoaST, outlines how with their support businesses can actively promote and protect Cornwall's mining heritage.

CoaST is a social enterprise based in Cornwall committed to One Planet Tourism – a tourism which acknowledges its environmental, social and economic limits – has successfully worked with a range of tourism related businesses to help them manage their own community, landscape and economic impact. It's enabled businesses to do everything from change their light bulbs to go for full scale green certification; and works with accommodation providers, transport providers, attractions, beach cafes, campsites, soap makers and beer brewers – in short, any and all businesses which somehow have a link to tourism, and want to do right by Cornwall.

Over the years, pioneers have emerged; businesses who want to go that bit further,

be as beneficial to Cornwall as they can, and lead the way in responsible, sustainable tourism. And amongst those leaders, there is a group of World Heritage Champions emerging who want to know as much as they can about our heritage, about our World Heritage status, and, crucially, learn all they can about the best way to tell that story. Those businesses know that is the best way to enable the 4.5 million annual visitors to discover the extraordinary history of Cornwall; a much more active inheriting of a story with a past, and a compelling future.

CoaST has run sessions across Cornwall, working with the new, like Heartlands in Pool, and the established, like Wheal Martyn Museum near St Austell. Many participants have enjoyed the World Heritage Site Familiarisation Visits, visiting buildings, museums, attractions and landscapes and meeting staff from the sites.

These tantalising insights into the work of the heritage sites has persuaded many of those attending the sessions to quickly sign up to the Champion sessions, keen to encourage their visitors to look further, dig

deeper and leave Cornwall with a sense of awe and wonder. In these sessions we cover the broader, deeper history of the World Heritage Site; the people involved, their backgrounds, failures, politics, and our own connections to this past.

We also explore the impact of so many visitors: will they damage what they have come to see, as happens in fragile and man built heritage environments? Telling a compelling story and appealing to the imagination and heart of a visitor is a perfect time to explore this; not by wagging fingers, but by signposting the best ways of enjoying the sites: taking the bus, train cycle paths and bridleways rather than always assuming the car is the only route; buying local while enjoying the adventure, taking our litter home, investing in the sites by supporting local artisans and craftsmen and women. All these actions help the visitor move from observer to participant in that heritage landscape - truly sustainable tourism in action.

A perfect example of a Champion in action...

Aspects of Cornwall's industrial heritage: the famous Crowns engine houses at Botallack Mine, West Penwith



(Gill from Polraen Country House Hotel)

"Brilliant conversation with some guests last night in the Polraen Hotel bar! He's from Walsall, but studied at the Camborne School of Mines and spent 3 years in the Kinross Diamond Mines (S. Africa) before returning to the UK. They were amazed at my knowledge of the Cornwall mining industry and my enthusiasm, thanks to the Champion's Day at Wheal Martyn last week. Felt really good and confident talking about it all. Thank you!"

The whole idea of Championing – of taking an active role, and taking responsibility – that's what heritage is. Heritage in action; active inheritance, bringing the stories to life, getting our heads round those incredible stories, understanding the humanity and the pain and the glory, seeing our place in the story that continues. We Are The Champions.

The World Heritage Site Champions programme is part of the RDPE funded 'Discover the Extraordinary' project (a 3+ year RDPE funded

programme to support the development and promotion of the Cornish Mining World Heritage Site) via consolidating the new destination offer in an integrated investment programme over 3+ years (2010-2013), linking:

- product improvement (interpretation strategy aims, orientation & facilities)
- training & tourism industry engagement
- promotional campaigns which enabled CoaST to be commissioned to run the World Heritage Champions programme because of their deep affinity with sustainable tourism development in Cornwall'

**Manda Brookman**, CoaST: Cornwall Sustainable Tourism Project and One Planet Tourism Network

For further information please see: [www.coastproject.co.uk/champions](http://www.coastproject.co.uk/champions)

For information on visiting Botallack and Wheal Martyn, please see: [www.nationaltrust.org.uk](http://www.nationaltrust.org.uk)

and: [www.wheal-martyn.com](http://www.wheal-martyn.com)



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# TINNERS' SUNSET IN TRURO

The artist Ben Maile is of international renown and has exhibited his paintings worldwide over an extended career since his first official exhibition in 1959. Specialising in part on military scenes, Ben has received much critical acclaim and is only British artist to have secured the prestigious annual commission from the West Point Military Academy in New York State. Ben's work also features in many collections of international corporations and also that of the British Royal family.

**N**ow a long-time resident of the Republic of Ireland, Ben spent much of his life in Cornwall choosing to make his home here at the end of the Second World War after his time in the RAF.

Much of his work is understandably influenced by the Cornish industries he experienced carrying on around him, with fishing and mining being the most evident. Ben did not neglect his outward gaze however and eventually was to travel the world, capturing scenes in places as distinctive as the deserts of Nevada and the Arctic.

In April this year Ben, aged 90, chose to stage what would be



Ben Maile with *TINNERS' SUNSET* at his final exhibition, at the Hall for Cornwall, Truro, in April

his final exhibition at the Hall for Cornwall, Truro, and, in doing so, was to return to his spiritual home and the place where he honed his craft. To mark this event Ben produced a special work summing up for him the atmosphere of a typical Cornish mining scene. Entitled '*TINNERS' SUNSET*', this evocative work was felt to be somewhat reminiscent of Levant Mine in West Penwith during the early years of the twentieth century, with an apparent jumble of aged machinery amongst the engine houses and chimneys. Ben commented: "It seems right and proper that my final show should be in Cornwall because this county has provided inspiration for so much of my work."

Members of the World Heritage Site team were delighted to meet up with Ben on the last day of the exhibition and discussed his time in Cornwall and also overseas, particularly in North America. Ben also undertook

the production of a television documentary on behalf of BBC South West in the late 1980s, covering former mining settlements in the USA which had subsequently become 'ghost towns'. Many of these were populated by mining migrants from Cornwall who travelled out to America in the nineteenth century and Ben was to be moved by the tales of miners living so far from home. ■

The exhibition was held from Easter Monday, April 9<sup>th</sup>, to Friday, April 13<sup>th</sup> - coinciding with Truro's Art in the City festival - and to view more of the work of Ben Maile, please log on to: <http://benmailearts.com>

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