

SALTAIRE WORLD HERITAGE SITE

BUSINESS TOOLKIT



England's World
Heritage Story

The North

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Did you know?

Saltaire was in The Sunday Times top 10 places to live in the North of England in 2019.



WELCOME

Saltaire is ranked with the most famous heritage sites in the world and is an exciting place to live, work, learn and visit. Saltaire is a special place to many people.

Accredited as a UNESCO World Heritage Site there are many reasons why people visit Saltaire, from the spectacular architecture, to the boutique independent shops, bars and restaurants. From world class exhibitions in Salts Mill or a picnic in Roberts Park, to ten days of art and culture at Saltaire Festival. People are attracted from international to local visitors. This guide has been prepared to give businesses in Saltaire and in the wider area, a greater insight into how we can use this World Heritage Site status to attract more visitors, entice them to stay longer and boost local businesses further.

“Titus Salt’s model mill village is proof that life in a UNESCO World Heritage Site doesn’t have to be stuffy. The Victorian baronet was famously forward-looking – providing his workers with running water, schools and allotments as well as homes – but even he couldn’t have foreseen the fun that’s never far below the surface in the grid of stone cottages he built next to the mighty Salts Mill. His textiles factory now hosts a large David Hockney collection.”

The Sunday Times

INTRODUCTION

Stonehenge, the Pyramids of Giza, the Grand Canyon, the Tower of London, the Great Wall of China... and Saltaire are all World Heritage Sites (WHS).

When Saltaire was inscribed in 2001 as a UNESCO World Heritage Site (WHS), there came a wealth of new opportunities for tourism businesses to raise their own business profile. The status attracts extra visitors to the area. Have you thought how this rich heritage could help your business?

The benefits of World Heritage Site (WHS) status for tourism:

- WHS designation has value as a marketing or quality brand, so businesses can use it as a 'quality assurance' for visitors
- It can be used to attract higher spending cultural visitors
- It reinforces a destination image, focusing on its uniqueness, authenticity, distinct sense of place, depth of identity and culture

Did you know?

Bradford is also the world's first UNESCO City of Film.

This permanent title gives international recognition on Bradford as a world centre for film because of the city's rich film heritage, its inspirational movie locations and its many celebrations of the moving image through the city's film festivals, film related events and unique approach to learning about film and learning with film.

Northern World Heritage Sites and international entry points





WHAT IS WORLD HERITAGE SITE STATUS?

World Heritage Sites are inscribed on the UNESCO (United Nations Educational Scientific and Cultural Organisation) World Heritage List to be protected for future generations to appreciate and enjoy.

UNESCO's overall goals are towards peace, security and sustainable development. World Heritage is a building block for these goals, as a source of identity and knowledge to be shared. World Heritage Sites are considered to be of outstanding universal value to humanity. Saltaire was inscribed in 2001 and the UK government has promised to promote, interpret and protect World Heritage Sites and their Outstanding Universal Value and to transmit them on to future generations.

Saltaire is recognised for its international influence on town planning and as one of the earliest, largest and best preserved and most complete nineteenth century model industrial textiles villages in the world.



SALTAIRE WAS INSCRIBED BECAUSE...

It is an outstanding and well preserved example of a mid 19th Century industrial model settlement, which was to exert a major influence on the development of the 'garden city' movement, and the layout and architecture of Saltaire admirably reflects mid 19th Century philanthropic paternalism, as well as the important role played by the textile industry in economic and social development.

Visitors come to admire the stunning architecture including...

■ **Salts Mill:** When Salts Mill opened in 1853, it was the biggest factory in the world. 3,000 workers toiled away at 1,200 looms producing 30,000 yards of cloth every single day.

■ **Factory School:** Mill owners were required to ensure the children they employed received an education, but not to provide facilities. Sir Titus Salt far exceeded his duties and built this beautiful school fully-equipped to provide his young employees with a good education. It opened in 1868 and now forms part of Shipley College.

■ **Victoria Hall:** Opened in 1871 as the Saltaire Club and Institute it offered a library, dance hall and lecture theatre, meeting rooms, billiards room and gymnasium. Now the hall hosts regular events including craft and vintage fairs and is also home to a Wurlitzer organ with regular afternoon and evening concerts and is a popular wedding venue choice.

■ **Almshouses & Hospital:** Elderly or infirm persons of good 'moral character' were provided with free living accommodation and a pension in each of these 45 almshouses completed in 1868.

■ **Saltaire United Reformed Church:** Completed in 1859 the church is an outstanding example of Italianate religious architecture and is now a Grade I listed building. Sir Titus is interred in the mausoleum.

■ **Roberts Park:** Roberts Park was included in Salt's plans from an early stage and was completed in 1871. He believed leisure was good for his workers' health, particularly as a distraction from the temptations of alcohol.

SALTAIRE WORLD HERITAGE SITE MANAGEMENT PLAN

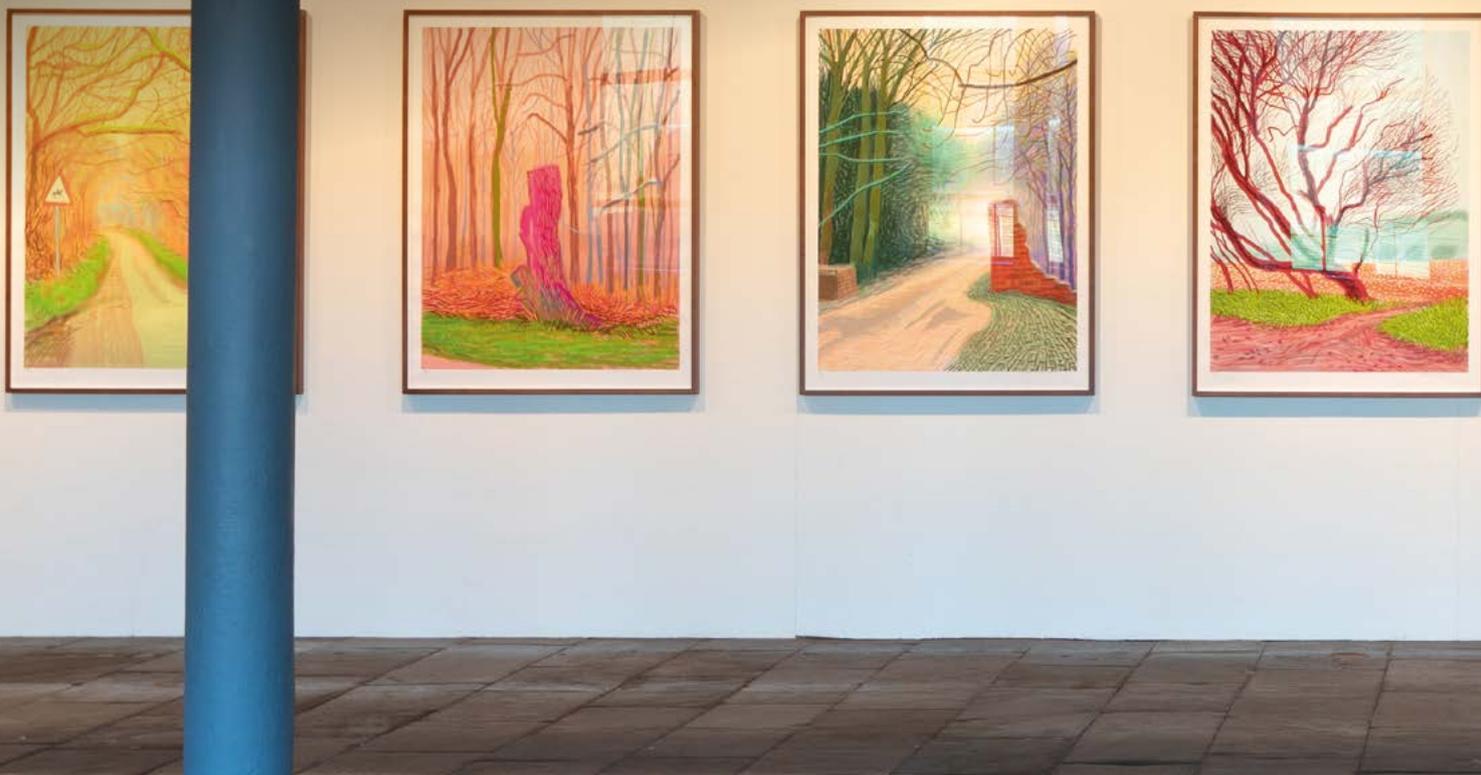
Saltaire World Heritage Site Management Plan 2014 aims to protect, enhance and promote the special character of the area. The Steering Group and Board are being restarted. They will need to accommodate change when required with an emphasis on co-operation, consultation and communication. The Tourism objective which has come out of the plan is to 'Support the economic success and sustainability of the

area by developing strategies which maximise the tourism potential of Saltaire World Heritage Site, its setting and the Buffer Zone'

Actions which have been identified within this objective are to develop a distinctive and complementary Tourism offer and to network with heritage sites to improve promotional and partnership opportunities.

Saltaire's significance

Saltaire is recognised for its international influence on town planning and as one of the earliest, largest and best preserved and most complete nineteenth century model industrial textiles villages in the world.



BUSINESS TOOLKIT

The Bradford district contributes nearly £700 million to the UK tourism economy and your business in Saltaire plays an important part in contributing to that total. We want to make sure that you get the best out of tourism in your area and to help you do that we have put together a tourism business toolkit.

Who are our visitors?

As a business it is vital you know who your customers are. Understanding your target audience can help to make marketing easier, cheaper and more effective. There are a number of different audiences that visit Saltaire:

- National and international visitors and coach groups - come to Saltaire as part of wider tour of the region/ UK. They often have limited time to spend so catching their attention can help to attract them into your business. England's World Heritage Story – The North is a promotion that will bring more international visitors.
- Day trippers - due to Saltaire being a WHS and place of interest there are many day trippers from surrounding areas in Yorkshire. People interested in events, heritage and culture regularly visit the area due to its packed annual events programme, stunning architecture and David Hockney exhibitions in Salts Mill.
- Local and district wide residents – Bradford district residents will often visit Saltaire to sample the varied range of food and drink on offer.
- Health conscious and outdoors – the Leeds Liverpool canal is used regularly by walkers, runners and cyclists and Roberts park is the perfect place to spend a day with family.

What do our visitors do here?

The 2016 Saltaire Visitor Survey identified a number of features around visitors to Saltaire. The average dwell time for a visit was 3.43hrs, 70% of visitors arrived by car, however 7% of local visitors cycled and 11% walked, they visited Salts Mill, Roberts Park, the canal and shops ranked in order. Average spend was £15.72 per head mostly on food and shopping.

Over half came by personal knowledge/social networks, however non local visitors also used general internet searches and printed materials and guides. While 50% of all Saltaire's visitors are repeat visitors, 48% of non-local visitors were visiting for the first time. 92% of visitors would return and 96% would recommend. 85% of all visitors were aware that Saltaire is a World Heritage Site. The proportion of overseas visitors has increased to 5.8% and they tend to spend more.



Did you know?

There is a high rate of satisfaction shown by Tripadvisor which rates Saltaire Village at 4.5 stars.

Opportunities for businesses

There are many opportunities for businesses in Saltaire to work together to promote the WHS brand along with other businesses, stakeholders and partner organisations in Saltaire as well as around the district.

- Bradford Visitor Information Centre are here to help with Saltaire enquiries and can also supply copies of the popular Discover Saltaire guide
Bradford.vic@bradford.gov.uk
- VisitBradford social media channels have a well established and growing following, tag **@VisitBradford** in your posts on Twitter, Instagram and Facebook for us to share.
- Linking in with year round events programmes.

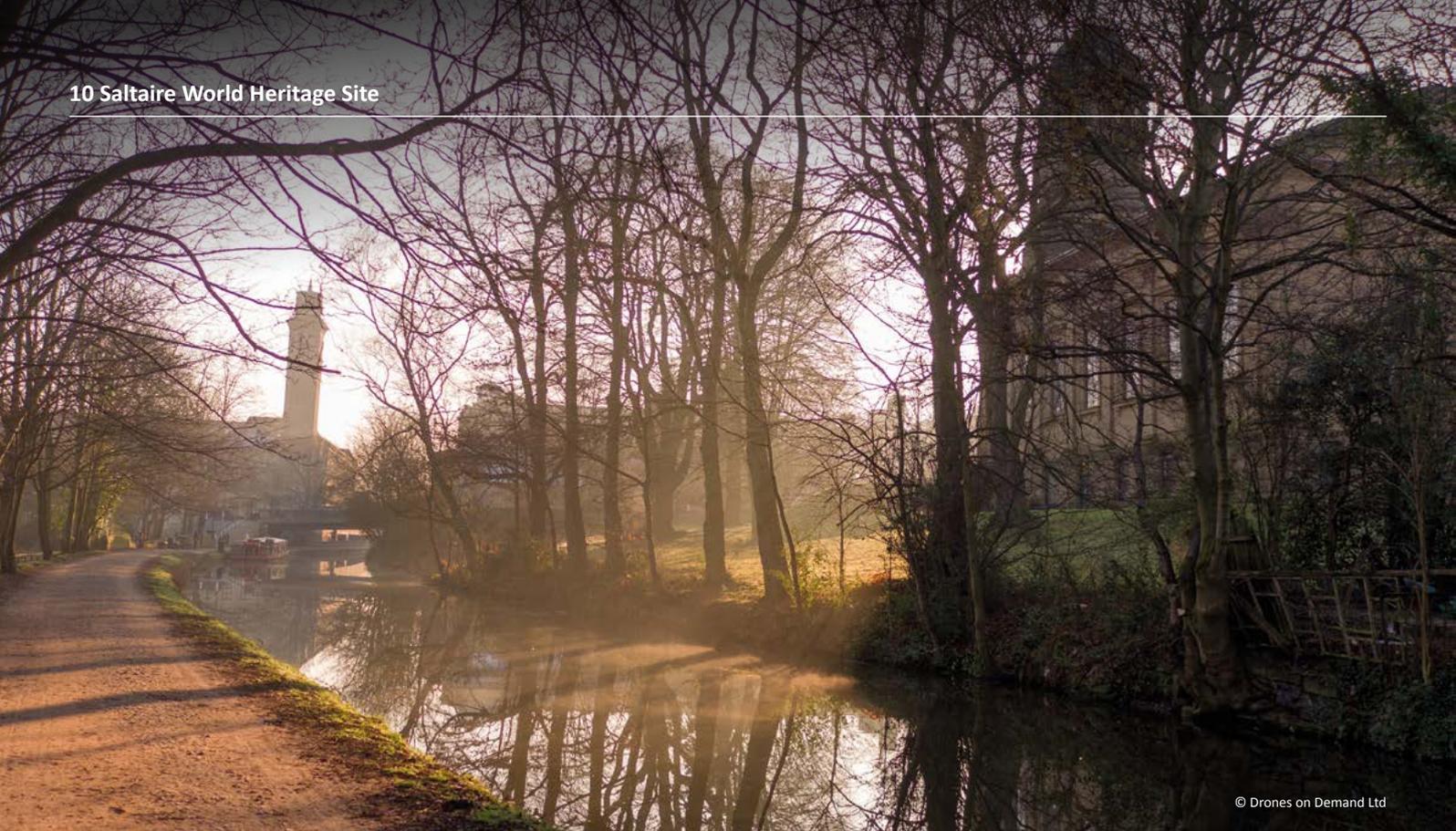
- Use World Heritage Site on branding
- Themed itineraries for overnight customers to increase visitor time and spend.
- Building itineraries and links to other WHS in the North of England and around the UK
- Working in conjunction with other tourism businesses in the areas and accommodation providers.
- Linking into the other destination marketing themes across the district for example; food and drink, outdoor activities, heritage and culture.
- Inclusion in more holistic long term campaigns like Visit Bradford marketing campaigns.

Cultural offer and events

There are many reasons to entice visitors to Saltaire from the spectacular architecture, to the independent shops and restaurants

scattered around the village. There is world class art on display at Salts Mill with one of the largest collections of David Hockney artwork and lots of events that take place throughout the year.

- World Heritage Day – usually in April each year.
- Saltaire Arts Trail run by local organisation Saltaire inspired, is an annual three day event that takes place in May. It includes the Open Houses Trail, Makers Fair, special events, exhibitions and family activities.
- Dragon Boat Festival – the largest in the UK and the only one that runs for 3 days.
- Saltaire Festival in September offers 10 days of excellent art exhibitions and installations, mouth-watering food demonstrations, vibrant street markets, live music and comedy as well as Heritage Open Days.



© Drones on Demand Ltd

Heritage

Sir Titus Salt's most influential idea was to relocate his entire business to a greenfield site in order to escape the chaos of Bradford. Saltaire offers a heritage trail, which enables the visitor to explore all the historical points of interest around the village, from the impressive United Reformed Church based just above the Leeds Liverpool canal to the Almshouses and the fully restored Salts Mill.

ShIPLEY Glen Tramway is a now a unique attraction, built in 1895 it now operates narrow-gauge 'toastrack' cable-hauled trams. Relax in the trams carriage, whilst you travel the quarter-mile journey through the woodland, an easier option than the steep path. Once at the top ShIPLEY Glen is only a short distance away.

David Hockney

David Hockney was born on July 9, 1937 in Bradford, Yorkshire, England. Hockney studied at Bradford School of Art between the ages of 16 and 20 (1953-57). Although the common expectation at the time was that students would become commercial sign writers rather than 'fine artists'

who painted and drew pictures to make a living, David Hockney broke the mould.

Hockney is recognised internationally as an artist of importance, his work contributes to the history of art and is continuing to inspire artists and be enjoyed by audiences throughout the world. He is commonly referred to as the 'world's greatest living painter' and the 'nation's favourite'.

Must see art locations in Bradford for Hockney enthusiasts include Salts Mill in Saltaire, as well as Cartwright Hall in Lister Park, Manningham, Bradford.

Outdoors and Waterways

Ideally we would like visitors to stay for a whole day or stay overnight or a few days so we need to promote activities and attractions including countryside walks and heritage trails.

Titus Salt deliberately built Saltaire next to the **Leeds Liverpool Canal** and the **railway** so he could distribute his products quickly and cheaply.

Today the canal is used for leisure and has an excellent towpath towards Bingley and Leeds, which forms

Route 696 of the National Cycle Network. Also known as the **Airedale Greenway**, it provides an excellent place to both cycle and walk. For the more adventurous why not try a section of the **Dales High Way**, starting in Saltaire and crossing over to Ilkley before heading up to Appleby in Westmoreland.

Titus Salt wanted to locate in the countryside away from the city centre, and there is still beautiful countryside to the north.

Across the river lies **Roberts Park** where you can stroll next to the river, enjoy a concert at the bandstand or watch a game of cricket.

Alternatively there are many enjoyable walks from Saltaire for all ages and abilities, you can head up to **ShIPLEY Glen Tramway** and then onto **Baildon Moor** and **Bracken Hall Countryside Centre**.

Saltaire is situated only a few miles from two 'Walkers are Welcome' towns Baildon and Bingley. This accolade means you can be sure you will be greeted warmly by businesses understanding your requirements.

For more information:
[visitbradford.com/explore](https://www.visitbradford.com/explore)

FILM AND TV LOCATIONS

Promote your proximity to these film and TV locations.

Saltaire has been a gem of a tourist attraction for Yorkshire for many years and became a UNESCO World Heritage Site in 2001. It has taken film and TV producers some time to latch on to this brilliantly preserved authentic film set which is now being used on a regular basis for feature films and TV dramas.

In 2019 a number of projects are already underway including Warner Bros feature film Pennyworth, which tells the back story of Batman's butler and the brains behind the bat cave, Alfred Pennyworth.

Netflix are also filming in Saltaire for a new drama written by Julian Fellowes (Downton Abbey) The English Game which traces the beginnings of professional football in the 1870s.

For information on all film and TV locations across the Bradford District please see:

bradfordfilmheritage.com
bradford-city-of-film.com/app/

"We quickly decided that Saltaire was the perfect location for our film when we came up to see it. Saltaire is cinematic. We have not had to build any sets, it is already here. It has given us a snapshot of England that we don't see any more. It is a picture postcard of what Yorkshire used to be like."

Kevin Proctor - Producer, Funny Cow

"The Bradford Film Office has seen a huge increase in film and TV production requests in recent years and the Yorkshire region has seen the biggest increase in production for any region outside of London. Much of this is connected with the increase in high end TV drama looking to film in authentic and well preserved locations. Saltaire provides an amazing backdrop which can be sympathetically adapted to suit a number of eras ranging from the late 1800's to a contemporary setting."

David Wilson, Director Bradford UNESCO City of Film



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© Bradford Film Office



© Bradford Film Office

An Inspector Calls

The BBC drama An Inspector Calls used the courtyard of Salts Mill and other areas of the village and recruited extras from the locality to play mill workers. More recently the basement of Salts Mill was used in the Ghost Stories, written by Andy Nyman (League of Gentlemen) and starring Paul Whitehouse and Martin Freeman.

Funny Cow

In 2017 Maxine Peake graced the streets of Saltaire in the film, Funny Cow set in the 1970's and 80's and following the fortunes and misfortunes of a female comedienne.

ABC Murders

In 2018 the BBC Christmas special ABC Murders used a number of locations in Saltaire. The drama starred John Malcovich and Harry Potter star Rupert Grint.



OTHER RELATED ATTRACTIONS IN THE BRADFORD AREA

Visit England say,

“During the 19th century Bradford became ‘Wool Capital of the World’, a boomtown of the Industrial Revolution led by Sir Titus Salt, a forward-thinking industrialist and philanthropist who founded Saltaire in 1853, a vast textile mill and model village that is now a UNESCO World Heritage Site.

At Bradford Industrial Museum step back in time and see just what it was like to work in a textile mill, see 19th century machinery at work and discover how wool was turned into fine yarn. Then step outside to experience where they lived, from the basic mill worker’s homes to the more lavish abodes of the mill managers. The mill owners and merchants lives were very different; pop by Cliffe Castle and East Riddlesden Hall in Keighley to compare the grandeur to the textile mill.”

Visitors who stay longer might also be interested in Bingley Five Rise Locks, opened in 1774 they are one of the most spectacular features of the Leeds Liverpool Canal. The Bronte Parsonage Museum and Haworth attract many international and national visitors and are only 8 miles away. Also locally are the Keighley and Worth Valley Railway, Ilkley Moor, Cow and Calf Rocks and Bolling Hall. Baildon hosts the annual Shipley Harley Davison Rally over August bank holiday.

The wealth of Bradford’s textile past has left the city with some splendid listed buildings, look out for City Hall, the Wool Exchange and the textile merchants’ warehouses in Little Germany, a collection of 85 buildings constructed between 1855 and 1890 of which 55 are listed. Recently renovated, St George’s Concert Hall was built in

1853 by the architects Lockwood and Mawson at the same time as Salts Mill. In Undercliffe Cemetery take a stroll through the impressive Victorian mausoleums. The National Science and Media Museum and the Alhambra are not to be missed.

Saltaire testifies to the pride and power of basic industries such as textiles for the economy of Great Britain and the world in the 19th and early 20th centuries.

Did you know?

By the 1860s Bradford had grown into a world dominating textile centre.



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JOINT MARKETING WITH 'ENGLAND'S WORLD HERITAGE STORY - THE NORTH'

'England's World Heritage Story: The North' is a Destination England Fund (DEF) project designed to raise awareness of and increase visitor numbers to the six UNESCO World Heritage Sites of northern England via the creation of **bespoke, bookable itineraries** of between one and five days. Led by Cumbria Tourism, the project aims to highlight northern England's heritage.

The sites included in the project are **Saltaire** (one of the earliest, largest and best preserved nineteenth century industrial 'model villages' in the world based around what was once the world's largest factory); **Hadrian's Wall** (the northernmost frontier of the Roman Empire); Durham Castle & Cathedral (a soaring cathedral that was the prototype for the Gothic style); **Studley Royal Water Park & Fountains Abbey** (a stunning example of the English formal style

built around the evocative ruins of a 12th-century Cistercian abbey); **Liverpool, Maritime Mercantile City** (the birthplace of the modern port and the Beatles); and **Lake District National Park**.

In order to help local businesses clustered in and around the world heritage sites, the project aims to show how to effectively market that connection to your client base.

Further information on the project can be found at: cumbriatourism.org/what-we-do/projects/discover-england-fund-world-heritage/

This project has resulted in

- New bookable itineraries with Mountain Goat targeting the US and Irish markets that are specifically aimed at raising awareness of and bringing more visitors to the six

world heritage sites of Northern England. Together, they serve to boost the sense of Northern England as an attractive destination.

- Video and photography content highlighting the individual World Heritage Sites and the collection as a whole, free to use for World Heritage Sites produced by Imagen, a Yorkshire based company.

Did you know?

Another nearby World Heritage Site with a similar theme to Saltaire is Derwent Valley Mills in Derbyshire, a fascinating series of mill complexes, the watercourses that powered them and the settlements developed for the workers.

TRAVEL

Saltaire is well connected by train being only 10 minutes from Bradford Forster Square, and 15 minutes from Leeds. There is easy access from several major towns in the area Shipley, Bingley, Keighley and Skipton. If visitors know about the good train access they may consider leaving their car at home. Other options include bus, cycling, walking and even boat.

Rail

Take a train from Bradford Forster Square (10 min journey) or a train from Leeds (15 min journey).

Bus

There are several buses from Bradford to Saltaire: 662, 622, 623, 675, 677. For information on public transport in West Yorkshire visit wymetro.com or call 0113 245 7676.

Car Parking

Car park destination and GPS postcodes:

Saltaire Road/Exhibition Road car park: BD18 3JW.

Victoria Road/Caroline Street car park: BD18 3LF (Pay and Display).

Salts Mill car park: BD17 7EF (Free for visitors). Once on Salts Mill Road continue to the very end until you see the car park.

Coach Parking

Coach drop off / pick up: Enter GPS to BD18 3JW. This is the nearest postcode for the drop off / pick up point. Access via Victoria Road and exit through Exhibition Road back onto Saltaire Road.

Coach Parking: Enter GPS to BD17 7EF for the coach parking area on Salts Mill Road (some GPS still call it 'Old Mill Road'). **Telephone:** 01274 531163 for enquiries.

Key to symbols

-  Railway station
-  Bus stops
-  Cycle parking stands
-  Parking
-  Disabled parking
-  Coach parking
-  Coach drop off/pick up
-  Bus numbers



LOGO AND BRAND GUIDELINES

A guide is available on logo and branding for Saltaire World Heritage Site. It has been designed to help approved partners and businesses use the Saltaire World Heritage Site brand identity clearly and consistently.

The logo, colour palette, the fonts and style of writing have all been carefully chosen to work together effectively. Organisations based in the boundary of the World Heritage Site or nearby and delivering services primarily in the World Heritage Site are encouraged to use the logo and branding. The logo will be made available in high resolution electronic formats.

To access these logos please contact: sheena.campbell@bradford.gov.uk

The Logo

Name and strapline
The Saltaire name and World Heritage Site strapline should never be used separately.

Full colour logo
The full colour logo should always be used wherever possible.

Single colour logo
Where it is not possible to reproduce the full colour logo, use either the Pantone colour reference 3425 single colour version or black.

Using the logo on a solid colour background
Ideally the Saltaire logo should be reversed out of Pantone 3425, but can be reversed out of any solid background colour, or a dark photographic background. Exceptionally, the logo can be placed on a white background, edged with a thin black line.

Always use the original artwork. Do not redraw them or use other fonts.

Size and accessibility
The recommended minimum width for the logo is 40mm. In practice the minimum size should be dictated by common sense and legibility. You should always be able to read the strapline clearly.

When resizing the logo always scale proportionally so the height and width stay proportional to one another. There is no maximum reproduction size.

Accessibility is a vital part of all communications. Most public services are committed to making sure that their literature can be read by as many people as possible. It is important to be aware of the reading difficulties that can be created by inappropriate colour contrasts.

Keeping it clear
It is important to keep our logo distinctive and clear from other elements. Therefore there is a defined exclusion area, represented by the dotted outer keyline.

The width of the exclusion area (labelled 'x') is equal to the width of the character 'S'.

Do not...

- stretch or condense the logo
- place the logo at an angle
- add or remove elements from the logo
- alter the colours or change the fonts

Always use the original artwork. Do not redraw them or use other fonts.

The UNESCO World Heritage Site logo

The temple and emblem elements should be used together wherever possible in relation to World Heritage Sites and activities relating to World Heritage. It may be reproduced in any colour or size.

How to use the UNESCO World Heritage Site logo and the Saltaire World Heritage Site logo together

Ideally, if the design allows, place the Saltaire World Heritage Site logo on the front of the document in the top right hand corner or centre and the UNESCO logo on the bottom or reverse of the document. The Saltaire logo and the UNESCO logo should not appear together side by side. The following pages show examples of how both could be used together.

Airedale Greenway

Partnership publication (front)

Partnership publication (back)

Use of other logos

Additional/supporting logos are classed as those from partnerships, campaigns, approved supported organisations to a campaign or scheme, shared funding or initiatives. If used, these logos should be arranged across the bottom of the page or display.

If the document is in full colour then all featured logos should also appear in full colour.

Partnership publication (single sided)



WILLIAM SALTY
FOUNDER
OF
SALTAIRE
1793-1874

TOP TIPS

- Always keep our rich heritage in mind when thinking about ideas and activities that might appeal to visitors.
- Do you have views of Saltaire? Promote it in your marketing materials as unique selling points.
- Tell visitors about lesser-visited areas to make them feel like they have enjoyed something 'secret' and special away from the main tourist trail.
- Promote the sustainable travel options to customers.
- Even if your business is outside the World Heritage Site or buffer zone, you can still use the stunning heritage and countryside of the area to promote your business.
- Find out more from your visitors.
- People love stories. Can you tell stories of your building or street? Check out the new archive for information: saltairecollection.org
- Promote the fact that you are in or near a World Heritage Site on your website or promotions. Check out the logos and branding available.
- Perhaps you could have a selection of local books or films on show or available to borrow?
- Do you want to collaborate with other businesses to offer joint itineraries e.g. accommodation with art courses/workshops/tours/tastings?
- Can you use the area to create a new brand specific to the area e.g. food/drink/art?
- Be an ambassador for the World Heritage Site, build staff awareness, nurture their talent to help generate new ideas and innovations.

Next steps

If you would like to know more about how you can harness the WHS site brand to promote your business to a wider audience we are offering the following:

- World host training
- WHS brand awareness training
- Business workshop – to include marketing, social media and digital training
- Opportunity to network & collaborate with other businesses

If you are interested in getting involved in any of the above please contact:

sheena.campbell@bradford.gov.uk



LINKS AND OTHER RESOURCES

There are many resources available to businesses. Listed below are a number of sites that have more information about the tourism industry, marketing hints and tips and details on how you can utilise the WHS brand.

Saltaire World Heritage Site bradford.gov.uk/saltaire

Bradford Tourism visitsaltaire.com
visitbradford.com

Tourism visitbritain.com/gb/en
visitengland.com/#/

Business advice investinbradford.com/

Archive saltairecollection.org/

Village website saltairevillage.info/

Saltaire Village Society facebook.com/saltairevillagesociety/

Bradford City of Film; a UNESCO creative city bradfordcityoffilm.com

Saltaire World Heritage Site films
youtube.com/watch?v=vtbrKvYU_ZY
youtu.be/rbQY5XrXUf4
vimeo.com/312502848/846fec76cc

For more information, please contact the
England's World Heritage Story: The North team:

worldheritage@cumbriatourism.org

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englandsworldheritagestory.com

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England's World
Heritage Story

The North