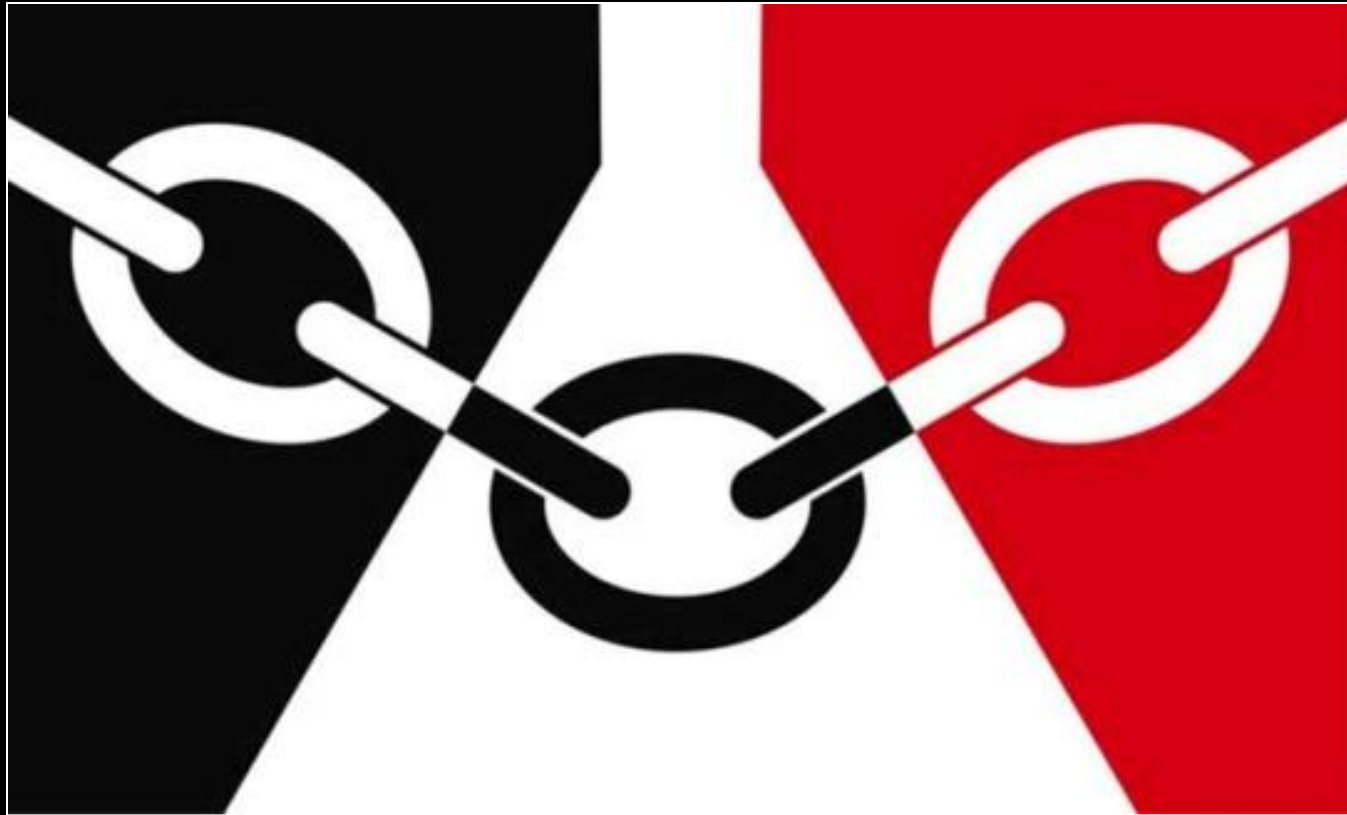
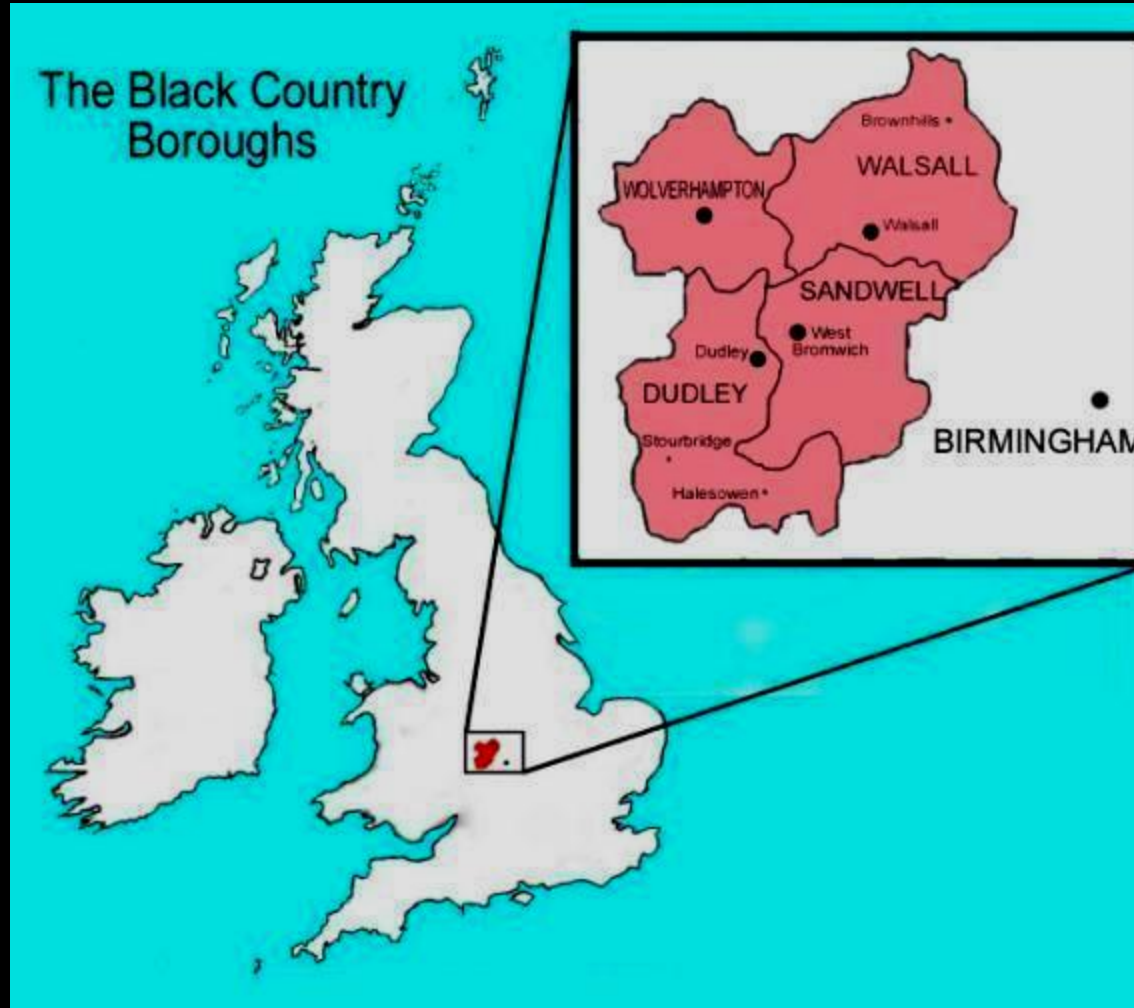


The Black Country UNESCO Global Geopark Project

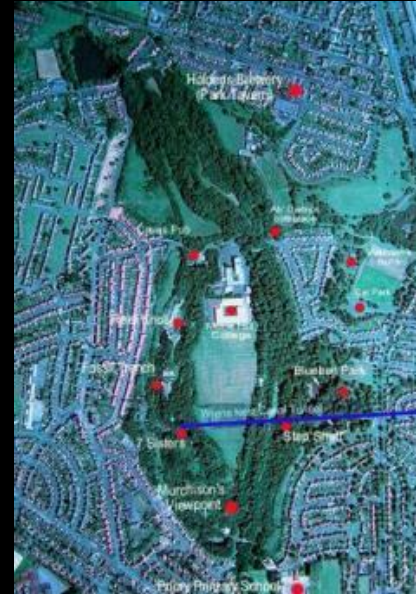


Where is 'The Black Country'



The Black Country Today

- **256** km²
- Strongly urban setting
- **1.1 million** people
- **200** communities
- Early contour canals (**170km**) opened up the coalfield
- Industrial powerhouse
- Loss of industry/purpose/ identity
- Increasing redevelopment of historic industrial sites
- Pressure on greenspaces and greenbelt
- Sustainable change?



Black Country
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A Future for the Black Country

- Black Country Study 2008
- Recognised economic decline and outward migration
- Poorer quality of the environment
- Lack of opportunities
- Future environmental and economic challenges
- Large scale vision, courage and imagination
- Recognised strength of visitor economy
- Developed with an understanding unique character
- Strengthen pride and create/ reinforce identity
- Create a Black Country **UNESCO Global Geopark?**



UNESCO

- **U** – United
- **N** – Nations
- **E** – Educational
- **S** – Scientific
- **C** – Cultural
- **O** - Organization



UNESCO - Founding Principles

'Building peace in the minds of men and women'

- In **1945**, UNESCO was created in order to respond to the firm belief of nations, forged by two world wars in less than a generation, that political and economic agreements are not enough to build a lasting peace.
- Peace must be established on the basis of humanity's **moral** and **intellectual solidarity**.
- Fundamental in this process is : mobilizing for **education**: so that every child, boy or girl, has access to quality education as a fundamental human right and as a prerequisite for human development



UNESCO – Global Geoparks

- A **world class network** of exceptional large territories that link together to tell the story of the Earth - the story of us all
- They are special geological places where **like minded people** of all nations have forged a global community that collaborates ,celebrates and freely promotes **all geoparks across the world.**
- Their special heritage has a **fundamental role** to play in the sensitive development of an area and the **well-being of its local people**
- The UNESCO brand is a statement of quality that helps with this and raises the profile of the areas



Geoparks Potted History

- Began 2000 – geoconservation/geotourism
- Bottom up approach, grass roots of local areas
- 4 Geoparks in Europe
- Grew quickly became global network 2008
- UNESCO formally adopted it in 2015
- Now 140 in 37 countries
- 2018 emphasis on UNESCO SDG's
- *'celebrating Earth heritage, supporting local communities'*



What defines them and what are they for?

- Defined territory with exceptional geological heritage
- Associated important biological /cultural /industrial heritage etc
- Linked geosites telling a landscape scale story
- Strong protection/integration of the heritage
- Promotion and **wise use** of its heritage to
 - **Support local businesses/visitor economy**
 - **Support education & skills development**
 - **Engage & Support local communities**
- Seek opportunities for partnership working and international projects



UNESCO Global Geoparks Must;

- Have a management body having legal existence recognized under national legislation.
- Be capable of speaking for the whole territory and be capable of protecting and wisely using the special heritage
- Promote sustainable local economic development
- Promote awareness of geo-environmental issues facing the world today
- Provide true international collaboration - it is crucial that a UNESCO Global Geopark has visibility
- A UNESCO Global Geopark is about connecting local people to their land and cooperating with other UNESCO Global Geoparks through face-to-face networking.



Why 'Geo'parks?

- Geology underpins everything else
- It's **fun** brings people together
- Its **exciting/inspiring**
- Its **creative/visionary**
- Its **useful** - Provides a strong basis for generic problem solving
- Its **important** - Considers factors that effect everyone
- Its **dynamic and evolving**



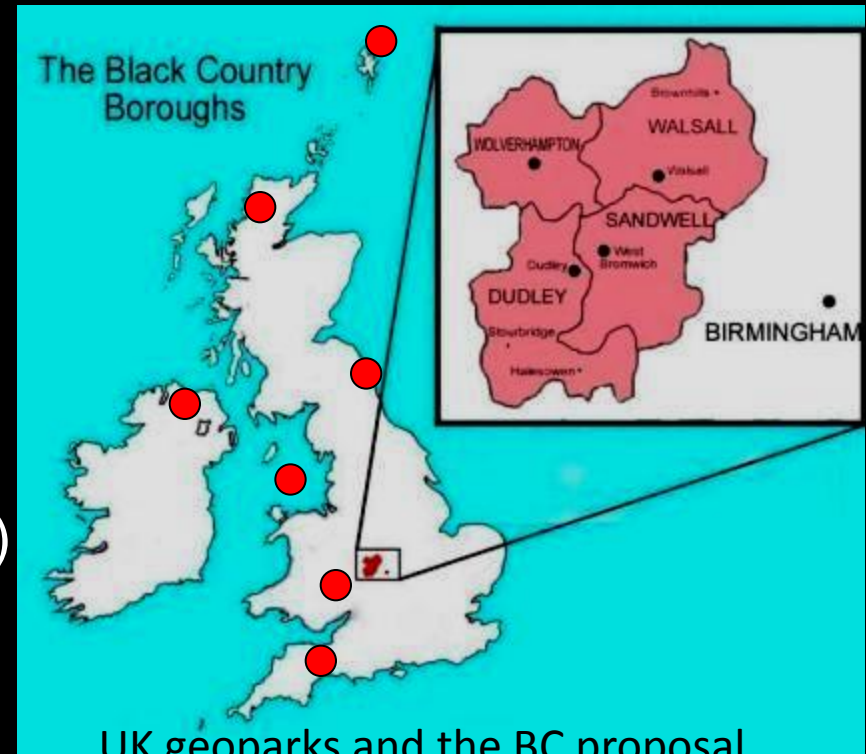
UNESCO – Global Geoparks

- Use unique geoheritage to create identity and help local people and specialist skills development,
 - Raising public awareness of geoscience
 - Diversify interpretation and promotion
 - Support education and upskilling
 - Integrate sustainable development
 - Bring things together/ critical mass
 - Build a large Geotourism destination
 - Support local businesses
 - Opportunities for International collaboration
 - Strengthen local pride

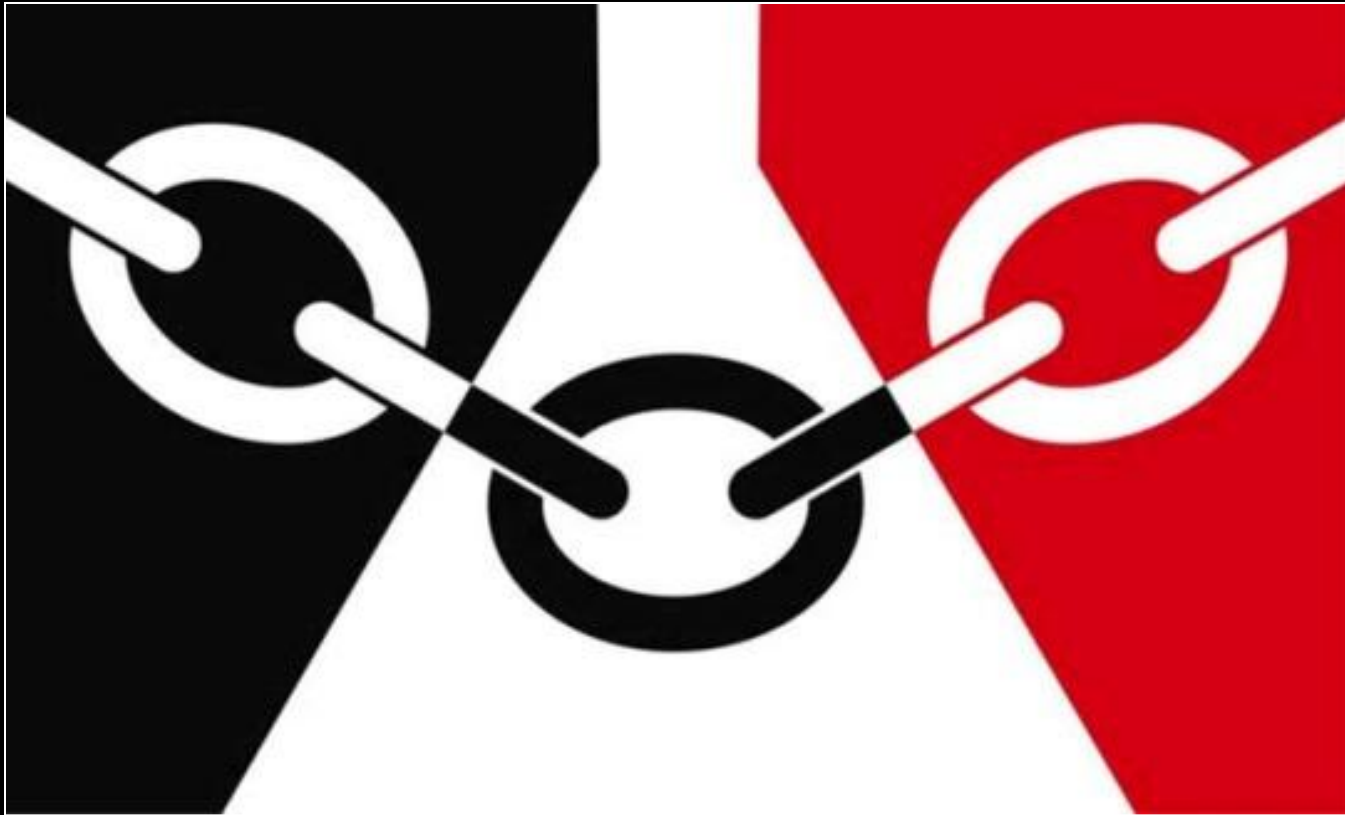


The UK UNESCO Global Geoparks

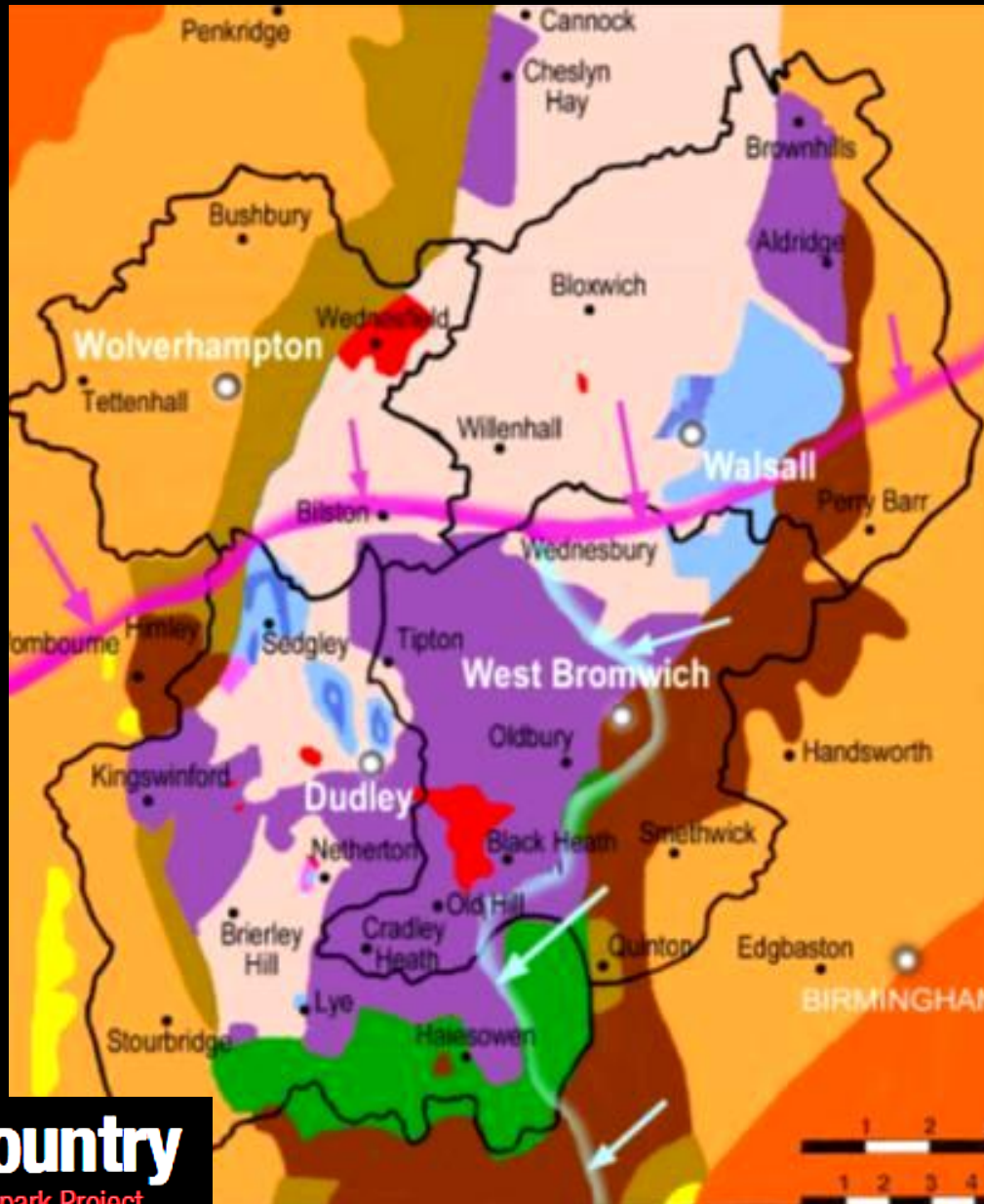
- Places with people who will care for, manage and make the most of geoheritage for education, local economy and wellbeing
- Shetland
- North West Highlands
- North Peninnes
- Marble Arch Caves
- Geomon (Anglesey)
- Fforest Fawr (Brecon Beacons)
- English Riviera (Torbay)
- **The Black Country**



The Black Country's Geoheritage



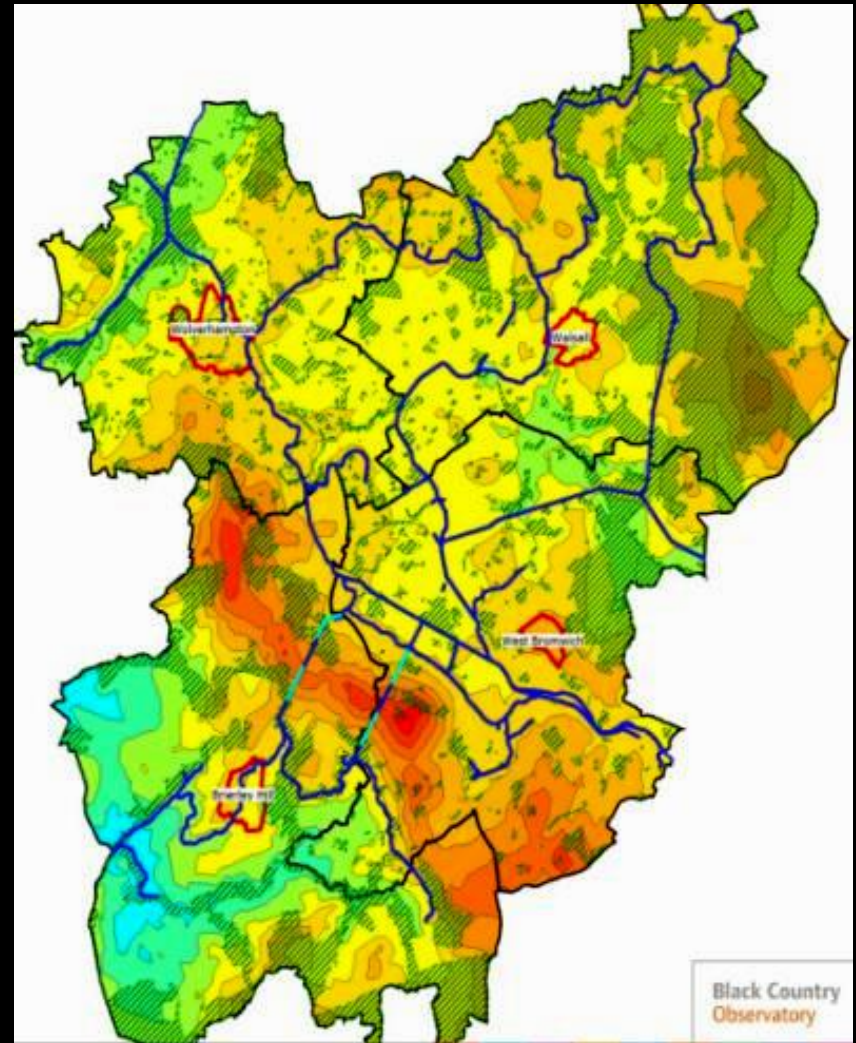
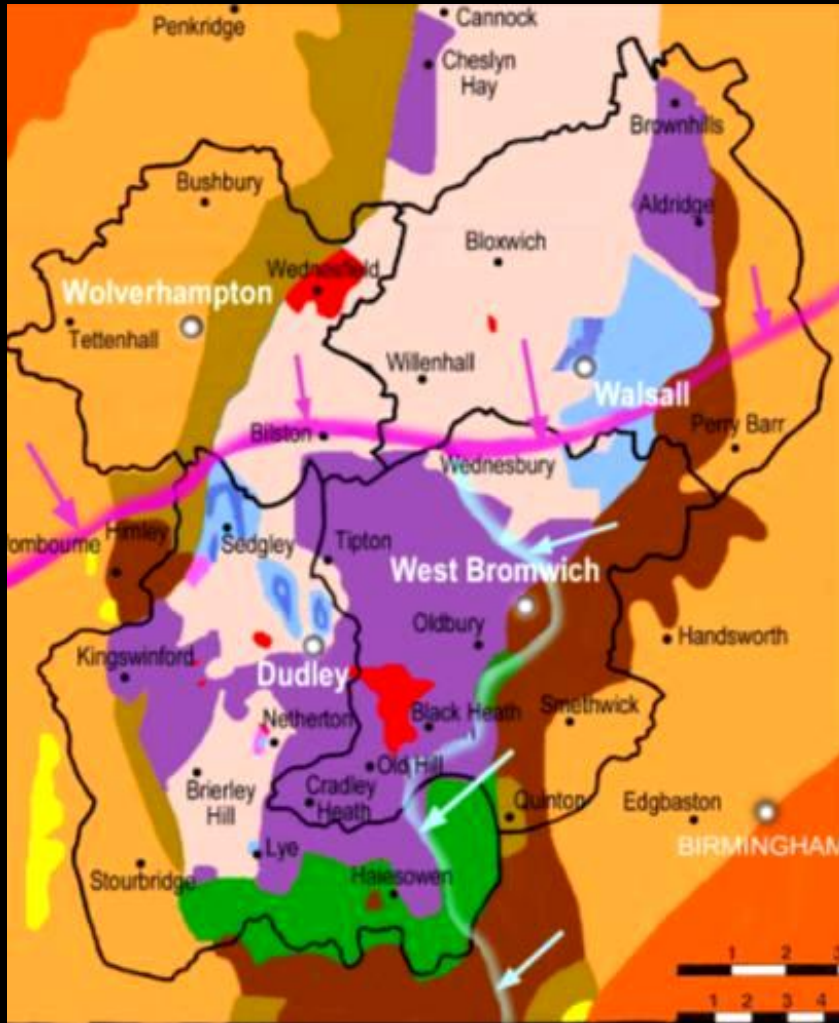
Mineral Wealth



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The Lie of the Land



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Examples



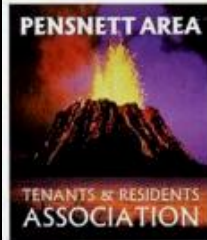
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UNESCO Global Geopark Project



Barrow Hill & Tansey Green Claypit

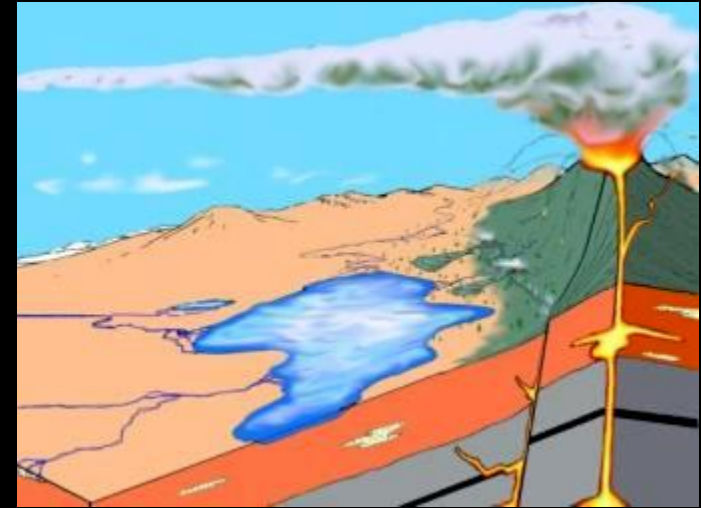


Pensnett gets new service



Pensnett residents have launched a brand new service to ensure that their neighbours can make direct contact with their Tenants and Residents Association and raise any issues and concerns they may have about the area.

The Pensnett Area Tenants and Residents Association have recently re-branded themselves to show that Barrows Hill lies on top of an extinct volcano.

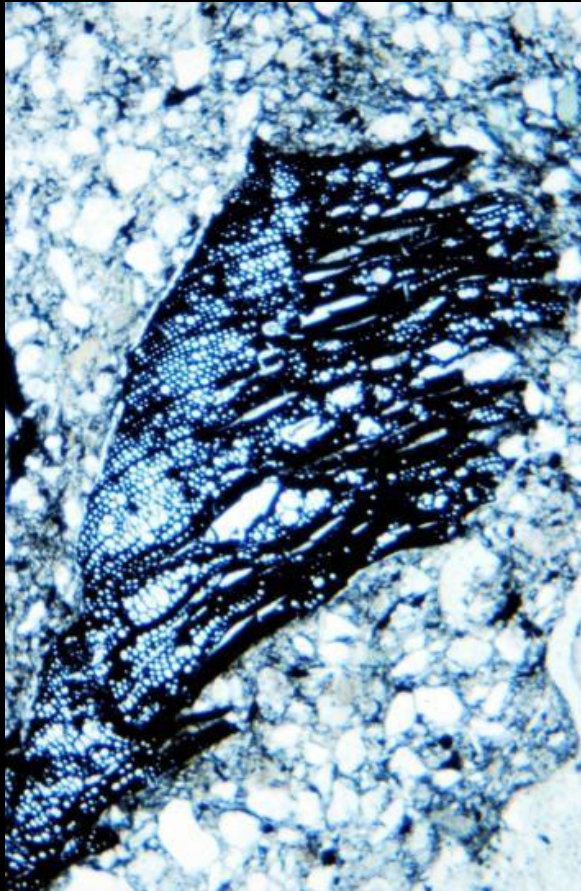


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Exceptional Preservation



Palaeontology & Lagerstätte Silurian



Black Country

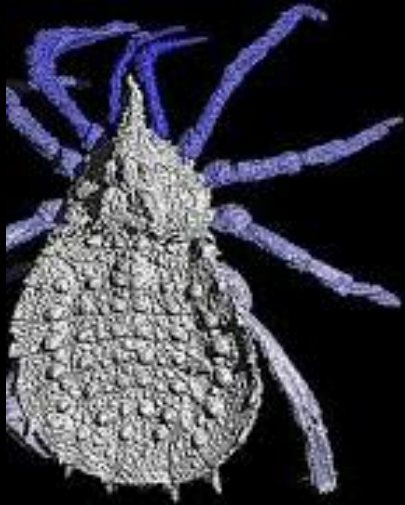
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Palaeontology & Lagerstätte Silurian



Palaeontology & Lagerstätte Carboniferous

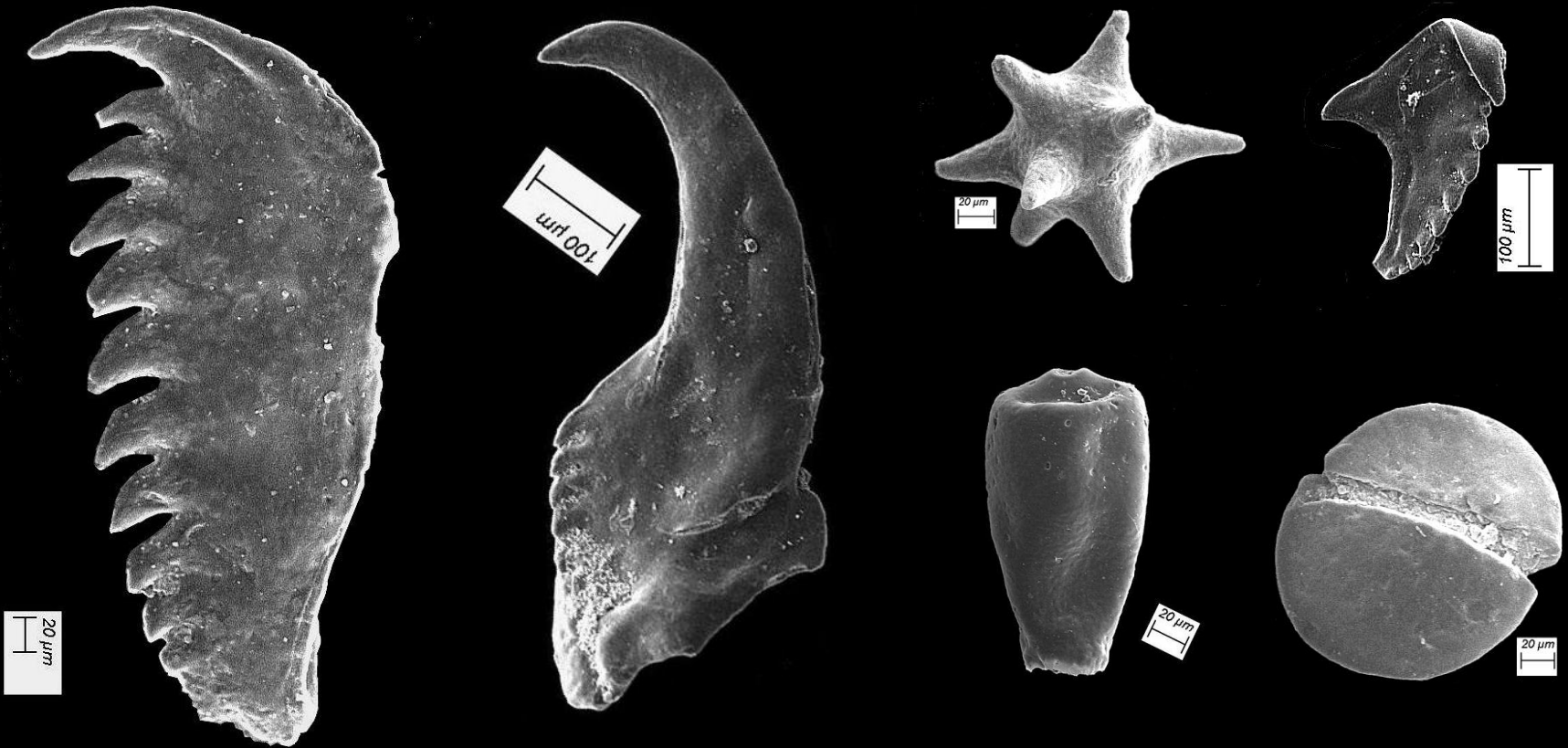


Palaeontological History

- **1839** Key fossil evidence for the Wenlock Epoch in Murchison's '*Silurian System*' defining the Silurian Period (65% of fossils described and used are from Dudley)
- **>600** MWL Formation macrofossils, **186** type location and **63** found nowhere else
- **Microfossils** still to be systematically studied



Micropalaeontology



Geological Assets of the Black Country

- **UK's first** Palaeozoic geological NNR
- **16** SSSIs
- **235** sites of importance for nature conservation of which **68** are geological
- **471** sites of local importance for nature conservation
- **3** museum collections

By kind permission of Natural England



Mining Heritage

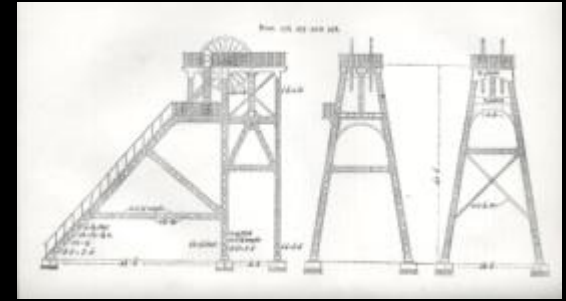


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Mining Heritage



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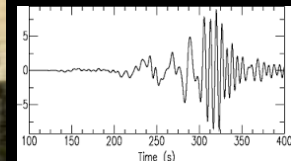
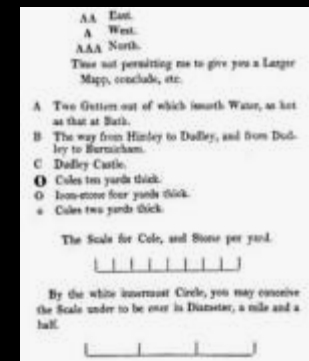
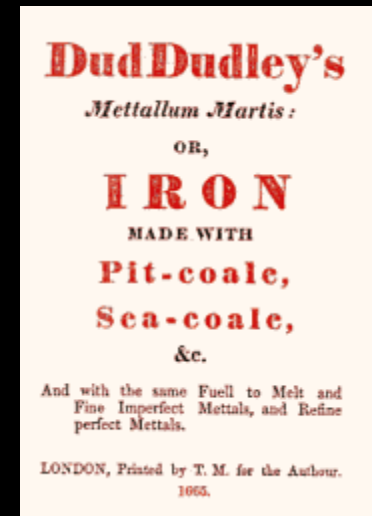
From the darkness of the mines to a landscape of shadow and flame

- Enormous, easily accessible mineral wealth
- Freedom to experiment
- Industry 'erupted' across the landscape when coal first became useful for iron smelting .
- **1665** 10,000 iron works in 5 mile radius of Dudley Castle
- Strong skilled communities emerged
- United by hard work and shared experiences



The Spirit of the Black Country

- The world's first true geological map - **1665**
- **World's first** working mines pumping engine
- **Birthplace of** Abraham Darby
- **First** recording Seismograph



The Price of Progress

- Original rural landscape swept away creating a ‘Country Black By Day & Red By Night’
- ‘The country is very desolate everywhere. There are coals about and the grass is quite blasted and black.’ –. “The men, women , children, country and houses are all black,” she added, “but I cannot by any description give an idea of its strange and extraordinary appearance.”



The Fall

- The world's first industrial conurbation
- Land of experimentation & invention
- Proud communities of manufacture
- Strong Identity
- Incredible skill set.
- Catastrophic decline of industries
- Dereliction & degradation of Env. Quality
- Terrible loss of confidence , belief and self esteem
- Loss of identity
- Outward migration of talent and wealth



Geosite 13 – Galton Valley



'Traditional Industries of the Black Country'



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'Traditional Industries of the Black Country'



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'Traditional Industries of the Black Country'



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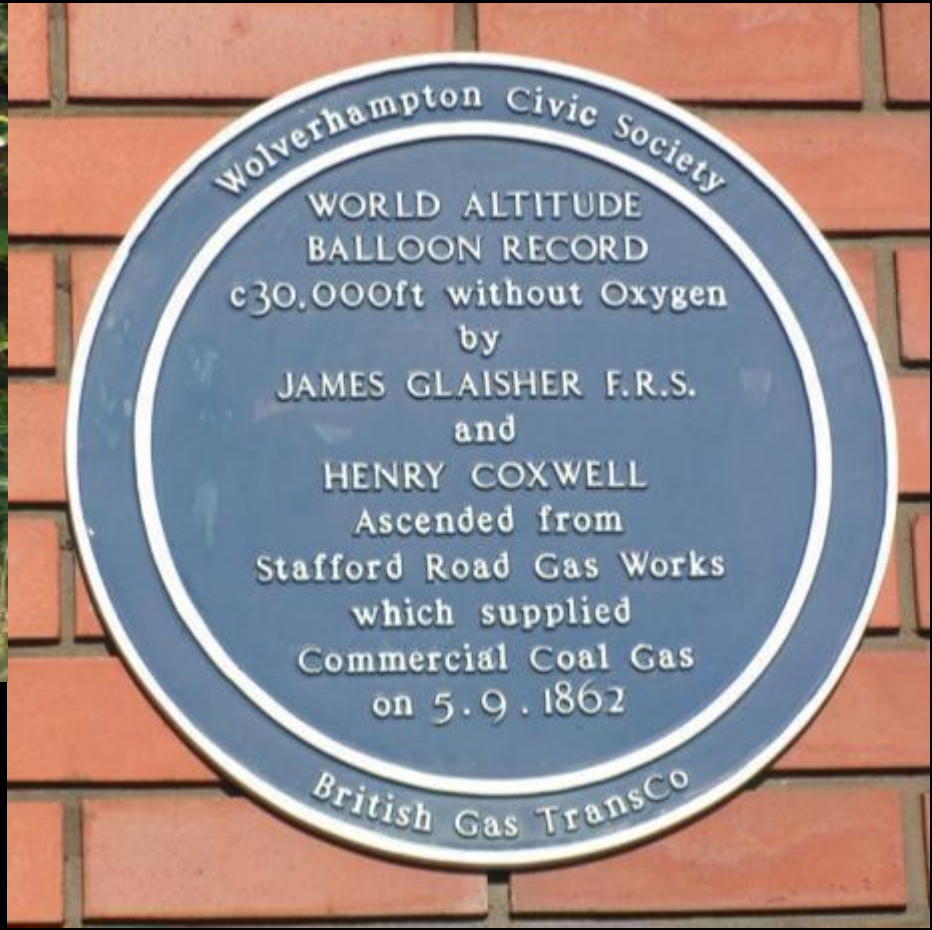


Built Heritage

- **26** scheduled monuments
- **>200** listed buildings
- **World's oldest** canal tunnel
- **World's first** working mines pumping engine
- **Birthplace** of Abraham Darby
- **World class glass industry** and connections (Crystal palace, Lighthouses)



Scientific Innovations & Discoveries



Expressing Heritage



	TIME	
	The Dudley area was covered with a shallow Silurian Sea 427.8m yrs ago As proven by the famous fossils found, over 600 types including the TRILOBITE and CRINOID	
	TRAIL	

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New Geoart



The Spirit of Mordor



- Inspiration of **artists**
 - Butler Bayliss
 - Turner
- Inspiration of **authors**
 - Tolkein
 - Dickens
- Inspiration of **film makers**
 - James Whale
 - Frankenstein
 - The Invisible Man
- Inspiration of **musicians**
 - Rock music
 - Led Zeppelin
 - Slade
 - ELO
- Local **dialect, traditional ale and indian cuisine**



HOME
OF
METAL



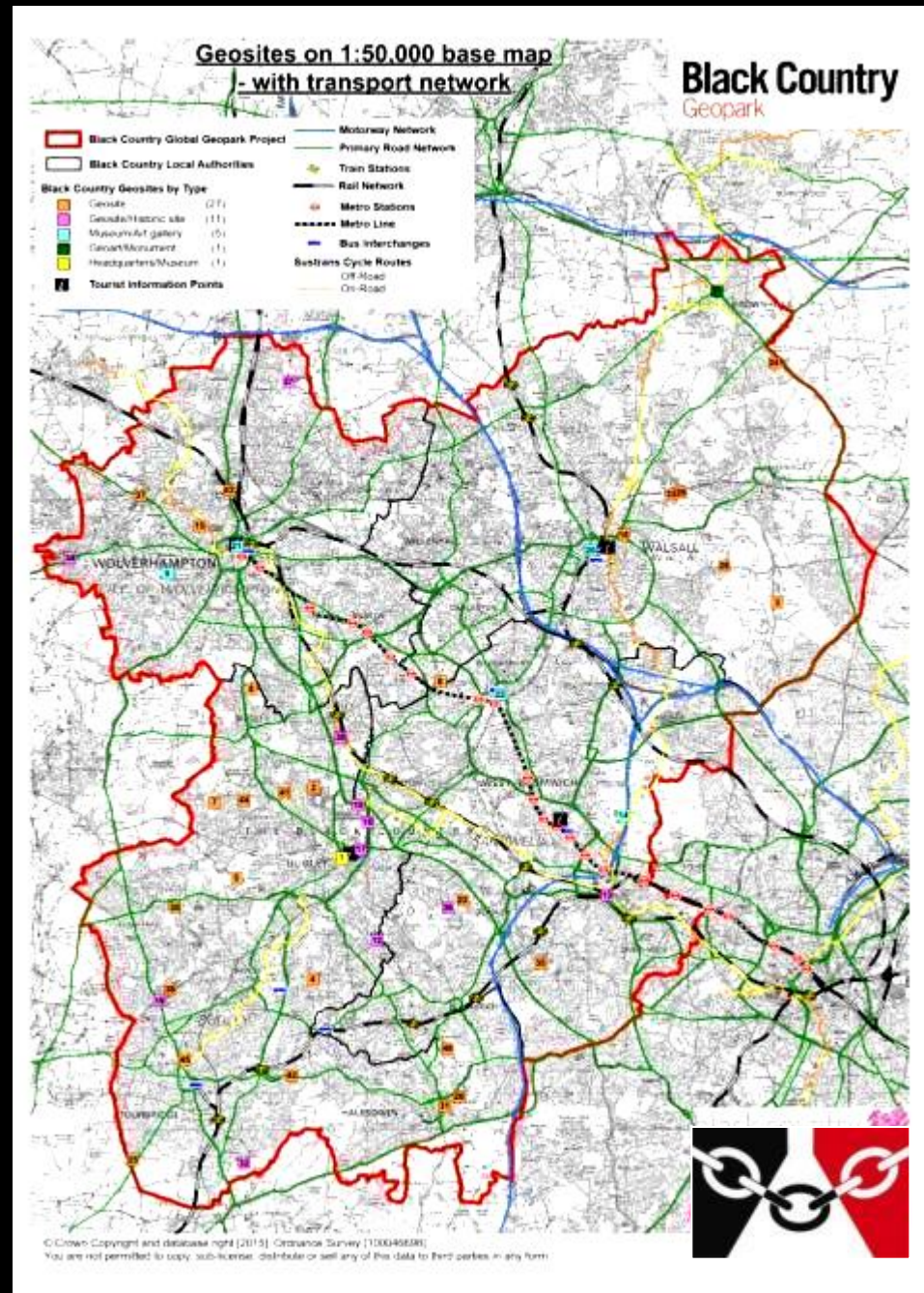
All this can be included



Geosites

- 45 selected Geosites
- Mixture of special ;-
 - Geology
 - Biology
 - Cultural
 - combination
- Accessible
- managed
- Facilities on site
- Interpretation

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Geopark New Headquarters



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Geopark New Headquarters



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Geosite 1 headquarters and Town centre



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Geosite 10 - Dudley Canal and Tunnel Trust



The Portal – Dudley Canal and Tunnel

Trust opening by the Princess Royal March 2016



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Novel Sustainable Infrastructure Developments



Novel Sustainable Infrastructure Developments



Promotion - New Draft booklets and Leaflets

Black Country Geopark

THE BLACK COUNTRY'S UNIQUE LANDSCAPES
AT A GLANCE



The geology of
Wren's Nest
National Nature Reserve



Black Country Geopark
Geosite No 2

The leaflet layout includes a central map of the Black Country Geopark area, surrounded by numerous photographs of geological features and sites. Text boxes provide detailed information about the geology, including the importance of the area and the significance of the fossils found there. The layout is designed to be informative and visually appealing, highlighting the unique landscapes and geological heritage of the region.



The Geopark Project – web presence & Social media

- Website – visit us at www.blackcountrygeopark.org.uk
 - Based on research
 - Tourism focused
 - Image driven
 - Simple messages
 - Key information to support a visit

Black Country
Geopark project

ABOUT THE BLACK COUNTRY | SITES TO SEE | THINGS TO SEE & PLACES TO STAY | EDUCATION | GALLERY | GETTING HERE

An amazing place at the geological and industrial heart of England

The Black Country is a special place in the heart of England, where the minerals on our doorstep and the geology beneath our feet helped shape the industrial revolution and the world

Industrial heartland | Geological heartland | Cultural heartland

A joint project with Dudley, Sandwell, Walsall and Wolverhampton Councils
Tel: +44 (0)1384 815574 email: blackcountrygeopark@dudley.gov.uk



Application Submitted - Nov 2015

The Black Country Global Geopark Project



Supporting Information – Action Plan
2019

The Association of Black Country Authorities
November 2015

The Black Country Global Geopark Project



Supporting Information – Marketing and
Communications Plan

The Association of Black Country Authorities
November 2015

The Black Country Global Geopark Project



European & Global Geopark Network
Application Dossier

The Association of Black Country Authorities
November 2015

Black Country
UNESCO Global Geopark Project



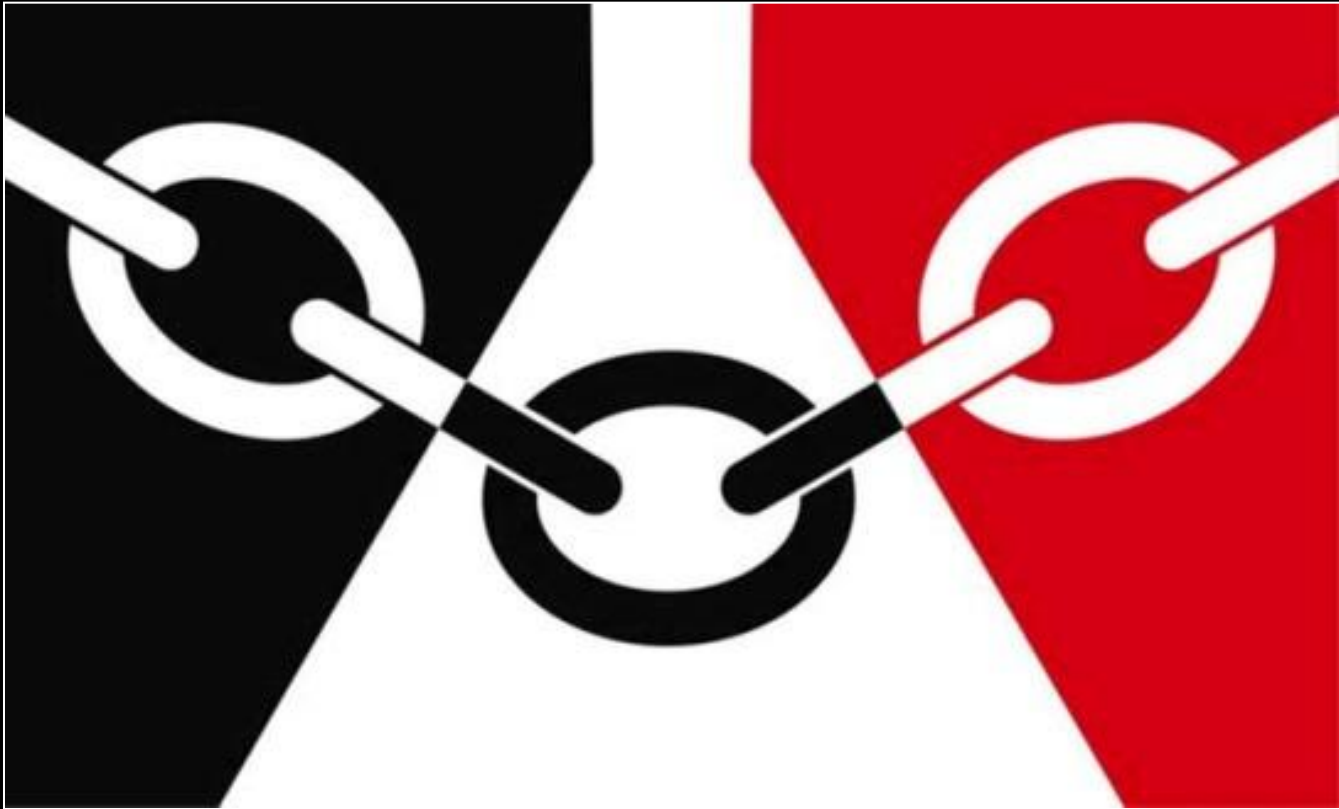
UNESCO Evaluation Mission visited June 2016



UNESCO GGN COUNCIL DECISION – September 2019



'The road goes ever on and on.....'



Thanks for listening