

# **DURHAM CATHEDRAL – INTERNATIONAL ASSET, REGIONAL ICON**

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**Andrew Thurston – Diocesan Secretary, Diocese of Durham**



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## Background

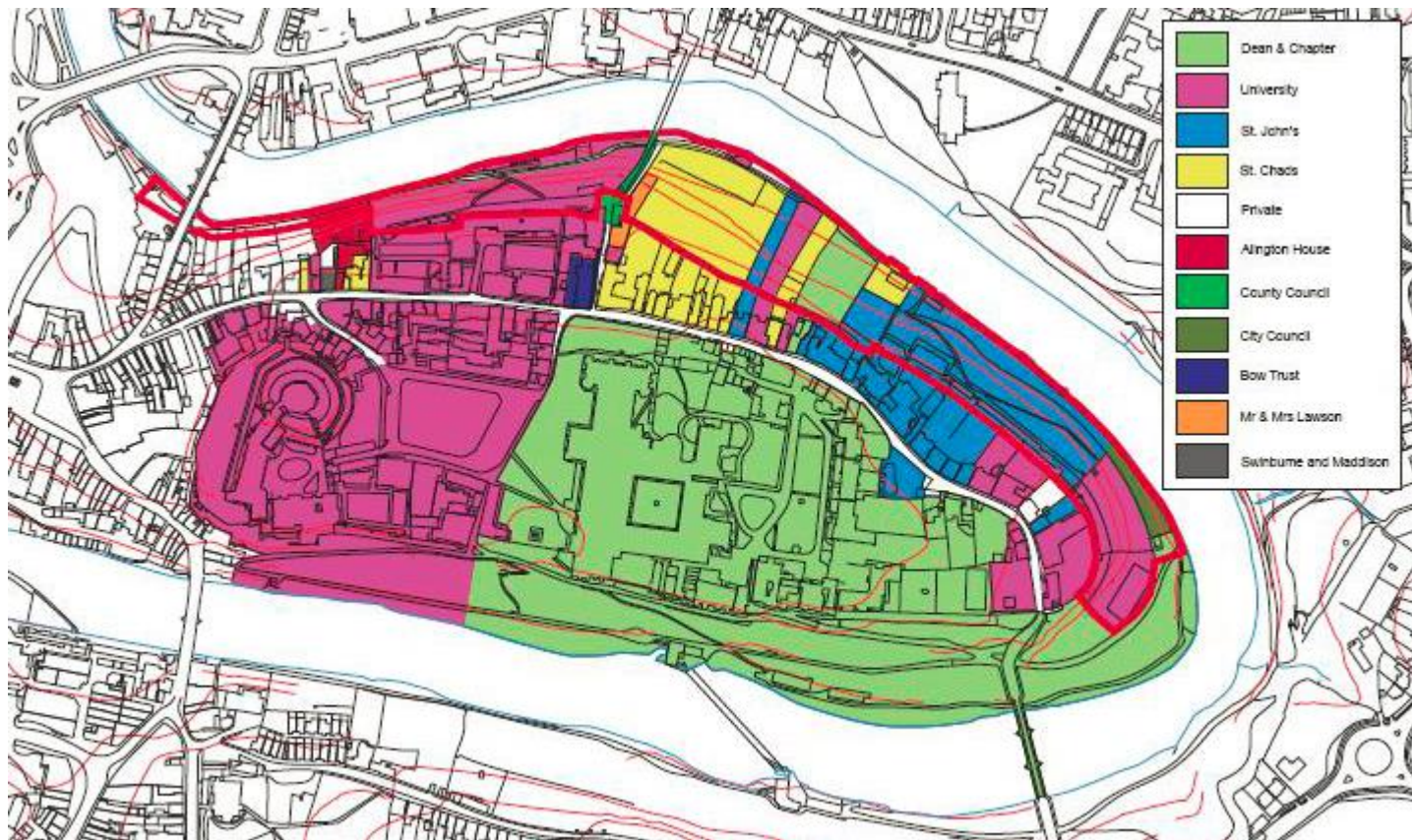
- **A home for the Benedictine Monks maintaining the tradition and relics of St Cuthbert**
  - Building started 11 August 1093
  - Main structure completed within 40 years
  - Finally “Completed” in 1487 with the addition of the main (Crossing) Tower
- **A statement building**
  - A architectural match for the magnificent Romanesque churches being built in France
  - Worthy of the great saint and the God he served
  - A symbol of political and military power of the Prince Bishops
- **A centre of pilgrimage**
  - The shrine of St Cuthbert since 1104
  - The foremost pilgrimage destination in England until 1170
  - Remained a place of pilgrimage throughout the middle ages



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## The Cathedral Today – An International Asset

- **A World Heritage Site**
  - The Cathedral forms the key part of the area made a UNESCO World Heritage Site in 1986



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## The Cathedral Today – A Regional Icon

- **Durham Cathedral is one of the region's iconic buildings and one of the country's chief ecclesiastical centres:**
  - The Cathedral attracts 612,000 visitors per year (2009 figures)
  - The Cathedral is the Seat of the Bishop of Durham and hosts major events
  - The Cathedral continues to attract those seeking spiritual refreshment or inspiration



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## “Sweating The Asset”

- **Catering for Visitors**
  - Providing Access
  - Interpreting the Offer
  - Developing the Facilities
- **Serving Partners**
  - The “Mother Church”
  - The University
  - Civic Life
- **Building the Spiritual Capital**
  - The pattern of worship
  - The music and choirs
  - The welcome



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## Serving the Region

- **As a Venue**
  - School leavers' services
  - University congregations
  - Concerts
- **Driving the Visitor Economy**
  - Direct visitor expenditure at Cathedral of **£1.1M** in 2009
  - Direct visitor expenditure from World Heritage Site area of **£3.1M**
  - Grosses up to **£40.5M** benefit to the region when indirect expenditure is included
- **A focus for civic life**
  - Major civic events (eg royal tours)
  - Remembrance (particularly salient over the 2014 – 2018 period)
  - A focus for community identity



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## Sustainable Tourism

- **Developing the Cathedral Offer**
  - Visitor services
  - Open Treasure
  - Maintaining the fabric
- **Engaging in Regeneration and Social Action**
  - Working with the business community
  - Bishop's priority on "Tackling Poverty"
- **Championing the North East**
  - The heritage of the "Northern Saints"
  - The role of the Lord Bishop

