

**FRONTIERS OF THE ROMAN EMPIRE WORLD HERITAGE SITE
HADRIAN'S WALL PARTNERSHIP BOARD**

Minutes of the meeting held on 13th June 2018 at Segedunum Roman Fort, Wallsend.

Present: Humphrey Welfare (Chair), Rob Mayhew (Northumberland National Park), Jane Meek (Carlisle City Council), Wendy Scott (Northumberland County Council), Steve Bishop (North Tyneside Council), Graham Kennedy (Allerdale Borough Council), Cllr Rob Higgins (Newcastle City Council), Tania Robinson (South Tyneside Council), Richard Hingley (Durham University), Mike Collins (Historic England), Mike Jeffrey (National Trail Partnership), Paul Scott (Gateshead Council), Christine Venus (Natural England).

In Attendance: John Scott (Coordinator) Graham Bell (North of England Civic Trust)

1. Apologies: Bill Griffiths (Tyne and Wear Archives and Museums), Catherine Dewar (Historic England), Duncan Wise (Northumberland National Park), Cllr David Southward (Cumbria County Council), Sue Clarke (Visit Cumbria).

2. Minutes of the last meeting: Members accepted them as a true record.

3. Matters Arising:

Chair Succession - HW was very pleased to announce that Jane, Lady Gibson (JG) had been nominated as Chair by members of the Partnership and had accepted the role, with Jane Meek (JM) as Vice Chair, HW thanked them for taking on these roles and wished them well as the Partnership moves forward. HW had intended to stand down at this meeting, however JG was unable to attend and the hand-over would take place at the next meeting (6th November).

Action: JS/HW to provide JG and JM with briefings prior to the next meeting.

Wall to Wall Seminar - The seminar with the Great Wall of China had taken place at the end of March. There had been a very positive exchanges around working practices and aspects of World Heritage Site management. There will be a new MoU between Historic England and the Chinese Academy for Cultural Heritage (CACH), and the papers presented at the seminar will be published. A more closely focused seminar is being planned for 2019. HW will continue to lead the Wall to Wall programme on behalf of the Partnership if that was thought to be appropriate. Members agreed and thanked HW for this commitment.

Developments 2018 - The meeting noted and welcomed the numerous large-scale developments that had taken place for 2018 along the WHS, most notably redisplay and capital

investment at Arbeia, Vindolanda, Birdoswald and Corbridge. HW said that these investments demonstrate the confidence that the partners had in the WHS.

The Borderlands Initiative - JM provided an update. The Borderlands Partnership is working with the Treasury on funding, and is developing project ideas into deliverable programmes. The standard growth deals are usually designed for urban areas and so the Partnership is having to push the case for a different approach for rural areas with more dispersed populations and networks. JS attended a recent Destination themed event led by John Stevenson MP, the Champion for the Initiative, who was keen to see the WHS as a flagship part of any destination programme. The Partnership will put in a proposal in July ready for the Budget in the autumn. One of the biggest tasks was developing a narrative for an area, bigger than Wales, that is far more diverse than the usual urban development more associated with such projects.

Data Monitoring - JS said that Sarah Kidd has been working on models for monitoring and had forwarded a copy of a simple Google form that she will circulate to those volunteers identified at the last meeting, and to Members of the Research and Marketing Delivery Groups. The form will be trialled with these groups for three months and then reviewed. This form would be sent as an email to participants at regular intervals. It would identify the person involved, type of activity and time given to the WHS. Activity responses would be coded to give feedback to the Partnership Board. The second part of this work involved the collection of visitor data that is known to be absent from current sources. Solutions so far had all included an element of capital investment to establish counters and to monitor key locations. Sarah has been investigating where funds could be sourced. JS added the Tyne Valley Community Rail Partnership had secured the money required to host a tourism intern for 12 months. A core activity of this post would be collecting as much visitor data from partners as possible and developing formats for collecting and integrating this data after this post comes to an end. The Board thanked the groups for their support and looked forward to seeing a fuller picture of visitor figures.

Hadrian's Wall APPG - HW said that at the briefing meeting in the House of Commons it had been suggested that Hadrian's Wall partners might have a promotional day in Westminster to highlight the WHS. An initial date in July had been suggested but HW had asked for the date to be put back to after the summer recess. The meeting discussed the possible format of the day and the need to have a broad representation of attractions and suppliers alongside good projects undertaken by partners such as schools. Cllr Higgins said that he will flag the event to the local MPs, and other members agreed that they would also make their representatives aware. Once a date was fixed a group would be brought together to organise the event and to get the best mix that would attract MPs' interest and communicate the broad message of the WHS.

Action - JS and JG to identify date and draw together a project team.

Stanwix bathhouse - MC provided a brief update on the finds in Carlisle. Following the discovery of the bathhouse during excavations for a new cricket clubhouse there has been

detailed discussion on the future of the discovery; all partners aspired to find ways to display the remains while allowing full function of the clubhouse. However, due to the high risk of flooding it has become apparent that it would be extremely difficult to guarantee the conservation of exposed remains in that area. Current plans are to record and backfill the remains.

72 Cycleway developments – Sustrans is exploring ways to develop and promote the 72 cycle route (Hadrian's Cycleway), which runs along the length of the WHS.

Action – JS to follow up on progress for the next meeting.

4. Review of Funding and Governance

HLF Resilience - JS said that a bid had been submitted, shortly after the last meeting, for £110k, including 1 FT Development Officer post and 0.5 FT Admin Support Officer. This had been successful and would give us two years to explore the ideas put forward in the Jura report. JS had completed all the start-up paperwork and was waiting for Northumberland CC finance department to provide the last details so HLF could make the initial 50% payment. JS will then explore the possibility that the two posts could be filled by secondments within the partnership. The members thanked JS and said that they looked forward to receiving updates on progress.

5. Finance

Budget 2018/19 update - JS provided a summary of the budget. He had assumed a drawdown of £55K from HLF in June. Match-funding for the Resilience project would be focused on Marketing and Training activities during this financial year. A second assumption was that the new staff would come into post in September at the earliest. As discussed in previous meetings, marketing funds have not been offered to the DMOs for this year. JS is waiting for a marketing plan and robust data before discussing this area but provision has been made in the budget. The meeting thanked JS for the overview and agreed that the budget seemed fair and on track.

Reports from Delivery Groups -

Conservation, Planning & Heritage Management - MC gave a brief update on the recent spate of illegal metal-detecting, centred on Brunton Turret and Portgate. Historic England has notified the police and other agencies and hope to seek a prosecution. A press release will be issued shortly to raise awareness of the seriousness of the matter.. MC added that he expects that in the next six weeks the Scheduling of the remains of the frontier on Tyneside will be successfully reviewed. MC was encouraged to see that despite some areas of uncertainty over future rural funding we have some areas moving from ploughed to arable farming. JS thanked Mike on behalf of the Wall Watchers for his quick response to an area of concern highlighted in the recent series of surveys.

Archaeological Research - RH said that the Group was continuing work to update the

Hadrian's Wall Research Framework; they had reached the stage of peer appraisal of an updated action plan. The Group was exploring the most effective way to publish the Framework, once completed. There should be a digital version a to provide the flexibility and updateability that had worked well for the Management Plan. The Group had also started the Dobson and Breeze Award for research this year and hoped that it would build over time to encourage more research in Roman frontiers and bring some sustainability to the discipline.

Marketing Group - Sue Clarke, the new Chair of the Group, had supplied JS with some key statistics on social media and web use. Social media channels continued to grow and provided the main communication routes for visitors and the community:

Year to:	12 May 2017	11 May 2018	Change
Facebook likes	26800	28728	+7.2%
Twitter followers	3959	5336	+34.8%
Instagram followers	284	912	+221.1%

Web traffic to the main Hadrian's Wall Country page equally continues to develop with users being 60% domestic and 40% overseas. The most popular content is Hadrian's Wall facts, AD122 Bus, National Trail, walking routes, Roman attractions, History, Travel & accommodation. Less popular content: Food & Drink, other attractions. Sue had asked that Partners make a point of putting their events on the Hadrian's Wall website as well as their own as the site had such a good reach.

In terms of visitor figures, JS said that partners felt that bad weather had led the season to get off to a slow start this year but the situation had subsequently improved and seemed back on track, and may even be a little ahead of that at the same time in 2017.

JS added that the Delivery Groups' Chairs will be meeting in mid-August to look at progress, lessons learnt, and plans for the future.

7. Management Plan

Summary annual report - JS provided a summary of the key activities undertaken over the last year by Partners. This included major redisplay and developments, key events, projects and strategic management activity. The meeting discussed the level of activity and welcomed the overview. HW encouraged the Delivery Groups to revisit the list and add any key activities that might have been overlooked. Any omissions should be sent to JS within the next week and JS could then reissue an updated Report to partners with the minutes.

Action - All to flag omissions and forward these to JS. JS to publish the final Report on the website.

Revision schedule of the Plan - JS said that we are on schedule to have the plan ready for the end of 2019. JS added that the review phase will be kick-started in August at the meeting of the Delivery Group Chairs.

Coordinator Job Description - (*JS left the room for this item*) The meeting reviewed the content of the Coordinator Job Descriptions prior to its submission to Northumberland County Council which will host the post on behalf of the Partnership. WS is the line manager for the post within the County Council. She was asked to add a few responsibilities to the Description, notably the need for overseas travel, the need for communication at high levels on behalf of the WHS, and the focus on representation of the WHS with regard to large-scale strategic economic development projects.

Camp Farm, Maryport - Graham Bell, the Director of The North of England Civic Trust (NECT), provided an update on developments at this key location on the west coast of Cumbria. NECT had been meeting with key stakeholders and exploring ways to best use this facility for the benefit of the local community and area. Through some 'soft' activities with the local population NECT had been getting a sense for the needs and possible uses of the site. The cliff-top that includes the farm, fort and Senhouse Museum is rarely visited by the local population and should be better connected.

GB went on to say that 2018 was the European year of Cultural Heritage and that there were over 300 associated events. One is a project with the European Commission to host an exhibition in London highlighting the shared culture of the Roman Frontier from Maryport to the Black Sea, and what it means to be a transnational WHS. NECT wanted the exhibition to address questions such as: what does Roman archaeology mean to people at local, regional, national levels across Europe. GB was interested in how to communicate the value and impact of heritage to local communities and schools so as to affect the fortunes of the local economy, attainment levels, and opportunities.

NECT is keen to encourage people to engage with a farm and with food provenance. GB thought that often culture and heritage are seen to be different and unnecessarily separated. At the Camp Farm he hopes to unite these disciplines and look at them together as you might a landscape with multiple scales of significance.

The plans will bring the farm buildings back into use to support the archaeology, in partnership with the Senhouse Trust; learning will be included throughout the programme and at every level. NECT was keen to link this work to the Management Plan, helping to deliver objectives in benefit for the whole WHS and its communities.

HW led the discussion and comment on the development of the site and welcomed the approach presented.

SB said that it was a refreshing way to utilise the site, making history open and useful to a wider audience and across agenda. A number of members added their support for the project. HW said

that the Partnership would be very interested to see how it develops, echoing GB's statement that the site is a resource not simply an exhibit. GB thanked the meeting for their support, adding that the next task was to develop a funding model around a phased development timetable over a period of 7 years.

HW asked GB to keep the Partnership up to date with developments and thanked him for the hard work he and his team had obviously put into getting this site back on track after such a period of change and challenge.

9. Frontiers of the Roman Empire

FRE Management Group - JS reminded the group that it was the turn of Hadrian's Wall to host the Hexham Group this year. This was now fixed for the week beginning 15 October.

HW National Trail - MJ gave a quick update on the current situation saying that this was the first full year of operation with the new team structure which provides more people focused on delivery. There were no major issues to highlight at present. Volunteer activity had expanded to 150 person-days last year. A new GIS-based monitoring system is in operation to help surveying and has worked really well. The Trail Partnership is working on an operational budget of £160k/annum with £113k coming directly from Natural England. Funding for the current year will be the same as that for last year but after that there is no certainty. The Chairs of National Trail Partnerships meet often to develop a better business case and are looking at HLF Resilience funding at a national level to help with this planning. HW said that the Hadrian's Wall Partnership is very happy to support and lobby on behalf of the Trail as and when needed. MJ thanked HW for the support he had given and said he would circulate the Trail report as soon as possible.

Action - MJ to circulate the Trail Report via JS.

11. AOB

GK said that there was a two-day exhibition in Manchester focusing on Allerdale (10-11 Aug) and he would be very keen to have representation from Hadrian's Wall at the event. JS thanked GK for the invitation and said that he would have a conversation with partners to see if we could be there.

Action – JS.

12 Date of next meeting

2-4pm, 6th November 2018 (rescheduled from the 23rd October)