



United Nations
Educational, Scientific and
Cultural Organization



Frontiers of the Roman Empire
inscribed on the World Heritage List in 2005

Frontiers of the Roman Empire World Heritage Site

Hadrian's Wall

Interpretation Framework

Secondary Theme:
The natural and cultural landscape of Hadrian's Wall

Appendices



Appendices

A. Consultees	1
B. Schedule of existing attractions	2
C. Development case studies	8
D. Review of National Character Areas	20
E. A brief overview of visitors to Hadrian's Wall Country	28



Appendix A - Consultees

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Group 1

Cumbria County Council:
Richard Neumann

English Heritage:
Mike Collins, Hadrian's Wall Archaeologist

Hadrian's Wall Heritage Limited:
Tom Higgins, Director of Communications
Nigel Mills, World Heritage and Access Director
Bryan Scott, Sustainable Access Officer
Linda Tuttiett, Chief Executive

National Trust (NE/NW):
Andrew Poad, Property Manager

Natural England:
Tom Gledhill, Historic Building Advisor
Cara Courage, Landscape and Access Specialist

North Pennine AONB:
Chris Woodley-Stewart, AONB Officer & Geopark Manager

Northumberland National Park Authority:
Elaine Rigg, Landscape & Recreation Manager
Duncan Wise, Visitor Development Manager

Solway Coast AONB:
Brian Irving, AONB Manager

Group 2

Cumbria Wildlife Trust:
Peter Bullard, Director

Forestry Commission - Kielder Forest District:
Tom Dearnley
Neville Geddes
Graham Gill

Northumberland County Council:
Mike Jeffrey, Countryside Access & Recreation Manager
Sara Rushton, Conservation Team

Northumberland Wildlife Trust:
Mike Pratt, Director

RSPB:
Andy Bunten, Regional Director
Norman Holton, Senior Sites Manager, RSPB Cumbria
Coast Reserves North

Sustrans:
Bryn Dowson, Regional Director

West Lakes Renaissance:
Ron Simpson

Writer/Arthurian Society:
Mark Richards

Group 3

British Geological Survey (BGS):
David Lawrence

Carlisle City Council:
Jeannie Pasley, People and Places Officer

Carlisle Tourism Team:
Laura Thompson, Tourism Information Officer

Durham University:
Dr. Richard Hingley, Director of the Centre for
Roman Culture

Newcastle City Council:
David Heslop, Tyne & Wear Archaeologist



Appendix B - Schedule of existing attractions

Sewingshields Crags © Northern Horizons

Staffed visitor/educational facilities in Hadrian's Wall Country

The table below shows the known staffed visitor attractions that exist within Hadrian's Wall Country. The information provided shows: who operates the site, the nature of the attraction, and comments on how the centre could meet the objectives of the Interpretation Framework for the natural and cultural landscape of Hadrian's Wall.

Attraction/site	Location & Character Zone	Operator	Nature of attraction	Comments	Education
Arbeia Roman Fort and Museum	South Shields 14	Tyne & Wear Archives & Museums (TWA&M)	Supply base for Hadrian's Wall. Roman remains, reconstructions, exhibitions.	Urban location disassociates it from typical expectations of Hadrian's Wall.	Education centre and Time Quest
Arthuret Church	Longtown 6	Church	12th century church.	Associated with Battle of Solway Moss (1542) and Battle of Arthuret (573AD).	
Aydon Castle	Corbridge 11	English Heritage (EH)	Fortified house.	Remote, tight site in beautiful scenery.	Events.
Birdoswald Roman Fort	Gilsland 11	EH	Roman fort and post Roman remains, including links to Reivers.	Won a Sandford prize for education provision in 2008. Stunning landscape location.	Residential educational centre.
Bewcastle Cross and St Cuthbert's Church	Bewcastle 5	Church	7 th century decorated cross shaft in church yard. Small unstaffed visitor centre and access to church.	Cross associated with similar one at Ruthwell on Solway coast. No direct access to castle and little made of fort.	
Brougham Castle	Penrith	EH	Castle.	Castle built in 13th century and featured heavily during time of Reivers.	
The Beacon	Whitehaven 7	Copeland Museum Service	Museum, gallery and interactive attraction.	Of interest because it has a weather gallery and a whole floor looking at local industry and history, including salt making, farming and fishing.	Also has on site and outreach education facilities for all ages.
Cherryburn	Stocksfield 11	National Trust (NT)	Home of Thomas Bewick, naturalist and engraver.	Great view of landscape.	
Carlisle Castle	Carlisle 6	EH	Medieval castle linked to Tullie House.	Originally an important Roman fortress; 12th century keep and later buildings.	Special school tours linking Tudors and Reivers for 2009.
Carlisle Cathedral	Carlisle 6	Church	Christianity in Cumbria exhibition.	Urban environment. Links to Bewcastle.	

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Attraction/site	Location & Character Zone	Operator	Nature of attraction	Comments	Education
Chesters Roman Fort	Chesters 11	EH	Archaeological interest in beautiful setting next to river.	Mainly outside with small museum for finds. Stunning location.	
Corbridge Roman Town	Corbridge 11	EH	Roman remains with visitor centre.	Mainly outside with small museum for finds. Stunning location next to river.	
Dilston Castle & Chapel	Dilston 11	North Penines Heritage Trust (NPHT)	Castle.	MENCAP. Physic Garden. Links to use of wildlife in traditional medicine.	
George Stephenson's Birthplace	Wylam 11	NT	House.	Industry and links to Railways.	Suitable for school groups.
Gosling Sike Farm	Nr Carlisle 6	Cumbria Wildlife Trust (CWT)	Offices, visitor centre and education building.	Formal handover of the land in June 2009. Organic farm and learning centre.	Proposed education room. Farm already attracting circa 1,000 school places per year. Proposed to aim at secondary and tertiary.
Great North Museum	Newcastle 14	TWA&M	Gateway location.	Opened 23 rd May 2009. Viewed by HWHL as Gateway to Hadrian's Wall.	Education key to provision.
Hardknott Roman Fort	Hardknott 7	Owned by: NT Managed by: EH	Fantastic location and evocative remains; some old-fashioned panels/ labels on site.	On a spectacular site overlooking the pass which forms part of the Roman road from Ravenglass to Ambleside and Brougham at Penrith.	
Hexham Abbey	Hexham 11	Church.	Working church.	Potential new visitor centre in key urban area.	
Hexham Old Gaol	Hexham 11	Council Museums Service	Historic building attraction.	Focuses primarily on the history of the building and town, especially related to the area's reliving history.	Educational visits.
Housesteads Roman Fort	Nr Haydon Bridge 11	Northumberland National Park Authority (NNPA), NT, EH	Major Roman site with archaeology and museum.		Education is key to provision.
Lanercost Priory	Brampton 11	EH	Former Cistercian monastery, still a working church. Includes Dacre Hall. Displays of Roman altars. Priory suffered during border wars.	Linked to Burgh by Sands by Edward I who fell ill at Lanercost during border wars and died at Burgh. Also walls built from Hadrian's Wall.	
Muncaster Castle	Ravenglass 7	Private	House & gardens, with associated attractions	World Owl Centre, wildlife maze, computer interactive centre, plant centre.	
Newcastle Castle Keep	Newcastle 12	Owned by: Newcastle City Council (NCC) Managed by: Society of Antiquaries (SA)	12th century castle.	Urban area links to medieval history.	Education packs to download.
Once Brewed	Haydon Bridge 11	NNPA	Tourist Information Centre (TIC) and small visitor centre.	Has plans to become a discovery centre type project (The Sill).	
Prudhoe Castle	Prudhoe 11	EH	Ruined castle.	Close to railway.	

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Attraction/site	Location & Character Zone	Operator	Nature of attraction	Comments	Education
Rhedged (Discovering Cumbria)	Nr Penrith		TIC, exhibitions and shopping.	Multimedia display about Romans through eyes of Celts.	
Roman Army Museum	Greenhead 11	The Vindolanda Trust (TVT)	Great collection and displays in farm buildings. Adjacent to Walltown.	Will have an upgrade as part of the Roman Vindolanda redevelopment.	
Roman Vindolanda	Nr Bardon Mill 11	TVT	Recognised for its dig programme and spectacular collections.	Major redevelopment to be completed 2011.	Academic.
Segedunum Roman Fort, Baths and Museum	Wallsend 12	TWA&M	Museum and fort site.	Has huge potential to act as the start of the Wall.	Large education provision Site offers teachers' resources, workshops with links to many subjects.
Senhouse Roman Museum	Maryport 6	Trust	Current Roman museum in old army building.	Acts as a venue for community activities including writers group & festival, arts & crafts.	Has an education programme (including pre-visit loan boxes).
Slackhouse Farm	Nr Birdoswald 6	Private	Organic cheese producers/Scypen visitor centre.	Permissive footpath trail around the farm through areas of particular ecological interest.	Schools and children's groups are encouraged to visit the farm.
Solway Coast Discovery Centre	Silloth 6	Solway Coast AONB	Converted school house in conjunction with TIC.	Small museum and education space.	Education room for primary schools.
St Bees Priory	St Bees 7	Church	Working church with exhibitions.	In the process of upgrading displays on history of church and town.	
St Oswald's Church	Nr Chollerford 11	Church	Working church with links to battle.	Site of Battle of Heavenfield.	
The Rum Story	Whitehaven 7	Trust	Exhibitions in historic buildings.	Displays on rum trade – sugar, rum making, barrel making, smuggling, the local family business.	Education and group visit facilities.
Tullie House Museum	Carlisle 6	Carlisle City Council	Council museum with wide remit. Gateway to Hadrian's Wall.	Viewed by Hadrian's Wall Heritage Limited (HWWHL) as Gateway to Hadrian's Wall.	Education key.
Walby Grange Farm	Nr Brampton 6	Private	Working farm, soft play.	Sits on top of the line of the wall.	Encourages schools.
Walltown Crags	Nr Haltwhistle 11	NNPA	Country Park style attraction.	Small shop and toilets.	Has education pack & trails see http://www.northumberlandnationalpark.org.uk/understanding/learningzone.htm
The Wave Centre	Maryport 6	Allerdale Borough Council (ABC)	TIC with rooms, museum displays on Maryport and performance space.		

Appendix B - Schedule of existing attractions

The table below shows additional facilities that may be added in future years.

Potential new facilities	Location & Character Zone	Operator	Nature of attraction	Comments
Education room	Solway 6	Partnership	New education room talked about.	
Education room	Greenlea Lough 11	NNPA	New education room talked about.	
Library	Haydon Bridge 11	Trust	New info and interpretation point.	Looking for funding with Hadrian's Wall Heritage Limited (HWHL) support at the moment to develop the library as a community and tourist resource, associated with a new website and town/wider trails.
Visitor Centre	Hexham 11	Abbey	Visitor Centre.	Achieved a Stage 1 HLF pass.
SILL	Once Brewed 11	NNPA	Discovery Centre.	Education service as part of wider offer.
Gosling Sike Farm	Carlisle 6	CWT	Organic Farm.	Proposed new room in new facility.

One of the key audiences being considered within this project is education. The research has shown that schools are already using the attractions to provide a range of subjects across the curriculum.

Site	Landscape theme	Educational provision	Other notable provision
Arbeia Roman Fort and Museum	<ul style="list-style-type: none"> Clues to a troubled past written in the landscape 	<ul style="list-style-type: none"> Various led sessions focussing on the Romans and using costumed interpretation Time Quest – an opportunity to experience archaeology and discover how to recreate the past 	
Bewcastle Cross and St Cuthbert's Church	<ul style="list-style-type: none"> Landscapes linked by Hadrian's Wall, both of which influence people's lives past and present 	<ul style="list-style-type: none"> In Tullie House there is a good display on Christianity in Roman Carlisle. Includes small display on Bewcastle Cross. Images, history and details of the various panels. Can do rubbings of a variety of replicas of the panels 	
Birdoswald Roman Fort	<ul style="list-style-type: none"> Clues to a troubled past written in the landscape Landscape character and resources shaping places and people Mix of landscape habitats surrounding Hadrian's Wall Landscapes linked by Hadrian's Wall, both of which influence people's lives past and present 	<ul style="list-style-type: none"> Good site in looking at why Hadrian's Wall is where it is Views from viewing point allow for looking at how the land has been and is used Includes walks along parts of the wall. In terms of group visits provides a good range of activities to explore Hadrian's Wall and its legacy Could be an excellent resource in terms of landscape interpretation although much of the programmes seem to focus purely on the Romans 	<ul style="list-style-type: none"> Hadrian's Wall residential study centre. Is purely a residential facility that can be used as a base for exploring Hadrian's Wall. Can link into other EH education provision both at Birdoswald and other venues. There has to be an opportunity to build landscape packages into this but at present this is not done Interactive guided tours (KS1 and 2) Crafty Romans Discovery sessions (KS1 and 2)
Carlisle Castle	<ul style="list-style-type: none"> Landscapes linked by Hadrian's Wall, both of which influence people's lives past and present 	<ul style="list-style-type: none"> None of significance 	<ul style="list-style-type: none"> Main education provision here is the Discovery Visit 'The Tudor Castle' but there is limited availability of this Also provide Teacher's pack, access to Education room, story box and book box
Carlisle Cathedral	<ul style="list-style-type: none"> Landscapes linked by Hadrian's Wall, both of which influence people's lives past and present 	<ul style="list-style-type: none"> Christianity in Cumbria exhibition 	

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Site	Landscape theme	Educational provision	Other notable provision
Discovery Museum, Newcastle Upon Tyne	<ul style="list-style-type: none"> A place where people live and work as well as holiday 	<ul style="list-style-type: none"> Play Tyne - Early Years Tyne model including bridges, boats and cranes. Hands on water play River Tyne Gallery 	
Housesteads Roman Fort		<ul style="list-style-type: none"> Redevelopment will have a big focus on education. Cross curricular and a range of curriculum areas offers an opportunity for some focus on landscape 	<ul style="list-style-type: none"> Teacher's handbook Book box Education Room Hadrian's Wall handling collection
Segedunum Roman Fort, Baths and Museum	<ul style="list-style-type: none"> Clues to a troubled past written in the landscape Landscapes linked by Hadrian's Wall, both of which influence people's lives past and present 	<ul style="list-style-type: none"> Panorama from viewing tower allows you to see the whole site laid out – important if you are small as you won't get a sense of place stood in the middle of it all Timeline in the tower allows you to focus on the changes in the landscape over 2000 years or to look at three key time periods – Roman, Colliery and Shipyard Gain a sense of landscape use by standing on site looking at the Roman site and then turning to look at landscape use now and the path of the river. Looking at how the river shapes the land now as the wall did then. This can also be achieved from standing in the tower Layering of the land interactive timeline in the gallery (Roman garden could be useful but badly interpreted) 	<ul style="list-style-type: none"> Design and Technology thread running through the gallery. Build a bridge (EY and KS2 version). Fabrics used by the Romans – what do they feel like? Creating Roman tile patterns. Grinding Quern. Pulleys and levers. Provides a slightly different angle on the usual and could be used in other parts of the curriculum other than History Bath house open – link to Literacy hour with the provision of a led 'Big Book' session 'Bath Invaders' Variety of sessions focussing on the Romans using object handling, costumed interpretation and gallery tours
Slackhouse Farm	<ul style="list-style-type: none"> A place where people live and work as well as holiday 	<ul style="list-style-type: none"> Situated near Birdoswald and home of Birdoswald cheese Encourage schools and other groups to visit the farm and take part in a variety of programmes to suit their needs e.g. food and farming, making cheese, making bread, planting etc. All free! Family groups visiting can take part in a trail around the site using material provided by the Soil Association Cafe on site provides the focus for 'non booked' groups 	
Steel Rigg	<ul style="list-style-type: none"> Clues to a troubled past written in the landscape Mix of landscape habitats surrounding the wall 	<ul style="list-style-type: none"> None at present but a key viewpoint which just needs a simple activity similar to the one in the Walltown pack 	
Talkin Tarn	<ul style="list-style-type: none"> Landscape character and resources shaping places and people Mix of landscape habitats surrounding the wall 	<ul style="list-style-type: none"> Ranger Services provides focus on environmental education. A range of activities led by the rangers are available including minibeast, habitats, food webs, sustainability. Fantastic example of creative education provision in this area Can work on the John Muir Award here 	<p>NC and QCA links</p> <p>KS1 Science Sc1 Scientific enquiry; Sc3 1a-c Grouping materials</p> <p>KS1 Art 1 Exploring and developing ideas; 2 Investigating and making art, craft and design</p> <p>KS1 Music 1 Performing skills; 2 Composing skills</p> <p>QCA Science 1A Ourselves; 1F Sound and hearing</p> <p>QCA Music Unit 2 Sounds interesting</p> <p>QCA Art and Design 4c Journeys</p>

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Site	Landscape theme	Educational provision	Other notable provision
Tullie House Museum and Art Gallery	<ul style="list-style-type: none"> • Clues to a troubled past written in the landscape • A place where people live and work as well as holiday • Landscape character and resources shaping places and people • Mix of landscape habitats surrounding the wall • Landscapes linked by the Wall, both of which influence people's lives past and present 	<ul style="list-style-type: none"> • Borders Gallery – some focus on landscape. Starts at the Ice Age. Glaciers etc – how did they shape the land. Moves on through Bronze Age, prehistoric man, Romans, Celts, Vikings, Victorians. How the landscape was changed by nature and how man responded to this. "Man makes his mark" • Low key interactives – prehistoric hut, Viking costumes, rubbings, story bags. Makes the journey an active experience for children • Wildlife gallery - static displays of birds and mammals from the surrounding area mainly focusing on the Solway coast. Early Years linked story bags. 'Lift up flap' boxes in front of the cabinets which are suitable for KS1 and KS2 • ArtyFacts sessions for Early Years includes one on Rivers and an INSET day to support this 	<ul style="list-style-type: none"> • Special Events • Art Workshops • Loan Boxes • In House sessions • Outreach sessions • INSET <p>All the above are largely history based.</p>
Walltown	<ul style="list-style-type: none"> • Clues to a troubled past written in the landscape • Landscape character and resources shaping places and people • Mix of landscape habitats surrounding the wall • Landscapes linked by the Wall, both of which influence people's lives past and present 	<ul style="list-style-type: none"> • Education Pack www.northumberlandnationalpark.org.uk/walltowneducationpack1.pdf 	<ul style="list-style-type: none"> • Significant provision through Traditional Boundaries/ Traditional Skills apprenticeships, post 16, GNVQ & work experience provision with National Park Rangers and Visitor Centre staff and future developments through College in the Park



Appendix C - Development case studies

Sewingshields Crags © Northern Horizons

Case study 1 Rochester and Dere Street¹

Rationale

One of the key objectives of the Interpretation Framework for the natural and cultural landscape of Hadrian's Wall is to use interpretation to help raise the profile of Hadrian's Wall Country and its landscapes at regional, local and international levels, and to complement its marketing as a series of distinctive and accessible destinations that are linked by – but are also much more than – their Roman heritage. The fascinating historical palimpsest presented at High Rochester, on the A68 nine miles south of the border crossing at Carter Bar, offers an exciting opportunity to link Hadrian's Wall with its wider landscape context both physically and interpretively, to explore a fascinating story of human settlement way beyond the Roman occupation that can be clearly read in the landscape, and to help raise the profile of 'Hadrian's Wall Country' at a prominent point on a major through-route.

Introduction

Rochester is situated in the upper reaches of Redesdale and at the heart of the Northumberland National Park, some 15 miles north of the Hadrian's Wall central section. Today, it comprises two main settlements. The hamlet of High Rochester is located within the walls of the Roman fort of Bremenium ('the place on the roaring stream'), the remains of which are located to the east of the Turnpike road on high ground overlooking the Sills Burn. The site is a Scheduled Ancient Monument, and the settlement includes two bastles still used as dwellings and a couple of ruined cottages of uncertain date, as well as farm buildings and holiday cottages. The second settlement of Rochester, just south of the fort, grew up in the eighteenth and nineteenth centuries along the Turnpike road, now the A68 linking Newcastle to Scotland and the borders. To the north of both lies a vast expanse of high barren moorland, much of which is incorporated in the Otterburn Training Area.

Bremenium played an important role as an outpost fort beside Dere Street, the easterly Roman route into Scotland, and had a large mixed garrison. Some 500 metres west of the fort are the Birdhope Marching Camps, and there are two more temporary camps nearby at Bellshiel and Sills Burn. However, settlement began here long before the Romans arrived and there is geophysical evidence of a hillfort enclosure, typical of the late Bronze Age and Iron Age, immediately west of the Roman fort. During the late Iron Age/Romano-British period, settlement appears to have continued here with less heavily fortified enclosures containing roundhouses and stockyards.

Evidence in the landscape tells us much about settlement in the area before and after the Romans. Rochester lay beyond or on the very edge of the zone of permanent settlement and cultivation during

¹ Much of the historical information here has been taken from the excellent NNPA Village Atlas resource: www.northumberlandnationalpark.org.uk/understanding/historyarchaeology/historicvillageatlas/rochesterintroduction.htm

the medieval era, but settlement advanced up the valley until about 1300, when the climate was kinder here. During the 14th century inquisitions, however, warfare, climatic decline and disease led to a fall in the population and settlements contracted. Importantly, Dere Street remained a recognised feature after the Roman withdrawal and continued in use as a highway throughout the medieval and later eras. The border crossing serving as a meeting place for the judgement and resolution of disputes, both international and inter-communal, and as a jumping off point for the raids which generated those disputes. The Rede valley, leading south from the border at Carter Bar, was also the backdrop for the Battle of Otterburn in 1388, a bitter defeat for the English against the Scots.

Until recently, Brigantium, an archaeological reconstruction site, was open to the public in the centre of Rochester. It was designed to tell the story of the Roman occupation from the point of view of the native population at the time and was built by local craftsmen and volunteers from the Department of Archaeology at the University of Newcastle. We are not aware of any plans to reopen the site (although the cafe beside it is very active and occasional events, such as Redefest, are held on the open ground behind the cafe which was formerly part of the Brigantium site).

Issues and opportunities

High Rochester is easily accessible from the A68, and the village of Rochester offers a suitable opportunity for encouraging passing visitors to pause, orientate themselves and look around. Suitable provision here would help address the issue of offering effective welcome and orientation points for Hadrian's Wall Country, particularly for visitors arriving from the north.

The provision of welcome and orientation facilities, plus themed short and long walks that feature High Rochester, would help address a further two key issues: of helping people engage with the landscape that forms the backdrop of their outdoor activity (particularly walkers and cyclists); and adding value to the Roman frontier experience. Here is an opportunity for visitors to really see and understand the Romans and their impact on the landscape in the context of human settlement and land-use before and after they came. The ebb and flow of settlement, cultivation and industry are spelt out here, which links strongly to the issue of climate change, and walks and views from the fort remind us that centuries of stories of conflict, fortification and military and civilian manoeuvres – from the Iron Age to the Romans, Border Reivers and today's armies – and are still being written here today.

Meeting key framework objectives and audiences

New interpretation at Rochester would be a part of the following visitor infrastructure projects, which meet Interpretation Framework objectives and target audiences:

Roman roads mapping and access (Project 5). Helping to extend the popular understanding of Hadrian's Wall Country by celebrating the network of Roman roads that criss-cross the countryside and follow the coastal strip from Maryport to Ravenglass.

This project:

- Meets objective and recommendation 5 – appreciating the landscape context of Hadrian’s Wall
- Addresses these key audiences: all users but stakeholders, outdoor enthusiasts, special-interest and repeat visitors in particular

Hadrian’s Wall signage exterior and orientation points (Project 3). The design and provision of a series of eye-catching ‘welcome and orientation points’ for Hadrian’s Wall Country at key entry points to the area.

This project:

- Meets objective and recommendation 4 on easy to access welcome and orientation
- Addresses these key audiences: all users but first time visitors in particular

Themes and messages

The landscape and history of High Rochester and its environs is an excellent example of how we can read this area’s turbulent past in the landscape, with associated topics including climate change, farming, archaeology and a disputed land. Thus interpretation at Rochester should contribute to the delivery of the following key interpretive theme and message:

Reading the Landscape

Hadrian’s Wall Country has endured a turbulent history, evidence of which can be read in the landscape. Along this ancient frontier are remnants of great geological upheavals, the scars of centuries of weather and industry, and the remains of countless battles and modern military manoeuvres

The interpretation at Rochester could also therefore be a part of a programme of **Lumps and bumps days (Project 15)**, inspired by the Reading the Landscape theme, and comprising a series of events and activities focused around helping local people and visitors to understand the significance of the many lumps and bumps across the landscape of Hadrian’s Wall Country.

This could include links to the nearby long cairns on Dour Hill and Bellshiel Law, located further up the valley, which provide impressive and atmospheric relics of prehistoric communities. It is thought that such monuments would have been the focus of communal burial practices centred on worship of the ancestors. Another link could be made with The Three Kings standing stones near the start of the Kielder Forest Drive that may date from the early-middle Bronze Age (and which legend says mark the graves of long dead kings of Denmark).

This project:

- Meets objective and recommendation 6 – meeting the needs of key audiences
- Addresses these key audiences: families, special-interest and repeat visitors, education and other groups

Vision for the development case study

Rochester will provide an engaging welcome and orientation point for Hadrian’s Wall Country,

and makes use of the web of Roman roads to link key significant outlying landscapes highlights and natural and cultural resources with Hadrian’s Wall, both physically and interpretively.

While the philosophy of linking via Roman roads can be applied across Hadrian’s Wall Country (for example, to link Bewcastle to Birdoswald, and Corbridge to Whitley Castle), Rochester provides a particularly engaging opportunity to inspire visitors, particularly those travelling along the A68 who may not be aware of the extraordinary history written in the landscape just off the road nor its close links with Hadrian’s Wall to the south.

The vision is twofold:

- To provide an effective welcome and orientation point at and for Rochester and its environs, in relation to Hadrian’s Wall Country and other key landscape attractions in this area, particularly geared to those travelling on the A68 by car, bike or bus
- To encourage casual and long distance walkers and cyclists to include Rochester as a highlight in a variety of existing and new routes, inspired by the Roman road network and by key topics like human settlement, climate change, border life, farming and Christian heritage

To achieve this vision, we envisage the following project phases:

Quick wins:

- Work with the Camien Cafe and Rochester Village Hall Committee to ensure Hadrian’s Wall Country publicity material and appropriate leaflets are available
- Establish web links between the HWHL website and the cafe and village hall (and the Wild Redesdale website), where appropriate
- Work with Forestry Commission and Northumberland National Park to ensure High Rochester themed walks are included in the new annual Kielder Walking Festival
- Include a Hadrian’s Wall Country stand at the annual Upper Redesdale Show (and potentially at Solfest)

Providing effective pre-visit and arrival information would be particularly useful for first time visitors and could stimulate repeat visits. A high profile at local shows would help to engage with the local community as well as UK and overseas visitors and outdoor enthusiasts.

Short to medium term:

- Install an eye-catching outdoor quality welcome and orientation point at a suitable car park or lay-by in Rochester. The Camien Cafe car park, the parking area at the newly refurbished village hall or the area in front of the former garage might be appropriate for this. This structure would include exterior quality panels with maps, information and interpretation, plus leaflet dispensers. Further walk information and leaflets could continue to be available from the hall and/or cafe (and at the garage and camp site at Byrness)
- Work with Kielder Partnership to identify opportunities for including similar orientation and information at the picnic site and toilets at the start of Kielder Forest Drive (Blakehopeburnhaugh)
- Similarly, work with Otterburn Ranges to link its new access and interpretation points with walks to Rochester and other highlights locally that are part of the Hadrian’s Wall Country portfolio

- Encourage the local communities, potentially through Wild Redesdale, to develop a series of short and longer walks and cycle routes from Rochester, Horsley, Byrness etc that are themed to reflect the key messages in this interpretation framework, encourage interpretive links with the Hadrian's Wall Country landscapes and give access to key viewpoints. Make these walks available as e.g. downloads from partner sites (There are already some waymarked walks from Rochester to the fort and in the forest above the village, but there is little encouragement to use them and no interpretation available once beyond Brigantium – and even that is very tired and faded now)
- Golden Pots - a significant viewpoint. The high moorland stretch of Dere Street, on the watershed between Cottonshope and Ridleeshope, is marked by two cross sockets called the Golden Pots. The crosses probably served as waymarkers to show the course of the Street across the high ground. Today this area offers spectacular views in all directions, and is interpreted for its significance both in Roman times and as a key part of the Otterburn Training Area. These crosses could be reintroduced as an arts installation, part of a project to focus on the Christian Heritage of the area and to link the many significant crosses within Hadrian's Wall Country
- Link into the Focus on place names (Project 12) identified in the Interpretation Framework, encouraging the Rochester community – perhaps through the village hall and/or Otterburn School – to map local place names and their links to people and landscape. This could become a web-based community project and/or storytelling and/or walking routes

This second phase would again help welcome and orientate visitors, particularly first time visitors, and the series of community projects described here would help children and families as well as local and visiting outdoor enthusiasts to engage with the local landscape.

Longer term:

- Explore the potential for reopening Brigantium, even if only on an occasional basis, as a resource for schools, traditional skills development and university research. Exploit partnership opportunities for reinvigorating and effectively marketing and promoting it, developing its links with the Roman Frontier interpretation and as a key part of the Hadrian's Wall Country landscapes interpretation
- Explore the potential for linking into existing long distance trails and/or developing new ones, which use themes identified in this Interpretation Framework. For example, link into the Roman Heritage Trail (which includes a spur from the Hadrian's Wall Path to Melrose); link into the St Cuthbert's Way trail with a new spur that links the string of churches in the upland hinterland of Northumberland – Elsdon, Corsenside, Bellingham, Haydon Bridge, Beltingham – which are consecrated to St Cuthbert and which lead from north Northumberland along the edge of the uplands and through the Tyne-Solway gap to Cumbria, (this may have been the route followed by the Community of St Cuthbert during the late-ninth century, when it fled from its first refuge at Norham to a temporary haven in Cumbria in the face of the Danish onslaught); work with the National Park to establish a route that links Hadrian's Wall via Rochester to the Iron Age forts of Glendale to look at early settlements, cultivation and climate change

Further opportunities to engage with schools and to develop community skills and interests:

- The long distance trails would encourage new and repeat visits from the UK and overseas and, potentially, would have the added benefit of encouraging longer stays and thus greater spend in the area

Case study 2: Bowness-on-Solway

Introduction

The small village of Bowness-on-Solway lies to the west of Carlisle within the Solway Coast Area of Outstanding Natural Beauty (AONB). It boasts wide panoramas and stunning coastal views across the Solway Firth and into Scotland. Bowness-on-Solway was the most northerly frontier of the Roman Empire and the village was built on an area where the second largest fort along Hadrian's Wall, the Roman Fort of Maia, was occupied. The Roman Empire used the natural frontier of the Solway coast to create a turf wall with turrets, mileforts and forts.

Today, the only visible trace of Roman constructions is the line of the main road into the fort, which lies in the field opposite Wallsend Guest House. The site is protected by legislation but sheep graze over the remains of the unexcavated camp follower village that lies beneath the bumpy grass. The 12th century St. Michael's Church occupies the site of one of the Roman fort's buildings, a granary. It was constructed from stone taken from Hadrian's Wall as were many of the houses in the village.

The Solway Coast AONB was essentially a wetland landscape, modified by man evolved the landscape to cater for agriculture. The stone construction of Hadrian's Wall ended at Bowness-on-Solway and the defences continued as a turf wall, which is believed to be due to the absence of stone which was a result of the underlying geology. This contrasts considerably with the geology in the east of England.

Key information

- The Hadrian's Wall Path National Trail starts/ends here
- Hadrian's Wall Country Bus stops here, and together with the Services 93 and 71, provide links to Carlisle every 2-3 hours
- Hadrian's Cycleway (National Cycle Network 72) travels through Bowness-on-Solway, and provides links to Carlisle and Maryport
- The nearest Tourist Information Centre is at the Old Town Hall, Carlisle
Open Monday to Saturday: March to June, September to October 9.30am - 5.00pm; July, August 9.30am - 5.30pm; November to February 10.00am - 4.00pm. Open Sundays Easter, May to August 10.30am - 4 pm
- Solway Coast Discovery Centre in Silloth is approximately 50 minutes drive away, and the Maryport Maritime Museum at Maryport is approximately 60 minutes drive from Bowness-on-Solway

Existing facilities

- There is no parking available for day visitors although there are viewpoints and laybys along Bowness sands for wildlife spotting. Long-stay parking at Wallsend Rectory B&B (£1.50/day guests, £3/day non-guests) and The Old Chapel (by prior arrangement) is available
- The Banks promenade is a National Trail passport stamping station available at any time
- WC in Village Hall open daily in daylight hours approx. 9am – 10pm (closed at 4pm in winter)
- The King's Arms public house, open daily. Hot meals 12-2pm, bar meals 6-9pm except Wednesdays
Also a passport stamping station where visitors can purchase the Hadrian's Wall Path completion badge and certificate (during normal opening hours)
- Post Office – serves cold refreshments Monday, Wednesday and Thursday 9-3pm. Closes 12-1pm for lunch

- Water tap – located in St. Michael's Churchyard
- Accommodation includes The Old Chapel B&B, Maia Lodge and Wallsend Guest House
- The Old Chapel – accommodation, car parking, shop and café on the trail. Light refreshments and local produce 10am-4pm every day except Tuesday. Full disabled facilities. Car parking and group accommodation available

Issues and opportunities

Bowness-on-Solway and surrounding area offers a suitable opportunity to encourage walkers and cyclists to appreciate the surrounding landscape whilst orientating themselves at the start (or end) of the National Trail. Projects to enhance visitors' appreciation of the natural and cultural qualities of the landscape must be sensitive to the limited capacity of the small village, taking into consideration the local community, infrastructure limitations and conservation issues regarding the important habitats and wildlife.

Subtle interpretation already exists in Bowness-on-Solway, but there is limited publicity information available for the visitors regarding the unique attractions. The Banks, an early 20th century promenade boasts wide panoramic views over the Solway Firth. The promenade was recently renovated and a timber hut constructed with a Roman style mosaic on the floor. The mosaic was based on drawings by the local primary school children depicting local birdlife visible on the estuary ahead, including oystercatcher, canada geese, and heron. There is opportunity to highlight key elements of wide panoramic views from the promenade across the Solway Firth, from the wind turbines to the north, and Solway Moss to the north east, where the Battle of Solway Moss took place near the River Esk in 1542.

Bowness sands are popular with visitors in the summer, with diverse habitats such as sand dunes and salt marshes accommodating a wide range of birds such as wintering and migrating waders, and wildfowl. The importance of the range of habitats is recognised by the protective designations; the Upper Solway Flats and Marshes are designated as both a RAMSAR site (internationally important for wetland birds) and Special Protection Area (SPA), some areas of which are also a SSSI.

Bowness-on-Solway is within the Solway Basin (National Character Area 6) which highlights key characteristics such as raised beaches, dunes, salt marshes and intertidal mudflats, which contrast with the inland landscapes of rivers and streams, farmland enclosed by windswept hedgerows and flat to gently undulating lowland plains. The Raised Mire Landscape consists of rare, intact estuarine raised peat bogs and includes Bowness Common, Glasson Moss, Drumburgh Moss and Wedholme Flow, all to the south of Bowness-on-Solway. Today, these areas are nationally important and of high nature conservation value, designated as National Nature Reserves and Special Areas of Conservation (SAC). They support rich and diverse wildlife including roe deer, badgers, stoats, adders, frogs, common lizards and butterflies.

To the south-west of Bowness-on-Solway along the west coast, the RSPB Campfield Marsh Nature Reserve is a lowland, wetland, farmland and peat bog. There is a small amount of interpretation, such as boards within the bird hides, and the importance of wetlands and peat bogs due to their ability to store carbon, helping to tackle climate change has been highlighted.

Meeting key framework objectives and audiences

New interpretation at Bowness-on-Solway and surrounding area would be a part of the following key interpretation and visitor infrastructure projects, which meet Interpretation Framework objectives and target audiences:

Top ten things to see and do (Project 1). A series of highlights based on various landscape themes and on a variety of activities through the recommendations of the variety of top tens developed to meet the needs of different particular audiences.

This project:

- Meets objective and recommendation 3 on providing effective pre-visit information
- Addresses these key audiences: all users but particularly first time and special interest visitors, and those with specific needs

Hadrian's Wall Country signage and orientation (Project 3). The design and provision of a series of eye-catching 'welcome and orientation points' for Hadrian's Wall Country at key entry points to the area.

This project:

- Meets objective and recommendation 4 on easy to access welcome and orientation
- Addresses these key audiences: all users but first time visitors in particular

Vision for the development case study

The vision is to encourage walkers and cyclists to the village to engage with the surrounding landscape, from appreciating the wide panoramas, abundant wildlife and habitats, to exploring the quiet lanes and historic mosaic field patterns.

As the starting or end point of the National Trail, Bowness-on-Solway is already a pedestrian focal point, however further development will ensure it is an effective welcome and orientation point. The village is within the Solway Coast AONB, which has a wild and remote yet tranquil character that it is important to maintain and preserve.

The vision is threefold:

- To develop an effective welcome and orientation point at and for Bowness-on-Solway and its environs, in relation to Hadrian's Wall Country and other key landscape attractions in this area, particularly geared to walkers and cyclists
- To provide effective welcome and orientation points at more suitable destinations for visitors travelling by car, for example, at the Discovery Centre in Silloth, at key destinations in Maryport and Carlisle, such as Maryport Maritime Museum, Tullie House Museum and Art Gallery, and train stations
- To encourage visitors to appreciate the landscape highlights and qualities of Bowness-on-Solway and surrounding area

Quick wins:

- Work with RSPB to providing Hadrian's Wall Country publicity material and appropriate leaflets from the Reserve at Campfield Farm, regarding nearby attractions and the surrounding landscape. This information should also be available from other nearby destinations and information points, for example, the Discovery Centre at Silloth and Tullie House Museum and Art Gallery, Carlisle
- Work with local community and providers of existing local facilities, such as at the Post Office, B&Bs and other accommodation etc, to ensure the provision of effective welcome and orientation packages is available, particularly for first time visitors. This could stimulate repeat visits to find out and discover more
- Develop Top tens and include Bowness-on-Solway with views across the Solway Firth within Top ten views and the surrounding diverse habitats and associated wildlife within Top ten wildlife experiences

Short to medium term:

- Develop guided walks and/or bike rides around the area and through Bowness-on-Solway, focusing on the highly valuable habitats and landscape designations, and associated wildlife around the area. This will encourage interpretive links with the Hadrian's Wall Country landscapes and give access to key viewpoints. This could include routes that explore the River Wampool on the look out for otters, and the rare estuarine peat bogs hunting for lizards and butterflies. The routes could begin from key locations out-with Bowness-on-Solway to reduce traffic pressures on the narrow roads and parking problems. Make these walks available as pre-visit information e.g. downloads from partner sites
- A publication/leaflet highlighting the 20 best places to enjoy wildlife in Hadrian's Wall Country, which could include seasonal highlights of Bowness-on-Solway and the surrounding area as well as locations to enjoy the panoramic views over the Upper Solway Flats and Marshes towards Scotland. Importantly, the publication could include conservation techniques to prevent damage to these habitats
- Suggest Daytrips/weekend itineraries which are available on key websites; for example, start with staying at a local farm then to Silloth, visit the Solway Coast Discovery Centre before hiring bikes and exploring the mosses and raised mire landscapes on the way to Bowness-on-Solway, enjoy the panoramic views across the Solway Firth; Dad spends the next day fishing on the River Wampool whilst the Mum and the children visit the RSPB Reserve and do a spot of bird watching. Suggestions for alternative activities could also be received through Bluetooth downloads, received when within a 20 mile radius of Bowness-on-Solway

Longer term:

- An Agri-Environment scheme at a farm near Bowness-on-Solway, using the successful Slackhouse Farm as an exemplar. This could be used to highlight the way the landscape has evolved in this area from wetlands to agriculture, comparing and contrasting the different farming practices with further east (a link with Slackhouse Farm to compare?). Also the differences in the landscape such as windswept hedgerows compared with stone walls marking field boundaries
- Explore the potential for developing the coastal path along the North West Coast to improve access between Bowness-on-Solway and other nearby destinations. Within this, explore the potential to link into existing long distance trails, for example, providing a coastal walking route that links to the the National Trail that starts/ends in Bowness-on-Solway

Case study 3: Birdoswald Roman Fort and Bewcastle Roman Fort

Introduction

Birdoswald Roman Fort. Birdoswald Roman Fort has the best preserved defences of any of the 16 forts along Hadrian's Wall as well as a turret and milecastle, the original turf structure and, to the east, the longest continuous stretch of the Wall. Birdoswald is in an extremely picturesque location on a prominent ridge overlooking a meander of the River Irthing, which provided the Romans with a natural vantage point.

There are many layers of history evident at Birdoswald, which form a distinctive feature of the site. The remains of three main gates of Roman fort's defences have been unearthed, along with perimeter walls, angle towers, granaries and an unusual drill hall. Following the Roman withdrawal, a large timber hall was built in the 5th century over the remains of the defences, and later, a medieval fortified tower was constructed. An Elizabethan bastle house, a two storey farmhouse, was built using the stone from the remains of the Roman Fort, to defend against the notorious Border Reivers. Birdoswald was a working farm until recently, with an orchard and evidence of ridge and furrow within the site. Today sheep continue to graze within the grounds.

Key information

- Operated by English Heritage
- Opening times: 1 April – 1 November every day
- Cost: adult £4.50; concession £3.80; children £2.30
- Access: there is disabled access to the visitor centre, toilets, shop, tearoom and part of site
- Parking: a car & coach park with disabled parking on site
- Dogs are allowed on leads
- Guided tours of the site are available, at a cost of £2 per person (minimum groups size 20), which must be booked at least 4 weeks in advance
- Free education visits; Discovery visits for school groups, such as Crafty Romans (Key Stage 1 and 2; £75 per 30 pupils)
- The fort sits along the line of the Hadrian's Wall Path National Trail
- Hadrian's Wall Country Bus stops every 2 - 3 hours from April to November
- Hadrian's Cycleway is within close proximity (National Route 72)
- Roman-based events are held regularly, for example, Children's Roman Festival

Existing facilities

- A tea room open 1 April – 30 September
- A visitor centre housing an exhibition, shop, and WC
- A picnic area
- Accommodation: visitors can stay within the walls of the fort in a Youth Hostel which is a 39-bed farmhouse (seasonal opening 14 July – 15 September)
- Education facilities available to primary and secondary schools
- National Trail passport stamping station is situated inside the main entrance and shop

Birdoswald lies within the national Character Area 11, Tyne Gap and Hadrian's Wall, and there are two other Character Areas within close proximity: Border Moors (Character Area 5) to the north and North Pennines (Character Area 10) to the south. Visitors are encouraged to visit the existing viewing area in the southwest of the Birdoswald site to appreciate the vast panoramas over the steep drop into the valley of the River Irthing and beyond to the North Pennines. The leaflet "Self-Guided Trail around Birdoswald Roman Fort" highlights this vantage point as a key attraction at Birdoswald, particularly to view wildlife, such as buzzards, herons, red squirrels and foxes, from the bench provided, or as an ideal location to enjoy a picnic.

In addition, to the south west lies the Eden Valley (Character Area 9) and to the west, the Solway Basin (Character Area 6). This indicates there are a wide range of diverse landscapes types to be explored around Birdoswald.

The River Irthing is a Special Area of Conservation (SAC) and is valued as part of the River Eden and Tributaries SSSI. The broad valley of the meandering river is an historic landscape associated with Hadrian's Wall. The River Irthing's valley floor is heavily wooded and interspersed with wet pastures, creating a mature and sheltered character. Near Birdoswald, the deep and narrow gorge in the upper reaches of the River Irthing valley is lined with hanging woodland, wet woodland and hay meadows. The Northumberland National Park currently provides interpretation focusing on the landscape, including leaflets on landscape and wildlife, educating visitors about the different wildlife habitats whilst highlighting local guides, suppliers and attractions that are linked to and provide examples of the landscape.

During the Roman period, three successive bridges were built in the area around Birdoswald and as over time the course of the River Irthing has changed and moved westwards, the remains of abutments of these bridges are evident in several places. A new metal bridge crossing the River Irthing was constructed in 2001, which provides a continuous route from Gilsland to Birdoswald. This encourages people to follow the wall to Willowford, where there is nearly a mile of a well preserved sector of the wall.

The fort at Birdoswald was known to the Romans as 'Banna', Latin for 'spur', reflecting a key feature of the landscape by referring to the dominant position of the fort overlooking a meander of the River Irthing. There is debate regarding the location of the fort of Camboglanna or Camlann, which means 'the crooked glen', which was either built on the site of Birdoswald Roman Fort or Castlesteads Roman Fort. Birdoswald is also believed to have been the site of Arthur's last battle, the Battle of Camlann, where he is said to have died in 537AD.

Bewcastle Roman Fort. Bewcastle is a small, rugged yet peaceful hamlet to the north of Hadrian's Wall. It is home to Bewcastle Roman fort, St. Cuthbert's Church, a 7th century decorated Bewcastle cross, Bewcastle Castle and an exhibition with a small visitor centre, a cluster of independently managed attractions. The surrounding, picturesque landscape setting includes pasture fields marked by hedgerows and dry stone walls, abundant with flora and fauna. Panoramic views across the countryside vary through the seasonal changes, from hard frozen fells in the winter, to lambing in the spring.

Bewcastle Roman Fort is unusual in its shape, being an irregular hexagon rather than rectangular, and the embankments and ditches of the fort are visible today. The Roman name for the fort was 'Fanum Cocidi', which means 'The Shrine of Cocidius', due to the altars discovered on site dedicated to the pagan god Cocidius.

To the north-east of the Roman Fort are the remains of Bewcastle Castle, a Norman castle built using stones from the Roman Fort, destroyed by Oliver Cromwell in 1641. To the south of the fort is St. Cuthbert's Church, and the eastern part dates from 1277. The building material was taken directly from the Roman Fort remains. The present church was rebuilt in 1792.

In the churchyard lies the 7th century decorated Bewcastle cross, an anglo-saxon high cross, which is preserved in its original position. Each of the four sides of the cross are intricately decorated, with runic inscriptions, depictions of animals, vines, and knots.

Key information/existing facilities:

- Small unmanned visitor centre within the church graveyard (managed by Bewcastle Heritage Society)
- Access: access to church and small exhibition within. The fort and castle are privately owned so there is no direct access to either

The surrounding landscape, together with these unique attractions, with coordination and development of interpretation can offer opportunity for visitors to experience easy-access history within an area of wild beauty.

Follow the Roman Road from Birdoswald to Bewcastle. There is a well preserved Roman road between Birdoswald and Bewcastle on land that is accessible to the general public. It begins at Birdoswald in the Character Area 11, Tyne Gap and Hadrian's Wall, and travels north-west to Bewcastle into Character Area 5, Border Moors and Forests.

The Roman road runs through a range of distinctive landscapes such as woodland, farmland, moorland and an area of the Border Mires, Kielder-Butterburn. These are important blanket bogs, transition mires and quaking bogs and their high value is recognised by the designations, Special Area of Conservation (SAC) and Site of Special Scientific Interest (SSSI). The wet climate in northern England has resulted in a unique composition of vegetation including a wide range of bog-moss Sphagnum species.

Along the road located between the two forts is a Roman Signal Station (at NY580718), and to the west is Spadeadam Forest, where conifer plantations provide important habitats for red squirrels. Spadeadam Forest is home to the RAF range, a vast area of natural terrain with wild character. During the Cold War in the late 1950's, the range was used for testing the Blue Streak missiles, Britain's intended Intermediate Range Ballistic Missile (IRBM), which could potentially have been used to deliver nuclear warheads.

Issues and opportunities

- Whilst Birdoswald is already a key destination for visitors, by highlighting the unique landscape features in this area and developing the additional elements of the Roman Road and Bewcastle, there is opportunity to develop a cluster of destinations that will enhance the visitor experience and help visitors to understand more about the natural and cultural landscape
- Increased publicity of the spectacular vantage point at Birdoswald, which offers vast views over the landscape. This is a key opportunity which could be developed, simply by highlighting it as a notable attraction on key websites and on existing interpretation boards, for example, the "Gilsland - the Spa on the Wall" board within the car park at Birdoswald
- The Roman name for Birdoswald, 'Banna' reflects the form of the landscape where the fort is located. Further exploring other Roman and local places names which reflect key landscape features can inform both visitors and local community groups. How did Birdoswald get such a distinctive name? Are there any further local names which also reflect this?
- As Birdoswald is thought to be the site of Arthur's last battle, this provides opportunity to link with other Arthur sites across the Wall
- Further develop links between Birdoswald, the River Irthing, the valley and the landscape, by encouraging walkers to visit the new metal bridge whilst observing unique wildlife and habitats

There are a range of projects which will inspire, educate and encourage visitors to appreciate the natural and cultural landscape around Hadrian's Wall. These projects will focus on the central theme as well as supporting the key themes A Managed Landscape, The Influence of the Landscape and A living Landscape.

A Managed Landscape

Topics: landscape designations; habitats and biodiversity; flora and fauna; conservation

- Circular walks and accompanying leaflets enhanced by the incorporation of nature trails, encouraging visitors to walk from Birdoswald to Bewcastle along the Roman Road. Alternative routes could include journeys through wooded areas, such as Spadeadam Forest, Walton Moss (a SAC to the west of Birdoswald that supports rush and purple moor grass, wet heath and birch woodland), or along the River Irthing, using the new metal bridge which provides a new crossing
- Bluetooth downloads informing people that they have just entered a different landscape character area, with information about key changes to look out for, diverse wildlife and habitats they can observe as they walk through the area. This could also happen when visitors journey close to landscape designations (such as the Border Mires, Kielder – Butterburn, SAC and SSSI). Information could also be provided about the seasonal changes

- Work with the Bewcastle Heritage Society to incorporate landscape references within the exhibition at St. Cuthbert's Church, focusing on local farming practices, habitats, biodiversity, and flora and fauna
- Include the natural vantage point at Birdoswald and the panoramic view at the Roman Signal Station along the Roman Road to Bewcastle within a publication of Top ten views along Hadrian's Wall

The Influence of the Landscape

Topics: Agriculture and droving; industry and innovation; life; work and play

- Woodwork engraving within the fence at the existing viewing point at Birdoswald highlighting key elements of the view over the valley of the River Irthing, such as notable landscape elements, use of the natural resources, evidence of industry and agriculture, and wildlife and associated habitats

A Living Landscape

Topics: A spiritual place; food and drink; myths and legends; access and enjoyment

- Promotion of Birdoswald orchard and information to educate visitors of varying benefits, from locally produced to habitats for wildlife. Local produce could be used in the tea room and the orchard included in the mapping exercise of Fruitful Hadrian's Wall. Local foods and recipes could be incorporated onto table mats, menus and drinks coasters. Link this with Slackhouse Farm which produces organic cheese from a small herd of Ayrshire cows that graze on clover-rich pastures and hay meadows
- Storytelling events at Birdoswald focusing on the myths and legends at Bewcastle such as the Pagan God of Cadius, encouraging visitors to further explore the surrounding area and to follow the Roman road. Include links to local plants and foods, plus the nearby River Irthing
- Promotion of water-based activities on the River Irthing, from fishing to an arts based trail only accessible via canoe. This will encourage visitors to appreciate and use this resource, a contrasting and distinctive landscape near to Birdoswald

Case study 4: Segedunum Roman Fort and Museum

Rationale

There is a need for orientation sites for Hadrian's Wall Country to be developed at each end of the Trail. Segedunum provides the perfect opportunity at the eastern end while the western end is lacking such a venue.

However, Segedunum is currently not effective as a gateway to Hadrian's Wall Country. With some work it could do what a good gateway should - create a feeling of anticipation, give a sense of having arrived somewhere special, provide a way in and provide a framework to explore through.

This landscape interpretation framework considers an urgent need to provide visitors with options on how best to manage their visit to the WHS. At Segedunum the two key audiences that can be targeted are those undertaking the coast to coast walk and education visits.

Segedunum will provide an enchanting overview of the variety of landscapes that exist along Hadrian's Wall in order to target those preparing to complete the National Trail and to inform school children visiting the site as part of an educational trip. This will be achieved by integrating landscape stories across the existing museum provision (both inside and out) and/or the development of a dedicated gallery on landscapes, perhaps using an interactive video wall or interactive map.

Introduction

Segedunum, which means 'strong fort', stood at the eastern end of the Wall and was home to 600 Roman soldiers and for almost 300 years guarded this important part of the frontier. Today, Segedunum is once again the gateway to Hadrian's Wall. It is the most excavated fort along the Wall and has a large interactive museum plus a 35 metre high viewing tower providing outstanding views across this site.

The current Segedunum project began in January 1997 with a series of excavations in and around the fort, as well as the re-construction of the Bath House and the conversion of former Swan Hunter shipyard buildings to house the new Museum. Segedunum Roman Fort, Baths and Museum opened to the public in June 2000 and is managed by Tyne & Wear Archives & Museums (TWA&M) on behalf of North Tyneside Council.

Issues and opportunities

On arrival at Segedunum the visitor (in whatever target group) needs a clear signal that they are at the start of Hadrian's Wall and must be given a full understanding of the World Heritage Site that stretches 80 miles west to Maryport on the Cumbrian Coast.

The construction of the Wall is an awe inspiring feat that provides ample opportunities to wow the visitor. Before concentrating on the fort itself the visitor needs to be provided with an accessible orientation to exploring the Wall further and ensuring people visit the places they learn about in the Museum.

At the same time the fort is best placed to introduce people to Hadrian's Wall landscape and a permanent exhibition would provide huge benefits to people about to embark on the long distance trail across the country. In terms of educational visits Segedunum – and any other of the gateways – need to provide for dual visits. In effect acting as signposts to other parts of the Wall and Hadrian's Wall Country

Segedunum isn't a big enough site to occupy a full day so for those travelling a distance they will want a second place to move onto. The Great North Museum, Arbeia, or a journey out to see Hadrian's Wall itself at Housesteads of Vindolanda, could form the second part of the visit. At the point of researching a visit it needs to be clear to the teacher or group leader what a good second stop would be and how this links to the exhibitions in the Museum and the curriculum.

Meeting key framework objectives and audiences

New interpretation at Segedunum would be a part of the following key interpretation and visitor infrastructure projects, which meet Interpretation Framework objectives and target audiences:

Hadrian's Wall Landscape gateway sites (Project 4). Enhancement of key attractions at significant points across the area include and/or develop landscape interpretation to complement their existing interpretive provision, creating an enticing gateway into Hadrian's Wall Country.

This project:

- Meets objective and recommendation 5 – appreciating the landscape context of the Wall
- Addresses these key audiences: outdoor enthusiasts who complete the Hadrian's Wall cycle or walking trail and education groups

Hadrian's Wall Country interpretive viewpoints (Project 2). The design and provision of a series of sensitively sited interpretation points to help visitors understand and appreciate key landscape views across Hadrian's Wall Country. The viewing tower is a key focus for this work and provides the visitor with the ability to orientate themselves to the coast, the city and the surrounding area.

This project:

- Meets objective and recommendation 5 – appreciating the landscape context of the Wall
- Addresses these key audiences: outdoor enthusiast who complete the Hadrian's Wall cycle or walking trail and education groups

Themes and messages

One of Segedunum's strengths is that the visitor can follow broadly the same theme through the outdoor and the indoor displays. They can look at the indoor display and then see the reality of where it was. This is clearly signposted in terms of Roman life but not in terms of the cultural and natural landscape.

One of the key topics that need to be better developed is the River Tyne and the industry of the shipyards. However the problem is that this is a priority within the Discovery Museum in Newcastle also run by TWA&M and it appears this topic is therefore downplayed at Segedunum even though the location and the viewing tower provides an excellent resource to enable interpretation.

The River Tyne is one of the strongest influences within Hadrian's Wall Country running close to the Wall as far as Hexham and then travelling south along Maidens Way and north towards Bellingham. The river is also tidal as far as Newburn and has an array of wildlife and habitats.

Best Practise. The Salmon Cubes Art Trail promoted by the Environment Agency was an excellent way of looking at the natural resource of the river and the habitat it provided for salmon. A moving art trail was installed along the river and incorporated blue tooth technology to aid interpretation. As this project was a trail it helped people to consider the movement of salmon along the river, which was further supported by the ability to actually relocate the artworks to reflect seasonal changes.

At Segedunum the raw material is readily there but it all needs pulling together. It is a classic case of the material being provided but visitors not being given the tools and the support to access it effectively.

Therefore, Segedunum should contribute to the delivery of the following key interpretive themes and messages:

Reading the Landscape.

Hadrian's Wall Country has endured a turbulent history, evidence of which can be read in the landscape. Along this ancient frontier are remnants of great geological upheavals, the scars of centuries of weather and industry, and the remains of countless battles and modern military manoeuvres.

The panorama from the viewing tower allows the visitor to see the whole site laid out and you can see the site within the industrial landscape and the proximity to the Tyne. But because of the way the flow of the Museum works most people do this last. What needs to happen is that they are directed there first to gain a sense of place. In reality what will then happen is that people will revisit the viewing tower at the end to see again what they have experienced.

The virtual timeline in the viewing tower allows visitors to focus on the changes in the landscape over 2000 years and is a first step in helping people to interpret the panorama. This is an excellent place to stop and look at what it was – what it now is – and how it got there. Alternatively you can look at the three key time periods – Roman, Colliery and Shipyard. This is well signposted when in the viewing tower but, again, not on entry to the museum.

A Living Landscape.

Hadrian's Wall Country is a place for people. It is a dynamic landscape with a rich history that welcomes you to explore and enjoy a wealth of natural riches and cultural activity.

Segedunum needs to become a more dynamic attraction and link to the wider landscape of Hadrian's Wall Country. It has the ability to promote a number of key projects within the Interpretation Framework such as that proposed to commemorate the people of Hadrian's Wall Country. The proposed exhibition on influential people within the landscape could start with the entrepreneurs who built the industry of the River Tyne.

One candidate for inclusion could be George Burton Hunter, a young Wearside shipbuilder. George Burton Hunter, was a man of outstanding technical and commercial ability, whose interests extended far beyond his professional life. He associated himself with the interests of the Wallsend community, already expanding round the shipyard. He found congenial occupation with C.S.Swan & Hunter, being called upon to run this business almost single-handed until 1895, when he brought about a remarkable transformation in the Wallsend shipbuilding scene.

When he took over, the yard covered less than seven acres, with a river frontage of less than one hundred yards. In 1883 he acquired the adjoining land of a chemical manufacturer amounting to some 16 acres, constructing upon it what was then known as the East Yard, making the company's total area for the two yards 23 acres, containing six building berths.

Vision for the development case study

Segedunum will provide an enchanting overview of the variety of landscapes that exist along Hadrian's Wall in order to target those preparing to complete the National Trail and to inform school children visiting the site as part of an educational trip. This will be achieved by integrating landscape stories across the existing Museum provision (both inside and out) and/or the development of a dedicated gallery on landscapes, perhaps using an interactive video wall or interactive map.

Quick wins:

- Enhance the interpretation within the viewing tower to explore the wider landscape (Project 9)
- Examine locations for secondary site visits for educational groups who are visiting the Museum so that the whole day can be planned around Hadrian's Wall

Short to medium term:

- Enable more of the site to be entered for free
- Promote Segedunum as the start of Hadrian's Wall and provide a more dynamic start to the adventure that people are about to embark upon
- Review of the role of Segedunum within Tyne & Wear and the Hadrian's Wall World Heritage Site
- Undertake an exhibition on people of Hadrian's Wall Country that can move to venues throughout the study area
- Review levels of inclusive design within the Museum
- Assess the viability that the Gaming on the Wall be undertaken at Segedunum due to the large catchment area

Longer term:

- Consider the location of the Tyne Gallery at the Discovery Museum and its possible relocation to Segedunum or the new maritime museum being considered for Wallsend

Case study 5: Once Brewed

Rationale

The Interpretation Framework for the natural and cultural landscape of Hadrian's Wall has established the need for a gateway site in a central location to interpret the landscape context of the countryside surrounding Hadrian's Wall. This would fill a gap in landscape interpretation provision in this key central section, offer the opportunity to develop landscape links north and south as well as east-west and allow partners to work together to support understanding and enjoyment of the natural and cultural landscape.

Once Brewed seems ideally placed to fulfil this role, not least because of the potential to develop the cluster of attractions here and add value to the contrasting Roman experiences at Housesteads and Vindolanda. However, the Northumberland National Park Authority (NNPA) have identified that, although the current Once Brewed is an award winning TIC facility, the building is sub optimal and the facilities do not meet the needs of today's visitors.

The major concern for the success of this project is the funding in the light of a changing political climate and the major financial contributions required from external bodies. A partnership approach is essential to realise the full potential of the proposal. Concept testing has indicated an appealing holistic model likely to be successful, and in principle support has been given by all major stakeholders.

Once Brewed is key to the interpretation of the landscape within Hadrian's Wall Country. It will meet the needs of today's visitors and will help people to orientate themselves within the central section of the WHS. It will welcome people travelling by foot, cycle, bus, coach and car and provide an inspiration for visitors to deepen and widen their understanding and enjoyment of the natural and cultural landscape, the wildlife and the people who live here.

Introduction

Once Brewed is a Visitor Information Centre (TIC) located adjacent to a 77 bed Youth Hostel Association hostel and close to the Twice Brewed public house. This cluster of facilities is situated on the B6318 approximately 3.5 miles from Haltwhistle. The TIC is the main tourist centre for exploring the Northumberland National Park and World Heritage Site and the Centre currently attracts around 70,000 visitors per annum.

Within the shop there is a tourist information centre; a small shop area, which includes a vending machine and a limited line of confectionary; toilets and a small interpretation area. A further facility in the building is the Southern Area delivery team of the NNPA.

Issues and opportunities

Although the site attracts 70,000 visitors per annum this is considerably less than the 100,000 it achieved during the 1970's and 1980's and the dwell time is relatively short. This highlights the requirement for change to attract more visitors by meeting their needs.

While this should not be the only place to tell the 'Beyond the Romans' story, Once Brewed is key to the landscape context story because of its proximity to the Wall, several significant Roman sites and key geological features that can easily be read in the landscape. It falls at a natural crossroads, with links along the Whin Sill escarpment to the North Pennines AONB and to the Northumberland coast. There is a 30 year history of visitor welcome at the centre and it would also complement the interpretation of the geology at sites like Walltown Quarry, which is also operated by the NNPA.

NNPA have been developing a project to create a new Visitor Centre on the site of the existing facility. The working name is the Sill making reference to the great wave of volcanic rock. The focus of the project is the significance of the National Park to the area's heritage, culture, economy and community and to the people's enjoyment and quality of life. Regardless of whether Once Brewed is redeveloped as a major capital project, there is an exciting opportunity to develop the land immediately around the existing facility for interpreting the landscapes of Hadrian's Wall Country. The building sits on a large site which offers the potential for outdoor interpretation and smaller initiatives such as guided walks, nature areas and gardening to supply the accommodation.

There is also a huge opportunity to work with the neighbouring facilities of the YHA and Twice Brewed to create a meaningful hub that shares resources and ensures compatible projects to be pursued.

Meeting key framework objectives and audiences

New interpretation at Once Brewed would be a part of the following key interpretation projects, which meet Interpretation Framework objectives and target audiences:

Hadrian's Wall Country interpretive viewpoints (Project 2). The design and provision of a series of sensitively sited interpretation points to help visitors understand and appreciate key landscape views across Hadrian's Wall Country. A viewing platform is a key focus for this work and provides the visitor with the ability to orientate themselves to the coast, the city and the surrounding area. This has been proposed in the new build but could also be built in a similar style to the tower at Senhouse.

A landscapes interpretation centre for Hadrian's Wall Country (Project 4). The establishment/development of a site in a central location to interpret the landscape context of the Roman Wall. This project has been selected to respond to the current provision and the ability to enhance the facility. It would fill a gap in landscape interpretation provision in this key central section and offer the opportunity to develop landscape links north and south as well as east-west.

Rolling programme of temporary Landscapes on Loan exhibitions (Project 5). A series of surprising and inspiring temporary exhibitions, offered on a rotating basis, that bring different landscapes from across Hadrian's Wall Country to other parts of the area. Once Brewed has a large external exhibition area that could provide an excellent resource. The proximity of the Ranger service allows the site to also highlight very local knowledge, skills and materials.

These would largely be exterior displays, with an emphasis on managing sensitive habitats and working landscapes, linking seasonal and wildlife stories, local materials and traditional crafts (with an emphasis on contrasting landscapes and raising awareness of vulnerabilities, sustainability, responsible behaviour, climate change etc).

Themes and messages

Once Brewed already acts as gateway to the landscape and has the ability to direct visitors to key locations. The site has the size to operate as a car park, is a key node in the public transport network as well as attracting coach groups and school parties. NNPA are keen to promote the landscape of the whole National Park to encourage people to explore other areas in addition to the Wall. With extended facilities the National Park landscapes to the north, as well as those of the North Pennines AONB and destinations such as Allenbanks, Brampton and Slackhouse Farm can be well promoted.

Therefore Once Brewed could contribute to the delivery of the following key interpretive themes and messages:

Reading the Landscape. Hadrian's Wall Country has endured a turbulent history, evidence of which can be read in the landscape. Along this ancient frontier are remnants of great geological upheavals, the scars of centuries of weather and industry, and the remains of countless battles and modern military manoeuvres.

A viewing platform is a crucial aspect of the facility to provide views of the landscape. The first step is to encourage visitors to spend longer at the facility before deciding on their next destination.

A Living Landscape.

Hadrian's Wall Country is a place for people. It is a dynamic landscape with a rich history that welcomes you to explore and enjoy a wealth of natural riches and cultural activity.

A major aim has to be for people to use Once Brewed to explore the local environment. The role of Twice Brewed in providing a base for cultural activity is a major benefit for Once Brewed over locations such as Walltown. Joint events, local food tasting, craft demonstrations, storytelling, quoits games and Northumbrian wrestling could all enhance the offer.

Vision for the development case study

Once Brewed is key to the interpretation of the landscape within Hadrian's Wall Country. It will meet the needs of today's visitors and will help people to orientate themselves within the central section of the WHS. It will welcome people travelling by foot, cycle, bus, coach and car and provide inspiration for visitors to deepen and widen their understanding and enjoyment of the natural and cultural landscape, the wildlife and people who live here.

In the short to medium term we envisage these are primarily community-led projects that together create an exciting set of resources for first time and repeat visitors, with a strong education and training aspect from which local schools, groups and individuals can benefit. These projects would particularly be inspired by and support the central theme of the diversity of the Hadrian's Wall Country landscapes as well as the supporting themes of The Influence of the Landscape and Reading the Landscape.

Quick wins:

- Storytelling/poetry reading nights in Twice Brewed and/or at the nearby campsite (particularly appealing to visitors, and valuable for attracting repeat visits and local people, children and families)
- Regular Quoits games and other local competitions such as Cumbrian and Northumbrian wrestling at Twice Brewed to highlight cultural identity and also acknowledge the fact that derivatives of these games would have been played by Romans

Short to medium term

- An arts project to create a new bat house (potentially a community or education project that would also attract the interest of general visitors and wildlife watchers. Good for repeat visits)
- Demonstration of Traditional Boundaries/Traditional Skills which would be of interest to visitors during and after installation)
- New shelters and curricks (designed to reflect local skills and materials, and making the site attractive to visit even during poor weather; community skills projects as above)
- An outdoor exhibition area to showcase other parts of Hadrian's Wall Country (appealing to local and visiting families and children, as well as attracting repeat visits. These could also be designed specifically to meet the needs of visitors with disabilities)

Longer term:

- In collaboration with partners the redevelopment of the Once Brewed facility



Appendix D - Review of National Character Areas

Sewingshields Crags © Northern Horizons

The rural landscape of Hadrian's Wall from Heddon to Ravenglass falls into four different national Landscape Character Areas as described by the Countryside Commission's Countryside Character Initiative. These are:

- Tyne and Wear Lowlands (Character Area 14)
- Tyne Gap and Hadrian's Wall (Character Area 11)
- Solway Basin (Character Area 6)
- West Cumbria Coastal Plain (Character Area 7)

The urban landscape of Hadrian's Wall includes the historic riverside city of Newcastle Upon Tyne within Tyne and Wear Lowlands (Character Area 14), and the city of Carlisle in the west of England within the Solway Basin (Character Area 6).

The following Character Areas fall within close proximity to Hadrian's Wall and its rural landscape. This is partly due to its location, but also the nature of the study area which focuses on the surrounding landscape up to and including a 10-mile wide corridor north and south of Hadrian's Wall. These Character Areas are:

- Mid Northumberland (Character Area 12)
- North Pennines (Character Area 10)
- Border Moors and Forests (Character Area 5)
- Eden Valley (Character Area 9)

A further four Character Areas fall within the study area and are considered of importance to this review. These are:

- South East Northumberland Coastal Plain (Character Area 13)
- Northumberland Sandstone Hills (Character Area 2)
- Cumbria High Fells (Character Area 8)
- Durham Coalfield Pennine Fringe (Character Area 16)

All Landscape Character Assessments can be accessed via the Natural England web site www.naturalengland.gov.uk

The following sections identify the main characteristics and opportunities of the character areas in relation to the Interpretation Framework for the natural and cultural landscape of Hadrian's Wall.

The Tyne and Wear Lowlands, Character Area 14, includes Heddon-on-the-Wall, the conurbation of Tyneside to Ryton further west and the north east coast. The main characteristics of this area are:

- An undulating landform incised by the rivers Tyne and Wear and their tributaries
- Dominated by widespread urban and industrial development, and a dense network of major road and rail links
- A landscape of considerable recent change, with a long history of coal mining - now revealed only by locally prominent open-cast extraction areas, spoil heaps and recently restored sites
- Large, open fields of arable crops with urban fringe effect of pony grazing and other miscellaneous activities around settlements
- Irregular woodland cover, generally sparse, but with well-wooded, steep, valley sides, estates with mixed woodland and parkland trees, and plantations on restored spoil heaps
- Historic riverside cities of Newcastle-upon-Tyne and Durham, strategically located at bridging points of the rivers Tyne and Wear

Key opportunities identified in the Tyne and Wear Lowlands include:

Wildlife/Birds

- Northumbria Coast is a proposed RAMSAR site at South Shields, Northumberland, recognising the internationally important populations of purple sandpiper and turnstone

Focal Points

- Segedunum Roman Fort, Baths and Museum is the "gateway" and start of Hadrian's Wall with riverside views and a large exhibition space

Vistas and panoramas

- Views of and around the River Tyne and valley

Routes/travel

- Travel connections within Newcastle Upon Tyne such as the Railway Station, the start of a train journey that runs through Hadrian's Wall Country

The central section of Hadrian's Wall runs through the Tyne Gap and Hadrian's Wall, Character Area 11, which includes Corbridge and Brampton. The main characteristics of this area are:

- A narrow but distinct corridor running east-west through a low-lying gap between the uplands of the Pennines visible to north and south
- Farmland, pastoral in the west, merging to mixed and arable in the east, along the Tyne valley, with broadleaved woodland and conifer plantations on side slopes, contained to the north by the parallel scarps of the Whin Sill
- Rough grazing on elevated land, loughs and rushy pastures north of the Whin Sill, contrasting with the more fertile floodplains of the South Tyne, and the intimate wooded valley of the North Tyne
- Very evident remains of the Roman Wall, forts and associated archaeological features on the Whin Sill scarp running along the north side of the Tyne Valley
- Significant transport route linking east and west through the Pennines followed by the Military Road, the Carlisle to Newcastle railway, the A69 trunk road and overhead lines
- Main settlements located strategically along the valley with scattered large farmsteads and, also, castles and fortified structures, including bastles and pele towers

Key opportunities identified in the Tyne Gap and Hadrian's Wall include:

Panoramas

- From the A69, particularly between Heddon-on-the-Wall and Corbridge, and between Corbridge and Haydon Bridge
- In and around Corbridge, views north and south of the surrounding landscape
- Aydon Castle and surrounding area
- From the Military Road (B6318) particularly between Birdoswald and Lanercost Priory

Water

- Whittledene Reservoir
- Rivers Tyne, North Tyne, South Tyne, Allen and Irthing
- Greenlee Lough (National Nature Reserve) and Broomlee Lough
- Gorge of River Allen and associated ancient woodland, Allen Banks, south of A69 near Haydon Bridge

Materials from the land

- Breweries such as High House, Newburn and Wylam
- Pottery e.g. Bardon Mill

Routes

- Hexham with a range of travel connections

Secondary destinations

- Brampton
- Heddon-on-the-Wall

Wildlife/Biodiversity

- National Nature Reserves such as Muckle Moss
- Bogs within Northumberland National Park near River Irthing and Tipalt Burn
- Fishing in rivers

Broader connections

- Around Housesteads and Vindolanda to the Northumberland National Park
- The A686 south of Haydon Bridge to the Alston through the North Pennines AONB, a route voted one of the top 10 drives by the AA, with notable views of the surrounding landscape

Chesters Walled Garden

Hedgerows – fine examples in Corbridge

Denton Fell Curricks

On the west side of the Country, Hadrian's Wall and its rural landscape lies within the Solway Basin, Character Area 6. This character area includes Brampton, Carlisle and the north west coast to Maryport in the south. The main characteristics of this area are:

- Raised beaches, dunes, pebble beaches, and sandy shores along the Irish Sea coast
- Estuarine intertidal mudflats and salt marshes, with wintering and migrating waders and wildfowl, on the fringes of the Solway Firth
- Fragmented areas of relatively intact raised peat bogs, or lowland raised mires, of high nature conservation value
- Flat to gently undulating lowland plain, intensively managed predominantly for pasture
- Medium to large fields enclosed by windswept hedgerows and stone-faced hedgebanks
- Dense network of highly managed rivers, streams and ditches
- Limited woodland cover
- Rich historic, cultural and archaeological heritage
- Victorian coastal resorts, small market towns and villages. Considerable variety of building styles and materials
- Primary transport routes radiating from Carlisle and rectilinear pattern of minor roads and lanes

Key opportunities evident in the Solway Basin include:

Wildlife/Birds

- RAMSAR site and Special Protection Area – Upper Solway Flats and Marshes
- Special Protection Area – Solway Mosses
- National Nature Reserves e.g. Wedholme Flow, Drumburgh Moss
- SSSIs
- River Wampool - Otters

Water

- Solway Firth
- River Esk and River Eden (Special Protection Area)

Working landscapes

- Hedgerows
- Allonby – Salt making

Recreation

- Fishing

From Maryport, the rural landscape of Hadrian's Wall continues south along the west coastline to Ravenglass within Character Area 7, West Cumbria Coastal Plain. The main characteristics of this area are:

- Strong industrial history associated formerly with the mining of coal and iron ore and, more recently, the chemical industry, power generation and nuclear reprocessing
- Varied open coastline of mudflats, shingle and pebble beaches with localised sections of dunes, sandy beaches and sandstone cliffs
- Lowland river valleys with limited semi-natural ancient woodland, lowland raised mires and expansive estuarine landscapes with a range of intertidal habitats
- Gently undulating or flat improved pasture with hedgerows, wind-sheared trees and wire fences, occasional woodlands and copses, wetlands and herb-rich meadows
- Open agricultural landscapes that have extensive views to the higher fells in the east
- Extensive urban fringe areas within the coastal belt with large highly visible factories and manufacturing and processing plants, particularly near Workington, Whitehaven, Sellafield and Barrow

The Character Areas within close proximity to Hadrian's Wall and its rural landscape are:

- Mid Northumberland (Character Area 12)
- North Pennines (Character Area 10)
- Border Moors and Forests (Character Area 5)
- Eden Valley (Character Area 9)

The main characteristics of Mid Northumberland are:

- Intermediate plateau of upland fringe forming a transitional area between the Pennine uplands to the west and the low-lying coastal plain to the east; a series of ridges and intimate river valleys in the northern part of the area opening out to a broader, flatter landscape in the south
- Agricultural landscape with arable and cattle farming on lower land merging into sheep farming on higher land and moorland to the west
- Varied woodland cover, with well-wooded valleys of the rivers Font, Wansbeck, and Coquet, mixed and ornamental woodlands of the country estates, small coniferous blocks and belts of the more open farmland to the south
- Large reservoirs and ornamental lakes provide distinctive areas of open water
- Frequent country houses and fortified defensive structures, typically set within landscaped parklands and ornamental woodlands on country estates
- Ancient market town of Morpeth serving a medieval pattern of small villages, often surrounded by the extensive ridge and furrow of medieval field systems and ancient earthworks

The main characteristics of North Pennines are:

- An upland landscape of high moorland ridges divided by broad pastoral dales
- Remote moorland summits and high plateaux of blanket bog with a severe climate of high rainfall, cold winters and short summers and a unique wilderness quality
- Broad ridges of heather moorland and acid grassland managed for sheep and grouse
- Sheltered dales of pastures and hay meadows bounded by dry stone walls and hedgerows with small stone-built villages and scattered farmsteads of a strong vernacular character
- Alternating limestones, sandstones and shales of the Yoredale series with a stepped profile to hills and dalesides. Millstone Grits cap the higher fells and form distinctive flat topped summits
- The high summit ridge in the west falling in a dramatic escarpment to the Eden Valley
- Igneous intrusions of the Great Whin Sill forming dramatic outcrops and waterfalls
- A heavily scarred landscape of mineral extraction, with many active and abandoned quarries and the relics of widespread lead workings
- Sparse tree cover with woodlands restricted to river gorges, gills and streambanks and larger coniferous plantations in the moorland fringes
- Reservoirs scattered throughout the dales and moorland margins
- A landscape of slow change and cultural continuity

The main characteristics of Border Moors and Forests are:

- Large-scale landscape of high, rolling or undulating plateau with expanses of sweeping moorland, extensive coniferous woodlands and large reservoirs, sparsely populated and with no major settlements
- Exposed moorland areas heavily grazed by sheep and characterised by mixed heather and unimproved grassland, on broad hills which offer extensive, longdistance views

- Extensive plantations mainly consisting of a patchwork of felled areas and different age classes of non-native conifers
- Few broadleaved trees, mainly restricted to small woodland blocks, hedgerows and remnant seminatural woodland in the more sheltered valleys
- Network of small rivers in narrow gorges, streams, loughs and mires, with sandstone crags
- Farmland of semi-improved pasture or rough grazing land in large, rectangular, windswept fields, often poorly drained, and subdivided by wire fences and dry stone walls; in-bye of semi-improved and improved pastures in sheltered valleys
- Archaeological landscapes with evidence of settlements, tracks, field systems, shielings, burial areas, Roman forts and marching camps
- Military training establishments in part of Spadeadam Forest and at Otterburn, affecting perceptions of remoteness and solitude

The main characteristics of Eden Valley are:

- Broad, river valley landscapes of productive mixed farmland with local variations in topography, scale and landcover
- Productive improved pasture and arable land with large farms in the lower lying areas
- Less intensively managed rolling or hilly pasture and lowland heath, intersected by numerous gills, in the foothills of the North Pennines
- Sandstone hills with woodland and lowland heath vegetation
- Numerous small basin mires among drumlins
- Large broadleaved and coniferous estate/farm woodlands and areas of ancient semi-natural woodland. Mature hedgerows, hedgerow trees, small copses and shelterbelts contribute to the well wooded character
- Settlements have strong distinctive character. Red sandstone is the dominant building material and a unifying feature. Limestone is found on the margins of the area
- Intricate network of narrow minor roads with tall hedgerows and walls
- Red sandstone features such as walls and gateposts
- Important transport corridor for the Settle-Carlisle railway line, M6 motorway, A66 trunk road and west coast mainline railway

The Study area also falls within the following four Character Areas which are considered of importance to this review:

- South East Northumberland Coastal Plain (Character Area 13)
- Northumberland Sandstone Hills (Character Area 2)
- Cumbria High Fells (Character Area 8)
- Durham Coalfield Pennine Fringe (Character Area 16)

The main characteristics of South East Northumberland Coastal Plain are:

- Widespread urban and industrial development, extending north from the urban edge of Newcastle across the coastal plain, with mining towns and villages, merging into rural landscape towards the north
- Large scale open case coal mining sites, and restored sites, including deep mine spoil heaps, a prominent feature
- Sweeping sandy beaches and rocky headlands remain within largely developed coast
- Large open fields of arable crops, with scattered large country houses, and establishments such as

- hospitals, in open countryside, and extensive urban fringe effect near settlements
- Prominent blocks of mixed and coniferous woodland on reclaimed colliery sites, with broadleaved woods on steeper valley sides, and within parkland estates
- Frequent areas of open water and wetland in areas of mining subsidence, and as features within restored landscapes

The main characteristics of Northumberland Sandstone Hills are:

- Sandstone hills forming distinctive skyline features characterised by generally level tops, north-west facing scarp slopes, and craggy outcrops. Exceptional views from the hills of the coast and across the lowland fringe to the Cheviots
- Range of semi-natural habitats, with varied moorland communities dominated by heather and rough, acid grassland mosaics on the thin, sandy soils of the higher steeper slopes and broken ground, giving way to scrub, oak/birch woodland and then to improved farmland and parkland, on the lower slopes. Wet peaty flushes, mires, loughs and small reservoirs occur throughout the area
- Rectilinear pattern of large, open fields bounded by dry stone walls, often broken up by blocks and belts of coniferous woodland
- Extensive plantations of coniferous woodland. Broadleaved woodland associated with rivers and scarp slopes
- Important prehistoric archaeological landscape, with cup and ring marked rocks, Bronze Age burial cists, earthwork remains of later Iron Age hillfort systems, standing stones, enclosures and cairns
- Parkland settings of the large country mansions, which fringe the lower fellside slopes, have distinctive landscaped features and much seminatural broadleaved woodland cover
- Scattered pattern of individual isolated farmsteads and small hamlets, served by the market towns of Alnwick and Rothbury

The main characteristics of Cumbria High Fells are:

- Spectacular and rugged mountain scenery of open fells with an expansive character, and a mosaic of high craggy peaks and screes, heaths, mires, peatland, heather moorland, acid grassland, bracken and remote valleys with fast flowing streams and tarns
- A radiating pattern of deep glaciated valleys with extensive lakes, reed beds, carr woodlands, meadows and other lakeshore vegetation, rivers, semi-improved and improved grazing land
- Farmland and sheltered valley landscapes at lower altitudes with woodland, dry stone walls, hedgerows, copses, pollarded trees and scrub vegetation
- Traditional stone farm buildings in vernacular styles with slated roofs, circular chimneys and occasionally spinning galleries
- Extensive areas of ancient, semi-natural, broadleaved, mixed and conifer woodlands in Borrowdale, Buttermere, Ennerdale, Derwent Water, Duddon and the Thirlmere areas
- Relatively formal lakeshore landscapes of managed grassland, with occasional boathouses and dwellings and broadleaved woodland and individual trees in a parkland setting
- Ancient patterns of stone walls which subdivide lowland pasture and high fellsides with various densities, reflecting the management of land as in-bye, intake and fell grazing

The main characteristics of the Durham Coalfield Pennine Fringe are:

- A rolling upland landscape of broad open ridges and valleys with a strong west-east grain
- A transitional landscape with pastoral farming on higher ground in the west giving way to arable and mixed farming in the valleys and to the east
- A rural landscape heavily influenced by the mining industry, in particular to the north and east, with scattered mining and industrial settlements, of terraced and estate housing, occupying prominent sites linked by a network of main roads

- Numerous small plantations of conifers or mixed woodland, as blocks or shelterbelts, on hillside; in places more extensive conifer woodlands on hillsides
- Open wide ridges of regular large fields bounded by dry stone walls and fences and crossed by straight roads. Isolated farmsteads
- Broad valleys of arable and mixed farmland with low hedges, strips of broadleaved woodland following rivers and streams, and conifer plantations on valley sides
- Open-cast coal workings often forming intrusive features in the rural landscape. Restored areas often creating bland landscape
- A few scattered small country houses, set within parkland and well-wooded estates

The Landscape Character Assessment of Tynedale District and Northumberland National Park (2006) covers the majority of Hadrian's Wall World Heritage Site, featuring landscape characterisation and a landscape strategy with guidelines. The Countryside Character Area, Tyne Gap and Hadrian's Wall, has been broken down into seven Landscape Character Types, which are sub-divided into Landscape Character Areas at a more local level. These are:

Landscape Character Type	Landscape Character Area
Broad Wooded Valley	North Tyne Valley
Tributary Valley	Erring Burn Tributary
Parallel Ridges and Commons	Thirlwall Common Haltwhistle, Milkridge and Ridley Commons Haughton and Simonburn Commons
Upland Commons and Farmland	Eastern North Tyne Slopes Grindon Common Featherstone Common Loves and Nobback Fells Acomb Ridge
Glacial Trough Valley Floor	Haltwhistle to Newborough Newborough to Corbridge Corbridge to Wylam
Glacial Trough Valley Sides	Tipalt Burn Haltwhistle to Bridge End Acomb to Ovington Ovington to Wylam North Plenmeller Common Langley to Stocksfield Stocksfield to Prudhoe
Basin Valley and Fringes	River Irthing

Key features and qualities of the landscape include mature thick hedgerows and trees that create a sheltered and established character, historic parklands and estates, avenues of mature trees along rural lanes, and remnants of past mining activity, such as stone bridges over tributary streams and stone walls marking field boundaries and limits of parkland estates. The outcrops of Whin Sill throughout the gently undulating moorland establish a dramatic and defining character, with scattered loughs, mires and peat bogs in the shallow depressions of the landscape. The thin soils on the Whin Sill support a unique combination of specialised flora of acid and calcareous grassland species. In addition to the Whin Sill there is evidence of glacial activity such as meltwater channels, for example, the significant Sycamore Gap.

The landscape is simple yet feels remote due to the narrow roads, scattered settlement, agricultural activity and exposure to the elements, providing a unique setting for Hadrian's Wall. The valley slopes of Tipalt Burn are covered with semi-natural woodland and mixed conifer plantations, with hedgerows on lower slopes and stone walls on upper slopes creating a strong pattern of enclosure. Further woodland is associated with estates and parkland, for example at Aydon Castle.

The Military Road (B6318) runs along Acomb Ridge (within Landscape Character type Upland Commons and Farmland) following the line of Hadrian's Wall. Although there are no surviving sections of the Wall here, the vallum on the south side of the road and ditch on the north side are significant earthworks.

Whilst there is prominent visitor signage in places, it is highlighted that any future developments with regards to tourism and recreation should be low key and sensitive to the wild character of the Wall's setting.

Key opportunities highlighted within this Landscape Character Assessment are:

Rivers

- In the North Tyne Valley the character is rural, sheltered and tranquil with important hay meadows and calcareous grassland along the valley floor
- The shallow valley of the Erring Burn Tributary provides an important setting for Hadrian's Wall, with areas of earthworks, such as rig and furrow, adding texture and visual interest
- The well-defined sheltered valley floor of the River Tyne is punctuated with settlements at important river crossings, including historic stone bridges at Haydon Bridge and Corbridge
- The valley of the River Irthing is narrow and deep, forming part of Hadrian's Wall World Heritage Site. The heavily wooded valley floor and wet pastures created a mature and sheltered character. The river system is valued as part of the River Eden and Tributaries SSSI

Landscape materials

- Corbridge originally grew from the Roman Town of Corstopitum, which supplied troops for the Wall and building stone for nearby construction
- In addition to the remaining visible sections of the Wall are features such as small quarries where stone was extracted during the twentieth century for building
- Local stone is evident in historic bridges at Haydon Bridge and Corbridge as well in smaller stone bridges over tributaries
- Field boundaries, particularly on upper valley slopes are marked by stone walls
- There are various examples of heather thatch in buildings such as at Bardon Mill

The Technical Paper 5 Landscape Character from the Cumbria and Lake District Joint Structure Plan 2001-2016 replaces previous publications on landscape assessment and classification. It provides details of the Cumbrian landscape classification into 37 landscape types and sub-types, as well as a review of the Landscapes of County Importance, which are highly valued landscapes from a county perspective, not characterised under any national designations.

Cumbria's landscape is unique, ranging from open coastlands, estuaries and salt marshes to fells, woodland and agricultural lowlands. The diversity of the landscape supports rare plants and animals establishing high nature conservation and habitat value. Landscape designations within Cumbria relevant to the rural landscape of Hadrian's Wall include the short length of coast at St. Bees Head, designated as Heritage Coast. The cliffs here support colonies of breeding seabirds and coastal health and species – rich grassland.

Cumbria's landscape has been classified into 13 different types which have been further sub-divided. Those relevant to the rural landscape of Hadrian's Wall are:

Landscape Character Type	Landscape Sub-Type
Estuary and Marsh	Intertidal Flats Coastal Marsh
Coastal Margins	Dunes and Beaches Coastal Mosses Coastal Plain Coastal Urban Fringe
Coastal Sandstone	Coastal Sandstone
Lowland	Ridge and Valley Low Farmland Rolling Farmland Urban Fringe Drained Mosses
Drumlins	Sandy Knolls and Ridges
Main Valleys	Gorges Broad Valleys Valley Corridors Dales

Intermediate Moorland and Plateau	Open Moorlands Rolling Farmland and Heath Forests Ridges
Sandstone Ridge	Sandstone Ridge
Upland Fringes	Foothills Low Fells
Higher Limestone	Rolling Fringe

Key characteristics include wide beaches and expansive mudflats of the Solway Coast, sheltered waters of the upper estuaries fringed by salt marshes, sand dunes between the sea and farmland, lowland agricultural pasture with large field patterns enclosed by hedgerows, and undulating mosses (peat bogs or raised mires). The broad valley of the River Irthing is an historic landscape associated with Hadrian's Wall. Hay meadows and wet woodland are also found in the upper reaches of the River Irthing.

The deep gorge in the upper valley near Birdoswold is lined with hanging woodland. To the west of Birdoswold are panoramic views over the valley from the prominent ridge on which the wall is situated. Significant landscape surrounding Bewcastle includes large areas of alder wet woodland and blanket bogs.

The diverse landscape supports wildlife of international and national ecological importance providing a range of opportunities such as:

- Mudflats: invertebrates provide a key source of food for wintering and passage waders and wild fowl
- Salt marshes support rare invertebrates and are feeding grounds for wild fowl and roosts for waders. Natter jack toads and great-crested newts are also found here. Sand dunes are important for rare plants, including coral orchid and dune helleborine
- Lowland raised bogs are of international significance supporting communities of sphagnum mosses and cotton-grasses. One of these in the Carlisle area has a colony of the uncommon white-faced darter dragonfly
- Rivers such as the lower reaches of the River Esk and River Eden which are crucial for otter, Atlantic salmon and freshwater pearl-mussel
- Wooded areas: many of these are native broadleaf and conifer plantations, the latter of which are important for red squirrels, for example, at Spadeadam Forest near Brampton. Upland oak woodland lines the steep banks of the Eden Gorge, supporting birds such as pied flycatcher, wood warbler and goosander
- Mosses such as Walton moss support raised mire vegetation of rush and purple moor grass and areas of wet heath and birch woodland
- The outer shore between Maryport and Silloth supports mussel beds and reefs

The assessment of the Solway Coast Landscape (Chris Blandford Associates for Countryside Commission, 1995) aims to highlight the importance of the AONB, which recognises the area's outstanding qualities. Overall the landscape is characterised by coastal and estuarine features, agricultural land and mosses, the highly diverse flora and fauna, and typical settlements and buildings. The landscape character is unified by the close proximity of the sea, yet the contrasting variation of the landscape creates local distinctiveness. The majority of the AONB consists of agricultural land, such as improved pasture and arable land, and rough grazing, which provides a strong contrast with the coastal margin landscape. The importance of the range of habitats is recognised by the protective designations; the Upper Solway Flats and Marshes are designated as both a RAMSAR site (internationally important for wetland birds) and Special Protection Area (SPA), some areas of which are also a SSSI.

The Solway Coast landscape is divided into three broad categories, which are further divided into landscape types. These are:

Landscape Character Area	Landscape Character Type
Coastal Margin	Open Sea and River Channels Foreshore Salt-marsh Sand dunes Cliff features
Agricultural land	Improved Pasture and Arable Land Rough Grazing
Mossland	Raised Peat Bog

The Solway Firth is the joint estuary of eight different rivers, including the River Esk, Eden, Waver and Wampool on the English side. Here, there are a range of habitats which support numerous different species from ducks, otters, grey and common seals, to dolphins and porpoises in the deep water. The foreshore consists of mud-flats, sandy beaches, exposed bedrock and pebble and shingle beaches. The mudflats are particularly species rich, with invertebrates providing a major source of food for wading birds. The Solway salt-marshes consist of open salt-marsh grassland and coastal grassland, and have both national and international importance as a result of the thousands of birds, which use the area for roosting and feeding.

The mosslands in the AONB, Glasson Moss, Bowness Common and Salta Moss, are also known as lowland raised mires or raised peat bogs, and are nationally rare habitats designated as SSSIs. They support rich and diverse wildlife including roe deer, badgers, stoats, adders, frogs, common lizards and butterflies.

The AONB can be divided into two sections marked by distinctive scenic qualities and differences in agricultural land. Maryport to Silloth has a sense of wilderness with wide, open and attractive views to the Scottish coast and open sea. The remoteness is emphasised by the sand dunes with the agricultural land forming an attractive backdrop and scattered villages adding variation and visual character. The narrow strip of agricultural land between Maryport and Silloth is absent of hedgerow trees due to the exposed nature of the landscape here. Villages have a strong linear form influenced by their exposure to the sea.

In contrast, views of the coastline and hills across the estuary are more intimate in the Skinburness to Rockcliffe area although the mudflats and salt-marshes contribute to the feeling of remoteness. The agricultural land here is more extensive low-lying, flat areas with the scattering of hedgerow trees. Further inland the land undulates creating a more intimate landscape such as between Burgh-by-Sands, Sandsfield and Beaumont. Houses are more widely spaced in settlements in this area and there are a greater proportion of hedgerow boundaries. The heritage of Hadrian's Wall is evident in this area, for example, some of the buildings consist of stone taken from the wall or forts, whilst Cardurnock was a site of a Roman fort, its name meaning 'fort of the stones'.

Many of the roads and farm tracks in the AONB are constructed up to a metre below surrounding field levels, and the excavated material has created embankments to either side of the road, now topped in hedgerows and wildflowers.

The review of this LCA, which is over ten years old, the national Character Areas and the Solway Coast Area of Outstanding Natural Beauty (AONB) Management Plan 2009 – 2014, combined with the information obtained during site visits, have highlighted a range of opportunities in this area, summarized below:

Views

- Wide panoramas of contrasting landscapes e.g. the coast, the mosslands, the agricultural land

Turf wall

- Use of the Solway Coast as a natural frontier within the Roman Empire

Habitats and associated wildlife

- The landscape supports abundant wildlife of international and national ecological importance
- RAMSAR site and Special Protection Area – Upper Solway Flats and Marshes
- Special Protection Area – Solway Mosses
- National Nature Reserves e.g. Wedholme Flow, Drumburgh Moss
- SSSIs
- River Wampool – Otters, River Esk and River Eden crucial for Atlantic salmon and freshwater pearl-mussel
- Mudflats, sand dunes, lowland raised bogs
- Wooded areas, such as Spadeadam Forest near Brampton which is important for red squirrels
- Coastline - the outer shore between Maryport and Silloth supports mussel beds and reefs

Water and wetland

- Solway Firth, salt marshes and mudflats
- River Esk and River Eden (Special Protection Area)

Working landscapes

- Field patterns provide evidence of agricultural practices
- Windswept hedgerows to the absence of hedgerow trees
- Allonby – Salt making

Landscapes of potential

- Mosses such as Walton moss support raised mire vegetation of rush and purple moor grass and areas of wet heath and birch woodland

Recreation

- Fishing

The landscape assessment of the North Pennines Landscape (prepared by Land Use Consultants for the Countryside Commission, 1992) covers the North Pennines AONB, which is the largest AONB in England and Wales, and lies between the Northumberland and Yorkshire Dales National Parks. The North Pennines lie at the northern end of the Pennine chain of uplands and include some of the highest settlements in England, such as Alston, Allenheads and Nenthead. They are separated from the Northumberland Moors by the Tyne Gap fault and key characteristics and qualities of the landscape include spectacular geological and landform features with a range of unique habitats supporting flora and fauna of outstanding interest and value.

The variable character of the North Pennines landscape can be divided into distinct landscape character types, each with their own range of characteristics. The study area of Hadrian's Wall falls within a range of landscape character types including:

Landscape Character Type	Features
Lower Dale	Deciduous woodland and copses Strong field patterns Dense tree cover
Upland Fringes	Small Valleys Mixed field boundaries Hedges and walls Prominent farmsteads
Moorland Ridges	Rolling ridges and summits Views over sequence of dales and moorland
Middle Dale	Meadows and pastures Ghylls and woodland Stepped landform
Moorland Summits	Severe climate Blanket bog vegetation Interlocking ridges Peat hags
Vale of Eden	Drumlin topography Red sandstone villages Small wooded valleys

Publicity has focused on the undiscovered character of the area enabling more people to become aware of the special qualities the area has to offer, from the high moorland summits, and the Whin Sill, which creates some of the most striking landform features, to the diverse flora and fauna that gives the area unique nature conservation importance.

Opportunities in the area include:

Water and wetland

- The East Allan and West Allen rivers merge to form the River Allen, which cuts deeply down to form a gorge in the surrounding uplands area. Combined with its tributaries, this creates an extensive landscape of deep, thickly wooded river gorges
- The River Derwent flows into the Derwent Reservoir which has low enclosing sides, lush, green pastures and a dense pattern of woodland and shelterbelts. It reappears below the wall of the dam where fields are enclosed by broken hedgerows which have grown to form lines of small hedgerow trees

Landscape materials

- Stone wall enclosures of varying materials and styles are prominent across the landscape, ranging from sandstone, old red sandstone and limestone

Views

- Wide panoramas, particularly of the semi-natural moorlands and grassland vegetation, deciduous woodlands, the matrix of stone walls in the dales; flower-rich meadows and pastures, and river corridor landscapes. The area was popular with eighteenth and nineteenth century painters such as Turner

Working landscapes

- Isolated farmsteads and evidence of old field systems dating back to the earliest settlements are scattered throughout the area
- Allendale has an extensive dale head ringed by an almost circular skyline of high moorland. Planting around the purpose built mining village has given it a distinctive skyline of contrasting dark conifers and light green deciduous trees
- Remains of the lead mining industry can be seen in old spoil heaps in the valley of Rookhope



Appendix E - A brief overview of visitors to Hadrian's Wall Country

One of the key issues arising from this study is the limited picture available of who is coming to Hadrian's Wall Country and enjoying its various natural and cultural landscape sites. We also do not have a clear understanding of how local people make use of these resources, nor the extent to which HWC communities are providers and/or consumers of interpretation about their landscapes.

However, it is possible to draw out some key points about the nature of audiences to the north-east and Cumbria and to specific sites and attractions in the regions.

North-east

The north-east England Visitor Survey Report 2008 (One NorthEast 2008) provides a useful snapshot of the profile and type of visitors to the region. Of note from this study are that:

- 88% of UK visitors had been to the region before with 52% international visitors returning for a repeat visit, demonstrating the high levels of visitor satisfaction in the region
- Over 40% of visitors were over 60, 78% visited as part of a couple and 25% travelled with children
- After general sightseeing the most popular reasons for visits were: heritage and culture (22%), shopping (12%) and visiting friends and relatives (10%)
- UK based tourists are most likely to visit from Yorkshire, South East, North West, Scotland and East Midlands. Tourists from Australia and New Zealand now top the list of international visitors, with a combined total of 35%, ahead of USA, Germany, Holland, Canada and Norway
- Most overnight visitors were planning to stay for one week, with one in four staying with friends or relatives. The caravan and camping sector has seen the most growth up from 15% in 2005 to 25% in 2008

The north-east's attractions saw visitor numbers rise by 5% when compared to the figures gathered in 2006, with more than 14 million visitors. In terms of what attractions people are visiting in the north-east (Tyne & Wear, Northumberland, Country Durham and Tees Valley), we can see from 2007 figures that it was a successful year for parks (up by 48% on 2006), farm attractions (up by 22%) and gardens (up 20%), all outdoor attractions doing well despite the poor summer weather that year.

With regard to Hadrian's Wall Country attractions, it is important to note that of those attractions directly related to the Wall who provided visitor figures, only Housesteads makes it into the top ten for Northumberland (at no 9) and none features in the top ten for the region.

Cumbria

In 2007, 15.4 million tourist trips were made to Cumbria, generating 28.2 million tourist days. Over half of these were within the Lake District National Park Area (53.9%). Barrow, Carlisle and Copeland each received a far higher proportion of the county's visitors than tourism revenue and, as well as shorter stays and lower spend, these areas also attract a high proportion of day visitors. Carlisle and Copeland are of direct relevance to this study.

Of note for this project are that:

- Two thirds of visits to Cumbria were just for the day
- The majority (68%) of visitors were from countries outside of Europe: the main countries of origin were Australia, the USA, the Netherlands, New Zealand, Canada and Germany
- Three fifths (60%) were over 44 years of age; over a quarter (28%) were in the 55-64 age group
- Over two thirds (67%) were first time visitors to the county. Of those who had visited before, the average number of previous visits was 2.74 and most had visited on one other occasion
- Most were travelling with a partner or spouse (55%) and/or other family members (28%)
- The average group size was 3.98 and most were visiting as part of a couple
- The most popular activities undertaken were visiting the countryside (82%), visiting towns and villages (78%), short walks (78%) and touring/sightseeing by car (69%)
- Many used the internet (54%) for research when deciding to make their trip to Cumbria. A third used a guidebook and the same number had Cumbria recommended to them by a friend/relative

Of the top twenty visitor attractions in Cumbria in 2007 (who submit figures), only two are directly related to Hadrian's Wall – Tullie House (3) and Carlisle Castle (18). Of the top 20, only the Aquarium at Maryport lies on the coastal strip that forms the western end of Hadrian's Wall Country.

Implications for Hadrian's Wall Country

We can be fairly confident that the majority of visitors to Hadrian's Wall Country are likely to be:

- In the highest social groups, largely ABC1
- Older visitors, usually with relatively high levels of disposable income
- In couples and probably without children in the party
- On a repeat visit to the north east, or a first time visit to Cumbria
- If from overseas, probably from Australia, New Zealand or America
- Sightseeing but also looking for a heritage / cultural experience, visiting the countryside or looking for a short walk

This corresponds closely with the well-focussed target market for Hadrian's Wall Country, as identified by Hadrian's Wall Heritage Limited:

- Primarily from Britain
- Within a three hour travel time of the area
- Over 45
- Educated to the third level

Sewingshields Crags © Northern Horizons

- Without children in the party
- On a short break
- Looking for a mix of activities, including heritage, gentle walking, food and drink

While these visitors are fairly well catered for, there is an accepted need to improve the facilities and offer available to this segment. There is also a number of key audiences that site visits and discussion with consultees have confirmed are not well catered for across some or all of the Hadrian's Wall corridor. These include:

- Families and children
- Young couples
- Cosmopolitans and discoverers²
- The education market
- Visitors with disabilities

Implications for interpretation for Hadrian's Wall Country

The key to the success of this Interpretation Framework, and the projects that are inspired by it, lies in identifying opportunities for engaging these visitors with the natural and cultural landscape of Hadrian's Wall Country, while maintaining and growing the existing markets.

The tourism sector overall also identifies a growing trend in visitors becoming more sophisticated, and have growing expectations of quality of services and facilities and engagement with the heritage³. Significantly, it would appear that visitors are also increasingly looking for authentic, unique and individual (rather than group) experiences.

In order to meet these increasingly sophisticated expectations, sites and attractions along the Hadrian's Wall corridor should aim to offer:

- An authentic experience
- A personalised, individual experience
- Value for time as well as money
- High quality facilities
- Choice and a full range of experiences
- High levels of accessibility, from excellent interpretation to easy physical access and extended opening hours
- Excellent customer service and a customer-focused approach

This has been taken all this into consideration during the development of the Interpretation Framework for the natural and cultural landscape of Hadrian's Wall.

² The ArkLeisure model of audience segmentation divides audiences into eight groups, two of which have been identified as under-represented in HWC. These are Discoverers (independent of mind, independent travellers who get off the beaten track and look for new places and experiences) and Cosmopolitans (these are strong, active and confident, are the biggest spenders, ABC1s, including families, looking for high quality and interested in art and culture)

³ Rob Robinson Heritage Consulting 2008 *Future Trends for Growth in the Historic Properties Sector*

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