

FRONTIERS OF THE ROMAN EMPIRE WORLD HERITAGE SITE

HADRIAN'S WALL PARTNERSHIP BOARD

Draft minutes of the meeting held on Tuesday, 13 June 2017 at NGI, Gateshead

Members: Humphrey Welfare (Chair), Richard Hingley (Durham University), Cllr David Southward (Cumbria County Council), Paul Scott (Gateshead Council), Mike Collins (Historic England), Steve Bishop (North Tyneside Council), Wendy Scott (Northumberland County Council), Colin Welsh (Jura Consultants), Chris Jones (Northumberland National Park).

In Attendance: John Scott (Coordinator), Kerry Shaw (Minute taker).

- 1. Apologies:** Jane Meek (Carlisle City Council), Carol Pyrah (Historic England), Cllr Rob Higgins (Newcastle City Council), Nik Hardy (Allerdale Borough Council), Tania Robinson (South Tyneside Council), Bill Griffiths (Tyne and Wear Archives and Museums), Andrew Miller and Duncan Wise (Northumberland National Park).
- 2. Presentation: Welcome to NewcastleGateshead Initiative:** Welcome by Sarah Stewart (CEO) and presentation by Marc Burns who outlined the role of NGI. He reported 380,000 hits to the Hadrian's Wall website in 2016.
- 3. Minutes of the last meeting:** Members accepted them as a true record.

4. Matters Arising

All Party Parliamentary Group - Mary Glendon MP suggested a donor/sponsor was needed to make an All Party Parliamentary Group happen but progress had been disrupted by the election. Members decided to wait until the Jura study is complete before re-activating this initiative.

Adopt a Stone – The website receives approx. £1,500 per year in donations. Nurture Lakeland who currently manage the website is happy to hand over the sum on an annual basis to the Partnership Board in return for a report on the good causes it has supported. It is seeking to move the hosting of the site to another website/organisation in due course. One option is to 'bolt' it onto the Hadrian's Wall Country website. Last year's donations were given to the National Trail Partnership who funded new Trail furniture.

ACTION: HW encouraged all partners to identify potential projects which could benefit from this resource; its use as match funding could be particularly effective.

AOB - The new Sentius Tectonicus statue at the end/start of the Trail at Segedunum is proving popular with Trail walkers and visitors.

The large scale music festival planned for 6 August near Heddon on the Wall is no longer going ahead.

5. Finance

Local Authority Core funding Review (Jura Consultants)

A presentation was made by Colin Welsh (Jura Consultants). *Copy of presentation circulated. The main observations so far include the value, impact, role, visibility and expectations of the management system represented by the Partnership Board.

HW queried if visibility of the management of the WHS could be improved by better communication. Members agreed that a regular newsbulletin was needed.

Other initial observations include the need to get a consensus over the role of the management system and what it should be achieving; the support and understanding of the role of the PB from LA's varies; cash and in-kind support from partners needs to be more carefully measured; the suggestion that the PB be amalgamated with the Hadrian's Wall Path National Trail (HWPNT) Partnership.

ACTION: Ensure that Mike Jeffrey (Chair of HWPNT Partnership) and the appropriate cabinet members are invited to the first consultation meeting

There was a discussion around the successful leverage and added value of the current management system to date. JS highlighted that well over £500k of project funding had already been secured each year via third parties along the Wall with match from LA WHS management funds.

ACTION: Immediate communication to all partners and stakeholders about these successful projects. The delivery by third parties needs to be emphasised. JS

Dates discussed for the first consultation workshop with partners and funders. Suggested dates for the eastern meeting are Friday 30 or Thursday 29 June (in order of preference by members). Dates for the western meeting suggested for Monday 3 or Friday 7 July (in order of preference by members).

ACTION: Consultation workshop details for east and western meetings to be circulated to partners and funders. JS

2017/18 Budget Update

The budget is due to be moved from Active Northumberland to JS to manage directly. There was a discussion around the free Hadrian's Wall map and if there was a potential case for charging for it. Also discussed the usefulness of the STEAM data and if a 3 yearly sample of the dataset would be more useful and cost effective than annual data. CW suggested this would be sufficient for analysing trends.

All members happy with the budget as presented.

PS questioned whether there are Service Level Agreements with all the DMOs as this is standard practise now with Gateshead Council.

ACTION: Existing SLAs to be reviewed with all the DMOs. JS to discuss with Marketing DG.

HW encouraged members to send any further ideas and comments after the meeting if they arose.

6. Reports from Delivery Groups

Conservation, Planning and Heritage Management - MC reported that the main focus has been on updating the web pages as a one-stop-shop for guidance on conservation case studies and conservation issues along the Wall. Progress is being made but slowly due to LA time constraints and budgets. Next step is the review of the Scheduled areas in Newcastle and North Tyneside. A meeting been held with SB to discuss this. MC also reported on new discoveries at Benwell (Pendower Hall), the multi phased bath house at Stanwix, and the extensive vicus remains in Benwell. Newcastle City Council was commended for its sympathetic and responsible approach and actions towards preserving the significant remains. This will become a case study.

Archaeological Research – RH reported that the group is reviewing the Research Framework and the objectives. Next meeting is 10 July in Durham. There is an aspiration to do something creative with the Research Framework. They are discussing the idea of an annual archaeology prize for research. A sub group has been set up to explore this idea further with the aspiration that the first award be given in 2018 and the winner be given the opportunity to present their work at the annual Archaeology Forum and Community Conferences. The Delivery group also inputted into the 30th anniversary initiative.

Communications and Marketing – JS announced that James Fell has taken up a post with English Heritage in their northern region marketing team. The marketing group will meet soon and decide on their new chair; Cumbria County Council has said they will host in the interim for the Partnership. Visit Cumbria has an allocated member of staff to deal with any Hadrian's Wall related marketing which is a very welcome development. Web traffic is up on last year and this is thought to be due to the Cavalry exhibition. A change in the demographics of web visitors has been noticed, from the usual 50/50 split between domestic and overseas to 40% overseas and 60% domestic. Again thought to be due to the Cavalry exhibition.

Tourism and Transport - The major development is The Sill, due to open 29 July. All PB Members will be invited to a familiarisation visit prior to opening. Other developments include Vindolanda's Wooden Underworld, and the planned redevelopment work at Birdoswald. Go NorthEast has reported almost 6,500 journeys on the AD122 this year so far, compared to a little over 4,500 over the same period last year, so the bus is seeing a significant increase in use.

Education and Interpretation - The new EH interpretation boards are a very welcome, and the Board congratulated EH for their work on this. New interpretation panels have also been installed in Heddon on the Wall (arising from the Community Champions project) and Haltwhistle (Hadrian's Wall Connect project); Cumbria now has nearly all of the (Connect funded) brown tourist signs. Ticket sales for the Turma event in Bitts Park on 1 & 2 July are going well and will no doubt pick up nearer the time when the weather forecast is known.

7. Management Plan

Report on progress – this had been circulated, and there was discussion around Objectives 8, 10 and 15.

KS updated the group on the current submission to HLF regarding a Wall-wide community participation project aimed at addressing the condition of the 18 SAMs on the Heritage at Risk Register. This project idea came about during the delivery of the Hadrian's Wall Community Champions project (delivered by KS, hosted by TWAM). Submission was in March 2017 with a

decision from the National Committee (because it's a cross territory project) due on 28 June. Activity will include further research to consider the extent of the damage, community participation opportunities and, where appropriate, practical intervention work. The project host will be Newcastle University. If successful, the project will deliver a number of Objectives in the Management Plan.

ACTION: JS to update the website based on the content of the Progress Report.

Co-ordinator's Work plan – Presented and accepted by members.

Priorities and proposals for revision - Members agreed that they were happy with the priority areas of work.

8. The National Trails

Hadrian's Wall Path: the current situation – NNPA been awarded the same level of funding for this year by Natural England but the provision thereafter is not yet known. The contract period for the Seasonal Ranger contract has been extended. Generally the Trail is in good condition and the funding is in place for basic maintenance.

England Coast Path – Natural England has responded to the objections lodged against the proposals for the route between Gretna and Allonby which had direct implications for the Hadrian's Wall National Trail. The deadline for representations is 17 July.

Challenge events – Mike Jeffrey, as Chair of the HWPNT Partnership, has agreed to write to Walk Unlimited (who manage the HW Trail website) to dissuade them from promoting challenge events along the Wall.

9. AOB

Hadrian's Wall and The Great Wall of China: Memorandum of Understanding: decision in principle - HW reported that there is a huge Chinese tourism market to be tapped. The HW Marketing Group has put in a bid to Visit England for funding to research the potential of the Chinese market along the Wall. TWAM and Tullie House have ideas regarding exhibitions, and a major public lecture has been earmarked for 2018. An MOU between the UK and China was thought to be needed this year but this will now probably an action for 2018. China is interested in volunteering, community participation, and sustainable funding.

Hadrian's Cavalry Exhibition – all members encouraged to visit the exhibition and Turma event on 1 & 2 July 2017 in Carlisle.

Frontiers of the Roman Empire Thematic Report - JS reported that this has been drawn together to address how the inscription of other sections of the Roman frontiers can be taken forward. By the end of 2017 a report will be submitted to UNESCO; in 2018 the majority of the Danube frontier will be nominated; in, 2020 Lower Germany; in, 2021 the rest of the Danube, and by late 2021, the frontier in Dacia. There will be huge potential for cross-marketing.