

HADRIAN'S WALL PARTNERSHIP BOARD
2nd meeting, 6 October 2015
Northumberland National Park HQ, Hexham.

Draft minutes

Members: Humphrey Welfare (*Chair*), Jane Meek (*Carlisle City Council*), Steve Bishop (*North Tyneside Council*), Andrew Miller (*Northumberland National Park*), Christine Venus (*Natural England*), Mike Collins (*Historic England*), Bill Griffiths (*Tyne & Wear Museums & Archives*), Carol Pyrah (*Historic England*).

In attendance: Sarah Rushton (*Northumberland County Council*), John Scott (*Northumberland County Council*).

1. Apologies

Apologies: Nigel Walsh (*Northumberland County Council*), Kevin Kerrigan (*Allerdale Council*), Lindsay Murray (*Gateshead Council*), Professor David Breeze, Mike Conlon (*South Tyneside Council*), James Copeland (*NFU*), David Southward (*Cumbria County Council*), Duncan Wise (*Northumberland National Park*).

2. Minutes of the previous meeting.

The minutes were agreed, with the following amendment:

In item 1 – Introductions – it should read ‘... and the authority *or organisation* they represent.’

3. Matters Arising

Items 4 a & b - Terms of Reference – No further comments were received; the drafts were therefore adopted.

The Chairs of the Delivery Groups had met to discuss the ways forward. They are bringing groups together and setting meeting dates.

Item 6b –A small group had met to consider the approach to financial strategy to be put to the Board. See item 6 of these minutes.

Visitor Research: STEAM figures for the Hadrian’s Wall corridor had been requested by the Marketing group. Anecdotal evidence from attractions and transport providers suggest that 2015 has been a good year to date. James Fell will circulate the STEAM data, with a commentary, as soon as possible.

SB said that funding from Northern Powerhouse for Tyneside projects was in a consultant phase leading to a master plan for regeneration. Some of the money is earmarked for work on the newly discovered bath-house and for the exposed section of Wall in Wallsend.

The meeting agreed that Board minutes should be posted on the World Heritage Site (WHS) website but members will still receive them by email.

4. Management Plan Priorities

HW reminded members that these priorities were adaptable and should be reviewed regularly. SR had been developing with MC and JS a Coordinator Job Specification (draft attached), based on the priorities, and these should be the bases of a job plan. MC said that a job plan is urgently needed so that the coordinator does not become too thinly stretched.

As to prioritisation and reporting, AM said that the NNPA model was for officers provide an indicative list of their 'top ten' priorities for comment. It was agreed that this was a useful model. SR would work on this with JS. The result will be circulated in papers for the next meeting.

**Action: SR and JS to develop a 'top 10' reporting methodology for the next Partnership Board meeting
JS to circulate Coordinator Job Specification with the minutes, for information.**

5. Reports from Delivery Groups

Conservation, Planning & Heritage Management

Having identified what sectors need to be involved, MC is bringing a group together. JM suggested Carlisle CC reps for the Group might be Chris Hartman or Roger Higgins. Other members are county archaeologists and people with relevant experience, such as Richard Hingley. MC had undertaken an initial trawl through the actions and will use this as the basis for the first agenda. SB said that there was bound to be some crossover with the Archaeological Research Group, MC agreed; he will keep other Chairs in the loop as to the aspects that this Group will be considering.

Archaeological Research

HW gave an update on behalf of DB who had been delayed in transit. The Group has an initial meeting on 17 December to discuss areas of operation.

MC and JS explained that WallWatch, the volunteer monitoring programme being run by Community Champions, had gone through its first cycle and a few early warnings of areas potentially at risk had been

flagged to Historic England. An initial report, to be produced by Paul Frodsham who is acting as project advisor, will be passed to the Partnership Board and other partners.

Durham University is developing a project to look at the condition of the Wall with a longer perspective and the forces affecting the monument.

MC reported that the Archaeology Forum is on 28 November in Hexham, JS will ask Emily Railton to get information about it onto social media and the website.

Communication and Marketing

Carole Keltie, who was the chair of the Group, had recently left EH. James Fell has offered to step into the gap for the time being. The Group has its origins in the 'Task and Finish' group that was brought together to continue the marketing programmes as the Hadrian's Wall Trust came to an end; it has continued to function as a central point for WHS communication.

JS updated the meeting on the Visit England Connect project. He summarised the main areas of activity as being:

Visitor Welcome: Information and orientation at key visitor locations - including the mainline stations for the Wall at Newcastle and Carlisle - and infrastructure improvement in the form of road signage;

Product Development: Car parking at Whitley Castle; and developments at Maryport and other west coast locations;

Sustainable Transport: enhanced bus infrastructure, timetabling systems, and shelters. A wider transport case-study is considering best practice elsewhere;

Promotion: website development; enhanced PR and communication channels; new film and photo stocks; print and publicity materials.

Staff from Visit England will visit the WHS on 5 - 6 November as part of the project.

Tourism and Transport

DW is bringing a meeting together in late November to agree areas of work. JS highlighted that the main focus at present is on those elements of the Visit England Connect project that deal with infrastructure development; the aim is to leave a more user-friendly and effective network as a result of the project. JS had spoken with Mark Ellis from Go North East, the current provider of the AD122 service, who had been very

positive about the service, saying it had been very successful over the peak months. User data will be made available at the end of the season.

Education and Interpretation.

BG gave feedback on the activities of this group. He was currently working on bringing a group agenda together in a way that compliments the work of the existing education group. The main focus for the future will be the Hadrian's Cavalry project.

Action: All DG Chairs and members to feed news stories into the WHS communication channels via JS.

6. Finance

HW reviewed the financial situation for 2015-16 but emphasised that the finance of the WHS needs longer-term planning. Local Authority officers present were able to say that the current commitment to the WHS was being factored into budgets. HW asked officers to advise on the best ways to engage Local Authorities in finding longer-term funding solutions for the WHS. SB suggested that draft budgets were likely to be already in place but none of the partners would be able to make firm commitments until the impact of the Government's Comprehensive Spending Review is known.

It was emphasised that the Co-ordinator's role - being a shared resource - provided very good value for money for the Partnership, especially when compared to the costs of dealing with the WHS independently. The positive impacts over the last 12 months should be highlighted.

To underpin the case for support, CP suggested that HW and JS should produce a short outline of activity and development under the Partnership. This should be regularly updated by JS, providing a drip-feed of events, news, and activity. This would also provide Board members with information for their role as ambassadors.

HW highlighted that while the costs of the Co-ordinator's post must be covered - as a minimum - there is a need for further resource to give scope for enhanced marketing, fundraising, and administrative backing. HW asked members to think about possible models to work towards, citing as examples the Edinburgh WHS the Jurassic Coast, and the Derwent Valley Mills WHS.

CP agreed with HW and said that the over-riding priority is the maintenance of WHS status. As well as being vital for conservation, the WHS has a considerable impact on regional tourism. These aspects have been important at each phase of the WHS's development.

With regard to the 'Adopt a Stone' website, HW said that he was in communication with Nurture Lakeland and had offered support. Such funds would be useful in projects but would not provide any core finances.

SB urged members to be ambassadors for the WHS and to include it in wider initiatives such as Northern Powerhouse which was bringing the WHS to the attention of a wider partnership. JM said that the highlighting of the Wall had been effective in the Borderland initiative.

It is crucial that the private sector should be encouraged to engage with the WHS, an approach that had proved to be very effective at Lanercost and Vallum. There was also much wider scope for sponsorship, commercial endorsements, and philanthropy. The briefing of local MPs was also advocated.

BG suggested looking long-term at where savings from economies of scale within the Partnership could be redirected, to mutual benefit. Discussion centred around the identification of the most relevant and effective funding models including the option of a charitable trust such as the ones that support the WHSs in Edinburgh and on the Jurassic Coast. The role of such a trust would be to provide a home for funds from grant applications, etc, and to distribute monies. SR offered to circulate an option that had been explored by the Northumberland Coast AONB. AM said that the NNPA have done work in this area and will circulate and share information. Members were asked to email HW about thoughts on future models. The Board would return to this subject at its next meeting.

Actions: **JS and HW to produce a short summary of WHS activity over the last year.**
 JS to supply members with regular email alerts on activity.
 Members are asked to consider models of funding, including charitable trusts, and are asked to email HW with relevant examples.
 SR and AM to circulate information on their respective examples.

7. National Trail Report

HW had approached the Chair of the Trail Partnership for a report but unfortunately it had not arrived in time. It would be circulated once available. MC said that the National Trail is not in bad condition, even though there is the familiar pattern of the necessity for action at specific locations. The Partnership model appeared to be working well and partners are pulling together.

Action: **HW to circulate the National Trail report, once received.**

8. Annual Consultation Forum

JS summarized initial thoughts gathered from partners for the development of the annual WHS conference. During the consultation on the Management Plan three key areas of interest had been highlighted: management transparency, community engagement, and business development. These will be addressed in an annual day of reporting and consultation. Community will be a particular theme for 2016. Chairs of each Delivery Groups should present a short overview

of activity in their sphere of interest. An opportunity will be provided for the work of local community-based organisations to be highlighted through displays and exhibitions. Time for discussion and networking will be built in.

The Board agreed with this approach. The date advanced was 27 February. BG suggested finding a location that allows for talks and exhibitions in the same space to aid discussion after each session. JS will work with partners to develop the idea and keep members posted.

Action: JS to organise the Forum, regularly updating partners.

9. Frontiers of the Roman Empire WHS: the current position.

Recent debates on a forward plan for the FRE WHS had been taking place between UNESCO and the component elements of the wider WHS. Henry Owen-John had recently provided an update on the current situation; HW will circulate this shortly for members' information.

Action: HW to circulate the FRE update.

10. Dates of Meetings 2016

Dates for following meetings will be circulated as soon as possible. While the strategy for the implementation of the Management Plan continues to develop it is envisaged that three per year will be necessary.

Action: JS to circulate possible dates. Board members are asked to respond to by the end of October.

11. AOB

HW noted progress in the planning of the next Hadrian's Wall Pilgrimage, in 2019, and directed attention to the Simulacrum installation at Walltown.