

HADRIAN'S WALL PARTNERSHIP BOARD
9 February 2016
Carlisle Civic Centre, Carlisle

Draft minutes

Members: Humphrey Welfare (*Chair*), Jane Meek (*Carlisle City Council*), Steve Bishop (*North Tyneside Council*), Andrew Miller (*Northumberland National Park*), Mike Collins (*Historic England*), Bill Griffiths (*Tyne & Wear Museums & Archives*), Carol Pyrah (*Historic England*), James Fell (*Northumberland County Council*), Cllr David Southward (*Cumbria County Council*), Richard Hingley (*Durham University*), Duncan Wise (*Northumberland National Park*).

In Attendance: Sarah Rushton (*Northumberland County Council*), John Scott (*Management Plan Coordinator*).

- 1. Apologies** - Christine Venus (*Natural England*), James Copeland (*NFU*), Mike Conlon (*South Tyneside Council*), Kevin Kerrigan (*Allerdale Borough Council*), Lindsay Murray (*Gateshead Council*), Cllr Rob Higgins (*Newcastle City Council*), Nigel Walsh (*Northumberland County Council*).

The Committee warmly thanked Carlisle City Council for hosting the meeting despite the damage to the Civic Centre caused by the floods in December.

- 2. Minutes of the last meeting** – these were accepted as a true record.

- 3. Matters Arising –**

- a. Item 4 – The Job Specification for the WHS Coordinator had been circulated with minutes
- b. Item 6 – JS had prepared a very positive summary of activity and progress for stakeholders; this would be circulated shortly.
- c. Item 9 – A summary of the current Frontiers of the Roman Empire (FRE) situation had been circulated to Members. The further development of the WHS will be discussed at a meeting on 23 February in Paris; JS will circulate its conclusions. JS had delivered a recent presentation on the WHS management plan for the Wall to WH:UK (the UK World Heritage forum) and the Bratislava Group (the FRE academic advisory group). All parties had been interested in the approach taken by Hadrian's Wall and were keen to learn from the process we had gone through. There were distinct differences in scale and format to some new management plans but the approach taken on Hadrian's Wall was seen as a positive step forward and good value for money.

Action – JS to circulate the summary of activity, and a report of the Paris UNESCO meeting

- 4. Management Plan Priorities** - JS provided an update on current priorities. 15 of the 18 actions identified for delivery this year had been completed or are on schedule for delivery before the end of the financial year. The 3 remaining required better definition.

A transport study for the central sector of Hadrian's Wall had been produced. DW explained that a transport map will highlight and build confidence in the variety of public transport within the corridor beyond the AD122 service.

Brown signage has been reviewed and gaps identified; £30k of the Visit England (VE) funded 'Connect' project has been used to replace damaged and missing signs on a tourist route between Carlisle and Heddon.

New stocks of photographic images, for use by all partners, are being secured to reflect conservation guidelines. This followed an audit of gaps in images held by partners. A number of Members identified stocks of images they had that they would be happy to share. HW asked that details of these should be sent to JS.

JF reported on the new website being commissioned with VE funds. Research had shown that whilst the current site successfully attracted on average 25K hits/month, with peaks of 35k/month in the summer, a lot of the content was not being accessed. Three sections are being used primarily (how to get to the Wall? what to do? what is Hadrian's Wall?). This has helped to shape a simpler, more streamlined, web presence for the WHS. The new site will take over from the current one at the end of the financial year and will be significantly cheaper in revenue costs (£3k/annum for the new site, as opposed to £10k/annum). Training has been included in the commissioning cost to enable partners to utilise the web space better.

JS said that a lot of discussion in the Delivery Groups had focused on the mapping and sharing of information.

One potential project focuses on the 20 sites highlighted on the Historic England Heritage at Risk register. A consultant, Paul Frodsham, had been working with MC, JS and the Community Champions project to compile a report on the current condition of these sites and to identify what was needed to conserve, protect and research these sites with community involvement. The report will be used in bids for external funding.

Members congratulated those involved on making such an impact on the priorities within the Management Plan over the year.

Actions – Members to send details of image stocks to JS.

JF to send out a link to the live site once ready.

- 5. Finance** - JF provided an overview of the financial spend for the current year and the prospects for the future. Members suggested that these figures seemed appropriate but some partners would need to formally confirm their contribution. The Chair pointed out that the figures presented only continue the *status quo* and do not include any provision for project delivery. JM wondered if VE would be interested in

further support, and that an approach should be made to Visit Scotland in the context of the Borderlands partnership. JF said that much depends on the successful delivery of the current project but there is potential to approach VE again. In the last year the marketing of HW had been brought together as a coherent whole. CP said that she was attending a session about the Discover Britain Initiative and would feed back any information to the Chair. The Chair asked JF/JS to have a discussion with VE about the possibility of continued support.

RH and SB suggested that an approach to Ministers could be made for their support, especially as Rory Stewart has had a direct interest in the WHS. AM confirmed that Rory Stewart has recently been in discussions with the Secretary of State on funding for heritage initiatives. BG said that we need to be clear about what we would be asking of Ministers. The Chair said that the partnership represented by the Board needed to express more explicitly the agenda for growth that was included within the Management Plan; this would enable stakeholders to seize opportunities. The meeting suggested that an approach to the LEPs would be useful as they provide a significant mechanism for the distribution of central government funds. The Chair made reference to the adoption by the World Heritage Convention of a document entitled 'a sustainable development perspective policy' and asked JS to circulate a link to the document with the minutes.

JF and JS undertook to identify the potential economic and development impacts of the Management Plan might be; these would be circulated.

The Board discussed a slightly revised version of the paper on sustainable finance that had been presented to the last meeting. SB suggested that the Board should map out the 'community of work' around current activity; this would provide an idea of the further resources required. Greater clarity was required on the remit of relevant postholders (e.g. in marketing, or the drafting of applications for funding), in each of the authorities; there may be scope to buy the time of officers. In the medium term, a dedicated charity could be developed.

Actions – JF & JS to identify the potential economic impact of the Management Plan, and to circulate a paper on this before the next meeting.

The Chair and JS to discuss approaches to the LEPs and to Ministers.

Link to the sustainable development policy document can be found here - <https://worldheritageuk.org/about/resources/documentation-and-guidance>

6. Reports from Delivery Groups.

- **Conservation Planning & Heritage Management** - MC reported that membership of the group was developing, providing a balanced group of skills and geographic knowledge. RH had agreed to join the group to provide a link with the Archaeological Research group.

- **Archaeological Research** - RH said that David Breeze had brought together a wider consultation group at Newcastle University before Christmas. About 40 people had attended. RH had been elected as Chair and Rob Collins as a Vice Chair. The next meeting will be in April when the intention is to review the priorities for research. The renewal of the Research Framework was seen as important but not urgent; there is also a need to make a new Framework link in better with those for other areas. Community activity, the visibility of archaeological activity within the WHS, and better publicity for research were also identified as key areas for development by this group. RH is keen to broaden ownership of archaeological work to a bigger group of stakeholders.

- **Communications and Marketing** – JF said that this group was a strong partnership and had focused on delivery of the Visit England Connect project. STEAM figures had been gathered for the HW corridor as a whole (including the cities and attractions not related to the WHS) and showed that 2014 had seen 48 million visits to the area; the visitor economy amounted to £2.5 billion, employing almost 28,000 people.

- **Tourism & Transport** – DW highlighted the four-year contract with Go NorthEast for the AD122 bus and the real opportunity that service now has to become a sustainable operation. The group had agreed that existing data needed to be shared so that movement in the corridor and the use of transport can be better understood; it was not necessary to commission expensive research. The need for good data is particularly important for the western end where current transport initiatives are coming to an end and partners are keen to develop new projects.

- **Education and interpretation**, BG reported that the first meeting would be on 4 March, when the main focus will be on the role of the group and how it can mesh with existing fora. Following the Limes Congress in Ingolstadt it was apparent that links should be made to the wider WHS. The Hadrian's Cavalry exhibition will be a major event for 2017; branding and communications are being developed to run alongside the build up to the event.

- **Farming and Land Management**- JC could not attend the meeting but provided a written update. *'The NFU have produced an internal database of landowners (NFU Members) within a 20 mile corridor (10 miles North and South from The Wall) to assist in our communications and engagement plan. We will now be contacting the c. 500 businesses to ascertain those*

landowners who have an interest in The Wall, with the ambition to hold a meeting later in the year. We will run the Rural Land Management Group on a virtual basis, ensuring a clear stream on communication on policies and actions that impinge upon or benefit current and future land use. We await further details on the Heritage@ Risk register as this may be a useful example of collaboration at our first meeting.

- 7. Hadrian's Wall Path National Trail** –The Chair apologised for the lack of the report that had been promised at the last meeting. He had spoken with the Chair of the National Trail Partnership and they had agreed to exchange minutes. The National Trail Partnership would be invited to present an annual up-date to the Board.

- 8. Annual Consultation Forum** - JS said that this would be on 27 February at Hexham, in partnership with the Community Champions project.. Early indications are that the day would be well attended; 75 people had expressed interest in attending, due partly to a good social media campaign by members of the Marketing Group. Speakers had been chosen from across the Delivery Groups.

Action – JS to circulate an evaluation report following the event.

- 9. ToR, Board performance and the Chair** – The Chair suggested that there should be an initial review of the activity of the Board in the autumn, focusing particularly on how the model is working and how it can be improved and enhanced. He also asked the Board to think whether the Chair should be independent or drawn from a Local Authority. JM thought that the Partnership was still at an early stage and that some continuity was still required. CP suggested that the model of the governance for the North-East Historic Environment Forum might be appropriate, in which the Chair is in post for two years with a Vice-Chair who then takes over. The role of Vice Chairman should be added to the ToR at the review in the autumn. The Board agreed that this would be a good model to follow.

- 10. AOB** – JS reminded member that 2017 would be the 30th anniversary of the inscription of Hadrian's Wall as a WHS. The Board suggested that a season of public lectures and/or behind-the-scenes tours, should be considered. The Chair asked the Archaeological Research Group to consider this at its next meeting. AM and DW said that during the extension to the car park at Housesteads a Roman road surface had been discovered. The route for England's Coastal Path will soon be identified, linking to the current National Trail. SB updated the Board on Tyneside projects under the umbrella of the Northern Powerhouse and on the potential for funding from central government.

Action – *The Archaeological Research Group to consider ways in which the 30th anniversary of inscription might be marked.*

Date of next meeting – 14 June '16, 2-4pm, at the Northumberland National Park Office in Hexham.