

Frontiers of the Roman Empire World Heritage Site

Partnership Board Meeting Friday 24th January 2020 North Tyneside Council 13h00 – 15h00

Present: Jane Gibson (Chair), Jane Meek (Vice Chair), Andrew Birley (Vindolanda Trust), Steve Bishop (North Tyneside Council), Mike Collins (Historic England), Bill Griffiths (Tyne and Wear Archives and Museums), Richard Hingley (Durham University), Graham Kennedy (Allerdale Borough Council), Andrew Mackay (Tullie House Museum and Art Gallery), Andrew Poad (National Trust), Tania Robinson (South Tyneside Council), Andrew Rothwell (Newcastle City Council), Wendy Scott (Northumberland County Council), Andrea Selley (English Heritage), Christine Venus (Natural England) and Pauline Wall (Northumberland National Park Authority)

Apologies: Julie Betteridge (Copeland Borough Council), Sue Clarke (Cumbria Tourism), Alison Hatcher (Cumbria County Council), Mike Jeffrey (Northumberland County Council), Katie Read (Copeland Borough Council), Janice Rose (Northumberland County Council), Nigel Walsh (Northumberland County Council), Duncan Wise (Northumberland National Park Authority)

In Attendance: Nick Henderson (Development Officer), Denise Hewitson (Administration Assistant) and John Scott (Management Plan Coordinator)

	Description	Action
1.	<p>Chair's Welcome and Apologies</p> <p>Jane G thanked Steve B for hosting this meeting at North Tyneside Council. She also thanked Paul Hanson, CEO at North Tyneside Council for welcoming the Board to his offices and for getting us off to such an energetic start. Paul Hanson acknowledged everyone for their involvement, time and hard work supporting the project. He felt that Hadrian's Wall is deeply engrained in the region and is extremely important to North Tyneside as a whole. He stated that Mary Glindon, MP is still an avid supporter of Segedunum and the Wall is well respected by MPs across the north. The NT Regeneration Strategy is now in the public domain and highlights the development and agreed plan for Segedunum and how the Council will look after it for the next 10 to 15 years. Local MPs and the Elected Mayor Norma Redfearn, CBE have prioritised their involvement in Hadrian's Wall, heading towards the 1900th Anniversary of Hadrian's Wall in 2022.</p> <p>Jane G welcomed everyone to the meeting and thanked those members present for attending.</p> <p>Apologies were received and noted for the Minutes.</p>	
2.	<p>Minutes from the Last Meeting on Friday 18th October 2019 and Matters Arising</p> <p>Members accepted the Minutes as a true and accurate record. Matters arising were covered by the agenda.</p>	

3.	<p>Funding and Governance</p> <p>National Lottery Heritage Fund Resilience Introduction to New Appointments Jane G introduced Denise Hewitson to the Partnership Board and asked members present to introduce themselves. It was noted that Nick Henderson had met members of the Partnership Board at an event in December 2019.</p> <p>Partner Contributions 2020/2021 John S briefed the Board on the current progress and shared his Financial Paper 2019/2020. He explained that he is currently holding a buffer of around £14,000 in the budget to cover unforeseen projects.</p> <p>He asked that members confirm the financial contributions for 2020/2021 are the same as for 2019/2020. This was confirmed and with £14,000 to carry forward, 2020/2021 will be starting with a figure of £100,000. Jane G stressed that Contribution in Kind also needs to be accounted for in the spreadsheet. Newcastle University have offered support by undertaking work on behalf of Partnership Board and such projects need to be illustrated accordingly. Jane G requested that John S introduces a line in the next amendment of the budget to quantify what the amount/activity looks like for each of the four new partners, i.e. Tullie House, Vindolanda Trust, English Heritage and The National Trust as they will be delivering their contributions in different ways.</p> <p>New Politicians Forum The first Politicians Forum was held on Wednesday 15th January 2020 at County Hall, Morpeth hosted by Cllr Cath Homer, Portfolio Holder at Northumberland County Council. In attendance were Cllr Peter Jackson, Leader Northumberland County Council; Cllr Stephen Higgs, Carlisle City Council; Cllr Rob Higgins, Newcastle City Council and Cllr Joan Atkinson, South Tyneside Council. The Forum had been given a background paper, Looking After Wall which was written by Humphrey Welfare. Janice Rose, Northumberland County Council spoke to a presentation on the Ten Year Investment Strategy which included headline information about Borderlands and North of Tyne Combined Authority plans. John S talked the Forum through the Management Plan update plans. The 2022 anniversary was also discussed. Other topics discussed included revenue funding for the HW team, public transport and the importance of the international context.</p> <p>Jane G thanked those authorities whose members were able to give their time to attend. It was a very useful meeting and a neutral sharing platform, extremely collegiate. The hospitality was excellent and well received. Future meetings, probably in May and Autumn were suggested. Jane G and John S to plan the meeting schedule.</p> <p>Jane G has suggested to the Politician's Forum members that they might want to attend the social element of the Partnership Board July meeting. English Heritage has kindly offered to host a Partners Event and Barbeque at Chesters in July 2020 after the longer Partnership Board. Jane G highlighted that invitations need to be sent to politicians as soon as possible. Chesters is easily accessible. John S informed the Board that a meeting has been scheduled with James Fell on Thursday 13th February 2020 to discuss the format of the event in July in more detail.</p> <p>Andrew R proposed that an invitation is also sent to Baroness Joyce Quin and Mary Glindon, MP who have strong connections with the Wall. It is also important to note that there are 21 MPS across the wall and other 'family' members, for example, Rory Stewart.</p> <p>Steve B is the main contact for Mary Glindon, MP and he commented that there were no concerns about the APPG from her office. It was stated that she is happy to offer Jane G the appropriate support. All agreed that the APPG requires detailed planning.</p> <p>Jane M briefed the Partnership Board that there is a Borderlands Day scheduled to take place in Westminster and this could be linked into the HW APPG. John Stevenson MP is currently considering a date. Jane M will keep the Partnership Board informed.</p>	<p>JS</p> <p>JG/JS</p> <p>JM</p>
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	<p>Richard H and Andrew B discussed the need to be politically aligned with Scottish and Border politicians too, especially because of our WHS status with the Antonine Wall. Partnership Board members agreed that they all had a responsibility to keep their partners informed about HW progress, both sides of the Border. Richard H. also mentioned an initiative involving Offas' Dyke, on the English–Welsh border and some opportunities to develop contacts with this initiative.</p> <p>John S advised that Cllr Higgs has offered to host the next Politicians Forum possibly during the third week of May 2020 in Carlisle.</p>	JS/JG
.4.	<p>Ten Year Investment Strategy</p> <p>Jane G introduced the Ten Year Investment Strategy item. Helen Joicey from New Skills Consulting had prepared a short report noting progress. John S to circulate this report to all members by email.</p> <p>Jane G highlighted the salient points from the report with detailed discussions taking place on each point.</p> <p>10 Year Investment Strategy work was underway and good progress has been made developing the outline.</p> <p>There are 11 key sites working on a figure of 1.09m visitors to the Wall in 2018, which is based on:</p> <ul style="list-style-type: none"> ○ The collective number of visitors to the 11 key Roman Sites in 2018 of 932,682 ○ Approximately 12,000 visitors to the National Trail based on passing the National Trail counter. <p>The figure of 1.09m only accounts for those visitors that either paid to visit an attraction, or that spent some time at the Wall e.g. walking the National Trail. It does not take account of visitors to non-staffed Roman sites (as there is no visitor data)</p> <p>John S commented that from the Marketing and Transport Delivery Group an intern produced data last year in cooperation with TVCRP. John S asked that any data available from members would be appreciated and welcomed.</p> <p>A request was made that all partners complete any gaps and give feedback to John S and Nick H to explore further. The time scale for this to be given within the next two weeks.</p> <p>The original Borderlands bid document predicted an additional 1.3 m visitors would be attracted as a result of the investment. As detailed business cases were developed this figure would be tested.</p> <p>Visitor profiling and segmentation Current Delivery Groups are functioning well, but it will be necessary to create some Task and Finish groups/topics to test some of the business planning methodology around visitor profiles and segmentation, for example.</p> <p>Jane G asked Tania R and others for support. Bill G noted the work the Arts Council is developing in this area with audience agency, and notes TWAMs use of MHM's culture segments. NGI might be able to support this work too.</p> <p>Nick H to coordinate a meeting to consolidate the base knowledge.</p> <p>Management of the Investment Programme Borderlands: Jane M fed back that a lot of work has already been undertaken in the SOBC phase which will fit into the OBC. The Borderlands Partnership Board will have overall responsibility to monitor this. Further work is required regarding timescales and</p>	<p>JS</p> <p>All</p> <p>NH</p>

<p>phasing. Jane M noted that there are 5 lead partners on the board; Carlisle City Council, Cumbria County Council, Dumfries and Galloway Council, Northumberland County Council and the Scottish Borders Council, with a revolving Chair. There is also an Economic Forum made up of representatives from the business community and LEPs. The board have recently appointed three people to the Project Management Office to be led by James Davies who works for North East LEP. Janice Rose, Alison Hatcher and Jane M are our key contacts.</p> <p>Jane G has asked to have regular meetings and full involvement to ensure linkages with our HW work.</p> <p>North of Tyne: Partners are North Tyneside Council, Newcastle City Council, Northumberland County Council and North of Tyne Combined Authority. The Acting CEO role rotates, currently Paul Hanson. Janice Rose is our lead contact.</p> <p>Steve B, Wendy S and Andrew R are also key contacts on the project for HW.</p> <p>Discussion points The reason for a Ten Year Investment Strategy for HW is to ensure that all match funding possibilities are explored and for projects and programmes to develop within realistic timescales. Members noted their own project ambitions:</p> <p>Andrew M: Tullie House is looking for match funding from public donations and from lottery funding for their major project.</p> <p>Andrew P: National Trust working on their own 10 Year Plan</p> <p>Tania R: South Tyneside Council/TWAM currently have an Expression of Interest in with the National Lottery Heritage Fund for work at Arbeia. They would like to test the water but need the funding to make the project happen, with a view to the Council matching this.</p> <p>Andrew B: Vindolanda Trust had submitted a Heritage Horizons bid to NLHF before Christmas, however, alongside most of the bids, this had been rejected. An Expression of Interest has been made for the project, feedback to be received within the next 4 to 5 months.</p> <p>Bill G: TWAM's response to ACE's 10 year strategy and funding programme is currently being developed..</p> <p>Jane M commented that it would be useful to have a programme table which sets out what our HW ambitions are, taking into account potential match funding and phasing of projects. Nick H will begin this work. Programme Management generally needs to be better understood so that HWPB partners can maximise the contribution of their individual projects and skills into the overall picture.</p> <p>As projects and programmes were being discussed, Bill G reported that a new portfolio of events has recently been discussed at the Learning and Interpretation Delivery Group. Another area to be addressed is signage and interpretation as inevitably, the first project to be delivered would be using either old or new HW branding. Jane G asked partners if it was felt a brand new livery was required? Bill G noted that the WHS is a strong quality brand. Andrew M informed members that they are currently reviewing their livery at Tullie House so this may be the first project. All agreed it is extremely important to work the UNESCO brand. Further work needs to be undertaken through the Learning and Interpretation Delivery Group. Jane G proposed that John S and Nick H convene a conversation to explore this in more detail. Clear objectives are needed for branding, but new branding could create more confusion. Bill G commented that a branding strategy was discussed around 15 years ago. Bill G to identify location of paper. Andrea S proposed that she would make enquiries of her EH branding department for further support. Graham K advised that the guidelines already exist and are a good basis on which to build. Bill G proposed that there should be a logo for 1900th Anniversary for Hadrian's Wall. Andrew M to share his current livery proposal with the group. The discussion concluded that a pragmatic approach to branding and livery may well be the best solution.</p>	<p>JG</p> <p>NH</p> <p>JS/NH</p> <p>BG</p> <p>AM</p>
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5.	<p>Delivery Groups – Progress and Proposals</p> <p>Archaeology Delivery Group Richard H briefed the Board that he had spent half a day with Jane G and John S in York. The last Archaeology Delivery Group meeting was held in August 2019 with the next meeting scheduled for Friday 7th February 2020. The current issues facing the Group are:</p> <p>The proposal for funding to renew the Research Framework submitted to Historic England by Rob Collins. It is important to revise this Framework and to develop this over the next couple of years to guide research.</p> <p>The Hadrian’s Wall Pilgrimage which takes place every 10 years attracting a broad community of people. During the last Pilgrimage in 2019, 200 visitors from over 7 different countries came. This is widely publicised and gets high profile coverage.</p> <p>Matt Symonds and David Breeze from the Delivery Group have raised concerns about archaeological sustainability on and around the Wall.</p> <p>The Board agreed that sustainability in all aspects of HW was a paramount importance with Andrew R noting that sustainable tourism, the effects of climate change and respecting the archaeology must be at the heart of everything we do as if we do not look after the Wall now, we will have no attraction to visit in the future. Wendy S informed the Board that Lonely Planet carbon neutral tour package is something to consider for the younger generation moving towards 2022. Mike C indicated that we need to look at audience development and the issues about future planning for the HW Trail. It is important that these facts are highlighted in the 10 Year Strategy from a HW perspective.</p> <p>Returning to research themes, Jane G emphasised the importance of digital strategies for the Wall. Jane G congratulated those members of the Group, Bill G, Richard H, Andrew B for the Pilgrimage and the accompanying Handbook. The next Hadrian’s Wall Archaeology Forum, hosted by Dr David Mason of Durham County Council will take place on Saturday 29th February 2020 at The Queen’s Hall, Hexham and the Board were encouraged to sign up.</p> <p>John S informed the Board that WallCAP at Newcastle University are hosting a Community Networking Forum on Saturday 22nd February 2020 at Carlisle Racecourse. It is a platform to showcase a wide range of non-archaeological activity along the Wall and the Antonine Wall. In 2019, the event attracted around 125 people. Jane G stated that she was bowled over by how many people are so passionate about Hadrian’s Wall. Links for these events to be circulated by DH.</p> <p>Conservation, Planning and Heritage Management No concerns or proposals were raised by Mike C.</p> <p>Learning and Interpretation Bill G commented that the Group are currently working on a programme of events and that a portfolio of ideas had been recently discussed at the Delivery Group Meeting on Tuesday 14th January 2020. Andrew R stated that there is no guarantee that funding will be granted and that it is vital to consider a collective approach. Steve B, Wendy S and Andrew R to discuss potential North of Tyne funding. JG indicated that she also wants to discuss national funding for HW in 2022 including Festival of Britain link ups.</p> <p>Marketing and Transport John S updated the Board that the Hadrian’s Wall Map is currently being revised with the objective of going to print at the end of February 2020.</p> <p>Jane G acknowledged that the Delivery Groups might need to be strengthened as they will be taking on a lot of extra work particularly with regard to the Ten Year Investment Strategy and the 2022 Anniversary. Jane G to contact Janice R to explore how we resource Hadrians’ Wall projects.</p>	<p>DH</p> <p>SB, WS, AR</p> <p>JG/JR</p>
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6.	<p>Management Plan</p> <p>John S indicated that the current timescale to complete the Management Plan is September 2020. The Antonine Wall has been granted an extension by Henry Owen-John to the end of the year. John S distributed the Management Plan 2020 – 2024 Draft Timetable to members of the Board. An electronic copy to follow by email. Financial support of £4,000 has been granted by Newcastle University and £5,000 from Northumberland County Council to; help facilitated consultation; buy better digital consultation. Following a discussion by the Group, John S said that he would try and bring this timescale in line with the Antonine Wall and that he would speak to Henry Owen-John. A Management Plan can cost £30,000 to produce, Hadrian's Wall Partnership spent £2,000 on the previous occasion to produce an effective, legal document. Andrew B asked if youth engagement has also been considered in the Management Plan as this sector of the community needs to be strongly represented.</p>	JS
7.	<p>Wall to Wall Update</p> <p>A visit to the Great Wall of China had been arranged in 2019, which included some members of the Board. It was an opportunity to exchange ideas and collaborate with Chinese colleagues. There was potential for a school's exchange to show how we study and work on Hadrian's Wall. There is interest in joint exhibitions, and conservation events will be arranged regarding differing management techniques. A dual language publication of this work will also be published (the dual language volume of the first seminar held in Newcastle in 2018 has just been published). Mike C said that active research is required and exchange of ideas about archaeological research. Currently Wall to Wall is shown as a dotted line to this Delivery Group. Humphrey Welfare continues to be a great impetus in this project, and Wall to Wall is represented on the HW Board by Bill G and Mike C.</p>	
8.	<p>AOB</p> <p>Knowledge Transfer Partnership Andrew B and Wendy S noted that Vindolanda are hosting the project which will be submitted on Wednesday 4th March 2020 with the project going live in July 2020.</p> <p>Andrea S is currently looking at the Chinese travel trade market and will share findings with the Board. Andrew R mentioned that the Ten Year Investment Strategy highlights the hidden parts on Tyneside. He had recently met Mark Jackson from Pocket Tours to discuss Virtual Reality. Nick Henderson offered to follow this up with Mark Jackson.</p> <p>Mike Collins reminded the group that English Heritage had acquired land at Carrawburgh. A letter of thanks to be prepared by John S to Jennifer du Caine. The Board were delighted with this news.</p>	NH JS
	<p>Date of Next Meeting</p> <p>Friday 3rd April 2020 – Birdoswald Roman Fort – 13h00-15h00 Friday 3rd July 2020 – Venue to be Confirmed – All Day Meeting Friday 18th October 2020 – Venue to be confirmed – 13h00 – 15h00</p>	