

Frontiers of the Roman Empire World Heritage Site

Partnership Board Meeting Friday 16th October 2020 Zoom Meeting 13h00 – 15h00

Present: Jane Gibson (Chair), Jane Meek (Vice Chair), Andrew Birley (Vindolanda Trust), Steve Bishop (North Tyneside Council), Joe Broomfield (Allerdale Borough Council), Mike Collins (Historic England), Bill Griffiths (Tyne and Wear Archives and Museums), Richard Hingley (Durham University), Andrew Mackay (Tullie House Museum and Art Gallery), Katie Read (Copeland Borough Council), Tania Robinson (South Tyneside Council), Janice Rose (Northumberland County Council), Andrew Rothwell (Newcastle City Council), Wendy Scott (Northumberland County Council), Andrea Selley (English Heritage), Duncan Wise (Northumberland National Park Authority)

Apologies: Sue Clarke (Cumbria Tourism), Alison Hatcher (Cumbria County Council), Graham Kennedy (Allerdale Borough Council), Lorna Lazzarri (Northumberland National Park Authority), Sarah Mitchell (Copeland Borough Council), Andrew Poad (National Trust), Christine Venus (Natural England), Pauline Wall (Northumberland National Park Authority), Nigel Walsh (Northumberland County Council)

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

	Description	Action
1.	<p>Chair's Welcome and Apologies</p> <p>Jane G welcomed everyone to the meeting and thanked those present for attending. She introduced Joe Broomfield to the Board who was representing Graham Kennedy in his absence. Joe Broomfield, Tourism Development Manager at Allerdale Borough Council informed the Group that he is responsible for looking after the new cycle path between Allonby and Silloth.</p> <p>Apologies were noted for the Minutes.</p>	
2.	<p>Minutes from the Meetings on Friday 3rd July 2020 and Friday 4th September 2020 and Matters Arising</p> <p>An amendment was highlighted by Andrew M to the draft minutes dated Friday 3rd July 2020, Page 6, museum free of charge to be changed to free of charge for one week only.</p> <p>With this correction, the minutes were accepted as a true and accurate record.</p>	
3.	<p>Ten Year Investment Strategy</p> <p>- Borderlands Growth Deal</p> <p>Three papers were distributed prior to the meeting to the Board to provide an update to Partners on the Borderlands Growth Deal. The papers were entitled Borderlands Inclusive Growth Deal Update – October 2020, Hadrian's Wall SOBC Draft 14, Appendix 2 Hadrian's Wall BCR V5.</p>	

Jane G handed over the agenda item to Janice R and Helen J to report on the Borderlands Growth Deal.

Janice R informed the Group that Helen J has been supporting this project from New Skills Consulting with Jane M and Alison H. She brought the Board up to speed about the Borderlands Deal and that they are now accelerating the SOBC to the OBC as outlined at the last meeting. Very strong and positive feedback had been received from DCMS about the strategic case. It is evident that Hadrian's Wall is an area which the Government want to support; a financial allocation is included in the Deal following the strengthening of the economic case. The document highlights more detail about the investment framework, themes and types of interventions.

Next step will be to finalise this version with final comments from the Board.

Janice R added that they are commissioning support over the next three to four months to focus on a project pipeline for the 10 Year Investment Plan. She hoped that by Spring we will be able to unlock the financial support.

Andrea S commented that this is brilliant work and thanked everyone involved for all their hard work. She noted that she would feed in English Heritage's strategic priorities to Helen J. She asked Mike C when referring to strategic priorities is there anything new from Historic England. He noted that he could usefully reference the economic case for heritage from Historic England.

Bill G proposed to feed in information about museum development and the Arts Council. He also added that he thinks youth employment is something to collectively focus on.

Katie R felt that due to Covid-19, it is evident that there is less emphasis on international visitors. There is now a different target audience and it is important to bring this into the paper. Cumbria LEP has recently conducted a review and she commented that she would share this with the Board. Janice R responded by noting that Borderlands will be in contact with the two LEPS, covering Covid-19 at a Borderlands deal level. Katie R stated that the young employment market is a hot bed of talent and is important in Cumbria as the older generation is currently declining. This sector of the community does not feel comfortable in roles such as volunteering or part time employment and have left attractions shorthanded.

Andrew M highlighted that he had noticed the BCR has come down which has raised a concern and that the Cumbria Cultural Strategy needs to be flagged. It is evident that the present situation in the SOBC is that the bounce back has been good for outdoor sites who are doing well compared to the indoor sites which are still at 30% - 40% compared to 2019.

He reported that they have recently recruited 22 volunteers under the age of 30. The volunteer profile has changed considerably due to Covid-19. He added that these are all great points to build on and that we have to be ambitious as there will be elements of the programme which will focus on recovery as well as growth.

Jane M reminded the Board that it is important to note that the Borderlands Deal is a 15 year programme and we must not lose sight of that as it takes us beyond the immediate Covid-19 situation.

John S noted this is an excellent opportunity to collate these thoughts. It is very important to have this data now and for future use as data is always a challenge on Hadrian's Wall.

Janice R concluded that there will be two Borderlands Board Meetings before Christmas and it is hoped that the majority of work will be brought through to the first of these two meetings before sending the paper to Government. She noted that there are still ongoing informal discussions with DCMS.

Jane G reminded the Group that the recent changes to the document have been highlighted in blue. She asked the Board to review the document and to feed through their comments to Helen J by Tuesday 20th October 2020 for her to incorporate these revisions into the paper prior to submission on Friday 23rd October 2020.

Janice R commented that the Board's input and collective working will continue to strengthen the document.

An electronic copy of the paper in word format to be circulated by DH to the Board.

DH

- **North of Tyne Combined Authority**
[Wendy S, Andrew R and Steve B attend NofT meetings].

Wendy S informed the Board that they have appointed an events company who will be delivering a Spring 2021 festival called 'Tell Us A Story'. There will be six events taking place designed to engage communities. She will be covering Blyth and Hexham.

Steve B added that in the next few weeks the structure for a North of Tyne 2-3 year events strategy/programme will be tied down. Hadrian's Wall 1900th Anniversary could potentially be supported.

He added that North of Tyne are appointing a team to support Culture and Tourism work, which will be supported by a Steering Group which includes local authority representatives. **Andrew R** noted that this is yet to be determined in Newcastle.

Wendy S commented that Hadrian's Wall is part of the North of Tyne 10-year strategy. A meeting will be held on Monday 20th October 2020 to discuss the mechanism for projects to access funding.

Andrew R added a caveat to this comment that we have not agreed that money and we are not certain what the approval mechanism is to do so. Local authorities do not make that decision and there are a lot of hoops to go through before that can happen. He also stated that we cannot spend money outside the area, but that does not mean that we would not support Hadrian's Wall. **Steve B** felt that we need to work through the process to see if funding is available.

Tania R remarked that they would want to be part of 1900th Anniversary and echoed her colleagues' thoughts, but they would not expect to receive any funding from North of Tyne as they are not part of that grouping.

Andrew R emphasised that we need to start to look at the projects or activities the Partnership would like North of Tyne to finance and to effectively articulate what the Board are planning to do to get investment.

Steve B concluded that North of Tyne need to establish the process. He added that we need a proposal for the 1900th Anniversary that NofT can assess.

Janice R commented that North of Tyne is predominately revenue funding, however, it is possible to use this on capital projects. **Andrew R** noted that we need to revisit this, events were one work programme, Hadrian's Wall another, but we can put a marker down on it. He also added they will start these conversations and try to identify priorities and how this can be addressed.

Jane G thanked Andrew R, Wendy S and Steve B for their comments and input into the conversation.

- **Update on Partners' Bid Activities**

Andrew B commented that they are still waiting for the NLHF to unlock the application process (hopefully in 2021) so they can submit the Magna project.

	<p>Andrew M noted that they are also waiting for the NLHF to reopen their window for Project Tullie.</p> <p>Katie R stated that all their attractions have been on a pre-book basis only, promoting 'Know Before You Go'. She also added that the digital ask is really high on the agenda and we all need to be digitally minded.</p> <p>She indicated that there have also been successful in securing funding from the Town Deal. Funding has also been awarded to run an app, Norman Nicholson Trail app pilot scheme, which will guide visitors on walking and cycling tours and she hopes that this app will be seen on the Wall as well as in local towns in the area.</p> <p>She commented that they are progressing the Phase 2 Hidden Coast which links up Eskdale with Hardknott. This has presented a great filming opportunity which can be used by partners as copyright is free.</p> <p>The Challenge event "Run the Edge" Lake District Coast has now been rescheduled to next year.</p> <p>Tania R informed the Board that they are still hoping that investment will come through Borderlands to support Arbela. The Council match funding is on the table and a bid will be submitted to NLHF once this re-opens to major capital projects. The Council's priority is to focus on Holborn Riverside former shipbuilding area and Town Centre regeneration. Funding has been secured for Holborn Riverside and ultimately this will bring benefit to Arbeia and more footfall in area.</p> <p>Joe B commented that he is working on the Allonby to Silloth cycle path and that they are appointing WYG to create locations for mile marker posts to reinforce the association with Hadrian's Wall. He noted that High Street funding has also been awarded to Maryport.</p>	
4.	<p>Covid-19 Activities, Impacts and Regulations</p> <ul style="list-style-type: none"> - Partners' update on the current situation <p>Jane M reported positive news from Carlisle City Council that they have been awarded financial support from the Future High Street Fund. She added that they are fighting hard to not allow projects to slide and hope they are able to find match funding. She asked the Board if they had seen the architectural press about the Fraternity (Restaurant) at Carlisle Cathedral. This has been extremely well received by the public, although there have been lots of differences of opinion. It is a fabulous building and a great addition to the Castle and Cathedral in Carlisle. She also noted that they are currently progressing the Citadel Gateway Project.</p> <p>Andrew M remarked that they are also waiting for the NHLF to reopen their window so that they can progress Project Tullie. He noted that he is working with Jane M and colleagues drafting the SOBC for High Street funding. The NHLF is extremely important to Tullie House as this can attract other partners.</p> <p>Mike C reported from Heritage England that they, like other partners are confined to barracks. A lot of funding is going into cultural recovery. He added that Heritage Action Zones are a major focus for their funding into the sector, rebalancing more town space away from heritage at risk.</p> <p>Bill G reported that TWAM are also waiting for the NHLF to reopen. He noted that visitor numbers at Senhouse Roman Museum have been at 70% which is outstanding. For other venues, between 25% to 30%.</p>	

	<p>Tania R noted that they are currently reviewing activities and she added that planning anything is very difficult for the next couple of weeks. Prior to current restrictions, visitor numbers were good, however, current restrictions have undermined confidence massively and have affected footfall across businesses.</p> <p>Pauline W echoed Tania R's comments. Visitors are still coming to the area, however, they will need to review the situation and see how this will look after the half term break. She noted that those members of staff who are front facing find it quite intimidating at the moment. She stated that we are still in the same place, acknowledging this situation alongside all the other work they have to do.</p> <p>Pauline W informed the Group that she has hosted weekly meetings with partners to share ideas and lessons learned during the pandemic. This communication platform has helped us all and has brought us together as a Partnership.</p> <p>Jane G commented that these meetings have been tremendously supportive. She added that sharing that operational learning along the Wall is highly welcomed.</p> <p>John S thanked both Duncan W and Pauline W for their invaluable support.</p> <p>Richard H reported that Durham University is in an uncertain situation. They are still meeting students face to face, however, all teaching is now conducted online. He added that they are also finding ways to enthuse students online.</p> <p>He remarked that they have not reconvened the Delivery Group over this time, but he is planning to schedule an informal meeting in November. The core issue is that most initiatives through the Delivery Group are being driven by people in Universities. He also indicated that he is talking to Andrew B and looking at creative ways to take things forward, reconvening some of the initiatives.</p>	
5.	<p>Funding and Governance</p> <p>- Resilience Project</p> <p>Nick H shared a PowerPoint presentation with the Board highlighting the work and activities undertaken on the Resilience Project. He reported that he has created a Funding Matrix and is reviewing this on a regular basis. He proposed to the Board to establish a Fundraising Delivery Group where partners would have the opportunity to discuss bid activities and events.</p> <p>Jane G thanked Nick H for his presentation. She noted his comment and proposal about a Fundraising Delivery Group, an excellent idea and extension to our previous investment conversations. She asked the Board if any partners would like to be represented on a Funding Delivery Group. Following feedback from the Board and general consensus, it was agreed that Nick H would progress this and try to establish this Delivery Group prior to Christmas. This Delivery Group would also be very helpful for progressing the 1900th Anniversary work.</p>	NH
6	<p>Management Plan Update</p> <p>- Draft questions from Newcastle University for the public consultation</p> <p>John S indicated that he is progressing the Management Plan with Rob Collins and his team at Newcastle University and is focusing on the third draft of the public consultation questions. He hoped that the questions will be published at</p>	

	<p>the end of October 2020 for a public consultation period of 6 weeks, with a view to go out for final consultation in February 2021.</p> <p>John S to follow this up with Mike C next week.</p>	
7.	<p>Hadrian's 1900th Anniversary and Events</p> <p>Hadrian's 1900th Anniversary</p> <p>Bill G commented that the concept is based on the Late Show which anyone can join providing they raise their own money and fulfil the criteria. This model will then be wrapped up in promotional branding which everyone can use. The challenge is capacity. He informed the Board that they are recruiting a freelance Creative Coordinator to drive this project forward and the position will be hosted by TWAM. Funding will be available to support this role from the Partnership budget until Easter, with a review thereafter. There is potential and room for this to grow. It was evident before Covid-19 that there was a community desire to take part in the 1900th Anniversary. He noted that we realise that international visitors are declining and therefore engaging people on the ground and staycation markets is vitally important, but also not to forget and lose sight of the international market. He hoped that the brief can be published next week.</p> <p>Jane G proposed that that the criteria for this position is sent to Denise H for further circulation.</p> <p>Festival UK* 2022</p> <p>Wendy S informed the Board that Festival UK* 2022 presented an opportunity for Hadrian's Wall in its 1900th Anniversary year. Successful projects will be awarded about £10m per commission to look at something very substantial which has a global reach. The theme focuses on the STEAM sectors, Science, Technology, Engineering, Arts and Mathematics. Stage 1 is to submit a team, Stage 2 is to work up the idea. It is highly unlikely we will be picked, but it is definitely worth entering.</p> <p>She noted that they have commissioned Carol Bell to prepare the bid and to bring together an initial creative team. Partners to date include Siemens, Ryder Architects, MADDigital and Matthew Rooke with Jane G as Chair. If the first stage application is successful, there will be 8 mandatory full day workshops in November and December to work up the idea. There would then be a pitch in February 2021. We don't have long to wait as they Creative Teams will be selected by early November.</p> <p>Jane G extended her thanks and gratitude to Wendy S and Carol Bell for all their hard work and support in bringing this together at such short notice in Covid times.</p> <p>It was noted that the application was submitted on Thursday 15th October 2020.</p> <p>Jane G concluded that the Partnership Board has come a long way from a £70k budget, a leaflet and 2 annual meetings.</p>	
8.	<p>AOB</p> <p>Jane G thanked Partners for their contributions and commented that this has been a very useful gathering to share news and ideas.</p> <p>An optional informal meeting will be scheduled into the diary prior to Christmas from 16h00 – 19h00 where partners can join for some social time at the end of a very difficult year.</p> <p>Katie R informed the Board that there will be a police presence in the west this weekend to alleviate community tensions. Cumbria will be one of the last few places which will be open and the area is anticipating a new influx of visitors.</p>	DH/JG

	<p>John S commented that Duncan W had provided a resume as Chair of the Marketing and Transport Delivery Group:</p> <ul style="list-style-type: none"> • Continuing and positive collaboration between partners; sharing knowledge, best practice and news, resulting in a consensual approach to planning • Challenging Tiers being applied across the Wall (T1 & T2), requiring partners to adapt, interpret and communicate fluid situation to visitors • Website analysis and feedback from HW businesses is suggesting we focus on the HW outdoor experiences for the autumn and winter (with reassuring messages of warm hospitality in local hostelrys) • Partners stoic and positive commitment to organising events and activities to entice people to visit HW throughout the autumn/winter months • HW Bus – 50 – 60% compared to 2019, with a welcome sight of overseas visitors using the service <p>On behalf of Andy P and in his absence, Jane G reported</p> <ul style="list-style-type: none"> • For next year, our building at Housesteads will become primarily a Food and Beverage outlet providing a great welcome for our visitors with a limited selection of souvenirs. • Cherryburn will become a ‘Little Gem’, where you will need to plan and book ahead – this is more like deciding to go to the theatre than a spontaneous day out – but have a more immersive experience as a result. • In ‘doing less, with less, but better’ our outdoors have been recognised as one of the highest quality in the Trust – particularly on the Wall - and as such, when required, will be afforded priority status in accessing the organisations more limited resources for conservation. • We will be operating Cherryburn 2 days a week (Fri/Sat) Mar-Oct Housesteads will be open 7 days a week Mar-Oct and weekends over the Winter <p>Andrea S substantiated this comment by noting that the changes at the National Trust will not affect Housesteads and the fort will be open 7 days a week.</p> <p>Katie R noted that once half term is over, some businesses are likely to close and the all year round offer available to visitors will be limited.</p> <p>Andrew B reported that the Roman Army Museum will close at the end of the half term holiday and will reopen in February 2021.</p>	
9.	<p>Dates of Next Meetings</p> <p>Friday 29th January 2021, Friday 23rd April 2021, Friday 9th July 2021 and Friday 8th October 2021 from 13h00 – 15h00.</p>	