



**Frontiers of The Roman Empire Hadrian's Wall World Heritage Site  
Partnership Board Meeting  
Friday 23<sup>rd</sup> April 2021  
Zoom Meeting  
13h00 – 15h30**

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), Rob Collins (Newcastle University), Joanne Spencer (Tullie House Museum and Art Gallery), Katie Read (Copeland Borough Council), Andrew Rothwell (Newcastle City Council), Wendy Scott (Northumberland County Council), Andrea Selley (English Heritage), Duncan Wise (Northumberland National Park Authority) Alison Hatcher (Cumbria County Council), Graham Kennedy (Allerdale Borough Council), Andrew Poad (National Trust).

Apologies: Sue Clarke (Cumbria Tourism), Lorna Lazzari (Northumberland National Park Authority), Neil Dawson (National Trail), Sarah Mitchell (Copeland Borough Council), Christine Venus (Natural England), Pauline Wall (Northumberland National Park Authority), Nigel Walsh (Northumberland County Council), Joe Broomfield (Allerdale Borough Council), , Andrew Mackay (Tullie House Museum and Art Gallery), Janice Rose (Northumberland County Council).

In Attendance: John Scott (Management Plan Coordinator), Nick Henderson (Development Officer), Helen Joicey (New Skills), Lorna Easton (Blue Sail Consulting), Laura Wakelin (Blue Sail Consulting)

Time		Agenda Item	Presenter/ Paper*
13.00	1.	<p><b>Chair's Welcome and Apologies</b></p> <p>Jane Gibson welcomed the Board and apologies were noted for the minutes. Additionally, in attendance were:</p> <ul style="list-style-type: none"> <li>- Jo Spence, Project Development Manager at Tullie House Museum and Art Gallery.</li> <li>- Dr Rob Collins of Newcastle University and Hadrian's Wall Community Archaeology Project (WallCAP) was welcomed to the meeting in his new role as Chair of the Archaeological Research Group.</li> <li>- Lorna Easton and Laura Wakelin. Consultants from Blue Sail Tourism Consults working on the 10-year investment plan for Hadrian's Wall.</li> </ul> <p>Jane G - Informed the board of the sad news that MP Mary Glindon's husband has passed away. A letter of condolence on behalf of the board was agreed to be sent. A meeting about the APPG which Mary chairs will be convened soon.</p> <p>Comments in the Zoom chat have been incorporated into the minutes.</p>	Chair

13.05	2.	<b>Minutes from the meeting on Friday 29<sup>th</sup> January 2021 and Matters Arising</b>	Chair Minutes*
-------	----	--	----------------

		<p>The minutes were accepted as a true and accurate record. Minutes will be publicly available and downloadable from the Hadrian's Wall Country Website.</p> <p><a href="https://hadrianswallcountry.co.uk/hadrians-wall-managementplan/management-system/agendas-and-minutes">https://hadrianswallcountry.co.uk/hadrians-wall-managementplan/management-system/agendas-and-minutes</a></p>	
--	--	---	--

13.10	3	<p><b>Ten Year Investment Programme Presentations</b></p> <p>The consultant teams of New Skills Consulting, and Blue Sail Tourism Consultants provided an update to partners on the 10-year investment programme.</p> <p><b>Blue Sail Tourism Consultants</b>  Laura W and Lorna E of Blue Sail Consulting presented their progress to the board regarding the ten-year investment programme.</p> <p>Blue Sail has undertaken consultation with Hadrian's Wall Partnership and Delivery Group Members through workshops on Transport/Navigation, Marketing, Events, and Storytelling.</p> <p>Market trends and drivers were discussed – broken into global trends which could be positively affecting the Wall, such as;</p> <ul style="list-style-type: none"> <li>• Aging population with disposable income</li> <li>• Multigenerational travel</li> <li>• Wellness industry: This considered blending wellness into shorter and longer breaks, walking and cycling, spending time in nature, sustainability and green tourism. This also considered “authentic and pursuit of the real”, this being an emotional connection to a place, talking to local people and understanding another’s point of view/experiences.</li> </ul> <p>Other trends affected by recovery from Covid addressed were;</p> <ul style="list-style-type: none"> <li>• Rural over city breaks</li> <li>• Outdoor activities</li> <li>• Close to home/staycations</li> <li>• Visiting friends and relatives</li> <li>• Safety and hygiene considered as well</li> </ul> <p>Blue sail proceeded to set out a SWOT analysis) – <i>greater detail in accompanying presentation and board papers.</i> <b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Hadrian’s Wall has an established international profile/assisted by UNESCO badge of quality/certifications</li> <li>• 11 well established attractions – nearly 1 million a year visiting</li> <li>• Solid governance structures</li> <li>• Proximity to tourism hotspots</li> <li>• Two international airports at Carlisle and Newcastle and a large number of residents in a 60-minute drive time</li> <li>• Widely known thematic content, Romans in school curriculum and wider media/public consciousness</li> </ul> <p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Low visitor numbers and spend</li> <li>• Sightseers equating to low, to no spend</li> <li>• Complicated and unclear visitor offer leading to confusion in what people will see and how to access it</li> <li>• No clear access points</li> <li>• Public perceptions around tangibility</li> <li>• One dimensional offer/ interpretation</li> </ul>	Consultant teams*
-------	---	---	-------------------

		<ul style="list-style-type: none"> <li>• Challenging access</li> <li>• Poor final mile transport infrastructure</li> <li>• Largely outdoor weather impact on visiting</li> <li>• Behind the times on tourism eco systems</li> <li>• Disengaged local communities</li> <li>• Complex stakeholder landscape</li> <li>• Lack of Wall wide visitor data and research</li> </ul> <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Post Covid Staycation boom and visiting friends and relatives (VFR)</li> <li>• Changing consumer trends – growth in interest in outdoor activity</li> <li>• 2022 and 1900<sup>th</sup> anniversary activity</li> <li>• Borderlands Inclusive Growth Deal Investment</li> <li>• Piggybacking on, and building up existing projects – for example the Wall's proximity to Kielder mountain biking activities</li> <li>• Popular culture and media, such as tv series like Game of Thrones or The Caesars raising the profile of the thematic content on the Wall and interest</li> <li>• Developments in AR/VR technology</li> </ul> <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Protection vs increasing visitor numbers</li> <li>• Managing over tourism and dispersal of visitors along the length of the Wall</li> <li>• Issues inherent it is protecting a scheduled ancient monument</li> <li>• How recovery of key international markets will play out post Covid</li> <li>• Competition from other attractions, (York Roman visitor destination, developments at the Roman Baths in Bath World Heritage Site)</li> <li>• Increase in visits needing to accompany increase in spend</li> <li>• Romans in the school curriculum and Hadrian's Wall emphasis isn't indefinite</li> <li>• Not taking a Wall-wide approach. Priority in investment must be given as a Wall wide approach</li> </ul> <p><b>Target Markets</b></p> <p>Blue Sail have identified and focussed on the market segments with most potential for growth and accompanying increase in visiting and spend. This is as opposed to reaching out to groups who don't currently engage with the Wall, reflecting the low spend and visitor numbers identified in the SWOT analysis.</p> <p>The 5 segments developed to for Hadrian's Wall reflected those used elsewhere.</p> <ul style="list-style-type: none"> <li>• Exploring families – Visitors are active and engaged, motivated by spending time together, creating memories, comfortable designing their own itineraries.</li> <li>• Family day outers – Looking for entertainments, fun experiences, more packaged activities, likely to stay near a base, with fun a priority and in need of more guidance.</li> <li>• Guided Wanderers – An older demographic, interested in cultural definitions, organised guiding high value small scale organised trips. Looking for "local" independent shopping/food/accommodations.</li> <li>• Culture Trekkers – Enjoy spending time outdoors, to be outside, to see and be seen on their/social media. Source of user generated content that can promote the Wall.</li> </ul>	
--	--	---	--

- |  |  |  |  |
|--|--|--|--|
|  |  | <ul style="list-style-type: none"><li>• Global Curios – Typified by seeking a relaxing but inspiring</li></ul> |  |
|--|--|--|--|



international experience, function over luxury, immersive experiences, and spending time outdoors. Seek out rewarding, inspiring, historical, and cultural experiences.

Duncan W – Commented that a report “Travelling with Intention” by consultants Horwath HTL (Hotel, Travel, and Leisure Consulting) reinforced the information provided by Laura W regarding market trends. Duncan W further asked whether the “Global Curios” may not see themselves as tourists as such, being more immersive into the place and the community they visit. This is a positive as they would be more likely to engage with conservation for heritage, in visitor payback schemes, and assist in raising funds. Vindolanda and the excavation being a very good example, with potentially more scope developing packages based around these.

Graham K – Asked if we are looking to target underrepresented groups.

Rob C – Asked that across those 5 segments identified are there any contradictory elements, for example in marketing to one will this put off another.

Lorna E – Stated that with marketing and the groups it would not be contradictory but more about dialling up and down the kind of marketing that might target said groups, with lots of opportunities across the Wall to target particular segments and produce a combination of experiences. With the groups, a Marketing point of view regarding what you want to dial up and down and from a delivery point of view where you direct people, and how these affect one another will become more relevant.

Blue Sail’s work was not responding to targeting underrepresented groups specifically as it was reflecting the lower visitor numbers and spend, and so is targeting groups who will be easier to grow and provide that increased spend.

Steve B – Low visitor numbers is accurate, as an entity HW doesn’t seem to be at a saturation point, but there is a limit in terms of geography, archaeology and history as it stands, how do we get beyond the natural constituency.

Bill G – It is correct to have a big focus on local communities as brand ambassadors to the Wall.

Andrew Birley – Being aware of the impact of one-off events and that there is a need for constant conversations and contacts to have the long-term sustainability nailed into the Wall. Excavation volunteers do give a long-term commitment, with over 50% coming back again and building on their experiences, as an example. This indicating there is a legacy of engagement and 'love' for the Wall, activity and building of skills as well as the community. Really important to broaden out our reach, but local initiatives are going to be vital. It is a tough market.

Katie R – 8 to 80 is a growing concept in many cities, suggest it for Hadrian’s Wall. 8 to 80 being the concept of designing cities for young and old. Designed to enhance mobility, public spaces, to improve the quality of life and community cohesion.

Andrew Rothwell – Issues across the Wall are not uniform –

		<p>Newcastle is a natural entry point but the Wall is not reflected there very well, and it can be unclear from an entry point of view this is the case, with the same for Carlisle.</p>	
--	--	--	--

		<p>Missing archaeology missing and museums distinct Bill G and Andrew B</p>	
--	--	---	--



### Visitor Access Framework

Blue Sail discussed the Visitor Access Framework, and commented it is not designed to be visitor facing but is a background framework to allow simplifying the visitor journey and improve access for visitors.

Current issues being a lack of clarity as to how to visit the Wall, for visitors if they should visit, and if so, what are the points of access. With a large area covered by the Wall there is not a uniform “what is there.”

To address this Blue Sail presented solutions through promoting or establishing; Visitor Hubs, Gateways, Attractions, and Stopping points. Rationale being to address Weakness in the SWOT, provide clarity around access, simplify the visitor journey, increase dwell time, and provide a framework for investment to sit in. Blue Sail clarified this is to give a structure, not about listing locations along the Wall.

- **Visitor Hubs** – These are an effective centre of an activity, region, or network. A focal point to direct to other locations. Features strong facilities, good transport links, a range of places to eat/stay, to keep visitors for at least 2+ hours. This is to provide an appealing base, to disperse visitors to the Wall, be or at a key transport interchange. Be a place people can see themselves at.
- **Visitor Gateways** – Towns and villages with easy Wall access already associated in some way with a reasonable level of visitor infrastructure. Provides a clear entry point, meaning people spend their time and money in local places, gives a more rounded experience of the visitor destination.
- **Visitor Attractions** – Already focal points for visitors, these direct to other points of interest, and tell part of the Wall story. Rationale is they offer an in-depth Wall experience, direct visitor spend, are focal points for wider activities and experiences to happen.
- **Visitor Stopping Points** – These being a place used for short visits on the way to somewhere else. Best visual spots or points of interest on or near the Wall accessed from main roads/paths. In order to encourage exploring, opportunity to create user generated content, provide another way to experience the Wall with a light touch experience, and an opportunity to unpack stories.

Blue Sail then discussed how these have been plotted and suggested areas for consideration:

- Hubs – Carlisle, Hexham, Tyneside
- Gateways – Maryport, Haltwistle, South Shields,
- Attractions – 11 Wall sites. Discussed in some detail, GNM, Arbeia, Segedunum, Corbridge.
- Stopping Points – basis can be around Roman History, walking and cycling, viewpoints, community projects, art installations, children’s points, or story points where events happened. This being a project in its own right to map these/work these up.

--	--	--	--



	<p>Katie R - Recent work on Copeland local plan highlighted the importance of gateways and hubs for successful attract &amp; disperse.</p> <p>Duncan W - This is the same approach that the NNPA are deploying. The discussions around the visitor flow are reflected in the NNPA, which raises issues of social inclusion and accessibility, need to ensure the visitor experience considers these.</p> <p>Andrew B - No archaeology as a theme needs addressing as conservation archaeology's contribution is important, and it would be good to incorporate more of this across the Wall.</p> <p>Andy P – Nature Tourism would be a good theme additionally.</p> <p>Mike C – Building on Andrew P's point - nature tourism, developing into landscape and farming is a great theme to add as well.</p> <p>Steve B – Commented that the Roman aspect of the history of the Wall is just the starting point for a 1900-year journey</p> <p>Rob C – Archaeology would be good as a distinct offer and subject from the Roman offer.</p> <p>Richard H – Agreed. Archaeology is a broad discipline; folklore and many other areas are relevant to the discipline. Multiculturalism, diversity as well are big themes. These would be capable of involving local communities as a way to get new audiences and have wider appeal.</p> <p>Bill G - There is a lot in the interpretation strategy around nonRoman themes – these are dedicated sections on natural and cultural landscape. Needs updating but a good starting point.</p> <p>Rob C - To what extent do 'gateways' need to correspond to 'hubs' (thinking in terms of travel infrastructure). Does this mean people being pointed to Maryport or South Shields from Carlisle or Newcastle airports or train stations?</p> <p>Katie R – Commented more clarity is needed with which part of the Walls are the gateways, or gateways to X.</p> <p>Graham K - Agree that being market-led is important but need to recognise and grow community initiatives as well.</p> <p>John S – This highlights that there are lots of dimensions to HW and this isn't a complete list, something we add to.</p> <p><b>Emerging Direction</b>  <b>Investment Themes in Strategic Outline Business Case</b> Blue Sail continued the presentation and reiterated the investment themes of the SOBC: visitor information, transport and navigation, cycling and walking, new visitor experiences, new and improved visitor attractions.  These influenced the guiding principles which are:</p> <ul style="list-style-type: none"> <li>- Creating a Wall wide proposition</li> <li>- Filling the gaps and connecting the Wall</li> <li>- Making it “sticky”</li> <li>- Reflecting the Wall is more than the sum of its parts</li> <li>- Being market led</li> <li>-</li> </ul>	
--	--	--

	<b>Promising Project Areas</b> <b>Visitor Information</b>	
--	--	--



- Signage and orientation – develop consistent approach and implementation at hubs, gateways, sites, stopping points
- Marketing program – content creation, packaging, itineraries

**Transport and Navigations**

- Access nodes (getting to the Wall from hubs and gateways (ebikes, sustainable transport, walking routes)

**Cycling and Walking**

- Hadrian’s cycleway plus local links and routes plus wider links
- Walking links and circular routes

**New Visitor Experiences**

- Stopping points (identify locations, themes, and develop implementation plan)
- Story telling (source stories, develop multi-channel/format roll out) beyond romans
- Innovation investment fund for business – innovative ideas to add to Wall experience(food/transport/accommodation).
- Signature events programme

**New and Improved Visitor Attractions**

- Attractions investment programme
- Infrastructure improvement programme (facilities, accessibility, parking, etc)

**Timetable**

Running alongside the Hadrian’s Wall 10-year investment programme.

Project Scoping Workshops – May/June

Project development – June

Outline Investment Programme – July Board

Final Investment Programme – August

Jane G – Thanked Blue Sail for the presentation. Commented on the timetable and that following a meeting with the investment programme team 4<sup>th</sup> May, there be an opportunity for everyone on the partnership board to have further discussions about the presentation, and that the presentation would be shared.

Bill G – Regarding signage and orientation there was a great proposal 15 years ago to use WHS logo as a key element.

Duncan W - The cost for end to end tourist signage was prohibitive at the time but is still very much needed. In terms of dispersal, Hadrian’s Wall bus comes to mind, expanding or extending it along the Wall would be a great opportunity.

John S – Want to make a conveyer belt to move people through the WHS. HW has the attractions but not the framework around that.

Andrea S – Asked if any case studies of destinations that are best in class could be proved/shared to assist in getting this right.

Graham K – Agreed with points on signage, it would be easy for partners to agree usage in a consistent way.

		<p>Wendy S - HW 1900 could be used as the catalyst. Referring to the signage as we have a brand and hope to develop the website as part of funding applications, we are developing.</p>	
--	--	---	--

Lorna E – Borderlands is a big prize and looking at what else needs to happen outside of what might be Borderlands eligible.

Jane M – Borderlands bids being Green Book, mean so much more that we can do across the whole of the Wall and board must not lose sight – a source of extra money to increase dwell time and visitors. Getting the investment right with Borderlands, and “they will come.”

Lorna E - Thanked the group for discussion and comments which have been very helpful for the consultation.

### **New Skills Consulting**

Jane G – reminded the board Hadrian’s Wall is moving from SOBC, which had been accepted by government, to OBC. Wish to maintain momentum, by the Autumn looking for OBC.

Helen J provided the board with an update on New Skills work with the 10-year investment programme. Reminding the board of what projects need to achieve and informing the board a check list to assist in developing projects will be developed. Projects must fit with the investment framework.

Helen J - discussed that projects will be in target areas identified in the SOBC and capitalise on access points and visitor hubs, and visitor markets Blue Sail identified.

Critical success factors were discussed.

- Engaging local communities (e.g. volunteering, education)
- Dispersing visitors along the Wall
- Retaining visitors at the Wall
- Accessibility - use of online/digital development included
- Adding value to another investment/visitor experiences Borderlands was discussed as a catalyst, but the point made was other projects will create something bigger on the Wall than the sum of its parts.

Jane G –Not going to lose quality work that has been shelved over the years.

Rob C – Question about investment themes, there isn’t anything relating to Interpretation and Story Telling, a great deal of knowledge that has been accumulated. Bring in museums, visitor attractions, and school visits.

Lorna E – Responded that story telling would be in new visitor experiences, seen as part of the new investment themes around communication, stories are an important part of developing that.

Jane M – The team Laura and Lorna, have had to work hard and its good progress to provide a basis for the 10-year plan and begins to develop projects we can bid for.

Jane G – Commented lots of work will be coming up and that it will be a heavy Spring/Summer to understand all the opportunities. We

		have been offered £18m in the Borderlands Inclusive Growth Deal, good projects get funded, and Borderlands is just the beginning of the investment opportunities.	
--	--	---	--

14.10	4.	<p><b>1900<sup>th</sup> Anniversary Celebrations</b></p> <p>Bill G as Chair of the 1900<sup>th</sup> Steering Group presented an update on Hadrian's Wall 1900.</p> <p>Bill G – The creative producers hired, Maddie Maughan and Ellie Turner, have been doing a massive amount of work. The North of Tyne Combined Authority bid has gone in today (23<sup>rd</sup> April). The bid is for festival activity and coordination and will assist in achieving other funding. The NTCA bid has been an enormous amount of work and Wendy S has been working diligently to progress and support the application. A 1900<sup>th</sup> logo has been developed, and a launch at the WallCAP HW Networking Day in March has demonstrated strong community engagement. There have been 100 plus calls for proposed activity in so far from Activity Organisers. The steering group is in the process of appointing a Marketing Coordinator.</p> <p>Within the NTCA funding application we have a major opportunity to upgrade the Hadrian's Wall Country website also.</p> <p>In terms of legacy, Bill G discussed, if 1900 is done right Hadrian's Wall Partnership will have a group of communities who are more engaged than before, and another group of communities who have never engaged before, these will become brand ambassadors for the Wall. Outputs such as the curator's vlogs will be able to be uploaded on the website. Ideas of books, talks, and more, the festival could be the thing that makes things happen.</p> <p>A small under £15k bid into the Arts Council is being developed. The bid will focus on Maryport, Haltwistle, and Newcastle (Benwell) – to work with communities who don't currently engage with the Wall. This will be an R&amp;D bid, which will lead to a larger ACE bid and support developing an NLHF community grants bid for submission in autumn.</p> <p>Written into the NTCA application and wider festival is attracting the staycation market and reminding visitors it is a destination to return to.</p> <p>Jane G – On behalf of the Board thanked Bill G, the creative producers, and the 1900<sup>th</sup> team.</p> <p>Wendy S – NTCA to respond next week with comments. Generally positive. Application submission being part of a 2-way conversation to ensure it's as strong as it can be as a bid.</p> <p>Jane M – Asked is the activity focussed in any particular geographic area. With the NTCA is there anything going in in the West? For Carlisle a community archaeology bid has been submitted to the NLHF for work at the Cricket Club, outreach program will run in 2022.</p> <p>Mike C – Offer of support for the Carlisle application.</p> <p>John S – Paul Walker at Carlisle has been very active from the start in involving Carlisle, with events themed for 1900<sup>th</sup>. Allerdale also represented on the steering group.</p>	BG*
-------	----	---	-----

		ACTION – Board to inform Bill G/1900 Steering group about funding opportunities available.	
--	--	--	--

		ACTION – Board to submit Calls for Proposed Activity if applicable.	
14.25	5.	<p><b>Opening/Recovery Update</b></p> <p>Duncan W in capacity as chair of the Marketing and Transport Delivery Group, provided an update on opening and recovery on Hadrian’s Wall.</p> <p>Duncan W - The Marketing and Transport delivery group met in April. From 12<sup>th</sup> of April we have had positive news with opening across the WHS in terms of visitors coming up to the Wall – although sluggish at sites, it is busy out in the countryside. Sites are prepared for larger numbers, though the numbers of younger people visiting may have been affected with pub gardens etc opening.</p> <p>The Hadrian’s Wall Bus, AD122 service has been running and seeing good number of passengers.</p> <p>A strategic group to discuss operations has been meeting regularly. John S attending. The Wall attracting new audiences has been a positive of last year. Successes with collaboration linking DMOs, councils etc.</p> <p>New audiences have led to some issues with visiting outdoor spaces, new Natural England countryside code and using infographics to communicate with new audiences about respectfully visiting developed. NNPA, Visit Northumberland and others have been using it.</p> <p>“Good to GO” scheme has been extended and continued. Good feedback from the Heart of Hadrian’s Wall Tourism Association on occupancy and extension of Good to Go. Accommodation booking good up the end of August.</p> <p>Messaging needed for the late summer and early autumn to extend the holiday season into the autumn and the winter.</p> <p>In terms of business losses, 5/6 accommodation providers have decided not to reopen due to early retirement. Lots of the accommodation is part of the lifestyle of the owners with B&amp;Bs.</p> <p>Ongoing development around social media and resources available. Visit Britain has pivoted from international visitors to national and attracting the domestic audiences. National Park Experience Collection, England Historic Places.</p> <p>Katie R – Sits on the tactical group and can raise things if need be Wall wide – very happy as Wall ambassadors to raise any issues. Asked if there is an uptick in campers.</p> <p>Andy P – Also attends the group.</p> <p>Duncan W – NNPA represented by Rosie Thomas. Uptick in motorhomes to plug in for 1-night overnights. Reflects trends of wanting to be more independent.</p>	DW

14.35	6.	<b>Archaeological Research</b> Prior to the board meeting a paper by Rob C was shared with an update on ARDG activity. Chairing of the group passed from Richard H to Rob C.	RH/RC*
-------	----	---	--------

Jane G thanked Dr Richard H for many years of service and solid presence on the Hadrian's Wall Partnership Boards, providing valued input and support.

The Board members joined in extended their thanks and appreciation to Richard H for his service.

Richard H Spoke of the 12 years on the Archaeological Research and Development Group (ARDG) meeting 2/3 times a year, how in this time it has been formalised what the group has been doing with chairing taken up as 3 posts rotating over 3 years, Richard has been in post 6 years, and is now handing over to Dr Rob C, but will continue his membership of the group.

Rob C spoke about his membership of the ARDG group for 6 years, that the group is not much broader having developed and grown since the research framework was produced. Rob discussed plans for new membership on the ARDG group, to address imbalances with representation and supply new voices. The group will address gender imbalance and incorporate more young professionals as part of the future sustainability of the archaeological community. Sustainability of the archaeological community was discussed with specialists depleted in number who work professionally as time goes on. Though lots of public interest, and this year looks like there'll be more archaeological research. Dr Eleri Cousins, lecturer in Roman History at Lancaster University is now vice-chair.

#### **Current Research**

Rob C commented on the paper concerning the ARDG  
Rob C - Commercial archaeologists have been working in the Covid period though difficulties in other sectors, and there are successes to celebrate.

If there is research that needs to be done, this can work with them as collaborative doctoral work. Many collaborative projects at Vindolanda and across the Wall (17 plus), with lots of projects in the pipeline – Magna (excavations near Roman Army Museum), and Carlisle (archaeological excavations and outreach project at Carlisle Cricket Club) for example. Opportunity to work more collaboratively in investing into those projects.

Funded Collaborative Doctoral Awards (CDA) have been successful for 'Religious Landscapes of Hadrian's Wall' (Lancaster Uni/Vindolanda T) and 'Interpreting the Antonine Wall through its collections' (Newcastle Uni/Historic Environment Scotland), both commencing Sept 2021. The 'Roman coins of Hadrian's Wall' CDA (between English Heritage and Newcastle University) will be submitted completed in 2021.

Andrew B – Community has been working hard in the background and will be dynamic right along the Wall, and Coast to Coast, to engage the public. Unbelievable opportunities to get the Wall communities involved are being presented.

Andy P – Professor Jim Crow's project is still on going with how the Romans responded to the Wall, working with the engineering department at Newcastle Uni, and works well with the NT live issues with environment and carbon capture.

		Richard H – Discussed colleagues on the Antonine Wall, brought the groups attention to digital responses and work at the partner Frontiers of the Roman Empire sites.	
--	--	---	--

14.45	7.	<p><b>AOB</b></p> <p>Andrea S – EH digital content can provide a wealth of content for partnership. Hadrian’s Wall podcast, and songs of England a collaboration with songs at Hadrian’s Wall, and one at Carlisle Castle.</p> <p>Mike C – Informed the group there has finally been a conviction for metal detecting offences – police and CPS taking this seriously.</p> <p>Kate R – Doncaster Castle/Ravenglass have done a review of this period – salient points raised about bespoke natural tourism experiences and nature experience – reflects the presentation of Blue Sail.</p> <p>ACTION: Andrea S offer to share link for EH Hadrian’s Wall digital content</p>	All
	8.	<p><b>Dates of Next Meetings</b></p> <p>Friday 9<sup>th</sup> July 2021 and Friday 8<sup>th</sup> October 2021 from 1300 – 1500 dates confirmed. December TBC</p> <p>Jane G – Confirmed the July meeting will be online noting uncertainty around Covid measures and effect on safety/ability to travel.</p> <p>Rob C - Offered to be host for the next Zoom meeting.</p> <p>It was discussed if the meeting on Friday 8<sup>th</sup> October 2021 would be online/or in person.</p> <p>December Meeting date TBC</p> <p>Jane G - Proposed a post-Board Christmas party for “Team Hadrian’s Wall” – the board, and delivery groups, Wall CAP team, etc. She suggests an old school disco! She will pay for the venue.</p> <p>Delivery groups to think about who could DJ. Kerry Shaw to be warned it is not a fancy-dress party and Tony Wilmot already invited.</p> <p>Jane G – Wished good luck for the planned opening on the 17<sup>th</sup> May and she thanked members for attending and for their continued support to the Wall and to each other.</p>	Chair
14.50	9.	<p><b>Presentation by German Limes at Community Networking Week (Dr Christof Flugel)</b></p> <p>The Board was invited to watch the presentation of colleague Dr Christof Flugel from the German Limes section of the Frontiers of the Roman Empire World Heritage Site. The presentation providing important context to work elsewhere in the World Heritage Site, with implications for Hadrian’s Wall.</p> <p>“Marking the Invisible Visible on the German Limes”  <a href="https://www.youtube.com/watch?v=bVw3Y3ujsY0&amp;t=3s">https://www.youtube.com/watch?v=bVw3Y3ujsY0&amp;t=3s</a></p>	Chair