

## HADRIAN'S WALL WORLD HERITAGE SITE PARTNERSHIP BOARD MEETING

FRIDAY 29<sup>th</sup> JANUARY 2021

13H00 – 15H00

ZOOM MEETING

### Present:

Jane Gibson (Chair) Jane Meek (Vice Chair) Andrew Birley (Vindolanda Trust)  
 Steve Bishop (North Tyneside Council) Mike Collins (Historic England) Rob Collins (Newcastle University WallCAP) Chris Edwards (Cumbria County Council) Bill Griffiths (Tyne and Wear Archives and Museums) Richard Hingley (Durham University) Nick Henderson (Hadrian's Wall Partnership) Andrew Mackay (Tullie House Museum and Art Gallery) Andrew Poad (National Trust) Katie Read (Copeland Borough Council) Janice Rose (Northumberland County Council) Andrew Rothwell (Newcastle City Council) Wendy Scott (Northumberland County Council) John Scott (Hadrian's Wall Partnership) Andrea Selley (English Heritage) Joanne Spencer (Tullie House and Art Gallery) Christine Venus (Natural England) Duncan Wise (Northumberland National Park Authority) Helen Joicey (New Skills Consulting) Ellie Turner and Maddie Maughan (Hadrian's Wall 1900<sup>th</sup> Creative Producers)

### Apologies:

Sue Clarke (Cumbria Tourism) Alison Hatcher (Cumbria County Council) Graham Kennedy (Allerdale Borough Council) Sarah Mitchell (Copeland Borough Council) Lorna Lazzarri (Northumberland National Park Authority) Pauline Wall (Northumberland National Park Authority) Nigel Walsh (Northumberland County Council) Tania Robinson (South Tyneside Council) Joe Broomfield (Allerdale Borough Council)

<b>Minutes</b>	
<b>1</b>	<p><b>Chair's Welcome and Apologies</b></p> <p>Jane G welcomed all present to the meeting, and introduced the new attendees:</p> <ul style="list-style-type: none"> <li>- Joanne Spencer, Project Development Manager, representing Tullie House Museum and Art Gallery</li> <li>- Chris Edwards, Senior Contracts Officer, representing Cumbria County Council on behalf of Allison Hatcher</li> <li>- Rob Collins, Newcastle University, representing the Archaeological Research Group, along with group chair Richard Hingley.</li> <li>- Ellie Turner and Maddie Maughan –Hadrian's Wall 1900<sup>th</sup> Creative Producers. Freelancers developing the Hadrian's Wall 1900<sup>th</sup> Festival on behalf of the Hadrian's Wall Partnership.</li> </ul> <p>Jane G on behalf of the Partnership passed on condolences to the Birley family for the passing of Prof Anthony Birley. Andrew B extended his thanks and noted there will be a celebration of his life at an appropriate time. He will be badly missed.</p> <p>It was noted Tania R was celebrating "a big birthday" and best wishes were extended from the board. Tania R will be retiring before the next partnership board meeting, and many thanks were extended for her support and contributions over the years. The Hadrian's Wall Partnership is committed to offer full support to her successor.</p>

	<p>The Partnership's Admin Officer, Denise H will also sadly be leaving the Partnership (hosted by Carlisle City Council) due to family circumstances, leaving big shoes to fill. Board members wished her the best and passed on their thanks for her excellent work.</p> <p><b>Hadrian's Wall Partnership Staff Support</b> Partners were asked to think about people who could fill the part-time role (now until Dec 2021) and who could get up to speed quickly. Jane M noted as the position is with Carlisle City Council, the role would be opened up in the City Council or for staff in other Hadrian's Wall organisations.</p>
2	<p><b>Minutes from the meeting on Friday 16<sup>th</sup> October 2020 and Matters Arising</b></p> <p>Minutes were approved, with all written submissions to the minutes accepted.</p>
3	<p><b>Ten Year Investment Strategy</b></p> <p>Janice R and Helen J updated the Partnership on the progress of the 10-year investment strategy.</p> <p>It's been a long process to get from heads of terms to a full deal. Following submission of the SOBC (Strategic Outline Business Case) in September 2020, assurances were secured of an allocation of £18m for Hadrian's Wall which includes Walking &amp; Cycling as previously discussed. Comments and feedback on the SOBC from DCMS were positive and demonstrated they want to collaborate and move it forward. Hopefully a decision to adopt the SOBC will be made in mid-March.</p> <p>The next phase is the Outline Business Case (OBC) and project development/content development. The OBC will identify projects.</p> <p>Northumberland County Council is pleased to be continuing to work with New Skills Consulting on the economic development case. The consulting firms Blue Sail, Tandem and Hatch Regeneris have been recruited to lead the work on building the tourism case. The firms have a history of collaboration (eg Borderlands Place Scheme and North of Tyne), and so will improve capacity without duplication of effort. John S and Jane G were part of the selection panel.</p> <p>Janice R – the HW team has been strengthened within Borderlands – Tony Brown is to manage the consultancy contracts.</p> <p>Regarding the tourism piece, it was reiterated by John S, Jane G, and Janice R that nothing will be imposed, as there is a high degree of knowledge and ideas amongst the partners. The consultants are acutely aware of the project's complexity and want only to add value.</p> <p>HW 1900<sup>th</sup> celebration is a critical part of the 10-year plan, but other sources for funding are needed between now and the summer to support the festival.</p> <p>Jane M – Consultants looking beyond the board for parties to engage and be involved in working up the detail. The strategy is pulling lots of other strands together.</p> <p>Katie R- Previous experience with Hatch Regeneris, very good consultants, and have developed 2 projects with them in Copeland.</p> <p>Jane G – commented on these positive developments, and that now is the time to plan for the next generation of Wall initiatives.</p>
	<p><b>ACTION</b> - Through February and March, the board will be contacted individually by the consultants. John S will act as the point of contact.</p>
	<p><b>Treasury Green Book</b></p> <p>Jane G – Very good news in developments with the Treasury Green Book, "Valuing Culture and Heritage Capital" is now a section – significant as proof to the Treasury that heritage, even</p>

	<p>intangible heritage has a value to the UK economy, recognition at the highest level of something we've known all along.</p> <p>Hadrian's Wall WHS would work well as a test case. Heritage and Culture Capital pairs well with the already established Value of Natural Capital.  <a href="https://www.gov.uk/government/publications/valuing-culture-and-heritage-capital-a-framework-towards-decision-making/valuing-culture-and-heritage-capital-a-framework-towards-informing-decision-making">https://www.gov.uk/government/publications/valuing-culture-and-heritage-capital-a-framework-towards-decision-making/valuing-culture-and-heritage-capital-a-framework-towards-informing-decision-making</a></p> <p>Rob C – WallCAP is gathering metrics on this exact subject also.</p>
4	<p><b>1900<sup>th</sup> Anniversary Celebrations</b></p> <p>Bill G and Wendy S updated the group on current progress of the Hadrian's Wall 1900<sup>th</sup> Festival.</p> <p>Supporting documents of a Festival Criteria, a Terms of Reference, a Call for Proposed Activity, and a Pro Forma have been developed. TWAM has also developed a 1900<sup>th</sup> logo.</p> <p><b>ACTION</b> – Partners were invited to contribute to the information gathering and coordination of the festival through filling out the Call to Proposed Activity;  <a href="https://docs.google.com/forms/d/e/1FAIpQLSe6knu7wXUJnnu4lz2DajDen9nUzNAIGfpFEtg_1TNsH2n8w/viewform">https://docs.google.com/forms/d/e/1FAIpQLSe6knu7wXUJnnu4lz2DajDen9nUzNAIGfpFEtg_1TNsH2n8w/viewform</a></p> <p>And the Festival Proforma  <a href="https://docs.google.com/forms/d/e/1FAIpQLSdLvESjBnC82pbelHY0iwudNoXjOLB9CFhrPW42FEYDHauN4w/viewform">https://docs.google.com/forms/d/e/1FAIpQLSdLvESjBnC82pbelHY0iwudNoXjOLB9CFhrPW42FEYDHauN4w/viewform</a></p> <p>The board was informed a 1900<sup>th</sup> Steering Group has been established, with representation of organisations achieved through the delivery groups. The group includes people who have capacity at the moment and want to be directly involved in delivering activity.</p> <p><b>Creative Producers</b></p> <p>Around £6k had been drawn together to initially hire 2 Creative Producers, and an additional £15k from an Independent Trust secured, to keep the CPs in post until September with a small amount for marketing. The CPs are demonstrating and exploring the capacity of the Wall, correlating a large amount of data, and are creating excitement and buzz for the 1900<sup>th</sup>.</p> <p>The CPs introduced themselves and provided a brief overview of their experience;</p> <ul style="list-style-type: none"> <li>- Maddie M – 10 years' experience. Newcastle based, independent sector, delivered large-scale city-wide festivals to small scale – projects recently worked on include the Hull City of Culture "Land of Green Ginger", and the Saltwell Park Festival of Thrift, and a digital festival in September of 2020.</li> <li>- Ellie T – 20 years' experience. Work in European Capitol of Culture projects, for example at Londonderry/Derry, and Hull, experience with local intimate settings. Creative Producer for Newcastle's winter carnival. Special interest and experience in engagement work and work inspired by landscape and culture.</li> </ul> <p>The CPs delivered a presentation (based on the board attachments) with the purpose of outlining progress so far, laying out what the festival is, and to gauge the understanding of what the HWPB want it to be.</p> <p><b>1900<sup>th</sup> Presentation Summary</b></p> <p>The HW 1900<sup>th</sup> Festival, is not just to be the building of the Wall and Roman history but the entire duration of the 1900 years. Therefore, the festival activity will have a plethora of different interest groups on the Wall approaching from different angles. Target groups being LAs, visitor attractions, venues, community and arts organisations, and local societies.</p>

## Aims of the Hadrian's Wall 1900<sup>th</sup> Anniversary Festival

- Increase awareness of the significance of HW WHS
- Build reputation and profile as a high quality 21<sup>st</sup> century attraction
- Increase community engagement
- Catalyst for post-covid-19 economic stimulation supporting businesses
- Legacy – ensure impact extends beyond 2022 itself – provide foundation for future engagement, continue the fostered sense of collaboration, legacy of local skills development, and set up networks for future activity.

## The Criteria for Inclusion.

- Take place between Hadrian's Birthday (24<sup>th</sup> January) and Saturnalia (17<sup>th</sup> -23<sup>rd</sup> of December)
- Take place between 10 miles of WHS – with room for some special exceptions or partnerships
- Appropriate reference to 1900<sup>th</sup> – broad definition in the Terms of Reference and Festival Criteria circulated with the meeting
- Suitable for family audiences
- Consider accessibility requirements to ensure board audience engagement
- Consider how proposed activity will promote diversity and inclusions to engage new audiences.

Engagement can be demonstrated in how excited and invested people are to be involved – the Call for Proposed Activity has had 60 responses in 2 weeks.

## HW 1900<sup>th</sup> Next Steps

Next touch point event is the WallCAP Community Networking Day on the 27<sup>th</sup> of February, now in a digital format. The purpose of the 1900<sup>th</sup> presence at this is to foster more public engagement, followed by invitations to sessions for online networking for arts and cultural orgs, local authorities, venues, and tourist attractions.

A public launch will be held on World Heritage Day, 18<sup>th</sup> of April 2021. The purpose of this is to attract and engage those not previously engaging with the Wall.

Digital networking events will be held to further broker relationships and offer advice. It is recognised that the CPs and Steering Group must carefully think through what support can be given, as they themselves have limited capacity.

## 1900<sup>th</sup> Section of the Website

Budget has been found by John S for a 1900<sup>th</sup> website landing page developed by NGI. A sub-group is in the process of developing the website further with the intention of a whole refresh.

## Fundraising

A Fundraising Group for the 1900<sup>th</sup> with Ellie T, Amanda Drago (Green Croft Arts on Hadrian's Wall – ACE officer experience), and Nick H, as been set up.

Fundraising for the Festival is targeted towards a three-tiered approach with a wish list of funding for:

- Coordination and marketing
- 3 – 5 midscale commissions and active engagement
- 3 high profile keystone events to draw national/international visitors

A funding strategy will be developed. Ellie T has developed a funding proforma for partners to register what support is available to assist in acquiring and leveraging more funding and collate partnership activities relating to the festival.

Success has been achieved so far by the group with Nick H securing funds to keep Maddie M and Ellie T in place to September.

Discussions have been held with Art Council England (ACE), framing fundraising around post-Covid and resilience.

Jane G congratulated Bill G, Maddie M, and Ellie T on their fantastic work to date.

Andrea S – Has been in discussions with James Fell (Marketing North), Joe Savage (Curatorial and Interpretation Team) and others about how to use EH as a national organisation to bring a national profile to the 1900<sup>th</sup>. EH will be celebrating the Year of the Romans in 2022, and discussions have begun on the 1900<sup>th</sup> activity. Will regroup in coming weeks to see what support EH can offer. EH has over 30 sites on the Wall, both paying and free.

Jane M – There is a need to get the Hadrian's Wall Politicians' Forum active on this as it will be important to get them signed up to it and talking about it in each of their organisations and areas of influence.

**ACTION** - Jane G and Jane M to take the lead on interactions with politicians.

Katie R – pointed out that DMOs will need to be on board early and so be a conduit for marketing both domestic and international – mentioned the rebranding of the West Coast to the Lake District Coast, but this could be rebranded to the Hadrian's Wall Coast.

### **Festival Patron**

Discussion of a festival patron highlighted the diverse links of the Partnership to prominent figures. No decision was made.

### **North of Tyne Funding**

Wendy S and Steve B's continued work with the complex bureaucracy involved in the North of Tyne was discussed. Looking to secure around £500,000 for Hadrian's Wall, which can support the festival.

Wendy S noted the opportunity to raise our profile and welcome people back to the Wall. The North of Tyne is an economic package so we need a focus on support for the attraction of international/national visitors. 1900<sup>th</sup> Festival set to play a role in rebuilding and regeneration, to get people back to the region safely, and give communities opportunities for skills and work.

Andy P – The National Trust's work with the D6 program is likely to be shunted forward a year and so the work will run into the 1900<sup>th</sup> and amplify the cultural programme being put in place.

HW Networking Day was agreed as an appropriate launch date – a community event for a community festival.

**ACTION** – CPs will share the responses to the Expressions of Interest when possible in an acceptable format with the board – for the purpose of collaborative work.

Bill G – commented that Maddie M, Ellie T and the steering group have moved mountains. Festival will happen regardless of funding available, Festival structured so we can do this, and whatever organisations are doing in the 1900<sup>th</sup> year can be part of the programme.

Jane G – Noted the extraordinary opportunity presented by the 1900<sup>th</sup> and the anniversary of 50 years of WHS.

The board were encouraged to reread the supporting documents regarding 1900<sup>th</sup> and respond.

5 **Partners' Priorities**

Jane G addressed the group. It was recognised it would be unrealistic for the partnership board to be instigating new activity and projects as if we are not in a Covid19 environment. The board was invited to discuss their plans and priorities and how the HW WHS team can assist them.

Andrew B – Vindolanda and the Roman Army Museum currently working towards a 20<sup>th</sup> March opening. The Trust had hit 65% of normal visitor flow. Vindolanda is working on rebuilding activity and have a full excavation program planned this year.

On the 8<sup>th</sup> of February NLHF will have new applications open and so the Trust will push for the Magna application.

Andrew B noted the importance of the eco system of businesses that support the Wall sites to carry out activity and how this has been devastated and will impact on sites.

Richard H – Updated the board that after the last ARDG meeting there is a rethink of the delivery group activity and structure. The current set up has worked very well but has been in place for the last 5 years, and the ARDG is conscious of pressures in the world of archaeology and so recognises the benefit of looking to wider membership to help with the scale of creative work planned along the Wall. ARDG will meet soon to discuss their activity.

Rob C – Provided a WallCAP update and informed the group the impact on the archaeological community was not uniform. University sector moved to digital (Richard H heavily involved in this move with Durham University), commercial sector caught between intense pressure, continued infrastructure projects, furlough and the Government's funding of archaeological interest.

Katie R – Interim STEAM data paints a very challenging picture. Data not actual, but a snapshot to see where Cumbria is sitting. Tourism Industry desperately needs to get up and running again. Ways to do this: focus on Itineraries (know before you go), advanced booking, and thorough planning. Impact of Covid has affected major priorities for Cumbria, like the Challenge Event, and development of Salcroft café. The Town Deals are essential for revitalisation, the Coast too, for the health and wellbeing agenda. Presented with a renewed opportunity to sell the remote, big skies places we have in abundance. Priority to open and get through 2021 via markets like staycation, camping, and motorhomes (300% plus ownership figures). Community work to be done to make the community feel resilient enough to want to welcome visitors and visitors to be respectful.

Christine V – Importance of answering the questions of how we improve biodiversity and give DEFRA a hand in supporting us in this, what constitutes nature recovery and network thinking of more strategic projects.

Strategic projects that answer questions like; how to build on nature, enhance it, and get people better informed about natural places.

A better understanding of natural capital on the Hadrian's Wall corridor would be vital work. Heritage and Cultural and Natural Capital must be taken together, and Natural Capital very positive as a part of the 10-year investment strategy.

Duncan W – Partnerships set up in reaction to Covid have been very strong, delivery groups meeting regularly, keeping people informed throughout, enthusiastic and collaborative, all very positive. The NNPA Sill is still closed. Carparks and loos in the NNPA are open. Majority of staff are furloughed. The Park's 2021 plans include lots of projects to get things happening and getting activity back into the area. Exhibitions, including from WallCAP, the Mining Institute and Future Landscape.

There is a new landscape restoration style project around Greenlee Lough, and work with the YHA Green Recovery Fund to initiate Project Green – Youth Groups to engage with nature. The NNPA Management Plan will be revised this year also, for the next 5 years. Visitor development work with first time new visitors acquired through the pandemic will be encouraged to be responsible visitors and retained.

Jo Spencer – At Tullie House, life hasn't been too dissimilar now compared to previous Covid periods. Priority is about the opening and restart of operations. The Project Tullie application work is ongoing and with the intention to be submitted this year.

Mike Collins – Mindful of Historic England and its fortunate position of not having suffered financially as other organisations have. Staff have continued to ensure government funding is present and spent properly to support throughout the pandemic as they are a grant giving body. The Planning White Paper had produced uncertainty – though the government have been clear they don't see a reduction in protections for heritage, the work is in how to make it work as best it can. Contested Heritage is foreseen to be a big challenge going forward; recontextualising and explaining contested heritage. Optimistic outlook from HE, and Hadrian's Wall is still priority for regional development with HE.

Steve B – interim STEAM data obviously showing reduction of visitors to North Tyneside – Opportunity in 10-year plan and 1900<sup>th</sup> Anniversary to assist in addressing this. North of Tyne has good capital investment plans, funding streams up and running and can lever in more support – Excellent news of a £1m investment into Segedunum over the next 5 years.

Jane G – Raised the issue of communications around opening up the Wall to visitors. New Covid variants making this increasingly complicated and difficult, the question is what messaging does the Partnership need to be sending out? Extra support for communications is needed as we don't have that central support right now. Comms also essential to ensure the survival of the supply chain of businesses we depend on, and sharing information about our activity will be a priority.

Jane M – DCMS has been talking about a rejig of DMOs. Hadrian's Wall has a role to play through heritage in the rebuilding agenda and driving the Northern economy, health and wellbeing and the Northern Powerhouse. People like Trevor Mitchell (HE), Pete Massey (ACE) Tim Wickens (Northumberland & Newcastle Society) – important in development of Heritage strategies.

Andrew R – A New Heritage Strategy is in development with Tim Wickens in Newcastle – Hadrian's Wall is largely invisible in Newcastle – Question of how we manifest HW and digital offers – need HW to be visible in urban areas.

**ACTION** – Mike C to contact Tim W at [tim.wickens@nandnsociety.org.uk](mailto:tim.wickens@nandnsociety.org.uk) to involve HE in Newcastle developments.

Bill G and Rob S commented on the digital asset of the Frontiers of the Roman Empire App, ie: Antonine Wall/Limes App which has been developed for digital engagement. Architecture for the digital offer is therefore in place.

Andrea S – EH scenarios are for 75% - 50% of visitor numbers. 2020 has been a year of preparation to react quickly as and when things change. Access to sites has been popular, and in 2021 there will be fewer events, but in current environment getting out has become one in itself. There has been high demand when sites can open, opening hours are to be more flexible to effectively manage the high capacity.

Bill G – Update on the Senhouse Museum, currently most staff are furloughed, but the museum is working with Allerdale Bourgh Council colleagues on Maryport programmes and community engagement.

Many TWAM staff have been seconded, and a lot of plans written for ACE this year. Lots of cultural sector planning going on.

John S – Extended thanks to Duncan W for driving the essential marketing and transport delivery group.

There is now one page on the website to book HW site tickets (linking to partners), this was done at the request of B&Bs to direct visitors to one place. Recovery is being done, demonstrated by the group's willingness to work together.

6	<p><b>World Heritage Site Coordination</b></p> <p>Jane G discussed John S's post as Management Plan Coordinator (MPC) and emphasised its massive value for money. As the MPC is supported solely by Local Authorities and partners on an annual basis, if there are any concerns regarding their budgets to contact Jane G. The importance of retaining John S as the vital link between so many strands on what Hadrian's Wall is, a massive, complicated and varied site, was reiterated and his continued hard work recognised.</p> <p><b>Reference Papers</b></p> <p>The following papers were delivered to the Board.</p> <ul style="list-style-type: none"> <li>• Hadrian's Wall Management Plan</li> <li>• Hadrian's Wall Community Networking Day 2021</li> <li>• Hadrian's Wall Youth Ambassadors</li> </ul> <p><b>ACTIONS</b></p> <ul style="list-style-type: none"> <li>– Duncan W to speak to Nick H to discuss the Generation Green Project</li> <li>– Rob C and Nick H to discuss Widening Participation Agenda</li> <li>– Steve B – To raise the Youth Ambassadors with the young Mayor and Cabinet.</li> <li>– Rob C or John S - Source a word or PDF version of the Management Plan Consultation for Mike C, to make it easier in the task of compiling a one-HE response.</li> </ul>
7	<p><b>AOB</b></p> <p>WallCAP was congratulated for the work done on items in the Heritage at Risk Register – some of which having been on the register for many years.</p> <p>The Knowledge Transfer Partnership (KTP) was submitted, and a decision will be received by the 15<sup>th</sup> of April</p> <p>Duncan W – Lots of development at The National Park. Dark Skies Festival has scope to be developed in the 1900<sup>th</sup> Festival year and celebrate something we have really good access to on Hadrian's Wall. Two Discover England funds to develop National Parks nationally, bookable experiences are continuing to be planned in the NNPA; events like Ancient Briton's Live Like A Celt/Roman, E-bike tours and events. The cycling offer of Hadrian's Wall is soon to be boosted with connection to a project with other northern cycle ways.</p> <p>Andrew B - Vindolanda is housing a PHD candidate starting in May looking at the Religious Landscapes on the Wall.</p> <p>Mike C - 360 Management Development may be in touch with members regarding Mike C assessment, please do respond.</p> <p>Rob C – there are 2 funded Frontier PHDs with Rob C/Newcastle University – collaborative doctoral awards, which don't have to be in archaeology, can explore heritage management, marketing, and other areas if organisations need that research done.</p> <p>Andrew P – Kiki Claxton sadly leaving the NT, currently looking at the role of heritage arts/culture in a PHD related to her NT work. NT is looking at birthplaces in the local area and connecting them with residents – Stephenson at Cherry Burn for example, and so the birthplace of railways also. D6 work is continuing. Work with Catherine Pearson and the European Space Agency to get Augmented Reality enabled at select sites. Big anniversaries coming up with the 250<sup>th</sup> at Stockton and Darlington Railway in 2025.</p>
	<p><b>ACTION</b> – All board members invited to The Frontiers of the Roman Empire Conference on the 11<sup>th</sup> of February 9 -11. Contact John S, Nick H for information and link.</p>

	<b>ACTION</b> - Nick H to send out invitation for fundraising group, board to recommend relevant officers.
	Chris Edwards to attend the Partnership for the foreseeable future and he was welcomed.
8	<b>Dates of the Next Meetings</b> Confirmed as: Friday 23 <sup>rd</sup> April 2021, Friday 9 <sup>th</sup> July 2021 and Friday 8 <sup>th</sup> October 2021. Jane G suggested that 2 hours might not be enough time to conduct all our business. Maybe 1300 to 1530 or 1300 to 1600 with a short break in the middle.