

## Review of the 2008 – 2014 Management Plan

### 1 Introduction

The Management Plan for 2008-14 was written before the consequences of the financial crisis were in any way apparent. At that time there were abundant sources of funding available from public bodies, and there was an organisation – Hadrian’s Wall Heritage Ltd (the predecessor of the Hadrian’s Wall Trust - that was dedicated to delivering the priorities identified in the Plan. A huge number of actions had been identified in the Plan as being desirable but, inevitably, some were more achievable than others. From 2010 onwards, public spending was cut sharply and by the end of the Plan period, in 2014, the small sector of the world that the Management Plan sought to guide and influence had changed radically.

There are two elements to this section. They are summaries of the significant changes that have affected Hadrian’s Wall since 2008, and this is followed by succinct reports on the progress achieved against the policies and actions contained in the 2008-2014 Management Plan.

## 2. Significant changes affecting Hadrian's Wall WHS since 2008

### INTERNATIONAL

#### ***Statement of Outstanding Universal Value***

A Statement of Outstanding Universal Value (SOUV) is the definition of what is significant about a World Heritage Site (WHS). It is a UNESCO requirement for all Sites without such a statement to agree one retrospectively. Hadrian's Wall had a SOUV as an individual WHS, but the expansion into the Frontiers of the Roman Empire WHS (FRE) meant that UNESCO requested development of a retrospective SOUV for the whole of the FRE. An initial submission, in 2012, was rejected by UNESCO as both incomplete and too long. The Intergovernmental Committee (IGC) for the FRE has accepted that there should be one SOUV, supported by attribute statements for each of the component parts which will serve as an additional guide to local decision-makers. The initial iteration (2015) of this new Management Plan is based on the draft of the SOUV.

#### ***Establishment of the FRE WHS Management Group (the 'Hexham Group')***

It is a UNESCO requirement that each transnational WHS has a mechanism for the co-ordinated management of the separate components. The FRE WHS Management Group was formed in 2009 and is attended by the Co-ordinators of Hadrian's Wall, the German Limes, and the Antonine Wall, together with others responsible for the day-to-day management of each section of the FRE WHS.

#### ***Updated UNESCO Operational Guidelines***

The World Heritage Committee has made a number of additions to the *Operational Guidelines* (accessible at [whc.unesco.org/en/guidelines/](http://whc.unesco.org/en/guidelines/)).

### NATIONAL

#### ***Resources***

The financial crisis in 2008-9 has led to significant changes in the distribution of resources. The closure of the Regional Development Agencies for the North East and the North West meant that the funding for a number of projects was withdrawn. These included the development planned at Roman Maryport. The Agencies were the main sponsors of Hadrian's Wall Heritage Ltd which was the lead organisation responsible for a wide range of activity focused on the WHS. A consequence of the withdrawal of funding was that the company changed its status and became a charity - the Hadrian's Wall Trust (HWT) - in 2012. In 2013 the Trustees concluded that their business plan was not sustainable and the Trust closed in 2014.

English Heritage, English Nature, and the Local Authorities, all suffered very substantial reductions in their income. This has affected the ability of all parties to deliver the actions set out in the Management Plan for 2008-14.

## ***Planning changes***

During the currency of the 2008 – 2014 Management Plan there were significant changes in planning policy, especially the introduction of the National Planning Policy Framework and its slimming of planning guidelines. Many local authorities are reviewing their local planning frameworks, which refer to the status of the WHS and of the buffer zone.

## ***Local Enterprise Partnerships***

Local enterprise partnerships (LEPs) are partnerships between local authorities and businesses. They decide what the priorities should be for investment in roads, buildings and facilities in the area they cover. LEPs have been given responsibility for delivering part of the EU Structural and Investment Funds for 2014-2020. This represents a change in fund distribution and the WHS is required to make itself relevant to and embrace new funding strategy bodies.

## ***English Heritage and Historic England***

In 2013 the Government announced proposals to transfer the management of the Guardianship properties to an independent charitable trust that would keep the name English Heritage. The new body would aim to be self-funded by 2023. The intention is that the new English Heritage would use the opportunities charitable status brings to raise and invest capital, and to attract other funding, while benefitting from the tax-breaks the status brings. A separate organisation, Historic England, will continue to provide the advisory, regulatory, designation, and research services that have been undertaken by English Heritage since 1984.

## ***Natural England and the National Trail***

As a result of a review of National Trails in 2013, a new operational model was established for all Trails under which Natural England will have responsibility for setting standards and investing in Trail maintenance, while local Trail Partnerships take collective responsibility for local delivery. The Hadrian's Wall Path National Trail Partnership, which has had to cope with a 40% reduction in funds for maintenance, is composed of the Highway Authorities and their agents, Natural England and Historic England. The Lead Partner is the Northumberland National Park Authority.

## REGIONAL

### ***Northumberland Unitary Authority***

Northumberland became a unitary authority in 2009 and the District Councils of Tynedale and Castle Morpeth, each of which was responsible for part of the countryside of the Wall, were wound up.

### ***Hadrian's Wall Trust***

Following the abolition of the Regional Development Agencies, the Hadrian's Wall Trust was created in 2012, taking on the responsibilities of Hadrian's Wall Heritage Ltd for the conservation of the Wall; for marketing; and sustainable development. In 2014 the Trustees decided that their business model was not sustainable and the Trust was closed. New arrangements were put in place to coordinate activity and promotion in the WHS.

The key post of WHS Co-ordinator is now employed by Northumberland County Council, supported by contributions from the other local authorities. The National Trail Officer and the Maintenance Ranger are employed by the Northumberland National Park Authority which has also become the Lead Partner in the Hadrian's Wall National Trail Partnership. Major projects have been taken on by other partners, including TWAM (Community Champions & Wallface project) .

**3 Assessment of the achievements and developments arising from the 2008-2014 Management Plan**

**MANAGING THE WORLD HERITAGE SITE**

ISSUE 1: MANAGEMENT OF THE WHS

***Awareness of UNESCO World Heritage values (Policy 1a)***

While it may be argued, There has been little progress in raising awareness of the concept of World Heritage and of UNESCO aspirations, aims and objectives, at Tullie House there has been explicit promotion of UNESCO values through the Living Wall element of the Roman Frontier Gallery. This has received considerable acclaim.

Inconsistent and limited promotion of World Heritage Site status across the WHS remains an issue. An appraisal undertaken by German FRE colleagues highlighted the fact that at most sites open to the public along Hadrian's Wall, the visitor would find it difficult to appreciate that they are visiting a World Heritage Site or that Hadrian's Wall is part of the transnational FRE WHS.

***Inscription as Frontiers of the Roman Empire WHS: implications and opportunities (Policy 1b)***

International collaboration across the Frontiers of the Roman Empire WHS has been positive and effective:

- through the FRE Management Group (the Hexham Group) and the wider transnational Bratislava Group which provides specialist advice
- Contributions by FRE partners at the annual conference
- The effective sharing of good practice on issues including archaeology in urban areas, interpretation, signage and presentation, and management plans.

***An overall conservation framework and values-based management (Policy 1c)***

There has been no progress in developing an integrated conservation framework for the WHS.

***Preparation of the next Management Plan (Policies 1d, 1e)***

Research and data analysis to form a basis for management has been carried out by Hadrian's Wall Trust (HWT), some of which has been utilised in the preparation of this Plan:

- Basic Open Source GIS: established but not fully implemented to its full potential
- Audience research: undertaken to inform development of an Interpretation Framework
- On-going collection of visitor statistics, monitoring of bus users

The decision was taken to move away from a hard-copy Plan and to present it online, allowing the Plan itself to be dynamic and periodically up-dated during its currency.

### ***The Management Plan Committee (MPC) and Interest Groups (Policies 1f, 1g)***

The MPC struggled to attract attendance and active participation, especially from the farming and landowning community, and the role of the MPC was often confused with that of the HWT. The Interest Groups had mixed success with regard to participation and levels of activity. The Groups that were successful were largely those that had their genesis outside the MPC. The closure of the HWT meant that a restructuring of the governance of the WHS was brought forward.

### ***Reporting (Policy 1h)***

The Actions listed for the Plan for 2008-14 were posted on the Hadrian's Wall Country website and were reviewed at meetings of the MPC

## **IDENTIFYING THE WORLD HERITAGE SITE**

### **ISSUE 2: THE BOUNDARIES OF THE WORLD HERITAGE SITE**

#### ***Clarification and definition of existing boundaries (Policies 2a, 2b)***

The definitive maps and a database of the component parts of the WHS were formally adopted by UNESCO in 2012. The review of boundaries of the WHS has not been undertaken, as although the principle of some limited extension (within the principles of the original nomination) remains sound, a very considerable amount of work would be involved.

#### ***Proposed extensions to the World Heritage Site (Policies 2c-2f)***

Developer-funded excavation has enabled significant progress in defining the line of Hadrian's Wall in Tyne and Wear. The aspiration to address the issue of scheduling in Tyne and Wear, in Carlisle, and of recently discovered remains, has not been fulfilled. (See Policies 3g, 3h)

Simple boundary changes (for instance the inclusion of non-scheduled linear elements of the frontier) are likely to be able to be accommodated within the WHS without full renomination, as long as such

changes do not represent changes to the OUV. More substantial changes, such as the inclusion of the Roman town at Carlisle, would be much harder to achieve.

### ***The Buffer Zone (Policy 2g)***

It has become clear that any impact from change or development in the vicinity of the WHS, whether they are in the Buffer Zone or not, must be assessed in terms of the impact on the OUV, and particularly the ability to appreciate and understand Roman military planning and operations. No change policy is proposed.

## **PROTECTING THE WORLD HERITAGE SITE**

### **ISSUES 3 (LEGISLATIVE PROVISION) AND 4 (PROTECTION IN URBAN AREAS)**

#### ***Legislative reform affecting heritage protection (Policies 3a, 3b, 3c)***

The Management Plan period has witnessed significant changes in planning policy, especially the introduction of the National Planning Policy Framework which, in its treatment of the historic environment, has been as robust as previous regimes.

#### ***Local authority planning policies (Policies 3d, 3e, 3f)***

Local Policy Frameworks do make reference to the WHS, but the understanding of the status, of its Outstanding Universal Value, and of the Buffer Zone, needs to be continually reinforced amongst local authority partners.

#### ***Roman military sites not protected through scheduling (Policies 3g, 3h)***

The scheduled areas along Hadrian's Wall constitute the designated WHS. Modern techniques and the opportunities for excavation presented by development have provided significant new information about the archaeology of the frontier and about the survival of its elements. The current Plan included an aspiration to review existing scheduling, and to review whether protection by designation would be appropriate for new discoveries. When balanced against resources and potential threats, this has not been considered a high priority for action.

#### ***Reconciling different legislation (Policy 3i)***

Natural England has continued to fund very significant amounts of conservation work on the historic environment. Some work, particularly with reference to SSSIs and National Nature Reserves, has been done on an informal basis, after discussions at the Conservation, Farming and Land Management Interest Group. Northumberland National Park Authority consulted English Heritage on the draft management plan for the Greenlee Lough National Nature Reserve.

## ***Protection in the urban areas (Policies 4a, 4b, 4c, 4d, 4e, 4f)***

Although all LAs agree in principle that they should not permit new development on open land on the line of the Wall, there are some difficulties in applying this where the line of the Wall is not accurately known, primarily in urban areas. (See also Policy 1d) The profile of the WHS, especially in urban areas, still needs to be raised, to aid protection.

## ISSUE 5 (METAL DETECTING)

### ***Current protection/ The Portable Antiquities Scheme/ Monitoring and metal detecting/ Guidelines (Policy 5a)***

Robust data is difficult to gather but there seem to have been cases of illicit metal detecting but each one has the potential to be damaging to the World Heritage Site. The ability to police such a large and open monument is challenging. However, The Finds Liaison Officers of the Portable Antiquities Scheme have developed links with the metal detecting community and it is hoped through the development of these links a better relationship and duty of care will develop.

## ISSUE 6 (RISK PREPAREDNESS AND DISASTER MANAGEMENT)

### ***The Research Framework and the mitigation of threat (Policy 6a)***

Threat has been addressed by developer-funded interventions rather than through the prioritisation of topics in the Framework.

### ***Climate change (Policy 6b)***

The challenge of climate change is increasingly significant through direct impacts (changes in weather) and indirect ones (vulnerability to visitor pressure). Since the inception of the National Trail, statistics on rainfall and temperature have been regularly collected and collated. This now forms an important body of evidence for the assessment of the effectiveness of the conservation that is undertaken, which is also monitored through fixed-point photography.

### ***Emergency planning and responses (Policy 6c)***

Practical links and arrangements for action have been made with the Local Resilience Fora, which maintain a database of key contacts. The Historic England Inspector of Monuments for Hadrian's Wall has been identified as the key contact for the WHS.

### ***Mitigation of risk to sites and collections (Policy 6d)***

Managing communications has proved to be an important means of managing the behaviour of visitors (especially on the National Trail), and thereby mitigating the risks they pose to the World



Heritage Site. Improvements in the quality of visitor facilities and infrastructure make it likely that visitor numbers will increase over the next Plan period if this is supported by effective marketing. At the same time, opportunities have been taken to raise awareness of the less visited sectors, thereby spreading visitor load. All major museums along the WHS are accredited museums with effective emergency plans and conservation routines in place to protect the heritage asset.

### ***Energy efficiency (Policy 6e)***

All the large scale developments undertaken over the last plan period have as a matter of course taken into account energy efficiency as part of their architecture and fit out. These have been measured against national scales and all partners have aimed to achieve good standards if not outstanding in some cases. More formal monitoring is needed to measure the impact of these improvements to see if these are beneficial both in traditional environment monitors and as economically efficient low impact spaces to operate.

## **CONSERVING THE WORLD HERITAGE SITE**

### **ISSUE 7 CONSERVATION OF ARCHAEOLOGICAL MONUMENTS AND SITES**

#### ***Exposed masonry, and the Clayton Wall (Policies 7a, 7b)***

The increased access provided by the National Trail has led to a rise in the informal reporting of problems. In the National Trust estate, a monitoring programme has been established, with the help of NT volunteers, and with the support of the NT SMR.

Extensive repairs have been carried out to parts of the Clayton Wall in the central section. Signs have been put up to discourage visitors from walking on the Wall and to raise awareness of the damage that this can do.

#### ***Archaeological earthworks (Policy 7c)***

There has only been moderate progress on the implementation and monitoring of management regimes on archaeological earthwork sites that are prone to erosion. These remain a primary focus for activity into the future

#### ***Areas on the Heritage at Risk Register (Policy 7d)***

Several areas of Hadrian's Wall have been on the Heritage at Risk Register produced by English Heritage. Works through Higher Level Stewardship have tackled a significant area at Great Chesters and a number of smaller areas. As part of a £500,000 grant from the SITA Trust, the site at Burtholme Beck will be removed from the Register.

## *Causes of damage (Policy 7e)*

No progress has been made in controlling the activities of burrowing animals in the WHS where they impact on significant archaeological remains.

## *Generic consents (Policy 7f)*

The generic Scheduled Monument Consent (SMC) piloted on the Wall has been a model for subsequent national practice, leading to the creation of Heritage Partnership Agreements. The generic approach has been a particular success, not least in the maintenance of the National Trail..

## *Best practice and research in repair (Policy 7g)*

The programme of repairs to sites at risk, funded by SITA, was developed and undertaken with full archaeological supervision and drew on wider experience elsewhere.

## *Assessment and monitoring (Policies, 7h, 7i)*

- There has been some progress towards a comprehensive monitoring regime until the very end of the Plan period. Wallwatch, a programme of monitoring the condition of the Wall, was developed by HWT in association with the NNPA, EH, and the National Trust. It builds on models piloted by NT and NNPA expanding it to the whole WHS. This will run for three years from 2015.

## ISSUE 8 RURAL LAND MANAGEMENT

### ***Protecting the WHS by assisting farming (Policy 8a)***

A large proportion of the farms along the Hadrian's Wall corridor are in the Higher Level Stewardship Scheme, bringing improvements to a number of sites, especially Hotbank Farm, Lanerton Farm, and Cawfields. Significant work has been done to improve both the fabric of the monument and the surrounding landscape, to the benefit of the farming community and visitors. The cumulative effect of this investment into the corridor has been immense.

### ***The impact of arable farming (Policy 8b)***

COSMIC, a methodology for the assessment of risk to archaeological remains that are under the plough has been used in the assessment of specific sites along the Wall in relation to applications for Stewardship, but it has not been comprehensively applied to the arable land along the WHS.

### ***Forestry and woodland (Policy 8c)***

The Forestry Commission's Forest Services have implemented several initiatives in response to the aspiration in the current plan to encourage the planting of broadleaved native species within the Buffer Zone.

### ***Managing the landscape to protect archaeological and natural values (Policy 8d)***

The creation and implementation of individual management plans that take into account the needs of both the historic and natural environments for each SSSI is part of normal practice by Natural England but there have been no specific actions along the Wall.

## ISSUE 9 RESEARCH

### ***The Archaeological Research Framework (Policy 9a)***

The Research Framework (published in 2009) has been an important guide to research priorities. A review of its success is required before it can be revised and updated.

There are still parts of the frontier zone where the exact line of the Wall, and the position of its ancillary structures, is not known. Lidar and geophysical survey have made significant contributions during the period of the Plan, but further such work is required throughout the corridor.

There has been a healthy programme of field research. This has included:

- excavations at Vindolanda, Arbeia, Maryport, and Ravenglass
- WallQuest: a major community archaeology project in the east (Arbeia to Corbridge), funded by the HLF and managed by Tyne and Wear Archives and Museums (TWAM)
- developer-funded archaeological fieldwork that has produced significant incremental progress in understanding the line and nature of the monument, especially in urban areas. .

GIS is a key tool in the research and management of a complex and extensive historical frontier system. The FRE Digital Humanities Initiative, led by Newcastle University, has been set up to review, develop and implement ideas for a Wall-wide GIS.

### ***Research coordination and funding (Policy 9b)***

There has been little progress towards any implementation of this policy.

### ***Archaeological research (Policies 9c, 9d, 9e)***

Archaeological investigation and excavation follow principles and guidance set out in the Research Framework. Non-invasive methods are still to the fore, although geophysics has been less actively

used as a research tool in the current Plan period than previously; most of the major sites have now been examined using at least one geophysical technique. There is, however, much more to do – for instance on the smaller installations along the Stanegate. Lidar, aerial photography, and field survey have been highly effective in helping to identify new sites, e.g. temporary camps at Bewcastle, Lanerton, Chapel House, Shield-on-the-Wall, Carrawburgh, and Acomb.

### ***Wider research (Policy 9f)***

There has been no progress in developing a broader research framework for the World Heritage Site incorporating the natural, historic and present landscapes.

### ***The archaeological resource (Policy 9g, 9h)***

Research and fieldwork of all kinds has been showcased at the annual Archaeology Forum, in the publication of an annual review of research activity. There have also been opportunities for volunteers to take part in excavations at South Shields, Vindolanda, Ravenglass, and Maryport. The rise of community archaeology has been a particular success – e.g. the discovery of the bath-house of the fort at Wallsend - underlining the potential for the furtherance of the Research Framework using this resource.

## **PRESENTING, ENJOYING AND TRANSMITTING KNOWLEDGE OF THE WORLD HERITAGE SITE**

### **ISSUE 10 SUSTAINABLE PHYSICAL ACCESS**

#### ***Hadrian's Wall Country bus (Policies 10a, 10b)***

The AD122 bus service has improved year on year. Passenger numbers and revenues have increased by 40% over the Plan period (since 2008) to around 50,000 passengers per annum. Two out of three buses are new. Generally, satisfaction with the service is high. However, annual uncertainty over funding has led to last-minute negotiations to close the gap, delays in confirming the timetable, and consequent delays in publishing and advertising at the start of the season. Train and bus schedules have been integrated where possible.

There has no been no progress towards the aspiration that site managers should offer incentives to those using only public transport.

#### ***Coach services (Policy 10c)***

There have been no changes in the accessibility of the WHS to coaches..

#### ***Rail services (Policy 10d)***

Train and bus integration has improved with the branding of the Newcastle/Carlisle line as the Hadrian's Wall Country Line, including a branded platform and information point on Carlisle station, and improved linkage between timetables. There is an in-principle agreement from the National Rail Authority to re-open Gilsland station, if the funding can be found.

### ***Walking: the National Trail and beyond (Policies 10e, 10f, 10g, 10h)***

Following the National Trails funding review, the relevant Highway Authorities came together with Natural England and English Heritage to form the Hadrian's Wall Path National Trail Partnership, led by the Northumberland National Park. Funding has been reduced from historical levels, and the full impact of this will need to be assessed.

The number of end-to-end walkers on the National Trail has increased by over 65% since 2006, to 12,000. The Hadrian's Wall Path was voted England's favorite National Trail by readers of *Countryfile Magazine* in 2011. An estimated 500,000 people walk a section of the National Trail each year, contributing over £180 million to the economy of the area.

One of the major success stories of the current Plan period has been the resolving of many of the critical site-specific Trail issues faced in 2005. The condition of the Trail has improved by 27% since 2006 - at the same time as user-numbers have increased. Regular maintenance and monitoring of the grass sward has ensured that the condition of the path has not deteriorated rapidly, despite visitor pressure. The underlying archaeological resource has therefore been safeguarded (Policy 10e). Research into techniques and materials for the maintenance of the grass sward on the Trail continues: 'Grassform' reinforcing sheet has been piloted on gradients in Cumbria.

Campaigns, such as the seasonal passport scheme, the 'Every Footstep Counts' code of practice, and the provision and promotion of alternative and additional linear and circular walking routes to suit different interests and opportunities have protected the WHS (Policy 10f) and have broadened choice (Policy 10g).

The increasing number of challenge and charity walks each season, involving large numbers of walkers, has caused concern; active conservation messaging has been used to address this and must continue. A code of practice for charity walks has been developed, and organisers are encouraged to seek advice.

Advice to walkers on how they can minimize their impact on the remains of the frontier has been successfully distributed. Trail volunteers have also been on hand to advise.

### ***Cycling: Hadrian's Cycleway (Policy 10i)***

*[the policy is about promotion of the Cycleway; what has been done on this?]*

- There has been significant growth in cycling tourism provision linked to the Hadrian's Cycleway making the experience of accessing the WHS on cycle an easier and stress free process.
- An off-road section alongside the B5300 between Maryport and Allonby has been created.
- An electric cycle network and hire scheme has been set up along the Cumbrian part of the WHS (Ravenglass to Brampton).
- Haltwhistle has been established as a Cycle Hub with 7 new way-marked routes.

### ***Access by car(Policy 10j)***

The transport strategy for the WHS, published in 1999, has not been reviewed, a task that is now overdue.

No progress has been made on reviewing car-park charging policies, provision, and usage across the WHS. There is continuing concern over the speed of traffic along the B6318 (Military Road). This issue has been addressed, as part of the project at The Sill (Once Brewed), by the Northumberland National Park.

### ***Signage (Policy 10k)***

Proposals were produced by HWT to improve signage of the WHS from major roads. This has not been implemented due to lack of finance, with the exception of the tourist route between Carlisle and Maryport. The new suite of signage across the Cumbrian part of the WHS implemented through the RDPE programme follows a common design template.

An appraisal, carried out by FRE colleagues in Germany and presented to the 2014 Hadrian's Wall conference, revealed that (compared with the Upper German/Raetian Limes) information signage across the Hadrian's Wall WHS is poor. At many locations it is difficult for the visitor to appreciate that they are in the WHS.

### ***Sustainable transport (Policy 10l)***

Northumberland National Park Authority has been instrumental in piloting electric vehicles in rural areas. Charging points for electric cars have been established across the WHS by Bowness Renewables.

### ***Widening access (Policy 10m)***

There are limited opportunities for inclusive access across the WHS landscape, but an easy access path has been completed at Steel Rigg, and ladder stiles at Peel Crags and Catstairs have been replaced with gates, in line with practice in Cumbria and Northumberland. There have also been improvements to the footpath along the Military Way to the west of Housesteads.

Site and museum managers regularly review Disability Discrimination Act (DDA) compliance as part of their business and operational planning. New galleries have been designed to be fully accessible

## ISSUE 11 DEVELOPING THE VISITORS' EXPERIENCE AND UNDERSTANDING OF THE WORLD HERITAGE SITE AND BUFFER ZONE

### ***Investment at the main WHS visitor attractions (Policies 11a, 11b, 11c, 11d)***

- Major new galleries opened in 2010 at the Great North Museum, and in 2011 at Vindolanda, the Roman Army Museum, and Tullie House.
- Facilities at Housesteads were significantly upgraded in 2012 (new museum) and 2013 (upgraded visitor centre).

Sites in the Visitor Quality Assurance Scheme (VAQAS) include: Arbeia, Segedunum, the Great North Museum, Housesteads, Vindolanda, the Roman Army Museum, Birdoswald, Carlisle Castle, Tullie House.

### ***Investment in interpretation at sites relevant to the WHS (Policy 11e)***

- Proposals by the Northumberland National Park Authority for a major new landscape interpretation centre at the Sill are now well advanced
- Walby Farm Park, on the line of the Wall to the east of Carlisle, has created a high-quality attraction aimed at younger children. This was voted National Farm Attraction of the Year 2010.
- Investment at Lanercost and at Vallum (Wallhouses) has created high quality tea rooms and local produce centres which also serve as WHS information points.
- Other WHS information points have been created in partnership with local businesses and communities, including the Ravenglass and Eskdale Railway, Bank Mill Nursery, Bewcastle church, the Red Lion at Newbrough, and the Errington Arms.
- Significant developments have been undertaken along the Solway as a result of partnership projects between Solway Coast AONB, the HLF, HWT, and others. These developments include Holme Cultrum Abbey Interpretation Centre, the Wetland Interpretation Centre at Campfield, and numerous interpretation points.
- 30 new or replacement information/interpretation points have been installed, from Ravenglass to Wallsend.

### ***The coordination and quality of interpretation (Policies 11f, 11g)***

The Plan period has seen the development and publication (by HWT) of an Interpretation Framework for Hadrian's Wall which contained wide-ranging ideas for the enhancement of public understanding

of the monument, its landscape, and the broader cultural heritage. It had a mixed reception and has not been accepted or implemented widely but in the FRE it is seen as an example of good practice in interpretation planning for complex heritage sites; its approach is being adopted along the German Limes in Bavaria. Using approaches advocated in the Framework, the Roman Frontier Gallery in Tullie House has received excellent reviews in the *Museums Journal* and from visitors.

The [www.visithadrianswall.co](http://www.visithadrianswall.co) website was redesigned to create a flexible platform for future development of digital media, including Twitter and Facebook feeds. The [www.romanfrontier.eu](http://www.romanfrontier.eu) website provides a complementary platform for communication about the wider Limes from Scotland to Hungary.

The Plan period has seen a series of major events designed to engage wider audiences with the WHS and to provide enjoyment (Policy 11f): e.g. Garrisoning the Frontier, Illuminating Hadrian's Wall, Connecting Light, and the Jubilee Beacon. A number of smaller-scale events, such as Singing in the Bath, Bards in the Bar, and the Poetry Picnic, were delivered by the Hadrian Arts Trust. An ambitious programme of re-enactment events was organised by English Heritage.

### ***Interventions and interpretation (Policy 11h)***

This has not proved to be an issue for the WHS.

### ***Reconstruction (Policies 11i, 11j, 11k)***

No proposals for physical reconstruction on the WHS or in the Buffer Zone have been brought forward during the plan period.

The high standards of virtual reconstruction set by German FRE partners have stimulated interest in the use of virtual imagery, and in the development of mobile apps. The virtual reconstructions used in the *Eagle's Eye* film at Carvoran, and in the video at Housesteads, have been well researched and have received excellent reviews from visitors.

## ISSUE 12 SUSTAINABLE DEVELOPMENT AND ECONOMIC REGENERATION

### ***Sustainable economic development (Policy 12a)***

Partnership activity for sustainable development has included destination marketing, capital investment and the support of local businesses by means of, e.g.

the Hadrian's Wall Country Locally Produced scheme and the AD 2022 Hadrian's Wall Country Business Club.



*Awareness of the WHS, as such, and of the opportunities that it may offer is still low (see above). With support from the Rural Development Programme for England (RDPE), the Know Your Hadrian's Wall Country programme has included training workshops designed to raise awareness of the WHS, the business opportunities associated with it, marketing, and the use of social media. The annual Hadrian's Wall Conference has attracted 100 delegates, including many businesses, at each of the four conferences to date.*

Interpretation partnerships with local businesses (see Policy 11e) provide opportunities to present the World Heritage Site to visitors at a local scale

### ***Developing high quality visitor infrastructure (Policy 12b)***

Developments at the Great North Museum, Vindolanda, Roman Army Museum, Tullie House, and Housesteads have been implemented to high standards, by and large. Specific smaller-scale good quality developments have included those in Haltwhistle, at Herding Hill, Roman Wall Lodges, Lanercost Tea Rooms, Vallum Farm Tea Rooms, and Common House Farm Cottages. Many food and accommodation providers and local producers have won awards.

### ***The sourcing of high-quality, locally distinctive products (Policy 12c)***

The Hadrian's Wall Country Locally Produced Scheme has engaged with over 100 additional companies since 2009. There are now over 130 companies participating in the scheme. Progress has been slow in places due to corporate purchasing policies. These are however becoming less restrictive as the need to support local businesses and the interest of visitors in buying local produce is increasingly recognised.

### ***Incentives for multiple-site visits and longer stays (Policy 12d)***

A form of overall joint ticket or a coordinated discount scheme is the improvement most requested by visitors. Implementation has proved difficult due to perceived conflicts of interest between sites. A variety of schemes currently operate based on discounts associated with campaign activity.

STEAM tourism figures show a 4% rise in the Carlisle area over the period, in contrast to a 3% decrease in other parts of Cumbria. The figures also show that much of the recent increase of 21% in occupancy figures across the WHS is due to longer length of stay and to the extension of the season into the shoulder months.

### ***Incentives for sustainable visitor facilities and services (Policy 12e)***

Hadrian's Wall is the first Fair Trade WHS and has celebrated this fact at trade fairs and networking events encouraging use of local, sustainable and ethical produce.

No progress has been made regarding sites offering incentives to visitors using public transport.

A Regional Growth Fund bid brought together proposals from over 40 businesses wishing to invest in the sustainable opportunities represented by the WHS and Hadrian's Wall Country. While this bid was not successful it has established an ambition to develop this offer further and partners are looking for ways to deliver development through different fund sources at a smaller scale.

### ***Business and IT support (Policy 12f)***

Hadrian's Wall Trust developed strong links with accommodation and tourism associations, and worked in partnership to develop a range of marketing activities, particularly the website which continues to be an essential tool for visitors.

### ***Skills and employment (Policy 12g)***

- The Know your Hadrian's Wall Country project has contributed to this skills training.
- The Northumberland National Park has led the way in developing rural skills based apprentices and workshops. The National Trust also has undertaken workshops in traditional skills. There have been a number of 'working days' for Volunteers from across Hadrian's Wall, replacing walls and access furniture.

### ***Links with the wider visitor economy: opportunities for development (Policy 12h)***

The Interpretation Framework established Carlisle and Tyneside as the key eastern and western gateways to the WHS, and interpretation has been widened (see Policies 11f, 11g).

- The new 'gateway' feature on Carlisle station promotes Hadrian's Wall Country and the Settle-Carlisle lines.
- Local authorities on Tyneside have agreed to work together to develop and to promote the WHS. Projects include a virtual app and an alternative route to the National Trail that would enable visitors to explore the line of the WHS through the urban area.

### ***Tourism business monitoring (Policy 12i)***

- Monthly surveys of accommodation occupancy, and of visits to attractions, together with quarterly business surveys enabled Hadrian's Wall Trust to identify trends and, where necessary, to address negative factors.

- Collection of a Hadrian's Wall Country dataset within STEAM (volume and value of tourism) reporting has enabled a continual overview of the performance of the destination against regional partners. This has produced direct comparisons of performance over annual periods.

These separate, but intrinsically linked data reports help to identify market potential for a number of new ventures (*see Policy 12b*). The visitor economy of Hadrian's Wall Country was worth over £807 million per annum in 2011, a growth of 6% year on year.

### ***Traditional land-based industry (Policy 12j)***

There has been little coordinated progress in developing opportunities for land managers to maximize the benefits from their association with the WHS, although there is on-going support for environmental stewardship schemes, farm diversification, accommodation improvements etc. (See Policy 12b)

## ISSUE 13 ENGAGING WITH COMMUNITIES

### ***Methods of engagement (Policy 13a)***

There has been a significant growth in initiatives intended to foster links between local communities and the WHS, including events such as the Jubilee beacons, and community-led information and interpretation panels at Ravenglass, Bowness, Burgh by Sands, Bewcastle, Haltwhistle, and Brampton.

Engagement is most effective when focused around projects that involve active participation or that are community inspired. A wide range of projects have been undertaken which provide opportunities for local people and visitors to engage with the WHS as volunteers along its length. Some of these initiatives are longstanding (Vindolanda Trust, Hadrian's Wall Country volunteers); others have been developed during the course of the current Plan (WallQuest, WHS Community Champions, Bewcastle Maiden Way project). The German Limes experience (Limes Cicerones) could also be used as a model.

The engagement of farming communities with the WHS is vital - since they manage most of the land in which it lies - but this has been limited. Much of the WHS is now included in Stewardship schemes. Experience gained during the current Plan period, including feedback from the farming community, suggests that new ways need to be found to enable the farming community to discuss issues, to communicate its views, and to learn about new initiatives.

Officers supported engagement initiatives by LAWHF to work alongside the Olympic committee during the build up to the games in 2012. Plans included a physical presence at games venues and a digital guide to WHS in the UK for visitors. The project was inspired by the awareness that at an international scale UNESCO and WHS appears to be recognized however the same cannot be said for the UK. The bid for funding was unfortunately unsuccessful but the ambition and joint working built up during the project provide a foundation to work on.

## ***Proactive engagement (Policy 13b)***

There has been direct engagement with communities through volunteer programmes and community projects (see above), and this has been supported by regular communication from the HWT through an e-newsletter. However, there is a need to develop more proactive engagement to better understand the concerns and interests of community groups and marry community needs with the opportunities provided by the WHS.

Events such as Illuminating Hadrian's Wall and Connecting Light have been effective in raising the profile of the WHS internationally, and in direct generation of economic benefit. Publicity for Illuminating Hadrian's Wall reached an audience of over 1 billion globally and generated £3 million visitor spend over the weekend of the event.

## ISSUE 14 MARKETING THE WHS

### ***Measuring the visitor economy (Policy 14a)***

Seasonal marketing campaigns have been undertaken by HWT. These have been backed up by the success of the website as a primary source of information, especially on accommodation, places to visit, and events. Hadrian's Wall is established as a major UK visitor destination and a major contributor to local and regional economies. Research has clearly demonstrated the ability of the Wall to attract significant numbers of international 'cultural' visitors, who tend to stay for longer and spend more than other market segments. They are also more demanding than other segments, typically seeking high quality accommodation and local produce.

The [www.visithadrianswall.co.uk](http://www.visithadrianswall.co.uk) website has attracted around 40,000 unique visitors per month, over 40% being international visitors. However, domestic market research shows that WHS branding is not a sufficient driver for short breaks and that the wider, more rounded message associated with Hadrian's Wall Country branding is more effective.

## ISSUE 15 EDUCATION

### ***Coordination of learning provision (Policy 15a)***

The Education Forum (the relevant Interest Group) has been restructured into strategic and sharing groups to allow for more effective activity.

A Learning Strategy was published in 2008, followed in 2010 by the publication of a business and delivery plan for the Learning Strategy which identified the need for core resource and capacity to create a Wall-wide learning resource and to realise the potential of the WHS to deliver this opportunity. Bids to develop this capacity have not been successful.

There have been regular learning activities and events at individual sites across the WHS. Hadrian's Wall projects were represented at UNESCO educational conferences hosted on the Jurassic Coast and at New Lanark, and were received as examples of best practice.

### *Expanding learning opportunities (Policy 15b)*

While core education delivery across the WHS continues to focus primarily on the Romans, there have been a number of experiments in diversifying the curriculum delivery areas. Work at Burnside College and at Tullie House has explored UNESCO values and looked at issues of citizenship and identity. The feedback from these trials has been made available to all partners to build upon, the Education Forum saw this as an area to develop and are looking for resource to support further development. English Heritage and the Vindolanda Trust have published a joint article on teaching diversity along Hadrian's Wall for *Primary History* magazine.

### *Understanding audiences (Policy 15c)*

Audience research made a major contribution to the Interpretation Framework. Other audience research was undertaken at Housesteads (learning coordinator), at Vindolanda, and as part of the Northumberland National Park Authority's 'Sounding the Sill' project.

The 'Showcase South Tyneside' community focused exhibition raised awareness of the opportunities offered by the Learning and Outreach teams at Arbeia. The learning section of the Hadrian's Wall Country website was updated and contains a range of current learning resources as well as a links to websites of partner organisations.

### *Adoption of innovative approaches (Policy 15d)*

Tullie House and TWAM have been exploring and developing web-based learning opportunities, and there have been studies to develop i-apps. A Planning Group study day on social media use was held, influenced by results of the 'Sounding the Sill' project. There has been much monitoring, especially in relation to apps, Twitter, and Facebook, and the exploration of viability for web-based education community chat in the WHS.

In 2014, Newcastle University launched a free six-week online course on the FutureLearn social learning platform: 'Hadrian's Wall: life on the Roman frontier'. This offered a comprehensive introduction to the Wall, and touched on issues such as colonization, cultural transformation, immigration, integration, and imperialism.

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