

HADRIAN'S WALL WORLD HERITAGE SITE

BUSINESS TOOLKIT



United Nations
Educational, Scientific and
Cultural Organization



Frontiers of the
Roman Empire
inscribed on the World
Heritage List in 2005



HADRIAN'S WALL
COUNTRY



England's World
Heritage Story

The North

CONTENTS

PAGE	
3	WELCOME
4	WHAT IS WORLD HERITAGE STATUS?
6	THE HADRIAN’S WALL WORLD HERITAGE SITE
8	HADRIAN’S WALL COUNTRY
10	WHY DOES WORLD HERITAGE STATUS MATTER TO YOU?
12	MAKING THE MOST OF WORLD HERITAGE STATUS
18	YOUR FREE MARKETING TOOLKIT
21	NEXT STEPS FOR YOUR BUSINESS
23	LINKS AND OTHER RESOURCES

Did you know?

The Hadrian’s Wall World Heritage Site is over 150 miles long, from Arbeia Roman fort at South Shields at the mouth of the Tyne to the Roman fort at Ravenglass down the Cumbrian coast. There are eleven Roman museums and attractions, each offering very different visitor experiences. Find out more at hadrianswallcountry.co.uk



“This guide is intended to give businesses greater insight into the Hadrian’s Wall World Heritage Site and how you can use this internationally known brand to attract visitors, give them deeper understanding and richer experiences and encourage longer stays and repeat visits.”

World Heritage status is recognised throughout the world as a symbol of being authentic and very special – the most interesting and special places in the world!

Being a World Heritage site is a tremendous accolade – the world heritage family is small and to be part of it is something all communities along Hadrian’s Wall can be very proud of. Being so rare, so important and so interesting is also a tremendous draw for visitors from all over the world.”

Lady Jane Gibson, Chair,
Hadrian’s Wall Partnership Board

“The World Heritage brand provides us with an opportunity to stand out in the crowded and competitive domestic and international marketplace. The phrase World Heritage resonates with international visitors who see it as an official mark of quality and a signpost to places worth travelling to.

Many local businesses are not aware of the full extent of the Hadrian’s Wall World Heritage Site or of the opportunities it can provide to bring distinct business advantages.

This toolkit will help guide you how to make the most of World Heritage, using the stories and landscapes of Hadrian’s Wall as a powerful backdrop that can help you grow your business and give visitors richer experiences.”

Colin Glover, Leader,
Carlisle City Council

WHAT IS WORLD HERITAGE STATUS?

India's Taj Mahal, Stonehenge, Machu Picchu, the Pyramids of Giza in Egypt, the Statue of Liberty, the Tower of London, the Great Wall of China, and **Hadrian's Wall** are all **World Heritage Sites**.

World Heritage Sites are places, buildings or landscapes that are considered by UNESCO (the United Nations Economic Scientific and Cultural Organisation) to be of outstanding international value for everyone on earth – irreplaceable as sources of inspiration, information and understanding about our planet and the story of our life as humans.

Being a World Heritage Site has the potential to bring important economic benefits. World Heritage Site status is recognised internationally as a mark of outstanding international interest and quality; it provides a quality assurance and proof of distinction which attracts visitors from around the world.

Benefits of World Heritage Site status for tourism

- World Heritage designation is seen as an international quality brand, so businesses can use it as a 'quality assurance' for visitors
- World Heritage Sites tend to attract higher spending visitors interested in culture, enhancing the profile of the area and potentially bringing significant 'added value' for local businesses
- World Heritage designation enhances the image of a destination, emphasising its uniqueness, authenticity, local character, identity and culture

Many of us, visitors, local people and businesses, take Hadrian's Wall for granted without really understanding its international interest and significance, the story it represents or what the World Heritage Site actually comprises.

Like Rome, Hadrian's Wall was not built in a day, and it didn't stay the same over the lifetime of its use. Like modern frontiers, the role of Hadrian's Wall and the way it was used changed over the 300 years of Roman occupation of northern Britain (300 years is about the same amount of time as between today and the reign of Queen Elizabeth II!).

Did you know?

The soldiers who garrisoned the forts along Hadrian's Wall and many of the civilians who provided them with services came from all over the Empire, from North Africa and Syria as well as Spain, France, the Netherlands, Germany and countries along the Danube. There were very few people from Italy along Hadrian's Wall!

World Heritage Sites in Northern England



THE HADRIAN'S WALL WORLD HERITAGE SITE

Hadrian's Wall is not alone! It forms part of an international World Heritage Site that is called The Frontiers of the Roman Empire. Currently this includes the Roman land frontiers - Hadrian's Wall, the Antonine Wall in Scotland and a 550 km long frontier in Germany, built between the Rhine and the Danube rivers. The river frontiers along the Rhine and along much of the Danube are scheduled to become part of the World Heritage Site in 2020.

The Roman frontier is the largest monument of the Roman Empire, one of the world's greatest ancient empires. The frontier reflects the power and might of the Roman Empire and the spread of Roman culture which has shaped much of European culture, language, legal systems and religion, not to mention roads, drains and bath houses! The remains reflect the complexities of the Empire, the diversity of cultures and peoples it contained, the scale of trade and communications and the complex economy.

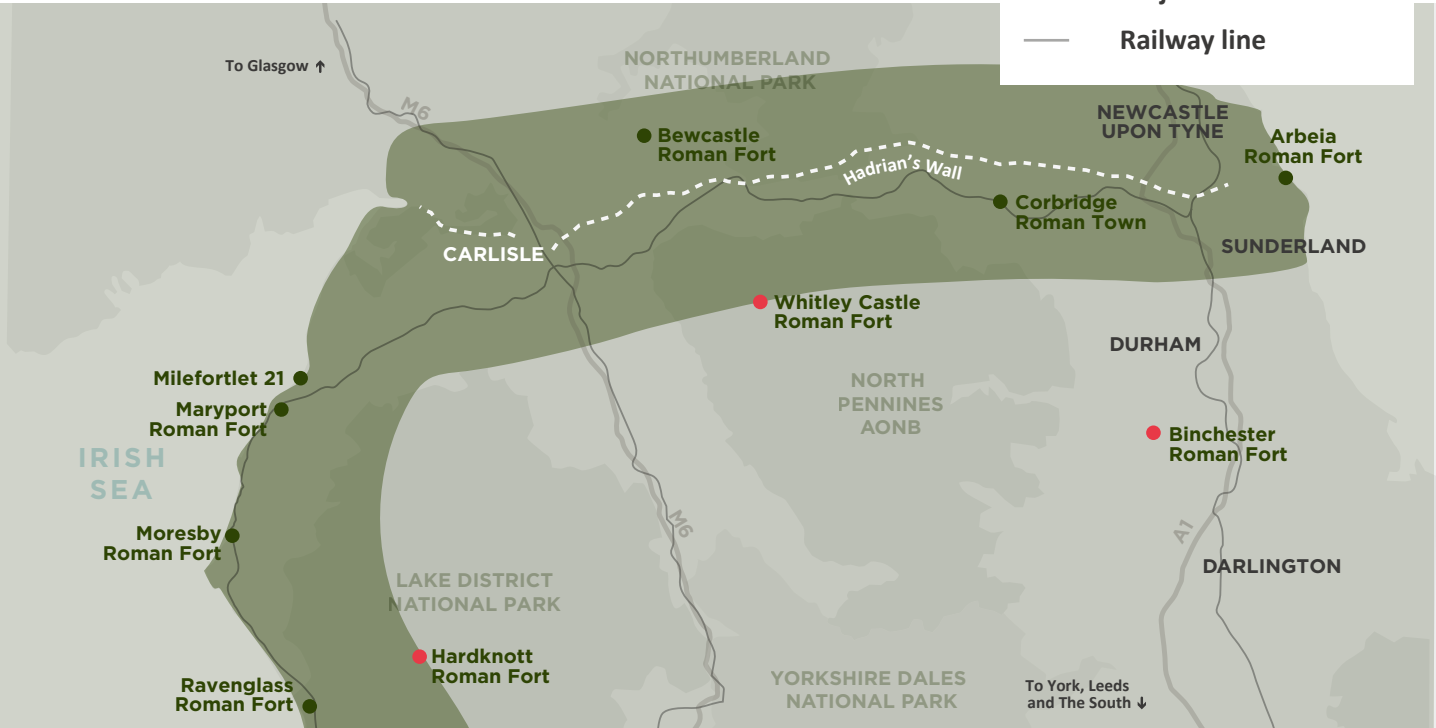
The frontier was not an impregnable barrier: it controlled and allowed the movement of peoples, allowing Roman culture to be transmitted around the region and absorbing influences from outside its borders. For almost three centuries, Hadrian's Wall was a vibrant, multi-cultured frontier sprawling some 80 miles coast-to-coast with a further 70 miles of coastal defences in West Cumbria as a defence against raiders and to protect seaborne supply routes.

Did you know?

Hadrian's Wall was abandoned 25 years after it was built and a new wall, this time of turf, built far to the north, on the edge of the Scottish Highlands. That wall, the Antonine Wall, was also abandoned around 25 years later, and Hadrian's Wall repaired and the forts re-occupied.

Key

- Hadrian's Wall Country
- Line of Hadrian's Wall
- Other Roman sites (part of the WHS)
- Other Roman sites (Not part of the WHS)
- Major roads
- Railway line



Many of the best preserved sections of Hadrian's Wall are located between Lanercost to the east of Carlisle, and Corbridge in Northumberland. However, there is lots to see in other places too including remains of the Wall itself, forts, bath houses, signal stations, bridges, fascinating museums with modern displays and full scale reconstructions of Roman buildings.



© Andrew Heptinstall



© Ancient Britain



© Tyne and Wear Archives and Museums

Hadrian's Wall in Cumbria

Perhaps the best preserved, most complete and most easily accessible section of Hadrian's Wall lies between Banks (just east of Lanercost) and Gilsland, including the Roman fort at Birdoswald with its new, family friendly displays. Remains include forts, milecastles, turrets and the only section of turf wall, all set in rolling wooded countryside. West of Carlisle, along the Solway, you can trace the Roman frontier through attractive villages and seaside towns with significant Roman remains at Senhouse Roman Museum in Maryport and at Ravenglass.

Classic Hadrian's Wall

The stretch between Greenhead and Corbridge is the most visited part of Hadrian's Wall. Major attractions include the Roman Army Museum, the Roman forts at Vindolanda, Housesteads and Chesters, Corbridge Roman town and the Northumberland National Park's new Landscape Centre at The Sill. Many of these Roman attractions are set in the dramatic landscape of the Northumberland National Park.

Hadrian's Wall on Tyneside

You don't need walking boots and outdoor gear to see stunning remains of the Roman frontier here – just take the metro! Segedunum Roman fort at Wallsend is the only place where you can see a full scale reconstruction of the Wall alongside recently excavated original remains while at Arbeia Roman fort in South Shields you can see stunning reconstructed Roman buildings including the West Gate, the Commanding Officer's house and a barrack block. The Hadrian's Wall Gallery at the Great North Museum displays one of the most important collections of Roman objects in Europe.

Did you know?

It's not just about soldiers and fighting! Evidence displayed and explained at the different Roman attractions includes daily life, culture and identity, writing and language, women and children, arts and crafts, international trade and transport, exotic food and drink and connections with the modern world.



HADRIAN’S WALL COUNTRY – ITS NOT JUST THE ROMANS!

Hadrian's Wall Country

‘Hadrian’s Wall Country’ is the brand used to promote the Hadrian’s Wall World Heritage Site. It covers the area approximately ten miles north and south of the Wall and ten miles in from the Cumbrian coast. The words ‘Hadrian’s Wall Country’ let visitors know there is much more to see and do along the Wall, adding to the Roman story. This adds value, depth and variety to any visit, creating richer experiences for the visitor. Hadrian’s Wall is the hook that catches the visitor’s interest, but the variety and depth of the surrounding landscapes, their stories and their welcoming communities encourage visitors to

stay longer and return. Uniquely for a heritage site, travelling and movement are key to the Hadrian’s Wall experience.

Stunning Landscapes

The landscapes through which the World Heritage Site runs include some of the most beautiful and special countryside in Britain. The Lake District National Park in the west is now also a World Heritage Site, renowned for its spectacular natural landscape of mountains, valleys, lakes and woodland, for the traditional ways of life and for inspiring the whole idea of conservation. Further north the Solway Coast Area of

Outstanding Natural Beauty is famed for its wildlife and the beauty of its coastal setting.

East of Carlisle, rolling green fields, hills and woodlands extend out to Birdoswald and the start of the Northumberland uplands. From here the Wall runs through the dramatic landscape of the Northumberland National Park with its heather moorland and rocky outcrops while to the south lie the hills of the North Pennines Area of Outstanding Natural Beauty. The cityscapes of historic Carlisle and Newcastle with its nineteenth century Grainger town and modern Quayside complement the beauty of the surrounding countryside – there is so much to be proud of!

Fascinating history and culture

The story of the ebb and flow of the border between England and Scotland, fought over by Kings and Queens for centuries, and home of the Border Reivers is one that both fascinates and yet is poorly understood by visitors. A common misconception is that Hadrian’s Wall still marks the border! For many visitors there are captivating connections to their own countries, whether it’s the Reiver families who gave their names to American presidents and lunar explorers or Viking pioneers who once controlled

northern England and have left their traces in many local place names. Seaside towns such as Maryport and Whitehaven were once thriving maritime centres linked to trade with the United States while Newcastle has a world-wide reputation for its nineteenth century shipbuilding and innovative engineering.

Farming and industry have helped shaped the landscape along Hadrian’s Wall. Today many farmers help look after and protect the World Heritage Site and its landscape through traditional farming practices. Their story too is an important part of the visitor experience along Hadrian’s Wall.

These stories are brought to life at attractions such as Carlisle Castle, Lanercost Priory, the Sill and the Discovery Museum in Newcastle. The network of welcoming communities and market towns adds further depth and variety to any visit.

WHY DOES WORLD HERITAGE STATUS MATTER TO YOU?

Top five reasons to get involved:

- 1

People are interested and intrigued by World Heritage status, so being associated with a World Heritage Site makes you more attractive to potential customers. This globally recognised brand resonates most strongly with international markets and is a fantastic badge of honour to help raise your profile and competitiveness. It may even open up new markets for you to export your products.
- 2

It has been proven that cultural visitors spend more than other tourists and tend to stay longer. It’s been estimated that just a small increase in ‘cultural visitors’ spending more on accommodation, food and drink, and leisure activities could give a massive boost to our local economy. (SOURCE: Rebanks Consulting Ltd and Trends Business Research Ltd)
- 3

The World Heritage brand makes the north of England a more desirable place to live and work. This helps attract and retain talent, leading to more entrepreneurialism and combating skills shortages in challenging times. Some businesses are already helping to protect our vital traditional skills by investing in apprenticeships and on-the-job training.
- 4

Having this prestigious status can attract more funding and investment for the region’s future, leading to improved infrastructure and accessibility, a boost in business confidence and greater opportunities for you to grow.
- 5

You can take immense pride in having an internationally recognised World Heritage Site on your doorstep. The status can help generate a renewed sense of civic pride and you can tap into a range of new opportunities to engage with your local communities, from events and education projects to local history and food and drink initiatives.

Did you know?

Tourism generates significant spending in local accommodation, retail and hospitality. World Heritage status gives you the chance to attract higher-spending, longer-staying national and international tourists who respect the heritage and landscape and seek to gain a deeper understanding and connection to it.

At the same time, World Heritage status has a positive impact far beyond tourism. Food, farming and other rural businesses across Hadrian’s Wall Country can also actively use the accolade. That may be through marketing activities, upskilling staff or creating new products, services and innovations which help retain customers and tap into lucrative new markets.



WHY DOES WORLD HERITAGE STATUS MATTER TO YOU?

Because Hadrian’s Wall is so long and cuts across many different areas it can be difficult to obtain accurate visitor figures. We do know that the eleven main Roman attractions along Hadrian’s Wall attract around 1 million visitors every year, that over 12,000 people walk the full length of the Hadrian’s Wall Path every year and that hundreds of thousands more people come walking for the day, go cycling or simply come to enjoy the dramatic countryside and the vibrant historic cities.

We know too that over 450,000 people visit the Hadrian’s Wall Country website each year of whom around a half are new users, that around 45% of these are international visitors including many from the USA, Australia, Canada, Germany and the Netherlands and that over 20,000 walking guides are downloaded each year. The Roman attractions are all four and five star rated on Tripadvisor and the Hadrian’s Wall Path is the most popular of the UK’s National Trails. Visitor surveys show that World Heritage Status is a major draw for visitors, especially internationals.

World Heritage status isn’t just about tempting more people to visit, it is about encouraging them to delve deeper into why Hadrian’s Wall and Hadrian’s Wall Country are special. We want them to understand more about the place, grow their emotional connections and hopefully contribute more – in terms of money, spreading the word and acting as ambassadors for us all.

World Heritage status makes the region more authentic and desirable to visitors, as they prioritise places to visit where they can be confident of the special interest and the quality of the experience. This can add value to your business because cultural visitors from overseas on average spend more than other categories of tourist. In the domestic market, cultured couples and cultured families are also higher spending segments and Hadrian’s Wall Country has a strong list of assets and attributes that appeal to these audiences.

MAKING THE MOST OF WORLD HERITAGE STATUS

As a business, it's easy to forget that our dramatic landscape and rich cultural heritage are envied across the world and really do have the 'wow' factor. The question is, how can you turn this to your advantage and make a positive impact on your bottom line?

The truth is, World Heritage status does not come with a blank cheque - it is what you make of it!

Get involved

The first step is to find out more about World Heritage status and ask yourself how your 'story' as a business contributes to the wider World Heritage story. Incorporate the Hadrian's Wall Country brand (p18) into your existing marketing activity and use this rich content to develop your sales pitches and articulate your unique selling points.

Does your business have any particular connections to the World Heritage Site or to some of the other fascinating stories of Hadrian's Wall Country, through your location, the buildings you occupy or your family name? If so, how can you use this information in your communications with customers to provide a more personal, authentic message? If not, it's still important to engage with staff to build their knowledge and awareness of what it means to be a World Heritage Site. Like you, they are all potential ambassadors for our special part of the world.

There are lots of Roman themed events taking place across Hadrian's Wall every year alongside hundreds of annual community-led events and activities which showcase the local area, maintain traditions and educate visitors. **Find out what is happening, when and where and communicate this information to visitors.**

Be a shining example

As a business in - or close to – a World Heritage Site, you join an elite network. So make sure you look closely at what other businesses are doing and seek out the support and resources that are available to you (p13 & p23).

Visitors are increasingly concerned about the environment and like to know they are helping to look after the special places they visit. Consider how your business is working in a sustainable way to help maintain and protect the World Heritage Site and the landscapes through which it runs. Crucially, tell your customers what you are doing! Perhaps you are using renewable power sources, working with specialist local suppliers or encouraging staff car-sharing to cut down carbon emissions.

You may even want to actively champion a green cause by making a contribution to a suitable trust or foundation or volunteering for conservation work, helping to look after Hadrian's Wall and Hadrian's Wall Country for future generations. Again, don't forget to tell people that you are doing this, so you can maximise potential opportunities for positive PR and publicity. **Encouraging people to use sustainable transport options whenever possible, such as the Hadrian's Wall Bus, is one way you can champion sustainability.**

Thinking about what Hadrian's Wall and Hadrian's Wall Country have to offer is a great starting point for enriching visitor experiences and developing your business.

Could you develop a higher quality, broader offer for visitors with special World Heritage and Hadrian's Wall Country themed experiences?

- **Farm stays and tours**
- **New guided tours, featuring fully immersive experiences:**

- Photography or drawing tours through inspiring landscapes
- Tours with foreign language commentary, delivered by a smartphone app and triggered by GPS
- Themed, self-guided walks, in conjunction with a new app or guide book
- Wildlife watching experiences
- Mindfulness and meditation breaks

And the list goes on....

- **Introduce visitors to local heritage traditions and skills:**
 - Looking after the World Heritage Site and its landscape
 - Local farming traditions: sheep shearing, hedge laying, drystone wall building, sheep dog handling
 - Conservation: path restoration, wildflower planting, tree conservation

Highlight Hidden Gems

Promote the whole of Hadrian's Wall and Hadrian's Wall Country. Despite our best efforts, many visitors come with little understanding of the extent of the World Heritage Site, the number and variety of Roman attractions, what and where to visit, or the rich variety of landscape and heritage that Hadrian's Wall Country offers. By being well informed and interested, you can encourage visitors to explore beyond the traditional 'honeypot' locations and use your local knowledge to position yourself as an expert and help inspire your customers about the 'secret' places to go.

Pages 6 – 9 of this guide give you a start, but you can find out more on the Hadrian's Wall Country website. You can find lots of interesting and unusual facts and stories under the 'Hadrian's Wall'

tab (hadrrianswallcountry.co.uk/hadrrians-wall) and in the 'history' section (hadrrianswallcountry.co.uk/history). Explore the information under 'About Hadrian's Wall', 'Life on Hadrian's Wall' and 'Roman Experiences'.

Under the 'Visit' tab you'll find suggested itineraries which enable visitors to explore the whole length of the World Heritage Site (hadrrianswallcountry.co.uk/visit/itineraries) – you can use this to suggest your own favourite places to visit. There's a wide range of walking and cycling routes available too (hadrrianswallcountry.co.uk/walking/walking-routes, hadrrianswallcountry.co.uk/visit/cycling). And don't forget the Hadrian's Wall Bus (hadrrianswallcountry.co.uk/travel/bus)!

HOW ARE OTHER BUSINESSES USING WORLD HERITAGE STATUS?

Businesses of all sizes, from all sectors and from all areas across Hadrian’s Wall Country can associate themselves with the World Heritage Site through the Hadrian’s Wall Country brand and add real value to an array of local services or products crafted in the region.

These associations are not just through Roman themed products but link to the overall ethos of looking after the environment in a sustainable way, emphasising local products and distinctiveness. Some examples are given below and may inspire you to think creatively about how you can use these associations to grow your own business.

Can you expand your range of products and services, inspired by associations with World Heritage status, Hadrian’s Wall and the special character of Hadrian’s Wall Country?

- Named beers or themed foodie products
- Premium priced locally produced farm products
- Arts and crafts and souvenirs, from paintings and postcards to mugs and personal mementos
- Soft furnishings, clothing and accessories which use local materials and craftsmanship



Ancient Britain

At **Ancient Britain** we use activities and traditional skills to help people connect to the landscape, the environment, and our shared cultural heritage so people develop a better relationship with the world around them. Using the finest storytelling on our tours we create links to our predecessors. Their tales echo across time, as we find traces of them etched into the landscape.

“We have responded to what resonates with our guests, and to their reason for visiting the area. Hadrian’s Wall has become the main focus of our activities. Hadrian’s Wall provides an amazing opportunity to engage national and international visitors. On an international level UNESCO World Heritage Sites are sought out to visit. When you live close to the wall it is easy to take for granted. If you have travel thousands of miles and it is the only time you will ever visit the wall, then it becomes very special.”

“Hadrian’s Wall is already well known, use this when prompting your offer. Show photos of Hadrian’s Wall on your website. Add links to Roman Forts, tour guides and walks along the wall. One of our best social media posts was of a photo of the farmer moving his sheep down the road. The sheep were surrounding our car. We titled the post ‘rush hour in Northumberland’. It had more likes and shares than our blogs which we spend a lot of time on. Look for what is special around you.”

Kevin Robson, Ancient Britain



Saddle Skedaddle

Saddle Skedaddle is the UK’s largest independent cycling holiday specialist, with its headquarters in Newcastle and 24 years experience organising both guided and self-guided holidays worldwide. Opening the ‘Hadrian’s Cycleway’ route from Ravenglass to South Shields helped them grow their business and is one of their most popular routes.

“World Heritage is a real draw for our customers and cycling and walking add an element of adventure that today’s visitors are looking for. Hadrian’s Wall has great infrastructure with Hadrian’s Cycleway and the National Trail and lots of other local cycling and walking routes that feed off these. With the recent investment in the many museums and heritage attractions Hadrian’s Wall is a world class destination with lots of potential to attract more international visitors. There are real opportunities to develop and promote customised packages for cultural tourists who like a bit of adventure and to experience the people and places they are visiting”

Paul Snedker, Saddle Skedaddle



Shepherds Walks Holidays

Shepherds Walks Holidays is an established local business providing guided, self guided and bespoke walking holidays. Their bestselling walking holiday is following the ‘Hadrian’s Wall Path National Trail’ along the length of the wall.

“What makes us so special is that all our holidays are created from a Shepherd’s perspective, looking at and appreciating the landscapes that we live and breathe and embracing local cultures and traditions. We make sure all our staff know the best and most interesting stories including all the hidden secrets that many visitors and guides don’t pick up on. We tailor our walks and our information for our customers and we provide a complete service.”

“Heritage and conservation are at the heart of what we do, so having the kudos of World Heritage status has been very valuable for us, particularly when it comes to enticing US visitors.”

Jane Monks, Shepherds Walks Holidays



The Halston is a Hotel

The Halston is a Hotel, apartment and event space in the heart of Carlisle. They target a variety of walkers and cultural visitors, providing accommodation and restaurants.

“Having a UNESCO World Heritage Site on our doorstep is a massive draw for many of our guests. There’s a huge opportunity for local businesses to take advantage of the hundreds of thousands of people Hadrian’s Wall brings to the North of England. Our proximity to the Wall allows us to partner with established walking tour companies, bringing us direct accommodation bookings and groups. We’re able to market ourselves towards a wide range of visitors – the adventure seeker, history lover, established walker, rambler.”

Claire Hughes, Business Manager, The Halston

MAKING THE MOST OF WORLD HERITAGE STATUS



© Lanercost Gateway



© Four Wynds

Hadrian's Wall Gateway

Hadrian's Wall Gateway at Lanercost is a visitor information point and tea room which provides a gateway to some of the most spectacular and well preserved sections of the World Heritage site for visitors coming from the west.

"We saw the opportunity to develop a World Heritage Information Point and tea room at Lanercost. Many visitors arrive from the west but there was nowhere they could find out what there was to see and how to get to it while the idyllic setting of Lanercost Priory provided a natural location for a first class tea room."

"The 'World Heritage' link is a real hook for our visitors. We worked closely with the Hadrian's Wall partnership to develop the Information Point and keep it up to date, to ensure we are providing useful but also unusual information and stories to captivate our visitors"

Victoria Farley,
Hadrian's Wall Gateway at Lanercost

Hadrian's Holidays and Hadrian's Holiday Tours

Hadrian's Holidays and Hadrian's Holiday Tours are businesses run by Catherine and Nigel Jarvis offering luxurious garden B&B lodges for guests along with tours and courses. The World Heritage Site provides 95% of their customers.

Catherine trained as a Hadrian's Wall guide, giving her the skills to lead tours and a recognised qualification. She now offers tours in different languages on many different aspects of Hadrian's Wall and the history, culture and ways of life of the surrounding area including 'off the wall' topics such as Roman signalling systems and a range of language courses, including Latin as well as three modern languages.

"Hadrian's Wall and The World Heritage Site provide us with internationally recognisable names with which to associate our business. Just two words and millions of people around the world know approximately where we are located. The images of the Wall are equally effective. This gives our business a huge positive effect in our marketing"

Catherine and Nigel Jarvis,
Hadrian's Holidays and Hadrian's Holiday Tours



YOUR FREE MARKETING TOOLKIT

A range of downloadable logos and materials that you can use on your website and social media channels are available to use now. What’s more, they are quick and easy to access online.

This free marketing ‘toolkit’ will help you make the most of all of the opportunities that the Hadrian’s Wall Country brand provides. Visit hadrianswallcountry.co.uk/hadrians-wall-management-plan/supporting-information to see the brand guidelines and the full range of marketing assets, which you can download for your own use.

The logo can be used alongside a range of active words, such as: ‘Made In,’ ‘Caring for,’ ‘Work,’ ‘Love,’ ‘Visit’ and ‘Enjoy’. It has been designed to be simple, but distinctive. It can also be used flexibly by a wide range of businesses to reinforce their location either in – or close proximity to – the Hadrian’s Wall World Heritage Site.

Business logo examples



Did you know?

Perhaps it wasn't in AD122 that Hadrian ordered his famous Wall to be built! Some experts think the order to build the Wall was given a few years earlier, and that the turf Wall (you can see it west of Birdoswald fort) was the first section to be constructed, to help deal with a revolt by native Britons in the north west. Hadrian then came to Britain in AD122 to inspect construction of the stone wall.





NEXT STEPS FOR YOUR BUSINESS

We've seen that business across Hadrian's Wall can use their links to the World Heritage site and to Hadrian's Wall Country in a number of ways and now is the time to consider the practical ways you can make World Heritage work for you.

Marketing Opportunities, Business Opportunities

- Tell the story of your business as a way to engage with your target audiences. Customers love authenticity and want to hear about the provenance of your products and the 'story' behind your brand. Use World Heritage status to capture their imaginations!
- Download the free marketing toolkit hadrianswallcountry.co.uk/hadrians-wall-management-plan/supporting-information
- Look at developing new products and services which immerse your customers in the World Heritage Site and Hadrian's Wall Country. That could be anything from themed souvenirs to foodie treats inspired by the landscape. Perhaps you could develop new guided tours which immerse visitors in the heritage and landscape like never before?
- Collaborate with other businesses that have a strong heritage link.
- Be an ambassador for the World Heritage Site. At the same time, build staff awareness and nurture their talent to help you generate new ideas and innovations.

Use it to promote Hadrian's Wall Country in your own marketing materials and through your online/social platforms.

- Take inspiration not only from other businesses, but from other World Heritage Sites around the globe. What are they doing to drive footfall? Can you exploit your own heritage angle to emulate that success?
- Get involved with key events like World Heritage Day and Heritage Open Days, find out more about the World Heritage Site and all that Hadrian's Wall Country has to offer through the website, by visiting sites and museums and by joining in some of the activities such as guided walks.
- Make sure your staff are well informed and can provide visitors with much more than just the basic information.

Top Tip

Join some of the many guided walks and cycle rides so you can learn more about the rich heritage and countryside of Hadrian's Wall Country.

Participate in the annual Hadrian's Wall Forum or the Archaeology Day. Then pass on your knowledge and enthusiasm to your guests – they will be thrilled to discover local people knowledgeable and passionate about their local area!

LINKS AND RESOURCES

*So where can you find additional help and advice?
There are plenty of resources online to guide you
on your World Heritage journey:*

Key links and organisations

Hadrian's Wall Country website hadrianswallcountry.co.uk/

English Heritage – Hadrian's Wall
(Birdoswald, Housesteads, Chesters, Corbridge)
english-heritage.org.uk/visit/places/hadrians-wall/

National Trust – Hadrian's Wall (Housesteads)
nationaltrust.org.uk/hadrians-wall-and-housesteads-fort

Senhouse Roman Museum senhousemuseum.co.uk/

Tullie House Museum and Art Gallery Trust (Roman Frontier Gallery)
tulliehouse.co.uk/

Tyne and Wear Archives and Museums (Arbeia, Great North Museum:
Hancock, Segedunum) twmuseums.org.uk/

Vindolanda Trust (Roman Vindolanda, Roman Army Museum)
vindolanda.com

Heart of Hadrian's Wall Country Visitor Guide
heartofhadrianswall.com/

Hadrian's Wall Visitor Information Centre and Tea Room
lanercosttearoom.co.uk

Northumberland National Park (includes The Sill National Landscape
Discovery Centre)
northumberlandnationalpark.org.uk/

English Lake District World Heritage Site lakesworldheritage.co.uk/

Solway Coast AONB solwaycoastaonb.org.uk/

North Pennines AONB northpennines.org.uk/

Cumbria Tourism cumbriatourism.org/

Discover Carlisle discovercarlisle.co.uk/

Northumberland Tourism northumberlandtourism.org.uk/

Newcastle Gateshead Initiative ngi.org.uk/

VisitBritain visitbritain.org/inbound-culture-heritage-attractions-research

World Heritage UK worldheritageuk.org





England's World
Heritage Story

The North

For more information, please contact the
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