

Hadrian's Wall Management Plan 2024-2029

Draft Objectives, Policies and Actions

*The colourful boxes highlight which of the 17 Sustainable Development Goals (SDG's) each policy aims to address. The SDG's are an urgent call for action to all countries by the United Nations - developed and developing - in a global partnership.



Objective 1: Informed management of the Hadrian's Wall World Heritage Site as part of the Frontiers of the Roman Empire World Heritage Site (FRE), successfully communicating UNESCO's universal values.

Policy 1a: Opportunities should be taken to raise awareness of World Heritage, its purposes, and of UNESCO's values and aspirations.

- **Action:** Encourage use of UNESCO logo where appropriate, in line with brand guidelines.

Policy 1b: Hadrian's Wall should contribute to the development of common standards of identification, recording, research, protection, conservation, management, presentation, promotion, and understanding of each component part of the Frontiers of the Roman Empire World Heritage Site.

- **Action:** Contribute to the adoption of a common Management Plan framework and approach to be instigated at partners' scheduled revisions.
- **Action:** Maintain an up-to-date glossary, aiding communication and complementary management.
- **Action:** Seek to align glossary or common terminology with FRE partners in Scotland and Germany.
- **Action:** The Coordinator and Partners will support, attend, and contribute to the World Heritage Site Management Group and the Bratislava Group, as appropriate.

Policy 1c: The Outstanding Universal Value (OUV) of the Hadrian's Wall World Heritage Site will be managed in a way that takes appropriate account of the natural and landscape designations that apply to the area through which it runs

- **Action:** All those involved in the delivery of the management of the World Heritage Site shall, on a case by case basis, look to protect and actively enhance the features protected by all other formal designations that apply.

Policy 1d: Active research and data analysis, both with reference to archaeology and wider management issues, should underpin the management of the World Heritage Site.

- **Action:** Identify, collate, and analyse necessary sources of data from across all appropriate sectors.

- **Action:** Create an integrated GDPR compliant, data management system for the World Heritage Site in conjunction with national and international partners.
- **Action:** Delivery groups will identify and collate appropriate data sources, these sources to be agreed with the Partnership Board; seek consistency with Frontiers of the Roman Empire – (Antonine Wall) and (Lower German Limes) World Heritage Site (WHS) partners.

Policy 1e: The Management Plan should be a dynamic document, periodically reviewed within UNESCO timetables, which provides a framework for action. Any changes to the Plan during its lifetime must be agreed by the Partnership Board, and the reasons for these should be carefully documented and communicated.

- **Action:** Review Management Plan annually, documenting and communicating any amendments whenever significant change occurs.
- **Action:** Conduct a wholesale review in 2028, constructing a new document for the next plan period.

Policy 1f: The Partnership Board will accept responsibility for the Plan and ownership of it, supported by the actions of the Delivery Groups.

Policy 1g: The Delivery Groups will support the Partnership Board, and will undertake the following actions:

- **Action:** Establish and maintain a GDPR compliant consultation database.
- **Action:** Explore and encourage community involvement with the World Heritage Site.
- **Action:** Maintain a reporting system to the Partnership Board to update them on progress and issues, and provide appropriate updates in line with this

Policy 1h: Partnership Board reports on the development and implementation of the Plan should be regular and accessible.

- **Action:** Update Hadrian's Wall Management Plan website on a regular basis.
- **Action:** Marketing & Transport Delivery Group to identify how social media can be used as a cohesive tool in publicising the WHS.
- **Action:** Produce regular communications to aid publicity and engage communities.
- **Action:** Produce regular updates to support and inform the Hadrian's Wall All Party Parliamentary Group (APPG) and Politicians' Forum.

The Boundaries of the World Heritage Site and its Buffer Zone (Unchanged)



Objective 2: To maintain appropriate boundaries of the World Heritage Site, encompassing those elements of the Roman frontier that reflect the Site's Outstanding Universal Value (OUV), and to document clearly those additional features that still fall outside the World Heritage Site.

Policy 2a: Any areas proposed as an extension of the boundaries of the World Heritage Site will meet the test of authenticity and integrity set out within the statement of the Site's OUV and must have relevant legal protection and management arrangements.

Policy 2b: Changes to the boundaries that would require full re-nomination will not be considered. However, minor modifications should be undertaken, in line with changes to understanding once every plan period.

Policy 2c: The boundaries of the Buffer Zone agreed for the 2002-07 Management Plan will remain unchanged for the period of this Management Plan.

Policy 2d: All appropriate opportunities should be taken to signal and explain significance and boundaries of the World Heritage Site.

Protection of the World Heritage Site



Objective 3: To protect the Outstanding Universal Value (OUV) of the World Heritage Site, using appropriate legislation, planning policy, guidance and management measures.

Policy 3a: When considering proposals for development, local planning authorities should ensure that they protect or better reveal the significance of the OUV of the World Heritage Site, through the adoption and application of high standards of decision-making, that are consistent throughout the World Heritage Site.

- **Action:** The Management Plan should inform the development of Local Plans and other strategic or spatial planning documents and policies in the Hadrian's Wall area.
- **Action:** Share best practice of planning and conservation issues, particularly amongst those engaged in management through the Planning system, through development of a dedicated web space of case studies, and a planning seminar every 3-5 years to disseminate these more widely.

Policy 3b: Local Authorities should assess development proposals for their impact on the OUV. They should consult with appropriate expert advisors and, where necessary, should require applicants to commission further information, in line with current ICOMOS guidance on Heritage Impact Assessment. Development proposals adversely affecting the OUV should not normally be permitted, and should be determined in accordance with the National Planning Policy Framework and Local Plan policy.

- **Action:** Instigate a training programme, focussed on Local Authorities, on the OUV of Hadrian's Wall and the implications of managing this through the planning system.

Policy 3c: Legal protection of sites in the World Heritage Site should be reviewed in line with new discoveries – and where possible, anomalies should be brought into line – taking into account the level of threat.

Policy 3d: Those managing assets under other consent regimes should take the OUV of the World Heritage Site into account.

Protection of Undesignated Archaeological Remains



Objective 4: To maintain effective protection and management of the undesignated remains of the Roman frontier.

Policy 4a: Local Planning Authorities should protect or better reveal all those elements of the Roman frontier that relate to the Outstanding Universal Value (OUV) of the World Heritage Site, whether or not these are designated for protection.

Policy 4b: Areas that offer significant monument legibility, such as open space, street and settlement patterns, and which help people to interpret and appreciate the Wall frontier where it is not visible, should be protected and enhanced.

- **Action:** Work in partnership with communities to develop and implement interpretive heritage projects including those created at grass-roots level, as well as highlighting the line of the frontier.

Policy 4d: Where archaeological intervention is justified and cannot be avoided, Local Authorities should, as part of the Planning process, require from a developer full funding for the archaeological fieldwork, including conservation and cataloguing of finds and for publication, archiving, and public interpretation. Where appropriate, they should also be required to fund fully the conservation of structures excavated as a result of development.

- **Action:** Audit the achievements of developer- funded activity over the last twenty years, building on the work done for the Research Framework. Year 3 (Completed, peer reviewed as part of the Research Framework review)
- **Action:** Audit of storage and curation, and potential risks to, material from the World Heritage Site.
- **Action:** Sites and Museums along Hadrian's Wall should seek and maintain accredited status as appropriate

Metal Detecting



Objective 5: To protect the World Heritage Site and Buffer Zone from damage as a result of illegal metal detecting.

Policy 5a: Metal detecting within the World Heritage Site will not be permitted except in line with Historic England guidelines and as part of a recognised and properly resourced research project. Metal detecting within the Buffer Zone should be actively discouraged where possible.

- **Action:** Clearly signpost information on the boundaries of the World Heritage site and Buffer Zone through advertising and clear messaging on the Hadrian's Wall website.
- **Action:** Create a specific webpage on the Management Plan on metal detecting, providing clear guidance on the rules that apply to the WHS, the reasons for these, and sources of further information and guidance for lawful detecting activity.
- **Action:** In partnership with the Portable Antiquities Scheme, Historic England, and the Police, prepare and action a campaign of information directed at the public and the detector community.

Risk Preparedness and Disaster Management



Objective 6: To pre-empt, where possible, direct and indirect threats to the Outstanding Universal Value.

Policy 6a: The Historic England specialist adviser for the Wall will be the key contact for the local Resilience Fora.

Policy 6b: Emergency planners should be aware of the World Heritage Site, and emergency services should take it into account in their response to an incident.

- **Action:** Annually check/update Local Resilience Fora with contact details.

Policy 6c: In disaster management, resort will be made to archaeological intervention, informed and prioritised using the Hadrian's Wall Research Framework, only if the preservation of archaeological remains in situ is not possible.

Climate Change



Objective 7: To ensure the management of, and decisions related to, the World Heritage Site are informed by the implications of climate change

Policy 7a: Management of the World Heritage Site (WHS) will take account of the likely effects of climate change that might threaten the Outstanding Universal Value (OUV).

- **Action:** Undertake research on how the World Heritage Site might be affected by climate change, and how this might best be avoided or mitigated.
- **Action:** Agree climate change action plans for the Wall, prioritising those sites identified as being at highest risk of impact.

Policy 7b: Managers in the World Heritage Site should aim to reduce their carbon emissions by the implementation of energy-efficient measures and should adopt effective policies aimed at environmental sustainability.

Policy 7c: In the Hadrian's Wall area, decision-making on development proposals designed to address climate change should be informed by any impact on the significance of the WHS set out in its OUV, and be taken in line with the National Planning Policy Framework

Conservation of Archaeological Sites



Objective 8: To manage the archaeological remains in the World Heritage Site in a way that ensures their continued enjoyment by this and future generations.

Policy 8a: Partners should undertake annual monitoring of the condition of all elements of the World Heritage Site, and maintenance should be prioritised accordingly.

- **Action:** Encourage development of an effective volunteer monitoring programme for the World Heritage Site.
- **Action:** Maintain a process for the identification and implementation of priority work.

Policy 8b: All necessary steps should be taken to remove from the Historic England Heritage at Risk Register any element of the World Heritage Site that is deemed to be at high risk.

- **Action** By the end of the Plan period, take the steps required, where possible, to remove from the Heritage at Risk Register every part of the World Heritage Site currently at high risk.

Policy 8d: Conservation and repair work carried out in the World Heritage Site should always adhere to best practice.

Policy 8e: As a precautionary principle, any element of the World Heritage Site that is under cultivation should be considered at potential risk.

- **Action:** Encourage research to draw together and build on the best practice in conservation for the World Heritage Site identified in sources such as the Raphael Project report, especially for those elements under arable cultivation.

Rural Land Management



Objective 9: To achieve a sustainable balance whereby the Outstanding Universal Value (OUV) can be conserved within current and future land use.

Policy 9a: Farming support schemes across the World Heritage Site should be prioritised and supported wherever this protects or better reveals the OUV.

- **Action:** Seek to understand the future regime for farm support better, and work towards ensuring that Hadrian's Wall sites, and the reduction of risk to them, are prioritised.
- **Action:** Undertake volunteer task-days as a programme of interventions addressing key issues of site maintenance.

Policy 9b: Continuing agricultural viability and the sustainability of woodland management are intrinsic to the management of the World Heritage Site, and will be supported.

Policy 9c: The contribution of traditional land-based industries to the economy of the World Heritage Site should be recognised, and opportunities should be sought for land managers to maximise the benefits from their association with the World Heritage Site so long as this is not detrimental to the OUV.

- **Action:** Highlight opportunities for farmers and land managers to maximise their benefit from the World Heritage Site.
- **Action:** Support and champion diversification and other land-based initiatives which assist farmers in their important role in managing much of the WHS

Archaeological Research



Objective 10: To develop and maintain a programme of research, in line with the recommendations of the Hadrian's Wall Research Framework, the results of which should be publicly accessible and inform understanding of the World Heritage Site.

Policy 10a: The Archaeological Research Framework will be kept under review, and the priorities identified within it should be promulgated and supported.

- **Action:** Review and update the Research Framework and make this widely available.

Policy 10b: Whenever possible, organisations and individuals engaged in research along the Wall will work in partnership and will co-ordinate their activities, taking the Research Framework fully into account

Policy 10c: Where possible, non-invasive methods of archaeological investigation should be used in preference to excavation.

Policy 10d: Excavation will only take place where there is full resource for the provision for post-excavation work, for publication, archiving, and for the conservation of finds.

Policy 10e: Archaeological research in the World Heritage Site should recognise the context of the natural, historical, and current landscapes.

Policy 10f: Wherever possible, opportunities should be sought to engage local people and visitors in the research process.

- **Action:** Identify and initiate opportunities for further community archaeology programmes, and to break down barriers to participation in archaeological research, throughout the World Heritage Site.
- **Action:** promote and sustain the annual Hadrian's Wall Archaeology dayschool

Policy 10g: To work together to develop a sustainable future for Roman Frontier research.

- **Action:** develop an annual award in acknowledgment of excellent research on the Roman frontier (broadly defined) for any new research by a commercial, early career, academic or independent researcher.

Sustainable Transport and Physical Access



Objective 11: To develop and to maintain an integrated range of sustainable options for transport and access to and along the World Heritage Site.

Policy 11a: The provision and use of low/zero-carbon transport to and within the World Heritage Site should be actively supported and promoted.

- **Action:** Monitor visitor usage of low/zero-carbon transport across the WHS to inform future improvements to travel infrastructure and services.
- **Action:** Publish a report of CO₂ savings annually.
- **Action:** HW museums and visitor attractions to develop and promote sustainable travel plans for their respective sites (target of 100% being completed by 2028).
- **Action:** HW museums and visitor attractions to promote incentives for visitors to use low/zero transport to explore the World Heritage.
- **Action:** Facilities and services for coach and group travel to be improved where this can be done without detriment to the OUV of the Site.
- **Action:** National and local rail services will be promoted as a means of improving access to the World Heritage Site.
- **Action:** Maintain as a minimum the current level of service and, when resources allow, enhance the operation of the Hadrian's Wall Bus (AD122) service across the World Heritage Site.

Policy 11b: Access to the World Heritage Site should be as inclusive as possible.

- **Action:** Monitor and identify areas for further enhancement for accessibility and inclusiveness across the World Heritage Site.
- **Action:** HW museums and visitor attractions to develop accessibility improvement plans and publish accessibility statements for their respective sites.

Policy 11c: The provision for active-travel should be supported and promoted to and within the World Heritage Site.

Policy 11d: The National Trail Partnership should secure adequate resources and prioritise works to maintain the Trail primarily as a grass sward to protect the archaeology underfoot and the setting of the World Heritage Site.

- **Action:** Audit provision of alternative route options for Trail walkers and identify gaps
- **Action:** Complementary and alternative options will be developed and/or improved to broaden the choice of subsidiary routes for walkers, and for organised events,
- **Action:** Research and develop braided trail through Newcastle and North Tyneside, and extension to Arbeia.

Policy 11e: The Hadrian's Cycleway will be a high-quality cycling experience.

- **Action:** Monitor use and feedback from users to inform further enhancement of the cycling experience (if resources allow – to publish a report annually).
- **Action:** Complementary and alternative cycling routes will be developed to broaden the choice for cyclists travelling to and across the World Heritage Site

Developing the Visitor Experience and Understanding of the World Heritage Site



Objective 12: To establish and to maintain an international reputation for a range of first-class visitor experiences at attractions that offer good facilities, and diversified, integrated interpretation that is accessible, relevant and challenging to a wide range of audiences.

- **Action:** All World Heritage Site museums should meet national accreditation standards and aspire to exceed them.

Policy 12a: Investment in visitor facilities and interpretation should enhance understanding and engagement with the Outstanding Universal Value and should aim to provide high-quality products that maximise the enjoyment, understanding and appreciation of the World Heritage Site.

Policy 12b: Those considering investment should consider whether cooperation with others, to mutual benefit, would be more cost-effective and would secure wider benefit for the World Heritage Site than direct competition.

- **Action:** Evaluate, coordinate, and trial joint ticketing promotions.

Policy 12c: Interpretation of the World Heritage Site must be based on authoritative and up-to date information; it should explain the meaning and significance of each place, be thought-provoking, and engender greater enjoyment of and understanding by the visitor.

- **Action:** Identify and disseminate the strands of new research that should underpin any revised interpretation scheme.

Policy 12d: Any proposal for physical reconstruction must follow Historic England guidelines and take into account the UNESCO decisions and policy on this issue.

Policy 12e: The use of virtual reconstruction should be promoted where appropriate.

- **Action:** Assess and collate existing resources of virtual reconstruction.
- **Action:** Explore further opportunities for virtual reconstruction and share best practice across the FRE.

Sustainable Development and Prosperity



Objective 13: To ensure that World Heritage Site status contributes to the local and regional economies.

Policy 13a: The World Heritage Site will be used to assist in the sustainable economic development of the local area and should be an inspirational agent for change, contributing to the sustainability of the Outstanding Universal Value.

Policy 13b: HW Museums and attractions will aim to reduce their supply-chain mileage and promote the local distinctiveness of the region by sourcing and promoting local products and produce to visitors.

- **Action:** HW museums and attractions to pilot and demonstrate good practice in regenerative tourism and the circular economy.
- **Action:** Explore the viability of 'Made in Hadrian's Wall Country' branding for local producers.

Policy 13c: HW Museums and attractions will develop relevant and appropriate initiatives to enhance and increase the length of stay by visitors and increase visitor-spend in the region.

Policy 13d: HW Museums and attractions will ensure the provision of visitor facilities and services are developed sustainably

Policy 13e: The WHS will be used to deliver training and engagement opportunities, providing skills and experience for individuals to enhance employability.

- **Action:** Encourage the development of site-based and WHS youth engagement programmes e.g. Young Archaeology Club or Youth Panels.

Policy 13f: Monitor and review marketing trends and visitor needs to enable and inform future sustainable development of visitor experiences across the World Heritage Site.

- **Action:** HW partners to collate and share tourism trend and marketing intelligence to maximise impact.

Engaging with Communities



Objective 14: To enable local and special-interest communities to be engaged with the World Heritage Site and to develop the contribution that the Site can make to community life.

Policy 14a: Opportunities for greater participation in, and engagement with, the World Heritage Site by local individuals, by supporters' groups, and by communities, should continue to be developed and implemented.

- **Action:** Proactively encourage community projects and programmes to utilise and reference the World Heritage Site.
- **Action:** Support and promote the annual Hadrian's Wall Networking Day, and seek to broaden the topics discussed and participation in it

Policy 14b: Managers in the World Heritage Site should engage with communities in order to gain a better understanding of their interests, skills and aspirations, especially during the planning of any new initiative.

Marketing the World Heritage Site



Objective 15: To enhance the appeal of the World Heritage Site (WHS) as a destination providing exceptional experiences for domestic and overseas visitors.

Policy 15a: Seasonal and coordinated marketing and communication should be used to facilitate visits and to increase the value of tourism in and around the World Heritage Site. The marketing of the WHS should be coordinated and complementary, providing added value to the whole of Hadrian's Wall and assisting in its sustainable management.

- **Action:** Explore with partners a cross-marketing project exploring the messages of World Heritage Site status and of UNESCO values.
- **Action:** HW attractions and museums to actively promote active-travel and low/zero carbon visitor travel in the marketing of their respective sites and attractions
- **Action:** Develop and maintain a shared Events Calendar for the WHS.
- **Action:** HW attractions and museums to actively promote retailing of goods of local provenance to support local jobs and skills.

Education & Learning



Objective 16: To ensure that high-quality learning opportunities, focused on different aspects of the World Heritage Site, are experienced by all audiences through appropriate and enjoyable provision.

Policy 16a: Opportunities to work in collaboration to develop learning provision - within the Hadrian's Wall World Heritage Site and within the Frontiers of the Roman Empire (FRE) - should be identified and implemented.

- **Action:** Create a learning and engagement forum from partners across FRE.
- **Action:** Identify areas within Dutch, Scottish, German and English curriculum to set learning provision around.
- **Action:** Provision for Non-UK based education groups will be developed by producing a working plan for foreign education groups.

Policy 16b: The breadth and flexibility of the learning offer presented by the World Heritage Site should be kept under review so as to maximise the audiences and the depth of their understanding.

- **Action:** Identify the Learning Objectives and areas for improvement.
- **Action:** Create a mechanism for understanding and [promotion outcomes of learning programmes WHS wide.
- **Action:** Create a document of aspirations and requirements for individual audiences.

Policy 16c: An understanding of the learning aspirations and requirements of all relevant audiences should be researched, regularly reviewed and understood.

Policy 15d: The opportunities offered by new technologies and by learners' changing preferences for accessing learning should be explored and implemented.

- **Action:** Consult appropriate audiences when implementing new technologies.
- **Action:** Explore current and new learning practices

Policy 16e: An understanding of the philosophy, operation, and effects of UNESCO World Heritage status should be promoted and should provide the context for learning.

- **Action:** Develop a long-term education project that explores the potential for the delivery of positive cross-curriculum education using the UNESCO values. Year 2.
- **Action:** Promote affiliation to the UNESCO school's network.
- **Action:** Encourage and contribute to the development of a country-wide education programme based on World Heritage.
- **Action:** Consolidate learning offer through providing information around UNESCO and how their sustainability Goals are present along Hadrian's Wall.
- **Action:** Make the UNESCO Sustainable development goals available in Education resources.