

The Vision

Our vision for Hadrian's Wall – a component of the developing trans-national Frontiers of the Roman Empire World Heritage Site – is of a World Heritage Site (WHS) that is:

- recognised, locally, nationally, and internationally, as a cultural and historical asset of Outstanding Universal Value;
- protected, and conserved in optimum condition;
- made accessible for all to learn about, to enjoy, and to contribute to, in ways which are sustainable;
- a driver for economic prosperity;
- a source of local identity and pride;
- actively supporting research;
- an exemplar of sustainable development in which increasing knowledge and understanding underpin all management and development decisions;
- contributing to the awareness of the aims and values of UNESCO.

The Aims for the management of the World Heritage Site during the next thirty years, 2015-2045:

Conservation

- Protect and sustainably conserve all elements that contribute to the Outstanding Universal Value of the WHS, its Attributes, and its setting
- Maintain and reinforce the special character of the landscape
- Improve awareness and understanding of the Outstanding Universal Value of the WHS and of its Attributes
- Identify and promote change beneficial to the condition of the WHS

Understanding

- Further identify, analyse, and document the wide cultural and historical assets of the WHS
- Maintain the place of Hadrian's Wall at the forefront of research into Roman frontiers and in public participation in the research process
- Extend understanding of, and participation in, the WHS, in both breadth and depth, to new audiences and communities
- To communicate and promote the benefits of the WHS to all audiences and stakeholders

The Visitor Economy

- Provide an experience of a quality appropriate to a WHS
- Maximise access within sustainable tourism
- Ensure, within a sustainable framework, the strongest possible economic and social benefits for local communities
- Provide coordinated but diverse information of the highest quality about the Roman frontier and its imperial context
- Pursue the integration of marketing, transport, signage, and ticketing

Management

- Provide clear and strong governance
- Ensure adequate and sustainable financial and human resources
- Retain the managed vitality of the landscape, which sustains the WHS
- Develop and ensure collaboration and consensus
- Strengthen links with local communities
- Increase and co-ordinate opportunities for participation and volunteering
- Contribute to common standards across the component parts of the Frontiers of the Roman Empire WHS
- Improve awareness and understanding of the wider purposes behind World Heritage and UNESCO.

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