

Hadrian's Wall World Heritage Site: The Future

Neil Carney, Marketing & Communications Manager

Wednesday, 29 September, 2010





Hadrian's Wall Country - corridor 10 miles either side of line of WHS and the Cumbrian



Coast

SI Bees

Ravenglas

HADRIAN'S WAI COUNTRY 2 National Parks

Carlisle

2 AONBs

LAKE

Brought

- 2 Regional Development Agencies
- 4 Area Tourism Partnerships
- 9 Local Authorities
- 15 Guardianship Sites
- ■20 SSSIs
- 700+ Farms and Landowners

73 Miles of Roman Wall (80 Roman miles)

Pennine

150 Miles of World Heritage Site

Newcastle upon Tyne

Mashinioto

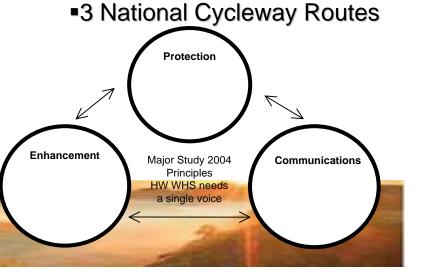
2 National Trails

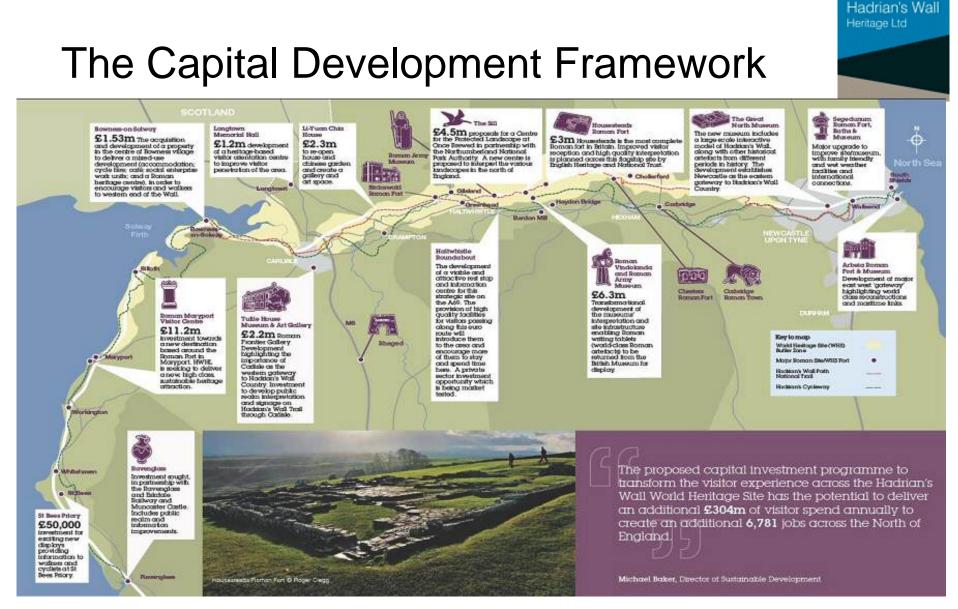
Hadrian's Wall

South Shields

Sunderland

Heritage Ltd









Wall-wide Interpretation



- Develop extensive Hadrian's Wall offer with resonance for visitors
- Create overarching framework through local and national consultation for the interpretation of Hadrian's Wall which will inform site interpretation, events, public programmes and volunteering
- Differentiate each site to provide a unique contribution to the overall visitor experience
- Widen the appeal of the Wall to different audiences by segmenting the offer into clear unique experiences and highlight wider subject areas
- Provide support at a macro level encouraging multi-site cross visiting
- Help maximise the contribution of Hadrian's Wall to the local economy
- Provides context for capital development and presented through eight themes:

1. Citizens of Empire; 2. Frontier Lives; 3. Edge of Empire; 4. The Imperial Province of Britain; 5. The Roman Army; 6. Conquest and Legacy; 7. Contemporary Resonances in a Globalised World; 8. Exploration, Discovery and Values





Destination Brand Building



Presenting Hadrian's Wall Country coherently as a single destination has resulted in much greater awareness

• Opportunity for sustained domestic and additional international marketing

	2010	2029
Day visitors	239,549	677,855
Total UK domestic staying visitors	3,392,907	4,622,854
Total overseas visitors	321,320	399,726
Total visitors to HWC	3,953,776	5,700,436
Total additional visitors to HWC		1,746,659
Total additional visitor spend		£304,000,000

• Overseas markets are crucial to exponential growth, with potential for 24% growth from core international markets

• USA/Canada; Holland; Germany; Scandinavia; Australia/NZ; Italy, China;







Destination Brand Building – Illuminating Hadrian's Wall

 Once in a lifetime event illuminated Hadrian's Wall from end to end to form an amazing line of light from coast to coast generated:

- £3m immediate economic impact to the region
- £4.5 million of national and international coverage
- Boosted accommodation occupancy and local businesses
- database for legacy marketing activity







The Daily Telegraph

Deck out the 2 for 1 deals at participating English Hentage

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WINDOWNMENTLERS.

NORTH EAST ENGLAND SHARES SUCCESSION



to enrich us with its history again, writes Harry Coen

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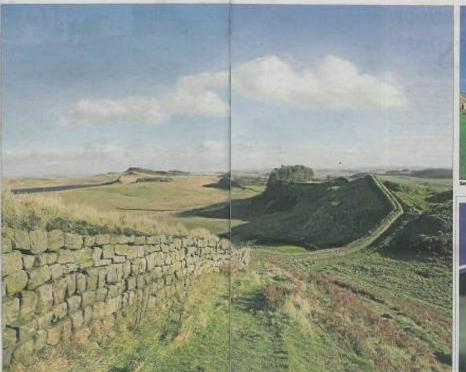
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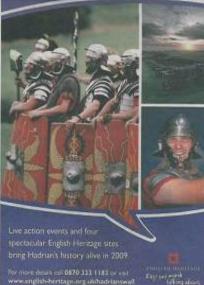
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NORTH EAST ENGLAND

life on the Frontier!



Hadrian's Wall Heritage Ltd

The Cumberland News

Hadrian's Wall

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Carlisle. William Cook explores this family-friendly gateway to Hadrian's Wall

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When it comes to bringing history to life, few places tick all the boxes as well as

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The Daily Telegraph



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HADRIAN'S WALL COUNTRY ENGLAND

All peace and quiet on the northern front

Helen Pickles explores the rugged beauty archeological heritage and frontier spirit of Hadrian's Wall Country which has been of cultural significance for the best part of two millennia

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HEAD TO THE COAST

Hadhian's Wall still exokes the excitement afteetering on the edge of unknown territory

Enjoyeveryminute

Succession of

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-HEXHAM COURANT New tours prove big hit with wall enthusiasts

NEARLY LSOD visitors have flocked to new tours our by 'volunteer quiets' on tablety Med Around 50 tours have taken pince, with 20 local volunteer tour quiets trained

Heritage Lottery Rund's "Your Heritage" grant scheme Ta support the two-year to support the two-year voluntary programme. The tours will continue during the October half term felidiary, Easter 2010 and Summer 2010. For more information on

Hadrian's Mail Country and Hedrian's Mail Heritage Ltd. shift www.hadrians.wail.org

valuateer tour quides trained up at six sites. Each of the guides

Each of the guides consoleted a Wweek source which included lessons in Remain Natory. Merry State, valuatiere co-ordisator for Hadiours Mail meritage Uck, and "I am absolutely delighted with the volumber guides; and all that they have achieved as far.

they have achieved us far, "They are a very dedicated bunch and a pleasant to each with. Their has arguent over the last free manifes and the feedback from the site staff and our vertices have been achieved to be related to the second to be

from the site staff and our vehicle's has been nothing but protect. The guides are based from South Skietis and Italivent to Maryport and Skalder. They include 60-yearnoid David Streven, from Cartieu-nie is a vehicitier guide at Semisses Reveal Maseum and Hardboott Roman Port. He said: "Lib been a staff privilage to share stories are vehicities assource BY VICTORIA BRIDAN

en vic roles esseet about Roman He with people from all wates of Me. "Many visitors live in the local area and want to find out more about the history

out more about the history and herizage on their doorthaps, and theirs been wonderful "It's been a great loanship experience for me too. I thought I have about Soman history but I've Found out as more much others THE ADDRESS, DOTES THURSDAY AND IN 2019

history but five found out as mane much, after from voltans themserves - which here been fascinating.⁴ The Volunteer Harflage Oudes project is manage , and co-which the Hisdriver's Wall Herritage U Hor more than E46(D0) was awarded from the

HADRIAN'S WALL COUNTRY

email showardingroup.co.uk 100

Popular: Hedrian's Wall and its forts, like Birdoswald pictured above, have attracted many more visitors through the new tours by volunteer guides

HADRIAN'S WALL BUS **PROVES TO BE A BIG HIT** Granma Whitfield

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POPILLER SERVICE: The reminer of people traveling on the Hadrian's Wall Country AD122 has service has increased by WCs since 2004.



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ART FOR COPS SOLAR SYSTEM EXPLOITS

Across England In the Footsteps of Roman Soldiers

S&CANADA54.00

TINKER TO EVERS TO CHANCE P. 6 • GUATEMALA'S "DISAPPEARED" P. 14

COUNTERFEIT MEDICINES JOHN BROWN'S RAID **DA VINCI DISCOVERY?** SANDPIPERS AND HORSESHOE CRABS

Trekking Hadrian's Wall

Hadrian's Wall Heritage Ltd



Signage Strategy and Landscape Partnership

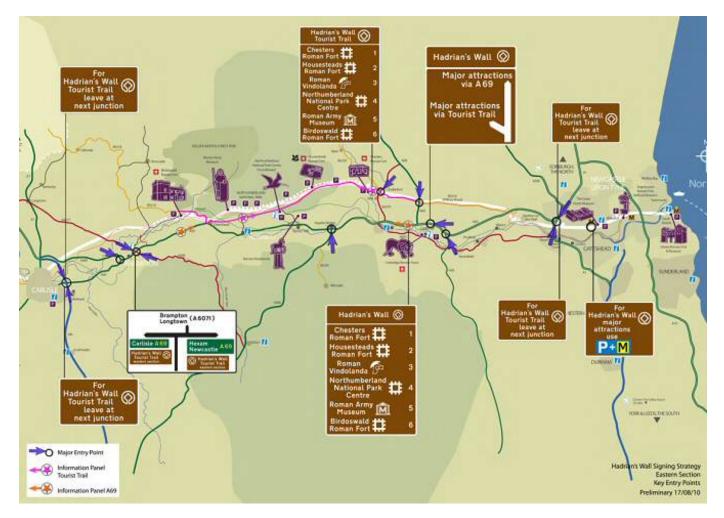
- Identified as actions within Hadrian's Wall World Heritage Site Management Plan 2008-2014
- Need for a coherent signing strategy
 - Maximise economic impacts whilst minimising environmental impacts
 - Linkage with wider Interpretation Framework
 - Approval of highways authorities needed
- Development and coordination of wall-wide Landscape Partnership
 - 200sqkm area, Cumbria/Northumberland border
 - 25 organisations signed up
 - Delivery from 2011







Signage Strategy Proposals









Hadrian's Wall Country – the present

To date:

- Implementing a £26million ongoing capital development programme
- 500,000 enquiries per year and 30% growth in web visitors resulting in
 3.7million staying visitors in 2010
- Increased occupancy, site visits and extention of the visitor season
- Hadrian's Wall Information line operated by Northumberland County Council a key strategic delivery point
- Overseen a 20% growth in Hadrian's Wall Country National Trail
 Volunteers and 171% growth in end-to-end National Trail walkers
- Support provided to 255 business in Hadrian's Wall Country
- Delivered a tenfold growth in domestic Media and PR activity values since 2007
 - 2007-08 £260k
 - 2008-09 £600k
 - 2009-10 £2.5m







Hadrian's Wall Country - the future

The Capital Investment Potential:

- HWHL commissioned an economic impact assessment to fully evaluate the economic benefits of our proposed investment programme.
- HWHL's capital programme represents just one component of a broad spectrum of activity covering marketing, branding and events; capacity, knowledge and network building; the capital works programme; interpretation and compelling story-telling for the visitor; as well as access and conservation, and WHS management responsibilities.
- Resulting in:
 - £304million of additional visitor spend per annum
 - Visitor expenditure of £1.184bn per year
 - 6,781 jobs across the north of England







For Hadrian's Wall Heritage Ltd to complete this work will strengthen our WHS wide partnership of businesses, transport, education, learning, management, development, landscape and rural and farming partnerships to create a destination worth an additional £304m per annum to the north of England.

This work, led holistically by a single company, HWHL, from 2006-2010, has already created a significant difference to the Hadrian's Wall Country destination and WHS – threatened in 2004 with losing its WHS status.

HWC offers significant growth potential in tourism terms. HWHL has clear targets and existing strategies to achieve the growth.

The growth potential is huge – communities are core to this success

We seek your support going forward

