



Hadrian's Wall World Heritage Site: The Future

**Neil Carney, Marketing & Communications
Manager**

Wednesday, 29 September, 2010



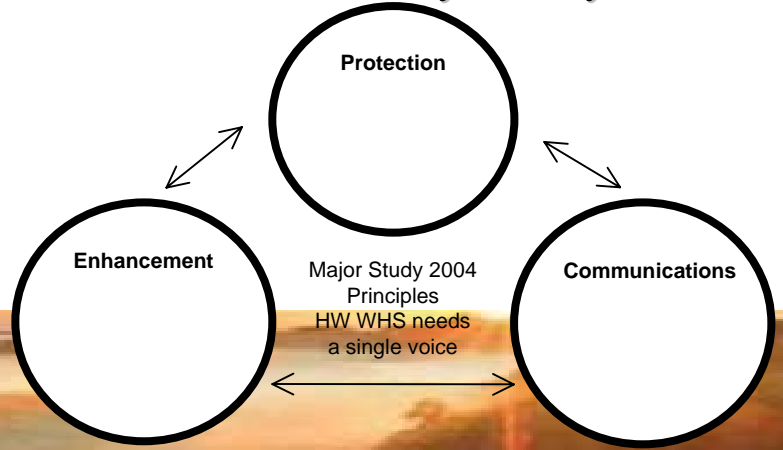
Hadrian's Wall Country - corridor 10 miles either side of line of WHS and the Cumbrian Coast



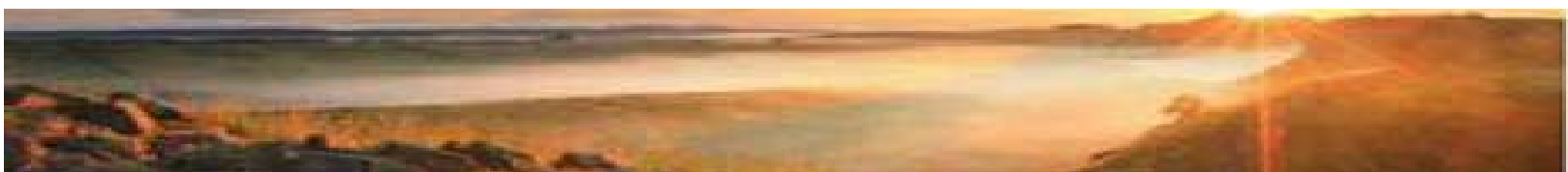
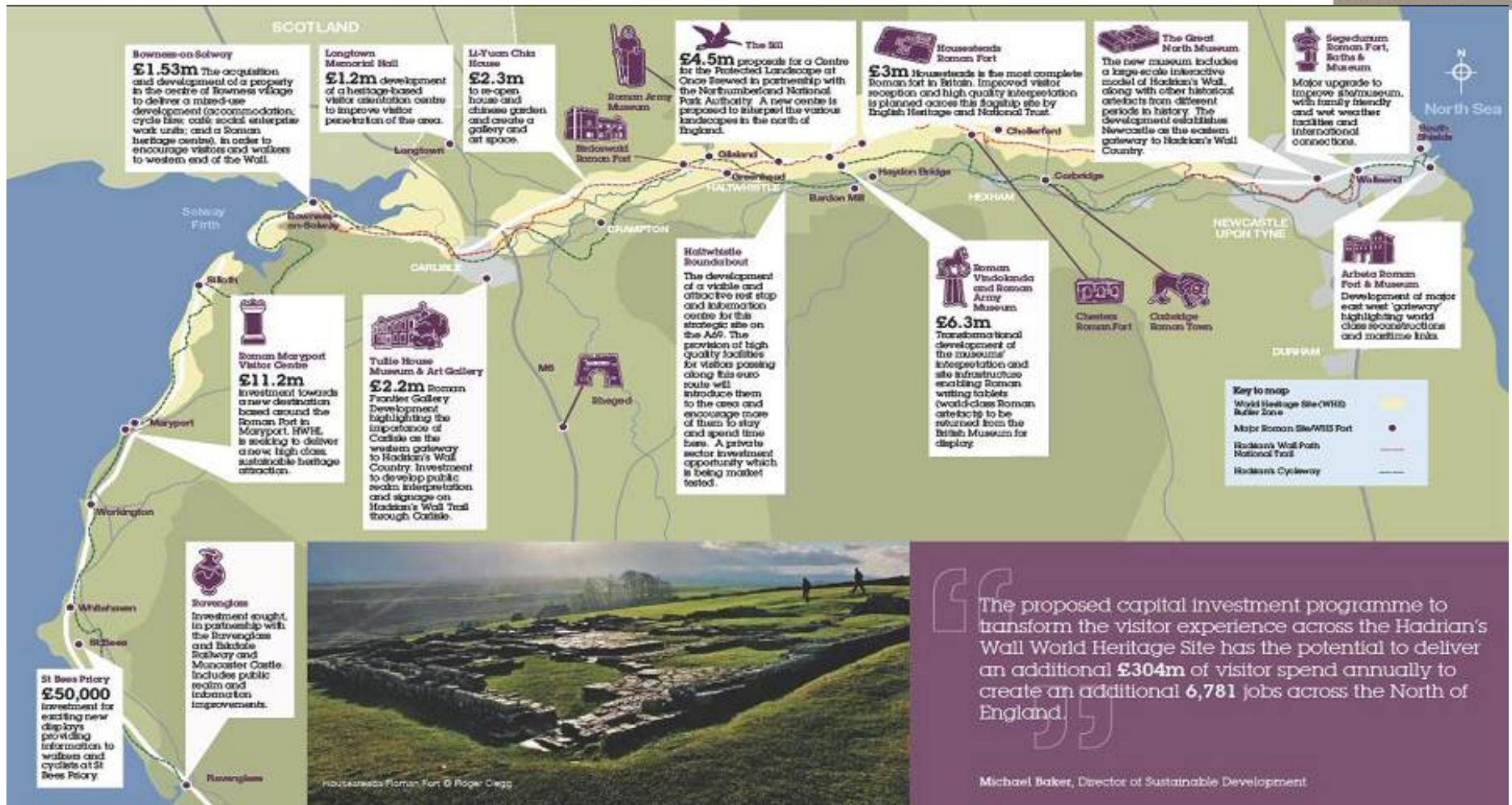
Crossing

- 2 National Parks
- 2 AONBs
- 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)
- 150 Miles of World Heritage Site
- 2 National Trails
- 3 National Cycleway Routes

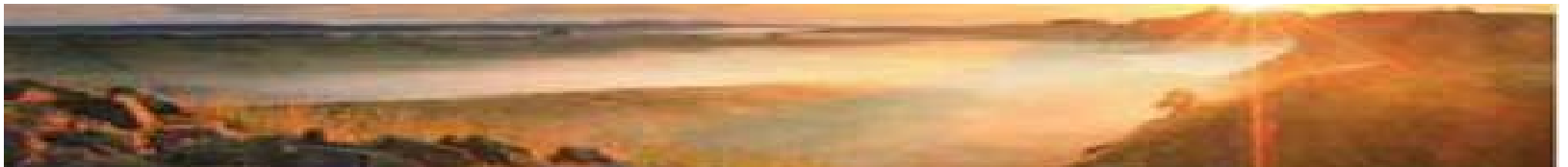


The Capital Development Framework



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



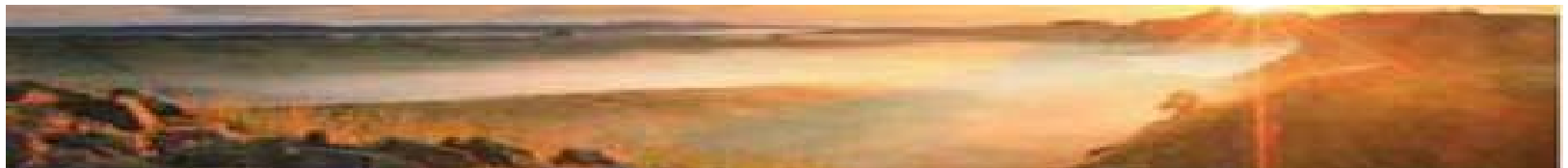
Destination Brand Building

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

Hadrian's Wall Heritage Ltd

NORTH EAST ENGLAND Continued from The Daily Telegraph

Check out the 2 for 1 deals at participating English Heritage properties by visiting www.visitnortheastengland.com

Published with The Daily Telegraph NORTH EAST ENGLAND

ROMANS PLAN NEW INVASION

HADRIAN'S WALL The great border monument is about to enrich us with its history again, writes Harry Coen

The Romans are coming – again. More than 1,600 years since they invaded the British Isles, a full Roman century is heading for Hadrian's Wall. So are some bands of Scottish Reivers, as well as a quarter of a million of our own soldiers. It's a bit of a mess, but there will be some remarkable modern soldiers, a bit of a mess, but there will be some remarkable modern soldiers, a bit of a mess, but there will be some remarkable modern soldiers...

The wall will link a series of existing Roman sites, including the Roman Fort at Segwinton, the Roman Fort at Eborac, the Roman Fort at Eborac, the Roman Fort at Eborac... The wall will link a series of existing Roman sites, including the Roman Fort at Segwinton, the Roman Fort at Eborac, the Roman Fort at Eborac, the Roman Fort at Eborac...

It has not stopped shaping our history, our culture and is not inconsiderable part of our landscape for 1,887 years

The spectacular new review... It has not stopped shaping our history, our culture and is not inconsiderable part of our landscape for 1,887 years... The spectacular new review... It has not stopped shaping our history, our culture and is not inconsiderable part of our landscape for 1,887 years...



Find more hidden gems when

Far and away Hadrian's Wall, which encompasses many hidden gems, stretches into the distance... Useful websites: www.hadrians-wall.org, www.visitnortheastengland.com, www.english-heritage.org.uk, www.visitnortheastengland.com, www.visitnortheastengland.com

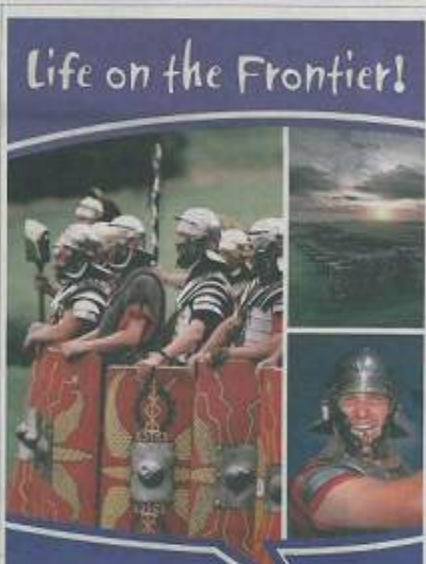


you have left the wall behind

Exploring a gem... You have left the wall behind... Exploring a gem... You have left the wall behind... Exploring a gem... You have left the wall behind...



Settled Tyne and Wear, on a headland, has survived in good condition since Edward I's time



Live action events and four spectacular English Heritage sites bring Hadrian's history alive in 2009... For more details call 0870 333 1182 or visit www.english-heritage.org.uk/hadrians-wall

The Cumberland News

Hadrian's Wall
Heritage Ltd



The Living Frontier

WONDER WALL

Enjoy a week of events celebrating the rich history of Carlisle and Hadrian's Wall country



2,000 years of history recreated in one week

Friday, May 29-30, Roman Open
Under the sun, the sunlit hills of Carlisle Castle

Saturday, May 31, Roman Open
Click War Carts at Carlisle Centre

Sunday, May 31, Roman Open
Living history! (includes walking, talk, events)

Other Living Frontier events are for
the convenience of The Living Frontier

www.livingfrontier.com or from Carlisle
Tourist Information Centre on 01768
470400

**Great Wall of Britain - Walk the Wall in
Barnard Castle**
English Heritage also invites visitors to a
FREE tour to Carlisle Centre

Just drive as a Roman, Viking, Cavalier or
Roundhead and gain the inside view and
morning on Carlisle at the WallWalk on

Living Frontier Festival
Saturdays, May 31, 2014, 10am-5pm
In the heart of Carlisle, over 500 of our
enthusiastic, passionate and creative
volunteers will join for
particular joyous through the day
includes live music, a workshop and a living
history with the support of local and national



the guardian

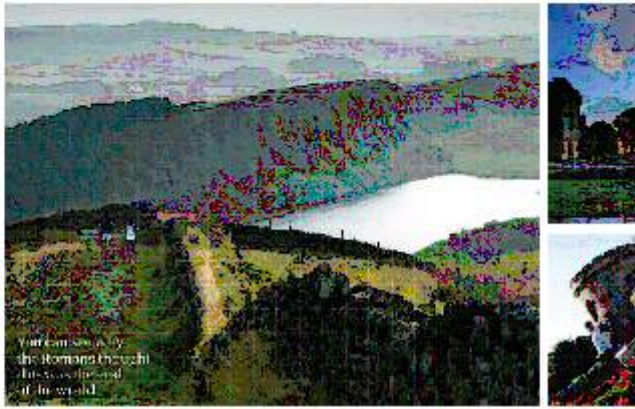


ADVERTISEMENT PROMOTION

Border patrol

As a gateway to Hadrian's Wall it is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location.

Assuming that the border will all you, it is surprising to discover that Carlisle is a gateway to Hadrian's Wall. It is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location. As a gateway to Hadrian's Wall it is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location.



You can see it by the Roman's trough in the wall

Carlisle is a gateway to Hadrian's Wall. It is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location. As a gateway to Hadrian's Wall it is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location.

The Guardian Weekly 21 Jan 2010

ADVERTISEMENT PROMOTION



Wall to wall history

When it comes to bringing history to life, few places tick all the boxes as well as Carlisle. William Cook explores this family-friendly gateway to Hadrian's Wall

Anyone who has stood in a ditch will be aware of the problem. How to make history fun for the kids who will be with you. Carlisle is a gateway to Hadrian's Wall. It is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location.

Carlisle is a gateway to Hadrian's Wall. It is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location. As a gateway to Hadrian's Wall it is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location.

Carlisle is a gateway to Hadrian's Wall. It is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location. As a gateway to Hadrian's Wall it is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location.



The Guardian | Sunday 24 August 2010



Carlisle is a gateway to Hadrian's Wall. It is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location. As a gateway to Hadrian's Wall it is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location.

Carlisle is a gateway to Hadrian's Wall. It is perfect, but, as William Cook discovers, Carlisle offers much more than just a great location.



HEXHAM COURANT

New tours prove big hit with wall enthusiasts

NEARLY 1500 visitors have flocked to new tours run by 'volunteer guides' on Hadrian's Wall.

Around 50 tours have taken place, with 20 local volunteer tour guides trained up at six sites.

Each of the guides completed a 16-week course which included lessons in Roman history.

Kerry Shaw, volunteer co-ordinator for Hadrian's Wall Heritage Ltd, said: "I am absolutely delighted with the volunteer guides and all that they have achieved so far."

"They are a very dedicated bunch and a pleasure to work with. Their knowledge and confidence has grown over the last few months and the feedback from the site staff and our visitors has been nothing but praise."

The guides are based from South Shields and marched to Maryport and Eskdale.

They include 60-year-old David Stevens, from Carlisle. He is a volunteer guide at Senhouse Roman Museum and Hadrian's Roman Fort. He said: "It's been a real privilege to share stories."

BY VICTORIA BRIDMAN about Roman life with people from all walks of life.

"Many visitors live in the local area and want to find out more about the history and heritage on their doorsteps, and that's been wonderful."

"It's been a great learning experience for me too. I thought I knew about Roman history but I've found out so much more, either from visitors themselves - which has been fascinating."

The Volunteer Heritage Guides project is managed and co-ordinated by Hadrian's Wall Heritage Ltd after more than £45,000 was awarded from the

Heritage Lottery Fund's "Our Heritage" grant scheme to support the two-year voluntary programme.

The tours will continue during the October half term holidays, Easter 2010 and Summer 2010.

For more information on Hadrian's Wall Country and Hadrian's Wall Heritage Ltd, visit: www.hadrians-wall.org email: shaw@hwhgroup.co.uk



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

THE JOURNAL EXTRA Tuesday 4 April 2006

HADRIAN'S WALL BUS PROVES TO BE A BIG HIT

GRAEMA WHITFIELD
* 01432 201432
* g.whitfield@journal.co.uk

A BUS taking 1000 along Hadrian's Wall is proving a big success.

The number of people using the Hadrian's Wall Country AD121 bus service increased by 10% last year and is now nearly 100,000.

The service, which began in 2000, covers 100 miles between Newcastle and Carlisle and visits Hadrian's Wall attractions such as Roman forts, Hadrian's Wall and Birdoswald.

Alan Sims, Hadrian's Wall Heritage Ltd's "Executive Access Officer", said: "We're delighted that the Hadrian's Wall Country Bus has been such a big hit with people travelling along the Wall."

"I think the success of the service is down to the fact that it is such a convenient way to see the great attractions and to enjoy a walk along the Wall."

"We also have a very popular walking service in the form of the Hadrian's Wall Country Bus, which visits the most important Roman sites, and the bus and walking service, which includes the bus at Hadrian's

and they help to add an extra dimension to people's trips along Hadrian's Wall."

In a survey of people using the service last year, about 60% said they were using the service because the UK shows their pride and of its people around the length of the drive, value for money and the beauty of the area.

The year Northumberland County Council is providing additional funding to support the AD121 bus.

Clive Allen Thompson, Northumberland's cabinet member for highways and highways, said: "Northumberland County Council recognise a pleasure to be able to support this superb bus service."

The number visitors to a site in previous years to the Wall, and the many sites of interest along its length. The bus also helps avoid the work of visitors who are otherwise the more, many of whom would otherwise not be able to visit the site."

Hadrian's Wall Heritage Ltd has signed a series of agreements to fund the bus in Hadrian's Wall Country which link it with the AD121 bus.

There are eight itineraries including The Museum Trip, which contains the Hadrian's Wall, and the most important Roman sites, and the bus and walking service, which includes the bus at Hadrian's



POPULAR SERVICE: The number of people travelling on the Hadrian's Wall Country AD121 bus service has increased by 10% since 2004.

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

Smithsonian

OCTOBER 2009 SMITHSONIAN.COM

Trekking Hadrian's Wall

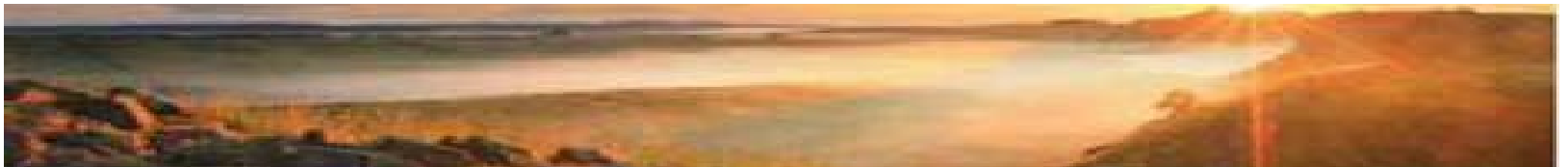
Across England
In the Footsteps of
Roman Soldiers

ALSO
COUNTERFEIT MEDICINES
JOHN BROWN'S RAID
DA VINCI DISCOVERY?
SANDPIPERS AND HORSESHOE CRABS
ART FOR COPS
SOLAR SYSTEM EXPLOITS

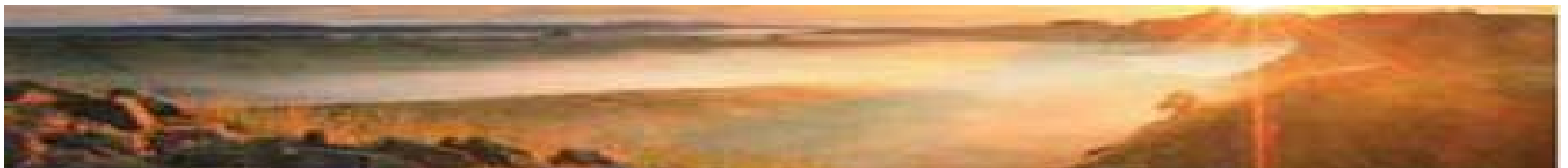
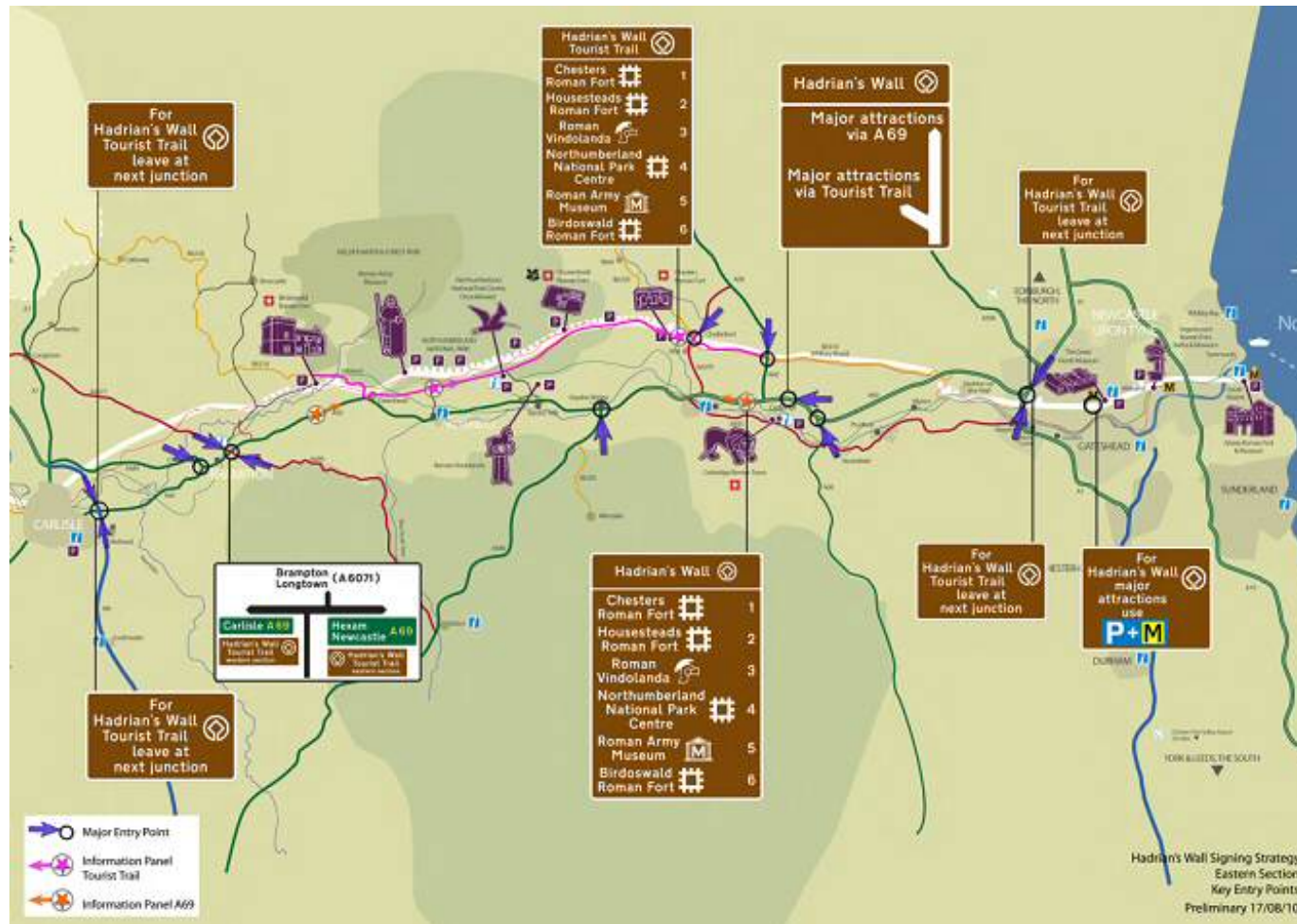
US & CANADA \$4.99
109

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



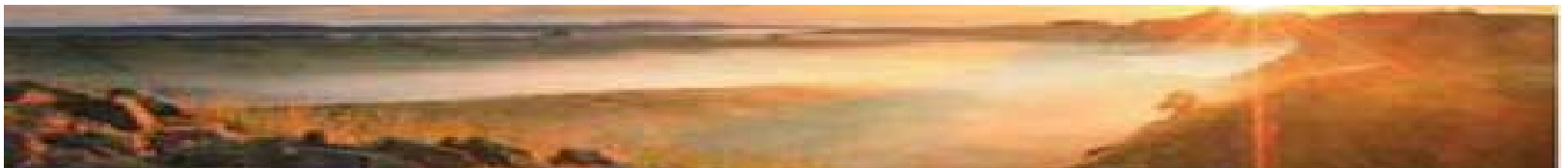
Signage Strategy Proposals



Hadrian's Wall Country – the present

To date:

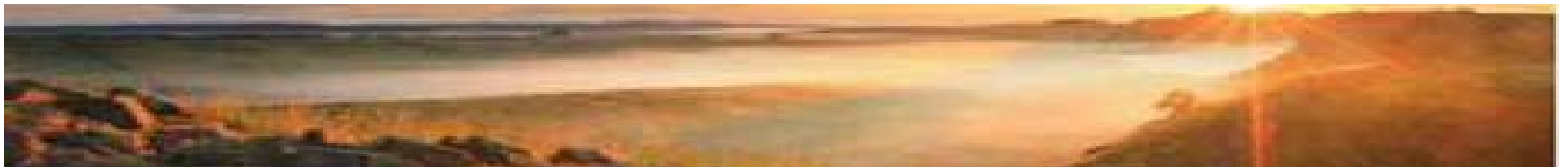
- Implementing a £26million ongoing capital development programme
- 500,000 enquiries per year and 30% growth in web visitors resulting in 3.7million staying visitors in 2010
- Increased occupancy, site visits and extension of the visitor season
- Hadrian's Wall Information line operated by Northumberland 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

