

**HADRIAN'S WALL HERITAGE LIMITED**

**MEETING OF THE BOARD: 26 NOVEMBER 2008**

**REPORT OF CHIEF EXECUTIVE**

**1. Strategic and Business Planning**

- 1.1 We are delighted to report the purchase of Camp Farm, Maryport which will enable the development of a transformational heritage attraction at the western end of the Roman Frontier. See section 4 for details.
- 1.2 HWHL attended the NWDA and ONE AGMs in Liverpool and Newcastle respectively. Business cases for both RDAs are progressing through their internal assessment systems with decisions being finalised in January 2009.
- 1.3 Very positive meetings have been held with English Heritage and Natural England re future joint working and expanding the leadership of HWHL around the requirements of the Management Plan and developing a landscape Partnership which would enhance the natural setting of the HW Corridor.
- 1.4 Peter Atkinson, MP for Hexham, has agreed to write to the Highways Agency and others requesting a review of small business signage policy within Northumberland. There are significant discrepancies in policy between Cumbria and Northumberland.
- 1.5 HWHL has written to the Leaders, Chief Executives and Economic Development Directors of all local authorities along the Wall requesting funding to support our work in their area. We have been clear about the investment the RDAs, EH and Natural England are making in HWHL on their behalf.
- 1.6 The National Trails Review is coming to a close with early indications that trail funding will be maintained, grant funding possibly offered over a longer period of time for better planning purposes, quality assessments made over trail conditions leading to 'accreditation' – which would be helpful, particularly for international visitors.

**2. Staffing and Resources**

- 2.1 Janine Howorth is due to return from maternity in the New Year and has requested part time working. A revised job description has been proposed which hopefully will satisfy both parties' requirements.
- 2.2 A staff training/team building event, to be facilitated by external training consultants Options 24/7, has been arranged for 28/29 January. The event will focus on behavioural awareness and objective setting.
- 2.3 The Health & Safety Team has been regrouped and will now meet regularly to discuss relevant issues. No major issues were identified.

**3. Funding and Finance**

- 3.1. The cash balance of £286k at the end of October was significantly above forecast. This was mainly due to delayed expenditure on project activities.

- 3.2. All grant claims are up to date and progressing as planned.
- 3.3. A six month financial review has been completed and full year forecast data is now available. The company will be on target providing it secures the additional funding required. This is not without risk but at present we are confident this will be achieved.
- 3.4. HWHL is developing a sponsorship opportunities package for future funders and meetings planned to take this potential assistance forward. Potential sponsors are being identified and meetings arranged to take this forward.
- 3.5. RDPE funding is being offered to several communities along the Wall assisted by HWHL. In addition, an application of our own for £50k has passed the first assessment stage.
- 3.6. The local authorities along the Wall have been asked for a total of £240k - see 1.5 above. We will be following up these requests with meetings re future activity in each authority.
- 3.7. £60k has been promised by the Olympic legacy arts programme in Cumbria to support the 2009 Winter Lighting Festival happening on the western side of the Wall.
- 3.8. HWHL is leading a proposal to establish a landscape partnership for Hadrian's Wall Country. An expression of interest was submitted to the Heritage Lottery Fund and feedback has been positive. A stage 1 application is to be submitted in consultation with other partners. Natural England, NNP and others will be partners. The bid is still being developed with partners and will total over £1 million when submitted.
- 3.9. HWHL is a partner in the Newcastle City Council bid for Big Lottery funding. If successful this will help in improving the walking and cyclist experience along Hadrian's Way within Newcastle. The Big Lottery bid is for £500k in total; HWHL will receive £80k if the bid is successful. Results will be known in May 2009.
- 3.10. HWHL are also developing an Access to Nature bid for the central section of Hadrian's Wall to improve the experience for new audiences which will improve the walking experience, sustainable access and interpretation. The bid to Natural England's Big Lottery funded programme is for £100k; results will also be known in May 2009.
- 3.11. A productive meeting was held with the Northern Rock Foundation re possible future assistance with arts development. They are interested in arts commissioning over community engagement.

#### **4. Enhancing World Heritage**

##### **Roman Maryport and West Cumbria**

- 4.1 Since the last Board meeting, the main developments in West Cumbria have surrounded the conclusion of the land acquisition of Camp Farm to enable the development of Roman Maryport. Following the previously reported approval of 50% of the land acquisition costs by West Lakes Renaissance, West Cumbria Development Fund agreed to match fund the acquisition costs at their board meeting on 17 September and agreed to pay all of the costs up front to cover cashflow (until such time as a claim to West Lakes Renaissance can be submitted, after acquisition, due to WLR funding rules).

- 4.2 Having put the funding package together, taken legal advice and detailed consideration of the funding agreements and the advice by the Roman Maryport subgroup, we aimed to complete the acquisition on 28 October. Unfortunately, as a result of the time taken by West Cumbria Development Fund's solicitors to prepare the documentation relating to their charge over the land, and the fact that when the documentation arrived it was in contravention of HWHL's borrowing powers, that was not possible. A revision to the papers was agreed and the purchase of Camp Farm was completed on Friday 14 November 2008 with WCDF 'granting' the entire amount to HWHL, agreeing to reclaim £475k from West Lakes Renaissance.
- 4.3 Progress also continues in putting together the overall funding package for the project. While the HLF bid could not be submitted until the land is in HWHL ownership, discussions with WLR in relation to funding for the overall project and how (and when) funding can be drawn down have been scheduled. The project has also reached the final stage of the ERDF approval process by NWDA (although this is extremely competitive and oversubscribed) – a decision is expected in January 2009. Also, Paul Bidwell (from Tyne & Wear Museums) has been commissioned to undertake some work around a funding strategy for the excavation element of the programme (reflecting that we have committed to be proceeding with the excavation by no later than December 2009).
- 4.4 Other work in West Cumbria continues, and since the last Board meeting HWHL have been involved in discussions about wider tourism regeneration plans for West Cumbria, as well as specific discussions about Maryport harbour (and the links to Roman Maryport) and we are also looking at the possibilities of developing a wider plan for the potential of Roman-related tourism in the Ravenglass & Eskdale area.

#### **Tullie House & Carlisle District**

- 4.5 HWHL are continuing to offer support to Tullie House in developing a multi-million pound funding package for the redevelopment and enhancement of Tullie House. This includes support for a bid for funding for a new Roman-themed gallery at the Museum, utilising NWDA funding. HWHL have also prepared for Tullie House and Carlisle City Council an ERDF proposal that, as with Roman Maryport, has made it through to the final stage in that approval process. An HLF bid is now likely to follow in early 2009.
- 4.6 HWHL also continue to be involved in wider discussions, through the Carlisle Partnership and Carlisle Renaissance, on the historic core of Carlisle. This includes detailed discussions around both assessments of priorities and coordination of the programme of activities.
- 4.7 Assistance has been offered to the Trustees of the Li Yhan Chi house and gallery at Banks in terms of obtaining HLF funding to begin the restoration of the garden. The British Museum has already delivered many plants from their Chinese garden exhibition to Li's house.
- 4.8 Discussions have been held with the owners of Rheged on the future of the Hadrian's Wall exhibition at Rheged. The discussions have been around developing an authentic exhibition of north Cumbrian history. The owners are very keen that HWHL uses information about Rheged in our marketing materials, as it is in such a key location, should Rheged become a strategic TIC for Cumbria. There needs to be a serious exploration of the future management of such an exhibition (which will not now be relocated to the central lower section of the Rheged space) and I clarified that HWHL will not be able to manage such an exhibition on an ongoing basis.

## **Vindolanda, Housesteads, Once Brewed and Central Section**

- 4.9 As previously communicated to the Board, at the end of September, HLF approved a grant request from Vindolanda and the Roman Army Museum of almost £4m to an overall project of over £6m for significant enhancements at Vindolanda, including major interpretation improvements, the likely return (on a loan basis) of writing tablets from the British Museum, new accommodation for archaeological volunteers, and access improvements.
- 4.10 This is hugely significant, as the largest allocation of funding since the formation of HWHL. It was made possible through significant support offered by HWHL, particularly on the interpretation elements, after the previous Vindolanda Trust bid in 2007 had not been approved. It is all the more impressive when considering that this is one of only two bids that the HLF Trustees were able to support, and that the projects they were not able to support included proposals from Kensington Palace and the Royal Naval Museum.
- 4.11 HWHL will continue to be involved at all stages of the delivery of the project, having formed excellent working relationships with the Vindolanda Trust, and this is a condition of HLF (and Single Programme) grant funding.
- 4.12 HWHL, working with Vindolanda Trust, NSP and One NorthEast, are progressing with the submission of the bid for funding from One NorthEast. Having commissioned an economic impact assessment for all three early priority capital sites in the central section, which demonstrates the case for investment at the three sites, a business case is being submitted to One NorthEast in November 2008.
- 4.13 With a Stage 2 HLF pass anticipated in March 2009, at a similar time to One NorthEast approval, it is expected that all funding for the scheme will be in place within this financial year, and that work can start on site in spring / summer 2009 (and completed by 2011).
- 4.14 Work is also progressing well at Housesteads. Work is being commissioned and / or coming to fruition in a number of areas. The HWHL-commissioned Economic Impact Assessment demonstrates the rationale for investment at this site and is now complete. Work on the audience development plan, by the appointed consultants, is almost complete. This month, a world-renowned architectural practice has been appointed to develop the design for the site, and the appointment of the interpretive design work is imminent.
- 4.15 HWHL will continue to be fully involved in the development of the project in all respects, and support National Trust and English Heritage in the submission of an HLF bid in early 2009.
- 4.16 HWHL have also been involved in further discussions with Northumberland National Park Authority, in relation to The Sill. Much work has been covered since the last Board meeting in terms of sharpening the proposition of The Sill as a centre for protected / wild landscapes, although further work remains before the project can be submitted to HLF or One NorthEast.

## **Haltwhistle A69 Interchange**

- 4.17 Working with partners, HWHL remain fully engaged in the proposals for the development of the site adjoining the A69 at Haltwhistle that is opened up by the bypass, with a view to this being utilised for tourism-related purposes as a key strategic site.

Since the last Board meeting, there has been a stakeholders' workshop to look at options and the appointed consultants are moving towards the preparation of a draft report. There appears to be strong demand for the use of at least part of this land for tourism and heritage related purposes, and the final report will be prepared by the end of the year.

## **Tyne & Wear**

- 4.18 Further meetings have been held with regard to the opportunities provided by both Segedunum and Arbeia in the Tyne & Wear section of the WHS, which remains an important aspiration. Since the last Board meeting, North Tyneside Council have appointed consultants to develop a masterplan for the North Bank of the Tyne. The brief includes recognition of the opportunity and role that Segedunum can offer the wider local economy, in the context of significant structural changes (such as the closure of Swan Hunter). The potential role of tourism, culture, and heritage, is recognised in the brief for the work, and HWHL will be an important stakeholder in this regard.
- 4.19 Meetings have also been held since the last Board meeting with the tourism and physical regeneration teams of One NorthEast to look at how both Arbeia and Segedunum can fit into wider opportunities at South and North Tyneside respectively.
- 4.20 The cabinet portfolio holder for culture in Newcastle has requested a meeting to discuss how we might embed a focus on the route of Hadrian's Wall through the 'Heart of the City' project and developments.

## **5. Managing World Heritage**

### **World Heritage Site Management Plan**

- 5.1 See separate report

### **National Trail**

- 5.2 The National Park underestimated the overall costs for ongoing work at King Arthur's Well which it is hoped will shortly be completed. Unforeseen circumstances at Hot Bank have necessitated revisions to the SMC and discussions are ongoing between the NNP, NT, EH and HWHL in order to keep things progressing. Changes in the SMC include additional drainage works and associated investigations and an extension to the farm assurance keep wire. Drainage issues combined with recent bad weather have compounded matters necessitating frequent site meetings to examine short term solutions to mitigate the effects of foot fall on the buried archaeology during this period of sustained bad weather.
- 5.3 The three new People Counters are now in place at Drumburgh, Cambeck and Housesteads and the first 'in-house' data download has been undertaken to ensure that the counters are performing correctly. This now means that 8 of the 9 existing counters are Eco-counters, with an extended battery life of over 10 years and a service life in excess of 20. The final counter to be replaced is at Stanley Plantation has been included in the planning for the 2009/10 budget. These new counters combined with the software installed on desktops at HWHL means that more in-depth analysis of data can be undertaken with conclusions feeding into management prescriptions.

- 5.4 The Volunteers have been assisting in a People Counter calibration exercise Trail wide. In addition it is hoped that two volunteer 'groups' will assist with a creating a number of scenarios of parties of walkers by which calibration figures for individual counters may be calculated. This is planned to take place before Christmas.
- 5.5 Plans are progressing to recommend a route to the 'Red Wheelies', an electric wheelchair display team who intend to travel end to end in May next year. A list of accessible itineraries along the Trail is also being compiled which is intended to be available from the start of the next walking season.

### **Partnership Working**

- 5.6 Partnership work with Newcastle City Council is continuing, in order that signage issues in the St Peters Basin area are resolved, and also to discuss improvements or replacements of access control provisions in order to make them more accessible within the definitions of the DDA.
- 5.7 DMG attended the National Trails Staff Forum in September which was held in Whitby. In October DMG was also invited to attend the National Trails Review in Birmingham.
- 5.8 LT attended WHS co-ordinators meeting in London discussing the WHS Olympiad opportunities with Museums, sport and heritage. The Olympic sporting legacy will focus on old historical sports of each region and is being led by Jason Wood on behalf of Leeds Met University. It is possible that a tie-in with the re-garrisoning project final 'tattoo' could be possible involving historical sports and activities.
- 5.9 NM and Prof Peter Stone facilitated eight week study visit by Franz Hoechtl (German Limes) to Hadrian's Wall. Franz is a lecturer/researcher in Landscape Management in the Institute of Landscape Management at the University of Freiburg in Germany. Following inscription of the German Limes as part of the Frontiers of the Roman Empire World heritage Site two years ago the Institute of Landscape Management was commissioned by the States of Rheinland-Phalz, Hessen, Baden-Wurtemberg and Bayern to develop practicable suggestions for landscape design and management of the German Limes archaeological site. Franz is leading the project and has come over to Hadrian's Wall on an 8 week study visit to look at how we manage things here. During his stay he is based with Professor Peter Stone at the International Centre for Cultural and Heritage Studies at Newcastle University. Franz is a valuable contact for future networking with the German Limes.
- 5.10 NM & LT met with Peter Atkinson MP to discuss access and other issues for local businesses in Tynedale.

## **6. Sustainable Access Programme**

### **Hadrian's Wall Country Bus**

- 6.1 The 2008 season of operation ended on Sunday 2 November, and was the longest season yet of operation. All the figures have still not been received from the operators. However the Carlisle based operation operated by Stagecoach Cumbria shows a 11% increase in passenger numbers. When compared with the previous season, income received on the bus has remained static, but that does not include off-bus sales and concessionary fare income. The concessionary fare income for the Carlisle based operation is estimated to be in the region of £10,000, a substantial increase from the 2007 season.

- 6.2 An on-board visitor survey was undertaken to assess the satisfaction of users of the bus service. A sample of the responses is shown in the attached appendix. A full analysis of the results will be available shortly. Key results are that over 80% of passengers used the bus to visit sites (either specifically or as part of a day out including a walk) and that international visitors represented 39% of passengers.
- 6.3 The contract for the Newcastle bus has ended and Northumberland County Council would like to tender for a new 5 year contract with the same or an increased subsidy for the extended season of operation. The tender documents are currently being drawn up with a number of options for its operation.

### **Cycling**

- 6.4 Funding has been secured from a number of sources to undertake the technical feasibility study for the B5300 cycleway between Maryport and Silloth. Funding has been secured from the NWDA, Solway Coast AONB Sustainable Development Fund and Cumbria County Council. The study will be completed by the end of March 2009.

### **Walking**

- 6.5 We are working with the organisers of the Haltwhistle Walking Festival for some joint promotion and linkages to Hadrian's Wall website. This will be a good opportunity to extend the walking product and raise visitors' awareness of the other walking opportunities in Hadrian's Wall Country apart from the National Trail.
- 6.6 Funding is being sought to print a new edition of Walking in Hadrian's Wall Country through a number of sources to be ready for the 2009 season. We are keen to promote the alternative long distance routes of the Roman Ring and the Moss Troopers trail complimentary to the National Trail.

### **Hadrian's Wall Landscape Partnership**

- 6.7 BS has been developing the proposal to establish a landscape partnership for Hadrian's Wall Country. An expression of interest was submitted to the Heritage Lottery Fund and feedback has been positive. A stage 1 application is to be submitted in consultation with other partners. The draft aims of the landscape partnership are:
- To conserve and enhance the natural and built features that makes Hadrian's Wall a unique place, e.g. historical structures, habitats, geological and archaeological, boundaries.
  - To provide opportunities to learn about, improve access and interpret the landscape and history
  - To enable residents, visitors and new audiences to discover Hadrian's Wall
  - To encourage more people to get involved in caring and celebrating Hadrian's Wall and the landscapes

A discussion paper has been produced to explore the scope the proposal.

### **Access to Nature Funding**

- 6.8 HWHL is a partner in the Newcastle City Council bid for Big Lottery funding. If successful this will help in improving the walking and cyclist experience along Hadrian's Way within Newcastle.

- 6.9 HWHL are also developing an Access to Nature bid for the central section of Hadrian's Wall to improve the experience for new audiences which improve the walking experience, sustainable access and interpretation.

### **Partnership Working**

- 6.10 BS attended the Landscape-scale Biodiversity Conference in Newcastle on 22 October hosted by the North East Biodiversity Forum and Natural England. They discussed the idea of establishing a landscape partnership with potential partners including Northumberland Wildlife Trust and Northumberland Strategic Partnership. Natural England is supportive of the establishment of a Hadrian's Wall landscape partnership.

## **7. Animating and Discovering the Wall**

### **Volunteer Guided Tours programme**

- 7.1 The Hadrian's Frontier Volunteer Heritage Guides programme has been awarded £49,700 from the HLF 'Your Heritage' grant programme. Current activity includes developing an accredited training programme, forming a steering group, devising volunteer management paperwork i.e. application form, role description. The programme will involve training over the 2008/09 winter/spring season then delivery in Easter-Summer 2009 and 2010.

### **Heritage and Landscapes 2009**

- 7.2 The framework for the 'Living Frontier' re-garrisoning project has been agreed with stakeholders and detailed planning is in progress. The event will take place during the week following the late May Bank Holiday 2009 (28–31 May). Re-enactment groups will bring to life different phases of the history of the Frontier including the Roman, Reiver, Civil War and Jacobite periods. Detachments will march on Carlisle and Newcastle castles to launch the programme and will then disperse to various sites along Hadrian's Wall to set up encampments and provide demonstrations to visitors. The detachments will come together on the Saturday in a 'tattoo' style event at Corbridge at which re-enactment demonstrations will be linked by other arts based performances exploring the wider context of the Frontier story. Discussions are in hand with partners in Cumbria to ensure the programme is Wall-wide.
- 7.3 Lighting event to take place in November/December to include an event at Walltown Quarry, community 'guerrilla' lighting and a Wall-wide activity. The press picked up on the proposals and provided some misleading information that led some members of the public to express their concern at illuminating Hadrian's Wall like Blackpool promenade! This has been addressed by issuing accurate information and future publicity will be carefully monitored.

### **Interpretation Planning**

- 7.4 There is a full report on Interpretation Planning later on the agenda.
- 7.5 NM attended Association for Heritage Interpretation conference at Newcastle (17–19 September). Conference included a workshop/site visit to Vindolanda, Housesteads and Once Brewed facilitated by HWHL/ NNPA/ EH/ NT/ VT.
- 7.6 NM attended three meetings re Tullie House, two meetings re Housesteads and one meeting re Hexham Abbey for interpretation planning.

- 7.7 A presentation was given by ZolkC on using mobile phone technology to develop GPS-enabled remote audio-visual tours. DMc attended a workshop exploring these issues run by Agenda at Tate Britain.
- 7.8 NM attended a workshop organised by ONE to explore results of research into the contribution of heritage to the regional economy and to identify.

### **Learning**

- 7.9 NM attended Education Forum meeting. Education Forum identified as one of the Management Plan interest groups. Chair (Maggie Birchall, TWM) has been invited to join the WHS MPC. NM met with MB to taking forward the learning Strategy.

### **Hadrian's Wall Country Volunteers**

- 7.10 The autumn edition of 'Wall Talk' has been completed and circulated.
- 7.11 Volunteer Satisfaction Questionnaire circulated to all HWC Volunteers in October. Feedback and suggestions will shape the programme for next year.
- 7.12 Monthly training sessions are being confirmed for 2009. We are scoping the feasibility of some joint sessions with other partners. Subjects to include: traditional boundary skills e.g. dry stone walling, hedge laying, fungal foray, meteorology, site visits, archaeology walks.
- 7.13 Three new volunteers have been recruited. A student from Leeds University is to research religion in Roman Britain and its legacy. Specific subject areas include military religion vs. religions of the native population, the Imperial Cult and religious toleration in Roman Britain, the diversity of religions and how they have evolved over the time of the Roman occupation, the introduction of Christianity into Roman Britain and its legacy into post Roman times, the origins of Celtic and Anglo Saxon Christianity and their relationship to Roman Christianity. The second new volunteer is an unemployed primary school teacher who is going to undertake an audit of existing education provision along the Wall in relation to the National Curriculum at primary level and produce a paper of suggestions about how provision could be expanded and improved. The third volunteer will help develop and undertake the reconnaissance trips for developing the Roman Ring and Moss Trooper Trail, which will be promoted as a new long distance route in HWC.
- 7.14 HWC Volunteers are involved with calibrations of new people counters - see 5.3.

### **Partnership working**

- 7.15 NM attended NSP standing conference held at the Gosforth Marriott.

## **8. Hadrian's Wall Country**

- 8.1 Work with a number of rural communities to enable them to capture the benefits of the wider investment in the corridor is well on track. Since the last Board meeting, Haydon Bridge's Expression of Interest for £123,000 RDPE funding was one of only four expressions of interest (from 36) that was supported by the Northumberland Uplands Leader Action Group. This was made possible by HWHL's intervention, and includes support for associated marketing activities from HWHL. This now proceeds to a full bid, to be considered in December, with a view to the local community taking over the management of the library in the village and transforming this into a community library and visitor information point with links to the wider HW corridor.

- 8.2 A similar process is under way in Haltwhistle, where priorities for an Expression of Interest are being identified between HWHL and the Haltwhistle Partnership for submission in December. Also going forward in December (possibly as part of the same expression of interest) will be a request for support for HWHL's economic development activities.
- 8.3 This work is closely linked to the mission of HWHL to enable local communities to benefit from our wider efforts, and has been made possible through HWHL support in the submission of the expressions of interest, as well as participation in the Leader Action Group, as tourism sector lead.
- 8.4 Further expressions of interest and bids for RDPE funding in Cumbria (in areas such as East Cumbria and Brampton, and Ravenglass) are also being discussed, but at present, the call for Expressions of Interest in Cumbria has not been issued.
- 8.5 The local produce scheme continues to thrive, and there are now almost 100 participating businesses (predominantly producers but also some retailers). A number of high profile initiatives – such as the Trade Fair 2009, scheduled for 17 March – and a Hadrian's Wall locally produced presence at the Carlisle Christmas market – are currently being developed.
- 8.6 The Know Your Hadrian's Wall Country scheme is also at an advanced stage of development, with funding in place to deliver this as a pilot scheme in early 2009, with strong interest from local businesses.
- 8.7 Discussions have also taken place since the last meeting with a potential investor in a site in the eastern Northumberland part of the World Heritage Site, with an interest in conversion of existing buildings into additional accommodation. This interest has been directly provoked by the high and increasing profile of Hadrian's Wall as a tourist destination and the market opportunities which that provides.

## **9. Marketing the Frontier**

### **Spring & autumn campaigns**

- 9.1 Plans for 2009 marketing activity are being developed to run as special offer based short break campaigns to run in Spring 2009, with re-formulated offers for a secondary Autumn 2009 campaign. The Where to Stay guide, Essential Map, Walking, Cycling and Bus Timetable print pieces will be core fulfilment and costs of production incorporated into the overall campaign budget. Delivery of the campaign is envisaged to be through traditional advertising, e-dm and web based channels.
- 9.2 Partners for the campaign will be sought, to include but not exclusive to English Heritage, Natural England, National Trust, Northumberland National Park Authority, Northumberland Tourism, Cumbria Tourism, National Express, Virgin Trains and Northern Rail.

### **Research**

- 9.3 Research was conducted to identify the effectiveness of the Summer advertising campaign, of which headline qualitative views were presented in the last board paper. In total 397 face to face interviews were conducted outside 4 underground stations, selected at random from those used during the advertising campaign, with a 50:50 pre and post campaign split.

- 9.4 Hadrian's Wall had the highest prompted awareness on a list of major North East attractions, and the advertising campaign moved a proportion of people from not wanting to visit to considering it as an option and definitely wanting to go. Key findings show that 110,974 people saw the campaign, as a result of which 5,780 are definitely visiting or have already booked.
- 9.5 The campaign created awareness and interest in Hadrian's Wall Country as a tourism destination. The campaign can be estimated to generate a minimum of £3m economic impact for the area. There is however still a large untapped market of people with some awareness who could be converted into visitors through continued and consistent marketing.

### **EnjoyEngland.com/Hadrian**

- 9.6 From 28 July to 22 August HWHL placed press advertisements and advertorials in 5 national titles, in London's Evening Standard and in 2 national magazines. The call to action - [www.enjoyengland.com/hadrian](http://www.enjoyengland.com/hadrian) generated over 17,425 unique visitors, with an opt-in database growth of 5,295 respondents.

### **Website**

- 9.7 Visitor figures recovered in October following a dip in September, most likely as a result of the close of the enjoyengland.com/Hadrian campaign and some site maintenance problems, now resolved. Search engine optimisation activity indicates Hadrians-wall.org shows on the first page of search results.
- 9.8 In order to boost web visits for October, we are running a competition from the home page in partnership with Matfen Hall Hotel and English Heritage. The prize consists of two night's bed and breakfast for two people, with dinner on one evening at Matfen Hall and free entry to a choice of 2 of the 4 iconic English Heritage sites on Hadrian's Wall. The competition went live on 30 October and runs until 31 December. To date, we have had 274 entries into the competition and 572 page views.

### **PR and press coverage**

- 9.9 September saw 31 press features on HWC in local, regional and national publications producing the advertising equivalent of £24,086. In addition there were broadcast features on ITV Tyne Tees lunchtime and evening news programmes, BBC Radio Cumbria as well as on-line features on BBC News.
- 9.10 October saw 34 press features on HWC in local, regional, national and international publications producing the advertising equivalent of £45,726. News of the Vindolanda Heritage Lottery Fund award reached national press status, and HWHL supported media activity generated international coverage in the San Francisco Chronicle.
- 9.11 Media and PR activity for September included a press trip for the Daily Mirror, Nottingham Evening Post; fulfilling requested photos and fact box information to San Francisco Chronicle, Oldham Evening Chronicle.
- 9.12 Media and PR activity for October included a press trip for the editor of Event Organiser Update; media release distribution and research, and support ONE media visits from Australasian titles.

## **Publications**

- 9.13 The Annual Review was launched in September and distributed to key partners, VIPs, stakeholders, local authorities and other interested parties.
- 9.14 The autumn edition of *Frontier* magazine has been printed and distributed.
- 9.15 Management Plan 2008–2012: appointment of Design agency and copy editor/writer made with published greyscale version expected in December, with printed versions and launch scheduled for the New Year.

## **10. Recommendations**

- 10.1 It is recommended that:
  - i) That the Board note the contents of this report; and
  - ii) That this report may be published.

## **Chief Executive**

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**HADRIAN’S WALL COUNTRY BUS – ON BOARD SURVEY**

A sample of responses is shown in the table below. A full analysis will be available shortly.

**Hadrian’s Wall Bus Headline figures**

**What is the purpose of your journey today? (You can tick more than one box)**

To Visit an attraction/ museum	45%
Walking	44%
Getting to/from accommodation	2%
Cycling	0%
To see the countryside from the bus	7%
Meal / drink out	0%
Work personal business	0%
Shopping	2%
Other	0%

**Of those visitors many combined walking and visiting to a site**

Visit site combined with walking	50%
Sites only	31%
Walking only	19%

**Most popular sites visited (in no order)**

Housesteads, Vindolanda, Chesters Fort, Roman Army Museum, Once Brewed, Lanercost Priory, Birdoswald.

**What made you decide to visit Hadrian’s Wall Country?**

Heritage e.g. The Wall, sites and Museums	57%
Landscape	37%
TV Programme	5%
Other	1%

**Comments**

Fabulous service, we missed the stop in Newcastle & flagged the driver down to return for us! (New Zealand visitor)

Fantastic service , bus stops are not easily visible & east/ west direction can be confusing (Australian visitor)

Clearer marking/signage as to where bus stops and direction of travel east/ west

Plug the gap between 11.59am & 1.50pm out of Housesteads

Improve the connections between services, more buses out of Newcastle

### How would you rate the bus service today?

	Poor	OK	Good
Comfort	5%	38	57
Cleanliness	0	13	87
Information/ timetable	0	9	91
Value for Money	0	17	83
Standard of driving	0	17	83
Drivers helpfulness	0	9	91
Frequency of service	16	50	33
Guides	8	17	75
Bus stops	5	30	65

### Where visitors come from

North East	18%
Outside North East	44%
International	39%