

IN CONFIDENCE

HADRIAN'S WALL HERITAGE LIMITED

MEETING OF THE BOARD: 29 SEPTEMBER 2009

REPORT OF CHIEF EXECUTIVE

1. Strategic and Business Planning

- 1.1 The mid-year assessment of progress against the Business Plan has been provided to FRC. Good progress is being made in most areas.
- 1.2 The initial summary of the Interpretation Framework consultation work is attached with the accompanying capital development projects and priorities. This work will be launched and communicated more widely towards the end of the year.
- 1.3 International connections are progressing following the Limes Congress; German Limes, Dutch contacts and a party from Slovenia will all visit HWHL and the Wall before the end of the year. Further detail in 5.18.
- 1.4 A WHS International Conference led by Lord Clarke of Windermere was held in the Lakes District on 23rd Sept with participants and speakers on all elements of developing the social capital of WHSs. The Chief Executive spoke about the role of HWHL and partners, using interpretation to embed a cultural narrative to stimulate socio-economic motivations and how interpretation informs capital and other developments.

2. Staffing and Resources

- 2.1. The Director of Communications & Destination Marketing has left the company. Neil Carney, currently Marketing Manager, will be temporarily acting up with a responsibility allowance supported by Kathryn Desborough, the Marketing Assistant. Additional temporary resource is being sought to support this department.
- 2.2. The World Heritage & Outreach Manager vacancy has been advertised and a short list of good candidates prepared. Interviews will commence towards the end of September with a view to appointing by the end of the year.
- 2.3. A full review of resources has been completed and an outline proposal will be reviewed and discussed at the next FRC meeting.

3. Funding and Finance

- 3.1. Core funding from EH has been secured and a three year funding agreement is now in place. A claim has been made for the draw down of funding for the

first half of this financial year which is expected to be received by the end of September.

- 3.2. Advance funding from ONE North East has been delayed due to complications introduced by the new report requirements. ONE NE staff have been very helpful and supportive in resolving this and the claim process should be back up to date by the end of the month.
- 3.3. A physical cash balance of £380k was held at the end of August. Substantial payments are due in September so it is essential grant funding is received from EH and ONE before the end of the month.
- 3.4. The final outturn on the Living Frontier project has now been completed and a shortfall in funding of £29k has been confirmed. This will be discussed with Culture10 to see if any additional funds can be obtained to cover this loss.
- 3.5. A formal application for funding for the Illuminating Hadrian's Wall project is underway. A total of £295k has been promised from Culture10 and Lakes Alive and further funding from additional sources are being investigated.

4. Enhancing World Heritage

- 4.1 The initial Interpretation Framework overview for HW is attached with a draft strategic programme of capital developments now developed to show all projects along the Wall. The capital programme fits within the Hadrian's Wall Interpretation Framework narratives and wall wide approach to audience development. The programme gives details of the capital projects which make up the programme with an indication of their known costs, benefits, and deliverability (in terms of current funding availability and progress towards implementation). Prioritisation has been assessed according to whether projects form part of the Hadrian's Wall Heritage Interpretation Framework, the benefits they deliver, and their deliverability. There are some additions to be made to the report as projects move beyond the feasibility stage.

Roman Maryport and West Cumbria

- 4.2 **Ravenglass and Eskdale** – HWHL is working with Muncaster Castle and the Ravenglass and Eskdale Railway to produce a feasibility study on potential capital investment, public realm and signage improvements that we believe will attract many additional visitors to the area. Both businesses are keen to develop Roman interpretation and heritage in the area – particularly access to Hardknott Fort. The work is being carried out by LTO and the report is expected by the end of September.
- 4.3 **Roman Maryport** – Formal requests and applications have now been lodged with all key funders and the programme for the development of Roman Maryport remains on course for a works start next summer with completion by the end of March 2012. The High Level Project Plan has now been developed and formal adoption of the plan is to be sought from the Project Board meeting on 29th September 2009. Pre- Approval Expenditure from NWDA, which will be considered by the NWDA's Programme Review Board on 21st

September, will permit the engagement of the main multi-disciplinary consultants and development of the archaeological programme.

- 4.4 West Cumbria Vision and Cumbria County Council have been jointly approached with a request that Cumbria County Council acts as the Client for the main procurements in the project (Multi-disciplinary Consultant, Main Contractor, and Interpretation Company).
- 4.5 The project funding package has been developed further and now stands at £11.2 million. At this level the Board can be confident that the project will be delivered to the required scope and quality.
- 4.6 Pinsent Masons has been appointed by the NWDA to act on behalf of HWHL in the delivery of Roman Maryport Ltd, the Charitable Company to be created to manage and operate the development. A separate Board paper makes recommendations and seeks the Board's approval to key decisions in the establishment of Roman Maryport.
- 4.7 **Bowness** – Discussions continue with the NWDA and North Allerdale Partnership about the potential to secure a strategic site in Bowness village which is currently on the market and has the potential to become a key location/ development at the western end of the National Trail.

Carlisle District and Tullie House

- 4.8 **Burgh by Sands** - HWHL is working with the Burgh Village Hall, Solway Churches, and Burgh Village Green projects. Each project is seeking funding from HLF. HWHL wishes to explore the potential for increased joint benefits that could be realised from the projects if they were viewed, still as separate initiatives, but pulling together to expand where the stories overlap and where there are quite clearly opportunities for complimentary partnership work. This would justify the long term benefits of the projects and add value. We have engaged Heritage Planning and Interpretation of Northumberland to carry out a small study that will identify and quantify the joint benefits that could arise and the recommended mechanisms for realising these benefits.
- 4.9 **Carlisle Roman Gateway and Roman Gallery** – Consultant TEP has been engaged by Carlisle City Council to develop proposals for the connection of the Hadrian's Wall National Trail and cycle path with the city centre. Proposals are likely to include public realm, interpretation and public art and will work closely with and lead to and from the Roman Gallery. Initial concept proposals are expected in early October. Tullie House is in the process of applying for funds and undertaking the procurement of lead consultants to develop the Roman Gallery. HWHL is closely involved and assisting with both aspects.
- 4.10 **Carlisle Tourism Partnership** – This is now established with the new Director, Marie Whitehead, in post. The Board member positions were advertised on Friday 18th Sept. A wide range of relevant skills are being sought. The economic impact potential outlined in the Carlisle Development Paper commissioned by HWHL earlier this year will be used as the basis of the press launch of the new body in early November.

- 4.11 **Banks** – We continue to work closely with the LYC Foundation which owns the house and collection belonging to the Chinese artist Li Yuan-chia. An application for HLF funding to reinstate the garden has just been rejected but both HLF officers and HWHL will work closely with the Foundation to revise and resubmit the application. HWHL is developing a brief for a feasibility study for the house itself which could be developed as a sustainable museum of Li Yuan-Chia's work and an art/ cultural centre for exhibitions, readings, performances and other events that would educate and inspire local people and visitors alike. The development could also incorporate a work space with accommodation for a visiting artist or creator and a café.

Vindolanda, Housesteads, Once Brewed and Central Section

- 4.12 **Vindolanda** – The Stage 2 HLF application, supported by HWHL, will be considered by the HLF panel on 24th September 2009.
- 4.13 **Housesteads** – The Stage 1 HLF application has been unsuccessful. Following a meeting between HWHL, English Heritage and the National Trust in York on 14th September it has been agreed that all three parties will explore the potential benefits and funding availability for a £2 million project with funders. The partners will then meet again in October to agree next steps.
- 4.14 **Once Brewed** – Discussions continue with the NNPA around their proposals for the development of a Centre for the Protected Landscape (The Sill). Interestingly, a recent article in the Guardian suggested that Britain needs a 'Museum of the Environment' – exactly the proposed content of The Sill.

Haltwhistle A69 Interchange

- 4.15 Britton McGrath has been commissioned by HWHL to report on the most viable and attractive tourism elements of the site. They have been asked to evidence the percentage of cars that would use the site as a component of passing traffic and show the potential for the development to feed visitors into Haltwhistle and not undermine the town centre. The steering group met on 15th September 2009 and will meet again on 23rd October to discuss both Britton McGrath's and the main feasibility study for the site. It is requested by NCC that HWHL lead the development plans going forward.

Tyne & Wear

- 4.16 **Segedunum and Arbeia** – Projects are being led by North and South Tyneside Councils to improve visibility and representation of the Wall in these urban residential areas. HWHL will work with the respective regeneration teams to identify local business opportunities for these communities. In addition, at Segedunum, we will encourage the development of a more celebratory 'start or finish' of the Wall and Trail.

5. Managing World Heritage

National Trail

- 5.1 A report on Trail Condition, Rainfall, Soil Moisture Density and the pro-active grassland management regime carried out by the Trail's 2 Lengthsmen will be presented in a separate report to the Board by David McGlade. The army survey for unexploded ordnance in Brunton Wood is scheduled for 21st September for five days. Several unexploded grenades have already been found (22/9).
- 5.2 Brocolitia. We are attempting to coordinate a joint management plan and SMC with EH, NNPA, and the owner of Carrawburgh fort. Our involvement will depend, in part, on EH's objectives for their interests. The Trail lengthsman have already repaired the Mithraeum's damaged drainage system, saving EH considerable cost. We have also negotiated a management agreement with the NNPA ecologist concerning the hitherto blocked burn, which once again flows.
- 5.3 Hotbank. The National Trust's SMC for the works to the site has been agreed. News is awaited of a start date.
- 5.4 Corporate GIS meeting took place on 31st July at HWHL office. It was attended by GIS representatives from Natural England, English Heritage and OA Digital (the consultant for this stage of the project). Mapping, data sharing, on-site data capture and costing were covered in the discussion. Since the meeting, David Gander (EH) has received confirmation that the Ordnance Survey will be happy for EH to supply HWHL with OS base mapping for any proposed GIS. This is excellent news as the cost of mapping is a significant element in the ongoing project cost. OA Digital are now performing an Internal and External audit for HWHL and will be presenting the results at the next meeting on 9th October. It was noted that after discussion with HWHL staff as part of the Internal Audit, not only would they find a GIS useful for Internal decision making and HWHL reporting, elements of information made accessible to the public was agreed to be an excellent opportunity in the future.
- 5.5 Advice on walking near cows/calves. Following several incidents this year resulting in walkers being hospitalised we obtained advice from the HSE and initiated a discussion with Natural England. This resulted in Natural England posting generic advice on its national, National Trail's website, to which the HWP website has a link, as follows: ***"After three tragic deaths and several injuries this year the National Farmers' Union has issued advice to walkers, especially those with a dog. To keep you and your family safe, we strongly advise you to read and follow this advice [Link to NFU advice]. The most important piece of advice is to let go of your dog's lead if cows attack, then make your way safely out of the field before calling your dog. If you encounter aggressive cows or are chased by cows please phone the Health and Safety Executive's Incident Report Centre on 0845 300 9923. They log both reportable and non-reportable incidents. A reportable incident is one that results in someone needing hospital treatment, a non-reportable incident is a near miss. This helps***

to establish a more informed picture of what is happening in the countryside.” We will follow events very closely and respond to farmers’ concerns sensitively.

- 5.6 As no doubt will be mentioned in other parts of this report, there was excellent Radio 2 coverage when Mark Radcliffe and Stuart Maconie walked the Hadrian’s Wall Path National Trail in early September. There has been such a lot of positive feedback from this event and the important messages in relation to the Trail/Wall’s sensitivities were put across to the public very well indeed.
- 5.7 The Trail team have become involved with the Lighting Project, planned to take place in 2010. It is planned that the Trail will be used the basis for the line of light. We are plotting suggested lighting locations (12 lights for every 2 wall miles) and liaising with various contacts for advice on visible lighting locations, Health & Safety, accessibility, car parking, difficulty of gradient/location. Natural England has kindly offered to plot the co-ordinates of some 500+ locations and print the maps using their GIS.
- 5.8 Trading of Trail related goods have continued. Further discussion with the Finance team is planned with regard to selling online. Currently only cheque payments can be accepted for payment of merchandise. It is expected that an online facility would potentially increase sales.
- 5.9 Trail User statistics. The latest people counter data is per the last report (period end June 2009). End to end walkers (January-June) were 3,990, this is an increase of 15% on the same period in 2008. Visitors to hotspots (January-June) were 119,312, this is a 5% increase on the same period in 2008. The next data collection is planned to take place early October for period July - September.
- 5.10 The 'Web' team (Trail & Marketing) have agreed that Accommodation entries on both websites are to be harmonised when 'white label' is in place (white label is an on-line booking system, due to be in place on www.hadrians-wall.org Sep-09). Inspected accommodation entries on both sites will be directed to the same place. Non-Inspected entries on the Trail website are to receive lower profile entry.
- 5.11 The subject of Farming Community Network has been discussed within H&A team meetings (May-09, Jul-09). We are currently awaiting input to Terms of Reference from members (includes Natural England, NNP, NFU).
- 5.12 5000 Passports were reprinted in July and distributed to Segedunum, The King’s Arms Inn in Bowness-on-Solway, Haltwhistle TIC and ourselves. The stock of Passports printed earlier in the year had run out due to high demand.
- 5.13 There are currently three priority SMCs currently work in progress.
- 5.14 Weather conditions have deteriorated since the Trail condition report to the WHS Management Plan committee; the low lying areas either side of Carlisle have been particularly affected. An updated condition report will be made at the board meeting.

- 5.15 A two year attempt to coordinate a generic notice to encourage people to refrain from walking on top of Hadrian's Wall has been put aside because of a degree of inertia that, unfortunately, meant that the discussion has closed. The forthcoming Conservation, Farming and Land management special interest group may decide to consider it as a project.
- 5.16 *Country Walking* is featuring HWP in three editions of the magazine (October – December 2009). The writers were assisted and interview given for the magazine's web-blog.

World Heritage Site Management Plan

- 5.17 See separate report for delivery arrangements for new Management Plan. New plan successfully launched at Walby Grange on 10th August (Pilgrimage) and Newcastle University on 19th August (Limes Congress).

Partnership Working

- 5.18 Progressing international networking. Following contacts made at the Limes Congress, German Limes Commission delegates will be visiting in November for four days to discuss/share experience of HWHL management, preparation of new management plan etc. Dutch party (Kenniscentrum Recreatie) is visiting on 5th and 6th November to share experience of HWHL on the interaction of the WHS and the private sector; BS is organising the itinerary. Slovenia party is visiting in October (especially interested in partnership approaches to interpretation and sustainable tourism development).

6. Sustainable Access Programme

Hadrian's Wall Country Bus

- 6.1 The service is running well and passenger numbers are currently 5% above last year's figures.
- 6.2 Concessionary travel has continued to rise over the season.
- 6.3 Passenger surveys have been undertaken in June, July, August and September to give a wide cross section of users. In all about 100 completed questionnaires have been returned and are currently being analysed. A post graduate student from Leeds Metropolitan University has completed a more detailed survey of bus passengers and businesses to look at the economic benefits of the service to the Hadrian's Wall Area. A full analysis of the surveys will be available for the next board meeting.
- 6.4 The Cumbria bus contract is coming to a close this season and a new tender brief is being developed with Cumbria County Council.

Cycling

- 6.5 The B5300 technical feasibility study has been completed and funding is being investigated for its implementation.

- 6.6 Haltwhistle has been chosen as a pilot for the development of a cycling hub to improve the infrastructure, opportunities for local businesses and new family friendly routes radiating from the Hadrian Cycleway.
- 6.7 HWHL will continue to request that consideration of developing the Solway Coast into a family friendly cycling hub can be build into the Adventure Capital plans for Cumbria.

Hadrian's Wall Landscape Partnership

- 6.8 Further discussions have taken place with Natural England on the development of the partnership using best practice from the recently successful Limestone Landscape project in County Durham. Natural England have awarded a grant of £5,000 and have applied for £15,000 from the national speculator fund for the Hadrian's Wall landscape partnership. A tender brief is being produced to hold stakeholder events, develop a consensus around the partnership area, scope out aspirational partnership projects and identify themes.

Signage and interpretation audit

- 6.9 A brief is being developed to audit the signage and interpretation along the Wall corridor.
- 6.10 A meeting was held with Peter Atkinson MP and Northumberland County Council in July looking at current policy on signage and steps to improve signage in Hadrian's Wall.

Exchange student placement

- 6.11 German internship (Teresa Guggenbichler on week and a half placement in July). Work completed included carrying out over 80 bus passenger surveys, attending the Trail site meeting and a recce of the Roman Ring circular walk.

Volunteer Heritage Guides

- 6.12 In mid July 2009, the ITG released the results that all 18 candidates passed both their written and practical exams meaning HWHL now have 18 professional tour guides available to guide at 6 host sites across corridor. This 100% success rate was celebrated with a social event at Housesteads on Fri 17th July.
- 6.13 Site Induction sessions were arranged for all sites except Hardknott (due to the logistics of guiding on an un-manned and isolated site so soon in the project). Inductions covered host organisations' policies/procedures, health and safety considerations, daily sign in procedures and introductions to site staff. Rotas have been established for Aug/Sept 09. Guides given Portable Antiquities Scheme (PAS) and finds handling training as they will not now be guiding at RAM. Due to space and noise conflict issues, tours on this site have been replaced by a finds handling table where artefacts stimulate a presentation of information by the VHGs.

- 6.14 Mid season review meetings were set up for week beginning Aug 24th with all Volunteer Guides in their cluster teams. Meetings aimed to evaluate the delivery of the tours so far and to make any refinements to the project. The Guides felt supplementary training would be beneficial over the winter period so a series of winter lectures/training events are being organised for that period. All Guides keen to guide over October 09 half-term too.
- 6.15 From 1st -24th August, Volunteer Heritage Guides project had delivered 75 tours with over 1,300 tour participants at 5 hosts sites.
- 6.16 KS completed a short 'Progress Report' on VHG programme. This is available on request.

Hadrian's Wall Country Volunteers

- 6.17 Summer 09 'Wall Talk' completed and circulated in Sept 09. Copy available on request.
- 6.18 Pilot programme of practical conservation tasks proving popular with new volunteers and partner organisations. Tasks planned with Carlisle City Council, Cumbria Wildlife Trust and Solway AONB for Oct, Nov, Dec.

National Trail Volunteers

- 6.19 National Trail Volunteer Wardens have been gathering ad hoc data over the 09 walking season on the number of end-to-end Trail users versus day trippers.

Partnership Working

- 6.20 KS attended Regional Environmental Volunteering Action Group (REVAG) meeting.
- 6.21 KS met with the newly formed 'Volunteering Northumberland' to get regional direction on volunteering issues.
- 6.22 BS met with Rob Berkers and Jan van Roekel in Newcastle to finalise the itinerary of the Dutch visit in November.
- 6.23 BS met with Corinna Woodall HLF policy advisor, landscape partnership on the development of the Hadrian's Wall Landscape partnership.

7. Animating and Discovering the Wall

Interpretation Planning

- 7.1 Draft final report of Landscape Interpretation Framework has been circulated to stakeholders. Aim to complete in October.
- 7.2 CIS & Zebrasquare are continuing with the Roman Frontier interpretation. Stakeholder interviews have continued. Public engagement strategy has been

agreed. Interpretation Framework has been reviewed and the revised outline prepared and used as the basis of presentation at Limes Congress. Stakeholder workshop is being planned for November.

- 7.3 In Longtown, HWHL has commissioned the Glamis consultancy to carry out a feasibility study on the potential development of a heritage centre in Longtown Memorial Hall.
- 7.4 The Haydon Bridge Development Trust, with HWHL help, has secured a variety of funds to develop a visitor information and orientation centre in the community library. The Trust, with HWHL support, is currently preparing a bid to provide enhanced heritage and interpretation in and around the village.
- 7.5 In St Bees the project to develop exciting new displays at St Bees Priory, funded by HLF, has completed its first stage and continues with detailed design and production of new interpretation panels, with HWHL management and support. The project will provide enhanced information and interpretation for C2C walkers and cyclists.
- 7.6 HWHL have appointed a 'Lead Artist' for Hadrian's Wall. Isabella Streffen has begun work to develop a commission piece for early 2010. Isabella's practise to date has been looking at 'military landscapes' around the world, the concept of 'Frontier'. Initially Isabella is looking at how her work can influence and record creatively the 'Illuminating the Wall' project.

Events

- 7.7 Romans in Cumbria – funding secured through Renaissance NW for HWHL to co-ordinate a touring exhibition programme for 2010 raising the profile of Cumbrian Roman sites (especially Tullie House and Maryport) and linking with Segedunum. The exhibition concept is likely to be based around what happens when an Empire arrives in a new place for the first time – with particular reference to the arrival of the Romans 'permanently' in the north of England. Coinage would provide a key set of objects around which to develop an exhibition exploring the impact of a monetary economy, commerce, a paid army, production, taxation, exploitation. Partnership with the BM to be explored. Exhibition would be linked to outreach activity with schools and local communities, probably focusing on schools and communities directly on the line of the Wall/frontier.
- 7.8 Pilgrimage – reception at Walby Grange very well received.
- 7.9 Limes Congress. Presenting the Romans session was very well received by audience and contributors and there is a strong interest in publication. There was reasonable publicity for hinterland sites.

Learning

- 7.10 Stalled pending securing of funds to develop bids to take forward the Learning Strategy.

8. Hadrian's Wall Country

- 8.1 HWHL continues to plan and work towards the 2010 Trade Fair. Hadrian's Wall local produce has been used to support the successful LIMES reception and the Radio 2 Radcliffe and Maconie trip along the Hadrian's Wall Trail.
- 8.2 We continue to develop our working arrangements with Business Link NE and Business Link NW to utilise our network of accommodation providers and Business Link funding to ensure that effective business support is given to develop the quality of accommodation in Hadrian's Wall Country.
- 8.3 Our 'Know your Hadrian's Wall Country' training scheme for local businesses has now been awarded sufficient funding from the Workers Educational Association Transformational Fund to run the programme again in 2010. The scheme will last for 5 days covering geology, history, and Introduction to the Wall for local companies, individuals and organisations.

9. Marketing the Frontier

Research

- 9.1 The graphs presented in item HWH/09/SEP/05 indicate current performance of Roman attractions, web sites, the HWC Information Line and occupancy in Guest houses and B&Bs. Additional notes accompany each slide.
- 9.2 Exploratory talks for the development of a wall wide joint ticketed discount 'Freedom of...' pass have been undertaken, with further developmental activity scheduled for a possible introduction in 2010. A full proposal document paper can be prepared for the December board meeting.

Website

- 9.3 In July the hadrians-wall.org site had 26,015 visitors, 18,494 being unique visitors. In August the figures continued to grow to 27,688, of which 20,015 being unique.
- 9.4 The Carlisle and Hadrian's Wall Country campaign website hosted within Hadrians-Wall.org website has delivered an additional 2000 unique views, with further content pages located within the Hadrians-Wall.org site and add to our database.
- 9.5 The improved accommodation, events and attractions search functionality is at test stage, to go live 22nd September. Further homepage alterations have been made to react to campaign based activity.

Campaigns

- 9.6 Carlisle & Hadrian's Wall Country
The summer/ autumn marketing and PR campaign to highlight the heritage offer of Carlisle and its position as a gateway to Hadrian's Wall Country continues to be delivered across a variety of media channels.
- 9.7 Three print insertions have appeared in the Visit England 'Enjoy Every Minute' campaign editorial supplements produced for the Guardian (July and August),

and the Mail on Sunday (July), with a further feature planned within the Mail on Sunday in October. Supplementary display advertising has also appeared in the August edition of the Mail on Sunday, and the September edition of the Guardian.

- 9.8 Supplementing this print activity, an e-marketing campaign using Visit England, HWHL and Cumbria Tourism databases has delivered 750,000 promotional e-mails, in addition web viewers of the campaign pages in the national media partners have generated an additional 60,000 views. Over 9000 entries have been received for the associated competitions.
- 9.9 All promotional activity was directed to the www.discovercarlisle.com campaign website, with 678 direct brochure requests.
- 9.10 Senhouse Roman Festival
In support of the Senhouse Roman Festival, a broad range of promotional activities have been undertaken/committed for Summer/Autumn activity. This includes integration within the Carlisle & Hadrian's Wall Country activity connecting the Cumbrian Coast with the historic and cultural offering of Carlisle. Further presence will be included within the Hadrian's Wall Country family of print, and through web and e-communications activity.

PR and Press Coverage

- 9.11 July generated 40 print and online press features on HWC in local, regional and national publications producing the advertising equivalent of £139,752
- 9.12 As significant article in the Sunday Times Travel Magazine highlighted the Hadrian's Wall Path National Trail, and featured detailed coverage for local businesses along the line of the Path who assisted in the arrangements for the journalist. Further stakeholder coverage was delivered on behalf of the Hadrian's Wall Fairtrade scheme, and the Maryport Roman festival
- 9.13 In August 2009 there were 37 print and online features and broadcast on HWC, generating the advertising equivalent of £33,326
- 9.14 Destination coverage includes the first of three dedicated features within Country Walking on the Hadrian's Wall Path National Trail, coordinated with support from the National Trail team, and features supporting the Carlisle & Hadrian's Wall Country campaign. There were further articles relating to the Hadrian's Wall Pilgrimage and the Limes Congress, including a radio interview with BBC Radio Cumbria.
- 9.15 Significant awareness building coverage was achieved in early September as a result of HWHL coordination of BBC Radio 2 show Radcliffe and Maconie. Five two hours shows to a nightly audience of 2million listeners were broadcast live from HWC as the presenters walked the national trail. Further inserts into daytime shows including Dermot O'Leary, Michael Ball, Ken Bruce and Jeremy Vine were broadcast daily marking their progress. HWHL coordinated supplementary broadcast and print based activity, and have secured editorial and podcast collateral for further legacy promotional activity. HWHL were thanked profusely for their assistance with this production.

Publications/ Promotions

- 9.16 The summer issue of Frontier was printed and distributed. Registration forms for Frontier were designed and printed and distributed to Hadrian's Wall Pilgrimage attendees and LIMES congress delegates. Further copies are available for ongoing recruitment. The print proposals for future editions received and will be implemented September. The Autumn edition is to carry Management Plan Introductory document.
- 9.17 Annual Review copywriting and production briefs submitted, for delivery in November 2010.
- 9.18 A reprint of Hadrian's Wall Heritage Ltd headed paper and compliment slips was undertaken.

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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