

Programme	Activity Area	Development Activity	Proposed funding	Comments		
Enhancing World Heritage (Capital Programme)	Arbeia	Outline bid and planning application by Tyne and Wear Museums	HLF, ONE, Tyne and Wear Museums	Consultants report now finalised and has been the subject of public consultation by South Tyneside, which has led to some objections. Ongoing discussions are		
	Segedunum	Exhibition upgrade, initial ideas.	HLF, ONE, Tyne and Wear Museums	HWHL advising. North Tyneside developing brief to examine role of Segedunum within the locality, with a view to future development.		
	Great North Museum	Major new museum development	ONE, HLF, Tyne and Wear Museums	HWHL assisting with interpretative planning and Wall-wide links, prior to opening in spring 2009. We have given our feedback on the new approach to branding the GNM and asked for orientation points for visitors to encourage visits to the Wall corridor.		
	Corbridge	Upgrade visitor facilities, exhibition space and site interpretation.	HLF, NSP, EH	Potential visitor hub for visitors arriving from the east. HWHL advising and supporting. HWHL submitted outline bid to NSP. Progress would depend on EH's ability to invest capital resources.		
	Dilston	Proposal to interpret Jacobite history	HLF, NSP	HWHL submitted outline proposal to NSP. North Pennines Heritage Trust have been successful in HLF grant application.		
	Chesters	Adapt and upgrade Clayton museum facilities.	HLF, NSP, Clayton Museum Trustees	HWHL supporting and advising. HWHL submitted outline bid to NSP. Low priority for NSP, pending resolution of site management issues.		
	Housesteads	Replacement of current visitor facilities, upgrade of museum, improvement to interpretation and access.	HLF, NSP, EH	Project Planning Grant application has now been approved by HLF. One NorthEast have signed off		
	Vindolanda	Construction of Archaeological Study Centre, Enhancement of exhibition, building works, Communications and community engagement	HLF, NSP	Revised HLF bid, following HWHL commissioning consultants, was submitted by the Vindolanda Trust, in March 2008. One NorthEast have signed off the concept		

	Haltwhistle A69 Interchange	Improved access to Haltwhistle through construction of A69 interchange providing significant development	NSP, Tynedale	HWHL supporting and advising. Consultants have now been appointed, and an inception meeting held. Identified option for use of	
	Roman Army Museum	Small scale upgrade to interpretation linked to improvements at Vindolanda.	HLF, NSP	HLF bid was submitted by the Vindolanda Trust as part of the overall Vindolanda HLF application.	
	The Sill	New visitor facility promoting sustainable development and celebrating protected landscapes.	HLF, NSP, NNPA	HLF PPG approved. One NorthEast HWHL supporting and advising on business planning and interpretation. We have given feedback on the audience development plan.	
	Roman Maryport	Acquisition of land, for new visitor attraction, based at Camp Farm, on site of unexcavated fort and vicus	HLF, NWDA, Senhouse Trustees, WLR, WCDF	Project development work complete. Contract for acquisition of site agreed. Project appraisal for land acquisition being appraised by West Lakes Renaissance. ERDF Expression of Interest approved by Technical Panel.	
	Senhouse Upgrade	Internal upgrade	NWDA, HWHL	Complete	
		External upgrade		Complete	

	New Mills Trout Farm	Business support and interpretation planning	NWDA, Private sector	East Carlisle Rural Development Network initiated and managed by HWHL to support 6 key	
	Tullie House	Master Plan	HLF, NWDA, North West Museums Hub	HWHL supporting and advising on project development. Bid for funding to NWDA submitted. ERDF Expression of Interest submitted.	
	Hadrian's Wall Path, Carlisle	Interpretation and Visitor Information	HWHL, Cumbria Vision	Working with Carlisle City Council and Environment Agency to develop high quality experience	
	St Bees Priory	Interpretation and Visitor Information		HLF bid now submitted, undergoing community consultation.	
	Walby Grange Farm	Visitor Attraction		Complete and opened to the general public.	
Managing World Heritage (Protection and Conservation)	WHS Management Plan Functions	2008/13 WHS Management Plan Revision	EH	Formal consultation period started 1 June. Meetings held to discuss a few substantive issues. Reminders sent out. Bid submitted to EH for publication costs. Publication brief in development.	
		Support Management Plan Committee	EH	MPC MP steering group to meet 28th Aug. MPC October 2nd.	
		Partnership Working	EH	Heritage Forum, Vietnamese delegation visit, NNPA MP consultation, AHI conference prep, Europa Nostra visit, Ravnglass CBA event	
	National Trail	NT Management Functions	Natural England	Meeting with National Trail research officer to present case for HWP NT funding; Nova feasibility study completed (impractical)	
		Capital works		KAW SMC approved & works started; trial investigations carried out at Hotbank. SMC in prep for Newtown; scoping exercise for GIS in hand	
		Partnership Working	EH, Natural England		
		National Trail Website		Routine updating of website;	

		People Counters	Natural England	Replacement of outdated units in hand	
		National Trail Volunteers		Ongoing training, newsletter, reports	
	GIS Development	Wall-wide GIS for heritage and landscape management business development, visitor facilities, information and signage etc.	Natural England &c	Scoping study in prep	
Sustainable Access Programme (Physical access - transport, walking, cycling, riding)	Sustainable Access Officer	Officer to coordinate activity	ONE, NWDA, LAs	Ongoing programme of work	
	Hadrian's Wall Bus	Operating HW Bus service	ONE, NWDA, LAs	Great Days out booklet well received, passenger nos up by 12%, income up 5% (target 5%)	
	Hadrian's Cycleway	Capital works to complete west coast route and resolve issues.	NNPA, Solway,AONB, NT	Hadrian's Wall cycling steering group met. HWHL to take lead in co-ordination & promotion. B5300 project funding package beign developed	
	B6318 Military Road	Measures to improve driver and pedestrian safety.	ONE, LA Highways		
	Northern Rail	Upgrade rolling stock and service, re-badging as Hadrian's Wall Country	Northern Rail, RDPE	The Hadrian's Wall Country Line was successfully launched on 6 June. Line guides have now been distributed including special offers on key Roman sites.	
	Circular Walking Routes	Develop and promote range of circular routes for different audiences.	Natural England, LAs, NSP, NWDA	Big Lottery Access to Nature bid in development with NE & other partners	
	HW Road signage	Rationalise road signage for Hadrians Wall Country	NSP, LAs		
Animating and Discovering the Wall (Interpretation, research, events, lifelong learning)	Hadrian's Head Exhibition	Exhibitions planned for Tullie House and Segedunum in Spring 2008 linked to BM Summer Exhibition.	HLF	Evaluation has demonstrated that the Face of an Emperor successfully attracted more visitors to Tullie House and Segedunum during the period of both exhibitions.	
	The Living Frontier	Programme of Wall-wide events planned for 2009 (Culture 10 Heritage and Landscapes)	Culture 10, NSP, Arts Council	Culture Creative managing project development. Meetings with EH & others to discuss regarrisoning programme. Creative director to be appointed.	

	Volunteer Tour Guides	Develop pilot programme of 'Hadrian's Frontier-Volunteer Heritage Guides'	Your Heritage (HLF)	Initial application failed on technical grounds. Revised application submitted.		
	Touching the Wall	Education event planned for 2008 & 2009 taking forward Pax B.	HLF	Successful event took place at Housesteads in early July.		
	HW Learning Strategy	Developing wall-wide learning strategy for HW with HW Education Froum.		Strategy to be included as appendix to MP		

	Research Framework	Developing archaeological research priorities for HW.	EH			
	Interpretation Modelling	Modelling new approaches to interpreting HW building on interpretation framework.	HLF	HLF bid submitted. NE grant offer to assist in developing natural landscape interpretation.		
	Visitor Orientation and Information	Increasing the amount of interpretation in villages, towns and cities across the Corridor. Includes interpretation planning, community information points, Reivers and Jacobite Trails and signage of trunk roads, cycling and walking routes.	RDPE, HLF	HLF Proposal to incorporate community interpretation into Wall-wide HLF bid.		
	Romans in Ravenglass	Steam and Romans				
		Festival of Fools		Business support for 2008		
		Community Projects		Attended CBA Open Day		
	Limes Conference	International conference	ONE	Conference details advertised.		
	Partnership working			Regional Environmental volunteers meeting; Cumbria countryside volunteers meeting, assistance to NPHT to develop volunteer bid, Heritage Forum		
Hadrian's Wall Country (Business and Community Programme)	Building a Business Network	Creating 'Know Your Hadrian's Wall Country' network of businesses knowledgeable about our destination able to improve our visitor experiences	RDPE, Cumbria Vision	Supported by One NorthEast - Business plan for RDPE being developed		
	Quality Accommodation Project	Improving grading and customer care and welcome	RDPE, Cumbria Vision	Supported by One NorthEast - Business plan for RDPE being developed		
	HW Locally Produced Scheme	Encouraging local accommodation suppliers, local people and visitors to develop a taste of 'Hadrian's Wall Country'; increase supply chains and growth and purchase of these products	RDPE, Cumbria Vision	Supported by One NorthEast - Business plan for RDPE being developed. New marketing collateral has been produced to support the Locally Produced brand and orders from local producers are being fulfilled.		

	Community Engagement	Engaging our communities in meaningful heritage, arts, cultural and economic activities building networks and capacity. Includes Community Archaeology, Volunteer-led guided walks programme and learning opportunities.	RDPE, Cumbria Vision	Supported by One NorthEast - Business plan for RDPE being developed		
	Tourism Skills Routeway	Helping create a vibrant, engaged workforce with skills for the future and opportunities for life	RDPE, Cumbria Vision	Alternative sources of funding and leading of this work being explored. HWHL will assist in providing skills devp opportunities through our capital and other developments.		
	Partnership Working			Farming & rural affairs group initiated (DMC leading). Meetings of SBE, North Pennines and North Northumberland LAGs attended.		

<p>Marketing the Frontier</p>	<p>Frontier and HWHL Newsletter</p>	<p>Stakeholder communications</p>	<p>EH</p>	<p>A special edition of Frontier designed to encourage feedback to the consultation on the Management Plan was produced and distributed along the corridor. The same edition was delivered as an e-zine to the corporate stakeholder database. A brief has been prepared for the next cycle of Frontier for 2008-09 and the next issue is scheduled for August. An agency is to be appointed to produce the print version and the e-zine will be delivered in-house using the website template.</p>		
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	<p>Marketing Hadrian's Wall Country</p>	<p>Building our brand, enticing domestic and international visitors, building our economy. Includes Marketing campaigns, Nature Tourism, Benchmarking including the development of a new website</p>	<p>RDPE, Cumbria Vision</p>	<p>The Times supplement on 10 May was successful in changing perceptions of Hadrian's Wall Country, as demonstrated by a survey conducted with Times readers. Over 3,000 responses asking for more information have been received as a result of the supplement. The summer campaign begins on 28 July with 48-sheet poster advertising on the London Tube network, national press advertising, niche advertising in BBC History magazine and regionally-focused advertising in the London Evening Standard. A data capture card at the British Museum will encourage visitors to win a visit to Hadrian's Wall Country. Press coverage of the show has already been extensive and has profiled the Wall and the HWC website as well. Campaign partners include Enjoy England, National Express, English Heritage, Marriott Hotels, Matten Hall Hotel. Packages have been developed to encourage visitors to take a break in HWC inspired by special deals and a tactical offer from National Express.</p>		
	<p>Website Development: refresh from core funding, bids in progress for redevelopment</p>	<p>Expression of interest</p>	<p>HLF</p>	<p>Work continues on the redevelopment for Stage 1 and it is targeted to coincide with the launch of the marketing campaign on 28 July. The stage 1 development includes re-presenting content in a more user-friendly format.</p>		
		<p>Full HLF Bid</p>	<p>HLF</p>			



