

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 taking place between HWHL South Tyneside, and One NorthEast to review next steps.			
	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.			
	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 submitted to the HLF. HWHL progressing application for One NorthEast funding.			
	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. HWHL have been supporting the development through advice and securing funding for enhanced interpretive design. HWHL are progressing single programme funding.			
	Haltwhistle A69 Interchange	Improved access to Haltwhistle through construction of A69 interchange providing significant development opportunities.	NSP, Tynedale	HWHL supporting and advising. NSP have been given authority by One NorthEast to proceed with the commissioning of an assessment of development opportunities. HWHL on steering group. Brief for work is now out to tender.			
	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. 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.			
	Senhouse Upgrade	Internal upgrade	NWDA, HWHL	Complete, HWHL now need to arrange launch and PR			
		External upgrade		Complete, HWHL now need to arrange launch and PR			

	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 (substantial) tourism businesses. Funding bids and business support underway			
	Tullie House	Master Plan	HLF, NWDA, North West Museums Hub	HWHL supporting and advising on project development. Cultural quarter and interpretation. Way forward now agreed.			
	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		East Carlisle Rural Development Network initiated and managed by HWHL to support 6 key (substantial) tourism businesses. Funding bids and business support underway. Building has now started and branding has been developed with our support for a June 08 opening.			
Managing World Heritage (Protection and Conservation)	WHS Management Plan Functions	2008/13 WHS Management Plan Revision	EH	Final revisions to consultation draft taking place following MPC meeting on 22nd May. Consultation process to be launched on 2 June as planned. Contingency measures in place to manage PA absence due to sickness.			
		Support Management Plan Committee	EH	Meeting of MPC held on 22 May. Chair supported delivery of draft for consultation to go out on 2 June as planned.			
		Partnership Working	EH	Site Managers meeting, Education Forum, International liaison, UK ICOMOS, UK WHS liaison, regular meetings with partners to develop & take forward Management Plan objectives			
	National Trail	NT Management Functions	Natural England	Budgets delivered for Trail Staff, Lengthsmen, Archaeology and Monitoring, 75% funding advance confirmed to be paid to HWH in next month. Awaiting settlement for capital and maintenance budgets for NNP and relevant Councils in next month. Hotbank SMC granted. King Arthurs Well SMC submitted to DCMS. April Trail monitoring photos taken and due to be scored and assessed.			
		Capital works		Hotbank and KAW finance ringfenced and carried over to 08/09 period. Howgill/Dovecote and Laburnum Cottage SMC's underway as priorities.			

		Partnership Working	EH, Natural England	A bid by Newcastle City Council is underway for the new Access to Nature funding stream from Natural England, with HWHL as a key partner. The Royal Logistic Corps Project and Regiment walk were both successfully completed. HWHL are awaiting funds from EH and expect an accrued gross profit of approx 5K. The Marketing team assisted with PR and media coverage, as a result of which 9 pieces of print coverage and a radio interview were generated. The Royal Logistics Corps are delighted with the positive PR achieved. The RLC have offered further services until end of Nov to undertake further works. HWHL approached by Nova International (organisers of Great North Run) with view to 'Great North Hadrian's Wall Walk' in 2009. HWHL awaiting approval to begin funded scoping exercise. Liaison has begun with NE to discuss HLS priorities.			
		National Trail Website		Work in progress on website updating. List being compiled of functional problems and recommendations for improving user friendliness to be submitted to NE as part of their National Trail website suite review.			
		People Counters	Natural England	Following a review of all trail People Counters, outdated units will be replaced as many of the existing counters are becoming unreliable, the total number will also be consolidated. All units will then be of a uniform style and should have an expected service free life of at least 10 years.			
		National Trail Volunteers		Volunteer training in archaeological finds & portable antiquities in Carlisle.			
	GIS Development	Wall-wide GIS for heritage and landscape management business development, visitor facilities, information and signage etc.	Natural England &c	5K funding received from NE as contribution toward GIS scoping/development. Key partners identified and meeting to be arranged for May with view to producing preliminary report by June. Meeting with Oxford Arch North and EH taken place to investigate issues of copywrite, ownership and data protection with regard to datasets for use in possible future HWHL GIS. EH data protection specialist to report back shortly.			
Sustainable Access Programme (Physical access - transport, walking, cycling, riding)	Sustainable Access Officer	Officer to coordinate activity	ONE, NWDA, LAs	First meeting of the Hadrian's Wall Country Cycling Steering group to meet in June.			
	Hadrian's Wall Bus	Operating HW Bus service	ONE, NWDA, LAs	Service operating well with sustained promotional coverage. Continue to monitor the effects of concessionary travel on the service. Nexus to promote service on their website and magazine in Tyne & Wear and run a competition to win tickets.			
	Hadrian's Cycleway	Capital works to complete west coast route and resolve issues.	NNPA, Solway, AONB, NT	Bidding document to be produced for the B5300 north of Maryport with detailed costs for a sustainable design solution. The Marketing team has updated, increased and improved the visitor content for HWC on the official Hadrian's Cycleway map.			
	B6318 Military Road	Measures to improve driver and pedestrian safety.	ONE, LA Highways	Interest group to be established to look at options and costs for road safety proposals.			

	Northern Rail	Upgrade rolling stock and service, re-badging as Hadrian's Wall Country	Northern Rail, RDPE	The official launch of the Hadrian's Wall Country Line is due to take place on Friday 6 June. The train has been re-liveried and the station signs have been re-branded to include HWC Line. The Line Guide has been distributed and includes special offers on Roman sites in Hadrian's Wall Country.			
	Circular Walking Routes	Develop and promote range of circular routes for different audiences.	Natural England, LAs, NSP, NWDA	Awards for All bid submitted to support the development and volunteer involvement. HLF proposal to be developed for further walking booklet.			
	HW Road signage	Rationalise road signage for Hadrians Wall Country	NSP, LAs	Audit to be carried out and revisit transport recommendations of major study. Initial meeting planned with Northumberland highways			
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	Excellent coverage in the media of a very successful launch event for The Face of an Emperor at Segedunum. Ongoing communication with the British Museum regarding the summer Hadrian exhibition and we have signed-off the data capture card that will be distributed to all visitors to the show.			
	The Living Frontier	Programme of Wall-wide events planned for 2009 (Culture 10 Heritage and Landscapes)	Culture 10, NSP, Arts Council	Culture Creative appointed to manage the project. Inception meeting held. Further meetings in progress and EH will sit on the Steering Group.			
	Volunteer Tour Guides	Develop pilot programme of 'Hadrian's Frontier-Volunteer Heritage Guides'	Your Heritage (HLF)	Full application submitted. Partnership with Vindolanda Trust and National Trust.			
	Touching the Wall	Education event planned for 2008 & 2009 taking forward Pax B.	HLF	HLF funding secured. Event proceeding managed by Lesley Sylvera supported by Education Forum & EH			
	HW Learning Strategy	Developing wall-wide learning strategy for HW with HW Education Froum.		HLF Proposal to incorporate learning activity into Wall-wide HLF bid			

	Research Framework	Developing archaeological research priorities for HW.	EH	Framework on target for completion by end May 2008.			
	Interpretation Modelling	Modelling new approaches to interpreting HW building on interpretation framework.	HLF	Roman Maryport & Vindolanda Interpretation Planning are providing interpretation modelling. Bid in prep. To take forward strategic approach..			
	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. We have successfully collaborated with England's Solway coast to include HWC in orientation boards in Wigton, Silloth and Aspatria.			
	Romans in Ravenglass	Steam and Romans					
		Festival of Fools		Business support for 2008			
		Community Projects					
	Limes Conference	International conference	ONE	Conference details to be advertised shortly. HWHL to assist with a programme of activity built around the visits to the hinterland forts, a dedicated publication and a series of public-facing talks.			
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.			

Marketing the Frontier	Frontier and HWHL Newsletter	Stakeholder communications	EH	The third edition of Frontier has now been published and distributed along the Wall Corridor and to our VIP stakeholders. This is a special edition focusing on The Face of an Emperor and Hadrian: Empire and Conflict. We are looking at the best way of integrating future editions of Frontier into the core website to produce a more seamless visitor experience. We will be seeking quotes for the next set of 3 editions shortly.			
	Marketing Hadrian's Wall Country	Building our brand, enticing domestic and international visitors, building our economy. Includes Marketing campaigns, Nature Tourism, Benchmarking including the development of a new website	RDPE, Cumbria Vision	The first 2 strands of our spring/summer marketing campaign have now been delivered: an insert in the Sunday Telegraph on 27 April and a special Roman England supplement in The Times on 10 May. Both initiatives have been very well received. Evaluation will take place to determine the extent to which the supplement has persuaded readers to consider HWC as a short break destination. The next piece of activity is a regional insert (north west, Yorkshire and Scotland) in the Daily Telegraph on Saturday 31 May in collaboration with Carlisle and Cumbria Tourism. Plans for the summer campaign include poster advertising on the London Tube network, advertorials in the London Evening Standard, press advertising in a national title and e-direct mail to databases. We are also working with other stakeholders to encourage them to engage in consumer-facing activity at the same time. We have worked closely with English Heritage and the Heritage Today editorial team to include HWC content and a circular walk in an extensive feature on Roman England in the July edition.			
	Website Development: refresh from core funding, bids in progress for redevelopment	Expression of interest	HLF	The website is being refreshed and reskinned to match the refreshed brand identity for Hadrian's Wall Country, and content is being reorganised to make the site more user-friendly in time for the Hadrian exhibition this summer. A tender process has been completed, presentations were held on 21 May and an agency is about to be appointed. Delivery of Stage 1 is scheduled for 15 July. The virtual story centre is part of Stage 2 and is dependent on additional funding (see below).			
		Full HLF Bid	HLF	A bid has been submitted to HLF for development of the website and the virtual story centre, and further development is contingent on receiving the required level of funding.			