



Hadrian's Wall  
Heritage Ltd

## PRESS RELEASE

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### **Hadrian's Wall Heritage gets a strong end of term report**

A new report says Hadrian's Wall Heritage Ltd (HWHL) has 'markedly improved' the 'strategic vision and coordination' of the World Heritage Site since it was set up just two years ago.

The report by consultants 21<sup>st</sup> Century Era Ltd comes as Hadrian's Wall Heritage prepares for its Annual General Meeting at the Fifeofum Gallery near Corbridge (on Tuesday 16<sup>th</sup> September).

Hadrian's Wall Heritage Ltd was set up by One North East, the North West Development Agency, English Heritage and Natural England in 2006 to help to enhance the quality of the visitor experience and increase the Wall's contribution to the local and regional economy through sustainable tourism. The organisation also plays a key role in protecting and conserving this important World Heritage Site.

The authors of the 21<sup>st</sup> Century Era Ltd report found that Hadrian's Wall Heritage Ltd's stakeholders believe it has made good progress in meeting its objectives. A large majority of stakeholders who responded to a survey for the report thought HWHL has provided or improved 'strategic activity' within the Hadrian's Wall corridor.

80% of respondents also thought the Hadrian's Wall Country brand and the increased marketing and public relations activity has raised the profile of the area, resulting in a positive impact on confidence in the area and its economy.

Linda Tuttiett, Chief Executive of Hadrian's Wall Heritage Ltd, says: "We're very pleased with the findings of this report. The last two years has been very exciting both for Hadrian's Wall Heritage Ltd and for everyone else with an interest in Hadrian's Wall Country.

"Our progress in developing the condition of Hadrian's Wall National Trail, increasing the sustainable transport options and in instigating new public and private sector investment in the capital build programme of key sites has been recognised in this report. None of this would have been possible without the different agencies that have an interest in Hadrian's Wall and its corridor working together so effectively."

"As the report says, we all know that ultimately we won't be judged on our achievements over the last two years but what happens in the next two years. Real success will be seeing bricks and mortar rising from the ground at visitor attractions, increased numbers of visitors and more money coming into the local economies."

Hadrian's Wall Heritage Ltd also publishes its second Annual Review today, which includes details of all the capital projects that are being developed along

the Wall and the work HWHL has been doing to enhance the marketing of Hadrian's Wall Country.

For more information on Hadrian's Wall and HWHL visit [www.hadrians-wall.org](http://www.hadrians-wall.org).

## Ends

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## Notes to Editors

1. The report 'Summative evaluation of the impact of Hadrian's Wall Heritage Ltd 2006-2008' was prepared by 21<sup>st</sup> Century Era Ltd. The survey was carried out in July and August 2008.
2. Hadrian's Wall Heritage Ltd is a not for profit company with responsibility for the coordination, protection, development and marketing of the Hadrian's Wall World Heritage Site and the areas it passes through.
3. The organisation was set up in May 2006 in partnership with One NorthEast (One), the Northwest Regional Development Agency (NWDA), Natural England and English Heritage.
4. Hadrian's Wall Heritage works in partnership with a number of organisations. It brings together business and conservation, visitors and local communities in a uniquely focused way, with the overall aim of:
  - Creating jobs and enhancing the local economy
  - Attracting more visitors who will stay longer and spend more in the area
  - Creating a vibrant and sustainable visitor economy
  - Finding better ways to interpret and protect an internationally recognised monument
  - Making Hadrian's Wall a truly world-class destination
5. In order to protect this important and historic monument for future generations we would be grateful if editors do not use photographs of people standing on top of the Wall as this is counter productive to our conservation messages. Hadrian's Wall Heritage has a large image library available to support news stories and travel features.