

## Hadrian's Wall World Heritage Site Management Plan

### Visitor Facilities, Presentation and Tourism 2010 Development Plan

Policies	Actions	Tasks to be undertaken	Lead Responsibility	Participating Organisations
1a	1.0 Site and museum managers and educators will aim to engage the public in the issues of World Heritage, and the management of Hadrian's Wall as part of the Frontiers of the Roman Empire WHS;	1.1 Further develop key messages about World Heritage, the Management of Hadrian's Wall and the FRE WHS and agree consistent approaches to their dissemination. 1.2 Identify, develop and share good practice in effective public engagement. 1.3 More fully develop and promote the UNESCO WHS priorities and significance of WHS status to the public and site operators. 1.4 Development and delivery of learning strategy and the Interpretation Framework	HWHL	Supported by MPC, Site Operators, HWEF
1a	2.0 The design agreed for use of the World Heritage emblem on Hadrian's Wall should be used throughout the WHS, as part of the strategy to raise awareness of World Heritage.	2.1 Confirm through ICOMOS UK and DCMS required protocols for usage and share with all partners. 2.2 Convey protocols to partners and influence/encourage their implementation 2.3. Integrate implementation into the Hadrian's Wall WHS signage strategy and brand development activity.	HWHL	Supported by Site Operators, all Partners
1d	3.0 Undertake regular research into usage of and participation in the WHS.	3.1 Review current research activities and identify future undertakings. 3.2 Agree responsibilities and identify mechanisms for joint undertaking between partners to deliver identified research needs. 3.3 Creation of research archive/library of research reports.	HWHL	Supported by Site Operators, Northumberland Tourism, Cumbria Tourism, NGI
6d	4.0 Keep appropriate, up to date emergency plans in place at all sites and museums	4.1 Identify current status and best practice. 4.2 Agree actions to fill gaps and to ensure minimum emergency planning provision is in place. 4.3 Confirmation that plans are in place	Site & Museum Operators	Supported by Site Operators, curatorial staff
1g	5.0 Encourage sustainable modes of transport and limit growth of car-based travel, where possible.	5.1 Identify sustainable transport principles appropriate to Hadrian's Wall. 5.2 Establish mechanisms to ensure all new investment proposals are assessed against those principles.	HWHL	Supported by all Partners.
1g	6.0 Promote Hadrian's Wall WHS as a green tourism destination	6.1 Identify opportunities for promotion and implement.	HWHL	Site Operators, Northumberland Tourism, Cumbria Tourism, NGI
10m	7.0 DDA compliance will be regularly reviewed by site and museum managers.	7.1 Undertake regular review of provision.	Site Operators	
11b	8.0 Aim to provide better wet-weather attractions, family-friendly visitor facilities, catering, toilets and facilities for walkers and cyclists at the main WHS attractions and sites.	8.1 Demonstrate achievements Tullie, Vindo, RAM, Maryprt, Toilet facilities etc Identify requirements for provision appropriate to Hadrian's Wall and to different audiences and market segments with relevant quality standards. 8.2 Establish mechanisms to ensure all new investment proposals are assessed against those requirements.	HWHL, Site Operators,	Northumberland Tourism, Cumbria Tourism, NGI.

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Development Plan identifies key actions to be delivered in 2010. Action Plan (separate doc) identifies all actions to be undertaken in 2008-14 programme period including ongoing actions.

<b>Policies</b>	<b>Actions</b>	<b>Tasks to be undertaken</b>	<b>Lead Organisations</b>	
11c	9.0 Coordinate a programme of WHS-wide research to monitor levels of visitor satisfaction;	9.1 Ensure that WHS specific questions are included in ongoing HWC research activity. 9.2 Review current research activities and identify future undertakings. 9.3 Agree responsibilities and identify mechanisms for joint undertaking between partners.	HWHL,	Supported by Site Operators, Northumberland Tourism, Cumbria Tourism, NGI.
11d	10.0 Encourage all WHS attractions to participate in the national Visitor Attraction Quality Assurance Service (VAQAS) scheme and the Welcome suite of schemes operated by VisitBritain.	10.1 Continue to promote accreditation schemes and identify and address support requirements of businesses seeking to meet those standards. 10.2 Ensure as a condition of all new investment these standards are met	HWHL	Supported by Curatorial staff, Site Operators, HWHL,
11f	11.0 Develop an overall Hadrian's Wall WHS interpretation framework	11.1 Continue development work on framework. 11.2 Continue to build consensus between all partners. 11.3 Develop implementation plan for framework; resource and implement. 11.4 Periodically review effectiveness of framework and adapt approaches as appropriate.	HWHL	Supported by all Partners.
11g	12.0 Develop and deliver a coordinated programme of enhancement and maintenance of interpretation panels, especially in urban areas.	12.1 Incorporate review of interpretation and information from signage strategy. 12.2 Develop and deliver an enhancement and maintenance programme as part of proposals for provision of panels.	HWHL	Local Authorities, Site Operators landowners.
11h	13.0 Explore opportunities to engage visitors and local people more positively in the management of the Site and its landscape.	13.1 Identify relevant good practice. 13.2 Develop proposals relevant to Hadrian's Wall. 13.3 Resource and implement.	HWHL, Site Operators	Site Operators, all Partners.
11h	14.0 Review the service provided by the Hadrian's Wall information line and the Hadrian's Wall Country website in the light of changing visitor information needs and provision in the regions and develop as appropriate.	14.1 Develop and agree scope of review. 14.2 Identify responsibilities for implementation. 14.3 Undertake review and agree actions to implement recommendations.	HWHL	
11h	15.0 Encourage provision of site-based tours by trained staff and volunteers where no other service is provided; training will include awareness of WHS issues and values.	15.1 Continue and develop existing activities and periodically review effectiveness of provision.	HWHL	Site Operators
11i	16.0 Investigate the use of appropriate, well researched and stimulating virtual reconstruction on Hadrian's Wall, as part of an intergrated strategy for interpretation.	16.1 Identify relevant good practice from elsewhere including from other parts of FRE. 16.2 Identify potential opportunities and locations for appropriate usage. 16.3 Identify and source resource requirements. 16.4 Implement and review appropriate usage.	HWHL, Site Operators	Supported by all Partners.
12a	17.0 Establish cooperative working between organizations within the WHS, and regional,	17.1 Continue and develop working arrangements between all relevant organisations.	HWHL, Site Operators,	

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	sub regional, other local organizations with responsibilities for supporting economic development;		Northumberland Tourism, Cumbria Tourism, NGI.	
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<b>Policies</b>	<b>Actions</b>	<b>Tasks to be undertaken</b>	<b>Lead Responsibility</b>	<b>Participating Organisations</b>
12b	18.0 Assess all new development proposals seeking public support against their ability to meet agreed guiding principles	18.1 Develop process of assessment of proposals and secure agreement of relevant funding bodies that proposals must pass this assessment.	HWHL	All Partners, Funding bodies.
12c	19.0 Develop and support proposals to provide wet weather facilities which extend the tourism season without impacting adversely on the National Trail	19.1 Identify appropriate opportunities and support their development.	HWHL,	all Partners.
12c	20.0 Encourage businesses to participate in national accreditation schemes;	20.1 Continue to promote accreditation schemes and identify and address support requirements of businesses seeking to meet those standards.	HWHL,	local businesses
12c	21.0 Develop the Hadrian's Wall Country Local Produce Scheme; encourage retailers, accommodation providers and attractions to use and promote local suppliers.	21.1 Continue activities to promote the Scheme. 21.2 Periodically review effectiveness of scheme and participation. 21.3 Adapt usage in light of review	HWHL,	local businesses
12d	22.0 Investigate the potential for joint incentive schemes between private and public sector stakeholders that meet visitor aspirations , bring operational benefits and add value to WHS visits.	22.1 Develop and agree proposals for investigation. 22.2 Commission appropriate research. 22.3 Review recommendations and implement agreed actions.	HWHL,	Site Operators, all Partners.
12g	23.0 Establish mechanisms to provide more effective coordination between agencies responsible for the delivery of training and skills	23.1 Development and delivery of KYHWC initiative. 23.2 Develop existing dialogue between training providers.	HWHL,	training providers.
12h	24.0 Fully develop opportunities identified to develop Tyneside and Carlisle as gateways to the WHS	24.1 Continue to develop specific proposals for development of Tyneside and Carlisle as gateways.	HWHL,	TWM, Tullie House, Carlisle Renaissance, Cumbria Tourism, NGI, Local Authorities.
12h	25.0 Promote economic development opportunities associated with the WHS in market towns and smaller settlements throughout the WHS	25.1 Continue to work with local agencies to support economic development within towns and settlements throughout the WHS	HWHL,	RDAs, Northumberland Tourism, Cumbria Tourism, local partnerships and agencies.

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12h	26.0 Develop and exploit greater linkages with other attractions and destinations across the regions.	26.1 Continue to work with other attractions & regional agencies to further develop & exploit linkages.	HWHL,	Site Operators, Northumberland Tourism, Cumbria Tourism, NGI, other attractions.
12i	27.0 Regularly update gap analysis and market intelligence to identify opportunities for appropriate development. Communicate findings to stakeholders, and monitor business investment and developments.	27.1 Review current research activities and identify future undertakings. 27.2 Agree responsibilities and identify mechanisms for joint undertaking between partners.	HWHL	, Site Operators, Northumberland Tourism, Cumbria Tourism, NGI
12i	28.0 Work with volunteers and local agencies to develop circular walks that connect settlements with the WHS and National Trail and improve existing circular walks.	28.1 Develop set of standards for circular routes and identify with partners potential opportunities. 28.2 Secure agreement for development or improvement.	HWHL,	local agencies, Highways Authorities, landowners.
14a	29.0 Develop targeted marketing and communications campaigns through partnership building on previous work, and designed to attract new and existing audiences for the benefit of all stakeholders within the WHS corridor	29.1 Continue to develop existing programme of activities. 29.2 Periodically monitor and review effectiveness and adapt activities accordingly. 29.3 Continue to secure requisite resources for continued and expanded activity.	HWHL, Site Operators, Northumberland Tourism, Cumbria Tourism, NGI	
14a	30.0 Develop and maintain an improved understanding of market intelligence and of emerging techniques and technologies associated with audience engagement.	30.1 Identify current provision and good practice. 30.2 Identify and develop opportunities for adoption of emerging technologies and techniques. 30.3 Resource and implement.	HWHL	Site Operators, Northumberland Tourism, Cumbria Tourism, NGI
14a	31.0 Share the results of market intelligence and economic impact research between stakeholders	31.1 Further develop existing mechanisms of information exchange.	HWHL,	Site Operators, Northumberland Tourism, Cumbria Tourism, NGI
14a	32.0 Encourage positive editorial coverage locally, nationally and internationally	32.1 Continue to develop existing programme of activities.	HWHL,	all Partners.
14a	33.0 Continue to develop relationships with travel trade and tour operators ensuring access to potential visitors through specialised distribution channels	33.1 Continue to develop existing programme of activities.	HWHL.	
14a	34.0 Continue Investment in the central Hadrian's Wall website	34.1 Review existing provision and usage and develop content and functionality as appropriate.	HWHL	
14a	35.0 Deliver a continued and coordinated programme of WHS wide communications that includes a robust database of stakeholders, the <i>Frontier</i> newsletter of the WHS and appropriate events	35.1 Continue to develop existing programme of activities.	HWHL.	

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