

Frontiers of the Roman Empire World Heritage Site



United Nations
Educational, Scientific and
Cultural Organization

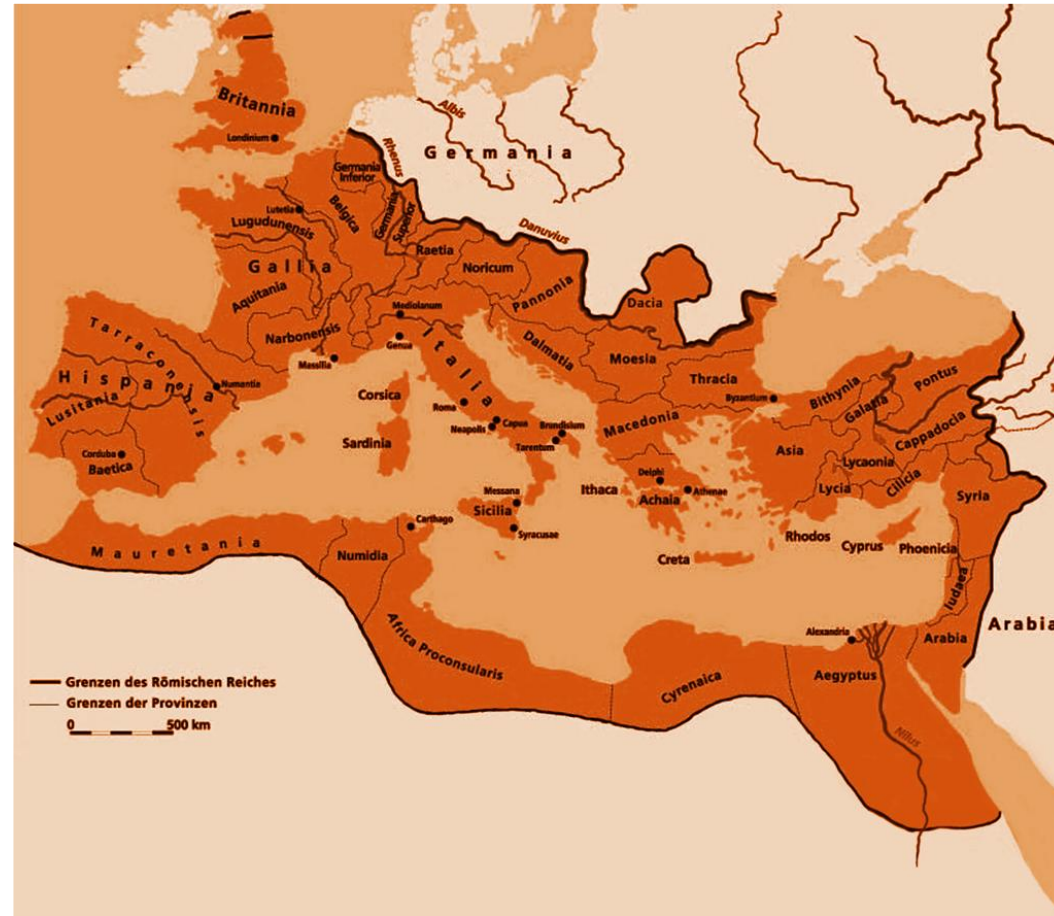


Frontiers of the
Roman Empire
inscribed on the World
Heritage List in 2005

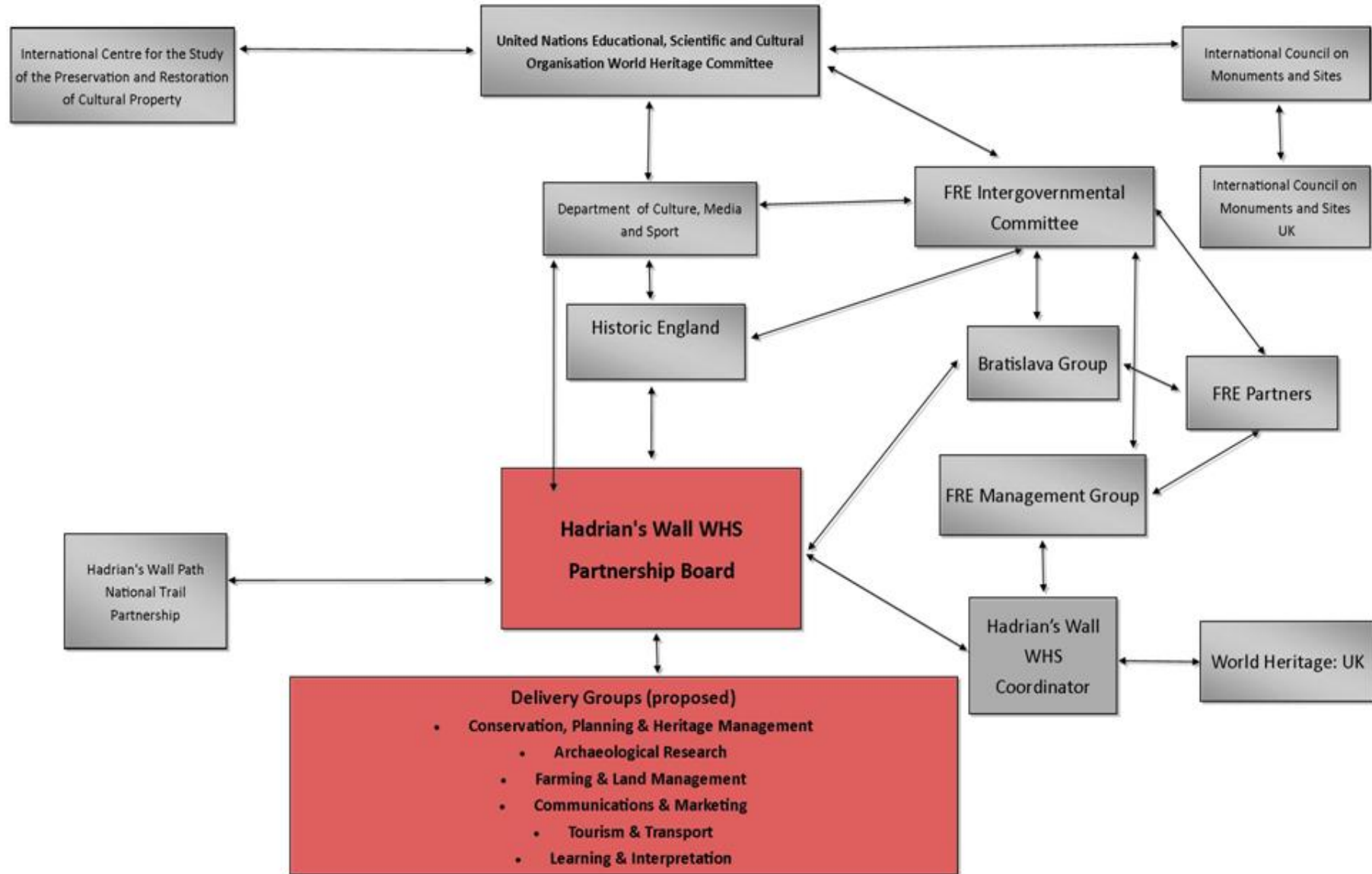
What is Hadrian's Wall World Heritage Site ?

- Over 130 miles long (Arbia to Ravenglass)
- 1,000,000+ residents
- 2 national park, 2 special landscapes (AONBs)
- 12 local authorities
- 300+ landowners
- 11 sites and museums
- Part of the Frontiers of the Roman Empire WHS

Frontiers Of The Roman Empire



Frontiers of the Roman Empire WHS (Hadrian's Wall) Organisational Structure



Partnerships Delivering

- Management Plan - Historic England, DCMS approved.
- Public Transport Improvements
- Event Coordination
- The Map
- Visitor Signage and Orientation Improvements
- Web and Social Media Impact

Web and Social Media



- 62,000 visitors viewed 183,000 pages
- 40% overseas audience
- 5,000 walking guides, 3,500 maps and 1,300 bus timetables downloaded
- 26,000 Facebook friends
- 5,500 Twitter followers

1st Oct - 13st Jan 17



STEAM Data

- 49.5 million people visited Hadrian's Wall in 2015. Up by 3% on 2014.
- The number of day's visitors spent in the destination also up 3% to 57.9 million.
- Visitor expenditure stands at £2.6 billion.
- directly employment in tourism in Hadrian's Wall in 2015 stood at 28,056 up by 1% on 2014.
- Total employment stands at 35,379 up by 1%

Impact of the Wall

- 26% of visitors Wall is the main reason for visit
- These visitors contribute £510m of the total expenditure
- Additional expenditure generated by those for whom the wall forms part of their trip but was not the main reason. 10.5% of the overall expenditure
- £716.13m comes as a result of the wall itself.

How are these figures generated

- Using methodology generated by Visit England Growing Tourism Locally methodology
- Assigning weighted measurements based on response, i.e those visitors saying the wall was the main reason, 100% of expenditure is attributed, those with wall as part of the trip attributed 50% of expenditure
- These calculations then assigned to STEAM data.

Going Forward

- A future governance and operational model
- A sustainable funding model and assess the potential for this to become self-sustaining
- How the potential for grant-aided project funding can be best unlocked and identify potential target areas for funding
- Provide an outline of a 7 year business plan with sufficient detail to enable relevant funding opportunities to be pursued.



YEARS

WORLD HERITAGE STATUS

HADRIAN'S WALL

“Since wars begin in the minds of men, it is in the mind of men that the defenses of peace must be constructed”

UNESCO Constitution

