

Meeting: Culture and Leisure Sub-Committee**Date: 28 February 2017****Title: Hadrian's Wall Management Plan**

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1 Purpose of Report

To present Culture and Leisure Sub-Committee with an update on developments relating to the management, conservation and promotion of Hadrian's Wall World Heritage Site (WHS).

2 Recommendations

The committee is invited to receive a presentation, note the information included and offer comments and observations.

3 Details

Hadrian's Wall was inscribed as a World Heritage Site (WHS) in 1987, making this year the 30th Anniversary year. Since 2005 Hadrian's Wall has been a component part of the transnational Frontiers of the Roman Empire World Heritage Site (FRE), which also includes the Antonine Wall in Scotland and the Upper German/Raetian Limes. The relevant European countries are working together to extend the WHS to reflect the maximum extent of the Roman frontier in the 2nd century AD. At that time the roman frontier stretched from the west coast of northern Britain through Europe to the Black Sea and from there to the Red Sea and across North Africa to the Atlantic coast.

The Hadrian's Wall element of the FRE runs for over a 130 miles from the western Roman coastal defences at Ravenglass, through Maryport to Bowness-on-Solway, along Hadrian's Wall through Carlisle and Hexham to Newcastle, Wallsend and South Shields, the largest ancient monument in the UK and regarded as the most complex UK WHS.

After inscription, the funding and governance of the WHS was coordinated directly by English Heritage. In 2005 these functions were transferred to Hadrian's Wall Heritage Ltd (later the Hadrian's Wall Trust: HWT), a not-for-profit company within the public sector. This was well supported by the Regional Development Agencies (RDAs) for the North East and North West, but due to the demise of the RDAs the HWT was left with insufficient resources and it ceased operation.

Since the closure of the HWT a partnership approach has been adopted by the WHS's local authorities, local authority management being more the norm as a management model in the UK. Each of these principal stakeholders contributes to a central budget, held on their behalf by Northumberland County Council. From this budget only one member of staff, a WHS Management Plan Coordinator, is employed by the WHS Partnership to cover all aspects of management coordination and a core level of marketing. The total budget is at present 90% less than that provided by the RDAs.

The Partnership Board is made up of representatives of the local authorities and relevant specialists, it oversees activity and directs the work of its delivery groups: Conservation & Planning; Communications, Marketing and Transport; Education and Interpretation; and Archaeological Research. These groups are fundamentally project activity groups, composed of officers from agencies and organisations operating across the WHS and chaired by senior officers in their particular thematic area. The aim of these groups is to explore ways to maintain and enhance the protection, understanding and promotion of the WHS.

Partnership Board organisational members are made up of representatives from local authorities in Allerdale, Carlisle, Copeland, Cumbria, Gateshead, Newcastle, Northumberland, North Tyneside and South Tyneside. In addition the Board also includes the Chair of the Hadrian's Wall Partnership Board and Chairs of Partnership Board Delivery Groups

However the present arrangements are fragile and it is widely accepted are not likely to be sustainable in the long term, as it is resourced to maintain status rather than develop potential.

However, this period has also seen positive developments including enhanced visitor infrastructure, transport solutions, communications, community engagement and event activity. Officers have employed the core funding provided by the WHS Partners to achieve a return ratio of at least 5:1 each year. Equally recent research into visitor data highlights 12 million visits to the WHS as a whole per annum, resulting in a multi million pound economic environment for local businesses to develop within, and plenty of potential for growth.

To move from this interim phase to a longer term sustainable management structure the Partnership Board have commissioned a study to explore new Funding and Governance models, the findings of this to be delivered in September 2017.

The outcomes of this important study will present recommendations for:

- The potential scope of centrally organised and/or coordinated activity and the resources required to achieve that activity
- Identify methods of delivery for any activity which is not organised centrally but which is necessary to retain World Heritage Site status
- 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 seven year business plan with sufficient detail to enable relevant funding opportunities to be pursued.