

Name of Exercise Hadrian's Wall Tourism Partnership

Location: Northumbria and Cumbria, North East England

Participation Exercise under which Article? *Article 7*

Purpose of Participation Exercise:

To formulate a new Hadrian's Wall Tourism Management Plan in order to promote sustainable tourism in the area.

Background:

Hadrian's Wall covers an 80 mile coast to coast stretch across the narrowest part of England and is one of the North of England's greatest cultural assets. It is a tourism attraction but there is a widely shared perception that the needs of today should not be met at the expense of future generations. Northumbria Tourist Board has secured the support of all key organisations with an interest in the 'Hadrian's Wall World Heritage Site' to form a new Tourism Partnership to create and promote sustainable tourism.

Importance of the Wall

Hadrian's Wall is the most important monument built by the Romans in Britain. It is the best known frontier in the entire Roman Empire. It was designated as a World Heritage Site in 1987 and is valuable in terms of its economical, educational and cultural contribution to today's world. The rural area around Hadrian's Wall also contains many interesting landscape and ecological areas which are of national and international importance. It is essential, therefore, that visitors are made aware of the special qualities of the area and the need to behave responsibly so that these qualities are not threatened.

Tourism is also a significant source of employment in the area around the wall. It would be inappropriate to introduce visitor management methods which could reduce jobs or businesses. The Partnership aims to work with the agencies concerned with the care and conservation of the World Heritage Site and to demonstrate that the promotion of Tourism can play a positive role within the area.

The Hadrian's Wall Tourism Partnership

Changes in visitor patterns, the fragmented nature of ownership and marketing of Hadrian's Wall, the need to protect and conserve the monument and to work more closely together led to the formation of the Hadrian's Wall Tourism Partnership. The objectives of the Partnership are to:

- develop a tourism product which meets the needs of the independent, environmentally aware tourist;
- generate and spread benefits for businesses in the area by improving communication and access to markets, attracting more high spending visitors and extending the tourism season into the quieter months;
- encourage more people to leave their cars at home and to travel in and around the area by public transport, cycling and walking;
- stimulate visitor interest in the management and conservation issues surrounding the site and encourage them to play a part in caring for the area's special features.

Who participated?

Partner's of the Hadrian's Wall Tourism Partnership

Carlisle County Council	Allerdale Borough Council
The Countryside Agency	Copeland Borough Council
Cumbria County Council	Cumbria Tourist Board
English Heritage	English Tourism Council
Museum of Antiquities	National Trust
Newcastle upon Tyne City Council	North Tyneside Council
Northumberland County Council	Northumberland National Park
Northumbria Tourist Board	South Tyneside Council
Northern Spirit	The Vindolanda Trust
Tynedale Council	

It was mainly tourism operators who responded to the consultation on the study recommendations.

Participation Techniques Used:

Meetings were held with key stakeholders and a proposal for a partnership initiative for sustainable tourism development in the Hadrian's Wall Corridor was agreed. A study was commissioned regarding prospects for tourism and the recommendations for this were used for wider public consultation. A 4 page summary was made widely available. This included coverage in the local press and two well attended meetings organised for tourism operators. The process started in 1993 and the study 'A Sustainable Marketing Strategy for the Hadrian's Wall corridor' was published in 1994. Following this, a public consultation took place and funding was secured. A project manager was appointed in 1995.

What information was made available?

Full copies of the Sustainable Marketing Strategy were made available to all partners. The 4 page summary document was available elsewhere with an option to have the full document. Press releases generated local media coverage.

What was the outcome of the participation exercise?

The Hadrian's Wall Tourism Partnership brings together the main organisations with an interest in the area to agree and implement a strategy for developing tourism. This approach is bringing many benefits, including economic gain, through pooling of resources, increased awareness and co-operation between organisations. The Partnership works within the context of the World Heritage Site Management Plan (1996-2001) which was developed following wide consultation with various organisations and individuals.

Work of the Partnership includes:

- Co-ordinating domestic and overseas marketing work on Hadrian's Wall. Target markets include high spending UK residents, the Netherlands, Scandinavia and Germany.
- Producing a complete guide to the World Heritage Site. The free leaflet includes information on all Roman sites and sections on public transport and 'caring for the Wall'.
- Development of the Hadrian's Wall marketing study to ensure improved presentation of the World Heritage Site to visitors.
- Co-ordinating work on public transport marketing and development. This includes development and marketing work on the Hadrian's Wall bus service, linking train services and station to station walks.
- Visits for Tourism Information Centre staff, accommodation providers, tourist guides, regional railways staff and many journalists. These visits focus on raising the profile of the World Heritage Site, spreading the load along the whole length of the Site and raising awareness of issues.
- Developing Internet pages for the Hadrian's Wall World Heritage Site.
- Development of the Hadrian's Wall Interpretation Strategy and Local Interpretation Plans with English Heritage and Partners. Production of large Hadrian's Wall displays at Motorway service stations as part of the strategic development of orientation and visitor points.

- Starting to build up more detailed baseline data on accommodation available, visits to attractions and undertaking visitor research.
- Working with Sustrans on the development of a cycle route, which will be open by 2005, and on development work for the Hadrian's Wall Path National Trail, which will open in 2002.
- Liaising closely with the English Heritage Hadrian's Wall Co-ordination Unit and the Hadrian's Wall National Trail Officer.

Phase 1 of the partnership was a three year initiative. A second three year phase will be completed in 2001. Partners are developing a third phase to take the initiative forward to the time when the Trail and cycle route open and the second World Heritage Site Management Plan is published.

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