Frontiers of the Roman Empire WHS

Hadrian's Wall



United Nations Frontiers of the Educational, Scientific and Cultural Organization inscribed on the World Heritage List in 2005

The Management Plan

UNESCO says 'Each nominated property should have an appropriate management plan or other documented management system which must specify how the Outstanding Universal Value of a property should be preserved, preferably through participatory means.'

Protection

Understanding

•Sustainable Development









Transparent Engaging

Accessible

Value

Adaptable

Conversational

Focus

Useful



Objectives (Year 1)

Objective 1

Policy 1a - Opportunities should be taken to raise awareness of World Heritage, and of UNESCO's values and aspirations.

Policy 1b - Hadrian's Wall should contribute to the development of common standards of identification, recording, research, protection, conservation, management, presentation, promotion, and understanding of each component part of the Frontiers of the Roman Empire World Heritage Site. Policy 1g - The Delivery Groups will consult widely, if appropriate.

Policy 1h - Partnership Board reports on the development and implementation of the Plan should be regular and accessible.

Objective 3

Policy 3a - When considering proposals for development, local planning authorities should ensure that they protect or better reveal the significance of the OUV of the World Heritage Site, through the adoption and application of high standards of decision-making, that are consistent throughout the World Heritage Site.

Objective 6

Policy 6b - Emergency planners should be aware of the World Heritage Site, and emergency services should take it into account in their response to an incident.

Objective 7

Policy 7a - There should be regular monitoring of the condition of all elements of the World Heritage Site, and maintenance should be prioritised accordingly.

Objective 10

Policy 10a - The provision and use of sustainable transport to and within the World Heritage Site should be actively promoted.

Objective 11

Policy 11d - Interpretation of the World Heritage Site must be based on authoritative and up-to date information; it should explain the meaning and significance of each place, be thought-provoking, and engender greater enjoyment of and care for the heritage by the visitor.

Objective 13

Policy 13a- Opportunities for greater participation in, and engagement with, the World Heritage Site by local individuals, by supporters' groups, and by communities, should be developed and implemented.

Policy 13b - Managers in the World Heritage Site should engage with communities in order to gain a better understanding of their interests, skills and aspirations, especially during the planning of any new initiative.

Policy 13c - The use of digital media for communication should be maximised and used to complement face-to-face discussion.

Objective 14

Policy 14a -Seasonal and coordinated marketing and communication should be used to facilitate visits and to increase the value of tourism in and around the World Heritage Site, while enhancing understanding of the OUV, of the steps taken for its care, and of World Heritage status.

Actions (Year 1)

- Develop a local design guide for the use of the UNESCO logo which should include a summary of UNESCO values..
- Agree a common terminology or glossary, aiding communication and complementary management.
- The Coordinator will support, attend, and contribute to the World Heritage Site Management Group and the Bratislava Group, as appropriate.
- Establish and maintain a consultation database.
- Update Hadrian's Wall Management Plan website on a regular basis.
- Produce a regular e-newsletter/report.
- Encourage regular sharing in the World Heritage Site web space.
- Promote use of the World Heritage Site for scenario training by the emergency services to aid familiarisation.
- Annually check/update Local Resilience Fora with contact details.
- Further develop and review an effective volunteer monitoring programme for the World Heritage Site.
- Establish a process for the identification and implementation of priority work.
- Review best practice in sustainable transport solutions.
- Identify and disseminate the strands of new research that should underpin any revised interpretation scheme.
- Proactively encourage community projects and programmes to utilise and reference the World Heritage Site.
- Benchmark existing initiatives and evaluate future opportunities for community engagement with the World Heritage Site.
- Establish an online forum or network for communities and individuals to celebrate and discuss the World Heritage Site and to share experiences.
- Establish a sustainable framework for the marketing of the World Heritage Site.
- Include conservation themes and advice within marketing messages, using positive imagery.

