

BRIEF for a Creative Coordinator for Hadrian's Wall 1900th Anniversary Festival 2022

Summary:

2022 is a hugely important year for Hadrian's Wall World Heritage Site as it marks the 1900th anniversary of the commencement of its construction. The Hadrian's Wall partners plan to commemorate this with an ambitious year long festival across the year 2022, starting on 24th January (Emperor Hadrian's birthday) and concluding at the end of the Roman festival of saturnalia on 23rd December. The festival aims to be inclusive with contributions from major national institutions to small community groups. We want it to be open to anyone who wishes to celebrate the creation of the World Heritage Site in a celebratory and engaging way locally, nationally and internationally to attract new and existing audiences.

Hadrian's Wall Partnership Board is therefore looking to appoint an exceptional cultural and creative professional that has a high level skills set including community development and stakeholder engagement, creative producer and curation expertise, project management, innovative project development to successful delivery and input into funding applications to relevant national funding agencies (ACE / NLHF etc.)

Individual, joint or organisation applications are welcomed. The fee is fixed for phase 1 with the expectation that the successful applicant will work with the Partnership staff to reach funding targets to cover the costs of the successful delivery of the project.

Additional Note:

This brief has been developed in the context of the COVID-19 pandemic and the information / timescales may change including the way the project could be delivered. It is therefore important to consider ways of producing certain elements of this work e.g. online / virtually/Covid-19 compliant guidance, that would allow the full aims of the project to be reached and realised regardless of the situation re COVID-19 in 2022.

Scope of Work:

Phase 1

Managed by Tyne & Wear Archives & Museums and acting as part of the Hadrian's Wall Partnership staff team the Creative Coordinator will review the overall project's vision, aims and objectives in line with the ambitions of the Investment Vision and the broader reports and strategies linked to engaging local people with culture, heritage and the utilisation of the arts.

The Creative Coordinator will work with the 1900 Festival sub group of the Hadrian's Wall Partnership.

The role includes:

- administering all aspects of the 1900th anniversary project
- development of a project plan with the Partnership sub group that would include a community toolkit of project logo, colour guidance, event guidance and a comms and marketing plan to allow for groups, villages, communities to fully participate in the festival, and that can accommodate large scale stand alone projects related to the festival
- working with stakeholders, supporting partners to research and develop an innovative and original set of creative projects of a variety of scales that will engage and inspire people of all ages across the whole Wall raising the profile of the projects to

celebrate the Wall and its people (examples include, talks and tours to digital projects and/or time-limited interventions e.g. <https://vimeo.com/403348166>)

- supporting partners in commissioning relevant and experienced artists / practitioners/ companies whose work is of high quality and originality and reflects the aspirations of the project
- identifying further ambitious funding opportunities to support the programme

Schedule:

Total cost = based on 5 days per month (£250 daily rate) + VAT (if applicable) £7,500 and expenses to a maximum of £500 = £8,000.

This would be a freelance contract the person, consortium or organisation would need to manage their own Tax, NI and insurance.

Timescale:

Callout - October 2020

Applications / interviews selection – November 2020

Appointment of Creative Coordinator - November 2020

Phase 1 work - November 2020 - May 2021

Subsequent phases are indicative depending on the scale of funding

Phases 2 +3

Timescale:

Phase 2: May 2021- January 2022

Phase 3: January 2022 - December 2022

Process of Appointment of a Creative Coordinator

This brief is an open call (collaborations would be considered) and is to initially deliver phase

1. Further phases are only indicative depending on funding being secured

To be considered for this role please include:

- CV
- Links to website, social media platforms illustrating previous experience
- Written statement about your knowledge and experience, approach and methodology, creative ideas related to the brief (1500 words max)
- Technical experience related to the brief e.g. Planning, H&S, IP legal agreements / Insurance, management/(500 words max)
- Name of two independent referees from two recent commissions / projects

Criteria / Score

Criteria	Score
Quality of application	25%
Quality of approach and methodology	30%
Knowledge and Experience	30%
Technical experience	15%

Please email your proposal to:

Bill Griffiths
Head of Programmes and Collections
Tyne & Wear Archives & Museums

bill.griffiths@twmuseums.org.uk

proposals must be received by: noon on **Thursday 12th November**

Background

Inscription as Hadrian's Wall World Heritage Site (WHS)

When Hadrian's Wall was inscribed as a World Heritage Site by the United Nations, Educational, Scientific, Cultural Organisation (UNESCO) in 1987 it was considered to meet three of the six criteria established for cultural sites. These were that it should:

- (ii) exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts or town planning and landscape design
- (iii) bear a unique or at least exceptional testimony to a cultural tradition or to a civilisation which is living or has disappeared
- (iv) be an outstanding example of a type of building or architectural or technological ensemble or landscape which illustrates [a] significant stage [s] in human history.

Frontiers of the Roman Empire Statement of Universal Value and the significance of Hadrian's Wall

The Roman Empire, in its territorial extent, was one of the greatest empires history has known. Enclosing the Mediterranean world and surrounding areas, it was protected by a network of frontiers stretching from the Atlantic Coast in the west to the Black Sea in the east, from central Scotland in the north to the northern fringes of the Sahara Desert in the south. It was largely constructed in the 2nd century AD when the Empire reached its greatest extent. This frontier could be an artificial or natural barrier, protecting spaces or a whole military zone. Its remains encompass both visible and buried archaeology on, behind and beyond the frontier.

The property consists of three sections of the frontier: Hadrian's Wall, the Upper German-Raetian Limes and the Antonine Wall, located in the northwestern part of the Empire, constituting the artificial boundaries of the former Roman provinces Britannia, Germania Superior and Raetia: Running 130 km from the mouth of the River Tyne in the east to the Solway Firth, Hadrian's Wall was built on the orders of the Emperor Hadrian in AD 122 as a continuous linear barrier at the then northernmost limits of the Roman province of Britannia. The frontier extended a further 36km down the Solway coast as a series of intervisible military installations. It constituted the main element in a controlled military zone across northern Britain. The Wall was supplemented by the ditch and banks of the vallum, supporting forts, marching camps and other features in a wide area to the north and south, linked by an extensive road network. It illustrates an ambitious and coherent system of defensive constructions perfected by engineers over the course of several generations and is outstanding for its construction in dressed stone and its excellent use of the spectacular upland terrain through which it passed.

The Upper German-Raetian Limes covers a length of 550 km and runs between Rheinbrohl on the Rhine and Eining on the Danube, built in stages during the 2nd century. With its forts, fortlets, physical barriers, linked infrastructure and civilian architecture it exhibits an

important interchange of human values through the development of Roman military architecture in previously largely undeveloped areas thereby giving an authentic insight into the world of antiquity of the late 1st to the mid-3rd century AD. It was not solely a military bulwark, but also defined economic and cultural limits. Although cultural influences extended across the frontier, it did represent a cultural divide between the Romanised world and the non-Romanised Germanic peoples. In large parts it was an arbitrary straight line, which did not take account of the topographical circumstances. Therefore, it is an excellent demonstration of the Roman precision in surveying.

The Building of Hadrian's Wall

The Emperor Hadrian ordered the construction of the Wall as an artificial continuous barrier. Its purpose, according to his biographer, writing two centuries later, was 'to divide the Romans from the barbarians'. Much of the frontier appears to have been completed during the governorship of Aulus Platorius Nepos, one of Hadrian's most trusted friends.

The curtain wall itself was intended to be 76 Roman miles long and to close off the Tyne-Solway isthmus. It was constructed in stone to the east of the River Irthing. Initially built to a gauge of ten Roman feet, the width was subsequently reduced to between six and eight Roman feet. In many places this 'Narrow Wall' was built on broader foundations that had already been laid. Between the River Irthing and the Solway Firth the Wall was constructed in turf, 20 Roman feet wide, with a steeper batter on the north side. It is possible that the use of turf was dictated by the relative scarcity of suitable building stone, although at a later date the Turf Wall was rebuilt throughout in stone. The line of the Wall from Newcastle to Chesters was surveyed to run in straight sections between high points; the section from Newcastle to Wallsend was probably added later. From Chesters to Sewingshields the Wall followed a broad crest with extensive views to the north, but between Sewingshields and Walltown the line followed the sinuous crest of the Whin Sill. Through the less dramatic topography of eastern Cumbria the Wall again followed a straighter line between high points.

The Wall does not survive to full height at any point, although at Hare Hill the core stands 3 m high. There is no conclusive evidence as to how the top of the Wall was finished.

Inscribed stones, of varying degrees of sophistication, recorded the completion of individual sections by the units involved.

The Wall crossed many streams, but even the substantial bridges that were thrown across the three major rivers - the North Tyne at Chesters, the Irthing to the east of Milecastle 49, and the Eden at Carlisle - were initially limited to pedestrians. The bridges were altered in the second half of the second century to accommodate vehicular traffic using the principal axial route, the Military Way.

Attributes

Attributes are not officially adopted and have no official standing, but they provide a checklist for people who are considering policies or planning activity that might affect the World Heritage Site.

1. Hadrian's Wall is a frontier which was designed and constructed to protect the Roman Empire. It is a symbol of a common heritage.
2. In its engineering and construction it illustrates the technological and organisational ability of the Roman Empire, and is a reflection of the way that resources were deployed by the Roman army.
3. Hadrian's Wall displays the complexity and variety of the elements of the frontier system, their inter-relationships, and the relative completeness of the system as a whole.
4. The frontier was occupied by the Romans for three centuries; its remains therefore display considerable evidence of repair, rebuilding, re-use, re-planning, and decay.
5. The retrievable archaeological information that survives - in the form of buried structures, artefacts, ecofacts, and data about the palaeo-environment - is still extensive and is a significant attribute of the Outstanding Universal Value (OUV).

6. The setting of the WHS offers the opportunity to understand and appreciate Roman military planning and operations.
7. The settlements associated with the frontier illustrate the impact and attraction of the Roman economy.
8. The course and extent of the frontier zone, its massive size, and its infrastructure, all influenced the subsequent development of the landscape, both in open country and in urban areas.
9. Extensive stretches of the frontier within urban areas, and some other discrete associated elements, are not yet designated as Scheduled Monuments; they are therefore not included in the WHS but they represent an associated attribute of considerable significance which is worthy of protection.

<https://hadrianswallcountry.co.uk/hadrians-wall-management-plan>

Hadrian's Wall strategic investment plan

Recently the Hadrian's Wall Partnership Board has set out an investment plan and vision in the context of areas of development, growth and opportunity.

The iconic Hadrian's Wall, set in the north-west Roman Frontier, is one of the region's most important heritage and tourism assets with a unique place in the history of our country. It is a globally important UNESCO World Heritage site, linking two nations, connecting two coasts, and offering some of the most impressive cultural heritage and landscape in the UK. We have a clear Vision to unlock the untapped potential, positioning Hadrian's Wall as a leading UK and global visitor attraction, and boosting inclusive economic growth across the Borderlands.

- We will unlock the immense unrealised potential of Hadrian's Wall World Heritage Site, creating an iconic global visitor destination offering a high quality 21st century visitor experience like no other, unifying heritage, culture, landscape, dark skies, and the great outdoors, set in one of the world's greatest frontier lands.
- We will bring the destination to life for a growing and diverse audience of national and international visitors, attracting and spreading new wealth throughout the area, creating jobs, and supporting sustainable communities across the Borderlands.

By 2030 Hadrian's Wall will be the most widely recognised, appealing, and authentic visitor destination in the Borderlands region, and the UK's leading example of heritage-inspired inclusive growth.

Investment Programme Vision

1. Investment themes

The Vision will be achieved through targeted investments in three thematic areas:

- **New developments:** Investment in high quality visitor hubs and attractions to deliver new experiences and attract new audiences. They will be strategically located where potential visitors are (including in towns and cities), to deliver maximum impact.
- **Enhancement:** Enhancing existing key visitor sites and infrastructure to improve the visitor experience, and appeal to new audiences.
- **Exploration:** Improving understanding and navigation of the full range of visitor opportunities along the entire length of the Wall.

2. Cross-cutting activities

- a. **Digital technology** - Revolutionising the use of digital technology across the Hadrian's Wall offer, to engage and attract visitors, provide new experiences and content,

connect visitors with attractions and businesses across the entire Wall, and help visitors to plan and navigate their visit.

b. **Story telling** - Connecting people and places through time, using story-telling to bring to life the culture and experiences of local people living and working along the Wall, from pre-Roman times to the present day.

3. Investment Programme Objectives

Objectives	Links to 'Destination Borderlands' Objectives	Example Actions and Interventions
1. To build the reputation and profile of Hadrian's Wall as a varied, high quality, 21st century visitor destination, among UK and global visitor audiences.	(1) Build reputation as tourism destination (2) Raise profile in national and international markets	<ul style="list-style-type: none"> Targeted marketing campaign Investment to improve quality, breadth and coherence of visitor offer
2. To increase the number of visitors to Hadrian's Wall each year, and to extend the duration and breadth of visits.	(4) Deliver economic benefit across Borderlands	<ul style="list-style-type: none"> Attract more visitors through an improved offer, attractions and activities Other Borderlands visitor attractions to act as a gateway to Hadrian's Wall, and vice versa.
3. To attract more high value overseas visitors each year, delivering a bigger boost to the local economy.	(2) Raise profile in national and international markets (4) Deliver economic benefit across Borderlands	<ul style="list-style-type: none"> Targeted marketing campaign A shared international brand adopted by attractions and local businesses
4. To widen the appeal and reach new audiences by transforming and broadening the visitor experience.	(1) Build reputation as tourism destination (4) Deliver economic benefit across Borderlands	<ul style="list-style-type: none"> Broaden offer to cover heritage, culture, landscape, dark skies, the great outdoors, and others. Investment in new and improved attractions and activities
5. To enable visitors to experience more, and manage pressure on key sites, by better connecting visitors with attractions, services and activities along the entire Wall and wider landscape.	(3) Manage pressure on most visited sites (5) Promote destination cohesiveness	<ul style="list-style-type: none"> Develop a compelling and diverse 'Wall-wide' visitor experience, linking up attractions, services and activities along the entire Wall Investment in better information, navigation and transport.
6. To create and spread wealth across the 100-mile length of Hadrian's Wall and the wider area, creating new jobs, and supporting sustainable local rural communities.	(4) Deliver economic benefit across Borderlands	<ul style="list-style-type: none"> Enable visitors to use a wider range of attractions, services and local businesses. Support growth of local visitor economy businesses.
7. To provide an accessible, inclusive and sustainable destination, with the infrastructure and capacity needed to support all visitors and audiences.	(1) Build reputation as tourism destination (3) Manage pressure on most visited sites (5) Promote destination cohesiveness	<ul style="list-style-type: none"> Use digital technology to improve access and navigation Enhanced physical accessibility Green transport initiatives New offers enabling visitors to engage in different ways

	(e.g. urban-based visitor experiences, digital experiences).
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