

Minutes Project Limes Tourism Connection

Kick-off meeting

Date and time: Friday 15th June 2012, 8.30-17.15

Location: Hexham, United Kingdom

Participants

- Ms Tamar Leene – Province of Utrecht in behalf of the Dutch Limes Association
- Ms Patricia Plaizer – Province of Utrecht in behalf of the Dutch Limes Association
- Ms. Sonja Jilek – Research Institute of Austrian History
- Mr. Peter Bernat – Hungarian LIMES Cultural Association
- Ms. AnnaMaria Priskin – Hungarian LIMES Cultural Association
- Mr Bryan Scott – Hadrian's Wall Trust
- Ms Neil Carney – Hadrian's Wall Trust

Minutes

08h30 Arrivals and coffee

09h00 Presentation on Hadrian's Wall Heritage – 'The complexities of Managing the Hadrian's Wall World Heritage Site'

Presentation is added (appendix 1)

09h45 3. Presentation of the Limes Tourism of other Partner-organisations – an introduction to managing the Frontier/Limes within Austria, Hungary and Utrecht/Netherlands

The presentations of the Research Institute of Austrian History, The Limes Cultural Association and the Dutch Limes Association are added (see appendix 2,3,4)

11h00 8. A peer review of the international opportunities for the Roman Limes Tourism Connection – An overview of the current situation and development opportunities identified by each individual partner within the Connection Project

The presentations of "Hadrian's Wall Heritage - Sustainable Development as a tool for Visitor Management", "Austria - Development of Danube River Cruises and Limes event programme" and "Connecting visitor sites and development of wine tourism along the Limes" are added. (see appendix 5,6,7).

The Dutch Limes Association gave an oral presentation where they explained that in the past period there was a lot of focus on small initiatives and local visualisation and local routing. There was a focus on supply driven product development and there was a lack of attention for the communication and promotion of these products. At this moment, there is a shift to a more need-driven product development. Research has been done to recreational needs along the Roman

Frontier in the Netherland, and based on this research, private and public partners are now working on an action plan to how to increase public awareness of the importance and uniqueness of the Roman Frontier and the touristic potential. Although this action plan is still under construction, we expect that the focus will be on connecting existing high potential visitor sites by routes and events en organising national promotion by linking the Roman Frontier to existing brands (co-branding).

11h40 Discussion on the international opportunities, what are learning points

- *Brand identity - general levels of awareness of the FRE and its composite partner regions and brands was poor, or non-existent. An opportunity to develop activities to heighten the awareness of the LIMES via printed and broadcast media (a BBC-like documentary) should be explored.*
- *Transnational walking and biking routes - opportunities to develop shared opportunity following the presentations and that could provide a linking thread to each project partner objectives. There are already routes for biking from Katwijk to the Black sea, but there is a lack of PR. We should explore if it is possible to cooperate with organisations like EuroVelo.*
- *Transnational cruise routes. There are a lot of cruise boats along the Rhine. Is it possible to connect this to the Roman Frontier theme.*
- *Web portal - it was agreed in order to progress that aspect, a brief would be designed and commissioned.*
- *Brand identity: it was discussed if it would be wise to develop something like a mascot. This is not primary a public task, but a good mascot (e.g. a small roman figure on a key chain) will connect young people with the theme. Also we should explore if it is possible to get something like a common logo. Developing things like this is expensive. It was discussed if it is possible to organise something like a design competition for a mascot.*
- *Create packages. The possibility to create packages was discussed. This is a niche market. It would be good to explore the possibility to reach this niche market.*

12h15 Lunch

13h15 Discussion about the project

13h15 National networking meetings: Aims, objectives and outcome ambitions

Discussions on partner national meetings were undertaken. The main focus is to discuss on a national level with national stakeholders what opportunities are for increasing tourism potential. Each partner was to coordinate their own programmes to be held before half October, with outcomes to be reported to the International Conference.

13h30 International conference: Setting the agenda, possible dates, participants to invite

It was agreed that the international conference will be held in the end of October of November. A date will be set before September 1st. Possible venues are Leiden and Utrecht.

Each partner will invite represents from the tourism field as well as professionals involved in public awareness and archaeology. Agreed was to ask

An internationally renowned conference key note speaker. Suggested was mr James Rebanks. Hadrian's Wall will approach Mr Rebanks and ask him to attend the conference and to provide an

overview into the research studies he has undertaken on the impact of and opportunities to be taken from the economic development opportunities, linked to World Heritage Site status.

14h00 Joint strategy, action plan and web portal: the subcontracting of a bureau that can make an action plan – assistance we can collectively offer to the Institute of Austrian History.

It was agreed that Utrecht will coordinate the call for bids. Hadrians Wall will provide Utrecht with a concept call for bids for the Webportal (subcontract 6, 7,8) and the making of a transnational agenda (subcontracts 3, 4, 5). The concept will be sent to each partner before September 15th.

14h15 Reporting for the European Union

Ms. Plaizier held a presentation reporting for the European Union (see [appendix 8](#)).

It was agreed that each partner would provide its report and invoices etc. before August 1 2012 for the interim report to Patricia by email and stamped and signed by regular post

14h30 Communication

Ms. Plaizier held a presentation on communications (see [appendix 9](#): communication Guidelines and web portal). A commitment was agreed that all communications with regard the Project would include the require EU partner logos as provided by the province of Utrecht. All partners acknowledged this request and had demonstrated its use on all presentations delivered that day.

Furthermore, it was agreed that we would make a poster to present the project on the international Limes Congress that will be held in Bulgaria in September. The Dutch Limes Association will make a concept and send it to each partner.

15h00 Questions

15h15 Site visit: Hadrian's Wall

The formal proceedings extended through a working lunch, and the meeting closed at 15h30. Thereafter followed a site familiarisation visit to Hadrian's Wall. The group was taken to Housesteads Roman Fort – the most iconic and well preserved Roman fort within the World Heritage Site. The museum and visitor facilitates at the fort are mid-way through an extensive £1million renovation, and the museum interpretation has recently been fully revamped. The delegation had the opportunity to visit the museum, understand the interpretive concepts that are primarily designed to demonstrate the importance of the Roman Fort within the landscape of Hadrian's Wall, and gain a close understanding of the positioning of Hadrian's Wall as the north west Frontier of the roman Empire. The familiarisation visit included an exploration of the fort, and a short walk along a stretch of the Hadrian's Wall Path national Trail, the 135km national walking trail asset that is managed and marketed by the Hadrian's Wall Trust. The visit ended at 17h30, with a group dinner at a local SME business that is a member of the Hadrian's Wall Country business engagement programme. This programme is designed to fully integrate the many small and medium size enterprises within the Hadrian's Wall World Heritage Site to encourage economic development, whilst also allowing a full range of quality products to be marketed as a unique attribute to the World Heritage Site. The diner delegation was joined by Dr Nigel Mills, Director World Heritage and Access for the Hadrian's Wall Trust.

List of appendices

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