



## HADRIAN'S WALL

AD122 - 2022

### Hadrian's Wall 1900<sup>th</sup> Anniversary Festival

#### FAQs for Activity Organisers

Please note, this is a live document which will be updated regularly as the Festival develops and held on the [Festival landing page](#).

#### What is Hadrian's Wall 1900?

Hadrian's Wall 1900 will be a year-long Festival throughout 2022 celebrating the 1900<sup>th</sup> anniversary of the beginning of the construction of Hadrian's Wall.

#### Who is organising Hadrian's Wall 1900?

The Festival will be made up of activity presented by individuals, community groups, local authorities, visitor attractions, venues, community organisations, arts organisations and local creatives.

It is being coordinated by the Hadrian's Wall Partnership through the Hadrian's Wall 1900 Steering Group, in collaboration with local organisations, communities and individuals.

The Hadrian's Wall Partnership is a voluntary body made up of organisations responsible for the UNESCO World Heritage Site status of Hadrian's Wall. Find out more about the partnership [here](#).

The Hadrian's Wall Partnership has appointed Coordinating Producers Ellie Turner and Maddie Maughan to coordinate the delivery of the Festival. Ellie and Maddie are experienced producers of large-scale outdoor arts events and bring with them skills and knowledge of working in a multitude of contexts from nationally significant events, to community celebrations. The Coordinating Producers will work with Activity Organisers to make Hadrian's Wall 1900 a success, as well as fundraising for core costs for coordination and marketing, overseeing marketing and PR and finding opportunities for collaboration and networking throughout the Festival.

#### What is the delivery model for the Festival?

The delivery model of the Festival has been designed to be as inclusive as possible, enabling anyone that wants to take part to deliver activity or events to celebrate their connection to the World Heritage Site.

Activity organisers will be responsible for the delivery of their own events and activities, including all associated costs, local and event specific marketing, audience management and health and safety.

The Hadrian's Wall Partnership will provide a centralised national marketing campaign through the Hadrian's Wall Country website, advertising and social media, Festival print and local and national media.

In addition, the Coordinating Producers, working on behalf of the Partnership, will work with activity organisers to ensure the overall success of the Festival. This will include ensuring that there are no impactful date clashes and that there is a good spread of activity in terms of audience targets, dates, and locations throughout the year.

### **What are the dates of the Festival?**

The Festival will launch on Hadrian's birthday on 24 January 2022, and close with a wall-wide celebration of the Festival of Saturnalia which runs between 17 and 23 December 2022.

Activity should take place between 24 January and 23 December 2022.

### **Where will the Festival take place?**

Festival activity will take place right across the length of the Wall in venues, visitor attractions, towns, cities and villages and at key sites along the Wall itself both in rural and urban spaces.

Activity should ideally take place within 10 miles of one or more of the following:

- The line of Hadrian's Wall
- Arbeia Roman Fort in South Shields
- The Cumbrian Coastline from Bowness-on-Solway to Ravenglass

We expect that there will be digital activity taking place online to connect audiences along the Wall, as well as connecting audiences to Hadrian's Wall World Heritage Site from outside of the region and internationally.

We also hope to find opportunities to collaborate and present activity with other significant Roman sites around the UK and Europe.

### **What funding is available to those that want to organise activity for the Festival?**

Hadrian's Wall 1900 does not currently have any funding to offer for commissions or to support proposed activity.

The Hadrian's Wall Partnership is in the process of fundraising for the core costs associated with the coordination, marketing and promotion of the Festival to ensure it has the most impact possible.

If successful there may also be a small number of high-profile events commissioned by the Hadrian's Wall Partnership to attract national press and visitors helping to promote the Festival, and Hadrian's Wall as a whole.

We will support activity organisers with a fundraising toolkit (currently under development), which will include suggested funding bodies, trusts and foundations, as well as opportunities for networking or collaboration with other organisers.

We recommend you complete the [Proposed Activity Submission Form](#) with your contact information to ensure you are on our database to hear about the opportunities we will be offering in the very near future.

### **How can I get involved?**

Inclusion in the Festival is 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.

If you would like to present events or activity for the programme, please complete the [Proposed Activity Submission Form](#).

Please complete the form even if you don't fully know what you want to do yet. You will then be on our database to receive more information about the Festival and any updates or upcoming opportunities we might be running to help you get involved or for the development of your project(s).

### **Who is Festival Activity for?**

Festival activity can be for anyone – we want to engage as many people as possible with Hadrian's Wall World Heritage Site.

You can design activity to engage particular groups, or for a broad audience, as long as it meets the criteria for inclusion, which includes making reasonable provision for access and openness.

### **Can anyone organise activity for the Festival?**

Inclusion in the Festival is 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.

Activity should follow the [criteria for inclusion](#).

The Hadrian's Wall 1900 Steering Group will undertake a review of proposed activity submitted via the [Proposed Activity Submission Form](#). This will include ensuring that there are no impactful date clashes and that there is a good spread of activity in terms of audience targets, dates, and locations throughout the year.

The Hadrian's Wall 1900 Steering Group reserve the right to reject or request amendments to proposed activity for any reason including, but not limited to proposed activity not responding appropriately to the criteria for inclusion; impactful date clashes with other activity; or if the proposed activity is deemed inappropriate or could potentially bring reputable damage to the Festival and/or the Partnership. In these cases, we will discuss any issues with Activity Organisers and work with them to find amendments that would better fit the criteria.

## **How do I propose an activity for Hadrian's Wall 1900?**

If you have an idea for activity that you would like to present, or if you want to present something but you don't fully know what that might be yet, please complete the [Proposed Activity Submission Form](#).

Ideas do not need to be fully formed at this stage, so please complete the form even if you know you'd like to present something, but currently have no ideas yet for what you might like to do. This will ensure that we have the correct contact details to be able to keep you up to date. You will be able to update your form submission at any point as and when you have more information.

## **What are the benefits to organising activity for Hadrian's Wall 1900?**

All activity will be listed on the Hadrian's Wall Country website, and there will be a centralised marketing and PR campaign which will take place throughout the year to direct people to the listings on the website. Some events will be highlighted through the marketing campaign and on the website providing additional profile.

Should we be successful with fundraising, there will also be a small number of high-profile events commissioned that will attract national media attention, and we would expect an increase in visitor numbers to Hadrian's Wall, therefore benefitting all Activity Organisers.

The Festival aims to help boost the post-COVID economy through attracting visitors, and we envisage this being of benefit to businesses, venues and visitor attractions along the Wall.

In addition, all Activity Organisers will have access to the Hadrian's Wall logo, brand guidelines and templates for promotional materials.

## **Can I charge an entry fee or implement ticketing of my event?**

Activity Organisers may wish to charge an entry or ticket charge to help support the delivery of their event or activity.

Charging for events and activity is OK, so long as activity meets the criteria for inclusion and adheres to proper legal structures.

## **What support is available to activity organisers?**

The Coordinating Producers, working on behalf of the Partnership, will work with Activity Organisers to ensure the overall success of the Festival.

This will include ensuring that there are no impactful date clashes and that there is a good spread of activity in terms of audience targets, dates, and locations throughout the year.

Activity Organisers will be supported with a range of toolkits, including:

- Event Management
- Marketing and PR
- Fundraising
- Evaluation
- Sustainable Event Delivery

## **I am applying for funding and need to provide a letter of support. Where can I get this from?**

Letters of support can be provided to Activity Organisers to evidence their part in the Festival. You must have had confirmation from the Coordinating Producers that your event will feature as part of the programme.

To request a letter of support please ensure you have completed the [Proposed Activity Submission Form](#) and then email [info@hadrianswall1900.co.uk](mailto:info@hadrianswall1900.co.uk)

## **Will there be opportunities to apply for funding to support my activity from Hadrian's Wall 1900?**

This will be dependent on current fundraising activity. If it becomes possible to offer opportunities they will be advertised on the website, through social media and also via the database of contacts from the [Proposed Activity Submission Form](#).

If you are interested in hearing about opportunities, please complete the form.

## **Will there be commissioning opportunities for artists as part of Hadrian's Wall 1900?**

This will be dependent on current fundraising activity. If it becomes possible to offer opportunities they will be advertised on the website, through social media and also via the database of contacts from the [Proposed Activity Submission Form](#).

If you are interested in hearing about opportunities, please complete the form.

## **Proposed Activity Submission**

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### **I have completed the form, but no one has been in touch to confirm anything. What happens now?**

The Hadrian's Wall 1900 Coordinating Producers are in the process of reaching out to organisations, communities and individuals along the Wall with a series of contact events, and alongside this we are slowly gathering information of planned activity via the [Proposed Activity Submission Form](#).

Once we have a more detailed picture of activity being proposed there will be a review process undertaken by the Hadrian's Wall 1900 Steering Group for inclusion in the Festival programme. As part of this review process, we will ensure that there are no impractical date clashes with other parts of the programme, that there is a good balance of activity and themes across the programme, and that proposed activity meets the criteria for inclusion.

Following this review process, the Coordinating Producers will be in touch to confirm your activity, or to request an amendment, and to let you know next steps. The first stage of these confirmations began in April 2021. All information and proposed activity received from then onwards will be reviewed on a monthly basis.

### **I would like to update details about my activity – how do I do this?**

Following completion of the Proposed Activity Submission Form you should have received a confirmation email with your completed form from Google Forms ([forms-receipts-noreply@google.com](mailto:forms-receipts-noreply@google.com)).

At the top of the email there is an 'Edit Response' button where you can update your response to the form.

If you have not received this email, you can either complete the form again, or contact [info@hadrianswall1900.co.uk](mailto:info@hadrianswall1900.co.uk)

### **When will it be confirmed whether my activity will be included in the Festival programme?**

We are expecting that proposals for activity will be submitted throughout 2021, and potentially through 2022, so we will be reviewing finalised proposals for inclusion in the Festival on a monthly basis.

### **What if my activity is unsuccessful/rejected?**

We want the Festival to be as inclusive as possible.

Proposed activity will be reviewed on a case by case basis, to ensure that there are no impractical date clashes with other parts of the programme, that there is a good balance of activity and themes across the programme, and that proposed activity meets the criteria for inclusion.

The Hadrian's Wall 1900 Steering Group reserves the right to amend or reject any proposed activity for any reason including, but not limited to proposed activity not responding appropriately to the criteria for inclusion; impactful date clashes with other activity; or if the proposed activity is deemed inappropriate or could potentially bring reputable damage to the Festival and/or the Partnership.

Should there be any issues with proposed activity, the Coordinating Producers will work with Activity Organisers who will be given the opportunity to amend activity to better meet the criteria, to change dates, or to provide guidance and support to find ways that the activity could be included in the programme.

If Activity is rejected for any reason, it will not feature as part of the Festival marketing and PR campaign, and the Organiser will not be supplied with toolkits or Festival branding.

## **How will my activity be advertised?**

Activity Organisers are expected to undertake their own event-specific marketing and PR.

All activity will be listed on the Hadrian's Wall Country website, and there will be a centralised marketing and PR campaign which will take place throughout the year to direct people to the listings on the website. Some events will be highlighted through the marketing campaign and on the website providing additional profile.

A marketing and PR toolkit will be made available to Activity Organisers with guidance for marketing of events and activities.

In addition, all Activity Organisers will have access to the Hadrian's Wall logo, brand guidelines and templates for promotional materials.

## **I have a question which has not been answered here**

If you have any questions that are not included in these FAQs, please contact [info@hadrianswall1900.co.uk](mailto:info@hadrianswall1900.co.uk) and we will answer you there and update this document.