



Illuminating Hadrian's Wall

Making the most of the opportunity

A guide for all businesses, large and small

Illuminating Hadrian's Wall will create a spectacular line of light from coast to coast, along the length of Hadrian's Wall. This once in a lifetime event will take place on Saturday 13th March 2010 and will follow the route of the 84 mile long Hadrian's Wall Path National Trail.

It is anticipated that the event will attract a number of out of region and regional visitors to venture into Hadrian's Wall Country, and this simple guide is designed to provide some easy to adopt ideas for local businesses in order to capitalise on the opportunity, harness the publicity being generated from the event, and turn this once in a lifetime opportunity into bottom line.

We do not expect all detail contained in here will suit all businesses, but would rather hope that they spark some ideas on how to maximise the line of light as a marketing opportunity, and also provide some simple to use tools that can easily be adopted.

We are already in discussion with a number of local businesses and wider organisations to ensure the events are widely publicised and marketed, and have established www.illuminatinghadrianswall.com as the main location for information.

So whether you are an accommodation provider, tourist visitor attraction, pub, restaurant, tour service or activity provider, local food producer or just someone with an interest, we aim to provide suggestions suitable for such a diverse range of businesses along the Wall and invite you to think about what you can do to be a part of this spectacular undertaking. You never know, you may even decide to partner with other like minded local businesses and forge lasting partnership relationships to benefit from the longer term legacy of Illuminating Hadrian's Wall.

The guidance is primarily split into two sections;

- guidance to help with planning
 - o making the most of materials and utilising the resources available
- guidance to help with delivery and maximising the opportunity
 - o making the most of the event and creating something to make you stand out

Guidance to help with planning

Be a part of History

Nothing like this has happened before, and it is not expected to happen again. The magnitude of the event is something that has captured the imagination of the public, the media, and with your help local business. The importance of the event has led us to create a suite of materials that are available for you to use. These are detailed here, are free to adopt and we would encourage you to use this information to showcase your product, and attract a slice of the attention that is being constantly generated through the media to a potential local, national and international audience, upto and including the day of the event, and beyond.

Marketing Materials

Explain to your audience what the event is – it is all well and good getting excited about the event, but if your visitor does not know what is happening, they'll not know what to get excited about! We have created the following paragraphs of text that can be used by you in web copy, in newsletters, media releases, in booking confirmations, in fact anywhere where you are communicating with your potential clients.

Event Details

Name: Illuminating Hadrian's Wall – A line of light from Coast to Coast
Date: Saturday 13th March 2010
Time: Twilight (5pm-7pm)
Location: Various locations along the Hadrian's Wall Path National Trail
Newcastle – Segedunum Roman Fort, Baths & Museum, Wallsend
Hadrian's Wall – Brocolitia, Housesteads Roman Fort, Birdoswald Roman Fort
Carlisle – Tourist Information Centre, city centre and Bitts Park
Price: Free (pre-booked ticketed only along Hadrian's Wall)
Web: www.illuminatinghadrianswall.com
Tel: 01434 322002
Train: Stations at Newcastle, Hexham, Haltwhistle and Carlisle
Metro: Wallsend (for Segedunum Roman Fort, Baths & Museum)

Event Descriptors

Short *'Illuminating Hadrian's Wall – a line of light from coast to coast on Saturday 13th March 2010 www.illuminatinghadrianswall.com'*

Medium *'This once in a lifetime event will illuminate Hadrian's Wall from end to end to form an amazing line of light from coast to coast. It will create an iconic celebration of the landscape and heritage and show the true scale and majesty of Hadrian's Wall along the route of the 84 mile long Hadrian's Wall Path National Trail. For more information and to plan your visit log on to www.illuminatinghadrianswall.com'*

Long *'This once in a lifetime event will illuminate Hadrian's Wall from end to end to form an amazing line of light from coast to coast. It will create an iconic celebration of the landscape and heritage and show the true scale and majesty of Hadrian's Wall along the route of the 84 mile long Hadrian's Wall Path National Trail.'*

Illuminating Hadrian's Wall will begin at dusk with an exciting public event at Segedunum Roman Fort at Wallsend. This event will include a stunning theatrical performance by Berlin based Theater Anu. The performance will tell the story of a mythical winged boy and will serve to light the first of approximately 500 points of light, stretching from coast to coast. The lights will then be lit in sequence, from Wallsend along the Newcastle Quayside and out into Hadrian's Wall Country to Carlisle and Bowness-on-Solway.

As the light makes its way across the country, three dedicated official stewarded viewing areas at Brocolitia Temple of Mithras, Housesteads Roman Fort and Birdoswald Roman Fort will host a limited number of lucky guests who will have an opportunity to chart the progress of the Illumination as it crosses the country. Access to these points will be strictly via ticket only.

Meanwhile, Carlisle will be preparing to welcome the light as it arrives in Cumbria. Throughout Carlisle city centre there will be a torchlight parade, led by a street band and an aerial performer suspended from a giant Heliosphere. The parade will culminate in Bitts Park to greet the light as it passes through the city, and carries on its way to Bowness-on-Solway, arriving at the coast approximately one hour after leaving Wallsend. All of these events are free.

A camera crew will film the line of light as it makes its way from coast to coast and the pictures will be captured and broadcast to celebrate the illumination of Hadrian's Wall.

Illuminating Hadrian's Wall is an ambitious project led by Hadrian's Wall Heritage Ltd which forms part of North East England's world-class programme of festivals and events developed by culture¹⁰ in partnership with Lakes Alive. Please come and share this wonderful internationally significant event celebrating the spectacular landscapes of the north of England. Illuminating Hadrian's Wall will be a flagship event helping to launch British Tourism Week 2010.

For more information and to plan your visit log on to www.illuminatinghadrianswall.com'

Branding

Much work has been undertaken to give the event a strong visual identity, and in order to achieve this, we have created the Illuminating Hadrian's Wall Brand Guidelines, a document intended to act as a basic practical guide to aid the production of Illuminating Hadrian's Wall communication materials and maintain consistency.

The guidelines contain different forms of logos, typography, colour palettes and general tips and advice on how you can use the brand to support your own materials. A full copy can be downloaded from www.illuminatinghadrianswall.com

Print

Core to the marketing and communications strategy for the event is the production and distribution of an event leaflet, and effective promotion of the event with an A3

poster. The leaflet is available from the Hadrian's Wall Information Line and all regional Tourist Information Centres, and is being distributed through a targeted distribution channel within a 2-3 hour travel radius of Hadrian's Wall Country. Both pieces of print will be available to download from www.illuminatinghadrianswall.com

Photography

They say a picture says a thousand words. Illuminating Hadrian's Wall is a celebration of the landscape and heritage, attributes that Hadrian's Wall Country has in abundance, and which are very well documented through photography. A selection of images promoting the event have been posted on www.illuminatinghadrianswall.com which are available for download and use in your promotional materials. Please note, these images are for promotional use only in association with Illuminating Hadrian's Wall. Please apply photographer credits as specified.

Media Releases

The overall marketing and communications campaign for Illuminating Hadrian's Wall has been led by an aggressive PR campaign, delivered by a professional media relations agency. Media releases have been distributed nationally and internationally. All releases are available for download via www.illuminatinghadrianswall.com and we would encourage you to regularly check to learn what is being announced so that your messages can be appropriately themed to tie in with the ongoing announcements.

Guidance to help with delivery and maximising the opportunity

Presenting your product to make it stand out

Illuminating Hadrian's Wall is an excellent opportunity on which to hang your promotional message. However, only you can decide what it is about your product that would make it stand out from the crowd. We all have our own unique selling point, and you need to decide what that is, and how that can be used to your advantage.

Following consultation with a number of businesses, we have been able to outline some easy to adopt ideas, with a few others of our own to help maximise this opportunity. In many cases we are also able to help you promote these ideas.

The Visitor experience

- **'Be there at the start'**: the launch event at Segedunum is free of charge and tickets are not required. Why not organize a group trip for your guests.
- **'official view points'**: secure an allocation of tickets for yourself and your guests at the official stewarded viewing areas by registering your requirements before noon on Monday 22nd February
- **'welcoming the light'** – Carlisle will host an amazing public participation event to welcome the light. Why not organize a group trip for your guests and help them to make the most of the party atmosphere.
- **'packages'**: identify opportunities to offer added value to your guests and partner with local tour operators, attractions, restaurants to package up Illuminating Hadrian's Wall weekends. Details of tour operators, service providers and attractions are available via www.hadrians-wall.org
- **'themed events'**: prepare a special menu, have a barbeque, provide a picnic, stage a party, host a quiz, have a street party – there are numerous ways you can lay on something for your guests or visitors. Team up with like minded businesses to expand what is on offer
- **'location, location, location'**: Illuminating Hadrian's Wall follows the line of the Hadrian's Wall Path National Trail. If you are on it, flaunt it. What better viewing opportunity for visitors than outside your front door, in your beer garden, on your patio or simply on your lawn or in your car park.
- **'phone a friend'**: if you don't provide a certain service such as rooms for rent, evening meals, transportation others certainly can. Encourage referral partnerships. Details of Local Producers and a whole host of tourism service providers are available from www.hadrians-wall.org. Additionally, regional tourism organisation business development teams have extensive business databases, and local tourism associations can help with this.
- **'think local, stock local'**: we have partnered with Wylam Brewery and created a special Illuminating Hadrian's Wall brew 'Emperors Flame'. Stock up directly from the brewery, create gift packs as carry-outs, or just enjoy them in their own right www.wylambrewery.co.uk. Other local produce and gift ideas are available, with a full list of local suppliers available at www.hadrians-wall.org
- **'go local'**: over 30 local pubs and restaurants will be serving the Emperors Flame. The following is a sample of establishments that is supplied by Wylam Brewery that might have the beer in stock. Your local not shown? Ask them to get in touch to stock it directly from the brewery at www.wylambrewery.co.uk
Tynemouth Lodge; Porthole; Low Lights; Tyne Bar, Newcastle Quayside; Cumberland Cluny; Freetrade; Crown Posada; Swan,

Heddon; Three Tuns, Heddon; Lion & Lamb, Horsley; Black Bull, Wylam; Robin Hood; Wheatsheaf; Angel, Corbridge; Beaumont Hotel, Hexham; Wetherspoons, Hexham; Battlesteads Hotel, Wark; Barrasford Arms, Miners Arms; Boatside inn, Warden; Blenkinsopp Castle; Greenhead Hotel

- **'voluntary black-out'**: we are asking people living and working in the areas around the Wall to take part in a voluntary switch off while the event is taking place. This will help both to maximise the impact of the line of light but also strive to some extent to minimize the carbon footprint. What better way to celebrate the line of light with a gesture of this type – why not theme things for an evening under candlelight?

Online activities and Social Media

Since its launch at the beginning of January, the www.illuminatinghadrianswall.com site has been the focal point for all information about the event. All media, communications and marketing activity is driving visits to the site. Over 25,000 visitors have seen the site to date, and so as a resource to get information across, we can create opportunity for businesses to utilise this demand

- **'your on-line resource'**: we have created the site so that you don't have to, but it is there for your use. Tell us about your promotions, packages, availability and we'll post it on-line to the web audience. We'll add links back to you. Interesting ideas could also be picked up in future media use. Contact Hadrian's Wall Heritage through the marketing team via e-mail at either neil.carney@hadrianswallheritage.co.uk or Kathryn.desborough@hadrianswall.co.uk
- **'link to us'**: we have ensured that Illuminating Hadrian's Wall is prominent in search engine optimisation, and so if you have link our site to yours, you'll stand a chance of getting increased referrals when people seek information. Using an image of the event or branding will also ensure your site is selected if users are looking for visual references. Likewise, any SEO or web marketing you undertake, ensure you have Illuminating Hadrian's Wall as key words.
- **'availability'**: if you have promotions to sell, rooms to rent, tables to fill, spaces on tours, then do let us know, and we'll post these up via www.illuminatinghadrianswall.com the opportunities for people to book with you. Direct links are available to all inspected accommodation establishments on www.hadrians-wall.org, but if you do not offer on-line availability and booking, tell us what you have and we'll flag it via the online resources we have.
- **'Facebook'**: become a fan of Illuminating Hadrian's Wall on Facebook. Over 1,300 have done so far, and the messaging opportunities are incredible. Many are committed to visiting for the event – expose them to your products, open direct dialogue and use word of mouth to grow your market. Search for Illuminating Hadrian's Wall at www.facebook.com
- **'Twitter'**: Emperor Hadrian is an active user on Twitter. Invite him to follow your tweets, become a follower of his messages, re-tweet his posting, or simply post your own for him to forward through. Search @EmperorHadrian on www.twitter.com
- **'Blog'**: enter the world of the blogosphere. Link to the Illuminating Hadrian's Wall blog and post your thoughts, experiences, product offering on your own blog.

Beyond the event

Much effort is being placed on attracting people to the region and encouraging in region visitors to explore Hadrian's Wall Country at the time of Illuminating Hadrian's Wall, but the ambition is broader than this one weekend. We have some suggestions on how you can become involved in a much broader capacity within the tourism industry as a result of Illuminating Hadrian's Wall

- **'British Tourism Week'**: Illuminating Hadrian's Wall is a flagship event of the 2010 British Tourism Week. We would encourage local tourism businesses along the wall to get involved in this valuable exercise by inviting your MP, prospective parliamentary candidates, or local councillors to visit you either in the run up to, or during British Tourism Week. Friday 19th March will be the MPs constituency day, but it doesn't have to be that day. Further resources are available at www.britishtourismweek.com
- **'Photography of the event'**: all Illuminating Hadrian's Wall activity will be digitally captured and archived for future generations. Moving footage, still photography and other digital means will be available for future viewing – capture your own personal experiences, and link these to our legacy archive. Think about how you can maximise the potential future exposure through these means by linking your postings to you business
- **'Research your visitor'**: In order to fully evaluate the effectiveness of the Illuminating Hadrian's Wall event, we shall be commissioning consumer and business research to assess the visitor experience and economic impact. You can become part of this through hosting evaluation forms for your guests, and completing business surveys during the period of the events. Register your interest with the marketing team at Hadrian's Wall Heritage via neil.carney@hadrianswallheritage.co.uk and be a part of the evaluation, and receive exclusive access to the results for your future use

Remember, Illuminating Hadrian's Wall will consist of three key elements –

1. **be there at the start** at a free theatrical ignition event at Wallsend
2. **celebrate the journey** at stewarded official viewing areas along the line of Hadrian's Wall
3. **welcoming the light** in Carlisle by joining a torchlit parade to herald the arrival of the light

in all three cases, visitor interaction is key, and we would like to see as many businesses in as many areas reap the reward from this internally significant, profile raising world class visitor experience event. Good luck!