

FRONTIERS OF THE ROMAN EMPIRE WORLD HERITAGE SITE

THE ANTONINE WALL

Interpretation Plan and Access Strategy





INTERPRETATION PLAN & Access Strategy

March 2014

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1. Background and Context

This plan and strategy was initially prepared on behalf of the Antonine Wall Access & Interpretation Group by Erich Kadow, Interpretation & Design Consultancy. Following an environmental assessment and a public consultation exercise, it was updated and amended by the Antonine Wall World Heritage Site Co-ordinator. In the intervening period, the new Management Plan for the Antonine Wall was developed and adopted for the period 2014-19.

1.1 Introduction

The Antonine Wall was built during the years following AD 142 on the orders of the Emperor Antoninus Pius. For a generation it was the north-western frontier of the Roman Empire, following a line 60 km from modern Old Kilpatrick on the north side of the River Clyde to Bo'ness on the Firth of Forth. The Wall was inscribed by the World Heritage Committee in July 2008 and forms part of the Frontiers of the Roman Empire World Heritage Site, which includes Hadrian's Wall in England and the German Limes.

The Access and Interpretation Group is responsible for overseeing the implementation of the Management Plan for the Antonine Wall, and is a partnership involving representatives from five local authorities along the line of the Antonine Wall - East Dunbartonshire, Falkirk, Glasgow City, North Lanarkshire and West Dunbartonshire – and government agencies including Scottish Natural Heritage, Forestry Commission Scotland, Scottish Canals, and Historic Scotland who commissioned this study.

It is intended that interpretation and visitor facilities along the line of the Antonine Wall will be developed at all levels to meet the increasing expectations of modern visitors. The upgrading of interpretation will provide a means of enhancing enjoyment and appreciation of the universal significance and status of this World Heritage Site and its setting within a strategic and sustained approach. The Interpretation Plan sets out recommendations and proposals for achieving these aims and has been developed in consultation with project partners. The Plan addresses the entire site; the Wall, its component features and landscape context, and identifies themes and storylines at each site identifying ways to present these to a wide range of audiences.

1.2 Current Situation

In July 2008 the Antonine Wall achieved international recognition by being inscribed as part of the Frontiers of the Roman World Heritage Site by the World Heritage Committee. World Heritage Sites are places of outstanding universal significance and, by their listing, recognised by the United Nations Educational Scientific and Cultural Organisation (UNESCO) under the terms of the World Heritage Convention. The elevation of the Wall's status is part of a larger, international effort to see Roman frontiers across Europe recognised. The Scottish bid was put forward by Historic Scotland with the backing of both the Scottish and UK Governments.

The Antonine Wall spans central Scotland from Bo'ness on the Forth to Old Kilpatrick on the Clyde and was built during the years following AD 142 on the orders of Emperor Antoninus Pius who reigned between AD 138 and 161. The Wall was held as the north-west frontier of the

Roman Empire until about AD 158 before being abandoned to return to Hadrian's Wall further south. Gaining World Heritage Site status is a major achievement and focuses international attention on the Wall. It now joins a select group of globally important structures like the Great Wall of China, New Lanark and Stonehenge.

Since the Wall was inscribed as a World Heritage Site, press and media statements have been issued to draw attention to the Wall's existence and the upgrading of its status. A balance now needs to be struck between the continuing need to protect the Wall and the equally important need to allow people to get close to it. In order to get this balance right it is crucial to assess the interpretive potential of the Wall and its component sites and to find ways to make the Wall more accessible without harming the monument and its environs. This will enable the significance of this important World Heritage Site to be presented to as wide an audience as possible, now and in the future.

1.3 Key Issues

Progressive, a Glasgow-based market research company, was commissioned by Historic Scotland in 2010 to identify levels of public awareness and perception of the Antonine Wall throughout Scotland and the north of England¹. In summary, the findings highlighted these key issues:

1. **Awareness of the Wall.** The findings demonstrate that there is only a 'reasonable awareness' of the Antonine Wall in Scotland, and little awareness in the north of England. In both cases there is confusion over the Wall's location and its relationship with the individual sites along it.
2. **Perceptions of the Wall.** Disappointingly, knowledge about the Wall and its significance was very low and mainly consisted of only having heard of it. A relatively small proportion of the respondents had visited any sites along the Wall:

Which Antonine Wall sites visited?	Scottish	N England
Bearsden Bath House	5%	1%
Watling Lodge	5%	1%
Croy Hill	2%	0%
Rough Castle	2%	0%
Bar Hill Fort	2%	3%
Castlecary	2%	0%
Seabegs Wood	2%	0%
Visited but can't remember where	5%	3%
Never visited	78%	91%

¹ Based on interviews with 1,000 respondents across all Scottish constituencies and a sample of 200 from the north of England, as well as two focus groups, one consisting of general public and the other of history enthusiasts

Unsure	12%	5%
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Data extracted from Progressive survey and report, 2010

This is despite there being no shortage of interest in Scottish history within Scotland (66% of Scottish respondents enjoy Scottish History plus 9% considered themselves history 'enthusiasts'). Any lack of interest in visiting historical sites was apparently down to apathy and/or a perception that such places would be 'dull, stuffy or restrictive', especially where children were concerned as they grew bored quickly. When encouraged by others (friends, family) to visit a historic site, respondents with reservations admitted they were 'pleasantly surprised' at how much they enjoyed the experience.

People in Scotland were significantly more likely to have visited at least one historic site at 63% (compared to 55% in N England) with over half (54%) visiting between 1 and 6 (compared to 41% in the N England). So, it seems people are visiting historic sites, just not necessarily the Antonine Wall. When respondents were asked why this might be the case:

Reasons cited for not visiting	Scottish	N England
Don't know anything about it	40%	60%
No interest in visiting	20%	17%
Never got round to visiting	17%	8%
Too far away	6%	5%
Doesn't sound very interesting	5%	2%
Rather visit other places first	2%	6%
Other ²	7%	15%
Unsure	12%	5%

Data from Progressive survey and report, 2010

There are however many encouraging results from the *Progressive* data which provide a steer for the future, including:

- The Antonine Wall had an almost instant appeal when focus group attendees were shown pictures and given further information about it;
- Some people 'happened upon it' while visiting something else (e.g. Callendar Park, Kinneil Estate, Falkirk Wheel, Roman Park) or just out walking;
- Amongst the Scottish sample, convenience, interest in history and encouragement from others were the three most popular motivators for visiting the Wall;

² Included: health problems, disability, not knowing where it is, not having means to get there, feeling that there is nothing there/ not much to see, not having any leisure time, never having visited that part of Scotland

- Regardless of respondents' interest in the types of visitor attractions they visit and the type of experience they expect, there was a universal desire to 'get out and about' every now and then, to get some fresh air as well as peace and quiet away from the 'rat-race';
- There was a wide appreciation of the Scottish landscape and a need to venture out and take in Scotland's natural beauty;
- Based on the *Progressive* survey findings there is positive evidence that if the public were better informed about the Wall and its significance they would visit the Wall more often and in greater numbers.

1.4 Other Challenges

The Antonine Wall, a recently inscribed World Heritage Site, is not a developed 'visitor offer' in the same way that Hadrian's Wall has now become, and as a result there is a general shortage of visitor survey data to draw from. However, in recent years a number of targeted studies have been commissioned by Historic Scotland and its partners, and many of the results mirror the issues highlighted earlier and also draw attention to some additional challenges which need to be addressed.

In 2005 Historic Scotland commissioned QA Research to investigate how Historic Scotland can facilitate the effective use of the Antonine Wall as an educational resource. The findings in their report, *Teacher Consultation and Best Practice Research for the Educational Provision of the Antonine Wall*, found that there were some important factors that would determine the attraction of an educational venue:

Most important factors regarding educational venues ³	
Curriculum links	81%
Object handling	79%
Talks provided	69%
Lunch area	69%
Post-visit work using venue material	67%
Coach parking	65%
Guided tours	63%
Pre-visit work using venue material	58%
Somewhere to leave coats and bags	54%
Classroom area	48%
Role playing	38%

Data extracted from QA Research report, 2005

³ The results were compiled from a database of 300 schools within an hour and a half' drive time (by coach) of the site

There were a number of factors mentioned by respondents that would encourage them to take a group to visit the Antonine Wall. The points raised were common to both primary and secondary schools. These included:

- Provision of re-enactment activities
- Opportunities for the children to dress up as Romans
- Opportunities to cook and eat Roman food
- A member of staff dedicated to schools
- Interactive learning exhibits
- A covered area to protect from bad weather
- A pre-printed risk assessment form
- Information sent to schools to highlight what the Wall can provide for school groups
- Less well-known parts of the Antonine Wall signposted better
- The provision of toilets
- Make the site as interactive as possible: *"It would however have to be brought to life and not be 'just a ditch'."*

Other recommendations for improving educational provision and encouraging more use by schools include the following summarised below:

- Partnership initiatives between education providers, local authority museum services and government agencies;
- Organise split site visits across local museums and attractions;
- Develop the schools twinning programme to allow pupils from different schools to share work and experiences of living near World Heritage Sites;
- Develop the educational provision along the Wall, resources to contain a 'Curriculum Web' introducing teachers to learning opportunities that can be explored during a visit;
- Suggestions for activities and facilities that should be provided, including:
 - Lunch area – very important to groups, fun and educational. Provide litter bins and a dustpan and brush so groups can clear up after themselves
 - Learning studio - where workshops can be carried out/groups can book out to complete work/shelter from bad weather if necessary
 - Adequate toilets
 - Actors in costume and character delivering sessions
 - Handling sessions
 - Outreach programme

- Creative interpretation of learning about Romans e.g. herb sampling sessions, costume design, shield design, exploring challenges that would have been faced by Romans that are relevant in today's society
- Concrete ideas for study
- Raise awareness of the Antonine Wall amongst educational groups;
- Produce an 'Educational Visits Directory' which should contain:
 - Contact details
 - Background information including historical, geographical, cultural and environmental detail to put a visit in context. This should contain visual stimulus including a timeline
 - Information about any sites along the Antonine Wall or Museums that are linked to the partnership and suggestions for multiple site visits and how they can offer learning opportunities and progression
 - How to make a booking
 - Sample itineraries
 - Case studies of school experiences
 - Transport enquiries
 - Links to useful resources
 - Glossary
 - Latin phrases
 - Games
 - Children's poems
 - Children's views
 - Risk assessment and hazard identification
 - Images



Young visitors at Bearsden Bathhouse

2. Access Strategy

2.1 Background

This section of the report was commissioned as a complement to the Interpretive Plan to provide an understanding of audience development needs and potential for the Antonine Wall.

2.1.1 Methodology

In summary, the work undertaken for the project included:

- Review of market research reports including:
 - Historic Scotland Antonine Wall Research – Progressive (March 2010)
 - Access to the Antonine Wall, Croy, Twechar and Kilsyth - STAR Development Group (January 2010)
 - What would make people care about the Antonine Wall and its surrounding landscape? - Space Unlimited (May 2009)
 - Historic Scotland Visitor Survey – TNS (January 2008)
 - Teacher consultation and best practice research for the educational provision of the Antonine Wall – QA Research (March 2005)
- Review of other reports/documentation including:
 - The Antonine Wall Management Plan 2007-2012
 - World Heritage Status: Is there opportunity for economic gain – Rebanks Consulting Ltd and Trends Business Research Ltd
 - WIAT Visitor Experience Strategy – Forestry Commission Scotland (September 2010)
- Site visits to a number of sites along the Antonine Wall
- Review of promotional materials where possible, including
 - Website
 - Leaflets
- Consultation with key stakeholders including (at the time of survey):

Name	Role	Organisation
Pamela McMahon	Regional Director	Visit Scotland
Kate Dargie	Local Heritage Officer	Glasgow City Council
Hayley Andrew	Senior Access Officer	North Lanarkshire Council
Gillian Barrie	Sustainable Development Officer	Central Scotland Forest Trust
Jim Devine	Head of Multimedia	Hunterian Museum & Art Gallery
Alisdair Gemmell	Planning Officer	West Dunbartonshire Council

Paul Hibberd	Interpretation Officer	Forestry Commission Scotland
Rena Tarwinska	Recreational Manager	Forestry Commission Scotland
Iain Arnott	Mugdock Park Manager	East Dunbartonshire Council
Peter McCormack	Curator	Auld Kirk Museum
Patricia Weeks	Cultural Resource Advisor /Antonine Wall Co-ordinator	Historic Scotland
George Findlater	Senior Inspector of Ancient Monuments	Historic Scotland
Doreen Grove	Head of Understanding & Access	Historic Scotland
Gregor Stark	Regional Architect	Historic Scotland
Peter Stott	Principal Officer for Heritage & Learning	Falkirk Council
Geoff Atkins	Area Access Officer	Scottish Natural Heritage
Catherine Martin	Manager	Croy Miners' Welfare and Community Centre
Sue Mitchell	Head of Education	Historic Scotland
Susan Ferguson	Head of Marketing & Development	Hunterian Museum & Art Gallery

2.1.2 Report Structure

The Access Strategy first sets out a review of the organisational structure for the Antonine Wall (including visitor levels). This is followed by an assessment of current visitors to the Wall (including visitor numbers), non-attenders and barriers to attendance. Finally the report proposes methods for overcoming barriers in relation to the Wall.

2.1.2 Organisational review

There are a number of organisations involved in the Antonine Wall.

Most of the Antonine Wall is in private ownership. 16.77 km of it belongs to public bodies, made up of the following:

Organisation	Owned/ Managed
Historic Scotland	7.7 km
Falkirk Council	5.4 km
North Lanarkshire Council	0.6 km
East Dunbartonshire Council	2.2 km
Glasgow City Council	0.07 km
West Dunbartonshire Council	0.8 km

Specific ownership/management is as follows:

Site	Owned/managed by
Kinneil House (line of Wall & ditch)	Historic Scotland
Bantaskin	Historic Scotland
Watling Lodge	Historic Scotland
Rough Castle	Historic Scotland
Seabegs Wood (rampart, ditch, outer mound and Military Way)	Historic Scotland
Castlecary fort	Historic Scotland
Garnhall	Historic Scotland
Tollpark	Historic Scotland
Dullatur	Historic Scotland
Croy Hill	Historic Scotland
Bar Hill	Historic Scotland
Hillhead	Historic Scotland
Bearsden Bath House	Historic Scotland
Kinneil House and Country Park	Falkirk Council
Polmont	Falkirk Council
Callendar Park	Falkirk Council
Kemper Avenue	Falkirk Council
Watling Lodge (fortlet)	Falkirk Council
Tamfourhill Road	Falkirk Council
Elf Hill	Falkirk Council
Seabegs (rampart and ditch)	Falkirk Council
Kinglass	Falkirk Council
Polmonthill	Falkirk Council
Little Kerse	Falkirk Council
Garnhill	North Lanarkshire Council

Hillhead	East Dunbartonshire Council
Kirkintilloch	East Dunbartonshire Council
New Kilpatrick	East Dunbartonshire Council
Bearsden (part of the fort)	East Dunbartonshire Council
Iain Road	East Dunbartonshire Council
Antonine Road	East Dunbartonshire Council
Hutcheson Hill	East Dunbartonshire Council
Twechar	East Dunbartonshire Council
Cleddans Burn	Glasgow City Council
Duntocher	West Dunbartonshire Council
Beeches Avenue	West Dunbartonshire Council
Carleith	West Dunbartonshire Council

In addition, further organisations are involved in the Wall through their membership on the Access and Interpretation Group. Membership, at the time of writing this, is as follows:

- Glasgow City Council
- North Lanarkshire Council
- Historic Scotland
- Hunterian Museum & Art Gallery
- West Dunbartonshire Council
- Falkirk Council
- Forestry Commission Scotland
- East Dunbartonshire Council
- Visit Scotland
- Scottish Natural Heritage
- Scottish Canals

2.2 Current Audiences

2.2.1 Current audience types

At the time of writing, information on audiences was anecdotal; none of the sites along the wall monitored visitor access in a formal manner, and thus there was no collected data indicating who the current audiences might be.

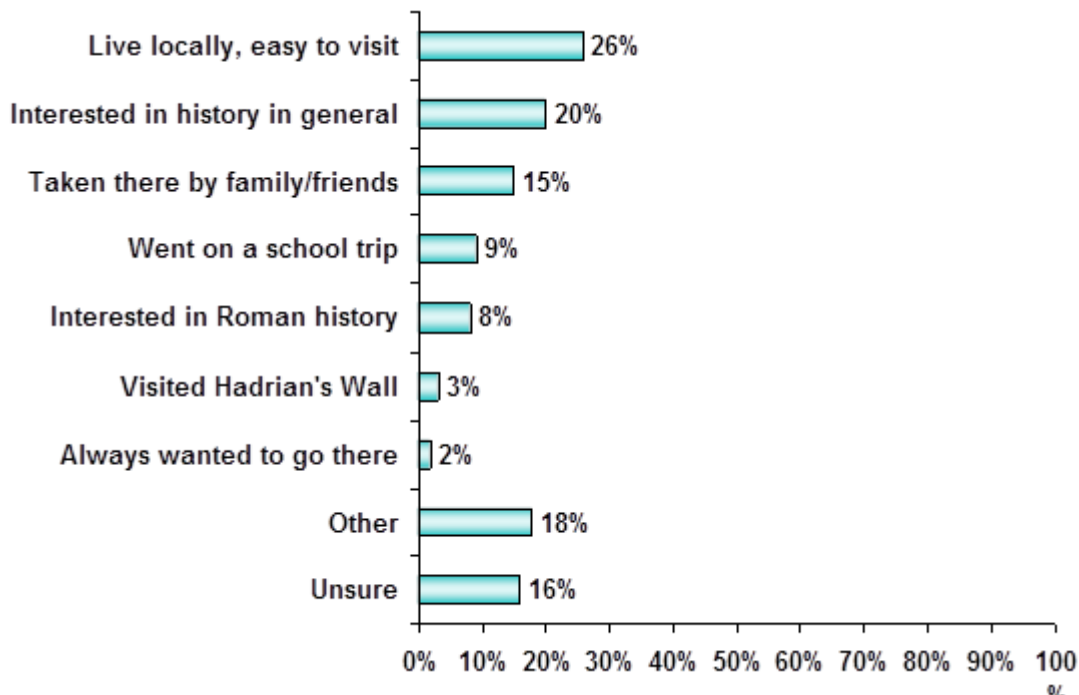
Instead, analysis of the market research previously undertaken, combined with key stakeholder consultation for the preparation of this strategy, would suggest that current audiences to the Wall are:

- Local dog walkers
- General walkers (short and long distance; including walking groups and tourists on walking holidays)
- Local people living along the line of the Wall, particularly families having a day out
- School groups
 - Although not consistent along the line of the wall, some locations/organisations have run particularly successful education programmes. These include:
 - The Croy Miners' Welfare and Community Centre where groups undertook a number of projects, including Romans and Croy, a walk to the fort, a re-enactment with the Antonine Guard, and handling Roman artefacts.
 - Callendar House and Kinneil Museum, where groups can learn about the Romans and dress up. Attendees are mainly Primary 6 and 7 (9 and 10 year olds). Admission for education groups is free.
 - Auld Kirk Museum, where groups can do handling sessions, dressing up, talking about Romans and a visit to Peel Park if the weather is good. Admission for education groups is free.
- Academic groups (particularly at university level)
- History enthusiasts, especially those interested in Roman history in general, or the Antonine Wall in particular
- Members of the Antonine Guard
- People who have previously visited Hadrian's Wall
- People that 'happen upon' the wall by accident; either because they are walking nearby, or visiting a local attraction such as the Falkirk Wheel

These findings are reflected in the results of the *Progressive* report findings⁴, which found that, of those interviewed in Scotland, key reasons for visiting the Antonine Wall were:

⁴ Historic Scotland Antonine Wall Research – Progressive

What influenced your decision to visit the Antonine Wall?



Others included: Visited when visiting the Falkirk Wheel (7), Enjoy walking / visited while on a walk (4), by chance/happened to be in the area / stumbled across it (4)

Data from Progressive survey and report, 2010

2.2.2 Visitor numbers

Information on visitor numbers to the Wall is scarce. None of the outdoor sites have the capacity to count visitor numbers; however, the museums containing artefacts from the Antonine Wall do have visitor attendance data.

Museum data on visitor numbers is as follows:

Museum	Education visits	Total visits
Callendar House	930 (Roman workshops - 09/10)	30k p/a (to Callendar House as a whole, includes Roman gallery)
Kinneil Museum	240 (Roman workshops - 09/10)	4.5k p/a
Auld Kirk Museum	300 p/a	18k p/a
Croy Miners' Welfare and Community Centre	300 (09/10)	1.2k (09/10)
Falkirk Wheel (includes Antonine Wall interpretation)	2.5k p/a	500k p/a

The results of the *Progressive* report identified that only a few of the respondents had visited sites along the Wall:

Which Antonine Wall sites visited?	Scottish	N England
Bearsden Bath House	5%	1%
Watling Lodge	5%	1%
Croy Hill	2%	0%
Rough Castle	2%	0%
Bar Hill Fort	2%	3%
Castlecary	2%	0%
Seabegs Wood	2%	0%
Visited but can't remember where	5%	3%
Never visited	78%	91%
Unsure	12%	5%

Data extracted from Progressive survey and report, 2010

Overall 18% of the total Scottish sample had visited at least one site on the Wall (equating to 42% of those with an awareness of the Wall).

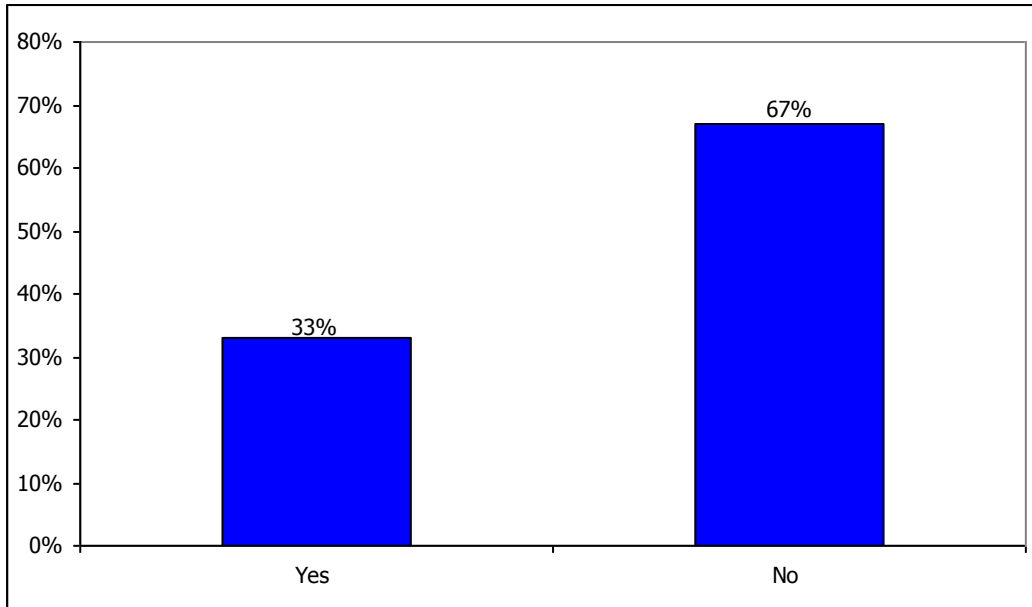
This is despite there being no shortage of interest in Scottish history within Scotland (66% of Scottish respondents noted that they enjoy Scottish History and 9% considered themselves history 'enthusiasts'). Any lack of interest in visiting historical sites was apparently down to apathy and/or a perception that such places would be 'dull, stuffy or restrictive', especially where children were concerned as they grew bored quickly. When encouraged by others (friends, family) to visit a historic site, respondents with reservations admitted they were 'pleasantly surprised' at how much they enjoyed the experience. For those who do not have a natural interest in history, there was a definite need for additional elements to encourage them to visit for example, café's, visitor's centres. Furthermore, information needs to be presented in a lively, involving way (for example through re-enactments, or guided tours or the use of interactive equipment or technology).

People in Scotland were significantly more likely to have visited at least one historic site at 63% (compared to 55% in North England) with over half (54%) visiting between 1 and 6 (compared to 41% in North England). So, it seems people are visiting historic sites, just not necessarily the Antonine Wall.

This is also reflected in the Star report, which found that only one third of the children involved in the study have visited the site, and only half of those had a strong memory of their visit.

Low levels of attendance were also found from research into school visits. The QA report found that 67% of respondents surveyed had not visited the Wall.

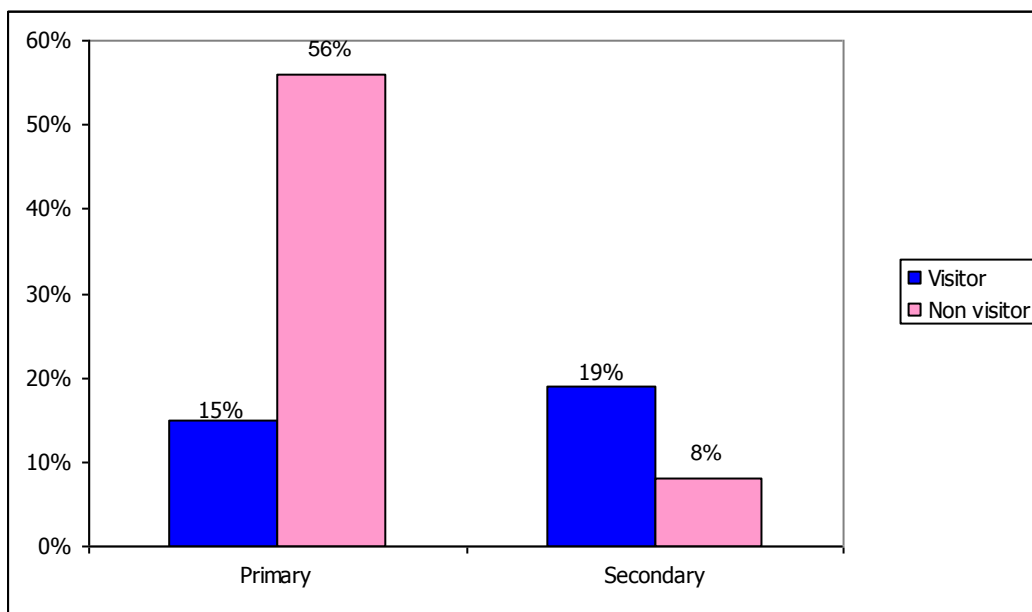
Previous visits to the Antonine Wall



Based on 35 primary schools, 13 secondary schools; total: 48. *Data from QA report, 2005*

When analysed between primary and secondary school, the QA report also identified that the majority of respondents from secondary schools had visited (19%), while the majority of respondents from primary schools had not (56%).

Visits to the Antonine Wall by primary/secondary school



Based on 35 primary schools, 13 secondary schools; total: 48. *Data from QA report, 2005*

2.3 Non-attenders

It is easy from the above to say that non-attenders to the Wall are ‘everyone else’, and that there is a large quantity of non-attenders; however particular types of audience that are unlikely to visit the Wall are believed to be:

- General holiday makers/tourists (both from UK and abroad)
- Young people
- Families, in particular those with no interest in history
- Those with limited mobility/disabled
- Those from Black and Minority Ethnic backgrounds



Family Groups are one target audience for this Interpretation Plan and Access Strategy

2.4 Barriers to access

Barriers to access are those things that discourage or prevent potential visitors from visiting the site. They might also be factors that mean that although visitors do go to the Wall, they don't go as frequently as they might.

Information on barriers to access for the Antonine Wall has been obtained from market research undertaken in relation to the Wall, key stakeholder consultation and site visits.

The Antonine Wall faces many barriers; however, there are two barriers in particular that appear to be critical to preventing access to the Wall.

These are:

1. A lack of awareness of the Antonine Wall
2. Disappointment when visiting the Wall

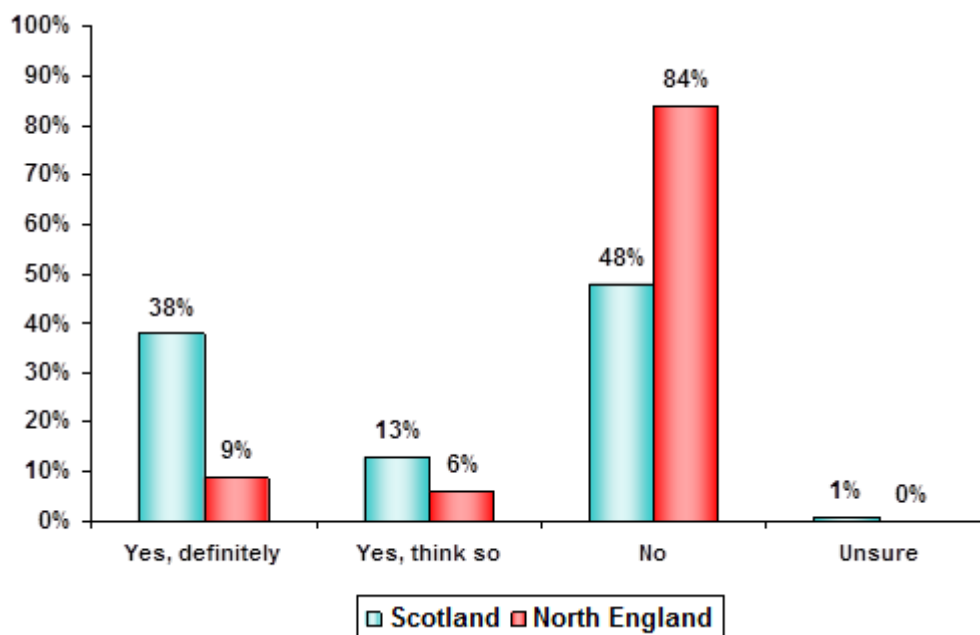
Further information on these specific barriers is set out below:

2.4.1 A lack of awareness

A lack of awareness of the Wall was the most commonly identified barrier for the wall through the key stakeholder consultation and through the market research.

The *Progressive* report identified that of those respondents consulted in Scotland only 52% were aware of the Wall to some degree, and only 38% stated a definite level of awareness.

Awareness of the Antonine Wall



Data from *Progressive* survey and report, 2010

Greater awareness of what the Antonine Wall is, was found to come from those with an interest in history (64% of history enthusiasts, 43% of 'don't mind history' and 29% of 'not really interested' had an awareness of the wall). A higher level of awareness was also found in older respondents to the survey (39% of 45-54 year olds, 62% of 55-64 year olds and 53% of 65+ year olds were 'definitely aware') and males and ABs (47% and 53% respectively). Awareness was highest in Central Scotland (74%) followed by Strathclyde (46%) and Fife (43%).

In the North of England, awareness was lower, with only 15% of the 200 people interviewed having an awareness of the Wall, and only 9% of these being definitely aware.

From focus group research, the *Progressive* report found that awareness was 'fairly limited' and only really covered people having heard about the Wall, with very few knowing any details about it. For some of the respondents they knew about the Wall because they lived close to it, although this knowledge does not necessarily mean that they are aware of what it is. Responses given included:

"Oh, that's what that is" and "I've been passed that loads of times and have never realised there was anything special about it"

When asked about why they had never visited any sites on the Antonine Wall, the most frequently given answer was because they "didn't know anything about it" (40% Scottish respondents and 60% from North England).

The *Space Unlimited* report⁵ (which involved sessions with secondary school pupils) also identified a low level of awareness: not just among young people but also amongst people in their communities. One young person from Clydebanks Secondary School said:

"Why did they ask us to get people to care about something they don't even know exists?"

The *Progressive* report also identified that there is confusion over the Wall's location, when asked about their knowledge of the Antonine Wall, only 23% of Scottish respondents identified that it is in Central Scotland, and 18% that it runs across the middle of Scotland. This further emphasises the fact that awareness of the Wall is low.

The *Progressive* report found that of those interviewed who had visited the Wall, some had, rather than purposefully setting out to visit, "happened upon it", either while visiting another attraction, or by accident while out walking.

This was also reflected in the *Space Unlimited* report, which identified that finding the wall was a real challenge for the groups. One group from Clydebanks Secondary School got a bus to the area of the Wall and tried to find it; at one point a member of the group found an old brick wall in a field and convinced the group that this was the Antonine Wall.

It is worth noting that although there may be an awareness of the Wall itself, there may not be the knowledge that there are sites along the Wall that can be visited. The *Progressive Report*

⁵ *What would make people care about the Antonine Wall and its surrounding landscape? - Space Unlimited*

found that when undertaking focus groups, there was a level of surprise that some of the sites belonged to the Wall. In addition, there was uncertainty regarding which parts could be visited:

“It’s not very clear where the most visible parts are.”

“Doesn’t really tell you much about what’s to see there.”

“It says here – Best Forts. What makes them the best?”

The *Progressive* report focus groups also found that very few consultees were aware of the Wall’s significance with only a small minority recognising it as a World Heritage Site. The Space Unlimited report found that the World Heritage status of the site also didn’t make any difference to the young people interviewed.

Although awareness arises through other means, promotion is a key tool for raising awareness. Promotion for the Antonine Wall currently includes:

- Antonine Wall World Heritage Site leaflet
- Various Council leaflets for walking the Antonine Wall
- Falkirk Council leaflet for Callendar House including a section on the Antonine Wall gallery
- Historic Scotland guidebook entry
- Articles in Historic Scotland Friends’ magazine

From a Google search of the internet for “Antonine Wall”, it is apparent that there are a number of websites with information on the Wall including:

- <http://www.antoninewall.org/>
- http://www.historic-scotland.gov.uk/index/policyandguidance/world_heritage_scotland/antoninewall.htm
- http://www.falkirk.gov.uk/the_area/visit_falkirk/attractions/antonine_wall.aspx
- <http://www.west-dunbarton.gov.uk/media/2619055/antonine.pdf>
- <http://www.edlc.co.uk/default.aspx?page=399>
- <http://www.northlanarkshire.gov.uk/index.aspx?articleid=22971>
- <http://www.visitlanarkshire.com/things-to-do/walking/Forth-Clyde-Canal-and-Antonine-Wall/>
- <http://www.historicglasgow.com/index.php?page=antonine-wall>

From an overall view of the promotion, it is apparent that:

- It is difficult to identify sites to visit. Some of the promotional material only covers selected areas, while others provide information on all sites without recommending particular sites to visit
- Generally promotional material does not include maps, or information on car parking, access by public transport or disabled access

- Some of the websites are quite 'clunky' and difficult to use
- Promotion comes from a number of different sources, covering different areas. There is no single means of marketing the Wall.

Furthermore, as despite the promotion detailed above awareness of the Wall is still low, it is anticipated that there is insufficient promotional material available. As a focus group consultee interviewed for the Progressive report put it:

"I had a look at the website but it didn't do much to grab my attention. In fact, I was put off after the first 3 or 4 sentences. "

2.4.2 Disappointment when visiting the Wall

A further key barrier to visiting is disappointment in the Wall.

Generally this appears to arise through the lack of visible remains at the Wall sites. From site visits it is apparent that the remains of the Wall largely consist of ditch and bank. Many visitors could be forgiven for arriving at a site and not knowing where the Antonine Wall is (in some locations it is hard even for specialists to identify the features of the Wall). Furthermore, where the ditches and banks are visible, the structures are not particularly impressive, or comprehensible, to the non-specialist.

As one of the key stakeholders pointed out during consultation:

"The key barrier is the Wall itself – it's just not that interesting"

This disappointment with the site was particularly identified through the Space Unlimited report, where a group of Clevedon Secondary pupils were taken to the Wall following an introductory meeting. The pupils were very excited about visiting the Wall; generally however, their experience of visiting the site didn't match expectations. Comments made included:

"The wall is boring"

"Nothing there" "just a sign and some rocks" "just a ditch" "who'd want to see that?"

As noted in the Progressive report:

"You can only see mounds. It looks like someone's garden"

This was also reflected in the QA report, which noted that the main reason given for not having visiting the Wall at a 'lack of things to see' at the site (8%).

Furthermore, despite its name, the Antonine Wall is not a wall. The inclusion of 'wall' in the name leads visitors to anticipate a structure built of stone (or even brick), and may well lead to expectations of something akin to Hadrian's Wall, or even the Great Wall of China.

However, in reality, there is little stonework remaining in the Wall, and the remains are not as impressive as a wall would be.

This is reflected in the market research. The Space Unlimited report notes that comments by respondents from the Clevedon Secondary following a visit included:

“Why do you even call it the Antonine Wall? I mean there’s not even a wall to look at?”

“It should be called the Antonine Ditch.”

This was also identified in the Star report, with a consultee noting:

“The Wall – it’s there but it’s no.”

Although listed as the second key barrier for the Wall, disappointment when visiting is a barrier that needs to be dealt with prior to a lack of awareness. Dealing with a lack of awareness prior to dealing with disappointment in the product will lead to an increase of visitor numbers, but a continued level of dissatisfaction.

Disappointment in the offer is the first area that will need to be dealt with in rejuvenating the Wall.

2.4.3 Other barriers

The Heritage Lottery Fund (HLF), provides some useful guidance on types of barriers that might be faced by heritage sites. These barrier types are categorised as:

- Organisational
- Physical
- Sensory
- Cultural
- Intellectual and
- Financial

Applying this system of analysis to the Antonine Wall produces the following:

Organisational

- There are a large number of organisations involved in looking after and promoting the Wall. Managing expectations and workloads to deliver key projects will require a high degree of co-ordination and co-operation
- Artefacts from the Wall are largely located in museums separate from the Wall, making it harder to link the artefacts with the Wall.

Physical

- Signposting to the sites is limited; both in terms of car signage and pedestrian way-finding signage⁶
- Not all sites have car parks, so people are not aware of where they can access the sites from (this was also identified in the Star report). In some cases there is minimal car parking available in lay-bys, however, increased visitor numbers to the Wall would be likely to put significant pressure on these resources.
- There are some sites where there is no easy route to the Wall, or where the site is landlocked (such as Tollpark) where there are no rights of access from the road
- Often sites are off minor roads, and can be harder to find
- There are some instances of bulls/ horses in fields blocking access to the Wall
- There are some locations where access is blocked by fences
- There are some locations where gates are unsuitable for buggies⁷
- The Star report identified a number of problems with paths in the Croy, Twechar and Kilsyth area including paths that were overgrown, poorly drained, poorly surfaced and muddy
- Entrance ways to the sites are largely unexciting. Such entrances can raise awareness of the location of the site, together with a feeling of arrival on entry
- The Star report identified the need for road crossings, particular in relation to school visits
- The course of the Wall is criss-crossed by rail, canal and road networks, and physical access can appear counter-intuitive/illogical
- There is no route along the Wall, enabling access to the whole length of the Wall
- It is necessary to walk for at least 5-10 minutes to reach the majority of the sites. This can put people off visiting, as each visit will require commitment; in particular for those in wheelchairs or with limited mobility
- The physical terrain/topography along the Wall is often rugged and often difficult to traverse, in particular for those in wheelchairs or with limited mobility.
- Facilities at the sites on the Wall are limited. There are generally no toilet facilities available on site⁸, or any indoor areas for shelter. (Lack of toilets is the main barrier identified by schools, especially for younger children⁹).
- The locations of interest along the Wall are fragmented, with no central point, making it harder to understand the concept of the Antonine Wall as a whole¹⁰.

⁶ As noted in the Star report

⁷ As noted in the Star report

⁸ A lack of public toilets in the Croy, Twechar and Kilsyth area was noted in the Star report

⁹ QA report

- Although public transport is available to some of the sites, it is not available to all sites, particularly those away from urban areas. This can provide a barrier to those in particular who do not have their own car/on holiday.
- It is anticipated in the Progressive report that there is little cross-over between the specific sites along the Wall people have visited.

Sensory

- There are currently no facilities for those with visual or hearing impairments.

Cultural

- The Antonine Wall tends to attract those interested in history, but the nature of the Wall itself may well be a barrier to those without an interest in history.
- Social issues such as vandalism, burnt out cars, scrambler/trail bikes and litter. This is particularly the case at Rough Castle, Bar Hill, Croy Hall and Watling Lodge¹¹.

Intellectual

- Awareness of the Wall is limited (see above)
- The remains of the Antonine Wall are limited; largely consisting of ditch and bank earthworks. This can lead to disappointment in the sites (see above).
- The use of 'wall' in the name implies a stone built structure. This can also lead to disappointment with the Wall (see above).
- At present interpretation of the Wall is minimal; and tends to occur only at those sites owned by Historic Scotland. Interpretation, where it does exist, mainly consists of low-level interpretation panels.
- Interpretation along the line of the Wall is sporadic, and does not provide a cohesive story
- Interpretation of the Wall does not currently bring the sites alive.
- The Star report concluded that there was 'a significant need to develop interpretation and information in the area'.
- Whilst the Antonine Wall has a reasonably strong concept generally, there is no iconic image of it.

Financial

- At present, none of the museums/sites associated with the Wall have charged entry. This is obviously not a barrier, although should an admission charge be associated with say, a new Antonine Wall visitor centre (see below), such a charge might constitute a barrier to some visitors.

¹⁰ As noted in the Progressive report

¹¹ Information from Gregor Stark, Regional Architect for Historic Scotland, from Historic Scotland squads

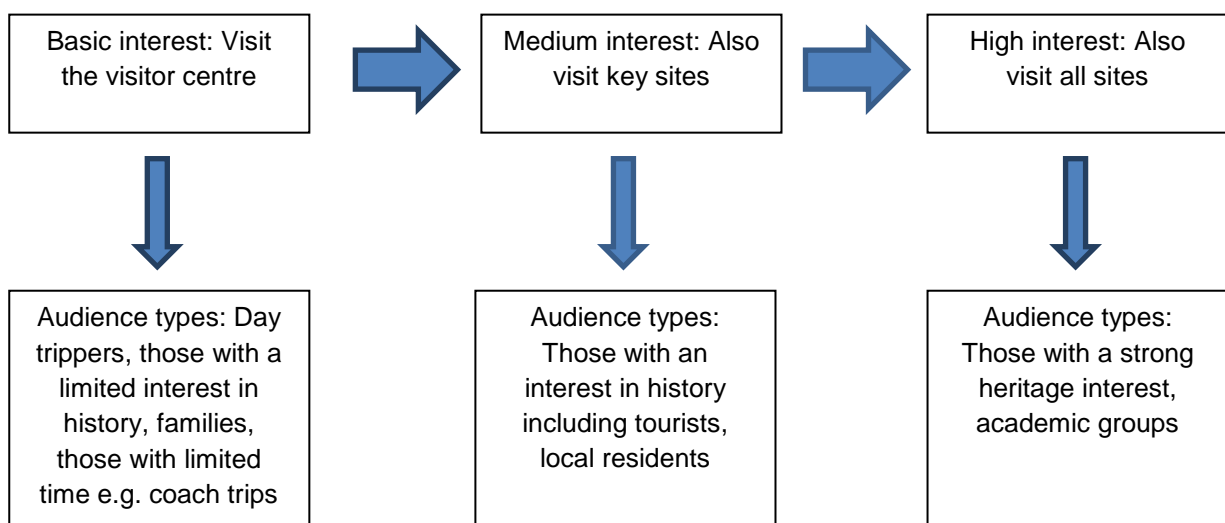
2.5 Methods for overcoming barriers to access

The following details propose methods for overcoming barriers to access for the Antonine Wall.

2.5.1 Dedicated visitor centre

It is apparent from the above that visitors to the Wall are often disappointed by what they encounter. The remains of the Wall largely consist of ditch and bank structures, and are not particularly impressive, or comprehensible, to the non-specialist. It is possible that the provision of a dedicated Antonine Wall visitor centre could facilitate the provision of information to fully understand the Wall, and could also encourage excitement about the Wall. Artefacts from the museums on the Wall could be loaned to the visitor centre for display

The visitor centre could be used as a 'jumping off point' for visits to sites along the Wall. This could take the form of a hierarchy of visit types, depending on the depth of interest (and in some cases time available) of the visitor; running from:



2.5.2 Links between sites along the Wall and museums associated with the Wall

The various sites making up the Wall should be cohesively linked in order to understand the full extent of the Wall, and to enable cross-visitation of sites. The provision of a dedicated visitor centre could enable linkages between sites and museums. In addition to this, it would be beneficial to provide details of other locations to visit at sites/museums along the Wall. This could include the provision of details of other sites in interpretation at external sites and promotional materials at museums.

2.5.3 Organisational

Proposals for overcoming organisational barriers include:

- A co-ordinated approach to investment
- Increased communication
- The potential for the introduction of a lead organisation

2.5.4 Ranger service

There would be considerable benefit in developing a joined up ranger service providing guided tours, to convey an understanding of the wall through the spoken word. Falkirk Council already provides a countryside ranger service (through its Development Services Department); however, this proposal would enable the provision of a dedicated ranger service for the whole of the Wall. At least a section of this ranger service could be provided by volunteers, enabling the local community to become more actively involved in the Wall. This would have a range of benefits, including increased community ownership of the Wall and up-skilling through the training of volunteers.

2.5.5 Improved interpretation

Interpretation is particularly important in relation to the Antonine Wall, where general visitors may have difficulty recognising elements of the site on the ground. Further information on proposals for interpretation are included later in this report, however, the key features of this interpretation should include:

- People focused interpretation (human interest angle)
- Interpretation that tells the story of the World Heritage Site
- Links with other locations around the Roman frontier
- Information on other sites to visit
- Stories that make the Wall come to life
- Interaction to excite the visitor, in particular younger people
- Visuals that identify the line of the Wall
- Images/models of reconstructions to clearly demonstrate what the Wall and its associated features would have looked like.
- Compliance with the Equality Act (replacing the Disability Discrimination Act) and the Gaelic Language Act

2.5.6 Walks

There are currently a few shorter, circular walks along the Antonine Wall which visitors can undertake. Two longer distance walks are in development by other organisations: an extension of the John Muir Way by SNH which will open in April 2014 and utilise stretches of the Antonine

Wall; and a Sustrans route from North Lanarkshire to Stirling. It is apparent that a proportion of current audiences to the Wall are also interested in walking. This audience could be built upon through the introduction of a number of further circular walks along the Wall. The Forth and Clyde Canal, adjacent to a proportion of the Wall, could be incorporated into some of these walks.

2.5.7 Walking guide

There is a need for the development of a guide enabling walkers to visit the Wall, and to walk along those sections of the route of the Wall where pathways exist. Such a map needs to have car parks marked on it.

2.5.8 Raise awareness through increased promotion

One of the key methods of raising awareness of the Antonine Wall would be through increased promotion. A marketing strategy for the Wall should be commissioned, with the following key areas to be addressed:

- The need for a single means of marketing, including one dedicated website for the site.
- The importance of identification of markets, and a possible road map of promotion to different markets: for instance it might be suitable to target local residents first, extending outwards at a later date
- The consideration of specific promotion based on the designation of the Wall as a World Heritage Site
- The use of links on local websites
- The use of editorials or articles in local newspapers
- The use of advertisements in free local papers
- The increased use of tourist literature
- The incorporation of details of other attractions/places of interest in the vicinity of the Wall

However, it is important to note that most of the above should not be attempted until a clear visitor offer is available, so as to not create undue levels of expectation.

2.5.9 Events

Events are a further way of developing awareness of the Wall, and provide an added attraction to visit the Wall, in particular for those that live nearby or have already visited the Wall. Events could include activities such as something akin to the Hadrian's Wall event 'Illuminating the Wall' or an organised Roman march from one end of the Wall to the other.

2.5.10 Disabled access

There are sections of the Wall that are accessible for those in wheelchairs or with limited mobility; however the majority of the Wall is not accessible. It should be acknowledged that actual access to the whole of the Wall is not necessarily feasible or possible, but instead could be provided through internet/smart phone applications which could be accessed remotely, or through audio visual displays and scale reconstructions at a dedicated Antonine Wall visitor centre.

2.5.11 Community engagement

Community engagement can be used as a method to overcome social issues associated with the sites (such as vandalism), but also to raise awareness amongst local residents, and pride in their local area. The Star report in particular identified the potential for close working with communities. Community engagement could include a leaflet drop with information and contact details, press coverage, school work and pop-in sessions (these have all been successful for the Forestry Commission), together with volunteering opportunities, as rangers and as part of work parties to do conservation/management work. (Volunteer opportunities have the additional advantage of also providing volunteers with skills, training and accreditation).

2.5.12 Economic benefit to the local community

The Wall could be used to develop the local economy. This could be undertaken not only through facilities to service the increasing number of visitors to the wall (such as restaurants, cafés, accommodation and shops), but also through branding exercises, similar to those undertaken at Hadrian's Wall, where the Hadrian's Wall Country brand is used for products made in the area. Such a brand would increase awareness of the products, but could also be seen as a sign of good quality (if suitable quality monitoring schemes were put in place).

2.5.13 Signposting

Signposting along the Wall should be improved, including road and pedestrian signage; with locations for signs including key traffic routes to sites, at the site itself and at other local attractions

2.5.14 Car parks

Car parks should be introduced where necessary. This is likely to require the purchase of land from neighbouring landowners, but will be particularly necessary as visitor numbers to the Wall increase.

2.5.15 Landowners

Better relationships should be built with landowners to improve access to the Wall.

2.5.16 Facilities

Facilities, in particular toilet provision, should be improved wherever possible, especially at key sites. Where it is not possible to provide toilets, partnerships with local attractions/accommodation/restaurants might be developed.

2.5.16 Repairs to paths

Paths should be repaired/improved where necessary. Such work could be undertaken by the volunteer taskforce identified above working on conservation/management work.

2.5.17 Road crossings

Road crossings should be introduced where appropriate, at key sites.

2.5.18 School groups

Schools work should be maximised. This could incorporate:

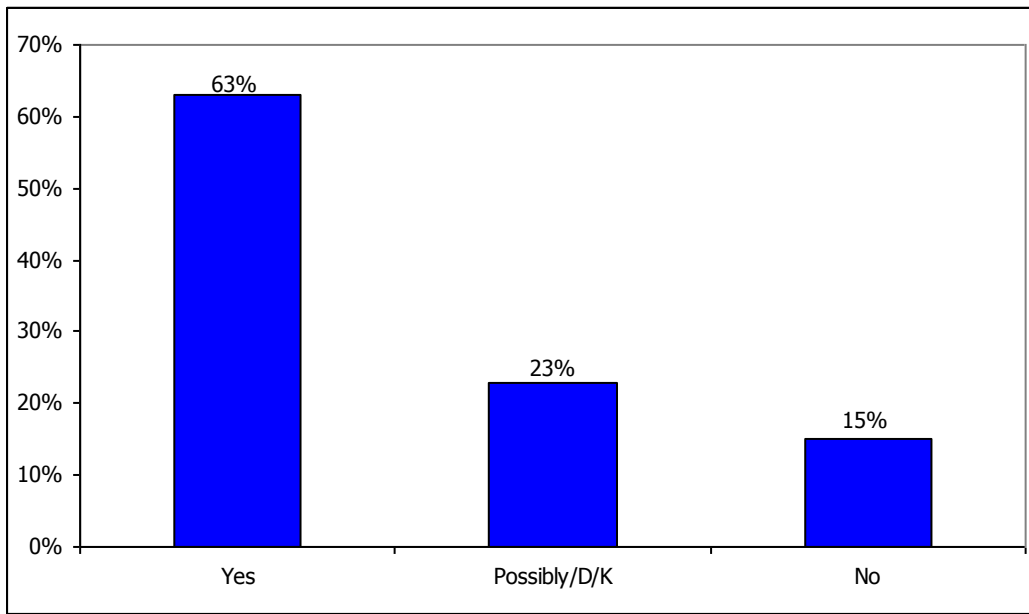
- Use of the rangers' service to lead guided visits for school groups
- An offer for schools including (as identified by the QA report):
 - Toilets
 - Re-enactment
 - Dressing up
 - Role play
 - A member of staff dedicated to schools
 - Interactive learning exhibits
 - Covered area for bad weather
 - Pre-printed risk assessment form
 - Information sent to schools
 - Better signposting

2.5.19 Links with local attractions

The development of links with local attractions and places of interest such as the Falkirk Wheel and SSSIs in the area should be explored. Such links will develop awareness of the Wall, together with providing visitors with the potential for a full day out. Links could include joint marketing, signage from visitor attractions to/from the Wall, joint events, and joint promotional activities.

It is anticipated that links with local attractions will also be attractive to school groups. 63% of schools interviewed as part of the QA report identified that they would be keen to do a combined trip to the Antonine Wall and a local museum.

Combined trip to the Antonine Wall and a local museum



Based on 35 primary schools, 13 secondary schools; total: 48

Data from QA report, 2005

2.5.20 Dedicated bus service

Hadrian's Wall run a successful bus service, dedicated to visitors to the Wall. The provision of a similar service for the Antonine Wall could provide a useful resource for those visiting the Wall by public transport, and for walkers, who as a result would be able to walk further along the Wall. Such a service would need to be assessed for its financial viability, and might be a proposal that is introduced later.

2.6 Target audiences

Building on the above, proposed target audiences for the Antonine Wall have been identified. These include an increase in current audiences, including:

- **Dog walkers**
- **General walkers**
- **School groups**
- **Local residents**

Together with new audiences, including:

- **ABC1s:** This group tends to be interested in history and should therefore be a strong contender for visiting the Wall. (This is reflected in the Historic Scotland visitor survey data¹² which identified that 78% of those visiting the 19 properties were in the ABC1 socio-economic segment. This compares to 47% of the Scottish population who are classified as ABC1.) In summary, characteristics of ABC1 socio-economic segments are as follows:
 - A UK: 3% of the population;
 - These are professional people, or are very senior in business or commerce, or are top civil servants
 - Retired people, previously grade A, and their widows
 - B UK: 18% of the population;
 - Middle management executives in large organisations, with appropriate qualifications
 - Principal officers in local government and civil service
 - Top management or owners of small business concerns, educational and service establishments
 - Retired people, previously grade B, and their widows
 - C1 UK: 27% of the population;
 - Junior management; owners of small establishments; and all others in non-manual positions
 - Jobs in this group have very varied responsibilities and educational needs
 - Retired people, previously grade C1 and their widows
- **Tourists:** From Scotland, UK and overseas, in particular those identified by Visit Scotland as types of visitor who are more likely to come to Scotland generally¹³. Those Visit Scotland segments that we anticipate will be attracted to visiting the wall are:

¹² Historic Scotland Visitor Survey – TNS

¹³ http://www.visitscotland.org/research_and_statistics/visitor_research/uk_visitors/uk_consumer_segmentation.aspx

- **W1s – Affluent Southern Explorers:** This group like walking. Visit Scotland have identified that this audience enjoys authentic experiences, so recommendations of places off the beaten track will appeal
- **W2s – Younger Domestic Explorers:** This segment are interested in castles and culture
- **W3s – Mature Devotees:** Have an interest in historical sites; but tend to be older, and so may have mobility problems, which may prevent them from coming
- **W4s – Affluent Active Devotees:** This group enjoy exploring beautiful landscapes, and discovering new things. They also like being active; although this group is likely to require the highest segment of accommodation. Visit Scotland suggest that this group should be reminded about why they love Scotland and to inspire them to see and do more of what Scotland has to offer.
- **C3s – Better off Traditionalists:** This segment enjoys visiting historic castles, museums and national parks, but do not currently take holidays in Scotland. Although this type may well be interested in the Antonine Wall, they will need to be persuaded to come to Scotland in the first place (it is possible that, if a strong enough offer, the Antonine Wall could be a driver for this segment to visit Scotland)

(We anticipate that the Visit Scotland segment **C5 – Northern Sometimers** although a key target audience for Visit Scotland would be unlikely to be interested in the Antonine Wall, as they are more interested in city breaks.)

The majority of visitors to Historic Scotland sites were found to be on holiday¹⁴.

Historic Scotland data also indicates that 54% of their visitors to the 19 sites identified were from outside the UK: the majority coming from USA (14%)¹⁵.

- **Scottish residents on short breaks:** Visit Scotland is doing more marketing in Scotland to sell 'Scotland for the Scots'. This could be a potentially strong target audience for the Antonine Wall.
- **Coach parties:** Being part of a tour or organised group was the second most frequently given reason for visiting for the 19 properties covered by the TNS report; as such there is potential for the Antonine Wall to attract this group.
- **Families with children:** Although the Historic Scotland visitor survey report found that 81% of visitors to the 19 sites did not visit with children, this clearly varies between sites, with some sites achieving as high as 52% visiting with children¹⁶. As such, there is a market available for attracting families with children to the Antonine Wall.
- **Empty nesters:** The Historic Scotland survey data found that empty nesters (aged 45+ years, living with partner, married, divorced/separated or widowed with no children in household) was

¹⁴ Historic Scotland Visitor Survey – TNS

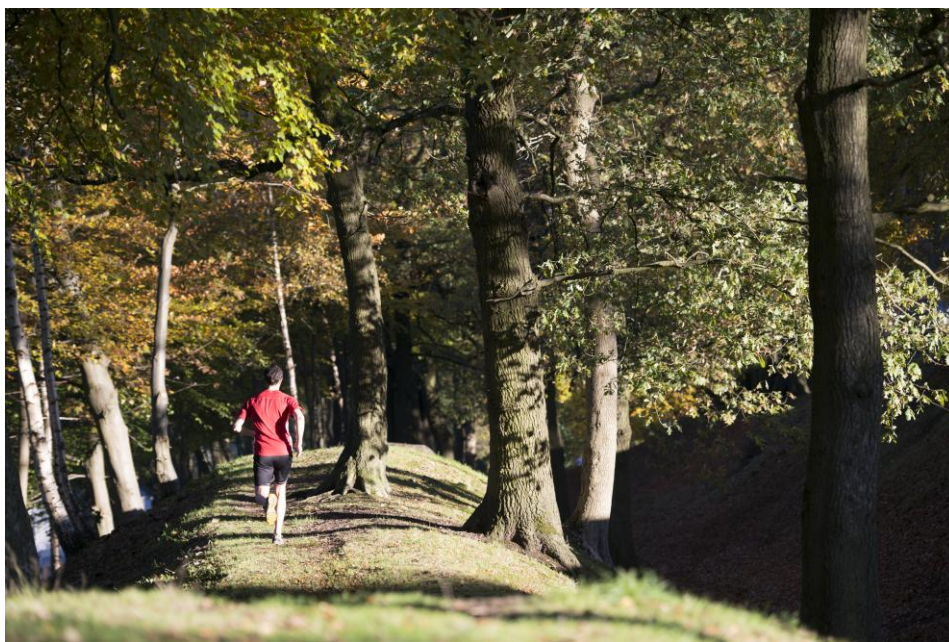
¹⁵ Historic Scotland Visitor Survey – TNS

¹⁶ Historic Scotland Visitor Survey – TNS

the most frequent lifecycle segment visiting their sites, representing 48% of visitors to properties excluding Edinburgh Castle¹⁷. Again, this group could form an important audience for the Antonine Wall.

- **Young people**
- **Community groups:** Such as local history societies

As previously noted, any awareness raising with target audiences should not be undertaken until the visitor offer of the Antonine Wall is improved.



The Antonine Wall is currently used by various 'healthy living' groups

¹⁷ Historic Scotland Visitor Survey – TNS

3. Meeting Visitor Expectations

It is an obvious statement to say that no two visitors are alike, and indeed everyone differs in their needs and expectations. Our methods of engagement therefore need to be equally diverse in order to reflect different interests and requirements.

As a first step towards identifying the best means of reaching the target audiences (see Section 2.6 above) the following table sets out generic preferences based on data extrapolated from visitor surveys, audience profiles and the general pattern of visitor behaviour in Scotland¹⁸ commissioned by Historic Scotland and its partners:

Visitor Audience	Interests and Expectations	Possible Media/ Presentation
<i>History enthusiasts</i>	Motivated by cultural interests such as art galleries, museums and architecture. Content to be left on their own to explore/ engage with sites at their own pace. Tend to be older visitors	<ul style="list-style-type: none"> - High level of information, in-situ interpretive panels & signage - Leaflets, map-guides, guide books - Web-based resources - Visual reconstructions and models - Exploratory trails and walks
<i>Visitors not interested in history</i>	Drawn to social environments in their leisure time e.g. cinemas, bars, restaurants. Tend to be motivated by entertainment rather than education and prefer activity-based attractions and technology	<ul style="list-style-type: none"> - Exhibitions with interactive displays and hi-tech media - Audio visual environments - Web-based entertainment - Opportunities for social networking - Low level of information - Café, WCs and retail
<i>Older couples</i>	Need reassurance that the site is accessible. Prefer shorter visits and walks (some guided) on evenly graded paths, and require nearby facilities	<ul style="list-style-type: none"> - Medium level of information, in-situ interpretive panels & signage - Guided walks - Café & WCs
<i>Couples (without children)</i>	General history and sight-seeing, appreciate good level of supplied information. Motivated by opportunities for trails and walks	<ul style="list-style-type: none"> - High level of information, in-situ interpretive panels & signage - Exhibitions with informative displays and hi-tech media - Leaflets, map-guides, guide books
<i>Families with children (young & old)</i>	Child-friendly environment with plenty to do for the children. Motivated by opportunities for trails and walks (as long as visitor facilities available)	<ul style="list-style-type: none"> - Exhibitions with interactive displays and hi-tech media - Quests/ challenges with bespoke trail packs - Play areas and adventure playgrounds

¹⁸ E.g. Antonine Wall Research by Progressive 2010, Space Unlimited Report 2009, Historic Scotland Visitor Survey produced by TNS Travel and Tourism in 2008, Teacher Consultation and Best Practice Research for the educational provision of the Antonine Wall by QA Research 2005

		<p><i>(could be themed)</i></p> <ul style="list-style-type: none"> - Low level of information - Events, workshops and demos - Café & WCs
<i>Young people 16 - 24</i>	Living history, re-enactments and costumed interpreters. Also games and activities. Lively events programme	<ul style="list-style-type: none"> - Organised activities and challenges: walking, running, cycling - Centre/ base for activities - Medium level of information - Café, WCs/ retail/ cycle hire
<i>Children under 16</i>	Plenty to see and do: hands-on interactives, games, puzzles and quests. Lively events programme	<ul style="list-style-type: none"> - Hands-on activities, role-playing, dressing up - Play areas and adventure playgrounds <i>(could be themed)</i> - Low level of information - Café, WCs and retail
<i>Educational groups</i>	Bespoke offer catering for Curriculum for Excellence core subjects e.g. Social Studies/ The Romans in Scotland plus Glasgow and Edinburgh University Roman studies syllabus	<ul style="list-style-type: none"> - Educational resources where possible: all-weather facility, teaching aids etc - Exhibitions with interactive displays and hi-tech media - Bespoke teaching packages - Tie-ins with ranger service - Accessible research database - Café & WCs
<i>Specialist groups</i>	In-depth information available on particular subject e.g. archaeology, architecture, engineering, wildlife, geomorphology, landscape evolution, military history	<ul style="list-style-type: none"> - High level of information, in-situ interpretive panels & signage - Leaflets, map-guides, guide books - Web-based resources - Accessible research database
<i>Local residents</i>	Understanding what is on offer and what it means to them. Development of local/ national pride and ownership. Walking opportunities. Encouragement for repeat visits with visiting friends and family	<ul style="list-style-type: none"> - Medium level of information, in-situ interpretive panels & signage - Good walking(including dog-walking) opportunities - Day trips - Cycle routes - Events and demos
<i>Scottish, rest of UK and international tourists</i>	Understanding what is on offer, and relevance to them. Interest in exploring World Heritage sites and sites of historic/ environmental interest, events and demos	<ul style="list-style-type: none"> - Good orientation and directional signage - High level of information, in-situ interpretive panels & signage - Events and demos - High quality facilities: café/ WCs/ retail/ cycle hire

4. Significance of the Antonine Wall

4.1 Statement of Outstanding Universal Value

The Antonine Wall is protected and managed in accordance with its Statement of Outstanding Universal Value (SOUV). The full detail of this is expressed in the Antonine Wall Management Plan¹⁹. It includes the criteria under which the site was nominated:

- i On the basis that the Antonine Wall is the most complex and developed of all Roman frontiers
- ii as the most northerly frontier of the Roman Empire, the Antonine Wall reflects the wish of Rome to rule the world; and is a physical manifestation of a change in Roman imperial foreign policy following the death of the emperor Hadrian in 138 AD
- iii on the basis that the Antonine Wall was constructed at the time when writers were extolling the virtues of Roman frontiers; that it bears an exceptional testimony to the military traditions of Rome; and is an exceptional example of the methods developed by the Romans to protect their empire

4.2 Significance

The Antonine Wall is one part of a much larger World Heritage Site: Frontiers of the Roman Empire (FRE). The Roman Empire, in its territorial extent, was one of the greatest empires the world 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 second century AD when the Empire reached its greatest extent. Together, the inscribed remains, and those to be nominated in the future, form an extensive relict cultural landscape which displays the unifying character of the Roman Empire, through its common culture, but also its distinctive responses to local geography and political and economic conditions. Each component part is a substantial reflection of the way resources were deployed in a particular part of the Empire.

The FRE as a whole has an extraordinarily high cultural value. It was the border of one of the most extensive civilizations in human history, which has continued to affect the western world and its peoples until today. It had an important effect on urbanisation and on the spread of cultures among remote regions. The scope and extent of the frontier reflects the unifying impact of the Roman Empire on the wider Mediterranean world, an impact that persisted long after the empire had collapsed, while the frontiers are the largest single monument to the Roman civilization.

The FRE illustrate and reflect the complex technological and organisational abilities of the Roman Empire which allowed it to plan, create and protect a frontier of some 5000 km in length, with a garrison of tens of thousands of men, and to manage the social, economic and

¹⁹ The Antonine Wall, Frontiers of the Roman Empire World Heritage Site, Management Plan 2014 - 2019

military implications of this frontier. The frontier demonstrates the variety and sophistication of the response to topography and political, military and social circumstances which include walls, banks, rivers, and sea.

The Antonine Wall formed the most northwest part of the Empire's general system of defence or Limes. In use for only a generation, this barrier incorporated several technical and design components not seen on earlier frontiers and was one of the last of the linear frontiers to be built by the Romans.

The contribution of this part of the Frontier to the Outstanding Universal Value of the WHS FRE is expressed as follows: The Antonine Wall bears testimony to the maximum extension of the power of the Roman Empire, by the consolidation of its frontiers in the north of the British Isles, in the middle of the second century AD. The property is a physical manifestation of change in Roman imperial foreign policy at the time. The Antonine Wall is one of the significant elements of the Roman Limes present in Europe, the Middle East and North Africa. It exhibits important interchanges of cultural values at the apogee of the Roman Empire. The Antonine Wall fully illustrates the effort of building the Limes on the frontiers of the Roman Empire. It embodies a high degree of expertise in the technical mastery of stone and turf defensive constructions, in the construction of a strategic system of forts and camps, and in the general military organisation of the Limes. The Antonine Wall is an outstanding example of the technological development of Roman military architecture and frontier defence.

4.3 Contemporary Values

Economic: The central belt of Scotland is one of the most industrialised parts of the UK and is now undergoing a process of regeneration. The Wall adds to the tourism value and cultural diversity of the area and deepens understanding of local heritage. The existence of the Wall has helped to secure the openness of the landscape in certain areas.

Educational: The Wall has value as an educational resource: for its place within the historical, cultural and environmental landscape of central Scotland; and for its international status which is a springboard for discussion on citizenship, the history and role of world empires, cultural change, and heritage and environmental conservation.

Recreational: The Wall is valuable as an area of green space and trees close to urban suburbs, and as a leisure area for walkers and cyclists with links to waterways, including the Forth and Clyde Canal, and other attractions such as the Falkirk Wheel.

Social and Political: The Wall is a source of pride for local communities. It adds value to the wider cultural and historical interest of the area. The Wall is a 'living' monument with its place in history immortalised in street names like Grahamsdyke Street, Roman Road and Antonine Court, and in its appearance on the Kirkintilloch coat-of-arms. It is also an evocative reminder of Scotland's long relationship with Europe and the wider world, as well as being astride one part of the country not conquered by the Romans.

4.4 Tangible & Intangible Heritage

In terms of its value as a resource, the Antonine Wall should not be assessed in terms of its physical assets alone, although these are of undoubted value. As a resource the Wall has the potential to provide interpretation in far broader ways:

- **Tangible** – those features of the Wall and its component sites which can be directly seen and experienced in situ;
- **Intangible** – the personal and written accounts of the excavations conducted along the line of the Wall within living memory, the training and skills associated with its conservation and preservation, the folklore and mythology inspired by the wall, artistic responses to the Wall; assets which are not normally valued or collected in the conventional sense;
- **Contextual** – those things tangible or intangible which inform the understanding of the site, but which are not directly located there, such as the objects and collections held by the Hunterian Museum, National Museum of Scotland, Falkirk Museums Service etc, and written historical accounts by Roman writers such as Tacitus;
- **Associational** – events and the people involved with them which have an association with the Wall whether they took place there or elsewhere e.g. the expansionist policies and frontiers of the Roman Empire, the battle of Mons Graupius, the emperors Hadrian and Antoninus Pius, Lollius Urbicus, the Roman governor of Britain etc

Although it does not help to define these definitions and boundaries too rigidly they do enable a broader view of the resources available in planning the interpretation, and in the case of the Antonine Wall could be argued as particularly pertinent due to its global significance as the north-west frontier of the Roman Empire being of more importance than the physical remains that survive.

4.4.1 Tangible Assets

The key tangible assets on the site are:

- *The Antonine Wall*. Comprising the rampart, broad V-shaped ditch, upcast mound and berm, surviving to a greater or lesser degree in linear sections which can be seen in the following locations:

- | | |
|--------------------------------|---------------------------|
| 1. Kinneil | 14. Dullatur |
| 2. Polmonthill | 15. Croy Hill |
| 3. Polmont Woods | 16. Bar Hill |
| 4. Callendar Park | 17. Cadder |
| 5. Bantaskin | 18. Wilderness Plantation |
| 6. Watling Lodge & Tamfourhill | 19. Balmuildy |
| 7. Rough Castle | 20. Summerston |
| 8. Seabegs Wood | 21. New Kilpatrick |
| 9. Dalnair | 22. Roman Park |

- | | |
|----------------|--------------------|
| 10. Castlecary | 23. Castlehill |
| 11. Garnhall | 24. Hutcheson Hill |
| 12. Tollpark | 25. Duntocher |
| 13. Westerwood | |

- *The Military Way.* This ran along the entire course of the Wall, located between 15 – 40m to the south of the rampart. Stretches of it can be seen at the site of Inveravon Camp, east of Mumrills Fort in Beancross, Rough Castle in Bonnyside, Seabegs Wood, Garnhall/ Tollpark, Westerwood/ Dullatur, Croy Hill, Bar Hill, Easter Cadder Camp, Cadder Fort and a small section at Old Kilpatrick.
- *Additional features of the Wall.* The Antonine Wall is the most complex of all Roman frontiers. Its forts and fortlets were closer together than on any frontier and varied considerably in size, defensive arrangement and plan. These include Forts, Fortlets, Annexes and Expansions, as shown in the table below, listed from east to west:

Primary Forts	Secondary Forts	Fortlets	Annexes	Expansions
Carriden	Inveravon	Kinneil	Carriden	Tentfield
Mumrills	Falkirk	Watling Lodge	Inveravon	Bonnyside
Castlecary	Rough Castle	Seabegs Wood	Mumrills	Croy Hill
Bar Hill	Westerwood	Croy Hill	Falkirk	
Auchendavy	Croy Hill	Glasgow Bridge	Rough Castle	
Balmuildy	Kirkintilloch	Wilderness Pl	Castlecary	
Old Kilpatrick	Cadder	Summerston	Westerwood	
	Bearsden	Cleddans	Croy Hill	
	Castlehill	Duntocher	Bar Hill	
	Duntocher		Auchendavy	
			Kirkintilloch	
			Cadder	
			Balmuildy	
			Bearsden	
			Castlehill	
			Duntocher	
			Old Kilpatrick	

- In addition to the above are three enclosures, all in the vicinity of Wilderness Plantation, the function of which for the present remains unknown.
- The surrounding landscape of the Kelvin and Carron valleys; for its commanding views from the hilltops, green spaces, parks, woodlands, wildlife habitats, paths, cycle routes, riverside walkways and canal towpaths.

4.4.2 Intangible Assets

In addition to the above there is the category of intangible heritage, as defined by the UNESCO Convention on Intangible Heritage 2009²⁰. For the Antonine Wall these assets might include:

- Oral histories, reports and anecdotal accounts of early discoveries and excavations conducted along the line of the Wall;
- Contemporary accounts from Roman sources;
- Folklore, customs, songs, events and festivals celebrating the Wall and its surrounding landscape;
- Artistic and creative responses to the Wall; crafts, poetry, paintings, works of fiction, online blogs, social networking etc.

Where it exists, the historical material will be in the care of statutory bodies and museum services, the remainder will reside in art galleries, craft shows, published works and as online resources, some less temporary than others.

4.4.3 Contextual Assets

These might include:

- Collections in the care of the National Museum of Scotland, the Hunterian Museum and local museums; artefacts including the distance slabs and finds discovered during excavations along the line of the Wall and its component sites, and additionally:
 - Excavation records and reports for the Antonine Wall site
 - Photographs of site finds
 - Photographic surveys
 - Copies of antiquarian records
 - Mapping records
 - Objects removed from sites along the Wall
 - Other archaeological materials relating to the Roman period of occupation
 - Roman Scotland archive – collection dating back 100 years
- Drawings, maps, plans, surveys, photographic archives and manuscripts held by the Royal Commission on the Ancient & Historical Monuments of Scotland (RCAHMS) and Historic Scotland.

²⁰ <http://www.unesco.org/culture/ich/index.php?lg=EN&pg=home>

4.2.4 Associational Assets

These include:

- The story of the Romans in Britain and the militarised zone along the north-west frontier;
- The Roman Frontier; the Antonine Wall represents only one small north-western section of a frontier that at its maximum extent stretched 5,000 km through twenty modern countries within three continents, and over a chronological span of at least four centuries;
- Associated sites including Hadrian's Wall and the German *Limes*;
- Other major Roman sites in Scotland including Newstead (Trimontium), Inchtuthil, Ardoch, Cramond, Carpow, Fendoch etc;
- The story of other Roman sites across the world;
- Other attractions and features which have no connection with Roman history e.g. the Falkirk Wheel, Forth-Clyde Canal, Blackness castle, Dunmore Pineapple, Summerlee, Campsie Fells etc, but are close to the line of the Wall.

Many of the above are available to be deployed in telling the story of the Antonine Wall, and can be built around a visitor offer which incorporates the Wall, its historic features and landscape setting.



The Antonine Wall's location in central Scotland offers access for a wide range of visitors

5. Interpretive Objectives

The following objectives, based on generic learning outcomes, are proposed for the interpretation:

5.1 Knowledge and Understanding

Visitors will:

- Know that the Antonine Wall is the north-west section of a vast Roman frontier system that extended across Europe, Asia and Africa
- Learn about the Romans in Scotland and gain an insight into Roman culture
- Understand how the Wall came into being and about the legions who built it
- Realise the range of sites that are available to visit

5.2 Skills

Visitors will:

- Be able to 'read' evidence in the landscape and identify the sections of Wall and its associated features that survive from this period

5.3 Enjoyment, Inspiration and Creativity

Visitors will:

- Enjoy feeling that history is alive and relevant to us all today
- Enjoy exploration through understanding
- Appreciate the views / connection to the surrounding landscape
- Be inspired to imagine the scene in the Roman period

5.4 Attitudes and Values

Visitors will:

- Become aware of both the Roman and native points of view represented by the Antonine Wall
- Appreciate how the Wall and its associated sites contribute to people's sense of identity
- Make comparisons between the Antonine Wall and its more modern equivalents
- Value the ongoing research and conservation work of the partnership

5.5 Activity, Behaviour and Progression

Visitors will:

- Wish to visit other sites along the Wall (and perhaps other sites abroad)
- Wish to visit the museums that hold collections of Antonine Wall material
- Want to actively seek out walk and trail opportunities associated with the Wall
- Want to support the work of the Antonine Wall partnership in the future e.g. through becoming a Ranger or volunteering
- Find out more through undertaking further research and discoveries

6. Themes and Storylines

6.1 Introduction

The framework of themes and storylines set out below has been influenced by a number of key sources. The starting point has been both the SOUV and the assessment of significance as set out in the Management Plan (summarised in Section 4.0) in tandem with the interpretive objectives set out in the last section.

In addition, references and sources out of which the themes and storylines have been extrapolated include publications and writings by David Breeze, Lawrence Keppie and Geoff Bailey, archaeological reports and archival material held by the Royal Commission on the Ancient and Historical Monuments of Scotland (RCAHMS), Historic Scotland, Scottish Natural Heritage, and a creative audit and inventory undertaken by the Interpretation & Design consultancy team involving site visits across the entire length of the Wall.

Other factors have been taken into consideration in the choice of storyline strands, including the need to maximise links with the educational curriculum. In addition the findings of visitor surveys and community consultation undertaken in recent years have been noted, which highlight areas of interest that people want to know more about.

The following is divided into three sections:

1. Over-arching themes and storylines that relate to the Antonine Wall in its entirety
2. Specific themes relating to the component sites of the Wall
3. Additional themes in support of the above drawn from core subject areas of Scotland's *Curriculum for Excellence*.

6.2 Over-Arching Themes

The over-arching themes listed in the table below relate to the Antonine Wall in its entirety.

No. THEME & TITLE

1 Main theme: The Frontiers of the Roman Empire

The Antonine Wall represents only one small north-western section of a frontier that at its maximum extent stretched 5,000 km through twenty modern countries within three continents, and over a chronological span of at least four centuries.

By broadening the subject to examine the Antonine Wall as just one part of a system of control and defence imposed by Roman foreign policy, it helps to convey the significance of this linear site and connects it to the rest of Europe, the Middle East and Africa, as well as all other associated World Heritage Sites.

2 Main theme: A Common Culture within the Frontier

Beyond the imperial centre, Rome encouraged the adoption of Roman ways and even extended Roman citizenship, but the peoples of the Empire's provinces included both those who were happy to follow a Roman lifestyle and those who resisted.

The desire to win glory and demonstrate power led emperors to continually expand the Empire's borders, developing and then extending a well-managed provincial governing system.

3 Main theme: A Statement in the Landscape

The Antonine Wall was intended as a clear message to all, particularly the local Caledonian tribes: "Don't mess with the Roman Army!"

The Antonine Wall has a close relationship with the topography of central Scotland. Much of the frontier occupies the southern edge of the valley formed by the Rivers Kelvin and Carron, a position that offered the Antonine Wall wide-ranging views over the Kilsyth Hills, the Campsie Fells, and Kilpatrick Hills and meant that it was widely visible in the landscape. The route of the Antonine Wall also has commanding views over natural communication routes.

3a Supporting theme: Beyond the Frontier

The Antonine Wall formed part of the wider Roman reoccupation of Scotland. This comprises a web of roads interconnecting the forts and fortlets controlling the area to the south of the Wall. To the north of the frontier a chain of outpost forts, linked by a road, extended from Camelon on the outskirts of Falkirk to Bertha on the outskirts of Perth.

The native people of Britain who were conquered by the Romans are known as Britons. They were descended from people who had lived in this country for many generations and related to the native people of Gaul and Germany. All of these people spoke similar Celtic languages.

No. THEME & TITLE

3b Supporting theme: A Legacy

The boundary that the Antonine Wall represents, and the response of local Iron Age tribes to the Roman presence, led to the formation of the kingdom of the Picts, a forerunner of the modern state of Scotland.

4 Main theme: The Legions Who Built the Wall

The Legions associated with the construction of the Wall are the 2nd, 6th and 20th Legions, known from the Latin inscriptions found on 20 distance slabs located along the line of the Wall. Here we can examine how these legions came to be in Britain and why they were chosen for this work, as well as previous campaigns served by them across the Roman Empire.

Cohorts from other Legions were also brought in from other parts of the Empire to serve in the forts and fortlets along the Wall, which we know from the inscriptions found on dedications slabs and altar stones.

4a Supporting theme: II Legion 'Augusta'

The 2nd legion participated in the Roman conquest of Britain in 43 AD. Future emperor Vespasian was the legion's commander at the time, and led the campaign against the *Durotriges* and *Dumnonii* tribes. Although it was recorded as suffering a defeat at the hands of the Silures in 52 AD, the II Augusta proved to be one of the best legions. The name suggests 'the legion of Augustus', but also incorporates a pun on 'august legion'.

When Gnaeus Julius Agricola was governor of Britain (77-83 AD) the legion was stationed in Caerleon as a strategic reserve for Wales and England. Not until 139 AD was it on the move again when the legion was brought to Scotland to build sections of the Antonine Wall.

4b Supporting theme: VI Legion 'Victrix'

The 6th legion was raised by Octavian in 41 BC. It was the twin legion of VI *Ferrata* (ironclad) and perhaps held veterans of that legion. The legion saw its first action in Perusia in 41 BC, and after a number of campaigns ended up in Spain for nearly a century.

In 119 AD Hadrian brought the legion to northern Britannia, to assist the already present legions in quelling resistance. The 6th Legion was key in securing victory (acquiring its name *Victrix*) and eventually replaced the diminished IX *Hispana* at Eboracum (York). In 122 AD the legion started work on Hadrian's Wall and 20 years later they helped construct the Antonine Wall.

No. THEME & TITLE

4c Supporting theme: XX Legion 'Valeria Victrix'

The 20th legion was raised by Augustus sometime after 31 BC. It served in Hispania and Illyricum (Valeria in east-central Europe was a part of Illyricum when the legion was stationed there. The legion won its title from victories in this region), and finally Germania before participating in the invasion of Britannia in 43 AD. The legion remained here and was active until at least the beginning of the 4th century. The emblem of the legion was a boar.

Soldiers of the 20th were active in the construction of Hadrian's Wall (122-125 AD) and later in c. 140 AD building sections of the Antonine Wall.

5 Main theme: Constructing the Wall

An exploration of the construction techniques used to build the Wall from Bo'ness in the east to Old Kilpatrick in the west, approximately 39 miles (63 km) long, techniques considered to be the most advanced of any frontier construction in the Roman period.

The five individual elements that comprise the Antonine Wall:

- an outer mound
- a broad V-shaped ditch
- an open area of ground, termed the *berm*, between the Wall and the ditch
- the rampart
- an associated service road between the forts known as the Military Way

In general, the Wall ditch was a broad and V-profiled earthwork, measuring 12m wide at its maximum and around 3.6m in depth. The outer mound was formed with upcast on the north lip of the ditch that created an additional obstacle and heightened the north slope of the ditch. An open area of ground, known as the *berm*, separated the ditch from the rampart and excavations at several locations have revealed evidence of pits. These are interpreted as a defensive feature known as *lilia*, rows of pits containing sharp wooden stakes. A cluster of *lilia* pits are preserved at the fort at Rough Castle. *Lilia* pits were probably disguised and arranged in off-set rows to prevent attackers running straight across. The rampart was constructed of turf blocks standing on a stone base around 4.3m in width. From Falkirk to Bo'ness, the rampart was composed of an earth core faced with clay cheeks. Generally, the stone base comprised a single course of roughly squared outer kerbs with a rubble core and incorporated culverts; box-like stone-lined channels that allowed water to drain through the rampart more efficiently.

No. THEME & TITLE

6 Main theme: Associated Features of the Wall

In addition, the anatomy of the features associated with the Wall and how they relate to the line of the frontier: the forts, fortlets, annexes and expansions, the full function of which are yet to be fully understood.

6a Supporting theme: Forts

There are known to be 17 forts along the line of the Wall. Some of these were clearly planned or built earlier than the rampart while others are additions after the Wall was built. The primary forts are Mumrills, Castlecary, Balmuildy and Old Kilpatrick. The average distance apart is about 13 km (8 miles) which is similar to Hadrian's Wall and the German *Limes*.

6b Supporting theme: Fortlets

The fortlets are small enclosures measuring approx. 21m x 18m (70ft x 60ft) which are similar in size to the milecastles on Hadrian's Wall. In a similar fashion, a road passed through the fortlet to a gate in the Wall. The side walls of the fortlet were of turf on a stone base, and there is evidence that some of them contained small timber buildings with hearths, probably barracks.

6c Supporting theme: Annexes

Annexes are found outside several forts along the Wall and although long recognised are not fully understood. They occur at the primary forts of Mumrills, Castlecary and Balmuildy and the secondary forts at Rough Castle, Bearsden and Duntocher, and may have existed at other forts where the evidence is less clear.

6d Supporting theme: Expansions

Expansions take the form of a stone base approximately 5m square over which there was a turf superstructure presumed to have been built up to the same height as the rampart. They occur in pairs; there are two to the east and a further two to the west of Rough Castle and two on the western slope of Croy Hill.

The function of these is still being conjectured. The discovery of a considerable amount of burnt wood and turf around the base of one the expansions has given rise to the theory that they were used as beacon platforms, and that a fire platform sat on top.

No. THEME & TITLE

7 Main theme: Daily Life Along the Frontier

An examination of the typical duties expected of a serving Roman soldier manning the Wall: guard and sentry duties monitoring the flow of civilians north and south of the Wall, military drill and weapons practice, signalling and communicating to other sections, maintaining the structure of the Wall and improving defences, as well as patrolling beyond the Wall into land occupied by Caledonian tribes.

The practical day-to-day realities of life in the barracks, cleaning and maintaining uniform and equipment, military discipline, pay and conditions, food and diet, latrines, medicine and welfare, the role of bath houses, gaming and pastimes etc.

7a Supporting theme: Civilian Settlements

The daily life of civilians attracted by trade and servicing the needs of the military establishments, inhabiting the associated 'vicus' settlements and extensions to the forts. This includes an exploration of the trades, crafts, pastimes, arts and culture, religion, rituals and festivals, food and diet, bathing and water supply, medicine, clothing, décor, household accessories and daily routine of the Roman (or Romanised) civilian.



Bridgeness Slab replica and interpretation in Bo'ness

6.3 Site-Specific Themes

The numbering below cross-refers to a Creative Audit which was produced as a separate internal document for use by the partnership. While the selection of themes attempts to draw out the individual story and characteristics of each site (where known), there is inevitably some overlap in the chosen themes. Not every site listed here has artefacts associated with it, nor are all artefacts from individual sites listed. This is not intended to be a comprehensive listing of finds, but rather a suggestion of how interpretation can be driven by stories in artefacts and how artefacts can illustrate key messages.

No.	SITE & SPECIFIC THEMES	EXAMPLES OF ARTEFACTS
AW1	Carriden Fort	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 2nd legion 'Augusta' who built it. An introduction to the Antonine Wall, Antoninus Pius and the political reasons why the Wall was built. Dedications to the gods; the religion and rituals of the Romans. 	<i>An altar found at Carriden dedicated to Jupiter, the father of the gods, erected between 140 and 165 AD</i>
AW2	Muirhouses Camp	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 2nd legion 'Augusta' who built it. An introduction to the Antonine Wall, Antoninus Pius and the political reasons why the Wall was built. 	
AW3	Bridgeness	
	<ul style="list-style-type: none"> The eastern start/terminus of the Antonine Wall itself. The story of the Bridgeness distance slab and how it was found. An analysis of the stone distance slabs; form, carved (and painted) imagery and inscription. Constructing the AW, the building techniques and materials used and the legionaries from the 2nd legion 'Augusta' who built it. An introduction to the Antonine Wall, Antoninus Pius and the political reasons why the Wall was built. 	<i>A carved slab found at Bridgeness in West Lothian. It commemorates building the most eastern part of the Antonine Wall around AD 142.</i>

AW4	Kinglass Park Camp	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 2nd legion 'Augusta' who built it. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. Defending the Roman frontier, what it would have been like to man the Wall. Beyond the Wall; the nature of the Caledonian tribes N of the AW. 	
AW5	Kinneil	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 2nd legion 'Augusta' who built it. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. Defending the Roman frontier, what it would have been like to man the Wall. Beyond the Wall; the nature of the Caledonian tribes N of the AW. 	<i>Bronze harness strap</i>
AW6	Inveravon Camps	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 2nd legion 'Augusta' who built it. 	
AW7	Inveravon Fort	
	<ul style="list-style-type: none"> The daily lives of the Roman soldiers who manned the Antonine Wall. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. 	<i>A whetstone</i>
AW8	Polmonthill Camp	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 2nd legion 'Augusta' who built it. 	
AW9	Polmont Woods & Little Kerse Camp	
	Constructing the AW, the building techniques and materials used and the legionaries from the 2nd legion 'Augusta' who built it.	

AW10	Mumrills Fort	
	<ul style="list-style-type: none"> Roman military and civilian themes. The story of the cavalry regiment, Ala I Tungorum and infantry regiment, the Cohors II Thracum associated with the site. The arrangement of the vicus and the function of the various buildings within it. Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, bathing & water supply, medicine, clothing, décor and household accessories of the ordinary Roman citizen. 	<i>A ceramic jar and a bronze seal used to attest the authenticity of a document. Just two examples of a whole host of finds from the excavations</i>
AW11	Callendar Park, Falkirk	
	<ul style="list-style-type: none"> Roman collection housed in museum provides basis for a wealth of themes & stories. Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, bathing & water supply, medicine, clothing, décor and household accessories of the ordinary Roman citizen. 	
AW12	Falkirk Fort	
	<ul style="list-style-type: none"> Roman collection housed in Falkirk Museum provides basis for a wealth of themes & stories. 	
AW13	Bantaskin	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. Defending the Roman frontier, what it would have been like to man the Wall. 	
AW14	Watling Lodge & Tamfourhill	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. Defending the Roman frontier, what it would have been like to man the Wall. 	
AW15	Tentfield Expansions	
	<ul style="list-style-type: none"> Communications along the wall, signalling techniques and necessities. Defending the Roman frontier, what it would have 	

	<p>been like to man the Wall.</p> <ul style="list-style-type: none"> Beyond the Wall; the nature of the Caledonian tribes N of the AW. 	
AW16	Rough Castle	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it. The story of the sixth Cohort of Nervii who built the Principia or headquarters building, recruited from a tribe in NE France. Defending the Roman frontier, what it would have been like to man the Wall. Beyond the Wall; the nature of the Caledonian tribes N of the AW. Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, medicine, clothing, décor and barrack accommodation of the Roman soldier. Particular emphasis on bath houses and how they worked, bathing and water supply, based on the evidence of the bath house discovered in the annexe to the fort. 	<p><i>Stone inscription which records the erection of the headquarters building in the fort, built between 142 and 165 AD</i></p> <p><i>A spade shoe, an iron rim which fitted onto a spade of wood allowed the spade to last longer and cut deeper</i></p>
AW17	Bonnyfield Expansions	
	<ul style="list-style-type: none"> Communications along the wall, signalling techniques and necessities Defending the Roman frontier, what it would have been like to man the Wall Beyond the Wall; the nature of the Caledonian tribes N of the AW 	
AW18	Milnquarter Camp	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. 	
AW19	Seabegs Wood	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. The Military Way: used in the supply of forts and movement of troops. 	

AW20	Dalnair Camp	
	<ul style="list-style-type: none"> The daily life of the Roman soldier on the northern frontier. Beyond the Wall; the nature of the Caledonian tribes N of the AW. 	
AW21	Castlecary	
	<ul style="list-style-type: none"> Roman military and civilian themes. The story of the detachments from the 2nd and 6th legions who built the fort. Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, medicine, clothing, décor and duties of the Roman soldier. Particular emphasis on bath houses and latrines, how they worked, bathing, water supply, drainage systems based on the evidence of the bath-house discovered in the fort. 	<p><i>A building stone which identifies the cohort and century at Castlecary: 'From the sixth cohort, the century of Antonius Aratus'</i></p> <p><i>A hunting scene carved into part of a decorative frieze, and a fragment of a glass drinking vessel</i></p>
AW22	Garnhall	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it. 	<i>Sherds of pottery and roof tiles</i>
AW23	Tollpark	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it. 	
AW24	Westerwood Fort	
	<ul style="list-style-type: none"> Roman military and civilian themes. The story of the wife of a centurion from the 6th legion who dedicated an altar here suggesting that they were stationed at the fort. Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, medicine, clothing, décor and duties of the Roman soldier. Particular emphasis on bath houses and latrines, how they worked, bathing, water supply, drainage systems based on the evidence of the bath-house discovered in the fort. 	<i>A possible distance slab (style suggests 20th legion) and a storage jar</i>
AW25	Dullatur Camps	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it. 	<i>Fragments of samian cooking pots, dishes and bowls</i>

AW26	Croy Hill	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it (including the difficulties of cutting a ditch into the hard basalt and dolerite of the hill being almost impervious to the tools the legionaries used). The story of the 6th Legion believed to have been stationed here. Defending the Roman frontier/border control, what it would have been like to man the Wall. Beyond the Wall; the nature of the Caledonian tribes N of the AW (based on beaker sherds and an arrowhead providing evidence of earlier occupation in the area). Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, medicine, clothing, décor and barrack accommodation of the soldiers. 	<p><i>A stone recording building works by the 6th legion, and a commemorative slab depicting Venus, the Roman goddess of beauty and fertility</i></p>
AW27	Bar Hill	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it. The story of the First Cohort of Hamians, who were Syrian archers, attested by the discovery of bows and arrowheads, and the finding of an altar to Silvanus. Defending the Roman frontier, what it would have been like to man the Wall. Beyond the Wall; the nature of the Caledonian tribes N of the AW (some of the finds were clearly taken as booty or tribute from lowland tribes). Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, medicine, clothing, décor and barrack accommodation of the typical Roman soldier. Particular emphasis on bath houses and how they worked, bathing and water supply, based on the evidence of the bath house discovered in the fort. The role of the Principia, the headquarters building, the foundations of which can be seen inside the fort. 	<p><i>An altar stone dedicated to the god Apollo</i></p> <p><i>A selection of artefacts from the excavations; a child's shoe, a comb and a decorated capital</i></p>

AW28	Twechar Camp	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 6th Legion who are likely to have built it. 	<i>A fragment from the base of a samian platter</i>
AW29	Auchendavy Fort	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it. 	<i>The torso of a human figure sculpted in stone</i>
AW30	Kirkintilloch Fort, Peel Park	
	<ul style="list-style-type: none"> Roman collection housed in Auld Kirk Museum provides basis for a wealth of themes & stories. Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, bathing & water supply, medicine, clothing, décor and household accessories of the ordinary Roman citizen. Constructing the AW, the building techniques and materials used and the legionaries from the 20th Legion believed to have built this section. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. Beyond the Wall; the nature of the Caledonian tribes N of the AW. 	<i>A distance slab describing works carried out by the 20th legion on the Antonine Wall, and a large fragment of an amphora, originally made in Spain</i>
AW31	Easter Cadder Camp	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 20th Legion believed to have built this section. 	
AW32	Glasgow Bridge Fortlet	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 20th Legion who built this section. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. Defending the Roman frontier, what it would have been like to man the Wall. Beyond the Wall; the nature of the Caledonian tribes N of the AW. 	
AW33	Cadder Fort	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 2nd Legion believed to have built this section. An introduction to the AW, Antoninus Pius and the 	<i>A distance slab recording the work of the 2nd Legion on the Antonine Wall</i>

	<p>political reasons why the Wall was built.</p> <ul style="list-style-type: none"> Defending the Roman frontier, what it would have been like to man the Wall. Beyond the Wall; the nature of the Caledonian tribes N of the AW. Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, bathing & water supply, medicine, clothing, décor and household accessories of the ordinary Roman citizen. 	
AW34	Wilderness Plantation	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 2nd Legion 'Augusta' who built it. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. Defending the Roman frontier, what it would have been like to man the Wall. Beyond the Wall; the nature of the Caledonian tribes N of the AW. Communication/ signalling techniques. 	<i>Sherds of samian pots and bowls</i>
AW35	Balmuilty Fort	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 2nd Legion believed to have built this section. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. Defending the Roman frontier, what it would have been like to man the Wall. Beyond the Wall; the nature of the Caledonian tribes N of the AW. Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, bathing & water supply, medicine, clothing, décor and household accessories of the ordinary Roman citizen. 	<i>The head of a water nymph or goddess sculpted in stone, a statuette of Mars, a ceramic oil lamp and an axe head</i>
AW36	Summerston	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built it. 	<i>A distance slab recording the work of the 2nd Legion on the Antonine Wall</i>
AW37	New Kilpatrick Cemetery	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 6th Legion believed to have built this section. 	

AW38	Bearsden Fort & Bath House	
	<ul style="list-style-type: none"> Roman military and civilian themes. The story of the detachments from the 6th and 20th Legions who built the fort. Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, medicine, clothing, décor and duties of the Roman soldier. Particular emphasis on bath houses and latrines, how they worked, bathing, water supply, drainage systems based on the evidence of the bath-house discovered in the fort. 	<i>Found during excavations of the bath house: part of a bust or statue, possibly of the goddess Fortuna; a gaming board with pieces; and a gemstone with an image of Minerva</i>
AW39	Roman Park, Bearsden	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries who built this section. 	
AW40	Castlehill Fort	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 6th Legion believed to have built this section. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. Defending the Roman frontier, what it would have been like to man the Wall and the story of the 4th Cohort of Gauls who were stationed here. Beyond the Wall; the nature of the Caledonian tribes N of the AW. Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, bathing & water supply, medicine, clothing, décor and household accessories of the ordinary Roman citizen. 	<i>A distance slab recording the work of the 6th Legion on the Antonine Wall</i>
AW41	Hutcheson Hill	
	<ul style="list-style-type: none"> Constructing the AW, techniques and materials used and the legionaries who built this section. 	<i>A distance slab recording the work of the 20th Legion on the Antonine Wall</i>
AW42	Cleddans Fortlet	
	<ul style="list-style-type: none"> Defending the Roman frontier, what it would have been like to man the Wall. 	

AW43	Duntocher Fort & Fortlet	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 6th Legion believed to have built this section. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. Defending the Roman frontier, what it would have been like to man the Wall and the story of the African troops who may have been stationed here (based on the pottery evidence). Beyond the Wall; the nature of the Caledonian tribes N of the AW. Daily life 'on the frontier'; including the trades, crafts, pastimes, arts & culture, religion & rituals, festivals, food & diet, bathing & water supply, medicine, clothing, décor and household accessories of the ordinary Roman citizen. 	<p><i>A distance slab recording the work of the 20th Legion on the Antonine Wall</i></p> <p><i>Sculpted nymph holding a shell, from which water cascaded into a basin</i></p>
AW44	Old Kilpatrick Fort	
	<ul style="list-style-type: none"> Constructing the AW, the building techniques and materials used and the legionaries from the 20th Legion who constructed it. An introduction to the AW, Antoninus Pius and the political reasons why the Wall was built. 	<p><i>A distance slab recording the work of the 20th Legion on the Antonine Wall</i></p>

6.4 Themes with Educational Relevance

There is a need to maximise thematic linkages with core subject areas from Scotland's *Curriculum for Excellence*, the Roman studies syllabus from Edinburgh and Glasgow Universities and other relevant lifelong learning criteria.

Directly relevant subject areas within the *Curriculum for Excellence*:

- Ancient History
- Environmental Studies – “People in the Past”
- Geography - built environments
- Latin
- Romans in Scotland

Other subject areas that can be explored and maximised for educational provision at the Antonine Wall include:

- Design and technology - *the structure of the Wall*
- Drama – *re-enactments to broaden the possibility of learning*
- English – *creative writing projects imagining daily life in the Roman period*
- Art – *sculpted imagery and motifs*
- Design and Technology – *exploring Roman crafts*
- Science – *industrial technology, measuring and surveying*
- Ecology – *the landscape of the Antonine Wall*
- Citizenship – *comparisons then and now*
- Leisure & Tourism – *World Heritage Sites and their impact on tourism*
- Archaeology – *excavation history and practice*
- Literacy – *creative writing, Roman contemporary writers*
- Conservation – *how the Wall is managed and preserved*
- Landscape Studies – *comparisons between rural and urban environments*
- Classics – *Roman and Greek mythology, the gods*
- PSHE – *promoting well-being and appreciation of heritage*
- ICT – *desk-based research, computer reconstruction*
- Management Studies – *balance between statutory and local management*
- Heritage Studies – *the relevance today of our history and cultural heritage*
- Sustainable development education – *the role of visitor attractions*

7. Interpretive Proposals

7.1 Introduction

There is an obvious need to raise awareness and inform existing and potential visitors about the Wall and what it represents. As one of the respondents in the *Progressive* report states - “*Tell me why I should care!*” A high profile media campaign aimed at capturing public attention, one which raises expectations and is successful in attracting greater numbers of visitors to the Wall might appear to be the obvious answer.

However, we need to proceed with caution. Such a campaign launched in isolation, prior to any improvement to the existing infrastructure along the Wall – signage, car parking, facilities, access, information etc – would not be able to support the increased levels of attention that would result, and potentially generate negative feedback from disgruntled visitors.

There have been some welcome improvements along the Wall: branded path signage and new interpretation. However, for much of the Wall, there remain the issues of inadequate parking, poor directional signage, and an absence of nearby facilities as highlighted in several commissioned studies²¹. Upgrading the infrastructure supporting access to the Wall for the benefit of visitors and local residents will be a key priority.

Proposals and recommendations have been grouped under four sub-headings and each will be described in greater detail in the following sections:

- 1. Consolidate and Improve the Existing Infrastructure**
- 2. Develop the Interpretation**
- 3. Provide Educational and Interpretive Resources**
- 4. Promote the Antonine Wall**

²¹ E.g. *Antonine Wall Research by Progressive 2010, Space Unlimited Report 2009, Access to the Antonine Wall (Croy, Twechar & Kilsyth) report by Star Development Group 2010, Teacher Consultation and Best Practice Research for the educational provision of the Antonine Wall by QA Research 2005*

7.2 Consolidate and Improve the Existing Infrastructure

7.2.1 Paths and Routeways

Although it is possible to walk many parts of the Antonine Wall, at the present time there are sections that cross farmland or disappear into urban and industrial zones which make it impossible to follow the entire length of the Wall in an unbroken trail. Creating a continuous route along the entire length of the Wall must remain an aspiration for the time being, while continuing to improve and extend access where possible. This requires discussion and negotiation with local authorities, government agencies, private owners and community groups to reach a consensus on access schemes large and small. Over time these can be developed into a pattern of available walks and trails linking individual sites with interpretation exploring the Wall, the wider countryside and the urban environments that it crosses.

The following opportunities are proposed (to utilise the local authority proposed Core Paths Network, Forth-Clyde Canal towpath, existing footpaths, cycleways and local trails) to create dedicated Antonine Wall trails which can be enhanced and furnished with interpretation:

No.	Recommendation/ Description	Existing	Proposed
1.	Carriden Fort – Muirhouses Camp – Bridgeness. Circular walk to link sites at E end of Wall, building on CPN ²² 008 Boness - 008/1534 and 008/1605, and National Cycle Route 76. (Note: nearby mudflats are part of Firth of Forth SPA ²³ noted for its coastal habitat and wildfowl)		✓
2.	Kinglass. The A933 Dean Road follows the line of the AW from Grahamsdyke Road past the site of Kinglass Park Camp to the Kinneil Estate	✓	
3.	Kinneil. Circular walks through open space and woodland available (CPN 008 Boness-008/1640). Countryside Paths leaflet: <i>Discover the Antonine Wall in Falkirk Council area.</i>	✓	
4.	There is a trail from Kinneil Fortlet to Polmont Woods following the line of AW which could be better promoted and interpreted (CPN 016 Polmont-016/643)		✓
5.	Inveravon Fort. Trail from Kinneil Fortlet a possibility (CPN016 Polmont-016/648 and 016/643)		✓
6.	Polmonthill Camp. A circular trail from Old Polmont is possible incorporating CPN 016 Polmont-016/611 and 016/640		✓
7.	Polmont Woods. Core Paths Network and circular walks 016 Polmont-016/611, 016/640, 016/568, 016/627, 016/629, 016/616 and 016/562 available using Polmont Woods Countryside Paths Leaflet: <i>Discover the Antonine Wall in Falkirk Council area.</i>	✓	
8.	Mumrills Fort. Grahamsdyke Street and Sandy Loan follow the line of the AW, also Core Paths Network 015 Lower Braes- 015/522		✓

²² Core Paths Network (CPN)

²³ Special Protection Area (SPA)

No.	Recommendation/ Description	Existing	Proposed
9.	Callendar Park. Circular walks through park and woodland available (Core Paths Network 002 Falkirk Central- 002/771). Countryside Paths leaflet: <i>Discover the Antonine Wall in Falkirk Council area.</i>	✓	
10.	Falkirk Fort. Urban trail to link other sections of AW. Booth Place follows the line of the Wall and continues W along Arnot Hill and E towards Callendar Park		✓
11.	Bantaskin. Potential for walks that connect the Wall with local green spaces (Summerford Park and South Bantaskin Estate) and Forth & Clyde Canal and Union Canal, and that connect with Watling Lodge and site of Falkirk Fort		✓
12.	Watling Lodge/ Tamfourhill. Circular walks possible with Union canal and public parks. Countryside Paths leaflet: <i>Discover the Antonine Wall in Falkirk Council area.</i>	✓	✓
13.	Tentfield Expansions. Existing walks are available between Rough Castle and the Falkirk Wheel and could be extended to incorporate interpretation of the expansions (CPN 001 Camelon, Bantaskine and Tamfourhill- 001/8 and 001/10)		✓
14.	Rough Castle. Currently accessible with a good path network to the Falkirk Wheel. Circular walks possible with Union Canal and public parks. Countryside Paths Leaflet: <i>Discover the Antonine Wall in Falkirk Council area.</i>	✓	
15.	Bonnyfield Expansions. A walk exists W along the Wall to the N of St Helen's Loch, where the AW disappears below modern development nr High Bonnybridge, and also between Rough Castle and the Falkirk Wheel (Core Paths Network 013 Bonnybridge- 013/418)	✓	
16.	Milnquarter Camp. Localised circular walks are possible to link Milnquarter with High Bonny bridge/St Helen's Loch and therefore Rough Castle (also Core Paths Network 013 Bonnybridge- 013/404 and 013/435)		✓
17.	Seabegs Wood. A circular walk from Underwood Lochhouse to Seabegs Wood exists. Potential to link to nearby Bonnyfield Local Nature Reserve on north side of canal	✓	✓
18.	Dalnair Camp. Potential to link site to Seabegs Wood via farm track and field boundaries from Dalnair Farm		✓
19.	Castle Cary Fort. The canal towpath can be accessed to view a good section of AW running to the E of Dundas Cottages on the B816, and can travel E as far as Rough Castle. Via Walton Road walks are possible S from the site to woodlands in Castle Glen. An urban trail is possible over the A80 and across to Garnhall and beyond to the W		✓
20.	Garnhall Camps. There is great potential from Garnhall along well-preserved sections of AW to Twechar (AW22 – AW28) incorporating CPN NL 68		✓
21.	Tollpark Camp. Potential to the N along well-preserved sections of AW to Twechar (AW22 – AW28)		✓
22.	Westerwood Fort. North Lanarkshire CPN NL 77 would access the site from Mainhead Farm around the golf course and disused quarries. From Westerwood there is a notable viewpoint across the Kelvin Valley. There is potential to link the site to a walking trail between Garnhall along well-preserved sections of AW to Twechar (AW22 – AW28)		✓

No.	Recommendation/ Description	Existing	Proposed
23.	Dullatur Camps. Circular walk to Westerwood and AW possible by utilising Core Paths Network NL 68, 75, 76, 77 & 89		✓
24.	Croy Hill. There is potential to link the site to a walking trail between Garnhall along well-preserved sections of AW to Twechar (AW22 – AW28), incorporating CPN NL 68. Circular walks can be devised for Croy, Auchinstarry and Kilsyth. Leaflets with suggested walks are available on the Antonine Wall pages of North Lanarkshire Council's website. There are impressive views over Kelvin Valley		✓
25.	Bar Hill. This site provides a perfect location to learn more about the AW and appreciate its setting. There is a reasonable amount of open space for additional interpretation e.g. way-marked trails. Circular walks are available along AW and canal taking in Twechar (CPN ED 99, 112 & 114). Dumbreck Marsh Local Nature Reserve lies a short distance N of the Forth & Clyde Canal	✓	✓
26.	Twechar Camp. Potential for Twechar to be the start/end point for one of the best walks along the AW – from Garnhall AW21. The Community Centre provides a focal point. Existing signage within village and a network of paths cover woodland and canal. CPN ED 112 connects to Bar Hill		✓
27.	Auchendavy Fort. The canal towpath provides the best opportunities for walking/ cycling. Although no remains are visible the line of the AW between Bar Hill and Twechar can be viewed across the canal. Also CPN ED 102		✓
28.	Kirkintilloch Fort. Strathkelvin Railway Path runs N-S through the town, and the Forth & Clyde Canal provides an opportunity for a circular walk which would also take in East Cadder camp. Longer circular routes are possible in Kirkintilloch including Merkland Local Nature Reserve. Also CPN ED 102		✓
29.	Easter Cadder Camp – Glasgow Bridge – Cadder Fort. A trail along the canal could assist in understanding the AW landscape covering Kirkintilloch Fort through to Cadder Fort AW30-33, and the associated Military Way. Also CPN ED 53, & ED 59		✓
30.	Wilderness Plantation. Access virtually impossible, despite Balmuirdy Rd following line of AW it is not suitable for walking. Create a way-marked trail (perhaps following course of River Kelvin to the N of AW). Could start at Cadder Fort, past Cadder Golf Club, W along river to the N of Wilderness Plantation, Balmuirdy Camp and Fort. Wilderness SSSI lies to the S and is accessible from canal. Also Core Paths Network ED 54		✓
31.	Balmuirdy. E Dunbartonshire has aspirational Core Path on the N side of the River Kelvin but new bridge is required S of Bardowie		✓
32.	Summerston. Trail opportunity from Balmore Road up to Crow Hill, along field boundaries following the line of the AW, and from there to New Kilpatrick. Allander Walkway (joins Kelvin Walkway) and gives a different perspective from lower ground and could be used in conjunction with Kelvin routes. Also CPN ED 24		✓
33.	New Kilpatrick. The use of woodland to the W of the site could be investigated for a new path, following the surviving ditch and rampart of this section of the AW. This potential trail could connect New Kilpatrick with Castlehill		✓
34.	Bearsden Fort & Bath House. Create a way-marked trail with interpretation linking New Kilpatrick cemetery, the site of Bearsden Fort and Bath-House, Roman Park and Castlehill Fort		✓

No.	Recommendation/ Description	Existing	Proposed
35.	Roman Park, Bearsden. Create a way-marked trail with interpretation linking New Kilpatrick cemetery, the site of Bearsden Fort and Bath-House, Roman Park and Castlehill Fort. Also Core Paths Network ED 33		✓
36.	Castlehill Fort. A trail between Castlehill Fort and Duntocher Fort should be feasible, based on existing paths (some core). Also a circular route could be devised to S of Wall taking in Roman Park and Garscadden Wood (CPN ED 33, 32 and GC C4)		✓
37.	Hutcheson Hill. A trail from Bearsden should be considered, from Antonine Rd following field boundaries that align with the AW round the N of Castlehill summit, down to and across Peel Glen Road, continuing adjacent to the line of AW to Hutcheson Hill (a footbridge across Peel Glen Burn would be necessary) and beyond to Cleddans fortlet via the unmarked public road (CPN WD 148). Also Garscadden Wood Local Nature Reserve is nearby.		✓
38.	Cleddans Fortlet. A trail between Castlehill Fort and Duntocher Fort should be feasible based on existing paths (incorporating CPN WD 148 through Cleddans)		✓
39.	Duntocher Fort. Duntocher Burn Path runs through Golden Hill Park and leads to Clydebank Park in Dalmeir. A circular walk could then be devised by linking up with the canal towpath. Also scope to follow the line of wall (in part) by using core paths. An urban trail (no visible features) could be used to follow the line of the Wall and link with core paths below the Kilpatrick Hills		✓
40.	Old Kilpatrick Fort. Mentioned in the <i>Old Kilpatrick Bowling & Milton Heritage Trail</i> leaflet. Saltings Local Nature Reserve is nearby and Inner Clyde SPA for over-wintering birds. Canal bridge marks a rough end point, and trail could extend W to Bowling. Walk described in <i>Six Canalside Walks</i> , a leaflet pack published by The Waterways Trust, 2010. Potential circular walk via Lusset Glen that would follow line of AW, although nothing visible, could give an appreciation of landscape setting		✓

7.2.2 Parking Provision

With a few exceptions current parking provision across the length of the Antonine Wall is patchy. There are opportunities to improve the little parking provision there is and to provide roadside parking at a number of sites where none exists at all.

The following locations have been identified, where parking exists, could be provided or could be improved:

No.	Recommendation/ Description	Existing	Proposed
1.	Kinneil. Dedicated car parking (free) provided at Kinneil Estate	✓	
2.	Polmont Woods. Off-road parking available	✓	

No.	Recommendation/ Description	Existing	Proposed
3.	Callendar Park. Dedicated car parking (free) provided	✓	
4.	Bantaskin. Potential to provide some dedicated roadside parking and improve access from Arnot Avenue to view the remains of the ditch and outer mound		✓
5.	Watling Lodge & Tamfourhill. Provide some dedicated parking to encourage visits to view best preserved section of AW		✓
6.	Rough Castle. Ample parking provision near Falkirk Wheel to the E, but only limited car parking at the Bonnyside approach (max 4-5 cars) which should be increased	✓	✓
7.	Seabegs Wood. There is a car park at the community centre in Bonnybridge but it would benefit from an on-site car park		✓
8.	Castlecary. A dedicated parking area near the site of the fort is needed		✓
9.	Garnhall. Some parking is available in Garnhall	✓	
10.	Westerwood. Dedicated parking provision in this vicinity would be useful for access to one of the best sections of the AW.		✓
11.	Wester Dullatur. Improve/ extend parking provision at Wester Dullatur		✓
12.	Croy Hill. Provide dedicated car parking available close to the access point for AW near the Miners Welfare Community Centre (there is lots of parking at the station but this is not free)		✓
13.	Bar Hill. Create dedicated parking area in Twechar at the base of the hill at the roadside entrance to the existing path (with interpretation to indicate entrance to path)		✓
14.	Glasgow Bridge. Improvements to the car parking area S of the bridge would provide a good access point to join a way-marked trail along the canal towpath		✓
15.	Cadder. Car parking on E and W bank of canal	✓	
16.	Wilderness Plantation. Possibility for a small car parking area should be explored		✓
17.	Balmuildy. Possibility for a small car parking area should be explored (perhaps on Balmuildy Road at the point where the AW diverges from the line of the road W towards the site of the fort – a good section of upcast mound and ditch can be seen at this point)		✓
18.	Summerston. The A12 alongside the River Kelvin could be improved to provide parking/ walking opportunities		✓
19.	Bearsden. Develop some dedicated parking for the Bath-House and New Kilpatrick Cemetery		✓
20.	Castlehill. Creating an access route to the summit would be desirable, either from the edge of Bearsden to the E or from some point along the A810 where a dedicated car parking area would be necessary		✓
21.	Hutcheson Hill. A small area for car parking should be identified and walking access along Peel Glen Road improved to make it safer		✓
22.	Cleddans. Parking provision somewhere off the line of the AW would provide a useful stopping point to provide an interpretive overview and appreciate the alignment of the Wall		✓

7.2.3 Signage and Way-marking

In all the recent consultation and survey findings, the need for clear and consistent directional signage and way-marking is repeated again and again; from brown & white signs on major roads to in-situ plaques and finger posts. Potential visitors to the Antonine Wall are often put off from visiting because they are not sure where ‘it’ is, it not being one visitor destination but a series of sites, some more significant than others. The visitor has to do a lot of work to discover the various sites along the Wall and then persevere to find them, and unfortunately not all visitors are good at reading maps.

Visitors need to be guided from main roads in the vicinity of the Wall with a clear set of signs.



Possible graphic treatments for a fingerpost, sign and plaque (see Appendix III: Interpretive Concepts & Graphic Treatments).

The consistent use of the Antonine Wall logo will help to create a cohesive approach that visitors will easily identify and recognise. As well as consistency in appearance there needs to be a strategic deployment in terms of location. Many sections of the Wall are known by local residents and dog-walkers but not anyone unfamiliar with the area. The following key locations have been identified, where signage needs to be added or improved:

No.	Recommendation/ Description
1.	Bridgeness. Local signage for eastern AW terminus
2.	Kinneil. Brown & white signage would be helpful from the M9 and better local signage to assist visitors from Borrowstoun/ Bo’ness
3.	Polmont Woods. Better local signage required to assist visitors not familiar with the area to find the site

No.	Recommendation/ Description
4.	Mumrills Fort. The site of this significant fort should be indicated by an in-situ plaque either at Mumrills Road to the N and/or Polmont Road to the S
5.	Falkirk Fort. The site of the fort is thought to be just S of Howgate Shopping Centre, the S boundary following Hodge Street. A plaque indicating its position should be considered.
6.	Bantaskin. Better local signage required to assist visitors not familiar with the area to find the AW here
7.	Watling Lodge & Tamfourhill. Both these sites lose out because of their close proximity of Rough Castle/ Falkirk Wheel. Signage required to attract greater attention
8.	Seabegs Wood. Improve signage along B816
9.	Castlecary. Improve signage to parking area and indicate presence of fort
10.	Garnhall. Provide signage to local car park and indicate presence of camps, AW and Military Way. Access from Garnhall Farm Road should be made more evident
11.	Westerwood. Access to the site should be better encouraged and indicated (as well as line of AW and Military Way in both directions)
12.	Bar Hill. Need signage to indicate the roadside entrance to the existing path (co-ordinate with creation of parking area to side of road)
13.	Auchendavy. The site of this significant fort should be indicated by an in-situ plaque somewhere appropriate along the B8023
14.	Easter Cadder. The site can be viewed/ accessed from Glasgow Road to the N or from the Forth & Clyde Canal to the S, and could be indicated by plaques
15.	Cadder. The site of Cadder Fort should be indicated by an in-situ plaque at the car park
16.	Wilderness Plantation. Need signage to indicate the presence of roadside parking (once the latter is implemented) and line of AW
17.	Balmuirdy. Signage required for AW and new parking area, if implemented (suggested on Balmuirdy Rd at the point where the AW diverges from the line of the road W towards the site of the fort – a good section of upcast mound and ditch can be seen at this point)
18.	Summerston. Signage would be required if the A12 alongside the River Kelvin could be improved to provide parking/ walking opportunities
19.	Bearsden. Signage for a way-marked trail through Bearsden linking New Kilpatrick cemetery, the site of Bearsden Fort and Bath-House, Roman Park and Castlehill Fort
20.	Castlehill – Duntocher. A trail between Castlehill Fort and Duntocher Fort should be feasible based on existing paths
21.	Old Kilpatrick. Local signage for western AW terminus

7.2.4 Links to Nearby Attractions

As well as providing supporting facilities such as parking, WCs, retail, cafe, where these exist, nearby features and attractions (regardless of whether these are Roman-related), offer opportunities to promote the Antonine Wall and provide information to visitors, thereby strengthening links to the Wall and potentially the local tourism infrastructure.

The following areas have been identified, where links to nearby attractions could be established or strengthened:

No.	Section of AW	Nearby Attraction/s
1.	Bridgeness - Kinneil	<p>Kinneil Museum. Located in the stable block of Kinneil House with an exhibition: <i>2,000 Years of History</i> featuring AW</p> <p>Kinneil House. Historic 17th century house in close proximity to AW. Occasional open days</p> <p>Bo'ness and Kinneil Railway. SRPS²⁴ run steam trains to the Fireclay Mine at Birkhill</p> <p>Bo'ness Motor Museum. Houses a private collection of over 20 vehicles from TV and film</p>
2.	Inveravon - Polmont	<p>Polmonthill Ski Centre. A floodlit 100 metre artificial ski slope which AW passes</p> <p>Grangemouth Golf Course. AW passes through the course and the site of Polmonthill Camp</p>
3.	Beancross – Falkirk Town Centre	<p>Callendar House & Park. Situated on the line of AW with a museum featuring Roman displays and interpretation covering 600 years of history</p> <p>Falkirk Steeple. 15th century landmark which acts as a box office & information point for cultural services</p>
4.	Bantaskin – Bonny side	<p>The Falkirk Wheel. Major attraction based on supreme example of 21st century engineering. Incorporates interpretation of the AW with potential to expand in the future</p>
5.	Milnquarter - Castlecary	<p>Forth-Clyde Canal. A long section of the canal follows the line of AW from Bonnyside through to Castlecary</p>
6.	Garnhall - Dullatur	<p>Westerwood Golf & Country Club. Close proximity to AW and Westerwood Fort</p> <p>Dullatur Marsh. Operated by Scottish Wildlife Trust</p> <p>Dullatur Golf Club. Located just S of the line of AW</p>

²⁴ Scottish Railway Preservation Society

7.	Croy - Twechar	<p>Auchinstarry Basin. A £1.2m regeneration project on the Forth-Clyde Canal. Features a new sensory garden and nature trail, new pathways, seating and sculptures</p> <p>Auchinstarry Quarry. A popular rock-climbing destination</p>
8.	Kirkintilloch – Glasgow Bridge	<p>Auld Kirk Museum. This is the principal museum for East Dunbartonshire and houses a rich collection of museum objects of local and national interest with a section on the AW</p> <p>Kirkintilloch & Haystock Golf Clubs. Both clubs are to the N of the line of the AW</p>
9.	Bishopbriggs - Balmuildy	<p>Huntershill Village. Historically part of the Huntershill Estate, the village is opposite Huntershill House, former residence of the Father of Scottish Democracy, Thomas Muir (1765-1799). Consists of a cluster of attractions and craft businesses</p> <p>Cawdor Golf Club. The AW runs directly through the golf course</p> <p>Leisuredrome. A leisure centre and swimming pool complex on Balmuildy Rd</p>
10.	Summerston – Bearsden	<p>Douglas Park Golf Club. Close proximity to AW</p> <p>Clydebank & District Golf Club. The line of AW runs just to the N of the golf course</p> <p>Hunterian Museum. Housed in large halls in George Gilbert Scott's University buildings on Gilmorehill, the museum features extensive displays relating to William Hunter and his collections and Roman Scotland, especially the AW</p>
12.	Castlehill – Old Kilpatrick	<p>Auchentoshan Distillery Visitor Centre.</p> <p>Clydebank.</p>

7.3 Develop the Interpretation

7.3.1 Approaches to External Interpretation

The most significant finds along the Antonine Wall are the sandstone distance markers of which 20 have been found to date. They vary in size, form and quality of craftsmanship, but all provide key information about the emperor Antoninus Pius who commissioned the work, which legion completed each particular section of the Wall, and the length of each section in Roman paces.

Some of the distance markers, like the Bridgeness slab (shown below), have lots of additional visual detail carved into the inscription e.g. architectural details, figures of soldiers, horses and other animals, musical instruments etc.



The Bridgeness Distance Slab. Above: the entire slab, below: details of the imagery carved into the left and right-hand panels © National Museums of Scotland. Licensor www.scran.ac.uk

These stone slabs provide fantastic inspiration for a series of interpretive sculptures to mark strategic points following the line of the Wall (while not necessarily on it). They could also perform as interpretive 'milestones', indicating the distance to the next access point/ key feature in each direction, and perhaps supply a little information about the legion who built that section, or perhaps who were stationed there, and the features that can be and/or understood from that location.

Themes and storylines can be introduced with an established visual iconography which could be referenced to a downloaded audio tour or podscroll (a sort of mini-PowerPoint presentation which you can flick through on a smart phone).

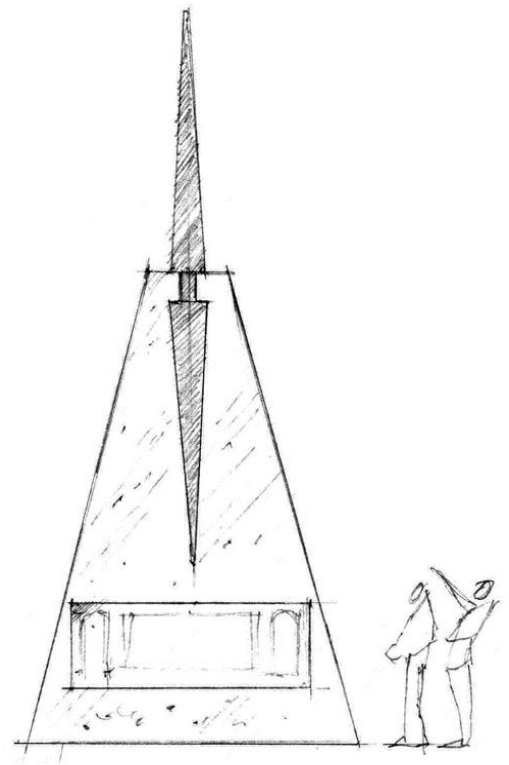
Two key forms of interpretive device are envisaged:

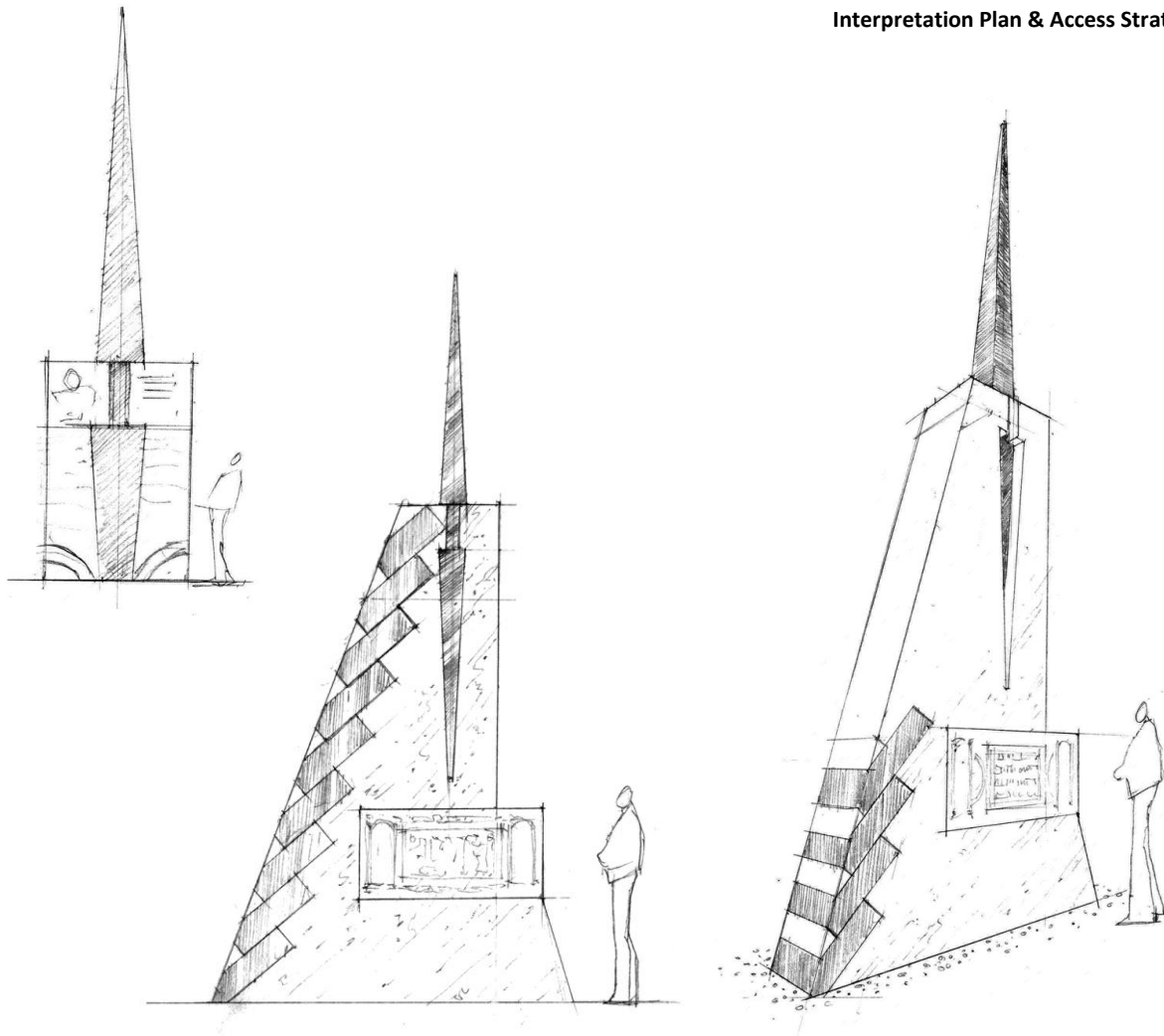
- a. A grand sculptural statement at each terminus, east at Bo'ness and west at Old Kilpatrick.
- b. A simpler form of interpretive 'milestone' following the line of the Wall at key locations.

7.3.2 Terminus Sculptures

Highly visible 'landmarks' located in prominent locations at the eastern terminus at Bo'ness and the western terminus at Old Kilpatrick, would bring the presence of the Wall to the attention of the public and clearly announce the start/ end points of the Antonine Wall. An ever-present reminder which could incorporate a light beacon (perhaps charged up by solar power by day and discharged by night) which can be seen 24/7. These would be particularly effective if they were of considerable height allowing them to be seen from a good distance away, and from passing roads (like the busy A82 in the west).

The sculptures could be in the form of a large pillar or 'needle', either sculpted in the round or incorporating carved imagery in relief, perhaps echoing the spiral treatment of Trajan's column. Each of the two pieces could perhaps feature a full-size replica of a distance slab, or imagery inspired by the distance slabs, carved imagery of Roman legionaries building a section of the wall, or even incorporate a bust or statue of Antoninus Pius himself.





7.3.3 Interpretive 'Milestones'

A simpler form of interpretive marker is needed than that described above at key destination points along the Wall. Preferably this should be in a form flexible enough to allow it to be as easily incorporated into a rural landscape as an urban streetscape e.g. incorporated into stone piers on either side of a gate or entrance to a pathway (e.g. the access point to Bar Hill from the roadside at Twechar), inserted into a drystone wall, or town wall, or incorporated into existing structures. Crucially, stone presents itself as a medium that can fit into either a rural or urban landscape.

Initially a basic stone cube or rectangular block has been considered, one that could present different pieces of information on each facet. Additional interpretive information can be incorporated in external graphic panels set into the stone.

In considering how best to present imagery carved in relief with elements sculpted in the round these examples were discovered (next page), along the banks of the River Weir in Sunderland that were produced by the sculptors Colin Wilbourne and Craig Knowles. They are notable for the use of everyday detail taken from a domestic setting and translated into stone, turning an ordinary scene into something monumental. A similar approach could be taken with the interpretive 'milestones'.



Sculpted pieces along the banks of the River Weir in Sunderland produced by the sculptors Colin Wilbourne and Craig Knowles



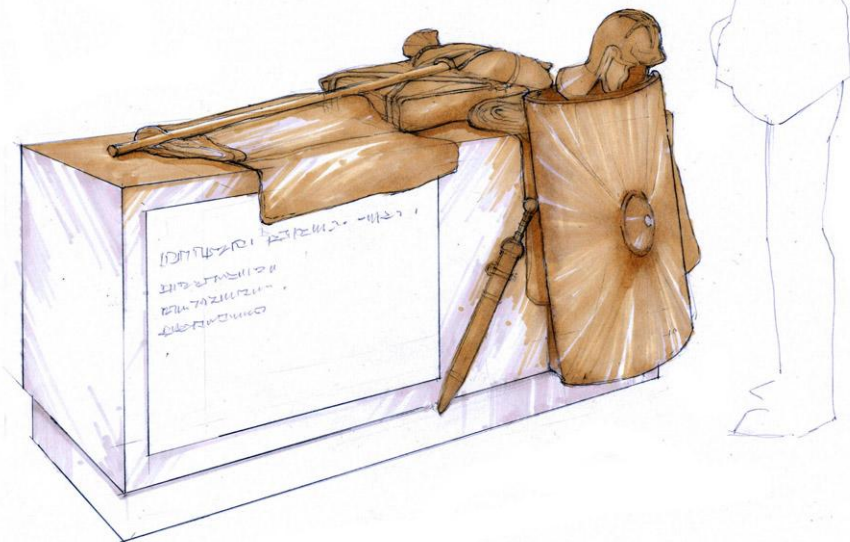
Sculpted pieces along the banks of the River Weir in Sunderland produced by the sculptors Colin Wilbourne and Craig Knowles

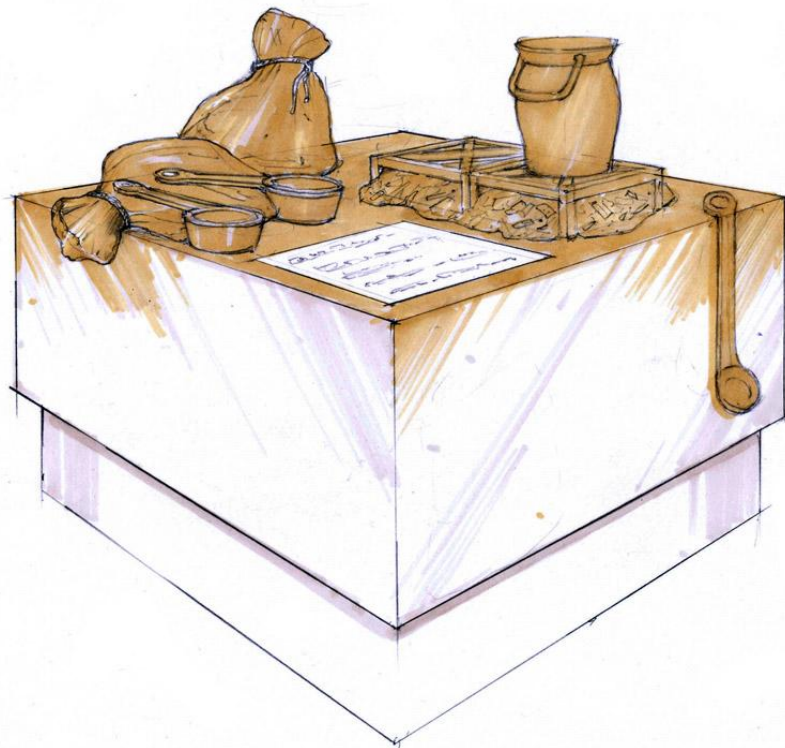
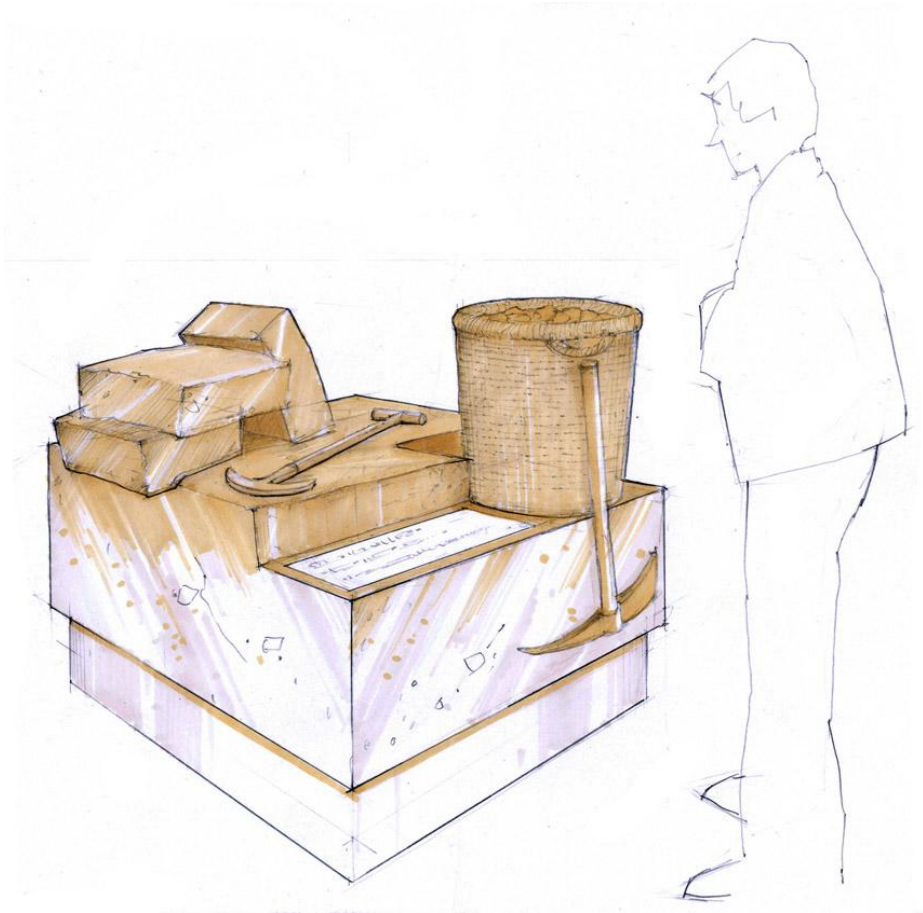
'Milestone' is a term which most people can relate to and is defined in the dictionary as "A stone pillar that shows the distance in miles to or from a place", and in addition a further meaning: "...a significant event in life, history, etc". The stone pieces being proposed can incorporate and represent both meanings. A device can be incorporated to indicate the line of the Antonine Wall east and west from its location, as well as express something of the significance of the site at the same time.

The following list of sites along the line of the Wall has an associated theme suggested by the nature of the site, the legions that inhabited and/or constructed it, or key artefacts discovered during excavation. Clearly other options for themes are possible and these have simply been identified to provide as wide a spread of themes as possible.

There are 18 proposed sites in all, approximately one for every 2 miles along the Wall:

- I Kinneil Fortlet (*Theme: sentry duty at the fortlet*)
- II Polmont Woods (*Theme: construction of the Wall*)
- III Callendar Park (*Theme: smithying and metalworking*)
- IV Watling Lodge (*Theme: cooking – in civilian 'vicus'*)
- V Bonnyside Expansions (*Theme: communications*)
- VI Seabegs Wood (*Theme: transport along the Military Way*)
- VII Castlecary Fort (*Theme: drinking and eating*)
- VIII Westerwood Fort (*Theme: using a ballista*)
- IX Croy (*Theme: beauty and fashion*)
- X Bar Hill (*Theme: archery practice*)
- XI Auchendavy Fort (*Theme: religion and ritual*)
- XII Kirkintilloch Fort (*Theme: imported goods, including wine*)
- XIII Cadder Fort (*Theme: carving an inscription in stone*)
- XIV Wilderness Plantation (*Theme: cooking – in military fortlet*)
- XV Summerston/ Crow Hill (*Theme: measuring and surveying*)
- XVI Bearsden Bath House (*Theme: games and pastimes*)
- XVII Hutcheson Hill (*Theme: sentry duty on the Wall*)
- XVIII Duntocher Fort & Fortlet (*Theme: construction of the fort*)





7.3.4 Interpretation Panels and Viewing Plaques

In addition to the provision of interpretive panels as part of the interpretive milestones described above, there is a need to generally upgrade the level of interpretation and information across the entire line of the Wall and its component sites. Existing external panels at sites such as those present at Polmont Woods, Rough Castle, Seabegs Wood, Bar Hill, Bearsden Bath House etc, although still functional, are showing their age and require bringing up to date to appeal to a wider audience.

There are also many sites which have no in-situ interpretation. In many cases this is clearly because no trace of the Wall or associated feature such as a fort, fortlet or temporary camp is visible from the ground. However for those wishing to trace the line of the Wall being able to identify the location of the original site can be sufficient and can help to add interest to locally available walks and trails.



Sample graphic treatment for an interpretive panel at Croy Hill

The following table lists key sites along the Antonine Wall where either existing panels are upgraded, new panels are proposed and/or new panels are to be incorporated into the interpretive ‘milestones’ (NB : greyed out actions have been completed between drafting and adoption of this strategy):

Site No.	Antonine Wall Interpretive Panels	Entirely New Panel/s	Upgrade Existing Panel/s	New panel in ‘milestone’ or terminus sculpture
AW1	Carriden Fort	✓ (1)		
AW2	Muirhouses Camp	✓ (1)		
AW3	Bridgeness			✓
AW4	Kinglass Park Camp	✓ (1)		
AW5	Kinneil Estate		✓ (2)	✓
AW6	Inveravon Camps	✓ (2)		
AW7	Inveravon Fort	✓ (1)		
AW8	Polmonthill Camp	✓ (1)		
AW9	Polmont Woods & Little Kerse Camp		✓ (2)	✓
AW10	Mumrills Fort	✓ (1)		
AW11	Callendar Park		✓ (3)	✓
AW12	Falkirk Fort	✓ (1))		
AW13	Bantaskin	✓ (1)		
AW14	Watling Lodge & Tamfourhill	✓ (2)		✓
AW15	Tentfield Expansions	✓ (1)		
AW16	Rough Castle		✓ (5)	
AW17	Bonnyfield Expansions			✓
AW18	Milnquarter Camp		✓ (1)	
AW19	Seabegs Wood	✓ (1)		✓
AW20	Dalnair Camp	✓ (1)		
AW21	Castlecary Fort			✓
AW22	Garnhall Camps	✓ (1)		
AW23	Tollpark Camp	✓ (1)		
AW24	Westerwood Fort			✓
AW25	Dullatur Camps	✓ (1)		
AW26	Croy Hill	✓ (2)		✓
AW27	Bar Hill		✓ (2)	✓
AW28	Twechar Camp	✓ (1)		
AW29	Auchendavy Fort			✓
AW30	Kirkintilloch Fort			✓
AW31	Easter Cadder Camp	✓ (1)		
AW32	Glasgow Bridge Fortlet	✓ (1)		
AW33	Cadder Fort			✓

AW34	Wilderness Plantation			✓
AW35	Balmuirdy	✓ (1)		
AW36	Summerston			✓
AW37	New Kilpatrick		✓ (1)	
AW38	Bearsden Fort & Bath House		✓ (1)	✓
AW39	Roman Park	✓ (2)		
AW40	Castlehill Fort	✓ (1)		
AW41	Hutcheson Hill	✓ (1)		✓
AW42	Cleddans Fortlet	✓ (1)		
AW43	Duntocher Fort & Fortlet			✓
AW44	Old Kilpatrick Fort			✓
TOTAL		29	17	20

In addition, the inclusion of a viewing plaque as part of the interpretation panel is suggested, although there could be instances where it is used in isolation, the role of which would be to indicate the line of the Antonine Wall east and west from its location. In addition it can be used to supply additional information such as the route of accessible trails in the vicinity.

7.3.5 Trail Packs for Families and Children

The development of bespoke trail packs for families and children would encourage further exploration. These would provide a family challenge centred around an interpretive trail, plus additional background information on the Romans in Scotland, other sites along the line of the Wall, as well as nearby attractions and facilities available.

The Trail Packs could be printed and distributed/ sold through Tourist Information Centres and Museums, as well as be provided in PDF form downloaded from a website portal (*see 7.4.4 in later section*).

7.3.6 Specialist Themed Tours and Role-Playing

Nothing replaces the experience of visiting sites along the Wall accompanied by someone 'in the know', an expert, Ranger or knowledgeable guide who can point out the relevant features and make sense of the traces on the ground. There is scope to extend and enhance a range of guided tours, some perhaps themed and involving role-playing in costume. The aim of these would be to assist visitors to see the Antonine Wall and its surrounding landscape as the Romans and local Caledonian tribes might have seen it.

The availability of 'first person' interpretation for key sites during the peak season and at weekends is recommended. These could be through trained local volunteers, recruited by an enhanced and extended Ranger service (*see 7.4.1 in following section*). Key characters could be developed from the Latin inscriptions found on altars, who then deliver information based on specific topics and introduce visitors to replica collection items associated with that site.

7.3.7 Antonine Wall Visitor Centre

As a long-term aspiration, and in order to fulfil the needs and expectations of many potential visitors (*Section 2: Access Strategy*) and raise the profile of the Antonine Wall as a World Heritage Site, a dedicated purpose-built centre could be considered. In such a facility, the story of the Antonine Wall could be expressed dramatically and comprehensively, and not just feature as a chapter in Scottish history alongside other themes and topics presented in museums and neighbouring facilities.

A Visitor Centre in close proximity to popular walking sections of the Antonine Wall would have many advantages, such as providing all-weather cover, providing a resource base for educational groups, a base for the Ranger service, and a 'springboard' encouraging visitors to discover other sites along the Wall.

The external addition of an 'Archaeological Park' would provide an area for experimental archaeology, to test assumptions about the construction of the Wall and its original appearance. The park could feature a number of reconstructions based on the available evidence e.g. a section of the rampart, ditch and upcast mound with and without a timber palisade on the rampart. This would make it clear to the visiting public that theories about the Wall can continue to change as further evidence comes to light. Other reconstructions could include a fortlet or part of a temporary camp for example. As well as, or alternatively, a sculpture park could be considered, featuring modern contemporary works of art inspired by the Wall, Roman culture, in response to the surrounding landscape etc.

It is envisaged that the Visitor Centre could accommodate the following:

- Interpretive exhibitions employing low, medium & high tech media
- Artefacts on loan from the Hunterian Museum and the National Museum of Scotland, as well as local museums
- Large-scale audio visual experience/s
- Replicas, props and costumes for role-playing activities and themed tours, (*see 7.3.6 above*)
- Base for activities e.g. Ranger service, guided walks, cycle hire
- Educational resources
- Research/ resource base on Roman studies
- Archaeological reconstructions of the Wall and potentially additional features such as a fortlet (external & internal, real & virtual, small-scale & actual size)
- Conference, lecture & meeting room spaces and facilities
- Pick-up point for map guides, leaflets and family trail packs (*see 7.3.5*)
- Cafe, WCs and retail

The identification of a suitable location for such a centre should be considered - somewhere connected to the line of the Wall which can join up with a walking trail along it. There is the potential for an exercise in sustainable building, using eco-friendly materials and low energy technologies in its construction, perhaps even half submerging the building into the landscape to give it as low a profile as possible and minimise its visual impact.

In advance of a purpose-built visitor centre, it would be possible to develop dedicated interpretive exhibition/s, resources and facilities at existing museums and heritage centres along the Wall, and the success or otherwise of these would inform the content of the proposed Antonine Wall Visitor Centre. Hand-in-hand with these proposals there needs to be a programme of development and enhancement of all existing museum displays and exhibitions.



Auld Kirk Museum, Kirkintilloch



Callendar House, Falkirk

7.4 Provide Educational and Interpretive Resources

7.4.1 Upgrade and Extend the Ranger Service

There is much evidence that visitors benefit greatly from the help and guidance supplied by a ranger service. The current provision varies considerably along the length of the Wall and there is scope to improve this service through better co-ordination between local authorities and government agencies, and by developing site-specific Ranger service provision along the entire Wall.

7.4.2 Enhanced Antonine Wall Web Portal

The currently available websites provide a basic level of information about the Antonine Wall and its history, and guidance about the best sites to visit. Increasingly however, potential visitors planning a day trip will go online to check out the attractions in a given area; either their own local area if local residents, or an unfamiliar area if they are travelling further afield. An enhanced web portal loaded with resources developed for those planning a day trip would encourage greater numbers of people to visit.

Use of the website as a portal for information and resources should be maximised, raising the perception of the Antonine Wall so that it can be appreciated as a unique grouping of historic sites. This site could also provide information on the over-arching themes, history and significance of the Wall.

7.4.3 Dedicated Web Pages for Each Site

Dedicated web pages for each 'site' should be developed under the umbrella of the Antonine Wall web portal, with links to local attractions, local groups, partners and agencies involved. These individual web pages could be peppered with reconstruction illustrations with active links, QTVRs²⁵, games, activities and downloadable resources to enliven the interpretation and encourage people to see the sites along the Antonine Wall as a collection and visit more than one to 'collect the set'.

7.4.4 Online Resources

Downloadable resources should be provided from the website: audio tours, trail leaflets, educational resources, trail packs. These could be customised to suit the needs of different audiences and specific user groups such as: more detailed resources for specialists, 'fun' packs for families with children, or resources catering for different themes (for example what the Wall used to look like, military tactics used by the Romans, the landscape setting and what you can see, skills and crafts in the 2nd century).

²⁵ Quick Time Virtual Reality - 360° panoramic photography

The development of online resources can include some sophisticated material including 3D computer models, QTVRs, downloadable audio and vision-based tours, film clips and 'podscrolls' as well as more widely accepted PDF leaflets, maps and field guides.

'Podscrolls' are a downloadable resource which are simple and easy to use. These are miniature books which are ideal for providing self-guided trails. They incorporate maps, images and a small amount of text to create a series of pages which can be flicked through on the screen of a mobile phone or MP3 player.

As a World Heritage Site, it is also important to provide multi-lingual interpretation with the availability of audio tours in several languages (including: English, French, German, Italian, Spanish, and possibly also Arabic, Chinese and Russian). These could be downloadable onto personal media prior to visiting, or the kit could be hired from one of the museums along the Wall if site management structures can support this.

Different types of portable interpretation can be made available, not by any means hi-tech e.g. bespoke cards that point out key features of an Antonine Wall site and its relevance to a theme or story, a tour along the Wall, a brief history to convey the significance of the site, all which can be printed out prior to a visit.

7.4.5 Social Networking on the Antonine Wall

The possibility should be considered to set up and manage an Antonine Wall Facebook user group, Flickr photo sharing page and a Twitter account to encourage social networking. Some advantages of this could include:

Getting feedback on ideas immediately. If a concept for an initiative needs testing e.g. the notion of a dedicated Antonine Wall Visitor Centre for example, then it could be bounced off networking contacts to find out what they think about it.

Share Multiple Points of View. Social networking can assist in learning about diversity by getting exposure to multiple points of view.

Creating a 'buzz'. Many student organizations have specific social networks designed to help students connect. Social networking tools can be a great way for young people to get in touch (and stay in touch) with other friends and/or students, and ideas are passed around extremely quickly.

7.4.6 Antonine Wall App

Options to design, develop and make available an app for use on smart phones (Apple iPhones and Google/ Sybian mobile phone platforms) should be considered. The app could be loaded with resources: background information, diagrams, maps, images (photos and 3D computer-modelled reconstructions), audio and film clips.

In addition the app could utilise the GPS capability of a smart phone and draw attention to features that are in the proximity of the user. This would benefit a visitor wanting to 'read' the landscape and needing help to see the line of the Antonine Wall on the ground.

Augmented Reality or ‘Air-Tagging’²⁶ could be utilised by the app to enable a visitor to point their phone’s inbuilt camera at a feature and see information, reconstructions, directions etc.

7.4.7 Online Resources for the Antonine Wall Partnership

A password-protected web page with resources specifically for Antonine Wall partners and stakeholder should be included on a redesigned websites: with images, AW logo artwork for different applications, design guidelines and templates for printed material, signage and interpretive panels.

Effectively this would provide a ‘one-stop’ shop for developing interpretation for the Antonine Wall. The intention is not that this should suffocate creative initiatives by straitjacketing design, but to provide sufficient support and assistance in getting ideas started and to ensure high quality design standards are maintained.

7.5 Promote the Antonine Wall

7.5.1 High Profile Media Campaign

A campaign of advertising should be considered as part of a wider marketing strategy, to include TV, newspapers, and magazines.

Regular press releases should be issued to keep the public up-to-date with interpretive developments such as the ‘opening’ or lighting up of the terminus sculptures or other features along the Wall.

7.5.2 Attention-Grabbing Events

Events should be staged to draw attention to the Wall (like the ‘Illuminating the Hadrian’s Wall – A line of light from coast to coast’ event a light graffiti project perhaps, or sponsored Roman march from coast to coast in full legionary kit setting up temporary camps along the way).



²⁶ Described as a ‘social tagging device’ – the Sekai camera, an emerging technology in Japan.

8. Phased Action Plan

Listed in the tables below are a series of projects which have been identified in response to the proposals and recommendations set out in *Section 7: Interpretive Proposals*. The following abbreviations have been employed to identify individual partners within the teams proposed to be responsible for implementing the recommendations:

SC	-	Scottish Canals
CSFT	-	Central Scotland Forest Trust
ED	-	East Dunbartonshire Council
FCom	-	Forestry Commission Scotland
FC	-	Falkirk Council
GCC	-	Glasgow City Council
HS	-	Historic Scotland
HM	-	Hunterian Museum & Art Gallery
NL	-	North Lanarkshire Council
NMS	-	National Museum of Scotland
SNH	-	Scottish Natural Heritage
VS	-	Visit Scotland
WD	-	West Dunbartonshire Council

8.1 Consolidate and Improve the Existing Infrastructure

(NB : greyed out actions have been completed between drafting and adoption of this strategy)

Activity/ Project	YEAR 1-2	YEAR 3-5	LONG TERM	Team Responsible
<i>Paths and Routeways</i>				
Circular walk could link end of wall with Carriden Fort, Muirhouses Camp and Bridgeness (Core Paths Network 008 Boness-008/1534 and 008/1605 and National Cycle Route 76)			✓	FC
Bridgeness: Provide adequate access to a more prominent feature incorporated into the streetscape (terminus sculpture)			✓	FC
Upgrade trail from Kinneil Fortlet to Polmont Woods following the line of AW (Core Paths Network 016 Polmont-016/648) Kinneil Masterplan		✓		FC
Inveravon Fort: Improve access via the A905, the unmarked public road which passes Grangemouth Golf Course, and Avondale Rd (from where a short section of the upcast mound and ditch of AW can be seen)			✓	FC
Polmonthill Camp: Develop a circular trail from Old Polmont incorporating Core Paths Network 016 Polmont-016/611 and 016/640. Link to Inner Forth Partnership		✓		FC
Polmont Woods: Extend and enhance existing trails, Core Paths Network and circular walks (Countryside Paths Leaflet) 016 Polmont-016/611, 016/640, 016/568, 016/627, 016/629, 016/616 and 016/562. Link to Inner Forth Partnership		✓		FC
Mumrills Fort: Consolidate trail along Grahamsdyke Street and Sandy Loan which follow the line of the AW, also Core Paths Network 015 Lower Braes- 015/522. Link to Helix Proposals	✓			FC
Callendar Park: Extend/ upgrade existing circular walks through park and woodland (Core Paths Network 002 Falkirk Central- 002/771). Link to Callendar Masterplan & John Muir Trail		✓		FC

Activity/ Project	YEAR 1-2	YEAR 3-5	LONG TERM	Team Responsible
Falkirk Fort: Develop urban trail to link to sections of AW. Booth Place follows the line of the Wall and continues W along Arnot Hill and E towards Callendar Park. Link to Townscape Heritage Initiative		✓		FC
Bantaskin: Improve access from Arnot Avenue to view the remains of the ditch and outer mound. Consideration of walks that connect the Wall with local green spaces (Summerford Park and South Bantaskin Estate) and Forth & Clyde and Union Canals and that connect with Watling Lodge and site of Falkirk Fort			✓	FC/ HS
Watling Lodge: Negotiate with private owners regarding access to view section of AW within grounds	✓			HS
Tentfield Expansions: Improve access from the network of paths between the Falkirk Wheel and Rough Castle		✓		SC/ FC/ HS/FCom
Rough Castle: Improve the access road from Bonnybridge		✓		FC
Bonnyfield Expansions: Upgrade existing walk W along the Wall to the N of St Helen's Loch		✓		FC/ HS
Milnquarter Camp: Consolidate localised circular walks which are possible to link Milnquarter with High Bonny bridge/St Helen's Loch and therefore Rough Castle (also Core Paths Network 013 Bonnybridge-013/404 and 013/435)			✓	FC
Seabegs Wood: Make more accessible and wheelchair friendly the short, steep walk uphill from the car park, along the level canal towpath leading to the underpass and Seabegs Wood		✓		HS
Seabegs Wood: Consider linkage to nearby Bonnyfield Local Nature Reserve on north side of canal	✓			FC
Dalnair Camp: Link site to Seabegs Wood via farm track and field boundaries from Dalnair Farm		✓		FC
Castlecary: Develop an urban trail linking the line of the AW over the A80 and across to Garnhall and beyond to the W		✓		FC/ NL
Garnhall: Access from Garnhall Farm Road should be improved/ made more evident as there is an excellent section of the AW and Military Way to be viewed	✓			NL
Tollpark: Upgrade the path N along well-preserved sections of AW to Twechar (AW22 – AW28)		✓		NL
Westerwood Fort: Improve access		✓		NL
Westerwood Fort: Link the site to a walking trail between Garnhall along well-preserved sections of AW to Twechar (AW22 – AW28)		✓		NL
Dullatur: Establish circular walk to Westerwood and AW possible by utilising Core Paths Network NL 68, 75, 76, 77 & 89			✓	NL
Croy Hill: Improve access along the surviving sections of AW, E of Croy Hill to Dullatur/ Westerwood, and W to Bar Hill/ Twechar		✓		HS/ NL
Bar Hill: Improve access along the surviving section of AW, E of Bar Hill to Croy Hill	✓			HS / ED/ FCom
Bar Hill: Upgrade circular walk available along AW and canal taking in Twechar (Core Paths Network ED 116, 118, 40 & 102)		✓		ED/ HS
Twechar Camp: Establish as start/end point for one of the best walks along the AW – from Garnhall AW22 to Twechar AW 28	✓			ED
Auchendavy Fort: Reinstate bridge crossing over the Forth & Clyde Canal on Auchendavy Road from Kirkintilloch to the S			✓	ED/ SC
Kirkintilloch: Develop a circular walk which takes in Easter Cadder Camp		✓		ED
Easter Cadder Camp: Improve access from Glasgow Rd and develop a trail along the canal to assist in understanding the AW landscape covering Kirkintilloch Fort through to Cadder Fort			✓	ED/ SC

Activity/ Project	YEAR 1-2	YEAR 3-5	LONG TERM	Team Responsible
Wilderness Plantation: Consider creation of a new access path – either by the side of Balmuirdy Road, or skirting the edge of Cawdor golf course from the canal towpath, or following the line of the River Kelvin		✓		ED
Balmuirdy: New bridge is required S of Bardowie to facilitate aspirational ED Core Path on the N side of the River Kelvin		✓		ED
Balmuirdy: Create a way-marked trail following the course of the River Kelvin to the N of the AW, to run from the site of Cadder Fort, past Cadder Golf Club, W along R Kelvin to the N of Wilderness Plantation, Balmuirdy Camp and Fort		✓		ED
Summerston: Develop trail from Balmore Rd up to Crow Hill, along field boundaries following the line of the AW, and then to New Kilpatrick		✓		ED
New Kilpatrick: Investigate use of woodland to the W of the site for a new path, following the surviving ditch and rampart of the AW. The trail could connect New Kilpatrick with the site of Bearsden Fort and Bath-House, Roman Park and Castlehill			✓	ED/ HS
Castlehill: Create an access route to the summit either from the edge of Bearsden to the E, or from some point along the A810		✓		ED/ HS
Duntocher: Create access from Duntocher to Castlehill via Hutcheson Hill and Cleddans Fortlet. Extensive local path network S of Wall but largely non-existent along the line of the Wall			✓	WD/ ED
Duntocher: Improve access to the site from the area of housing near it		✓		WD
Duntocher: Develop a circular walk utilising Duntocher Burn Path which runs through Golden Hill Park and leads to Clydebanks Park in Dalmeir, by linking up with the canal towpath			✓	WD
Old Kilpatrick: Improve access via Forth & Clyde canal towpath (NCR 7) and link to the River Clyde as part of the interpretation			✓	WD/ SC
Old Kilpatrick: Provide adequate access to a more prominent feature incorporated into the streetscape (terminus sculpture)			✓	WD/ SC
Parking Provision				
Inveravon: Consider roadside provision for 2-3 cars along unmarked public road en route to Grangemouth Golf Course			✓	FC
Rough Castle: Increase the capacity of the car park at the W approach to the site (while maintaining the security of the site)			✓	FC / HS
Seabegs Wood: Provide a small on-site car park (and consider incorporation of a picnic area)			✓	FC / HS
Castle Cary: Provide car parking, adjacent to site if possible, would be useful start point for walks			✓	FC/ HS
Bar Hill: Create dedicated parking area in Twechar		✓		ED
Glasgow Bridge: Improve the car parking area S of the bridge to provide a good access point to the canal towpath			✓	ED
Wilderness Plantation: Create a small car parking area by the side of Balmuirdy Road			✓	ED
Balmuirdy: Create a small car parking area on Balmuirdy Rd at the point where the AW diverges from the line of the road W towards the site of the fort			✓	GCC
Summerston: Provide parking on A12 alongside the River Kelvin			✓	ED
Bearsden: Develop some dedicated parking for the Bath-House and New Kilpatrick Cemetery			✓	ED / HS
Castlehill: A dedicated car parking area along the A810 would assist with access to the summit			✓	ED
Hutcheson Hill: Identify a small area for car parking access along Peel Glen Road			✓	ED

Activity/ Project	YEAR 1-2	YEAR 3-5	LONG TERM	Team Responsible
<i>Signage and Way-marking</i>				
Signage for circular walk linking end of wall with Carriden Fort, Muirhouses Camp and Bridgeness (Core Paths Network 008 Boness-008/1534 and 008/1605 and National Cycle Route 76)		✓		FC
Way-marking for trail from Kinneil Fortlet to Polmont Woods following the line of AW (Core Paths Network 016 Polmont-016/648)		✓		FC
Polmonthill Camp: Signage for a circular trail from Old Polmont incorporating Core Paths Network 016 Polmont-016/611 and 016/640		✓		FC
Polmont Woods: Signage/ way-marking for extended trails, Core Paths Network 016 Polmont-016/611 and 016/640 and circular walks (Countryside Paths Leaflet)		✓		FC
Falkirk Fort: Signage for urban trail to link to sections of AW. Booth Place follows the line of the Wall and continues W along Arnot Hill and E towards Callendar Park		✓		FC
Tentfield Expansions: Signage for improved access from the network of paths between the Falkirk Wheel and Rough Castle	✓			SC/ FC
Rough Castle: Improved signage along access road from Bonnybridge		✓		FC
Milnquarter Camp: Signage for consolidate circular walks to link Milnquarter with High Bonny bridge/St Helen's Loch and therefore Rough Castle (also Core Paths Network 013 Bonnybridge- 013/404 and 013/435)			✓	FC
Castle Cary: Signage for an urban trail linking the line of the AW over the A80 and across to Garnhall and beyond to the W		✓		FC/ NL
Garnhall: Signage from Garnhall Farm Road should be improved/ made more evident as there is an excellent section of the AW and Military Way to be viewed	✓			NL
Tollpark: Signage along upgraded path N along well-preserved sections of AW to Twechar (AW22 – AW28)		✓		NL
Westerwood Fort: Signage for a walking trail between Garnhall along well-preserved sections of AW to Twechar		✓		NL
Dullatur: Signage for circular walk to Westerwood utilising Core Paths Network NL 68, 75, 76, 77 & 89			✓	NL
Bar Hill: Signage for circular walk along AW and canal taking in Twechar – which requires particularly clear signing (Core Paths Network ED 116, 118, 40 & 102)		✓		ED
Twechar Camp: Signage for start/end point of one of the best walks along the AW – from Garnhall AW22 to Twechar AW 28	✓			ED
Kirkintilloch Fort: Signage for a circular walk which incorporates Easter Cadder Camp		✓		ED
Easter Cadder Camp: Signage for a trail along the canal covering Kirkintilloch Fort through to Cadder Fort			✓	ED/ SC
Balmuldy: Way-marking for trail following the course of the River Kelvin to the N of the AW, from the site of Cadder Fort, past Cadder Golf Club, W along R Kelvin to the N of Wilderness Plantation and Balmuldy			✓	ED
Summerston: Signage for a trail from Balmore Rd up to Crow Hill, along field boundaries following the line of the AW, and then to New Kilpatrick		✓		ED
New Kilpatrick: Signage for new path connecting New Kilpatrick with the site of Bearsden Fort and Bath-House, Roman Park and Castlehill		✓		ED/ HS
Duntocher: Signage to mark trail from Duntocher to Castlehill via Hutcheson Hill and Cleddans Fortlet			✓	WD/ED
Old Kilpatrick: Signage to indicate access via Forth & Clyde canal towpath (NCR 7) and link to the River Clyde as part of the interpretation		✓		WD/ GCC/ SC

8.2 Develop the Interpretation

Activity/ Project	YEAR 1-2	YEAR 2-5	LONG TERM	Team Responsible
<i>Terminus Sculptures</i>				
Bridgeness			✓	FC
Old Kilpatrick			✓	WD/ SC
<i>Interpretive Milestones</i>				
Kinneil Fortlet: Theme – sentry duty at the fortlet			✓	FC
Polmont Woods: Theme – construction of the Wall			✓	FC
Callendar Park: Theme – smithying and metalworking			✓	FC
Watling Lodge: Theme – cooking in civilian ‘vicus’			✓	FC / HS
Bonnyside Expansions: Theme – communications			✓	FC/ HS
Seabegs Wood: Theme – transport along the Military Way			✓	FC / HS
Castlecary Fort: Theme – drinking and eating			✓	NL/ FC / HS
Westerwood Fort: Theme – using a ballista			✓	NL / HS
Croy Hill: Theme – beauty and fashion			✓	NL/ HS
Bar Hill: Theme – archery practice			✓	ED/ HS
Auchendavy Fort: Theme – religion and ritual			✓	ED
Kirkintilloch Fort: Theme – imported goods, including wine			✓	ED
Cadder Fort: Theme – carving an inscription in stone			✓	ED
Wilderness Plantation: Theme – cooking in military fortlet			✓	ED
Summerston/ Crow Hill: Theme – measuring and surveying			✓	ED
Bearsden Bath House Theme – games and pastimes			✓	ED/ HS
Hutcheson Hill: Theme – sentry duty on the Wall			✓	ED
Duntocher Fort & Fortlet: Theme – construction of the fort			✓	WD
<i>Interpretive Panels and Viewing Plaques</i>				
Carriden Fort – 1 x new panel/ plaque		✓		FC
Muirhouses Camp – 1 x new panel/ plaque		✓		FC
Kinglass Park Camp – 1 x new panel/ plaque		✓		FC
Kinneil Estate – upgrade 2 x existing panels		✓		FC/HS
Inveravon Camps – 2 x new panels/ plaques		✓		FC
Inveravon Fort – 1 x new panel/ plaque		✓		FC
Polmonthill Camp – 1 x new panel/ plaque		✓		FC
Polmont Woods & Little Kerse Camp – upgrade 2 x existing panels	✓			FC
Mumrills Fort – 1 x new panel/ plaque	✓			FC
Callendar Park – upgrade 3 x existing panels		✓		FC
Falkirk Fort – 1 x new panel/ plaque		✓		FC
Bantaskin – 1 x new panel/ plaque		✓		HS
Watling Lodge & Tamfourhill – 2 x new panels/ plaques		✓		HS
Tentfield Expansions – 1 x new panel/ plaque		✓		HS
Rough Castle – upgrade 5 x existing panels	✓			HS
Milnquarter Camp – upgrade 1 x existing panel		✓		FC
Seabegs Wood – 1 x new panel/ plaque		✓		HS

Activity/ Project	YEAR 1-2	YEAR 2-5	LONG TERM	Team Responsible
Dalnair Camp – 1 x new panel/ plaque		✓		FC/ HS
Garnhall Camps – 1 x new panel/ plaque		✓		HS
Tollpark Camp – 1 x new panel/ plaque		✓		HS
Dullatur Camps – 1 x new panel/ plaque		✓		HS
Croy Hill – 2 x new panels/ plaques		✓		HS
Bar Hill – upgrade 2 x existing panels	✓			HS
Twechar Camp – 1 x new panel/ plaque		✓		ED
Easter Cadder Camp – 1 x new panel/ plaque		✓		ED
Glasgow Bridge Fortlet – 1 x new panel/ plaque		✓		ED
Balmuildy – 1 x new panel/ plaque	✓			ED
New Kilpatrick – upgrade 1 x existing panel		✓		ED/ HS
Bearsden Fort & Bath House – upgrade 1 x existing panel		✓		HS
Roman Park – 2 x new panels/ plaques		✓		ED/ HS
Castlehill Fort – 1 x new panel/ plaque		✓		ED/ HS
Hutcheson Hill – 1 x new panel/ plaque		✓		ED/ HS
Cleddans Fortlet– 1 x new panel/ plaque	✓			WD/ HS

8.3 Provide Educational and Interpretive Resources

Activity/ Project	YEAR 1-2	YEAR 2-5	LONG TERM	Team Responsible
<i>Upgrade and Extend the Ranger Service</i>				
Carriden to Castlecary			✓	FC
Castlecary to Croy Hill			✓	NL
Croy Hill to Old Kilpatrick			✓	ED/WD/ GCC
<i>Enhanced Antonine Wall Web Portal</i>				
Re-design new website/ re-vamp existing partnership site providing a menu of options for specific user groups: day-trippers, schools/ colleges/ universities, non-specialists (general info and entertainment) and specialists (academic reports and articles). Fresh new appearance aimed at wide audience	✓			ALL
<i>Dedicated Web Pages for Each Site</i>				
Carriden Fort	✓			
Muirhouses Camp	✓			
Bridgeness	✓			
Kinglass Park Camp	✓			
Kinneil Estate	✓			
Inveravon Camps	✓			
Inveravon Fort	✓			
Polmonthill Camp	✓			
Polmont Woods & Little Kerse Camp	✓			

Activity/ Project	YEAR 1-2	YEAR 2-5	LONG TERM	Team Responsible
Mumrills Fort	✓			
Callendar Park	✓			
Falkirk Fort	✓			
Bantaskin	✓			
Watling Lodge & Tamfourhill	✓			
Tentfield Expansions	✓			
Rough Castle	✓			
Bonnyfield Expansions	✓			
Milnquarter Camp	✓			
Seabegs Wood	✓			
Dalnair Camp	✓			
Castlecary Fort	✓			
Garnhall Camps	✓			
Tollpark Camp	✓			
Westerwood Fort	✓			
Dullatur Camps	✓			
Croy Hill	✓			
Bar Hill	✓			
Twechar Camp	✓			
Auchendavy Fort	✓			
Kirkintilloch Fort	✓			
Easter Cadder Camp	✓			
Glasgow Bridge Fortlet	✓			
Cadder Fort	✓			
Wilderness Plantation	✓			
Balmuildy	✓			
Summerston	✓			
New Kilpatrick	✓			
Bearsden Fort & Bath House	✓			
Roman Park	✓			
Castlehill Fort	✓			
Hutcheson Hill	✓			
Cleddans Fortlet	✓			
Duntocher Fort & Fortlet	✓			
Old Kilpatrick Fort	✓			
Online Resources				
For day-trippers: downloadable info & walk leaflets/ maps/ guides/ podscrolls/ 'fun' trail packs for families with children	✓			ALL
Educational packs for schools, colleges and universities	✓			ALL
Resources for lifelong learning	✓			ALL
3D computer visualisations, reconstructions and film clips	✓			ALL
Multi-lingual audio tours: English, French, German, Italian and Spanish			✓	ALL
Multi-lingual audio tours: Chinese, Russian and Arabic			✓	ALL

Activity/ Project	YEAR 1-2	YEAR 2-5	LONG TERM	Team Responsible
<i>Social Networking on the Antonine Wall</i>				
Set up and manage a Facebook user group/ Flickr photo sharing page and a Twitter account to post news and encourage social networking	✓			ALL
Use to test new ideas and proposals for interpretation	✓			ALL
<i>Antonine Wall App</i>				
Develop an app for use on smart phones (Apple iPhones/ Sybian mobile phone platforms etc)	✓			ALL
Continue a programme of development to add functionality to the app (e.g. augmented reality) and offer updates periodically			✓	ALL
<i>Online Resources for the Antonine Wall Partnership</i>				
Password-protected web page with resources specifically designed for Antonine Wall partners and stakeholders providing: logo artwork, images, design templates and guidelines	✓			ALL

8.4 Promote the Antonine Wall

Activity/ Project	YEAR 1-2	YEAR 2-5	LONG TERM	Team Responsible
<i>High Profile Media Campaign</i>				
Campaign of advertising: TV, newspapers, magazines, specialist and non-specialist publications		✓		ALL
Regular press releases to keep public up-to-date with interpretive developments such as the 'opening' or lighting up of the terminus sculptures or other features along the Wall	✓	✓	✓	ALL
<i>Attention- Grabbing Events</i>				
Staged events to draw attention to the Wall			✓	ALL

9. APPENDICES

I Monitoring and Evaluation

II Sustainability Checklist

III Principles of Interpretation

APPENDIX I

1. Monitoring & Evaluation

1.1 Introduction

In order to guide future activity for the site e.g. interpretation, funding, promotional and marketing approaches, it will be essential to monitor and evaluate interpretation developments and installations along the Antonine Wall (AW) and its component sites.

1.2 Environmental Monitoring /Sustainability Checklist

The strategic environmental assessment of the Interpretation Plan and Access Strategy identified a number of issues that should be taken into account during its implementation, such as opportunities to better integrate with the core path network or impacts upon habitats and species. As such, specific proposals should be screened by the relevant partner/promoter with reference to factors such as:

- **Is the proposal identified in an existing Core Path Plan or Development Plan?**
- **Is the proposal a currently maintained path or route?**
- **Does the proposal provide linkages between existing Core Paths?**
- **Will the proposal help deliver aspirational Core Paths?**
- **Is the proposal on the remains of the Antonine Wall?**
- **Is the proposal within the buffer zone of the Antonine Wall?**
- **Will the proposal impact, either directly or indirectly on any other known archaeology?**
- **Are there issues for the proposal in terms of land management and privacy/security implications?**
- **Are there any public safety implications associated with the proposal?**
- **Will the proposal have implications for protected habitats and species?**
- **Will the proposal necessitate the removal of trees?**
- **Is the proposal accessible from public transport services?**
- **Will the proposal encourage non-vehicular travel?**
- **Will the proposal utilise locally sourced materials?**
- **Is an environmental survey (e.g. for bats) required prior to design and implementation?**

The outcome of such considerations should be documented in the Sustainability Checklist which is to be found in Appendix II.

1.3 Visitor Survey

General visitor research (e.g. self-completion surveys) can help support the AW Partners' ongoing understanding of audiences to historic sites – and also continue to pick up on under-represented audiences so that future installations can be targeted towards attracting and appealing to these groups. As it is clear that the visitor experience on site during peak visitor season and off-peak is markedly different, it is suggested that self-completion surveys be

undertaken at both these times of year to gain a realistic impression of visitor responses, their likes and dislikes and the general pattern of behaviour. The *Progressive* survey findings produced in 2010 have provided a useful foundation to build on, and this can be achieved simply by conducting research into awareness and perceptions on a more regular basis, and in an increasingly detailed fashion.

The survey should aim to collect information on the following key aspects:

- The visitor's profile and demographic;
- Their motivations for visiting, and expectations;
- Any pre-visit information the visitor has encountered or utilised;
- How long the visitor spent on site, and where they stayed longest;
- What the visitor did as part of their visit;
- Which parts of the site the visitors enjoyed most;
- What they enjoyed least about their visit;
- How the visitor feels about the site following their visit;
- What the visitor has learned about the Antonine Wall and its history;
- What the visitor thinks about the condition of the Wall and its interpretation;
- Anything the visitor thinks is missing, or could be done better.

1.2 Research on Individual Site Components

In addition to the general visitor survey outlined above, interpretive components on site (implemented as part of a phased development of the Wall and its component sites) could be specifically evaluated to test effectiveness in engaging the public. E.g. a trained Ranger could spend part of a day monitoring the experience of a target audience, such as families with children, in using this interpretive element/ installation through observation followed by a brief questionnaire before the family departs.

It will also be important to monitor the level of impact a revitalised and re-launched Antonine Wall web portal has on visits and visitors to the site over time. This could also be picked up in general visitor surveys and through integrated systems online that 'count' the number of times specific podcasts/ pdfs have been downloaded, the number of hits on specific pages, etc.

Interpretive evaluation could be written in to the working remit of relevant staff e.g. Rangers, museum custodians etc so that they have a rolling action plan of visitor research to undertake throughout the year, based on, say, a single fortnight's self-completion visitor survey in August and October and if possible an evaluation based on a detailed look at specific new products/ installations implemented on the Wall. This information collected from each site on an annual reporting basis could then provide a useful contribution to a review across all the Antonine Wall sites and develop a resource database for its partners and stakeholders.

Antonine Wall WHS – sustainability checklist

Summary of proposal/action (including relevant Objective or Action Plan number)

Could the proposal or action...

	Protect or enhance (where appropriate)?	Have adverse direct or indirect impacts?	Promote enjoyment and understanding?	Contribute to effective climate change adaptation?	Mitigation/enhancement measures to be implemented (<i>what, by who, when</i>)
Biodiversity, flora and fauna (e.g. SSSIs, protected species and habitats; Ancient Woodland and ancient/veteran species; wider biodiversity)	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	
Material assets (e.g. the tourism resource of the WHS; forestry; foraging)	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	
Cultural Heritage (e.g. the WHS; its buffer zone; other heritage assets)	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	
Landscape (e.g. landscape value; geodiversity; geological value)	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	No <input type="checkbox"/> Yes <input type="checkbox"/> provide details below	

APPENDIX III

Principles of Interpretation

“Information is not interpretation. Interpretation is revelation based on information.”

(From Interpreting Our Heritage by Tilden Freeman, 1957)

The following lists some examples of good interpretive practice:

1. Interpretation is primarily about communicating feelings and ideas, not facts.
2. Each piece of interpretation (including events) should communicate a single or limited number of ideas (or themes), and should seek to enlighten its audience about the wider concepts that can be illustrated with the facts presented.
3. Interpretation should encourage people to visit other places than the immediate site concerned. This implies a holistic approach to the subject of any interpretation, and referring visitors to sites and sources where they can get further information. This not only adds to the interest and significance of a particular site, but also encourages visitors to explore and follow a story or subject further.
4. Each item of site-based interpretation should clearly and specifically relate to features, objects, or events in the immediate surroundings:
 - For fixed outdoor media e.g. panels, it should be possible to clearly see the subject of the interpretation from the location of the panel;
 - For media designed to be used on the move, the interpretation should refer to specific features that can be seen en route;
 - For indoor displays, the interpretation should be directly relevant to the building's location.
5. Interpretation should encourage visitors to notice and explore the things around them:
 - It should aim to engage all the senses;
 - It should draw attention to specific features which can be seen, touched, heard, smelt or tasted, and;
 - It should specifically prompt the visitor to look at, touch, listen to, smell or taste these things.

6. Interpretation should relate to the audience by using personal language (e.g. by addressing the audience as 'you'), the use of metaphor and analogy (i.e. by making links or comparisons between its subject and peoples' everyday lives or common experiences), or through the use of humour, quotations, poetry and other forms of creative writing.
7. Fixed interpretation should use materials sympathetic to their surroundings, and be located so it does not impinge on the character of the site in question.
8. All interpretation should be easily accessible:
 - The use of different media and graphic design should provide a layered approach to relate to all visitors whatever their level of interest or knowledge;
 - Text should be clearly printed and legible; should include headings and/or sub-headings; should make use of a text hierarchy; should have a readability level appropriate to the audience; and should be divided into paragraphs of no more than 75 words;
 - Text should be written in a personal language, avoiding jargon and the voice of officialdom. Sentences should usually be short and simple with any technical terms explained;
 - Panels and displays should be fixed at an appropriate height and with enough space to view them comfortably;
 - Interactive interpretation should have clear and easily accessible instructions.
9. Effective use should be made of pictures and graphics:
 - In the right circumstances images are far more effective at communicating than words and should be used accordingly;
 - All images should be clear and easily understood; should be visually stimulating where possible; should have a clear relationship to the text; and should complement the text, or what can be seen, rather than simply duplicate it;
 - Good practice graphic design should be followed in terms of overall colour contrast, the use and size of fonts and legibility.

