

REDISCOVERING THE ANTONINE WALL



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PROJECT EVALUATION

APRIL 2023



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EXECUTIVE SUMMARY

This report is an evaluation of the outputs and outcomes arising from the Rediscovering the Antonine Wall (RtAW) project.

1. Anticipated Achievements

The RtAW project aimed to deliver both capital and revenue projects, including:

- The creation of five Roman themed play parks
- The installation of five replica distance stones
- Develop and deliver 30 community engagement projects.
- Establish a volunteering programme, the 21st Century Legion, recruiting and training 300 volunteers.
- Recreate/reshoot the original 1956-1960 film about the Antonine Wall
- Develop and deliver an educational outreach programme and a touring museum exhibition.
- Develop and deliver celebratory events to showcase the Wall.
- Creation of a digital app hosting Roman inspired games.

2. Actual Achievements

All of the stated aims were largely achieved except the digital app. The 21st Century Legion project evolved from the initial concept largely due to the impact of the Covid-19 pandemic having an adverse impact upon recruitment of volunteers and planned delivery of activities.

3. Capital Projects

All of the proposed capital projects have been achieved through provision of five Roman themed play parks and five replica distance stones along the length of the Antonine Wall. With the exception of Callendar Park, all had elongated delivery timeframes and although some of this was Covid-related, there were a number of other issues that contributed to delays such as procurement issues.

4. Activity Projects

Most of the proposed activities have been undertaken, particularly prior to the Covid-19 pandemic but in the period following the end of lockdown, aspects of the anticipated project could not be delivered and were therefore repurposed to fulfil audience engagement aims even though the activity itself may have been modified.

A number of excellent community-based projects with an Antonine Wall theme have been supported.

5. Overall Achievements

Overall it is concluded that the project has achieved most of the output targets set out in the project business plan in 2018.

However there has been significant impact of the Covid-19 pandemic on the achievement of activity-based project outcomes with changes to the planned programme. Some activities were moved online whilst others have been delayed until the end of the public lockdown stages of the pandemic and spend was only around two thirds of what was originally anticipated. Nevertheless the project team has responded

well to the pandemic and despite its impact, the stated aims and objectives have largely been achieved. The inclusion of e.g. a dedicated volunteer coordinator to the project team following Covid-19 lockdown may have assisted in delivering all of the project activity-based outcomes.

Rediscovering the Antonine Wall (RtAW) has met the requirements NLHF funding support and of Theme 1 of the LEADER Local Development Strategy and Theme 2 to some degree.

6. Financial Summary

The anticipated project expenditure was £2,120,600. The actual project expenditure was £2,045,698. The project was funded by:

• HLF	£1,002,392
• LEADER	£450,000
• Local Authorities 3-year contribution	£300,000
• HES 3-year contribution	£60,000
• WDC- playpark contribution	£40,423
• GCC- playpark contribution	£87,000
• Falkirk Council- distance stone contribution	£11,944
• GCC contribution towards path upgrade to Aurelius	£9,400
• WREN landfill tax funding	£80,000
• Existing funding pre-start-up	£1,446
• LEADER: co-operation application for twinning project	£3,093

6.1. NLHF Funding

The initial NLHF funding requested was £980,600 but the actual drawdown was £1,002,392, 49% of the overall project costs.

6.2. LEADER Funding

The LEADER funding contribution was £450,000 although the intervention rate increased from 58.4% to 75.2% of Revised Approved Costs due to removal of one of the playparks at Auchinstarry, from the eligible costs.

7. Audience Engagement

Project partners were strongly engaged by the project team and were happy to work with them even if what was originally anticipated may not have been what was ultimately achieved. All community groups engaged would be very interested in undertaking further work in a successor project.

The project has given rise to the *Walk The Wall* film, a major legacy output which should be made widely available to a broad range of audiences and in various formats. Other resources have also been developed and represent a valuable legacy, but it will be important to ensure they are actively used post the RtAW project.

Some of the original activities have not been delivered as envisaged. Foremost amongst these was the 21st-century Legion, which aimed to engaged 300 number volunteers to support the project and

become part of its legacy. However due to Covid-19 lockdown 21st Century Legion was modified whilst the project overall engaged around 4,300 people who gave of their time to become involved in a range of projects across the Antonine Wall. This figure excludes visitors to the four exhibitions.

8. Project Management

The overall project management structure was based on a local authority/HES partnership consortium and appeared to have worked effectively in delivering the project. It serves as a model for similar initiatives elsewhere.

9. Evaluation Challenges

The evaluation recommendations made by Jura Consultants prior to the project have not been fully implemented and therefore it was not possible to undertake as comprehensive an evaluation as intended of some projects. It was possible to undertake quantitative or qualitative evaluation of most of the capital projects and the activities which have been delivered since October 2021.

10. Conclusions

The evaluation studies which were undertaken indicated that the project met the aims set out for it in relation to NLHF objectives and the LEADER LDS Theme 1 objectives.

Overall it is concluded that the Rediscovering the Antonine Wall project has achieved most of its objectives in delivering its outputs

and has had positive impact on awareness of the heritage of the Antonine Wall and of the Romans in Scotland in general.

However it is likely that the Covid-19 pandemic has had an adverse impact on achieving some of the activity plan objectives envisaged at the outset but that adaptations made as a result have meant that whilst some activities were reinvented, the overall project has achieved its aims and objectives.

1. Introduction and Background

1.1. Introduction

In July 2021, West Dunbartonshire Council, on behalf of the Antonine Wall Management Plan Partners, appointed the Glamis Consultancy, Campbell Macrae Associates and the Five Glens Consultancy to undertake an evaluation of the '*Rediscovering the Antonine Wall*' project. This involved designing an evaluation framework and producing an independent evaluation of the '*Rediscovering the Antonine Wall*' (RtAW) project, which comprises both capital and community engagement strands.

This £2.1m project commenced in late 2018 and was due to be completed by October 2021, extended until October 2022, and subsequently extended until 31st March 2023 due to delays caused by the Covid-19 pandemic. The main funders of the RtAW project are National Lottery Heritage Fund (NLHF), Kelvin Valley and Falkirk LEADER programme and the Management Plan Partners.

1.2 The Antonine Wall

By far the biggest engineering project ever undertaken in Scotland, the Antonine Wall is Scotland's largest and most important Roman monument. It was constructed from around AD142 and extends 37 miles across the Central Belt from Old Kilpatrick, in the west, to Carriden, in the east. It runs through five different local authority

areas - West Dunbartonshire, East Dunbartonshire, Glasgow, North Lanarkshire, and Falkirk and has both urban and rural sections.

The Antonine Wall was part of the extensive system of frontiers across the edges of the former Roman empire, which at its greatest extent, stretched for more than 5,000km across three continents. Whilst each of these military frontiers had the same job: to define the limits of the Roman Empire, they were not all alike. Different structures were adopted in different areas depending on the materials available and natural boundaries such as seas or rivers.

Unlike its stone-built southern neighbour, Hadrian's Wall, the rampart of the Antonine Wall was constructed mostly out of layers of turf and reached a height of 3m. The defences also included a huge ditch, nearly 5m deep in places, which ran to the north of the Wall and an outer mound constructed from the earth from the ditch. Seventeen forts, plus additional '*fortlets*' accommodated 6,000-7,000 men stationed along the Wall. However, around AD161, the Romans withdrew from Scotland and the Wall, and the forts were abandoned. Subsequently, the Antonine Wall became part of the surrounding countryside, its significance largely forgotten and over time sections of the Wall were buried beneath, or removed for, canals, railways, motorways, factories, and housing. However, interest in Roman Britain, including the Wall, re-emerged in the 18th century, and continued throughout the 19th and 20th centuries, with a section of Wall first scheduled in 1926. In 2008, largely due to the efforts of Historic Scotland (now Historic Environment Scotland), the Antonine Wall was nominated and inscribed as a UNESCO World Heritage

Site, as part of the '*Frontiers of the Roman Empire*' World Heritage Site, which also includes Hadrian's Wall and the German Limes.

It is worth noting that the Wall and its associated structures do not generally remain in their original forms and may not be readily obvious or accessible to the casual visitor. However, remnants remain along the length of the Wall, including at Duntocher Fort/Goldenhill Park, Summerston, Bearsden Bath House and Fort, Croy Hill Fort and Roughcastle Fort. Further, there are exhibitions related to the Wall in national and local museums including the Hunterian Museum, National Museum of Scotland, Callendar House in Falkirk, Kinneil Museum in Bo'ness, Auld Kirk Museum in Kirkintilloch, Kilsyth Museum, Cumbernauld Museum and Clydebank Museum. There are also echoes of the Roman past in local place names and street names. Interestingly, during consultations associated with developing the RtAW project, creating a reconstruction of the Wall was a popular suggestion as a way of increasing awareness. However, the project proposers resisted this on health and safety grounds and also the danger that any reconstruction could be found to be historically inaccurate at a later date.

1.3 Managing the Antonine Wall

A key part of being a World Heritage Site is that there must be a management system in place which sets out how the heritage asset will be conserved, protected, managed, and presented to the public. The Antonine Wall is a massive heritage asset, 37 miles long, running

through five local authority areas and in a wide variety of ownerships, so developing a management system is not without challenge.

The first Antonine Management Plan (2007 – 2012) was developed by Historic Scotland in support of the World Heritage Status nomination. It majored on conservation and protection of the Wall and although it had input from key stakeholders, it was not informed by wider consultation. During its early years as a World Heritage Site there was no specific funding or funding mechanism for the Wall or for individual projects. However, in 2010, Historic Scotland created a post with a remit to cover the Wall, albeit the post also had wider World Heritage related responsibilities. The local authorities also funded small-scale physical works, depending on what was required locally.

Once in post, the World Heritage Site Co-ordinator consulted more widely, including with local communities in the vicinity of the Wall, and it was clear that there was interest in the Wall and an appetite for more to be done. Extensive consultation helped shape the next version of the Management Plan (2014-2019) which set out a long-term vision for the Wall and was ambitious in what it sought to deliver and achieve but still had no funding strategy. It should be noted that an update of the Management Plan is currently under development.

In the lead up to the 2014-2019 Management Plan, the Antonine Wall Management Plan Steering Group membership was revised to include only the five local authorities and HES but was supported by delivery groups (Access and Interpretation, Planning and Protection,

Education and Research). The Steering Group is a partnership but is not a legal entity and the Chair rotates every year. Also, around this time the six partners agreed to contribute £10,000 each to redevelop the Antonine Wall website as a showcase for the World Heritage Site. It is understood that this new website was instrumental in increasing interest in and visits to the Wall. Subsequently, all six partners agreed to commit £20,000 annually to be spent on a mix of capital and revenue projects associated with the Wall. Capital funds could only be spent within the individual local authority boundary and were generally spent on improving paths and signage, revenue funds were used more widely, including commissioning a visitor survey, economic impact benchmark study, generic branding, and interpretative work. Significant funding was also secured from Creative Europe to deliver innovative interpretation of key sites, including 3D scanning.

Although the partner's funding commitment was a significant step forward, it was clear that much more funding and more cross boundary collaboration would be required to deliver the projects and ambitions in the Management Plan. Further consultation led to the development a Heritage Lottery application around the themes of employability services, learning, community engagement and widening participation in heritage, particularly amongst communities experiencing deprivation. The Stage 1 HLF approval was received in March 2017, with £100,000 development funding awarded which enabled the employment of a Project Manager and further development of the project concepts. The Stage 2 application was awarded grant of £980,600 in October 2018.

An application to Kelvin Valley and Falkirk LEADER secured £450,000 mainly for capital projects in eligible areas but also associated with marketing. A second LEADER application secured another £24,768 for transnational projects associated with the '*Frontiers of the Roman Empire*' World Heritage Site.

1.4 Rediscovering the Antonine Wall

1.4.1. Origins of the Project

The scope of the RtAW project originates from a workshop held in Autumn 2015 attended by those with an interest in enhancing the appropriate use and impact of the Antonine Wall and it adopts a co-ordinated pan Wall approach. As the name suggests, the overall aim of the RtAW project is to raise awareness of the Antonine Wall, particularly amongst the local communities living along its length, and to promote better understanding of the area's Roman heritage, including creating a more cohesive experience for users/visitors.

The RtAW project seeks to deliver both capital and revenue projects, including:

- The creation of five Roman themed play parks
- The installation of five replica distance stones/stones
- Develop and deliver 30 community engagement projects.
- Establish a volunteering programme, the 21st Century Legion, recruiting and training 300 volunteers.

- Recreate/reshoot the original 1956-1960 film about the Antonine Wall
- Develop and deliver an educational outreach programme and a touring museum exhibition.
- Develop and deliver celebratory events to showcase the Wall.
- Create a digital app hosting Roman inspired games.

Individual projects were designed in consultation with community representatives but there was also a degree of flexibility to enable projects to evolve in response to emerging opportunities.

The RtAW project aimed to engage with a diverse audience, including disadvantaged and deprived communities and those less likely to engage with heritage. It also aimed to leave a lasting legacy for the communities along the length of the Wall through the development of physical assets and building community capacity through education, skills training, and volunteering opportunities.

1.4.2. Project Objectives

The RtAW project objectives are to:

- Reach out to non-users, particularly those in disadvantaged or deprived communities (of which there are many along the Wall)
- Seek to use the events and activities as a catalyst for community change and regeneration.

- Develop a culture of engagement and collaboration within and between communities along the line of the Wall.
- Deliberately and proactively target some very specific audiences to engage with in order to grow and diversify the range of individuals and communities involved with the Wall.
- Raise awareness of the Antonine Wall across Central Scotland
- Develop wider public understanding of the Wall and its significance.
- Use stories embedded in the Wall to inspire creative and educational opportunities.
- Use the Antonine Wall as a central hook to explore associated and ancillary built, natural, cultural and community heritage.
- Provide resources and stimulus to embed the Antonine Wall into programmes and activities delivered by others providing a legacy beyond the funded project.

In this report, we:

- Assess project success in achieving these objectives.
- Identify areas where challenges have been faced.
- Set out recommendations for the future beyond the project.

1.4.3 Project Spend and Funding

The HLF Stage 2 approval letter (October 2018) estimated that the RtAW project would cost £2,120,600 to deliver. This included capital costs of approximately £1.2m (57%), delivering activities £495,622

(23%), staff and administration costs (PR, legal and this evaluation) being £391,791 (18%) and the remainder covering contingencies and inflation. NLHF agreed in late 2020 to increase its contribution to £1,061,900 (an increased grant of £81,300) to accommodate Covid-19-related delays and issues.

However, the LEADER Co-operation funding was reduced by £15,000 at that time to reflect the fact that Covid-19 meant planned visits/activities could not take place.

Thus, the overall RtAW project cost and funding package was revised to £2,186,900 although the actual figures are discussed in Section 7.5. The anticipated funding package contained within the HLF Round 2 approval letter (October 2018) is provided in Table 1.1.

TABLE 1.1
ANTICIPATED PROJECT FUNDING PACKAGE

Source	Amount	%
HLF (now NLHF)	£980,600	46%
Kelvin Valley & Falkirk LEADER - capital works within rural parts of Falkirk, North Lanarkshire, and East Dunbartonshire	£450,000	21%
Local Authorities – from core £20,000 contributions and contributions to selected capital projects	£410,000	19%
WREN	£80,000	4%
HES – core contribution of £20,000 annually	£60,000	3%
Falkirk Environment Trust	£60,000	3%
Falkirk Community Trust – contribution to play park	£50,000	2%
Kelvin Valley & Falkirk LEADER – Co-operation funding	£20,000	1%
Barnardo's - in Falkirk area only	£10,000	1%
Total	£2,120,600	100%

1.4.4 Project Management

West Dunbartonshire Council offered to act as the lead authority for the RtAW project, assuming overall responsibility for delivery of the project on behalf of the Steering Group partners. The delivery phase was managed by the full time Project Manager who was retained from the development phase. The Project Manager was to be supported by two 0.8 FTE Development Officers who would deliver the community engagement elements of the project. Administrative support would be provided by a 0.5 FTE Project Officer.

All staff were employed by West Dunbartonshire Council and hosted within the Council's premises although became home based due to the Covid-19 pandemic.

The Project Manager reported to the Steering Group and the other staff reported to the Project Manager. Steering Group meetings were held quarterly and bi-monthly in the last 12 months of the project.

As discussed in Section 7.3 there were some changes in staff throughout the project, with the most significant being the original Project Manager leaving in early December 2021, but with a replacement starting on 14th February 2022.

The interregnum between Project Managers which delayed the evaluation programme and during which project activity slowed significantly. When the new Project Manager took up post, the evaluation team worked closely with the RtAW project team to undertake as much evaluation research as could be included and this relationship worked well. To this end the assistance of the project team, and in particular Stephen Balfour and Severine Peyrichou is acknowledged.

The original HES WHS Co-ordinator left in October 2021 and was replaced in February 2022.

2. Evaluation of the RtAW Project

On behalf of the local authority partners and HES, the evaluation was commissioned by West Dunbartonshire Council in July 2021 to design an evaluation framework and produce an independent evaluation of the RtAW project for the NLHF project, plus an associated but separate evaluation report for the LEADER elements of the project. As set out in the Project Business Plan, the general themes for evaluation are:

- General awareness and understanding of the Wall.
- Evaluation of play parks.
- Evaluation of distance stones.
- Evaluation of community projects- directly delivered by project team.
- Evaluation of community projects- co-delivered by partners.
- Walk the Wall film.
- 21st Century Legion.
- Outreach and education programmes.

Our approach involved four phases:

- Familiarisation with the project through desk research, meetings, and site visits
- Designing and developing an Evaluation Framework
- Implementing the Evaluation Framework for the remainder of the project

- Producing a final Evaluation Report, including an assessment of achievements, outputs, and outcomes, and learning points for other similar projects and considering how best to retain the momentum and legacy of the RtAW project.

2.1. Evaluation Approach

The Activity Plan prepared by Jura Consultants for RtAW set out detailed and useful guidance on evaluation and metrics which should be used to undertake it and it was used as the broad basis of much of the evaluation work which has been undertaken.

The Evaluation Framework was central to the evaluation and was largely agreed with the original Project Manager before she left in December 2021. This Framework sought to establish the '*baseline*' from which the differences made by the RtAW project could be measured. For each project we agreed:

- The measures that were relevant to each of the projects
- Timeframes
- The anticipated outputs and outcomes for each project
- How these will be researched and measured
- The aspirations for the project legacy
- The external input required from key partners and from stakeholders.

The Framework was updated, as the individual projects progressed, and as data was captured to demonstrate the outputs and outcomes.

Contact was maintained with the Project Manager and other relevant project staff, as required, throughout the remainder of the project to try to ensure that appropriate data was captured at the appropriate time and assisted with the design of questionnaires for participants and analysis of responses. At an early stage it became apparent that some of the evaluation measures recommended in the activity plan had not been put in place.

2.2. Challenges Facing the Evaluation

The evaluation was commissioned at a roughly midway point of the project which meant that retrofitting the methodology to activities which had been delivered prior to the Covid-19 pandemic was challenging if not impossible in some circumstances. Contact details were not available for event participants or, in some cases, activity organisers. Participants such as students involved in creating the distance stones, and their lecturer, had moved on and were not contactable.

Due to the absence of a Project Manager for three months, evaluation activity was effectively halted whilst the successor was appointed. Little or no prior consideration had been given to how evaluation of footfall at any of the distance stones or play parks could be evaluated.

Key measures not available included data collection methods for projects ranging from play parks and distance stones to the website and pre-Covid-19 events which has made evaluation of aspects of

the project, challenging if not impossible. No people counters were installed at play parks as recommended nor surveys embedded in digital tools. Participation surveys and online surveys with filter questions were adopted only since early 2022 and cannot be “retrofitted” to activities which had taken place pre-Covid-19.

Nevertheless, it was possible to develop evaluation methods which have generated useful data.

2.3. The Impact of Covid-19

The Covid-19 pandemic meant that more or less everything associated with the RtAW project, apart from a pro-active social media programme, was on hold from for a period of around 15 weeks between March and June 2020. Even after that, although it was possible to maintain some progress with capital projects, there were delays and significant momentum was lost from the revenue and community engagement activity due to Covid-19 restrictions. In her NLHF report for the period 1st April 2020 – 30th June 2020, the Project Manager indicated that Covid-19 has “*probably delayed both capital and engagement projects by around six months to a year*”.

It was not until around August 2021 that limited engagement activities could be undertaken. The annual conference was replaced by a series of walks and on-line talks. The impact of Covid-19 on engagement projects was particularly marked as many were virtually ready to start just as Covid-19 struck in March 2020. Most did not restart until late summer 2021 at the earliest and all reported a

general loss of momentum and a need to revisit and often re-do the groundwork again. The pandemic also meant that almost all of the capital projects could not have an official opening or launch at the time they were completed.

Initially, a one-year extension was secured from NLHF (until October 2022) to accommodate Covid-19-related delays, but it soon became clear that more time was required to deliver the remaining elements of the RtAW project and a subsequent extension until 31st March 2023 was secured. As mentioned in Section 1.4, NLHF also agreed to increase its contribution by £81,300, taking its contribution to £1,061,900. At this time (Sept 2020) the Project Manager was still anticipating that the 21st Century Legion and Roman themed app would be delivered as planned although as it transpired the impact of, and restrictions imposed by Covid were longer lasting than anticipated.

3. Capital Projects

3.1 Play Parks

3.1.1. Origins of the Play parks

The RtAW project proposed to engage with children and families through creating a Roman themed play park at five locations close to the Wall, one in each local authority area. This innovative concept sought to target people who might not otherwise engage with heritage and provide more reasons for people to visit the vicinity of the Wall by developing new products.

It is understood that, initially, not all partners/stakeholders were in favour of the Roman themed play parks, with some considering it was *'dumbing down'* and/or concerns about councils wanting to minimise their commitment to play park provision and the associated ongoing maintenance implications. However, an audit of play parks in the vicinity to the Wall found that many in deprived areas were at the end of their life or indeed beyond it. Further, the project promoters considered that the play parks would help to develop new audiences and that the creation of associated digital materials and content would aid people's (particularly children's and young people's) appreciation and understanding of the context of the Wall and the Romans in general.

Consultation with communities and schools in each area helped inform the design of the play parks and it was hoped this would

engender ownership. Each play park is different, but all have a Roman theme, with attractive and novel play equipment and, as far as possible, accessible play equipment has been provided. Information and interpretation have also been provided.

Each play park is located on council land and each council has committed to undertake the required ongoing maintenance. Although it was originally planned that the RtAW project would contract with one supplier for the required works and equipment at all play parks and then transfer the asset to the individual local authority, this proved challenging for a variety of reasons.

Each local authority had its own framework and specific requirements for play parks, so in four areas the local authority commissioned a design and build play park and in Glasgow the council bought and installed the equipment.

RtAW originally estimated that the play parks would cost £774,543 including works, play equipment, digital aspects, fees, and contingencies and inflation. The Project Plan (May 2018) envisaged that the play parks would be developed from late 2018 and that all would be completed by February 2020, although it is understood that there were delays initially associated with procurement. The actual costs and completion timeframes are provided in Table 3.1.

TABLE 3.1
RTAW PLAY PARKS

Location	Original Estimate	Actual Cost	Completed	Comment
Goldenhill Park, Hardgate	£119,569	£124,817	<ul style="list-style-type: none"> Dec 2020. Roman themed Family Fun Day held 6th Aug 2022 attracting around 500 people. 	<ul style="list-style-type: none"> New park but close to two existing parks but with a very different offering.
Monymusk Place, Drumchapel	£110,689	£161,607	<ul style="list-style-type: none"> Largely completed by March 2021 but some concern about the original fit out. Required changes and additions – more and different play equipment, interpretation. Official opening 9th Dec 2022. 	<ul style="list-style-type: none"> New park in an area where, historically, there have been few play parks. Includes a sculpture garden with Roman inspired sculptures and bench. Sculpture trail/arts trail was developed with community input and is a Project 3.
Peel Park, Kirkintilloch	£175,228	£183,694	<ul style="list-style-type: none"> Aug 2021. 	<ul style="list-style-type: none"> Previous play park here but old and run down. Scheduled Monument Consent was required.
Auchinstarry Quarry, Kilsyth	£178,312	£195,663	<ul style="list-style-type: none"> Much delayed development phase but officially opened 18th Nov 2022. 	<ul style="list-style-type: none"> New play park at a popular area where the Wall, canal and John Muir Way all converge.
Callendar Park, Falkirk	£190,745	£208,560	<ul style="list-style-type: none"> Completed Aug 2019. Official opening Aug 2019, with a crowd of 500 estimated. 	<ul style="list-style-type: none"> Previous play park here but had been declared derelict in 2017.
Total Cost	£774,543	£874,339		

Source: Original Application and RtAW Project Manager

3.1.2. Anticipated and Actual Outputs

Five play parks were proposed and all five have been delivered. The timescale has been elongated and only Callendar Park was delivered

within the original anticipated timeframe. It is understood that issues associated with land ownership and procurement led to much of the initial delay but that, latterly, Covid-19 restrictions also caused delays. The actual costs were almost £100,000 more than

anticipated and all of the play parks cost more than the original estimates.

Due to its elongated development phase, the play park at Auchinstarry was not part funded by LEADER as had been originally planned. It is understood the RtAW project, and the Kelvin Valley and Falkirk LAG agreed that the overall project cost would be

reduced to £595,825 (i.e. excluding Auchinstarry costs) but that the overall grant would remain at £450,000, meaning the intervention rate increased from 58.4% to 75.5%.

The play parks are illustrated in Figure 3.1.



FIGURE 3.1

ANTONINE WALL PLAY PARKS

CLOCKWISE FROM LEFT:

- **GOLDENHILL PARK, HARDGATE**
- **AUCHINSTARRY, KILSYTH**
- **CALENDAR PARK, FALKIRK**
- **PEEL PARK, KIRKINTILLOCH**
- **MONYMUSK PLACE, DRUMCHAPEL**



3.1.3. Anticipated and Actual Outcomes

We are told that the play parks are popular and well used but there are no actual usage figures or estimates of user numbers. An estimated 500 people attended the opening of the Callendar Park play park in 2019. A Roman themed family fun day was held at Goldenhill on 6th August 2022, attracting an estimated 500 people and community events have also taken place at Peel Park. The official opening of the Auchinstarry play park took place on 18th November 2022, with the Antonine Guard and pupils from Holy Cross and Saint Patrick's schools attending. The official opening of Monymusk took place on 9th December 2022 but was more of a photocall rather than a community event.

No people counters have been installed to gauge play park footfall. Further, the Roman themed play app which was a prominent part of the original application has not been developed. It had been proposed that the app would be developed in partnership with City of Glasgow College in Year 3, funded under the Digital Outputs budget. We are told that this project was superseded by the HES 'Go Roman' app, which was launched in 2018, redeveloped in 2021/2022 using some information/content developed through RtAW and relaunched in 2022. The more recent reports to NLHF also indicate that the partners have committed funding which will support HES to develop a new and improved Antonine Wall website, which could include interactive content.

However, the original proposal to have a Roman themed play app to be used on-site at the parks, designed to encourage young people to find out more about Roman heritage in a fun way and this would have also enabled some monitoring of use has not proceeded. As far as monitoring the success of the play parks project is concerned, installing people counters and/or developing the play app would have provided valuable input relating to use and popularity and would have been helpful in this evaluation.

3.1.4. Evaluation of Play Park Impacts

Although there is no data on usage numbers of the play parks. Evaluation of the impact of the play parks has been undertaken using an online survey associated with QR codes provided at some of the play parks. The impact of the play parks was that:

- Overall, the play parks are highly regarded by visitors.
- They have increased awareness of and interest in the Antonine Wall,
- They have encouraged visitors to investigate the Romans in Scotland further and are likely to have stimulated visits to other sites on the Antonine Wall and to other Roman play parks.
- The play parks have had a positive impact on children.
- They are fun and offer an early introduction to the Antonine Wall and to the history of Roman Scotland.
- A high proportion of children are keen to tell their friends about the play parks.

- They have stimulated economic activity by generating some visitor expenditure from play park visitors and have attracted some from other parts of Scotland.
- Overall, the play parks have supported RtAW NLHF and LEADER outcomes and are having a very positive impact on raising awareness and stimulating interest in the Antonine Wall and the Romans in Scotland in general.

A detailed report on the impact of the play parks is provided in Appendix 1. There has been some minor damage/vandalism experienced at Peel Park, with interpretation needing to be replaced and initially, there was also some vandalism at Monymusk Park.

3.2 Replica Distance Stones

Highly decorated, painted distance stones were created by Roman soldiers when a section of the Wall was completed, to illustrate the power, reach and authority of the Roman Empire over conquered lands. Many of the original stones are on display in museums such as the Hunterian Museum in Glasgow University. In 2012, the Bridgeness Distance Slab was recreated and located close to its original site in Kinningars Park, Bo'ness. This includes interpretive information about the Antonine Wall and has become a visitor attraction in its own right.

¹ Louisa Campbell (2021): Flipping the Script on Colonial Narratives: Replicating, Public Archaeology, DOI: 10.1080/14655187.2021.1961438

Replicas are considered a way to offer projects such as RtAW the power to interpret history and engage audiences in new and creative ways¹. The replica distance stones were considered to be a helpful way to raise awareness of the Antonine Wall and to encourage people to take more interest in its story.

3.2.1. Distance Stone Locations

Building on the success of the Bridgeness Distance Slab, a project which was developed and delivered by Bo'ness Community Council working with Falkirk Council, RtAW project proposed to recreate and install a further five replica distance stones, one in each local authority area, situated at:

- Portpatrick Road, Old Kilpatrick, West Dunbartonshire
- Lambhill Stables, Lambhill, City of Glasgow
- Twechar Healthy Living & Enterprise Centre, Twechar, East Dunbartonshire
- Nethercroy, near Dullatur, North Lanarkshire.
- Cow Wynd, Falkirk

Sites for the distance stones were selected during the development phase from a shortlist of options based on accessibility, visibility, footfall, and opportunities for place making, as well as ensuring that they would not have a negative impact on the Wall itself. The

distance stone in Falkirk is not close to an original location but it is close to the site of a Roman fort and in the town centre, so attracts passing interest.

Lambhill Stables was already the focus of significant community activity and although the stone is at a distance from the Wall, the location provides excellent views towards its line and nearby Balmuirdy Fortlet. The distance stones are shown in Figure 3.2.



FIGURE 3.2

ANTONINE WALL REPLICA DISTANCE STONES
CLOCKWISE FROM TOP LEFT:

- ARNIEBOG, CROY HILL
- OLD KILPATRICK
- SUMMERSTON, LAMBHILL
- EASTERMAINS, TWECHAR
- FALKIRK MODERN, COW WYND



Local communities were involved in the design and selection of locations. Where possible, the designs are taken from the original stones but the stone in Falkirk is all new and was designed with the input from the local community. Its inscription is in English rather than Latin.

The RtAW project also entered into a partnership agreement with City of Glasgow College (COGC) which involved students engaging in a competition for 3D watertight digital designs for four of the distance stones. Following on from this the students from the stone masonry department undertook machining and hand carving the designs into sandstone blocks to complete two of the replica distance stones for installation on site.

The RtAW project was responsible for procuring the distance stones and all were installed by the same contractor to provide a common identity. Each site has also had a degree of landscaping works to provide a complementary setting for the distance stone and all include some information/interpretation. A map has been produced to encourage people to visit all stone sites and they add to the Wall product offering but this is not yet available for public use.

3.2.2. Roman Heads

Two sites, Lambhill and Nethercroy, have also benefited from Roman '*big head*' statues, designed to improve the attractiveness of the Wall, increase awareness of it and enhance its offer. The design opportunity associated with the '*big heads*' was publicised through

Creative Scotland and the resulting heads - Aurelius and Silvanus - were designed by different designers, constructed from different materials and named through local consultation.

The heads and the landscaping works were funded from the distance stone funding strand. The heads are shown in Figure 3.3.



FIGURE 3.3

ROMAN HEADS – AURELIUS AT LAMBHILL STABLES (LEFT) AND SILVANUS AT NETHERCROY

3.2.3. Costs of the Distance Stones and Roman Heads

The cost of the distance stones was originally estimated as £448,642. All were due to be constructed and completed by the end of 2019, although it is understood that procurement issues caused delays and the contractors were not appointed until June 2020. Table 3.2. provides details of costs and timeframes for the distance stones.

TABLE 3.2 COSTS OF RTAW DISTANCE STONES				
Location	Estimate*	Actual Cost	Completed	Comment
Old Kilpatrick	£56,627	£51,155	Feb 2021	Stone carved by City of Glasgow College students.
Lambhill Stables	£98,617	£88,127	March 2021	Big head and attractive landscaped area, plus improved access within the site. Aurelius was installed in May 2021 and cost £27,562.
Twechar	£61,938	£59,925	Dec 2020	
Nethercroy	£79,049	£87,869	Dec 2020 – but additional landscaping required	Stone carved by City of Glasgow College students. Big head (Silvanus) and partial stone – as this was all that was originally discovered. Silvanus cost £30,714.
Falkirk	£77,410	£66,070	April 2021	Completely new stone but designed in the style of the originals and has some colour in it. Attractive surrounding landscaped area.
Digital modelling and milling. Originally called Digital Outputs and included Roman play app	£75,000	£4,873		Workshops with City of Glasgow College students to create digital models of the stones and then making the replicas. Roman play app not developed.
Total Cost	£448,642	£364,021		

Source: Original Application and RtAW Project Manager

3.2.4. Anticipated and Actual Outputs

Five distance stones were proposed and five have been delivered, although all were completed much later than originally anticipated. The actual cost was around £84,600 less than anticipated and with the exception of Nethercroy, all cost less than the original estimates. However, one of the main reasons for the overall cost reduction was the involvement of students at City of Glasgow College, resulting in significant savings of over £70,000. The underspend on the stones, goes some way to compensating for the overspend on the play parks.

Although it had been hoped that students from City of Glasgow College would be involved in all five distance stones, Covid-19 restrictions meant this was limited to two (Kilpatrick and Nethercroy), with the others being produced by professionals. However, the original Project Manager indicated that working with the College added value to the project by

- Raising awareness of the Antonine Wall with a hard-to-reach group - young people, who were previously unaware of the Wall.
- Enhancing the education and outreach programme by allowing for education opportunities for students at further education level
- Allowing students to work on a real live project that will have a lasting legacy.
- Creating a cost saving as the prizes and equipment were less than the project budget.

No feedback from the staff and/or students involved has been provided and it is understood that the students are now finished, and the staff have moved on so we cannot seek their feedback either.

Unfortunately, there have been several instances of vandalism at the Summerston stone and Aurelius at Lambhill Stables and during one of these an attempt was made to set fire to Aurelius.

3.2.5. Anticipated and Actual Outcomes

We are told that the distance stones are attracting interest, particularly those with *'big heads'*. According to the original Project Manager these are popular on social media and have been very well received by locals and visitors, so much so that the three areas without *'big heads'* now aspire to have one too. Silvanus has been used as a *'hero image'* for Scotland's UNESCO Trail, launched in October 2021 and providing a digital trail connecting 13 place-based UNESCO designations across Scotland. Silvanus made national headlines in February 2023 when he formed the foreground to a wonderful series of Northern Lights photographs taken by Kilsyth photographer Cat Perkinton and reproduced on the BBC Scotland website (Figure 3.4).



FIGURE 3.4.
NORTHERN LIGHTS OVER SILVANUS (CAT PERKINTON)

However, it has not been possible to quantify how the heads have led to increased use and/or awareness of the Wall. There are some footfall counters at nearby locations along the John Muir Way, but coverage is limited, and some are missing or damaged.

The Covid-19 pandemic had a significant impact impacted on use of the Wall since March 2020, likely manifesting as increased local use during lockdowns but with a decrease in visitors and tourists.

This mirrors a general conclusion about the RtAW project that the Covid-19 pandemic has had a huge impact on number of users and

visitor profile in outdoor spaces such as the Antonine Wall and John Muir Way, especially in area which are coterminous at locations such as Nethercroy.

3.2.6. The Impact of Distance Stones

In general, it was not possible to undertake quantitative evaluation of the impact of distance stones on communities because:

- No footfall counter data was available – none of the stones have footfall counters.
- It was not feasible to undertake a visitor survey at each stone because of cost and due to the impact of Covid-19 restrictions on the overall visitor market limiting the ability to carry out surveys.

However, it was possible to gather some limited feedback from the community in relation to one stone – the Modern Distance Stone in Cow Wynd, Falkirk. This was made possible due to the support of Falkirk Council's Town Centre Manager, who arranged for an online survey link to be embedded in the Falkirk Business Improvement District "Falkirk Delivers" Facebook page. As a result, twenty respondents gave their views on the stone. The main findings were.

- There is a high awareness of the Antonine Wall in Falkirk and high levels of visitation to the Antonine Wall
- But a low awareness of the RtAW project and of the Modern Distance Stone

- Those who were aware of it had visited and knew where it was located.
- The stone had a significant role in raising awareness of the Antonine Wall and the Roman heritage of Scotland.
- The stone played an important role in encouraging visitors to find out more about the Antonine Wall
- Respondents were very positive about the Roman heritage of the Falkirk area.
- And were very supportive that more should be made of it as an attractor if visitors and an important part of the heritage of the town.

The detailed findings of the Cow Wynd evaluation are provided in detail in Appendix 2.

3.2.7. Feedback from Community Partners

In general, the only feedback available was qualitative feedback from the groups who were project partners in delivery of each of the distance stones. Overall, their feedback is:

- Generally positive - with a positive impact on the local community

- Awareness of the stone varies between location, as does the sense of community ownership.
 - But they are regarded as interesting artefacts reflecting an important aspect of local history.
 - They add to the attractiveness of the community.
 - In some locations they have rapidly become part of the community
 - In locations where vandalism has taken place, the local “guardians” of the stone have been less than happy and are looking for the responsible agency to effect repairs in a timely manner before further damage is done to the installation.
-

4. Community and Engagement Projects

At our inception meeting on 5th August 2021, it was reported that only one community project was complete, with others well on their way but some were still at the planning stage. The projects discussed here are ordered as per document 9.6 Funding Breakdown used to support the original NLHF application. The original Project Manager's document *"Reconciliation of Volunteer and Participant Numbers for the Rediscovering the Antonine Wall Project"* (no date) is the source of target figures mentioned in this report.

4.1 21st Century Legion

As a result of interest expressed during community consultations, it was proposed to recruit, and train local people to get more formally involved with volunteering activities associated with the Wall. An ambitious target of recruiting 300 volunteers was set, based on the fact that 130 people had already expressed interest during consultations. It was envisaged that volunteers would get involved in a variety of ways including as tour guides, ambassadors, champions, and researchers, under the collective term 21st Century Legion, with volunteer descriptions created for the various roles.

Recruitment started in April 2019 and initially 25 volunteers were recruited, with 12 undertaking induction training. During 2019 and early 2020 some volunteers took part in outreach activities, guided

tours, and a trip to Hadrian's Wall, as part of the twinning initiative funded through LEADER. There was a volunteer portal on the RtAW project website. We are told that the tour guiding was working well pre-Covid-19 but that some of the other volunteering aspects were not proving as attractive as anticipated and it was reported that a revised approach to encourage volunteering was being developed.

However, it was subsequently agreed with NLHF approval that this project would not continue, largely due to the impact of and restrictions imposed by Covid-19 but that efforts would be made to undertake as much community engagement as possible during the remainder of RtAW. Further, the RtAW Project Manager advises that *any person involved in the project at a community level is regarded as part of the 21st Legion.*

The original Project Manager's paper *'Reconciliation of Volunteer and Participant Numbers for RtAW Project'* also makes this point in answering HLF's query about those *'personally contributing to the project'* (1,975) and 132 people benefitting from training in the Round 1 application reducing to only 300 people *'would volunteer support'* in the Round 2 application. This paper estimates that there would be 2,015 total direct beneficiaries/participants broken down by all of the elements of the project, including 300 specifically related to 21st Century Legion.

As is discussed in later sections of this report, it is clear that the number of direct beneficiaries/participants is estimated to be

significantly higher than the original target. However, it is disappointing that the 21st Century Legion, which was a prominent element of the original application and could have left a valuable legacy of knowledgeable people who were committed to both safeguarding and promoting the Wall, has not been delivered. Only £1,702 was spent on this element, compared to the original estimate of £13,622. Covid-19 obviously played a large part in this, but it may also have been proving difficult to generate interest or to manage a large number of volunteers in the absence of a dedicated staff resource.

4.2. Community Projects - Showcasing the Wall

An estimated £88,500 was to be spent on a series of events and celebrations designed to engage with local communities and the wider local public and stimulate interest in the Wall and the Romans in Scotland.

This was to include an end of project celebration, a commitment to co-ordinating a Big Roman Week style celebration each year, around the time of Antoninus Pius' birthday, and individual project openings/launches.

Element	Budget Cost	Actual Spend
Launch Event	£ 2,000	£750
Staff led events programme	£22,200	£3,136
Play park installation activities	-	£289
Distance stone installation activities	-	£0
Top ten facts	£2,500	£0
Owners of the Wall	-	£0
My Antonine Wall Social Media project	£4,000	£0
Antonine Wall twinning initiative	£20,000	£2,044
Developing a Community Outreach Resource	£17,800	£19,427
Celebratory end of project event	£20,000	£0
Total	£88,500	£25,645

Source: RtAW Project Team

Table 4.1 shows that Showcasing the Wall spend was much reduced compared to what was anticipated. Much of this was down to Covid-19 restrictions and the overall impact of Covid-19 on the project but even before Covid-19 decisions were taken not to pursue some elements.

Available information related to opportunities to Showcase the Wall has been compiled in Tables 4.2 which details the meetings and events that are considered a falling under showcasing. In total the RtAW project is estimated to have engaged with 937 people under this strand, including 11 under twinning, although no feedback from

participants was gathered. This table does not include engagement activity under specific community projects or projects discussed separately.

TABLE 4.2
RTAW MEETINGS AND EVENTS - SHOWCASING THE WALL STRAND

Date	Activity	Numbers
No date	Launch event 2018	80
16 th Feb 2019	Hadrian's Wall Community Networking Day	n/a
12 th -13 th March 2019	Hexham Group International Meeting - twinning	n/a
15th June 2019	Gladiators: A Cemetery of Secrets, Falkirk – talk by Louisa Campbell and Emma McMullen	10
7th Nov 2019	Briefing and awareness raising session with University of Glasgow Learning and Interpretation students	29
Nov 19	Volunteer trip to Hadrian's Wall – 3 staff and 6 volunteers	6
22 nd Feb 2020	Hadrian's Wall Community Networking Day – 4 staff and 5 volunteers	5
27th November 2020	On-line presentation about the Wall and the RtAW project to the Society of Antiquaries of Scotland	100 estimated
5th March 2021	Hadrian's Wall Community Conference – on-line project update.	60 estimated
10th March 2021	On-line presentation about the Wall and the RtAW project to the Glasgow Chapter of the Scottish Tour Guides Association	130
26th – 30th April 2021	On-line peer visit for Heritage in Action	38
4th May 2021	On-line presentation about the Wall and the RtAW project to the Norwegian Society of Scotland	50
15th Oct 2021	On-line project update to Greenhill Society	6
21st Oct 2021	On-line conference Roman Narratives – project presentation	50 estimated
27th Oct 2021	On-line presentation at Bonnyseen magazine launch	40

4th Nov 2021	AHI award	100 estimated
25th Jan 2022	On-line presentation to Hadrian's Wall	80
7th Feb 2022	Presentation to Bearsden Phoenix Ladies	40
22nd Feb 2022	On-line conference - Strathearn Archaeological Society	50
26th April 2022	Knightswood Heritage group	40
24 th Sept 2022	Talk for New Tricks group Cumbernauld	20
27 th Oct 2022	Tour of Wall with HES	3
	Total	937

Source: RtAW Project Team

4.3.1. Launch Event

A launch was held event in 2018, linked to 10 years of the Wall's World Heritage Inscription. The date of this is unknown but it is understood that around 80 people attended, and this was reported to NLHF. The current Project Manager considers that the opening of Callander Park play park was the project launch.

4.3.2. Staff Led Events Programme

It was envisaged that much of the cost associated with this element would be related to academic input and the cost of speakers and venues.

4.3.3. Play Park Installation Activities

It was assumed that there would be no cost of this but an opening event at each play park, led by staff. The opening of Callendar Park in August 2019 is estimated to have attracted an estimated 500 people, as is the Family Fun Day at Goldenhill Park 6th August 2022 (included under Education and Outreach).

The openings of Auchinstarry and Monymusk play parks in late in late 2022 were lower key. In practice, local authorities took the lead at play park launches, with RtAW providing financial support as required (up to £500) and the Project Team promoting the event and attending on the day with outreach resources and activities.

4.3.4. Distance Stone Installation Activities

It was assumed that there would be no cost but that there would be a launch event associated with the completion of each stone, led by staff. However, as stones were completed during the Covid-19-19 pandemic, this was not possible.

4.3.5. Top 10 Facts

It is understood that this project was assessed as no longer a strong proposition, especially with the creation of a RtAW project specific website which provides information about the Wall and the individual projects. However, there was an on-line 'Ask Marcus' series in 2020, in collaboration with Dr. David Breeze, former Chief Inspector of Ancient Monuments who led the team which resulted in the Antonine Wall being ascribed as a World Heritage Site in 2008.

4.3.6. Project Website and Social Media

A dedicated RtAW website was launched in March 2020 and cost around £5,200, funded through the RtAW marketing budget. It is understood that the website has been attracting an average of 1,300 page views a month from 470 visitors. a month. However, the RtAW project website is now being migrated to the main Antonine Wall website although the timescales of this are unclear and the RtAW website is currently still on-line. The Jura Consultants evaluation plan include collection of Antonine Wall website usage data as an evaluation metric. To monitor website usage, RtAW uses a basic

analytics account which is built into the project WordPress displays counts for 30 days.

The most recent data shows 1,300 page views from 470 visitors. In the most recent month there have been 835 page views from 393 visitors. Most project content is posted on the following social media channels:

- Twitter: 4,403 followers and 647 profile visits, 45 mentions and 26,200 tweet impressions in the most recent 28 days.
- Facebook: 2,005 followers.
- Instagram: 455 followers.
- YouTube: 63 subscribers

4.3.7. Owners of the Wall

This was removed as a project at an early stage.

4.3.8. My Antonine Wall Social Media

This was not pursued as a project, but social media activity has been undertaken directly by the Project Team. This included 15 weeks of content over early Covid-19, 'Ask Marcus', Photos of the Week, Dog of the Week, Advent Calendars in 2019, 2020, 2021, and 2022 showcasing the work that was being done, etc, etc.

4.3.9. Antonine Wall Twinning Initiative

It was envisaged that a series of visits and hosting events would take place with Hadrian's Wall and German Limes and that this would be 100% funded by LEADER. Initially, there was some activity and visits to Hadrian's Wall and indeed a visit to the German Limes had been agreed and was to take place in 2020. Overall, Covid-19 severely impacted on this strand, and it was not continued, and the LEADER funding was reduced.

4.3.10. Developing a Community Outreach Resource

It was envisaged that a resource pack would be developed that could be taken by project staff and volunteers to community fairs, festivals, sports days, events etc. to increase the visibility of the Wall and the project. It was envisaged that this might include Roman cooking demonstrations, replica handling, artefacts, Roman games/pastimes, themed arts/crafts, Latin based games/activities, bespoke demonstrations and would take place in years 2 and 3.

The RtAW project team has developed a number of outreach boxes for use at events including replica objects, armour etc. Outreach boxes were also developed to assist asylum seekers/refugee project external consultant at her events. These boxes are different to the '*handling boxes*' for schools discussed below. Two Roman tents and other replica artefacts have been purchased for use at events.

4.3.11. Celebratory End of Project Event

At the outset it was envisaged that this might take the form of beacons along the line of the Wall, however a decision was taken not to pursue this but instead to hold an event in each local authority area in the later stages of the project. The first event was the premier of the '*Walk the Wall*' film in Bo'ness on 24th October 2022 and it was anticipated that this will be followed by a series of events and launches as projects are completed. We understand that social media is being used to highlight the various projects delivered by RtAW and that there are likely to be official openings of the Bishopbriggs and Lusset Glen carved stone benches at a later date.

4.3.12. Other Showcasing Activity

HES successfully applied for the RtAW project to be included in an EU best practice guide and it was the only UK project selected. This is a Catalogue of Good Practices produced by Eurocities - Cultural Heritage in Action as part of the European Union peer-learning scheme on cultural heritage for cities and regions. Eurocities subsequently commissioned a series of films about the project, focusing on four key themes: Rediscovering the Antonine Wall in Central Scotland, community engagement, regeneration and placemaking, and partnership and social inclusion.

The RtAW project was also presented on an international stage for Europe Nostra, the leading citizens' movement to protect and celebrate Europe's cultural and natural heritage. It has featured in a

European Association of Archaeologists conference keynote presentation (2020) and papers in major international academic journals.

The RtAW project also received the Honourable Mention for the European Archaeological Heritage Prize 2021 and won the Association for Heritage award for top outdoors attraction in the 'Engaging People Awards' for the sculpture and distance stone at Nethercroy.

4.3.13. Community Projects in Local Authority Areas

The aspiration was to deliver a range of location specific projects, developed and delivered in collaboration with communities and target

audiences to meet locally identified needs and demands. These projects were generally to be delivered during years 2 and 3 of the RtAW project and it was anticipated these would focus broadly on five themes – arts/creativity, festivals, belief, and daily life, the green Wall/our changing landscape, journeys, discovery and innovation and adventures/challenges. Whilst the Business Plan identified some potential projects, involving a range of community groupings, NLHF agreed that it was acceptable for community projects to evolve over the course of RtAW.

The Stage 2 HLF application assumed there would be 30 community projects in total, with six in each area costing £40,000 and £50,000 in Falkirk, as it had been possible to attract additional funding from Barnardo's (Table 4.3).

TABLE 4.3
RTAW PROPOSED COMMUNITY PROJECTS IN LOCAL AREAS

Project	WD	Glas	ED	NL	Fal	Total
Community garden/greenspace	£10,000	£10,000	£15,000		£20,000	£55,000
Graffiti mural	£8,000	£8,000	£8,000	£8,000	£8,000	£40,000
Project 3*	£10,000	£10,000	£8,000	£10,000	£8,000	£46,000
Project 4**	£7,000	£7,000	£4,000	£7,000	£9,000	£34,000
Creative Writing	£2,000	£2,000	£2,000	£2,000	£2,000	£10,000
Asylum seekers/refugee project	£3,000	£3,000	£3,000	£3,000	£3,000	£15,000
Inter-generation local history				£10,000		£10,000
Total	£40,000	£40,000	£40,000	£40,000	£50,000	£210,000

Source: RTAW Cost Breakdown After Submission provided by Project Manager

Projects 3 and 4 in each area were:

*Project 3 – Glasgow - Drumchapel Arts Workshop Arts Trail

*Project 3 – North Lanarkshire – ‘Cycling without Age’

*Project 3 – Falkirk – ‘Cycling without Age’

**Project 4 – North Lanarkshire – Run the Wall

**Project 4 - Falkirk – Roman Gardening and Cooking

It should be noted that, as reported in the first three reports to NLHF, many of the community projects were progressing well pre-Covid-19. Some were experiencing delays due to access and ownership issues, but it is clear that many meetings had been held related to

the developing and delivering the community projects, both with community representatives and with external consultants.

4.3.14. Community Garden/Greenspace Projects

It was envisaged that four community garden/greenspace projects would be delivered under RtAW project, but with no project in North Lanarkshire. The projects are discussed below.

- **Action Old Kilpatrick Community Garden/Greenspace Arboretum Project** – this project stalled because of issues with ownership/access issues at the original site at Gavinburn. However, an alternative project at Lisset Glen has been delivered – carved benches, sculpture, and

interpretation. Reports to NLHF indicate that 53 people participated in this greenspace project.

- **Bearsden Baptist Church Community Garden & Trail** – This project includes a Roman mosaic completed by the local community (opened in Nov 2019), a sound cloud and interpretation and signage throughout the site. Reports to NLHF indicate that 32 people participated in this project. The official opening was on 23rd April 2022 and attracted an estimated 150 people.
- **Lambhill Stables: Community Garden and Arts Project** – initially it was reported that the Development Officer was meeting with the youth group to create ideas around the theme of Roman food, but this stopped due to Covid-19. However, the Project Team worked with the Lambhill Stables Heritage Group to create an information leaflet although the cost of this was very modest. The youth group remained involved in the mural project and the heritage group was also involved. Reports to NLHF indicate that 15 people participated in this project.
- **Community Garden, Barnardo's Centre, Watling Lodge** – this is located next to one of the most impressive parts of the Wall still standing. It is understood that work was due to commence here in March 2020 just prior to Covid-19 but that the project was not ultimately delivered.

All of projects have been delivered apart from Watling Lodge.

4.3.15. Graffiti/Mural Project

An external consultant (Recoat) was commissioned to engage with groupings of local young people to inspire the development of murals with themes associated with the Antonine Wall. The target was to engage with 10 young people in each area and originally the project was planned for summer 2020 but with Covid-19 and lockdowns that was not possible. Although there were some conversations about whether this project could continue virtually, the external consultant indicates that she was not comfortable with this as the project majors on engaging with people and bringing them together and this would have been difficult virtually.

a) Mural Locations

The project process involved firstly identifying locations that were potentially suitable, including being close to the Wall and visible and then securing the necessary permissions from owners and others. Agreeing sites for murals and securing the necessary permissions is always challenging according to the external consultant but sites have been identified in all areas as follows:-

- Bo'ness - Recreation Centre - complete
- Auchinstarry – on a service building owned by Scottish Canals, located close to the canal, highly visible to canal and towpath users, as well as cars from the bridge - complete.

- Kirkintilloch – a large gable end of a housing association building, highly visible and on a roundabout. Due to start w/b 6th March 2023.
- Lambhill Stables – the original site was on an A-listed community owned building, but the group has indicated that this is not appropriate, so an alternative location on-site is being explored and a final design agreed.
- Clydebank – agreed as a wall in Melfort Park, the site of demolished St. Eunan's primary school, but now developed as an attractive park/green space – this project is now complete.

Local community groupings of young people were identified, and three to four workshop sessions were held - introduction and workshop with spray paint. The RtAW project team visited with objects and talks about the people involved on the Wall and participants were encouraged in a design workshop, using various media. Each workshop session was different and attracted varying numbers. Sessions were held with young people in all five areas as follows:

- Bo'ness Academy – a class so around 20 (no date)
- Auchinstarry – Croy Youth Group – six girls (4th July 2021)
- Merkland School, Kirkintilloch – a through school for pupils with additional support needs, 10 participants (27th July 2022)
- Hillend – youth group, 14 participants (2nd August 2022)
- Clydebank – Y Sort It – youth grouping – 20 participants (8th July 2021)

In total 70 young people participated in the mural project, exceeding the anticipated 50, although there were fewer than 10 participants in one area but higher numbers in other areas. Other people and groups may also have participated in the process, such as the heritage group at Lambhill Stables but these are not specifically recorded.

b) Participant Feedback

Feedback was gathered from the Merkland and Hillend groups and it was overwhelmingly positive, with the young people finding the sessions:

- Fun
- Interesting and engaging
- Activity that they wanted to tell their friends about.

The feedback was also very positive in terms of making participants more aware of the history and heritage of the Antonine Wall and in giving an insight into Roman Scotland.

The next stage involved the external consultant providing photographs from the workshops and a brief to selected artists from a diverse range and also signposting all of the available RtAW resources. When the artist's concept was approved, the on-site work began with outputs which are high quality professional murals, each different but linked in some way to the Antonine Wall (Figure 4.1).

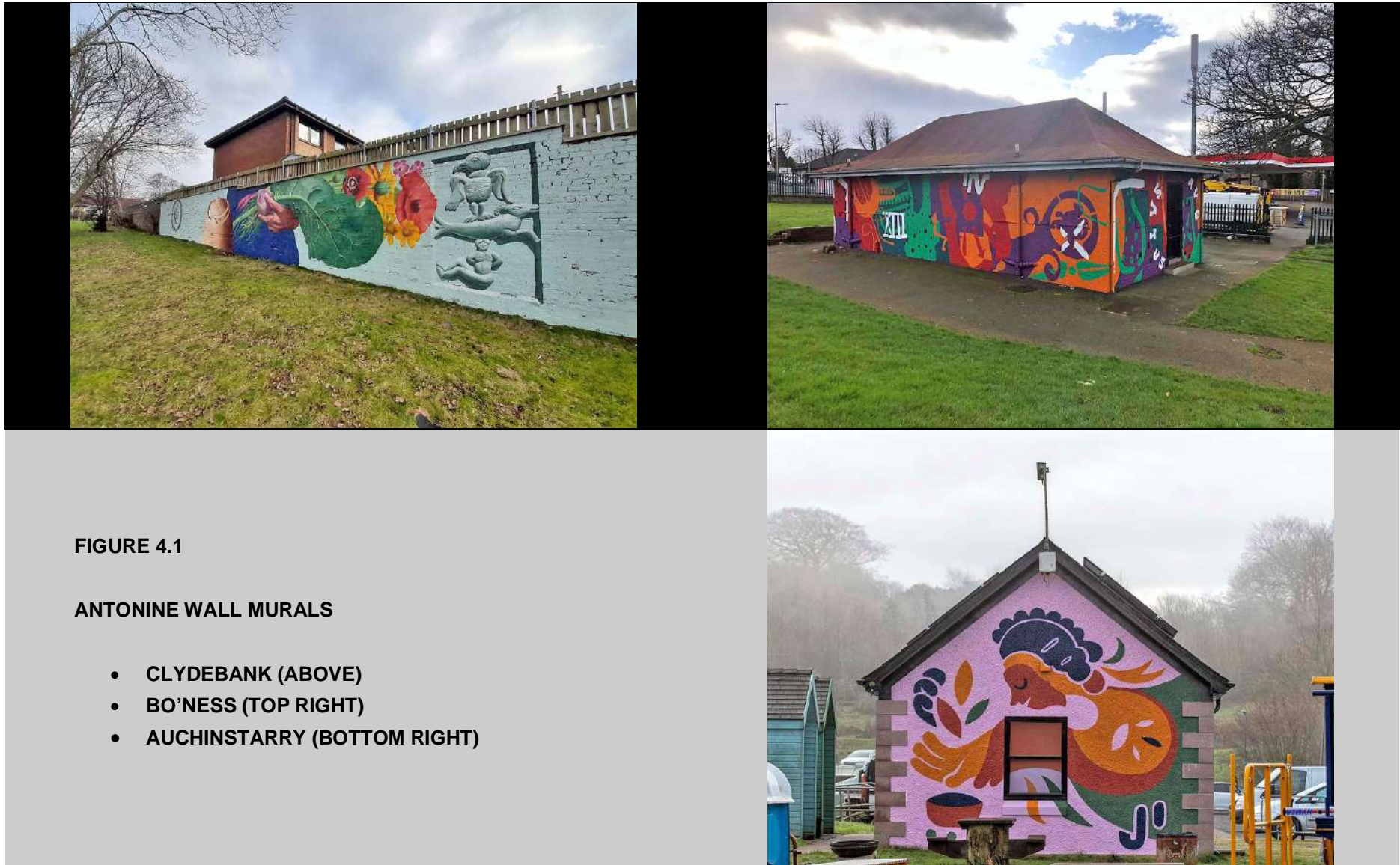


FIGURE 4.1

ANTONINE WALL MURALS

- CLYDEBANK (ABOVE)
- BO'NESS (TOP RIGHT)
- AUCHINSTARRY (BOTTOM RIGHT)

4.3.16. Project 3 - Cycling Without Age

a) Background

Cycling Without Age Scotland (CWAS) aims to enhance and enrich lives by giving elderly and disabled people access to the beautiful outdoors through pioneering trishaw rides, access which is denied to so many people simply because of age or limited mobility. Initially funding was provided by the Scottish Government based on a Danish model but with a regulatory body – Cycling Without Age Scotland themselves.

The Trishaws would be owned locally by the “chapters” if the communities themselves decided to own them. Chapter operators have a captain and are fully trained and signed off through a “driving test”. They become bona fide volunteers. There are other volunteers who do the bookings etc and co-pilots and co-passengers who can be trained on the historic tours – befrienders. They do not have a specific booking system but can use e.g. WhatsApp groups. Very informal and flexible. Partly funded by Active Scotland and Transport Scotland.

In Falkirk and North Lanarkshire, for Project 3 the project purchased trishaw cycles to offer ‘*Cycling Without Age*’ a national initiative in which volunteer cyclists take out older and less mobile people in trishaws to enjoy the local area, in this case the vicinity of the Antonine Wall. In Falkirk, the trishaw was purchased pre-Covid-19, a local volunteer group was identified, and a temporary storage site was identified but a permanent storage solution has now been found.

A second trishaw is based at Auchinstarry, and a storage solution has been agreed.

b) Engagement with RtAW

CWAS became involved with RtAW through previous engagement with the project manager via the River Carron Regeneration Project. They were of the view that Cycling Without Age could be of benefit to the project and engagement commenced in 2018. Three trishaw sites were planned – at Bo’ness, Auchinstarry and Bowling. So far Auchinstarry and Bo’ness are on location. WDC have funded two trishaws in Levensgrove Park, Dumbarton which will be available to Bowling, but these are not funded directly by RtAW.

CWAS have set up and run Trishaw tours and rides for people with limited mobility – they are free of charge and are operated by a knowledgeable tour guide. Trishaws are a great way to get round and find out about the Antonine Wall and flash cards are used by the guides to interpret the wall and answer questions. Bo’ness was used as the model. The project is run by volunteers with Trishaw pilots trained on local history and provided with flash cards.

Trishaw maintenance is done by CWAS although they can also use local accredited maintenance providers. Each Trishaw has a log book. The trishaws are battery operated – and cost about £9,200 each. An annual licence fee is required - £300 annual licence per year and covers insurance and annual inspection. There are currently 116 Trishaws in Scotland in total.

c) Impact of the Project

Although there are no numbers available for volunteers or participants, feedback was gathered from respondents via the event and activity survey. Cross analysis of the five Trishaw users responding to the survey indicates that:

- All respondents thought that the event was very good or good.
- All were likely to participate in other RtAW activities.
- All indicated that the experience had a positive impact on their interest in the Antonine Wall (Table 4.4).

TABLE 4.4 IMPACT OF THE TRISHAW EXPERIENCE	
Find out more about the Antonine Wall	60%
Visit other Roman sites in Scotland	60%
Find out more about the Romans in Scotland	40%
Visit the Antonine Wall	40%
None of the above	0%
Other (please specify)	0%

In conclusion, the trishaw project whilst still at an early stage, has positively engaged older and less mobile people and allowed them to experience the Antonine Wall in a positive and interesting manner.

3.3.17. Other Project 3 Initiatives

In Glasgow, Project 3 was proposed as the development of an Arts Trail through Drumchapel Woods, facilitated through Drumchapel Arts Workshop. However, due to issues securing agreement with the

landowner (Forestry and Land Scotland), this was subsequently revised to create carved sculptures and a carved stone bench within the Monymusk Place play park area. Workshops with Drumchapel Arts Workshop informed the designs and the play park opened on 9th December 2022. Reportedly some 200 people participated in the workshop activities.

In East Dunbartonshire the Cadder Bench project has been delivered with Bishopbriggs Community Council and in West Dunbartonshire there is no Project 3, although there has been some spend associated with interpretation and signage at Goldenhill Park. The Cadder Bench project will provide a stone carved bench, plus two cairns and interpretation. It involves Tiger Training, a construction training academy and is providing training opportunities for young people.

4.3.18. Project 4

Project 4 in Falkirk was Roman Gardening and Cooking, but this did not go ahead. In North Lanarkshire Project 4 was '*Run the Wall*' but this did not go ahead due to damage/potential damage at Croy Hill. We are advised that no Project 4s have been developed in any of the other three areas, so overall no Project 4s were delivered in any area.

4.3.19. Creative Writing Project

The original project concept was to deliver creative writing workshops to people and communities in the vicinity of the Antonine Wall, with a

view to producing an anthology of works. It was envisaged that the project would engage with 25 people from 10 communities along the Wall (5 people from each area) and that 100 written pieces would be produced. Initially, a creative writing consultant worked closely with the RtAW Project Team to identify and approach existing local groupings that might be interested in participating. This was relatively successful, and it is understood that sessions were held in a residential care home in Bearsden and in Drumchapel Library pre-Covid-19, with others planned. Unfortunately, as time went on, it became clear that it was not going to be possible to deliver the creative writing project as planned and the revised project – ‘*All Along the Edge: Contemporary Voices Explore the Roman Frontier*’ has taken a different approach, although an anthology of works is still the end result.

The revised project put out a call for written creative pieces. This could be any genre (fiction, non-fiction, poetry, etc) but related to the past, present or future of the Antonine Wall. The project was publicised in early 2022 mainly through social media but also with posters in local libraries and project staff also contacted some of the groups who had previously expressed an interest. Some 25 pieces were submitted, and the creative writing consultant is very pleased with these. Many of the pieces are being included in the anthology, along with work from a poet previously involved with the Antonine Wall. Some pieces from participants on the asylum seekers/refugee project are also included.

It is anticipated that the creative writing project will be completed very soon as the proofread version of the anthology is ready for print. A limited number of hard copy books will be printed, these will be distributed to contributors, other groups with some reference copies for libraries and museums. University of Glasgow is also going to apply for funding to put it on Amazon for print on demand (this will be on a not-for-profit basis with the costs just covering additional printed copies on demand) and this should hopefully enhance readership and ensure longevity.

The original project concept sought to engage with local people and local communities along the Wall to develop creative writing pieces, reflecting their knowledge and experience of the Antonine Wall. The creative writing consultant indicates that the approach actually adopted has attracted some established writers, rather than just the local community but that those submitting generally have a connection or affinity with the Wall. This project has been delivered in partnership with the University of Glasgow’s School of Critical Studies.

Community engagement has been less than originally envisaged, largely as a direct result of Covid-19 but the planned anthology of creative writing has been developed and is available as a lasting legacy through which people can increase their understanding and appreciation of the Antonine Wall. However, far fewer than the originally envisaged 100 pieces of creative writing are included in the anthology. The findings of a survey of participants are set out in Appendix 3.

4.3.20. Asylum Seekers/Refugee Project

a) The Project

Asylum seekers/refugees was identified as a target audience in the NLHF application. The original target envisaged that 10 asylum seekers/refugees in each of the five local authority areas would be engaged through the RtAW project.

It was envisaged that activities with individual groupings would evolve and be led by what the groupings wanted to do but it was thought that they might include new narratives/interpretation related to the Wall, artefact links, lived experience i.e. links to old and new heritage, and traditions, and assisting integration. An external consultant was appointed in early November 2021 and developed and delivered the project until mid-October 2022. Initially, she produced information packs (with interpretation if required) and worked with Scottish Refugee Council and the Integration Co-ordinators/Resettlement Officers in each local area to identify what groups it might be appropriate to target. This worked well and the project was generally well received.

The approach was to try to identify existing groups close to the Wall that might be interested in RtAW, including community-led refugee organisations and ESOL (English for Speakers of Other Languages) groupings. Three artists were also identified that could be called upon if groups wanted to undertake arts activity and links were also established with the Creative Writing project.

The external consultant has produced an extensive report detailing all aspects of the project and also developed content for the RtAW website under the title '*Tilal*' Arabic for hills or mounds which provides an overview of the projects. It should be noted that the external consultant generally uses the term '*New Scots*' to refer to the groupings engaged.

b) Outputs

Below we briefly outline what was done under this element of the project.

In Falkirk - working with Central Scotland Regional Equality Council (CERAC) and a group of male asylum seekers of varying ages and from various places including Afghanistan, Syria, Libya, etc, etc who have been dispersed to Falkirk, prior to resettlement. This group was suffering from a range of challenges including social isolation, uncertainty about where they would eventually be settled, were not allowed to work, and were suffering from almost total exclusion. An initial meeting in February 2022 confirmed they were very interested in the project but did not want anything on-line. They wanted in person activities – creative activity, walks, etc - to tackle isolation and depression and contribute to improved wellbeing. Several sessions were held with this grouping, generally through the Global Language Café, and around 38 people engaged but not all attended all sessions.

The group wrote, made things, took photographs, made things out of clay, and went on sensory walks. A group of around 31 went on a walk to Rough Castle and a bus was hired for this. Two volunteer interpreters have emerged from this group. The Language Café is now hoping to do more visits and has made a connection with a local bus business.

Additionally, an event was held on 18th June linked to the Scottish Refugee Festival and publicised on the Festival website *“The Global Language Café invites you to join us for a walk from Howgate Shopping Centre along the historic site of the Antonine Wall to Calendar Park, where we will share a picnic together. As we walk, we will explore stories and artwork that the Language Café group have made with artist Paria Goodarzi as part of the Rediscovering the Antonine Wall project.”* According to the external consultant this attracted around 20 people, mainly from the asylum seeker group but also from the wider community. The asylum seekers led the walk, and it enabled them to have their voices heard.

Feedback gathered from this group indicates that it improved wellbeing, confidence, and language skills, as well fostering a feeling of shared experience and history.

The external consultant was supported by HES Equalities staff after the departure of the original RtAW Project Manager and HES representative. She commented that this project gave participants some respite from day-to-day realities and provided much needed intellectual stimulation. She accompanied the group to the visit to the

Wall and felt it was very powerful to see the reactions to the stories about it and the connections the asylum seekers felt to people who lived here over 2,000 years ago.

In Glasgow – worked with Glasgow Interfaith and the RtAW project partnered with Interfaith’s programme manager to deliver a visit to Hunterian Museum and two creative writing sessions, one at the Museum and the other at Bearsden at sites related to the Wall. Additionally, group members benefited from individual online editing sessions. This was a wide-ranging group, and some had never been in a university before and none had been to the Hunterian – the group was around 11, mainly women, but some men as well. The emerging written works were read by participants at an event held at the Hidden Gardens in Glasgow as part of a larger Weekend Club gathering (about 27 people attended the readings). Some of the creative works are being included in the creative writing anthology discussed above.

In East Dunbartonshire – worked with Jasmine and Thistle group in Kirkintilloch, a refugee-led organisation that brings together Syrian and Scottish women to share experiences, skills, and friendships. It organises cultural and recreational events which encourage mutual support and understanding. It is working through WHO social support sessions and RtAW activity was complementary. The client base of this group is quite different from that in Falkirk and they have mainly been here a while and have settled status. There was a family fun day at Peel Park on 25th June as part of the Scottish Refugee Festival and the Education Officer from RtAW supported this event. There was Syrian Storytelling, a Picnic of the Past and Present,

opportunities to share songs, clay making activities, object handling, a private museum tour, etc, etc. Places at this event were fully booked and it is reported that about 8 Syrian families attended plus some local people, around 67 people. We are told that children really enjoyed it, the craft activity was good, and the whole event helped to increase group confidence and integration – they *“didn’t feel like strangers any more”*. This group has since undertaken some other visits – not part of RtAW project.

In West Dunbartonshire - worked with a group in Clydebank called ISARO where there were about 60 people potentially interested. However, in the end, a day session for the older members of their youth group was delivered. This was held at Bearsden Baptist Church and involved one of the artists and the group made yoga mats and bags, shared fire pit cooking, took a tour, etc and had a really fun day. The artist also shared her inspiration from artist Louise Nevelson’s sculptures, also known as ‘Walls’. Around 11 people participated, and the verbal feedback was very positive. A volunteer from University of Glasgow with an interest in digital platforms took photographs on the day and helped with the website content. The external consultant comments that she would have liked to do something actually in West Dunbartonshire, but the Wall sites are quite limited.

In North Lanarkshire – although it was initially challenging to identify/get a response from a group, a day out was hosted for the well-established North Lanarkshire Muslim Women's and Family Alliance on 15th October 2022. It had not been possible for this group

to do much during the summer, so 60 people were very keen to come on the visit, and a bus was hired. Some 51 people made visits to Rough Castle and the Falkirk Wheel, and at Callendar Park were able to visit the house and/or do an interactive tour of the Wall. Activities were also held on the bus trip and again feedback was very positive with people engaging with each other and with heritage sites that they have not heard of before. The external consultant indicates that refugees have been in North Lanarkshire for a long time and there are many well established networks and interpreters, so potentially much more could have been done here.

In partnership with the Scottish Refugee Council, the external consultant also delivered a training day for RtAW project staff, the volunteer interpreters and two volunteers from the wider RtAW project (Bearsden Baptist Church and Cycling Without Age.) to facilitate better understanding of working with New Scots.

The target of working with 50 refugees/asylum seekers has exceeded, and the above indicates engagement with 210 people. The project is on RtAW website, and it looks very good and really brings home what was done and all that has been delivered.

d) Outcomes From the Asylum Seekers/Refugee Project

Feedback from the Falkirk group indicates that the project has been too short, and they are keen to keep something going and other feedback is very positive.

The HES Equalities person considers that working with refugees/asylum seekers has worked very well, has brought positive benefits to the individuals participating and added value to people's lives, some of whom were totally excluded from normal life and very isolated.

Discussions with the external consultant suggest that the refugee/asylum seekers project would have benefitted from a longer timeframe as it took time to identify groupings, and then build a relationship with them and gain their trust. The budget was £15,000 but this had to cover all of the external consultant's fees plus additional specialists (artists, creative writing resource, interpreters) and the events and it is recommended that a bigger budget would be required for any future similar project. The HES Equalities person concurred that the project would have benefitted from being over a longer timescale and having a bigger budget.

Another point made by the external consultant is that a project like this is qualitative and is not about numbers. The project is about people, building relationships and capacity and encouraging self-expression. The approach adopted has not been prescriptive but rather allowed projects to develop and evolve as the people involved wished and the external consultant indicates she has sought to deliver a high-quality experience for participants. Different approaches were required with different groups, as all had a different client base. There is still a lot to do and most of the groups wanted more but the project was time limited. On reflection it might have

been better to have worked more intensively with a more limited number of groups or to have an extended project timescale.

A key lesson learnt is that activity with refugees/asylum seekers outside of Glasgow has proved more complicated and costly to develop and deliver than the external consultant anticipated. There appear to be fewer groupings, and the groups are less used to taking part in such activity, plus there may be the need for interpreters.

The external consultant has emphasised the need to work in partnership wherever possible e.g. with the Scottish Refugee Council, with HES Equalities staff, with UNESCO Chair Refugee Integration through Languages and Arts Programme at Glasgow University and through existing local organisations, groupings and ESOL groups.

The HES Equalities person also emphasised the importance of legacy and consideration of how the individual elements of the engagement initiated through RtAW can continue and how the partners and funders can carry on with what has been started. This might be by giving communities the tools to do more themselves. Having the dedicated RtAW team and funding has been very beneficial, but it is important to consider how engagement activity can continue when the NLHF funding finishes. The external consultant indicates that she was very keen to try to leave a lasting legacy and hence she sought to work with permanent staff in existing organisations (as far as possible), helped to source or identify funding to allow activities to continue and helped to build the capacity within

the groups she has been working with. On a positive note, two volunteer interpreters have emerged from this project and two groups have organised visits to other heritage sites, etc.

4.3.21. Inter-generation Local History Project in North Lanarkshire

In North Lanarkshire a local history project was proposed in Croy/Kilsyth instead of a garden/green space project. We are advised that this evolved into the Woman on the Wall Event held in on International Woman's Day on 6th March 2020 in Kilsyth at the instigation of a local grouping (Kilsyth Optimist's Group). This event was attended by around 90 people, had five speakers and is available on YouTube where it has had 158 views, but no feedback was gathered, and the participant numbers are included under Education and Outreach.

The Development Officer also held several outreach sessions with the Croy Youth Group and developed a play, but this was curtailed by Covid-19. However, she did a guided tour on Croy Hill with this group in 2021 and the youth group also participated in the Mural activity and features in the Antonine Wall film.

4.3.22. Overall Impact of Community Projects

The original target was to deliver 30 community projects and the following have been delivered: -

- Greenspaces – three projects Bearsden, Lusset Glen, Lambhill Stables, although this is a leaflet not a greenspace project.
- Murals – five projects delivered, one in each area.
- Project 3 – four projects - two x Cycling Without Age, Drumchapel Sculpture Garden, and Cadder Bench
- Project 4 – none delivered.
- Creative Writing – what was delivered was quite different to hosting creative writing workshops in each area and participants were not necessarily from the local area and far less than the target 100 pieces are included in the anthology.
- Taking this into consideration, Creative Writing has been regarded as one project not five as local engagement in the way originally envisaged was limited.
- Asylum Seekers/Refugees – five projects, one in each area
- Inter-generational project in North Lanarkshire – one project – Woman on the Wall Conference, and also worked with the youth group on a play but Covid-19 intervened.

In total, this equates to 19 community projects delivered, estimated as engaging with at least 755 people but this is probably understated as figures are not always available. These projects cost £154,168, compared to the estimated spend of £210,000.

4.4.1. Activity and Event Participant Survey

To ascertain the impact of these events, a participant survey was set up which was available for use from May 2022 only. Ideally, such a

survey should have been available from the start of the RtAW project to ensure that participant feedback was received from the outset of the project. The aim of the survey was to assess the impact of the RtAW project on participants in a range of events and activities undertaken by the project team to assess:

- Awareness of the RtAW project
- Engagement in events and activities
- Opinions on specific activities
- The project impact upon target audiences
- How RtAW has achieved some of the NLHF and LEADER outcomes for the project.

Evaluating the programme was challenging due to the impact of Covid-19 and an almost total absence of participant contact details until October 2021, it appears that the RtAW activity and event programme has been generally successful in:

- Engaging new audiences including children
- Engaging more people with the heritage of the Antonine Wall
- Enhancing participants knowledge and experience of the Antonine Wall and Roman Scotland
- Encouraging interest to stimulate further activities.
- Stimulating social engagement
- Offering a fun and entertaining experience

A detailed report based on survey responses from events and activities is shown in Appendix 4.

Note that this survey included feedback from visitors to the Walk the Wall Film launch at Bo'ness.

4.5. Community Projects – Externally Funded

In addition to the community projects discussed in Section 4.3, a community sculpture in Bonnybridge and a guardian sculpture at Kinneil Estate are noted as costing an estimated £25,000 each but funded 100% by LEADER.

The Bonnybridge sculpture, later described as a plaque, was completed early in 2020 and cost £17,524 and the guardian, costing £18,524 was due for completion in April 2020 but postponed due to lockdown. The Bonnybridge plaque is part of a heritage park created by Greenhill Historical Society. Additional funding of around £23,250 was also provided through RtAW to improve path access and address drainage issues at the nearby Seabegs Woods.

The Kinneil gate guardian was pursued by the Friends of Kinneil group. At the entrance to the Estate is the Kinneil Gate Guardian, a sculpture based on a Roman horse harness found during excavations of The Antonine Wall fortlet at Kinneil (one of the milecastles built by the Romans around 140 AD). Designed by sculptor Phil Neil, the Guardian Sculpture is fabricated from brass sheet, both spun, cut & welded. It sits atop a 10' high column of local sandstone alongside an interpretation panel.

Anecdotal evidence suggests that there has been a raising of historical/roman heritage and that adds to the overall offering of

Kinneil Estate. It is understood that community engagement involved six people at Kinneil and 13 in Bonnybridge.

The Bonnybridge Plaque and the Kinneil Gate Guardian are shown in Figures 4.2 and 4.3 respectively.



FIGURE 4.2
THE BONNYBRIDGE PLAQUE



FIGURE 4.3
THE KINNEIL GATE GUARD SCULPTURE

4.2 “Walk the Wall” Film

Probably the major engagement project of all the RtAW activities, and the single biggest cost of the activity protects, the aim of this project was to produce a new, modern day ‘Walk the Wall’ film, which will allow a comparison with a silent film that exists from the 1950s/1960s directed by archaeologist Professor Anne Robertson. It also creates a legacy for the RtAW project, increases awareness of the Wall and it was hoped would also inspire people to get involved with their own creative projects associated with the Wall. This project was estimated as costing £70,000, although actually cost £63,119. The filmmakers were charged with working closely with local communities and including interviews with key people and organisations. The resulting film encompasses many elements of the RtAW project and brings the project together in a cohesive way. Shorter versions for each local authority area are also being developed to be used for PR purposes, etc.

In the Project Programme, it was envisaged that the brief for this project would be issued in June 2019 and that work on the film would be undertaken over a fairly lengthy period, with the film finally completed by April 2021 but was only commissioned in summer 2021.

The resulting film is a superb piece of work which brings together all of the disparate strands of the RtAW project – from the distance stones to the creative writing project and sets them in the wider context of the history of the Antonine Wall, the resurgence of interest

in it and the strategic reasons for wishing to do the RtAW project in the first place in support of WHS inscription.

It also gives an insight into life in Central Scotland in the 1950s, bringing it right up to date with contemporary scenes at the same locations. The film is the glue which bonds together all elements of the project. The RtAW project has created a wonderful and captivating film for current and future generations to enjoy. Having said that, the project could not have produced only the film because it features all aspects of the other projects which have made the RtAW project a reality and presents it as an overall cohesive package.

The imagery is excellent, the filmography world-class and the musical score matches the best that James Horner or John Williams ever produced for Hollywood epics. Everyone involved with its production should be credited and awarded with the highest honours available. The film is a major legacy of the project and the issues for its future are:

- How will it be used?
- Where will it be shown and when? A distribution plan is needed.
- How can it be “monetised” for the benefit of the future development of Antonine Wall projects?
- How does it get onto the cinema and film festival circuit?

So far, the film has proved very popular, reflected in the online survey undertaken following the first screening on 24th October 2022 at the Hippodrome in Bo'ness. There were 99 attendees at the event, 47 of whom responded to the online survey – a very good response rate of 47%. The survey revealed that:

- All attendees at the launch had heard of the Antonine Wall
- 89% of attendees were aware of the RtAW project.
- 96% of attendees thought that the film was “good” or “very good” at giving an insight into life in Roman Scotland.
- For 97% of attendees, the film had a positive impact on their awareness of the history and heritage of the Antonine Wall.
- 94% were likely to participate in other RtAW activities.
- 70% are likely to visit and 57% are likely to find out more about the Antonine Wall
- 45% are likely to visit other Roman sites in Scotland.

There were over thirty free text comments made about the film. These are shown in Appendix 5.

City of Glasgow College hosted a screening on 24th February 2023, attracting an audience of 24 and attended by the Project Team and the filmmaker for a question-and-answer session. Bearsden Baptist Church will host a screening in April/May and the Project Team is exploring the potential for other screenings.

Developing the film was a significant element of the community and engagement project, accounting for almost 19% of overall spend.

The whole film went online via the RtAW YouTube channel, in April 2023.

The contract included:

- Production of the main film and 5 short films for each area which are promotional films each 2-3 mins long.
- The intention was for the short films to be used to promote activity and attractions that have been delivered in each area.
- The short films have been welcomed by local authority partners as a tool they will be able to use to promote the Antonine Wall in their area.

5. Education and Outreach

A number of Wall-wide Education and Outreach projects were proposed at an estimated cost of £63,500 and included: -

- Custodians of the Wall - £15,000
- Officer Led Community Outreach Events - £8,000
- Annual Conferences - £22,500
- Theatre Production - £2,000

- Outreach to Museums - £16,000

Table 5.1. provides details of the events instigated or attended by RtAW and includes some activities that could fall under either Showcasing or Education and Outreach. These indicate that RtAW engaged with at least 2,285 people and do not include engagement under specific community projects or projects discussed separately.

TABLE 5.1
RTAW MEETINGS AND EVENTS - EDUCATION AND OUTREACH STRAND

Date	Activity	Numbers
Mar 2019	Pilot outreach session Castlehill Primary School in East Dunbartonshire	60
23rd June 2019	Glasgow Mela	150
30th June 2019	Tamfourhill Community Fun Day	60
7th Aug 2019	Callendar Park Roman Themed Play Park Launch Event	500
31st Aug 2019	Scottish Living History Festival, Callendar Park	145
07th Sept 2019	Gladiator Event, Callendar Park	120
14th Sept 2019	Kinneil Roman Day	60
21st Sept 2019	Antonine Wall Community Conference	105
4th Oct 2019	City of Glasgow Prizegiving	20
27 th Oct 2019	Callendar Park Guided Tour – volunteer-led.	8
2 nd Nov 2019	Bearsden Bathhouse Guided Tour – volunteer-led	20

5th Nov 2019	City of Glasgow College Training Session with stonemasons	4
5 th Nov 2019	Croy Hill Guided Tour – volunteer-led.	6
7 th Nov 2019	Kinneil Estate Guided Tour – staff led	3
14 th Nov 2019	Callendar Park Guided Tour – staff led	5
21 st Nov 2019	Rough Castle Guided Tour – staff led	9
22 nd Jan 2020	Cooking with Marcus – volunteering cooking show on YouTube etc	n/a
23rd and 24th Jan 2020	The artist for the Kinneil sculpture delivered sessions at Deanburn Primary School, where 33 P4 children made votive tiles and 47 P7 pupils did a metal casting workshop.	80
6 th March 2020	Woman on the Wall Conference	90
17th June 2021	Litter pick and outreach with Easter Carmuir Primary, Falkirk at Tamfourhill,	25
Sep-21	Annual conference, replaced by walks and talks	120
18 th Sept 2021	Outreach session at Bearsden Baptist Church with Bearsden Creativors	15
9th April 2022	Litter pick at Seabegs	10
6th August 2022	Goldenhill Family Fun Day	500
Sept 2022	Kinneil Roman Day	150
24 th Sept 2022	Talk for New Tricks group at Cumbernauld Library	20
8th March 2023	Cumbernauld Community Centre	20
18th March 2023	French Consulate – Institut Francais.	
	Total	2,285

Source: RtAW Project Team

5.1. Custodians of the Wall

External consultants were commissioned by RtAW to work with five primary schools and one secondary school along the length of the Wall. This resulted in a 24-page full colour comic book aimed at primary age children and a 22-page black and white booklet aimed at secondary school pupils, with both to be made available in hard copy to each school. It was envisaged that up to 180 children would be engaged, and delivery was planned for spring/summer terms 2020.

Magic Torch, writer/storyteller, engaged with five primary school classes, one in each area. In four areas P5/6 pupils were engaged but in one school it was P3. Class size was typically around 20-25 pupils. A whole day workshop, with an introduction and object handling session from the Project Team and then Roman themed story development with the writer. Stories from each school were further developed and artists turned them into a comic book.

- 2nd Feb 2022 – Gavinburn PS – 25 pupils
- 22nd Feb 2022 - Antonine PS – 20 pupils
- 23rd Feb 2022 – Twechar PS – 25 pupils
- 24th Feb 2022 Cadder PS – 23 pupils
- 24th March 2022 – Kilsyth – 25

One secondary school group, with around 25 selected S1 pupils attending three, half day sessions. Output was a Roman themed story, which was further developed by the writer and an artist to turn

it into a comic book. The first session was held on 4th May 2022 and had 25 attendees, the second on 22nd June 2022 had 12 and the third on 23rd June 2022 only had seven pupils.

Overall, five primary school classes (approximately 118 pupils) and one secondary school group have been engaged (approximately 25 pupils), with a view to increasing their understanding and appreciation of the Antonine Wall/Romans in Scotland. This means a total of 143 pupils were engaged through the comic book project, against a target of 180, plus teachers and teaching support staff, assumed as two for each group i.e. 12 adults.

5.1.1. Impact

Feedback from RtAW project staff indicates that the project has been very well received. The participating pupils seemed to really enjoy the sessions, they liked trying on the costumes and handling the objects and there were always lots of interesting questions. As a result of the initial visit to Drumchapel High School, the school asked if the project could visit again to talk to more pupils about the Antonine Wall/RtAW.

Feedback from the writer/storyteller indicates that the comic book project has been successful, with pupil engagement being good and there is a genuine interest in the Antonine Wall. Pupils have generally seemed to enjoy the comic book experience and have asked lots of questions, both historic and creative. The writer has been pleasantly surprised with the level of local awareness and

knowledge exhibited by pupils and also the eagerness/willingness of pupils to think about doing some else e.g. visiting to the Wall.

Discussions with the RtAW project started in 2018, and by February/March 2020, the project was ready to be delivered and mostly arranged with the participating schools but then the pandemic put a halt to everything. The project was reinstated in summer 2021 but everything had to be renegotiated with the schools. It was challenging to get the required commitment and dates from schools and negotiations with the high school were particularly difficult but getting three half day sessions in a crowded curriculum was a good result. It is understood that there was good collaborative and complementary working between the RtAW project team and the writer.

A key challenge in developing and delivering the sessions was to make them fun, creative, historic, and enjoyable whilst developing stories that other people would want to read.

Participating schools had already done some ground work related to the Antonine Wall and/or Romans in Scotland, but the comic book project sought to increase pupils' understanding and appreciation of their local heritage. Participating pupils and teachers have benefited but as the comic books will be available in hard and digital versions, they leave a resource that can be used and enjoyed by others in the future, hence leaving a lasting legacy.

This project had a soft launch in December 2022, with the aim of providing participants with a printed copy of the comic books, although some of the original participants had moved on to secondary school. Around 300 hard copies were available for participants and wider local distribution. Digital versions are also available on the Magic Torch website, and it is understood that these will also be included on the RtAW website. Postcards and QR codes are being used to publicise the digital versions and downloads will be monitored.

Feedback was sought from teachers and three responded. Only one was aware of the RtAW project but all knew of the Antonine Wall and had visited it. The effectiveness of the comic book project was rated as good or very good at giving pupils an insight into life in Roman Scotland and generally making them more aware of the history and heritage of the Antonine Wall. All reported that pupils found the project interesting and fun, they were engaged and wanted to tell their friends about it.

All teachers reported that they thought participation in the project would encourage pupils to find out more about the Romans in Scotland and the Antonine Wall and to visit the Wall and other Roman sites in Scotland. One teacher commented that the children thoroughly enjoyed the project and that the school would love to engage again in similar projects.

5.2. Officer Led Community Outreach Events

It was envisaged that a resource pack would be developed that could be taken by project staff and volunteers to community fairs, festivals, sports days, events etc. to increase the visibility of the Wall and the project. It was envisaged that this might include Roman cooking demonstrations, replica handling artefacts, Roman games/pastimes, themed arts/crafts, Latin based games/activities, bespoke demonstrations and would take place in years 2 and 3.

5.2.1. Roman Tents

Two replica Roman tents were purchased, along with a number of replica artefacts, Roman armour, and craft activities, e.g. paint your own shield, make your own coin etc. to assist with the delivery of community outreach events. These have been used at a number of events and workshop sessions.

5.2.2. Handling Boxes

The Education and Support Officer developed four different Roman handling boxes for schools with the themes '*Legionary Soldier*', '*Feeding the Troops*', '*Daily Routine*' and '*Occupation and Exchange*'. These contain replica objects connected to that theme, information for teachers, object discussion cards and worksheets. These boxes are primarily aimed at schools in close vicinity to the Wall.

During the RtAW project these boxes were used to support the Project Team in their engagement activity. However, it has been agreed that two of these boxes will be held at Glasgow Museum Resource Centre, which is a well-known source of teacher resources, and available for loan. To date (Dec 22) only one such loan has occurred – Project team has now provided a feedback form. The other two are being held by the RtAW project as part of the project legacy for outside use. Educational material will be made available via the RtAW project website.

5.2.3. Big Roman Camp Out

RtAW project staff have also developed a resource for a '*Big Roman Camp Out*,' after being approached by a local scout group that wanted to have a Roman themed camp out. The project will not organise the camp outs but supports them with resources including replica artefacts, a Roman tent and stove that can also be borrowed. Supporting information for the Scout leaders includes object discussion cards and activity sheets, such as Roman recipes and drill practice, to help them have an informative and fun Roman-themed campout.

Details have been sent to a number of scout groups close to the Antonine Wall, but no camps have been held as yet.

The project resources will still be available post RtAW for use by uniformed youth groups and potentially other interested groups.

5.2.4. Other Activities

One of the Development Officers has led a series of guided walks to key Antonine Wall sites, and some volunteers have also led walks (see Table 5.1).

A pilot outreach session was held with Castlehill Primary School in East Dunbartonshire in March 2019, involving three classes, with approximately 60 pupils, participating. It was reported in first NLHF report (1st Nov 2018 – 23rd Apr 2019) that the sessions resulted in pupils being “*better engaged in their local Roman heritage*”.

On January 23rd and 24th 2020, the artist for the Kinneil sculpture delivered sessions at Deanburn Primary School, where 33 P4 children made votive tiles and 47 P7 pupils did a metal casting workshop. A total of 80 pupils participated in these workshops but no feedback has been provided.

On 17th June 2021, there was a litter pick and outreach with Easter Carmuir Primary, Falkirk at Tamfourhill, involving a P3 class of 25 pupils.

The Education and Support Officer created a set of new information booklets for each Local Authority that the Wall runs through. These booklets contain historical background information, detailed information on every site in the area, and photos and information on the key Roman artefacts found in the area, along with links to local museums and 3D models of the artefacts. The booklets also provide

information on the people who lived along the Wall, and about the play parks and sculptures installed by RtAW. The booklets are available to download on the project website and will be a lasting legacy of the RtAW project but there are no plans to produce hard copies and statistics on downloads are not currently being captured.

The Big Roman week is existing event, previously supported local by Falkirk Council, and is not a RtAW project. However, the Project Team attended in 2019 and 2022 to deliver outreach activities but the event did not take place in 2020 due to Covid-19 and was limited to talks in 2021. It is estimated that the project engaged with around 210 people at these two events.

An inventory of RtAW project resources has been compiled all material which may be of use in a phase 2 project will be retained and a home found for those resources unlikely to be required. West Dunbartonshire is providing free storage premises so there is no pressure to immediately dispose of project resources.

5.3. Annual Conferences

The Year 2 Annual Conference took place at Kirkintilloch Town Hall, on 21st September 2019. It attracted 45 people in the morning and 60 in the afternoon, with speakers in the morning and activities in the afternoon, including object handling and spray-painting sessions delivered from the replica Roman tents based in Peel Park and trishaw rides delivered by Cycling Without Age. No participant feedback was collected.

There was no community conference in 2020 due to Covid-19 but in 2021, the Community Conference was replaced by a series of walks and on-line talks, across a week which attracted 120 participants. The talks are available on YouTube and were delivered by Dr Louisa Campbell of University of Glasgow. An online participant survey was undertaken. The main outcomes of the 2021 “conference” were that:

- Participants learned something new as a result of participation in the event.
- Participants increased their knowledge and understanding of the Romans in Scotland
- Participation has made people want to return to the Antonine Wall in future.
- Participation in the event was informative and inspiring.
- Participation inspired people to find out more about the Antonine Wall
- Participation made people more interested in Roman heritage.

There was no annual conference in 2022, so RtAW delivered only one annual conference in 2019, with 2020 lost to Covid-19 and 2021 taking the form of a series of walks and talks. A detailed evaluation report of the 2021 Conference is provided in Appendix 6.

5.4. Theatre Production

Although initial exploratory discussions took place with a theatre company, this project was not progressed.

5.5. Outreach to Museums Touring Exhibition

Through a museum outreach programme, the RtAW project aspired to engage with a wider audience to increase awareness using an ‘*Antonine Wall in a Box*’ resource pack through which museum staff or project staff could deliver activities and a touring exhibition to be exhibited outside the Central Belt.

Whilst five regional museums had originally expressed interest in hosting the Antonine Wall exhibition, only Perth agreed to do so. Hence, this touring strand was amended so that the exhibition would be hosted in local museums close to the line of the Wall.

After Perth, the exhibition was moved to the Auld Kirk Museum in Kirkintilloch and Dalmuir Library in Clydebank. From mid-September 2022 until late January 2023 the exhibition was hosted at Cumbernauld Museum and then moved to Callendar House in Falkirk until April 2023.

5.5.1. “Romans: Edge of Empire” Exhibition, Perth Museum & Art Gallery

Various displays and interactives were commissioned for the exhibition. A comprehensive visitor was undertaken at Perth Museum with the assistance of museum staff. The main findings are:

- There were an estimated 12,239 total visitors who had visited as part of the “Romans: Edge of Empire” Exhibition which ran from 9th October 2021 until 6th February 2022.
- The exhibition was positively received in Perth and has had a positive impact on its audiences.
- It was highly regarded by visitors and has helped to increase awareness of and interest in the Antonine Wall.
- It has encouraged visitors to investigate Roman Scotland further and has probably stimulated visits to the Antonine Wall itself.
- The exhibition appears to have had a positive impact on the interest of children and was appealing enough to stimulate additional visitors to come to the museum.
- By hosting the exhibition in Perth, it is likely that the RtAW project has engaged with an audience which, whilst knowledgeable about the Antonine Wall, has generally not visited the Wall but is now more amenable to undertaking further activities aimed at becoming more aware of the Romans in Scotland and the Antonine Wall in particular.

The full exhibition evaluation is shown in Appendix 7.

5.5.2. Auld Kirk Museum Exhibition Kirkintilloch

It was intended to undertake a survey of visitors to the Auld Kirk Museum which ran from 26th February until 7th May 2022. The exhibition was smaller in scale than at Perth but recorded visitor numbers were 1,075. The survey response was poor with only six respondents. Nevertheless, the main findings are:

- Although there was a small number of respondents, the survey data provided an insight into the impact of the exhibition.
- Overall, the exhibition was positively received in Kirkintilloch and was highly regarded by visitors.
- It helped to increase awareness of and interest in the Antonine Wall.
- It encouraged visitors to investigate the Romans in Scotland further and has probably stimulated visits to the Antonine Wall itself.
- The exhibition appears to have had a positive impact on the interest of children and was appealing enough to stimulate additional visitors to come to the museum and to visit the adjacent Roman play park at Peel Park.

By hosting the exhibition in the Auld Kirk Museum, it is likely that the RTAW project has engaged with a predominantly local audience which is already knowledgeable about the Antonine Wall but may now be more aware of the Romans in Scotland and the Antonine Wall in particular.

As in Perth, it appears that the exhibition has had a very positive impact on raising awareness and stimulating interest in the Antonine Wall and the Romans in Scotland in general.

The full exhibition evaluation is shown in Appendix 8.

5.5.3. “Beyond Boundaries” Exhibition - Dalmeir Library

The “Beyond Boundaries” exhibition at Dalmeir Library ran from September 23rd, 2022, until January 16th, 2023. There were 20 survey respondents. The main findings are:

- Overall, the Beyond exhibition has had a positive impact on its audience.
- It was highly regarded by visitors and has helped to increase awareness of and interest in the Antonine Wall.
- It has encouraged visitors to investigate Roman Scotland further and has probably stimulated visits to the Antonine Wall itself.
- The exhibition appears to have had a positive impact on the interest of children and was appealing enough to stimulate visits to the nearby play parks.
- By hosting the exhibition in Dalmeir, it is likely that the RTAW project has engaged with a local audience which is knowledgeable about the Antonine Wall, but through attending the exhibition, has become more aware of the

Romans in Scotland and the Antonine Wall in particular and is likely to visit other locations as a result.

The full exhibition evaluation is shown in Appendix 9, but no overall visitor numbers have been provided.

5.5.4. Cumbernauld Museum Exhibition

The “Rediscovering the Antonine Wall” (RTAW) exhibition at Cumbernauld Museum, ran from September 23rd, 2022, until January 16th, 2023. Visitor numbers are recorded as 1,700. There were 14 survey respondents. The main findings are:

- The exhibition was highly regarded by visitors.
- It increased awareness of and interest in the Antonine Wall.
- It encouraged visitors to investigate the Romans in Scotland further and is likely to have stimulated visits to the Antonine Wall itself.
- The exhibition appears to have had a positive impact on children. It was fun but may not have been sufficiently “cool” to encourage all of them to share their experiences with other children.
- However this is based on a very small response from children accompanying adults and differs from responses from Perth and Kirkintilloch museums, where they were very keen to tell their friends about the exhibition.
- By displaying the exhibition in Cumbernauld Museum, the project has engaged with a predominantly local audience

which was very aware of the Antonine Wall prior to the exhibition. However, visitors are now more likely to be more aware of the Romans in Scotland and the Antonine Wall in particular because of visiting the exhibition.

- As in Perth and Kirkintilloch, the exhibition had a very positive impact on raising awareness and stimulating interest in the Antonine Wall and the Romans in Scotland in general.

The full exhibition evaluation is shown in Appendix 10.

5.5.5. Summary of Exhibitions Impact

Overall, the exhibitions were well received and were influential in raising awareness of the Antonine Wall and Roman Scotland. They were attractive in their own right and encouraged visitors to the venues who came along specifically because the exhibitions were being held. They were popular with children who were generally keen to tell their friends about them.

They encouraged visitors to visit sites of Roman interest, including the Antonine Wall, and to find out more about the wall and Roman Scotland. However, apart from the Perth exhibition, they did not significantly promote the Antonine Wall outside the local area.

The original intention was to improve awareness of the Wall in wider Central Scotland using the outreach exhibitions. However, with the exception of Perth, all other locations were in local authority areas close to the Wall. The feedback from Perth indicates however that

the exhibition is an excellent way to improve awareness of the Antonine Wall beyond its localities.

The Project Manager comments that the touring exhibition is one of RtAW's biggest resources and a meeting has recently been held with HES about the potential to host the exhibition at Melrose Abbey, with HES thereafter managing the loan of the exhibition to other venues.

5.6. Other Education and Outreach Activity

Education and Outreach activity as reported in NLHF report 5 (1st Oct 2020 – 31st March 2021) include the elements below although there is some overlap with the Showcasing the Wall strand.

- Ask Marcus: a social media feature where the public were encouraged to ask Marcus a question about the Antonine Wall or the Romans. The questions were sent to Professor David Breeze who provided answers for the project mascot, Marcus Minimus, to feedback.
- Advent calendar: an online advent calendar at Christmas featuring some of the elements of the project.
- Nethercroy sculpture naming competition: the sculpture at Nethercroy had been referred to as '*the big head*' by the public but it was felt that a name would be better. Social media was used to get suggestions and the final name was chosen by the public from a shortlist - Silvanus, meaning god of the woods, was the most popular. A similar process was used to name the other big head at Lambhill Stables, resulting in the name Aurelius.

- An artist was commissioned, through competitive tender, to produce cartoon drawings in various poses of the RtAW mascot Marcus Minimus, for use in education and interpretation materials. The artist also developed various character drawings using the archaeological record to create characters who are known to have lived on the Wall. These have been used to help mainly children and young people better understand the heritage of the Romans in Scotland and the Antonine Wall
- Adopting an active approach to social media posting, including sharing visitor's photographs from the Wall

5.7. Opinions of Project Partners

Delivery of the activity plan required engagement with a large number of projects partners across Central Scotland and beyond. During the course of the evaluation extensive consultations were undertaken with a range of project partner organisations along the length of the Antonine Wall. These ranged from community trusts to individuals and community council representatives.

The aim was to ascertain how effectively the relationship between the project managers and team and community partners had functioned. Based on these consultations we have concluded the following:

- In general, relationships between the project team and partners were very good.

- All project partners were very positive about the team and staff and praised the enthusiasm and commitment they brought to the project.
- However some project partners felt that to some degree, although there had been community consultations in relation to most of the community projects and activities, groups felt that what they were getting was determined by the project business plan rather than what they had hoped for.
- This generally was not a major problem because the aspirations of the community were generally met but there was one location where differences of opinion became a source of some confusion and angst. This will not, however, be a barrier to future partnership.
- Project partners felt that whilst the relationship with the project team was positive, they would have been interested to know what was happening elsewhere on the Antonine Wall and that whilst their own projects were progressed satisfactorily, they did not know much about what was happening at other locations on the wall.
- Few of the projects would have progressed if funding support had not been available from the project budget.
- All project partners consulted would be very interested in future involvement with the project team irrespective of the relationship that they have had had with the project.

There are clearly implications for the exit strategy and the way ahead for the next stage of the project to ensure that:

- Communication with the project partners is maintained and developed.
- There is a communication plan implemented which insures that people all along the wall know what their next-door neighbours are doing.
- Everyone understands the strategic objectives of the project rather than just involved in those for their own section of the Antonine Wall - they are keen to see the bigger picture.

5.8. Summary of Community and Engagement Activities

From our consultations, the overall impression is that pre-Covid-19 there had been many meetings about projects, and some had actually started or were near to starting. However, the arrival of Covid-19 led to projects being delayed, amended or in some cases cancelled altogether.

Not all projects were delivered e.g. no community Project 4s or end of project celebration event took place and some, such as Creative Writing, were not delivered as originally envisaged. An important project not delivered was the 21st Century Legion, which if it had been possible to implement it as planned would have left an extremely valuable and lasting resource and legacy for RtAW.

Spend on Community and Engagement Activities is provided in 5.3. Only around two thirds of the estimated expenditure was incurred, an indication of the likely impact of Covid-19, although it is unknown if whether all proposed projects would have been delivered in the

absence of Covid-19. Whilst many specified projects have been delivered, overall public engagement has been less extensive than originally envisaged including few opening events for the play parks and distance stones, only one “*in person*” annual conference and fewer attendances at local events post-Covid-19. Activities related to fostering national and international links were severely curtailed. However, the reduced activity and spend should not detract from the many projects that RtAW has successfully delivered, where the available feedback is overwhelmingly positive and indicates that the community and engagement activities stimulated increased interest in and understanding and appreciation of the Wall and the Romans in Scotland, including potentially increasing visits.

Despite the reduced activity and spend, it is estimated that at around 4,299 people were engaged or participated in the community and engagement activities, compared to a target of 2,015 direct beneficiaries/participants based on figures provided by the original Project Manager (Table 5.3). However, attendance at many of the larger events are organiser estimates whereas the numbers involved in individual projects tend to be more accurately specified.

These values do not include visitors at the touring exhibitions, where over 15,000 were recorded mainly at Perth but also at Kirkintilloch and Cumbernauld. Further as numbers are not always available, the number of people engaged may have been higher.

TABLE 5.3
COMMUNITY AND ENGAGEMENT ACTIVITIES

Activity	Original Cost	Actual Cost	Actual or Estimated Numbers Engaged	Comment
21st Century Legion	£13,622	£1,702	25	• Activity curtailed
Walk the Wall Film	£70,000	£63,119	123	• Completed and premiered at Bo'ness Hippodrome 24 th Oct 2022
Showcasing the Wall	£88,500	£25,646	937	• 22 talks, etc recorded between late 2018 and October 2022
Community Projects in Local Areas	£210,000	£154,166	755	• 19 projects successfully completed
Externally Funded Community Projects - 100% LEADER	£50,000	£36,048	19	• Two projects successfully completed
Education and Outreach	£63,500	£53,667	2,440	• 26 events/activities between March 2019 and 24 th Sept 2022, plus Comic Book project and outreach exhibition to five museums
Total	£495,622	£334,348	4,299	
Underspend		£161,274		

6. Project Management and Implementation

6.1 Steering Group

The Antonine Wall Management Plan Steering Group comprises representatives from the five local authorities, generally from planning services and HES. This group met quarterly, although latterly bi-monthly due to the volume of activity and had strategic responsibility for the overall delivery of RtAW.

6.2 Staff Resources

The original Project Manager was appointed during the development phase and as Project Manager in August 2018. Two Development Officers (both 0.8 FTE) and a Support Officer (0.5 FTE) were appointed March/April 2019. One Development Officer left after around a year and the Support Officer left in December 2020. The Support Officer was not replaced but a part time Education and Support Officer (0.5 FTE) was recruited in September 2021 for a fixed term one year contract. It is understood that the pre-Covid, the RtAW project benefitted from three interns from Universities of St Andrews and Glasgow.

The HES WHS Co-ordinator also played a vital role in developing and implementing the RtAW Project. The original postholder had been involved with the Wall since 2010 so had a wealth of knowledge, and established relationships with partners, stakeholders, local communities, and community groups.

The original RtAW Project Manager left in December 2021 for a new role elsewhere and a new Project Manager started on 14th February 2022. Funding has been agreed to enable this post to continue until February 2025. The original WHS Co-ordinator also left HES in October 2021, but the post is continuing, and a new postholder commenced work in early 2022. The loss of these two key people and the gap between the original staff leaving and the new appointees starting had an impact on the RtAW project and on the evaluation timescale.

6.3. Staff and Admin Costs

Staff and administrative spend was £464,689, compared to the estimated £391,791. Costs were higher as the project was extended by 18 months. However, it should be noted that the full staff complement as originally envisaged was only in post in the first year or so. The current Project Manager observes that despite the increased staffing costs, lack of staff capacity has been an issue in the latter stages of the project.

6.4. Lead Authority

West Dunbartonshire Council acted as lead for employment of staff and financial management. The address of the project is West Dunbartonshire Council although due to Covid-19, staff have been mainly working from home. The staff team reported directly to the Steering Group, comprised of Historic Environment Scotland and the five local authorities responsible for the Antonine Wall (Figure 6.1).



FIGURE 6.1: PROJECT PARTNERSHIP STRUCTURE

Overall, this team structure appeared to have worked well on a day-to-day and strategic basis. It should be noted that the host organisation has incurred uncharged costs i.e., has not charged for legal advice but has also incurred costs of accommodating staff, financial services, and others.

These cannot be quantified but represent a significant contribution in kind and the other Management Plan partners should be aware of this.

6.5. Project Manager

The Project Manager was in post during the development phase and was retained into the delivery phase. The continuity offered was positive for what was a very multifaceted and complex project. Nevertheless, there were still delays associated with procurement and ownership, perhaps inevitably given the scale of the tasks involved. However, even in the pre-Covid-19 period, capital projects were generally not progressing in line with the anticipated programme.

The initial Project Manager left December 2021 - this is always a danger with fixed term appointments but not at all conducive for project delivery or for undertaking an evaluation as knowledge and experience is lost. There was a hiatus until such times as a replacement was recruited which meant that project delivery slowed and in the case of the evaluation programme, temporarily halted altogether. However, when the new Project Manager was appointed,

the evaluation programme was restarted and benefited from significantly increased assistance from the RtAW staff.

6.6. Project PR Activity

PR activity has been undertaken by the project team themselves and has been mainly social media based. Good coverage of project activities and outputs has been achieved.

In April 2023, an exceptional item of PR coverage was achieved in relation to the archaeological survey findings at the Roman Fortlet at Carleith near Duntocher which even had “Antonine Wall” trending on Twitter for a time.

7. Financial Analysis

7.1. Overall Picture

Overall, the RtAW project spent £2,045,698, compared to an estimated spend of £2,120,600 (Table 7.1). This underspend of around £74,900 is mainly related to the underspend on Community and Engagement activities.

It should be noted that actual spend has been provided by the Project Manager as of 6th March 2023.

7.2. Project Expenditure

Table 7.1 and Figure 7.1 summarise the RtAW project spend.

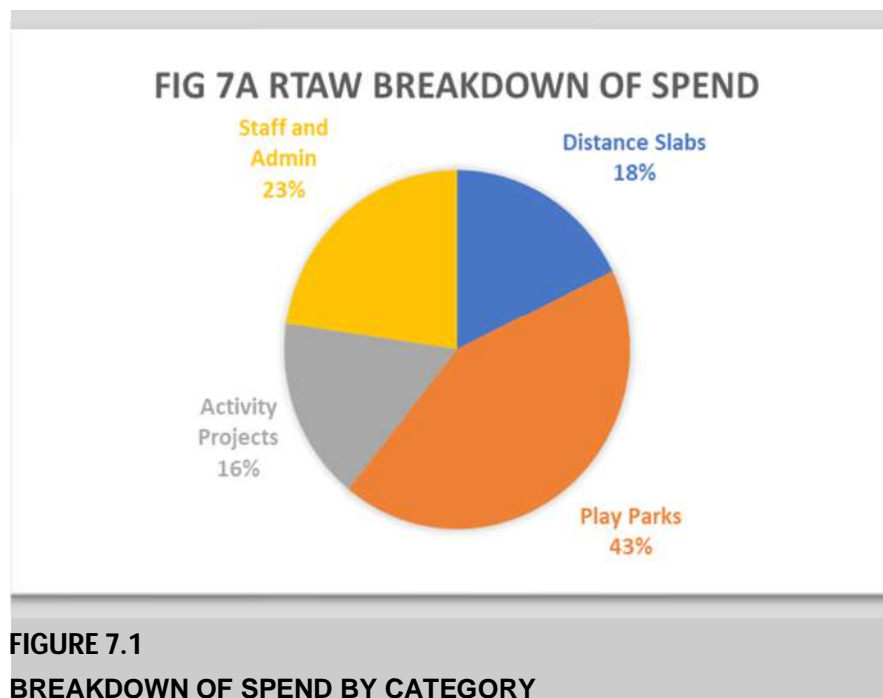
TABLE 7.1
RtAW ACTUAL COMPARED TO ORIGINAL COSTS

Capital Projects		
Play Parks	Original Cost	Actual Cost
Goldenhill Park - actual cost includes £6,300 from contingency budget	£119,569	£131,116
Monymusk, Drumchapel	£110,689	£161,607
Peel Park	£175,228	£183,694
Auchinstarry	£178,312	£195,663
Callendar Park	£190,745	£208,560
Entrance Counters	n/a	£0
Roman themed app	n/a	£0
Total	£774,543	£880,639
Distance Stones	Original Cost	Actual Cost
Old Kilpatrick	£56,627	£57,155
Lambhill Stables, including Big Head and path/access works	£98,617	£88,128
Twechar	£61,938	£59,925
Nethercroy	£79,049	£87,869
Falkirk	£77,410	£66,070
Digital modelling and milling	£75,000	£4,874
Total	£448,641	£364,021
Community and Engagement Projects	Original Cost	Actual Cost
21st Century Legion	£13,622	£1,702
Walk the Wall Film	£70,000	£63,119
Showcasing the Wall	£88,500	£25,646
West Dunbartonshire	£40,000	£19,605

Glasgow	£40,000	£28,175
East Dunbartonshire – actual cost includes £2,000 from inflation budget	£40,000	£38,014
North Lanarkshire	£40,000	£25,011
Falkirk	£50,000	£45,362
Externally Funded	£50,000	£36,048
Education and Outreach	£63,500	£53,667
Total	£495,622	£336,348
Staff and Admin	Original Cost	Actual Cost
Staffing	£340,991	£423,631
Additional staff costs	£20,800	£13,344
Marketing	£10,000	£5,864
Evaluation	£10,000	£21,850
Legal advice: IPR lawyer and legal advice for volunteers	£10,000	£0
Total	£391,791	£464,689
Other Costs	Original Cost	Actual Cost
General Project Contingency - £2,000 to Bearsden Baptist Church project due to increased costs	£5,000	£0
Inflation allowance - £6,298 allocated to Goldenhill Park re security etc during lockdown	£5,000	£0
Total	£10,000	£0
Grand Total	£2,120,597	£2,045,698

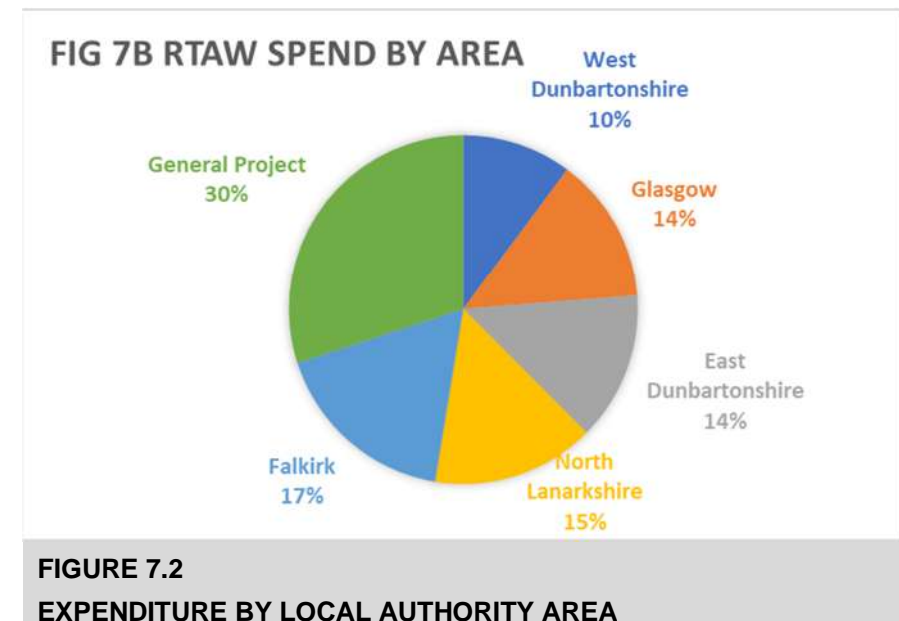
7.2.1. Expenditure by Category

Generally, more was spent on staff/administration than anticipated but less was spent on community and engagement activities and although the playparks cost more than anticipated, this was compensated to a large extent by the distance stones costing less (Figure 7.1). Expenditure by category is shown in detail in Appendix 11.



7.2.2. Expenditure by Local Authority Area

Figure 7.2 provides a breakdown of RtAW spend associated with the partner local authority areas. Expenditure by local authority area is shown in detail in Appendix 12.



7.2.3. Sources of Funding

The partners have levered 75% of external funding support, despite some of the original funding sources not materialising (Figure 7.3).

FIG 7C RTAW FUNDING PACKAGE

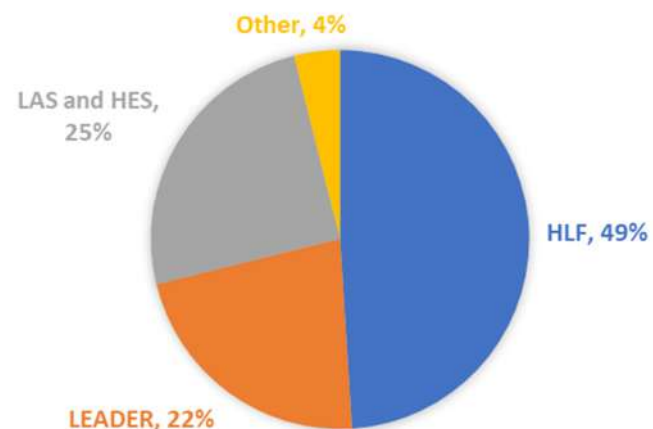


FIGURE 7.3
FUNDING SOURCES

Table 7.2 provides a breakdown of the actual funding package compared to the original funding package.

TABLE 7.2
RTAW ACTUAL COMPARED TO ORIGINAL FUNDING PACKAGE

Funder	Original Funding	Actual Funding
HLF	£980,600	£1,002,392
LEADER	£450,000	£450,000
LAs 3-year contribution	£300,000	£300,000
HES 3-year contribution	£60,000	£60,000
WDC- playpark contribution	£40,000	£40,423
GCC- playpark contribution including £37,000 for Phase 2	£50,000	£87,000
Falkirk Environment Trust- playpark contribution	£60,000	£0
Falkirk Community Trust	£50,000	£0
Falkirk Council- distance stone contribution	£20,000	£11,944
GCC contribution towards path upgrade to Aurelius	£0	£9,400
WREN landfill tax funding	£80,000	£80,000
Steering Group account balance at start of project	£0	£1,446
LEADER: co-operation application for twinning project	£20,000	£3,093
Barnardo's	£10,000	£0
Total	£2,120,600	£2,045,698

8. Project Impact

8.1. Anticipated Outcomes

The anticipated outputs and outcomes were set out in the project Business plan finalised in June 2018. There were six main project elements including capital and revenue projects as follows:

- Replica distance stones
- Roman themed play facilities

- 21st Century Legion
- Community projects
- Educational Outreach Programme
- Walk the Wall film.

All of the project elements have been delivered with the exception of the 21st Century Legion for the reasons indicated in section 4.1.

The anticipated and estimated project outcomes are shown in Table 8.1. which also includes an assessment of what has been achieved based on this evaluation assessment.

TABLE 8.1 PROJECT OUTCOMES			
Anticipated Output	Quantity	Estimated Output	Quantity
No of local residents engaged in heritage-based activities.	12,000	“Baseline” estimates of resident and visitor engagement numbers were provided in the NVA calculation in Appendix 6 of the Project business plan. These estimates appear to be reasonable and valid.	N/A
No of visitors engaged in heritage activities	31,980	<p>The activity plan sets out a methodology for estimating usage of capital projects by local residents and visitors through use of footfall counters and app-based visitor surveys.</p> <p>However, as no football counters have been installed at any of the capital project locations it is not possible to quantify if the estimates have been achieved.</p>	

However, data from footfall counters provided by HES indicates that full year counts at Bar Hill, increased dramatically in 2020 and returned in subsequent years (Table 8.1.1).

TABLE 8.1.1 FOOTFALL AT A LOCATION ON THE ANTONINE WALL	
Year	Bar Hill 1 (East Gate) *
2017	14,084
2018	36,141
2019	38,587
2020	81,375
2021	76,354
2022 (Jan - 17Jun)	20,383
Total	266,924

* Source: Historic Environment Scotland

It is known from our previous work on the John Muir Way on behalf of the Green Action Trust² that visitor numbers on sections of the route, part of which is coterminous with the Antonine Wall, increased dramatically in 2020 in common with other outdoor venues elsewhere. This was because Covid-19 lockdown rules permitted increasing amounts of outdoor exercise and routes such as the JMW and the Antonine Wall were crucial in providing space for essential exercise to take place. High visitor numbers continued into 2021 when Silvanus was unveiled in May of that year, generating prominent levels of social media response and photography. 2022 footfall numbers appear to be lower than those for 2021.

² John Muir Way User Monitoring 2019-2021 Final Report, STR and The Glamis Consultancy, December 2021

		We conclude that it is likely that Silvanus has had a positive impact on footfall on the John Muir Way and the Antonine Wall at Croy Hill although in the absence of any site-specific footfall counts or visitor survey data any direct impact cannot be attributed to the sculpture.	
No of physical visitor attractions created	10	The Business Plan estimated the number of physical visitor attractions created and visitor/tourism facilities developed would be five distance stones and five play parks. Five play parks and five distance stones have been created – ten in total	10
No of physical community facilities created	6	The Business Plan estimated that the Community facilities created/community facilities supported would be five play parks, Bearsden Baptist Church garden and any other. Including the two self-funded community projects, the project has achieved 8 community facilities.	8
No of community projects undertaken	20	A large number of diverse and geographically distinctive community projects have been undertaken. It is estimated that 19 projects have taken place between the community projects in each area and the two externally funded community projects.	21
No of communities engaged (See list)	20	An estimated 22 communities have been successfully engaged.	22
No of volunteers engaged in 21 st Century Legion	50	Activity curtailed but 25 reported as initially engaged	25

8.2. Communities Engaged

Based on available data the list of communities engaged in various projects is shown below. It exceeds the business plan target and is not exhaustive.

- | | | |
|---------------|---------------|------------------|
| • Bearsden | • Cumbernauld | • Kinneil |
| • Bo'ness | • Dalmuir | • Kirkintilloch |
| • Bonnybridge | • Drumchapel | • Lambhill |
| • Cadder | • Dullatur | • Old Kilpatrick |
| • Carmuir | • Falkirk | • Perth |
| • Castlecary | • Glasgow | • Twechar |
| • Clydebank | • Hardgate | |
| • Croy | • Kilsyth | |

8.3. Antonine Wall Visitor Survey

Although it was not part of the original proposed evaluation, a small online survey of 50 respondents was undertaken of visitors to the Antonine Wall in which their awareness of the RtAW project and its impact were assessed. The survey was distributed via a range of Facebook groups representing local and international membership. The key findings of the survey are that.

- There was a high level of existing awareness of the Antonine Wall – 94% of respondents were aware of the Antonine Wall
- 92% of respondents had visited the Antonine Wall
- There was a reasonable level of awareness of the RtAW project with 60% indicating that they followed the project on social media.
- 89% of respondents visited on a day trip.
- 80% indicated that if they had not followed the RtAW project on social media they would still have visited the Antonine Wall
- 16% had used the Antonine Wall app
- 60% indicated that the RtAW project had an impact upon awareness of the history and heritage of the Antonine Wall
- 19% indicated that RtAW made them want to visit the Antonine Wall
- 92% of respondents will encourage friends and family to visit the Antonine Wall
- There is a high likelihood that visitors will recommend the Antonine Wall as a place to visit

8.4. Achieving LEADER Outcomes

The Business Plan anticipated achieving the following LEADER specific project outcomes (Table 8.2)

TABLE 8.2 LEADER SPECIFIC OUTPUTS: FOR ONE YEAR KVF LEADER PROJECT ONLY			
	Target		Actual
Total number of participants	35,400	<ul style="list-style-type: none"> Assuming that this value is a subset of the “Baseline” estimates of resident and visitor engagement numbers were provided in the NVA calculation in Appendix 6 of the Project business plan, it is not possible to be definitive as there are no footfall counters at the new facilities, so quantifying visitor numbers is not possible. As no face-to-face visitor surveys have been undertaken it is not possible to attribute tourism changes directly to the RtAW project However there is evidence from the play park survey to indicate that a significant percentage of visits have taken place because of investment in the play parks and as noted above, available HES footfall counter data at nearby sites indicates that there have been high visitor numbers on the Antonine Wall/John Muir Way adjacent to Croy Hill although it is not possible to attribute these increases directly to the RtAW capital projects – although it is highly likely that they have had a positive impact. 	n/a
No of visitor/tourism facilities developed	10	<ul style="list-style-type: none"> 2 Distance Stones, Silvanus, two play parks, two community art projects – seven tourism and visitor facilities 	7
No of community facilities supported	6	<ul style="list-style-type: none"> 2 Distance Stones, 2 play parks, 2 heritage plaques and Silvanus – 7 community facilities 	7
No of jobs created	3	<ul style="list-style-type: none"> Project team 	3
No of jobs safeguarded	1	<ul style="list-style-type: none"> Project Manager. Probably more jobs have been safeguarded via additional visitor expenditure which cannot yet be quantified 	1

8.5. Overall Project Results

The intended results set out in the Business Plan for the project are shown in Table 8.3 below. These are quantifiable but given previous comments on evaluation measures, the required data is not available which would permit quantitative analysis of footfall and impact. Nevertheless an assessment of the likelihood of achievement is given in the Table 8.3.

TABLE 8.3 OVERALL RESULTS		
Results	Quantity	Likelihood of Achievement
No of local residents with an improved understanding of the Antonine Wall in their area	12,000	High
Increase in visitors to Antonine Wall sites	7,380	Likely to have been exceeded but no quantitative data is available
Estimated net value added to local economy	£939,738p.a.	Requires a longer-term economic impact assessment – to be undertaken

The Business Plan states that:

“there are in excess of 80,000 people living along the line of the Antonine Wall. Given that the primary aim of this project is to

increase awareness of and interaction with the Antonine Wall amongst local communities, it is anticipated that 50% of these residents will become potential beneficiaries of the project, through engaging with local heritage. This will be at varying levels and some,

for example the Ambassadors and 21st Century Legion volunteers, will have a significant amount of engagement. Children making use of the local play facilities will engage in a different way through play and people interested in heritage and finding out more about the Wall and the Romans in Scotland will have the opportunity to do so, through improved opportunities for involvement and better interpretation of the sites and routes”.

In “normal times” (i.e. non-Covid-19) these aspirations may have been achieved. Much of the ground work for the proposed community and engagement projects was undertaken expeditiously and as of early 2020 several had started or were due to start soon – but Covid-19 intervened and according to the original Project Manager much momentum was lost. Some projects have not been delivered as originally envisaged and some have been dropped altogether.

For example, the 21st Century Legion, aim of recruiting 300 volunteers, was very ambitious but was based on original consultations and levels of interest, but even pre-Covid-19 numbers participating were modest. It was agreed with NLHF in 2022 that this project would not be pursued thereby losing a project which could have left a valuable legacy of people more connected with the Wall and keen to pass on their knowledge to others. Our observation is that to recruit, train, manage and motivate 300 volunteers could easily have justified a dedicated post and it is likely that the Project Team simply did not have the capacity to devote the time input required.

The Education Officer has developed many outstanding resources that will leave a lasting legacy – but this will be dependent on how these are publicised both during and after the project is complete.

Similarly, the excellent Walk the Wall film cost over £63,000 and it will be important to have a clear plan of how it will be used and made available post RtAW to ensure it leaves a lasting legacy.

The outreach to museums generated a positive response in all locations where the exhibition was located but with the exception of Perth, all were close to the Wall and not beyond, as had been the initial intention. It is understood that there are plans to take the exhibition to Kilmarnock and other venues which will go a long way to achieving the aims of the project.

There has been good engagement in terms of numbers but often feedback was not effectively gathered from activity participants, particularly in the pre-Covid stages of the project, and no participant profile information has been gathered to indicate the degree of engagement with e.g. deprived communities, age groups, minority groups etc.

Activity projects generally engaged with specific small groupings of people, rather than with the wider local population but where feedback is available, these people did enjoy the experience, learnt about heritage, and were motivated to find out more.

8.5. Achieving NLHF Objectives

Overall, the effectiveness of the project in meeting the stated NLHF objectives is set out in Table 8.4.

TABLE 8.4 NLHF OBJECTIVES AND ACHIEVEMENTS	
Outcomes for Heritage	Outcome Achieved
Heritage is Better Managed	<ul style="list-style-type: none"> The project engaged communities with the World Heritage Site through a series of targeted activities. These activities have developed community ownership, interest and engagement with the Wall and increased access and use of key sites.
Heritage is In Better Condition	<ul style="list-style-type: none"> Increased visibility and understanding of the Wall within communities has raised awareness of it as a community asset. Enhancement of specific sites will help to ensure that issues of vandalism, deterioration etc. are more likely to be noted and reported to the Management Group partners outwith monitoring and maintenance cycles. The project has created a sense of ownership within communities who will contribute to the effective oversight and protection of the heritage and form the basis of further actions to ensure that strengthen community engagement
Heritage is Better Interpreted/Explained	<ul style="list-style-type: none"> Capital investment through the use of replica stones and play parks has highlighted and raised awareness of Roman heritage and the Antonine Wall amongst people of all ages and demographics in a range of communities. The re-shooting of the Walk the Wall film is an excellent project which sets the context for the entire project, binds all strands of it together and introduces a diverse range of themes that support the explanation and interpretation of the Wall. Community engagement projects have resulted in outputs that have improved the interpretation and explanation of the significance of the Wall and its wider setting. Outdoor activity and interpretive facilities such as play parks and distance stones evoke the sense of place and deliver innovative interpretation to explain and better present the scale and appearance of the Wall to all areas on the wall and a wide age range.

Heritage is Identified and Recorded	<ul style="list-style-type: none"> Although it was not an aim to identify and record heritage, the publicity associated with the surveys of the Carleith Fortlet meant that the RtAW project had a late opportunity to use a significant finding as a channel to reinforce the link between public interest with archaeological research. The fortlet secured media coverage and undoubtedly helped to raise awareness of RtAW and the Antonine Wall in general
Outcomes for People	<ul style="list-style-type: none"> Communities have been closely involved in project delivery and have benefited from the creation of new Antonine Wall related community assets.
People will have Developed Skills	<ul style="list-style-type: none"> People from a diverse range of backgrounds have developed skills in creative writing, visual arts, filmmaking, and stonemasonry as a result of participation in the project. The 21st Century Legion initiative encouraged volunteering to support the development and delivery of the wider project. However, it stopped, assumed mainly due to Covid-19. Participants in community projects have developed greater social skills and heritage sector skills (research, exhibition, and interpretation amongst others). These activities were likely to have had positive impacts particularly in the aftermath of Covid-19 lockdown, a time when community activities have been shown to be beneficial in relation to other projects and events
People will have Learnt About Heritage	<ul style="list-style-type: none"> The use of the Antonine Wall as a theme for play parks together with an excellent programme of outreach means that many people have learned about the Roman heritage of Scotland and the Antonine Wall often for the first time, particularly children who have become aware of Roman heritage in a fun and interactive way. Learning will have taken place through participative activities, hands-on involvement in project delivery, outreach and education programmes and use of the outputs created by the project (i.e. play parks, community project outputs, Walk the Wall film etc.).
People will have Changed Attitudes and Behaviour	<ul style="list-style-type: none"> There is evidence that the activities such as play park and museum visits have encouraged people to find out more about Roman Scotland and visit other locations on the Antonine Wall The project has increased people's awareness, appreciation and understanding of the Antonine Wall and other aspects of Roman Scotland
People will have Had Enjoyable Experiences	<ul style="list-style-type: none"> The project so far has been very enjoyable for all participants. It stimulates people to find out more about the Antonine Wall and Roman heritage in Scotland.

	<ul style="list-style-type: none"> • Children have found the play parks and exhibitions to be fun as well as sharing them with their friends.
People will have Volunteered Time	<ul style="list-style-type: none"> • Many groups and volunteers have given time to various projects and activities. • The concept of the 21st Century Legion was aimed at creating volunteer activity designed to support the wider delivery of the project. However, this did not happen to the degree intended at the outset mainly due to Covid-19 but also perhaps because of the demands placed on the project team of managing around 300 volunteers. • Community members and groups volunteered their time to be involved in community projects.
Outcomes for Communities	<ul style="list-style-type: none"> • The immediate outcomes are likely to be beneficial as a result of community group involvement in many projects, but it is our view that whilst the project has created community assets, they will have a longer-term impact on the host communities. Further evaluation methods must be put in place locally to assess long term outcomes.
More People/Wider Range of People Engaged	<ul style="list-style-type: none"> • The project has positively engaged a wide range of people ranging from local children to older adults and has engaged asylum seekers/refugees from elsewhere. • Tourism potential is longer term and as yet, there is evidence only of a very small positive impact on tourism – hardly surprising given the impact of Covid-19 on the tourism market overall. • Community projects have engaged a diverse range of people both as participants and visitors to project locations, and through outreach activities
Area/Community Better Place to Work, Visit,	<ul style="list-style-type: none"> • It is likely that this has been achieved but difficulties in engaging communities to undertake formal evaluation remains a barrier. • The creation of play parks has provided new amenities in communities close to the line of the Wall creating new and fun activities specifically for children and families and contributing to outdoor learning and healthy living initiatives. • Community projects have provided social and learning activities supporting community cohesion and opportunities for collaboration and engagement around heritage assets. • Raising awareness of, and engagement with the Antonine Wall has improved the community's connection to 'place' and awareness of local heritage.
Local Economy Boosted	<ul style="list-style-type: none"> • The project has attracted people to the local communities around the Antonine Wall with opportunities for local businesses to benefit from some increased expenditure.

	<ul style="list-style-type: none"> The project is unlikely to have generated significant economic benefits for local economies through increased visitor expenditure. This is likely to come in future as the assets created are used to promote the Antonine Wall as part of the heritage of the area.
Organisation More Resilient	<ul style="list-style-type: none"> The project has fostered collaboration between the Partners, between Partners and stakeholders and between a range of stakeholders. It appears to have built key relationships and put in place a structure for consultation, engagement, involvement, and dissemination. The organisation was tasked to deliver the project under the auspices of five local authorities and HES. The project is now significantly more resilient than it was when we were commissioned and has engaged effectively with the evaluation team. However there was scope to enhance engagement with volunteers even post Covid-19

8.6. Meeting LEADER Objectives

The effectiveness of the project in meeting LEADER objectives has been set out in detail in the separate report. In summary:

- Rediscovering the Antonine Wall (RtAW) has met the requirements of Theme 1 of the LEADER Local Development Strategy and Theme 2 to some degree.
- Capital projects for which funding was sought have been delivered.
- However the play park at Auchinstarry, having initially been part of the application was removed.
- Expected outputs have largely been achieved.
- It is not feasible to assess outcomes at this stage in the project because the RtAW project is still underway.

- Some of the Key Performance Indicators (KPIs) set out in the project business plan are not attributable to specific project outputs and are not measurable.
- Therefore other indicators of outcomes will be required to assess outcomes.
- It has been possible to develop suitable evaluation methods for assessment of play park outcomes which have surveyed the impact of the project relative to both NLHF and LEADER objectives.

9. Conclusions and Legacy

9.1. General Conclusions

Overall, RtAW has achieved most of its stated outputs and outcomes in a challenging environment caused by the Covid-19 pandemic. There have been changes from the initial business plan with some activities excluded and new ones introduced but still within the estimated project budget and with the approval of the funding bodies. Good leverage has been obtained, with 74% grant funding sourced from sources other than the project partners.

9.2. Project Legacy

The project is not yet complete in its entirety but is likely to leave a legacy of:

- Physical assets based on the Antonine Wall which engage a range of audiences.
- They will raise awareness of the Antonine Wall and the Roman heritage of Central Scotland
- These assets clearly inspire audiences and communities of all ages and demographics to find out more about the Antonine Wall and the Romans in Scotland
- A wonderful showcase film of the project and the Antonine Wall
- Positive memories of participating in an activity for many people

Crucially the project leaves feelings of:

- Anticipation – that there will be a follow-on project to consolidate and build upon the assets created.
- Expectation – that there will be scope for communities to engage further with RtAW in a successor project to deliver a further range of community-based activities and projects.
- Opportunity - to develop the Antonine Wall as a destination in its own right which appeals to a range of tourists and day visitors with concomitant economic impact – the Covid-19 pandemic has meant that the tourism potential has not yet been fully realised.

These aspects of the legacy are addressed in the separate exit strategy and succession document.

9.3. Evaluation Challenges

Evaluating the RtAW programme has been challenging due to the impact of Covid-19 and absence of some data collection which was proposed in the evaluation methodology set out in the business plan. However, it appears that the RtAW project has been generally successful in:

- Delivering all of the anticipated capital projects, but with the exception of Callendar Park, all in extended timescales
- Creating some excellent Antonine Wall related assets and structures as a result of project funding
- Engaging new audiences including members of the public, local communities, refugees/asylum seekers, young people, and children
- Engaging more people with the heritage of the Antonine Wall

- Enhancing participants knowledge and experience of the Antonine Wall and Roman Scotland
- Appealing to visitors from further afield
- Encouraging interest to stimulate further activities.
- Stimulating social engagement
- Offering a fun and entertaining experience
- Leaving a legacy of resources through which to aid the understanding of the Antonine Wall

Evaluation of the activities and events programme would have been significantly more detailed and representative if the recommended evaluation aspects set out in the activity plan and included in the Business Plan had been commissioned at the outset of the project rather than a point more than midway through its delivery, or in some cases, not at all.

Table 9.1 summarises how effectively the project has met its overriding aims and objectives:

TABLE 9.1
SUMMARY OF PROJECT OBJECTIVES

• The creation of five Roman themed play parks	• Fully achieved
• The installation of five replica distance stones	• Fully achieved
• Develop and deliver 30 community engagement projects	• 19 fully achieved but with several exceeding their original targets for engagement
• Recreate/reshoot the original 1956-1960 film about the Antonine Wall	• Fully achieved – the quality exceeds expectations
• Develop and deliver an educational outreach programme and a touring museum exhibition	• Fully achieved with positive impact on awareness of the Antonine Wall. Apart from Perth, the venues were local to the Antonine Wall
• Develop and deliver celebratory events to showcase the Wall	• Achieved
• Create a digital app hosting Roman inspired game	• Not achieved
• Establish a volunteering programme, the 21st Century Legion, recruiting and training 300 volunteers	• Commenced and was successful pre Covid-19. Thereafter it was not achieved largely because of the impact of Covid-19 and possibly because of lack of staff resources

It may be that there is understatement of achievements because it has not been possible to evaluate many of the activities as effectively as would have been intended due to absence of required data and a late start to the evaluation programme, hindered by the Covid-19 pandemic.

Overall, it is recommended that for future projects, evaluation is commissioned at the outset of the programme to ensure that it can be fully monitored for its full duration and that the recommended data collection resources are fully implemented.

Acknowledgements

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APPENDIX 1:

EVALUATION OF ROMAN THEMED PLAY PARKS

1. Introduction

This report sets out the findings of the evaluation of the impact on users and visitors of the five play parks developed as one of the main capital projects included in the “Rediscovering the Antonine Wall” project.

2. Background

Five Roman themed play parks were developed at a range of locations close to or on the line of the Antonine Wall. The play parks are located at:

- Peel Park, Kirkintilloch
- Callendar Park, Falkirk
- Goldenhill Park, Hardgate
- Auchinstarry, Kilsyth
- Monymusk Place, Drumchapel

The opening dates of the play parks are shown in Table 2.1.

TABLE 2.1.
PLAY PARK OPENING DATES

<ul style="list-style-type: none"> • Peel Park, Kirkintilloch • Callendar Park, Falkirk • Goldenhill Park, Hardgate • Auchinstarry, Kilsyth • Monymusk Place, Drumchapel 	<ul style="list-style-type: none"> • August 2021 • August 2019 • December 2020 • November 2022 • December 2022
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The aim of the evaluation was to assess the impact of the play parks in relation to:

- Their impact upon target audiences
- Achieving the NLHF outcomes for the project
- Achieving the LEADER outcomes for the project.

3. Survey Methodology

No contact data had been captured by RtAW on users of the play parks. The required overall methodology therefore required:

- To identify which play parks were being used.
- To identify a way to engage users.
- To identify a suitable methodology through which users could use provide responses about their experiences of using the play parks.

Although the intention had been to install footfall counters at the play parks, this has not been done.

3.1. Use of QR Codes

The approach used was an online survey which was accessed via a QR code printed and placed in prominent public view at each of the play parks.

Given the nature of the play park and its target audiences, the character of “Wee Marcus” was used to attract attention to the QR Code (Figure 3.1).



SALVE! HELLO!



FIGURE 3.1:

**QR CODE LINKING TO ONLINE
PLAY PARK SURVEY**

**PLEASE SCAN THE QR
CODE TO TAKE OUR
PLAYPARK SURVEY!**

The typical location of the QR code within the play parks is shown in Figure 3.2.



FIGURE 3.2:

QR CODE *IN SITU* AT PEEL PARK PLAY PARK

Visitors to the play parks scanned the QR code on their phones and were then directed to complete the survey.

3.2. Distribution via Social Media Links

In addition to the QR Codes at play parks, social media links were also used to share the survey link as widely as possible.

3.3. Facebook Groups

Links to the survey were made via Facebook groups covering:

- Falkirk
- Kirkintilloch
- Clydebank

Requests to join Kilsyth and Twechar Facebook groups were declined by the group administrators. The main disadvantage of this was that the number of responses from visitors to the recently opened Auchinstarry play park may have been reduced.

3.4. Distribution via Twitter

Links to the survey were distributed by posting on Twitter feeds:

- RtAW Project Twitter Feed
- Glamis Consultancy
- “Piggy backing” retweets by partners organisations and using hashtags.

Hashtags used in tweets and retweets included #Falkirk, #Clydebank, #Kirkintilloch, #Kilsyth #Antoninewall, #Roman

3.5. Survey Locations

Because of the opening dates of the play parks and their locations, three parks were primarily used for the survey. These were Peel Park, Callendar Park and Goldenhill Park.

A small number of responses was obtained from Auchinstarry following its opening.

3.6. Duration of the Survey

The survey ran from 10th May 2022 to 3rd February 2023.

3.7. Sampling Frame

The sampling frame was comprised of visitors who had visited the play parks. The sample survey was “open” i.e. based on an open invitation to participate via social media rather than through use of a database of known visitors. This meant that:

- The response was likely to be relatively small – a slow burn over several months.
- There was no way to know for sure if respondents had actually visited the play parks.

4. Survey Findings

This section sets out the key survey findings.

4.1. Number of Respondents

There were 94 responses which, given the open database and lack of targeted invitations to participate, represents a good response although as actual numbers to play parks are not recorded, it is unlikely that it is a representative sample but is indicative.

However the response provides an insight into the impact of the play parks in achieving RtAW project aims and objectives. The findings are set out in the remainder of the report.

4.2. Play parks Visited.

Respondents were asked to indicate which play parks they had visited (Table 4.1).

TABLE 4.1 PLAY PARKS VISITED	
Peel Park, Kirkintilloch	32%
Callendar Park, Falkirk	41%
Goldenhill Park, Hardgate	24%
Auchinstarry, near Kilsyth	2%
Monymusk Place, Drumchapel	0%

Most respondents had visited Peel Park, Callendar Park and Goldenhill Park which is unsurprising given that Auchinstarry and Monymusk Place both opened close to the end of the survey period. Nevertheless, the responses from these three parks give a good indication of how users view them.

4.3. Overall Rating of the Play Park

Respondents were asked to give an overall rating of the improved play park (Table 4.2)

TABLE 4.2 VISITORS RATING OF THE REDEVELOPED PLAY PARK	
Excellent	47%
Very Good	29%
Good	18%
Poor	5%
Very Poor	1%

76% of respondents rated the play parks as “excellent” or very good” whilst 18% indicated they were “good”. Only 6% regarded them as “poor” or “very poor”.

4.4. Usage Frequency of The Play Parks

Respondents were asked to indicate how regularly they used the play parks (Table 4.3).

TABLE 4.3 FREQUENCY OF VISITS	
A few times a year	28%
A few times a month	26%
Weekly	12%
A few times a week	10%
Monthly	9%
This is my first visit	7%
Less often	6%
Daily	3%

Most visitors were relatively frequent users of the play park ranging from a few times a week to a few times a year. Only a small proportion were daily visitors.

4.5. Impact of Play Park Investment in Driving Visits

Visitors were asked to indicate if redevelopment of the play park had encouraged them to visit more regularly (Table 4.4)

TABLE 4.4**IMPACT OF INVESTMENT ON USE OF THE PLAY PARK**

Yes, definitely	68%
Perhaps	19%
No	13%

Table 4.4 indicates that investment in the play park has encouraged around 70% of users to visit it more regularly.

4.5. Impact of the Play Parks on Park Visits

The impact on overall visits to the park was also positive (Table 4.5)

TABLE 4.5**VISITS TO PARKS IF THE ROMAN THEMED PLAY PARK WAS NOT PRESENT**

Yes	60%
No	40%

Table 4.5 shows that 40% of visits to the play parks are likely to have been inspired by the presence of the Roman themed play park.

4.6. Group Profile of Play Park Visitors

In a multi option question, respondents were asked who they normally visit the play park with. The group profile of play park visitors is shown in Table 4.6.

TABLE 4.6**GROUP PROFILE**

Children between 5 and 10	61%
Children under 5	44%
Children over 10	15%
With friends who are not children	14%
On my own	9%

4.7. Finding Out About the Play Park

Respondents were asked to indicate how they found out about the play park (Table 4.7).

TABLE 4.7**WAYS OF FINDING OUT ABOUT THE PLAY PARK**

Always known about the park in general	52%
Undertaking a previous visit to the play park	28%
Social media	5%
Other (please specify)	5%
From a family member	3%
Local press	3%
From another parent/carer	2%
Through being part of a local parent's group	1%

The substantial majority of respondents were already familiar with the play park through knowledge of the park in general or having undertaken a previous visit.

4.8. Heritage Impact of the Play Parks

In this section the impact of the play parks upon awareness and interest in the Antonine Wall and Roman heritage in Scotland has been explored.

4.8.1. Prior Awareness of the Antonine Wall

Respondents were asked if they were aware of the Antonine Wall and that it has close affinity with the play park (Table 4.8).

TABLE 4.8 AWARENESS OF THE ANTONINE WALL	
Yes, and I know that the line of the Antonine Wall passes through or close to the park.	85%
I have limited awareness of the Antonine Wall or local Roman connections.	15%
I know nothing about the local Roman connections or the Antonine Wall.	0%

All respondents were aware of the Antonine Wall and its local Roman heritage.

4.8.2. Impact on Heritage Awareness and Interest

To assess the impact of the play parks on awareness of and interest in the heritage of the Antonine Wall and Scotland as a whole, respondents were asked to indicate if they were likely to find out more about the Antonine Wall and the Romans and/or visit a Roman site as a result of visiting the play park (Table 4.9).

TABLE 4.9 STIMULATION OF INTEREST IN THE ANTONINE WALL OR ROMAN HISTORY	
Both myself and accompanying children are interested in finding out more about the local Roman connections and the Romans in Scotland.	57%
The play park has not stimulated any interest in the Roman connections or the Romans in Scotland.	16%
I visited on my own and am interested in finding out more about the local Roman connections and the Romans in Scotland.	10%
My accompanying children are interested in finding out more about the local Roman connections and the Romans in Scotland, but I'm not really interested.	9%
I am interested in finding out more about the local Roman connections and the Romans in Scotland, but my accompanying children are not really interested.	8%
I visited on my own and am NOT interested in finding out more about the local Roman connections and the Romans in Scotland.	1%

Table 4.9 indicates that, overall, a majority of adults and children were interested in finding out more about the Romans as a result of their play park visit. Only a minority were not stimulated to find out more about the Romans in Scotland as a result of their play park visit.

4.8.3. Impact on Knowledge and Encouragement to Visit the Antonine Wall

Respondents were asked to indicate how strongly (on a scale of 1 to 5 where 1 = strongly disagree to 5 = strongly agree) visiting the play park has led them to agree with the following statements (Table 4.10)

TABLE 4.10 IMPACT OF PLAY PARK VISITS ON LEARNING ABOUT ROMAN HERITAGE	
Response	Mean Value
I have increased my knowledge and understanding of Roman Scotland locally and/or nationally	3.25
I have learnt more about the Antonine Wall.	3.13
As a result of my visit, I will now find out more about the Antonine Wall.	3.10
As a result of my visit, I will now visit other sites on the Antonine Wall.	3.03
As a result of my visit, I will find out more about the Romans in Scotland and/or visit other Roman sites in Scotland	2.94

Overall, play park visits impacted positively on knowledge and understanding about Roman Scotland and the Antonine Wall and were drivers of potential visits to other locations on the Antonine Wall and other Roman sites in Scotland.

4.8.4. Increasing Awareness of other Parts of the Antonine Wall

As a follow in to the previous question, respondents were asked in a multi choice question which other locations on the Antonine Wall they have become aware of as a result of their play park visit (Table 4.11).

TABLE 4.11 AWARENESS OF OTHER PARTS OF THE ANTONINE WALL	
Roman themed play parks elsewhere along the Antonine Wall	27%
The replica distance stones on the Antonine Wall	22%
Silvanus and Aurelius - the "big heads"	24%
Other sites on the Antonine Wall e.g. Rough Castle, Bar Hill	33%
Other Roman sites in Scotland	15%
I have not become aware of any other Roman sites	40%

The good news for the RtAW project is that play park visits raised awareness of other aspects of the project – the distance stones and the Aurelius and Silvanus Roman heads at Lambhill Stables and Croy Hill. For around 15% there was awareness raising of other Roman sites in Scotland in addition to those on the Antonine Wall.

However 40% indicated that they had not become aware of any other Roman sites, possibly indicating that for many play park visitors their interest lies only in the play park they actually visited.

4.8.5. Likelihood to Visit Other Locations

As a follow on to the previous question, respondents were then asked which of the sites they became aware of and were most likely to visit (Table 4.12).

TABLE 4.12. SITES LIKELY TO VISIT	
The other Roman themed play parks along the Antonine Wall	40%
Other sites on the Antonine Wall e.g. Rough Castle, Bar Hill	34%
Silvanus and Aurelius - the "big heads"	30%
Other Roman sites in Scotland	30%
I am unlikely to visit any other Roman sites	27%
The replica distance stones on the Antonine Wall	20%

The most popular sites for further visits were the other play parks – which may have a positive impact on those which were not open at the time of the majority of survey work. Other sites on the Antonine Wall which appealed were well known locations such as Bar Hill and Rough Castle whilst the Roman heads were popular for future visits.

Around a quarter of respondents indicated that they would not visit any other sites whilst the replica distance stones were of interest to around a fifth of play park visitors.

4.8.6. Place of Residence of Respondents

Respondents were asked to indicate their usual place of residence (Table 4.13).

TABLE 4.13 PLACE OF RESIDENCE OF RESPONDENTS	
Area	% Response
Falkirk	30%
Kirkintilloch	21%
Clydebank	18%
Elsewhere in Scotland	11%
Elsewhere in Falkirk District	9%
Elsewhere in East Dunbartonshire	5%
Elsewhere in West Dunbartonshire	4%
Outside of Scotland	2%

Most respondents lived locally in Falkirk, Kirkintilloch, and Clydebank. 11% lived elsewhere in Scotland outside the immediate local authority areas and a further 2% outside Scotland indicating that there is a small audience beyond the Antonine Wall itself, possibly a tourism market for whom the play park offers a “child friendly” facility.

There were no respondents from Glasgow or North Lanarkshire as none of the respondents had used Auchinstarry or Drumchapel play parks purely because they opened relatively recently.

4.8.7. Visitor Expenditure

Respondents were asked to indicate much they spent on their trip to the play park (Table 4.14).

TABLE 4.14

EXPENDITURE ON PLAY PARK VISIT

Nothing	59%
Under £5	18%
£5-£10	17%
Over £10	5%

Almost 60% of visits spent nothing on their visit to the play park but the remainder did spend although due to the wording of the question and being a “tick box” rather than an absolute “value” question, it is not possible to estimate an average value. Nevertheless it is clear that play park visits are likely to have some degree of economic impact in their local areas as a result of play park visitors incurring expenditure.

The degree to which expenditure is displaced or additional and caused directly as a result of the play park visit was investigated in the subsequent question.

4.8.8. Additionality, Displacement and Deadweight

Respondents were asked what they would have done if had not visited the play park (Table 4.15).

TABLE 4.15

DISPLACEMENT AND ADDITIONALITY

Visited another play park elsewhere	47%
Undertaken another leisure activity locally	22%
Stayed at home	21%
Other (please specify)	5%
Visited elsewhere in Scotland	4%
Other	0%

Table 4.15 indicates that around 21% of visitors to play parks may otherwise have stayed at home thus creating some additionality. There was a displacement factor of around 29% of visitors who may have gone elsewhere to participate in another leisure activity or visited elsewhere in Scotland of they had not visited the play park.

However 47% indicated that they may have visited another play park elsewhere. It is not known if this represents displacement from another Roman themed play park or another local play park, but it is clear that the main reason for this visit was to go to a play park and that the Roman themed play park was preferable to other play parks.

4.8.9. Impact on Children

How appealing were the play parks for children and what did they think about it? These are investigated in Table 4.16.

TABLE 4.16
VIEWS OF CHILDREN ON THE PLAY PARKS

Was it fun?	75%
Did they find the play park interesting?	61%
Do they want to tell their friends about it?	39%
Will it encourage them to find out more about Roman Scotland?	37%
Other (please specify)	12%
I was not accompanied by any children	10%

Clearly the play parks were of great interest to children, having encouraged them to find out more about Roman Scotland and, maybe most importantly, they were found to be fun. However not all children wanted to tell their friends about it – lower than, for example, the museum exhibitions.

4.8.10. Mode of Travel to the Play parks

Respondents were asked to indicate how they travelled to the play park (Table 4.17).

TABLE 4.17
TRANSPORT USED TO REACH PLAY PARK

Car	61%
Walked	36%
Public transport	2%
Other (please specify)	1%
Cycled	0%

Most visitors travelled to the play park by car, but a sizeable proportion walked indicating the predominantly local nature of the play parks. The average distance travelled by car is not known but given the responses to the place of residence question a high percentage of car journeys are likely to be local in nature.

4.9. Respondent Profile

The following questions were aimed at identifying a typical visitor profile for respondents visiting the play parks.

4.9.1. Age Group of Respondents

Respondents were asked to indicate which age group they were in (Table 4.18)

TABLE 4.18
AGE PROFILE OF RESPONDENTS

36-45	43%
56-65	18%
46-55	16%
Over 65	12%
26-35	7%
15 or under	2%
16-25	1%
Prefer not to say	1%

Most of the adult respondents were aged over 35 indicating that taking children on a play park visit may be the preserve of older parents or grandparents.

4.9.2. Gender of Respondents

Respondents were asked to identify their gender (Table 4.19)

TABLE 4.19 GENDER OF RESPONDENTS	
Female	67%
Male	30%
Prefer not to say	3%

Most respondents – almost 70% - were female.

4.9.3. Employment Status

Respondents were asked to indicate their employment status (Table 4.20).

TABLE 4.20 EMPLOYMENT STATUS	
Working full time	55%
Working part time	16%
Retired	16%
Homemaker	6%
Student	3%
Prefer not to say	2%
Unemployed	1%

71 % of respondents were in employment whilst 16% were of retiral age.

4.10. Qualitative Views of the Playparks

The online survey method allowed qualitative comments to be made on the playparks in. Examples of the comments made are as follows:

- *Great stimulation for the kids with a learning slant, they loved it.*
- *Kids too young to pass on to others.*
- *Not enough things for older kids*
- *Encouraged an interest in history in general.*
- *More seating for the adults please. It is a lovely play park*
- *The playpark is a lot safer and accessible than the previous park.*
- *Using the wood is a lovely touch as it make it look more natural, and theming it to the Romans is a great idea as it provides a local connection to the past.*
- *Playpark is great but surrounding shrubs continually need maintaining.*
- *I Have a history Degree, and went to Graeme High School so completely aware of Roman Scotland - which is why the answers to part 9 were all 3's great park*
- *It's great to see investment in the local park as it will encourage people from out with the local area to visit which is always a positive. Well done!*

All of the comments made have been shared with the Project Manager in the final survey findings report.

5. Achieving the Outcomes

In this section we assess how the play parks have helped the RtAW project achieve the outcomes set out for it in support of NLHF and LEADER funding applications.

5.1. Supporting NLHF Outcomes

The anticipated NLHF outcomes for the overall project as set out in the NLHF application of 14th June 2018 and how the play parks have achieved these aims are shown in Table 5.1

TABLE 5.1
PLAY PARK SUPPORT FOR NLHF OUTCOMES

NLHF Outcome	Play park Impact
Heritage is Better Managed	<ul style="list-style-type: none"> The play parks have helped to develop community ownership and awareness of in the Wall through increased use and awareness of key sites.
Heritage will be in better condition	<ul style="list-style-type: none"> By raising awareness of and engagement with the Antonine Wall within communities, it is possible that effective oversight and protection of the heritage will be enhanced although this has not been researched in the play park survey.
Heritage will be better interpreted and explained	<ul style="list-style-type: none"> The Roman themes of the play parks helps to interpret the Antonine Wall for visitors of all ages. The play parks are useful in furthering the interpretation and explanation of the significance of the Antonine Wall and its wider setting.
Heritage will be identified and recorded	<ul style="list-style-type: none"> The heritage becomes available to younger age groups as an introduction to the Antonine Wall and Roman Scotland
People will have developed skills	<ul style="list-style-type: none">
People will have learnt about heritage	<ul style="list-style-type: none"> The play parks have raised the profile and understanding of the Antonine Wall and highlighted the heritage that surrounds and relates to the Antonine Wall amongst all age groups including children.
People will have changed their attitudes / behaviour	<ul style="list-style-type: none"> Play park visits have raised awareness of the Antonine Wall as a cultural asset which inspires visitors to undertake further learning and activities relating to the Antonine Wall and Roman Scotland.

People will have had an enjoyable experience	<ul style="list-style-type: none"> • Everyone agrees that the play parks are fun!
People will have volunteered time	<ul style="list-style-type: none"> •
More people and a wider range of people will have engaged with heritage	<ul style="list-style-type: none"> • People are visiting the play parks who may not have done so if the Roman theme had not been adopted.
Local area / community will be a better place to live / work / visit	<ul style="list-style-type: none"> • The play parks offer new, highly regarded amenities in communities close to the Antonine Wall. • They offer new and fun activities specifically for children and families in these areas. • They contribute to outdoor learning and healthy living initiatives promoted by the individual Partners.
Boosted local economy	<ul style="list-style-type: none"> • The play parks have attracted more people to the local communities and have stimulated visitor expenditure to some degree
Organisation more resilient	<ul style="list-style-type: none"> • Successful play parks will give project partners confidence that the RtAW project is achieving its overall aims and objectives

5.2. Supporting LEADER Outcomes

LEADER funding was intended to support three play parks at Peel Park, Kirkintilloch, Callendar Park, Falkirk and Auchinstarry. However, Auchinstarry was not a recipient of Leader funding due to the ending of the Leader programme occurring before the play park was commissioned. The anticipated LEADER outcomes for how the play parks have achieved these aims are shown in Table 5.2.

TABLE 5.2 PLAY PARK SUPPORT FOR LEADER OUTCOMES	
Theme	Play park Outcomes
Theme 1: Heritage, Tourism and Leisure	<ul style="list-style-type: none"> • Two play parks were created. • The play parks are highly regarded by visitors. • Redevelopment of the play parks has encouraged people to visit from beyond the local area. • Some would not have visited if the play park had not been redeveloped
Theme 2:	<ul style="list-style-type: none"> • New and enhanced community facilities have been provided.

Community Services and Facilities	<ul style="list-style-type: none"> • Facilities specifically for children have been created
Theme 3: Local Business and Employment	<ul style="list-style-type: none"> • There is evidence that the play parks have stimulated visitor expenditure. • A percentage of expenditure is additional. • A percentage is generated by visitors coming to the play parks from outwith the local area. • There may be positive impacts on local businesses through increased visitor expenditure.

6. Conclusions

The play park survey provides an insight into the impact of the play parks on key audiences including children. Overall, the play parks are highly regarded by visitors.

They have increased awareness of and interest in the Antonine Wall, has encouraged visitors to investigate the Romans in Scotland further and is likely to have stimulated visits to other sites on the Antonine Wall and to other Roman play parks. The play parks have had a positive impact on children.

They are fun and offer an early introduction to the Antonine Wall and to the history of Roman Scotland. A high proportion of children are

keen to tell their friends about the play parks, thereby generating tourism impact.

They have stimulated economic activity by generating some visitor expenditure from play park visitors and have attracted some from other parts of Scotland.

Overall, the play parks have supported RtAW NLHF and LEADER outcomes and are having a very positive impact on raising awareness and stimulating interest in the Antonine Wall and the Romans in Scotland in general.

Acknowledgements

The consultants would like to acknowledge the assistance of Nikita Shah of East Dunbartonshire Council and Severine Peyrichou in undertaking this evaluation.

APPENDIX 2:

EVALUATION OF THE IMPACT OF THE COW WYND DISTANCE STONE

1. Introduction

This report sets out the findings of the evaluation of opinions of the Falkirk replica Distance Stone located at Cow Wynd in Falkirk. Due to the absence of any visitor contact data to distance stones elsewhere, this is the only opportunity that has been available to undertake quantitative evaluation of the distance stones in any community. The evaluation has been made possible through the assistance of Falkirk Council and the Falkirk Delivers BID.

2. Background

As part of the “Rediscovering the Antonine Wall” project, replica distance stones were developed at a range of locations close to or on the line of the Antonine Wall. The stones are located at:

- Old Kilpatrick
- Summerston Stone, Lambhill Stables – and Aurelius sculpture

- Eastermains Stone, Twechar
- Arniebog Stone, Croy Hill – and Silvanus sculpture
- Modern Distance Stone, Cow Wynd, Falkirk

Overall, it was not possible to undertake quantitative evaluation at any of the distance stones – with one exception, namely the Modern Distance Stone in Cow Wynd, Falkirk. This was made possible by the assistance of Falkirk Council’s Town Centre Manager and the members of the “Falkirk Delivers” Business Improvement District.

The aim of the evaluation was to assess the impact of the Cow Wynd Stone in relation to:

- Its impact upon target audiences in Falkirk
- Achieving the NLHF outcomes for the project
- Local views of the RtAW project and Roman heritage

The Cow Wynd Distance Stone and adjacent interpretive panel are illustrated in Figure 2.1.



FIGURE 2.1

LEFT: COW WYND MODERN DISTANCE STONE

BELOW LEFT: COW WYND INTERPRETIVE PANEL

3. Methodology

Because there were no financial resources available to undertake an extensive face to face and onsite visitor survey, we developed a survey methodology based on:

- An online survey
- Distribution of the online survey via a known group – in this case the Falkirk BID Facebook group.

The aim was to achieve responses from an audience to generate some insights into impact of the distance stone in Falkirk. The aims of the survey were as follows:

- To ascertain awareness of the Antonine Wall
- To ascertain awareness of the RtAW project.
- To investigate views about the distance stone and its impact on Falkirk
- To ascertain what if any, impact that the RtAW project had on them personally.

The visitor survey content was agreed with town centre manager prior to it going live.

3.1. Distribution Of the Survey

3.1.1. Facebook Groups

Links to the survey were made via the Falkirk Delivers BID Facebook group.

3.1.2. Duration of the Survey

The survey was live from November 1st, 2022, to February 5th, 2023.

3.1.3. Sampling Frame

The sampling frame was comprised of members of the Falkirk Delivers Business Improvement District (BID) Facebook group with a total membership of 471, a private group limited to businesses Falkirk Town Centre. This meant that:

- The response was likely to be relatively small.
- But from within a close, localised business community who are familiar with the environs of Falkirk town centre.

Therefore the findings should be regarded as merely indicative rather than representative, although it appears that respondents do have an awareness at least of the Antonine Wall and can provide reasonably insightful feedback.

3.1.4. Number of Respondents

There were 21 responses in total. This is a 4.5% response from the BID Facebook group membership and gives an 18.5% margin of error at 90% confidence level.

This is reasonably representative of the group membership, and the number of responses can provide some feedback and insights into views of the Cow Wynd distance stone. However it must be borne in mind that Falkirk Delivers is a closed business group and not open to the public, so the responses are not necessarily representative of the opinions of the wider public in Falkirk.

4. Survey Findings

4.1. Awareness of the RtAW Project

Most respondents were not aware of the RtAW project however overall levels of awareness are high (Table 4.1)

TABLE 4.1 AWARENESS OF RTAW PROJECT	
No, I was not aware of the project	57%
Yes, I was aware of the project	43%

4.2. Prior Awareness of the Antonine Wall

Almost all respondents were aware of the Antonine Wall (Table 4.2).

TABLE 4.2 AWARENESS OF THE ANTONINE WALL	
Yes, I was aware of the Antonine Wall	95%
No, I was not aware of the Antonine Wall	5%

4.3. Prior Visit to the Antonine wall

A very high proportion of respondents had visited the Antonine Wall (Table 4.3)

TABLE 4.3 PREVIOUS VISIT TO THE ANTONINE WALL	
Yes	71%
No	29%

4.4. Awareness of the Line of the Antonine Wall in Falkirk

There was a very high level of knowledge that the Line of the Antonine Wall Passes through Falkirk (Table 4.4)

TABLE 4.4 KNOWLEDGE OF THE ANTONINE WALL IN FALKIRK	
Yes	90%
No	10%

4.5. Awareness of the Modern Distance Stone

Most respondents had not heard about the Falkirk Modern Distance Stone (Table 4.5)

TABLE 4.5 HEARD OF THE MODERN DISTANCE STONE	
No	18%
Yes	15%

4.6. Visits to the Modern Distance Stone

Most respondents had not visited the Falkirk Modern Distance Stone (Table 4.6.)

TABLE 4.5 HAVE VISITED THE MODERN DISTANCE STONE	
Yes	25%
No	75%

Of those who had visited it, unsurprisingly all were aware that it was located in Cow Wynd.

4.7. Impact on People

Respondents were asked to indicate how strongly they agree with a number of statements about the impact of the stone on them personally, with scores ranging from 1 (strongly disagree) to 5 (strongly agree)

Weighted average responses indicated that the stone had a generally neutral impact on raising awareness about the Antonine Wall, the Romans in Scotland and the RtAW project.

Respondents thought that the distance stone in Falkirk was a positive outcome of the project and that it was important for the heritage of the town (Table 4.6).

TABLE 4.6 IMPACT OF THE COW WYND DISTANCE STONE	
Statement	Weighted Average
Because of the Falkirk Distance Stone I have learned more about life on the Antonine Wall	2.4
Because of the Falkirk Distance Stone I have learned more about the history of the Antonine Wall	2.4
Because of the Falkirk Distance Stone I have learned more about the Romans in Scotland in general	2.4
Because of the Falkirk Distance Stone I have learned about the “Rediscovering the Antonine Wall” project	2.5
The Falkirk Distance Stone is a good thing to have in the town	3.7
The Falkirk Distance Stone is an important part of the heritage of the town	3.6

4.8. What People Have Been Inspired to Do

Respondents were asked to indicate what they were likely to do as a result of visiting the Falkirk Distance Stone. Even taking part in the survey appears to have raised awareness of the stone and has encouraged people to visit.

Being aware of the stone itself has encouraged respondents to find out more about the Romans and the Antonine Wall, which they will now visit (Table 4.7).

TABLE 4.7
WHAT PEOPLE WILL DO AS A RESULT OF THEIR VISIT

I haven't visited the Falkirk Distance Stone but will now do so	43%
Find out more about the Romans in Scotland	24%
Find out more about the Antonine Wall	24%
Visit the Antonine Wall	24%
None of the above	24%
Other (please specify)	14%
Visit other Roman sites in Scotland	10%

4.9. Impact on the Community

The impact that the Falkirk Distance Stone has had on the community was investigated.

Most respondents think that the stone has had no impact on the community, but a smaller proportion of respondents think that it has helped to raise awareness of Roman heritage and that of the Antonine Wall.

There is a minority view that the stone has attracted visitors to Falkirk and generated usage for business in the town (Table 4.9).

TABLE 4.9
IMPACT ON THE COMMUNITY

There has been no impact on the community	53%
The community has become more aware of the Antonine Wall	26%
The community has become more aware of local Roman heritage	21%
The community has become more aware of the Roman heritage of Scotland	16%
More visitors have come to Falkirk	16%
Use of businesses in Falkirk Town Centre has increased.	11%
Other (please specify)	5%

4.10. Personal Impact

We investigated what impact the Falkirk Distance stone has had on respondents personally. The distance stone has had no personal impact on 80% of respondents but for some it has made them more aware of the Roman history of Falkirk and of Scotland (Table 4.10).

TABLE 4.10
PERSONAL IMPACT

It has had no impact on me personally	80%
It has made me more aware of the Roman history of Falkirk	20%
It has made me more aware of the Roman history of Scotland	10%
It has made me more aware of the Antonine Wall	5%
Other (please specify)	5%

4.11 The Value of Roman Heritage

Two questions about the future of the project received very favourable responses. All respondents believed that the Roman history of the Falkirk area should be promoted and made more widely available (Table 4.11).

TABLE 4.11 PROMOTION OF ROMAN HISTORY IN FALKIRK	
Yes	100%
No	0%

Respondents indicated that any future Antonine Wall activities are being would be regarded as beneficial for Falkirk (Table 4.12).

TABLE 4.12 SUPPORT FOR FUTURE ROMAN THEMED ACTIVITIES	
Yes	90%
No	10%

4.12. Qualitative Views of the Cow Wynd Distance Stone

The online survey method allowed qualitative comments to be made on the Cow Wynd stone. These verbatim comments are set out below.

- *Lots of projects skirting around Falkirk but we need more to draw people onto our High Street, Steeple, shortest street, church, and other historic buildings in the Town need more attention.*
- *If more people where aware of the distance stone it would have a greater impact on the community*
- *Any planning for town must be advertised to relevant communities who can share this info.*
- *It needs to be promoted.*
- *Did not know anything about project - or the distance stone - I cycle and walk all over council area - so would have thought seen some reference to it somewhere.*
- *Should improve signage and facilities at wheel and callendar park to promote Roman heritage - and perhaps mark line of wall through Laurieston - so folk know where it is*
- *Heritage in the town will bring more tourists, creating footfall for the business*
- *I don't think we make enough of the Roman sites in Falkirk. There could be tours from the wheel to Rough Castle.*
- *Guides for walks on the Antonine wall. More Roman item on sale in gift shops. Roman experiences for children*

5. Conclusions

Responses from this very small survey indicate that there is, as yet a low level of specific awareness of the Cow Wynd distance stone. However this is to be expected and as the stone becomes more embedded in the psyche of local people it will become an increasingly important and distinctive aspect of the town centre.

However, there are high levels of awareness of the Roman heritage within the Falkirk area and in general, there is strong support for the raising of awareness of the heritage of the Antonine Wall and Roman Scotland in general.

There is also a high level of support for projects which may follow the RtAW initiative.

Acknowledgements

The consultants would like to acknowledge the assistance of Jacquie Mcarthur and Lesley O'Hare of Falkirk Council and the Falkirk Delivers BID group in undertaking this evaluation.

Clearly this represents only one distance stone location, and the audience is mainly business owners who are members of the BID. However, it is clear from anecdotal feedback via consultees that all of the distance stones have made a mark on their local communities – ranging from enhancing the attractiveness of the place to providing a venue and an interesting local feature.

Where the stones have been associated with Roman heads such as at Lambhill Stables and Croy Hill, it is clear that the community has taken a sense of ownership of the stones. The Silvanus head at Croy Hill in particular is becoming something of a star of social media and, located on the Antonine Wall and the John Muir Way, it is becoming something of an iconic social media and image for Central Scotland

APPENDIX 3

CREATIVE WRITING PROJECT PARTICIPANT SURVEY

1. Introduction

This report sets out the findings of the evaluation of the outcomes of the “Rediscovering the Antonine Wall” creative writing project.

2. Survey Sample

2.1. Sampling Frame

The sampling frame was comprised of those people whose submissions were selected for inclusion in the creative writing anthology, understood to be around 25 people.

2.2. Number of Respondents

There were 10 respondents in total, a very good response which provides an insight into those participating in the project and their motivations for participating. The findings can be summarised as follows.

3. Awareness of the Antonine Wall

Respondents were asked to indicate if they were aware of the Antonine Wall prior to participating in the creative writing project (Table 1) and it can be seen that there were high levels of awareness.

TABLE 1 AWARENESS OF THE ANTONINE WALL	
Answer Choices	Responses
I was very aware of the Antonine Wall and had been for many years	80%
I had some awareness of the Antonine Wall	10%
I had limited awareness of the Antonine Wall	10%

4. Visits to the Antonine Wall

Respondents were asked to indicate if they had visited the Antonine Wall prior to participating in the creative writing project and it can be seen that 70% had (Table 2).

TABLE 2 VISITS TO THE ANTONINE WALL	
Answer Choices	Responses
Yes a few times	40%
No, never	30%
Yes, many times	20%
Yes, but just once	10%

5. Prior Awareness of the Rediscovering the Antonine Wall Project

Respondents were asked if they were aware of the Rediscovering the Antonine Wall project prior to participating in the creative writing project (Table 3) and again awareness levels were high.

TABLE 3 AWARENESS OF REDISCOVERING THE ANTONINE WALL PROJECT		
	Yes	No
Aware of the RtAW Project prior to participation	80%	20%

6. Motivations for Participating in the Creative Writing Project

Respondents were asked to indicate why they decided to participate in the creative writing project (Table 4) and it can be seen that 60% have some particular interest, connection or affinity to the Antonine Wall.

TABLE 4 MOTIVATIONS	
Answer Choices	Responses
I have a particular interest in the Antonine Wall and/or the Romans in Scotland	30%
I live or previously lived close to the Wall and was always interested in it	10%
I feel a particular affinity to the Antonine Wall and the areas around it	20%
I am generally interested in creative writing but not the Antonine Wall in particular	30%
Other	10%

7. Impact on Awareness

Respondents were asked if participation in the creative writing project impacted on their awareness of the history and heritage of the Antonine Wall - 90% respondents considered it had a positive impact (Table 5).

TABLE 5

IMPACT ON AWARENESS OF THE HISTORY AND HERITAGE OF THE ANTONINE WALL

Answer Choices	Responses
It made me significantly more aware of the history and heritage of the Antonine Wall	40%
It made me a little more aware of the history and heritage of the Antonine Wall	50%
It had no impact on my awareness of the heritage of the Antonine Wall	10%

8. Interest in the Antonine Wall

Respondents were asked to indicate how participation in the creative writing project, impacted on their interest in the Antonine Wall/Romans in Scotland.

Participants could tick all applicable answers (Table 6).

TABLE 6

INTEREST IN THE ANTONINE WALL/ROMANS IN SCOTLAND

	Responses
It encouraged me to find out more about the Romans in Scotland	50%
It encouraged me to find out more about the Antonine Wall	50%
It encouraged me to visit other Roman sites in Scotland	10%
It encouraged me to visit the Antonine Wall	30%
I persuaded my friends and family to visit the Antonine Wall	20%
Other	20%

The project has been positive in prompting people to find out more about the Antonine Wall and Romans in Scotland, as well as stimulating visits.

9. Recommending the Antonine Wall

Respondents were asked to indicate how likely it was that they would recommend the Antonine Wall as a place to visit to friends and family on a weighted average basis in which 1 = strongly disagree to 10 = strongly agree (Table 7).

TABLE 7
RECOMMENDING VISITING THE ANTONINE WALL

Statement	Weighted Average
How likely is it that you would recommend the Antonine Wall as a place to visit to a friend or colleague	8.8

The average weighting was 8.8 indicating that participants would be highly likely to recommend the Antonine Wall as a place to visit.

10. Place of Residence of Participants

Participants were asked where they resided (Table 8) and although the manager of the creative writing project indicated that participants came from across Scotland and the UK it is encouraging that 50% lived very close to the Wall or in one of the local authority areas through which the Wall runs.

TABLE 8
WHERE DO YOU LIVE?

Answer Choices	Responses
Very close to the Antonine Wall	30%
In a local authority areas through which the Antonine Wall runs	20%
Elsewhere in Scotland	20%
Elsewhere in the UK	30%

11. Gender of Participants

Table 9 indicates that twice as many females than males participated in the creative writing project.

TABLE 9
GENDER OF PARTICIPANTS

Answer Choices	Responses
Female	60%
Male	30%
Prefer not to say	10%

12. Conclusions

The survey provides an insight into who participated in the creative writing project and the impact it had on their awareness and interest in the Antonine Wall/the Romans in Scotland. Overall, it is clear that all participants had prior knowledge of the Wall, and had visited it previously, with half living in the local authority areas through which the Wall runs.

Around two thirds were motivated to participate as they had an interest in or affinity with the Wall. However, it is also clear that participation in the creative writing project was instrumental in increasing awareness of the history and heritage of the Antonine Wall, encouraging participants to find out more about the Wall/Romans in Scotland and is likely to have stimulated visits to the Antonine Wall, albeit perhaps a relatively small number.

APPENDIX 4

EVALUATION OF EVENT AND ACTIVITY IMPACT

1. Introduction

This report sets out the findings of the evaluation of participants in a range of events and community activities developed and implemented by the “Rediscovering the Antonine Wall” project.

2. Background

The project NLHF application envisaged a comprehensive programme of events and community activities based around the RtAW audience development plan culminating in an end of project celebration at the end of the three years. A major element was production of a new, modern day Walk the Wall film, which aimed to:

- Record the landscape on and around the Wall, providing a visual comparison of now and the early 1960s.
- Inspire other creative responses to the Wall and to encourage engagement from a larger and more diverse audience.
- Create a legacy for the project that will have currency and inspiration beyond the three-year project lifespan once complete.
- To raise awareness of the Wall in communities on the Wall, across Scotland and beyond.

Whilst many of the planned events took place the onset of the Covid-19 pandemic meant that activities came to a halt for a considerable

period. The film was, however, completed and premièred in Bo’ness on October 24th, 2023, at Bo’ness Hippodrome.

The overall aim of this evaluation was to assess the impact of the RtAW project on participants in a range of events and activities undertaken by the project team to assess:

- Awareness of the RtAW project
- Engagement in events and activities
- Opinions on specific activities
- The project impact upon target audiences
- How RtAW has achieved some of the NLHF and LEADER outcomes for the project.

The programme included:

- School events
- Launch events.
- Local history projects
- Cycling without age projects
- Guided tours
- Community conference (the subject of a separate evaluation)
- Walk the Wall film.

Several of the events and activities are the subject of individual evaluations but this evaluation attempts to gather feedback from a

broad base of participants to illustrate how the programme had impacted on them personally and the impact it had on their engagement with history of the Antonine Wall.

3. Methodology

In conjunction with the RtAW project team we developed a survey methodology based on:

- An online survey proforma
- A paper-based survey which could be distributed amongst all event participants via the RtAW team members running the event.
- Completed surveys were returned to the consultants for data processing.

The aim was to achieve responses from as representative an audience as possible to generate some insights into impact of the activity and audience engagement programme of the RtAW project.

The survey content was agreed with the RtAW project manager prior to its use at a number of events and activities.

3.1.3. Timescale and Duration of the Survey

Unfortunately much of the activity programme was completed prior to our commissioning and no contact data had been collected so the survey could not be run retrospectively. Also, the Covid-19-19 pandemic intervened to bring the activity programme to a complete halt. When it restarted the level of activity was less than had been hoped for and a few things were not done. Nevertheless, the survey

proforma was used to capture data from a range of activities from late 2021 onwards.

3.1.4. Sampling Frame

The sampling frame was comprised of participants in a range of events and activities which were delivered as part of the RtAW business plan. The survey proforma reflected the types of events and included responses from participants taking part in:

- "The Antonine Wall: a 37 Mile Landmark" Film Showing
- Children's Events
- Trishaw Tours on the Antonine Wall
- Exhibitions
- Opening events
- Guided Tours or Walks
- Community Talks
- School Events
- Conferences
- Fun Days

However it must be noted that the responses are dominated by the launch event for the "Walk the Wall" film in October 2022. This was because the RtAW project team held an excellent contact database for the event which could be followed up after the film launch with an invitation to complete the survey.

Other events did not possess such a comprehensive contact database and although efforts were made to ensure that participants completed the survey using a QR code online link or paper-based

surveys, the responses were generally poor with the exception of the participants in the Trishaw activities for which Cycling Without Age Scotland were instrumental in generating a positive response.

3.1.5. Number of Respondents

There were 71 responses in total. Whilst not covering all of the events and activities, the number of responses provide some limited feedback and insights into the RtAW events and activity project effectiveness.

3.1.6. Number of Event Participants

Based on available data from the RtAW project office it is estimated that around 7,300 people were engaged in the events and activity programme since the project started (Table 3.1).

TABLE 3.1 ESTIMATED EVENT AND ACTIVITY PARTICIPANT NUMBERS*	
2018	n/a
2019	1,332
2020	199
2021	2,520
2022	3,176
TOTAL	7,227

* Source: Rediscovering the Antonine Wall

There was a reduction in numbers in 2020 due to Covid-19-19 but the project team responded by establishing a programme of online events and activities as soon as it was safe to do so.

Unfortunately the enforced break meant that it was not possible to undertake detailed evaluation of the activities that took place prior to Covid-19-19 because participants had moved on and organisers of events or participants were no longer contactable.

4. Survey Findings

4.1. Event Participation

Respondents were asked to indicate what type of event or activity they participated in (Table 4.1).

TABLE 4.1 EVENT OR ACTIVITY PARTICIPATED IN	
"The Antonine Wall: a 37 Mile Landmark" Film Showing	67%
Children's Event	7%
Trishaw Tour on the Antonine Wall	7%
Other (please specify)	7%
Exhibition	6%
Opening event	3%
Guided Tour or Walk	1%
Community Talk	1%
School Event	0%
Conference	0%
Fun Day	0%

As discussed in 3.1.4. the respondent profile is skewed towards the film launch – because this was followed up by RtAW via email with an invitation to participate in the survey and responses were very high.

4.1.1. Covid-19 Impact

Many events had small numbers of participants or some of the events with large attendances took place before the evaluation programme was launched. The *Women on the Wall* conference, for example, welcomed 90 participants but took place immediately before lockdown and thereafter it was not possible to contact participants to gather feedback from the conference when the evaluation programme launched in late 2021.

This means that the scale of the film attendance dominates those at most of the other events.

4.1.2. The Need for Timely Evaluation

Evaluation of earlier, pre – Covid-19 activities could have been undertaken if the evaluation consultants had been appointed at the outset of the RtAW project rather than being engaged when much of the activity work had already been delivered.

4.2. Awareness of the Rediscovering the Antonine Wall Project

Participants were asked if they were aware of the “Rediscovering the Antonine Wall” project before participation in the event or activity (Table 4.2)

TABLE 4.2
PRIOR AWARENESS OF RTAW

Yes, I was aware of the project	81%
No, I was not aware of the project	19%

It is clear that a high proportion of participants were aware of the RtAW project prior to their participation in the event or activity. Interestingly, 11% of participants at the film showing indicated that they were not aware of the project.

4.3. Finding out About the Activity

Amongst those who answered Yes to the previous question, most participants found out about the event or activity via word of mouth or another route (Table 4.3).

TABKE 4.3
FINDING OUT ABOUT THE ACTIVITY OR EVENT

Other (please specify)	41%
Word of Mouth	33%
“Rediscovering the Antonine Wall” - Website	10%
“Rediscovering the Antonine Wall” - Twitter account	9%
“Rediscovering the Antonine Wall” - Facebook account	3%
“Rediscovering the Antonine Wall” - Instagram account	3%

Neither the project website nor social media accounts were particularly strong drivers of participation. Although there was a high response in the “other” category, there was no regularly mentioned

“other” route to participation and many of the responses to that options could be included in the “word of mouth” category.

4.4. Prior Awareness or Visit

Respondents were asked if they had heard of or visited the Antonine Wall prior to their participation (Table 4.4)

TABLE 4.4. PRIOR AWARENESS OR VISIT		
Statement	Yes	No
I had heard of the Antonine Wall	97%	3%
I had visited the Antonine Wall	92%	8%

Almost all participants had heard of the Antonine Wall, and a very high proportion had visited, prior to event or activity participation.

4.5. Effectiveness of the Activity/Event

Respondents were asked to indicate how effective the “Rediscovering the Antonine Wall” event or activity was at giving an insight into life in Roman Scotland (Table 4.5).

TABLE 4.5 EFFECTIVENESS OF THE EVENT/ACTIVITY	
Very Good	77%
Good	20%
Neither Poor nor Good	3%
Very Poor	0%
Poor	0%

97% of respondents indicated that the event or activity was either very good or good at giving them an insight into life in Roman Scotland.

4.6. Impact Upon Awareness of the Antonine Wall

Respondents were asked to indicate How the “Rediscovering the Antonine Wall” event or activity impacted upon their awareness of the history and heritage of the Antonine Wall (Table 4.6).

TABLE 4.6 IMPACT OF THE ACTIVITY ON AWARENESS OF ANTONINE WALL	
It made me more aware of the heritage of the Antonine Wall	86%
It had no impact on my awareness of the heritage of the Antonine Wall	13%
It made me less aware of the heritage of the Antonine Wall	1%

86% indicated that participation in the event or activity increased their awareness of the heritage of the Antonine Wall. It is possible that many of the 13% who indicated there was no impact may already regard themselves as having some expertise in the field with little more to learn.

4.7. Participation in Other RtAW Activities

Respondents were asked if they were likely to participate in other events or activities organised as part of the “Rediscovering the Antonine Wall” project (Table 4.7).

TABLE 4.7
FUTURE PARTICIPATION

Yes	93%
No	7%

93% of respondents indicated that they would participate in a future RtAW activity or event as a result of their participation in a past event indicating that the activities programme has been engaging for those who took part in it.

4.8. Overall Impact of Participation

Respondents were asked to indicate on a scale of 1 to 5 (where 1 = strongly disagree to 5 = strongly agree) how strongly they agreed with a range of statements as a result of participating in the “Rediscovering the Antonine Wall” event or activity (Table 4.8.).

TABLE 4.8.
RESPONSE TO STATEMENTS

Statement	Average
The event or activity was inspiring and informative	4.7
I have learned more about life on the Antonine Wall	4.4
I have learned more about the history of the Antonine Wall	4.4
I have learned more about the Romans in Scotland in general	4.2
I have learned about the “Rediscovering the Antonine Wall” project	4.6
It was a great way to meet people	4.7
It was fun	4.8

With average ratings close to 5 in response to all statements it is clear that:

- Events and activities were interesting and informative.
- They had a very strong educational and learning impact.
- Yet they were enjoyable and a great way to engage with other people with an interest in the Antonine Wall

4.9. Additionality and Displacement

To what degree did the RtAW activity engagement created additional activity amongst participants or cause it to be displaced from other activities unrelated to the project? This was investigated by asking participants what they would you have done If they had not participated in the RtAW event or activity (Table 4.9)

TABLE 4.9.
ADDITIONALITY AND DISPLACEMENT

Stayed at Home	73%
Gone elsewhere in my local area	21%
Gone elsewhere in Scotland beyond my local area	4%
Gone elsewhere in the UK	1%

A high level, around 73%, of activity created by participation in RtAW activities and events is additional with 26% displaced from elsewhere.

4.10 Views of Participating Children

Only 11% of participants were accompanied by children during their event or activity (Table 4.10).

TABLE 4.10
ACCOMPANIED BY CHILDREN

Yes	11%
No	89%

Although the number of participating children was likely to be small the aim was to ask for their feedback on the events through asking the 11% of accompanied adults four questions regarding their children's participation in the event (Table 4.11).

TABLE 4.11
VIEWS OF PARTICIPATING CHILDREN

Did they find the activity interesting?	100%
Will it encourage them to find out more about Roman Scotland?	100%
Was it fun?	100%
Do they want to tell their friends about it?	88%

Table 4.11 indicates that the RtAW activity or event had a very positive impact on children – the activity was interesting, informative, and fun and most of the children wanted to tell their friends about it.

4.11 Impact of RtAW Event and Activity Participation

Respondents were asked in a multi option question to indicate what they were likely to do as a result of participating in the RtAW event or activity (Table 4.12).

TABLE 4.12
FOLLOW ON FROM RTAW EVENT OR ACTIVITY

Visit the Antonine Wall	68%
Find out more about the Antonine Wall	61%
Visit other Roman sites in Scotland	55%
Find out more about the Romans in Scotland	38%
Other (please specify)	7%
None of the above	6%

The impact of participation in the RtAW activity or event was to encourage respondents to undertake subsequent activities related to the Antonine Wall itself or to Roman heritage in Scotland. 6% indicated that they would not do anything as a result of participation.

4.12. Place of Residence

Respondents were asked to indicate the location of their usual place of residence (Table 4.13).

TABLE 4.13
PLACE OF RESIDENCE

Falkirk	35%
Elsewhere in Scotland	31%
East Dunbartonshire	14%
City of Glasgow	8%
North Lanarkshire	4%
Outside the UK (please state which country below)	4%
England, Northern Ireland, Wales	3%
West Dunbartonshire	0%

Unsurprisingly most respondents usual place of residence was in an area closely associated with the RtAW project and along the line of the Antonine Wall, with the exception of West Dunbartonshire.

This does not mean that nobody from West Dunbartonshire took part in the activities, just that the sample size is not large enough or representative of the total audience because no participant data has been collected from any events or activities which may have taken place in that area.

4.13. Qualitative Views of Events and Activities

The online survey method allowed qualitative comments to be made on the various events and activities programme. Examples of the comments made are as follows:

- *I think the Film was spectacular! It was the most engaging way to interest people in the historic relevance of their area.*
- *It would be great to be able to make more use of the 37-mile film and use it to connect the communities*
- *The film was great. Beautiful views and very informative.*
- *Brilliant project*
- *We think they [playparks and distance stones] are a great idea and will actively look out for the statues and play parks now.*
- *After we went to the opening of the new garden, we went to the exhibition in Kirkintilloch the next day, and again to the Roman play park there, which is fantastic.*

All of the comments made have been shared with the Project Manager in the full final survey findings report.

5. Achieving the Outcomes

In this section we assess how the event and activity programme has helped the RtAW project achieve the outcomes set out for it in support of NLHF funding applications. It should be noted that no LEADER funding was used to support the programme.

5.1. Supporting NLHF Outcomes

The anticipated NLHF outcomes for the overall project as set out in the NLHF application of 14th June 2018 and how the events and activities have achieved these aims are shown in Table 5.1.

TABLE 5.1
PROJECT SUPPORT FOR NLHF OUTCOMES

NLHF Outcome	Project Impact
Heritage will be better interpreted and explained	<ul style="list-style-type: none"> • The survey responses indicate that participants understanding of the Antonine Wall was enhanced through participation
People will have learnt about heritage	<ul style="list-style-type: none"> • Participants indicate that their understanding and knowledge of the Antonine Wall has been significantly enhanced. • Participants indicated that they have undertaken subsequent heritage activities as a result of engagement with the RtAW project. • Children have learned about the Antonine Wall
People will have changed their attitudes / behaviour	<ul style="list-style-type: none"> • Attitudes have been changed because people are more aware of the heritage of the Antonine Wall want to investigate it further and talk to others about it
People will have had an enjoyable experience	<ul style="list-style-type: none"> • Participation in the RtAW programme was informative, socially engaging and fun. • RtAW engagement was an enjoyable experience. • Children found it to be fun
More people and a wider range of people will have engaged with heritage	<ul style="list-style-type: none"> • The RtAW activity and events projects appears to have stimulated interest from people who may not have been involved otherwise
Boosted local economy	<ul style="list-style-type: none"> • There is likely to have been visitor expenditure from participants which will have created economic benefits for the local communities along the Antonine Wall

APPENDIX 5

FREE TEXT RESPONSES MADE BY GUESTS AT LAUNCH OF THE WALK THE WALL FILM

- *I think the Film was spectacular!*
- *It was the most engaging way to interest people in the historic relevance of their area. Particularly, the way the film overplayed the past with the present in the filming techniques.*
- *In my view this film is a big screen blockbuster. a great way to engage people in learning about their past.*
- *Great event with hugely informative movie, tasty food and an excellent turn-out from all communities along the wall.*
- *I have trained as a 21st Century legionnaire and have guided people around the Bearsden Bath house and Fort so I am familiar with the Antonine Wall. The film is excellent, and I featured briefly in it.*
- *I think that a walking trail from Hunterial Museum to/from Antonine Wall is needed.*
- *It was an excellent film giving a good insight I to the wall and project. I visited The Huntarian afterwards and will visit other areas too*
- *The film was great. Beautiful views and very informative.*
- *"I thought the film was good - really well made. However, it seemed a film about your project and its outcomes rather than to promote the Antonine Wall as a place to visit, which some local people wanted.*
- *For instance, we could have had a bit more on the wider area, the canals, the John Muir Way, etc. Why would people really come to visit the Antonine Wall?*
- *Also the starring roles for the staff on the project, along with Executive Producer titles, was a bit much.*
- *It looked like promoting staff CVs with public money.*
- *It's lovely you're asking for feedback - but shouldn't you have been talking to communities more during the project?*
- *The project has achieved some good pieces of public art and play parks. You should be congratulated on that. But I question whether it has really connected communities along the Wall in a meaningful way."*
- *excellent idea to provide children with roman theme play parks along the Antonine Wall and to encourage them to visit the monument with their parents.*
- *We now plan to go to other sites along the wall*
- *"Excellent event raising the profile of the wall.*
- *Hopefully the film will be promoted and circulated widely. "*

- *"Through aerial photography, computer graphics and diagrams, the film very effectively made clear the location of the Antonine Wall, as well as fascinating details about its construction and how it operated. As a retired teacher, this strikes me as an invaluable teaching aid in raising awareness of an area of the curriculum which, sadly, has been neglected in the past in Scottish education. I also found the 1950s footage fascinating, giving a snapshot of life in the Central Belt at that time - a lost world!"*
- *A thoroughly enjoyable, fascinating evening and the enthusiasm of all the participants was truly*
- *inspiring."*
- *"The Play Parks in the project have been a very positive inclusion, engaging young children.*
- *The Rediscovering the Antonine Wall Project is inspirational. I am so glad to be involved in a part of this educative, stimulating, uplifting initiative and cascade information about it to others in my community.*
- *I have been impressed by the commitment of the lead officers during all interactions with them and by Severine's quiet efficiency in all communications.*
- *Severine Peyrichou and Stephen Balfour were exceptionally polite and welcoming hosts at the film event in Bo'ness Hippodrome. It was a charming and informative film. I particularly liked the interplay between past and present. It was a memorable evening."*
- *In my area, Falkirk District, everything ends up in Falkirk.*
- *Brilliant project*
- *Just to make an observation, the film credits refer to a 'Vintage Vehicle'. This is a bit nondescript. A more appropriate or relevant term would be either 'Classic Car' or 'Classic Jaguar Car'.*
- *Well done to all involved in the excellent film and its premiere screening*
- *"Your film was fascinating, inspiring and informative. Thank you."*
- *Loved the film! Clever premise, funny and informative 😊*
- *We think they are a great idea and will actively look out for the statues and play parks now.*
- *Parks a good idea for children*
- *The Film ended in a disappointing manner in that no-one said anything about the fate of the last Fort at Old Killpatrick? Also it highlighted there is NO actual walk walk along the 37 miles for tourists and walkers to follow. what is required here is the Government to take this aspect on board*
- *Thought it was really interesting especially showing the two films together*
- *Disappointed that Kinneil was not chosen after a play park was the idea of The Friends of Kinneil*
- *Brilliant project which has created a wonderful legacy for central Scottish communities*

- *I worked at rough castle and barhill fort for historic Scotland as a stonemason*
 - *Thanks to everyone for a great event - hopefully one day there will be a joined up long distance path along the route of the wall for us to walk with the dogs.*
 - *Film and event were excellent.*
 - *Really enjoyed the movie. Professional and inspiring.*
 - *Would be great to see a phase 2 of this highly successful project.*
 - *Excellent*
-

APPENDIX 6

COMMUNITY CONFERENCE WALKS AND TALKS: SEPTEMBER 2021

PARTICIPANT SURVEY FINDINGS

1. Survey Sample

The sampling frame was comprised of the 70 participants who took part in the Community Conference Guided Walks and Talks. All participants were invited to respond to an online survey via email sent from the Rediscovering the Antonine Wall project office.

There were 22 respondents, a 31% response rate giving a 90% representative sample with a 15% margin of error. The findings can be summarised as follows.

2. All Respondents

95% of respondents were aware of the Antonine Wall prior to the conference walks and talks taking place.

The most likely ways of finding out about the conference were via the "Rediscovering the Antonine Wall" Twitter feed, followed by word of mouth from friend or family member and the "Rediscovering the Antonine Wall" Facebook account.

Participation profile was as follows:

- 50% of respondents participated only in the online talks given by Dr. Louisa Campbell,
- 36% participated in the Guided walks only.
- 14% participated in both the guided walks and the online talks given by Dr. Louisa Campbell.

3. The Guided Walks

There were a range of reasons for participation in the walks, from interest in the wall and its route, to local history interest, interest in lifelong learning and enthusiasm for walking and outdoor health activities. Probably the main reason was interest in the heritage of the wall itself.

The walk from Duntocher to Old Kilpatrick was the most popular walk with 55% of the respondents who undertook the guided walks indicating that they had taken part in it.

Amongst those who took part in the walks, whilst 36% said that discovering where the wall lies was their favourite aspect of the walk, 45% said the tour guide was their favourite aspect of the walk. The

face-to-face guiding expertise and knowledge was highly appreciated.

There was no consensus on “least favoured” aspects of the walk and all participants said that the walk either exceeded (64%) or fully met (36%) their expectations.

Since participating in the walk, 91% said that they had talked to family and friends about their positive experiences of the guided walk whilst 36% said that they had followed the project on social media. 18% said that they had found out more about the Romans in Scotland and about the Antonine Wall in particular or visited another part of the Antonine Wall and recommended that family and friends should engage with the project.

All participants said that the walk exceeded or fully met their expectations.

4. The Online Talks

Reasons for participation in the online talks varied but were based largely on interest in the Roman history, especially where the wall passed through respondents' own communities, and for some, as a follow up to the guided walks.

Participant numbers on each of the talks were largely similar, ranging from 31% of respondents for the Summerston Distance Stone to 54% of respondents for the Falkirk Stone.

The most interesting aspects of the talks were the insight into the Romans in Scotland, the details of the specific distance stone and

the wider Roman Empire and how the Antonine Wall fits within it. Specific interest ranged from the sculpting of the stones whilst there was an element of awareness raising regarding the significance of the Antonine Wall – which was surprising to some of the participants.

The least favourite aspect of the talk was the degree of similarity between the talks – some respondents attended more than one talk and commented on the repetition of content in all of the talks but there was much interest in the individual replica stones.

All respondents said that the talks fully met (54%), somewhat met (38%) or exceeded (8%) their expectations although it must be remembered that due to small respondent numbers the 8% represents only one respondent.

Since participating in the talk, 23% said that they had talked to family and friends about their positive experiences of the talk. Other respondents had been motivated to revisit the Falkirk Stone and the National Museum and watch a documentary about the history of Rome on BBC iPlayer. 36% had signed up to follow the project on social media.

5. Overall Impact of Participation

The overall impact of participation in the walks and talks was to make participants more aware of the Antonine Wall (70%) and of the heritage of the Romans in Scotland (55%).

10% of respondents indicated that participation did not have any impact on awareness of the heritage of the Romans in Scotland or on awareness of the Antonine Wall (10%).

To “quantify the qualitative” respondents were asked to indicate on a scale from one to five, what impact their participation had on a range of key outputs. The average values, out of five, are as shown in Table 5.1.

TABLE 5.1 IMPACT OF PARTICIPATION IN THE EVENT	
Statement	Average
I learned something new as a result of participation in the event	4.48
I have increased my knowledge and understanding of the Romans in Scotland	4.25
My participation has made me want to return to the Antonine Wall in future	4.15
I found my participation in the event to be informative and inspiring	4.14
My participation has made me find out more about the Antonine Wall	4.11
My involvement has made me more interested in Roman heritage	3.90

Participation in the event has had a significant positive impact on knowledge, understanding and interest in the Antonine Wall and in the Roman heritage of Scotland as a whole.

35% of respondents indicated that they would have visited the Antonine Wall anyway, whilst 66% of respondents indicated that they were likely or highly likely to return to the Antonine Wall in future.

This indicates that the audience for the walks and talks is probably already “switched on” to the Antonine Wall and Roman heritage but nevertheless the activities have strongly enhanced their knowledge and awareness of the wall and Roman heritage in Scotland.

6. Respondent Profile

52% of respondents lived in one of the local authority areas bordering the Antonine Wall. A further 14% lived elsewhere in Scotland and 10% in the UK outside Scotland. One respondent lived in Florida.

7. Qualitative Views of the Community Conference

The online survey method allowed qualitative comments to be made on the events and activities programme. Examples of the comments made are as follows:

- *Looking forward to more events in the future*
- *I was only expecting to follow part of the ruins of the Antonine Wall, and had done no reading on the project beforehand, so was surprised and happy to see how much has been done*
- *The first part of each talk was the same. I would have broken it up so that each talk was a discrete event.*
- *Absolutely loved the guided walk I was able to take part in and would be interested in future events.*
- *I would emphasise the value to mental health and ask the NHS to help fund future activity and GP referrals.*

All the comments made have been shared with the Project Manager in the full final survey findings report.

8. Conclusions

Overall, the walks and talks have scored highly in terms of awareness raising and generating interest and enthusiasm for aspects of the Antonine Wall and Roman heritage in Scotland in general.

There was a high level of awareness of the Antonine Wall prior to participation but knowledge and awareness of the history and significance of the wall was enhanced by participation in the walks and talks and participants subsequently discussed their experiences with family and friends.

Overall, we conclude that although the programme replaced the planned community conference, because of Covid-19-19 it has had a very positive impact on raising participant awareness of the Antonine Wall and giving them a much-enhanced experience and enthusiasm for the heritage of the wall.

APPENDIX 7

PERTH MUSEUM “EDGE OF EMPIRE” EXHIBITION: VISITOR SURVEY FINDINGS

1. Survey Sample

The sampling frame was comprised of visitors to the “Rediscovering the Antonine Wall” (RTAW) section (gallery 2) of the overall “Romans: Edge of Empire” Exhibition which was held at Perth Museum and Art Gallery from 9th October 2021 until 6th February 2022.

All visitors were invited to respond via a paper survey form which was completed on site and returned to a collection box at the museum reception.

There were 80 respondents in total, a 0.6% response rate from 12,239 total visitors to the exhibition giving a 90% confidence level with a 9% margin of error. The findings can be summarised as follows.

2. All Respondents

62% of respondents indicated that visiting the “Romans: Edge of Empire” Exhibition was the main reason for their visit (Table 1).

TABLE 1
AWARENESS OF “ROMANS: EDGE OF EMPIRE” EXHIBITION BEFORE VISIT TO PERTH MUSEUM & ART GALLERY

Answer Choices	Responses
Yes, and it was the main reason why I visited today	62%
Yes, but it was just part of my overall visit to Perth Museum & Art Gallery	15%
No, I was not aware of it	23%

Overall, awareness of the exhibition, at 77%, was a significant factor in deciding to visit. Just over a fifth of respondents were not aware that the exhibition was taking place.

Visitors were then asked to indicate their levels of satisfaction with the overall exhibition (Table 2).

TABLE 2
LEVELS OF SATISFACTION WITH THE “ROMANS: EDGE OF EMPIRE” EXHIBITION

Answer Choices	Responses
Very Satisfied	67%
Satisfied	29%
Neither Satisfied nor Dissatisfied	1%
Dissatisfied	1%
Very Dissatisfied	1%

Overall, levels of satisfaction with the exhibition were very high with 97% of respondents indicating that they were either very satisfied or satisfied with the exhibition.

3. Rediscovering the Antonine Wall as a Driver of Visits

Respondents were asked to indicate how aware they were of the Rediscovering the Antonine Wall exhibition in Gallery 2 and how important it was in driving their decision to visit (Table 3).

TABLE 3 AWARENESS OF THE “REDISCOVERING THE ANTONINE WALL” PART OF THE EXHIBITION	
Answer Choices	Responses
Yes, and it was the main reason why I visited today	11%
Yes, but it was just part of my overall visit to the Romans exhibition	32%
No, I was not aware of it	57%

The “Rediscovering the Antonine Wall” gallery within the exhibition was not a main driver for visitors and it was regarded as a part of the wider Romans exhibition. There was a relatively low awareness of it compared to that of the “Romans: Edge of Empire” overall.

4. Prior Awareness and Visits to the Antonine Wall

Visitors were asked if they were aware of the Antonine Wall or had visited it prior to attending the exhibition (Table 4).

TABLE 4 AWARENESS OR PRIOR VISIT TO THE ANTONINE WALL		
Answer Choices	Yes	No
Heard of the Antonine Wall	77%	23%
Visited the Antonine Wall	29%	71%

Overall, there was high level of awareness of the Antonine Wall but relatively low levels of prior visitations – although for an exhibition venue which was not located near to the line of the wall, perhaps 30% visitation should be considered a reasonably high response.

This was borne out by the finding that, upon further examination of those who had visited the Antonine Wall, 55% lived in the City of Perth or in Perth & Kinross whilst 44% lived elsewhere in Scotland.

5. Effectiveness of RtAW in Providing Insight into Roman Scotland

Respondents were asked to indicate how effective the “Rediscovering the Antonine Wall” gallery was at giving an insight into life in Roman Scotland (Table 5).

TABLE 5
EFFECTIVENESS OF RTAW AT GIVING INSIGHT INTO ROMAN SCOTLAND

Answer Choices	Responses
Very Poor	0%
Poor	0%
Neither Poor nor Good	4%
Good	38%
Very Good	58%

Overall, 96% of respondents indicated that the RTAW exhibition was good or very good at providing insight into life in Roman Scotland.

Related to that, the impact of the exhibition on respondents' understanding and appreciation of the history and heritage of the Antonine Wall was investigated. This was a multiple-choice response question which allowed people to tick as many options as they wished (Table 6).

TABLE 6
IMPACT OF "REDISCOVERING THE ANTONINE WALL" UPON UNDERSTANDING AND APPRECIATION OF THE HISTORY AND HERITAGE OF THE ANTONINE WALL

Answer Choices	Responses
I had not heard of the Antonine Wall prior to my visit	15%
It made me more aware of the history and heritage of the Antonine Wall	77%
It had no impact on my awareness of the heritage of the Antonine Wall	6%
It made me less aware of the heritage of the Antonine Wall	1%

Only 15% had not heard of the Antonine Wall prior to their visit. Overall, the RTAW exhibition appears to have had an impact on raising awareness, understanding and appreciation of the Antonine Wall amongst 77% of visitors.

6. Propensity to Return

Respondents were asked to indicate if the "Rediscovering the Antonine Wall" gallery was likely to encourage them to visit the "Romans: Edge of Empire" exhibition again before it closed in February 202 (Table 7).

TABLE 7 LIKELIHOOD TO VISIT THE EXHIBITION AGAIN	
Answer Choices	Responses
Yes	68%
No	32%

Table 7 indicates that the RTAW exhibition was very likely to encourage respondents to return to the “Romans: Edge of Empire” exhibition before it closed in February 2022. It would be interesting to know how many times, on average, visitors did indeed return to the exhibition.

7. Impact of the RtAW Exhibition

To assess the impact of the RTAW exhibition respondents were invited to indicate the degree to which they agreed with a range of statements because of visiting the “Rediscovering the Antonine Wall” Exhibition. Scoring was undertaken on a weighted average basis in which 1 = strongly disagree to 5 = strongly agree was used (Table 8).

TABLE 8 IMPACT OF THE RTAW EXHIBITION	
Statement	Weighted Average
I have increased my general knowledge and understanding of Roman Scotland	4.42
I found my visit to the exhibition to be inspiring and informative	4.32
I have learned more about life on the Antonine Wall	4.44
I have learned more about the history of the Antonine Wall	4.38
I have learned about the “Rediscovering the Antonine Wall” project	4.31

In all cases, the weighted average was very high – over four out of five in all cases, indicating that the exhibition has:

- Raised awareness about aspects of the heritage of Roman Scotland
- Inspired and informed visitors to the exhibition
- Raised awareness of life on the Antonine Wall
- Made people more aware about the RTAW project itself.

These were followed up by a series of questions on how the exhibition had inspired visitors to follow up with further activities. Visitors were asked to indicate if they were likely to find out more about the Antonine Wall and the Romans and/or visit a Roman site (Table 9).

TABLE 9**FURTHER ACTIVITIES INSPIRED BY THE RTAW EXHIBITION**

Activity	% Response
Find out more about the Romans in Scotland	87%
Find out more about the Antonine Wall in particular	77%
Visit the Antonine Wall	82%
Visit other Roman sites in Scotland	80%

Table 9 indicates that the exhibition inspired visitors to engage in further activities related to the Romans in Scotland or the Antonine Wall in particular. The exhibition has also inspired high level of interest in undertaking visits to the Antonine Wall.

8. Additionality, Displacement and Deadweight

What would respondents have done if they had not visited the exhibitions? Table 10 gives some insight into this.

TABLE 10**IF YOU HAD NOT VISITED THE EXHIBITIONS, WHAT WOULD YOU HAVE DONE?**

Answer Choices	Responses
Stayed at Home	35%
Visited Perth Museum & Art Gallery anyway	32%
Gone elsewhere in Perth	27%
Gone elsewhere in Scotland	5%

Table 10 indicates that the appeal of the exhibition stimulated around 35% of visitors to visit the museum who may otherwise have stayed at home thus creating significant additionality.

There would have been a reasonable “deadweight” of 32% of visitors who would have come to the museum anyway for a range of reasons, whilst there was a displacement factor of around 32% of visitors who may have gone elsewhere in Perth or Scotland. Overall there is broadly a three-way split between additionality, displacement, and deadweight.

9. Impact on Children

How appealing was the exhibition for children and what did they think about it? These are investigated in Tables 11 and 12.

TABLE 11**PERCENTAGE OF VISITORS ACCOMPANIED BY CHILDREN**

Answer Choices	Responses
Yes	23%
No	77%

Table 11 indicates that around 23% of visitors were accompanied by children.

Visitors who were accompanied by children were then invited to respond (or to ask the children to respond) to a series of questions on the impact that the exhibition had on their children (Table 12).

TABLE 12
IMPACT ON CHILDREN

Question	%Yes
Did they find the exhibition interesting?	100%
Will it encourage them to find out more about Roman Scotland?	80%
Do they want to tell their friends about it?	93%
Was it fun?	100%

Clearly the exhibition was of great interest to children, having encouraged them to find out more about Roman Scotland and, maybe most importantly, they found it to be fun and they wanted to tell their friends about it.

10. Place of Residence of Visitors

Visitors were asked where they usually resided (Table 13).

TABLE 13
USUAL PLACE OF RESIDENCE

City of Perth	33%
Perth & Kinross	23%
Elsewhere in Scotland	29%
England, Wales, Northern Ireland	12%
Outside the UK	3%

33% of respondents lived in the City of Perth with a further 23% of respondents' resident in Perth & Kinross. A further 29% lived

elsewhere in Scotland and 12% in the UK outside Scotland. 3% of respondents lived outside the UK – in France and Canada.

11. Conclusions

Overall, the exhibition has been positively received in Perth and has had a positive impact on its audience.

It was highly regarded by visitors and has helped to increase awareness of and interest in the Antonine Wall. It has encouraged visitors to investigate Roman Scotland further and has probably stimulated visits to the Antonine Wall itself.

The exhibition appears to have had a positive impact on the interest of children and was appealing enough to stimulate additional visitors to come to the museum.

By hosting the exhibition in Perth, it is likely that the RTAW project has engaged with an audience which, whilst knowledgeable about the Antonine Wall, has generally not visited the wall but is now more amenable to undertaking further activities aimed at becoming more aware of the Romans in Scotland and the Antonine Wall in particular.

Acknowledgements

The consultants would like to acknowledge the assistance of J.P. Reid and Nicola Garside of Culture Perth & Kinross in undertaking this evaluation.

APPENDIX 8

AULD KIRK MUSEUM, KIRKINTILLOCH: EXHIBITION VISITOR SURVEY FINDINGS

1. Survey Sample

1.1. Sampling Frame

The sampling frame was comprised of visitors to the “Rediscovering the Antonine Wall” (RTAW) exhibit at the Auld Kirk Museum, Kirkintilloch which ran from 26th February until 7th May 2022. All visitors were invited to respond via a paper survey form which was completed on site and returned to the museum reception.

1.2. Number of Respondents

There were 6 respondents in total, a low number of responses probably due to the relatively limited opening times of the museum and relatively low visitor numbers – there are only around 4,500 visitors annually. It is hoped that total visitor numbers can be obtained from the museum to allow analysis of the representative sample size to be undertaken. Nevertheless, and bearing in mind those low numbers, the findings can be summarised as follows.

2. All Respondents

Respondents were asked to indicate if they were aware of the “Rediscovering the Antonine Wall” Exhibition prior to their visit and whether it was the main reason for their visit (Table 1).

TABLE 1
AWARENESS OF EXHIBITION BEFORE VISIT TO AULD KIRK MUSEUM

Answer Choices	Responses
Yes, and it was the main reason why I visited today	67%
Yes, but it was just part of my overall visit to the museum	17%
No, I was not aware of it	17%

There may have been other reasons for visits to take place but the awareness of the exhibition and being the main reason to visit, at 67%, was significant. Just under a fifth of respondents were not aware that the exhibition was taking place.

3. Rediscovering the Antonine Wall as a Driver of Visits

Respondents were asked to indicate how they found out about the exhibition (Table 2).

TABLE 2
HOW RESPONDENTS FOUND OUT ABOUT THE EXHIBITION

Answer Choices	Responses
"Rediscovering the Antonine Wall" website	0%
"Rediscovering the Antonine Wall" Facebook account	20%
"Rediscovering the Antonine Wall" Twitter account	0%
"Rediscovering the Antonine Wall" Instagram account	0%
Word of Mouth	60%
Other (please specify)	20%

Most visitors found out about the exhibition via word of mouth. The RTAW project Facebook account was also important in attracting visitors.

4. Prior Awareness and Visits to the Antonine Wall

Visitors were asked if they were aware of the Antonine Wall or had visited it prior to attending the exhibition (Table 3)

TABLE 3 AWARENESS OR PRIOR VISIT TO THE ANTONINE WALL		
	Yes	No
Heard of the Antonine Wall	100%	0%
Visited the Antonine Wall	75%	25%

Overall, there were high levels of both awareness of the Antonine Wall and prior visitations, hardly surprising given that Kirkintilloch and the surrounding area lies on the wall and offers access to some of the better-known sites to visit.

5. Effectiveness of RTAW in Providing Insight into Roman Scotland

Respondents were asked to indicate how effective the “Rediscovering the Antonine Wall” exhibition was at giving an insight into life in Roman Scotland (Table 4).

**TABLE 4
EFFECTIVENESS OF RTAW AT GIVING INSIGHT INTO ROMAN SCOTLAND**

Answer Choices	Responses
Very Poor	0%
Poor	0%
Neither Poor nor Good	0%
Good	17%
Very Good	83%

Overall, 100% of respondents indicated that the RTAW exhibition was good or very good at providing insight into life in Roman Scotland.

Related to that, the impact of the exhibition on respondents’ understanding and appreciation of the history and heritage of the Antonine Wall was investigated. This was a multiple-choice response question which allowed people to tick as many options as they wished (Table 5).

TABLE 5**IMPACT OF “REDISCOVERING THE ANTONINE WALL” UPON UNDERSTANDING AND APPRECIATION OF THE HISTORY AND HERITAGE OF THE ANTONINE WALL**

Answer Choices	Responses
I had not heard of the Antonine Wall prior to my visit	0%
It made me more aware of the history and heritage of the Antonine Wall	100%
It had no impact on my awareness of the heritage of the Antonine Wall	0%
It made me less aware of the heritage of the Antonine Wall	0%

No respondents had not heard of the Antonine Wall prior to their visit. Overall, the exhibition appears to have had a positive impact on raising awareness, understanding and appreciation of the Antonine Wall amongst 100% of visitors.

6. Propensity to Return

Respondents were asked to indicate if the “Rediscovering the Antonine Wall” exhibition was likely to encourage them to visit again before it closed in May 2022 (Table 6).

TABLE 6**LIKELIHOOD TO VISIT THE EXHIBITION AGAIN**

Answer Choices	Responses
Yes	67%
No	33%

Table 6 indicates that the exhibition was very likely to encourage respondents to return to the exhibition before it closed in May 2022. It is not known how many times, on average, visitors did indeed return to the exhibition.

7. Impact of the RTAW Exhibition

To assess the impact of the RTAW exhibition respondents were invited to indicate the degree to which they agreed with a range of statements because of visiting the “Rediscovering the Antonine Wall” Exhibition. Scoring was undertaken on a weighted average basis in which 1 = strongly disagree to 5 = strongly agree was used (Table 7).

TABLE 7**IMPACT OF THE RTAW EXHIBITION**

Statement	Weighted Average
I found my visit to the exhibition to be inspiring and informative	4.7
I have learned more about life on the Antonine Wall	4.5
I have learned more about the history of the Antonine Wall	4.7
I have learned about the “Rediscovering the Antonine Wall” project	4.5

In all cases, the weighted average was very high – over four out of five, indicating that the exhibition has:

- Raised awareness about aspects of the heritage of Roman Scotland
- Inspired and informed visitors to the exhibition
- Raised awareness of life on the Antonine Wall
- Made people more aware about the RTAW project itself.

These were followed up by questions on how the exhibition had inspired visitors to follow up on their visit. Visitors were asked to indicate if they were likely to find out more about the Antonine Wall and the Romans and/or visit a Roman site (Table 8).

TABLE 8 FURTHER ACTIVITIES INSPIRED BY THE RTAW EXHIBITION	
Activity	% Response
Find out more about the Romans in Scotland	100%
Find out more about the Antonine Wall	100%
Visit other Roman sites in Scotland	100%
Visit the Antonine Wall and the replica Distance Stones	100%

Table 8 indicates that the RTAW exhibition has inspired all visitors to engage in further activities related to finding out about the Romans in Scotland or the Antonine Wall in particular. The exhibition has also inspired a high level of interest in undertaking visits to the Antonine Wall itself.

8. Additionality, Displacement and Deadweight

What would respondents have done if they had not visited the exhibitions (Table 9)?

TABLE 9 IF YOU HAD NOT VISITED THE EXHIBITION, WHAT WOULD YOU HAVE DONE?	
Answer Choices	Responses
Stayed at Home	33%
Gone elsewhere in Kirkintilloch	33%
Gone elsewhere in Scotland	33%

Table 9 indicates that the appeal of the exhibition stimulated around 33% of visitors to visit the museum who may otherwise have stayed at home thus creating significant additionality.

There was a displacement factor of around 33% of visitors who may have gone elsewhere in Kirkintilloch or Scotland. Overall there is broadly a three-way split between additionality, displacement, and deadweight but again, the small response numbers must be borne in mind.

9. Impact on Children

How appealing was the exhibition for children and what did they think about it? These are investigated in Tables 10 and 11.

TABLE 10
PERCENTAGE OF VISITORS ACCOMPANIED BY CHILDREN

Answer Choices	Responses
Yes	67%
No	33%

Table 10 indicates that around 67% of visitors were accompanied by children, significantly higher than in Perth. Those visitors accompanied by children were then invited to respond (or to ask the children to respond) to questions on the impact that the exhibition had on their children (Table 11).

TABLE 11
IMPACT ON CHILDREN

Impact	Yes
Did the children find the exhibition interesting?	100%
Will it encourage them to find out more about Roman Scotland?	100%
Do they want to tell their friends about it?	100%
Was it fun?	100%
Will they visit or have they visited the Roman themed play park in nearby Peel Park?	100%

Clearly the exhibition was of great interest to children, having encouraged them to find out more about Roman Scotland and, maybe most importantly, they found it to be fun and wanted to tell their friends about it. All children had visited the nearby Roman themed play park in Peel Park.

10. Place of Residence of Visitors

Visitors were asked where they usually resided (Table 12).

TABLE 12
USUAL PLACE OF RESIDENCE

Answer Choices	Responses
Kirkintilloch and area	60%
Elsewhere in East Dunbartonshire	0%
Elsewhere in Scotland	40%
England, Wales, Northern Ireland	0%
Outside the UK (please specify which country)	0%

60% of respondents lived in Kirkintilloch with a further 40% resident elsewhere in Scotland beyond East Dunbartonshire. No respondents lived elsewhere or outside the UK – in France and Canada indicating a very local audience reflecting the high levels of awareness and interest in the Antonine Wall.

11. Conclusions

Although there was a small number of respondents, the survey data provides an insight into the impact of the exhibition.

Overall, the exhibition has been positively received in Kirkintilloch and was highly regarded by visitors. It has helped to increase awareness of and interest in the Antonine Wall. It has encouraged visitors to investigate the Romans in Scotland further and has probably stimulated visits to the Antonine Wall itself.

The exhibition appears to have had a positive impact on the interest of children and was appealing enough to stimulate additional visitors to come to the museum and to visit the adjacent Roman play park.

By hosting the exhibition in the Auld Kirk Museum, it is likely that the RTAW project has engaged with a predominantly local audience which is generally knowledgeable about the Antonine Wall and is hopefully now more aware of the Romans in Scotland and the Antonine Wall in particular. Nevertheless, as with in Perth, it appears that the exhibition has had a very positive impact on raising awareness and stimulating interest in the Antonine Wall and the Romans in Scotland in general.

Acknowledgements

The consultants would like to acknowledge the assistance of Christine Pont of The Auld Kirk Museum, Kirkintilloch, in undertaking this survey.

APPENDIX 9

“BEYOND BOUNDARIES” EXHIBITION, DALMUIR LIBRARY: VISITOR SURVEY FINDINGS

1. Survey Sample

The sampling frame was comprised of visitors to the “Beyond Boundaries” Exhibition, held at Dalmuir Library, Clydebank. Responses were collected from 25th May 2022 until October 5th, 2022.

All visitors were invited to respond via a paper survey form which was completed on site and returned to a collection box at the museum reception.

There were 14 respondents in total. Visitor numbers were not recorded. The findings can be summarised as follows.

2. Reason to Visit

53% of respondents indicated that visiting the “Beyond Boundaries” Exhibition was the main reason for their visit (Table 1).

TABLE 1 AWARENESS OF “BEYOND BOUNDARIES” EXHIBITION BEFORE VISIT	
Answer Choices	Responses
Yes, and it was the main reason why I visited today	50%
Yes, but it was just part of my overall visit to Perth Museum & Art Gallery	43%
No, I was not aware of it	7%

There may have been other reasons for visits to take place but overall the awareness of the exhibition, at 93%, was a significant factor in deciding to visit. Only 7% of respondents were not aware that the exhibition was taking place until they arrived at the library.

3. Prior Awareness and Visits to the Antonine Wall

Visitors were asked if they were aware of the Antonine Wall or had visited it prior to attending the exhibition (Table 2)

TABLE 2 AWARENESS OR PRIOR VISIT TO THE ANTONINE WALL		
Answer Choices	Yes	No
Heard of the Antonine Wall	100%	0%
Visited the Antonine Wall	58%	42%

All visitors were aware of the Antonine Wall and over half had visited it – probably to be expected for an exhibition venue located close to the line of the wall. This was borne out by the finding that, upon

further examination of those who had visited the Antonine Wall, 64% lived in West Dunbartonshire whilst 36% lived elsewhere in Scotland.

4. Providing Insight into Roman Scotland

Respondents were asked to indicate how effective the “Beyond Boundaries” exhibition was at giving an insight into life in Roman Scotland (Table 5).

TABLE 5 EFFECTIVENESS OF RTAW AT GIVING INSIGHT INTO ROMAN SCOTLAND	
Answer Choices	Responses
Very Poor	0%
Poor	0%
Neither Poor nor Good	0%
Good	21%
Very Good	79%

Overall, 100% of respondents indicated that the exhibition was good or very good at providing insight into life in Roman Scotland.

Related to that, the impact of the exhibition on respondents’ understanding and appreciation of the history and heritage of the Antonine Wall was investigated.

This was a multiple-choice response question which allowed people to tick as many options as they wished (Table 6).

**TABLE 6
IMPACT OF “REDISCOVERING THE ANTONINE WALL” UPON
UNDERSTANDING AND APPRECIATION OF THE HISTORY AND
HERITAGE OF THE ANTONINE WALL**

Answer Choices	Responses
It made me more aware of the history and heritage of the Antonine Wall	100%
It made me less aware of the heritage of the Antonine Wall	0%
It had no impact on my awareness of the heritage of the Antonine Wall	0%
I had not heard of the Antonine Wall prior to my visit	0%

100% of respondents indicated that the exhibition made them It made me more aware of the history and heritage of the Antonine Wall. Overall, the exhibition appears to have had a highly significant impact on raising awareness of the Antonine Wall.

5. Propensity to Return

Respondents were asked to indicate if they were likely to visit the “Romans: Edge of Empire” exhibition again before it closed (Table 7).

TABLE 7 LIKELIHOOD TO VISIT THE EXHIBITION AGAIN	
Answer Choices	Responses
Yes	43%
No	57%

Table 7 indicates that the RTAW exhibition was very likely to encourage a high proportion of respondents to return before it closed. It is not known how many times, on average, visitors did indeed return to the exhibition.

6. Impact of the Beyond Boundaries Exhibition

To assess the impact of the exhibition respondents were invited to indicate the degree to which they agreed with a range of statements because of visiting the “Beyond Boundaries” Exhibition. Scoring was undertaken on a weighted average basis in which 1 = strongly disagree to 5 = strongly agree was used (Table 8)

TABLE 8 IMPACT OF THE BEYOND BOUNDARIES EXHIBITION	
Statement	Avg
I found my visit to the exhibition to be inspiring and informative	4.6
I have learned more about life on the Antonine Wall	4.5
I have learned more about the history of the Antonine Wall	4.4
I have learned about the “Rediscovering the Antonine Wall” project	4.4

In all cases, the weighted average was very high – over four out of five in all cases, indicating that the exhibition has:

- Raised awareness about aspects of the heritage of Roman Scotland
- Inspired and informed visitors to the exhibition
- Raised awareness of life on and history of the Antonine Wall
- Made people more aware about the RtAW project itself.

These were followed up by a series of questions on how the exhibition had inspired visitors to follow up with further activities. Visitors were asked to indicate on a scale from 1 to 5, how likely they were to undertake a range of activities as a result of visiting the Beyond Boundaries exhibition (Table 9).

TABLE 9 FURTHER ACTIVITIES INSPIRED BY THE EXHIBITION	
Activity	Weighted Average
Find out more about the Romans in Scotland	3.9
Find out more about the Antonine Wall in particular	3.9
Visit the Antonine Wall and the replica distance stones	4.0
Visit other Roman sites in Scotland	3.9

Table 9 indicates that the exhibition has inspired visitors to engage in further activities related to finding out about the Romans in Scotland or the Antonine Wall in particular. The exhibition has also inspired high level of interest in undertaking visits to the Antonine Wall and the replica distance stones.

7. Additionality, Displacement and Deadweight

What would respondents have done if they had not visited the exhibition? Table 10 gives some insight into this.

TABLE 10 IF YOU HAD NOT VISITED THE EXHIBITIONS, WHAT WOULD YOU HAVE DONE?	
Answer Choices	Responses
Stayed at Home	54%
Gone Elsewhere in Dalmuir and Clydebank	31%
Gone elsewhere in Scotland	15%

Table 10 indicates that the appeal of the exhibition stimulated around 54% of visitors to visit who may otherwise have stayed at home thus creating significant additionality.

There would have been a small “deadweight” of 15% of visitors who would gone elsewhere in the local area. The exhibition appears to have stimulated visits to the library which would otherwise not have taken place.

8. Impact on Children

How appealing was the exhibition for children and what did they think about it? These are investigated in Tables 11 and 12.

TABLE 11 PERCENTAGE OF VISITORS ACCOMPANIED BY CHILDREN	
Answer Choices	Responses
Yes	43%
No	57%

Table 11 indicates that around 43% of visitors were accompanied by children – a higher proportion than in Perth. Those visitors accompanied by children were then invited to respond (or to ask the

children to respond) to a series of questions on the impact that the exhibition had on their children (Table 12).

TABLE 12 IMPACT ON CHILDREN	
Question	%Yes
Did the children find the exhibition interesting?	100%
Will it encourage them to find out more about Roman Scotland?	100%
Do they want to tell their friends about it?	100%
Was it fun?	100%
Will they visit or have they visited the Roman themed play park in Goldenhill Park?	67%

Although there were only 6 respondents, it appears that the exhibition was of great interest to children, encouraged them to find out more about Roman Scotland and, maybe most importantly, they found it to be fun and they wanted to tell their friends about it. many were interested in visiting the Roman play park in Goldenhill as a result of their visit.

9. Place of Residence of Visitors

Visitors were asked where they usually resided (Table 13).

TABLE 13
USUAL PLACE OF RESIDENCE

Elsewhere in Scotland	36%
Dalmuir	29%
Elsewhere in Clydebank	21%
Elsewhere in West Dunbartonshire	14%
England, Wales, Northern Ireland	0%
Outside the UK (please specify which country)	0%

Rather surprisingly, 36% of respondents claimed to live elsewhere in Scotland beyond West Dunbartonshire, although this is probably due to the small sample size inflating the percentage in that category. 64% lived in West Dunbartonshire as a whole reflecting the very localised audience for the exhibition in Dalmuir Library.

10. Conclusions

Overall, the Beyond Boundaries exhibition has been positively received and has had a positive impact on its audience.

It was highly regarded by visitors and has helped to increase awareness of and interest in the Antonine Wall. It has encouraged visitors to investigate Roman Scotland further and has probably stimulated visits to the Antonine Wall itself.

The exhibition appears to have had a positive impact on the interest of children and was appealing enough to stimulate visits to the nearby play parks.

By hosting the exhibition in Dalmuir, it is likely that the RTAW project has engaged with a local audience which is knowledgeable about the Antonine Wall, but through attending the exhibition, has become more aware of the Romans in Scotland and the Antonine Wall in particular and is likely to visit other locations as a result.

Acknowledgements

The consultants would like to acknowledge the assistance of Severine Peryichou and the staff at Dalmuir Library in undertaking this evaluation.

APPENDIX 10

CUMBERNAULD MUSEUM EXHIBITION: VISITOR SURVEY FINDINGS

1. Introduction

This report sets out the findings of the evaluation of the outcomes of the “Rediscovering the Antonine Wall” exhibition at Cumbernauld Museum.

2. Survey Sample

2.1. Sampling Frame

The sampling frame was comprised of visitors to the “Rediscovering the Antonine Wall” (RTAW) exhibition at Cumbernauld Museum, Kirkintilloch which ran from September 23rd, 2022, until January 16th, 2023. All visitors were invited to respond via a paper survey form which was completed on site and returned to the museum reception.

2.2. Number of Respondents

There were 20 respondents in total, a reasonable response which provides an insight into the exhibition and its achievement. The findings can be summarised as follows.

3. Awareness of the Exhibition

Respondents were asked to indicate if they were aware of the “Rediscovering the Antonine Wall” Exhibition prior to their visit and whether it was the main reason for their visit (Table 1).

TABLE 1
AWARENESS OF EXHIBITION BEFORE VISIT TO AULD KIRK MUSEUM

Answer Choices	Responses
Yes, and it was the main reason why I visited today	65%
Yes, but it was just part of my overall visit to the museum	25%
No, I was not aware of it	10%

There may have been other reasons for visits to take place but overall the awareness of the exhibition and its role as the main reason to visit, at 65%, was significant. Only 10% of respondents were not aware that the exhibition was taking place.

4. Rediscovering the Antonine Wall as a Driver of Visits

Respondents were asked to indicate how they found out about the exhibition (Table 2).

TABLE 2
HOW RESPONDENTS FOUND OUT ABOUT THE EXHIBITION

Answer Choices	Responses
Other (please specify)	35%
Word of Mouth	29%
"Rediscovering the Antonine Wall" Facebook account	18%
"Rediscovering the Antonine Wall" website	12%
"Rediscovering the Antonine Wall" Instagram account	6%
"Rediscovering the Antonine Wall" Twitter account	0%

Most visitors found out about the exhibition via word of mouth or by another route. There was no regularly mentioned "other" route from any of the six respondents who commented in the text box for that option. The RTAW project Facebook account and website were also important in attracting visitors to the exhibition.

5. Prior Awareness and Visits to the Antonine Wall

Visitors were asked if they were aware of the Antonine Wall or had visited it prior to attending the exhibition (Table 3).

TABLE 3
AWARENESS OR PRIOR VISIT TO THE ANTONINE WALL

	Yes	No
Heard of the Antonine Wall	95%	5%
Visited the Antonine Wall	69%	31%

Overall, there were high levels of both awareness of the Antonine Wall and prior visitations, but not as high as in Kirkintilloch.

However the high awareness level is unsurprising as the Cumbernauld area lies on the route of the Antonine Wall and offers access to some of the better-known sites such as at Seabegs Wood, Croy Hill, Silvanus and Castlecary.

6. Effectiveness of the Exhibition in Providing Insight into Roman Scotland

Respondents were asked to indicate how effective the "Rediscovering the Antonine Wall" exhibition was at giving an insight into life in Roman Scotland (Table 4).

TABLE 4
EFFECTIVENESS OF RTAW AT GIVING INSIGHT INTO ROMAN SCOTLAND

Answer Choices	Responses
Very Good	65%
Good	35%
Very Poor	0%
Poor	0%
Neither Poor nor Good	0%

Overall, 100% of respondents indicated that the RTAW exhibition was good or very good at providing insight into life in Roman Scotland.

The impact of the exhibition on respondents' understanding and appreciation of the history and heritage of the Antonine Wall was investigated in a multiple-choice response question (Table 5).

TABLE 5 IMPACT ON UNDERSTANDING AND APPRECIATION OF THE HISTORY AND HERITAGE OF THE ANTONINE WALL	
Answer Choices	Responses
It made me more aware of the history and heritage of the Antonine Wall	100%
I had not heard of the Antonine Wall prior to my visit	0%
It had no impact on my awareness of the heritage of the Antonine Wall	0%
It made me less aware of the heritage of the Antonine Wall	0%

No respondents had not heard of the Antonine Wall prior to their visit. Overall, the exhibition appears to have had a positive impact on raising awareness, understanding and appreciation of the Antonine Wall amongst 100% of visitors.

7. Propensity to Return

Respondents were asked to indicate if the “Rediscovering the Antonine Wall” exhibition was likely to encourage them to visit again before it closed in January 2023 (Table 6).

TABLE 6 LIKELIHOOD TO VISIT THE EXHIBITION AGAIN	
Answer Choices	Responses
Yes	78%
No	22%

Table 6 indicates that the exhibition was very likely to encourage respondents to return to the exhibition before it closed in May 2022 with a higher return rate than was indicated in Kirkintilloch. It is not known if visitors did indeed return to the exhibition.

8. Impact of the RTAW Exhibition

Respondents were asked to indicate how strongly they agreed with statements because of visiting the “Rediscovering the Antonine Wall” Exhibition. Scoring was undertaken on a weighted average basis in which 1 = strongly disagree to 5 = strongly agree (Table 7).

TABLE 7 IMPACT OF THE RTAW EXHIBITION	
Statement	Weighted Average
I found my visit to the exhibition to be inspiring and informative	4.55
I have learned more about life on the Antonine Wall	4.70
I have learned more about the history of the Antonine Wall	4.63
I have learned about the “Rediscovering the Antonine Wall” project	4.72

In all cases, the weighted average was very high – well above four out of five, indicating that the exhibition has:

- Significantly raised awareness about aspects of the heritage of Roman Scotland
- Inspired and informed visitors to the exhibition
- Significantly raised awareness of life on the Antonine Wall
- Raised awareness of the RTAW project itself

These were followed up by questions on how the exhibition had inspired visitors to follow up on their visit. Visitors were asked to indicate if they were likely to find out more about the Antonine Wall and the Romans and/or visit a Roman site as a result of visiting the exhibition (Table 8).

TABLE 8 FURTHER ACTIVITIES INSPIRED BY THE RTAW EXHIBITION	
Activity	% Response
Find out more about the Antonine Wall	94%
Find out more about the Romans in Scotland	81%
Visit the Antonine Wall and the replica Distance Stones	80%
Visit other Roman sites in Scotland	71%

Table 8 indicates that the RTAW exhibition has inspired almost all visitors to engage in further activities related to finding out about the Romans in Scotland or the Antonine Wall in particular. The exhibition has also inspired a high level of interest in undertaking visits to the

Antonine Wall itself, the replica distance stones and other Roman sites in Scotland.

9. Additionality, Displacement and Deadweight

What would respondents have done if they had not visited the exhibitions (Table 9)?

TABLE 9 IF YOU HAD NOT VISITED THE EXHIBITION, WHAT WOULD YOU HAVE DONE?	
Answer Choices	Responses
Stayed at Home	45%
Gone elsewhere in Cumbernauld	40%
Gone elsewhere in North Lanarkshire	10%
Gone elsewhere in Scotland	5%

Table 9 indicates that the appeal of the exhibition stimulated around 45% of visitors to visit Cumbernauld Museum who may otherwise have stayed at home thus creating significant additionality. There was a displacement factor of around 55% of visitors who may have gone elsewhere in Cumbernauld, North Lanarkshire, or Scotland if they had not visited the exhibition.

10. Impact on Children

How appealing was the exhibition for children and what did they think about it? These are investigated in Tables 10 and 11.

TABLE 10
PERCENTAGE OF VISITORS ACCOMPANIED BY CHILDREN

Answer Choices	Responses
No	85%
Yes	15%

Table 10 indicates that 15% of visitors were accompanied by children, lower than in both Kirkintilloch and in Perth. Visitors accompanied by children were invited to ask the children to respond to questions on the impact that the exhibition had on the children (Table 11).

TABLE 11
IMPACT ON CHILDREN

Impact	Yes
Did the children find the exhibition interesting?	100%
Will it encourage them to find out more about Roman Scotland?	100%
Was it fun?	100%
Do they want to tell their friends about it?	67%

Clearly the exhibition was of great interest to children, having encouraged them to find out more about Roman Scotland and, maybe most importantly, they found it to be fun. However not all children wanted to tell their friends about it – lower than in the other locations. The caveat is that the actual number of children responding was small.

11. Place of Residence of Visitors

Visitors were asked where they resided (Table 12).

TABLE 12
USUAL PLACE OF RESIDENCE

Answer Choices	Responses
Cumbernauld and area	100%
Elsewhere in North Lanarkshire	0%
Elsewhere in Scotland	0%
England, Wales, Northern Ireland	0%
Outside the UK (please specify which country)	0%

All respondents lived in Cumbernauld and the local area indicating the importance of the museum for the community. No respondents lived elsewhere in North Lanarkshire, Scotland or outside the UK indicating a very local audience and reflecting high levels of awareness and interest in the Antonine Wall. This may also indicate that the museum is difficult to find unless local knowledge is available, as is indicated on some TripAdvisor reviews.

12. Conclusions

The survey provides an insight into the impact of the exhibition on visitors. Overall, the exhibition was highly regarded by visitors. It has increased awareness of and interest in the Antonine Wall, has encouraged visitors to investigate the Romans in Scotland further and is likely to have stimulated visits to the Antonine Wall itself.

The exhibition appears to have had a positive impact on children. It was fun but may not have been sufficiently “cool” to encourage all of them to share their experiences with other children. However this is based on a very small response from children accompanying adults and differs from responses from Perth and Kirkintilloch museums, where they were very keen to tell their friends about the exhibition.

By displaying the exhibition in Cumbernauld Museum, the RTAW project has engaged with a predominantly local audience which was very aware of the Antonine Wall prior to the exhibition. However, visitors are now more likely to be more aware of the Romans in Scotland and the Antonine Wall in particular because of visiting the exhibition. As in Perth and Kirkintilloch, the exhibition has had a very positive impact on raising awareness and stimulating interest in the Antonine Wall and the Romans in Scotland in general.

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APPENDIX 11: RTAW COSTS – ORIGINAL COMPARED TO ACTUAL (AS OF 7TH MARCH 2023)

Capital Projects		
Play Parks	Original Cost	Actual Cost
Goldenhill Park	£119,569	£124,817
Monymusk, Drumchapel	£110,689	£161,607
Peel Park	£175,228	£183,694
Auchinstarry	£178,312	£195,662
Callendar Park	£190,745	£208,560
Entrance Counters		
Roman themed app		
Total	£774,543	£874,340
Distance Stones	Original Cost	Actual Cost
Kilpatrick	£56,627	£57,155
Lambhill Stables, including Big Head and path/access works	£98,617	£88,128
Twechar	£61,938	£59,925
Nethercroy	£79,049	£87,869
Falkirk	£77,410	£66,070
Digital modelling and milling	£75,000	£4,874
Total	£448,641	£364,021
Community and Engagement Projects		
	Original Cost	Actual Cost
21st Century Legion	£13,622	£1,702
Walk the Wall Film	£70,000	£63,119
Community Projects - Showcasing the Wall		

	Original Cost	Actual Cost
Launch Event	£2,000	£750
Staff led events programme	£22,200	£3,136
Playpark installation activities		£289
Distance stone installation activities		£0
Top ten facts	£2,500	£0
Owners of the Wall	-	£0
My Antonine Wall Social Media project	£4,000	£0
Antonine Wall twinning initiative	£20,000	£2,044
Developing a Community Outreach Resource	£17,800	£19,427
Celebratory end of project event	£20,000	£0
Total	£88,500	£25,646
Community Projects by Local Authority Areas		
West Dunbartonshire	Original Cost	Actual Cost
Greenspace project	£10,000	£6,925
Graffiti/Mural Project	£8,000	£7,892
Project 3	£10,000	£204
Project 4	£7,000	£0
Creative Writing	£2,000	£1,583
Asylum Seekers/Refugee	£3,000	£3,000
Total	£40,000	£19,604
Glasgow	Original Cost	Actual Cost
Lambhill Stables: community garden and arts project	£10,000	£98

Graffiti/Mural Project	£8,000	£7,892
Project 3	£10,000	£15,602
Project 4	£7,000	£0
Creative Writing	£2,000	£1,583
Asylum Seekers/Refugee	£3,000	£3,000
Total	£40,000	£28,175
East Dunbartonshire	Original Cost	Actual Cost
Bearsden Baptist Church Community Garden & Trail	£15,000	£15,769
Graffiti/Mural Project	£8,000	£7,892
Project 3	£8,000	£7,770
Project 4	£4,000	£0
Creative Writing	£2,000	£1,583
Asylum Seekers/Refugee	£3,000	£3,000
Total	£40,000	£36,014
North Lanarkshire	Original Cost	Actual Cost
Inter-generational Local History Project	£10,000	£21
Run the Wall	£7,000	£0
Graffiti/Mural Project	£8,000	£7,892
Cycling Without Age	£10,000	£12,515
Creative Writing	£2,000	£1,583
Asylum Seekers/Refugee	£3,000	£3,000
Total	£40,000	£25,011
Falkirk	Original Cost	Actual Cost

Community Garden, Barnardo's Centre, Watling Lodge	£20,000	£0
Roman Garden and Cooking	£9,000	£0
Graffiti/Mural Project	£8,000	£7,892
Cycling without Age	£8,000	£9,641
Creative Writing	£2,000	£1,583
Asylum Seekers/Refugee	£3,000	£3,000
Seabegs Woods Access Improvements	£0	£23,246
Total	£50,000	£45,362
Total Community Projects in Local Authority Areas	£210,000	£154,166
Community Projects – Externally Funded		
	Original Cost	Actual Cost
Bonnybridge plaque	£25,000	£17,524
Bo'ness Sculpture	£25,000	£18,524
Total	£50,000	£36,048
Education and Outreach		
	Original Cost	Actual Cost
Custodians of the Wall	£15,000	£15,000
Officer Led Community Outreach Events	£8,000	£2,064
Annual Conferences	£22,500	£2,499
Theatre Production	£2,000	£0
Outreach to Museums	£16,000	£34,104
Total	£63,500	£53,667

Staff and Admin	Original Cost	Actual Cost
Staffing	£340,991	£423,631
Additional staff costs	£20,800	£13,344
Marketing	£10,000	£5,864
Evaluation	£10,000	£21,850
Legal advice: IPR lawyer and legal advice for volunteers	£10,000	£0
Total	£391,791	£464,689
Other Costs	Original Cost	Actual Cost
General Project Contingency – used at Goldenhill Park during Covid for security etc	£5,000	£6,298
Inflation allowance – used at Bearsden Baptist Church greenspace project due to increased costs	£5,000	£2,000
Total	£10,000	£8,298
Total Project Costs	£2,120,597	£2,045,696

APPENDIX 12: RTAW EXPENDITURE BY LOCAL AUTHORITY AREA

West Dunbartonshire		
Goldenhill Play Park	£131,117	Includes £6,300 of contingency funding and £40,423 from WDC
Distance Stone	£57,155	
Greenspace project	£6,925	Lusset Glen
Graffiti/Mural Project	£7,892	
Project 3	£204	Signage/interpretation
Creative Writing	£1,583	
Asylum Seekers/Refugee	£3,000	
Total	£207,876	10.2% of overall spend
City of Glasgow		
Monymusk Play Park	£161,607	Includes £50,000 from GCC plus another £37,000 for Phase 2 works
Distance Stone	£88,128	Includes big head and £9,400 from GCC
Greenspace project	£98	Heritage leaflet
Graffiti/Mural Project	£7,892	
Project 3	£15,602	Drumchapel Arts Workshop
Creative Writing	£1,583	
Asylum Seekers/Refugee	£3,000	
Total	£277,910	13.6% of overall spend
East Dunbartonshire		
Peel Park	£183,694	
Distance Stone	£59,925	
Greenspace project	£17,769	Bearsden Baptist Church. Includes £2,000 from inflation budget
Graffiti/Mural Project	£7,892	
Project 3	£7,770	Cadder Bench

Creative Writing	£1,583	
Asylum Seekers/Refugee	£3,000	
Total	£281,633	13.8% of overall spend
North Lanarkshire		
Auchinstarry Play Park	£195,662	
Distance Stone	£87,869	Includes big head
Inter-generational Project	£21	
Graffiti/Mural Project	£7,892	
Project 3	£12,515	Cycling Without Age
Creative Writing	£1,583	
Asylum Seekers/Refugee	£3,000	
Total	£308,542	15.1% of overall spend
Falkirk		
Callendar Park	£208,560	
Distance Stone	£66,070	Includes £9,400 from FC
Graffiti/Mural Project	£7,892	
Project 3	£9,641	Cycling Without Age
Creative Writing	£1,583	
Asylum Seekers/Refugee	£3,000	
Seabegs Wood Access Improvements	£23,246	
Bonnybridge Plaque	£17,524	100% LEADER funded
Bo'ness Sculpture	£18,524	100% LEADER funded
Total	£356,040	17.4% of overall spend
General Project Costs – capital and revenue projects plus staff and admin	£613,697	30% of overall spend

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