



Part Three

Aims and policies

Volunteer assisting in the construction of the Neolithic Houses at Stonehenge

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Part Three: Aims and policies

14.0 INTRODUCTION TO AIMS AND POLICIES

Part Three draws together in one place the aims and policies referred to in the discussion of issues and opportunities in Part Two.

The aims set out the eight broad longer term goals that the WHS delivery partners will work towards to achieve

the Vision while the policies set out the course of action and appropriate approach.

Part Four of the Plan sets out the actions agreed by partners to achieve these aims and implement the policies.

14.1 Aims and policies

Aim 1: The Management Plan will be endorsed by those bodies and individuals responsible for its implementation as the framework for long-term detailed decision-making on the protection and enhancement of the WHS and the maintenance of its Outstanding Universal Value (OUV). Its aims and policies should be incorporated in relevant planning guidance and policies.

Policy 1a – Government departments, agencies and other statutory bodies responsible for making and implementing national policies and for undertaking activities that may impact on the WHS and its environs should recognise the importance of the WHS and its need for special treatment and a unified approach to sustain its OUV

Policy 1b – Set within the framework provided by the Management Plan, relevant stakeholders should implement existing policy and guidance and where necessary develop policies and written guidance at a national and local level for the improved management and conservation of the WHS. These policies should ensure the maintenance of its OUV by protecting the physical fabric, character, appearance, setting and views into and out of the WHS. Relevant Management Plan policies should be incorporated within the Core Strategy and other relevant development plan documents within the Local Plan and additional WHS planning guidance produced

Policy 1c – Ensure any other plans or strategies produced locally such as Neighbourhood Plans, and the North Wessex Downs AONB Management Plan contain policies that support the protection of the WHS and its setting and the maintenance of its OUV

Policy 1d – Development which would impact adversely on the WHS, its setting and its attributes of OUV should not be permitted

Policy 1e – Minimise light pollution to avoid adverse impacts on the WHS, its setting and its attributes of OUV

Policy 1f – Any additional tourist facilities and attractions must contribute to the understanding and enjoyment of the WHS and its attributes of OUV as well as ensuring visitor dispersal and the positive management of visitor pressures

Aim 2: The WHS boundary should ensure the integrity of the WHS is maintained and enhanced by including significant archaeological features and interrelationships that reflect the attributes of the OUV.

Policy 2a – Propose to UNESCO a minor modification of the boundary at Stonehenge to enhance the integrity of the WHS

Policy 2b – Put in place appropriate guidance to ensure that development within the setting of the WHS protects and enhances the Site and its attributes of OUV

Aim 3: Sustain the OUV of the WHS through the conservation and enhancement of the Site and its attributes of OUV.

Policy 3a – *Manage the WHS to protect the physical remains which contribute to its attributes of OUV and improve their condition*

Policy 3b – *Review regularly the condition and vulnerability of all archaeological sites and monuments throughout the WHS to guide management actions and future priorities*

Policy 3c – *Maintain and enhance the setting of monuments and sites in the landscape and their interrelationships and astronomical alignments with particular attention given to achieving an appropriate landscape setting for the monuments and the WHS itself*

Policy 3d – *Improve the WHS landscape by the removal, redesign or screening of existing intrusive structures such as power lines, fences and unsightly buildings where opportunities arise*

Policy 3e – *Conserve and/or make more visible buried, degraded or obscured archaeological features within the WHS without detracting from their intrinsic form and character*

Policy 3f – *Encourage land management activities and measures to maximise the protection of archaeological monuments and sites as well as their settings, and the setting of the WHS itself*

Policy 3g – *Maintain, enhance and extend existing areas of permanent grassland where appropriate*

Policy 3h – *Explore and develop synergies between the historic and natural environment to benefit the WHS and the maintenance of its OUV. Maintain and enhance the overall nature conservation value of the WHS, in particular: maintain, enhance and extend the existing areas of floristically rich chalk downland turf; enhance the biodiversity of permanent grassland to extend the area of species-rich grassland and provide habitat for birds, invertebrates, bats and other wildlife. Seek opportunities for the expansion of chalk grassland where consistent with protecting the WHS to sustain its OUV and relevant biodiversity targets. Extend and seek new links with relevant conservation bodies, programmes and initiatives*

Policy 3i – *Sustain and enhance the attributes of OUV through woodland management while taking into account the WHS's ecological and landscape values*

Policy 3j – *Produce risk management strategies; keep under review and implement as necessary*

Aim 4: Optimise physical and intellectual access to the WHS for a range of visitors and realise its social and economic benefits while at the same time protecting the WHS and its attributes of OUV.

Policy 4a – *Management of visitors to the WHS should be exemplary and follow relevant national and international guidance on sustainable tourism*

Policy 4b – *Spread the economic benefits from tourism related to the WHS throughout the wider community*

Policy 4c – *Encourage access and circulation to key archaeological sites within the WHS landscape. Maintain appropriate arrangements for managed open access on foot (taking into account archaeological, ecological and community sensitivities) to increase public awareness and enjoyment*

Policy 4d – *Manage special access at Stonehenge for significant occasions including solstices, and for stone circle access outside opening hours for small groups and all open access at Avebury to avoid harm to the WHS and its attributes of OUV*

Aim 5: Improve the interpretation of the WHS to increase understanding and enjoyment of its special characteristics and maximise its educational potential. Engage the local community in the stewardship and management of the WHS.

Policy 5a – *Improve the interpretation both on and off site to enhance enjoyment and appreciation of the WHS*

Policy 5b – *Develop learning opportunities offered by the WHS both on and off site*

Policy 5c – *Promote community involvement in the WHS to increase a sense of ownership*

Policy 5d – *Artists and the creative sector will offer new and inspiring ways for communities and a wider range of visitors to engage with and learn about the OUV of the WHS and the wide range of artistic responses to it both past and present*

Policy 5e – *Present a unified Stonehenge and Avebury WHS identity and message*

Policy 5f – *Explore and deliver opportunities to meet the wider objectives of UNESCO and the UK Government*

Aim 6: Reduce significantly the negative impacts of roads and traffic on the WHS and its attributes of OUV and increase sustainable access to the WHS.

Policy 6a – *Identify and implement measures to reduce the negative impacts of roads, traffic and parking on the WHS and to improve road safety and the ease and confidence with which residents and visitors can explore the WHS*

Policy 6b – *Manage vehicular access to byways within the World Heritage Site to avoid damage to archaeology, improve safety and encourage exploration of the landscape on foot whilst maintaining access for emergency, operational and farm vehicles and landowners*

Policy 6c – *Take measures through sustainable transport planning to encourage access to the WHS other than by car*

Aim 7 – Encourage and promote sustainable research to improve understanding of the archaeological, historic and environmental value of the WHS necessary for its appropriate management. Maximise the public benefit of this research.

Policy 7a – *Encourage sustainable archaeological research of the highest quality in the WHS, informed by the WHS Research Framework*

Policy 7b – *Improve information management and public access to data sets and provide adequate facilities for archives and storage of finds*

Policy 7c – *Maximise dissemination, interpretation, education and public engagement related to research*

Policy 7d – *Undertake other types of research, such as the assessment of biodiversity, as appropriate*

Aim 8 – Provide adequate management systems and resources for the conservation and monitoring of the WHS.

Policy 8a – *Implement the Management Plan and liaise with partners to maintain and enhance the present partnership approach*

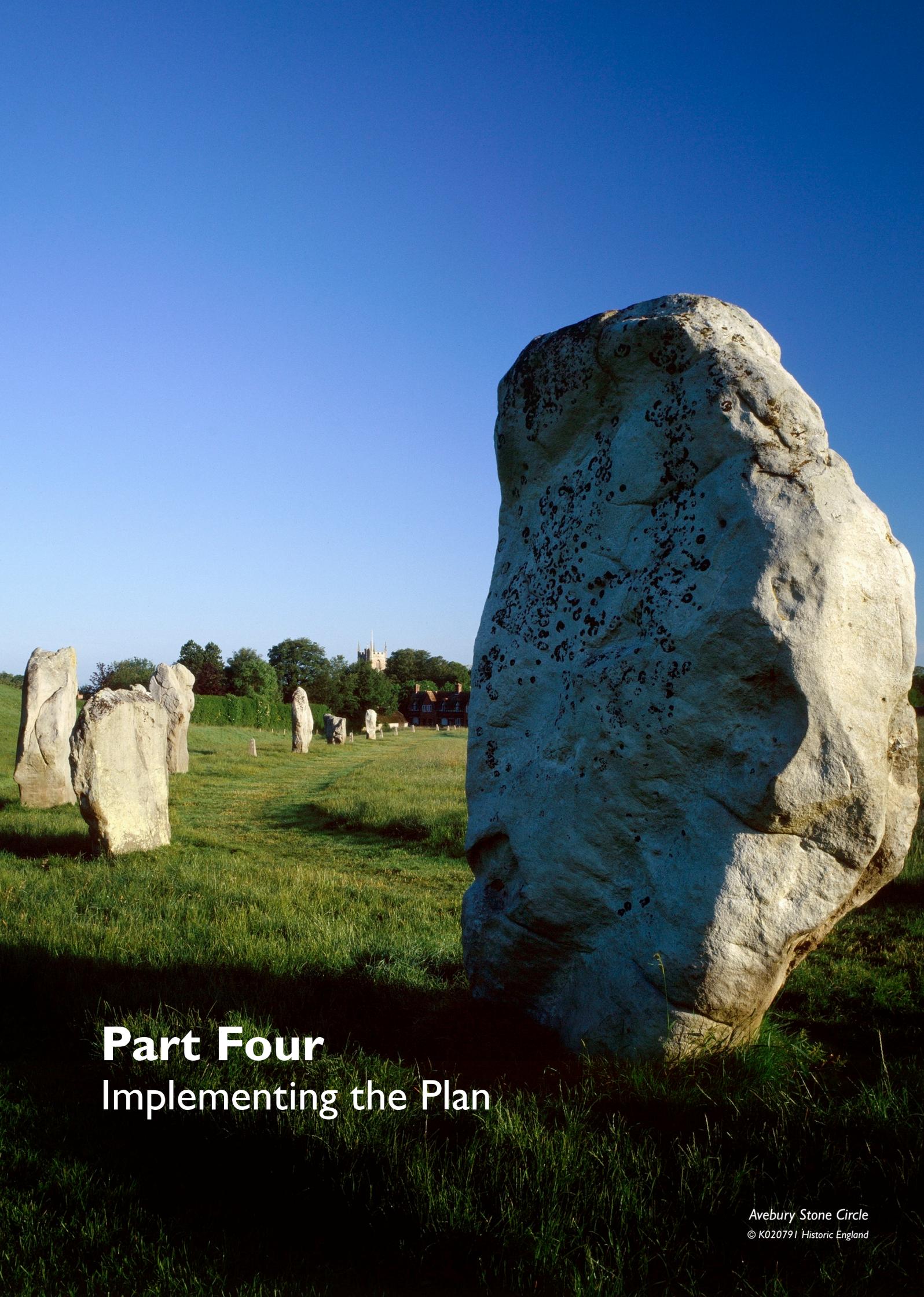
Policy 8b – *Seek adequate funding for the coordination of the WHS and the implementation of the Management Plan*

Policy 8c – *Ensure regular monitoring of the WHS*



Stonehenge

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Part Four

Implementing the Plan

Part Four: Implementing the Plan

15.0 PARTNERSHIP WORKING AND MANAGEMENT PRINCIPLES

15.01 This section outlines the approach to the implementation of the Management Plan which relies on committed partnership working. It sets out a series of management principles to guide all partners involved in the delivery of the Plan. The section outlines the role and responsibilities of the WHS Steering Committees, Partnership Panel and Coordination Unit in the implementation of the Plan.

15.02 The main body of this section comprises a table setting out all agreed actions to be delivered by WHS partners under the relevant aims and policies. The table includes other information relevant to delivery including lead and key partners, and priorities and timescales for delivery. An annual action plan will be drawn up and agreed each year including the relevant actions from this table for implementation by WHS partners.

15.1 Partnership working

15.1.1 The Management Plan includes the wide range of actions that need to be undertaken to deliver the aims and policies discussed in Part Two sections 7.0–13.0 and set out in Part Three above. The Management Plan is a dynamic document and these actions may be adapted in response to changes in the management context over the lifetime of the Plan. Additional actions may also need to be added.

15.1.2 It is important to note that the delivery of the Plan is not the responsibility of one single organisation but a joint responsibility and commitment shared by all the partners involved in the management of the WHS from individual landowners to national agencies. The Stonehenge and Avebury WHS Partnership Panel and the Stonehenge and Avebury Steering Committees will play an essential role in encouraging, guiding, overseeing and monitoring progress as well as reviewing and updating the Management Plan.

15.1.3 The range and numbers of partners involved in the management of the WHS means that coordinated partnership working is essential for achieving successful outcomes for the WHS and the communities living and working in and around it. There has been an excellent track record of organisations and community groups working well together in both parts of the Stonehenge and Avebury WHS and it is anticipated that this will continue.

15.2 Management principles

15.2.1 The following management principles set out the approach to managing the WHS that all partners should consider in decisions affecting the WHS. They have been adapted from principles originally developed by Dorset and East Devon Coast World Heritage Site for inclusion in their Management Plan. These management principles reflect the obligations of the World Heritage Convention and set out the partnership approach and in particular the importance of those living and working within the WHS in managing and caring for it. This set of principles will help to guide the successful management of the Stonehenge and Avebury WHS which depends on achieving the appropriate balance between the long-term protection and enhancement of the Site and its attributes of OUV and the aspirations and needs of the local community.

Principle 1: The World Heritage Site Management Plan will address issues directly related to or arising from **World Heritage Site status**, in the context of the Site and its setting

Principle 2: Actions undertaken as part of the management of the Site will respect our **obligations under the World Heritage Convention**, particularly to ensure that the historic environment is protected, conserved and presented, and given a function in the life of the community

Principle 3: Actions undertaken as part of the management of the Site will consider **impact on the attributes of OUV and integrity of the Site** at all times

Principle 4: World Heritage Site management will be delivered through a **partnership approach** and wherever possible through established existing initiatives and mechanisms

Principle 5: Management of the World Heritage Site will be **locally driven where possible**, in a national and international context, and aim to achieve effective community involvement where relevant

Principle 6: The Management Plan will support **sustainable development**; seeking to integrate conservation with responsible use within acceptable limits, to allow economic development and improved quality of life where it does not have a negative impact on the WHS and its attributes of OUV.

Principle 7: World Heritage Site Management will endeavour to **respond to the needs and the aspirations of the community** where there is a relevance to the World Heritage Convention and the Vision, aims and policies of the Plan

15.3 Annual action plan

15.3.1 Each year an action plan will be developed which will outline the actions to be delivered over the coming year by the relevant partners. The actions will be taken from those in the Aims, Policies and Actions table below. Many of these will be delivered by partners irrespective of the WHS status as part of their normal management programme; others are in direct response to the obligations and aspirations related to WHS status that have been agreed by partners during the development of the Management Plan. The annual plan will need to be agreed by delivery partners, and the two local Steering Committees. The Stonehenge and Avebury WHS Partnership Panel will be asked to review the action plan and help identify resources for delivery.

15.4 WHS governance role in implementation

a) Stonehenge and Avebury WHS Partnership Panel

The Partnership Panel facilitates the role of the Steering Committees in reviewing and updating the WHS Management Plan. It is responsible for reviewing the annual action plan priorities and assisting in the identification of resources for delivery and gathering monitoring data to report externally. Members will champion the WHS within their own organisations to ensure the necessary commitment and resources for delivery are made available.

b) Stonehenge and Avebury WHS Steering Committees

The Committees are responsible for the review, update and decisions on the content of the WHS Management Plan. Their role is to help formulate and agree the annual action plan and assist in identifying funding for its delivery through existing resources and seeking grants. It should report funding requirements to the WHS Partnership Panel as appropriate. Steering Committee members update each other on progress against the annual action plan and provide relevant monitoring data. Where appropriate the Committees delegate responsibility to task and finish groups to achieve relevant actions. Overall the Committees foster positive and effective partnership working to ensure best practice and efficient and cost effective implementation of the Management Plan.

c) Stonehenge and Avebury WHS Coordination Unit

The WHS Coordination Unit plays a pivotal role in facilitating, coordinating and enabling implementation of the WHS Management Plan. It works to advocate for the fulfilment of the overarching aims of the Management Plan through the delivery of identified actions. It promotes and builds strong working relationships between partners to facilitate this delivery. This is achieved in part through the organisation of meetings of the local committees and Partnership Panel and other groups as well as its work in monitoring progress on delivery and encouraging reporting by partners.

The WHS Coordination Unit's role is to advise, support, facilitate, coordinate and where relevant deliver projects related to the implementation of the Management Plan. It will play some part to a lesser or greater degree in all the actions outlined in the Aims, Policies and Actions table and the annual action plan that derives from it. In addition the Coordinators assist in seeking funding for the delivery of relevant projects.

The Coordination Unit benefits from colleagues within partner organisations including English Heritage, Wiltshire Council, National Trust and Natural England who assist with their advice, support and time.

d) WHS Liaison Group

A WHS Liaison Group including representatives of English Heritage, National Trust and Wiltshire Council meets regularly with the WHS Coordination Unit to review progress on the implementation of the actions. These liaison meetings ensure efficient, coordinated delivery of actions and the pooling of expertise to achieve the aims of the WHS Management Plan.

e) The Avebury and Stonehenge Archaeological and Historical Research Group

This group furthers the aims of the Stonehenge and Avebury Management Plan through regular revision of the Stonehenge and Avebury Research Framework (SARF). It reports to the Steering Committees and Partnership Panel on matters relating to archaeology and history to support them in making informed management decisions.

f) Task and finish groups

Task and finish groups will be set up to assist in implementation as required. These are small working groups focused on the various projects to deliver the actions set out in the table below. Task and finish groups should have clear terms of reference agreed by one or both Steering Committees as appropriate.

- g) **External stakeholders and volunteers**
Organisations and individuals that are not part of the formal groups play an important role in the protection and conservation of the WHS. Volunteers working for partner organisation such as the National Trust and English Heritage and in some cases directly with the WHS Coordination Unit are an extremely valuable asset in the delivery of the Management Plan.

For further detail on the roles and responsibilities of the organisations and groups involved in the management of the WHS see Section 5.0 (Current Management Context).

policies are set out with the proposed lead and key partners, priority/timescales, related policies/actions, funding sources and success measures in the adjacent columns.

15.5 Introduction to Aims, Policies and Actions table

- 15.5.1** The table below contains the actions which emerged during the development of the first joint Stonehenge and Avebury WHS Management Plan. It includes some actions carried over from the previous Stonehenge and Avebury Plans and new actions agreed during discussions at stakeholder workshops, consultation sessions and professional focus groups. It has been informed by international, national and local policy as well as best practice guidance and examples from other WHSs.
- 15.5.2** The actions have been shaped and refined through discussions with individual partners and the Stonehenge and Avebury WHS Management Plan Project Board. They have been signed off by the Steering Committees and reviewed by the WHS Partnership Panel. It is hoped that this is a realistic programme of actions that can be achieved within the timescales indicated. Some of these actions are by their nature ongoing or long-term but have been included to encourage their continued implementation or in the case of more long-term actions, to help set a direction for management of the WHS. Delivery will depend on the availability of resources and it is therefore subject to review on an annual basis during the lifetime of this Management Plan.

Layout

- 15.5.3** The initial headings – Protect, Conserve, Present and Transmit – reflect the United Kingdom’s obligations under Article 4 of the World Heritage Convention owing to the Outstanding Universal Value (OUV) of the WHS. The relevant element of the Vision for the WHS is included under each obligation. The related aims and policies appear under the relevant thematic headings. Finally the actions related to these

- 15.5.4** The aims set out the eight broad longer term goals that will work towards achieving the Vision while the policies set out the course or principles of action and appropriate approach. The aims, and to a large extent the policies, will have a longer term relevance for achieving the Vision. Not all actions can be expected to be achieved within the Plan period. The actions are specific areas of work within the control of the partners. Some aspirational, longer term actions are included within the table.

- 15.5.5** Lead partners have been identified in order to encourage responsibility for initiating and reporting on each action. From experience it has been found that where no lead partner is identified, this can lead to difficulty in moving forward with the initiation of an action.

- 15.5.6** Key partners are those who should be working with the lead partner to deliver the action. They, along with the lead partner, share responsibility for realising the outcomes/success measures. Responsibility and roles can be discussed and agreed during the project planning stage of delivery. Partners are listed in the Acronyms below. It is anticipated that following a change in name or structure of any organisation during the lifetime of the Plan, their role will be taken on by the relevant successor organisation.

- 15.5.7** The level of priority is indicated in the column on timescales. This ranges from 1 to 3 with 1 being the highest priority for the protection and presentation of the WHS and its attributes of OUV. This has been added in addition to the timescale as in some cases high priority actions may not be possible to complete in short timescales due the nature of the project or the need to secure funding. This should not detract from the need to prioritise these actions. The Management Plan is a dynamic document and these priorities may need to be adapted over the lifetime of the Plan in response to changes in the management context. At the very least they will be reviewed annually when action plans for the year are agreed by the Steering Committees.

- 15.5.8** Timescales should be realistic but some actions will need to be delivered earlier in the Plan period when later actions depend on their completion. Where actions are unlikely to be delivered during the lifetime

of the Plan this is indicated as long term in the timescale column. The date given is the year that it is anticipated that the work will be completed. It may take several years to do so. Each year the feasibility of delivering actions will be reviewed and an annual action plan drawn up based on this.

15.5.9 The addition of a related policies and actions column provides a cross reference between the different sections of the Plan. This column should be used to assist in ensuring projects and actions achieve the full range of benefits across all relevant aims and actions, avoid inadvertent harm and avoid duplication of effort. Although most interrelationships will be considered as part of their normal practice partners should check the related policies and actions column prior to delivery of actions.

15.5.10 Funding is categorised as 'existing' or 'grant' as a guide to possible requirements and project planning. No individual funding streams have been identified. This generic approach is designed to assist in future proofing the document if certain specific organisations or streams of funding alter their focus or disappear. Existing funding refers to available resources provided by organisations at the time of publication and may include contributions in kind. The availability of these resources may vary over the lifetime of the Plan. Detailed funding strategies will need to be prepared during the project planning stage of delivery.

15.6 Acronyms

AAHRG	Avebury Archaeological and Historical Research Group
AE	Agri-environment
AHEV	Area of High Ecological Value
AILF	Avebury Interpretation and Learning Framework
AKM	Alexander Keiller Museum
AONB	Area of Outstanding Natural Beauty
APC	Avebury Parish Council
ASAHRG	Avebury and Stonehenge Archaeological and Historical Research Group
ASSF	Avebury Sacred Sites Forum
BAP	Biodiversity Action Plan
BOATs	Byways Open to All Traffic
CCAONB	Cranborne Chase Area of Outstanding Natural Beauty
CIL	Community Infrastructure Levy
CLA	Country Land and Business Association
COSMIC	Conservation of Scheduled Monuments in Cultivation
CPRE	Campaign to Protect Rural England
CSS	Countryside Stewardship Scheme
CWS	County Wildlife Site
DCMS	Department for Culture, Media and Sport
Defra	Department for the Environment, Food and Rural Affairs
DfT	Department for Transport
DIO	Defence Infrastructure Organisation
DPD	Development Plan Document
EA	Environment Agency
EH	English Heritage
EIA	Environmental Impact Assessment
FC	Forestry Commission
GIS	Geographical Information System
GPDO	General Permitted Development Order
GPS	Global Positioning System
HA	Highways Agency
HARPO	Heritage at Risk Protection Officer
HE	Historic England
HEFA	Historic Environment Field Adviser
HER	Historic Environment Record
HIA	Heritage Impact Assessment
HLC	Historic Landscape Characterisation
HLF	Heritage Lottery Fund
HLS	Higher Level Stewardship
HM Treasury	Her Majesty's Treasury
IAM	Inspector of Ancient Monuments
ICCROM	International Centre for the Study of the Preservation and Restoration of Cultural Property

ICOMOS UK	UK National Committee of the International Council on Monuments and Sites	SLA	Special Landscape Area
IfA	Institute for Archaeologists	SLOCG	Stonehenge Learning and Outreach Coordination Group
IUCN	International Union for Conservation of Nature	SM	Salisbury Museum
JNCC	Joint Nature Conservation Committee	SMC	Scheduled Monument Consent
JSNA	Joint Strategic Needs Assessment	SO	Strategic Objectives
LAC	Limits of Acceptable Change	SPA	Special Protection Area
LAWHF	Local Authority World Heritage Forum	SPACES	Strumble and Preseli Ancient Communities and Environment Study
LBC	Listed Building Consent		
LCA	Landscape Character Assessment	SPD	Supplementary Planning Document
LDS	Local Development Scheme	SPTA	Salisbury Plain Training Area
LEADER	Liaison Entre Actions de Développement de l'Économie Rurale	SRP	Stonehenge Riverside Project
LEP	Local Economic Partnership	SSE	Scottish and Southern Electricity
LMA	Local Management Agreement	SSF	(Avebury) Sacred Sites Forum
LNP	Local Nature Partnership	SSSI	Site of Special Scientific Interest
LO	Private landowners	Sustrans	Sustainable Transport charity
LTP	Local Transport Plan	TC	Town Council
MoD	Ministry of Defence	TRO	Traffic Regulation Order
MORPHE	Management of Projects in the Historic Environment	TVM	Transport and Visitor Management
NCA	National Character Assessment	TW	TransWilts Railway
NE	Natural England	UKNC	UK National Commission for UNESCO
NEWP	Natural Environment White Paper	UNESCO	United Nations Educational Scientific and Cultural Organisation
NFU	National Farmers Union	VW	VisitWiltshire
NIA	Nature Improvement Area	WA	Wiltshire Archaeology
NNR	Nature Nature Reserve	WANHS	Wiltshire Archaeological and Natural History Society
NPPF	National Planning Policy Framework	WBRC	Wiltshire Biological Records Centre
NT	National Trust	WHSCU	World Heritage Site Coordination Unit
NWDAONB	North Wessex Downs Area of Outstanding Natural Beauty	WHSP	World Heritage Site Partnership Panel
OASIS	Online Access to the Index of archaeological investigations	WHSSC	World Heritage Site Committee
OUV	Outstanding Universal Value	WH:UK	World Heritage UK
P/TC	Parish/Town Councils	WM	Wiltshire Museum
PAS	Portable Antiquities Scheme	WP	Wiltshire Police
PC	Parish Council	WSRC	Wiltshire and Swindon Record Centre
PD	Permitted Development	WWT	Wiltshire Wildlife Trust
PP	Partnership Panel		
PPG	Planning Practice Guidance		
RoW	Right of Way		
RSPB	Royal Society for the Protection of Birds		
RT	(Stonehenge) Round Table		
SAC	Special Area of Conservation		
SALOG	Stonehenge and Avebury Learning and Outreach Group		
SALONG	Stonehenge and Avebury Learning and Outreach Network Group		
SARF	Stonehenge and Avebury Research Framework		
SC(s)	Steering Committee(s)		
SEIP	Stonehenge Environmental Improvements Project		
SILPS	Stonehenge Interpretation, Learning and Participation Strategy		

15.7 Aims, Policies and Actions table

Aims, Policies and Actions

PROTECT						
<p>Vision: The Stonehenge and Avebury World Heritage Site is universally important for its unique and dense concentration of outstanding prehistoric monuments and sites which together form a landscape without parallel. We will work together to care for and safeguard this special area and provide a tranquil, rural and ecologically diverse setting for it and its archaeology</p>						
Statutory and Policy Framework						
<p>Aim 1: The Management Plan will be endorsed by those bodies and individuals responsible for its implementation as the framework for long-term detailed decision-making on the protection and enhancement of the WHS and the maintenance of its Outstanding Universal Value (OUV). Its aims and policies should be incorporated in relevant planning guidance and policies</p>						
<p><i>Policy 1a – Government departments, agencies and other statutory bodies responsible for making and implementing national policies and for undertaking activities that may impact on the WHS and its environs should recognise the importance of the WHS and its need for special treatment and a unified approach to sustain its OUV</i></p>						
Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
1	Submit WHS Management Plan to UNESCO	DCMS	1 / 2015	–	Existing	UNESCO receive and approve Plan
2	All organisations represented on the World Heritage Site Partnership Panel (WHSP) and Steering Committees (SC) to endorse/adopt the Management Plan	WHSP/SC	1 / 2015	–	Existing	Formally adopted by 100% of organisations represented on the WHSP and SC

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<p><i>Policy 1b – Set within the framework provided by the Management Plan, relevant stakeholders should implement existing policy and guidance and where necessary develop policies and written guidance at a national and local level for the improved management and conservation of the WHS. These policies should ensure the maintenance of its OUV by protecting the physical fabric, character, appearance, setting and views into and out of the WHS. Relevant Management Plan policies should be incorporated within the Core Strategy and other relevant development plan documents within the Local Plan and additional WHS planning guidance produced</i></p>						
3	WHSP	WHSCU	2/ Ongoing or when policies changed or renewed	3g/56	Existing	National policies that serve to protect or enhance the WHS Appropriate exceptions in place and implemented locally
4	Wiltshire Council	HE, WHSCU, NWDAONB	1/ 2017	1d/8 1e/11 2a/13 2b/15 6a/132	Existing/ Grant funding	Appropriate guidance in place and used to determine planning applications

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
5	WHSPP	EH, HE, NT, NE, Wiltshire NE, Wiltshire Council, Parish/Town Councils, Area Boards, RSPB, NWDAONB, MoD, FC, Ridgeway National Trail	2/ 2016	Ib/6 Ic/7	Existing	Organisations guidance/plans agrees with and supports Management Plan aims and policies
6	Wiltshire Council	WHSCU	1/ 2016	Ib/5 Ic/7	Existing	Relevant saved policies incorporated in Wiltshire Core Strategy
<i>Policy 1c – Ensure any other plans or strategies produced locally such as Neighbourhood Plans, and the North Wessex Downs AONB Management Plan contain policies that support the protection of the WHS and its setting and the maintenance of its OUV</i>						
7	WHSCU	Wiltshire Council, HE, NWDAONB, NE, EH	1/ Liaise biannually Comment as required	Ib/5 Ib/6	Existing	Reference to WHS aims/policies in relevant statutory plans

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 1d – Development which would impact adversely on the WHS, its setting and its attributes of OUV should not be permitted</i>						
8	Wiltshire Council	HE, NWDAONB	1/ 2016	1b/4	Existing	Potentially damaging Permitted Development (PD) rights removed
9	WHSCU	Wiltshire Council, HE, NWDAONB, NE, EH	2/ Biannual/ response to new policy, guidance, plan		Existing	Appropriate decisions made on planning applications within the WHS and its setting in relation to relevant policies and guidance
10	WHSCU	Wiltshire Council, HE, NWDAONB,	2/ 2018 Ongoing	5c/114 & 118	Grant funding/ Existing	Production of community focused planning information
<i>Policy 1e – Minimise light pollution to avoid adverse impacts on the WHS, its setting and its attributes of OUV</i>						
11	Wiltshire Council	MoD, HA, HE, Wiltshire Council, WHSPP, NWDAONB	1/ 2017	1b/4	Existing	Clear guidelines available on avoiding light pollution. Existing light pollution minimised

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 1f – Any additional tourist facilities and attractions must contribute to the understanding and enjoyment of the WHS and its attributes of OUV as well as ensuring visitor dispersal and the positive management of visitor pressures</i>						
I2	EH	WHSCU, WHSPPP	3/ Long-term		Existing	Final decision on need for long-term solution agreed
The Boundary and Setting of the World Heritage Site						
Aim 2: The WHS boundary should ensure the integrity of the WHS is maintained and enhanced by including significant archaeological features and interrelationships that reflect the attributes of the OUV						
<i>Policy 2a– Propose to UNESCO a minor modification of the boundary at Stonehenge to enhance the integrity of the WHS</i>						
I3	WHSCU	Wiltshire Council, HE, NT, MoD	1/ 2017	1b / 4 2b / 15	Existing	Boundary includes all areas necessary to maintain and enhance integrity
<i>Policy 2b –Put in place appropriate additional guidance to ensure that development within the setting of the WHS protects and enhances the Site and its attributes of OUV</i>						
I4	Wiltshire Council	HE, WHSCU	1/2015	2b / 15	Existing	Appropriate consultees contacted where WHS setting may be affected

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
15	Wiltshire Council	HE, WHSCU, NWDAONB	1/ 2016	1b / 4 2a /13 2 b /14 3c /30, 31 & 32	Existing/ Grant funding	Setting Study produced and used by planners Adopted as part of Planning guidance/ SPD Informs boundary review
CONSERVE Conservation of the World Heritage Site						
Aim 3: Sustain the OUV of the WHS through the conservation and enhancement of the Site and its attributes of OUV						
<i>Policy 3a – Manage the WHS to protect the physical remains which contribute to its attributes of OUV and improve their condition</i>						
16	NE	HE, NT, WHSCU, MoD, Wiltshire Council, EH	1/ 2016	3a /18 3e /49	Existing/ Grant funding	Landscape-scale guidance available to all partners to assist in effectively controlling damage across the WHS Measured by results of next WHS Condition Survey

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
17	WHSCU	HE, DCMS, ASHRG, Wiltshire Council, NT	1/ 2018	7b /160	Existing	Report prepared on the issues and how they should be prioritised
18	WHSCU (NT)	HE, NE, LO, MoD, EH	1/ 2016	3a /16 3e /47 & 49 3f /51 4a /70 6b /143	Existing	Measured by results of next WHS Condition Survey A reduction in monuments impacted by scrub and erosion by people and animals
19	EH	NT, HE	2/ 2020	3c /88	Existing	All guardianship monuments have a conservation statement available to partners
20	WHSCU	NT, HE, Wiltshire Council, NWDAONB	2/ 2016	3d /41	Existing	Appropriate guidelines distributed and reduced incidents of unauthorised damage

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
21	WHSCU	NE, HE, PAS, Wiltshire Council	3/ 2019	3f/54 5c/118	Existing	No metal detecting activity or evidence of damage Produce guidance leaflet for landowners
22	EH	NT	2/ 2020	–	Existing	Improved protection of Stonehenge monument and its setting
23	Wiltshire Council	HE	1/ 2017	6b/143	Existing	Damage to archaeology on Byway 12 prevented
24	Wiltshire Council	NT/HE	3/ 2020	6b/144	Existing	Track diverted away from Cursus long barrow
25	Ridgeway National Trail	NT, Wiltshire Council, NE, Friends of the Ridgeway, NWDAONB HE	1/ 2016	6b/143 & 144	Existing	Ridgeway National Trail maintained to an acceptable standard while archaeology, its setting and landscape character conserved and enhanced. Standards guidance produced
26	EH	NT	1/2014/ 2019	5a/101 & 102	Existing	LMA in place and regularly monitored

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 3b – Review regularly the condition and vulnerability of all archaeological sites and monuments throughout the WHS to guide management actions and future priorities</i>						
27	HE	NE, NT, LO, EH, WHSCU, MoD	2020	3b /29	Existing	Survey results, including digital geo-data, available to all WHS partners. Priorities and management approaches set out in the report
28	WHSCU	HE, NT, NE, EH, RSPB, Wiltshire Council, NWDAONB	2/ 2016	4a /70	Existing	Accurate data provided by partners to WHSCU to enable UNESCO Periodic Reporting and responsive management
29	WHSCU	HE, NT, NE, EH, RSPB, Wiltshire Council	2/ 2016	3b /27	Existing	Management regime adjusted to reflect changes in conditions Revise annual action plan if required
<i>Policy 3c – Maintain and enhance the setting of monuments and sites in the landscape and their interrelationships and astronomical alignments with particular attention given to achieving an appropriate landscape setting for the monuments and the WHS itself</i>						
30	Wiltshire Council	HE, NWDAONB	2/ 2015 1/2015	2b /15	Existing	Completed comprehensive HLC provided to WHS partners and Historic Environment Record (HER)

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
31	Wiltshire Council	HE, WHSCU, NWDAONB	1/2015	2b /15	Existing	Key views identified Solstitial alignments identified
32	NWDAONB /WHSCU	HE, NE, NT, RSPB, Wiltshire Council	2/2019	2b /15 3c /36 3h /57, 58 & 60 3i /62	Existing/ Grant funding	WHS Landscape Strategy complete and used to inform development management and attract grant funding Practical guidance available for LO, managers and planners
33	ASAHRG	HE	3/ 2018	–	Existing	Policy agreed by ASAHRG and available online if required
34	Parish/ Town Councils	WHSCU, Wiltshire Council, NWDAONB	2/ Ongoing		Existing	Reduced clutter
35	EH	NT, Wiltshire Council	2/ 2020	1f /12 3i /62 6a /135 & 136		Impacts identified and mitigation strategies adopted

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
36	Wiltshire Council	NT, EH, Amesbury and Durrington Town Councils, MoD HE, WHSCU	1/ 2018	3c/32	Existing	Setting and integrity of Woodhenge and Durrington Walls significantly enhanced including car park, old road bed and scrub removal
37	Wiltshire Council	NT NWDAONB	1/ 2018	6a/138	Existing/ Grant funding	Solution recommended in the <i>WHS Transport Strategy</i> implemented Integrity and setting of the monument significantly improved
38	EH	HE, NT	2/ 2016	3a/19	Grant funding	Integrity of the long barrow improved 1950s scheme recorded before removal
39	Wiltshire Council	NT, LO, HE, NWDAONB	2/ 2020	6a/139	Grant funding	<i>WHS Transport Strategy</i> recommendations implemented
40	Wiltshire Council	NT, LO, HE, Ridgeway National Trail, NWDAONB	1/ 2020	3i/62 6a/139	Grant funding	Scrub removed and silhouette restored

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 3d – Improve the WHS landscape by the removal, redesign or screening of existing intrusive structures such as power lines, fences and unsightly buildings where opportunities arise</i>						
41	WHSCU	NWDAONB, Wiltshire Council, SSE, LO	2/ Ongoing	3a/20	Grant/ private sector funding	Power cables in sensitive positions identified and undergrounded
42	LO	NT, EH, NE	3/ Ongoing	3d/45 3e/48	Existing/ Grant funding	WHS landscape improved by removal of redundant fencing
43	MoD	HE, NT	1/ 2015	–	Existing	Sewage works removed from Cursus Record of military infrastructure made prior to removal
44	MoD	HE	1/ 2016	–	Existing	Sewage works relocated to a position outside the WHS Setting of the Cursus enhanced
45	NT	EH, NE	2/ 2016	3d/42 3e/48	Existing	Numbers reported climbing Silbury Hill reduced Decision regarding feasibility of changes to fencing

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
46	Avebury PC	Wiltshire Council	3/ Long-term	-	Grant/ Private sector funding	Viable/accessible Club House in less sensitive location for attributes of OUV
<i>Policy 3e – Conserve and/or make more visible buried, degraded or obscured archaeological features within the WHS without detracting from their intrinsic form and character</i>						
47	LO, NE, NT, EH, Wiltshire Council, WWVT		1/ Ongoing	3a/18 3i/62	Existing/ Grant funding	Heritage at Risk status reduced Priority works completed Visibility of monuments improved
48	LO, NE, NT, EH, Wiltshire Council, WWVT	NE, NT, EH, MoD	1/ Ongoing	3d/42 & 45	Existing / Grant funding	
49	LO, NE, NT, EH, Wiltshire Council, WWVT	MoD	1/ Ongoing	3a/6 & 18	Existing / Grant funding	
50	HE	NT, LO, NWDAONB, ASAHRG	2/ 2018	5a/99	Grant funding	Improved visibility of buried archaeology

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 3f – Encourage land management activities and measures to maximise the protection of archaeological monuments and sites as well as their settings, and the setting of the WHS itself</i>						
51	NE	LO, WHSCU, HE, Wiltshire Council, NT, EH, NWDAONB	1/ Ongoing	3a/18	Grant funding/ agri-environ- ment (AE) schemes	Identified priority areas are under grass and protected Number of monuments and sites on Heritage at Risk Register reduced Condition survey results reflect improvement
52	NE	LO, WHSCU, HE, Wiltshire Council, NT, Flora Locale	2/ Ongoing	3h/58	Existing	Uptake of AE schemes with appropriate options Setting of sites and monuments enhanced
53	NE	NT, HE, LO	2/ 2017	3b/28	Existing	Methodology used by LO and managers
54	WHSCU	NE, HE, NT, LO, NWDAONB, CLA, NFU, NIA, LNP	1/ On-going 2017	3a/21 3i/62 5b/106 5e/123	Existing/ grant/ private sector funding	Land that can be in scheme under agreement with delivery/ capital works plans Communication approach agreed

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
55	NE	HE, LO, Wiltshire Council, CLA, NFU	2/ Ongoing	8b /174	Existing	Reduce Risk Rating on Heritage at Risk register Condition survey results reflect improvements in attributes of OUV Guidance on WHS arable management opportunities produced and circulated to LO/ farmers
Policy 3g – Maintain, enhance and extend existing areas of permanent grassland where appropriate						
56	NE	WHSCU, HE, WWT	1/ 2016/ Ongoing	1b /3	Existing	Recommendations on possible long-term solutions to retaining protection from cultivation Maintain WHS as a targeting priority
Policy 3h – Explore and develop synergies between the historic and natural environment to benefit the WHS and the maintenance of its OUV. Maintain and enhance the overall nature conservation value of the WHS, in particular: maintain, enhance and extend the existing areas of floristically rich chalk downland turf; enhance the biodiversity of permanent grassland to extend the area of species-rich grassland and provide habitat for birds, invertebrates, bats and other wildlife. Seek opportunities for the expansion of chalk grassland where consistent with protecting the WHS to sustain its OUV and relevant biodiversity targets. Extend and seek new links with relevant conservation bodies, programmes and initiatives						

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
57	NE	NWDAONB, CCAONB, EH, HE, MoD, NIA, LNP, RSPB, WWVT, WSRC,NT, Wiltshire Council	2/ 2015	3c/32 3g/56 3h/58 & 60	Existing/ Grant funding	Chalk Grassland Strategy produced and shared with partners Strategy informs management decisions Objectives relating to Policy 3h met Objectives of WHS conservation partners met
58	NE	RSPB, LO, NT, NWDAONB	2/ 2016	3c/32 3f/52 3g/57	Existing	Scheme monitoring shows increased species diversity and improved uptake of appropriate options
59	NE	NT, LO, MoD, Bumblebee Conservation Trust, WWVT, RSPB Wiltshire Chalk Country Futurescape, Wiltshire Council	2/ Ongoing/ 2017	3c/32 3h/58	Existing	Monitoring indicators related to relevant protected species show improvement

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
60	WHSCU	Wiltshire Council, NE, NIA, other local land-scale projects, LNPs, WWT, NWDAONB Catchment partnerships, NT, RSPB Wiltshire Chalk Country Futurescape	1/ 2015/16	1c/7 3c/32 3h/57 5a/93	Existing	
61	WHSCU	NE, RSPB, WWT, NT, WBRC	2/ 2016	7b/161 7c/169	Existing	Map indicating opportunities for benefits to both historic and natural environments
Policy 3i – Sustain and enhance the attributes of OUV through woodland management while taking into account the WHS's ecological and landscape values						
62	WHSCU	NT, HE, MoD, NE, FC, LO, NWDAONB	2/ 2015	3c/32 & 40 3e/47 3f/54 3i/63–64	Existing	

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
63	MoD	HE, NT	2/ 2015	3i/62	Existing	Improve setting of Cursus and protect monument
64	NT	LO	3/ Ongoing	3i/62	Existing	Mobile home park remains largely screened from the banks of the Henge and as far as possible the wider landscape
Policy 3j – Produce risk management strategies; keep under review and implement as necessary						
65	WHSCU	NT, EH, LO, NE	1/ 2019	4a/70	Existing	
66	WHSCU	NT, EH, MoD, Wiltshire Council, Parish/Town Councils	3/ 2016	8c/176	Existing	

PRESENT AND TRANSMIT

Vision: To allow present and future generations to explore and enjoy the monuments and their landscape setting more fully. We will also ensure that the special qualities of the World Heritage Site are presented, interpreted and enhanced where appropriate, so that visitors, the local community and the whole world can better understand and value the extraordinary achievements of the prehistoric people who left us this rich legacy. We will realise the cultural, scientific and educational potential of the World Heritage Site as well as its social and economic benefits for the community

Visitor Management and Sustainable Tourism

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
Aim 4: Optimise physical and intellectual access to the WHS for a range of visitors and realise its social and economic benefits while at the same time protecting the WHS and its attributes of OUV						
<i>Policy 4a – Management of visitors to the WHS should be exemplary and follow relevant national and international guidance on sustainable tourism</i>						
67	WHSCU	EH, NT, NE, Ridgeway National Trail, VV, SM, WM	1/ 2016	4a/70	Existing	Data available across the WHS available to partners to inform management decisions
68	NT	EH	1/ Ongoing	4a/70 4a/71	Existing	Changes to visitor numbers and patterns responded to and negative impacts avoided

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
69	WHSCU	VW, EH, NT, NE, SM, WM	2/ 2016	4a/67 4a/71 5e/123	Existing/ Grant funding	Data on visitor experience and awareness of WHS available to WHSCU
70	WHSCU	NT, EH, HE, Parish and Town Councils, LO	1/ 2016	3a/18 3b/28 3j/65 4a/71 4d/90 6a/141	Existing	Agreed model in place Timely management response to agreed triggers
71	VW	Wiltshire Council, LEP, NWDAONB, Parish and Towns Councils, Salisbury and Devizes Festivals, EH, NT, SM, WM, Ridgeway National Trail, LNP	1/ 2017	4a/67-70 4b/77-9 & 81 4c/83 5e/123-4 & 128 6c/146	Existing/ Grant funding	WHS Sustainable Tourism Strategy published Increased visitor numbers to Salisbury, Wiltshire and Alexander Keiller Museums Increase in numbers of average 'bed nights' Greater per capita spend by visitors

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
72	WHSCU	NT, EH, LO, Parish/Town Councils	3/ 2017	4c/86 5e/123	Grant funding	Visitors understand what behaviours would harm the WHS and avoid them Code promoted by all partners
73	T/PC	WHSCU, Wiltshire Council, NT, EH	2/ Ongoing	4c/86	Existing	Events and activities have no adverse impacts on the WHS, its OUV and the amenity of the local community
74	NT/EH	Wiltshire Council, WHSCU, NE	2/ 2018	4c/83 5a/99	Grant funding	Review completed and any identified needs addressed where reasonably practicable
75	NT/EH	WHSCU, VW	2/ 2017	5a/99	Existing/ Grant funding	Adequate pre-visit information available in major languages
76	EH/NT	WHSCU	3/ 2018			Suitability of any appropriate alternatives assessed

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 4b – Spread the economic benefits from tourism related to the WHS throughout the wider community</i>						
77	VW	NWDAONB WHSCU EH, NT, Wiltshire Council, SM,WM, NWDAONB	2/ 2015 3/ 2015	4b/71 5b/109	Existing/ Grant funding	Increase in overnight stays related to the WHS Increased bed nights Longer stays in Wiltshire Itineraries available to visitors through VW and WHS websites
78	Wiltshire Council	Parish and Town Councils, VW, NT, EH, LEP, LNP	2017 Ongoing	4a/71 5b/106 & 109 7a/155	Existing	Links to colleges established Apprenticeship opportunities identified as well as potential for sponsorship Long-term volunteer scheme for NINR established by NE
79	EH/NT/WM/ SM	VW	2/ 2016	4a/71	Existing	Active partnership reflected in cross marketing, events and learning opportunities Visitor numbers increased at museums

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
80	WHSCU	Amesbury Town Council	2/ 2018		Existing/ Grant funding	Inclusion of information on the WHS in the Amesbury History Centre scheme
81	Avebury Parish Council (APC), Amesbury TC	VW, Wiltshire Council, NT, WM	3/ 2016	4a/71	N/A	Review carried out. Opportunities for the dissemination of tourist information identified
Policy 4c – Encourage access and circulation to key archaeological sites within the WHS landscape. Maintain appropriate arrangements for managed open access on foot (taking into account archaeological, ecological and community sensitivities) to increase public awareness and enjoyment						
82	NT		1/ Ongoing	-	N/A	
83	Wiltshire Council	WHSCU, NT, EH, NE, Parish and Town Councils, LO, RoW user groups, LNP, Local Access Forum, Ridgeway National Trail, NIA	1/ 2017	4a/71 & 74 4c/87 & 89 5a/94 6c/146-7	Existing / Grant Funding	Strategy adopted by Wiltshire Council, LO, RoW user groups HLS/CSS monitoring includes assessment of impacts from access

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
84	Wiltshire Council	WHSCU, NT, EH, NE, Parish and Town Councils, NWDAONB, Ridgeway National Trail, RSPB, VW, NIA	2/ 2017	4c /85, 87 & 89 5a /92 & 99 6a /141 6c /146	Existing / Grant funding	Visitors aware of new facilities Action plan developed to include a communication element to promote outcomes
85	WHSCU	Get Wiltshire Walking, NT, EH	3/ Ongoing	4c /83	Existing	All events managed with full knowledge of land managers.
86	WHSCU NT	NT, EH, LO, Wiltshire Council, Ridgeway National Trail	2/ Ongoing	4a /71, 72 & 73 5e /123	Existing	Information available for potential organisers
87	NT	EH, MoD, Wiltshire Council, Parish/Town Councils	2/ 2016	4c /83 & 84 6c /146	Existing/ Grant funding	Review carried out and any options identified and action plan developed
88	Avebury Raise awareness of car parking facilities across the Avebury WHS	NE, Wiltshire Council, EH, Parish Councils	2/ 2016	6a /141	Existing/ Grant funding	Adequate pre-visit information parking options Information provided on arrival when car park full

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
89	NE	Wiltshire Council, HE, ASHRG, Ridgeway National Trails NWDAONB	2/ 2016	4c/83 & 84 5a/94 & 99	Existing/ Grant funding	Information on access and interpretation available on archaeological and natural importance of Fyfield Down
<i>Policy 4d – Manage special access at Stonehenge for significant occasions including solstices, and for stone circle access outside opening hours for small groups and all open access at Avebury to avoid harm to the WHS and its attributes of OUV</i>						
90	EH/NT	NE	1/ Ongoing	4a/70	Existing	Impacts monitored and appropriate mitigating or preventive actions undertaken
91	EH/NT	Wiltshire Council, Police, Parish and Town Councils, Round Table (RT), Sacred Sites Forum (SSF)	1/ Ongoing	5c/114	Existing	Successful celebrations Low arrests Continued Round Table and Avebury Sacred Sites Forum meetings

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
Interpretation, Education and Community Engagement						
Aim 5: Improve the interpretation of the WHS to increase understanding and enjoyment of its special characteristics and maximise its educational potential. Engage the local community in the stewardship and management of the WHS.						
<i>Policy 5a – Improve the interpretation both on and off site to enhance enjoyment and appreciation of the WHS</i>						
92	WHSCU	NT, EH, NE, RSPB, Wiltshire Council, NWDAONB	1/ 2016	4c/84 5b/112 5e/124-5 & 127	N/A	
93	WHSCU	WANHS, NE, RSPB, WWWT, Wiltshire Council, NWDAONB, NT, EH	2/ 2017	3h/60 4c/83 5a/99	Existing/ Grant funding	Those documents include actions to communicate linkages between natural and historic environments
94	NT	EH, NE	2/ 2018		Grant/ private sector funding	Digital interpretation produced for WHS/ NNR where appropriate

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
95	VW	WHSCU, EH, NT, NWDAONB	3/ 2016	5e /123	Existing	Familiarisation trips held and trainings sessions completed
96	EH/NT	WHSCU, NE, VW	2/ 2016	5a /99 5b /111	Existing/ Grant funding	Stonehenge Interpretation Strategy/Avebury Framework include actions to address non-English speaker needs
97	WHSCU	EH	2/ 2016	5b /111 7c /167	Existing	WHS-based exhibition held
98	WHSCU	LO, EH, Wiltshire Council. RSPB, NT, NE	3/ 2018	5b /111	Existing	

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
99	NT	EH, NE, HE, NWDAONB, ASHRG, SALOG, RSPB	1/ 2017	3e/50 5a/92, 96 & 100 5b/104,-05 & 112-13 5d/121-2 5f/130	Existing / Grant funding	Avebury WHS Interpretation and Learning Framework completed and a programme of works produced
100	NE	WHSCU, NT, ASHRG	2/ 2017	5a/99 5c/116	Existing/ Grant funding	
101	NT	AKM Advisory Board (includes EH as a requirement)	1/ 2016	5a/99 7b/157	Existing	Project scoped
102	NT	AKM Advisory Board (includes EH as a requirement)	2/ 2020	-	Grant funding	New displays installed
103	NT	EH	2/ 2020	7b/157	Grant funding	Collection available online

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 5b – Develop learning opportunities offered by the WHS both on and off site</i>						
104	WHSCU	NT, EH, WA, WM, SM, NE	2/ 2015	5a/99 5b/111, 112, 113	Existing/ Grant funding	SALOG meets regularly, delivers learning and outreach benefits across the WHS
105	WHSCU	EH, NT, NE, SM, WM	2/ 2016	5a/99 5b/111 & 112	Existing	Understand how WHS is currently used by a range of educational groups and further needs and opportunities for development
106	NE	NT, EH, WM, SM, ASHRG, SALONG, NWDAONB	3/ 2017	3f/54 4b/73 & 78 5a/99 5b/109 5b/111 & 1125	Existing	Outdoor education facilities identified for both Stonehenge and Avebury

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
107	WHSCU	SALOG, ASAHRG Wiltshire Council, NWDAONB	2/ Ongoing	5b /111 & 112	Existing	Increased uptake by schools that have not previously engaged with WHS partners offering educational opportunities
108	WHSCU	ASAHRG, NWDAONB	2/ Ongoing	5f /131 7a /153 & 155	Existing	Increased presentations, visits and placements
109	WHSCU	EH, NE, NT, Wiltshire Council, LEP, LNP	3/ 2020	4b /74 & 78 5f /130	Grant funding	Needs analysis completed
110	WHSCU	NT, EH, HE, NE, ASAHRG, NWDAONB	2/ Ongoing	5e /123	Existing	WHS presentation/event for community annually
111	WHSCU	EH, NT, WM, SM, SALOG	2/ 2017	5a /96-8 5b /105	Existing/ Grant funding	Review carried out and outstanding actions completed
112	NT	EH, NE, SALOG, LO, WHSCU	1/ 2017	5a /99 5b /104 & 105	Existing/ Grant funding	Learning plan developed as part of the Avebury WHS Interpretation and Learning Framework

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
I13	ASAHRG/ SALOG	NT, HE, WHSCU	2/ 2017	5a /99	Grant funding	Sustainable resource available to schools
<i>Policy 5c – Promote community involvement in the WHS to increase a sense of ownership</i>						
I14	WHSCU	Parish/Town Councils, Local amenity groups	1/ Ongoing	1d /10 4d /91 5e /123 7c /165 & 168	Existing	Understand how the community would most like be involved in the management of the WHS. Minutes on the web after they have been approved Improved community understanding and engagement with WHS
I15	WHSCU	NT, EH, NE, Parish/Town Councils, NWDAONB	2/ 2015	5e /123 7c /166	Grant funding	Regular event celebrating the WHS held in both parts of the WHS
I16	WHSCU	NT, EH, SM, WM, NE	1/ Ongoing	6a /137	Existing/ Grant funding	Task and finish group considering volunteering opportunities in all projects. Annual Stonehenge and Avebury volunteering event. Training packs for induction of new volunteers

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
117	NT	HE, Wiltshire Council, Parish/ Town Councils	3/ 2017	7c /165 7d /169	Grant funding	Oral archive developed and accessible to the public
118	WHSCU	All partners	2/ 2018	1d /10 3a /21 3f /54 5c /115	Grant funding	Published booklet Web content
119	EH	Wiltshire Council	1/ Ongoing	–	Existing	Continued provision of local resident passes
120	EH	WHSCU	2/ 2015	–	Existing	Use of education room for community activities outside peak periods
Policy 5d – Artists and the creative sector will offer new and inspiring ways for communities and a wider range of visitors to engage with and learn about the OUV of the WHS and the wide range of artistic responses to it both past and present.						
121	Wiltshire Council	WHSCU, WHSP, VW, NE, EH, NT, SM, WM	2/ 2015	5a /99 5b / Action 111	Existing / Grant funding	Deliver at least one event annually which relates to the OUV of the site

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
122	Wiltshire Council	WHSCU, WHSP, VW	2/ 2015	5a/99 5b/111 7d/169	Existing / Grant funding	Symposium held. A plan for creative sector working within WHS developed
Policy 5e – Present a unified Stonehenge and Avebury WHS identity and message						
123	WHSCU	WHSP, NT, EH, HE	1/ 2015	3f/54 4a/69 & 72 5b/110 5c/114	Existing	A strategy which assists in improving communications with all key target group
124	WHSCU	WHSP, EH, NT, NE, RSPB, NWDANB, Ridgeway National Trail	2/ 2016	4a/71 5a/92 5e/123, 125 & 127 6a/136	Existing/ Grant funding	Clear and consistent visual identity and message across both parts of the WHS alongside partners own brand
125	Wiltshire Council	WHSCU, HA	1/ 2015	5a/92 5e/124 & 127 6a/136	Existing/ Grant funding	Gateway signs in place Boundary clear to visitors and aware it is a special landscape

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
126	WHSCU	All partners	2/ Ongoing	5e /123	Existing/ private sector funding	Produce <i>Megalith</i> newsletter annually
127	WHSCU	EH, NT, WHSPPP	1/ 2016	4d /92 5e /124	Existing	Suitable plaque following UNESCO guidelines placed at main visitor facility at both Stonehenge and Avebury
128	WHSCU		1/ Ongoing	5e /123 7c /164	Existing	Up to date content and information and good links to key partners. High 'Google' ranking Increased level of usage as measured by Google analytics
<i>Policy 5f – Explore and deliver opportunities to meet the wider objectives of UNESCO and the UK Government</i>						
129	WHSCU	WHSPPP	2/ 2018	5e /123		Gateway points in key communities such as Devizes, Calne, Amesbury, Swindon, Marlborough, Salisbury, Larkhill

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
130	WHSP	WHSCU, NT, Parish/Town Councils	1/ 2018	5a/99 5b/109 5e/123	Grant/ private sector funding	Feasibility study completed and action plan based on recommendations developed
131	WHSCU	WHSP, DCMS, UNESCO UK Commission, ICOMOS-UK, WH:UK	2/ Ongoing 2020	5b/108 7a/153	Grant/ private sector funding	Best practice publication Presentations and papers
Sustainable Traffic Management and Transportation						
Aim 6: Reduce significantly the negative impacts of roads and traffic on the WHS and its attributes of OUV and increase sustainable access to the WHS						
<i>Policy 6a – Identify and implement measures to reduce the negative impacts of roads, traffic and parking on the WHS and to improve road safety and the ease and confidence with which residents and visitors can explore the WHS</i>						
132	Wiltshire Council	WHSCU	2/ 2016	1b/4	Existing	Criteria understood and implemented by Highways

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
133	HA	DfT, DCMS, HM Treasury, Wiltshire Council, HE, EH, NT	1/ 2015 - 2020 Ongoing	3c/35 6a/134 & 135	Central Government / Treasury	Visual and noise intrusion of road and traffic is diminished Integrity of the WHS enhanced
134	HA	Wiltshire Council, HE, EH, NT	2/ 2015 - 2020 On-going	6a/133	Existing	Visitors able to access the wider landscape with ease
135	Wiltshire Council	EH, NT	2/ 2016	3c/35	Existing	Accurate evidence available to inform any required solutions
136	Wiltshire Council	WHSCU, HE, NWD AONB	1/ Ongoing	3c/35 5e/124 & 125 6a/137-42	Existing/ Grant funding	Unnecessary highways interventions avoided Highways-related clutter reduced Sensitive design and materials used in all intervention
137	WHSCU	Parish/Town Councils, HE, Wiltshire Council	3/ 2016	5c/116 6a/136	Existing/ Grant funding	Results of audits available to inform interventions in Conservation Areas as required

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
138	Wiltshire Council	APC, HE, NT, NWDAONB	1/ 2018	3c/37	Existing / Grant funding	Agreed measures implemented No further damage to archaeology Visitors circulate with increased confidence/safety Visitor surveys report improved experience
139	Wiltshire Council	APC, HE, NT, NWDAONB	2/ 2018	3c/39–40 6a/136 & 142	Existing/ Grant funding	Agreed measures implemented
140	Wiltshire Council	NT, EH, HE, NWDAONB	2/ 2018	3c/39–40 6a/136 & 142	Existing	Visitors cross roads with increased confidence/safety in the Henge and between key monuments Visitor surveys report improved experience
141	Wiltshire Council	NT, APC	1/ 2016	4a/70 4a/71 4c/83 & 88	Existing	Reduction in congestion in High and Green Street

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
142	Wiltshire Council	NT, APC, NWDAONB, HE	2/ 2020	–	Existing/ Grant funding	Recommendations of Transport Strategy completed
<i>Policy 6b – Manage vehicular access to byways within the World Heritage Site to avoid damage to archaeology, improve safety and encourage exploration of the landscape on foot whilst maintaining access for emergency, operational and farm vehicles and landowners</i>						
143	Wiltshire Council	EH, Ridgeway National Trail, NT	1/ 2020	3a /18, 23 & 25 6b /144	Existing	Damage to archaeology on byways halted Visitors report improved experience
144	Wiltshire Council	NT, HE, Ridgeway National Trail	2/ 2017	3a /24 & 25 6b /143	Existing	Appropriate protocols for resurfacing of public rights of way agreed
<i>Policy 6c – Take measures through sustainable transport planning to encourage access to the WHS other than by car</i>						
145	Wiltshire Council	NT, EH, NE, RSPB, NWDAONB, VW	1/ 2015	6c /146	Existing	Increase in percentage using sustainable transport options All partners promote non-car options in relevant marketing

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
146	Wiltshire Council	Local Transport Body for Wiltshire, EH, NT, WHSCU, Wilts and Dorset Bus Company, TW, NWDAONB, Parish and Town Councils	2/ 2017	4a /71 4c /83, 84, 87 & 88 6c /148 & 149	Existing/ Grant funding/ Private sector	Decrease in the number of visitors arriving by car Increase in percentage of visitors arriving by Sustainable transport Improved public transport and other sustainable transport links available between Stonehenge and Avebury
147	EH	NT, Wiltshire Council	2/ 2015	4c /83	Existing	A route provided along the section of the A344 subject to the TRO which reduces any conflict between users
148	Wilts and Dorset Bus Company	EH, Wiltshire Council	3/ On-going	6c /146	Existing	Increase in number of bus links from towns and villages
149	Wiltshire Council	WHSCU, NWDAONB	2/ 2018	6c /146	Existing/ Grant funding	Sustainable transport actions implemented

Research

Aim 7 – Encourage and promote sustainable research to improve understanding of the archaeological, historic and environmental value of the WHS necessary for its appropriate management. Maximise the public benefit of this research

Policy 7a – Encourage sustainable archaeological research of the highest quality in the WHS, informed by the WHS Research Framework

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
150	ASAHRG		1/ Ongoing	–	Existing	Research addresses questions in Research Framework
151	ASAHRG		2/ Ongoing 2025	–	Existing	Research Framework is up to date
152	ASAHRG		2/ Ongoing	–	Existing	Researchers adhere to IFA code and MORPHE Guidelines
153	ASAHRG		2/ Ongoing	5b / 108 5f / 131	Existing/ Grant funding	National and international colleagues attend seminars and share knowledge and understanding
154	ASAHRG	HE, Wiltshire Council	2/ Ongoing	7b / 159	Existing	Increase in publication of past research
155	ASAHRG	EH/NT	3/ Ongoing	4b / 78 5b / 108	Existing	PhD focussing on Research Framework themes

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 7b – Improve information management and public access to data sets and provide adequate facilities for archives and storage of finds</i>						
156	Wiltshire Council	ASAHRG, EH, HE, NT, Museums Association, Archives and Records Assoc.	2/ 2020	7b /158	Grant funding	Adequate storage facilities identified
157	NT	AKM Advisory Board include EH as a necessity	2/ 2020	5a /103	Funding	Long-term options identified
158	HE	Wiltshire Council, Grant giving bodies	2/ Ongoing	7b /156 7c /163	Existing	Consents only given for project designs with relevant provisions
159	ASAHRG	HE, NT, Museums, Wiltshire Council	3/ 2020	7a /154	Grant Funding/ Potential PhD project	Review completed and collections/data/finds accessible
160	WHSCU	ASAHRG, HE, Wiltshire Council	1/ 2016	3a /17	Existing	List of inaccuracies to inform report on issues and priority
161	Wiltshire Council	HE	1/ 2016/ Ongoing	3h /61	Existing	Comprehensive GIS available to Coordination Unit and WHS partners

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
162	HE	ASAHRG, NT, Wiltshire Council, Environment Agency (EA), NWDAONB	2/ Ongoing	–	Existing	WHS-related data available to partners
Policy 7c – Maximise dissemination, interpretation, education and public engagement related to research						
163	HE, NT	WM, SM, Wiltshire Council	1/ Ongoing	7b /158	Existing	Licences and consents include relevant conditions
164	WHSCU		1/ 2015	5e /123 & 128	Existing/ Grant funding	Pages on Research created and dissemination improved
165	ASAHRG	WM	1/ 2016	5c /115	Grant funding	Seminar takes place every two years
166	ASAHRG		2/ Ongoing	5c /114–118	Existing/ Grant funding	Increased involvement of the community in research project
167	WHSCU	EH, NT, SM, WM, HE, ASAHRG	2/ Ongoing	5a /97	Existing/ Grant funding	Displays reflect results of recent research
168	ASAHRG		3/ 2015/ Ongoing	5c /114	Existing	Record of publications and outreach/ education events

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 7d – Undertake other types of research, such as the assessment of biodiversity, as appropriate</i>						
169	WHSCU	HE, ASAHRG, NE	3/ Ongoing	3h/61 5a/93 5c/117 5e/121-122	Existing	Research reflects range of values related to the WHS
Management, Liaison and Monitoring						
Aim 8 – Provide adequate management systems and resources for the conservation and monitoring of the WHS						
<i>Policy 8a – Implement the Management Plan and liaise with partners to maintain and enhance the present partnership approach</i>						
170	WHSCU	WHSC, WHPP	1/ 2021	–	Existing/ Grant funding	Management Plan published and accepted by UNESCO Endorsed by all partners
171	WHSCU	WHSC, WHPP	1/ 2015	–	N/A	Annual plan produced and agreed by WHSPP & steering committees

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
Policy 8b – Seek adequate funding for the coordination of the WHS and the implementation of the Management Plan						
172	WHSPP	HE, NT, Wiltshire Council	1/ 2016	–	N/A	Sustainable funding package for long-term support of WHSCU
173	WHSPP	HE, NT, Wiltshire Council	2/ 2015	–	Existing/ Grant funding	Feasibility carried out and any recommendations carried out
174	WHSPP	NT, HE, Wiltshire Council, NWDAONB	1/ Ongoing	3f/55	Existing	Project funding available for action plan projects
175	WHSPP, WHSCU	EH, NT, Wiltshire Council	2/ Ongoing	5c/116	Existing	Measure hours available to the WHSCU
Policy 8c – Ensure regular monitoring of the WHS						
176	WHSCU	All partners	1/ 2016	3j/66	Existing	Workable monitoring indicators. Regular partner reports to WHSCU
177	WHSCU	WHSSC	1/ 2019	–	Existing	Periodic Completed and submitted to UNESCO as required
178	WHSPP	WHSCU, NT, HE, Wiltshire Council	1/ Ongoing	–	Existing	Review in 2016/18. Carry out recommen- dations