

**Stonehenge and Avebury WHS Partnership Panel**  
**Friday 6 June 2014**  
**Wiltshire & Swindon History Centre, Chippenham**

Present : Bill Buxton deputising for Andrew Williamson (Avebury WHS Committee)  
Roger Fisher (Representative - Stonehenge WHS Committee),  
Colin Shell (Representative - ASHRG),  
Alistair Sommerlad (Chair),  
Nick Snashall deputising for Jan Tomlin (National Trust),  
Andrew Vines (English Heritage),  
Cllr Stuart Wheeler (Wiltshire Council),  
Sarah Simmonds (Avebury WHS Officer),  
Beth Thomas (Stonehenge WHS Coordinator)

		<b>ACTION</b>
1.0	<b>Apologies</b> Jan Tomlin Andrew Williamson	
2.0	<b>Minutes of last meeting and matters arising</b> Minutes were agreed as accurate record of meeting in February.	
3.0	<p><b>Chair's report</b> Since the last meeting AS has spent time in both parts of the WHS talking to local businesses, visitors and staff.</p> <p>AS has also met both formally and informally with the following individuals and organisations: John Glen MP, HM Treasury, DCMS, ICOMOS, FCO, UN Team, MOD (DIO), MOD Rebasing Team, royal Artillery Museum, Highways Agency, DfT, English Heritage, National Trust, Wiltshire Council, STAG, Parish Councils, Stonehenge Community Ambassadors, Wiltshire Police, Salisbury Festival and Chalke Valley History Fair.</p> <p>AS has also attended the following formal meetings: A303 Stakeholder Reference Group, A303 Technical Working Group and the Avebury and Stonehenge WHS Committees.</p> <p>In addition, AS has contributed to the consultative processes for the Army Re-basing project, Local Authority World Heritage Forum (LAWHF) review and the A303 Reference Group</p> <p>In the coming few months AS expects to attend the following meetings: LAWHF on 11 July at Stonehenge, A303 Stakeholder Reference and A303 Stonehenge Technical Working Group, Avebury and Stonehenge WHS Committees in July and the Army Re-basing Planning Group.</p>	

4.0	<b>Report from Stonehenge and Avebury WHS Committees</b>	
4.1	<p><b>Stonehenge</b></p> <p>RF was recently elected Chair of the Stonehenge WHS Committee taking over from Lady Elizabeth Gass. He missed the last committee meeting in April but it was a lively meeting with a number of new members taking part.</p> <p>RF also attends the Solstice Round Table meetings as the representative of Amesbury Town Council (TC)</p>	
4.2	<p><b>Avebury</b></p> <p>BB reported on behalf of AW from Avebury.</p> <ul style="list-style-type: none"> <li>• Working on the WHS Transport Strategy which is expected at the end of June 2014</li> <li>• Avebury Parish Council (PC) would like an audit and redesign of all signage to be undertaken based on the outcomes of the Strategy.</li> <li>• Avebury PC is pressing for increase of 30mph speed limit to the north of Avebury on the A4361.</li> <li>• Recent concerns about proliferation of banners in the village.</li> <li>• AW held the first meeting to explore additional sources of funding for WHS initiatives.</li> <li>• Robin Butler raised concerns about the additional cost of achieving his grain store due to planning conditions and requirements for evidence. SS noted that she had met with RB and discussed this issue. The proposed SPD in the new management plan should clarify the planning process for landowners in and around the WHS. Many of the requirements relate to national designations and not simply the WHS. The WHS also brings many benefits in relation to leverage of funding and targeting of environmental stewardship schemes available to landowners and farmers</li> <li>• High Street has recently been re-surfaced and reported that the planters which were installed last year do seem to have been successful in changing driver behaviour.</li> <li>• Free Community Wi-Fi has been installed with 7 hubs in the High Street</li> </ul> <p>RF noted that Amesbury TC have recently carried a signage audit out for the area including Woodhenge.</p>	
5.0 5.1	<p><b>Management Plan</b></p> <ul style="list-style-type: none"> <li>• <b>Update on progress</b></li> </ul> <p>The process of combining the two WHS Management Plans has extended the period of production. SS reported that both Avebury and Stonehenge have completed a similar review process with a stakeholder workshop, public consultations, and professional focus groups. Following feedback and in accordance with international and national guidelines aims, policies and actions have been developed in draft. The Management Plan Project Board agreed to complete the aims policies and actions first as this is the “business end” of the management plan. The remaining chapters are currently under preparation.</p>	

5.2	<ul style="list-style-type: none"> <li>• <b>Aims, policies and actions</b></li> </ul> <p>SS reported that the aims, policies and actions have been drafted with a great deal of participation both with relevant professionals among the stakeholders, from the Project Board which met on 9 May and also through a wider stakeholder workshop which took place on 20 May. The document is still evolving and will consider feedback from the WHSPP and the Steering Committees who meet in July. The draft is based on the previous plans but there are some new elements, namely: more focus on community engagement; increased focus on economic benefit and sustainable tourism; more involvement with the arts sector; setting is emphasised in line with the EH's The Setting of Heritage Assets (2011) and National Planning Policy Framework; and the new Statement of OUV approved by UNESCO in 2013.</p> <p>Key officers and staff members of the organisations represented on the Partnership Panel (PP) have been consulted on the detail. All members of the PP were invited to the workshop in May.</p> <p><b>ACTION: Members of the PP are asked to make any final comments or suggestions by 20 June 2014.</b></p> <p>RF commented that the increased focus on community engagement was welcomed by Amesbury TC and in particular mention of the Amesbury History Centre as part of the facilities available in the WHS. RF noted that the action for the sewage works might be better targeted for 2018 rather than 2016 as it would form part of the re-basing developments.</p> <p>BB noted that the Avebury community was concerned about possible increase in visitors and the impact upon them.</p> <p>SW noted that the WHS needs to consider impact of the 4,000 troops and their dependents moving into the locality and also the proposed Royal Artillery Museum.</p> <p>AV noted that the WHS Management Plan needs to link broader issues with the detail and be mindful when making policy/strategy changes that this did not cause future problems e.g. more emphasis on wider landscape might make issues such as the A303 more difficult to solve satisfactorily. The PP will be able to review the MP in late summer/early autumn to comment on this aspect of the draft before it is released for public consultation.</p>	ALL 20 <sup>th</sup> June
5.3	<ul style="list-style-type: none"> <li>• <b>Timetable</b></li> </ul> <p>It is anticipated that a pre-consultation draft will be ready in early September and public consultation will take place from approximately October - December 2014.</p> <p>It was proposed that the Management Plan should go through the Wiltshire Council Planning Departments standard consultation process which would make the document stronger in planning terms -</p>	

	<p>Members of the PP agreed with this proposal and had no objections.</p> <p>It is anticipated that the MP will be launched early spring 2015.</p>	
5.4	<ul style="list-style-type: none"> <li>• <b>Budget/Support required/role of partnership panel</b></li> </ul> <p>There was a discussion about whether hard copies of the Management Plan (MP) should be produced and if so how many. There were mixed views amongst the Panel. There is an argument that the WHS needs a tangible output to be used as an “ambassador” or promoter of the WHS. This could be the full MP or could take the form of a summary document. PDF document is essential for use on the web. This can be used to disseminate the MP to most external organisations. Print on demand could be explored as an option, although there was concern regarding quality.</p> <p>Hard copies are required by UNESCO, deposit libraries and people actively involved in the WHS may find a hard copy a more easy way to engage with the MP than using it online. Others will find the on-line version adequate.</p> <p>The CDs produced for the last MP have not been popular. The Panel agreed that CDs are no longer required particularly as broadband means that download speeds are faster.</p> <p>BT had done a quick straw poll amongst other UK WHS, many of whom are currently updating their MP too. The average was to produce around 100-200 copies. This is about 50% of the potential list of recipients of the MP drawn up by BT in advance of the meeting.</p> <p>It was agreed that around 200 management plan copies was acceptable and that summaries should be printed for wider circulation and to be used as a promotional tool.</p> <p><b>ACTION: Partners to review the list of recipients and let BT know how many copies their own organisation may require in order to firm up the final number by 20 June.</b></p> <p>The outline budget is a considerable saving on last Stonehenge MP which was around £120,000. Current estimate is around £35,000. This might be reduced with a smaller number of copies but the PP recognised that smaller print runs were not necessarily cheaper.</p> <p><b>Wiltshire Council and English Heritage agreed that they would provide funds subject to the details being agreed.</b></p> <p>National Trust was unable to commit at this point but would be interested in an “in-kind” resource such as helping with the launch of the MP.</p> <p><b>ACTION: NS to raise with JT</b></p> <p>There are in-house opportunities such as producing maps which can still be explored.</p>	<p>ALL 20<sup>th</sup> June</p> <p>NS</p>
6.0	<b>Current projects</b>	
6.1	<ul style="list-style-type: none"> <li>• <b>WHS Transport strategy</b></li> </ul> <p>SS reported that a draft should be complete by end of June 2014. This will include design principles which could also be used in the</p>	

	<p>Stonehenge part of the WHS. The Strategy is funded by Wiltshire Council and NWDAONB and produced by Atkins. A task and finish group representing the Avebury WHS Steering Committee has overseen its preparation. The draft will be shown to the July meeting of the Avebury WHS Committee. It will look at design principles and specific schemes to improve the negative impact of roads and traffic on the WHS.</p>	
6.2	<ul style="list-style-type: none"> <li>• <b>WHS Research Framework</b> Project Board met on 23 May. It agreed a process and timetable for proceeding and Wessex Archaeology who are managing the project. The aim is to launch the Research Framework at the same time as the MP in early spring 2015. ASAHRG hope to publicise the Research Framework with a launch event such as conference or seminar.</li> </ul>	
6.3	<ul style="list-style-type: none"> <li>• <b>WHS Woodland Strategy</b> NS reported that a revised decision tree and guide for landowners had been submitted by CBA who had been commissioned to write the Strategy but this was still not satisfactory. Some work still to be done but close to completion.</li> </ul>	
6.4	<ul style="list-style-type: none"> <li>• <b>Communications</b> BT reported that: <ul style="list-style-type: none"> <li>• Since the launch of the WHS website there have been around 3,500 visitors to the site and around 75% are returning visitors and about 25% new visitors.</li> <li>• We have over 260 followers on Twitter</li> <li>• Megalith 2014 is in final stages of production and should be available end of June/early July. This will be circulated with hard copies to the local community and also widely available on-line on partners' websites.</li> <li>• BT and SS have been working with a student placement from Bath Spa University to develop an outline Communications Strategy. Whilst it is unlikely to completely fulfil our needs the ideas that he proposes should assist in the development of a communications strategy for the WHS which is one of the actions in the emerging MP.</li> </ul> </li> </ul>	
7.0	<b>Current live issues</b>	
7.1	<ul style="list-style-type: none"> <li>• <b>A303</b> As noted above AS has attended 2 meetings on this subject. EH and Wiltshire Council have also been busy in discussions with HA/DfT. Evidence is based on traffic flows and projected traffic flows for the future. The Stonehenge section considers the length from Countess Rd to Berwick Bassett. There is no evidence for the impact of the closure of the A344 on the A303 available. The Stonehenge section is one of 5 areas chosen for specific technical study along the route of the A303.  HA/DfT have to identify options or unique solution for these areas by the end of the summer and this will be assessed against the criteria of affordability, deliverability and value for money. This will be based on cost of the options, planning and construction issues for deliverability</li> </ul>	

	<p>and the benefit to the economy. They will also consider the impact of the option to “do nothing”.</p> <p>The A303 will be assessed against other schemes across England and the result announced at the Autumn Financial Statement in November. This will provide a commitment to solve these blockages to the UK infrastructure.</p> <p>EH/NT/WHS and Wiltshire Council are all involved in the Stonehenge Technical Group. They are working with HA/DfT to look at previous proposals and what has changed eg tunnelling and the Statement of OUV. They will also review costs including damage and any mitigation.</p> <ul style="list-style-type: none"> <li>• This is an issue where it is important to have a WHS view if possible. AS will keep the PP informed of developments.</li> </ul>	
7.2	<ul style="list-style-type: none"> <li>• <b>Army rebasing</b></li> </ul> <p>BT reported that there had been a great deal of work between partners to ensure that the WHS was protected. This has involved staff from Wiltshire Council and EH working together with MoD/DIO and also meetings with Cllrs Wright and Smale to help them understand the final plans so that this could be explained to the local community.</p> <p>This project has demonstrated the virtues of strong relationships, clear communication and partnership working in achieving an acceptable outcome.</p> <p>It has been agreed that the major housing development at Larkhill will take place north of the Packway near the Stonehenge Golf Range and this should not affect the WHS. There is still a great deal of detail to be worked through and an archaeological assessment needs to be undertaken for the final location at Larkhill. It has been agreed that some in-fill development south of the Packway is acceptable subject to detailed design.</p>	
<b>10.0</b>	<b>Vision for Stonehenge and Avebury WHS Partnership Panel</b>	
10.1	<ul style="list-style-type: none"> <li>• <b>Communication/PR Strategy</b></li> </ul> <p>The constituent parts of the WHS, the many WHS stakeholders and the various interested parties currently pursue uncoordinated or no public relations strategy in relation to issues that affect the WHS and its OUV. It would be advantageous for the Panel to adopt, where possible, some common messages on issues fundamental to the WHS, such as road development or construction in or overlooking the site. Suggested common messages for the Panel can be proposed by the WHSCU and agreed by the Panel.</p> <p><b>This approach was agreed by the WHSPP, whilst recognising that occasionally there will be issues where this cannot be possible.</b></p>	
10.2	<ul style="list-style-type: none"> <li>• <b>Profile</b></li> </ul> <p>AS tabled a number of leaflets and brochures including some from NT, EH and VisitWiltshire. The profile of the WHS designation is neither consistently nor sufficiently evident across the Site and through the associated literature provided by stakeholders and partners. Leaflets advertising the elements of the Site either give the WHS status low prominence or, on occasion, no mention at all. The wording and terminology is often inconsistent or inaccurate.</p>	

	<p>AS proposed that on a rolling programme which will take us through to reprints of material provided for 2015 where possible but 2016 at the latest, we commit to:</p> <ol style="list-style-type: none"> <li>All relevant promotional or explanatory literature will include the WHS symbol</li> <li>All new interpretation material will include the WHS symbol</li> <li>Any “strap line” will refer to both parts of the site ie Stonehenge and Avebury WHS.</li> </ol> <p>WHSPPP broadly in favour but it was understood that key people within each organisation would need to be approached and that each organisation had its own brand templates etc which may need to be negotiated. IN principle there should not be a problem with ensuring the addition of the WHS symbol</p> <p><b>ACTION: WHSCU to develop an agreed statement for approval by WHSPPP.</b> <b>ACTION: BT to talk to Marketing team of EH</b></p> <p>AS also suggested that we could increase the profile of the WHS with such things as flags at key sites and possibly WHS branded merchandise.</p>	<p>BT/SS BT</p>
<p>10.3</p>	<ul style="list-style-type: none"> <li><b>Arts Strategy</b> AS had met with representatives of both the Salisbury Festival and the Chalke Valley History Festival. Both organisations were interested in working in partnership with the WHS. Collaborating with these 2 arts events in Wiltshire would help to raise awareness of the whole WHS and also engage the wider community in how the WHS is managed and what it means for the local area.</li> </ul> <p><u>Chalke Valley History Festival (CVHF)</u> This year the CVHF has a “mini theme” of the Mary Rose. There is a marquee dedicated to this and a number of talks and events throughout the Festival. CVHF would consider a WHS theme for 2015’ programme. This could consist of a marquee containing stands from partners of the WHS such as the Museums as well as the WHS Coordination Unit. Talks could include issues of heritage management as well as archaeology and history. There will be a resource issue in terms of staff time and financial support would be required to pay for the marquee. The WHSPPP were broadly in favour of this idea. <b>ACTION: WHSCU to explore this idea further with AS.</b></p> <p><u>Salisbury Festival</u> The Festival is interested in using the WHS for high quality performances. Non-intrusive methods and events such as sculpture trails, guided walks, the use of sound and light and technology (mobile phones etc) could be used to help the public understand the WHS more. An “artist in residence” might provide the focus for some of these activities and may even be partly an event’s organiser to reduce</p>	<p>SS/BT/AS</p>

	<p>any impact on the workload of the WHSCU. Events would help to increase understanding, draw visitors away from core areas and assist in interpreting the WHS.</p> <p>NS said that the broad idea was a good one but raised a concern about details and ways of working and possible impact on the local community. A Memorandum of Understanding which set out the parameters might assist in clarifying boundaries and limits and assist in negotiations for specific events. The WHSPP were broadly in favour of the idea subject to more details being available.</p> <p><b>ACTION: WHCU &amp; AS to explore this idea further</b></p>	SS/BT/AS
11.0	<p><b>AOB</b> No AOB</p>	
12.0	<p><b>Next meeting date and venue</b> Friday 10 October 2014 10.30 Meeting Room Salisbury Museum 65 The Close Salisbury SP1 2EN</p>	