

Avebury World Heritage Site Transport Strategy

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Avebury World Heritage Site Transport Strategy

Developed for the WHS Steering Committee and Wiltshire Council by Atkins,
with input from the World Heritage Site Coordination Unit, North Wessex Downs AONB, English
Heritage, Avebury Parish Council, the National Trust, and Wiltshire Police



Notice

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Foreword

By Councillor Stuart Wheeler,
Cabinet Member for Heritage
and Arts, Wiltshire Council



I am very pleased to present the Avebury World Heritage Site Transport Strategy. This is the first such document produced for a UK World Heritage Site and represents an innovative blueprint for best practice in an internationally protected landscape. The Strategy provides a holistic approach to managing the negative impacts of roads and traffic in the World Heritage Site and maximising the ease and enjoyment with which visitors and local people can explore this magnificent landscape.

The Stonehenge, Avebury and Associated Sites World Heritage Site was one of the first sites to be nominated by the UK Government for inclusion on the World Heritage List in 1986. It is internationally recognised for its outstanding prehistoric monuments which are today still a prominent feature of this uniquely important archaeological landscape. Wiltshire is proud to be home to the World Heritage Site which attracts both national

and international visitors to the County. The Council along with partner organisations and the local community are committed to managing the Site in a way that best protects and enhances this valuable asset.

The Transport Strategy addresses the challenges related to the management of roads and traffic in the Avebury half of the World Heritage Site. These challenges include direct damage to monuments and their setting as well as impacts on the experience of visitors and the day to day lives of the local community. The Strategy proposes a series of recommended schemes to overcome these challenges while maintaining an efficient transport network and access for local people and visitors. It also provides a set of Design Principles to ensure that any proposed changes related to highways within the World Heritage Site are sensitive to its unique characteristics.

Thanks are due to the partners who have worked alongside the Council's consultants Atkins to produce this document which was signed off by the Avebury World Heritage Site Committee in December 2014. These partners include the North Wessex Downs AONB who jointly funded the Strategy with Wiltshire Council, Wiltshire Police, English Heritage, the National Trust and Wiltshire Council Highways, Archaeology Service and conservation officer. Special thanks are due to Avebury Parish Council who have helped to shape the World Heritage Site Transport Strategy as members of the task and finish group and whose Avebury Parish Traffic Plan has helped to inform its recommendations.

Stuart Wheeler

01. Contents

01. Introduction	7
01.1. Purpose and Scope of Transport Strategy	7
01.2. Avebury WHS Overview	7
01.3. Stakeholder Involvement	7
01.4. Report Structure	7
02. Characteristics of the WHS	9
02.1. World Heritage Site	9
02.2. Landscape	9
02.3. Settlements	9
03. Challenges	11
04. Objectives	12
05. Design Principles	15
05.1. Scope and Application	15
05.2. Supporting Documentation and Guidance	15
05.3. Core Principles	15
05.4. Design Approach	16
05.5. Design Principles_ Roads	18
05.6. Design Principles_ Signage	20
05.7. Design Principles_ Village Realm	22
05.8. Design Principles _ Parking	23
05.9. Design Principles _ Crossing Roads	24
05.10. Design Principles _ Sustainable Travel Infrastructure	25
06. Transport Strategy	27
06.1. Scheme Development	27
06.2. Stakeholder Engagement	27
06.3. Scheme Evaluation	52
07. Governance and Delivery	55
07.1. WHS Governance Structure	55
07.2. Scheme Delivery Process	55

Document Overview

Characteristics of the WHS

What characteristics give the WHS its special qualities, and need protecting / enhancing?

Challenges

What issues are having a negative impact on the WHS?

Objectives

What is the Transport Strategy trying to achieve?

Design Principles

What sort of interventions are suitable in the WHS? What special considerations need to be taken into account?

Transport Strategy

What is the future programme of schemes that will achieve the Transport Strategy objectives?

Governance and Delivery

Who will oversee the delivery of the Transport Strategy?

Who do I need to talk to?

Stonehenge and Avebury WHS Vision:

The Stonehenge and Avebury World Heritage Site is globally 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 its archaeology. This will allow present and future generations to explore and enjoy the monuments and their landscape setting more fully. We will also ensure that its special qualities 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 peoples 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.

Developing Stonehenge and Avebury Management Plan 2015

01. Introduction

01.1. Purpose and Scope of Transport Strategy

The Avebury World Heritage Site (WHS) covers c.25sq. km within the wider Stonehenge and Avebury WHS, and comprises a number of inter-related prehistoric monuments, their settings and associated landscape. The WHS sits within the North Wessex Downs (NWD) Area of Outstanding Natural Beauty (AONB). The WHS includes within its boundaries a large number of scheduled monuments, listed buildings and two Conservation Areas.

The Avebury WHS Management Plan highlights the negative impacts the dominance of roads, traffic and related clutter have on the landscape, the condition and setting of monuments, and the ease and confidence with which visitors and the local community are able to explore the wider property. These issues threaten the integrity of the site. A number of high level objectives have been agreed by the WHS Steering Committee in April 2013 for inclusion in the updated Management Plan to address these issues.

Whilst transport infrastructure, and associated traffic, is having a damaging impact on the WHS, it provides vital links within the region, and access for local communities, businesses, and those wishing to visit and explore the WHS. Each of these functions has their own, differing needs and priorities for local transport provision, which may not always align with the overall need to protect the integrity of the WHS.

This Transport Strategy establishes an agreed approach and a preferred set of schemes within the WHS to balance the concerns of all parties and safeguard the WHS while retaining a viable transport network. The Strategy also establishes a series of principles against which any future proposals for transport related change can be developed. These principles recognise the special nature of the WHS environment and will help ensure proposals maintain or improve the integrity of the site.

This Strategy only considers the Avebury part of the wider WHS. None of the content should be applied to the Stonehenge part of the site without prior agreement amongst local stakeholders.

01.2. Avebury WHS Overview

The Avebury part of the Stonehenge and Avebury WHS is located on the western edge of the Marlborough Downs in central Wiltshire. The site lies 17km south-west of Swindon, 9km west of Marlborough and 12km north-east of Devizes. The A4 runs east-west through the southern part of the WHS site. The A361 / A4361 runs north east-south west through the site, and bisects the Henge and Stone Circle at the centre of the WHS. The location of the Stonehenge and Avebury WHS within its wider context is shown in Figure 01.1.

There are four settlements within the WHS along with outlying farms, houses and businesses. Avebury village is the location of most visitor facilities including the Alexander Kellier Museum, (Stables and Barn Galleries), National Trust facilities and car park. Other settlements are Avebury Trusloe, Beckhampton and West Kennett.

The key monuments that are the focus for most visitors to the WHS include the Henge and Stone Circle, the Avenue, Silbury Hill, West Kennet Long Barrow, the Sanctuary, and Windmill Hill. Avebury Manor, a National Trust property within Avebury village, and the Ridgeway, a National Trail that starts at the Sanctuary also attract significant numbers of visitors.

The National Cycle Network (NCN) Route 45 passes through the WHS north to south (from Swindon to Pewsey, Amesbury and Salisbury). Route 403 also links east-west from Marlborough to Chippenham. An hourly bus service (Number 49) passes through the WHS between Swindon and Devizes.

Figure 01.2 shows the settlements and transport links in the WHS.

01.3. Stakeholder Involvement

The Avebury WHS Steering Committee selected a group of key local stakeholders to form a Task & Finish Group to oversee and partake in the development of this strategy. The strategy builds upon this depth of professional expertise and local knowledge, ensuring it is comprehensive, and considers the specific priorities of each group. The Task & Finish group met throughout the development of this Transport Strategy, and comprised representatives from:

- Wiltshire Council: Transport Planning, Highways, Conservation Officer, and Archaeology;
- World Heritage Site Coordination Unit;
- North Wessex Downs AONB;
- English Heritage;
- National Trust;
- Avebury Parish Council; and
- Wiltshire Police.

The group was supported by transport planning, heritage and landscape specialists from Atkins, which was commissioned to produce this report.

01.4. Report Structure

The remainder of this Transport Strategy report is structured as follows:

- Chapter two provides an overview of the **Characteristics of the WHS** which this Strategy is seeking to protect and enhance;
- Chapter three outlines the key **Issues and Challenges** relating to traffic and transport in the WHS, which have been identified through previous studies and local stakeholders;
- Chapter four sets out the **Objectives** that have been developed for this Strategy;
- Chapter five describes a set of **Design Principles**, which specify appropriate designs and approaches for interventions in the WHS context;
- Chapter six presents the **Transport Strategy** which has been developed, including a programme of schemes to address the objectives for the WHS;
- Chapter seven discusses the **Governance and Delivery** of this Strategy.



Figure 01.1 - Location of Avebury WHS



Figure 01.2 - Plan of Avebury WHS



02. Characteristics of the WHS

The Stonehenge and Avebury WHS is a site of international significance and encompasses some of the most important prehistoric monuments in the world which together form a landscape without parallel. As such, any changes to traffic and transport features in the WHS must take into account the special nature of the site, and seek to protect or enhance its characteristics.

This section provides a brief outline of the particular characteristics of the Site that give it its special qualities, in order to give a indication of what aspects require protection. More comprehensive documentation is available and referenced throughout.

02.1. World Heritage Site

The particular qualities or attributes of the Site that merit its adoption as a WHS are set out in the 'Statement of Outstanding Universal Value' (SOUV) 2013, available at www.stonehengeandaveburywhs.org. Consideration of the values and qualities articulated in the Statement have underpinned the development of this Strategy.

Some key points from the SOUV are highlighted below.

The primary consideration for any changes in the WHS should be to seek to protect or enhance the qualities described in the SOUV.

The Avebury WHS is of international importance for its complexes of outstanding prehistoric monuments and their associated landscapes which together demonstrate Neolithic and Bronze Age ceremonial and mortuary practices over a c.2000 year period.

Some of the key monuments and complexes are highlighted in Figure 02.1 opposite, and include the Avebury Henge and Stone Circle, the Avenue, the Sanctuary, West Kennet Long Barrow, Silbury Hill, and Windmill Hill. There are many further scheduled monuments throughout the site including palisaded enclosures and numerous important barrows in notable topographic locations across the landscape. There are also many other attributes of OUV that are unscheduled.

Avebury Henge and Stone Circle (the largest stone circle in the world) and the nearby Silbury Hill (the largest prehistoric mound in Europe) provide unique testament to the engineering and technological skills of prehistoric communities.

The monuments represent an exceptional level of survival and together with their settings and environs create a landscape without parallel. The monuments and their associated landscapes would have been of major significance to the communities that built and inhabited them and provide us with a unique record and evidential base for the study and understanding of Neolithic and Bronze Age life and death.

As a whole the WHS encompasses an outstanding prehistoric landscape with a remarkable degree of integrity and authenticity.

02.2. Landscape

The landscape and its relationship with the prehistoric monuments are vital to the integrity of the WHS. The site sits within the North Wessex Downs AONB, and potential impacts on the character of the landscape are therefore a key issue when considering any changes within the WHS. Some key aspects of the landscape identified in the AONB Landscape Character Assessment (LCA) and Landscape Management Plan (LMP) are set out below.

- Tranquillity throughout the landscape and the sense of remoteness and isolation are of significant importance in the AONB and contribute to the character of the WHS;
- Rural nature of the landscape and character of the settlements: the AONB and WHS are rural in character and any changes within the landscape or within the settlements should reflect this;
- Open views and clear skylines across the downlands: these are considered to be key features of the landscape and therefore changes or development within the WHS / AONB must ensure that they are not compromised; and
- "Dark skies": This is another key feature of the AONB, strongly linked to the tranquillity, remoteness and isolation of the landscape along with the open views and clear skylines. The percentage of the AONB with "dark skies" still remaining is slowly being eroded by encroaching development from the settlements, highway lighting and in particular the lighting of junctions. It is an aim stated in the AONB LMP that this gradual loss of "dark skies" is halted and, where possible, reversed.

02.3. Settlements

The settlements within the WHS also have distinctive characters and important relationships to the local monuments. Many of the buildings are listed, and Avebury, West Kennett and parts of Avebury Trusloe are within Conservation Areas. Key characteristics of these local settlements include:

- Avebury: The village street is lined with a variety of interesting architecture and it is the relationship between the buildings, including outbuildings, walls, gates and fences, that provide the attractive quality of this part of the Conservation Area. Particularly important is the relationship between the carriageway, with drainage channels in sarsen setts, with the verges and boundary walls.
- West Kennett: detached, mainly agricultural buildings of differing styles collected into a rural hamlet in which the relationship to the landscape is key. Severance by the A4 and traffic using the route is very damaging to the settlement character.
- Avebury Trusloe: meandering quiet country lanes with verges hedges and trees interspersed with historic and more modern buildings.

Conservation Area statements are available for each of these areas and provide more detail on their particular characteristics.

Beckhampton also lies within the WHS boundary, and shares many of these characteristics, namely rural dispersed properties, severed by the A4.

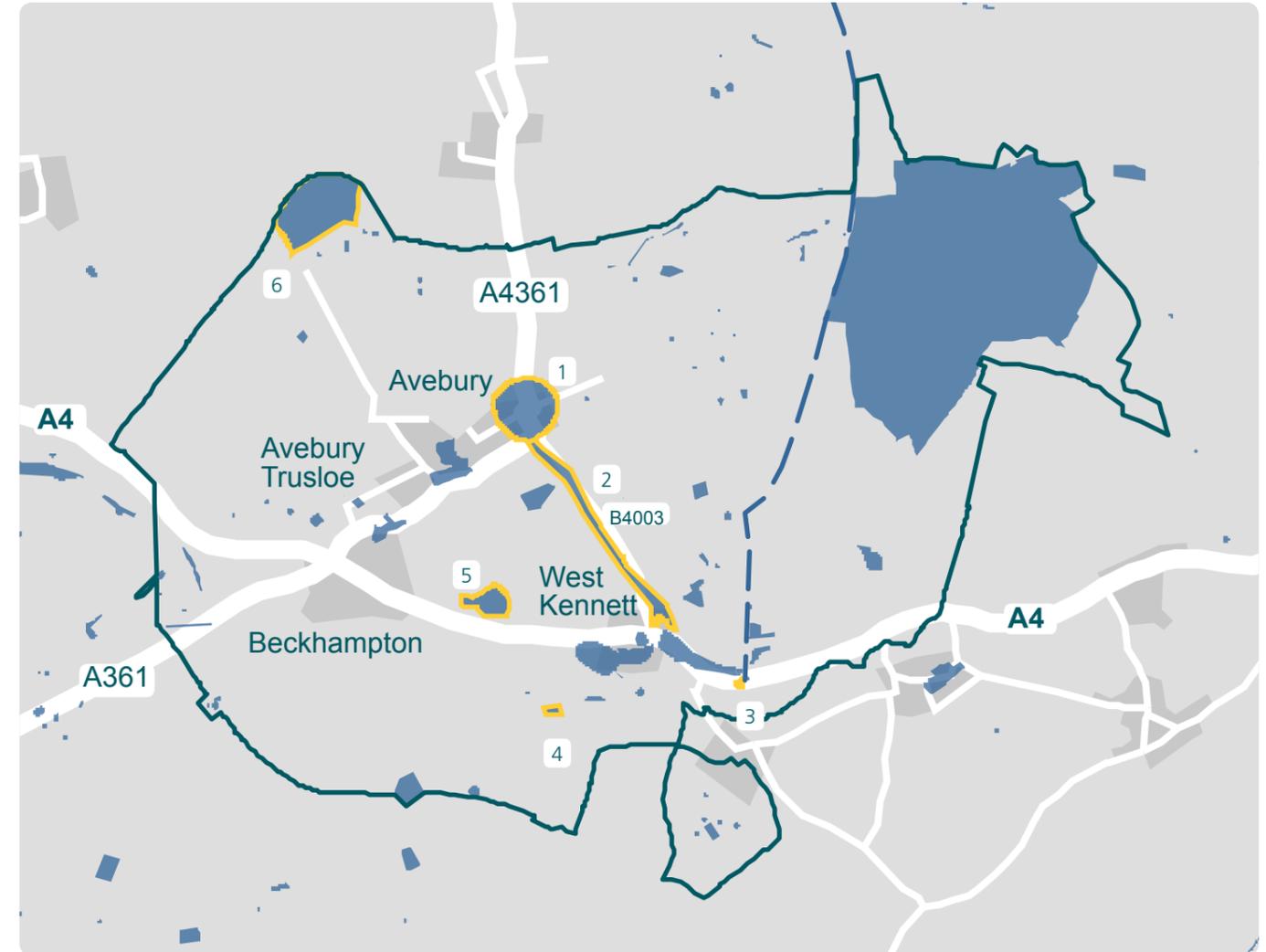


Figure 02.1 - Plan of Scheduled Monuments in Avebury WHS

03. Challenges

A clear understanding of the current transport related issues and challenges in the WHS forms the basis for the Transport Strategy. Existing issues were identified through discussions with the Task & Finish Group, the findings of previous studies / reports, and site assessments by Atkins. Many issues, such as the negative impact of sign clutter, have been known for some time and are also detailed in the WHS and AONB Management Plans.

Wiltshire Council had previously undertaken a review of available traffic and transport data including vehicle counts, collision statistics, speed surveys and HGV flows. This data showed the vehicle flows on the major routes have remained constant over the previous 10 years, at c.8500 vehicles per day (two-way flow) on the A4 and A361, and c.6500 vehicles per day (two-way flow) on the A4361. Speed surveys showed the 85th-%ile speed (the speed 85% of vehicles are travelling slower than) on the A4 at Beckhampton and West Kennett was 55mph (60mph speed limit). The 85th-%ile speed on the A4361 was 34mph (30mph speed limit).

The key challenges have been summarised opposite, grouped into six broad categories.

These issues are presented in more detail in Appendix A1, which provides a record of the existing challenges facing the WHS. The evidence base, and relationship to the WHS Management Plan objectives are highlighted for each challenge. A list of previous studies / reports reviewed to inform this strategy is also provided in Appendix A1.

The challenges identified have informed the development of the Transport Strategy objectives, which are presented in the following chapter.

Access to the WHS:

- Limited pre-visit information and promotion regarding existing transport options;
- Limited sustainable transportation options for visitors and local people to / from Avebury, and between Avebury and Stonehenge.

Access Around the WHS:

- Limited footpath connectivity and defined / signed routes across the WHS;
- High perceived vehicle speeds make crossing roads uncomfortable;
- Challenges for disabled visitors;
- Localised traffic dominated environments with potential conflict between vehicles and pedestrians.

Damage to Monuments:

- Damage to monuments, buried and upstanding archaeology alongside and beneath byways by vehicles;
- Damage to archaeology and monuments in the verges of roads from vehicle movements and inappropriate parking;
- Damage to archaeology and monuments from traffic signage or infrastructure, ad-hoc traffic schemes, and ongoing maintenance.

Impact on Setting:

- Inter-relationships between the monuments within the WHS are severed by existing roads;
- Loss of tranquillity through traffic noise and light pollution;
- Visual intrusion of highways / transport related features and boundaries, including lighting.

Visitor Management:

- Inappropriate parking and associated disruption and damage;
- Concentrated visitor patterns at key monuments create pressure on infrastructure and affect visitors' experience.

Future Development:

- Lack of rigorous approach to fully assessing the impact of planned interventions, developments and maintenance;
- Uncertainty of changes to visitor numbers and their needs;
- Lack of guidance on design parameters for transport related changes to ensure future interventions have a coherent, consistent and sensitive WHS specific approach.

04. Objectives

Key stakeholders agreed a set of Objectives for the Transport Strategy in January 2014; these objectives address the issues and challenges identified in Chapter 3. The Transport Strategy objectives have been grouped under the objectives agreed by the Avebury WHS Steering Committee in April 2013 following review of the 2005 Management Plan. These objectives have also informed the evolving Stonehenge and Avebury WHS Management Plan (2015).

WHS MANAGEMENT PLAN OBJECTIVES

1. To significantly reduce the dominance and impact of roads and traffic on the WHS and to enhance its integrity and attributes of OUV

2. To prevent damage to monuments, below ground archaeology and their settings by roads, traffic and related highway infrastructure

TRANSPORT STRATEGY OBJECTIVES

1.1_ Provide an holistic vision with a series of solutions for identified issues ready for development and implementation to achieve a safe environment and a reduction in dominance and negative impacts, which enhance the integrity and attributes of OUV

1.2_ Clearly define the governance and responsibilities for transport related interventions in the WHS, setting out who will coordinate and oversee works, and delivery of the Transport Strategy

1.3_ Manage and reduce the impact of highways and highway features on the attributes of OUV including Scheduled Monuments, Conservation Areas and the setting of listed buildings

2.1_ Prevent damage to monuments, buried and upstanding archaeology present in the verges

2.2_ Promote tranquillity in the landscape by reducing traffic noise

2.3_ Establish and adopt suitable Design Principles to address signage, and manage its impact on buried and upstanding archaeology, the setting of monuments, and the landscape in general

2.4_ Minimise impact of highway lighting on the landscape and dark skies

2.5_ Adopt appropriate controls / strategies for use of Byways to prevent damage to heritage assets

2.6_ Provide guidance on how best to help visitors with mobility impairment move around the landscape where possible

3. To diminish negative impacts of traffic and parking on the village and amenity of residents

- 3.1_ Manage on-street parking to help residents park near their homes
- 3.2_ Ensure drivers are clearly directed to key destinations
- 3.3_ Identify opportunities to encourage more dispersed visitor arrival times across the day to reduce stress on infrastructure
- 3.4_ Manage and link parking capacity throughout the WHS to reduce focus on Avebury village

4. To encourage the provision and use of sustainable transport to access the WHS and travel between Avebury and Stonehenge

- 4.1_ Develop / maintain suitable public transport links to and within the WHS (particularly at weekends / holidays)
- 4.2_ Provide good quality bus stops linked to key monuments and local communities, that do not have a negative setting impact on their setting
- 4.3_ Help provide safe and attractive cycle routes to / through the WHS, (building on existing NCN connections) and provide adequate parking and cycle facilities within the WHS
- 4.4_ Develop marketing, promotions and media that encourage non-car travel to and within the site
- 4.5_ Consider off-site parking options for peak congested times with appropriate links to WHS and other destinations
- 4.6_ Adopt an agreed mechanism to manage coach and mini-bus trip, drop-off / pick-ups and parking

5. To remove highways related obstacles to exploration and enjoyment of the WHS by visitors and residents

- 5.1_ Develop a well connected, convenient and safe footpath network throughout the WHS and surrounding landscape, taking into account environmental sensitivities and constraints
- 5.2_ Provide safe, comfortable crossing points where footpaths cross main roads
- 5.3_ Address vehicle speeds where appropriate to promote a safe and accessible environment
- 5.4_ Create a feeling of safety for visitors moving around the landscape

6. To ensure future development is specifically assessed for traffic and parking implications on the WHS and its attributes of OUV

- 6.1_ Establish and adopt Design Principles to ensure physical interventions are appropriate for their context to minimise the impact of highway related features on the landscape
- 6.2_ Identify opportunities to enhance the WHS landscape and the setting of the monuments within it through removal / improvement of highway related features
- 6.3_ Establish a thorough appraisal process for future proposals to ensure their potential impacts are fully considered through the planning process



05. Design Principles

05.1. Scope and Application

This chapter sets out a series of Design Principles that establish how transport features should be designed to be sympathetic to their context within the WHS, take account of the special nature of the environment, protect and enhance the WHS and sustain its OUV. The Design Principles also take account of the WHS's context within the AONB, and other statutory designations such as Conservation Areas, where applicable.

The Design Principles have been developed specifically for the Avebury WHS, considering local characteristics and constraints. They are not designed to be applied across the whole WHS or AONB. Many aspects may be relevant in these areas, but stakeholders will need to assess their suitability and agree them before adopting the principles.

These Design Principles cover key aspects relating to the highway and transport features, including signage, the streetscape and pedestrian, cycle and public transport features. The principles establish a sensitive approach to considering physical highway and transport features within the WHS. They can be applied equally to new interventions being considered, and as a way to assess the suitability of existing features and whether they should be adapted or removed. **Any works to highway and transport infrastructure in the WHS, including routine maintenance schemes, should be designed and specified in accordance with these Design Principles to take account the special characteristics of the WHS.**

Note that these Design Principles are not intended as a detailed design guide, and do not stipulate specific solutions. However, it is intended that by following these principles, designers should be able to produce solutions and designs that are appropriate to the WHS and its place in the wider AONB.

05.2. Supporting Documentation and Guidance

These Design Principles have been developed to complement existing policies, strategies and design guidance relevant to the Avebury WHS. These include:

- Statement of Outstanding Universal Value (2013);
- Avebury WHS Management Plan (2005);
- Stonehenge and Avebury WHS Management Plan (2015) (under preparation);
- Conservation Area Statements;
- North Wessex Downs (NWD) AONB Management Plan;
- NWD AONB Landscape Character Assessments; and
- Wiltshire Landscape Character Assessments.

This chapter firstly details the over-arching design approach, which takes into account the specific requirements of the WHS. This is followed by more detailed Design Principles that are set out under six broad themes of:

- Roads;
- Signage;
- Village Realm;
- Parking;
- Crossing Roads; and
- Sustainable Travel Infrastructure.

05.3. Core Principles

Delivery of transport and access solutions within the WHS should:

- Safeguard and preferably enhance the WHS and sustain its OUV;
- Create a distinctive sense of place that reflects the special character and landscape of the WHS;
- Promote tranquillity throughout the landscape;
- Conserve and enhance the visual and physical relationships between the monuments and sites;
- Maintain the rural nature of the landscape;
- Reflect the character of the settlements;
- Minimise ground disturbance and damage to buried archaeology;
- Support communities living within the WHS;
- Support appropriate access for all, sensitive to the conservation of the WHS and its attributes of OUV; and
- Allow safe and comfortable movement of all users around and through the WHS.

05.4. Design Approach

This section sets out the basic design approach to be followed when considering any new schemes within the WHS. This approach establishes the general values appropriate for the WHS.

Make sure you understand the problem, and opportunities

Proposed interventions should be evidence based. The reasoning behind a potential scheme should be well thought out, and the potential of a scheme to deliver real benefits should be demonstrated.

Minimise new features in the landscape

Sometimes doing nothing can be the most appropriate response. Scheme designs and proposals for interventions should begin from a blank starting point, and only include features where absolutely required. Removal of existing inappropriate features should always be considered and prioritised.

Consider the context

New features should be carefully designed to achieve the scheme aims with minimal intervention, rather than using 'off the peg' solutions. All interventions must respond to and respect the archaeological landscape within which they are situated; the distinctive character of settlements must also inform designs and proposals.

Below ground disturbance should be minimised, and thorough assessments of the potential damage to buried archaeology must always be undertaken.

Consider what has gone before

Designs should consider existing transport elements and where they are in line with these Principles, proposals for new interventions should be consistent with existing features. Taking into account the materials and approach that has gone before (where appropriate) will help to avoid introducing too many different styles and approaches.

Think about the cumulative impact of schemes

Care must be taken to avoid the cumulative impact of small piecemeal schemes. Each separate intervention may seem small, but over time can combine to have a significant impact. The continued need for existing features should be assessed when considering new schemes.

Group features at appropriate locations

Where possible, features should be grouped at appropriate locations, where their impact can be minimised. By grouping features together, much of the WHS can be free of features and the impact across the wider landscape is minimised. However, care must be taken not to overwhelm key locations within the WHS particularly in the context of other non-transport related interventions.

Avoid introducing features that may cause confusion with heritage features

Highway features should be seen as highway features, albeit sympathetic to their context. Pastiche features, such as standing sarsen stones as sign posts, which may cause confusion with heritage assets should not be utilised.

Talk to other stakeholders

Before considering a programme of works within the WHS, including routine maintenance programmes, consult with the WHS Coordination Unit. Other groups will also need to be consulted - see Chapter 7 for further details.

05.5. Design Principles_ Roads

Different design responses will be appropriate for different roads, dependent on their function in the local road network and the volume and speed of vehicles at the site. Safety must be the key consideration. On moderately trafficked or higher speed roads, where the road's function in the network is an important consideration, designers may have less freedom than on quieter, slower, roads. Therefore, these Design Principles acknowledge that different approaches may apply between the moderately trafficked roads (A4, A361 and A4361) and other lightly trafficked roads.

Context

Local conditions such as speed, traffic volumes and road geometry should be considered, rather than relying on the status or classification of a route to justify a design approach. However, given the function of the A4 within the wider network, a degree of consistency with the wider route outside the WHS is required to maintain road safety.

Signage

See the Signage Design Principles in Section 5.6.

Lining

Lining can have an impact on the character of a road and surrounding landscape / townscape. In general, designers should aim to minimise all types of lining within the WHS, whilst also meeting the requirements set by regulations and road safety considerations.

Line widths should be the minimum allowed within the regulations.

Edge of carriageway markings can be of significant benefit in terms of road safety, but also increase the visual impact of the road, and can lead to higher vehicle speeds. On moderately trafficked rural routes, their use should be carefully considered and only provided where there is considered to be a provable road safety benefit. On lightly trafficked routes, they would almost always be inappropriate within the WHS.

Where 'yellow' markings are considered necessary, less intrusive shades such as 'Primrose' should be used.

Lighting

Lighting of rural routes within the WHS / AONB should be avoided, other than in very exceptional circumstances where it can be justified as the only solution to an overriding safety concern.

Alternative solutions such as retro-reflective lining should always be considered first and fully tested before lighting is proposed.

Illuminated / active road studs are generally inappropriate within the WHS. However, if their use would avoid the need for lighting, they should be considered as a preferred option.

Retention of dark skies is a key issue for rural areas in the WHS / AONB. Where street lighting is considered necessary, it should be designed to minimise light-spill out to surrounding areas and upwards to the sky, and be designed to minimise the impact on local ecology. Modern lanterns incorporating lenses to focus light on the highway should be used in this sensitive environment. The visual impact of lighting columns during day light should always be considered.

Where regulations permit (where street lighting is absent) illuminated signs and bollards should also be avoided unless considered absolutely necessary on safety grounds. Retro-reflective sign-plates will be adequate in most situations and are the preferred solution with the WHS.

Internally illuminated sign-faces are preferred to external lighting when illumination is considered necessary. Ground disturbance should be avoided and self-generating energy sources used where possible. Only those regulatory and warning signs dictated by regulation should be illuminated.

Surfacing

On moderately trafficked routes, low-noise surfacing should be used wherever possible, to minimise noise-pollution throughout the WHS. On the A4 and A4361, low-noise surfacing should be provided as periodic renewals occur.

Coloured surfacing is generally inappropriate and should be avoided, unless alternative, more visually obtrusive markings would otherwise be necessary. Colour variations using natural stone products are preferred to 'red', 'buff', or other coloured surfaces.

Barriers

Vehicle restraint systems should only be provided where there is a clear safety justification and no other solutions are adequate. Ground disturbance should be minimised at all times.

Their design and colour should minimise their visual impact. Wooden barriers are likely to be more bulky and intrusive than well designed alternatives.

Passive sign posts should be used where they avoid the need for a barrier. Products that have a similar appearance to other (conventional) posts in the area should always be preferred.

Traffic Management

Regulations such as speed limits, one-way restrictions and banned turns generally require associated mandatory signage (see Signage Design Principles). Alternative options to influence / control driver behaviour should be explored before introducing new regulations. The careful design of the highway layout and features can often be used to influence driver behaviour in many situations.

Junctions

Junctions should not be over-engineered. Simple T-junctions with few highway features are preferred subject to any particular safety concerns. On lightly trafficked routes, these are likely to be adequate in the majority of situations.

The rural context should be a key consideration, and every effort should be made to avoid 'urbanisation' of the environment through the inclusion of many highway features such as refuge islands, bollards, and kerbs etc.

Roundabouts are generally inappropriate in this rural environment – alternative simple junction layouts are preferred.

Visibility splays at junctions that achieve the minimum requirements to be safe, taking account actual vehicle speeds at the location, are acceptable.

Boundaries (e.g. road edges, verges, hedgerows)

Road boundaries should be in keeping with the rural character and reflect the local styles.

Hedgerows make a key contribution to the character of a route. Hedgerows should only be added or removed in line with the WHS Woodland Strategy and AONB character assessments for the location. Some hedgerows may be subject to agreed management practices through agri-environment schemes. Native, local species should be used.

Known road side archaeology should be protected from physical damage by overrun and parking.

Road Widths

Reducing the carriageway width or altering the road's geometry, can often influence driver behaviour and cause a reduction in vehicle speeds. Narrower carriageways also make crossing easier for pedestrians. However, it can also increase the chance of conflicts between vehicles and worsen provision for cyclists; therefore it must be fully assessed before being promoted.

Given the nature of the road network in the WHS, narrowing is only likely to be appropriate on the A4, and parts of the A361 and A4361. Care must be taken not to introduce features that are surprising to drivers, and a degree of consistency should apply along a route, including the sections either side of the WHS.

Where the running carriageway is to be narrowed significantly, physical narrowing by extending the verge is preferred to less permanent solutions such as lining, hatching and coloured surfaces.

Small scale intrusions such as build-outs are not appropriate; physical narrowing works should apply over significant lengths in order to have an effective influence on driver behaviour.

Physical narrowing schemes outside the settlements should result in a rural character.

Opportunities to provide segregated pedestrian / cycle routes, or improve parking arrangements should be identified when considering road narrowing schemes.

On low-speed routes, on-carriageway cycle lanes can be considered as means to narrow the running carriageway, although the visual intrusion of the necessary marking must be considered. On-carriageway cycle lanes or pedestrian routes are unlikely to be appropriate on the A4, or on high speed routes on safety grounds.

Visual narrowing of the running carriageway may be beneficial in some locations, but the visual impact of the required road markings must be properly understood.

Hatching is generally intrusive and should only be used where absolutely required.

Edge of carriageway markings may be sufficient without hatching depending on the road geometry at the site being considered.

Rumble strips could be incorporated into the edge of carriageway markings to discourage overrunning, although the potential noise impact needs to be considered.

Removal of the centre line is an effective way of encouraging drivers to slow down, but must be weighed up against the risk of head-on collisions.

Further Reading

Streets for All (English Heritage)

Manual for Streets 2 (DfT)

Other Supporting Design Principles

Parking

Signage



1. Map of locations most suited for Road Design Principles.

2. Physical narrowing of the carriageway to extend the verge is preferred to more visually intrusive measures such as hatching.

3. Traffic management regulations require associated statutory signage. The visual impact of this signage must be considered when assessing traffic management options.



05.6. Design Principles_ Signage

Signage is a key feature that can have a very significant impact upon the landscape. Often, small changes to the siting and design of signage can reduce its visual impact greatly, whilst maintaining its utility.

Signage is also important in establishing an identity for the WHS and providing a clear visual language to guide visitors, residents and other users.

Highway Signage

The incremental impact of highway signage needs to be considered and carefully managed¹. Signs must only be placed when there is a clear justification to do so, or a regulatory requirement. The need or suitability of existing signage should be reviewed if new signs or regulations are introduced.

Redundant or ineffective signage and associated mountings should be removed.

Warning signs should only be provided where the hazard is not self-evident.

Where directional signage is provided, additional signing warning of a junction ahead is not required.

The actual average speed of vehicles should be considered when deciding on suitable sign sizes and placement, rather than the speed limit of the road. If interventions result in reduced vehicle speeds, the existing signage should be replaced as appropriate with a design suitable for the lower speed.

Posts and the rear of signs should be made as unobtrusive as possible. They should be painted an appropriate recessive colour depending on their adjacent background (such as dark brown or grey).

Consider the backdrop when placing signs; placing signs against a backdrop (a hedge for example) highlights the sign face, but allows the post to be camouflaged.

Consideration must be given to the context of a sign within the landscape in relation to the monuments and key views. Signs should not intrude on key visual relationships between monuments and between monuments and their landscape setting.

Signs should be placed so they have minimal impact upon known heritage assets and landscapes.

Backing boards of any kind should not be used. Other means to highlight a sign, such as placing it against a contrasting backdrop should be considered before backing boards are used.

The requirement and placement of regulatory highway signage is dictated by the design of the associated regulations. Traffic regulations should only be introduced when alternative solutions would likely be ineffective or require more onerous signage. The required signage, its design and its placement must always be considered when assessing the value of new regulations.

Text size on signs (x-heights) is allowed to be smaller in areas of special amenity. Designers should use the smallest x-height possible within the WHS, whilst ensuring the sign remains legible to motorists.

Where regulations permit (where street lighting is absent) illuminated signs and bollards should be avoided unless considered absolutely necessary on safety grounds. Retro-reflective sign-plates will be adequate in most situations, and are the preferred solution. Internally illuminated sign-faces are preferred to external lighting when illumination is considered appropriate. Ground disturbance should be avoided and self-generating energy sources used where possible. Only those regulatory and warning signs dictated by regulation should be illuminated.

Visitor Signage

Visitor signage should be used to establish a clear visual language and identity throughout the WHS. This will help to:

- Highlight to drivers that they are in an environment of special interest;
- Help pedestrian and cyclist visitors understand and explore the landscape; and
- Highlight key 'attractions' whilst managing the impact of signage on the landscape and the impact of people on monuments and the landscape.

Visitor signage should be distinct in style from local highway signage.

Visitor signage should incorporate a simple recognisable logo, and style to give a clear and consistent message to visitors, and other road users, that they are within the WHS.

Consistent visitor signage should be provided at key points for orientation and exploration of the WHS including permitted parking areas, and crossing points throughout the WHS.

All direction signing aimed at visitors to the WHS should be consistent with the WHS style, so that visitors quickly and easily come to recognise the signing relevant to their needs.

The use of consistent visitor signing creates the opportunity for visitor signing to be smaller than standard highway signing, as its distinctive design increases its prominence to visitors.

Gateway signing, consistent with the visitor signing style should be provided on entry into the WHS.

The need for standard brown tourist signs will be reduced if a common and consistent signing approach is adopted. Applications for tourist signing, including those to commercial properties within the WHS is discouraged, and should only be permitted where they can demonstrate the signing does not have a negative impact on the landscape and attributes of OUV of the WHS.

Other Signage

All organisations working in the WHS intending to display their own signage should consider the visual impact on the landscape and are encouraged to comply with these guidelines.

Such signing should be avoided whenever possible.

Whilst a consistent design may not be appropriate, local organisations are encouraged to take a consistent approach to signing across the WHS for their mutual benefit. Planning controls should be used to limit unnecessary signage within the WHS.

Further Reading

Traffic Signs Manual. DfT

Manual for Streets 2, CIHT

Signing the Way, DfT 2012

TAL 1/13, DfT

Other Supporting Design Principles

Roads

1 SOUV 2013



1. Insensitive placement of highway signs can have a great impact on the landscape and monuments.
2. Cluttered sign design incorporating unnecessary backing boards and posts should be avoided.
3. Isolated signs are more prominent in the landscape. Signs should be located with other features so that they are legible, but not prominent.
4. Advanced warning signage where the hazard is self-evident is unnecessary.

05.7. Design Principles_ Village Realm

The four settlements in the WHS, namely Avebury village and the hamlets of Avebury Trusloe, Beckhampton and West Kennett, have a rural character and have avoided significant highway engineering intrusions and 'urbanisation'. However, the proximity of major routes also has significant impact on parts of each settlement. Avebury is severed by the A4361 which carries locally significant levels of traffic and the effects of traffic and highway features are felt by both residents and visitors. West Kennett and Beckhampton are severed by the A4, a key primary route. The Design Principles set out for 'Roads' may be more appropriate for these major routes – with the Village Realm principles being aimed at minor, low traffic routes in each settlement.

The principles for the settlements are set out below. Avebury village has been addressed separately due to its unique circumstances in terms of its relationship with the Henge and Stone Circle and its current role as a focal point for visitors.

The WHS Management Plan includes an action to undertake street audits, to document existing features, furniture and characteristics of each settlement. When complete these will provide a valuable resources that should be referenced when considering any scheme in the settlements.

Avebury Village

Avebury village contains a designated Conservation Area, numerous listed buildings and the Avebury Henge and Stone Circle. It is a highly sensitive and distinctive historic environment that requires extremely sensitive treatment. All interventions must be developed in consultation with the WHS Coordination Unit, English Heritage, Conservation Officer, and others as appropriate.

Need and Design

Where interventions are considered necessary to address a particular issue, design led solutions based upon the character and geometry of the street are preferred rather than regulation, signage or 'off-the-shelf' traffic management features such as buildouts and speed cushions. Interventions should be minimal, using appropriate locally specific materials.

Within High Street, Sarsen setts have historically been used to form margins, drainage channels and kerbs which give the street its particular character. These should be retained and should form the basis for future interventions.

Interventions in the eastern part of High Street, within the Henge and Stone Circle, should be minimal and particularly sensitive of their setting and the landscape.

Similarly, interventions in Green Street should also be minimal, and particularly sensitive of their setting and the landscape. The character of Green Street should closely reflect High Street to maintain the link with the village.

Route Hierarchy

High Street and other minor routes should be made distinct from the A4361 through their design and character, rather than through regulation. The inclusion of features such as a footway or margin, narrow carriageway widths and use of distinct but appropriate surfacing will contribute towards this.

Traffic Management

Standard traffic calming features are inappropriate in the village. Features such as speed humps or buildouts (that use vertical or horizontal deflection to influence speed) are not appropriate.

The use of highway signs and lines should be minimised.

Parking restrictions and other regulations should be designed to minimise the need for signs and lines.

Defining areas through differing surface materials can be used to influence behaviour, reinforce street character, and indicate regulations. To achieve this in Avebury, Sarsen Setts should be used where appropriate to tie in with the character of the existing margins and drainage channels. Coloured surfacing is not appropriate.

If signs are considered necessary following consultation with stakeholders, they should be mounted on existing structures where these are appropriately placed in terms of traffic / user need and the character of the village. De-cluttering of signage should always be considered. Consideration should always be given to relocating existing poles to better serve a location rather than installing new poles.

Other Settlements

Other settlements within the WHS have key relationships with local monuments, and any features in these settlements must take account of their potential impact on the setting of local monuments.

Whilst steps to reduce the impact of major routes may be appropriate, away from these routes (in the smaller settlements) interventions are unlikely to be required unless there is clear evidence of a particular issue. Highway features should be kept to a minimum, and reflect the existing, rural environment and individual character of each settlement.

Need and Design

Where interventions are considered necessary to address a particular issue, design led solutions based upon the character and geometry of the street are preferred, rather than regulation, signage or off-the-shelf traffic management features. Interventions should be minimal and use appropriate local materials.

Kerbs, bollards and other features that could lead to 'urbanisation' must be avoided.

The 'Route Hierarchy' and 'Traffic Management' principles described under the Avebury Village heading apply equally to these settlements.

Further Reading

Conservation Area Statements: Avebury and West Kennett (Wiltshire Council)

Streets for All (English Heritage)

Manual for Streets 2 (DfT)

Street Audits (when complete - See WHS Management Plan)

Other Supporting Design Principles

Parking

Signage

1. Map of locations most suited for Village Realm design principles.

2. Sarsen sett margins / drainage channels are an important feature that contribute to the character of Avebury village.

3. Interventions that have an urban character are inappropriate and should not be used.



05.8. Design Principles _ Parking

Parking is a key issue in the WHS, requiring visitors to be accommodated and managed whilst supporting the needs of the local community.

Parking within the WHS should be managed to provide:

- Sufficient parking in Avebury Village to meet the majority of year round demand;
- Improved ancillary parking areas, linked by a network of footpaths and cycle routes; and
- Suitable controls to give adequate priority to residents where required.

Throughout the WHS, there should be no increase in the number of formal parking spaces.

Visitor Parking

Visitor parking areas should be signed from key entry points to the WHS using signing styled for visitors. Access to and from these parking areas must be safe, with adequate visibility for the speed of vehicles at each location.

Parking areas should only be encouraged where they are connected to a network of footpaths serving the wider WHS. Interpretation material could be provided at ancillary sites to inform visitors of their options for exploring other parts of the WHS.

Lay-by parking areas should be large enough to allow occupants to get into / out of their vehicle safely, without entering the live traffic lanes.

Landscape design of parking areas should reflect the character of the area in which the parking is located. For example, it is not appropriate to provide extensive tree planting in an area that is open and relatively tree-less as this will emphasise the site unnecessarily. The relevant Landscape Character Assessment will provide guidance.

The WHS is entirely rural in character and surfacing, particularly of off-carriageway areas, should reflect this by being of informal design. Surfaces such as concrete or asphalt should be avoided which would visually extend the road surfacing and increase the areas of hard surfacing.

Security of parking areas can be achieved by avoiding dark hidden areas within the parking area, created by dense low level vegetation. Where the landscape character is appropriate, trees with clear stems, allowing casual views in or out are preferable.

Good visibility at access / egress points is essential and should be kept clear of obstructions including low level vegetation, low tree limbs and signage.

It is essential that parking areas are maintained, for example filling in potholes and cutting back overgrown vegetation.

Community Parking

Where there is evidence of a parking problem, parking restrictions should be introduced, but otherwise are inappropriate.

Where required, adequate parking controls that support the needs of the local community, and control visitor parking, should be provided.

The most appropriate solution that provides adequate controls, but minimises the need for signing and lining should be sought, making use of recent legislative changes which reduce the need for sign clutter.

The need and ability to provide adequate enforcement of potential restrictions should be considered in the design process.

Preventing Parking

Parking restrictions should only be introduced where there is evidence of a parking problem.

The most appropriate solution that provides adequate controls, but minimises the need for signing and lining should be sought.

The need and ability to provide adequate enforcement of potential restrictions should be considered in the design process.

Parking restrictions may not always be appropriate – well designed physical measures to prevent parking may be more effective and less obtrusive, particularly outside settlements.

Cycle Parking

See Sustainable Travel Infrastructure Design Principles.

Further Reading

Signing the Way, DfT 2012

Other supporting Design Principles

Roads

Signage



1. Parking should be controlled where there is evidence of congestion and / or damage to verges.

2. Parking restrictions that cannot be legally enforced if required are likely to be ineffective and should be avoided.



05.9. Design Principles _ Crossing Roads

Exploration of major monuments, including the Henge and Stone Circle, Silbury Hill, the Sanctuary and West Kennet Long Barrow, and their relationships to the wider landscape requires visitors to cross busy roads: the A4 and A4361. This can act as a hindrance to exploration and degrade the visitor experience. It also raises safety concerns.

Good quality road crossing points are vital to ensure people are able to enjoy and experience the WHS landscape in a safe manner.

Crossing points must be both safe and sensitively designed; if either attribute cannot be met, crossing should not be encouraged at that location.

Placement

Defined crossing points are only required on well trafficked or high speed routes (A4, A361 or A4361) or where there is a significant risk of conflict between vehicles and vulnerable road users, for example pedestrians, cyclists and horse riders. Within the settlements away from these routes, crossing points will generally not be required.

A number of factors will need to be taken into consideration in any commitment to the provision of crossing points, including:

- Road alignments and visibility for both drivers and pedestrians, taking into account the actual speed of vehicles at the location;
- Visitor circulation patterns;
- Provision of requirements for mobility impaired and disabled visitors;
- Impact on archaeological features and landscape setting, and other environmental constraints; and
- Farming activities and local business needs².

The presence of crossing points should be adequately highlighted to drivers through the placement and design of the crossing point. Sensitive and limited signing may be required in some locations.

Design

Crossing points must be rural in character and will generally include only minimal features. Signals, beacons and other visually intrusive features are not appropriate in the WHS.

Adequate waiting space must be provided on the verge between any hedgerow, fence line or gate and the carriageway. It is important to consider the likely level of pedestrian traffic when assessing how much space may be required for pedestrians waiting to cross the road.

It may be appropriate to group features such as crossing points, signing and parking areas to that each support the others, and the remainder of the landscape can remain free of highway and / or visitor infrastructure.

Where appropriate, crossing points should be step-free and contribute to making the WHS as accessible for those with mobility issues as practical.

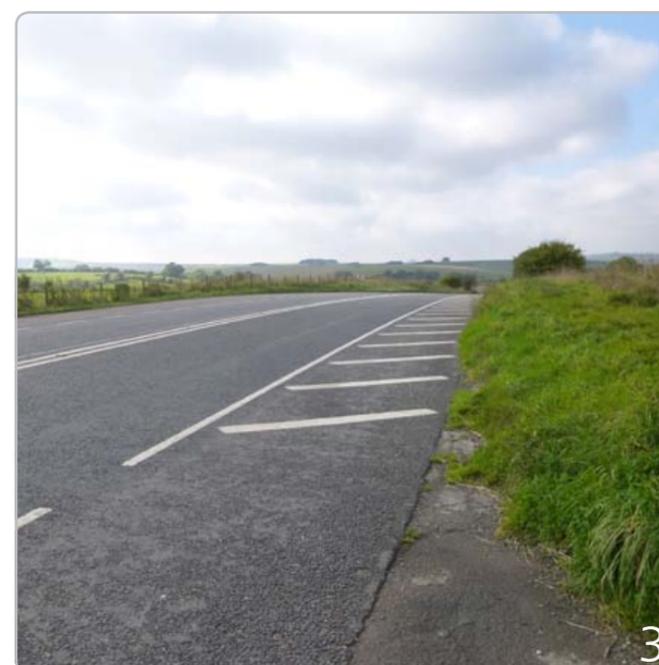
Other Supporting Design Principles

Roads

1. Insufficient space between the carriageway and gates may lead to pedestrians being stuck on the carriageway.

2. Crossing points should be rural in character - in many locations, particularly on minor routes, no highways features will be necessary.

3. Crossing of roads should not be encouraged at locations where there is insufficient visibility to do so safely.



05.10. Design Principles – Sustainable Travel Infrastructure

Sustainable travel infrastructure includes physical measures to facilitate and encourage access to and around the WHS by walking, cycling and bus.

Walking

Footpaths should create a well connected network throughout the WHS linking key monuments and ancillary parking areas.

Away from settlements, footpaths should retain a rural character. Where there is likely to be frequent foot traffic, their condition must be monitored and appropriate erosion controls must be put in place - particularly within the setting of a scheduled monument. Management of local movements may be required.

Formal marked and sealed-surfaced paths are not appropriate.

Appropriate interventions may be required around stiles, gates and other pinch points to reduce localised erosion, particularly in periods of wet weather.

Facilities for pedestrians need to be adequate for the number of visitors and local residents, and having regard to the alignment of critical road links and the speed of passing vehicles.

Any provision of new footpaths and crossings for pedestrians must consider the potential impact of increased access to the sites and monuments and the visual impact of street furniture and markings³.

At intersections of routes promoted to explore the WHS and the A4 or A4361, adequate crossing facilities should be provided.

Cycling

Cycle parking facilities should be safe, secure, and located so as to avoid a visual impact upon the landscape.

Branded visitor signing, incorporating the National Cycle Network symbols should be provided along NCN routes so that drivers are aware they are using a key cycle route, and should expect to see cyclists.

Where off-road cycle paths are considered appropriate, they should be unsealed and generally rural in character. Consideration should be given to providing shared use paths available for horse riders and other users, but this must be made clear to path users to avoid conflict.

Visitor signing should include information and directions specifically for cyclists where this differs from other road users.

³ Avebury WHS Management Plan (2005)

Buses / Coaches

Monuments within the WHS served by bus routes should have adequate points for alighting / boarding a bus, so that visitors can explore the site.

Bus stops should be located so that they are accessible and convenient to the destination they are serving, and are visible to road users to maintain safety. They should be marked, with minimal, sensitive signing.

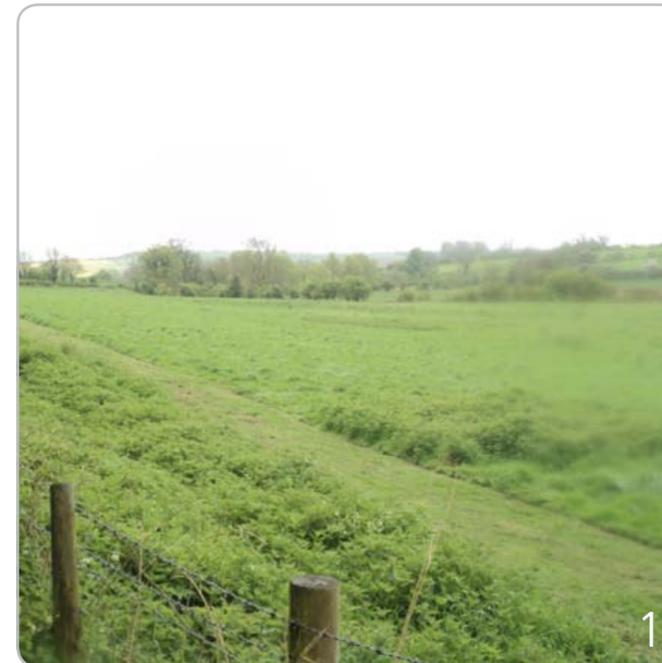
Safe walking routes should be provided between bus stops and the destinations they are serving. Care must be taken to retain the rural character of the landscape.

Bus shelters will not be appropriate at all bus stops. Bus shelters should only be considered where they do not have an adverse impact on monuments, their setting or the wider landscape. Their design should minimise their presence and harmful impact on the landscape and its character. The visual impact and prominence of shelters on the landscape should be considered when considering the placement of bus stops.

Bus shelters should be designed to reflect the rural character of the landscape, and minimise their visual prominence. Visitor information such as interpretation material and signing of routes to nearby destinations should be provided.

Other supporting Design Principles

Crossing Roads



1 & 2. Footpaths should retain a rural character.

3. The prominence of bus shelters on the landscape should be considered when assessing the need and location of bus stops and shelters.

Transport Strategy

The Transport Strategy sets out a preferred programme of schemes to take forward which together address the identified traffic and transport related challenges in the WHS, and achieve the objectives established earlier in the report.

06. Transport Strategy

This section sets out a proposed programme of schemes for the WHS which together will meet the objectives of this strategy. Wider stakeholder engagement will be included in the delivery stage.

06.1. Scheme Development

Stage 1 - Long List of Potential Interventions

A list of potential interventions was developed including those suggested from previous work, new ideas developed to address the issues identified, and stakeholder input. Interventions were placed into one of eight themes:

- Prevent Direct Damage to OUV;
- Develop a Well Connected Pedestrian / Cycle Network;
- Reduce Severance of A4;
- Manage Visitor Impact on Avebury Village;
- Sustainable Travel Infrastructure;
- Promote Sustainable Travel;
- Enhancement Schemes; and
- Stakeholder Buy-in.

Stage 2 - Sifting Against Design Principles

The draft long list of interventions was then sifted against the Design Principles in Chapter 5. Interventions which did not comply with the design principles did not pass to the next stage. In addition, any intervention where the disadvantages / risks were considered to outweigh the benefits did not pass to the next stage.

A table listing the potential interventions that were considered but not progressed is provided in Appendix A2.

Stage 3 - Scheme Packaging

Interventions were then combined into logical schemes, taking into account interdependencies and synergies. Duplicates were removed, and where more than one intervention to address a particular problem (e.g. B4003 The Avenue - one way, vs. full closure etc.), then the relative benefits / disadvantages were taken into account, to select the most appropriate option.

The final schemes included in the strategy are listed opposite.

Each scheme represents a standalone series of works which can be delivered independently of other schemes, although many will help to compliment each other.

Within each scheme, elements that can be progressed independently of the wider scheme elements have been highlighted to provide the maximum level of detail for future programming works. Such elements are marked as follows: (*). Elements of some schemes are dependant on each other, and therefore those elements not marked should not be progressed without other elements of the same scheme.

Scheme Overview Sheets

For each scheme in the Transport Strategy, an overview is provided overleaf, which sets out:

- Aim of the Scheme;
- Proposed Measure;
- Potential Benefits;
- Potential Disadvantages;
- Required Consents;
- Risks to Delivery;
- Cost Estimate (banded);
- Relevant Design Principles; and
- Contribution to Objectives.

06.2. Stakeholder Engagement

Each of the schemes presented has been specified with input from the Transport Strategy Task & Finish Group. However, further engagement and consultation with stakeholders will be required as each scheme is developed further with more detailed designs. Many schemes will require particular consents in order to be progressed, and some will be subject to statutory consultation processes. Their inclusion in this Strategy does not pre-judge the outcome of those processes, and the detailed design of schemes will need to reflect any conditions or constraints that arise. Close working with relevant partners, organisations, private land owners, farmers and the local community will be required to develop and deliver the schemes. There is a strong history of positive partnership working and community engagement in managing the WHS.

The schemes within the Transport Strategy are built around eight key themes, which broadly align with the WHS Management Plan objectives.

1. Prevent Direct Damage to OUV

- 1.1. Signing Audit and Redesign
- 1.2. Protect Byways
- 1.3. Encourage Slower Vehicle Speeds
- 1.4. B4003 West Kennet Avenue Closure
- 1.5. Low Noise Road Surfacing
- 1.6. Long Distance Routing – Signage
- 1.7. Long Distance Routing – Soft Measures

2. Develop a Well Connected Pedestrian / Cycle Network

- 2.1. Accessing the WHS - Connected Path Network
- 2.2. Crossing Points

3. Reduce Severance of WHS by A4

- 3.1. East Gateway / The Sanctuary
- 3.2. West Kennett
- 3.3. Kennet Valley - West Kennet Long Barrow / Silbury Hill
- 3.4. Beckhampton
- 3.5. West Gateway / Knoll Down

4. Manage Visitor Impact on Avebury Village

- 4.1. Avebury High Street

5. Sustainable Travel Infrastructure

- 5.1. Cycle Parking
- 5.2. Bus Infrastructure

6. Promote Sustainable Travel

- 6.1. Bus Routes
- 6.2. Journey Planning Information

7. Enhancement Schemes

- 7.1. WHS Signage
- 7.2. Red Lion Area Public Realm Scheme
- 7.3. Community Infrastructure

8. Stakeholder Buy-in

- 8.1. Consistent Communication Approach
- 8.2. Peak Time Car Park Management

Scheme Overview: 1.1_ Signage Audit and Redesign

Aim of Scheme

To reduce sign clutter throughout the WHS, ensure signs comply with Design Principles and to develop a consistent approach to signage across the WHS for vehicles, non-motorised users and pedestrians.

Proposed Measure

An overall signage audit throughout the WHS, reconsidering the need, design, placement and condition of all signs in the WHS. The audit should identify signs that can be removed or rationalised, and those requiring renewal, repositioning or other measures to reduce their visual impact on the landscape. The audit should take account of the established signage design principles set out in Chapter Five.

Any recommendations resulting from the audit should be actioned at the earliest opportunity.

Potential Benefits

- Decreased impact of signage on the WHS landscape and setting of monuments;
- Improved sense of place;
- Improved road safety for all users; and
- Will help inform WHS Signage scheme (7.1), Connected Path Network (2.1) and Byways schemes (1.2).

Potential Disadvantages

- None identified.

Required Consents

Works near scheduled monuments will require consent.

Risks to Delivery

- Regulation requirements for some signs may require some signs to be retained in less favourable locations.

Cost Estimate

£10,000 - £25,000 for signage audit and design works.

The cost of subsequent works is dependant on the findings of the audit.

Partnership with the local community to support the audit could reduce the scheme costs, although Wiltshire Council Highways team would need to retain control of the works, particularly with regard to highway signage.

Relevant Design Principles

Village Realm, Signage, Crossing Roads, Sustainable Travel Infrastructure.

Contribution to Objectives

1.1, 1.3, 2.2, 2.3, 3.2, 3.4, 4.3 and 5.1

Signage audit should assess:

Need for the sign



Post and backing board design



Sign placement



Alternative options with reduced signing requirements



Scheme Overview: 1.2_ Protect Byways

Aim of Scheme

To prevent damage to buried and upstanding archaeology and monuments adjacent to and under byways. To promote tranquillity within the landscape and provide a better network of byways to complement the emerging path network, and to increase the appeal of walking or using sustainable modes throughout the WHS.

Proposed Measure

Extend the existing restriction preventing use of the Ridgeway by motor vehicles from October to April to apply all year round (*).

Monitor the impact of changes to the Ridgeway, and if appropriate, expand to review all byways within the WHS and consider conversion of all routes to restricted byways (*).

An exemption will be required for those with a role in farming and managing the WHS.

Potential Benefits

- Preserves the integrity of WHS and attributes of OUV;
- Reduction in damage to buried archaeology and monuments both through erosion, and resulting maintenance;
- Promote tranquillity across the landscape;
- Encourage walking and cycling within the WHS;
- Improves safety for non-motorised users; and
- Complements schemes including the Connected Path Network (2.1) and Crossing Points (2.2).

Potential Disadvantages

- Requires limited signing;
- May require enforcement; and
- Loss of amenity for off-roaders.

Required Consents

- Subject to a statutory consultation process.

Risks to Delivery

- Interaction with landowners over the conversion of byways.

Cost Estimate

£5,000 - £10,000

Relevant Design Principles

Signage and Sustainable Travel Infrastructure.

Contribution to Objectives

1.1, 2.2, 2.5, 4.3, 4.5, 5.1 and 5.4



Plan of key byways which should be considered for closure to motor vehicles. 

The Ridgeway should be the priority. 



Restricted byways require statutory signage, although with careful design, the visual impact can be minimised.

Scheme Overview: 1.3_ Encourage Slower Vehicle Speeds

Aim of Scheme

To increase safety and the perceptions of safety for non-motorised users on appropriate sections of road.

To reduce noise pollution from traffic flow.

Proposed Measure

A number of the recommended schemes include elements designed to encourage slower vehicle speeds (particularly those on the A4 (3.1-3.5) and the Red Lion (7.2) schemes). This scheme includes further measures at other locations within the WHS specifically designed to encourage drivers to drive slower. The recommendations include:

- Extension of the existing 30mph limit through the Henge northwards to Rutlands Farm (*), accompanied by removal of the centre line marking; and
- Consideration of an extended speed restriction to the west of Avebury village. Options include extension of 30mph limit to include Avebury Trusloe, and / or 40mph restriction to Beckhampton Roundabout. Again these should be accompanied by the removal of the centre line marking (*).

Potential Benefits

- Relocated 30mph zone reduces prominence of statutory signage on the landscape;
- Improved road safety, and perception of safety;
- Lower speeds at Avebury Trusloe where right-turn out on A4361 may be more common should B4003 close (See 1.4);
- More comfortable environment to cross the road close to local bus stops;
- Encourage walking and cycling within the WHS;
- Reduced visual impact on landscape and environment;
- Complements schemes including the Connected Path Network and Crossing Points; and
- Reduce noise pollution from traffic.

Potential Disadvantages

- Removal of centre lines may result in an increased risk of head-on collisions; and
- May encourage drivers to pass closer to cyclists (Note: These sections are not part of NCN).

Required Consents

- Speed limits subject to a statutory Traffic Regulation Order consultation process.

Risks to Delivery

- Recommend a safety audit is undertaken prior to implementation.

Cost Estimate

£5,000 - £10,000

Relevant Design Principles

Roads, Signage, Parking.

Contribution to Objectives

1.1, 4.3, 5.1, 5.2, 5.3 and 5.4.



Key sites where minor alterations to the road environment should be considered to encourage slower vehicle speeds. ———



The A4361 between National Trust Car Park and Beckhampton Roundabout



Recommended location of 30mph speed limit - would minimise the visual impact of statutory signage on the landscape. Centre line removal is recommended to help reinforce the change in environment to drivers

Scheme Overview: 1.4_ B4003 West Kennet Avenue Closure

Aim of Scheme

To avoid further damage to the West Kennet Avenue, its setting and buried archaeology on the verges of the B4003, which are currently used as informal parking spaces. To reduce severance caused by roads within the WHS. To create of a pleasant walking and cycling route, to complement other recommended schemes and provide a crucial link in the wider WHS footpath and cycling networks. To improve the integrity of the WHS.

Proposed Measure

Closure of B4003 West Kennet Avenue to motor vehicles on an 'except for access' basis. This will achieve significant benefits through enhancements to the setting of the Avenue, reduction of damage to archaeology in the verges, and provision of a good quality walking and cycling route.

Access for local farmers and those with a role in managing the landscape would be retained.

Closure of the route should include physical works developed in partnership with local landowners to downgrade and landscape the route, and manage access at either end with a much reduced need for signing. A 'Prohibition of Driving' Traffic Regulation Order should be proposed concurrently to formally manage use of the route. A suitable route for walkers, cyclists and access should be retained.

Note: Alternative options to address the damage resulting from vehicle movements on the Avenue have been considered, including one-way working, weight restrictions and parking restrictions. All result in unacceptable potential disadvantages, and the option to fully close the route to motor vehicles is most effective as meeting the objectives of the Transport Strategy. The scheme would have significant impact on the local community who are likely to be the most regular users of the route - the local community and Parish Council have not yet had an opportunity to consider the scheme, and their input should be sought at an early stage.

Potential Benefits

- Significant improvement to the condition and integrity of the Avenue, as well as its landscape and setting;
- Significant improvement to the landscape and setting of the Henge, including the opportunity to reduce signing and improve the landscape at the junction of the A4361 and B4003;
- Provision of a high quality route for pedestrians, cyclists and horse riders forming a key link between monuments. It will provide a safe route to the Sanctuary, providing it is delivered in conjunction with improvements to crossing the A4;
- Improvement to existing NCN link;
- Eliminates the informal parking which is currently causing damage to buried archaeology;
- Eliminates turning movements at either end of the Avenue;
- Encourages usage of sustainable and non-motorised modes; and
- Decreases the impact of roads on the WHS.

Potential Disadvantages

- Increased journey times / distances - particularly significant for local residents;
- Without physical measures to prevent access, a prohibition of driving order may be ignored initially and therefore a commitment from the Police to provide enforcement, if required, should be requested;
- Small increase in traffic flow on A4 through Beckhampton, which would previously have travelled north-south via the B4003; and
- Depending on the final scheme design, there could be statutory signage requirements. These can be minimised by introducing features such as gating the road.

Required Consents

- Scheduled Monument Consent; and
- Traffic Regulation Order Consultation (subject to a statutory consultation process).

Risks to Delivery

- Agreement and buy-in from the local community.

Cost Estimate

£10,000 - £25,000 (Note: TRO process c.£5,000).

Relevant Design Principles

Roads, Signage, Crossing Roads, Sustainable Travel Infrastructure.

Contribution to Objectives

1.1, 1.3, 2.1, 2.3, 4.3, 5.1, 5.2, 5.3 and 5.4



Map of recommended extent of closure to motor vehicles.



Closure of route reduces or removes need for signing and road markings.

In the long term, the junction should be re-landscaped and reduced to improve the link between The Avenue and the Henge.



Closure will prevent damage to buried archaeology from overrun / parked vehicles.

Scheme Overview: 1.5_ Low Noise Surfacing

Aim of Scheme

To reduce noise pollution throughout the WHS generated by tyre noise.

To promote tranquillity throughout the landscape.

Proposed Measure

Provide low-noise surfacing on A4 and A4361 to reduce the tyre noise generated by traffic flow.

This work should be prioritised at sites where the routes pass close to monuments including:

- The Henge / Stone Circle (*);
- Silbury Hill (*); and
- The Sanctuary (*).

As funding allows, low-noise surfacing should be provided along the entire length of these routes within the WHS including Beckhampton and West Kennett. Any future works that require surfacing to be undertaken, including routine maintenance should use low-noise surfacing as standard.

Potential Benefits

- Reduce noise pollution; and
- Greater tranquillity throughout landscape.

Potential Disadvantages

- On-going maintenance requirements and costs; and
- Small safety risk at crossing points as approaching vehicles will be quieter.

Required Consents

- None identified.

Risks to Delivery

- Increased maintenance requirement and costs.

Cost Estimate

£100,000+ (c.£350,000 for three priority sites listed)

Relative costs would be reduced if undertaken as part of routine maintenance and renewals.

Relevant Design Principles

Roads.

Contribution to Objectives

1.1 and 2.2.



Key sites where low noise surfacing should be prioritised. 

Scheme Overview: 1.6_ Long Distance Routing _Signage

Aim of Scheme

To reduce the volume of through traffic, particularly HGVs travelling through the WHS particularly on the A4361.

Proposed Measure

Ensure signage for long distance routes in the region avoids directing traffic to and through the WHS. In particular:

- Ensure long distance HGV signing is consistent with the HGV network status and Wiltshire Council freight gateway routing recommendations (*); and
- Consider the suitability of alternative routes between key destinations across the region, avoiding the WHS and sign appropriately (*).

Key destinations for consideration include signed routes between Swindon and Devizes, and those between Marlborough and Chippenham, Melksham and Bath.

The option to implement an environmental weight restriction within the WHS has been considered, but the challenges of enforcement and regulatory signing outweigh the likely benefits.

Potential Benefits

- Perceived and / or measurable reduction in negative highways-related impacts such as noise, light and air pollution, thereby preserving the integrity of the WHS and its attributes of OUV;
- Improved road safety, and the perceptions of safety particularly on the A4361, by encouraging hauliers to use routes outside of the WHS;
- Encourage walking and cycling within the WHS; and
- Complements schemes including Long Distance Routing _ Soft Measures (1.7), the Connected Path Network (2.1) and Crossing Points (2.2).

Potential Disadvantages

- Journey time may increase for some road users making trips that have been re-routed; and
- Vehicles will be reassigned to different routes, potentially affecting other settlements.

Required Consents

- None identified.

Risks to Delivery

- Residents of nearby settlements / equivalent routes may object to traffic being redirected to their town / village; and
- A consistent approach is required and simultaneous rollout to avoid confusion.

Cost Estimate

£5,000 - £10,000

Relevant Design Principles

Roads, Signage

Contribution to Objectives

1.1, 1.3, 2.3, 3.2 and 3.4.



Key routes over which routing of trips, particularly HGVs should be assessed.

Route signing should match Freight gateway routing
www.freightgateway.co.uk/wiltshire



Scheme Overview: 1.7_ Long Distance Routing_ Soft Measures

Aim of Scheme

To reduce through traffic movements (particularly HGVs) in the WHS and avoid conflict with peak visitor times.

Proposed Measure

Engagement with local hauliers and associated trade organisations in order to encourage sensitive routing of vehicles, avoiding the WHS where possible. This should include:

- Promotion of the Wiltshire Freight Gateway¹ with hauliers which serve and travel through the Avebury WHS. Wiltshire Council provides a free online mapping tool specifically designed to route large commercial vehicles through the county and lower the impact of HGVs on local roads. The Wiltshire Freight Gateway is aimed specifically at the commercial vehicle industry and allows users to plan their journey into and out of the county, avoiding all weight and height restrictions and using the agreed advisory freight routes (*);
- Engage with local hauliers / businesses – encourage them to provide guidance to 3rd parties that deliver / collect from their site on suitable local routes, using Wiltshire Council HGV portal (*);
- Engagement with online route planners and sat-nav providers to downgrade status of A4361 and other routes in the WHS in their routing calculations (*);
- Maintain the status of the A4361 and A361 through the WHS within the Wiltshire Freight Route network as only local access routes, not to be promoted for HGV travel (*); and
- Engagement with local businesses within the WHS (particularly those in Avebury village) to encourage scheduling of deliveries outside peak visitor times, where possible (*).

Potential Benefits

- Perceived and / or measurable reduction in negative highways-related impacts such as noise, light and air pollution, thereby protecting the WHS and its attributes of OUV;
- Improved road safety, and perception of safety;
- Encourage walking and cycling within the WHS; and
- Complements schemes including the Connected Path Network (2.1) and Crossing Points (2.2).

Potential Disadvantages

- Economic dis-benefit through increased freight journey time and increased fuel costs; and
- Reassignment of HGV traffic to other roads and potential impacts on other communities.

Required Consents

- None identified.

Risks to Delivery

- Potential resistance from hauliers operating HGVs in the area;
- Without successful marketing of changes and simultaneous rollout of dependent interventions the work could be abortive; and
- Ability to influence sat-nav companies.

Cost Estimate

£5,000 - £10,000

Relevant Design Principles

Roads

Contribution to Objectives

1.1, 1.3, 2.2, 3.2 and 5.4.

Engagement with the industry may be effective in reducing HGV trips through the WHS.



Route signing should match Freight Gateway routing
www.freightgateway.co.uk/wiltshire



¹ www.freightgateway.co.uk/wiltshire/

Scheme Overview: 2.1_ Accessing the WHS Landscape - Connected Path Network

Aim of Scheme

To create a well connected path network for walking, cycling and equestrian users across the whole WHS.

To improve those pedestrian links already provided where appropriate and communicate this network to the public, thus helping to encourage people to explore the WHS on foot, particularly the areas outside of the Avebury Henge and stone circles.

To enable people to park at the ancillary car parks and walk into the village, which may help to reduce pressure on the National Trust Car Park in Avebury village at peak times.

Proposed Measure

To develop a connected path network for walking access across the entire WHS, linking key monuments and visitor facilities including parking areas. This scheme includes, but is not limited to:

- (1) A Permissive Path along the field edge from West Kennett to the Ridgeway (northern side of A4);
- (2) Path alongside A4 West Kennett to Gunsite Road (southern side) (See A4 Scheme 3.2);
- (3) Path alongside A4 West Kennett to C73 East Kennett (southern side) (See A4 Scheme 3.2);
- (4) Footway from NT Car Park towards New Bridge;
- (5) Improved path alongside A4 - Knoll Down parking area to Grange Barrow;
- (6) A Permissive Path along the field edge from Silbury Hill to Beckhampton; and
- (7) An appropriate management regime that would not harm archaeology, but provide an appropriate surface to accommodate cyclists where the NCN runs along the Ridgeway (*).

This connected network should be accompanied by the production of a simple visitor walking / cycling map, highlighting route options and links between parking areas, bus stops / drop off points and monuments. Routes should be marked with signing consistent with the WHS visual language (see 7.1). This should be explored as part of development of the planned WHS Landscape Access Strategy and the Avebury Interpretation and Learning Framework.

Improvements to crossings associated with this network are also included in other schemes. The recommended network meets the A4 and A4361 at locations where crossings can be made safely.

Closure of the B4003 the Avenue also provides a further high quality pedestrian / cycle link.

Potential Benefits

- Complements many other schemes such as the Crossing Points (2.2) and Byways (1.2);
- Enables visitors to explore the WHS on foot / cycle, reducing the need to travel by car;
- Reduced car travel in turn provides a range of benefits including reduced air, noise and light pollution; increased OUV integrity, decreased monument and archaeology damage, increased perceived and real road safety and reduced demand for parking; and
- Reduced need for signage.

Potential Disadvantages

- Increased maintenance requirements and resources to manage the network; and
- Risk of increased damage to monuments or underground archaeology nearby and under paths.

Required Consents

- Works near scheduled monuments will require consent. Permission will be required from landowners.

Risks to Delivery

- To ensure a coherent footpath network it is important that other schemes are successfully delivered, for example, crossing points. Therefore, should these be delayed or rejected, the path network could be hindered.

Cost Estimate

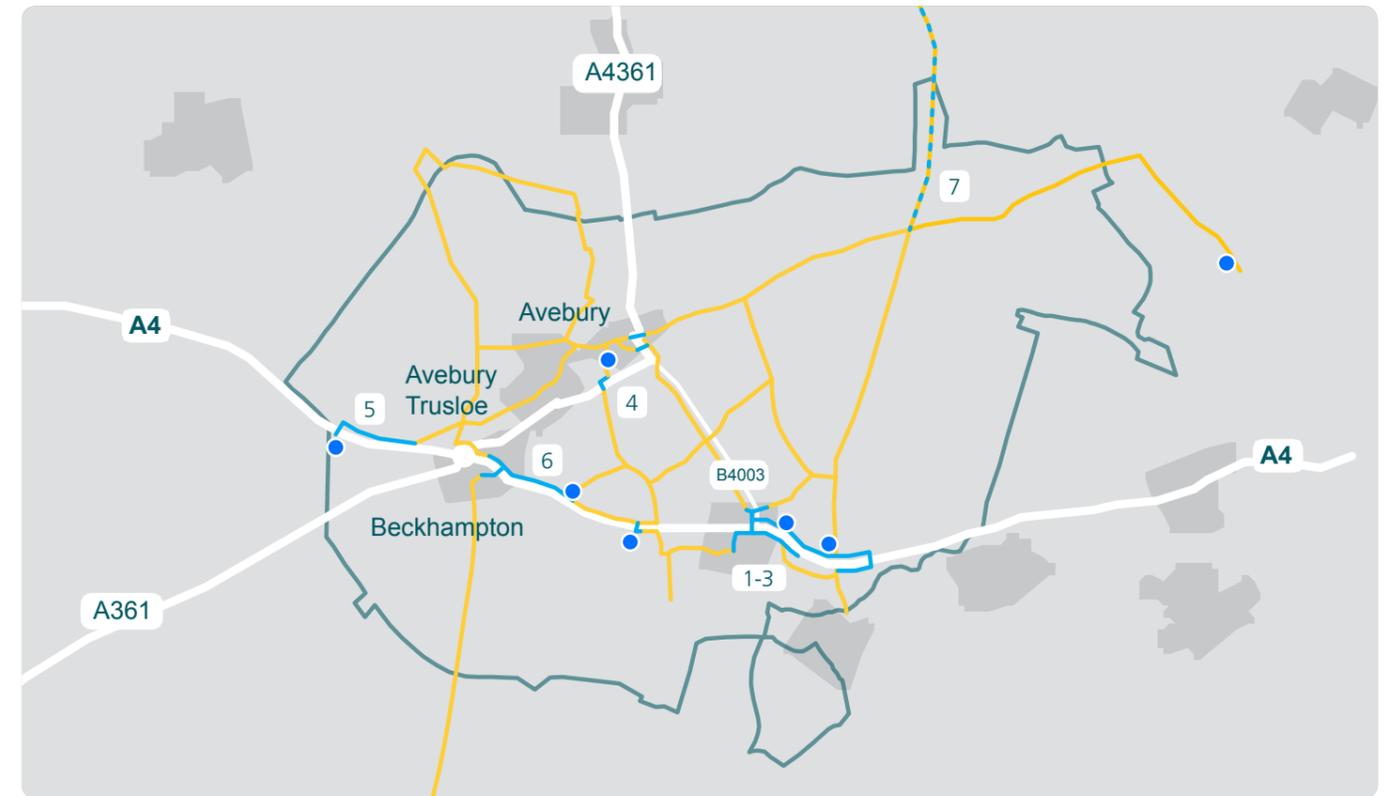
£10,000 - £25,000

Relevant Design Principles

Sustainable Travel Infrastructure

Contribution to Objectives

1.1, 2.6, 3.4, 4.2, 4.3, 4.5, 5.1, 5.2 and 5.4.



Recommended path network (—) with new required links highlighted (—). ● Parking Areas
Ridgeway (- - -).

Paths must maintain a rural character.



In most locations, no construction will be required, although the risk of erosion and damage to nearby monuments and archaeology must be considered.

Scheme Overview: 2.2_ Crossing Points

Aim of Scheme

To provide safe crossing points at all locations where the connected path network crosses a road.

To ensure all crossing points are designed in line with the Design Principles.

Proposed Measure

The severance of the WHS by the A4 and A4361 hinder the ability of visitors to explore the WHS landscape, and understand the relationship between the monuments and their settings.

The proposed connected path network has been designed to minimise the need for visitors to cross these routes. Where crossing is required, the path network meets the routes at suitable locations where crossing can be achieved safely.

At each crossing point, improvements should be made as appropriate to ensure the crossing meets the standards established in the Design Principles set out in Chapter Five. Particular consideration should be given to ensuring adequate waiting capacity for pedestrians between any fence lines and the carriageway, and adequate visibility is maintained by managing nearby vegetation.

Many crossing points, particularly those on the A4 are included in other schemes, although short term improvements should be considered independent of those schemes where required. Key sites not covered by other schemes include:

- (1) A4361 – Southern half of Henge / Stone Circle (*);
- (2) A4361 – Northern half of Henge / Stone Circle (*); and
- (3) A4361 – between NT Car Park and New Bridge (*).

Potential Benefits

- Enable visitors to explore the WHS on foot;
- Improved road safety, and the perceptions of safety, for pedestrians;
- Increased walking and cycling is encouraged through increased inter-site connectivity; and
- Complements the Connected Path Network scheme (2.1).

Potential Disadvantages

- Some crossing points are in particularly sensitive locations, including within the henge itself, and therefore the detailed design must avoid insensitive features and damage to monuments and archaeology.

Required Consents

- Works near scheduled monuments will require consent. Permission will be required from landowners.

Risks to Delivery

- Requirement to achieve both safety and sensitivity.

Cost Estimate

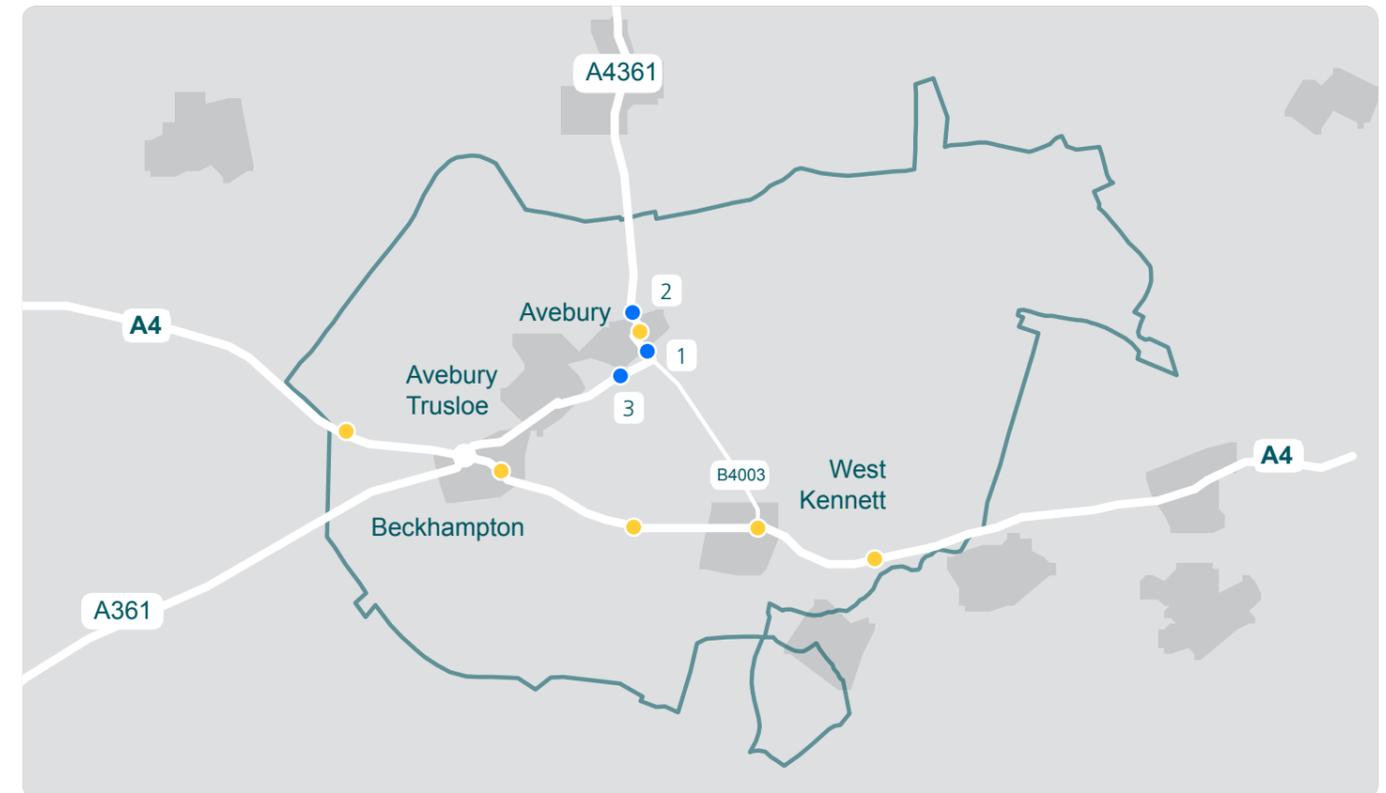
£10,000 - £25,000.

Relevant Design Principles

Roads, Crossing Roads, Sustainable Travel Infrastructure.

Contribution to Objectives

1.1, 5.1, 5.2, 5.4 and 6.1.



Key crossing points in path network:

- Long term improvements included in other schemes - short term improvements may be identified.
- Long term improvements to be developed independent of other schemes.

Scheme Overview: 3.1_ A4 (East Gateway / The Sanctuary)

Aim of Scheme

- To encourage significantly slower vehicle speeds on both approaches to this key location.
- To provide a safe crossing opportunity at this site where there is a large demand to cross the road.
- To provide adequate opportunity for visitors to park off the carriageway to reduce the likelihood of inappropriate parking in the area.
- To communicate to drivers they are entering the WHS and make them aware of the likelihood of pedestrians crossing.
- To reduce noise pollution through lower vehicle speeds and low noise surfacing.

Proposed Measure

Significant physical works comprising:

- Narrowing of carriageway to 7.3m to the east of the Sanctuary;
- Provision of crossing point with good visibility in both directions;
- Small horizontal deflection (bend) at crossing point to encourage slower vehicle speeds;
- Paths on either side of the A4 to link the crossing point to the Ridgeway / Sanctuary. The preferred option as shown opposite is for paths to be provided in the existing carriageway alignment, following widening of the verges, although ground levels on site may require unacceptable ground works to achieve this. Any other options considered must avoid damage to the Overton Barrow group (Note: Further connectivity to the wider WHS and path network will be explored as part of the WHS Landscape Access Strategy (Management Plan Policy 4c/Action 83). The proposed paths are intended only to provide a safe opportunity to cross the A4);
- Narrow carriageway to 7.3m to the west of the Sanctuary;
- 'Gateway' signing to WHS (*) (Note: The proposed 'gateway' signing is located to achieve a change in driver behaviour on approach to this key location. The true WHS boundary lies further to the east, but signing at this location is unlikely to have a beneficial impact upon driver behaviour.); and
- Low noise surfacing throughout (*).

Potential Benefits

- Improved road safety, and perception of safety both for vehicles, non-motorised users and pedestrians;
- Encourage walking and cycling within the WHS;
- Complements schemes including the Connected Path Network (2.1) and Crossing Points (2.2);
- Reduce negative impacts of the road and increase tranquillity and the integrity of the WHS; and
- Alleviate parking issues in the village and the National Trust car park.

Potential Disadvantages

- Crossing point not located on the desire line - instead it requires a c.400m diversion. It is likely many pedestrians will risk crossing at the desire line (between the Sanctuary and the Ridgeway), where visibility is particularly poor and prevents provision of a safe, sensitive crossing;
- Increased potential for conflict between vehicles and non-motorised users should motorists not alter their driving style accordingly when in the WHS; and
- Risk of damage to barrows and other monuments on diversion route.

Required Consents

- Scheduled monument consent will be required. Permission will be required from landowners should works extend beyond existing carriageway.

Risks to Delivery

- Funding availability (relatively high cost scheme).

Cost Estimate

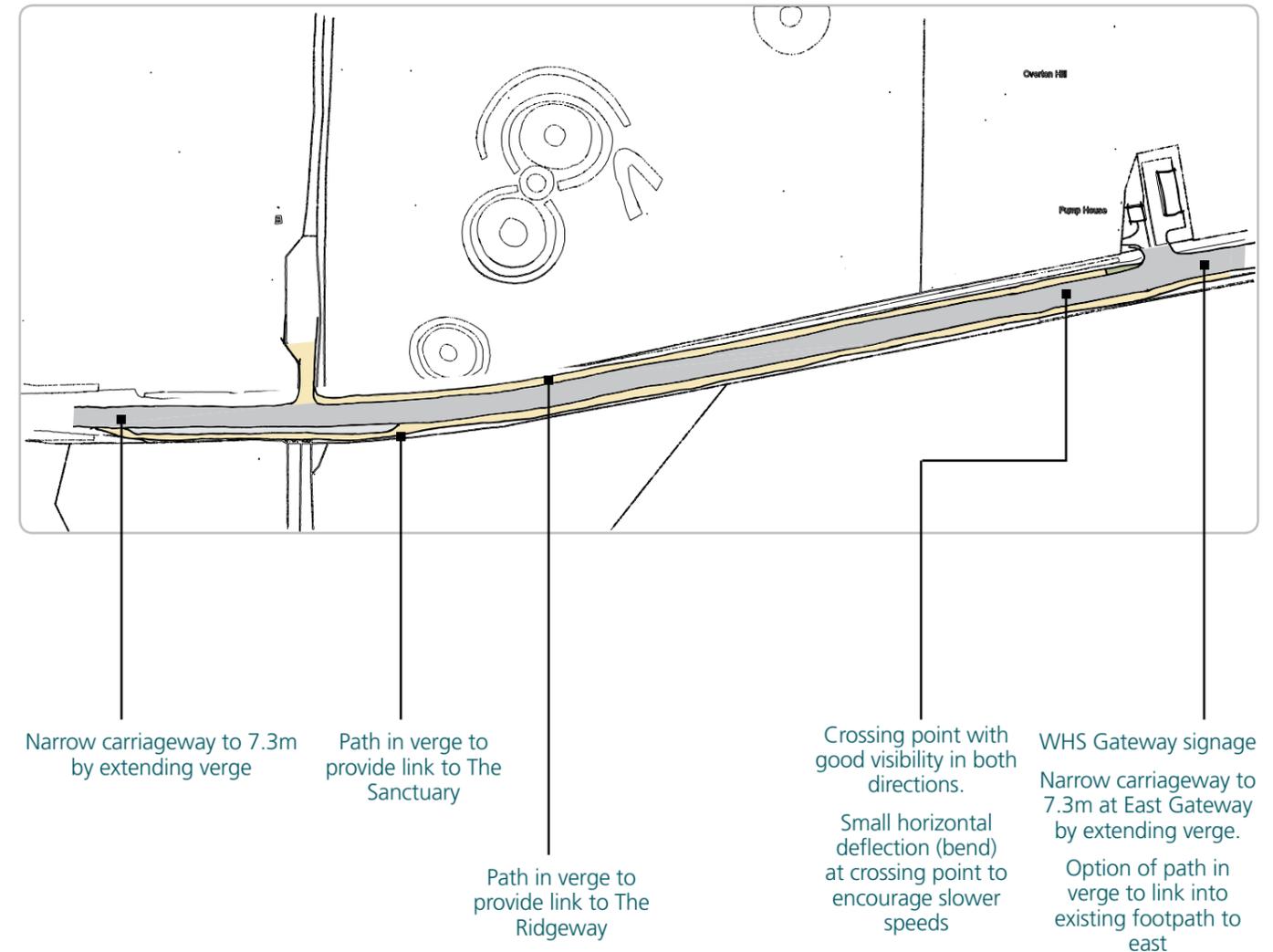
£100,000+.

Relevant Design Principles

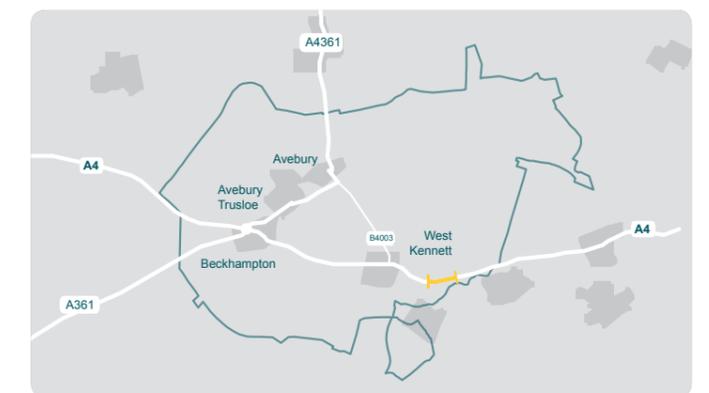
Roads, Signage, Parking, Crossing Roads and Sustainable Travel Infrastructure.

Contribution to Objectives

1.1, 1.3, 2.1, 2.2, 2.3, 2.4, 3.4, 4.2, 4.3, 4.5, 5.1, 5.2, 5.3 and 5.4.



A4 (East Gateway / The Sanctuary)



Note: The National Trust has proposed a long-term solution to provide a safe crossing opportunity on the pedestrian desire line via a tunnel under the A4, slightly to the east of the Ridgeway alignment. Detailed archaeological surveys will be required before the feasibility of this solution can be properly understood. However, a solution that provides a safe crossing point close to the pedestrian desire line is preferable to crossing via a significant detour, and therefore further study of this option is recommended.

Scheme Overview: 3.2_ A4 (West Kennett)

Aim of Scheme

- To connect West Kennett to the WHS, with high quality links to the Ridgeway, The Sanctuary, West Kennett Long Barrow, and the Henge / Stone Circle, particularly with potential closure of the Avenue.
- To encourage significantly slower vehicle speeds on both approaches to this key location.
- To provide a safe crossing opportunity and improve the local path network allowing pedestrians to explore the WHS.
- To provide adequate opportunity for visitors to park off the carriageway to reduce the likelihood of inappropriate parking in the area.
- To provide cyclists on the NCN opportunity to leave their bikes and explore the nearby monuments on foot.
- To provide an opportunity for bus users to alight and explore the nearby monuments on foot.
- To reduce noise pollution through lower vehicle speeds and low noise surfacing.

Proposed Measure

Significant physical works comprising:

- Narrowing of carriageway to 7.3m from C73 (to East Kennett) to Gunsite Road by extending the verge;
- Provision of parallel foot / cycle path on southern side of A4 from C73 (to East Kennett) to Gunsite Road;
- Improvements to lay-by to effectively accommodate parking and bus stop with adequate waiting area (*);
- Crossing point to link into the Avenue (now closed to traffic);
- Provision of cycle parking (*);
- Low noise surfacing throughout (*); and
- Reduced speed limit (40mph).

Potential Benefits

- Improved road safety, and perception of safety both for vehicles, non-motorised users and pedestrians;
- Encourage walking and cycling within the WHS;
- Complements schemes including the Connected Path Network (2.1) and Crossing Points (2.2);
- Provides off-carriageway link for NCN along A4 alignment;
- Reduce negative impacts of the road and increase tranquillity and the integrity of the WHS;
- Alleviate parking issues in the village and the National Trust car park;
- Improved provision for public transport users;
- Increase the viability of redevelopment of the National Trust farm; and
- Reduce the impact of traffic on the local community.

Potential Disadvantages

- Increased potential for conflict between vehicles and non-motorised users should motorists not alter their driving style accordingly when in the WHS;
- Small delay to bus services; and
- Slower vehicle speeds may encourage pedestrians to cross at less appropriate locations.

Required Consents

- Works near scheduled monuments will require consent.
- Works would need to reflect the key characteristics of the Conservation Area.

Risks to Delivery

- Funding availability (relatively high cost scheme).

Cost Estimate

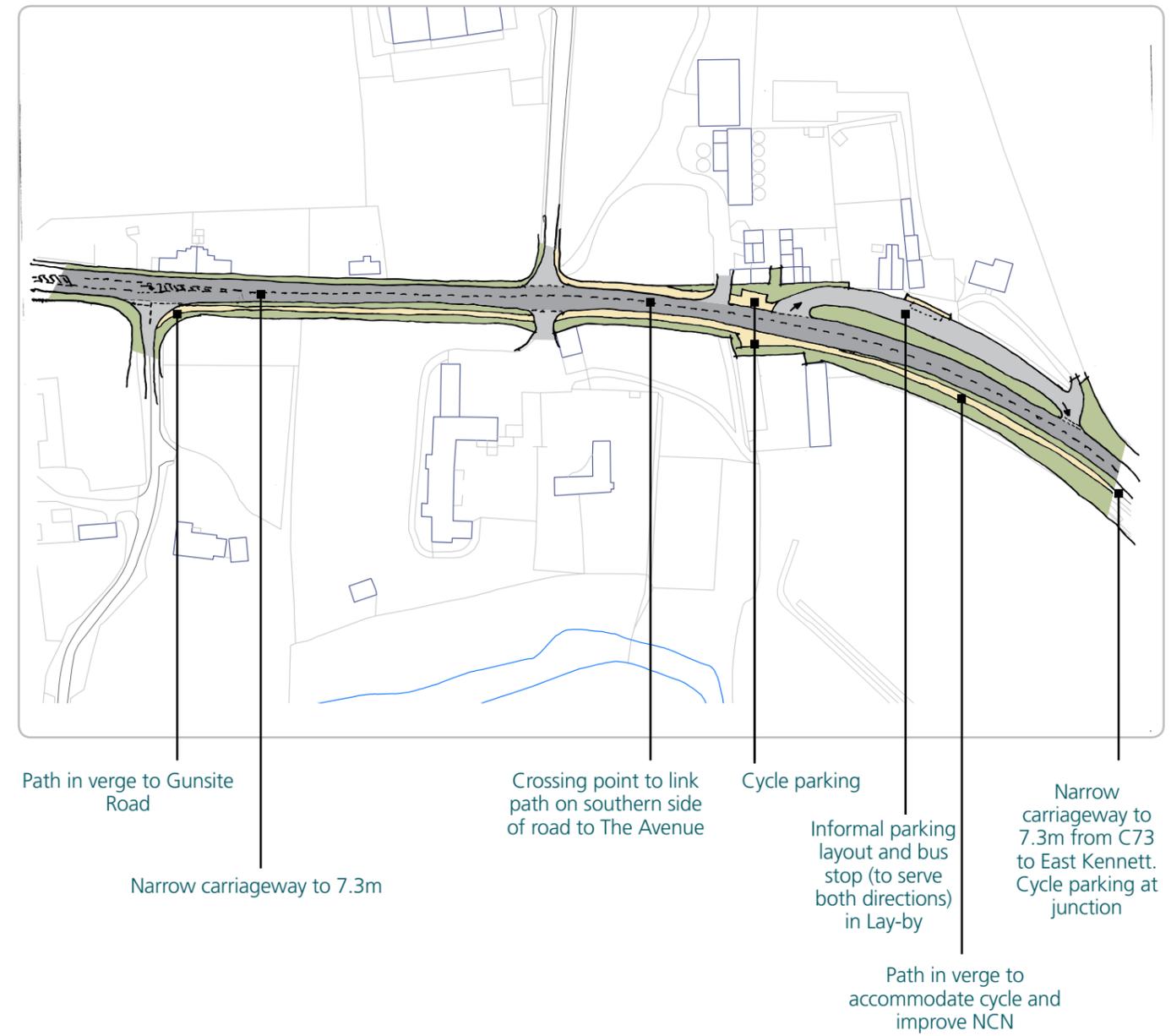
£100,000+.

Relevant Design Principles

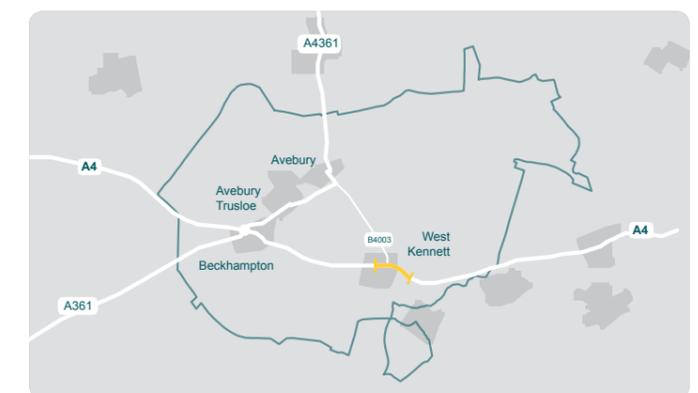
Roads, Signage, Parking, Crossing Roads and Sustainable Travel Infrastructure.

Contribution to Objectives

1.1, 1.3, 2.1, 2.2, 2.3, 2.4, 3.4, 4.2, 4.3, 4.5, 5.1, 5.2, 5.3 and 5.4.



A4 (West Kennett)



Note: The indicative scheme presented assumes closure of the B4003 The Avenue (Scheme 1.4). These schemes could be progressed independently, although each scheme compliments the other and some mutual benefits will be lost.

Scheme Overview: 3.3_ A4 (Kennet Valley - West Kennet Long Barrow / Silbury Hill)

Aim of Scheme

- To encourage significantly slower vehicle speeds on both approaches to this key location.
- To provide a safe crossing opportunity as part of a well connected path network.
- To provide adequate opportunity for visitors to park to reduce the likelihood of inappropriate parking in the area.
- To provide an opportunity for bus users to alight and explore the nearby monuments on foot.
- To reduce noise pollution through lower vehicle speeds and low noise surfacing.

Proposed Measure

Significant physical works comprising:

- Narrowing of carriageway to 7.3m through River Kennet valley by extending the verge;
- Improvements to Lay-by including deepening to accommodate parking effectively and safely;
- Crossing point between West Kennet Long Barrow path and path towards Avebury Village;
- Provision of cycle parking;
- Provision of bus stops; and
- Low noise surfacing throughout (*).

Potential Benefits

- Improved road safety, and the perceptions of safety both for vehicles, non-motorised users and pedestrians;
- Encourage walking and cycling within the WHS;
- Complements schemes including the Connected Path Network and Crossing Points;
- Reduce negative impacts of the road and increase tranquillity and the integrity of the WHS; and
- Provide a safe parking opportunity.

Potential Disadvantages

- Increased potential for conflict between vehicles and non-motorised users should motorists not alter their driving style accordingly when in the WHS.

Required Consents

- Works near scheduled monuments will require consent.

Risks to Delivery

- Funding availability (relatively high cost scheme).

Cost Estimate

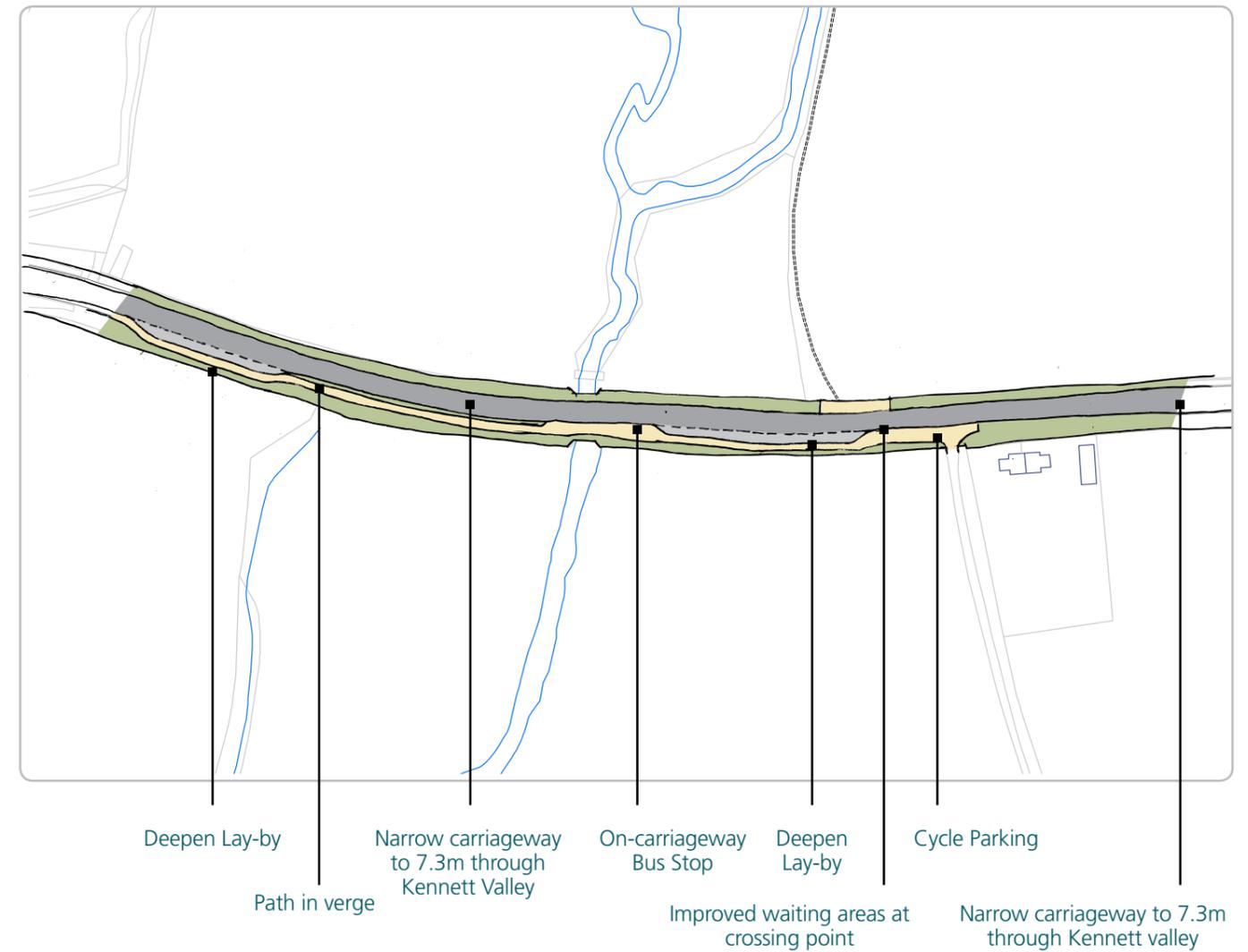
£100,000+.

Relevant Design Principles

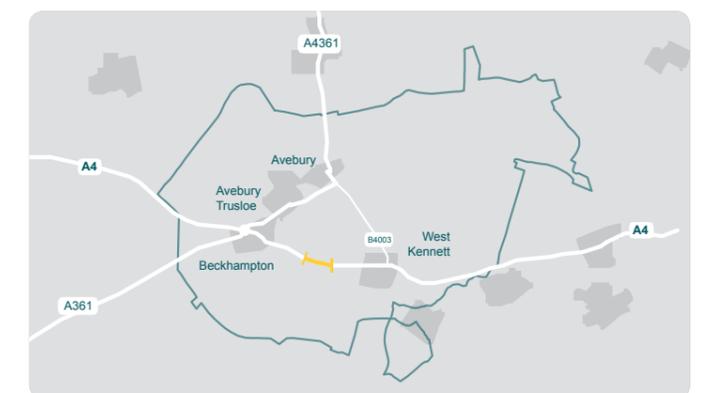
Roads, Signage, Parking, Crossing Roads and Sustainable Travel Infrastructure.

Contribution to Objectives

1.1, 1.3, 2.1, 2.2, 2.3, 2.4, 3.4, 4.2, 4.3, 4.5, 5.1, 5.2, 5.3 and 5.4.



A4 (Kennett Valley)



Scheme Overview: 3.4_ A4 (Beckhampton)

Aim of Scheme

- To encourage significantly slower vehicle speeds at this key location.
- To reduce light pollution in the landscape and improve the rural 'dark skies'.
- To improve the character of the junction, and improving its setting in the rural landscape.
- To reduce noise pollution through lower vehicle speeds and low noise surfacing.
- To provide better opportunities for pedestrians, cyclists and riders to cross the road.

Proposed Measure

Physical works to the roundabout comprising narrowing of the carriageway on the approaches to the roundabout - particularly to the east of the roundabout (*), improvements to the paths in verges and crossing opportunities for pedestrians, cyclists and riders.

Landscaping of the junction to improve its character and setting in the area, using appropriate native species, in line with the WHS Woodland Strategy(*).

Review the possibility of removal of street lighting from the junction (*).

Note: The existing roundabout is very large and is out of character with the surrounding landscape. Alternative junction arrangements have been considered, but given the volume of vehicle movements through the site, a roundabout junction is the most appropriate - alternative junction arrangements would likely be more damaging to the character of the area in any case.

Consideration has also been given to reducing the size of the roundabout. It could be reduced in size significantly and still operate safely and effectively. However, this is unlikely to significantly improve the character of the junction, in which the roundabout and associated highway infrastructure would remain the dominant features. Therefore the relative benefits of this very costly option are not considered sufficient to include it in the Transport Strategy. The proposed landscaping scheme will achieve more effective enhancement to the character of the junction, and is a more cost-effective option.

The current lighting on Beckhampton Roundabout is a source of light pollution, and a key site in the AONB causing damage to the 'dark skies'. The optimum solution in terms of protecting and enhancing the attributes of the WHS and AONB is the complete removal of lighting from the junction. Further assessment is required to fully consider the potential consequences of this action, particularly with regards to road safety. It is unusual to consider removal of lighting prior to its normal end-of-life, particularly at a junction, and therefore a suitable assessment methodology should be agreed with the Highway Authority (Wiltshire Council) – advice contained in the 'Design Manual for Roads and Bridges TA49/07 - Appraisal Of New And Replacement Lighting On The Strategic Motorway And All Purpose Trunk Road Network', and 'Interim Advice Note 167/12 Rev1 Guidance On The Removal Of Road Lighting' can be used to establish an appropriate approach. It is recommended that further study is undertaken by a Road Safety Engineer, taking into account factors such as the Personal Injury Accident history at the site, traffic flows during dark conditions, the hazards the road lighting is currently mitigating or eliminating, alternative options to manage, eliminate or mitigate those hazards, what hazards could be amplified, and any other factors considered relevant. Should the decision be taken to switch-off the lighting, a trial period will be required, during which the operation and safety of the junction would be monitored, before a final decision to remove the physical infrastructure can be taken. Whatever the findings of this assessment, when the existing lighting at this site reaches its end of life, and replacement is being considered, a full cost / benefit assessment should be undertaken, and the option to not re-install lighting be considered.

Potential Benefits

- Improved road safety, and perception of safety both for vehicles, non-motorised users, pedestrians and the local community;
- Reduce negative impacts of the road and increase tranquillity and the integrity of the WHS;
- Reduce light pollution; and
- Reduced on-going maintenance and energy costs.

Potential Disadvantages

- Removal of lighting could have road safety implications, although alternative methods to highlight the roundabout in dark condition could mitigate this.

Required Consents

- Works near scheduled monuments will require consent.

Risks to Delivery

- Funding availability (relatively high cost scheme).

Cost Estimate

£100,000+.

Relevant Design Principles

Roads, Signage, Parking, Crossing Roads and Sustainable Travel Infrastructure.

Contribution to Objectives

1.1, 1.3, 2.1, 2.2, 2.3, 2.4, 3.4, 4.2, 4.3, 4.5, 5.1, 5.2, 5.3 and 5.4.



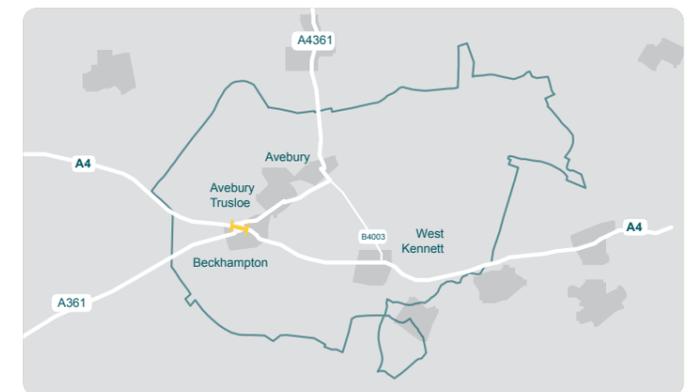
Review the possibility of removal of street lighting from the junction

Appropriate low level landscaping of junction environment to give more rural character. Introducing natural materials and grass to splitter islands

Consider extended splitter island with natural materials / grass to narrow carriageway, provide crossing opportunities and create more rural character. Existing refuge islands, which result in an urban character, to be removed.

Narrow carriageway, providing paths in extended verges and improving opportunity for pedestrians to cross
On-carriageway bus stops

A4 (Beckhampton)



Scheme Overview: 3.5_ A4 (Western Gateway / Knoll Down)

Aim of Scheme

To encourage significantly slower vehicle speeds through this location.

To provide a safe crossing opportunity as part of a well connected path network linking Knoll Down parking area to other sites within the WHS.

To reduce noise pollution through lower vehicle speeds and low noise surfacing.

To retain existing eastbound right turn lane into parking area due to the proximity of the access to a bend.

Proposed Measure

Significant physical works comprising:

- Narrowing of carriageway to 7.3m east of Knoll Down parking area;
- 'Gateway' signing to WHS (*);
- Crossing point between Knoll Down parking area and path on northern side of A4 towards Beckhampton; and
- Low noise surfacing throughout (*).

Potential Benefits

- Improved road safety, and the perceptions of safety both for vehicles, non-motorised users and pedestrians;
- Encourage walking and cycling within the WHS;
- Complements schemes including the Connected Path Network (2.1) and Crossing Points (2.2);
- Reduce negative impacts of the road and increase tranquillity and the integrity of the WHS; and
- Provide a safe parking opportunity.

Potential Disadvantages

- Increased potential for conflict between vehicles and non-motorised users should motorists not alter their driving style accordingly when in the WHS.

Required Consents

- Works near scheduled monuments will require consent.

Risks to Delivery

- Funding availability (relatively high cost scheme).

Cost Estimate

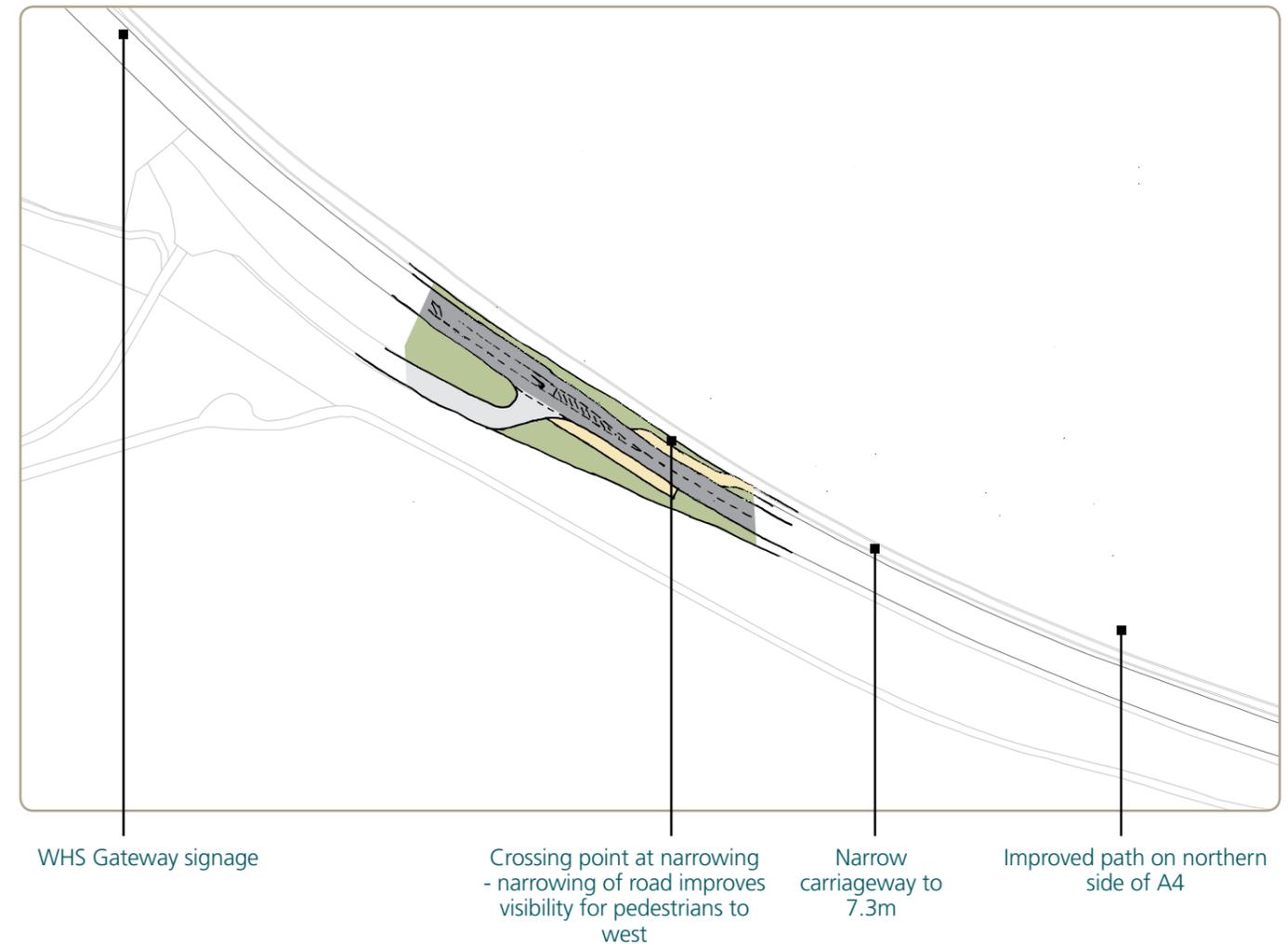
£100,000+

Relevant Design Principles

Roads, Signage, Parking, Crossing Roads and Sustainable Travel Infrastructure.

Contribution to Objectives

1.1, 1.3, 2.1, 2.2, 2.3, 2.4, 3.4, 4.2, 4.3, 4.5, 5.1, 5.2, 5.3 and 5.4.



A4 (Western Gateway / Knoll Down)



Scheme Overview: 4.1_ Avebury High Street

Aim of Scheme

To reinforce the character of Avebury village and encourage appropriate driver behaviour.

To create a pedestrian friendly environment on High Street.

To give local residents good protection from congested parking due to visitors, with minimal signing or lining.

Proposed Measure

Measures designed to discourage visitors from driving through and parking at Avebury High Street. This comprises:

- Narrowing the effective carriageway at the entrance to High Street from the triangle by introducing a sarsen sett margin on the southern side (*);
- Highlighting the location of the henge alignment, and pedestrian route and crossing point from Old Farmyard to the National Trust car park / entry gate to the Henge with a sarsen sett strip across the carriageway (*);
- Introduce a Permit Parking Area beyond High Street Car Park – signed 'Permit Holders Only Past This Point' – no further signs or lines are required; and
- Permit Parking Area on Green Street from junction with A4361 – signed 'Permit Holders Only Past This Point' – no further signs or lines are required.

Permit Parking Areas avoid the need for physical measures to manage parking, which would be contrary to the Design Principles. If enforced, Permit Parking Areas provide an effective means to manage parking with few physical features and minimal impact upon the street character.

Potential Benefits

- Reduced vehicle speeds, improving safety and perception of safety for pedestrians and non-motorised road users;
- Creating a pedestrian friendly environment on High Street;
- Reduced conflict between residents and visitors, and improving residents' quality of life through better parking situation; and
- Complements schemes including the Connected Path Network (2.1), Crossing Points (2.2) and Peak-Time Car Park Management (8.2).

Potential Disadvantages

- Parking displacement to elsewhere in the WHS;
- Permit Parking Area requires some enforcement and introduces some minimal associated costs to Wiltshire Council;
- Residents would likely be required to purchase a parking permit, subject to Wiltshire Council terms and conditions; and
- Minor works would be required to the carriageway in a particularly sensitive area.

Required Consents

- Scheduled Monument Consent will be required for all physical works; and
- Parking restrictions subject to statutory Traffic Regulation Order consultation process.

Risks to Delivery

- Potential damage to buried archaeology as part of carriageway works.

Cost Estimate

£10,000 - £25,000.

Relevant Design Principles

Village Realm, Signage, Parking and Crossing Roads.

Contribution to Objectives

1.1, 3.1, 3.4, 5.1, 5.2 and 5.4.



Sarsen sett strips to highlight position of key pedestrian route between The Old Farmyard and the henge / National Trust Car Park

Permit Parking Area entry signage

Sarsen sett margin

Permit Parking Area Signage



Sarsen set margin



Scheme Overview: 5.1_ Cycle Parking

Aim of Scheme

To increase the opportunity for visitors to explore the WHS on bicycle, based around the exiting NCN network, thus helping to encourage a greater number of cycle trips to the WHS, and decrease the use of motorised vehicles by offering residents and visitors the facilities to park their bicycle.

Proposed Measure

Improvements to the cycle parking provision within the WHS to serve key monuments and visitor sites, focussed around the existing NCN cycle links to / through the WHS. It is recommended cycle parking is provided at facilities at:

- (1) Avebury Village – in the High Street Car Park (*);
- (2) A4 Kennet Valley (linked to West Kennett by an existing off-road path) (*);
- (3) At the junction of the A4 and C73 to East Kennett (to serve The Sanctuary) (*); and
- (4) West Kennett (to serve West Kennet Long Barrow, the Henge and Stone Circle and Sanctuary) (*).

Limited facilities could also be considered at Windmill Hill should there be demand (5).

The cycle parking will be sensitively located and must adhere to relevant Design Principles. A consistent product should be used throughout the WHS if possible, although a sensitive solution for each location may require bespoke designs.

Potential Benefits

- Improved ability for visitors using NCN to explore the WHS;
- Opportunity to improve promotion of cycle visits to / around WHS;
- Increased uptake of cycling for travel to and within the WHS;
- Decreased vehicle usage and lessening of the associated negative impacts; and
- Decreased over-demand for car parking spaces at peak times.

Potential Disadvantages

- Cycle parking facilities can negatively impact on sensitive environments if poorly designed / located; and
- On-going maintenance costs.

Required Consents

- Works near scheduled monuments will require consent.

Risks to Delivery

- Specific product requirements in order to adhere to Design Principles may introduce difficulties and costs associated with sourcing.

Cost Estimate

£5,000 - £10,000

Relevant Design Principles

Village Realm, Parking and Sustainable Transport Infrastructure.

Contribution to Objectives

1.1 and 4.3.



Recommended locations to provide cycle parking. ●



Recommended location of cycle parking at junction of A4 and C73 to East Kennett (to serve The Sanctuary).

Scheme Overview: 5.2_ Bus Infrastructure

Aim of Scheme

To improve access to bus services for local residents and visitors.

To improve the ease with which visitors can explore the WHS on public transport.

To reduce the prominence of bus shelters in the landscape.

Proposed Measure

Improvements at and around bus stops including:

- Renaming bus stops to include the names of local monuments that they serve (*);
- Provide bus stops that give good access to major monuments- on-carriageway stops are adequate where there is suitable visibility (*);
- Well connected paths to improved bus stop at West Kennett (See 3.2);
- Consideration of relocation of bus stops / shelters to reduce their prominence in the landscape at:
 - Rawlins Park (*); and
 - Avebury Trusloe (SW-bound) – consideration could be given to provision of an on-carriageway stop to east of Avebury Trusloe, although more detailed assessment is required to ensure adequate pedestrian links could be provided (*).

Potential Benefits

- Improved bus access for residents and visitors; and
- Reduced prominence of bus shelters in the WHS landscape.

Potential Disadvantages

- None identified.

Required Consents

- None identified.

Risks to Delivery

- Whilst the current location of some bus shelters is not suitable in landscape terms, it may be difficult to find a suitable alternative location.

Cost Estimate

£5,000 - £10,000

Relevant Design Principles

Roads, Crossing Roads, Sustainable Travel Infrastructure.

Contribution to Objectives

1.1, 4.1 and 4.2.



Opportunities to reduce the visual impact of bus shelters should be investigated, either through their placement, or suitable design. As shelters come to the end of their lives, the need for and design of any replacements should be in line with the Design Principles in this report.

Scheme Overview: 6.1_ Bus Routes

Aim of Scheme

To maintain viable public transport options for visitors to the WHS.

To support opportunities to increase travel options to and within the WHS by bus.

Proposed Measure

Existing public transport services should be promoted and the opportunity for further commercial services explored.

Promote the existing bus service (49) which runs from Swindon to Trowbridge via Avebury and Devizes. Maintain at least current provision at weekends and hourly service during the week. Market the service as a means of travelling to the WHS, including back of bus adverts and adverts in papers. Investigate introducing a combined bus / rail ticket from Swindon (*).

Maintain and promote the existing semi-demand responsive Connect2 service that passes through the WHS (Line 4). With closure of the Avenue, this service will pass most key monuments and visitor sites in the WHS. Investigate the opportunity to integrate demand responsive booking service with visit information to provide visitors with a very flexible option for sustainable travel. Promote and encourage links with the X5 Salisbury - Swindon service from Marlborough (*).

Subject to operational viability, consider the introduction of a dedicated minibuss service to improve options for visitors to travel to site by non-car modes. This could provide a direct link from car parks in nearby towns such as Marlborough or Devizes (*).

Consider options to provide dedicated links to Stonehenge, initially as part of particular promotions and events, with an aim to providing more regular links subject to funding availability and visitor demand.

Bus routes will be supported by a range of schemes in the Transport Strategy, including renaming bus-stops to include the names of nearby monuments, reviewing the location of bus stops and providing consistent travel information.

Potential Benefits

- Mode shift from car to bus, for journeys to the WHS;
- Improved options for visitors to travel to site by non-car modes;
- Promoting existing services; and
- Sustainable travel initiatives will assist in reducing parking pressure and deliver environmental benefits.

Potential Disadvantages

- None identified.

Required Consents

- None identified.

Risks to Delivery

- Dedicated bus service would require high levels of subsidy, and is unlikely to be commercially viable. Would also require high levels of expenditure on marketing / promotion to increase awareness by visitors; and
- Need to ensure consistency with Promotion Policies (See 8.1).

Cost Estimate

Less than £5000 to promote existing services.

£10,000 - £25,000 to provide dedicated service depending on frequency and number of days of operation.

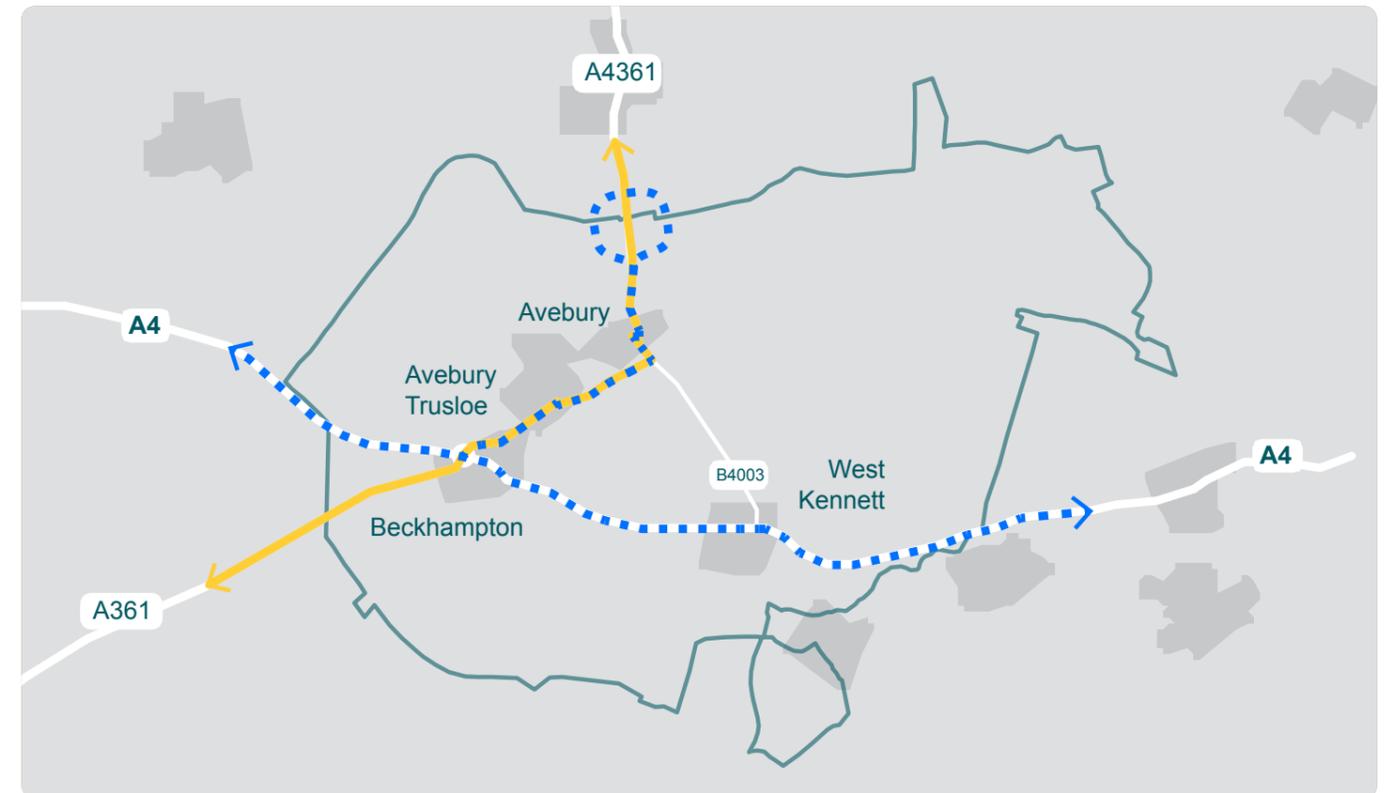
Service 49 may require funding in the future subject to commercial viability, particularly at weekends.

Relevant Design Principles

Not applicable (softer measure).

Contribution to Objectives

1.1, 4.1, 4.2 and 4.6.



Bus routes to be retained to serve WHS. Service 49 (———) Connect2 Line 4 (- - - - -). Assuming Closure of B4003 West Kennett Avenue



Connect 2 service details.

Scheme Overview: 6.2_ Journey Planning information

Aim of Scheme

To provide consistent comprehensive, accurate information on people's travel choices, encouraging them to use sustainable modes when travelling to, and within, the WHS.

Proposed Measure

This measure is focused around providing consistent journey planning information across all partners' websites / visitor material. A standard set of travel information should be developed and then replicated on all partners' websites, including a link to the 'Connecting Wiltshire' travel portal www.connectingwiltshire.co.uk. Connecting Wiltshire already includes Avebury on the Rail Days Out page and travel options to Avebury can be found using the Journey Planner. This measure will include consistent publicity of parking areas and their location in all material.

Clear onward travel information to Avebury should be provided at rail stations, particularly Swindon, Pewsey and Chippenham.

This information will need to be reviewed and updated on a regular (e.g. quarterly) basis to ensure that any changes are amended. For example, any changes to peak time car park management.

Promotion of the Connect2 semi-demand responsive bus service and consideration of opportunities to coordinate journey planning and service reservations through websites.

Opportunities should be explored to promote sustainable travel choices by making use of on-board wi-fi on local bus routes, and mobile data connectivity.

Potential Benefits

- Will encourage sustainable travel to, and within, the WHS through provision of consistent, up-to-date information;
- Sustainable travel initiatives will assist in reducing parking pressure and deliver environmental benefits;
- Make people aware of peak time parking arrangements / guidance;
- Directing people to 'Connecting Wiltshire' journey planner will enable people to plan their journeys, giving results across all modes (cycle, walk, rail, bus, and car); Wiltshire Council has good control over journey suggestions within Connecting Wiltshire and can react quickly to promote particular sustainable travel options; and
- Complements schemes including: Peak Time Parking Management (8.2) and Bus Infrastructure (5.2).

Potential Disadvantages

- None identified.

Required Consents

- None identified.

Risks to Delivery

- Partners may have specific requirements regarding the amount of information that can be provided, and linking to websites (e.g. Connecting Wiltshire). Nevertheless, it is recommended that a standard set of information is provided and this can then be tailored to partners' requirements if this is an issue.

Cost Estimate

Less than £5,000

Relevant Design Principles

Not applicable (softer measure).

Contribution to Objectives

1.1, 3.2, 3.3, 4.1, 4.3, 4.4 and 5.1.



Connecting Wiltshire travel information should become the basis for all other stakeholders providing travel information.



Scheme Overview: 7.1_ WHS Signage

Aim of Scheme

To create a consistent sense of place for the WHS.

To provide a clear visual language to direct visitors and highlight key sites within the WHS ensuring they can easily find their way to their destination.

To increase driver awareness as to the importance of the area they are travelling in.

Proposed Measure

An overhaul of visitor signage in the WHS to create consistent signage with a clear visual language across the WHS, and particularly at all key locations for orientation within the site. Consideration could be given to adopting consistent signing styles across the Avebury and Stonehenge parts of the WHS.

Consistent style signs should be provided at all locations of interest to WHS visitors, including:

- Entry gateways to WHS on A4, A4361 and A361;
- Car parks / parking areas;
- Key walking and cycling routes (see 2.1); and
- Settlements and associated local monuments.

Directions to parking areas should be provided from all entry gateways.

Signage for cyclists should also be provided on the existing NCN links, including gateway points and directions signing to key sites and cycle parking.

Potential Benefits

- Increase driver awareness and appreciation of the WHS;
- Consistent sense of destination across WHS;
- Help guide visitors around the WHS, particularly on foot / cycle – encouraging people to explore further than Avebury village;
- Highlights location of key monuments throughout the landscape; and
- Complements schemes including Signage Audit and Redesign (1.1) and Avebury High Street (4.1).

Potential Disadvantages

- Care must be taken to locate signing in appropriate locations, in line with the Signage Design Principles;
- Ongoing maintenance and replacement will be required.

Required Consents

- Any works near a Scheduled Monument will require consent.

Risks to Delivery

- Stakeholder Agreement on designs and locations;
- A common visual language for the Avebury WHS, and a design / format for different types of sign would need to be agreed amongst stakeholders; and
- Funding and delivery of signage overhaul.

Cost Estimate

£10,000 - £25,000.

Relevant Design Principles

Village Realm, Signage, Parking, Crossing Roads, Sustainable Travel Infrastructure.

Contribution to Objectives

1.1, 1.3, 2.3, 3.2, 4.1, 4.3, 4.5 and 5.1.

Scheme Overview: 7.2_ Red Lion Area Public Realm

Aim of Scheme

To produce a pedestrian friendly environment at a key hub within the Henge and Stone Circle.

To provide a safe, comfortable environment for pedestrians to cross the road.

To reduce the visual impact of the Car Park and create a more rural environment that reflects the character of the Henge / Stone Circle, and Avebury village.

Proposed Measure

Change environment at Red Lion Pub to:

- Widen footway outside Red Lion pub and at bus stop using sarsen setts, and provide a continuous link to High Street;
- Provide footway opposite Red Lion pub at entry point to henge;
- Reduce definition between car park, footway and carriageway to create a pedestrian friendly environment that encourages low vehicle speeds (*); and
- Increase the capacity of two crossing points to provide adequate space for pedestrians waiting to cross the road.

Potential Benefits

- Improved crossing opportunities for visitors;
- Improved character more in keeping with Avebury village; and
- Safer, more attractive environment for visitors.

Potential Disadvantages

- Reduced segregation between pedestrians and vehicles increases risk of conflicts. However, the alignment of the road results in slow vehicle speeds, and the scheme should be designed to further encourage slower speeds and therefore mitigate these risks.

Required Consents

- Scheduled Monument Consent will be required for all physical works;
- Listed Building Consent; and
- Consent and engagement with landowner.

Risks to Delivery

- Significant works to the carriageway in a particularly sensitive area; and
- Scheme would benefit from coordinated works on privately owned land (Red Lion Car Park).

Cost Estimate

£25,000 - £100,000

Relevant Design Principles

Roads, Village Realm, Crossing Roads

Contribution to Objectives

1.1, 4.1, 4.2, 4.3, 5.1, 5.2, 5.3 and 5.4.



Sarsen sett footway to link Red Lion to High Street, and improve waiting area at bus stop

Reduce definition between car park, footway and carriageway by using consistent materials

Provide footway at exit / entry to henge opposite Red Lion

Scheme Overview: 7.3_ Community Infrastructure

Aim of Scheme

To support local communities where interventions can be delivered without negative impact to the attributes of OUV of the WHS.

Proposed Measure

To support the needs of the local community where measures can be delivered in line with the Design Principles and do not risk damage to the WHS and its attributes of OUV. Such measures include:

- Parking area for residents at Avebury Trusloe. Many of the residents in Trusloe Cottages require more parking and clear road space for emergency vehicles [Note: There is a planning policy to not increase the amount of parking in the WHS, to which this scheme must adhere]. Parking issues are exacerbated since residents at 29 to 39 Trusloe Cottages are not served by a road (*); and
- Path in existing verge to north of Rawlins Park (*).

Potential Benefits

- Providing adequate parking areas reduces the risk of parking in inappropriate areas and associated damage to buried archaeology; and
- Improved pedestrian link for local residents to public transport facilities and the village.

Potential Disadvantages

- Parking demand could continue to increase and current issues may remain alongside additional parking area.

Required Consents

- Any works near a Scheduled Monument will require consent.

Risks to Delivery

- Identifying a suitable location for the additional parking.

Cost Estimate

£5,000 - £10,000.

Relevant Design Principles

Parking, Sustainable Travel Infrastructure.

Contribution to Objectives

3.4, 4.3 and 5.1.

Scheme Overview: 8.1_ Consistent Communication Approach

Aim of Scheme

To ensure a consistent approach is adopted by all stakeholders regarding the promotion of Avebury as a visitor attraction.

To ensure promotion of the area is consistent with the ability of the village and WHS to accommodate visitors without damage to the attributes of OUV.

Proposed Measure

A consistent communication and marketing policy across stakeholders is needed. This should reflect the WHS Sustainable Tourism Strategy, which is an action of the WHS Management Plan 2015 (Policy 4a / Action 71).

Any promotion and marketing should target non-car travel options and seek to highlight options and opportunities to explore Avebury and the WHS by sustainable means.

Promotion should reflect the on-site capacity to avoid issues associated with over congestion, including damage to heritage and inconvenience for local communities.

All stakeholders with a role in managing and attracting visitors to the area, including 3rd parties such as 'VisitWiltshire' should adopt a consistent, agreed communication approach. This should be reflected in partners documents such as 'VisitWiltshire's *Destination Management and Development Plan*.

Potential Benefits

- Consistent message from all stakeholders.
- Reduction in likelihood of site becoming over capacity and associated damage to attributes of OUV and inconvenience for local communities.

Potential Disadvantages

- None identified.

Required Consents

- None identified.

Risks to Delivery

- Agreement amongst stakeholders regarding Communication Policy.

Cost Estimate

No Cost.

Relevant Design Principles

None.

Contribution to Objectives

1.1, 2.1 and 3.3.

Scheme Overview: 8.2_ Peak-Time Car Park Management

Aim of Scheme

To ensure visitors are well managed, and given clear, effective information at times when the parking on-site is over capacity.

To develop viable and sustainable off-site options outside the WHS for use when demand for parking in the main National Trust car park exceeds capacity.

Proposed Measure

Continue to manage the National Trust car park at peak times by directing vehicles to other parking areas / NT sites as required.

Produce an information leaflet to advise visitors of their options for other parking areas and walking routes, or travel options, such as from Devizes. This measure is supported by Journey Planning Information (6.2); consistently publicising parking areas and their location in all material.

Identify off-site parking options on existing bus routes such as Devizes and / or Swindon (*).

Identify an off-site coach layover area - particularly for peak times, and promote it to coach operators which visit Avebury (*).

Note: The National Trust is responsible for setting parking restrictions and charges in the National Trust car park.

Potential Benefits

- Reduce risk of damage to heritage assets at peak times through ad-hoc parking;
- Reducing the volume of circulating traffic searching for parking when the National Trust car park is over capacity; and
- Encouraging people to park at an ancillary car park and walk around the WHS, rather than driving between car parks.

Potential Disadvantages

- Additional parking options may lead to increased visitor numbers, risking erosion to monuments. Proposals should be reviewed against the Limits of Acceptable Change model proposed in the evolving WHS Management Plan.

Risks to Delivery

- Need to ensure consistency between WHS and National Trust parking policy; and
- Location for a coach layover would need to be identified, including estimating how many coaches to accommodate and how long they stay for.

Cost Estimate:

Less than £5,000 in addition to existing resource commitments.

Relevant Design Principles:

None.

Contribution to Objectives

1.1, 3.1, 3.3, 3.4, 4.5 and 4.6.

06.3. Scheme Evaluation

Evaluation Framework

The schemes presented above have been assessed against an Evaluation Framework to demonstrate how the Transport Strategy fulfils its objectives.

Each scheme has been scored against key criteria namely:

- Objective alignment;
- Deliverability Risk;
- Deliverability Timescale; and
- Scheme Cost.

The Assessment Tool has been designed to be as flexible as possible, to allow for it to be applied to future schemes involving any mode of transport or any stage of development.

Objective Alignment

Schemes were scored (between -3 and +3) against the Transport Strategy objectives set out in Chapter 4. It should be noted that schemes that contribute to a number of objectives may score higher than those that align closely to few objectives, and therefore the schemes with a lower fit should not be automatically discounted.

Deliverability Risk

Schemes have been assessed against three deliverability criteria to assess risks to timely delivery (and to ensure that the schemes can be delivered):

- **Fit against the Design Principles:** Schemes which will require significant scheme development work to ensure that they comply with the design principles are considered to be higher risk. (Note: schemes which do not comply at all were removed at a previous stage).
- **Statutory and regulatory requirements and planning permission:** The relative complexity of regularity and statutory requirements will drive the perceived risk to timely delivery (i.e. Traffic Regulation Orders (TRO)). A scheme that requires planning permission will be more risky. The relative complexity determines the perceived risk.
- **Dependencies and other risks:** A scheme which is dependent on 3rd party projects or 3rd party support is inherently more risky. Other known risks can be reflected under this heading.

Delivery Timescale

The short term category comprises 'quick wins' (which should be low-medium risk). Long term schemes are expensive, high risk and / or aspirational.

Scheme Cost

An important consideration is whether costs are capital (e.g. implementation) or revenue (e.g. operating costs, subsidy marketing / information etc). For the purpose of this assessment, a total cost over 10 years assumed. The cost bandings reflect the spread in scheme costs.

Evaluation Output

The output of the Assessment Framework is shown below in Table 06.1.

This output is summarised in the 'bubble chart' in Figure 06.1 opposite.

Ease of deliverability is shown on the X-axis. Alignment with objectives is shown on the Y-axis. The size of the bubble represents scheme cost. Schemes that could be delivered in the short term are highlighted with a yellow border.

It should be noted that some elements of some schemes can be progressed independently of the wider scheme. These are highlighted with (*) symbols throughout the scheme overview sheets. Hence there may be elements of some schemes that can be delivered at low cost, in the short term, beyond those highlighted in Figure 06.1. For example, at West Kennett (Scheme 3_2), relatively low cost elements such as improvements to the bus stop provision and cycle parking could be delivered independently of the much more costly elements focussed on extending the verge and creating a path.

Ref	Scheme Name	Objective Alignment with WHS Objectives, with reference to underlying transport strategy objectives:							Deliverability Risk				Cost Banding (1 to 5)	Delivery Timescale (1 to 3)	
		<i>To significantly reduce the dominance and impact of roads and traffic on the WHS and to enhance its integrity and attributes of OUV.</i>	<i>To prevent damage to monuments, below ground archaeology and their settings by roads, traffic and related highway infrastructure</i>	<i>To diminish negative impacts of traffic and parking on the village and amenity of residents</i>	<i>To encourage the provision and use of sustainable transport to access the WHS and travel between Avebury and Stonehenge</i>	<i>To remove highways related obstacles to exploration and enjoyment of the WHS by visitors and residents</i>	<i>To ensure future development is specifically assessed for traffic and parking, implications on the WHS and its attributes of OUV</i>	Objectives Sub Total (+15)	Objectives Alignment (%)	<i>Fit against the Design Principles</i>	<i>Statutory and Regulatory Requirements (including planning permission)</i>	<i>Dependencies and Other Risks</i>			Deliverability Sub Total (3 to 9)
1.1	Signage Audit and Redesign	2	1	2	1	1	Not assessed	7	47%	2	3	3	8	5	1
1.2	Protect Byways	2	3	0	3	3	Not assessed	11	73%	2	2	2	6	3	1
1.3	Encourage Slower Vehicle Speeds	2	0	1	1	3	Not assessed	7	47%	2	2	2	6	3	1
1.4	B4003 The Avenue Closure	3	3	0	3	3	Not assessed	12	80%	2	2	2	6	4	2
1.5	Low Noise Surfacing	2	2	0	0	0	Not assessed	4	27%	3	3	3	9	6	2
1.6	Long Distance Routing - Signage	2	2	2	0	1	Not assessed	7	47%	2	3	2	7	3	2
1.7	Long Distance Routing - Soft Measures	2	2	1	1	1	Not assessed	7	47%	2	3	2	7	3	2
2.1	Connected Path Network	2	1	1	3	3	Not assessed	10	67%	2	3	2	7	4	1
2.2	Crossing Points	1	0	1	2	3	Not assessed	7	47%	1	3	2	6	4	1
3.1	A4 (Eastern Gateway /The Sanctuary)	3	1	1	3	3	Not assessed	11	73%	2	1	1	4	6	3
3.2	A4 (West Kennett)	2	2	2	3	3	Not assessed	12	80%	3	2	1	6	6	3
3.3	A4 (KennettValley)	3	2	1	1	2	Not assessed	9	60%	3	2	1	6	6	3
3.4	A4 (Beckhampton)	2	2	0	2	3	Not assessed	9	60%	2	2	1	5	6	3
3.5	A4 (Western Gateway/Knoll Down)	2	2	2	1	3	Not assessed	10	67%	3	2	1	6	5	3
4.1	Avebury High Street	1	0	3	1	1	Not assessed	6	40%	2	2	2	6	4	2
5.1	Cycle Parking	1	0	1	3	0	Not assessed	5	33%	3	3	2	8	3	2
5.2	Bus Infrastructure	1	0	1	3	1	Not assessed	6	40%	2	3	1	6	3	2
6.1	Bus Routes	1	0	1	3	0	Not assessed	5	33%	3	2	1	6	4	2
6.2	Journey Planning Information	1	0	3	3	0	Not assessed	7	47%	3	3	2	8	2	1
7.1	WHS Signage	1	1	2	2	1	Not assessed	7	47%	2	3	2	7	4	1
7.2	Red Lion Area Public Realm	2	0	1	2	3	Not assessed	8	53%	2	3	2	7	5	2
7.3	Community Infrastructure	0	0	1	1	1	Not assessed	3	20%	1	2	3	6	3	2
8.1	Consistent Promotion Policy	2	3	2	0	0	Not assessed	7	47%	3	3	1	7	1	1
8.2	Peak-time Car Park Management	2	0	3	2	1	Not assessed	8	53%	3	3	1	7	2	1

Table 06.1 Scheme Evaluation Output



Figure 06.1 Scheme Evaluation Summary



07. Governance and Delivery

07.1. WHS Governance Structure

This Transport Strategy has been produced to set out a programme of works within the WHS aimed at protecting and enhancing the attributes of OUV that make the WHS a special environment, and to address existing transport related issues that are damaging to the site.

Throughout the development of the Strategy, local stakeholders representing the Avebury WHS Steering Committee have provided valuable input which is reflected in the final strategy.

The strategy therefore provides:

- An agreed set of common objectives;
- Agreed Design Principles against which current and future schemes can be assessed; and
- A preferred set of schemes to take forward to address current issues.

Delivery of the strategy is dependent on support and buy-in from all stakeholders.

The Avebury WHS Steering Committee and WHS Partnership Panel have a key role in owning, leading and promoting the delivery of this Strategy. This Strategy is endorsed by the Steering Committee following presentation of the draft Strategy to them.

The schemes included in the Strategy will be included as actions in the WHS Management Plan due to be published in 2015. The Management Plan will be signed-off by WHS Partners represented on the Steering Committees and the WHS Partnership Panel, and will be the key vehicle through which the schemes are promoted and delivered. Implementation of the strategy will depend on partners continuing to work together to identify opportunities and funding sources to promote the schemes.

Figure 07.1 opposite summarises the Governance Structure of the WHS, and the context within which the Transport Strategy sits.

As the Highway Authority and body responsible for local transport provision, Wiltshire Council has an important role in delivery of the Strategy, and their endorsement of the strategy is an important step. It is recommended the Transport Strategy is presented to the Local Area Board and/or the Community Area Transport Group for their information. Following that, if appropriate, it is also recommended the Strategy is presented to the Portfolio Holder for Highways and Transportation for their information.

As a significant local landowner, and provider of most visitor facilities within Avebury, the National Trust is a key partner in the delivery of the Strategy, and their support will be vital.

Similarly support for the strategy would be welcomed from all stakeholders involved in the strategy development. The strategy is based upon their input, and establishes an agreed approach that takes account of and addresses each group's issues and priorities, where they are in line with the SOUV and strategy objectives.

The local community have been represented by the Avebury Parish Council during development of the strategy, and their earlier Parish Traffic Plan (2013) informed part of the intervention development process. As schemes are taken

forward, the local community will be consulted on the detailed proposals. It is recommended the Transport Strategy is presented to the local Parish Councils for discussion, and then to the wider community.

07.2. Scheme Delivery Process

When a new scheme is being planned for implementation, or existing infrastructure / signage requires maintenance, (particularly when this requires ground disturbance within the WHS) the correct approach to consultation is important. This section sets out the correct process that should be followed by anyone considering a new scheme or maintenance programme within the WHS.

In many cases, schemes will require coordination and cooperation between stakeholders – a process that is best overseen by the WHS Coordination Unit. Contact details are available at www.stonehengeandaveburywhs.org.

New Schemes

For new schemes, the following process should be followed by Wiltshire Council's Highways Team, contractors, consultants and other associated agents:

1. Ensure that the proposed intervention within the WHS adheres to the Design Approach and Principles set out in the WHS Transport Strategy.

2. Contact the WHS Coordination Unit www.stonehengeandaveburywhs.org.

3. The WHS Steering Committee will need to be aware of any major proposed schemes - details should be presented to the WHS Steering Committee for comment.

4. Consult partners regarding necessary consents for the scheme. In particular:

- Consult English Heritage regarding Scheduled Monument Consent;
- Consult the National Trust for necessary licence for works on their land;
- Consult County Archaeologist regarding any ground disturbance in the WHS; and
- Consult local Parish Councils.

Maintenance / Renewal Schemes

For maintenance / renewal schemes, the following process should be followed by Wiltshire Council's Highways Team, contractors, consultants and other associated agents:

1. Ensure that the proposed intervention within the WHS adheres to the Design Principles set out in the WHS Transport Strategy.

2. Contact the WHS Coordination Unit www.stonehengeandaveburywhs.org.

3. Contact partners through the established process, providing plans for comment. The Partners group includes English Heritage, National Trust, County Archaeologist, Avebury Parish Council and WHS Coordination Unit.

Figure 07.2 opposite provides a summary of the appropriate processes for developing and delivering schemes in the WHS.

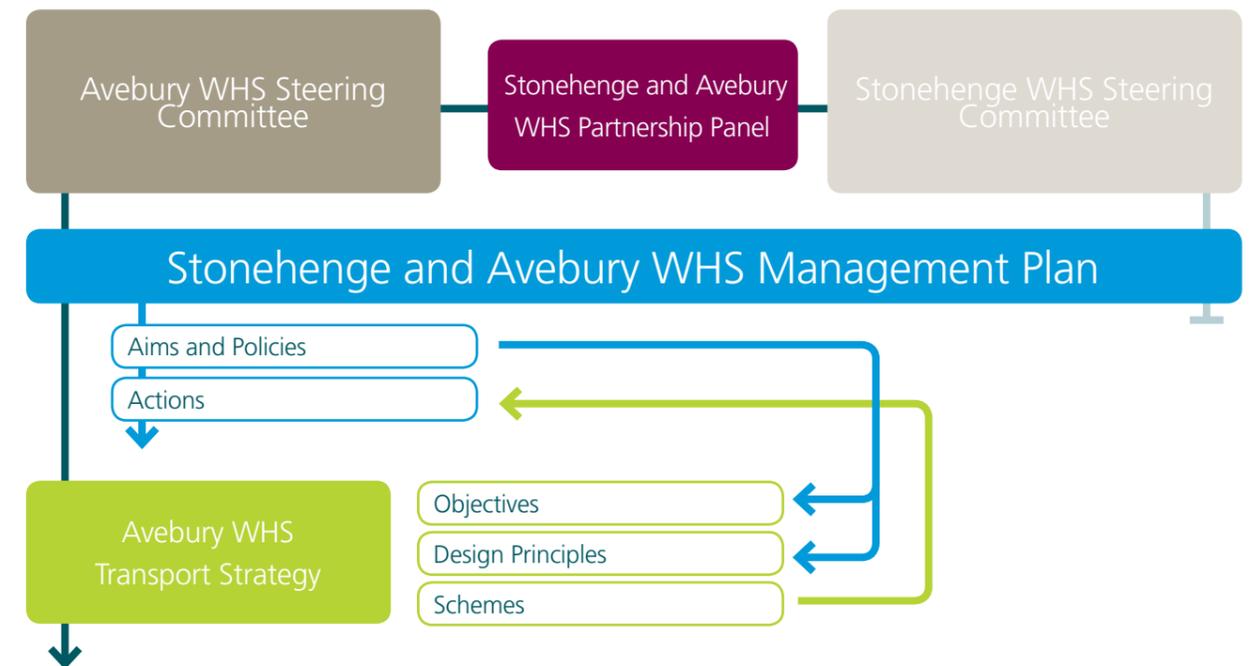


Figure 07.1 WHS Governance Structure

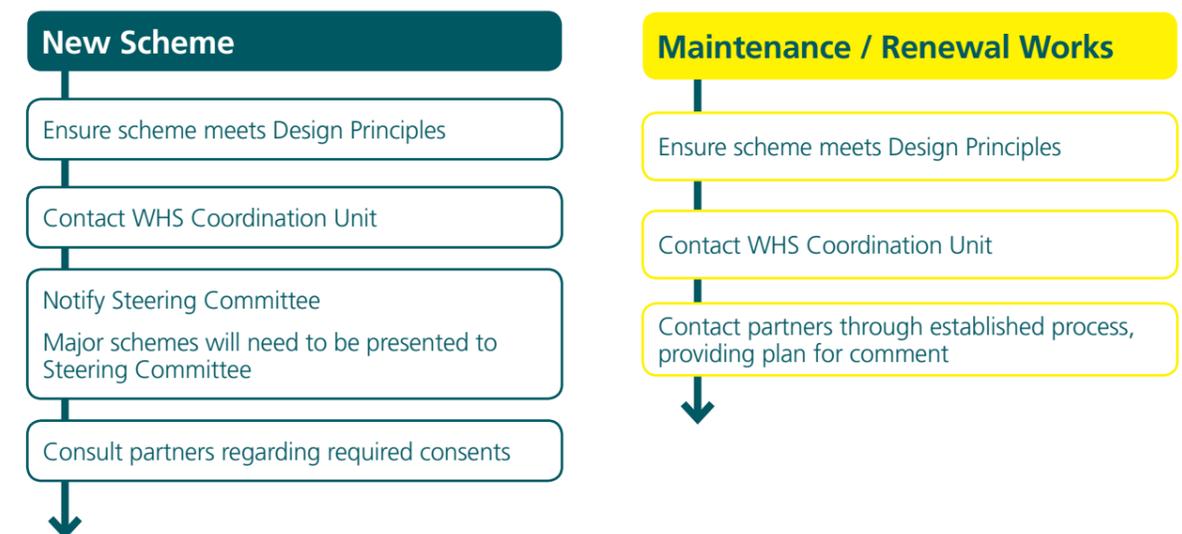


Figure 07.2 Scheme Delivery Process

Appendices

A1_ Challenges and Issues

A2_ Sifted Interventions

A1_Challenges and Issues

A clear understanding of the current transport related issues and challenges in the WHS forms the basis for the Transport Strategy. Existing issues were identified through discussions with the stakeholder group, who highlighted relevant findings of previous studies and reports.

The policies, studies and information considered as part of this process are listed below. A table outlining the issues and Challenges identifies is provided overleaf.

Policy Context

- UNESCO Statement of Outstanding Universal Value 2013
- Avebury WHS Management Plan 2005
- Avebury WHS Management Plan Update Review (Roads, Traffic, & Parking Issues and Objectives) 2013
- Wiltshire Core Strategy 2013 Core Policy 59
- Stonehenge and Avebury WHS Woodland Strategy (draft) 2013
- Stonehenge and Avebury WHS Management Plan (under review)
- WHS Landscape Assessment (Blandford, C)
- Conservation Area Statements: Avebury; West Kennet 2003
- Kennet Landscape Conservation Strategy 2005
- Relevant Wiltshire Council Core Strategy Policies
- Wiltshire Local Transport Plan
- Avebury WHS Visitor and Traffic Management Study 1997
- Save our Streets (English Heritage)
- English Heritage Streets for All 2004
- Relevant Designations
- Avebury Conservation Plan 2011
- Visitor management policies including car parking, ticketing etc
- Survey and visitor data (National Trust) 2013

Challenges and Evidence

- Avebury Parish Council Traffic Plan 2013
- Northern Car Park Feasibility Study (Wiltshire Council) 2003
- Avebury Transport Issues & Evidence 2012 [comprising sustainable transport, vehicle flow, freight movement, speed, safety and parking data] (Wiltshire Council)
- Previous reports relating to the B4003
- Traffic Study 1997
- Parking Survey Results 2013
- Visitor Survey Results 2013
- Site inspection findings
- North Wessex Downs AONB Management Plan 2009 – 2014
- NWD AONB Historic Landscape Characterisation
- WHS Condition Survey (Wessex Archaeology) 2012
- Wiltshire Historic Landscape Assessment (in preparation)
- Road Traffic Collision statistics

Challenge Category	Challenge	Consequences for WHS	Issue relates to WHS Management Plan Objective						Evidence	Source of Evidence / Monitoring Information.
			1. To significantly reduce the dominance and impact of roads and traffic on the WHS and to enhance its integrity and attributes of OUV	To prevent damage to monuments, below ground archaeology and their settings by roads, traffic and related highway infrastructure	To diminish negative impacts of traffic and parking on the village and amenity of residents	To encourage the provision and use of sustainable transport to access the WHS and travel between Avebury and Stonehenge	To remove highways related obstacles to exploration and enjoyment of the WHS by visitors and residents	To ensure future development is specifically assessed for traffic and parking, implications on the WHS and its attributes of OUV		
Access to WHS	Quality of travel information/pre-visit information available to visitors finding way to WHS	Visitors unaware of travel options. No influence over travel choices and visitor patterns				✓			Visitor feedback. Site Inspection	National Trust (NT) Visitor Survey
	Limited public transport services to Avebury, including links with train stations	Limited travel options to WHS increases dependence on private car travel, and associated issues from traffic, parking etc. (Note: Rural site will always be relatively car dependant)	✓	✓	✓✓	✓✓	✓		Low frequency services to Avebury. Poor onward travel information at Train Stations. Visitor feedback indicates PT is insufficient	Timetables & Travel Information. NT Visitor Survey
	Public Transport Services reduced on weekends/Bank Holidays	Lowest quality bus services coincide with peak visitor periods	✓	✓	✓✓	✓✓	✓		Visitor patterns show peaks on weekends and bank-holidays	NT Visitor Survey
	Parking demand often exceeds capacity	Visitors are turned away and some park in less appropriate locations. Visitor numbers to site are limited (which has some benefit for conservation of the site)	✓	✓	✓✓	✓✓			National Trust Car Park full at busy periods. Visitor patterns focused on certain times of day	NT Parking Survey, Avebury Parish Traffic Plan
	National Cycle Network (NCN) connections to west are compromised by issues at Calne/Compton Bassett	Route quality to Chippenham Train Station and wider NCN network is compromised. Otherwise site is well served by NCN	✓	✓	✓	✓✓			<i>Details to be confirmed with SusTrans</i>	WHS Management Plan
	Lack of transport links between Avebury & Stonehenge	Many visitors found to be attending both sites, but there is little opportunity for them to move between them other than by private car.	✓	✓	✓✓	✓✓	✓		Stopping of Henge Hopper service. NCN Route 45 'World Heritage Route' not widely marketed.	NT Visitor Survey
	Poor placement and access to bus stops. Some bus stops are unsheltered	Local community less inclined to use public transport. Public Transport accessibility to individual monuments around the WHS is very limited	✓	✓	✓✓	✓✓	✓		No footway on A4361 north of Rawlins Park. No footway at Avebury Trusloe bus stops. No shelters at West Kennett.	Avebury Parish Traffic Plan
	Limited public transport services between Stonehenge and Avebury - no direct link	Limited travel options to WHS increases dependence on private car travel, and associated issues from traffic, parking etc	✓	✓	✓✓	✓✓	✓		Visitor travel patterns and feedback	NT Visitor Survey

Challenge Category	Challenge	Consequences for WHS	1. To significantly reduce the dominance and impact of roads and traffic on the WHS and to enhance its integrity and attributes of OUV	To prevent damage to monuments, below ground archaeology and their settings by roads, traffic and related highway infrastructure	To diminish negative impacts of traffic and parking on the village and amenity of residents	To encourage the provision and use of sustainable transport to access the WHS and travel between Avebury and Stonehenge	To remove highways related obstacles to exploration and enjoyment of the WHS by visitors and residents	To ensure future development is specifically assessed for traffic and parking, implications on the WHS and its attributes of OUV	Evidence	Source of Evidence / Monitoring Information.
Access around WHS	Limited access around site for disabled users	Ability for disabled users to explore WHS landscape is compromised. Demand for associated infrastructure which could be potentially damaging to character or landscape	✓				✓✓		<i>To be Confirmed: Require details of existing plan for improvements</i>	Site inspection, National Trust Visitor Survey
	Narrow footway width/traffic dominated environment at Red Lion Pub	Intimidating pedestrian environment around crossing points and bus stops	✓		✓	✓	✓✓		Narrow footway width at Red Lion Pub	Site Inspection, Avebury Parish Traffic Plan
	Low quality pedestrian crossings resulting in perceived safety risks and difficulty moving around WHS	Visitors discouraged from moving around site and between monuments - harder to enjoy visit/experience the whole WHS. Visitor reliant on private car. Residents also have difficulty moving around	✓		✓✓	✓✓	✓✓		Inadequate pedestrian crossing facilities between henge quadrants, between the henge and path to Silbury Hill, between The Sanctuary and the Ridgeway, and between Silbury Hill and West Kennett Long Barrow. Resident feedback also points to paths to and from bus stops on Rawlins Park and Swindon Road. <i>To be confirmed: Location of Pedestrian Accidents</i>	Site Inspection. Avebury Parish Traffic Plan. <i>To be confirmed: Collision Statistics</i>
	Poorly connected footpath network	Visitors discouraged from moving around site and between monuments - harder to enjoy visit/experience the whole WHS. Visitor reliant on private car. Residents also have difficulty moving around	✓		✓	✓✓	✓✓		Lack of coherent network through WHS.	Site Inspection. Avebury Parish Traffic Plan.
	Commuter traffic volume	Volume of traffic at peak morning/evening times increases impact of traffic, and lead to further issues such as overtaking on Rawlins Park and Swindon Road	✓	✓	✓				Resident Feedback: <i>To be Confirmed: Traffic volume profile statistics; Collision Statistics analysis</i>	Avebury Parish Traffic Plan: <i>To be Confirmed: Collision Statistics analysis</i>
	National Trust car park entrance not well indicated	Visitors miss entrance to car park resulting in circulating traffic. Unsafe last minute manoeuvres leading to collisions and near misses			✓✓				National Trust. <i>To be Confirmed: Collision Statistics analysis</i>	National Trust. <i>To be Confirmed: Collision Statistics analysis</i>
	Unsuitable/ineffective speed restrictions	Inappropriate vehicle speeds			✓		✓		Little evidence of vehicles exceeding speed limits, but current speed is perceived to be too high	Speed Surveys, Site Inspection, Avebury Parish Traffic Plan
	Vehicle speed is perceived to be high, often combined with poor sightlines	Residents and visitors discouraged from moving around site and between monuments - harder to enjoy visit/experience the whole WHS. Individuals are reliant on private car. Hard to cross roads to access amenities. Hard to turn onto A4/A4361 from side roads/parking areas. Difficulties for race horses to cross			✓✓		✓		Concerns about crossing roads, particularly between henge quadrants, between The Sanctuary and West Overton Barrow Group, and between Silbury Hill and West Kennett Long Barrow. National speed limit A4361 at Avebury Trusloe, roads around Beckhampton	Site Inspection, WHS Management Plan, Avebury Parish Traffic Plan

Challenge Category	Challenge	Consequences for WHS	1. To significantly reduce the dominance and impact of roads and traffic on the WHS and to enhance its integrity and attributes of OUV	To prevent damage to monuments, below ground archaeology and their settings by roads, traffic and related highway infrastructure	To diminish negative impacts of traffic and parking on the village and amenity of residents	To encourage the provision and use of sustainable transport to access the WHS and travel between Avebury and Stonehenge	To remove highways related obstacles to exploration and enjoyment of the WHS by visitors and residents	To ensure future development is specifically assessed for traffic and parking, implications on the WHS and its attributes of OUV	Evidence	Source of Evidence / Monitoring Information.
Direct damage to Heritage	Damage to Byways by 4x4s and all terrain vehicles	Overuse of byways causing erosion and damage to buried archaeology	✓✓	✓✓	✓	✓✓	✓		Considerable damage noted on the Ridgeway and the Herepath	Monument Condition Survey
	Damage to Monuments by vehicle tracking	Vehicle tracks overrunning boundaries of monuments	✓	✓✓		✓✓			Vehicle track damage to monuments at Overton Hill, north of the Herepath, Fox Hill, Fyfield and Overton Downs	Monument Condition Survey
	Verge Damage on West Kennett Avenue	Vehicle tracks overrunning boundaries of monuments	✓	✓✓		✓			Damage to West Kennett Avenue as verges pushed back	Site Inspection, Monument Condition Survey
Impact on Landscape / Setting	Light Pollution	Rural nature of WHS is eroded, although demand exists for additional street lighting in inhabited areas	✓	✓					Light pollution impacting on dark night skies. Resident feedback (request at Green Street)	WHS Management Plan, Avebury Parish Traffic Plan, NWD AONB Management Plan, Conservation Area Statements
	Roads sever associated monuments	Impacts on visitors ability to experience and understand the historic landscape, and relation between the monuments. Impacts on integrity of the monuments and the WHS landscape.	✓✓	✓✓					Severance of the Henge/ West Kennett Avenue/the Sanctuary, and Sanctuary/West Kennett Long Barrow Group	WHS Management Plan, NWD AONB Management Plan
	Loss of tranquillity in landscape from traffic noise	Visitor experience of the WHS monuments and landscape is impacted by traffic noise	✓✓	✓	✓	✓	✓✓		Traffic noise dominant throughout the Henge, The Sanctuary and West Kennet Avenue.	Site Inspection, WHS Management Plan
	Signage & Highway clutter impacts on setting of monuments and the conservation areas	Insensitive placement and poor quality signing visually intrudes on monuments and buried archaeology, their interrelation, and the wider landscape, as well as listed Buildings and the wider conservation area.	✓✓	✓✓				✓	Untidy signing arrangements, poorly located signs, poorly maintained signing, ambiguous and redundant signing	Site Inspection, APC Sign Audit, Conservation Area Statements, NWD AONB Management Plan
	East-West route has lost its primary status at Henge	Historical context lost						✓	North-south route now primary route through henge	Avebury Conservation Area Statement
	Visual intrusion of Red Lion Car Park	Loss of distinctive local character, and intrusion of inappropriate features	✓	✓✓	✓	✓	✓✓		Setting and character of the historic Red Lion pub, a prominent landmark, is dominated by its car park and A4361.	Avebury Conservation Area Statement
	Poor quality/character of roadside boundaries. Lack of place making	Loss of distinctive local character, and intrusion of inappropriate features	✓	✓	✓				Evergreen hedgerows, inappropriate fencing and bollards	Avebury/West Kennett Conservation Area Statement, Avebury Parish Traffic Plan
	Visual intrusion of highway and road markings on A4 corridor	Rural nature of WHS is eroded	✓✓	✓				✓✓	Visual impact of road markings	West Kennett Conservation Area Statement, NWD AONB Management Plan

Challenge Category	Challenge	Consequences for WHS	1. To significantly reduce the dominance and impact of roads and traffic on the WHS and to enhance its integrity and attributes of OUV	To prevent damage to monuments, below ground archaeology and their settings by roads, traffic and related highway infrastructure	To diminish negative impacts of traffic and parking on the village and amenity of residents	To encourage the provision and use of sustainable transport to access the WHS and travel between Avebury and Stonehenge	To remove highways related obstacles to exploration and enjoyment of the WHS by visitors and residents	To ensure future development is specifically assessed for traffic and parking, implications on the WHS and its attributes of OUV	Evidence	Source of Evidence / Monitoring Information.
Visitor Management	Inappropriate roadside visitor parking	Congestion in inhabited areas, damage to verges/archaeology and access/amenity issues in Avebury village	✓	✓✓	✓✓	✓	✓		Disrupted access to properties for local residents. Parking in High Street, Green Street and on Red Lion triangle. Shortage of spaces for Avebury Trusloe residents and no space for emergency vehicles when required	Avebury Parish Traffic Plan
	Poor understanding from visitors that car park serves WHS & Avebury Manor, it being remote from Avebury Manor and other NT facilities	Informal parking at other locations. Difficulties for disabled visitors			✓	✓	✓✓		Visitor comments	NT visitor survey
	Directional signage within WHS is inadequate	Visitors and delivery vehicles struggle to identify their destinations, which can result in dangerous turns or sudden stops. Visitors who should go to the NT car park turn into High Street in Avebury. rather than NT car park.	✓		✓		✓		Resident Feedback, National Trust feedback	Avebury Parish Traffic Plan
	Gateway signing is poor quality	Drivers are unaware they are passing through the WHS where reduced speed and increased awareness may be required	✓						Poor quality and faded gateway signing	WHS Management Plan
	Visitor stay duration is increasing, particularly with added offer of Manor House, adding pressure on infrastructure	Longer parking stays and increased coach visits adds to pressure on parking			✓✓	✓			Average parking stay increasing from 1-2 hours to 2-3 hours	NT parking & visitor surveys
	Visitor patterns poorly distributed and create peaks at particularly times of day/year. Solstice events severely congested	Parking and other visitor infrastructure is congested at particular times of day, with spare capacity at other times			✓✓	✓			Clear peaks in visitor numbers at weekends, bank hols, and during summer. Most visitors on site between 11am and 3pm	NT parking & visitor surveys
Future Development	Threat of increased HGV movements due to changing agricultural practice	Risk of increase in traffic noise and verge damage	✓	✓✓					<i>To be confirmed: Changing Agricultural patterns</i>	WHS Management Plan
	Special nature of WHS, and associated special requirements, are not currently given enough weight when developing transport/highways schemes and maintenance. The impact on Conservation Areas and the setting of listed buildings is also not given enough weight.	Ad-hoc interventions are made that fail to contribute towards overall objectives	✓✓	✓✓				✓✓	Lack of coherent approach to date	WHS Management Plan. Conservation Area Statements.
	Visitor mobility considerations - scooters, seating etc	Increasing demand for visitor facilities such as benches, mobility scooters, ramps etc, that could have unacceptable impact on WHS. Similar challenges to addressing disabled users needs					✓✓		Increasing proportion of visitors with mobility issues	NT
	Impact of changes to Stonehenge visitor infrastructure	Unknown at this point - could lead to increases or reductions in visitors to Avebury				✓		✓✓	<i>To be confirmed</i>	WHS Management Plan
	West Kennett Farm redevelopment/conservation	Long-term aspirations to redevelop farm buildings will lead to increased activity at the site			✓				<i>To be confirmed: Development details required</i>	West Kennett Conservation Area Statement

A2_ Sifted Interventions

The following table sets out those interventions considered as part of the Strategy development, but not progressed or included in the final strategy.

Many of those interventions listed were sifted from the process as they do not comply with the Design Principles established in Chapter 5 of the Strategy. A small number of potential interventions have been sifted out as their benefit was not considered to justify the negative impacts they would have on the WHS and its OUV.

These potential interventions have not been included in the Transport Strategy, and are therefore not considered appropriate in the WHS. They should not be progressed further by any stakeholders.

Long List Ref	Scheme Name	Aim of Scheme	Design Principles						Proceed to Next Stage?
			Village Realm	Roads	Signage	Parking	Crossing Roads	Sustainable Travel Infrastructure	
1_7	A4 Tunnel		-	x	-	-	-	-	x
1_11	Avebury bypass		-	x	-	-	-	-	x
1_19	B4003 Partial One-way option	Reduce damage to archaeology in verge	-	✓	x	-	-	-	x
3_31	Physically narrow entire length of A4. Incorporate improvements to parking, crossings and non-motorised user links	Reduce vehicle speeds, reduce vehicle noise, improve crossing opportunities,	-	x	✓	✓	x	✓	x
3_33	A4 Crossing point refuge islands	Improve opportunity and safety to cross A4	-	x	x	-	x	-	x
3_34	A4 Pedestrians Bridges	Provide safe pedestrian crossings	-	-	-	-	x	-	x
3_35	A4 at-grade pedestrian crossings with very localised narrowing		-	x	-	-	✓	-	x
3_42	Visually narrow A4 using lining and markings - consider re-design of existing hatching layouts		-	x	-	-	✓	x	x
3_43	40mph speed limit at scheduled monuments - The Sanctuary, Silbury Hill and West Kennett long barrows	Reduce vehicle speeds, reduce vehicle noise, improve crossing opportunities.	-	✓	x	-	-	-	x
4_44	VMS signs	Direct visitors to most appropriate parking location	x	-	x	✓	-	-	x
4_46	Build-out pinch points – High St	Slow vehicles. Discourage vehicles from entering High Street	x	-	-	-	✓	-	x
4_49	Alter texture and finish of west High St	Slow vehicles. Discourage vehicles from entering High Street	x	-	-	-	-	-	x
4_52	Narrow A4136 at NT car park	Reduce vehicle speed and improve safety at entrance	-	x	-	-	-	-	x
4_53	Use surfacing to highlight entrance – NT car park	Increase conspicuity of Car Park entrance	-	x	-	-	-	-	x
4_62	Northern car park	Second car park to north of village	-	-	-	x	-	-	x

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