



## Stonehenge and Avebury WHS Partnership Panel Meeting Notes

**Education Room Wiltshire and Swindon History Centre, Chippenham  
10.30 AM Friday 18<sup>th</sup> December 2015**

**Present:** Alistair Sommerlad, Chair  
 Jan Tomlin, National Trust  
 Cllr. Stuart Wheeler, Wiltshire Council  
 Andrew Vines, Historic England  
 Andrew Williamson, Avebury WHS Steering Committee  
 Colin Shell, ASAHRG  
 Kate Davies, English Heritage

**In attendance:** Sarah Simmonds, Beth Thomas, Nick Snashall

Item		Action
1.0	<b>Apologies</b> Roger Fisher, Stonehenge WHS Steering Committee	
2.0	<b>Minutes of last meeting</b> <ul style="list-style-type: none"> <li>• CS queried the use of the word residential in relation to possible study facilities discussed at item 7.0. This does not reflect his proposal but relates to a consideration raised in the WHS Management Plan 2015.</li> </ul>	
3.0	<b>English Heritage Membership</b> <ul style="list-style-type: none"> <li>• Kate Davies membership of the WHSPP on behalf of EH was proposed by Jan Tomlin and seconded by both CS and SW. The group welcomed KD as member.</li> </ul>	
<b>Partnership Panel Priority Actions: Stonehenge and Avebury Joint Projects</b>		
4.0	<b>WHS Plaques</b> <ul style="list-style-type: none"> <li>• SS gave a brief summary of the paper prepared for the meeting. The group agreed that there should be two identical simple and clear plaques at both Stonehenge and Avebury. They will be in a prominent position where the majority of visitors will see them.</li> <li>• KD offered to ask if the Creative Services team at EH could come up with a design which meets the UNESCO criteria. This might help reduce costs. VAT could also be reclaimed by qualifying organisations. A more conservative choice of materials may also reduce costs.</li> </ul>	<b>WHSCU to discuss wording, position, material and design with EH and NT prior to next meeting</b>

	<ul style="list-style-type: none"> <li>• EH and the NT should meet with the WHSCU to discuss appropriate position, design and material. As well as adhering to UNESCO guidelines on the use of the symbol and wording the following should be considered: adequate size and appropriate position for visitor photographs; discouraging theft as far as possible; materials appropriate to location e.g. if on Visitor Centre to work with cladding.</li> <li>• The group agreed that the plaques should be in position and ready to unveil by the 30<sup>th</sup> Anniversary of inscription on the World Heritage list in November 2016.</li> <li>• An event could be held to mark this which could be an opportunity for recouping the cost of the plaque by encouraging visits in low-season. Opportunity for community engagement.</li> <li>• Funding needs to be finalised once accurate costing for final design is arrived at.</li> </ul>	<p><b>KD to ask EH Creative Services to produce a draft design</b></p> <p><b>Based on this seek an accurate quote</b></p> <p><b>EH/NT to consider possible unveiling events</b></p>
5.0	<p><b>WHS Leaflet</b></p> <ul style="list-style-type: none"> <li>• The draft Stonehenge and Avebury leaflet was circulated to the group. It will provide information to visitors on what the WHS is and how it is managed (The wording is based on the extracts from the Management Plan). The version produced for Stonehenge in 2010 has proved very popular. Currently nothing exists that introduces and explains the WHS to the public and that covers both halves: Stonehenge and Avebury. The leaflet aims to raise awareness and enhance the profile of the WHS. It is not designed as an in depth guide. It signposts tourists to other materials available that provide this by including website details.</li> <li>• The group agreed that the design was good and reflected the theme of quality, authority and elegance emerging in the WHS publications. Members of the liaison group (NT, Wiltshire Council and HE) are currently checking the wording for accuracy. The Panel recommended adding captions to identify images.</li> <li>• A copy will be circulated to the group once it is finalised. It will be available on site and in local tourist information centres and relevant public places.</li> </ul> <p>Funding is available from the WHSCU project budget for</p>	

	<p>the first print run. Future print runs will require partnership funding. Translations can be considered in the future if funding is available.</p>	
6.0	<p><b>WHS Boundary Signs</b></p> <ul style="list-style-type: none"> <li>• The boundary signs for the WHS will be replaced at Avebury. This will increase awareness of the single WHS and its extent. The design will be based on that in place on the A303 at Stonehenge. It will include a simple WHS circular symbol and the colour will resemble the blue/grey of the WHS publications including the Management Plan.</li> <li>• The signs at Avebury will remain in their current position except on the A4 at West Overton where this sign will be moved further east closer to the actual boundary. BT is discussing the position of additional boundary signs at Stonehenge with local parishes.</li> <li>• Wiltshire Council Highways is providing the funding for the boundary signs.</li> </ul>	
7.0	<p><b>WHS 30<sup>th</sup> Anniversary Programme</b></p> <ul style="list-style-type: none"> <li>• Stonehenge and Avebury is one of seven sites celebrating the 30<sup>th</sup> anniversary of its inscription on the WHS list in 1986 (Giant’s Causeway, St. Kilda, Durham Castle and Cathedral, Castles and Town Walls of King Edward, Ironbridge Gorge, Fountains Abbey). WH:UK has designed a logo which WHS partners have been asked to use to badge any relevant events they may be running to help create a celebratory programme. The UNESCO National Commission and ICOMOS-UK are keen to promote awareness through anniversary events.</li> <li>• The WHSCU is planning a day conference in Devizes to celebrate the anniversary on Saturday 19<sup>th</sup> November. Speakers are still being decided on. The topics will cover changes in knowledge over the last 30 years as well as the attributes of OUV. In addition to speakers on archaeology we hope to secure presentations on areas such as archaeoastronomy and the artistic inspiration provided by the WHS. The international aspects of the WHS will also be reflected.</li> <li>• An evening reception is being planned which the WHSPP will be invited to take part in hosting. The possibility of day trips offering an extra insight behind the scenes at both the WHS and the museums is being explored for</li> </ul>	<p><b>BT to explore</b></p>

	<p>Sunday 20<sup>th</sup>.</p> <ul style="list-style-type: none"> <li>• Smaller special events are also being planned including a walk in the Stonehenge landscape with the RSPB and NT. We hope to also take part in Open Farm Sunday in Avebury and Avebury Day in the summer.</li> <li>• The group requested a logo in different colours for use on their materials prepared for 2016.</li> </ul>	<p><b>possibility of providing the 30<sup>th</sup> Anniversary logo in different colours and circulate outcomes</b></p>
<p><b>Partnership Panel Priority Actions: Resourcing/Advocacy</b></p>		
<p>8.0</p>	<p>WHS Coordination Unit: Purpose, Placement and Staffing</p> <ul style="list-style-type: none"> <li>• As the group responsible for the strategic direction of the WHS and the WHSCU, the WHSPP began discussions on the future form of and the necessary support for the Unit at their summer meeting in Lulworth Cove. AS reemphasised the need to clearly articulate the purpose of the WHSCU to help underline its importance and ensure that adequate funding is maintained and/or enhanced to allow it to achieve this.</li> <li>• He asked the group to discuss and agree the purpose of the Unit and consider its requirements. It is important to establish this in the first instance in order to understand the level/form of funding necessary. Appropriate levels of funding for effective coordination can then be sought. Despite current challenges faced by funders this should not limit the identification of needs at this stage. AC prepared a brief outline of purpose of the WHSCU based on the current ToR which was circulated in advance of the meeting to guide discussion.</li> <li>• SS gave a short presentation on the different approaches to providing the coordination function at other UK WHS's as an example of possible alternative approaches for discussion of the purpose and makeup of the WHSCU. In summary, 18 of the 29 WHS's have dedicated coordinators. Those WHSs without dedicated coordination have a staff member(s), usually at a senior level, whose responsibilities include the WHS. Local government hosts all or part of the coordination function of 13 sites. 10 are within planning/economic development services. Government agencies (CADW and Historic Environment Scotland) host 5, the National Trust 3 and dedicated trusts/charities a further 3. Funding for coordination is provided either fully or partly by local</li> </ul>	<p><b>AS to adjust purpose of WHSCU document as required to reflect the discussion</b></p>

government at 15 WHSs, government agencies at 8 and by dedicated charities or trusts at 3. The 3 off-shore WHSs were not included in the survey.

- The coordination arrangements vary widely. They have usually arisen in response to several factors including: the motivation for listing; the nature and extent of the site; the ownership of the site (particularly whether this is in single or multiple ownership); the nature of challenges in the area. It seems that in areas where WHS status has been seen as a valuable brand offering the opportunity for economic development, environmental regeneration and social benefits, the coordination function has been more heavily invested in to achieve added value. This underpins Price Waterhouse Cooper's findings for DCMS's review of WHS inscription in 2008: "... WHS status is what you make of it. Where the status has been used to full effect it has brought partners together, leveraged additional funding, led to new development and enhanced educational benefits, improved conservation and even led to regeneration in some locations."
- Some examples of WHSs that have decided to invest in reaping the wider benefits of the status include the Jurassic Coast, Derwent Valley Mills and Edinburgh. They have expanded their teams to achieve greater benefits as well as developed some innovative funding strategies in some cases through the establishment of a dedicated trust. A table outlining the basic coordination arrangements at UK WHSs was circulated.
- The Management Plan 2015 sets out greater aspirations for WHS in the areas such as economic regeneration and community engagement. AS asked the group to focus on the purpose of the Stonehenge and Avebury WHSCU taking this into account.
- KD emphasised that the Unit should be fit for purpose and that its form should follow its function. AS asked the group to consider what the function of the WHSCU is and should be. A number of the WHS partner organisation such as the NT, EH and HE undertake many areas related to protection and visitor management of the WHS in the areas they are responsible for. The group agreed that the Unit plays a key role in ensuring the WHS partners, including the key organisations, and all other stakeholders work together in a complementary fashion

	<p>to achieve the aims and objectives of the WHS Management Plan. A core element of the coordination function is facilitating cooperation and partnership working to this end.</p> <ul style="list-style-type: none"> <li>• Another key role is advocacy and awareness raising for the WHS and ensuring it taken into account in all decision-making . The WHSCU also has an important role in offering advice reflecting the aims and policies set out in the Management Plan. Another purpose is identifying resources for undertaking the actions. This is extremely challenging and time-consuming. The secretariat function of the WHSCU is time-consuming and further assistance either paid or volunteer might free up more coordinator time for more beneficial work on fundraising and project management.</li> <li>• Fundraising is likely to become an increasingly important priority and as this function grows the form of the WHSCU will need to evolve to ensure there is adequate staffing to deliver this as well as the core coordination and partnership and project/programme management functions.</li> <li>• There was some discussion about whether planning advice should include responding to individual applications or training planners. The latter may be more time-efficient although possibly compromised when turnover is high and planning staff are experiencing challenging workloads. The Planning SPD could assist with this. Being based within the planning service could also assist with this.</li> <li>• AS pointed out that if WHS partners wish the WHSCU to go beyond the core partnership management roles and be able to respond as proactively as possible to emerging opportunities and develop and manage further ambitious projects as well as increasing fund- raising in addition to their current agreed functions this may require an increase in capacity/resources.</li> <li>• AS clarified that the WHSCU is hosted by Wiltshire Council with one coordinator funded by the Council and the other by Historic England. A key element is retaining a neutral/quasi-independent role in order to represent the WHS and the partnership. It reports to the WHSPP and Steering Committees. The coordinators work to the</li> </ul>	
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	<p>priorities set out in the Management Plan and agreed by the WHS partnership and not any one individual partner.</p> <ul style="list-style-type: none"> <li>The Unit is currently based within the Archaeology Service of the Council for administrative day to day HR-related functions only as set out in the ToR. SW reported that funding from Wiltshire Council for the coordinator's post was not guaranteed beyond March 2017. AV advised that HE hope to identify the same to continue the secondment for the coordination role they currently fund.</li> <li>Generally the group agreed with the purpose of the Unit as set out in the circulated document. The Panel should consider additional purposes/roles the WHSCU could serve and identify the most appropriate resourcing and arrangements to achieve this in advance of the next meeting. It was recognised that further support and resources would be needed if the Panel wanted the WHSCU to expand on its current role and take on additional projects/fundraising.</li> </ul>	<p><b>WHSCU to identify any additional support necessary to achieve agreed purpose as well as any additional aims/purposes identified by the panel</b></p>
9.0	<p><b>Funding of Implementation of Management Plan Actions</b></p> <p><b>WHS Setting Study (Priority 1, 2016)</b></p> <ul style="list-style-type: none"> <li>SS summarised the paper outlining the importance of proceeding with work on the Setting Study as soon as possible. It should help to inform projects such as the A303 improvements, the Royal Artillery Museum and Army Rebasing. Careful project management and support from partners with the provision of advice and officer time could help to reduce costs. Existing data will also be identified during the scoping process and this may also help to reduce costs.</li> <li>AV may be able to provide some funding this financial year although next year is more uncertain. It would be advisable to see if some costs can be frontloaded. Phil McMahon should be contacted in relation to scoping the project</li> <li>SS has made an initial enquiry to Wiltshire Council's Economy and Planning Directorate about funding. SW will discuss a funding solution with them following the meeting.</li> </ul>	<p><b>SS to arrange a scoping meeting to inform the project brief for the Setting Study</b></p> <p><b>SS to liaise with AV on funding available this financial year</b></p> <p><b>SW to talk to relevant officers regarding Wiltshire Council contribution to the Setting Study</b></p>
10.0	<p><b>Stonehenge and Avebury WHS Trust</b></p>	

	<ul style="list-style-type: none"> <li>• The group agreed that it was a good idea to establish a trust for the WHS. Trust models and achievements at other WHSs should be explored. The purpose of the trust needs to be clarified. Getting this right is essential. Its objects need to be adequately charitable in nature.</li> <li>• The trust could provide funding for specific projects. The possibilities of it providing core funding should be researched and lessons learned from where it has not worked for example at Hadrian’s Wall where the trust collapsed for a number of complex reasons.</li> <li>• Experts in funding and establishing trusts from both HE and the Council can offer advice.</li> </ul>	<p><b>SS to research the best form of trust to meet WHS needs and report recommendations to WHSPP</b></p>
11.0	<p><b>Public Profile of Stonehenge and Avebury WHS</b></p> <ul style="list-style-type: none"> <li>• AS suggested that in order to raise the profile of the WHS, there should be a comment on relevant projects or developments from the WHS itself. There should be a comment on projects such as RAML or the A303 on behalf of the WHS not just the partner organisations. This comment would reflect the Management Plan aims and policies.</li> <li>• Partners have committed to mentioning the WHS when commenting or writing press releases although they rarely have final control over whether they are included in the final copy.</li> <li>• AS suggested partners in addition to their own releases direct queries to the WHSCU who would work with him to produce a release reflecting Plan policies on behalf of the WHS. This will ensure opportunities to raise awareness are not missed.</li> <li>• CS suggested that the WHSCU should have been at the CBA conference on managing the Stonehenge part of the WHS. The WHS needs a presence in addition to the partner organisations. Panel members should help to facilitate inclusion/representation of the WHSCU at relevant events.</li> </ul>	
<b>External Strategic Projects affecting the WHS</b>		
12.0	<p><b>Strategic projects update</b></p> <ul style="list-style-type: none"> <li>• <b>A303</b> AV reported that the UNESCO and ICOMOS mission at the end of October had gone well. UNESCO were pleased</li> </ul>	

	<p>that the UK had engaged with them at such an early stage in the project. A short paper was tabled updating the group on the visit which will be circulated with the notes. Their report is expected in February.</p> <ul style="list-style-type: none"> <li>• Highways England will be taking the project forward in early 2016. As part of the Development Consent Order process they will produce a public engagement strategy. The design phase will begin later in the year. A review of the previous options will take place alongside work on the route.</li> <li>• <b>RAML</b> AS reported that the name is now officially the Salisbury Plain Heritage Centre. The idea of a WHS Centre as part of the development is still supported.</li> <li>• The bid for phase 1 is currently with HLF Many of the team working on proposal were previously involved in the Stonehenge Visitor Centre project.</li> <li>• The proposed location has been moved nearer to the point-to-point course away from Knighton Barrow.</li> </ul>	
13.0	<p><b>AOB</b></p> <ul style="list-style-type: none"> <li>• AV reported that the research work currently being undertaken by HE in the southern part of the Stonehenge landscape will be presented to ASAHRG on 22<sup>nd</sup> January</li> <li>• AS reported that Jeff Smith from RAML has offered a briefing to members of the WHSPP interested in the project. He will arrange a date and inform the group.</li> <li>• AW reported that he and a group of interested people have set up a group to consider questions with an international and cross-disciplinary aspect named <i>Avebury Connecting Worldwide</i>. This is meant to provide an additional layer to the rich seam of research in the WHS. He will circulate a prospectus for information and comment early in the new year.</li> <li>• AS reported that he had attended the recent Arts Symposium which was a successful event that should further the engagement of a wider audience with the WHS through the arts.</li> </ul>	
14.0	<b>Date of next meeting</b>	

	10.30 AM Tuesday 19 <sup>th</sup> April, 2016 July Away Day to Bath WHS date and venue tbc	
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