

## Stonehenge and Avebury WHS Partnership Panel Meeting Notes County Hall, Towbridge 3.00 PM Friday 19<sup>th</sup> April 2016

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

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

Item		Action
1.0	<b>Apologies</b> Kate Davies, English Heritage	
2.0	<b>Minutes of last meeting</b> <ul style="list-style-type: none"> <li>The minutes were accepted by the WHSPP with one minor amendment in penultimate paragraph of section 8.0. The term pay and rations to be replaced by day to day HR-related functions for clarity.</li> </ul>	
<b>Partnership Panel Priority Actions: Stonehenge and Avebury Joint Projects</b>		
3.0	<b>WHS Plaques</b> <ul style="list-style-type: none"> <li>A shorter version of the text circulated at the last meeting has been prepared. Work continues with partners on the design and location of the plaques. CS suggested bronze would be the best material if in a secure area. This is used in many WHSs.</li> <li>Thanks are due to the Avebury Charity for their contribution of £250 towards the cost of producing the plaques.</li> <li>The plaques will be in place for the anniversary in November.</li> </ul>	<b>BT to continue development with EH and NT</b>
4.0	<b>WHS Leaflet</b> <ul style="list-style-type: none"> <li>The WHS leaflet is finished and has been distributed. JT reported that it has been a very successful initiative. It has the right design and feel for the WHS identity and is very popular with visitors. CS reported that Swindon Library have found it very popular.</li> </ul>	<b>SS to contact VisitWiltshire to see if there is a distribution network for accommodation</b>

	Accommodation providers could be provided with the leaflets for their guests.	<b>providers</b>
5.0	<b>WHS Boundary Signs</b> <ul style="list-style-type: none"> <li>The new boundary signs will be installed this year funded by Wiltshire Council and Historic England. The Council is currently seeking permission for non-standard signage from the DfT.</li> </ul>	
6.0	<b>WHS 30<sup>th</sup> Anniversary Programme</b> <ul style="list-style-type: none"> <li>BT reported on the programme. There will be speakers from France and Scotland as well as universities involved in research in the WHS and representatives of the partners who manage the Site who will talk about progress in the last 30 years.</li> <li>The conference will take place on 19<sup>th</sup> November in Devizes. There will be the opportunity for delegates to book special guided tours of partner museums on Sunday 20<sup>th</sup>. An evening reception on 19<sup>th</sup> to thank partners and landowners/farmers is under consideration. Funding will need to be identified for this to take place.</li> <li>Jane Scott and Duncan Wilson will attend. Confirmation of whether Helen Ghosh will be coming is awaited from the National .</li> <li>Although the conference should be self-funding possible sponsorship can be explored. Wadworth's was suggested.</li> <li>The 30<sup>th</sup> Anniversary of the seven UK WHS's has been picked up by Twitter. DCMS congratulated the Sites on helping to raise awareness of World Heritage in the UK on World Heritage Day.</li> </ul>	<b>BT/SS to continue development</b>  <b>All to provide SS with suggestions for sponsors</b>  <b>SS to contact Wadworth's</b>
<b>Partnership Panel Priority Actions: Resourcing/Advocacy</b>		
7.0	<b>Process for review and restructure of WHS Coordination Unit</b> <ul style="list-style-type: none"> <li>It was confirmed that BT will be leaving in June. A key issue for the WHSPP will be ensuring that the WHSCU is properly resourced to enable it to continue to operate effectively. It is also necessary to consider how best to use resources.</li> <li>AS introduced a timetable for the review of the WHSCU and job roles within it. Although a trust may become the employing body if agreed by partners this is unlikely to happen before 2018 and only then if it can be demonstrated that this model would be sustainable. In the interim</li> </ul>	<b>Working group to create draft proposed ToR and job roles</b>  <b>WHSPP to discuss these at its next meeting. Chairs to circulate to Steering Committees for comment.</b>

	<p>it will be necessary to decide on its purpose as well as the resourcing and roles within the WHSCU. The ToR for the Unit in the interim period will be drawn up and the job descriptions drafted. A working group will be set up to draft these and the WHSPP will be consulted on them in the summer/early autumn.</p> <ul style="list-style-type: none"><li>• There will need to be support for SS in the interim period while the new arrangements are agreed and put in place. If the timescale for change cannot be shortened, a short term fill in post will need to be recruited.</li><li>• In response to questions SW confirmed that funding was in place from Wiltshire Council for 2016/17 and 2017/18 during the period leading up to the move over to a trust. AV reported that while HE should be able to provide assistance for these interim arrangements during the same period, most probably via grant support, it is harder to say what funding will be available in the longer term. He added that HE will assist with solutions for plugging the resource gap in the period following BT's voluntary exit.</li><li>• CS questioned how the ToR would be approved and the role of the Steering Committees in this. The Panel agreed that the Committees are represented by AW and RF who could comment on their behalf. It will be up to the Steering Committee chairs if they consult their group. They agreed that this could be done via email rather than at the next meetings which will not take place till the end of September. AW suggested a position paper or similar could be circulated for comment. The Committees will also be represented in discussion by the PP who will review the proposed ToR and job roles at their next meeting.</li><li>• AS summarised the purpose of the Unit as bringing partners within the framework of the Management Plan to deliver its actions. He suggested that points related to funding could be expanded in the new terms of reference.</li><li>• SS and BT underlined the need to provide additional resource if there is to be an increased focus on fundraising. It is unlikely</li></ul>	
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	<p>to be successful if simply bolted on to the existing function of the Unit without additional resource/ support. The work of establishing the trust will require additional support/resource as well as the task of pinpointing the USP/brand of the WHS that will enable successful targeting of fundraising efforts. The tasks requiring adequate resource/support during the initial period of establishing the trust are set out in the paper circulated to the PP prior to the meeting.</p>	
8.0	<p><b>Stonehenge and Avebury WHS Trust</b></p> <ul style="list-style-type: none"> <li>• The report and recommendations on the setting up of a Stonehenge and Avebury WHS Trust was circulated to partners prior to the meeting. It was based on research by SS. Its recommendations were accepted.</li> <li>• All agreed with the recommendation that a CIO was the most appropriate vehicle. It needs to retain the option of employing staff in the medium term once it has proved its ability to be sustainable from a fundraising perspective.</li> <li>• Additional resources are required to undertake the task of establishing the trust. Three to four months of extra support would be helpful in the interim period. Resource will need to be identified for this. Members of the PP also need to assist in the process.</li> <li>• Tasks include identifying a dynamic, principle trustee experienced in establishing similar trusts and setting up a shadow board with the necessary skills and time to take it forward. The initial individual should kick start the process. An accountant, lawyer and communication/branding expert would be helpful as shadow board and/or adviser. Members of the PP will need to help with practical tasks as requested. AW offered to assist with these as necessary.</li> <li>• Proposed objects are included in the report for comment. They focus on the USP of the WHS with emphasis on the international theme and the projects related to UNESCO obligations and projects included in the Management Plan. Money could be distributed to partners to deliver projects on which they are the lead.</li> </ul>	<p><b>All to assist with identifying a suitable principle trustee. Send suggestions to SS</b></p> <p><b>Partners to identify short term injections of recourses to support establishment of trust possibly as part of the new job roles.</b></p> <p><b>All partners to consider possible organisations or other possibilities for in kind legal and administrative support as well as PR/identity/comms advice. Send suggestions to SS.</b></p> <p><b>JT and KD to discuss the WHS trust plans with their organisations and report back any suggestions on its purpose/objects to ensure continued productive partnership</b></p>

	<ul style="list-style-type: none"> <li>• JT asked how it would function alongside the other two trusts working in the WHS; the NT and EHT. AS recognised that it would need to differentiate its purpose as discussed. Partners would be asked to contribute to drafting its remit to ensure a productive fit between the trusts and the greatest opportunity to work together to achieve the aims of the Management Plan.</li> <li>• CS added that one of the key differentiating factors is that the WHS trust covers the entire area of both landscapes. It will require time to establish this niche. Thought will be required on how it markets and manages itself as well as what partners it will work with to deliver its objects. This should be done in a non-competitive spirit of partnership.</li> <li>• The possibility for support in kind from an organisation with appropriately qualified and experienced staff was raised. Legal and administrative assistance would be helpful. CS suggested Nationwide.</li> </ul>	<b>working</b>
<b>External Strategic Projects affecting the WHS</b>		
9.0	<p><b>Strategic projects update</b></p> <ul style="list-style-type: none"> <li>• <b>A303</b> AV reported that the UNESCO/ICOMOS report on their visit to Stonehenge would soon be posted. AS reported that he had attended the Highways England road show in Amesbury.</li> <li>• <b>RAML</b> AS reported that a Head of Interpretation had been appointed by RAML. They are currently awaiting the decision on funding from HLF. AS has made the point that any interpretation needs to include a WHS section. RF attended a public exhibition on the project. The community are unhappy about the possible traffic implications. AS added that they will need a transport plan and should consider the hopper bus that would also serve the WHS as suggested in the Management Plan.</li> </ul> <p><b>WHS 30<sup>th</sup> Anniversary Conference</b></p> <ul style="list-style-type: none"> <li>• AW underlined the need to provide additional resource to support SS in the preparation for the conference once BT has left in June and the capacity of the WHSCU is halved. AV and SW confirmed that additional resource will be provided to ensure adequate support is available.</li> </ul>	

10.0	<p><b>Solstice Management Arrangements</b></p> <ul style="list-style-type: none"> <li>• A strategic approach to management of the Ridgway over the Solstice period has been agreed. JT highlighted the ongoing substantial effort put in by managers such as EH and the NT and their staff and other WHS partners including the police and Wiltshire Council to ensuring Solstice is well managed. This is at considerable financial cost to the organisations involved. Costs continue to rise as other observances grow in popularity. AW passed on the thanks of the community. RF reported that EH were aiming to reflect the growing family oriented observance by banning alcohol this year.</li> </ul>	
11.0	<p><b>AOB</b></p> <p><b>Litter in the WHS</b></p> <ul style="list-style-type: none"> <li>• BT reported that concern had been expressed at the Stonehenge Steering Committee over the level of rubbish/litter on the A303 in the WHS. NS added that it is also a problem on Byways 11 &amp; 12. There is only one Council staff member currently detailed to collect litter in the area. Highways England has ceded responsibility for litter collection to the Council but without resources to support the task. A letter is being sent to the Council to draw attention to this issue copied to Cllr. Sturgis and SW. AS suggest a 'Parish' Warden dedicated to the WHS might offer a solution.</li> </ul> <p><b>Avebury Connecting Worldwide</b></p> <ul style="list-style-type: none"> <li>• AW reported that they ACW will be producing short films similar to TED talks on themes related to the WHS. If they are done before November they might be relevant for the conference.</li> </ul> <p><b>Avebury Charity</b></p> <ul style="list-style-type: none"> <li>• The charity is donating £250 towards the plaques and contributing to the travel costs of Serge Casson who is speaking at the November conference. It will also be contributing to translation of the new WHS leaflets in due course.</li> </ul>	

12.0	<b>Date of next meeting</b> <ul style="list-style-type: none"><li data-bbox="331 100 922 212">• 10 AM Tuesday 5<sup>th</sup> July Away Day to Bath WHS – agenda and joining instructions to follow</li><li data-bbox="331 257 869 291">• 10.30 AM Tuesday, 6<sup>th</sup> October, 2016</li></ul>	
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