

**Traffic and Visitor Management Group Meeting Note  
28<sup>th</sup> March 2012**

**1. Attendees:**

Robin Butler (WHS Farmers)  
 Judy Farthing (Avebury Society)  
 Steve Colwill (Wiltshire Police)  
 Tim Davis (Wiltshire Council)  
 Eleanor Eaton (NT - Chair)  
 Sarah Simmonds (WHSO)  
 Andrew Williamson (APC)

**Apologies:**

Jan Tomlin (NT)  
 Stuart Maughan (EH)  
 David Vaughan (Wiltshire Council)

Item		Decision/ Action
2.	<p><b>Actions from last meeting:</b></p> <p><b>Sign for community shop</b>            AW raised queries regarding the new panels in the car park. AW suggested that the community shop should be indicated and more emphasis and information on World Heritage Site status should be provided.</p> <p><b>Guardianship panels</b>            The guardianship panels have now been installed.</p> <p><b>Tourism information provision</b>            AW reported that he was looking into the possibility of providing micro information points at existing local business following the closure of the TIC.</p> <p><b>WHS Road maintenance protocol</b>            The road maintenance protocol is working week although SS reported that some minor surface work had been carried out on the A4 without prior warning. This arose through lack of awareness of the extent of the WHS by some Mouchel employees. This has now been resolved.</p> <p><b>Vans and camping at the start of the Ridgeway</b>            JF reported that the new fence protecting the water source is working well and passed on thanks to the National Trust for their work.</p> <p>AW reported that he would be meeting the National Trust's surveyor, Amy Jeenes, to discuss the definitive route of the Right of Way (RoW).</p> <p>AW reported that Richard Broadhead advised that it might be simplest to go to a magistrate to ask them to realign the existing route of the RoW.</p>	<p><b>AW/EE to discuss</b></p> <p><b>AW to feed issues into WHS Management Plan review</b></p> <p><b>National Trust to take forward</b></p>

<p>3.</p>	<p><b>World Heritage Site Traffic &amp; Design Project Update – Tim Davis</b></p> <p>TD updated the meeting on progress so far:</p> <ul style="list-style-type: none"> <li>• The project design has been agreed by the project board. The project team have collated a large amount of evidence, including reviewing existing information and carrying out new vehicle counts and movements.</li> <li>• No up to date information is available for parking, so they are developing a brief for what they need to discover, and how this data might be captured.</li> <li>• In relation to the design guide, Ben Hamilton-Baillie (BHB) gave a talk recently suggesting outline solutions based on approaches that might be suitable for the WHS. Work is being carried out to develop a brief for the design guide and the likely cost of is being explored.</li> <li>• Laura Gosling from Highways has been replaced by Charlotte Spark for the immediate future.</li> </ul> <p>JF advised that the Avebury Society is interested in looking at light pollution from the Beckhampton Roundabout. SS asked TD to consider the effects of sky glow from street lighting in any traffic strategy. The safety of users of major junctions will need to be considered.</p>	
<p>4.</p>	<p><b>Parish Transport Group – Andrew Williamson</b></p> <p>AW reported that Avebury Parish Council (APC) has set up a transport group in order to address concerns regarding traffic noise, bus stops, walkways on main routes, and the treatment of the high street.</p> <p>A meeting was held in the Avebury Social centre to discuss Avebury Parish residents' concerns. BHB held a meeting at Lockeridge showing how design might help to augment speed limits and increase a sense of place. He has carried out an initial study for around 15 villages around Marlborough. APC are hoping for support from the Local Area Board to commission BHB to do a similar study for Avebury looking into the speeds on the main road and the conflict between traffic and pedestrians on the High Street.</p> <p>TD commented that there was some synergy between BHB's ideas and the Avebury Traffic Design project. A discussion followed on how design might be used to resolve some of the WHS traffic issues, and the need to keep all stakeholders involved in the project so that solutions are delivered further down the line. In particular the WHS committee must see plans before they are finalised and plans must be achievable in terms of funding.</p>	

5.	<p><b>DDA &amp; Crossing points</b></p> <p>EE advised that the National Trust had met Wiltshire Council Highways in January to discuss the work required for disabled access to the stone circle. At that point Wiltshire Council were looking into how they might schedule their work, but no update on this has been received so far.</p>	<p><b>TD to follow up with Wiltshire Council</b></p>
6.	<p><b>Local Livelihoods and Tourism</b></p> <p>AW advised that he has had two meetings with local business representatives, and reported on some of the issues discussed.</p> <ul style="list-style-type: none"> <li>• Traffic management: delivery vehicles to the National Trust's estate office are still directed to the High Street because of the site postcode. The National Trust are investigating getting this changed.</li> <li>• TIC: the closure of the TIC was regretted deeply.</li> <li>• Signposting to local businesses, both physical and online:</li> <li>• The meeting discussed the need for an overall WHS interpretation plan and information for visitors on the WHS on arrival on panels and a leaflet. SS suggested that a WHS website could also assist with this. These should be objectives in the updated Management Plan</li> </ul>	<p><b>Report to WHS Steering Committee</b></p>
7.	<p><b>The Great Stones Way</b></p> <p>The meeting discussed a number of concerns regarding the Great Stones Way project. SS is providing formal comments to the GSW on the likely impact of increased visitor numbers; an assessment of this this should form part of the Environmental Impact Study.</p> <p>AW expressed concerns regarding predicted numbers of up to 46,000 extra visitors to the Ridgway, who might want to park in Avebury, thereby using up available parking provision for visitors to the village and the monuments, which would impact on local businesses.</p> <p>AW advised that it has been difficult to get data from the Friends of the Ridgway (FoR), but the website is promoting Avebury as a key feature of the route. APC are asking the FoR to support the WHS management plan principles and to change the name of the route, as well as to remove the focus from Avebury in their promotion. SS is asking for an impact study and a commitment to educate visitors regarding parking. The meeting discussed concerns regarding a lack of accountability within the FoR.</p>	<p><b>AW/SS to provide comments to Friends of the Ridgeway</b></p>
8.	<p><b>NT update on visitor management issues</b></p> <p>EE reported that the BBC series had resulted in an increase of visitors of over 300% on previous year during the February half term. A 25% had been predicted by NT experts.</p>	<p><b>EE to continue with work to manage visitors</b></p>

	<p>Several measures had been taken in order to cope with this and help alleviate the pressure on the village, including providing more staff, removing all marketing for Easter, and encouraging visitors to stay away during the peak times. The possibility of temporary extra parking provision for the Easter peak is being investigated, and negotiations are underway with local landowners. Options for using the Manor parkland are also being considered. AW, RB and JF expressed concern over the large numbers of people who were arriving, and the impact this was having. SC advised that the police could help if traffic congestion began to cause a hazard for motorists over Easter.</p>	<p><b>over the Easter peak</b></p>
9.	<p><b>Information Exchange</b></p> <p><b>Traffic Lights on A4 at Silbury Hill</b> The meeting was informed about planned works to the A4: traffic lights would be in place shortly whilst a drainage survey was being carried out, followed by repairs to the whole section of road later in the year.</p> <p><b>WHS Management Plan Review</b></p> <p>SS advised that the review project had now started: the project board has held two meetings. SS will be designing some consultation with local communities, including a small exhibition. A wider stakeholders' workshop will be held on 24<sup>th</sup> May in Marlborough.</p>	
10	<p><b>Review of Report to Steering Committee – Jan Tomlin</b></p> <ul style="list-style-type: none"> <li>• Update on traffic design work, and in particular its synergy with the village transport group and the village livelihoods group.</li> <li>• Reminder regarding concerns with the Great Stones Way project, including a brief statement of concern regarding its possible impact, and the need for protocol regarding promotion, arrangements for the management of the GSW, and its accountability. Request that Andrew Vines write to the Friends of the Ridgeway asking them to endorse the principles of the WHS management plan.</li> <li>• Suggest WHS panel and leaflet to be produced for visitors</li> <li>• Flag issues with high number of cars visiting Avebury following the BBC series.</li> </ul>	<p><b>JT to provide update to WHS steering committee</b></p>
11.	<p><b>Date of Next Meeting:</b> Provisionally Wednesday 18<sup>th</sup> July at 2.00pm – TBC dependent on progress on WHS Traffic Strategy</p>	<p><b>SS to confirm date</b></p>