



United Nations
Educational, Scientific and
Cultural Organization



Stonehenge, Avebury
and Associated Sites
inscribed on the World
Heritage List in 1986

Stonehenge, Avebury and Associated Sites World Heritage Site

Management Plan 2015

Stonehenge, Avebury and Associated Sites

World Heritage Site Management Plan 2015

Written by Sarah Simmonds and Beth Thomas



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FOREWORD

By Jane Scott, Leader, Wiltshire Council



I am very pleased to present this first joint Management Plan for the Stonehenge and Avebury World Heritage Site.

Stonehenge, Avebury and Associated Sites is one of Britain's best known World Heritage Sites and Wiltshire is proud to be the home of this international icon. As well as providing a strong identity for Wiltshire and helping to attract inward investment to the County, the many visitors to the Site generate income and employment for our residents.

Management Plans provide the frameworks for the protection and management of World Heritage Sites to ensure both the maintenance of their Outstanding Universal Value and guide their continued sustainable use. They are fundamental to meeting the UK's international obligations under the World Heritage Convention.

Wiltshire Council welcomes the commitment demonstrated by central government through their investment in working to achieve a solution to the challenges related to the A303 which will protect the World Heritage Site and maintain its OUV. The Council demonstrates its ongoing commitment by hosting the World Heritage Site Coordination Unit in partnership with

Historic England. The Wiltshire Core Strategy produced by the Council includes a robust policy for the protection of the World Heritage Site.

This first joint Stonehenge and Avebury Plan demonstrates the desire by all partners to work more closely together across Wiltshire. This will enable the protection and enhancement of both parts of the World Heritage Site to be achieved in the most efficient and sustainable manner and its potential benefits to the County and the community to be more fully realised. One of the actions in the Plan is the development of a sustainable tourism strategy, which aims to encourage some of the one and a quarter million visitors to Stonehenge to stay longer and explore the wider World Heritage Site landscape and the County.

I am grateful to all those people and organisations who have worked together on numerous projects in both parts of the World Heritage Site since its inscription in 1986 to bring about positive benefits for Wiltshire and the UK. I am sure that this joint Management Plan will prove invaluable for the continued protection and enhancement of this internationally important site.

Jane Scott OBE

PREFACE

The Stonehenge, Avebury and Associated Sites World Heritage Site covers approximately 52 square kilometres of land in Wiltshire. This land is densely packed with some of the finest prehistoric monuments in the world. The Stonehenge and Avebury World Heritage Site Management Plan sets out the strategy for the protection of the Site for present and future generations. It explains the international significance of the Site, outlines the key management issues and our long-term aims, as well as the detailed actions for achieving them.

The decision to create a joint Stonehenge and Avebury Plan reflects recent changes in the governance structure of the World Heritage Site. These changes include the establishment of the Stonehenge and Avebury World Heritage Site Partnership Panel to consider issues that affect both parts of the World Heritage Site. The Panel also identifies opportunities for improving awareness and understanding of the importance of the whole Site through innovative projects in keeping with the aims of the Plan.

These changes also included the establishment in 2014 of the Stonehenge and Avebury World Heritage Site Coordination Unit to work across the whole Site. The Coordination Unit has been instrumental in the preparation of this joint Plan and will work thematically with partners across both parts of the World Heritage Site to implement its actions. This approach will ensure the most efficient use of resources and help protect and enhance the World Heritage Site as well as increase benefits for the local and wider community. The two Steering Committees at Stonehenge and Avebury continue

to make key decisions and to monitor the implementation of the Management Plan at a local level. The representation of the local community on these Committees ensures that they remain closely involved in the management of the World Heritage Site. The chairs of both Committees are represented on the Partnership Panel.

Developing this first joint Management Plan has involved a large number of people and organisations. We are very grateful for all their commitment and support. I should particularly like to thank the Stonehenge and Avebury World Heritage Site Management Plan Project Board members for their invaluable help and advice to the authors throughout the process. I would also like to thank members of the Steering Committees, the Advisory Forum and wider stakeholders who have contributed their time, experience and knowledge at a number of stages during the production of the Plan.

On behalf of all the partners I would like to thank the authors of this Plan who have risen admirably to the challenge of producing the first joint Management Plan. They have undertaken an exemplary process of comprehensive and meaningful engagement across the partnership and with the wider public to ensure an invaluable far-reaching consensus on the framework for management of the World Heritage Site and agreement on the actions that will be undertaken to achieve its protection and enhancement. Thanks to their hard work we have an invaluable document to guide our stewardship of the World Heritage Site over the next six years.

Alistair Sommerlad
Chair
Stonehenge and Avebury World Heritage Site
Partnership Panel

ACKNOWLEDGEMENTS

In 2013 both local Steering Committees agreed to the production of the first joint Stonehenge and Avebury World Heritage Site Management Plan. This was in response to a number of factors not least the recommendation by UNESCO that serial WHSs should have a coordinated approach to management and the subsequent changes proposed by the governance review. The two Coordinators and WHS partners were already working successfully on a number of joint projects affecting both parts of the World Heritage Site such as the *WHS Climate Change Risk Assessment*, the *WHS Woodland Strategy*, the *WHS Condition Survey*, the *Stonehenge and Avebury Research Framework and Megalith* (the annual Stonehenge and Avebury newsletter). The move to a more joined up approach to management planning was therefore quite natural. The WHS Coordination Unit was tasked with producing the first joint Stonehenge and Avebury WHS Management Plan.

As authors of the Management Plan we would like to thank all those individuals and organisations who worked alongside us in its development which was essentially a partnership effort. We could not have achieved this without their help, support and generosity in sharing their expertise, knowledge and experience. The excellent track record of partnership working and positive relationships in the WHS has enabled us to produce a widely supported Plan based on broad consensus.

In particular we would like to thank the members of the Stonehenge and Avebury World Heritage Site Project Board who worked with us on the complicated process of developing the aims, policies and actions and designing the consultation process. The members of the Project Board were: Roger Fisher (Amesbury Town Council), Colin Shell (Avebury and Stonehenge Archaeological and Historical Research Group), Andrew Williamson (Avebury Parish Council), Richard Osgood (Defence Infrastructure Organisation), Simon Ramsden and Phil McMahon (Historic England), Jan Tomlin and Nick Snashall (National Trust), Stephanie Payne (Natural England), Henry Oliver (North Wessex Downs AONB), Patrick Cashman (RSPB), Ariane Crampton, Georgina Clampitt-Dix, Sarah Hughes and Melanie Pomeroy-Kellinger (Wiltshire Council).

The Stonehenge and Avebury World Heritage Site Steering Committees have provided invaluable support and advice throughout the process. We would also like to thank them for their pivotal role in the implementation of previous plans and look forward to their continued help and support in the implementation of this new Plan. In addition to the members of the Committees who were on the Project Board and are named above we would like to express our gratitude to: David Andrews, Peter Bailey, Robin Butler, Bill Buxton, Patrick Cashman, Richard Crook, Kate Davies, David Dawson, Susan Denyer, Kate Fielden, Adrian Green, Andrew Lord, Philip Miles, John Mills, Cllr Jemima Milton, Martin Northmore-Ball, Richard Ormerod, Norman Parker, Andy Shuttleworth, Carole Slater, Gillian Swanton, Cllr Fred Westmoreland and Mike Wilmott. Special thanks go to the chairs of both Committees who worked closely with us on helping to progress to a final agreed draft: Roger Fisher (Stonehenge) and Andrew Williamson (Avebury).

We would like to thank the WHS Partnership Panel for its valuable strategic advice on the Plan. In addition to those members mentioned above we are grateful to Councillor Stuart Wheeler, Wiltshire Council's portfolio holder for Heritage and Arts and Andrew Vines, the Planning and Conservation Director for the South West (Historic England), as well as our supportive and insightful Independent Chair Alistair Sommerlad.

The advice of Avebury and Stonehenge Archaeological and Historical Research Group (ASAHRG) was extremely valuable most particularly in shaping the section on Research. We are grateful for the assistance of all members of this group.

We would like to thank the Stonehenge Advisory Forum and the wider stakeholders from both parts of the WHS who attended the three workshops held as part of the review of the previous plans and the development of this one. We would also like to thank Hilary Barnett for her assistance in facilitating the workshops.

In addition to those already mentioned we have been generously assisted by many colleagues from partner organisations. From English Heritage and Historic England these included in particular Susan Greaney who contributed to the Changes in knowledge section and elsewhere in the text, Henry Owen-John, Head of International Advice; Matthew Reynolds and Tom Duane who prepared the maps; Mel Coussens, Paul Backhouse and Damian Grady who helped to source photographs; Robin Taylor and Elaine Pooke who advised on the production of this document as well as the many who commented on the draft text. At Wiltshire Council thanks are due to Faye Glover (Historic Environment Record); Rachel Foster, Clare King and Tom Sunley, of the Archaeology Service; Yvonne Bowman, Mark Cook, Alan Creedy, Sophie Davies, Spencer Drinkwater, Fiona Elphick, Emma Glover, Laura Gosling, Carole Hayslip, Louise Kilgallen, Stephen Leonard, Sarah Marshall, Chris Minors, Phil Morgan, Maxine Russell and James Sutton. We would also like to thank both the Wiltshire and Swindon Library Services and the Avebury Social Centre who provided venues for our public consultation sessions. At the National Trust invaluable help and support was provided by Ros Cleal and Eleanor Eaton in addition to those already mentioned above.

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Sarah Simmonds
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World Heritage Site Coordination Unit