



Part Three

Aims and policies

Volunteer assisting in the construction of the Neolithic Houses at Stonehenge

James O Davies © DPL63594 Historic England

Part Three: Aims and policies

14.0 INTRODUCTION TO AIMS AND POLICIES

Part Three draws together in one place the aims and policies referred to in the discussion of issues and opportunities in Part Two.

The aims set out the eight broad longer term goals that the WHS delivery partners will work towards to achieve

the Vision while the policies set out the course of action and appropriate approach.

Part Four of the Plan sets out the actions agreed by partners to achieve these aims and implement the policies.

14.1 Aims and policies

Aim 1: The Management Plan will be endorsed by those bodies and individuals responsible for its implementation as the framework for long-term detailed decision-making on the protection and enhancement of the WHS and the maintenance of its Outstanding Universal Value (OUV). Its aims and policies should be incorporated in relevant planning guidance and policies.

Policy 1a – Government departments, agencies and other statutory bodies responsible for making and implementing national policies and for undertaking activities that may impact on the WHS and its environs should recognise the importance of the WHS and its need for special treatment and a unified approach to sustain its OUV

Policy 1b – Set within the framework provided by the Management Plan, relevant stakeholders should implement existing policy and guidance and where necessary develop policies and written guidance at a national and local level for the improved management and conservation of the WHS. These policies should ensure the maintenance of its OUV by protecting the physical fabric, character, appearance, setting and views into and out of the WHS. Relevant Management Plan policies should be incorporated within the Core Strategy and other relevant development plan documents within the Local Plan and additional WHS planning guidance produced

Policy 1c – Ensure any other plans or strategies produced locally such as Neighbourhood Plans, and the North Wessex Downs AONB Management Plan contain policies that support the protection of the WHS and its setting and the maintenance of its OUV

Policy 1d – Development which would impact adversely on the WHS, its setting and its attributes of OUV should not be permitted

Policy 1e – Minimise light pollution to avoid adverse impacts on the WHS, its setting and its attributes of OUV

Policy 1f – Any additional tourist facilities and attractions must contribute to the understanding and enjoyment of the WHS and its attributes of OUV as well as ensuring visitor dispersal and the positive management of visitor pressures

Aim 2: The WHS boundary should ensure the integrity of the WHS is maintained and enhanced by including significant archaeological features and interrelationships that reflect the attributes of the OUV.

Policy 2a – Propose to UNESCO a minor modification of the boundary at Stonehenge to enhance the integrity of the WHS

Policy 2b – Put in place appropriate guidance to ensure that development within the setting of the WHS protects and enhances the Site and its attributes of OUV

Aim 3: Sustain the OUV of the WHS through the conservation and enhancement of the Site and its attributes of OUV.

Policy 3a – Manage the WHS to protect the physical remains which contribute to its attributes of OUV and improve their condition

Policy 3b – Review regularly the condition and vulnerability of all archaeological sites and monuments throughout the WHS to guide management actions and future priorities

Policy 3c – Maintain and enhance the setting of monuments and sites in the landscape and their interrelationships and astronomical alignments with particular attention given to achieving an appropriate landscape setting for the monuments and the WHS itself

Policy 3d – Improve the WHS landscape by the removal, redesign or screening of existing intrusive structures such as power lines, fences and unsightly buildings where opportunities arise

Policy 3e – Conserve and/or make more visible buried, degraded or obscured archaeological features within the WHS without detracting from their intrinsic form and character

Policy 3f – Encourage land management activities and measures to maximise the protection of archaeological monuments and sites as well as their settings, and the setting of the WHS itself

Policy 3g – Maintain, enhance and extend existing areas of permanent grassland where appropriate

Policy 3h – Explore and develop synergies between the historic and natural environment to benefit the WHS and the maintenance of its OUV. Maintain and enhance the overall nature conservation value of the WHS, in particular: maintain, enhance and extend the existing areas of floristically rich chalk downland turf; enhance the biodiversity of permanent grassland to extend the area of species-rich grassland and provide habitat for birds, invertebrates, bats and other wildlife. Seek opportunities for the expansion of chalk grassland where consistent with protecting the WHS to sustain its OUV and relevant biodiversity targets. Extend and seek new links with relevant conservation bodies, programmes and initiatives

Policy 3i – Sustain and enhance the attributes of OUV through woodland management while taking into account the WHS's ecological and landscape values

Policy 3j – Produce risk management strategies; keep under review and implement as necessary

Aim 4: Optimise physical and intellectual access to the WHS for a range of visitors and realise its social and economic benefits while at the same time protecting the WHS and its attributes of OUV.

Policy 4a – Management of visitors to the WHS should be exemplary and follow relevant national and international guidance on sustainable tourism

Policy 4b – Spread the economic benefits from tourism related to the WHS throughout the wider community

Policy 4c – Encourage access and circulation to key archaeological sites within the WHS landscape. Maintain appropriate arrangements for managed open access on foot (taking into account archaeological, ecological and community sensitivities) to increase public awareness and enjoyment

Policy 4d – Manage special access at Stonehenge for significant occasions including solstices, and for stone circle access outside opening hours for small groups and all open access at Avebury to avoid harm to the WHS and its attributes of OUV

Aim 5: Improve the interpretation of the WHS to increase understanding and enjoyment of its special characteristics and maximise its educational potential. Engage the local community in the stewardship and management of the WHS.

Policy 5a – Improve the interpretation both on and off site to enhance enjoyment and appreciation of the WHS

Policy 5b – Develop learning opportunities offered by the WHS both on and off site

Policy 5c – Promote community involvement in the WHS to increase a sense of ownership

Policy 5d – Artists and the creative sector will offer new and inspiring ways for communities and a wider range of visitors to engage with and learn about the OUV of the WHS and the wide range of artistic responses to it both past and present

Policy 5e – Present a unified Stonehenge and Avebury WHS identity and message

Policy 5f – Explore and deliver opportunities to meet the wider objectives of UNESCO and the UK Government

Aim 6: Reduce significantly the negative impacts of roads and traffic on the WHS and its attributes of OUV and increase sustainable access to the WHS.

Policy 6a – Identify and implement measures to reduce the negative impacts of roads, traffic and parking on the WHS and to improve road safety and the ease and confidence with which residents and visitors can explore the WHS

Policy 6b – Manage vehicular access to byways within the World Heritage Site to avoid damage to archaeology, improve safety and encourage exploration of the landscape on foot whilst maintaining access for emergency, operational and farm vehicles and landowners

Policy 6c – Take measures through sustainable transport planning to encourage access to the WHS other than by car

Aim 7 – Encourage and promote sustainable research to improve understanding of the archaeological, historic and environmental value of the WHS necessary for its appropriate management. Maximise the public benefit of this research.

Policy 7a – Encourage sustainable archaeological research of the highest quality in the WHS, informed by the WHS Research Framework

Policy 7b – Improve information management and public access to data sets and provide adequate facilities for archives and storage of finds

Policy 7c – Maximise dissemination, interpretation, education and public engagement related to research

Policy 7d – Undertake other types of research, such as the assessment of biodiversity, as appropriate

Aim 8 – Provide adequate management systems and resources for the conservation and monitoring of the WHS.

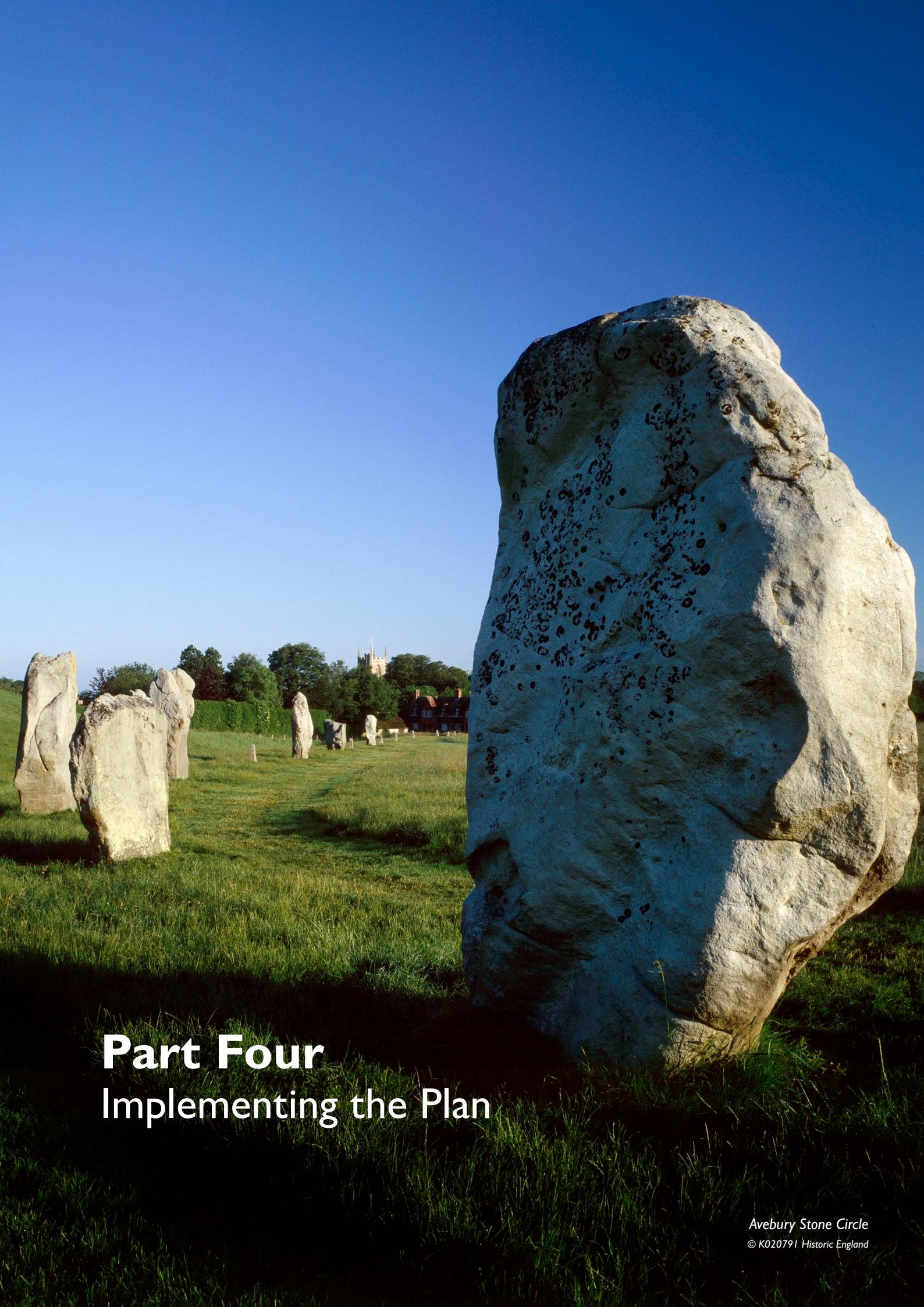
Policy 8a – Implement the Management Plan and liaise with partners to maintain and enhance the present partnership approach

Policy 8b – Seek adequate funding for the coordination of the WHS and the implementation of the Management Plan

Policy 8c – Ensure regular monitoring of the WHS



Stonehenge



Part Four

Implementing the Plan

Part Four: Implementing the Plan

15.0 PARTNERSHIP WORKING AND MANAGEMENT PRINCIPLES

- 15.01** This section outlines the approach to the implementation of the Management Plan which relies on committed partnership working. It sets out a series of management principles to guide all partners involved in the delivery of the Plan. The section outlines the role and responsibilities of the WHS Steering Committees, Partnership Panel and Coordination Unit in the implementation of the Plan.
- 15.02** The main body of this section comprises a table setting out all agreed actions to be delivered by WHS partners under the relevant aims and policies. The table includes other information relevant to delivery including lead and key partners, and priorities and timescales for delivery. An annual action plan will be drawn up and agreed each year including the relevant actions from this table for implementation by WHS partners.

15.1 Partnership working

- 15.1.1** The Management Plan includes the wide range of actions that need to be undertaken to deliver the aims and policies discussed in Part Two sections 7.0–13.0 and set out in Part Three above. The Management Plan is a dynamic document and these actions may be adapted in response to changes in the management context over the lifetime of the Plan. Additional actions may also need to be added.
- 15.1.2** It is important to note that the delivery of the Plan is not the responsibility of one single organisation but a joint responsibility and commitment shared by all the partners involved in the management of the WHS from individual landowners to national agencies. The Stonehenge and Avebury WHS Partnership Panel and the Stonehenge and Avebury Steering Committees will play an essential role in encouraging, guiding, overseeing and monitoring progress as well as reviewing and updating the Management Plan.
- 15.1.3** The range and numbers of partners involved in the management of the WHS means that coordinated partnership working is essential for achieving successful outcomes for the WHS and the communities living and working in and around it. There has been an excellent track record of organisations and community groups working well together in both parts of the Stonehenge and Avebury WHS and it is anticipated that this will continue.

15.2 Management principles

- 15.2.1** The following management principles set out the approach to managing the WHS that all partners should consider in decisions affecting the WHS. They have been adapted from principles originally developed by Dorset and East Devon Coast World Heritage Site for inclusion in their Management Plan. These management principles reflect the obligations of the World Heritage Convention and set out the partnership approach and in particular the importance of those living and working within the WHS in managing and caring for it. This set of principles will help to guide the successful management of the Stonehenge and Avebury WHS which depends on achieving the appropriate balance between the long-term protection and enhancement of the Site and its attributes of OUV and the aspirations and needs of the local community.

Principle 1: The World Heritage Site Management Plan will address issues directly related to or arising from **World Heritage Site status**, in the context of the Site and its setting

Principle 2: Actions undertaken as part of the management of the Site will respect our **obligations under the World Heritage Convention**, particularly to ensure that the historic environment is protected, conserved and presented, and given a function in the life of the community

Principle 3: Actions undertaken as part of the management of the Site will consider **impact on the attributes of OUV and integrity of the Site** at all times

Principle 4: World Heritage Site management will be delivered through a **partnership approach** and wherever possible through established existing initiatives and mechanisms

Principle 5: Management of the World Heritage Site will be **locally driven where possible**, in a national and international context, and aim to achieve effective community involvement where relevant

Principle 6: The Management Plan will support **sustainable development**; seeking to integrate conservation with responsible use within acceptable limits, to allow economic development and improved quality of life where it does not have a negative impact on the WHS and its attributes of OUV.

Principle 7: World Heritage Site Management will endeavour to **respond to the needs and the aspirations of the community** where there is a relevance to the World Heritage Convention and the Vision, aims and policies of the Plan

15.3 Annual action plan

15.3.1 Each year an action plan will be developed which will outline the actions to be delivered over the coming year by the relevant partners. The actions will be taken from those in the Aims, Policies and Actions table below. Many of these will be delivered by partners irrespective of the WHS status as part of their normal management programme; others are in direct response to the obligations and aspirations related to WHS status that have been agreed by partners during the development of the Management Plan. The annual plan will need to be agreed by delivery partners, and the two local Steering Committees. The Stonehenge and Avebury WHS Partnership Panel will be asked to review the action plan and help identify resources for delivery.

15.4 WHS governance role in implementation

a) Stonehenge and Avebury WHS Partnership Panel

The Partnership Panel facilitates the role of the Steering Committees in reviewing and updating the WHS Management Plan. It is responsible for reviewing the annual action plan priorities and assisting in the identification of resources for delivery and gathering monitoring data to report externally. Members will champion the WHS within their own organisations to ensure the necessary commitment and resources for delivery are made available.

b) Stonehenge and Avebury WHS Steering Committees

The Committees are responsible for the review, update and decisions on the content of the WHS Management Plan. Their role is to help formulate and agree the annual action plan and assist in identifying funding for its delivery through existing resources and seeking grants. It should report funding requirements to the WHS Partnership Panel as appropriate. Steering Committee members update each other on progress against the annual action plan and provide relevant monitoring data. Where appropriate the Committees delegate responsibility to task and finish groups to achieve relevant actions. Overall the Committees foster positive and effective partnership working to ensure best practice and efficient and cost effective implementation of the Management Plan.

c) Stonehenge and Avebury WHS Coordination Unit

The WHS Coordination Unit plays a pivotal role in facilitating, coordinating and enabling implementation of the WHS Management Plan. It works to advocate for the fulfilment of the overarching aims of the Management Plan through the delivery of identified actions. It promotes and builds strong working relationships between partners to facilitate this delivery. This is achieved in part through the organisation of meetings of the local committees and Partnership Panel and other groups as well as its work in monitoring progress on delivery and encouraging reporting by partners.

The WHS Coordination Unit's role is to advise, support, facilitate, coordinate and where relevant deliver projects related to the implementation of the Management Plan. It will play some part to a lesser or greater degree in all the actions outlined in the Aims, Policies and Actions table and the annual action plan that derives from it. In addition the Coordinators assist in seeking funding for the delivery of relevant projects.

The Coordination Unit benefits from colleagues within partner organisations including English Heritage, Wiltshire Council, National Trust and Natural England who assist with their advice, support and time.

d) WHS Liaison Group

A WHS Liaison Group including representatives of English Heritage, National Trust and Wiltshire Council meets regularly with the WHS Coordination Unit to review progress on the implementation of the actions. These liaison meetings ensure efficient, coordinated delivery of actions and the pooling of expertise to achieve the aims of the WHS Management Plan.

e) The Avebury and Stonehenge Archaeological and Historical Research Group

This group furthers the aims of the Stonehenge and Avebury Management Plan through regular revision of the Stonehenge and Avebury Research Framework (SARF). It reports to the Steering Committees and Partnership Panel on matters relating to archaeology and history to support them in making informed management decisions.

f) Task and finish groups

Task and finish groups will be set up to assist in implementation as required. These are small working groups focused on the various projects to deliver the actions set out in the table below. Task and finish groups should have clear terms of reference agreed by one or both Steering Committees as appropriate.

- g) **External stakeholders and volunteers**
 Organisations and individuals that are not part of the formal groups play an important role in the protection and conservation of the WHS. Volunteers working for partner organisation such as the National Trust and English Heritage and in some cases directly with the WHS Coordination Unit are an extremely valuable asset in the delivery of the Management Plan.
- For further detail on the roles and responsibilities of the organisations and groups involved in the management of the WHS see Section 5.0 (Current Management Context).
- ## 15.5 Introduction to Aims, Policies and Actions table
- 15.5.1** The table below contains the actions which emerged during the development of the first joint Stonehenge and Avebury WHS Management Plan. It includes some actions carried over from the previous Stonehenge and Avebury Plans and new actions agreed during discussions at stakeholder workshops, consultation sessions and professional focus groups. It has been informed by international, national and local policy as well as best practice guidance and examples from other WHSs.
- 15.5.2** The actions have been shaped and refined through discussions with individual partners and the Stonehenge and Avebury WHS Management Plan Project Board. They have been signed off by the Steering Committees and reviewed by the WHS Partnership Panel. It is hoped that this is a realistic programme of actions that can be achieved within the timescales indicated. Some of these actions are by their nature ongoing or long-term but have been included to encourage their continued implementation or in the case of more long-term actions, to help set a direction for management of the WHS. Delivery will depend on the availability of resources and it is therefore subject to review on an annual basis during the lifetime of this Management Plan.
- Layout**
- 15.5.3** The initial headings – Protect, Conserve, Present and Transmit – reflect the United Kingdom's obligations under Article 4 of the World Heritage Convention owing to the Outstanding Universal Value (OUV) of the WHS. The relevant element of the Vision for the WHS is included under each obligation. The related aims and policies appear under the relevant thematic headings. Finally the actions related to these policies are set out with the proposed lead and key partners, priority/timescales, related policies/actions, funding sources and success measures in the adjacent columns.
- 15.5.4** The aims set out the eight broad longer term goals that will work towards achieving the Vision while the policies set out the course or principles of action and appropriate approach. The aims, and to a large extent the policies, will have a longer term relevance for achieving the Vision. Not all actions can be expected to be achieved within the Plan period. The actions are specific areas of work within the control of the partners. Some aspirational, longer term actions are included within the table.
- 15.5.5** Lead partners have been identified in order to encourage responsibility for initiating and reporting on each action. From experience it has been found that where no lead partner is identified, this can lead to difficulty in moving forward with the initiation of an action.
- 15.5.6** Key partners are those who should be working with the lead partner to deliver the action. They, along with the lead partner, share responsibility for realising the outcomes/success measures. Responsibility and roles can be discussed and agreed during the project planning stage of delivery. Partners are listed in the Acronyms below. It is anticipated that following a change in name or structure of any organisation during the lifetime of the Plan, their role will be taken on by the relevant successor organisation.
- 15.5.7** The level of priority is indicated in the column on timescales. This ranges from 1 to 3 with 1 being the highest priority for the protection and presentation of the WHS and its attributes of OUV. This has been added in addition to the timescale as in some cases high priority actions may not be possible to complete in short timescales due the nature of the project or the need to secure funding. This should not detract from the need to prioritise these actions. The Management Plan is a dynamic document and these priorities may need to be adapted over the lifetime of the Plan in response to changes in the management context. At the very least they will be reviewed annually when action plans for the year are agreed by the Steering Committees.
- 15.5.8** Timescales should be realistic but some actions will need to be delivered earlier in the Plan period when later actions depend on their completion. Where actions are unlikely to be delivered during the lifetime

of the Plan this is indicated as long term in the timescale column. The date given is the year that it is anticipated that the work will be completed. It may take several years to do so. Each year the feasibility of delivering actions will be reviewed and an annual action plan drawn up based on this.

- 15.5.9** The addition of a related policies and actions column provides a cross reference between the different sections of the Plan. This column should be used to assist in ensuring projects and actions achieve the full range of benefits across all relevant aims and actions, avoid inadvertent harm and avoid duplication of effort. Although most interrelationships will be considered as part of their normal practice partners should check the related policies and actions column prior to delivery of actions.
- 15.5.10** Funding is categorised as 'existing' or 'grant' as a guide to possible requirements and project planning. No individual funding streams have been identified. This generic approach is designed to assist in future proofing the document if certain specific organisations or streams of funding alter their focus or disappear. Existing funding refers to available resources provided by organisations at the time of publication and may include contributions in kind. The availability of these resources may vary over the lifetime of the Plan. Detailed funding strategies will need to be prepared during the project planning stage of delivery.

15.6 Acronyms

AAHRG	Avebury Archaeological and Historical Research Group
AE	Agri-environment
AHEV	Area of High Ecological Value
AILF	Avebury Interpretation and Learning Framework
AKM	Alexander Keiller Museum
AONB	Area of Outstanding Natural Beauty
APC	Avebury Parish Council
ASAHRG	Avebury and Stonehenge Archaeological and Historical Research Group
ASSF	Avebury Sacred Sites Forum
BAP	Biodiversity Action Plan
BOATs	Byways Open to All Traffic
CCAONB	Cranborne Chase Area of Outstanding Natural Beauty
CIL	Community Infrastructure Levy
CLA	Country Land and Business Association
COSMIC	Conservation of Scheduled Monuments in Cultivation
CPRE	Campaign to Protect Rural England
CSS	Countryside Stewardship Scheme
CWS	County Wildlife Site
DCMS	Department for Culture, Media and Sport
Defra	Department for the Environment, Food and Rural Affairs
DfT	Department for Transport
DIO	Defence Infrastructure Organisation
DPD	Development Plan Document
EA	Environment Agency
EH	English Heritage
EIA	Environmental Impact Assessment
FC	Forestry Commission
GIS	Geographical Information System
GPDO	General Permitted Development Order
GPS	Global Positioning System
HA	Highways Agency
HARPO	Heritage at Risk Protection Officer
HE	Historic England
HEFA	Historic Environment Field Adviser
HER	Historic Environment Record
HIA	Heritage Impact Assessment
HLC	Historic Landscape Characterisation
HLF	Heritage Lottery Fund
HLS	Higher Level Stewardship
HM Treasury	Her Majesty's Treasury
IAM	Inspector of Ancient Monuments
ICCROM	International Centre for the Study of the Preservation and Restoration of Cultural Property

ICOMOS UK	UK National Committee of the International Council on Monuments and Sites	SLA	Special Landscape Area
IfA	Institute for Archaeologists	SLOCG	Stonehenge Learning and Outreach Coordination Group
IUCN	International Union for Conservation of Nature	SM	Salisbury Museum
JNCC	Joint Nature Conservation Committee	SMC	Scheduled Monument Consent
JSNA	Joint Strategic Needs Assessment	SO	Strategic Objectives
LAC	Limits of Acceptable Change	SPA	Special Protection Area
LAWHF	Local Authority World Heritage Forum	SPACES	Strumble and Preseli Ancient Communities and Environment Study
LBC	Listed Building Consent	SPD	Supplementary Planning Document
LCA	Landscape Character Assessment	SPTA	Salisbury Plain Training Area
LDS	Local Development Scheme	SRP	Stonehenge Riverside Project
LEADER	Liaison Entre Actions de Développement de l'Économie Rurale	SSE	Scottish and Southern Electricity
LEP	Local Economic Partnership	SSF	(Avebury) Sacred Sites Forum
LMA	Local Management Agreement	SSSI	Site of Special Scientific Interest
LNP	Local Nature Partnership	Sustrans	Sustainable Transport charity
LO	Private landowners	TC	Town Council
LTP	Local Transport Plan	TRO	Traffic Regulation Order
MoD	Ministry of Defence	TVM	Transport and Visitor Management
MORPHE	Management of Projects in the Historic Environment	TW	TransWilts Railway
NCA	National Character Assessment	UKNC	UK National Commission for UNESCO
NE	Natural England	UNESCO	United Nations Educational Scientific and Cultural Organisation
NEWP	Natural Environment White Paper	VW	VisitWiltshire
NFU	National Farmers Union	WA	Wiltshire Archaeology
NIA	Nature Improvement Area	WANHS	Wiltshire Archaeological and Natural History Society
NNR	Nature Nature Reserve	WBRC	Wiltshire Biological Records Centre
NPPF	National Planning Policy Framework	WHSCU	World Heritage Site Coordination Unit
NT	National Trust	WHSPP	World Heritage Site Partnership Panel
NWDAONB	North Wessex Downs Area of Outstanding Natural Beauty	WHSSC	World Heritage Site Committee
OASIS	Online Access to the Index of archaeological investigationS	WH:UK	World Heritage UK
OUV	Outstanding Universal Value	WM	Wiltshire Museum
P/TC	Parish/Town Councils	WP	Wiltshire Police
PAS	Portable Antiquities Scheme	WSRC	Wiltshire and Swindon Record Centre
PC	Parish Council	WWT	Wiltshire Wildlife Trust
PD	Permitted Development		
PP	Partnership Panel		
PPG	Planning Practice Guidance		
RoW	Right of Way		
RSPB	Royal Society for the Protection of Birds		
RT	(Stonehenge) Round Table		
SAC	Special Area of Conservation		
SALOG	Stonehenge and Avebury Learning and Outreach Group		
SALONG	Stonehenge and Avebury Learning and Outreach Network Group		
SARF	Stonehenge and Avebury Research Framework		
SC(s)	Steering Committee(s)		
SEIP	Stonehenge Environmental Improvements Project		
SILPS	Stonehenge Interpretation, Learning and Participation Strategy		

Aims, Policies and Actions

15.7 Aims, Policies and Actions table

PROTECT

Vision: The Stonehenge and Avebury World Heritage Site is universally 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 it and its archaeology

Statutory and Policy Framework

Aim I: The Management Plan will be endorsed by those bodies and individuals responsible for its implementation as the framework for long-term detailed decision-making on the protection and enhancement of the WHS and the maintenance of its Outstanding Universal Value (OUV). Its aims and policies should be incorporated in relevant planning guidance and policies

Policy 1a – Government departments, agencies and other statutory bodies responsible for making and implementing national policies and for undertaking activities that may impact on the WHS and its environs should recognise the importance of the WHS and its need for special treatment and a unified approach to sustain its OUV

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
1 Submit WHS Management Plan to UNESCO	DCMS	WHSPP, HE	1/ 2015	–	Existing	UNESCO receive and approve Plan
2 All organisations represented on the World Heritage Site Partnership Panel (WHSPP) and Steering Committees (SC) to endorse/adopt the Management Plan	WHSPP/SC	EH, HE, NT, NE, Wiltshire Council, Parish/Town Councils, Area Boards, RSPB, AONB, MoD, FC	1/ 2015	–	Existing	Formally adopted by 100% of organisations represented on the WHSPP and SC

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 1b – Set within the framework provided by the Management Plan, relevant stakeholders should implement existing policy and guidance and where necessary develop policies and written guidance at a national and local level for the improved management and conservation of the WHS. These policies should ensure the maintenance of its OUV by protecting the physical fabric, character, appearance, setting and views into and out of the WHS. Relevant Management Plan policies should be incorporated within the Core Strategy and other relevant development plan documents within the Local Plan and additional WHS planning guidance produced</i>						
3	Advocate and contribute to the formulation of appropriate national policies. Where necessary agree local exceptions from national policies to protect the WHS and its attributes of OUV in line with the obligations of the World Heritage Convention	WHSPP	WHSCU	2/ Ongoing or when policies changed or renewed	3g/56 Existing	National policies that serve to protect or enhance the WHS Appropriate exceptions in place and implemented locally
4	Identify and produce the most appropriate form of planning guidance. Establish a working group to consider a Supplementary Planning Document (SPD) that explains the significance of the WHS and ensures that development management of the site, its attributes of OUV, and its setting reflect its designation as set out in the Statement of Outstanding Universal Value	Wiltshire Council	HE, WHSCU, NWDAONB	1/ 2017 1e/11 2a/13 2b/15 6a/132	1d/8 Existing/ Grant funding	Appropriate guidance in place and used to determine planning applications

Action	Lead partner	Key Partners	Priority/Timescale	Related Policy/Action	Possible Funding Source	Outputs/Success Measure
5	All WHS partners and other relevant organisations to ensure effective implementation of existing policies and review the need to produce additional agreed policies/guidance/plans to assist in achieving WHS Management Plan aims, policies and actions	WHSPP EH, HE, NT, NE, Wiltshire NE, Wiltshire Council, Parish/ Town Councils, Area Boards, RSPB, NWDAONB, MoD, FC, Ridgeway National Trail	2/ 2016 Ic/7	Ib/6	Existing	Organisations guidance/plans agrees with and supports Management Plan aims and policies
6	Review saved WHS policies from Kennet Local Plan and ensure that relevant policies are incorporated in the Wiltshire Core Strategy	Wiltshire Council WHSCU	1/ 2016 Ic/7	Ib/5	Existing	Relevant saved policies incorporated in Wiltshire Core Strategy
7	Liaise with Wiltshire Council and other partner organisations developing plans and policies to ensure the WHS and its attributes of OUV and their significance are recognised and appropriately safeguarded. Respond to relevant public consultations	WHSCU Wiltshire Council, HE, NWDAONB, NE, EH	1/ Liaise biannually Comment as required	Ib/5	Existing	Reference to WHS aims/policies in relevant statutory plans

Policy I c – Ensure any other plans or strategies produced locally such as Neighbourhood Plans, and the North Wessex Downs AONB Management Plan contain policies that support the protection of the WHS and its setting and the maintenance of its OUV

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 1d – Development which would impact adversely on the WHS, its setting and its attributes of OUV should not be permitted</i>						
8	Review the existing Article 4 Directions and update as required	Wiltshire Council	HE, NWDAONB	1 / 2016	1b/4 Existing	Potentially damaging Permitted Development (PD) rights removed
9	Regular liaison, information exchange and training for planning officers and councillors. Every two years or when new policies or guidance come into effect	WHSCU	Wiltshire Council, HE, NWDAONB, NE, EH	2 / Biannual/ response to new policy, guidance, plan	Existing	Appropriate decisions made on planning applications within the WHS and its setting in relation to relevant policies and guidance
10	Raise and maintain awareness of the WHS through liaison with landowners and householders.	WHSCU	Wiltshire Council, HE, NWDAONB,	2 / 2018 5c / 114 & 118 Ongoing	Grant funding/ Existing	Production of community focused planning information
<i>Policy 1e – Minimise light pollution to avoid adverse impacts on the WHS, its setting and its attributes of OUV</i>						
11	Develop guidelines building on existing evidence and guidance to avoid light pollution and negative impacts on the WHS and its attributes of OUV as part of the wider WHS planning guidance/SPD. Use guidance to advise on developments including highways schemes to ensure new intrusion is avoided and existing light pollution minimised. (NB impact on biodiversity interests should also be considered)	Wiltshire Council	MoD, HA, HE, Wiltshire Council, WHSPP, NWDAONB	1 / 2017	1b / 4 Existing	Clear guidelines available on avoiding light pollution. Existing light pollution minimised

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 1f – Any additional tourist facilities and attractions must contribute to the understanding and enjoyment of the WHS and its attributes of OUV as well as ensuring visitor dispersal and the positive management of visitor pressures</i>						
I2	Review opportunity for a visitor facility outside the WHS.	EH	WHSCU, WHSSPP	3/ Long-term	Existing	Final decision on need for long-term solution agreed
The Boundary and Setting of the World Heritage Site						
Aim 2: The WHS boundary should ensure the integrity of the WHS is maintained and enhanced by including significant archaeological features and interrelationships that reflect the attributes of the OUV						
<i>Policy 2a– Propose to UNESCO a minor modification of the boundary at Stonehenge to enhance the integrity of the WHS</i>						
I3	Stonehenge Agree the extent of the modification with WHS partners following the completion of the WHS Setting Study and submit to UNESCO	WHSCU	Wiltshire Council, HE, NT, MoD	I / 2017 2b / 15	Ib / 4	Existing Boundary includes all areas necessary to maintain and enhance integrity
<i>Policy 2b –Put in place appropriate additional guidance to ensure that development within the setting of the WHS protects and enhances the Site and its attributes of OUV</i>						
I4	Map an indicative setting area for planning management purposes as an interim measure prior to the completion of the Setting Study and related guidance	Wiltshire Council	HE, WHSCU	I / 2015 2b / 15	Existing	Appropriate consultees contacted where WHS setting may be affected

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
I5	Wiltshire Council	HE, WHSCU, NWDAONB	I / 2016	Ib / 4 2a / 13	Existing/ Grant funding	Setting Study produced and used by planners Adopted as part of Planning guidance/ SPD Informs boundary review
				2b / 14		
				3c / 30, 31 & 32		

CONSERVE **Conservation of the World Heritage Site**

Aim 3: Sustain the OUV of the WHS through the conservation and enhancement of the Site and its attributes of OUV

Policy 3a – Manage the WHS to protect the physical remains which contribute to its attributes of OUV and improve their condition

I6	NE	HE, NT, WHSCU, MoD, Wiltshire Council, EH	I / 2016	3a / 18 3e / 49	Existing/ Grant funding	Landscape-scale guidance available to all partners to assist in effectively controlling damage across the WHS Measured by results of next WHS Condition Survey
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Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
I7	Undertake a review of scheduled monuments and current undesignated monuments which are of potential national importance with a view to prioritising and developing proposals for a designation review	WHSCU	HE, DCMS, ASAHRG, Wiltshire Council, NT	1/ 2018	7b/160	Existing Report prepared on the issues and how they should be prioritised
I8	Use Condition Survey to identify and prioritise works for continued targeted management and conservation work to mitigate negative impacts from cultivation, burrowing animals, stock, scrub and vehicle and visitor erosion. (Arable reversion opportunities mapping related to minimising damage from cultivation)	WHSCU (NT)	HE, NE, LO, MOD, EH	1/ 2016	3a/16 3e/47 & 49 3f/51 4a/70 6b/143	Existing Measured by results of next WHS Condition Survey A reduction in monuments impacted by scrub and erosion by people and animals
I9	Prepare (or update where existing) conservation statements for all guardianship and other major site	EH	NT, HE	2/ 2020	3c/88	Existing All guardianship monuments have a conservation statement available to partners
I20	Review guidelines for utility companies working within the WHS and its setting. Liaise with companies to ensure guidelines are adhered to	WHSCU	NT, HE, Wiltshire Council, NWDAONB	2/ 2016	3d/ 41	Existing Appropriate guidelines distributed and reduced incidents of unauthorised damage

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
21	Work with landowners to discourage metal detecting within the WHS and develop WHS policy	WHSCU	NE, HE, PAS, Wiltshire Council	3/ 2019	3f/54 5c/118	Existing No metal detecting activity or evidence of damage Produce guidance leaflet for landowners
22	Stonehenge Finalise and publish English Heritage's Stonehenge Conservation Statement (2015) and implement recommendations. Undertake a risk assessment to assess the susceptibility of stone carvings and dressing to damage. Design appropriate monitoring indicators.	EH	NT	2/ 2020	— Existing	Improved protection of Stonehenge monument and its setting
23	Design and implement management system on Byway 12 to prevent damage to both surface and buried archaeology	Wiltshire Council	HE	1/ 2017	6b/143	Existing Damage to archaeology on Byway 12 prevented
24	Divert access track currently running across Cursus long barrow (Amesbury 42) to avoid damage.	Wiltshire Council	NT/HE	3/ 2020	6b/144	Existing Track diverted away from Cursus long barrow
25	Avebury Design and implement management system on the Ridgeway National Trail to prevent damage to both surface and buried archaeology. Produce case study/ standards guidance applicable to other archaeologically sensitive locations	Ridgeway National Trail	NT, Wiltshire Council, NE, Friends of the Ridgeway, NWDAONB HE	1/ 2016	6b/143 & 144	Existing Ridgeway National Trail maintained to an acceptable standard while archaeology, its setting and landscape character conserved and enhanced.
26	Local Management Agreements (LMA) will be renewed on time with adequate funding to facilitate best practice conservation and management	EH	NT	1/2014/ 2019	5a/101 & 102	Existing Standards guidance produced LMA in place and regularly monitored

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 3b – Review regularly the condition and vulnerability of all archaeological sites and monuments throughout the WHS to guide management actions and future priorities</i>						
27	Undertake repeat WHS-wide Condition Survey using as a basis the methodology established in the 2010 Survey	HE	NE, NT, LO, EH, WHSCU, MoD	2020	3b/29	Existing
28	Review WHS monitoring indicators and agree a reporting procedure with relevant partners	WHSCU	HE, NT, NE, EH, RSPB, Wiltshire Council, NWDAONB	2/2016	4a/70	Existing
29	Review headline priorities on an annual basis for conservation works in response to WHS monitoring indicators Report to WHSCs and WHSPP	WHSCU	HE, NT, NE, EH, RSPB, Wiltshire Council	2/2016	3b/27	Existing
<i>Policy 3c – Maintain and enhance the setting of monuments and sites in the landscape and their interrelationships and astronomical alignments with particular attention given to achieving an appropriate landscape setting for the monuments and the WHS itself</i>						
30	Produce WHS Historic Landscape Characterisation (HLC) case studies based on Wiltshire Council HLC to inform WHS Landscape Strategy	Wiltshire Council	HE, NWDAONB	2/2015	2b/15	Existing
				1/2015		Completed comprehensive HLC provided to WHS partners and Historic Environment Record (HER)

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
31	Identify key views between the attributes of OUV and both into and out of the WHS. Identify key astronomical alignments	Wiltshire Council	HE, WHSCU, NWDAONB	1/2015	2b /15	Existing
32	Produce a WHS Landscape Strategy to articulate a landscape-scale aspiration for the WHS. Informed by WHS Woodland Strategy, Chalk Grassland Strategy and the WHS Setting Study and the North Wessex Downs AONB Management Plan amongst other relevant documents	NWDAONB /WHSCU	HE, NE, NT, RSPB, Wiltshire Council	2/2019	2b /15 3c /36 3h /57, 58 & 60 3i /62	Existing/ Grant funding Practical guidance available for LO, managers and planners
33	Review the need for a specific policy on archaeological restoration and reconstruction in the WHS	ASAHRG	HE	3/ 2018	–	Policy agreed by ASAHRG and available online if required
34	Work with planners and parish/town councils to reduce advertisements, banners and signage within the WHS both through the planning process and where formal planning permission is not required. Work with civilian and military partners to avoid overflying the WHS	Parish/ Town Councils	WHSCU, Wiltshire Council, NWDAONB	2/ Ongoing	Existing	Reduced clutter
35	Stonehenge Undertake a review of impacts (including visual) of Visitor Centre and associated developments on the WHS landscape Reflect results in WHS Landscape Strategy	EH	NT, Wiltshire Council	2/ 2020	1f /12 3i /62 6a /135 & 136	Impacts identified and mitigation strategies adopted

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
36	Agree and implement actions to improve the setting and integrity of Woodhenge and Durrington Walls	Wiltshire Council	I / 2018	3c/32	Existing	Setting and integrity of Woodhenge and Durrington Walls significantly enhanced including car park, old road bed and scrub removal
37	Avebury Reduce the intrusion of the B4003 and traffic on the West Kennet Avenue Halt road-edge erosion of scheduled areas and manage parking	Wiltshire Council	NT NWDAONB	I / 2018	6a/138 Existing/ Grant funding	Solution recommended in the WHS Transport Strategy implemented Integrity and setting of the monument significantly improved
38	Replace 1950s conservation measures at West Kennet Long Barrow to improve condition and integrity of the monument with a less intrusive design and materials	EH	HE, NT	2 / 2016	3a / 19 Grant funding	Integrity of the long barrow improved 1950s scheme recorded before removal
39	Lessen intrusion in the setting of Silbury Hill, the Sanctuary and Overton Hill Barrow Cemetery along the A4 from roads and traffic	Wiltshire Council	NT, LO, HE, NWDAONB	2 / 2020	6a / 139 Grant funding	WHS Transport Strategy recommendations implemented
40	Improve setting of the Sanctuary and Overton Hill Barrow Cemetery Remove scrub and trees, and manage recent hedgerow planting to restore the silhouette of barrows from the east	Wiltshire Council	NT, LO, HE, Ridgeway National Trail, NWDAONB	I / 2020 6a / 139	3i / 62 Grant funding	Scrub removed and silhouette restored

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 3d – Improve the WHS landscape by the removal, redesign or screening of existing intrusive structures such as power lines, fences and unsightly buildings where opportunities arise</i>						
41	Identify intrusive power lines and seek opportunities for further undergrounding	WHSCU	NWDAONB, Wiltshire Council, SSE, LO	2/ Ongoing	3a/20	Grant/ private sector funding
42	Remove redundant fences where possible and appropriate and ensure necessary fencing is maintained in a good state of repair to enhance WHS landscape	LO	NT, EH, NE	3/ Ongoing	3d/45 3e/48	WHS landscape improved by removal of redundant fencing
43	Stonehenge Remove redundant sewage outfall infrastructure from the Cursus and Stonehenge Bottom	MoD	HE, NT	1/ 2015	–	Sewage works removed from Cursus Record of military infrastructure made prior to removal
44	Complete planned works to reduce adverse impact of Larkhill sewage works. Look for opportunities to relocate and enhance the WHS and its setting	MoD	HE	1/ 2016	–	Sewage works relocated to a position outside the WHS Setting of the Cursus enhanced
45	Avebury Review fencing to reduce visual intrusion while still providing an effective deterrent to climbing Silbury Hill and enabling safe grazing of the SSSI	NT	EH, NE	2/ 2016 3e/48	3d/42 3e/48	Numbers reported climbing Silbury Hill reduced Decision regarding feasibility of changes to fencing

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
46	Review opportunities for long-term relocation of Avebury & District Club House to a less sensitive position	Avebury PC Wiltshire Council	3/ Long-term	—	Grant/ Private sector funding	Viable/accessible Club House in less sensitive location for attributes of OUV
<i>Policy 3e – Conserve and/or make more visible buried, degraded or obscured archaeological features within the WHS without detracting from their intrinsic form and character</i>						
47	Continue and carry out additional scrub control and manage woodland and hedges to enhance landscape views	LO, NE, NT, EH, Wiltshire Council, WWWT	1/ Ongoing	3a/18 3i/62	Existing/ Grant funding	Heritage at Risk status reduced Priority works completed Visibility of monuments improved
48	Remove damaging or intrusive fences where possible to improve condition and visibility of monuments	LO, NE, NT, EH, Wiltshire Council, WWWT	1/ Ongoing	3d/42 & 45	Existing / Grant funding	
49	Undertake appropriate management of burrowing animals with advice from NE to protect the monument without harming the setting of the affected monuments	LO, NE, NT, EH, Wiltshire Council, WWWT	1/ Ongoing	3a/6 & 18	Existing / Grant funding	
50	Develop a sensitive evidence-based approach to enhancing the visibility of buried monuments such as the West Kennet Palisade Enclosures	HE	NT, LO, NWDAONB, ASAHRG	5a/99 2/ 2018	Grant funding	Improved visibility of buried archaeology

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 3f – Encourage land management activities and measures to maximise the protection of archaeological monuments and sites as well as their settings, and the setting of the WHS itself</i>						
51	Seek conversion to grassland for monuments and sites vulnerable to or currently affected by cultivation. Prioritise based on the Heritage at Risk register, the WHS Condition Survey and the WHS Arable Reversion Opportunities Mapping. The latter includes those currently unscheduled attributes of OUV that require protection.	NE	LO, WHSCU, HE, Wiltshire Council, NT, EH, NWDAONB	1/ Ongoing	3a/ 18	Grant funding/ agri-environ- ment (AE) schemes Number of monuments and sites on Heritage at Risk Register reduced Condition survey results reflect improvement
52	Seek to maintain and establish semi-natural, species-rich grassland to achieve a more appropriate landscape setting for archaeological sites and monuments	NE	LO, WHSCU, HE, Wiltshire Council, NT, Flora Locale	2/ Ongoing	3h/ 58	Existing Uptake of AE schemes with appropriate options Setting of sites and monuments enhanced
53	Agree methodology for monitoring grazing levels on the condition of the WHS in advance of the next Condition Survey	NE	NT, HE, LO	2/ 2017	3b/ 28	Existing Methodology used by LO and managers
54	Continue to develop and improve relationships with farmers and landowners to encourage uptake of agri-environment schemes and WHS Woodland Strategy and other guidance produced	WHSCU	NE, HE, NT, LO, NWDAONB, CLA, NFU, NIA, LNP	1/ On-going	3a/ 21 3i/ 62 5b/ 106	Existing/ grant/ private sector funding Land that can be in scheme under agreement with delivery/capital works plans Communication approach agreed

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
55	NE	HE, LO, Wiltshire Council, CLA, NFU	2/ Ongoing	8b/174	Existing	Reduce Risk Rating on Heritage at Risk register Condition survey results reflect improvements in attributes of OUV Guidance on WHS arable management opportunities produced and circulated to LO/ farmers
						<i>Policy 3g – Maintain, enhance and extend existing areas of permanent grassland where appropriate</i>
56	NE	WHSCU, HE, WWF	1/ 2016/ Ongoing	1b/3	Existing	Recommendations on possible long-term solutions to retaining protection from cultivation Maintain WHS as a targeting priority

Policy 3h – Explore and develop synergies between the historic and natural environment to benefit the WHS and the maintenance of its OUV. Maintain and enhance the overall nature conservation value of the WHS, in particular: maintain, enhance and extend the existing areas of floristically rich chalk downland turf; enhance the biodiversity of permanent grassland to extend the area of species-rich grassland and provide habitat for birds, invertebrates, bats and other wildlife. Seek opportunities for the expansion of chalk grassland where consistent with protecting the WHS to sustain its OUV and relevant biodiversity targets. Extend and seek new links with relevant conservation bodies, programmes and initiatives

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
57	Produce WHS Chalk Grassland Strategy to be informed by the WHS Arable Reversion Opportunities mapping project and other relevant data sets. Explore wider landscape studies identifying links to other areas of chalk grassland beyond the WHS.	NE NWDAONB, CCAONB, EH, HE, MoD, NIA, LNP, RSPB, WWT, WSRC, NT, Wiltshire Council	2/ 2015	3c/32 3g/56 3h/58 & 60	Existing/ Grant funding	Chalk Grassland Strategy produced and shared with partners Strategy informs management decisions Objectives relating to Policy 3h met Objectives of WHS conservation partners met
58	Identify opportunities for improving biodiversity of permanent grassland areas and include in WHS Chalk Grassland Strategy	NE RSPB, LO, NT, NWDAONB	2/ 2016	3c/32 3f/52 3g/57	Existing	Scheme monitoring shows increased species diversity and improved uptake of appropriate options
59	Continue to protect and encourage S41 Biodiversity Action Plan species such as stone-curlews through appropriate management. Seek opportunities to establish further stone-curlew plots and scrapes where they do not adversely impact on the WHS and its attributes of OUV, are away from public access and within or close to areas of species-rich grassland via review of the stone-curlew strategy.	NE NT, LO, MoD, Bumblebee Conservation Trust, WWT, RSPB Wiltshire Chalk Country Futurescape, Wiltshire Council	2/ Ongoing/ 2017	3c/32 3h/58	Existing	Monitoring indicators related to relevant protected species show improvement

Action	Lead partner	Key Partners	Priority/Timescale	Related Policy/Action	Possible Funding Source	Outputs/Success Measure
60	WHSU	Wiltshire Council, NE, NIA, other local landscape projects, LNPs, WWT, NWDAONB Catchment partnerships, NT, RSPB Wiltshire Chalk Country Futurescape	1/ 2015/16	1c/7 3c/32 3h/57 5a/93	Existing	
61	WHSU	NE, RSPB, WWT, NT, WBRC	2/ 2016	7b/161 7c/169	Existing	Map indicating opportunities for benefits to both historic and natural environments

Policy 3i – Sustain and enhance the attributes of OUV through woodland management while taking into account the WHS's ecological and landscape values

62	WHSU	NT, HE, MoD, NE, FC, LO, NWDAONB	2/ 2015	3c/32 & 40 3e/47 3f/54 3i/63–64	Existing	
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Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
63	Stonehenge Remove trees from north-eastern end of Cursus to prevent damage to monument. Agree replanting scheme with appropriate archaeological mitigation to improve setting and protection of monument whilst providing for screening of existing intrusive features. Maintain screening of existing buildings in line with WHS Woodland Strategy	MoD HE, NT	2/ 2015	3i/62	Existing	Improve setting of Cursus and protect monument
64	Avebury Retain and manage critical beech screening at an appropriate height on boundary of Rawlins Mobile Home Park	NT LO	3/ Ongoing	3i/62	Existing	Mobile home park remains largely screened from the banks of the Henge and as far as possible the wider landscape
<i>Policy 3j – Produce risk management strategies; keep under review and implement as necessary</i>						
65	Implement monitoring and adaptation strategies identified in the Stonehenge and Avebury WHS Climate Change Risk Assessment (2014). Review the Risk Assessment every 5 years	WHSCU	NT, EH, LO, NE	1/ 2019	4a/70	Existing
66	Identify potential risks to the WHS, its attributes of OUV, and its management. Ensure WHS and partners' risk registers reflect these. Identify and respond to any gaps	WHSCU	NT, EH, MoD, Wiltshire Council, Parish/Town Councils	3/ 2016	8c/176	Existing

PRESENT AND TRANSMIT

Vision: To allow present and future generations to explore and enjoy the monuments and their landscape setting more fully. We will also ensure that the special qualities of the World Heritage Site 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 people 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.

Visitor Management and Sustainable Tourism

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
Aim 4: Optimise physical and intellectual access to the WHS for a range of visitors and realise its social and economic benefits while at the same time protecting the WHS and its attributes of OUV						
<i>Policy 4a – Management of visitors to the WHS should be exemplary and follow relevant national and international guidance on sustainable tourism</i>						
67	WHSCU	EH, NT, NE, Ridgeway National Trail WW, SM, WM	I/ 2016	4a/70	Existing	Data available across the WHS available to partners to inform management decisions
68	NT	EH	I/ Ongoing	4a/ 70 4a/71	Existing	Changes to visitor numbers and patterns responded to and negative impacts avoided

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
69	Review existing data on visitor understanding and awareness of WHS. Where necessary improve or commission new research to establish a base line from which this can be measured over time	WHSCU	VW, EH, NT, NE, SM, WM 2016	4a/67 4a/71 5e/123	Existing/ Grant funding	Data on visitor experience and awareness of WHS available to WHSCU
70	Investigate the feasibility with WHS partners of a workable method for sustainable management such as a simplified Limits of Acceptable Change model. Maintain a sustainable level of visitor impacts in terms of monument condition, community amenity, visitor numbers and experience. This will be affected by factors such as weather conditions, drainage, grazing, other management regimes and available resources	WHSCU	NT, EH, HE, Parish and Town Councils, LO 1/ 2016	3a/18 3b/28 3j/65 4a/71 4d/90 6a/141	Existing	Agreed model in place Timely management response to agreed triggers
71	Produce a WHS Sustainable Tourism Strategy with WHS partners which reflects the LAC Ensure branding, positioning, marketing and promotion reflects and sustains the OUV of the WHS Economic benefit should reach the local community and WHS partners requiring funds for conservation and maintaining archaeological archives. Link with VisitWiltshire's tourism strategy	VW	Wiltshire Council, LEP, NWDAONB, Parish and Towns Councils, Salisbury and Devizes Festivals, EH, NT, SM, WM, Ridgeway National Trail, LNP 1/ 2017	4a/67-70 4b/77-9 & 81 4c/83 5e/123-4 & 128 6c/146	Existing/ Grant funding	WHS Sustainable Tourism Strategy published Increased visitor numbers to Salisbury, Wiltshire and Alexan- der Keiller Museums Increase in numbers of average 'bed nights' Greater per capita spend by visitors

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
72	Develop a 'WHS code of respect' for visitors to the WHS to encourage behaviour that protects the WHS and reduces impact on the amenity of its residents. Disseminate and promote the code	WHSCU	NT, EH, LO, Parish/Town Councils	3/ 2017 5e/123	4c/86 5e/123	Grant funding Visitors understand what behaviours would harm the WHS and avoid them Code promoted by all partners
73	Seek to work with commercial and charitable organisations and others to ensure that events and activities fulfil the WHS Vision and have no adverse impact on the WHS and its attributes of OUV, and the amenity of the local community	T/PC	WHSCU, Wiltshire Council, NT, EH	2/ Ongoing	4c/86	Events and activities have no adverse impacts on the WHS, its OUV and the amenity of the local community
74	Carry out a review of existing provision for people with disabilities. Identify opportunities for increasing access for disabled visitors where required without harming the integrity of the WHS. In a rural landscape this is likely to include virtual access. Improving access for hard to reach groups and non-attendees should also be explored	NT/EH	Wiltshire Council, WHSCU, NE	2/ 2018 5a/99	4c/83 5a/99	Review completed and any identified needs addressed where reasonably practicable
75	WHS partners to encourage the reasonable provision of pre-visit information in major languages.	NT/EH	WHSCU, NW	2/ 2017	5a/99	Existing/ Grant funding Adequate pre-visit information available in major languages
76	Avebury Carry out informal review to consider whether equally effective and safe yet less visually intrusive alternatives to the 'drapes' are available to prevent erosion on Henge banks whilst allowing access as appropriate	EH/NT	WHSCU	3/ 2018		Suitability of any appropriate alternatives assessed

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
Policy 4b – Spread the economic benefits from tourism related to the WHS throughout the wider community						
77	Identify and support opportunities across the VisitWiltshire membership to increase dwell time in Wiltshire using the WHS as a catalyst.	VW	NWDAONB WHSCU EH, NT, Wiltshire Council, SM, WM, NWDAONB EH, NT, SM, WM	2/ 2015 3/ 2015 3/ 2017	4b/71 5b/109	Existing/ Grant funding Increase in overnight stays related to the WHS Increased bed nights Longer stays in Wiltshire Itineraries available to visitors through VW and WHS websites
78	Work with VisitWiltshire to identify accommodation needs of visitors to the WHS Encourage accommodation provision that will allow for longer stays Develop wider historic itineraries for visitors based on the WHS to encourage longer stays in Wiltshire	Wiltshire Council	Parish and Town Councils, VW, NT, EH, LEP, LNP	2017 Ongoing	4a/71 5b/106 & 109 7a/155	Links to colleges established Apprenticeship opportunities identified as well as potential for sponsorship Long-term volunteer scheme for NNR established by NE
79	Work with partners to identify appropriate and sustainable regeneration opportunities that enhance the WHS and maintain its OUV This could include apprenticeship and other skills development opportunities such as volunteering as well as initiatives to enhance rural tourism and the local food and drink sector	EH/NT/WM/ SM	VW	2/ 2016	4a/71	Active partnership reflected in cross marketing, events and learning opportunities Visitor numbers increased at museums

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
80	Work with the Amesbury History Centre and other similar facilities to raise awareness of the WHS and the work of its partners	WHSCU	Amesbury Town Council	2/ 2018	Existing/ Grant funding	Inclusion of information on the WHS in the Amesbury History Centre scheme
81	Review the need for re-establishing a tourist information facility in Avebury and Amesbury. In the interim seek opportunities for providing tourist information locally following the closure of the TICs within Wiltshire	Avebury Parish Council (APC), Amesbury TC	VW, Wiltshire Council, NT, WM	3/ 2016	4a/71 N/A	Review carried out. Opportunities for the dissemination of tourist information identified
	<i>Policy 4c –Encourage access and circulation to key archaeological sites within the WHS landscape. Maintain appropriate arrangements for managed open access on foot (taking into account archaeological, ecological and community sensitivities) to increase public awareness and enjoyment</i>					
82	Maintain policy of permissive open access on NT land reverted to pasture	NT		I/ Ongoing	– N/A	
83	Develop a WHS Landscape Access Strategy to include an examination of the current rights of way and cycle path network and identify opportunities for enhancement in line with the Wiltshire Countryside Access Improvement Plan (CAIP 2014). Improve routes to the WHS for the local community and visitors staying in the surrounding area. This Strategy should avoid conflicts with historic and ecological interests and include necessary impact monitoring and management regimes	Wiltshire Council	WHSCU, NT, EH, NE, Parish and Town Councils, LO, RoW user groups, LNP, Local Access Forum, Ridgeway National Trail, NIA	1/ 2017 4a/71 & 74 4c/87 & 89 5a/94 6c / 146–7	Existing / Grant Funding Strategy adopted by Wiltshire Council, LO, RoW user groups HLS/CSS monitoring includes assessment of impacts from access	

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
84	Wiltshire Council	WHSCU, NT, EH, NE, Parish and Town Councils, NWDAONB, Ridgeway National Trail, RSPB, VW, NIA	2/ 2017	4c/85, 87 & 89 5a/92 & 99 6a/141 6c/146	Existing / Grant funding	Visitors aware of new facilities Action plan developed to include a communication element to promote outcomes
85	WHSCU	Get Wiltshire Walking, NT, EH	3/ Ongoing	4c/83	Existing	All events managed with full knowledge of land managers.
86	WHSCU	NT, EH, LO, Wiltshire Council, Ridgeway National Trail	2/ Ongoing	4a/71, 72 & 73 5e/123	Existing	Information available for potential organisers
87	NT	EH, MoD, Wiltshire Council, Parish/Town Councils	2/ 2016	4c/83 & 84 6c/146	Existing/ Grant funding	Review carried out and any options identified and action plan developed
88		NE, Wiltshire Council, EH, Parish Councils	2/ 2016	6a/141	Existing/ Grant funding	Adequate pre-visit information parking options Information provided on arrival when car park full

Action	Lead partner	Key Partners	Priority/Timescale	Related policy/Action	Possible Funding Source	Outputs/Success Measure
89	NE Improve sustainable access to the archaeological landscape of the Fyfield Down NNR and its links to the rest of the WHS	Wiltshire Council, HE, ASAHRG, Ridgeway National Trails NWDAONB	2/ 2016	4c/83 & 84 5a/94 & 99	Existing/ Grant funding	Information on access and interpretation available on archaeological and natural importance of Fyfield Down
<i>Policy 4d – Manage special access at Stonehenge for significant occasions including solstices, and for stone circle access outside opening hours for small groups and all open access at Avebury to avoid harm to the WHS and its attributes of OUV</i>						
90	Monitor the impacts of open access and respond to results to ensure the least dis-benefit to the WHS and attributes of OUV. This is especially relevant where numbers have increased over the life of the Plan such as at Winter Solstice	EH/NT	NE	I/ Ongoing	4a/70	Existing Impacts monitored and appropriate mitigating or preventive actions undertaken
91	Continue proactive and inclusive management of solstice and pagan observances	EH/NT	Wiltshire Council, Police, Parish and Town Councils, Round Table (RT), Sacred Sites Forum (SSF)	I/ Ongoing	5c/114	Successful celebrations Low arrests Continued Round Table and Avebury Sacred Sites Forum meetings

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
Interpretation, Education and Community Engagement						
Aim 5: Improve the interpretation of the WHS to increase understanding and enjoyment of its special characteristics and maximise its educational potential. Engage the local community in the stewardship and management of the WHS.						
Policy 5a – Improve the interpretation both on and off site to enhance enjoyment and appreciation of the WHS						
92	Agree overarching principles for panels and text throughout the WHS. Partners provide an integrated and coherent message and identity across both parts of the WHS alongside partners' own building on the SILPS	WHSCU	NT, EH, NE, RSPB, Wiltshire Council, NWDAONB	1/ 2016 5b /112 5e /124-5 & 127	4c /84 4c /83 5a /99	N/A Existing/ Grant funding Those documents include actions to communicate linkages between natural and historic environments
93	Explore opportunities for interpreting the linkages between the historic and natural heritage in the updated SILPS and the Avebury Interpretation and Learning Framework	WHSCU	WANHS, NE, RSPB, WWF, Wiltshire Council. NWDAONB, NT, EH	2/ 2017 3h /60 4c /83		Grant/ private sector funding
94	Review opportunities to expand digital interpretation for the WHS landscape in line with the SILPS and AllF	NT	EH, NE	2/ 2018	Digital interpretation produced for VHHS/ NNR where appropriate	

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
95	Develop a programme of training /familiarisation visits/ambassador scheme for VWW and 'Our Land' partners including guides and businesses	VWW	WHSCU, EH, NT, NWDAONB	3/ 2016	5e/123	Existing Familiarisation trips held and trainings sessions completed
96	Review the provision of on-site information and interpretation for non-English speakers	EH/NT	WHSCU, NE, VWW	2/ 2016	5a/99 5b/111	Stonehenge Interpretation Strategy/Avebury Framework include actions to address non-English speaker needs
97	Stonehenge Explore with EH opportunities for making use of the special exhibition space at the Visitor Centre to enhance understanding, enjoyment and appreciation of the WHS and its setting and links to other WHSs	WHSCU	EH	2/ 2016	5b/111 7c/167	WHS-based exhibition held
98	Review original aims of the SILPS to ensure they have all been delivered and explore opportunities for expanding interpretation of the Stonehenge WHS and in particular the southern part where land is in private ownership. Review interpretation across the WHS once landscaping works at Stonehenge completed. Review the signage and way-marking elements related to Policy 4c	WHSCU	LO, EH, Wiltshire Council, RSPB, NT, NE	3/ 2018	5b/111	Existing

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
99 Avebury Develop a WHS Interpretation and Learning Framework for Avebury	NT	EH, NE, HE, NW/DAONB, ASAHRG, SALOG, RSPB	1/ 2017	3e/50 5a/92, 96 & 100 5b/104,-05 & 112-13 5d/121-2 5f/130	Existing / Grant funding	Avebury WHS Interpretation and Learning Framework completed and a programme of works produced
100 Develop interpretation, outreach and community engagement opportunities at Fyfield Down in line with the developing Avebury Interpretation and Learning Framework	NE	WHSCU, NT, ASAHRG	2/ 2017	5a/99 5c/116	Existing / Grant funding	
101 Explore possibility of developing project to redisplay the two public galleries of the Alexander Keiller Museum	NT	AKM Advisory Board (includes EH as a requirement)	1/ 2016	5a/99 7b/157	Existing	Project scoped
102 Develop and implement project to redisplay the two public galleries of the Alexander Keiller Museum	NT	AKM Advisory Board (includes EH as a requirement)	2/ 2020	—	Grant funding	New displays installed
103 Increase digital access to Alexander Keiller Museum collections and archives to enhance education and interpretation of the WHS	NT	EH	2/ 2020	7b/157	Grant funding	Collection available online

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 5b – Develop learning opportunities offered by the WHS both on and off site</i>						
104	Develop Stonehenge and Avebury Learning and Outreach Group (SALOG) to assist in partnership working across the WHS	WHSCU	NT, EH, WA, WM, SM, NE	2/ 2015	5a/99 5b/111, 112, 113	Existing/ Grant funding
105	Conduct a survey of the various education groups using the WHS to understand the needs of different groups at all levels of education and to inform learning strategies for Avebury and Stonehenge	WHSCU	EH, NT, NE, SM, WM	2/ 2016	5a/99 5b/111 & 112	Existing Understand how WHS is currently used by a range of educational groups and further needs and opportunities for development
106	Identify opportunities for working with local farmers to provide outdoor educational facilities	NE	NT, EH, WM, SM, ASAHRG, SALONG, NWDAONB	3/ 2017	3f/54 4b/73 & 78 5a/99 5b/109	Existing Outdoor education facilities identified for both Stonehenge and Avebury

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
107	Coordinate existing and establish new links with primary and secondary schools	WHSCU	SALOG, ASAHRG Wiltshire Council, NWDAONB	2/ Ongoing	5b /111 & 112	Existing schools that have not previously engaged with WHS partners offering educational opportunities
108	Develop existing and establish new links with universities and tertiary education institutions offering WHS, heritage and archaeological courses. Continue to offer placements to appropriate students	WHSCU	ASAHRG, NWDAONB	2/ Ongoing	5f /131 7a /153 & 155	Increased presentations, visits and placements
109	Undertake a needs analysis of requirement for a residential field/education centre. Consider re-use of existing buildings within the WHS or within easy reach	WHSCU	EH, NE, NT, Wiltshire Council, LEP, LNP	3/ 2020	4b /74 & 78 5f /130	Grant funding Needs analysis completed
110	Offer presentations and publications on the WHS its attributes of OUV and their management for a local, national and international audience	WHSCU	NT, EH, HE, NE ASAHRG, NWDAONB	2/ Ongoing	5e /123	Existing WHS presentation/ event for community annually
Stonehenge		WHSCU	EH, NT, WM, SM, SALOG	2/ 2017	5a /96-8 5b /105	Review carried out and outstanding actions completed
111	Review implementation of the Stonehenge WHS Interpretation, Learning and Participation Strategy. Complete any outstanding actions using Stonehenge and Avebury Learning and Outreach Group (SALOG network)					
Avebury		NT	EH, NE, SALOG, LO, WHSCU	1/ 2017	5a /99 5b /104 & 105	Learning plan developed as part of the Avebury WHS Interpretation and Learning Framework
112	Explore learning opportunities as part of the Avebury WHS Interpretation and Learning Framework including developing educational potential and links with Stonehenge					

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
113	Develop educational resources based on the WHS 'Avenue to Learning' Project	ASAHRG/ SALOG	NT, HE, WHSCU	2/ 2017	5a/99	Grant funding Sustainable resource available to schools
<i>Policy 5c – Promote community involvement in the WHS to increase a sense of ownership</i>						
114	Work with the local community to understand how they would most like to be involved with the management of the WHS, the updating of the Management Plan and where appropriate research. Make available WHS minutes and reports on the WHS website	WHSCU	Parish/Town Councils, Local amenity groups	1/ Ongoing	1d/10 4d/91 5e/ 123 7c/165 & 168	Existing Understand how the community would most like be involved in the management of the WHS. Minutes on the web after they have been approved Improved community understanding and engagement with WHS
115	Research options for a community event to celebrate the WHS	WHSCU	NT, EH, NE, Parish/Town Councils, NWDAONB	2/ 2015	5e/123 7c/166	Grant funding Regular event celebrating the WHS held in both parts of the WHS
116	Develop volunteering opportunities for participation in the management of the WHS. Integrate volunteer involvement in the delivery of the Management Plan where appropriate	WHSCU	NT, EH, SM, WM, NE	1/ Ongoing	6a/137	Existing/ Grant funding Task and finish group considering volunteering opportunities in all projects. Annual Stonehenge and Avebury volunteering event. Training packs for induction of new volunteers

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
117	Develop oral history project for the WHS to encourage community engagement	NT	HE, Wiltshire Council, Parish/Town Councils	3/2017 7c/165 7d/ 169	Grant funding	Oral archive developed and accessible to the public
118	Explore opportunities for delivery of a WHS Residents' Pack at Stonehenge in the most appropriate format. Allow re-based community to develop in advance of this. Consider appropriate timing for update of the Avebury Pack	WHSCU	All partners	2/2018 1d/10 3a/ 21 3f/54 5c/115	Grant funding	Published booklet Web content
119	Stonehenge Maintain free entry to Stonehenge Visitor Centre and Stones for local residents	EH	Wiltshire Council	1/ Ongoing	Existing	Continued provision of local resident passes
120	Explore ways that the community can use the education room at the Stonehenge Visitor Centre as a community resource	EH	WHSCU	2/ 2015	–	Use of education room for community activities outside peak periods
<i>Policy 5d – Artists and the creative sector will offer new and inspiring ways for communities and a wider range of visitors to engage with and learn about the OUV of the WHS and the wide range of artistic responses to it both past and present.</i>						
121	Develop an Arts Framework articulating the attributes of OUV of the WHS and the potential for their artistic expression	Wiltshire Council	WHSCU, WHSPP, VW, NE, EH, NT, SM, WM	2/2015 5a/99 5b/ Action 111	Existing / Grant funding	Deliver at least one event annually which relates to the OUV of the site

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
I22	Deliver an artists' symposium exploring the themes related to the attributes of OUV including the shaping of the WHS landscape	Wiltshire Council	WHSCU, WHSPP, VW	2/ 2015 5a/99 5b/111 7d/169	Existing / Grant funding	Symposium held. A plan for creative sector working within WHS developed
<i>Policy 5e – Present a unified Stonehenge and Avebury WHS identity and message</i>						
I23	Produce a WHS Communications Strategy defining the message, audiences and means of communication	WHSCU	WHSPP, NT, EH, HE	1/ 2015 3f/54 4a/69 & 72 5b/110	Existing	A strategy which assists in improving communications with all key target group
I24	Develop a branding and signage strategy for the whole WHS	WHSCU	WHSPP, EH, NT, NE, RSPB, NWDAONB, Ridgeway National Trail	2/ 2016 4a/71 5a/92 5e/123, 125 & 127	Existing/ Grant funding	Clear and consistent visual identity and message across both parts of the WHS alongside partners own brand
I25	Review WHS gateway signage and ensure funding for their re-design, replacement and / or maintenance	Wiltshire Council	WHSCU, HA	1/ 2015 5a/92 5e/124 & 127 6a/136	Existing/ Grant funding	Gateway signs in place Boundary clear to visitors and aware it is a special landscape

Action	Lead partner	Key Partners	Priority/Timescale	Related policy/Action	Possible Funding Source	Outputs/Success Measure
I26	Continue to produce the WHS Megalith newsletter to raise the profile of the WHS and the work of its partners	WHSCU	All partners	2/ Ongoing	5e/123	Existing/ private sector funding
I27	Locate a WHS plaque at both Stonehenge and Avebury in agreement with partners to mark the WHS inscription to meet UNESCO requirements	WHSCU	EH, NT, WHSPP	1/ 2016 5e/124	4d/92 5e/124	Suitable plaque following UNESCO guidelines placed at main visitor facility at both Stonehenge and Avebury
I28	Develop the Stonehenge and Avebury WHS website	WHSCU	I/ Ongoing	5e/123 7c/164	Existing	Up to date content and information and good links to key partners. High 'Google' ranking Increased level of usage as measured by Google analytics
<i>Policy 5f – Explore and deliver opportunities to meet the wider objectives of UNESCO and the UK Government</i>						
I29	Establish interpretation of WHS status in existing facilities including museums. Train staff where appropriate to provide information on the WHS status and other national and international WHSs	WHSCU	WHSPP	2/ 2018	5e/123	Gateway points in key communities such as Devizes, Calne, Amesbury, Swindon, Marlborough, Salisbury, Larkhill

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
I30	WHSPP	WHSCU, NT, Parish/Town Councils	1/ 2018	5a/99 5b/109 5e/123	Grant/ private sector funding	Feasibility study completed and action plan based on recommendations developed
I31	WHSU	WHSPP, DCMS, UNESCO UK Commission, ICOMOS-UK, WH:UK	2/ Ongoing 2020	5b/108 7a/153	Grant/ private sector funding	Best practice publication Presentations and papers

Sustainable Traffic Management and Transportation

Aim 6: Reduce significantly the negative impacts of roads and traffic on the WHS and its attributes of OUV and increase sustainable access to the WHS

Policy 6a – Identify and implement measures to reduce the negative impacts of roads, traffic and parking on the WHS and to improve road safety and the ease and confidence with which residents and visitors can explore the WHS

I32	Review trigger criteria for when development-related transport assessments within the WHS should be produced	Wiltshire Council	WHSCU	2/ 2016	1b/4	Existing Criteria understood and implemented by Highways
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Action	Lead partner	Key Partners	Priority/Timescale	Related Policy/Action	Possible Funding Source	Outputs/Success Measure
I33	Stonehenge Seek a solution to the negative impact of the A303 on the WHS, its attributes of OUV and its setting in order to sustain its OUV and enhance the Site's integrity. Work with partners to identify such a solution that also addresses current and predicted traffic problems and assists in delivery of social and economic growth	HA DfT, DCMS, HM Treasury, Wiltshire Council, HE, EH, NT	1/2015 - 2020 Ongoing	3c /35 6a /134 & 135	Central Government / Treasury	Visual and noise intrusion of road and traffic is diminished Integrity of the WHS enhanced
I34	Review the current access to and within the WHS and associated A303 crossing points for non-motorised users with the aim of improving accessibility	HA Wiltshire Council, HE, EH, NT	2/2015 - 2020 On-going	6a /133	Existing	Visitors able to access the wider landscape with ease
I35	Monitor how the new Visitor Centre parking provision and closure of the A344 impacts on traffic, the local community and visitors. Address any identified negative impacts	Wiltshire Council	2/ 2016	3c /35	Existing	Accurate evidence available to inform any required solutions
I36	Avebury Adhere to the Design Principles included in the Avebury WHS Transport Strategy for all Highways interventions within the Avebury WHS and its setting including road signage Review possible application in Stonehenge WHS	Wiltshire Council WHSCU, HE, NWDAONB	1/ Ongoing	5e /124 & 125 6a /137-42	Existing/ Grant funding	Unnecessary highways interventions avoided Highways-related clutter reduced Sensitive design and materials used in all intervention
I37	Undertake a community conservation areas audit to help inform Transport Strategy interventions	WHSCU Parish/Town Councils, HE, Wiltshire Council	3/ 2016	5c /116 6a /136	Existing/ Grant funding	Results of audits available to inform interventions in Conservation Areas as required

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
I38	Review, develop and consult on measures for the B4003 identified in the Avebury WHS Transport Strategy to prevent damage from traffic to the West Kennet Avenue and facilitate movement of visitors within the WHS. Implement agreed outcomes	Wiltshire Council	APC, HE, NT, NWDAONB	1/ 2018 3c/37	Existing / Grant funding	Agreed measures implemented No further damage to archaeology Visitors circulate with increased confidence/safety Visitor surveys report improved experience
I39	Review, develop and consult on measures identified to reduce the negative impact of the A4 on the WHS, its attributes of OUV and visitor movement. Implement agreed outcomes	Wiltshire Council	APC, HE, NT, NWDAONB	2/ 2018 6a/136 & 142	Existing/ Grant funding	Agreed measures implemented
I40	Where possible provide safe crossing points in accordance with the WHS Design Principles for visitors both in the Henge and between key monuments in the WHS	Wiltshire Council	NT, EH, HE, NWDAONB	2/ 2018 3c/39–40 6a/136 & 142	Existing	Visitors cross roads with increased confidence/safety in the Henge and between key monuments Visitor surveys report improved experience
I41	Reduce parking congestion in the Henge/village area on peak days. Disperse pressure away from the centre of the WHS. Enforce existing parking restrictions in the High Street. Implement new restrictions where necessary as outlined in the Avebury WHS Transport Strategy. (adhere to saved policy TR9 in Wiltshire Core Strategy on car parking in Avebury)	Wiltshire Council	NT, APC	1/ 2016 4a/70 4a/71 4c/83 & 88	Existing	Reduction in congestion in High and Green Street

Action	Lead partner	Key Partners	Priority/Timescale	Related Policy/Action	Possible Funding Source	Outputs/Success Measure
I42	Identify opportunities for implementing remaining recommendations of the Avebury WHS Transport Strategy	Wiltshire Council	NT, APC, NWDAONB, HE	2/ 2020	—	Existing/ Grant funding Recommendations of Transport Strategy completed
	<i>Policy 6b – Manage vehicular access to byways within the World Heritage Site to avoid damage to archaeology, improve safety and encourage exploration of the landscape on foot whilst maintaining access for emergency, operational and farm vehicles and landowners</i>					
I43	Monitor the use of byways open to all traffic (BOATS) and seek appropriate traffic management interventions where vehicular access damages archaeology, diminishes safety, impedes or discourages movement and/or impacts adversely on the setting including Byway 12 at Stonehenge and the Ridgeway National Trail at Avebury	Wiltshire Council	EH, Ridgeway National Trail, NT	1/ 2020 6b/144	3a/18, 23 & 25 6b/144	Existing Damage to archaeology on byways halted Visitors report improved experience
I44	Agree appropriate protocols for surface maintenance and repair on public rights of way within the WHS	Wiltshire Council	NT, HE, Ridgeway National Trail	2/ 2017 6b/143	3a/ 24 & 25 6b/143	Existing Appropriate protocols for resurfacing of public rights of way agreed
	<i>Policy 6c – Take measures through sustainable transport planning to encourage access to the WHS other than by car</i>					
I45	Promote current sustainable transport options for travel to the WHS and information available prior to visit. Agree and coordinate message with WHS partners. Include links to the Connecting Wiltshire website	Wiltshire Council	NT, EH, NE, RSPB, NWDAONB, VW	1/ 2015 6c/146	Existing	Increase in percentage using sustainable transport options All partners promote non-car options in relevant marketing

Action	Lead partner	Key Partners	Priority/ Timescale	Related policy/ Action	Possible Funding Source	Outputs/ Success Measure
I46 Develop a Sustainable Transport Strategy for the WHS to reduce parking pressure and deliver environmental benefits: a. Include measures to improve links between Stonehenge and Avebury as part of the Sustainable Transport Strategy b. Undertake market research to review feasibility of a commercial bus service linking Stonehenge and Avebury and explore feasibility with bus companies c. Explore affordable options for local community	Wiltshire Council	Local Transport Body for Wiltshire, EH, NT, WHSCU, Wilts and Dorset Bus Company, TW, NWDAONB, Parish and Town Councils	2/ 2017	4a/71 4c/83, 84, 87 & 88 6c/148 & 149	Existing/ Grant funding/ Private sector	Decrease in the number of visitors arriving by car
Stonehenge I47 Identify management strategies to minimise conflict between users of the section of the A344 which is subject to the Traffic Regulation Order (TRO) including vehicles, horses, walkers, cyclists and horse drawn carriages.	EH	NT, Wiltshire Council	2/ 2015	4c/83	Existing	A route provided along the section of the A344 subject to the TRO which reduces any conflict between users
I48 Improve bus links from surrounding towns and villages to Stonehenge	Wilts and Dorset Bus Company	EH, Wiltshire Council	3/ On-going	6c/146	Existing	Increase in number of bus links from towns and villages
Avebury I49 Implement sustainable transport actions from WHS Transport Strategy: improved cycle and bus infrastructure; promotion through improved journey planning and bus routes	Wiltshire Council	WHSCU, NWDAONB	2/ 2018	6c/146	Existing/ Grant funding	Sustainable transport actions implemented

Research

Aim 7 – Encourage and promote sustainable research to improve understanding of the archaeological, historic and environmental value of the WHS necessary for its appropriate management. Maximise the public benefit of this research

Policy 7a – Encourage sustainable archaeological research of the highest quality in the WHS, informed by the WHS Research Framework

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
I50 Encourage research in line with the WHS Research Framework	ASAHRG		I / Ongoing	–	Existing	Research addresses questions in Research Framework
I51 Monitor, review and update the WHS Research Framework on a regular basis with a periodic review after ten years	ASAHRG		2 / Ongoing 2025	–	Existing	Research Framework is up to date
I52 Reinforce guidance on sustainable research provided by the Stonehenge and Avebury Research Framework (SARF). Encourage adherence to the IfA Code of Conduct and MORPHE guidelines within the WHS and its setting	ASAHRG		2 / Ongoing	–	Existing	Researchers adhere to IfA code and MORPHE Guidelines
I53 Develop links with national and international WHSs, universities and researchers with similar research interests	ASAHRG		2 / Ongoing	5b / 108 5f / 131	Existing / Grant funding	National and international colleagues attend seminars and share knowledge and understanding
I54 Encourage completion and dissemination of unpublished past research	ASAHRG	HE, Wiltshire Council	2 / Ongoing	7b / 159	Existing	Increase in publication of past research
I55 Promote creative PhD partnerships	ASAHRG	EH/NT	3 / Ongoing	4b / 78 5b / 108	Existing	PhD focussing on Research Framework themes

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 7b – Improve information management and public access to data sets and provide adequate facilities for archives and storage of finds</i>						
156	Deliver outcomes of the county-wide project aimed at securing long-term storage facilities for the archive, records and collections to ensure those related to the WHS held by Salisbury and Wiltshire Museums are adequately provided for	Wiltshire Council	ASAHRG, EH, HE, NT, Museums Association, Archives and Records Assoc.	2/ 2020	7b/158	Grant funding Adequate storage facilities identified
157	Explore options for long-term storage of the Alexander Keiller Museum (AKM) collections	NT	AKM Advisory Board include EH as a necessity	2/ 2020	5a/103	Funding Long-term options identified
158	Require research project designs to include arrangements for managing and funding storage of finds and data as a condition of Scheduled Monument Consent (SMC)/licence	HE	Wiltshire Council, Grant giving bodies	2/ Ongoing	7b/156 7c/163	Existing Consents only given for project designs with relevant provisions
159	Carry out a review of past excavations, research and collections. Facilitate future access to all finds and data. Exploit digital opportunities	ASAHRG	HE, NT, Museums, Wiltshire Council	3/ 2020	7a/154	Grant Funding/ Potential PhD project Review completed and collections/data/finds accessible
160	Identify historic mapping and record inaccuracies on National Monuments Record	WHSCU	ASAHRG, HE, Wiltshire Council	1/ 2016	3a/17	Existing List of inaccuracies to inform report on issues and priority
161	Develop WHS GIS within the HER. Make available to all WHS partners	Wiltshire Council	HE	1/ 2016/ Ongoing	3h/61	Existing Comprehensive GIS available to Coordination Unit and WHS partners

Action	Lead partner	Key Partners	Priority/Timescale	Related Policy/Action	Possible Funding Source	Outputs/Success Measure
I62	Encourage data sharing between WHS partners and require as part of SMC/licence	HE ASAHRG, NT, Wiltshire Council, Environment Agency (EA), NWDAONB	2/ Ongoing	–	Existing	WHS-related data available to partners
<i>Policy 7c – Maximise dissemination, interpretation, education and public engagement related to research</i>						
I63	Licences and consents should include conditions for public engagement where appropriate, dissemination of research and sharing of data with the HER, archiving of data and collections	HE, NT WM, SM, Wiltshire Council	1/ Ongoing	7b/158	Existing	Licences and consents include relevant conditions
I64	Develop an ASAHRG section on the WHS website linking to research publications and relevant research websites	WHSCU	1/ 2015	5e/123 & 128	Existing/ Grant funding	Pages on Research created and dissemination improved
I65	Establish a biennial public seminar in partnership with Wiltshire Archaeological and Natural History Society (WANHS) or other WHS partners	ASAHRG ASAHRG	1/ 2016	5c/115	Grant funding	Seminar takes place every two years
I66	Provide opportunities for the community to be engaged in research projects where appropriate	ASAHRG	2/ Ongoing	5c/114–118	Existing/ Grant funding	Increased involvement of the community in research project
I67	Encourage providers to present a programme of special exhibitions and permanent displays to reflect recent research	WHSCU EH, NT, SM, WM, HE, ASAHRG	2/ Ongoing	5a/97	Existing/ Grant funding	Displays reflect results of recent research
I68	Monitor and record public benefit of research within the WHS	ASAHRG	3/ 2015/ Ongoing	5c/114	Existing	Record of publications and outreach/education events

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding Source	Outputs/ Success Measure
<i>Policy 7d – Undertake other types of research, such as the assessment of biodiversity, as appropriate</i>						
I69	Encourage novel and innovative research in all areas including historiography, social history, public engagement, the natural and historic environment, and history of art	WHSCU HE, ASAHRG, NE	3/ Ongoing	3h/61 5a/93	Existing	Research reflects range of values related to the WHS
Management, Liaison and Monitoring						
<i>Aim 8 – Provide adequate management systems and resources for the conservation and monitoring of the WHS</i>						
<i>Policy 8a – Implement the Management Plan and liaise with partners to maintain and enhance the present partnership approach</i>						
I70	Review and update the Management Plan every 6 years	WHSCU WHSC, WHPP	1/ 2021	–	Existing/ Grant funding	Management Plan published and accepted by UNESCO Endorsed by all partners
I71	Produce an annual action plan for the Coordination Unit to be reviewed and signed off by Steering Committees and Partnership Panel	WHSCU WHSC, WHPP	1/ 2015	–	N/A	Annual plan produced and agreed by WHSPP & steering committees

Action	Lead partner	Key Partners	Priority/ Timescale	Related Policy/ Action	Possible Funding/ Source	Outputs/ Success Measure
Policy 8b – Seek adequate funding for the coordination of the WHS and the implementation of the Management Plan						
172	Establish long-term funding arrangements for the Coordination Unit and put in place adequate resources	WHSPP	HE, NT, Wiltshire Council	1/ 2016	–	N/A
173	Seek to increase private and philanthropic funding Undertake feasibility study on establishing a WHS fund to support delivery of the WHS Management Plan	WHSPP	HE, NT, Wiltshire Council	2/ 2015	–	Existing/ Grant funding
174	Maximise project funding to achieve Management Plan actions from all sources	WHSPP	NT, HE, Wiltshire Council, NWDAONB	1/ Ongoing	3f/55	Existing Project funding available for action plan projects
175	Increase capacity of the Coordination Unit. Consider appropriate volunteer support	WHSPP, WHSCU	EH, NT, Wiltshire Council	2/ Ongoing	5c/116	Measure hours available to the WHSCU
Policy 8c – Ensure regular monitoring of the WHS						
176	Revise the WHS monitoring indicators to ensure they encompass all relevant impacts on the WHS and its attributes of OUV. Ensure the WHS partners put them in place	WHSCU	All partners	1/ 2016	3j/66	Existing Workable monitoring indicators. Regular partner reports to WHSCU
177	Produce the UNESCO periodic report every 6 years	WHSSC	WHSSC	1/ 2019	–	Existing Periodic Completed and submitted to UNESCO as required
178	Regular monitoring and evaluation of the effectiveness of the WHS governance arrangements including the WHS Coordination Unit	WHSPP	WHSCU, NT, HE, Wiltshire Council	1/ Ongoing	–	Existing Review in 2016/18. Carry out recommendations