

**Stonehenge and Avebury WHS Partnership Panel
Friday 10 October 2014 10.30 – 1pm
Meeting Room, Salisbury Museum**

- Present:** Roger Fisher (Representative – Stonehenge WHS Committee),
Colin Shell (Representative – ASAHRG),
Alistair Sommerlad (Chair),
Andrew Vines (English Heritage),
Cllr Stuart Wheeler (Wiltshire Council),
Andrew Williamson (Representative - Avebury WHS Committee)
- In attendance:** Sarah Simmonds (Avebury WHS Officer),
Nick Snashall Stonehenge and Avebury WHS Archaeologist (National Trust)
Beth Thomas (Stonehenge WHS Coordinator)
- Apologies:** Jan Tomlin (National Trust),

		ACTION
1.0	Apologies Jan Tomlin was not present	
2.0	Minutes of last meeting and matters arising Minutes were approved without any amendments. No matters arising	
2.0	Actions from last meeting	
2.1	Numbers of Management Plan BT has produced a revised list for distribution of the management plan (Appendix 1). Now 198 with some room for re-distribution nearer the time. NT have not commented on their requirements otherwise other partners are content with their allocation	
2.2	Management Plan costs See item 6.4 below	
2.3	Branding/Identity A “tag” or strap-line has not been discussed due to focus on the management plan. Further work on this is planned as part of the new management plan	
2.4	Branding/Identity BT has spoken to VisitWiltshire and EH and is confident that the words “Stonehenge and Avebury World Heritage Site” plus a logo will appear on both organisations’ marketing material as they are reprinted. NT has confirmed that where possible they will do this on their marketing material. ACTION: NS asked BT to send logo	BT
2.5	Chalke Valley History Festival AS has further meeting planned with the Holland family about possible involvement in the CVHF in 2015/16, what options are available with a limited budget BT reported information from one of the museums involved in the WHS that the Festival was requiring a great deal more resources to be supplied for the educational programme without any financial recompense and this was causing concern.	
2.6	Salisbury Festival The Director of the Salisbury Festival is very keen to work with the WHS and is looking at working with 2 creative specialists to look at the potential of the WHS. It	

	<p>would consider both parts of the WHS and looking at bringing people into the landscape.</p> <p>AS has had some initial conversations with partners and will keep the WHSPP informed of developments.</p>	
3.0	<p><u>Chair's report</u></p> <p>Since the last meeting AS has devoted most time to the A303 issue, attending meetings in Bristol, London, Swindon and on site in Wiltshire, with NT, EH, Highways Agency, C2M consultants, Wiltshire Council, Treasury, No 10, DCMS, DfT and local pressure groups such as STAG. AS has not expressed any formal view of the Panel but, with the Panel's guidance today, will start to do so. In addition AS has attended a LAWHF meeting at Stonehenge and held discussions in Avebury about funding, the transport strategy, the use of the area for arts events. AS has also progressed discussions with CVHF and Salisbury Festival though these latter opportunities have been slow. I have attended a number of meetings with DIO, MOD, VisitWiltshire, Wiltshire Council and the RA RAML Board in connection with the proposed Military Visitor Centre at Knighton Down. AS has read the drafts of the Management Plan. AS anticipates that the weight of his effort for the forthcoming period until early 2015 will continue to be on Stonehenge issues as the decisions on A303 and the military experience will be taken and publicised in late Nov, early December. Alongside this AS will increasingly engage with the finalising of the Management Plan as the consultation process comes to fruition. I have received only one formal communication for the Panel which is a copy of the letter written by the Stonehenge Alliance to the DfT.</p>	
4.0	<p><u>Report from Stonehenge WHS Committee</u></p> <ul style="list-style-type: none"> • RF reported that the last Committee was lively with one member of the group raising concerns about the operational arrangements at the Stonehenge Visitor Centre – RF&BT have met with Kate Davies at Stonehenge to discuss these issues. • The Highways Agency attended to give an update on A303. • RF noted that a recent survey of both military and civilian personnel living at Larkhill the open access to countryside scored very highly and is much valued by the community. • The planning application for the developments associated with the Army Rebasing 2020 programme is expected January 2-15. Amesbury is expected to be a focal centre for services such as retail etc but will not have any related housing • There will be another dig at Blick Mead, Vespasian's Camp in October. • It has been confirmed with the developer that there is £400,000 available to build the proposed Amesbury History Centre. • One complaint related to the new developments at Stonehenge has been the lack of way-marking signage related to the former A344. This is an issue for the Wiltshire Council Rights of Way team. <p>ACTION: Cllr Wheeler to follow up with RoW team</p> <ul style="list-style-type: none"> • A new Amesbury TC website will be launched soon and there will be leaflets in the Community shop and elsewhere. The website will include walks in the WHS. • Plans for Winter Solstice are well ahead as numbers are expected to be larger than last year. 	SW
4.1	<p><u>Report from Avebury WHS Committee</u></p> <ul style="list-style-type: none"> • AW reported that since the last PP meeting Avebury has had the 2nd year of the "Between the Monuments" and an open day for residents was well attended. • Transport Strategy is almost complete with some very positive recommendations and has embraced the community Avebury Parish Traffic Plan. • Interpretation board now installed at Longstones by Robin Butler as part of 	

	<p>HLS scheme. A model for future interpretation initiatives.</p> <ul style="list-style-type: none"> • Visitor numbers – these seem to have dropped back since the initial rush after the airing of “The Manor Reborn” and there have been fewer impacts on the community. • Avebury Day was well attended and judged to be a success with around 1,200 people attending. Both NT and WHS attended. • There are now 7 community WiFi hubs in the village and NT farmyard area. • AW was asked if there is any data regarding usage. <p>ACTION: AW will ask the suppliers if any information is available.</p> <ul style="list-style-type: none"> • AW has been working with other philanthropic individuals at setting up a fund to help implement WHS Management Plan actions. He intends to set up a charitable trust as a pilot to assist with future resourcing of the WHS. <p>ACTION: AW to keep WHS PP aware of progress</p> <ul style="list-style-type: none"> • Flood prevention works including dredging is taking place around the village. • Summer solstice went well including timely removal of unauthorised campers on the Ridgeway. 	<p>AW</p> <p>AW</p>
5.0	<p><u>Report from Avebury and Stonehenge Archaeological and Historical Research Group</u></p> <ul style="list-style-type: none"> • CS reported that there is an article about the Blick Mead excavations in the Wiltshire Archaeological and Natural History Magazine 2014. • ASARGH has been assisting with the forthcoming Stonehenge and Avebury Research Framework. The last meeting was very interesting including a presentation on geophysical survey near East Kennet long barrow as part of an HLS Scheme. Vince Gaffney about the <i>Hidden Landscapes</i> project which was recently on television presented more detail although it is clear that there is much more information still to come out but it will take time to analyse the immense amount of detail that was gathered. <p>ACTION: WHS Unit to see if Vince Gaffney would make a presentation to both committees at a later date.</p> <ul style="list-style-type: none"> • CS was asked if including those interested in research at Stonehenge had made much of a change to the group. CS felt it was too early to judge but that there hadn't been a huge influx of people and in any case many of those working in Avebury were also interested in the Stonehenge area too. 	SS/BT
6.0 6.1	<p><u>Management Plan</u></p> <ul style="list-style-type: none"> • <u>Update on progress</u> Comments have been received on the Aims Policies and Actions from Steering Committee members and other key partners. BT & SS have met with NT, EH and Wiltshire Council to discuss the draft document and some changes have been made as a result. Comments are still being made. The draft will go to the copy editor on 13 October for 3 weeks. The editor will identify areas of duplication etc to help make the document more concise BT and SS met with Henry Owen John the Head of International Advice at English Heritage who will be recommending whether DCMS should accept the document or not. He felt the length of the document was about right considering the complexity of the issues, the fact that it is the first joint document and the requirements of UNESCO. This will be a key reference document for partners working in the WHS and it needs to rehearse the issues 	

	<p>and actions thoroughly. The question of how priorities were decided was raised and BT/SS confirmed that it was based on OUV.</p>	
6.2	<ul style="list-style-type: none"> • Sign off initial consultation draft The WHSPP were happy with the document as it stands and there were no major concerns except for the A303 (see section 8.2). 	
6.3	<ul style="list-style-type: none"> • Timetable The most recent timetable was tabled at the meeting. The WHSPP felt it was important to get the document right and accepted the timetable may need to change to respond to events etc. AV raised the issue of 'purdah' before the General Election on 7 May 2015. EH (and Wiltshire Council) may not be able to approve the document at the proposed Steering Committee and WHSPP meetings in April. ACTION: BT & SS to check position with their respective organisations. Agreed to meet in February so that the WHSPP can take a view on any possible contentious comments arising from the Public Consultation. 	BT/SS
6.4	<ul style="list-style-type: none"> • Budget/Support required/role of partnership panel <ol style="list-style-type: none"> a. BT tabled a revised budget. b. It is intended to finalise the cost of design and printing once the document is finalised in December this year. c. Wiltshire Council will be paying for the planning consultation process and a launch at County Hall Trowbridge. d. EH is paying for the editing of the document and provide in-kind support through the production of the maps. e. NS confirmed that the NT could provide support for a launch in Avebury and communications/press centrally. f. BT has approached EH about a possible launch at the Stonehenge Visitor Centre and currently waiting for a response. g. The cost of printing the plan is now likely to be in the 2015/16 budget year. 	
7.0 7.1	<p>Current projects</p> <ul style="list-style-type: none"> • Transport strategy This has been jointly funded by Wiltshire Council and NWDAONB. It has been managed by a task and finish group made up of key partners in the WHS and carried out by Atkins. It resolves a number of outstanding issues from the 2005 MP around traffic and transport which has a major impact on the WHS. It includes major recommendations such as the closure of the B4003 along the Avenue as well as a set of design principles. Once approved by the Steering Committee it will guide transport interventions in the Avebury part of the WHS. 	
7.2	<ul style="list-style-type: none"> • Research Framework Progress on this continues and the document is going out for peer review. It is expected to be complete by Summer 2015. 	
7.3	<ul style="list-style-type: none"> • Woodland Strategy NS reported that she had been unable to progress this due to work on the A303 project but expected it to be complete by Easter 2015. This project was funded by Natural England. CS expressed concerns about the process. SS suggested that future projects need to be clear regarding the role of the task and finish groups and their relationship to the Steering Committee. 	NS
7.4	<ul style="list-style-type: none"> • Communications Stonehenge and Avebury WHS continues to have a presence in social media through its twitter account @StoneAveWHS which now has 339 followers. The website has had some recent updates but because the priority has been the management plan has not had as much attention as it should. It is an issue that managing digital resources such as the website and twitter account 	

	<p>properly and effectively does take time and resources. It is clear that a communications strategy needs to be considered in order to make the most of communicating key messages about the work of the WHS.</p> <p>Information from Google on September 2014 is noted below.</p> <table border="1" data-bbox="328 495 1294 958"> <tr> <td data-bbox="328 495 804 719"> <p style="text-align: center;">VISITS</p> <p style="text-align: center;">840</p> <p style="text-align: center;">The total number of visits to your site this month</p> </td> <td data-bbox="804 495 1294 719"> <p style="text-align: center;">BOUNCE RATE</p> <p style="text-align: center;">65%</p> <p style="text-align: center;">Your bounce rate shows how many people leave your site without visiting any other pages on your site</p> </td> </tr> <tr> <td data-bbox="328 719 804 958"> <p style="text-align: center;">TIME ON SITE</p> <p style="text-align: center;">01:44</p> <p style="text-align: center;">The average amount of time someone spends on your site in a single session</p> </td> <td data-bbox="804 719 1294 958"> <p style="text-align: center;">AVERAGE PAGES</p> <p style="text-align: center;">2</p> <p style="text-align: center;">The average number of pages viewed in a single session</p> </td> </tr> </table>	<p style="text-align: center;">VISITS</p> <p style="text-align: center;">840</p> <p style="text-align: center;">The total number of visits to your site this month</p>	<p style="text-align: center;">BOUNCE RATE</p> <p style="text-align: center;">65%</p> <p style="text-align: center;">Your bounce rate shows how many people leave your site without visiting any other pages on your site</p>	<p style="text-align: center;">TIME ON SITE</p> <p style="text-align: center;">01:44</p> <p style="text-align: center;">The average amount of time someone spends on your site in a single session</p>	<p style="text-align: center;">AVERAGE PAGES</p> <p style="text-align: center;">2</p> <p style="text-align: center;">The average number of pages viewed in a single session</p>	
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<p>8.0</p> <p>8.1</p>	<p><u>Current live issues</u></p> <ul style="list-style-type: none"> <p><u>A303</u></p> <p>An announcement on whether the A303 improvements will be carried forward on the national infrastructure programme is will be made at Autumn Statement which is expected on 4th December 2014.</p> <p>EH and NT have been working together and there have also been representations by the Stonehenge Alliance. The feeling was optimistic that government would try to solve the problem and that they recognised the importance of the WHS in assessing the merits of any solution.</p> <p>CS queried AS’s role in technical group as representing the views of the WHS. AS confirmed that the meetings with DfT were very much listening rather than giving advice to them. That the technical group did not decide on the options. EH and NT had no fixed view at this time. Further work is required on the engineering solution and the affects of the options agreed by DfT.</p> <p>AV noted that both EH and NT are trying to work with DfT to find a solution and this is an iterative process. Once the announcement is made there will be a great deal of more technical work required.</p> <p>It was agreed that should there be any queries to AS as Chair of the WHSPP that the statement would be: “We welcome a solution to the problem of the A303 that safeguards the WHS and its OUV”. Everyone could agree to this although individual organisations may have slightly differing viewpoints. The PP could agree that the main concern is the protection and the enhancement of the OUV of the WHS and also that consensus was important to find a good solution to the A303 for the WHS.</p> 					
<p>8.2</p>	<ul style="list-style-type: none"> <p><u>Royal Artillery Museum</u></p> <p>It is hoped that the Royal Artillery collection from Woolwich will be moving to Larkhill as a “military experience” not just collection from Woolwich but might include the Museum of Army Flying Collection from Middle Wallop. It would be sited close to the Knighton Down long barrow.</p> 					

	<p>The project team are aware of the WHS and willing to make changes necessary to be able to use the site using the long barrow and the WHS as part of their offer. There may also be the opportunity to use the Rollestone camp which will be redundant by 2016 as a base for walks led by NT etc and possible YHA type accommodation.</p> <p>The decision as to whether they will re-locate to Larkhill will be made by RAML in late November 2014.</p> <p>The RAML team has been working closely with EH, Wiltshire Archaeology Service and the WHS.</p>	
8.3	<ul style="list-style-type: none"> <p><u>WHS Liaison Meetings</u></p> <p>One of the terms of reference for the WHS Coordination Unit was a monthly liaison meeting between the WHS Coordination Unit, EH, NT and Wiltshire Council. These meetings have not been occurring due to pressures of work. Although these pressures are accepted the process of coordination does require dialogue amongst main partners. AS asked partners to ensure that staff members where ever possible prioritised these meetings for the effective management of the WHS. The next meeting is scheduled for Friday 14 November.</p> 	ALL
9.0	<p>AOB</p> <p>No other business</p>	
10.0	<p>Next meeting</p> <p>5 February 2015 10 for 10.30am</p> <p>Venue TBC Possibly Avebury</p>	