

Stonehenge

World Heritage Site

A Strategy for Interpretation,
Learning and Participation
2010 –15



United Nations
Educational, Scientific and
Cultural Organization



- Stonehenge, Avebury
• and Associated sites
• inscribed on the World
• Heritage List in 1986



Stonehenge

World Heritage Site

A Strategy for Interpretation, Learning and Participation 2010 –15

Written and compiled by
Emma Carver with assistance from Susan Greaney
and contributions from all members of the WHS
Interpretation and Learning team

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Glossary of acronyms and terms

ATC	Amesbury Town Council
EH	English Heritage
MOD/DE	Ministry of Defence/Defence Estates
NE	Natural England
NMR	National Monuments Record (English Heritage)
NT	The National Trust
RSPB	Royal Society for the Protection of Birds
S&SWM	Salisbury & South Wiltshire Museum
SALON	Stonehenge & Avebury Learning and Outreach Network
SAP	Stonehenge Archaeology Panel (English Heritage)
SLOCG	Stonehenge Learning & Outreach Co-ordination Group
SMP	Stonehenge Museums Partnership
SMR	Sites and Monuments Record
Wilts C	Wiltshire Council
WHM	Wiltshire Heritage Museum, Devizes
WHS	World Heritage Site
WA	Wessex Archaeology
Stonehenge	The visitor destination in its widest sense
The Stones	The stone circle of Stonehenge
Stonehenge Landscape	The National Trust property
Stonehenge landscape	The WHS and associated sites e.g. Robin Hood's Ball, Avon river valley
The WHS	The Stonehenge, Avebury and Associated Sites World Heritage Site
Stonehenge WHS	The Stonehenge component of the World Heritage Site (by its defined boundaries)
River Avon valley	Stretch of river, banks and immediate vicinity that passes along the edge of the WHS boundary
Downland	Chalk grassland (whether restored or original)

0.0 Executive Summary

A number of different organisations have a stake in the Stonehenge World Heritage Site (WHS) and, with that stake, stories to tell. This Strategy provides a much-needed framework for long term and detailed decision making to realise the opportunities of the WHS in terms of its interpretation, learning and participation potential. It is a collaborative effort produced and endorsed by a group of stakeholders. Each has a particular interest in the interpretation of Stonehenge because they are responsible for a part of the WHS, an associated collection or an archive.

The Strategy is informed by existing documentation, most notably the Stonehenge WHS Management Plan 2009. It will in turn inform interpretation, learning and exhibition plans produced by individual organisations and groups. This document was presented to the Stonehenge WHS Committee on 9th November 2010 and approved for inclusion in the Stonehenge WHS family of policy documents.

0.1 The purpose of this Strategy

The Interpretation, Learning & Participation Strategy (ILPS) sets out how we, the stakeholders, will collaboratively interpret and communicate the exceptional significance of Stonehenge and its landscape (the ‘Outstanding Universal Value’) to a wide audience, encouraging understanding, enjoyment and long-standing interest whilst fostering a sense of responsibility towards the conservation and management of the WHS.

There are other benefits beyond those implicit in the mission statement above. By collaborating we share our existing resources more effectively. We avoid repetition and can target our audiences more accurately. We can also ensure that we leave no gaps in our provision. Finally, we maximise the funding opportunities which may be available to us as a group rather than as individual organisations thus building a stronger case for investment.

The main aim of this Strategy is to provide an integrated approach to interpretation of the WHS and its resources which can then be implemented by all partners. The reason to do this is to deepen visitor understanding and enjoyment of Stonehenge, its associated monuments and objects, in their landscape and cultural context. In doing so, we will raise the profile of both the Stonehenge WHS and our own organisations in a positive and mutually beneficial way.

0.2 Our objectives

To inspire visitors and learners to want to know more about Stonehenge and its context and to ensure that there is always a clear next step for them to do so.

Implicit in our overarching objective is the idea of an intellectual journey and the relationship we need to build with those interested in Stonehenge to help them on that journey. By looking at the conservation and access

challenges that the site poses and by drawing on the visitor and audience research we have identified the following interpretation and learning objectives:

- I to ensure that visitors are made aware of the options open to them for exploring all aspects of the Stonehenge WHS including the wider landscape and that they are encouraged to do so;
- II to ensure that the monuments, landscape and collections are presented as an intellectual whole through a complementary approach to content;
- III to improve the presentation and visibility of archaeological monuments in the landscape through management techniques, interpretation, routes and viewpoints;
- IV to reunite objects with their monuments and associated archives;
- V to create a common visual language to aid recognition and promotion of the Stonehenge WHS and its associated stories;
- VI to inspire visitors through live interpretation;
- VII to successfully mitigate for the fact that for conservation reasons most visitors will not enter the stone circle (and some other monuments or areas) or be able to handle most objects;
- VIII to improve intellectual accessibility to the Stonehenge WHS and collections by adopting a hierarchical and multi-platform approach to the delivery of content;
- IX to collectively provide learning opportunities for all formal education audiences from early years to higher education;
- X to collectively provide participation and volunteering opportunities.

We aim to meet these objectives by constructively shaping the projects currently in planning and by adding new initiatives to complete the picture. Current projects include the Stonehenge Environmental Improvements Project which will result in new visitor facilities and an integrated interpretation scheme for the Stonehenge WHS as a whole. Also in development are new galleries at Wiltshire Heritage Museum (WHM) and Salisbury & South Wiltshire Museum (S&SWM) both of which will be re-displaying key objects from the Stonehenge WHS. The resulting framework consists of a co-ordinated approach to these projects together with new initiatives such as the Learning & Outreach Plan developed by the Stonehenge Learning & Outreach Co-ordination Group and the possibility of a joint website with Avebury.

The document is presented in two parts, the first describing the context and environment in which we are working, and the second developing the approach, setting out the framework and how we will deliver it (in the form of an action plan).

Part I

- 1.0 The Stonehenge WHS in context
- 2.0 The subject matter
- 3.0 What is available today?
- 4.0 Conservation management
- 5.0 Access to the World Heritage Site
- 6.0 Who comes to Stonehenge?



1.0 The Stonehenge WHS in context

Stonehenge is one of the most important and most frequently visited ancient monuments in Britain. It is an international icon with World Heritage status which attracts over 800,000 paying visitors a year from all over the world. Contrary to popular perception and unchallenged by its current presentation, Stonehenge does not sit in splendid isolation but is surrounded by contemporary prehistoric monuments. They represent a major achievement by the Neolithic and Bronze Age peoples of northern Europe and are indicative of their sophisticated and intriguing cultures. Today the WHS comprises a rich tapestry of chalk grassland and arable fields bounded by the River Avon and is worthy of being interpreted in its own right for the variety of its wild and plant life.

The intellectual and physical presentation of the Stonehenge WHS has been of concern for many years, not just for English Heritage and the National Trust, but across the archaeological and heritage community¹. This Interpretation, Learning & Participation Strategy will contribute to addressing some of these concerns by adopting an approach clearly integrated with the wider management, conservation and development plans in place or in progress for the Stonehenge WHS.

The Stonehenge WHS represents one part of the Stonehenge, Avebury and Associated Sites World Heritage Site. The Avebury part of the WHS, c.40km to the north of Stonehenge, offers similar interpretation and learning opportunities and should benefit from a comparable strategy in due course.

1.1 Recent developments

The production of this Strategy coincides with other developments in the WHS which taken together create wide-ranging opportunities for improvement to the experience of the WHS at all stages of the visitor journey.

1.1.1 A new management plan

In 2009 a new management plan for Stonehenge WHS was published². Improving the setting of Stonehenge is one of the main priorities of the plan together with its improved interpretation. Specific to this document, the priorities of the plan for 2009-15 are to:

- enhance the visitor experience by 2012 by providing improved interim facilities;
- improve the interpretation of the WHS and increase access to selected monuments;

- continue to encourage sustainable archaeological research and education to improve and transmit our understanding of the WHS³;
- encourage the sustainable management of the WHS, balancing its needs with those of farming, nature conservation, access, landowners and the local community.

This Strategy relates directly to the implementation of Aim 4 and many of its associated policies:

- AIM 4:** To interpret the Outstanding Universal Value⁴ of the whole WHS, to increase understanding and conservation of the cultural assets, to acknowledge and take into account its spiritual and religious significance for some, and to promote the importance of the heritage resources for public enjoyment, education and research.
- Policy 4a** – Management of visitors to the WHS should be exemplary and follow relevant national and international guidance on sustainable tourism.
- Policy 4b** – The economic benefits of tourism to Stonehenge and the WHS should be spread to the wider area.
- Policy 4d** – Access and circulation to key archaeological sites within the WHS landscape should be encouraged (taking into account archaeological and ecological needs) to increase public awareness and enjoyment.
- Policy 4f** – Interpretation both on and off site should be improved to enhance enjoyment and appreciation of Stonehenge and the whole of the WHS.
- Policy 4g** – Develop learning opportunities in the Stonehenge WHS.
- Policy 4h** – Promote community involvement in the Stonehenge WHS.
- Policy 4i** – Explore the opportunities for utilising the Stonehenge WHS to meet the wider objectives of UNESCO and the UK government.

The Management Plan sets out a number of actions in respect of interpretation, learning and outreach which will form the basis of the action plan at the end of this document.

¹ See for example: Wainwright, G. 2000 'The Stonehenge we deserve' *Antiquity* 74; Chippendale, C. 1983 'What future for Stonehenge?' *Antiquity* 57

² Young, C., Chadburn, A. & Bedu, I. 2009 *Stonehenge World Heritage Site Management Plan 2009* English Heritage

³ See 'Priorities for 2009-15' in Young et al *op.cit.*

⁴ See the 'Statement of Significance' published in Young et al *op.cit.* and updated in November 2010.

1.1.2 New research within the WHS

In 2005 an archaeological research framework for the Stonehenge WHS was published to provide an overview of achievements to date and a framework for future research at and around Stonehenge⁵. This volume appeared at the start of an exciting new phase of research at Stonehenge, the scope of which has not been seen since the campaigns of Atkinson and Piggott in the 1950s. This new work has meant that most of the existing interpretative material is now out of date.

Amongst the recent advances are a revised chronology for Stonehenge and contemporary monuments in the surrounding landscape, together with a theory which brings them together (*Stonehenge Riverside Project*), the discovery of buildings and other monuments at Durrington Walls and West Amesbury which are contemporary with key building phases at Stonehenge (*Stonehenge Riverside Project*), a new theory on the purpose and form of Stonehenge and associated fieldwork (*SPACES: The Strumble-Preseli Ancient Communities and Environment Study*) and new archaeological surveys of Stonehenge and many other known monuments in the landscape (*Stonehenge Landscape Project*).

1.1.3 The Stonehenge Environmental Improvements Project (SEIP)

In the light of the decision not to proceed with the A303 tunnel scheme,^{6 & 7} the government established a group of key stakeholders in 2008 to identify and implement environmental improvements that can be made at Stonehenge.

1.1.3.1 The objectives of SEIP

The objectives of the project are to deliver:

- **an improved landscape setting for Stonehenge.** The A344 adjacent to the Stones, and the current facilities, will be removed and returned to chalk downland, reuniting the monument with its Avenue;
- **a new, sensitively designed and environmentally sustainable Stonehenge visitor centre.** The new centre will provide a high-quality and fully accessible exhibition, café, shop and toilets;
- **better interpretation of the Stones and the Stonehenge WHS.** Innovative displays will engage and inspire visitors, whilst equipping them to explore Stonehenge and its landscape in completely new ways.

These improvements will transform the visitor experience, the quality of facilities and access to Stonehenge and its surrounding landscape.

1.1.4 Working with the collections

A long term aim of the WHS Committee has been to connect the designated collections held by Salisbury & South Wiltshire Museum and Wiltshire Heritage Museum more effectively to the Stonehenge landscape.⁸ Both museums and English Heritage have recently formed the Stonehenge Museums Partnership and in 2009 signed a *Memorandum of Understanding* which will facilitate and assist with the realisation of this aim. All three parties will work together to make best use of the collections in the presentation of Stonehenge and its landscape at all three venues.

1.1.5 Co-ordinating Learning and Outreach

The Stonehenge Learning and Outreach Co-ordination Group (SLOCG) was convened in January 2005 as part of the previous *Stonehenge Project*. The initiative proved successful and has recently been reinvigorated. In September 2009 a need for two groups, both with clear remits, was identified:

- a wider network group dealing with the whole of the WHS, the **Stonehenge and Avebury Learning & Outreach Network Group (SALONG)**, will meet every 6 months for a themed meeting e.g. prehistory, natural heritage etc. The group is currently chaired by the National Trust;
- a project-based **Stonehenge Learning & Outreach Co-ordination Group (SLOCG)**. Members include English Heritage, National Trust, Salisbury & South Wiltshire Museum, Wiltshire Heritage Museum, Wiltshire Council and Wessex Archaeology. The group is currently chaired by English Heritage.

The aims of the SLOCG are expanded upon in section 8 and can be seen in full in the Stonehenge WHS Learning & Outreach Plan 2009-2013.

5 Darvill, T. (ed.) 2005 *Stonehenge World Heritage Site An Archaeological Research Framework* London and Bournemouth: English Heritage and Bournemouth University

6 The government abandoned this project on cost grounds in November 2007

7 For more details see section 4.1 in Stonehenge WHS Management Plan 2000 Chris Blandford Associates

8 Spreading the benefits of the WHS (14.5.15: p.109) and Issue 32 Museum and archive arrangements for the WHS (9.8.8: p.81) in Young et al 2009 *op.cit*

1.2 The purpose of the Strategy

The Interpretation, Learning & Participation Strategy sets out how we, the stakeholders, will collaboratively interpret and communicate the exceptional significance of Stonehenge and its landscape (the 'OUV') to a wide audience, encouraging understanding, enjoyment and long-standing interest whilst fostering a sense of responsibility towards the conservation and management of the WHS.

There are other benefits beyond those implicit in the mission statement above. By collaborating we share our existing resources more effectively. We avoid repetition and can target our audiences more accurately. We can also ensure that we leave no gaps in our provision. Finally we maximise the funding opportunities which may be available to us as a group rather than as individual organisations thus building a stronger case for investment.

1.3 How it works

This Strategy is a collaborative effort produced and endorsed by a group of stakeholders. Each has a particular interest in the interpretation of Stonehenge because they are responsible for a part of the Stonehenge WHS, an associated collection or an archive. **Table 1** lists the stakeholders and their interest in the WHS.

1.3.1 Who owns the Stonehenge WHS?

Ownership of the land within the Stonehenge WHS is divided between the MOD, NT, EH/DCMS, Highways Agency, Wiltshire Council and a number of private owners including local farmers and householders in Amesbury, Larkhill and the Woodford Valley. The RSPB is not a landowner but has managed 46 hectares of privately owned land at Normanton Down since 2004.

The stone circle and surrounding triangle of 11.5 hectares is in the freehold ownership of the Secretary of State and has been managed by English Heritage, on behalf of the Secretary of State, since 1984. Woodhenge is also in the ownership of the State and in the guardianship of English Heritage together with a small part of Durrington Walls.

The National Trust's estate consists of 827 hectares surrounding the Stonehenge triangle, much of it open access, including the Stonehenge Cursus, King Barrow Ridge, parts of the Avenue, the Cursus Barrows, Winterbourne Stoke Barrows and parts of Durrington Walls. Recent additions include part of Durrington Walls, the Cuckoo Stone and the Lesser Cursus on Greenlands Farm. The Lesser Cursus is currently not accessible to the public but the land is undergoing grassland recreation in 2011 and will be open access in the near future.

For fuller details see section 5.1 in this document and Map 5 of the Stonehenge Management Plan 2009.

Amesbury Town Council	The local community
Avebury WHS	The other half of the WHS
English Heritage	Responsible for those parts of the WHS in the guardianship of the State – Stonehenge and the Stonehenge 'triangle', Woodhenge and a small section of Durrington Walls; statutory responsibility for the protection of the Stonehenge WHS; NMR archive
Ministry of Defence	Landowner of parts of the Stonehenge landscape within and beyond the WHS
National Trust	Landowner of large parts of the Stonehenge landscape within and beyond the WHS committed to management for conservation and enjoyment. Declared the majority of their estate inalienable
Natural England	Management of the Environmental Stewardship and Higher Level Stewardship schemes (Defra); statutory protection of River Avon SSSI and Special Area of Conservation, Salisbury Plain SSSI, SAC and SPA
RSPB	Management of the Normanton Down reserve
Salisbury & South Wiltshire Museum	Designated collection includes objects and archive material relating to the 20th century excavations at Stonehenge and the surrounding landscape
Wessex Archaeology	Numerous archaeological investigations over the past 25 years; some collections in temporary store
Wiltshire Council	Landowner of a part of Durrington Walls; Wiltshire & Swindon History Centre; Local Highways Authority; Local Planning Authority; Local Education Authority; Economic Development (including tourism initiatives); Archaeology Service; Museums Advisory Service
Wiltshire Heritage Museum	Designated collection includes objects and archives relating to the 18th and 19th century excavations in the Stonehenge landscape, particularly Bronze Age burials

Table 1 Stakeholders and their interest in the Stonehenge WHS.

1.3.2 The WHS Interpretation, Learning and Participation team

The team responsible for the production of this Strategy is drawn from the stakeholder organisations and consists of the members listed in **Table 2**.

Emma Carver, Head of Interpretation (Stonehenge), English Heritage (chair)	David Dawson, Director, Wiltshire Heritage Museum
Amanda Chadburn, Lead Adviser, Stonehenge and Avebury WHS, English Heritage	Ali Rushant, Education Officer, Wiltshire Heritage Museum
Isabelle Bedu, WHS Co-ordinator, English Heritage	Roger Fisher, Councillor, Amesbury Town Council
Adrian Green, Director, Salisbury & South Wiltshire Museum	Stephanie Payne, Conservation and Land Management Adviser, Natural England
Laura Bullivant, Learning & Outreach Officer, Salisbury & South Wiltshire Museum	Peter Exley, Public Affairs Manager, RSPB
Laurel Miller, Heritage Education Officer, Heritage Services, Wiltshire Council	Lucy Evershed, Project Officer, Stonehenge Landscape, National Trust
Chris Gingell, Countryside Manager, Wiltshire Countryside Properties, National Trust	Harriet Attwood, Education Manager (SW), English Heritage
Kath Graham, Outreach Manager (SW), English Heritage	Sarah Simmonds, Avebury WHS Officer, Wiltshire Council
Margaret Bunyard, Education Manager, Wessex Archaeology	Susan Greaney, Senior Properties Historian, English Heritage
Jessica Monaghan, Visitor Experience Manager, National Trust	Nigel de Foubert, Defence Estates ⁹
Rosamund Cleal, Curator, Alexander Keiller Museum, National Trust	

Table 2 Members of the Interpretation, Learning and Participation team.

1.3.3 The status of the Strategy

The proposals contained within this document provide a framework endorsed by the member organisations. The document was approved by the Stonehenge WHS Committee on 9th November 2010 for inclusion in the Stonehenge WHS family of policy documents.

The Strategy is informed by existing documentation most notably the Stonehenge WHS Management Plan 2009. It will in turn inform interpretation, learning and exhibition plans produced by individual organisations and groups, as shown in **Fig. 1**.

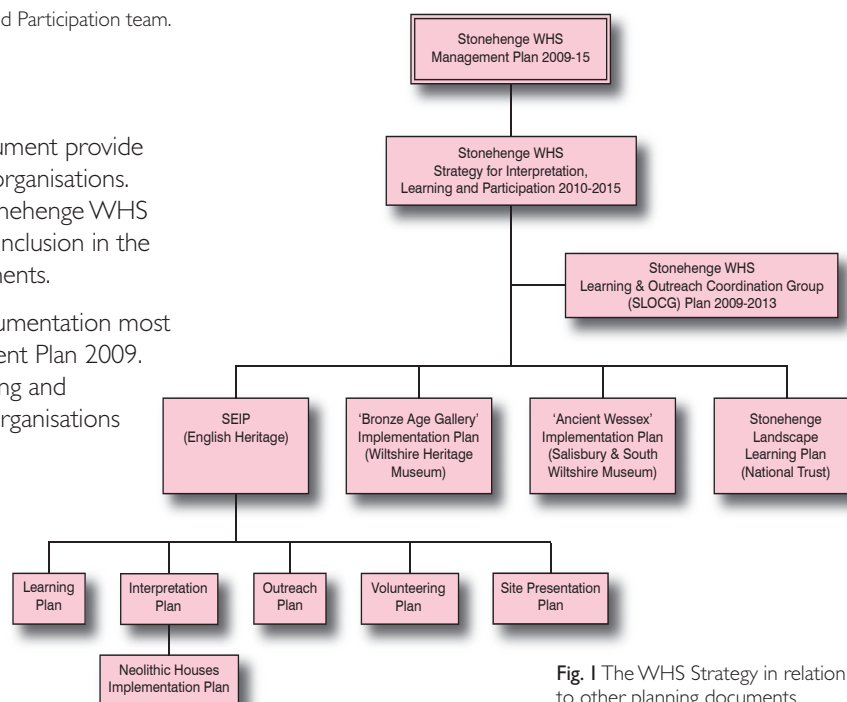


Fig. 1 The WHS Strategy in relation to other planning documents.

⁹ Nigel de Foubert attended the first few team meetings. He resigned from the group once we had established that the Defence Estates had

no direct interest in the development of the Strategy. The organisation will continue to be consulted over specific projects.

I.4 The principles

The stakeholders have signed up to a set of principles which set the parameters within which we are working:

- I to ensure that our approach is driven by the interests and access needs of current and potential **visitors**;
- II to ensure that the monuments, the natural and historic landscape and collections are presented as an intellectual whole through a **complementary approach** to the interpretation and educational provision at all locations creating an integrated and connected visitor experience through design and content;
- III to ensure that new provision meets best practice in responsible **conservation management** (both cultural and natural), respecting the monuments, their rural setting and their collections;
- IV to ensure that all provision, together with decisions relating to the presentation of the monuments and landscape, is subject to rigorous scrutiny in respect of archaeological, historical and environmental **research** and current stakeholder policy whilst acknowledging the wide-ranging views of Stonehenge's past;
- V to ensure that all new provision is **sustainable** in terms of its environmental impact on the landscape, its academic credibility, its ability to engage new audiences and long term interest in the Stonehenge WHS, together with the imperative that it be easily and well-maintained;
- VI to ensure that the new provision respects and promotes the **authenticity** of what is being interpreted (both archaeological sites and associated artefacts) particularly in respect of the use of reconstructions and replicas.

Embedded in these principles are those of the World Heritage Programme initiated by UNESCO whose values we will endeavour to communicate to our visitors:

'...World Heritage education advocates the reaffirmation of identity, mutual respect, dialogue, unity in diversity, solidarity and a positive interaction among the cultures of the world...'

Koichiro Matsuura¹⁰

together with those set out in the ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites.¹¹

I.5 Working definitions

The Strategy contains objectives and proposals relating to the three disciplines of interpretation, learning and outreach. Each organisation will have a slightly different approach in respect of what these mean. To develop a shared understanding of the responsibilities and remit of each area of expertise our definitions are outlined below.

I.5.1 Interpretation

Interpretation refers to the full range of potential activities intended to heighten public awareness and enhance understanding of cultural heritage sites.

ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites (2008:3)

Interpretation enriches our lives through engaging emotions, enhancing experiences and deepening understanding of people, places, events and objects from past and present. *Association for Heritage Interpretation (2005)*

Live interpretation delivered by a person
e.g. guided tours, living history demonstrations or costumed interpretation presentations.

Multi-vocal interpretation presenting more than one point of view.

I.5.2 Learning

Informal learning facilitated or self-guided learning activities and resources which offer users choice and freedom, giving them ownership of the level of their engagement and allowing them to create their own learning experience.

Formal learning facilitated or self-guided learning activities that are usually linked to a taught curriculum in schools, colleges and universities. Examples of formal learning include a school visit programme organised by a heritage site which supports the National Curriculum, and resources provided for teachers to work with a heritage collection.

¹⁰ Preface in UNESCO 2002 *World Heritage in Young Hands, to know cherish and act: an educational resources kit for teachers* (2nd edition) Paris: UNESCO

¹¹ Prepared under the Auspices of the ICOMOS International Scientific Community on Interpretation and Presentation of Cultural Heritage Sites. Ratified by the 16th General Assembly of ICOMOS, Québec (Canada) on 4 October 2008

1.5.3 Participation

Participation consists of outreach and volunteering activities. Outreach actively engages communities in enjoying, valuing and learning from their heritage and is socially inclusive. Outreach within the Stonehenge WHS includes:

- audience development – actively reaching out to new audiences;
- facilitating access – long term active engagement of hard-to-reach audiences;
- off site informal learning – engagement off site for audiences who may be unlikely or unable to visit, including access through the web.

Volunteering opportunities are increasingly offered by all partners. Whilst the terms and conditions may vary, volunteers are those that take on particular tasks for an organisation without financial compensation.

1.6 The area covered by the Strategy

This document relates primarily to the interpretation and learning potential of Stonehenge and its associated landscape within the boundaries of the Stonehenge half of the WHS. It respects the limitations of the parts of this landscape which are in private hands whilst promoting the interpretation of all relevant and associated archaeological and historical material in ways appropriate to its ownership. The Strategy does not extend to Avebury although every opportunity to connect the two parts of the WHS and extend the scope of relevant projects will be exploited where appropriate.¹²

2.0 The subject matter

The Stonehenge, Avebury and Associated Sites World Heritage Site is internationally important for its complexes of outstanding prehistoric monuments. Stonehenge is the most architecturally sophisticated stone circle in the world, while Avebury is the largest in the world. Together with inter-related monuments and their associated landscapes, they help us to understand Neolithic and Bronze Age ceremonial and mortuary practices. They demonstrate around 2000 years of continuous use and monument building between c. 3700 and 1600 BC. As such they represent a unique embodiment of our collective heritage.¹³

A small number of areas in southern England appear to have acted as foci for ceremonial and ritual activity during the Neolithic and Bronze Age periods. Two of the best known are those around Avebury and Stonehenge.

The area of chalk downland which surrounds Stonehenge contains one of the densest and most varied groups of prehistoric field monuments in Britain. The primary archaeological interest relates to the period from 3700 BC to 1600 BC, which spans a period of time from the early Neolithic through to the beginning of the middle Bronze Age. This period saw the creation, use and remodelling of hundreds of monuments, the result of the activities of many generations of people. In addition to Stonehenge, these include two cursus monuments, the henge enclosure of Durrington Walls and its associated wooden structures and a variety of burial mounds, many grouped into cemeteries.

In addition to the Neolithic and Bronze Age archaeology, there are other important natural and cultural values that contribute to the significance of the WHS. The landscape is the result of at least ten thousand years of interaction between people and their environment. It reflects the changing cultures, beliefs and technologies that have emerged from the Mesolithic through to the modern day. These include earlier archaeological finds, land use and sites of activity such as the Mesolithic posts under the car park (see section 2.3) and later archaeology and history of the WHS, such as the important military use of the area (see section 2.4).

The downland landscape around Stonehenge has been influenced by long-term agricultural changes, military use and more recent grassland recreation by the National Trust. Today it is an important natural landscape in its own right, supporting many plant and wildlife species.

Remnants and records are not limited to the landscape but can also be seen in the museum and archive collections that relate to the WHS. Stonehenge is the best documented archaeological site in Britain with a bibliography listing thousands of texts and illustrations. The main artefactual collections are held by Salisbury & South Wiltshire Museum and Wiltshire Heritage Museum, Devizes, although other relevant collections are housed elsewhere. Tables listing the key collections of objects and archives in relation to the topics covered in this section can be found at **Appendices A and B**.

It is the combination of all these elements that endows the Stonehenge area with its exceptional significance.

¹² See Young et al, 2009 *op.cit* 5.5.2, 9.8.6, 13.4.1, 14.5.15, 14.5.19, 14.5.24 and Pomeroy-Kellinger, M. 2005 *Avebury World Heritage Site Management Plan 2005*: 4, 8, 8, 5, 6 London English Heritage. Objectives S1 and V9 encouraging active collaboration between the two halves of the WHS.

¹³ The official brief description of the WHS agreed by the World Heritage Committee in July 2008.

2.1 Stonehenge and associated monuments

This section summarises the key monuments and other elements that make up this exceptional landscape. Several accounts of the archaeology and history of the Stonehenge WHS have previously been published and this section owes much to the Resource Assessment of the Stonehenge WHS Research Framework¹⁴ and to the Stonehenge WHS Management Plan¹⁵ and reference to both these documents should be made for more detailed information. A map showing the location of the Neolithic and Bronze Age monuments within the Stonehenge WHS mentioned in the text is shown at **Plate A**.

2.1.1 Stonehenge

Stonehenge is the world's most famous prehistoric monument. It comprises a circular earthwork of a ditch and internal bank, which was built around 3000 BC. Immediately inside the bank was a ring of 56 equally spaced holes (the so-called 'Aubrey Holes'), which probably contained timber or stone posts. Over the next 500 years, a series of cremation burials were deposited in the Aubrey Holes and ditch (see **Fig. 2**).¹⁶

The exact sequence at Stonehenge after this stage is unclear. Recent excavations and re-analysis have led to a revision in thinking and a paper outlining a new chronology is expected in 2011. What follows is based on information from the authors of that paper but should not be taken or quoted as a reliable sequence.

The 'bluestones', a name given to a group of similar rocks from the Preseli Hills area of South Wales (about 240km away), may have been brought to the Stonehenge area earlier than the sarsen stones, and erected either on the site (in the Aubrey Holes) or elsewhere in the landscape. Most archaeologists agree that people brought the bluestones by water and land transport.

At about 2500 BC, the central stone settings were erected. The five largest pairs of stones and lintels ('trilithons') were put up first, followed by the sarsen circle. These sarsens were probably brought from the Marlborough Downs. The tallest stone is 7.3m tall and weighs over 40 tonnes. The bluestones at this time were arranged in the 'Q and R holes', probably a single circle of stones which were later re-erected on a slightly different line. Also at about this time, the avenue was constructed, leading from the River Avon at West Amesbury (where a henge and probable stone circle has recently been discovered¹⁷) to Stonehenge.

Later, between 2270 and 1930 BC, the bluestones were re-arranged in an outer circle and inner oval, which was later reduced to form a horseshoe. Prehistoric carvings of axes and a dagger dating from the Bronze Age are known from three of the sarsens.

After about 1600 BC the monument fell into disuse although it remained a focus for later activity, such as in the Roman period.

Crucial to our understanding of the original purpose and function of Stonehenge is the axis of the stones and part of the avenue, which is aligned on the midsummer sunrise and midwinter sunset. These alignments can be seen at other monuments in the WHS and may provide clues as to how these monuments were used by people in the Neolithic.¹⁸

Stonehenge has been the focus of antiquarian and archaeological investigations since the 17th century. Finds and archives from the extensive 20th century excavations¹⁹ are held by SSWM. The collections provide evidence for the chronology of Stonehenge and many objects relate closely to the construction of the monument, such as stone mauls and antler picks, and to the use of the monument, including cremation burials and objects associated with them.

The 20th century excavations and restoration works at the monument are documented by archives held in S&SWM and also in the National Monuments Record, Swindon (NMR), where various plans, documents and a photographic archive are held.

2.1.2 Neolithic and Bronze Age funerary and ceremonial monuments

The prehistoric monuments within the WHS are, to some extent, representative of various types of Neolithic and Bronze Age field monuments found throughout the rest of the UK. The more visible examples fall into four types of prehistoric site.

2.1.2.1 Long barrows

Long barrows were constructed as earthen or stone mounds with flanking ditches, often with chambers or other burial structures. They were in use as funerary monuments during the early Neolithic (c. 3750 – 3400 BC) and are likely to represent not only the burial places of Britain's early farming communities, but also their ritual sites and perhaps territorial markers. At least eight are known from around Stonehenge, although none have been fully excavated.²⁰

¹⁴ Darvill, T. (ed.) 2005 *op.cit*

¹⁵ Young, C., et al. 2009 *op.cit*

¹⁶ For more details of the use of Stonehenge as a funerary monument see Parker Pearson, M., Chamberlain, A., Jay, M., Marshall, P., Pollard, J., Richards, C., Thomas, J., Tilley, C. and Welham, K. 2009 'Who was buried at Stonehenge?' *Antiquity* 83: 23-39.

¹⁷ Parker Pearson, M., Pollard, J., Thomas, J., Welham, K., Rylatt, J., Casswell, C., Chan, B., Dover, M. and Nunn, B. 2009 Excavations at the riverside end of the Stonehenge Avenue. Stonehenge Riverside Project 2009 (incorporating 2008), unpublished report.

¹⁸ Chadburn, A. (2010) 'Case Study: Stonehenge' in Ruggles, C. & Cotte, M. (2010) *Heritage sites of astronomy and archaeoastronomy in the context of the UNESCO World Heritage Convention A Thematic Study* downloadable from http://www.astronomicalheritage.org/index.php?option=com_content&view=article&id=28&Itemid=33

¹⁹ Cleal, R. M. J., Walker, K. E. and Montague, R. 1995 *Stonehenge and its landscape: twentieth century excavations*. English Heritage Archaeological Report 10.

²⁰ See Map 5 in Darvill, T. 2005 *op.cit*. Since this was published there have been excavations at Amesbury 42 long barrow.

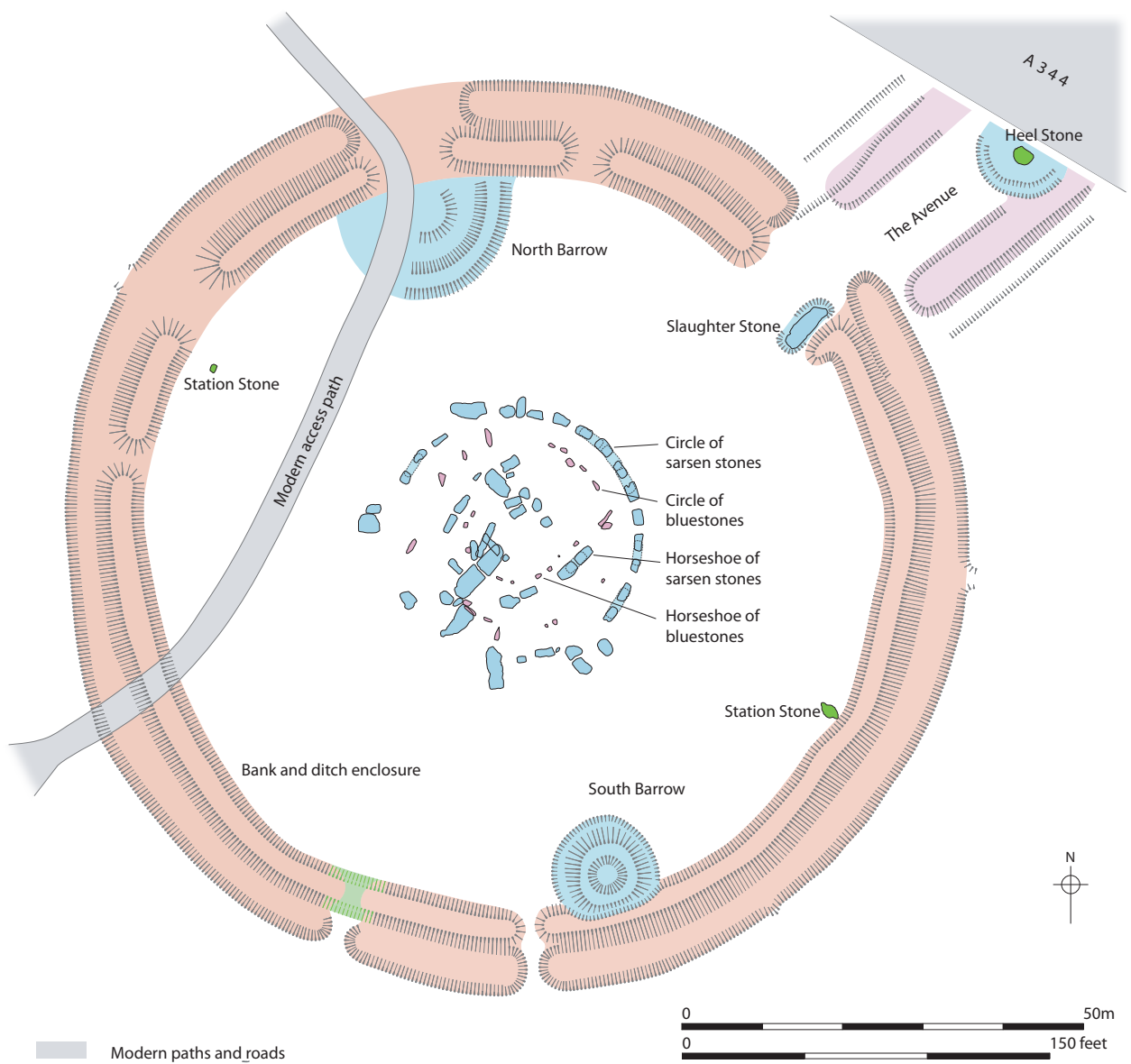


Fig. 2 An annotated plan of the henge and stone settings. © English Heritage

Amongst the best known are the examples at the east end of the Stonehenge cursus and at the Winterbourne Stoke crossroads.



Fig. 3 The long barrow at Winterbourne Stoke crossroads.
© English Heritage Photo Library N930001

More than a dozen oval barrows, generally defined as being less than 45m long, are scattered across the Stonehenge landscape. Excavations at the Netheravon Bake oval barrow (to the north of the WHS) yielded a date of about 3600 BC.²¹ The currency of this class of monuments seems to have been longer than the classic long barrows.

Causewayed enclosures

Contemporary with the long barrows are causewayed enclosures, a famous example of which lies just outside the northern boundary of the WHS, at Robin Hood's Ball. This monument comprises two circuits of interrupted bank and ditch and small excavations have revealed early Neolithic pits and flints. The function of these monuments is not fully understood, but they seem to have been places where scattered communities gathered periodically to renew their social ties, participate in exchange, feasting and ceremonies. Some may have been seasonal settlements.

2.1.2.2 Cursus monuments

There are two known examples in the WHS, the Greater Cursus (sometimes known as the Stonehenge Cursus) and the Lesser Cursus. A cursus is an elongated rectilinear earthwork whose sides are usually defined by a bank and external ditch, although some have lines of closely-set pits. They vary enormously in length, from 120m up to 10km. Their purpose is unknown; current hypotheses include their function as a boundary of some kind or as a ceremonial enclosure.

The Stonehenge Cursus is one of the few cursus monuments in the UK that remain standing as a visible earthwork. Recent excavations have dated its construction to somewhere between 3,600 and 3,300 BC.²²



Fig. 4 An aerial view of the Greater Cursus.
© English Heritage Photo Library N000001

The Lesser Cursus was levelled by ploughing in the early 20th century but shows well in aerial photographs and geophysical surveys.

2.1.2.3 Henges

The circular earthworks of Stonehenge inspired T. D. Kendrick in 1932 to coin the term 'henge' in relation to a group of prehistoric enclosures. Henges date to the late Neolithic and early Bronze Age period (3000 to 2000 BC).

Durrington Walls, the largest example of a henge-enclosure, is roughly circular and defined by a bank and ditch. Excavations in the 1960s²³ revealed feasting debris, vast quantities of Grooved Ware pottery and two concentric timber post monuments, termed the Northern and Southern Circles. The material from these excavations is mostly held by S&SWM, although some is held by the WHM.

More recent excavations as part of the Stonehenge Riverside Project have uncovered an avenue or roadway leading from the Southern Circle to the River Avon. Several buildings were also discovered, interpreted as Neolithic houses (see **Fig. 5**). The Southern Circle and houses date from before the construction of the henge ditch and bank which took place in 2480-2460 cal BC.

21 Richards, J. 1990 *The Stonehenge Environs Project*. London: HBMCE Archaeological Report 16 (p. 259).

22 Thomas, J., Marshall, P., Parker Pearson, M., Pollard, J., Richards, C., Tilley, C. and Welham, K. 2009 'The date of the Greater Stonehenge cursus'. *Antiquity* 83: 40-53.

23 Wainwright, G. J. and Longworth, I. 1971 *Durrington Walls: excavations 1966-68*. Report of the Research Committee of the Society of Antiquaries of London 29.



Fig. 5 House 851 under excavation in 2006 at Durrington Walls (Adam Stanford © Aerial-Cam/SRP 2006)

Durrington 'village'

Research excavations undertaken between 2005 and 2008 at Durrington Walls have uncovered a total of 10 Neolithic buildings. The buildings were small, square structures with rounded corners and have some affinity with the structures at Skara Brae on Orkney and also to the recently discovered building at Marden henge in Wiltshire. Nearby were extensive middens with evidence for feasting, particularly of pigs, at midwinter.

The dating of these houses, 2515-2470 cal BC, closely coincides with the construction of the sarsen phase at Stonehenge. This means it is possible that this was a village or construction camp for the builders of Stonehenge.

Three other henges have been identified in the Stonehenge WHS at Woodhenge, Coneybury, and West Amesbury, with another possible example at Winterbourne Stoke.

Woodhenge was identified through early aerial photography in 1925. The monument was excavated in 1926-8 by Captain and Mrs Cunnington, revealing six oval concentric rings of postholes.²⁴ The presence of standing stones as part of this monument was confirmed by excavations in 2006.²⁵

The Coneybury henge was also identified through aerial photography in the 1950s and confirmed as a small henge with central timber settings by excavations in 1980.²⁶ Another recently discovered henge lies at the end of the Stonehenge avenue adjacent to the River Avon at West Amesbury.



Fig. 6 Cropmark traces of 'Woodhenge', photographed by Squadron Leader Gilbert Insall, VC in the summer of 1926. (NMR CCC 8751/7387 30 June 1926. © English Heritage NMR Crawford Collection)

2.1.2.4 Round barrows

Around 340 round barrows are known within the Stonehenge WHS. Although some may date from earlier periods, most date from the early Bronze Age, between 2200 and 1600 BC. About 40% of the known round barrows have been excavated to some degree, although the vast majority of these investigations were undertaken by antiquarians in the 19th century and little is known about the structure or sequences of the barrows themselves.

The range of finds from these barrows is impressive and many objects from them are held in the WHM. Around 40 of the excavated barrows have been found to contain richly furnished graves of the Wessex burial type, including the famous Bush Barrow burial on Normanton Down.



Fig. 7 The gold breast plate from the Bush Barrow burial. © Wiltshire Heritage Museum, Devizes

²⁴ Cunnington, M. E. 1929 *Woodhenge: a description of the site as revealed by excavations carried out there by Mr and Mrs B H Cunnington 1926-7-8*. Devizes: George Simpson.

²⁵ Parker Pearson, M., Allen, M., Pollard, J., Richards, C., Robinson, D., Thomas, J., Welham, K. and Wickstead, H. 2007 *The Stonehenge Riverside Project 2007*, full interim report. Unpublished report.

²⁶ Richards, J. 1990 *op.cit.*

Prominent amongst the distribution of round barrows are a series of barrow groups or 'cemeteries', for example the Cursus and Winterbourne Stoke groups. Some are focused around an earlier long or oval barrow, or Beaker-phase burials and barrows (see 2.2.1 below) that might be termed a 'founder's barrow'. These cemeteries developed over a considerable period of time and in some cases even acted as a focus for secondary burials in the Anglo-Saxon and medieval period.

The round barrows exhibit considerable diversity of burial rite, plan and form, frequently including several different types within the same cemetery. In general, due to the lack of recent excavations, they are poorly understood.

2.2 Hidden archaeology

In addition to upstanding monuments, the Stonehenge landscape contains rich archaeological evidence below ground. Although less visible, this is equally important in providing archaeological information about the changing use of the area in prehistory. This evidence helps to populate the gaps between monuments and enables us to envisage an integrated prehistoric landscape.

There are over 700 sites and find spots listed under the Stonehenge WHS in the Historic Environment Record (HER), held by the Wiltshire Council Archaeology Service. Features include buried monuments, burials, flint and artefact scatters and environmental deposits such as pollen and land snails. Aerial photography (of which extensive collections exist at the National Monuments Record and Wiltshire & Swindon History Centre) and geophysical survey and field walking have been used to identify and characterise these sites.



Fig. 8 Geophysical survey of the Stonehenge down barrow cemetery.
© English Heritage

Beaker burials

There is evidence for early Beaker burials in and around the Stonehenge WHS. Although often later covered by round barrows, some Beaker burials were placed in flat graves without any marking monument. Sometimes they were placed within older monuments, such as the Stonehenge Archer; a man buried in the ditch at Stonehenge. He had arrowheads embedded in his bones and a stone wristguard.²⁷

The famous burials dubbed the Amesbury Archer and the Boscombe Bowmen and their associated artefacts provide unparalleled evidence for early Beaker burial practice at a crucial period when the first metals and new styles of pottery were first arriving in Britain.²⁸ Although their burial places are just outside the WHS, south of Amesbury, these burials demonstrate the international connections the region had at this time. All three of the burials mentioned here are held by S&SWM.



Fig. 9 The Amesbury Archer as displayed in the Salisbury & South Wiltshire Museum © With kind permission of Salisbury & South Wiltshire Museum

The monuments of the WHS, together with the buried archaeology, form a landscape without parallel. Recent archaeological discoveries have produced compelling evidence that the stretch of the River Avon that borders the WHS was central to the lives of the prehistoric people who used the area and who built Stonehenge. A number of important barrow groups were built on prominent ridge lines within sight of Stonehenge. Several monuments are aligned on midsummer and midwinter solstice events, providing an insight into how this landscape was understood and moved within by prehistoric people.

27 Evans, J. G., Atkinson, R. J. C., O'Connor, T. and Green, H. S. 1983 'Stonehenge – the environment in the Late Neolithic and Early Bronze Age and a Beaker Age burial' *Wiltshire Archaeology and Natural History Magazine* 78: 7-30.

28 Fitzpatrick, A. P. forthcoming 'The Amesbury Archer and the Boscombe Bowmen: early Bell Beaker burials at Boscombe Down, Amesbury, Wiltshire', Wessex Archaeology report.

2.3 The distant past

There are significant archaeological remains surviving within the Stonehenge landscape from before the period for which the WHS is inscribed. This period provides important information which may help us understand why this particular area was later chosen as the site of so many Neolithic and Bronze Age monuments, and for Stonehenge itself.

2.3.1 Hunter-gatherers

Excavations in the area of the Stonehenge car park revealed several pits that once held large pine posts. Dating to the Mesolithic period, between 8000 and 7000 BC and described as 'totem-pole'-like structures, these postholes are very unusual and may represent the very earliest monuments in Britain. How the postholes relate, if at all, to the later monument of Stonehenge, remains unknown.

There is evidence for even earlier activity as Palaeolithic artefacts, such as a handaxe from Amesbury Abbey, have been recovered from the area.

2.3.2 Landscape changes

The early Mesolithic is the period that saw the transition across southern Britain from tundra environments to an open hazel and pine Boreal woodland. But large areas of the Stonehenge WHS, together with other areas of chalk downland in Southern England, may never have been fully wooded. The transition to agriculture and arrival of Neolithic technology is clearly demonstrated by the Coneybury Anomaly, a large pit with early Neolithic pottery, wild and domestic animal bones and flint tools.²⁹

2.4 The landscape moves on

The use of the Stonehenge landscape as an important ritual centre is thought to come to an end in about 1600 BC, but archaeological evidence demonstrates the almost continuous use of the area, and Stonehenge appears never to have been forgotten as a special place.

2.4.1 From prehistory to history

The middle and later Bronze Age was a period of change, represented archaeologically by the shift from a predominance of ceremonial and funerary monuments to domination by settlements and field systems. From 1600 BC, settlement sites, represented by domestic structures, flint and pottery concentrations and enclosures appear. Several blocks of Bronze Age field systems and linear boundaries are known within the Stonehenge WHS.

Generally, from 800 BC through to the Roman conquest is regarded as a time of relatively little activity in the Stonehenge WHS. Even in this period, however, the substantial Iron Age hillfort at Vespasian's Camp was constructed in about 500 BC. Unenclosed Iron Age settlements are known from around Durrington Walls and along the western flanks of the River Avon.



Fig. 10 A plan of Vespasian's Camp published by Sir Richard Colt-Hoare in *Ancient Wiltshire*, Vol. I (1812)

There is little direct evidence of the Roman conquest on Salisbury Plain and some Iron Age settlements appear to have continued in use. From the 2nd century AD, the River Avon became the focus of Roman activity, mostly villas and unenclosed settlements. The fairly substantial collection of Roman finds from Stonehenge itself (mainly held by S&SWM) which includes coins, pottery and personal items, show that the site was well visited in this period. The results of recent excavation within the stone circle as part of the SPACES project have revealed more substantial Roman activity, including evidence that people were digging pits and perhaps even removing stones at this time.³⁰

Burials and finds of the pagan Saxon period are widespread in the WHS, and include the decapitated 7th century man from Stonehenge (the presence of whom suggests a nearby execution site) and intrusive interments in prehistoric barrows.

²⁹ Richards, J. 1990 *op.cit.*

³⁰ Darvill, T. and Wainwright, G. 2009 'Stonehenge excavations 2008' *Antiquity* 89: 1-19.

2.4.2 Myths and legends

From the first known written reference in 1130, Stonehenge is recorded as a place of interest, intrigue and a location for patriotic and mythical scenes from early British history.³¹

Perhaps the most famous myth is that retold by Geoffrey of Monmouth, writing in the 12th century. This is the story that the legendary wizard Merlin commanded an Irish monument called the Giant's Dance to be transported to Salisbury Plain. There are echoes in this myth to the fact that the bluestones were brought from the west. Another long-held tradition is that the stones have healing powers, an idea that has recently re-surfaced as part of the SPACES project (see 2.4.5.3 below).

2.4.3 A pastoral landscape

Several 18th century Romantic views of Stonehenge depict the monument set in a timeless landscape of endlessly rolling grass downland. Settlements in the medieval period were largely concentrated in the river valleys, with meadow lands in the valley bottoms, arable open field on the lower slopes and downland common sheep pasture on the higher, more remote areas. In places, woodland was introduced and managed as hazel and ash coppices, some of which survive today. The number of track ways crossing Stonehenge or running nearby also suggest that it was not isolated, and was a useful landmark for those crossing the downs. From the 16th century, the land around Stonehenge also contained a number of rabbit warrens.³²



Fig. 11 A view of Stonehenge in the 1790s (artist unknown).

2.4.4 The Army training estate

The biggest landscape change to the Stonehenge area for centuries began in 1897 when the Army purchased 40,000 acres of Salisbury Plain for training, airfields and military bases. The Larkhill Airfield, just at the northern boundary of the WHS, is one of the earliest surviving military airfields, constructed in 1909. It was made a permanent base by the School of Artillery in 1914 and was an important place for the development of early flying. Some of the original aeroplane sheds there are still in military use. War balloons were also launched on Salisbury Plain and the earliest aerial photographs of Stonehenge were taken from a military balloon in 1906. Various military camps and airfields were, and in some cases still are, located within the Stonehenge landscape.³³

2.4.5 The development of archaeology

The history of research at Stonehenge provides a microcosm of the history of archaeology in general. Many techniques of archaeological excavation or discovery have been trialled or implemented first within the WHS.

2.4.5.1 The rise of antiquarianism

The earliest recorded excavations at Stonehenge were undertaken in 1630 under the direction of the Duke of Buckingham and shortly afterwards Inigo Jones carried out a survey of the monument, concluding that it was a Roman construction.³⁴

Since these early investigations, antiquarians have been drawn to the site, seeking to record, describe, excavate and ultimately explain the stone circle. The first detailed surveys were undertaken by John Aubrey in the 1660s. In his manuscript he evoked the ancient Druids as mentioned by Caesar and other Roman writers, as the architects and users of Stonehenge. William Stukeley's five seasons of fieldwork began in 1720, when he discovered the Stonehenge avenue and Greater Cursus. His 1740 published account was the first archaeology report in the British history of the subject and was hugely influential in connecting the site with the Druids.³⁵

31 For a comprehensive overview, see Chippendale, C. 2004 *Stonehenge Complete* (new and expanded edition). London: Thames and Hudson.

32 RCHM (England) 1979 *Stonehenge and its environs*. Edinburgh: Edinburgh University Press.

33 Wessex Archaeology 1998 *Stonehenge military installations: a desk-based study*. Salisbury: Wessex Archaeology

34 Jones, I. and Webb, J. 1655 *The most notable antiquity of Great Britain, vulgarly called Stone-Heng, on Salisbury Plain, restored*. London.

35 Stukeley, W. 1740 *Stonehenge: a temple resto'd to the British Druids*. London: Innys and Manby.



Fig. 12 William Stukeley by John Smith; after Sir Godfrey Kneller; Bt © National Portrait Gallery

The 19th century was dominated by the works of William Cunnington and Sir Richard Colt Hoare, who excavated more than 200 round barrows in the Stonehenge area.³⁶ The collections of WHM are dominated by the extraordinary finds and archives of these 19th century antiquarians.

2.4.5.2 Scientific archaeology

Scientific archaeological techniques have played a large part in the development of archaeological ideas about Stonehenge and the wider WHS. Pioneering examples include William Gowland's 1901 excavations which established a Neolithic date for Stonehenge, the discovery of Woodhenge by aerial photography in 1925 and an early LIDAR survey of the complete WHS in 2001.³⁷

2.4.5.3 New research

During the 1990s research programmes focused on the Stonehenge WHS as a whole, through systematic field-walking and sample excavations³⁸, detailed archaeological survey³⁹ and analysis of aerial photography.⁴⁰ Atkinson and Piggott's three-stage chronology for Stonehenge, expanded and revised in 1995⁴¹, is being reviewed again based on evidence from a surge of recent excavations and new dating programmes.

Currently two large scale research projects are offering new theories about Stonehenge and its landscape. The *Strumble-Preseli Ancient Communities and Environment Study* (SPACES), led by Timothy Darvill and Geoffrey Wainwright and the *Stonehenge Riverside Project* led by Mike Parker Pearson. Other current projects include English Heritage's own landscape investigation and survey project, a major geophysics project *Hidden Landscapes* run by Vince Gaffney (and international team) and the post-excavation assessment of archaeology at Boscombe Down and other areas around Amesbury being undertaken by Wessex Archaeology.



Fig. 13 Members of the SPACES project team excavating at Stonehenge in 2008. © English Heritage DP057791

With so much new work still being analysed and assessed, debate over the function and sequence at Stonehenge continues. This presents a challenge to the interpretation of the WHS, but we recognise the importance of documenting both past and present theories which reflect wider (archaeological) thinking over time.

The collections relating to the WHS have not benefited from the same level of attention as the landscape over the last 20 years. Two recent projects have started to re-dress this balance. The *Ritual in Early Bronze Age Grave Goods* project is nearing completion and has re-assessed the evidence from many of the round barrows in the area

36 Most were published in Colt Hoare, R. 1810-12 *The Ancient History of Wiltshire*, Volume I. London: William Milner.

37 Bewley, R.H., Crutchley, S.P. & Shell, C.A. (2005) 'New light on an ancient landscape: lidar survey in the Stonehenge World Heritage Site' *Antiquity* Vol. 79: 636-647

38 Richards, J. 1990 *op.cit.*

39 McOmish, D., Field, D. and Brown, G. 2002 *The field archaeology of the Salisbury Plain Training Area*. Swindon: English Heritage. Also the ongoing English Heritage Stonehenge Landscape Project.

40 Stonehenge WHS Mapping Project 2002, part of the National Mapping Programme.

41 Cleal et al 2005 *op.cit.*

including the Bush Barrow.⁴² The Beaker People Project has been re-dating and analysing Beaker burials from the WHS⁴³ and an assessment of the human remains from the WHS was recently undertaken by English Heritage.⁴⁴

2.4.5.4 Gaps in our understanding

There are clearly many gaps in our understanding of the archaeology and history of the Stonehenge WHS. These are set out in the current Research Framework⁴⁵ and an equivalent exists for the Avebury part of the WHS.⁴⁶ At present, these frameworks are under review and undergoing a process of being updated. A new joint framework will be published in the next two or three years, uniting research aims and objectives for both parts of the WHS.

In order to present the archaeology of the WHS, we need to be able to articulate the relationship between the two parts. Do the two sites date to the same period? Were they built and used by the same people? How do both sites relate to other monument complexes in the area, for example, the complex at Marden? At present, this is hindered by our lack of accurate dating and understanding of the stone circles and henge at Avebury, and also the uncertain dates of some other monuments in the landscape e.g. the West Kennet palisade enclosures. We will have to tackle these questions in any new interpretation and measures to address this issue should be set out in the new Research Framework. A joint WHS research group, along the lines of the successful Avebury Archaeological & Historical Research Group, was convened in January 2011.

2.5 Stonehenge today

Since the late prehistoric period, people have continued to reinterpret the meaning of Stonehenge for themselves. Today the WHS is many things to many people; a source of inspiration, a spiritual or religious focus, a place of leisure, an opportunity for conservation and a source for understanding our past.

The significance of Stonehenge lies not just in its importance as an ancient monument but also in its current status. This is reflected in the legislation which protects it, the agencies which manage it and the visitors who benefit from its value as a heritage attraction.

2.5.1 A World Heritage Site

Stonehenge was inscribed with Avebury and its associated sites as a World Heritage Site in 1986. The World Heritage programme is a flagship for UNESCO and their most

successful initiative to date. The concept embodies the values of UNESCO which include human rights, mutual respect, cultural diversity and sustainable development. The inscription of Stonehenge as a WHS has placed the site firmly on an international platform bringing with it the opportunity to highlight UNESCO's values in the context of an iconic heritage site known throughout the world.

2.5.2 A heritage attraction

Stonehenge has a long history of attracting visitors. Records of day-trips to Stonehenge from Salisbury via Old Sarum go back for more than 400 years and it was a popular destination for Victorian tourists. S&SWM, WHM WSHC and the NMR hold extensive collections of guidebooks, ephemera and souvenirs. Today it is the most visited archaeological site in Britain and attracts large numbers of visitors from overseas (see 6.0 below).



Fig. 14 The 'Leisure Hour', No.91 front cover 13 October 1853 (Google Books)

42 Needham, S., Lawson, A. J. and Woodward, A. 2010 'A Noble Group of Barrows': Bush Barrow and the Normanton Down Early Bronze Age cemetery two centuries on' *The Antiquaries Journal* 90: 1-39.
43 Jay, M. and Richards, M. P. 2007 'The Beaker People Project: progresses and prospects for carbon, nitrogen and sulphur isotopic analysis of collagen'. In M. Larsson and M. Parker Pearson (eds.) *From Stonehenge to the Baltic: living with cultural diversity in the third millennium BC*. BAR Int. 1692: 77-82.

44 Vincent, S. and Mags, S. 2010 *Stonehenge, Wiltshire: assessment of human remains from the Stonehenge landscape: 3700-1600 BC* English Heritage Research Department Report series 34
45 Darvill, T. 2005 *op.cit*
46 *Archaeological Research Agenda for the Avebury World Heritage Site*. 2001 Wessex Archaeology, for the Avebury Archaeological & Historical Research Group.

2.5.3 A source of inspiration

Since the late 17th century, painters have been drawn to the Stonehenge area by its unique combination of open downland and visible ancient monuments. During the early 19th century it was artists such as John Constable and J M W Turner who helped to make the site part of the popular imagination. The representation of Stonehenge through art, literature, music and film continues today. Both S&SWM and WHM have considerable holdings of artwork: S&SWM holds more than 400 images of the monument, including the famous watercolour 'Stonehenge' by Turner. WHM holds 380 works depicting Stonehenge.



Fig. 15 'Stonehenge' by William Turner © With kind permission of Salisbury & South Wiltshire Museum

2.5.4 Spiritual life at Stonehenge

Stonehenge continues to have a role as a sacred place of special religious and cultural significance in the minds of some people. Despite the proximity of roads and the large numbers of visitors, Stonehenge can still inspire a strong sense of awe and humility and is widely viewed as an ancient and mystical place.

2.5.4.1 The Druids

The Druids have become associated with Stonehenge perhaps more than any other group. Modern Druids are a diverse body of sacred and secular worshippers, each group having their own particular tenets and beliefs. Ancient Druids are described in classical sources as members of a priestly and learned class active in Gaul and Britain during the final centuries BC.

The history of the Druids first became entwined with Stonehenge through the theories of early antiquarians, particularly William Stukeley. As they were the only influential pre-Roman people of Britain to be described in written records, they were presumed to have been the builders of such megalithic 'temples'. However, there is no direct connection between these Iron Age Druids and the modern Druids who celebrate the solstice and other festivals at Stonehenge and Avebury every year, even though some do claim ancestry back into prehistory.



Fig. 16 The Ancient Order of Druids celebrating at Stonehenge in 1905. © Oxfordshire County Council, Images & Voices

2.5.4.2 Solstice celebrations

Recent solstice celebrations began with modern Druid gatherings in the early 20th century. By the 1960s the Druids were joined by members of various counter-culture groups and pagans who were reviving pre-Christian religions. This grew to become the Stonehenge Free Festival, held on National Trust land close to Stonehenge from 1972 to 1984, centred on the summer solstice. The festival was a celebration of alternative culture and included live music and drug use. By the 1980s the festival had grown to be a major event attracting up to 65,000 people by 1984.



Fig. 17 An aerial view of the Stonehenge Free Festival in 1984 © Andy Worthington

More than a decade of conflict and tension between the authorities and revellers culminated in the infamous Battle of the Beanfield in 1985.⁴⁷ For many years Stonehenge was closed to the general public at the solstice. In 2000, English Heritage was able to reintroduce access to Stonehenge during the summer solstice, and this popular event continues; some 20,000 people visited the site during the evening of 20/21 June 2010.

47 Bender, B. 1998 *Stonehenge: making space*. Oxford: Berg.



Fig. 18 Observance of the summer solstice at Stonehenge in 2010 © English Heritage

2.5.5 Natural landscape of the WHS

In 1927 with the help of a national appeal, the National Trust began to acquire some of the land surrounding Stonehenge, with the aim of preserving the setting of the Stones and for the 'protection of the archaeological treasures and amenities of Salisbury Plain'.⁴⁸

2.5.5.1 Recreation of chalk grassland

The Stonehenge area has been the subject of mixed farming over many hundreds of years. However, its natural heritage is chalk grassland, grazed by animals since prehistory. Through various agri-environment initiatives, landowners, farmers, nature and biodiversity specialists have worked together to conserve and enhance this natural heritage and to encourage the (re)appearance of native birds, flora and fauna which it has traditionally supported. Small areas of remnant, unimproved, species-rich chalk grassland survive on verges, steeper slopes and some barrows.⁴⁹

2.5.5.2 Wildlife

In addition to the areas of chalk grassland, the rich and varied landscape of the Stonehenge WHS is important for a variety of birds, mammals, invertebrates and plants. Arable land provides habitats for birds such as the corn bunting and mammals such as hares.

The limited but widespread areas of woodland are of comparatively recent origin but some are considered to be of historic importance such as the planting on Vespasian's Camp and Nile Clumps, which were once part of the Amesbury Abbey parkland. Woodlands contribute to the diversity of habitats in the WHS and provide shelter for the resident deer population, but they can cause problems for the preservation of underlying archaeological sites.

A new RSPB reserve has been created on private land at Normanton Down, with the aim of protecting the successfully breeding stone curlew and enhancing numbers of otherwise declining farmland birds e.g. quail. It is also proving important for other birds such as barn owls and skylarks, and for invertebrates such as marbled white and common blue butterflies, and for chalkland flora, such as

cowslip and bird's-foot trefoil. The reserve has already been used by great bustards, a traditional bird of the Wessex downland, which were re-introduced to the UK in 2007 and successfully bred for the first time in 2009. Both S&SWM and WHM have regionally important natural history collections.



Fig. 19 The stone curlew Andrew Hay 2008 © rspb-images.com

2.5.5.3 River Avon

The River Avon rises in the Vale of Pewsey and flows through Wiltshire, Hampshire and Dorset to the sea at Christchurch. The river and its tributaries form one of the most diverse chalk stream systems in the UK, with over 180 plant species and one of the most diverse fish populations and a wide range of aquatic invertebrates.

2.6 Summary

Pooling these varied topics and subject areas together results in the topic table shown in **Plate B**. These are picked up again in section 7.0 where the content is developed in relation to the audiences identified in section 6.0. The objects and archives available in key institutions have been cross-referenced with the topic table and can be seen listed at **Appendix A** and **B**.

⁴⁸ Stonehenge Protection Committee and the National Trust (c.1927) *Stonehenge: An Appeal to Save It*

⁴⁹ National Trust 2001 *Stonehenge Estate Land Use Plan 2001-2006*. National Trust.

3.0 What is available today?

This section provides an overview of current interpretation for day visitors to all locations within the Stonehenge WHS together with the museums. Where available we describe the visitor response to that interpretation and an indication of the recent opportunities for participation (see box texts). It should be remembered that a huge number and range of both publications and websites exist that cover the archaeology and history of Stonehenge which are produced by other organisations and individuals – no attempt is made to list these here.

3.1 For leisure visitors

Interpretation is currently provided by the partners in a number of ways both permanent and programme-based.

3.1.1 On site

Interpretation at Stonehenge itself is very limited. It consists of an orientation leaflet (in ten languages) and an audio guide (in ten languages) available from English Heritage as part of admission. The official guidebook (available in English and four other languages) is on sale in the shop along with numerous other publications.

Visitors were given a number of media choices and asked to pick the ones which most appealed to them for finding out more about Stonehenge: 65% of visitors overall and 76% of overseas visitors preferred an audio guide.⁵⁰

"The audio guide was good, very helpful."

"The audio guide was good and a guided tour would have been good. Information boards would be cool too and web material to look at beforehand."

"The audio guide was very good, much better than trying to follow a leaflet or guide book."

"I'd prefer it [the audio guide] all in Italian. Would find it difficult to understand in English as it would go too quick."

There was also support for guided tours and web-based material. Demonstrations/activities were very much associated with children only. There was a low level of support for orientation leaflets (44%) and graphic panels (41%) but a high level of expectation that they would be provided (83%) and (67%) respectively.

In the landscape, interpretation is largely provided by a graphic scheme installed by the National Trust in the 1990s and partially updated in 2003. The map at **Plate C** shows the location of all interpretation panels installed across the WHS together with their provider. **Fig. 20** shows an example of one of the NT panels; Woodhenge remains

interpreted by a 1920s scheme (**Fig. 21**). A directional signage scheme in 2004 (an example of a finger post is shown at **Fig. 22**) and an interpretation panel at Durrington Walls in 2007 (in association with Wiltshire Council and the NT) were installed by the WHS Co-ordinator:

Visitors to the wider WHS landscape⁵¹ were asked specifically about their reactions to information panels in the landscape provided by the National Trust. Only a quarter of visitors had looked at the information panels at all and only a quarter felt that there was a need for additional information to help them enjoy their visit. This may highlight the fact that among those visiting the wider WHS landscape, the principal motivation is walking, with the archaeology and/or history of the landscape a lesser motive. That having been said, responses were largely positive in respect of 'ease of understanding' (80% excellent/good), 'quality of information' (79% excellent/good) and 'interest of information' (73% excellent/good). Less positive aspects were the 'depth of information' (57% excellent/good) and 'quality of artwork' (50% excellent/good).



Fig. 20 The National Trust graphic panel at King Barrow Ridge.
© English Heritage (Emma Carver)



Fig. 21 The long lasting bronze and enamel plaque at Woodhenge
© English Heritage (Emma Carver)

⁵⁰ BDRC (2009) Stonehenge Audience Research Programme – Interpretation English Heritage. Unpublished.

⁵¹ Bournemouth University 2000 and 2001 in: MEW Research, BDRC Travel Tourism & Leisure, 2005: Stonehenge Audience Research Programme. English Heritage. Phase 1, pp. 17. Unpublished.



Fig. 22 An example of the directional signage installed in 2004 across the WHS. © English Heritage (Isabelle Bedu)

Interpretation within the museums varies. The Stonehenge gallery at Salisbury & South Wiltshire Museum was installed in 2001 and provided an interactive focus to the story of Stonehenge (Fig. 23). This was recognised when it opened by the Association of Heritage Interpretation who awarded the gallery a Commendation. It is accompanied by two other archaeology galleries, the Pitt Rivers Collection and Early Man.

Recent evaluation of the archaeology galleries at Salisbury & South Wiltshire Museum revealed the views of families towards the current displays. The interactivity of the Stonehenge Gallery was welcomed: *"I liked the second gallery [the Stonehenge gallery] because it has interactive bits"* although the Early Man and Pitt Rivers galleries were recognised as tired, the quality of the objects was appreciated: *"... the first one [Early Man and Pitt Rivers] had better things to look at".*⁵²



Fig. 23 The Stonehenge Gallery at Salisbury & South Wiltshire Museum © With kind permission of Salisbury & South Wiltshire Museum

The Neolithic and Bronze Age displays at Wiltshire Heritage Museum are largely explained through introductory graphic panels with supporting object labels (Fig. 24) installed in 2008 together with videos telling the stories of key finds. This gallery has not been evaluated in its own right. Recommendations from the Wiltshire Heritage Museum's Audience Development Plan⁵³ included a clearer gallery plan throughout the museum in addition to further development of more hands-on activities and the use of audio.



Fig. 24 The Bronze Age gallery at Wiltshire Heritage Museum © Wiltshire Heritage Museum, Devizes

For an inventory of interpretation provided by the partners see **Appendix C**.

⁵² James, A. 2008 *Archaeology Galleries Evaluation Report* Salisbury & South Wiltshire Museum. Unpublished

⁵³ James, A. 2008 *Audience Development Project July 2007-March 2008* Wiltshire Heritage Museum. Unpublished

3.1.1.1 Interpretation aids

A number of recent initiatives have improved access to Stonehenge. These include a descriptive audio tour for visually impaired visitors at Stonehenge and virtual tours provided at both museums.

For an inventory of interpretation aids currently provided by the partners see **Appendix D**.

3.1.2 Live interpretation

There are a few options currently available for those seeking live interpretation and these mostly consist of guided tours and talks. The National Trust offer tours of the Stonehenge landscape which focus on the area's archaeology as well as history, natural history and conservation as well as walks and workshops (50 events in 2010). Of note also are the escorted safaris provided by the RSPB to the Normanton Down reserve. These tours must be booked in advance, are offered for small numbers at certain times of the year and are the only method of visiting the reserve.

For an inventory of live interpretation provided by the partners see **Appendix E**.

3.1.3 Web-based interpretation

Most of the partner organisations have a web presence and include aspects of the Stonehenge WHS relevant to them by way of content. A particularly good example is that built and maintained by Wessex Archaeology. There is no website for the Stonehenge & Avebury WHS.

For an inventory of web-based interpretation see **Appendix F**.

3.1.4 Publications

A range of publications exist on Stonehenge. The pace of new research in the last five years has meant that many of the most popular will require to be updated, for example, the English Heritage guidebook. There are also gaps in this list which will need to be addressed in our proposals.

For an inventory of publications see **Appendix G**.

3.1.5 Television and radio programmes

The Stonehenge WHS has been the subject of a number of high profile television programmes in the last five years, some of which have been shown across the world. In a recent visitor survey UK and overseas visitors were asked whether they had recently seen a programme on Stonehenge: 11% of overseas visitors replied that they had as opposed to 25% of UK visitors. When questioned about what they remembered the results were vague.

Overseas visitors:

"It talked about how they might have migrated to a wooden circle from this site and the winter and summer solstices and how they were important - can't remember why."

"The latest scientific ideas about why and how Stonehenge was built - can't remember much detail."

"It was mostly about the function of Stonehenge, a few different theories about its use as a calendar and rituals associated with the solstices."

"It was a documentary about what people believed it was for."

"Can't really remember much."

Domestic visitors:

"They focussed mainly on the Druid aspect. Just a lot of theories and how they've mostly been disproved."

"The last one I saw was them trying to work out how they got the stones over from Wales."

For an indicative list of television programmes on Stonehenge see **Appendix H**.

The site also provides a set for filming, most recently in the BBC series *Dr Who* and their recent drama series of *Tess* of the D'Urbervilles.

3.2 For education groups

The educational value of Stonehenge is significant for both formal and informal learners. Access to the WHS provides opportunities for understanding prehistory in Britain and supports a whole raft of cross-curricular learning from science, to art and design, leisure and tourism. The study of Stonehenge is currently important for children learning at foundation level (particularly KS2 and KS3), through to adult learning and the University of the Third Age.

3.2.1 Formal learners

Members of the Stonehenge Learning & Outreach Co-ordination Group (SLOCG) currently provide learning opportunities for formal learners from early years through to Higher Education.

3.2.1.1 Activities

English Heritage offers free access to Stonehenge for all pre-booked educational groups, and also offers two Discovery Visit sessions. These are hands-on, site based workshops for schools and other education groups. One of the Discovery Visits, 'Stones and Bones' is run in partnership with the National Trust, as the workshop encompasses the landscape. Both Salisbury & South Wiltshire Museum and Wiltshire Heritage Museum offer hands-on workshops and handling sessions for schools, and Wessex Archaeology offers bespoke partnership projects with schools.

3.2.1.2 Resources

Downloadable education materials for schools and other education organisations include the QCA approved scheme of work 'How do heritage sites inform us about our local area in prehistoric times?' (Years 3/4); an interactive map of Stonehenge WHS (EH); a Teachers' Kit for Stonehenge (EH) and hazard information sheets (EH). The NMR holds sources for the Stonehenge WHS including collections of photographs (historic and aerial), plans and records of archaeological investigations. A selection of this material can be found online, and is free for education groups to access.

UNESCO has produced an education resource kit for teachers – *World Heritage in Young Hands* (2002)⁵⁴ - which is available on their website (and as a hard copy). The kit is designed to encourage teachers to 'sensitise young people to the importance of preserving their local, national and world heritage'.

For a detailed list of the activities and resources for formal learners provided by all partner organisations see page 4 and page 8 (respectively) of the Stonehenge Learning & Outreach Co-ordination Group Plan 2009-13.

3.2.2 Informal learners

Members of the SLOCG group currently offer a range of activities for informal learners including families, adult informal learners such as U3A groups, scouts and brownies, Young Archaeology Clubs, out-of-school groups, special interest groups, leisure visitors, Members, volunteers and young people.

Family learning is catered for particularly well at the two museums which offer a range of family events and activities. Due to the lack of covered space at Stonehenge itself today, family learning is restricted to the provision of a simple 'Step Around' trail leaflet.

The National Trust and the museums have established volunteer programmes. English Heritage is currently piloting an education volunteer programme at Stonehenge which began in March 2010.

For a detailed list of the activities and resources for informal learners provided by all partner organisations see page 14 of the Stonehenge Learning & Outreach Co-ordination Group Plan 2009-13.

3.3 Outreach initiatives

Outreach projects in the Stonehenge WHS aim to engage new audiences through a variety of activities. Partnership in planning and delivery, both with other organisations and target communities, is key to project success. SLOCG has played an important role in providing a vehicle for information sharing and project development. The projects to date have increased awareness and enjoyment of the historic environment in Wiltshire and the increased

participant knowledge of prehistory. Particularly successful in respect of the opportunity for involvement by local people was the Outreach programme associated with the *Stonehenge Riverside Project*.

Each year between 2005 and 2008, the Stonehenge Riverside Project excavations were open to visitors five days a week for a period of four weeks during August and September, attracting over 20,000 visits from members of the public. Guided tours were provided throughout each day. Additional activities were provided to coincide with Heritage Open Days. The Outreach programme which worked alongside the excavation ensured that over a quarter of these visits (5,500) were people from local communities. An associated schools project involved 700 pupils and local people were involved as volunteers. Project workers and local visitors recall the experience:

"Families often visited bringing their children in pushchairs, and then returned a few days later with cousins and other relatives."

"Lived here all our lives, what a revelation."

"I've driven past this place for the last three years and never knew it was here. Enlightening and very interesting."

"Very exciting to think it's just up the road from us."

"It's been great coming and helping out. Be back next year."

"Young people from local communities would often drop by on their bikes with the question 'How are you doing today?'"

"Memorable moment? Besides keeping a tally on the thousands who visited, it must be the response we had from the local residents who turned up in massive numbers, many paying repeat visits and all asking involved and informed questions by the end of the project."

For a detailed list of past outreach projects provided by all partner organisations see page 20 of the Stonehenge Learning & Outreach Co-ordination Group Plan 2009-13.

3.4 Summary

As the summary above indicates there is a lot to recommend interpretation, learning and outreach provision in the Stonehenge WHS and improvements are being made all the time. This is especially the case in those areas of work which are already integrated through the partnership initiative, SLOCG.

To date interpretation has been provided by individual organisations for their own particular part of the WHS with a strong focus on Stonehenge, the monument. There is currently little integration in terms of media, design or content. In view of the Strategy's objectives it is also worth noting that the current use of objects at Stonehenge and within the landscape is minimal. It is evident that we do need to widen our field of view to take in the wider

54 UNESCO 2002 *op.cit.*

landscape and the objects and archives relevant to its interpretation but clearly there is plenty of scope for working together to deliver integrated offers.

4.0 Conservation management

The dichotomy between successful conservation and the visitor experience lies at the heart of any presentation scheme of an historic site. The *Stonehenge Management Plan 2009* has sought to tackle many of the outstanding issues although there are some which are simply not possible to resolve. We are aware of the important role that interpretation can play in mitigating aspects of a visit affected by conservation measures. In this section we explore the impact of the conservation issues and statutory protection designations which any such proposals need to acknowledge and potentially mitigate against.

4.1 Statutory protection

The World Heritage Site itself and elements within it are subject to the scrutiny of both UNESCO and national bodies for its archaeological and natural heritage interest. Details of these designations are set out in the Management Plan (sections 4.3 and 4.4), however for ease of reference those that affect interpretation are summarised here.

4.1.1 Archaeological sites

The area has been the subject of archaeological research since the 18th century when antiquarians such as William Stukeley recorded many of the extant monuments. More recently, the collection of artefacts from the surfaces of ploughed fields has supplemented the evidence for ritual and burial by revealing the intensity of contemporary settlement and land use. In view of the importance of the area, all ceremonial and sepulchral monuments of the Neolithic and Bronze Age which retain significant archaeological remains are identified as nationally important and many of them are scheduled under the *Ancient Monuments and Archaeological Areas Act 1979*.

The boundary of the Stonehenge WHS comprises 416 individual scheduled monuments grouped into 179 scheduled areas. These are afforded statutory protection and require Scheduled Monument Consent from the Secretary of State (DCMS) for any works which may directly affect the monuments or their setting. Scheduled Monument Consent is granted by the DCMS who is advised by the Stonehenge Lead Adviser, English Heritage.

4.1.1.1 World Heritage status

In the UK, this is not a statutory designation but one that places it on an international stage in respect of its conservation. 'Stonehenge, Avebury⁵⁵ and Associated Sites' was inscribed as site number C373 on the UNESCO World Heritage list in 1986 in recognition of its outstanding universal value and importance. The government has further recognised the importance of WHSs in their 'Circular on the Protection of World Heritage Sites'⁵⁶ which sets the national context and the government's objectives for the protection of WHSs.

As a strategy for a World Heritage Site, this document is informed by the Operational Guidelines for the Implementation of the World Heritage Convention, revised by the UNESCO World Heritage Committee in 2008.⁵⁷ Although there are a number of joint projects, the two halves of the WHS are currently managed separately, with dedicated management plans⁵⁸, WHS Co-ordinators and WHS Committees that oversee the implementation of the plans' objectives.

4.1.2 Landscape and nature conservation

The natural heritage interest in the WHS is threefold – the chalk grassland as an important habitat for flora and fauna, the presence of quail and the stone curlew in the Normanton Down bird reserve and the special qualities of the River Avon.

4.1.2.1 Chalkland

Most of the Stonehenge WHS is identified as a Special Landscape Area (SLA⁵⁹). Salisbury Plain, directly adjacent to the northern WHS boundary is designated as an SSSI, SPA and SAC.⁶⁰ It comprises the largest expanse of species-rich chalk grassland in the UK and north-west Europe. It supports 13 species of nationally rare and scarce plants, rare invertebrates including marsh fritillary butterfly and is a site of international importance for birds (stone curlew, quail, hobby and hen harrier).

A few areas of original chalk grassland remain within the WHS itself. Between 2000 and 2008, 520 hectares of arable land in the WHS has been signed up for return to chalk grassland by the National Trust and other landowners.⁶¹

The RSPB's work at Normanton Down Reserve is a key part of *Wiltshire Chalk Country*, a major RSPB-led initiative to create a partnership of organisations to link up existing areas of chalk grassland and create new areas, to form the largest network of extant chalk grassland in Europe.

55 The Avebury WHS encloses an area of 25 square km around the six key prehistoric monuments: Avebury henge and stone circle, Windmill Hill, Silbury Hill, West Kennet long barrow, West Kennet avenue, the Sanctuary.

56 Department for Communities and Local Government; Department for Culture, Media and Sport 2009 *Circular on the Protection of World Heritage Sites* 07/2009

57 UNESCO 2008: *Operational Guidelines for the Implementation of the World Heritage Convention* Paris: World Heritage Centre.

58 A Management Plan for Avebury was published in 2005.

59 This is a local landscape designation.

60 Special Areas of Conservation (SAC) are EU designations for the protection of specific habitats and species of high conservation priority with in Europe.

61 Relict chalk grassland is mostly to be found amongst the upstanding barrow groups and on steep slopes, as they have not been ploughed. Grassland recreation figures from Young et al. *op.cit* 2009: 187.

4.1.2.2 A habitat for rare or endangered birds

The WHS supports two Schedule 1(a) bird species – the quail and the stone curlew – and numerous rare or declining species (Schedule 1(b)) such as the lapwing, corn bunting, grey partridge and the skylark. Schedule 1 birds are rare species, which are afforded the highest protection levels under the Wildlife & Countryside Act (1981). At Normanton Down, the key aim is to provide suitable nesting and feeding habitat for the stone curlew, one of the UK's rarest breeding birds (Schedule 1 protected and a UK priority BAP species).

4.1.2.3 River Avon

The River Avon within the Stonehenge WHS is an SSSI and is also within a SAC. The importance of the River Avon and its tributaries has been recognised for several internationally rare or threatened habitats and species, such as the river habitat with floating vegetation often dominated by water crowfoot, sea and brook lamprey, bullhead, Atlantic salmon and Desmoulin's whorl snail.



Fig. 25 The River Avon Martin James © Natural England

4.1.4 Designated collections

Designation identifies and celebrates pre-eminent collections of national and international importance in non-national institutions.⁶² As of August 2009 there are 131 designated collections held in 104 organisations across the whole of England. Both Salisbury & South Wiltshire Museum and Wiltshire Heritage Museum hold collections recognised by the MLA Designation scheme.⁶³

Designation does not place any requirements on the museum to reach specified standards in terms of collection presentation or care, rather they: 'should be working towards high standards of collections care, security, documentation/cataloguing and services to the public'. In addition, 'all applicants must demonstrate that they have carried out an assessment using 'Benchmarks in

Collections Care' and that they are working to improve the requirements for their collection'.

The display, transportation and loan arrangements of any objects from both collections would be subject to the loan policies of each organisation and the Government Indemnity Scheme conditions, managed by MLA.

4.1.4.1 Salisbury & South Wiltshire Museum

Salisbury & South Wiltshire Museum's collections of archaeology were designated in 1998. The designated collections contain rich and varied material from major prehistoric and later excavations from south Wiltshire. These include the archives from the 20th century excavations at Stonehenge. The museum also holds the Pitt Rivers Wessex collection of archaeology and important material from medieval Salisbury.⁶⁴

4.1.4.2 Wiltshire Heritage Museum

The museum has designated collections that trace the story of the county over the last 6,000 years. The most important of these are those retrieved by William Cunnington over 200 years ago. These include many important discoveries from the WHS including the Bronze Age burials of the 'Wessex Culture' such as the Bush Barrow.

4.2 Conservation measures

A number of plans and strategies exist that highlight the conservation measures that may have an impact on any potential interpretation. Here, the measures relating to visitor impact are reviewed together with their implications for visitor management.

4.2.1 Stonehenge WHS

As stated above, the Management Plan provides the overarching framework for the future conservation and stewardship of Stonehenge and its landscape. The most relevant objectives for this Strategy are those relating to interpretation, learning and outreach but those concerned with sustainable landscape, nature and heritage conservation (Objectives 8-16) will also have an impact on our proposals.

Policy 3c The condition and vulnerability of all archaeological sites and monuments throughout the WHS should be reviewed regularly to guide future management action and priorities (Issues 11, 12)

62 The Scheme was established in 1997 by the Museums and Galleries Commission (MGC) in collaboration with the then Department of National Heritage, as a result of a commitment in the 1996 Government policy document, *Treasures in Trust*. In 2005 the Scheme was extended to include libraries and archives.

63 The collection housed in the Alexander Keiller Museum in Avebury is also designated.

64 The latter includes material from Old Sarum, Clarendon Palace and the Drainage Collection from Salisbury.

- Policy 3d** The setting of visible monuments and sites in the landscape and their inter-relationships should be maintained and enhanced with particular attention given to achieving an appropriate landscape setting for the monuments and also the WHS itself (Issue 13)
- Policy 3e** Where appropriate, degraded and other archaeological features within the WHS should be conserved and/or made more visible without detracting from their intrinsic form and character (Issue 33)
- Policy 3g** The overall nature conservation value of the WHS should be maintained and enhanced in particular by maintaining and improving the biodiversity of permanent grassland including conserving the existing limited areas of floristically rich chalk downland turf, leading to greater diversity not just of plants but also of other wildlife including birds and invertebrates (Issue 18)
- Policy 3h** Woodland management in the WHS should be reviewed taking into account the OUV of the Site and its ecological and landscape values (Issue 14)
- Policy 4a** Management of visitors to the WHS should be exemplary and follow relevant national and international guidance on sustainable tourism (Issue 21)

In addition, individual landowners have produced their own, more detailed management plans. The National Trust Estate Land Use Plan (2001), developed to accompany the Stonehenge Project, has now largely been completed or is no longer relevant. A new property plan (in development) will set out how the National Trust will continue its plans for grassland recreation within the Trust's 827 hectare estate. The RSPB have produced a 5-year management plan for the Normanton Down Reserve.

4.2.1.1 The Stones

The dramatic rise in visitor numbers in recent times has caused enormous ground erosion problems. Access inside the stone circle was stopped in 1978 because of fears of archaeological erosion caused by increasing numbers of visitors. Before 1978, visitors were directed towards the monument, initially on a tarmac path which led from the tunnel exit cutting across part of the site.

Although access within the stone circle was restricted, there were no restrictions beyond the stones and by 1986

the area was markedly eroded. As a result, the decision was taken to re-turf the damaged area using more wear-tolerant grass species and to implement a programme of high intensity sports field maintenance. This initiative went hand-in-hand with a stricter visitor management regime; the results were immediate and the approach remains in place today.⁶⁵ The grass sward remains substantially unbroken despite the feet of many thousands of visitors every year; any repairs needed are swiftly undertaken.

Today access inside the stone circle is restricted primarily to protect the monument. The tarmac path crossing the earth enclosure gives way to a roped grass path on the outside of the monument; visitors cross over the Stonehenge Avenue on a specially designed foot bridge. The path (and bridge) is moved daily by English Heritage visitor operations staff to allow the grass surface to recover. Access within the stone circle is available to restricted numbers through the EH Special Access Scheme.⁶⁶

With the advent of the Stonehenge Environmental Improvements Project, there will continue to be restricted access within the stone circle.

4.2.1.2 Monuments in the landscape

There is limited visitor erosion within the landscape as so few visitors venture further than the Stones themselves. One area that is being monitored is the route to the Cursus Barrow group and the barrows themselves (which are used as viewing points). The fence surrounding the group has recently been moved to improve both stock and visitor management in this area.

With the future emphasis on exploration of the landscape, desire lines are likely to appear on certain key monuments (especially those from which there are good views) and along certain key routes. This risk applies in particular to the Cursus and Cursus Barrows (for which this is already a reality), the barrow cemetery at Winterbourne Stoke and that on King Barrow Ridge. The barrow group most at risk is the Cursus Barrow group.

The monuments within the Stonehenge WHS have been the subject of a recent Conservation Condition Survey (2011) undertaken by Wessex Archaeology. This survey will act as the baseline for monitoring future erosion caused by visitors and will act as a starting point to establish the carrying capacity of archaeological sites within the landscape (see Action Plan, Policy 8d).

4.2.1.3 Wildlife and landscape conservation

The SMP,⁶⁷ the National Trust Stonehenge Estate Land Use Plan⁶⁸ and the RSPB Management Plan include objectives to establish a floristically rich chalk downland and to encourage greater wildlife diversity. These objectives will provide a

65 Cathersides, A. 2001 'Stonehenge: restoration of a grassland setting' *Conservation Bulletin* 40 March 2001: English Heritage; Cathersides, A. 2004 'Case Study 3: Restoring a grassland setting at Stonehenge' in Rimmington, J.N. *Managing Earthwork Monuments A guidance manual for the care of archaeological earthworks under grassland management* Hadrian's Wall WHS

66 For details of Stone Circle Access see <http://www.english-heritage.org.uk/daysout/properties/Stonehenge/explore/stone-circle-access> (accessed 22.03.11).

67 Young, C. 2009 *op.cit*

68 National Trust Stonehenge Estate Land Use Plan 2001

more appropriate landscape setting for the Stones and future management of trees and shrubs will contribute to enhancing the inter-visibility of monuments. A future woodland strategy for the WHS will assist here.

There are three areas of particular interest within the WHS in respect of the natural heritage.

i) Grassland

The National Trust is following a grassland recreation programme to protect the archaeology which was set out in the NT Estate Land Use Plan (2001) and is nearly complete.⁶⁹ It takes in the region of 5 years to restore grassland; the area around Stonehenge bottom is enriched grassland which takes even longer. Original chalk grassland is very fragile and could not sustain large numbers of walkers. These areas should be taken into account when developing walks/routes through the landscape. The RSPB Reserve at Normanton Down can be viewed only from existing footpaths (linear access) to protect its wildlife.⁷⁰



Fig. 26 First year reversion grassland in the Stonehenge landscape Pat Cashman 2007 © rspb-images.com

A number of other landowners including the owners of Lake Estate, Boreland Farm, the MoD and Druids Lodge Estate have also reverted arable land in order to protect archaeological monuments.

ii) Fauna

The RSPB managing the Normanton Down Reserve aims to stabilize and restore populations of the stone curlew.⁷¹ Stone curlews require species-rich chalk grassland and bare areas to nest. However, they are also particularly susceptible to disturbance so it is important to limit the potentially negative effects that visitor access plans may have.

iii) River Avon

The River Avon SAC Conservation Strategy was developed in 2002 by key organisations, land owners and individuals involved in the management of the river. It created a framework for delivery of 'favourable conservation status' for the designated features. Progress was reviewed in 2010

by the STREAM project (see below) and reported in the 'After-LIFE Conservation Plan'.

The River Avon and Avon Valley Initiative (RAAVI) has sought to protect and enhance the River Avon and its major tributaries. It consisted of two projects – STREAM and the Living River Project which were completed in 2009 and 2010 respectively. STREAM was a four year conservation project demonstrating innovative techniques which physically restored the river and its habitats. The aim of the Living River Project was to increase awareness and appreciation of the River Avon and its place in the local community through directly involving people in conservation and through river-themed events.

The positive benefits of the management of the landscape will be acknowledged by this Strategy and communicated to visitors where appropriate.

4.2.2 Avebury WHS

The Avebury Management Plan (2005: 89 (8.2.4)) states the following: 'For many years there has been an agreement amongst agencies involved with the management of the WHS that visitor numbers in Avebury are at capacity levels and should not be actively increased.' Since that time visitor numbers have dropped to an estimated 250,000 and more resources are going into the management of the monuments.

Research to identify a sustainable level of visitor numbers would be useful together with an assessment of the impact on Avebury of development at Stonehenge.

4.2.3 The collections

As part of the plans to redevelop Salisbury & South Wiltshire Museum and Wiltshire Heritage Museum conservation plans will be prepared for both the collections and the Grade I listed buildings in which they are housed (King's House and Long Street respectively). Management of the archaeological collections needs to be addressed as a matter of urgency. This includes the need for more storage space and better environmental controls for some of the storage areas.

4.3 Implications for visitors

The implications for a new scheme of the conservation measures described above can be summarised as follows:

- continued restricted access within the stone circle and earthworks;
- new access arrangements for the Cursus barrow group;
- the need for on-going conservation monitoring throughout the landscape but particularly around groups of extant monuments;

69 20% of the area of the WHS was put down to pasture between 2000 and 2008, protecting 105 prehistoric monuments.

70 The Wiltshire Wildlife Trust at Devizes holds the wildlife records (a biodiversity map) for the Stonehenge landscape. In addition to those

species protected by law it identifies features such as bat corridors and flora and fauna recorded.

71 The RSPB and the Stonehenge World Heritage Site paper to WHS Committee 20.04.2004

- continued restricted linear access to the Normanton Down barrow cemetery and safari visits to the Reserve by arrangement;
- increased access in general to the landscape owned by the National Trust (with the grass recreation programme and subsequent reduction of arable farming which can restrict access to designated paths around cultivated areas);
- increased (inter-) visibility between the various monuments and archaeological features (due to better definition and tree removal);
- gradually enhanced landscape setting for the stone circle through the creation of a floristically rich chalk downland;
- increased wildlife diversity and therefore interest;
- a discrete approach to interpretation around the Stones and in the landscape at large;
- careful impact assessment of policies that might actively encourage visitors to Avebury

The main interpretation objective given the conservation management regime is as follows:

To successfully mitigate for the fact that for conservation reasons most visitors will not enter the stone circle or be able to visit some other monuments and areas of land.

5.0 Access to the World Heritage Site

At the heart of this Strategy is the desire to improve access to and understanding of the World Heritage Site. How we do this is closely related to the conservation measures outlined in the previous section. The WHS is divided in two by the A303 which creates not only a physical boundary but also a conceptual one in terms of how each part is managed. The northern part is more accessible than its more remote counterpart and is likely to stay so.

Each organisation is committed in some way to the objective of improved access through the aims of the Management Plan and through more specific, individual policies.⁷²

Policy 4c appropriate arrangements for managed open access on foot within the WHS should be provided with attention to avoiding erosion while maintaining and improving existing levels of access (Issue 23, 24)

Policy 4d access and circulation to key archaeological sites within the WHS landscape should be encouraged (taking into account archaeological and ecological needs) to increase public awareness and enjoyment (Issue 23, 24)

Policy 4e arrangements should be maintained for special access at significant occasions including solstices and for stone circle access outside opening hours for small groups (Issue 25, 26)

This section looks at the physical and intellectual access already provided and outlines the areas that need to be addressed by this Strategy.

5.1 Physical access

As highlighted previously, the erosion risk is particularly high in the WHS, as shown by problems in the past at Stonehenge, now solved by the intensive grass management regime. This is especially so where there are large numbers of visitors (e.g. around the stone circle at Stonehenge), on slopes (e.g. the henge banks at Durrington Walls and Avebury, or on barrow tops) and on unimproved chalk grassland.

5.1.1 The Stones

The Stones are open every day of the year except Christmas Eve and Christmas Day. Opening times vary according to the season and the number of daylight hours.

Unlike many archaeological and historical monuments, Stonehenge is actually reasonably accessible on the ground. Its ease of access has, however, meant that for conservation reasons the number of people allowed within the stone circle itself has had to be severely curtailed (as described in 4.2.1.1). Restricted access is provided before and after normal opening hours by application to English Heritage. Only 26 people are allowed within the stone circle at any one time, and special conditions of entry apply to these visits: visitors are not allowed to touch, climb, lean or stand on the stones or disturb the ground in any way. There is also managed open access within the stone circle for the general public at seasonal times of the year – principally the Summer Solstice, but also the Winter Solstice and the two Equinoxes. This level of access is likely to remain for the foreseeable future.

⁷² For example, the visitor centre and the facilities provided within it will be subject to an Equality Impact Assessment to be completed by English Heritage which is itself part of English Heritage's *Properties*

Access for All policy. A copy of the policy is available at <http://www.english-heritage.org.uk/professional/advice/advice-by-topic/equality-and-advisory/disability/properties-access-for-all/> (accessed 22.03.11).

Site	Current access
Stonehenge	<p>Opening hours: daily except 24 and 25 December; opening hours vary seasonally; special access before and after normal opening hours; special access for Solstices</p> <p>Admission: adult £6.90, child £3.50 (5-15yrs), concession £5.90, family £17.30 EH/NT members free</p> <p>Disabled access (parking, level site, induction loops)</p>

5.1.2 Stonehenge landscape

A series of public byways, bridleways, footpaths and National Trust permissive paths allow people to gain access to most of the key features within the WHS, with the exception of those on private land.

Much of the landscape immediately surrounding the Stones is owned by the National Trust; some parts of their Estate operate an open access policy. Those parts of the WHS in private ownership are accessed only by existing footpaths and byways. **Table 4** summarises the current access arrangements by monument and distinguishes between the northern and southern parts of the WHS.

Table 3 Current access arrangements to Stonehenge

North/ South	Site	Current access
N	Woodhenge	Open at all reasonable hours
N	Durrington Walls	Partly open access (Wilts C, NT, EH)
N	The Avenue	Open access from Stonehenge to King Barrow Ridge; no access beyond Seven Barrows Field.
N	The Cursus	Open access
N	The Lesser Cursus	Location visible from permissive footpath
N	Winterbourne Stoke barrow cemetery	Partly open access; partly not accessible but can be seen from footpath and open access area
N	The Cursus Barrows	Open access; part fenced for management reasons
N	New King Barrows	Open access (most)
N	Durrington Down Barrows	No access; visible from Fargo Road
N/S	River Avon	Within the WHS only visible from Durrington Walls; can be visited at Lord's Walk, Amesbury and along Byway 25 from Southmill Road, Amesbury to Bonnymead Park Recreation Road and Byway 18 from Stonehenge Road junction with Recreation Road, Amesbury to Southmill Road.
S	Normanton Down Barrows	Very limited access; escorted group visits by prior arrangement. The reserve can be viewed from both sides down Byways 11 (east) and 12 (west), and from the NT permissive path (north).
S	Coneybury Henge	No access; location visible from footpath
S	Lake Barrow Group	No access, visible from Byway 12
S	Wilsford Barrows	No access
S	Lake Down Barrows	No access; visible from Byway 11
S	North Kite Enclosure	No access; location visible from Byway 12
S	West Amesbury Henge	No access; location visible from West Amesbury Road

Table 4 Current access arrangements to particular sites in the WHS.

The majority of those that use this landscape for leisure activities are on foot although it is possible to use the byways and bridleways of the WHS on horseback or by bicycle. The National Trust will continue to recreate chalk downland on arable land which can then become open access to those on foot. The areas shown in Map 3 of the Stonehenge Management Plan will be completed in 2011; access to these areas will be primarily via pedestrian gates and is subject to the National Trust Byelaws (1965). Further areas for chalk grassland recreation have been identified by the NT and RSPB.

The southern half of the WHS does not offer the same level of access as the northern half. Improved physical access would need to take into account that:

- access is only by public or permissive (NT) footpaths;
- much of the land in the WHS is in private ownership;
- disturbance to stone curlews should be avoided (i.e. paths not too close to nesting areas, dogs on a lead etc.);
- there is a lack of parking (and the risk of fly-parking).

See **Plate A** for a map showing the areas and routes through the Stonehenge WHS which are currently accessible to the public.

5.1.3 The collections

Access arrangements to the collections are summarised in **Table 5**.

Both museums are currently unable to offer disabled access to their collections on the first floors of each building.

Wiltshire Heritage Museum plans to install a lift to the first floor in 2011.

5.2 Intellectual access

Intellectual access is about ensuring that information is available to people in various formats (see **Appendix D**). It is also about identifying the barriers to comprehension and addressing these. This section highlights some of the barriers implicit in the presentation and interpretation of this landscape and its collections.

5.2.1 A bleak landscape?

To the untutored eye, the landscape around Stonehenge can seem an exposed and forlorn place on a rainy day and a relatively pleasant swathe of pasture with one or two humps and bumps on a sunny one. It is not recognised for its beauty and beyond the circle itself its interest is not immediately apparent. Related to this is the fact that much of the archaeology is difficult to see, either hidden underground or visible only through aerial photographs or slight extant remains e.g. the Cursus.

5.2.2 Why can't I touch the stones?

Stonehenge, the monuments in its associated landscape and related artefacts all fall under the auspices of modern conservation measures. This means they are not always directly accessible. New interpretation needs to acknowledge and explain what these measures are and why they are necessary.

Museum	Current access
Salisbury & South Wiltshire Museum	Opening hours: Monday to Saturday 10-5pm; Sunday (June to September only) 12-5pm; Bank Holidays 10-5pm, closed Christmas and New Year Admission: adult £6, concession £4, child £2, family £12, under 5 free Research collection by appointment Disabled parking, no lift to first floor (Grade I listed building), virtual tour of objects on upper floors, induction loops, handling collection
Wiltshire Heritage Museum	Opening hours: Monday to Saturday 10-5pm, Sunday 12-4pm Admission: adult £4.50 concession £3.50, children (under 16) free (except school groups), WANHS members free Research collection by appointment Disabled parking, no lift to first floor (Grade II listed building), virtual tour of objects on upper floors, induction loops, large print, handling collection
Wiltshire & Swindon History Centre, Chippenham	Opening hours: Tuesday to Friday 9.30-5.30pm, Saturday 9.30-5.00pm Admission: free Disabled access (parking, building, induction loops)
National Monument Record Centre, Swindon	Opening hours: Tuesday to Friday 9.30-5pm Admission: free Disabled access (parking, building, induction loops)

Table 5 Current access arrangements to the collections.

5.2.3 Are we nearly there yet?

The visitor centre will be built 2km away from Stonehenge itself. Visitors will be encouraged to walk through the landscape to the stone circle or to travel on the transit system to the Stones or via the drop-off point at Fargo. In addition, the monuments are spread out in the landscape, for example, it takes a good 40 minutes to walk from Stonehenge to Woodhenge and Durrington Walls.

5.2.4 A day out at the cemetery?

Some might say that making Stonehenge and its landscape come alive should be our mission as it might be with numerous other archaeological sites. Yet Stonehenge is part of a ceremonial landscape, it sits within a huge cemetery and it has even been argued that the circle itself is a mausoleum. The key monuments do not lend themselves readily to the everyday and the exploration of how people in the past lived – both common avenues for the modern visitor.

5.2.5 Who built Stonehenge and where did they live?

This is a question that we could only answer by analogy until very recently. The *Stonehenge Riverside Project* has not only revealed buildings interpreted as houses at Durrington Walls but demonstrated that they are contemporary with the building of Stonehenge. Nevertheless, our understanding of everyday domestic life, patterns of movement, social structure and even clothing is fragmentary.

5.2.6 How long ago is that?

Our understanding of when Stonehenge and other monuments were built is based on better and better evidence thanks to radiocarbon dating. However, these dates will need to be placed in context as many visitors will simply not have the chronological framework required to understand their significance.

5.2.7 What did it mean?

We do not know why Stonehenge was built. Our interpretation of the site and its landscape is always changing as new work and new thinking evolve. This uncertainty can be frustrating when coming new to the subject. In addition, Stonehenge is surrounded by a public and much spoken of 'air of mystery' together with an obscured spirituality which is celebrated by some.

5.3 Improving access

With the implementation of a number of projects over the next few years, the ways in which all visitors access Stonehenge, its landscape and collections could be fundamentally changed. The onus will be on maximising the access that is available and enhancing this wherever possible.

During the planning process, we will be thinking in terms of all aspects of the visitor journey and will be endeavouring to improve access through consultation and the application of the principle of an equal experience. New interpretation and learning will need to take the following into account.

5.3.1 Site presentation

- to continue to recreate chalk downland on arable land which can become open access to those on foot (as shown on Map 3, SMP);
- to improve pre-visit information through accessible marketing and online information;
- to consider all aspects of the site visit and assist visitors by providing accessible routes, seating and clear signage where possible;
- to enhance the physical presentation of monuments (e.g. the Stonehenge/Avenue crossing) and original material (e.g. objects) to aid their comprehension;
- to provide high quality orientation and navigation helping visitors to explore their surroundings;
- to consider the site as a whole maximising opportunities for high quality visitor experiences e.g. through suggested trails, routes and viewing points;
- to develop a separate and appropriate approach to the interpretation of the southern half of the WHS.

5.3.2 Permanent provision

- to ensure that permanent interpretation is provided in a number of formats and that material is available for those with limited mobility, visual, hearing and learning impairments;
- to provide alternative formats when providing access for those with limited mobility is not possible;
- to provide digital access to original material where possible;
- to provide virtual access where physical access is not possible;
- to successfully interpret the southern half of the WHS without jeopardising its unique qualities.

5.3.3 Programme-based interpretation and learning

- to endeavour to provide wide-ranging and inclusive volunteering opportunities;
- to ensure that opportunities for learning about Stonehenge are designed for the audiences they are intended to reach;
- to enhance the guided tour programme;
- to bring variety into the interpretation programmes by providing demonstrations and activities to aid comprehension (and enjoyment).

5.3.4 Consultation

- to ensure that new interpretation is developed in consultation with those for whom it is intended through audience research and evaluation.

5.4 Summary

The main objectives of this Strategy in relation to access are:

- to improve physical accessibility to the Stonehenge WHS by adopting the principles of good practice in the provision of new facilities;
- to improve intellectual accessibility to all aspects of the Stonehenge WHS by adopting a hierarchical and multi-platform approach to the delivery of content;
- to develop a different approach to the southern half of the Stonehenge WHS;
- to enhance the presentation of monuments and associated collections to aid their comprehension;
- to undertake consultation with user groups.

6.0 Who comes to Stonehenge?

Considering the site and landscape as a whole and including the visitors to the two museums, the WHS attracts an extremely wide range of interest. The site itself receives in excess of 800,000 visitors every year; of which as many as 71% are from overseas.⁷³ Meanwhile those exploring the landscape and those visiting the museums are more likely to be drawn from the UK in general and specifically from the local area. This distinctive profile is described below in terms of who currently visits the site, landscape

and museums. The profile, motivation and behaviours are explored in three groups: leisure visitors (the majority), education visitors, and those who participate in the life of the heritage attraction through outreach and volunteer programmes.

There is great variation in the level of audience research available for each site. Stonehenge itself has been the subject of three recent programmes in addition to the annual marketing surveys: that carried out in 2001 by Creative Research, an elaborate audience research programme by MEW Research in 2004-2005⁷⁴ and most recently an update of that research by the same company in the summer and autumn of 2009.⁷⁵ Both museums keep records of their visitor numbers. Common to most unstaffed sites across the country, we have a fairly limited understanding of the visitor numbers and profile of the wider WHS landscape and the monuments within it.

Given the unevenness of the data we have attempted here to pool what we do have and to use segmentation as a tool to interpret it. We are committed to carrying out a baseline survey in Year 1 of operation of the visitor centre to formally quantify and evaluate the visitor profile (see the Action Plan in section 10).

6.1 Leisure visitors

By far the greatest number of all visitors to the Stonehenge WHS and museums are leisure visitors. This section reviews the demographic information available for each venue and also considers what we understand of the visitor segmentation. Taking both into account each venue will target the relevant audiences in their subsequent plans. A collated summary of visitor numbers to key sites is included at **Table 6**.

Site	Trend	2005-06	2006-07	2007-08	2008-09	2009-10
Stonehenge	↑	721,285	758,798	763,985	763,370	837,444
Stonehenge landscape (including Woodhenge) ⁷⁶	↑	~	~	~	~	~
Salisbury & South Wiltshire Museum	→	17,832	18,785	17,387	20,895	19,979
Wiltshire Heritage Museum	→	9,168	8,231	8,523	7,900	8,719
Amesbury Tourist Information Centres ⁷⁷	↓	~	3,597	2,998	2,435	1,236
Avebury stone circle ⁷⁸	↓	c. 350,000	~	~	~	c. 250,000
Avebury museums (Barn Gallery and Alexander Keiller Museum)	→	45,871	47,658	47,485	46,721	47,006

Table 6 Visitor numbers to Stonehenge and Avebury WHS and associated attractions.⁷⁹

73 BDRC 2009; it should be noted that research took place in the summer months.

74 MEW Research 2005 (Phase I Desk-based survey July 2004; Phase II 275 semi-structured interviews on site August 2004 – November 2004; Phase III Accompanied visits December 2004 – February 2005)

75 BDRC (Phase I 424 exit interviews at Stonehenge June – September 2009; Phase II Overseas learning groups September 2009; Phase III Interpretation and overseas groups November 2009)

76 No current visitor figures are available for the Stonehenge landscape but an upward trend has been observed by NT staff and tenants.

77 These cumulative figures are tourism enquiries made face to face, by telephone, by e-mail and by letter. Data provided by Wiltshire Council.

78 These figures are estimates.

79 These figures include only those visiting the sites as paying visitors; the figures exclude those attending Education, Events or Outreach programmes.

6.1.1 Visitor profiles

In this section we review what we know about the visitor profile together with visitor motivations and attitudes at each venue.

6.1.1.1 Stonehenge

Using the latest audience research⁸⁰ the profile of visitors to Stonehenge is as follows:

- 44% arrive in a group; 56% arrive independently;
- 29% are from UK; **71% are from overseas** (52% Europe; 36% USA, Canada, Australia; 12% rest of the world);
- 15% of all visitors are under 15 (17% of UK visitors; 14% of visitors from overseas);
- the mean age (of all visitors) is 37 years old;
- visits were typically part of a longer trip away from home (91%) – of which 11% were on a weekend or short break and 80% on a longer holiday;
- 81% of independent visitors arrive in their own transport;
- on average visitors stay 1 hour 17 minutes at Stonehenge.

In respect of motivation, 65% of visitors visit Stonehenge because they want to see the site itself, that is, they are not just visiting for a day out. This reinforces the idea of Stonehenge as an iconic heritage site. In addition, the 2005 survey indicated that visitors had been active consumers of other cultural attractions in the previous two years:⁸¹ 83% had visited a museum or gallery (against 48% of the UK population).

6.1.1.2 Stonehenge landscape

There has been no recent visitor research in the Stonehenge landscape although the National Trust indicates by observation that the number of people walking in and using the landscape has increased in recent years. A survey was carried out in 2000 by Bournemouth University. This indicated that significant numbers of visitors do explore the wider landscape although this is not a significant pre-visit motivation among those that visit Stonehenge itself. Rather, that among those visiting the wider WHS landscape, the principal motivations are walking and, to a lesser extent, the history and/or archaeology. Interest in the landscape, flora and fauna is also less likely to be a motivation.⁸² Amongst those interviewed, visiting the Stonehenge Avenue (28%) was the most popular activity. Walks to and from the Stones from the Cursus Barrows (17%), Normanton Barrows (14%) and Winterbourne Barrows (12%) were mentioned by significant minorities.

In the BDRC 2005 survey, the scenery and surroundings of Stonehenge were mentioned by 10% as a positive aspect

of their visit. In addition, there was enthusiasm for passing on knowledge about the surrounding landscape among one segment of visitors (8%).⁸³ However, unlike visitors to Stonehenge itself, it also indicated that visitors to the wider WHS landscape were less likely to be active consumers of cultural attractions;⁸⁴ of these, only 11% had visited a museum over the past two years.

Visitors to Stonehenge awareness of landscape

The recent EH survey (BDRC 2009) suggested a low awareness of the wider landscape by visitors to Stonehenge with a sobering 41% unaware even after a visit to the Stones. There is also confusion about what the 'wider landscape' actually means with some visitors referring to Old Sarum and other sites some distance away. Despite this there was enthusiasm for exploring the landscape around Stonehenge (once it was explained) with 67% declaring an interest (fairly or very) in doing so (72% of overseas visitors).

Woodhenge

There are no visitor figures for Woodhenge, however, some insight can be gleaned from previous surveys. Considering the proximity to Stonehenge itself, awareness of Woodhenge among the respondents in the BDRC 2009 survey was limited. Only a quarter (25%) were aware of the site, 3% had ever visited, 1% had visited this trip, 2% intended to visit this trip. In 2005 this figure was higher (38%). At that time the people that were aware of the site tended to be either domestic visitors (50% of domestic visitors but only 32% of overseas visitors) or independent travellers (45% independent travellers but only 19% of coach/group visitors). There was also an indication that awareness of Woodhenge is much higher amongst other local groups with an interest in Stonehenge such as local residents, countryside users, pagan representatives and tour guides.⁸⁵ This is born out by the frequency with which the small car-park is noted to be full.

6.1.1.3 Salisbury & South Wiltshire Museum

The following profile is derived from a self-completion survey undertaken in summer 2009 (sample size 80):

- 78% of visitors are not from Salisbury; of these 45% are on a short break;
- respondents primarily from the UK (68%), female (63%) and older than 46;
- 75% on their first visit to the museum;
- visitors enjoyed the breadth of the collections and noted the Amesbury Archer, history of Salisbury, the Pitt Rivers collection and Inspired by Stonehenge (temporary exhibition at the time of the survey) as highlights;

80 BDRC 2009 *Stonehenge Visitor Research* for English Heritage, Unpublished

81 Creative Research 2001. In: MEW Research, BDRC Travel Tourism & Leisure, 2005: *Stonehenge Audience Research Programme*. English Heritage. Phase 1, pp. 8. Unpublished

82 'Bournemouth University Survey 2000' in MEW Research, BDRC Travel Tourism & Leisure, 2005: *Stonehenge Audience Research Programme* English Heritage Phase 1, pp. 11-12. Unpublished

83 MEW Research, BDRC Travel Tourism & Leisure, 2005: *Stonehenge Audience Research Programme*. English Heritage. Phase 2, pp. 18. Unpublished

84 Bournemouth University, 2000. In: MEW Research, BDRC Travel Tourism & Leisure, 2005: *Stonehenge Audience Research Programme*. English Heritage. Phase 1, pp. 9. Unpublished

85 There is no research for Durrington Walls or the River Avon.

- 29% cited Stonehenge as having been seen or going to be seen (cf. Salisbury Cathedral 69% or town centre 60%).

Visitors to Stonehenge – awareness of S&SWM

30% (of visitors aware, 6% had ever visited, 3% had visited this trip, 2% had intended to visit this trip (BDRC 2009). This shows a decrease from the 2005 survey: 6% ever visited, 1% visited this trip, 8% intend to visit (MEW 2005⁸⁶). The total awareness of Salisbury Cathedral was 82% (BDRC 2009).

6.1.1.4 Wiltshire Heritage Museum

The following profile is derived from an Audience Development Plan completed in March 2008 by Alison James.⁸⁷ It is based on a sample of 180 visitors.

- 37% are first time visitors; of the 63% who had visited before, more than half had not visited in the last two years;
- 40% are families;
- 30% are repeat visitors;
- as many as 10% are non-UK residents;
- the most popular topics in the museum were Prehistory (21%), Recent History (17%), Romans (12%) and Devises Then and Now (11%);
- 40% of paying visitors from the UK are from Wiltshire.⁸⁸

Visitors to Stonehenge – awareness of WHM

9% of visitors aware, 1% had ever visited, 0% had visited this trip, 0% intend to visit this trip (BDRC 2009). This shows a decrease from the 2005 survey: 16% aware, 2% ever visited, 0% visited this trip, 0.6% intend to visit this trip (MEW 2005⁸⁹).

6.1.1.5 Avebury

Currently, the National Trust aim to encourage those that do visit to explore the wider WHS landscape to reduce pressure on the henge and village. Partners will need to work closely with the National Trust to assist in this aim.

Visitors to Stonehenge – awareness of Avebury

In 2005 Avebury had a high level of awareness – 50% of all visitors were aware, 13% have ever visited (MEW 2005⁹⁰). The segment most likely to be visiting Avebury as part of their current trip was EH/NT members (17%).

6.1.2 Leisure visitor segmentation

Leisure visitors are essentially a non-captive audience. They

make their own decisions and their own plans. They will not use, read or listen to interpretation if it does not at first engage and then hold their attention. However, it is clear that there is considerable variation between the venues in terms of visitor motivation, expectation and attitudes. The National Trust has recently carried out an extensive visitor segmentation exercise for major properties on their estate.⁹¹ English Heritage too has tested this approach at Stonehenge. Combining the NT's conceptual framework, the EH segmentation statistics for Stonehenge and the understanding that each other venue brings of its own visitors we have produced a summary table at **Plate D**. This illustrates our understanding of the visitor base to Stonehenge WHS and provides a common system of referral. Those segments highlighted are the target audience(s) for each venue.⁹²

6.1.3 Leisure visitors - target audiences

We have identified the target audiences for the Strategy the based on this visitor profile and segmentation exercise amongst leisure visitors. These are:

- overseas visitors (including Travel Trade) (WHS segments C and D)
- independent domestic travellers (WHS segments C and D)
- families (WHS segment F)
- young people (WHS segment B)

6.1.3.1 Visitor numbers

As highlighted in section 4 (Conservation Management) not all venues will target all of these audiences and not all venues have the same objectives in respect of visitor numbers. **Table 7** summarises the aspirations of each venue in respect of visitor numbers. The sites of both Stonehenge and Avebury seek to stabilise or even slightly reduce their numbers for conservation reasons. There is capacity for monitored growth in the Stonehenge landscape and there is much capacity for growth in both museums and through the town of Amesbury.

⁸⁶ MEW Research, 2005: Phase 2, 28 *op.cit.*

⁸⁷ WHM is undertaking a new visitor survey to be completed Autumn 2010.

⁸⁸ Statistic derived from Gift Aid postcode analysis (David Dawson, *pers. comm.*).

⁸⁹ MEW Research, 2005: Phase 2, 30 *op.cit.*

⁹⁰ Sites reviewed in MEW Research (2005) were: Salisbury & South Wiltshire Museum, Wiltshire Heritage Museum, Woodhenge, Old Sarum and Avebury

⁹¹ Irvine, L. 2008 'Trusting in segmentation' *Conservation Bulletin* 58; 7-8 English Heritage

⁹² There is no demographic data available through the Amesbury Tourist Information Centre (Wiltshire Council); the TIC is not therefore included in this table.

Site	Aim	Target
Stonehenge	→	Visitor numbers stabilise (no significant increase)
Stonehenge landscape (including Woodhenge) ⁹³	↑	6% of visitors to Stonehenge (estimate 50,000)
Salisbury & South Wiltshire Museum ⁹⁴	↑	Increase
Wiltshire Heritage Museum	↑	Increase
Amesbury Tourist Information Centres	↑	Increase
Avebury stone circle	→	Visitor numbers stabilise (or decrease)
Avebury museums	↑	Increase

Table 7 Target trends for visitor numbers by venue.

6.2 Education visitors

6.2.1 Visitor profile

Between them, the members of SLOCG already provide learning opportunities for all formal learners from early years to Higher Education.⁹⁵

6.2.1.1 Stonehenge

The total number booked under the English Heritage free educational visits scheme (FEV) in 2008/09 was 43,224; this includes adult and child learners. 54% of all education groups are from the secondary age bracket (11-16) whilst only 6% come from the primary age group.

Of all the UK education groups Key Stage 3 students are the most frequent visitors making up 22.1% of all groups; this is followed by the 16-18 year groups at 20.5%, Higher Education (20.1%) and Key Stage 2 groups (19.8%). The site clearly appeals to older children and adults which makes it unusual for a heritage attraction.

Overseas groups made up 67% of all groups (2008/09) with the most common age to visit being 14+. Of the 67%, 28% are from France, 14% are from Germany, 10% are from the Czech Republic and 3% are from the USA.



Fig. 27 An education visit to Stonehenge by pupils from Larkhill School
© English Heritage N060193

Age range	% total visitors	% total groups
KS3	25.2	22.1
16-18	16.7	20.5
Higher	24.6	20.1
KS2	19.1	19.8
KS4	11.6	13.0
Continuing	1.6	2.6
KS1	1.2	1.9

Table 9 The proportion of UK education visitors according to Key Stage.

Year	Totals	% overseas groups	5 to 11	11 to 16	16+	Informal groups	Total no. of groups	Busiest month	Discovery Visits
2003/04	33,219	58%	10%	50%	-	27	705	March	~
2004/05	40,594	62%	6%	54%	-	32	808	May	~
2005/06	43,599	73%	29%	20%	-		998	March	~
2006/07	38,577						920		~
2007/08	40,030	62%	7%	52%	29%	35	1023	March	13
2008/09	43,224	67%	6%	54%	32%	16	1021	May	15

Table 8 The number of education visitors to Stonehenge visiting through the English Heritage Free Education Visits scheme from 2003 to 2009.

⁹³ This increase is predicted to take place after the launch of the new facilities (SEIP).

⁹⁴ Data for Alexander Keiller Museum (Avebury), Salisbury & South Wiltshire Museum (Salisbury) and Wiltshire Heritage Museum

(Devizes) are from Wiltshire Museums Visitor Figures Report 2008/2009 compiled by Museums Advisory Service (2009).

⁹⁵ Avebury is not a member of SLOCG hence their figures for education and outreach are not included here.

6.2.1.2 Stonehenge landscape (including Woodhenge)

Students visiting Stonehenge as part of a Discovery Visit (KS1-KS3) will be taken out into the landscape to visit the Cursus Barrows and the Stonehenge Avenue. The NT Guardianship partnership with Amesbury Archer Primary School has been running since 2007; Year 5 visit six mornings each year followed by related activities at school.

Year	Education Visitors (paid)	Outreach (of which off-property)	TOTAL
2005/06	18	249 (0)	267
2006/07	229	276 (80)	505
2007/08	301	852 (249)	1153
2008/09	469	775 (80)	1244

Table 10 Learning visitors to the Stonehenge Landscape (NT)

6.2.1.3 Salisbury & South Wiltshire Museum

Since January 2008 the museum has delivered 11 workshops related to the Stonehenge WHS as part of the museum's Primary Education Programme. These were booked by eight different primary schools. Four workshops have been delivered within schools, with all 178 children at Amesbury Archer Primary School taking part in a day dedicated to the WHS. All schools (with the exception of one from London) are from South Wiltshire with one school from the independent sector. Most sessions were delivered within June and July of each year. Four workshops were delivered to KS1 and seven workshops were delivered to KS2, with Year 5 being the most common participating year group.

In addition to these ongoing workshops, six schools took part in workshops delivered as part of the 2008 *Inspired by Stonehenge* temporary exhibition.

6.2.1.4 Wiltshire Heritage Museum

In 2009/10, the museum facilitated 8 workshops for primary schools linked to the prehistoric collections and the WHS. These included six 'Inspired by Stonehenge' practical workshops. It has also catered for specialist visits made by five university groups and one 16-18 years group.

6.2.2 Why do education groups visit?

Unlike leisure visitors the time spent by education visitors at a heritage attraction is carefully planned and monitored. A visit must achieve certain objectives both for the organisers (the institution or organisation who has arranged the trip) and for the student who may have education goals (e.g. working towards a qualification) as well as an investment in self-improvement (e.g. life-long learners).

Since 2001 an extensive programme of audience research has been undertaken with education groups to establish motivation for visiting Stonehenge and to understand

how they would like their experience to be improved. Whilst history is often cited by teachers as a subject focus when visiting Stonehenge, prehistory does not feature predominantly in the National Curriculum, so cross-curricular links are made. Whereas Key Stage 2 and 3 groups (age 7-14) mainly study History, Geography and English, Further and Higher Education groups make links to the more vocational area of Heritage Management and Travel and Tourism.

For overseas groups, a visit to Stonehenge is not generally related to the curriculum, but is more about a broad cultural experience, with a strong desire to pack as many British cultural activities into the visit as possible. As a consequence, a visit to Stonehenge is time-limited forming part of a wider itinerary for the day encompassing destinations such as Salisbury, Bath, Winchester and Windsor.

6.2.3 Education visitors – target audiences

English Heritage, National Trust, S&SWM and WHM currently provide opportunities for all formal education audiences to the Stonehenge WHS and a wide range of informal education audiences (see section 3). English Heritage grants free admission to Stonehenge for all formal and informal groups on the condition that planned educational work is undertaken on site.

6.2.3.1 Formal education

Whilst all education groups are welcomed within the Stonehenge WHS and no groups are excluded, there is currently a great deal of variation in the depth and quality of education provision for groups. Education provision at Stonehenge is limited due to a lack of on-site covered space and education staff. English Heritage therefore aims to increase the level and quality of provision for its existing key education audiences rather than focusing on reaching new audiences. The five formal education audiences English Heritage plan to increase the level and quality of provision for are overseas education groups, Key Stage 2 and 3 groups, Further Education groups (16-18 years) and Higher Education groups.

The strength of the SLOCG group is that all formal education audiences will be catered for collectively, with different organisations prioritising and engaging different groups. For example, whilst English Heritage does not aim to target KS1 groups (which currently form only 2% of total education groups) this age range will be catered for by S&SWM which has an established KS1 programme.

The target audiences for each organisation can be summarised as follows:⁹⁶

- EH: Overseas education groups, Key Stage 3 groups, Key Stage 2 groups, FE groups, HE groups.
- S&SWM: Early years, Key Stage 1 and Key Stage 2 groups.

⁹⁶ Stonehenge Learning and Outreach Co-ordination Group (SLOCG) Plan 2009-2013: 4

- WHM: Key Stage 1 and 2 groups. During 2011-2012 the museum aims to develop the programme for pre-school and early years' groups.
- NT: No specific target audience; NT responds to enquiries from local education groups and does some outreach work with schools.
- WA: No specific target audience. The organisation aims to respond to requests from any formal education group.

6.2.3.2 Informal education

The current provision for informal education audiences is summarised in section 3.2.2. The audiences that the SLOCG will collectively target will encompass families, volunteers and young people.

Whilst the NT and the museums have established volunteer programmes, English Heritage is currently piloting its first education volunteer programme at Stonehenge. The pilot phase will be evaluated in summer 2011.

6.3 Outreach

The target groups for English Heritage Outreach work between 2003 and 2010 were people from black and minority groups, disabled people, people on lower incomes (C2DE) and young people. These were the priority target groups identified by the Department for Culture, Media and Sport for the historic environment. A survey takes place every year at the top ten EH sites; below are the figures for Stonehenge from the 2009 survey (see Table 11).

6.3.1 Black and Minority Ethnic groups (BME)

Comparisons with other sites show that Stonehenge has similar proportions of visitors from black and minority ethnic groups. However, figures from a visitor survey undertaken at Stonehenge for this project, which also included visitors who came as part of a group, shows different visitor numbers, with 14% of UK visitors from BME groups.

2009	All top ten sites UK visitors %	Stonehenge UK visitors %	Stonehenge UK visitors including groups %
White	98	97	86
BME	2	3	14

6.3.2 Disabled people

Only 2% of visitors identified themselves as being disabled in the survey. This figure is the same as that recorded in the MEW Research (2005), but much lower than the 7% for comparable sites. In 2008-9 the number of companions of disabled visitors admitted to Stonehenge was 553.

6.3.3 People on low incomes

The surveys for 2009 also showed a lower proportion of visitors from lower economic groups.

2009	All top ten sites UK visitors %	Stonehenge UK visitors %	Stonehenge UK visitors including groups %
ABCI	76	87	72
C2DE	24	13	25

The 2009 survey at Stonehenge gives an insight into the motivation and behaviour of people from lower socio-economic groups:

- they are more likely than those in higher socio-economic groups to visit with a group;
- they are much more likely to visit with children;
- they are less likely to visit during a day trip from home, but more likely to visit whilst staying away or *en route* to another destination;
- their main motivation to visit is more to do with their needs, such as "something to do with family or friends" rather than a keen interest in the historic environment;
- they are more likely to be a first time visitor;
- they are more likely to have planned to visit at least a week before the visit took place.

Ethnicity (UK visitors)	%	Age (All visitors)	%	Social class (UK visitors)	%	Disability (UK visitors)	%
White	97	16-34	29	ABCI	87	Disabled visitors	4
BME	3	35-54	57	C2DE	13		
		55-64	11				
		65+	3				

Table 11 Summary of visitors to Stonehenge in DCMS outreach target groups (2009).

6.3.4 Young people (excluding education visits)

Young people aged between 16 and 25 visit Stonehenge in higher numbers than English Heritage's other top ten sites.

Age	All top ten sites %	Stonehenge UK visitors %	Stonehenge UK visitors including groups %
16-34	19	29	24
35-54	49	57	46
55-64	20	11	15
65+	13	3	6

In summary Stonehenge, then, attracts a similar number of visitors from a lower socio-economic group to other comparable sites, but a higher number of young adults and people from black and minority ethnic groups.

Putting these figures into a regional context, 2001 census figures show that an average of 14.75% of the population of Wiltshire have a long term limiting illness,⁹⁷ and 4.7% are from a black or minority ethnic group.⁹⁸

Nationally, results for the *Taking Part* survey of participation in the historic environment are shown below.⁹⁹

percentages

	2005-6	2006-7	2007-8
Black and Minority Ethnic	50.7	48.3	54.1
Limiting disability	59.5	60.2	60.9
Lower socio-economic	57.1	57.3	59.4
All adults	69.9	69.3	71.1

6.3.5 Local communities

The 2009 survey of visitors to Stonehenge found that 32% were visiting during a day trip from home. Post code analysis shows that during the days that the research was carried out, very few of these day visits were from Wiltshire residents. Visitor figures for 2008-9 recorded 1,156 visits using the Local Resident Pass.

The target audience for outreach programmes are local communities, including hard-to-reach groups, within Wiltshire.

6.4 Stonehenge WHS target audiences

In conclusion, the target audiences for the Stonehenge WHS are:

Leisure	<ul style="list-style-type: none">• overseas visitors (including Travel Trade)• independent domestic travellers• families• young people
Education	<ul style="list-style-type: none">• all formal education groups• informal education groups
Outreach	<ul style="list-style-type: none">• local communities, including hard-to-reach groups, within Wiltshire

⁹⁷ 2001 Office for National Statistics 2005 *Census 2001*

⁹⁸ Population Estimates by Ethnic Group Mid 2007, www.statistics.gov.uk

⁹⁹ DCMS 2008 *Taking Part: The National Survey of Culture, Leisure and Sport, Final Assessment of progress on PSA3*, 11th December 2008

Part II

- 7.0 Developing an approach
- 8.0 An integrated framework
- 9.0 Delivering the proposals
- 10.0 Action plan



7.0 Developing an approach

Building on the potential topics identified in section 2 and what we know about visitors to the WHS (section 6), this section develops an approach to the content. Stonehenge and its associated monuments pose a potentially inspiring, intriguing and complex experience for our visitors. This is not, however, a given.

7.1 What do leisure visitors already know and what do they want to know now?

7.1.1 Interest in Stonehenge and its landscape

In 2009 the English Heritage survey asked visitors what they already knew about Stonehenge before their visit. **Table 12** summarises the number of mentions that visitors made of various subject areas. The most often-mentioned subject areas were related to the theory/mystery around why Stonehenge was built, how Stonehenge was built and the antiquity of the monument.

Before your visit to Stonehenge today, what did you already know about Stonehenge?	Number of mentions relating to...
Theory/mystery of why Stonehenge was built	26
Theory/mystery of how Stonehenge was built/constructed	23
Theory/mystery of how Stones got to the site	11
A mystery/mystical place	12
Mention of connection with summer/ winter solstice/ equinox	14
Mention of connection with druids/ temples	14
Mention of connection with religion/ religious ceremonies	10
Mention of being a (important) historic site	13
Mention of being a (important) prehistoric site	9
It's a (world) famous/ important/ popular site	6
What the stone structure looked like	8
Just what it looks like/ seen pictures	6
Mention of Stones being very old/how old it is	39
Use as a (ancient) calendar/sundial/alignment with the sun	11

Table 12 Pre-visit knowledge of Stonehenge (BDRC 2009).

When asked what they would like to know more about, visitors highlighted the societies who built Stonehenge (who?), how they lived, how they buried their dead

(how?) and what the function of Stonehenge might have been (what?). Visitor responses from 2005 and 2009 are summarised in **Table 13**.¹⁰⁰

TOPICS	Very interested (%)	
	2005	2009
People and societies at Stonehenge	50	80
The societies who built Stonehenge and neighbouring monuments – who were they and how did they live?	60	83
How prehistoric societies buried their dead and how the remains of the burials help us understand their world	48	81
The changing nature of what prehistoric societies believed	41	77

¹⁰⁰ In comparison with the same survey carried out in 2005 it is interesting to note that in 2009 visitors are expressing greater enthusiasm

for those subjects that appeal to them with a higher level of 'very interested' responses as opposed to 'interested' or 'fairly interested'.

TOPICS	Very interested (%)	
	2005	2009
What the function of Stonehenge might have been?	68	85
Engineering and construction of the stone circle and neighbouring monuments	56	71
What did the Plain look like when Stonehenge was being built?	36	49
How the landscape has changed over time from the building of Stonehenge to the modern day use of the land e.g. what happened AFTER Stonehenge was built?	32	48
The site and landscape BEFORE Stonehenge was built?	27	37
The history of understanding and studying	38	62
What people thought about Stonehenge through history, from the earliest records including early theories about its use and who built it?	40	73
The history of the archaeology of Stonehenge – early excavation and discovery (e.g. opening barrows etc.) and the people involved	49	72
The development of modern archaeological techniques	24	40
Elsewhere in the world when Stonehenge was built	43	52
What else was happening in the area of Wessex during the time Stonehenge was built	42	51
What else was happening in Europe during the time Stonehenge was built	41	49
What else was happening in the rest of the world during the time Stonehenge was built	47	57
Natural history in the Stonehenge area	23	49
The geology of the landscape	23	51
The current ecology of the landscape including birds, animals, plants and bio-diversity of the chalkland	24	47
Stonehenge today	26	36
Stonehenge and its status as a World Heritage Site	39	53
The conservation of Stonehenge and its landscape	44	63
What people think about Stonehenge today – Stonehenge as an icon	23	37
The evolution of annual solstice gatherings	20	28
Modern druids and other New Age groups	20	25
Stonehenge and tourism	13	8
Stonehenge and Salisbury Plain in the 19th/20th century	15	
Early flying over Salisbury Plain	10	~
Salisbury Plain and the Ministry of Defence	10	~
The local history of the area	24	~

Table 13 Visitor interest in topics related to Stonehenge and its landscape (BDRC 2005; 2009).

7.1.2 Interest in museum displays

Both museums have carried out recent evaluation surveys which throw some light on their most popular (and unpopular) exhibits.

7.1.2.1 Wiltshire Heritage Museum

As part of a recently produced Audience Development Plan, participants were asked to identify their favourite part of the museum.¹⁰¹ The Neolithic, Stonehenge and Bronze Age galleries were each highlighted as favourites by 7% of visitors (making a total of 21% in total for these areas combined). Currently the most popular areas of the museum are those covering recent history (17%), the Romans (12%), Devizes Then and Now (11%) and Natural History (9%).

7.1.2.2 Salisbury & South Wiltshire Museum

Recent evaluation of the archaeology galleries highlighted the popularity of interactive exhibits particularly amongst families.¹⁰² Participants were positive about the Stonehenge gallery and the images used in the text panels; they were less positive about the content of the labels and text panels and the lack of a clear route through the galleries. Of particular note was the requirement for a timeline with associated colour-coded information.

7.2 What do education visitors need to know?

Within the WHS there are hundreds of prehistoric monuments that stand as testament to the activities of the people who lived there. These and archaeological finds provide a resource that can be used to support the National Curriculum. **Table 14** summarises the curriculum subject areas against the age at which they are taught.

Age	Stage	Year	Curriculum links and skills
0-5	The Early Years Foundation Stage (EYFS)	Pre-school	Relevant EYFS themes: ¹⁰³ <ul style="list-style-type: none"> Enabling Environments - the learning environment; the wider context Learning and Development- creativity and critical thinking; Active Learning 6 early learning goals: <ul style="list-style-type: none"> personal, social and emotional development communication, language and literacy problem solving, reasoning and numeracy knowledge and understanding of the world physical development creative development
5-6 6-7	Key Stage 1 ¹⁰⁴ (early primary)	Year 1 Year 2	Historical, geographical and social understanding. Scientific and technological understanding. Understanding English, communication and languages Understanding the Arts Key skills: undertake investigations and enquiries; compare, interpret and analyse different types of evidence; communicate findings in a variety of ways ¹⁰⁵
7-8 8-9 9-10 10-11	Key Stage 2 (middle – later primary)	Year 3 Year 4 Year 5 Year 6	

¹⁰¹ James, A. 2008 *op.cit.*

¹⁰² James, A. 2008 *op.cit.*

¹⁰³ The EYFS has been developed by the Department for Education and Skills. There are four themes, each theme has four commitments. The other themes are 'a unique child' and 'positive relationships'. The EYFS has six areas of learning and development which are underpinned by the themes of the EYFS.

¹⁰⁴ The new primary curriculum becomes statutory in September 2011.

¹⁰⁵ These are the relevant key skills associated with the historical, geographical and social understanding area of learning.

Age	Stage	Year	Curriculum links and skills
11-12 12-13 13-14	Key Stage 3 (secondary)	Year 7 Year 8 Year 9	Geography – Tourism History English Art and Design Citizenship RE Key processes: historical and geographical enquiry; field work; using evidence; communicating about the past Personal, learning and thinking skills (PLTS): ¹⁰⁶ independent enquirers; creative thinkers
14-15 15-16	Key Stage 4 (secondary)	Year 10 Year 11	GCSE – History Around Us (OCR/Edexcel) Pilot history GCSE – (OCR) Unit 4 Heritage Management and Marketing; Unit 5 multimedia in history; Unit 6 An Archaeological Enquiry GCSE/ BTEC diploma in Travel and Tourism; Business and Enterprise; Heritage Management New Diplomas: ¹⁰⁷ Humanities and Social Sciences; Creative and Media; Environmental and Land-Based studies
16-17 17-18 18-19	Post-compulsory education and/or training	Year 12 (College Year 1) Year 13 (College Year 2)	BTEC Leisure and Tourism; Business and Enterprise A-level Archaeology A-level History Foundation degree in Heritage Management New Diplomas: Humanities and Social Sciences; Creative and Media; Environmental and Land-Based studies
18 plus	Further and higher education		Undergraduate and Post-graduate degrees: Archaeology and History; Heritage Management; Leisure and Tourism; Zoology; Countryside Management; Landscape Architecture Adult Education
Overseas 11-18 yrs	UK equivalent: KS3, KS4 + 16-18yrs	UK equivalent: Year 7- Year 13	Motivations for visiting: English Language; English History; European History; Art, Literature and Drama; Myths and Legends

Table 14 Relevant subject areas under the National Curriculum for the study of Stonehenge.

7.3 Stonehenge as a World Heritage Site

The Stonehenge and Avebury WHS meets three of UNESCO's criteria, in that it:

- (i) represents a masterpiece of human creative genius;
- (ii) exhibits an important interchange of human values, over a span of time or within a cultural area of the world, on developments in monumental arts or town planning and landscape design;
- (iii) bears a unique or at least exceptional testimony to a cultural tradition or to a civilisation which is living or which has disappeared.

We will need to take into account the recently revised Statement of Significance and other guidance such as that

on sustainable tourism (see SMP Policy 4a). We also need to successfully link both halves of the WHS intellectually whilst not creating an undesirable impact on Avebury (see sections 2.4.5.4 and 4.2.2).

7.4 Content development

A framework for the content (or how we tell the story) has been developed in consultation with the stakeholders, Stonehenge Archaeology Panel, the Stonehenge Museums Partnership and audience research. The methodology and results are set out below.

The range of groups consulted can be viewed as a continuum from those with specialist knowledge or use of the site (archaeological, environmental, spiritual and

¹⁰⁶ There are six areas to the PLTS framework developed by the Qualifications and Curriculum Authority (QCA); independent enquirers, team workers, effective participants, self managers, reflective learners and creative thinkers.

¹⁰⁷ Diplomas are new qualifications for 14-19 year olds based on work-related learning; they are available at three levels – foundation, higher and advanced and are being phased in between 2008-2011.

so on) to those with some knowledge of the site (either tour guides or visitors) to those who have not visited Stonehenge, who, based on 7.1, we should assume have little or no knowledge of the site (see **Plate E**). Similarly the research aim of each group differs, from seeking advice from experts on how the site should be interpreted to asking the visitors (both current and potential) which subject areas they would like to know more about. The latter needs to balance the questions visitors know they want answered with those that they don't yet know to ask.¹⁰⁸

7.4.1 Methodology

We are conscious that Stonehenge is a site with many facets. To reconcile the number of stories that we might wish to tell with those that visitors want to hear it has been necessary to develop a way of gathering and prioritising information. In some areas we have also needed to create a consensus, particularly in respect of an archaeological framework. In addition to the extensive research undertaken by BDRC to establish the views of our visitors, we needed to consult with the specialists.

7.4.2 Stonehenge Archaeology Panel

What we know about Stonehenge has been discovered primarily through the ongoing study of its archaeology. As with many archaeological sites the story of Stonehenge is the subject of much debate and discussion. The Stonehenge Archaeology Panel was convened by English Heritage to act as a forum for these debates and to achieve a certain level of consensus where possible. Nine eminent archaeologists were invited to join the Panel for their expertise, experience and close interest in the site.¹⁰⁹

In light of new work the most pressing issues have been the answers to the five most popular questions posed by visitors – what, who, how, where (see **Table 13**), the agreement of a revised chronology for the archaeology of Neolithic and Bronze Age Wessex (when?) and the basis for a narrative.

7.4.2.1 When?

The Panel has developed a timeline which the partners have agreed to use as a key tool for the interpretation of the WHS and associated collections (see **Plate F**). The timeline defines the terminology of the key periods and the dates which they span. At a more detailed level it makes connections between certain areas, particularly Stonehenge and Avebury, and the prevalence of certain object groups. As an interpretative device, a timeline can be effective in conveying time depth and comparative material and is one which visitors (and non-users) are familiar and comfortable with.

7.4.2.2 What is the potential for a narrative?

A second important area for discussion is the potential for a narrative within the main exhibitions. Mike Parker Pearson's recently published work placing Stonehenge, Durrington Walls and Woodhenge in an integrated ceremonial landscape¹¹⁰ might be a good starting point. However concern was noted among the Panel about endorsing one particular view under which the rest of the interpretation sits. This advice is based on a) the fact that we will never know for certain how Stonehenge was used in relation to its landscape, and b) the speed at which theories change.

7.4.3 Specialist Focus Groups

In addition to the Archaeology Panel it is recognised that there are other groups with a specific interest in the content. A series of focus groups was held in January 2005,¹¹¹ some of which have been the subject of further investigation.¹¹² The aims of this piece of work were related to content development:

- to canvass for views on the key themes and storylines to be presented to visitors
- to prioritise key themes for future, more detailed consideration

With this in mind the table below summarises the main themes and topics felt by the discussants to be important to communicate to visitors.

¹⁰⁸ As highlighted by BDRC 2005; 2009 *op.cit* and the Stonehenge Museum Partnership meeting of 29 September 2004.

¹⁰⁹ Stonehenge Archaeology Panel: Dr Mike Allen (environmental scientist), Professor John Barrett (University of Sheffield), Dr Amanda Chadburn (English Heritage), Dr Ros Cleal (co-Director of Stonehenge Environs Project), Professor Tim Darvill (co-Director of SPACES), Andrew Lawson (former Director of Wessex Archaeology), Dr Sara Lunt (English Heritage), Professor Mike Parker Pearson (Director of the Stonehenge Riverside Project), Mr Mike Pitts (editor

of British Archaeology), Dr Julian Richards (co-Director of Stonehenge Environs Project), Professor Clive Ruggles (archaeoastronomist), Susan Greaney (English Heritage), Emma Carver (Chair).

¹¹⁰ Parker Pearson, M and Ramilisonina I 1998 'Stonehenge for the ancestors: the stones pass on the message' *Antiquity* 72: 308-22.

¹¹¹ Doughty, L. 2005 'Specialist Focus Group Report' English Heritage Unpublished

¹¹² Focus groups: Pagan community, 04.02.10; Travel Trade, 16.04.10, Stonehenge Youth Panel (KS2-18) winter 2010/11

Specialist Focus Group	Key Topics
Pagan community	The experience of Stonehenge; modern pagan worship; related theories e.g. sacred geometry
Environment and biodiversity interest groups	The long evolution of land and river management; biodiversity/flora and fauna species present/ecosystems; sense of exploration and discovery
Countryside users	Enjoying the scenery and getting away from it all
Local and military history interest groups	Overseas connections/family history; flying and aerial photography; military remains in the landscape; 19 th /20 th century military use of the Plain
Local residents	Military presence and history of aviation; festivals and the Battle of the Beanfield; wildlife
Tour guides	Who were they; why did they build Stonehenge; how did they build it; what did they look like; what did they wear? (views on what visitors want to know)
Historians of the recent past (c.30-50 years)	History of the Free Festivals 1974-85; history of similar celebrations and gatherings; socio-political context of the Free Festivals

Table 15 The specialist focus groups and their areas of interest.

Many of these interests such as the local and military history, recent history and pagan use of the monument received relatively low interest scores by visitors (see **Table 13**). It is clear that whilst ensuring opportunities to explore these areas should be taken, they will take low precedence in the overall scheme.

7.4.4 The topic table over time

Taking the topic table summarised at the end of section 2 and combining it with the Wessex timeline we start to see the content develop (see **Plate G**).

7.4.5 The theme table

Building on the topic table over time the research outlined in section 2 and the analysis of consultation above, a theme table has been developed which summarises and prioritises the approach to content for the Stonehenge WHS and associated collections (see **Plate H**).

The role of the theme table is to provide a framework for further content development – here is set out everything that we wish to communicate to visitors. This forms the mechanism for establishing the complementary approach to content. Each theme statement is colour-coded to reflect the organisation best-placed to deliver it according to their land and monument holdings, collections and the opportunity to do so.

The following explanatory notes may also be useful:

- the themes and topics themselves are prioritised in terms of their position within the table;
- the overarching theme and five sub-themes remain in white to indicate that these five messages are likely to form the basis of any introduction to Stonehenge and its landscape;
- those themes highlighted in purple will be shared by all – these include making connections, providing a timeframe and making reference to objects – these are objectives that we have all agreed to;
- those themes highlighted in blue and orange stripes will be shared by the museums in the following way. Both will be interpreting the story of ancient Wessex – WHM will concentrate on the northern part of the county; S&SWM on the southern half. In respect of 'how we know what we know' this too will be shared: WHM concentrating on the antiquarians and S&SWM on the 20th century discoveries.

7.5 Our objectives

The main aim of the Strategy is **to provide an integrated approach to interpretation, learning and participation of the World Heritage Site and its resources** which can then be implemented by all partners. The reason to do this is **to deepen visitor understanding and enjoyment of Stonehenge, its associated monuments and objects, in their landscape and cultural context**. In doing so, we will raise the profile of both the Stonehenge WHS and our own organisations in a positive and mutually beneficial way.

Our overarching objective is:

... to inspire visitors and learners to want to know more about Stonehenge and its context and to ensure that there is always a clear next step for them to do so.

Implicit in our overarching objective are two concepts – that of an intellectual journey and secondly, that of the relationship we need to build with those interested in Stonehenge to help them on that journey. Taking our working principles into account (section 1.4), the conclusions reached by looking at the conservation and access challenges that the site poses and by drawing on the visitor and audience research we have identified the following interpretation and learning objectives:

- I to ensure that visitors are made aware of the options open to them for exploring all aspects of the Stonehenge WHS including the wider landscape and that they are encouraged to do so;
- II to ensure that the monuments, landscape and collections are presented as an intellectual whole through a complementary approach to the content;
- III to improve the presentation and visibility of archaeological monuments in the landscape through management techniques, interpretation, routes and viewpoints;
- IV to reunite objects with their monuments and associated archives;
- V to create a common visual language to aid recognition and promotion of the Stonehenge WHS and its associated stories;
- VI to inspire visitors through live interpretation;
- VII to successfully mitigate for the fact that for conservation reasons most visitors will not enter the stone circle (and some other monuments or areas) or be able to handle most objects (section 4.3);
- VIII to improve intellectual accessibility to all aspects of the Stonehenge WHS and collections by adopting a hierarchical and multi-platform approach to the delivery of content (section 5.2);
- IX to collectively provide learning opportunities for all formal education audiences from early years to higher education;
- X to collectively provide participation and volunteering opportunities.

7.6 Interpretation approach

How then can we respond to these objectives and the inherent challenges (see 5.2) that the Stonehenge WHS poses? The approach we have adopted contains a number of different strands allowing visitors to engage with Stonehenge in different ways all of which we hope

will lead them to a greater understanding of what they are actually seeing. We aspire to immerse visitors in an atmosphere of inquiry - we want them to ask questions and to be provided with answers as far as they are known but it will be their desire to know more that will drive the experience. Ultimately, we want to share the 'known' with our visitors enabling them to take part in the debate about the 'unknown'.

In order that this ambitious aim can succeed we must ensure that our interpretation is integrated, clear and consistent throughout. It is this which will sustain an individual's rhythm of engagement across the venues. Each opportunity to know more (from a graphic panel to an audio visual to an interactive to a guide) must lead to other possible opportunities – each being complementary in some way and seamless to the last and to the next. This will require careful handling and an attention to interpretative detail little before seen.

Why go to so much effort – isn't just being there enough? In some respects just being there is enough and up until now it has had to be enough. A visit to Stonehenge can be just that, or a person may have other reasons for being there, intangible reasons that are beyond the remit of this Strategy but which it acknowledges. We intend to concentrate on the physical and intellectual experience of Stonehenge because we know through our audience research that the fascination with Stonehenge lies in the known versus the unknown or the 'mystery' that surrounds the monument and the people that built it. We want visitors to enjoy their experience here but recognise that whilst we can do our best to present the site in its best light, we cannot take credit for the 'wow' factor that the monument itself presents. In this respect, we are facilitators.

8.0 AN INTEGRATED FRAMEWORK

We aim to meet our objectives by constructively shaping the projects currently in planning and by adding new initiatives to complete the picture.

The framework is set out below by location and medium. For the benefit of all readers, the Action Plan in section 10 summarises the proposals overall by medium (in broad terms), programme and audience, illustrating the extremely wide range of options available to all those who wish to engage with Stonehenge, whatever and wherever their starting point. It is designed to take us to a point at which it will be possible for each partner to produce detailed and integrated Interpretation and Exhibition Plans. These in turn will form the basis of future briefs for exhibition (3D) and graphic design (2D).

A common visual language

The most prominent of the objectives will be a consistent graphic approach; a common visual language which will appear at all venues and on all material produced for the Stonehenge WHS. The success of presenting a coherent story across the venues will largely depend on complementary content being delivered in this way.¹¹³

Each project or area is linked to the Stonehenge WHS target audiences (as defined in **Plate D**), the objectives set out in section 7.5, the themes set out in **Plate H**, and how the proposal will be taken forward and by whom. We start at the visitor centre, go out into the landscape and onto the museums in Devizes and Salisbury.

We then look at programme-based interpretation and finally publications and web-based material. We recognise that not all visitors will start at Stonehenge but that some will start at Avebury, Devizes or Salisbury or from other points around the WHS.

8.1 Stonehenge WHS

This section looks at the future of the presentation and interpretation at Stonehenge and within the landscape.

Target audiences	C, D, G
Objectives	I, II, IV, V, VI, VII, VIII
Theme(s):	Introduction to all five themes – SKY, STONES, LANDSCAPE, PEOPLE, MEANING
Action:	An Interpretation Plan for Stonehenge (EH) A Learning Plan for Stonehenge (EH) An Outreach Plan for Stonehenge (EH) A Volunteering Plan for Stonehenge (EH)

8.1.1 A new gateway centre

It has long been recognised that the visitor facilities at Stonehenge are inadequate. In particular the interpretation is provided at a basic level considering the potential of the site. One of the three objectives of the Stonehenge Environmental Improvements Project (SEIP) is to improve the quality of the interpretation on site. The provision of a new visitor centre is one element in what will amount to a new visitor experience of the Stones and their landscape.

The building will be located a mile and a half from the Stones at Airman's Corner. It has been designed by Denton Corker Marshall and takes its inspiration from the landscape rather than the Stones; it is intended to be discrete and functional. A Visitor Transit System is planned to ferry visitors between the visitor centre and the Stones (see **Plate I**).

Spaces for interpretation and learning are provided within the centre and in an adjacent external area. **Plate J** shows the intended layout of the visitor centre and the relationship between interpretation, learning and other functions. The centre will also provide, for the first time, an on-site education room and associated resources together with a high specification temporary exhibition gallery designed to accommodate valuable and rare objects from the WHS and beyond on short-term loans.

8.1.2 Interpretation in the landscape

To really bring this landscape to life and improve the experience of the WHS we need to ensure that potential visitors understand what there is to see and how to find it. We are fortunate in that large parts of the WHS are in the ownership of the National Trust and that much of this land is managed as open access. In addition, there exists a network of footpaths and byways. Our proposals simply build on this existing infrastructure.

8.1.2.1 The North/South divide

The Stonehenge WHS is effectively divided into a northern and southern half by the A303 for those on foot, bicycle or horseback. There is currently no safe route across the A303 within the WHS.¹¹⁴ In addition much of the southern half of the WHS is in private ownership and/or ecologically



Fig. 28 An illustration (CGI) of the new visitor centre in its landscape © Squint Opera

¹¹³ In line with partners' wishes we are not proposing to create a brand for the WHS as part of this Strategy.

¹¹⁴ The nearest pedestrian underpass is in Amesbury at Countess Roundabout.

sensitive. Visitors will be encouraged to treat visits to the northern and southern half of the WHS as two separate events.

The majority of visitors to Stonehenge itself will arrive and depart from the visitor centre at Airman's Corner and their visit is likely to be exclusively to the northern half of the WHS. There are other entrance points in this area such as the footpath from Woodhenge (where there is a small car-park) and from Larkhill using Byway 12; both are used by local residents and well-informed visitors. The southern part of the WHS is criss-crossed by a network of footpaths but parking is extremely limited. In addition, most of the land is in private ownership. Exploration here is likely to be for interested and local visitors only.

8.1.2.2 A provisional scheme

From a visitor point of view it will be important to present a seamless interpretation scheme across the landscape. From a conservation management view point such a scheme must be discrete and in keeping with its surroundings. English Heritage and the National Trust are developing a joint approach for the parts of the landscape in their care. An indicative scheme is illustrated at **Plate K**. The approach takes into account conservation and access considerations highlighted earlier in the document (sections 4.3 and 5.4). It adopts a hierarchy through the provision of 'mini-hubs' which send visitors out to explore the wider landscape. These are supported by a series of portable graphic panels which enable active management of sensitive areas. The scheme will be extended in due course to all parts of the Stonehenge WHS and will adopt a consistent and common visual language.

The Great Stones Way

A proposal to devise a new 38-mile route linking Avebury to Stonehenge, Old Sarum and Salisbury is being developed by The Friends of the Ridgeway¹¹⁵ and would use existing rights of way. If successful, we would need to ensure a consistent approach to accompanying interpretation and orientation as the route travels through the Stonehenge WHS.

8.1.3.3 Presentation of archaeological sites

There are improvements that can be made across the Stonehenge WHS which will improve the visibility and legibility of archaeological features. We highlight two particular opportunities.

i) Reuniting the stone circle with its processional avenue

The main reason for visiting the Stonehenge WHS is to see Stonehenge. The SEIP offers us the opportunity to re-present the monument and to reunite it with its landscape thereby transforming the visitor experience. Most immediate is the need to reunite the Avenue with its entrance to the Stones (see **Fig. 29**)

ii) Durrington Walls and Woodhenge

The north-eastern part of the Stonehenge WHS is of great interest and is not presented and interpreted to its full potential. Until recently this was a little understood part of the WHS. The *Stonehenge Riverside Project* and the provision of new open-access NT land has put this area back on the map for visitors and new presentation should reflect that. No less than three monumental timber circles have been excavated here, the northern and southern circles within the henge at Durrington, and Woodhenge itself. Excavations have also unearthed the exceptionally rare remains of Neolithic buildings and a roadway leading to the River Avon.



Fig. 29 The view to the Stones today (above) and after the removal of the current facilities (below). © Squint Opera

¹¹⁵ For more information see <http://www.ridgewayfriends.org.uk/greatstonesway.html> (accessed 22.03.11)

In considering these and other monuments we will be:

- investigating and agreeing a series of presentation conventions for the display of archaeological features which will aid comprehension;
- considering the careful use of reconstruction. There are precedents for this within the WHS e.g. the western end of the cursus. For example, reconstructing one or more of the timber circles found at Durrington would make a powerful statement (as shown on the front cover);¹¹⁶
- identifying viewpoints e.g. the only viewpoint of the River Avon within the WHS is from the north-west quadrant of Durrington Walls, or making a visual connection with the southern half of the WHS;
- exploring the judicious use of art in the landscape;
- implementing land management techniques that will enhance the presentation of the setting of Stonehenge and other monuments (as outlined in the Management Plan).

<i>Target audiences</i>	Stones – C, D, G Landscape – A, B, C, D, F
<i>Objectives</i>	II, III, IV, V, VI
<i>Theme(s):</i>	LANDSCAPE, STONES, PEOPLE
<i>Action:</i>	Stonehenge Landscape Learning Plan (NT) An Interpretation Plan for Stonehenge (EH) Presentation Plan for Stonehenge (EH)

8.1.3.4 The natural heritage

The character of the Stonehenge landscape has changed significantly in recent years most notably with the reversion to chalk grassland programme which has enhanced the visitor experience of this landscape. The NT, RSPB and NE will be working together to promote and interpret the natural heritage of the Stonehenge WHS. This will be supported within the visitor centre (albeit in a limited way) both in the permanent displays and through the temporary exhibition programme. Under consideration is a guide to the birds and other wildlife in the WHS as well as a continuation of the volunteer-led guided tours which focus specifically on the natural heritage.

<i>Target audiences</i>	A, B, C, D, F
<i>Objectives</i>	II, III, IV, V, VI
<i>Theme(s):</i>	How are we managing the landscape today?
<i>Action:</i>	Stonehenge Landscape Learning Plan (NT), working in partnership with RSPB and NE An Interpretation Plan for Stonehenge (EH)

8.2 The museums

Plans for the simultaneous upgrading and refurbishing of the archaeological galleries at WHM and S&SWM offer us an unprecedented opportunity to expand the story of the Stonehenge WHS, its landscape and collections from the site itself to new displays in Salisbury and Devizes. Visitors will be encouraged to leave the Stonehenge WHS to visit the museums where they will find additional chapters in the story. This is how the complementary approach to content is realised.

8.2.1 'Ancient Wessex'¹¹⁷(S&SWM)

In 2008 S&SWM prepared a master plan for the redevelopment of the King's House – the building where the museum is based. One key element will be the redevelopment of the museum's archaeology galleries (currently the Stonehenge, Early Man and Pitt River's galleries). The Museum aims to have these galleries completed by 2013.

These new galleries will place the story of Stonehenge within a broader context: the Archaeology of Wessex as told through collections from southern Wiltshire and Dorset. This will be a dramatic people-focused story, going back in time from medieval Salisbury to the arrival of the earliest incomers 300,000 years ago. The Stonehenge element of the story will focus on the Beaker burials of the Early Bronze Age with displays featuring the Amesbury Archer, Shrewton Beaker burial and the Stonehenge Archer.

<i>Target audiences</i>	C, D, F
<i>Objectives</i>	I, II, IV, V, VI, VII, VIII
<i>Theme(s):</i>	How did prehistoric society change in Wessex over time (southern Wiltshire)? What was the role of the Beaker culture? Why we know what we know – 20th century archaeology
<i>Action:</i>	Implementation Plan (S&SWM) An interpretation plan for Stonehenge (EH)

¹¹⁶ Any proposals would need to take into account UNESCO guidelines on reconstruction

¹¹⁷ Working title

8.2.2 'Bronze Age gallery'¹¹⁸ (WHM)

The third of our three key phases (see **Plate F**) is the honouring of the Stones by Bronze Age society. For a period of about 600 years people defined the Stonehenge landscape by building barrows dotted along the ridgelines in huge numbers creating one of the world's largest prehistoric cemeteries. Some of these burials were exceptionally rich and point to a fascinating story of early metal exploitation. These highly visible markers will be introduced in the visitor centre together with examples of the artefacts they contain. For those who want to explore this phase in more detail and see more of the artefacts retrieved by the antiquarians of the 18th and 19th centuries, Wiltshire Heritage Museum will be redisplaying its collection to coincide with the opening of the visitor centre. It is likely that a guide will accompany the new gallery.

Target audiences	C, D, F
Objectives	I, II, IV, V, VI, VII, VIII
Theme(s):	Stonehenge became the focus for Bronze Age barrow cemeteries containing rich Wessex graves How did prehistoric society in Wessex change over time (North Wiltshire)? Why we know what we know – the antiquarians
Action:	Implementation Plan (WHM) An interpretation plan for Stonehenge (EH)

8.3 Programme-based interpretation provision

Developing collaborative programmes for interpretation, learning and participation will mean benefits for the organisations involved and considerably enhance the opportunities for visitors both current and potential.

8.3.1 A live interpretation programme

The partners will develop an integrated programme of live interpretation which will be well-promoted through the visitor centre and online (see 8.4). This will draw on existing programmes which can be enhanced where necessary. In the first instance this will feature Discovery Visits and guided tours given by the National Trust and the RSPB. Opportunities to share training and research should be exploited by the partners to ensure high standards of provision and to share costs where possible. In developing an approach opportunities will be sought in the following areas:

- the introduction of live interpretation at the visitor centre;
- improvement of content for travel trade tours;
- co-ordinating an approach to the provision of guided tours at Stonehenge and within the landscape;
- encouraging tours between participating sites;
- co-ordinating a training programme for volunteer guides operating within the Stonehenge WHS;
- co-ordinating a training programme for Blue Badge guides (including prospective guides).

Target audiences	C, D, F
Objectives	VI
Theme(s):	Content relates to all five themes – SKY, STONES, LANDSCAPE, PEOPLE, MEANING
Action:	An Interpretation Plan for Stonehenge (EH) A Learning Plan for the Stonehenge Landscape (NT) Implementation Plan (WHM) Implementation Plan (S&SWM) A Volunteering Plan for Stonehenge (EH)

8.3.2 Education opportunities for all ages

SLOCG plays an important role in co-ordinating information sharing and project development and delivery within the Stonehenge WHS. Since 2005, the group members have worked together to ensure activities are complementary and mutually supportive. The aims and objectives of the group have been agreed as follows :

- to provide a wide range of inspirational opportunities for engaging in the stories of Stonehenge and the Stonehenge landscape;
- to collectively provide learning opportunities for all formal education audiences from early years to higher education;
- to act in consultation to ensure learning and outreach programmes meet the needs of formal and informal learners;
- to collaborate on projects and share resources and expertise, including best practice on evaluation;
- to promote each others work where appropriate and ensure programmes are complementary.

¹¹⁸ Working title

<i>Target audiences</i>	Formal education groups Informal education groups
<i>Objectives</i>	IX
<i>Theme(s):</i>	See Table 14 (content for education groups)
<i>Action:</i>	A Learning Plan for Stonehenge (EH) Stonehenge Learning and Outreach Co-ordination Group (SLOCG) Plan 2009-2013 Stonehenge Landscape Learning Plan (NT)

8.3.3 Opportunities to take part

The SLOCG partners have agreed between them a range of target groups within the local community for outreach work. Some of these groups overlap, but are defined by the organisations in different ways. The objectives set out below respond to this by emphasising working in partnership and co-ordinating programmes and opportunities. This is particularly so in respect of volunteering:

- ensure that local communities, with particular emphasis on hard-to-reach groups, are encouraged to engage with Stonehenge and the WHS in an active way, and are involved in the development and delivery of outreach activities;
- the opportunities presented by the construction of the new visitor centre will be used to involve local people;
- partnership working both within the SLOCG group and externally will be strengthened;
- clear progression routes from participation in outreach projects to further activity such as visits to historic sites, volunteering and learning will be provided;
- to co-ordinate volunteering opportunities within and related to the Stonehenge WHS.

<i>Target audiences</i>	Local communities, including hard-to-reach groups, within Wiltshire.
<i>Objectives</i>	X
<i>Theme(s):</i>	As appropriate.
<i>Action:</i>	Stonehenge Learning and Outreach Co-ordination Group (SLOCG) Plan 2009-2013 An Outreach Plan for Stonehenge (EH) A Volunteering Plan for Stonehenge (EH) Stonehenge Landscape Learning Plan (NT)

8.4 Online

As one of the main methods of improving access to all aspects of the WHS, the internet provides a formidable medium. The development of a new website could provide the first port of call for those looking for information on the Stonehenge and Avebury WHS and could include the opportunity to provide associated collections and archives online. We should explore the benefits of building a unique website and test its feasibility. We should also explore the creation of a centralised database pulling together the widely dispersed collections and archives associated with the WHS. This would be a major contribution to the development of the WHS's online presence and an invaluable resource for researchers and learners across the world. In the meantime all partners will update their relevant web pages to reflect the aspirations of the Strategy as far as reasonable.

<i>Target audiences</i>	A, B, C, D, E, F, G
<i>Objectives</i>	I, II, IV, V, VII, VIII, IX
<i>Theme(s):</i>	(Potentially) all themes
<i>Action:</i>	Set up steering group (key partners); Commission feasibility study to identify audiences, vision and scope of website and provide detailed costings; If feasible, steering group to seek funding for creation of website (Phase I) and to develop collections online (Phase II); Update existing web presence.

8.5 Publications

As set out in **Appendix H** there are already numerous publications on Stonehenge. However, with the imminent publication of new research some of these will need updating not least the EH official guidebook for Stonehenge. There are also opportunities to expand the list associated with Stonehenge to better reflect all aspects of the WHS and to cater better for the various audiences. Our aims in this area are to:

- ensure that all audiences are catered for in print e.g. to jointly produce an accessible map of the Stonehenge & Avebury WHS for walkers and those wishing to explore the wider landscape, update and review material for children;
- ensure that the landscape is better interpreted in print e.g. NT to consider producing a leaflet for the Stonehenge Landscape;
- ensure that key written interpretation is available in accessible formats including large print;

- ensure that publications reflect the latest research e.g. EH to update the official guidebook for Stonehenge and ensure it introduces the Stonehenge WHS;
- consider producing catalogues/guides which reflect the richness of the museum collections e.g. to accompany the new galleries including the temporary exhibition programme at the visitor centre.

Target audiences	C, D, F
Objectives	VIII
Theme(s):	(Potentially) all themes
Action:	Set up steering group to develop an accessible map of the Stonehenge & Avebury WHS Keep partners up to date with publication proposals

9.0 Delivering the proposals

The measurable objectives identified in this document are listed in the Action Plan (section 10) against which organisations are committed within an agreed timespan. The partners seek to improve the interpretation of the WHS and to maintain a high standard thereafter. The points below provide a context for these actions.

9.1 Funding

Each partner organisation will be responsible for delivering the interpretation it has proposed as part of the Strategy in line with the agreed common objectives (e.g. the common visual language for graphics across the WHS and the complementary approach to content).

Partnership initiatives yet to be funded are:

- the improved presentation and interpretation of Durrington Walls and Woodhenge;
- the development of a website for Stonehenge & Avebury WHS;
- the production of a map for walkers in the Stonehenge WHS.

9.2 Sustainability and maintenance

Sustainability should be included as a major consideration in all future design briefs and should be seen, amongst other issues, in relation to the ability to maintain installations to the highest standard. To ensure this is so the partners will seek to adhere to the following guidelines:

- all design briefs and responses should be examined in the light of each organisation's ability to maintain the proposals;
- design proposals should seek a life cycle of at least 10 years;

- the level of technology used should be commensurate with the ability of the organisation to maintain it to a high standard;
- the service contracts at all venues should be agreed well in advance of any installation and should be sustainable over at least 10 years;
- members of staff will be identified with responsibility for certain aspects of the maintenance of each exhibition/display/installation;
- each organisation will be responsible for the maintenance of interpretation installed by them unless otherwise agreed.

9.3 Health and safety

We recognise the need for developing and implementing interpretive proposals informed by the highest standard of Health and Safety regulation. As such, all proposals for interpretive provision within the landscape have been developed in conjunction with the guiding principles listed in Managing Visitor Safety in the Countryside, published in 2003 by the Visitor Safety in the Countryside Group, of which English Heritage and the National Trust are members.

9.4 Evaluation

Evaluation is built into the SEIP and new museum gallery projects. Exhibits and programmes will be subject to formative and summative evaluation against the more detailed aspirations to be set out in future planning and implementation documents. Evaluation of this Strategy will include a baseline survey to be carried out in Year 1 of completing the SEIP. This will test the effectiveness of the new interpretation schemes and the way that they interconnect.

The SLOCG group will evaluate their own learning and outreach programmes using the Inspiring Learning for All Framework (ILFA) and a range of quantitative and qualitative methods including recording the number of participants, observation, written and verbal feedback and photography. The group will share best practice regarding evaluation and project work through the SLOCG and SALONG forums.

9.5 Progress and monitoring

The Stonehenge WHS Co-ordinator will be responsible for monitoring the Action Plan (see section 10) and reporting on progress to the WHS Committee. In addition:

- the WHS Interpretation & learning Group will meet once a year to review the Action Plan, meeting to be convened by the WHS Co-ordinator;
- two steering groups will be set up to take forward the development of the joint website with Avebury and to develop the graphic approach.

10.0 Action plan

The actions from the Strategy are set out in relation to those already in the Management Plan. Each task has an organisation or organisations against it together with the proposed time frame.

Management Plan 2009	Stonehenge WHS Interpretation, Learning and Participation Strategy	Action	Date
Policy 4a Management of visitors to the WHS should be exemplary and follow relevant national and international guidance on sustainable tourism.	complete the WHS interpretation and learning strategy	EH	2014
		Avebury/WHM/S&SWM	2014
		EH/NT	2011-13
		WHM/S&SWM	2011-13
Policy 4b The economic benefits of tourism to Stonehenge and the WHS should be spread to the wider area.	new visitor facilities should link up with and raise awareness of the wider area	WHS Web Steering Group SMP and WHS Co-ordinators	2013
	develop collaboration with the Avebury, Salisbury and Devises museums	SMP	2013
		WHS Co-ordinators	
		ALL	
Policy 4d Access and circulation to key archaeological sites within the WHS landscape should be encouraged (taking into account archaeological and ecological needs) to increase levels of access.	explore opportunities of promoting access to nature	NT/RSPB	2011
	develop circular routes linking archaeological sites for walkers and cyclists	SWHS/NT	2011-13
	develop guided tours of the WHS	WHS Co-ordinators/EH	
	put in place WHS signs at key sites on the model of the Durrington Walls information panel	WHS Co-ordinator/ALL	2013
		WHS Graphic Steering Group	2011-13

10.0 Action plan

Continued

Policy 4f Interpretation both on and off site should be improved to enhance enjoyment and appreciation of Stonehenge and the whole of the WHS	complete the WHS interpretation and learning strategy	1. Plan, design and deliver new interpretation scheme for the visitor centre and Stones as part of SEIP	EH	2013
		2. Plan, design and deliver a new Bronze Age gallery	WHM	2013
		3. Plan, design and deliver a new gallery on Ancient Wessex	S&SWM	2013
		4. Plan, design and deliver an interpretation scheme in the Stonehenge Landscape	NT	2013
	improve the Stonehenge website and provide links to all partners	5. Improve content on EH website and make connections with partners	EH	2011
		6. Development of joint website with Avebury; - set up steering group (key partners); - commission feasibility study to identify audiences, vision and scope of website and provide detailed costings; - if feasible, steering group to seek funding for creation of website (Phase I) and to develop collections on-line (Phase II)	WHS Web Steering Group	2013
	improve the interpretation of Woodhenge and Durrington Walls	7. Plan, design and deliver an interpretation scheme for Durrington Walls, Woodhenge and the southern half of the WHS (unfunded)	WHS Co-ordinator EH/NT/WC	2013
	explore the feasibility of an accredited training course for guides on the Stonehenge WHS in partnership with the tourist/ Blue Badge guides association	8. Develop live interpretation programme	EH/ALL	2013
	produce a guide on birds and other wildlife in the WHS to enhance the visitor experience	9. To be considered by RSPB/NT	RSPB/NT	2011
	develop a branding and signage strategy for the visitor facilities and the whole WHS, including road signs at the entrances of the WHS	10. Develop a graphic approach for WHS site graphic scheme	WHS Graphic Steering Group	2011
		11. Extend way-finding scheme across the WHS	WHS Co-ordinators	2013
		12. Deliver complementary approach to content using theme table for new displays	ALL	2013
		13. Deliver consistent approach to content using the Wessex timeline	ALL	2013

10.0 Action plan

Continued

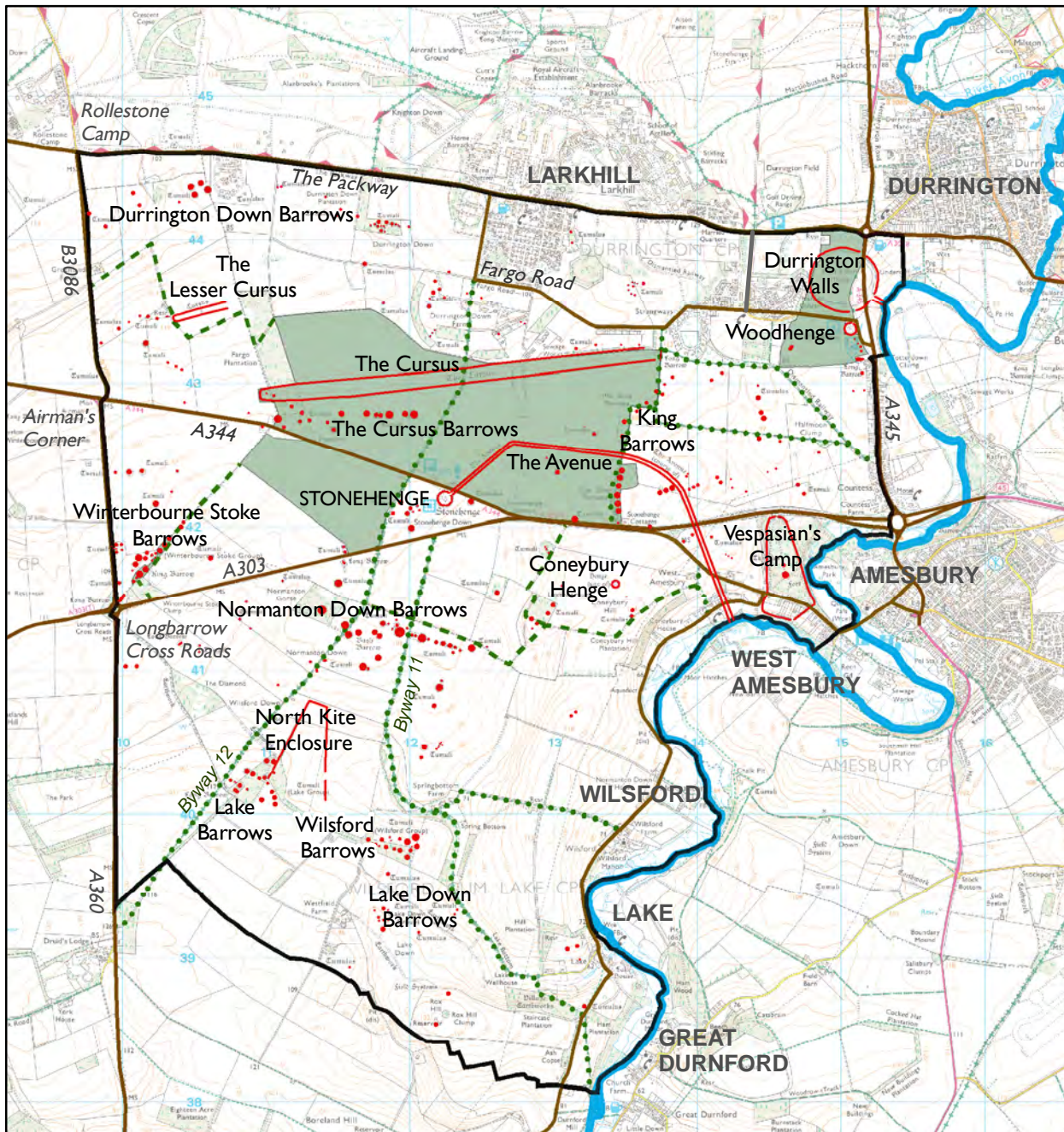
Policy 4g Develop learning opportunities in the Stonehenge WHS	maintain free entry to Stonehenge to school groups and free educational resources on the web	1. Implement the SLOCG Learning and Outreach Plan 2010-13	SLOCG EH NT	2013
	conduct a survey of the various education groups using the WHS	2. Implement Learning Plan for Stonehenge (EH)		
	provide educational resources adapted to the various publics	3. Implement Stonehenge Landscape Learning Plan (NT)		
	increase the number of education visitors			
Policy 4h Promote community involvement in the Stonehenge WHS	continue the Stonehenge and Avebury WHS Learning and Outreach Group, and review and implement the Learning and Outreach Plan	1. Implement through: Outreach Plan for Stonehenge (EH) Volunteering plan for Stonehenge (EH) Stonehenge Landscape Learning Plan (NT)	NT/RSPB/ FOAM/SWHS SWHS ALL WHS Co-ordinators NT	2013
	continue to develop volunteering opportunities in the WHS through the NT, the RSPB and FOAM and other local archaeological groups			
	in the long-term, consider setting up a team of local volunteer wardens for the WHS			
	strengthen links with the local community and encourage a sense of custodianship			
Policy 4i Explore the opportunities for utilising the Stonehenge WHS to meet the wider objectives of UNESCO and the UK government	consider a specific WHS event for the local community organised jointly with Avebury	1. Promoting the concept of WH through the Interpretation Plan for Stonehenge 2. Promoting the concept of WH through the Stonehenge Learning Plan	EH EH	2013
	further develop volunteer and community projects in the management of coppice woodlands			
Policy 3a The WHS should be managed to protect its attributes of OUV, to protect their physical remains, to improve and enhance their condition and explain their significance.	continue to improve the protection, setting and interpretation of key monuments, including Durrington Walls, Woodhenge and the Cursus.	1. Presentation Plan for Stonehenge 2. Presentation of Woodhenge to be addressed (beyond scope of SEIP) 3. Presentation of Durrington Walls to be addressed by NT/EH/WC 4. Presentation of monuments on NT land to be addressed through NT Management Plan	EH EH NT/EH/WC NT	2013 2013 2013 2013
Policy 8d Ensure regular monitoring of the WHS	revise as appropriate the WHS monitoring indicators in line with attributes of OUV and ensure the WHS partners put them in place progressively	1. Establish baseline carrying capacity for monuments in the landscape through the Conservation Condition Survey 2011 2. Monitor impact of increased access against possible visitor erosion (see Policy 4a 1-3)	NT/EH NT/EH	2011 on-going

List of plates A–K

- A Map showing the location of the Neolithic and Bronze Age monuments within the Stonehenge WHS mentioned in the text
- B Stonehenge WHS topic table
- C The existing site graphic scheme
- D Stonehenge WHS visitor segmentation
- E Range of audience research undertaken between 2004 and 2010
- F A timeline for the prehistory of Wessex
- G Stonehenge WHS topic table over time
- H Stonehenge WHS theme table
- I Proposed location of visitor centre in relation to Stonehenge
- J Proposed layout of visitor centre at Airman's Comer
- K Provisional site graphic scheme for Stonehenge WHS

Map showing the location of the Neolithic and Bronze Age monuments within the Stonehenge WHS

A



Stonehenge World Heritage Site

Main Archaeological Monuments

River Avon

Access

Roads

Rights of Way

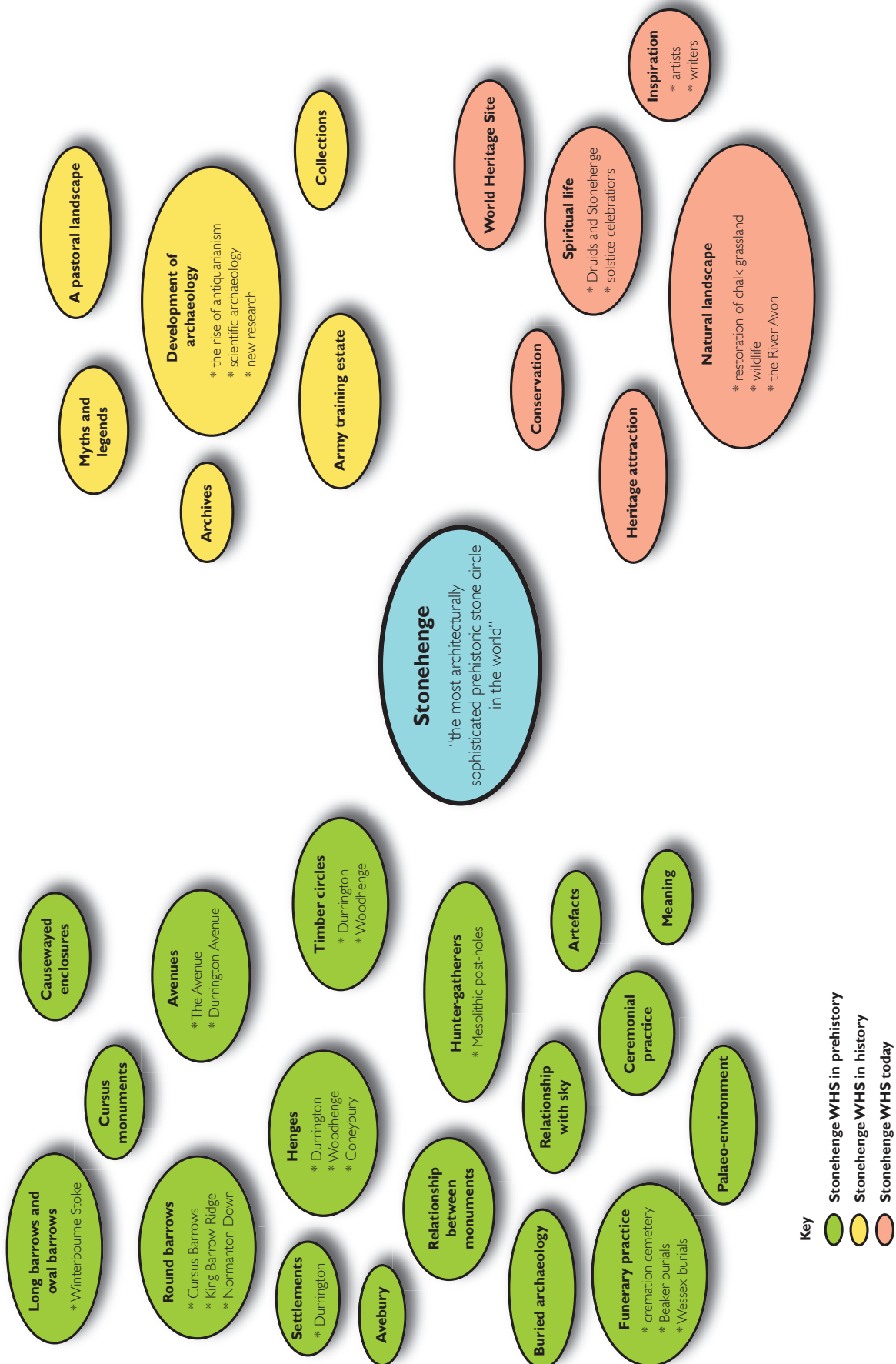
National Trust

Permissive Paths

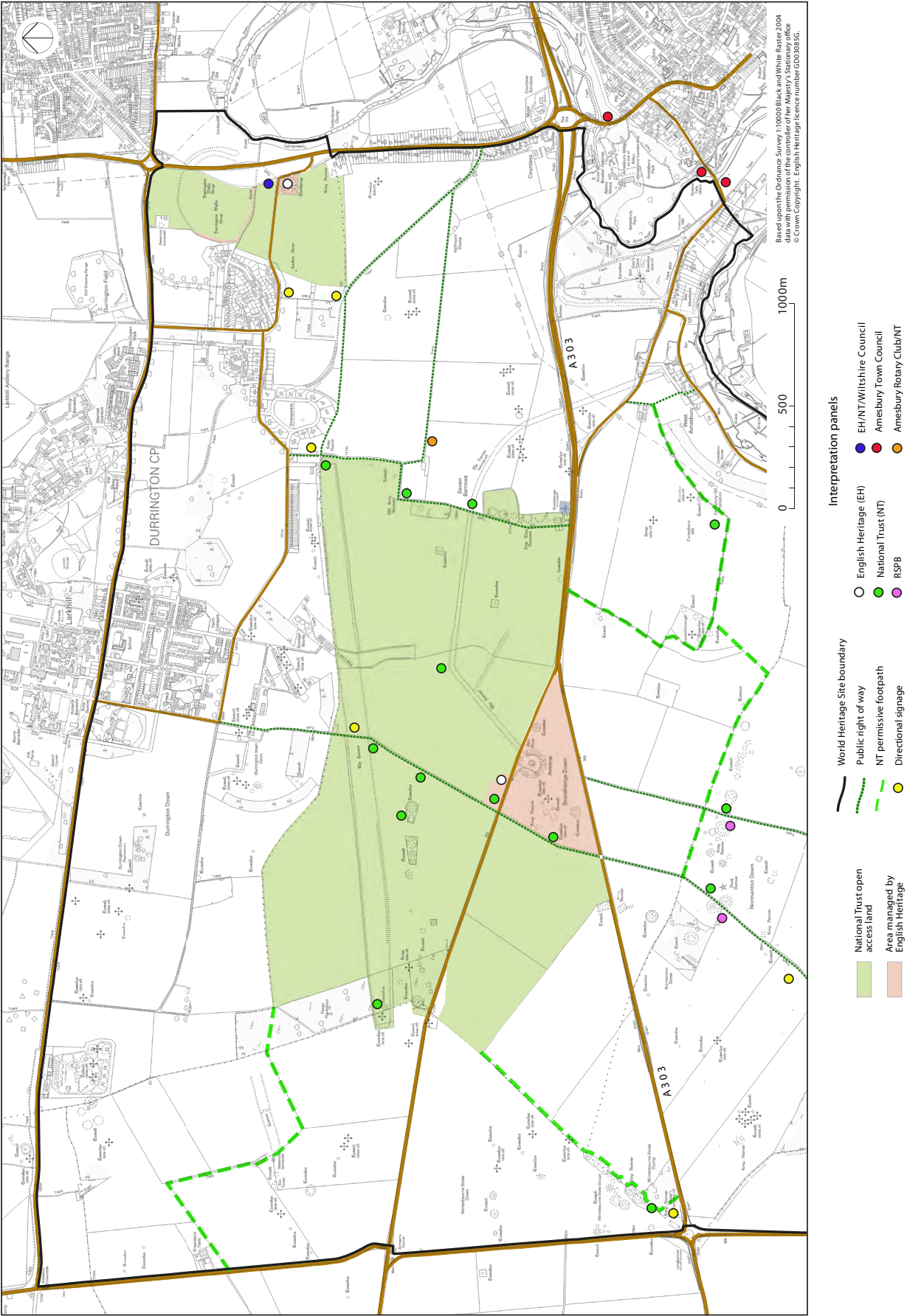
National Trust Open Access

0 1
kilometres

Source: Main archaeological monuments based on scheduled monuments from English Heritage GIS. National Trust open access land information and permissive paths supplied by National Trust Stonehenge Estate Office. Other features drawn from OS mapping data.



The existing site graphic scheme



LEISURE VISITORS									
Stonehenge WHS	Stonehenge (EH)	Current/Future	Stonehenge Landscape (NT)	Current/Future	Normanton Down (RSPB)	Avebury (NT)	Salisbury & South Wilts Museum	Wiltshire Heritage Museum	
A	~	0% →	<i>Out and About</i> Spontaneous people who prefer chance encounters to making firm plans and love to share their experiences with friends.	* ↑	* →	* →	2%	5%	
B	<i>Segment 2</i> Young (aged 16-34), looking for depth of experience (also adrenalin), use internet.	7% →	<i>Young Experience Seekers</i> People who are open to challenge, in a physical or horizon-broadening sense; they make and take opportunities in their journey of personal discovery.	* ↑	~	→	2%	2%	
C ↑	<i>Segment 4</i> Mid-life (aged 35-54), on holiday, heritage important, high expectations, plan visit, use internet.	44% →	<i>Curious Minds</i> Active thinkers, always questioning and making connections between the things they learn. They have a wide range of interests and take positive steps to create a continual flow of intellectual stimuli in their lives	* ↑	* →	* →	50% ↑	35% ↑	
D ↑	<i>Segment 1</i> Mature, Members, loyal, wide and committed interest in heritage.	18% →	<i>Live Life to the Full</i> Self-driven intellectuals, confident of their own preferences and opinions and highly independent in their planning and decision making; these people are always on the go.	* ↑	* →	* →	30% ↑	30% ↑	
E	~	0% →	<i>Home and Family</i> Broad groups of friends and family who gather for special occasions. They seek passive enjoyment of an experience to suit all tastes and ages.	~	~	→	5%	5%	
F ↑	<i>Segment 3</i> Family, local, rate educational (rather than historical) value of visit.	6% →	<i>Explorer Families</i> Families that actively learn together, the adults will get as much out of their experience as the children. To fit in the interests of all family members planning, sharing and negotiation are essential.	* ↑	~	* →	10% ↑	10% ↑	
G	<i>Segment 5</i> Family, on holiday, seeking fun, not motivated by heritage.	25% →	<i>Kids First Families</i> Families who put the needs of the children first and look for a fun environment where children are stimulated and adults can relax; they are looking for a guaranteed good time.	~	~	→	1%	10%	

Key

* target segment

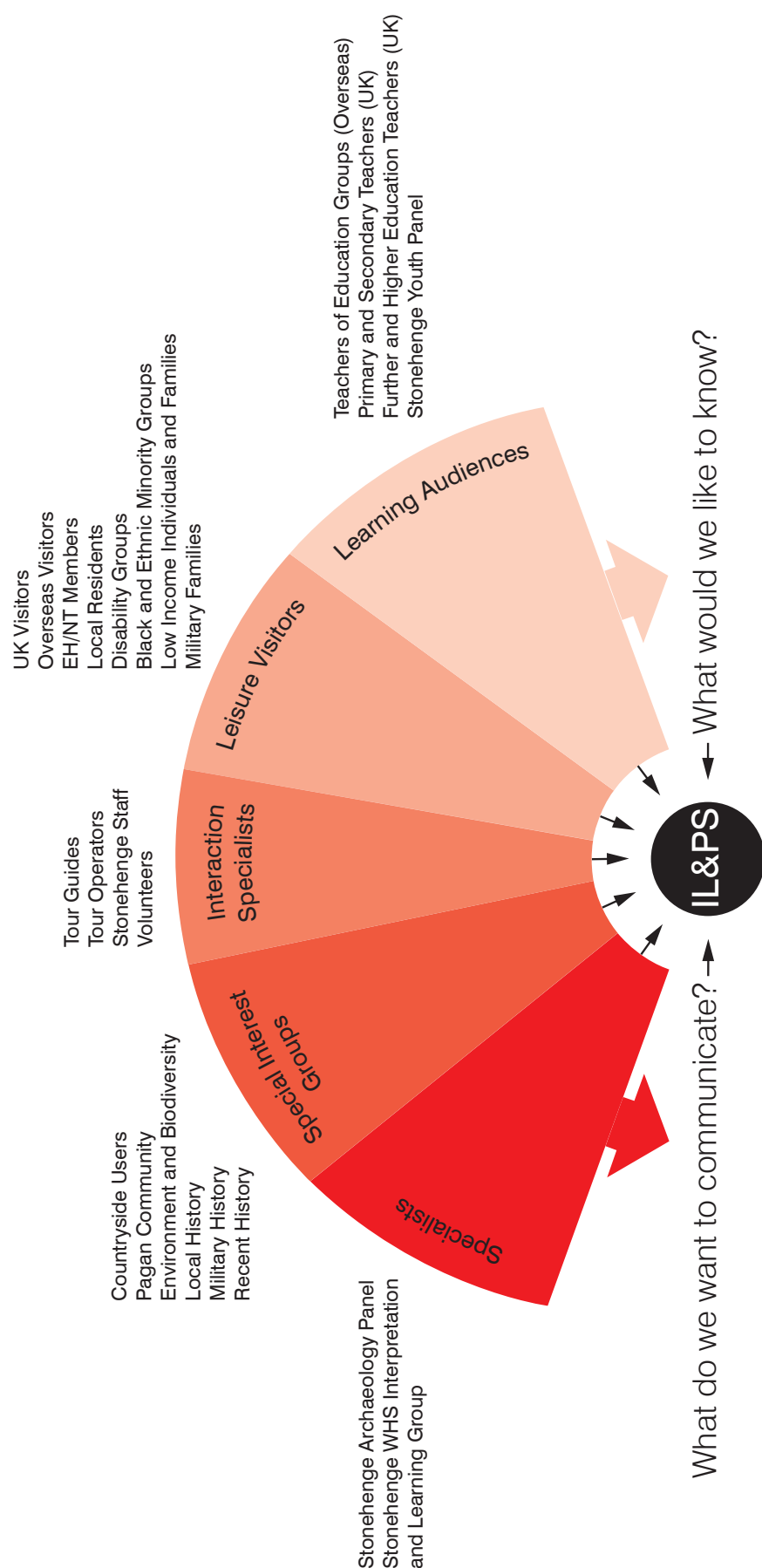
↑ increase numbers

→ maintain numbers

↓ decrease numbers

Range of audience research undertaken to inform the development of content (2004-10)

E



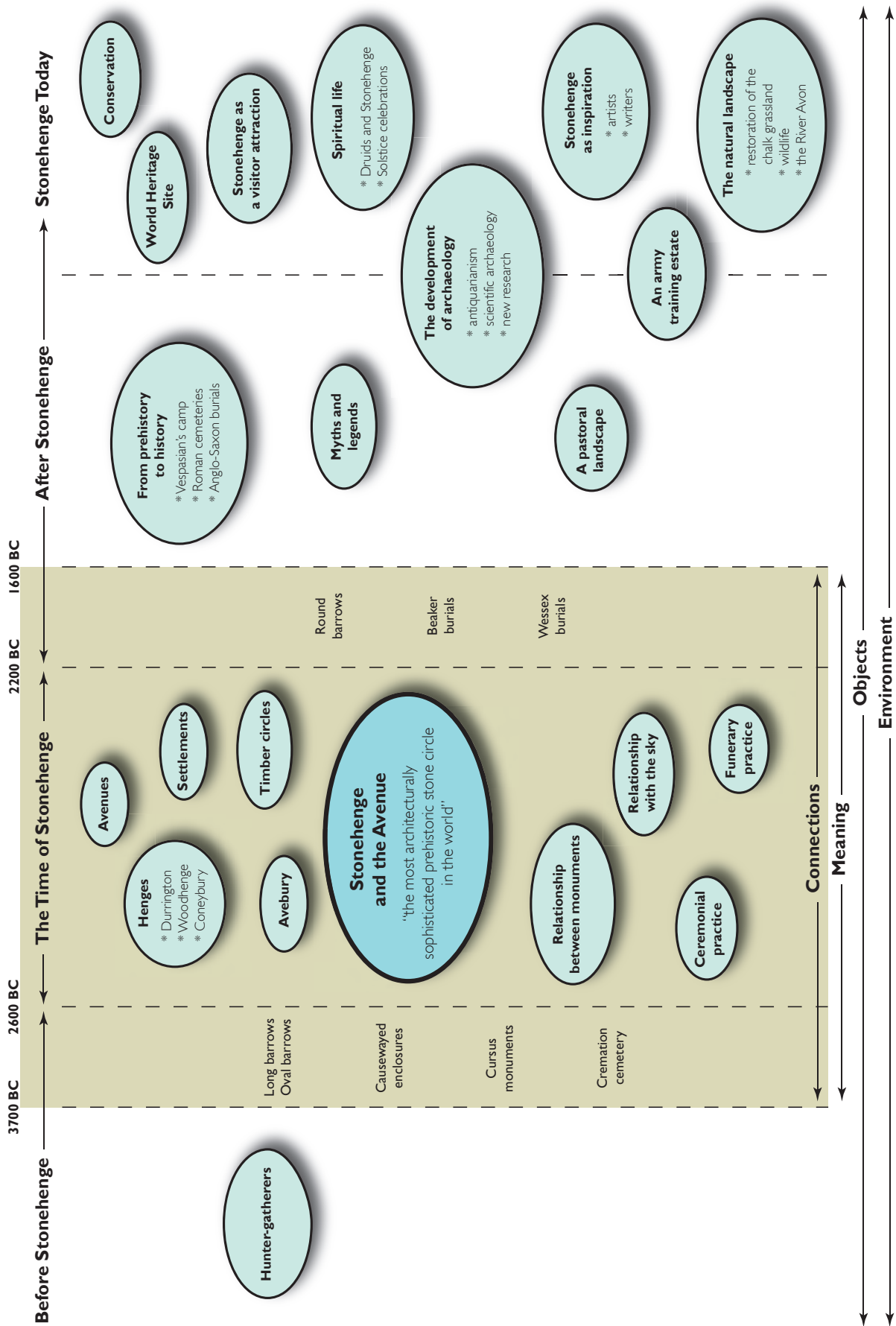
A timeline for the prehistory of Wessex



Phase	Date (all approx.)	Period	Environment/ land use and lifestyle	Lifestyle/ technology	Technology	Stonehenge	Stonehenge Landscape	Avebury Landscape
	9,500-4,000 BC	Mesolithic	Large areas of woodland, some open grassland on upland chalk.	Mobile, seasonal patterns of hunting and gathering.	Flint (microliths, transverse arrowheads) and wooden tools, no pottery.	Car park post holes	Occupation camp sites and flint scatters	Flint scatters.
Phase 1 – before Stonehenge	4,000-3,500 BC	Early Neolithic	Continually changing mosaic of woodland and more open areas. Some clearance of woodland.	Animal husbandry begins, possible small-scale cultivation of cereals. Transhumance, largely mobile lifestyle.	Flint tools (e.g. leaf-shaped arrowheads), first pottery - early Neolithic carinated bowls and later Windmill Hill pottery	No definite activity.	Pits (e.g. Coneybury Anomaly). First monuments 3,700 BC ¹ - long barrows; oval barrows; causewayed enclosure at Robin Hood's Ball	Long barrows and causewayed enclosure at Windmill Hill.
	3,500-3,100 BC	Middle Neolithic	Grassy with scrub, wooded river valleys.	Domestic animals, no settlements known but flint scatters suggest occupation areas.	Flint tools, Windmill Hill pottery develops, introduction of Peterborough Ware	No definite activity.	Long barrows continue to be built, mortuary enclosure (Normanton Down), various pits, Greater and Lesser cursus monuments.	Long barrows continue.
Phase 2 – the time of building Stonehenge	3,100-2,600 BC	Late Neolithic I	Grass downland, some scattered woodland.	Increasing amounts of cultivation. Domestic animals but wild resources still important. Human remains rare – people are not buried in formal modes.	Flint tools, Peterborough Ware, Grooved Ware pottery begins.	Circular bank and ditch constructed, Aubrey Holes dug, probably wooden features. Cremation burials and human bone fragments.	Pit and pit clusters (e.g. Plaque Pit), henges (e.g. Coneybury Henge)	
	2,600-2480 BC	Late Neolithic II	Grass downland, some scattered woodland.	Some settlements known, occasional evidence for houses. Major monuments constructed	Oblique arrowheads, Grooved Ware becomes exclusive.	Bluestones erected in Q and R holes. Sarsens erected. Station stones set up. Changes to entrance stones. Avenue constructed.	Settlement and avenue at Durrington Walls. Timber structures – North and South Circles. Woodhenge, timber structures south of Woodhenge.	Henge (Avebury), enclosure (Longstones).
	2,480-2,200 BC	Chalcolithic (Copper Age)	Extensive and maintained/ grazed grassland, still minimal impact from cultivation, largely devoid of trees.	New modes of individual burial (Beaker burials).	Flint tools (e.g. barbed and tanged arrowheads), stone wrist guards, new Beaker pottery arrives. First metals – copper and gold.	Chronology for these phases currently under review.	Construction of henge at West Amesbury and henge at Durrington Walls. Early Beaker burials (e.g. Amesbury Archer).	Timber and stone circles (e.g. Sanctuary, Avebury stone circle), avenues, Silbury Hill, West Kennet palisade enclosures.
Phase 3 – Stonehenge	2,200-1,500 BC	Early Bronze Age	Grassland, some shrubs. Grazing, tillage taking place in some areas.	Settlement evidence remains elusive but likely organised pastoral economy and mixed agriculture.	Beakers develop further. Development of bronze as the principal metal. Pottery disappears from domestic contexts, but get miniature vessels Collared urns and Food Vessels in funerary contexts.	Bluestones now arranged into circle and oval. Y and Z holes, carvings of daggers on the stones.	Round barrows in great numbers, Beaker burials continue, richly furnished 'Wessex Culture' graves (Wessex I) appear from c.2000 BC.	Round barrows also cluster around Avebury but not as dense as around Stonehenge.
	1,500-1,150 BC	Middle Bronze Age	Blocks of co-axial fields laid out. Established field systems although permanent settlement not always clear.	No ceremonial monuments, move away from ostentatious burials. Non funerary deposition.	Flint tools found much less frequently, metal dominates. New pottery (e.g. Deverel Rimbury wares).	No construction activity.	Settlement activity (e.g. Palisade Field). Field systems (e.g. near Fargo Plantation).	Settlement activity (e.g. Dean Bottom) Field systems (e.g. Overton Down.)

¹ The date of 3,700 BC is taken as the start of the World Heritage Site chronological period of significance, which continues until 1,600 BC.

Stonehenge WHS topic table over time



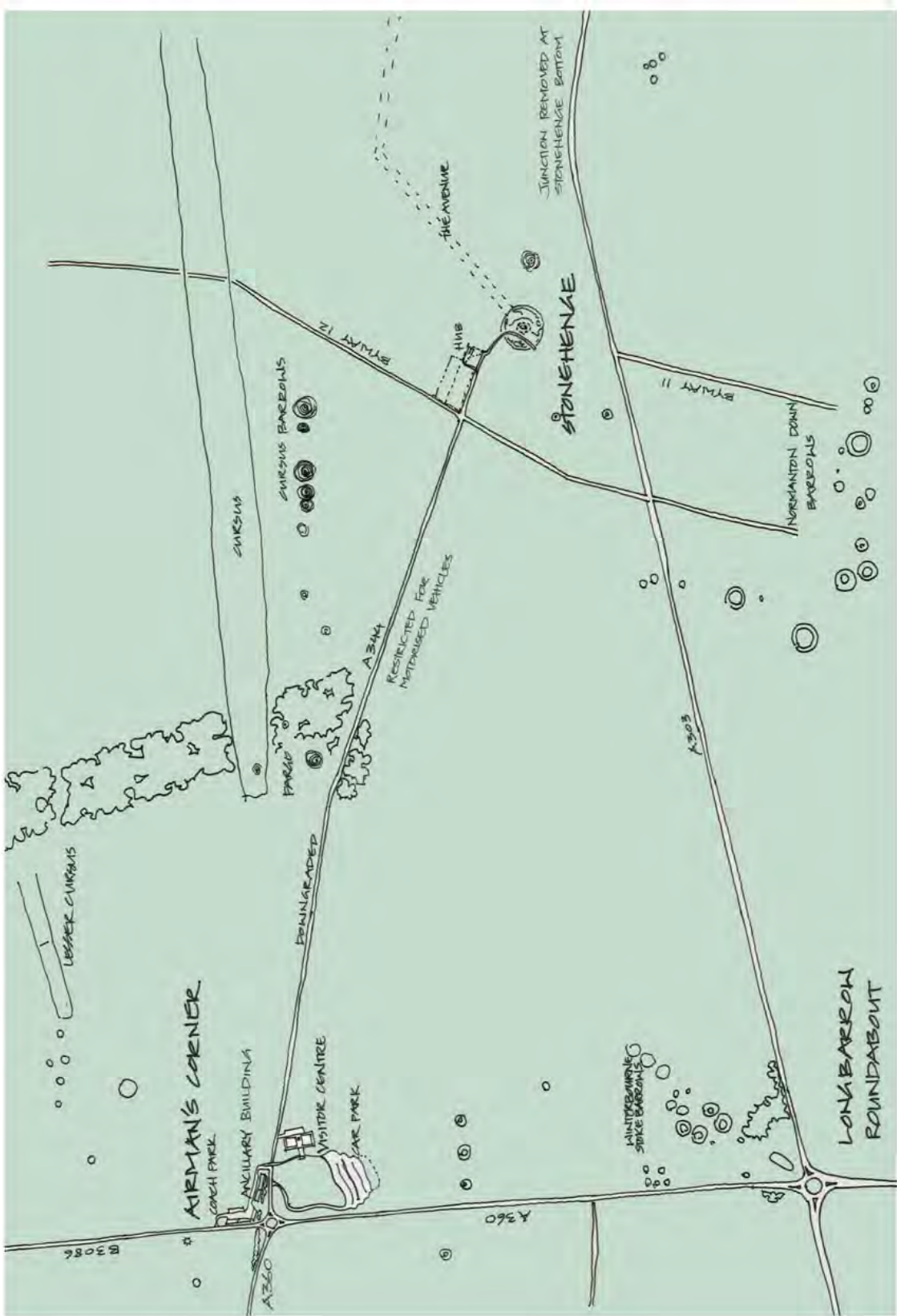
Stonehenge WHS theme table



Stonehenge is a central focus of a ceremonial and ritual landscape shaped by prehistoric people for over 1,500 years which continues to inspire us today.		
SKY	The relationship between the rising and setting sun and the stones is key to understanding why Stonehenge was built.	Evidence for the solstitial axis can be seen within Stonehenge and along the Avenue. The summer solstice is celebrated at Stonehenge today. There is strong evidence that the winter solstice was celebrated at the time that Stonehenge was being built. Several other prehistoric sites in the WHS share solstitial alignments.
STONES	Stonehenge is an astounding statement of technical ability and sophistication and is the only surviving lintelled stone circle in the world.	The sequence at Stonehenge is complex but there are two distinct phases of construction. The construction of the sarsen ring is the unique endeavour which separates Stonehenge from hundreds of other megalithic monuments. Two types of stone were used in the monument's construction, both of which had to be transported a considerable distance. How was Stonehenge built? Was Stonehenge ever completed?
LANDSCAPE	Stonehenge is part of a complex and rich prehistoric landscape that changed over time.	What was the temporal and physical relationship between Stonehenge and its associated landscape and monuments? Stonehenge's position in the landscape continues to capture attention from every approach. How did the landscape change between 3700 BC and 1600BC? (Three phases: before, time of, after Stonehenge)
PEOPLE	The way that people made sense of their lives was played out on the Plain over <i>millennia</i> .	What has happened in this landscape since the Bronze Age? How are we managing the landscape today? (conservation management, WHS) Who built Stonehenge and neighbouring monuments and where did they live? What do we know about how people used Stonehenge in prehistory? What do we know of prehistoric people's everyday lives, technology and skills? How did people treat their dead and how did this change over time? Stonehenge became the focus for Bronze Age barrow cemeteries containing rich Wessex graves What was the role of the Beaker culture? How did prehistoric society in Wessex change over time?
MEANING	The reason why Stonehenge was built and the meaning it held to the people who used it has been lost to us for more than two <i>millennia</i> making it a source of infinite fascination and intrigue to all those that consider the possibilities	Why was Stonehenge built? What are the main archaeological theories? Why were the other monuments built and how did they relate to each other? Why we know what we know - the history of (scientific) discovery from the earliest times to the rediscovery and interpretation of Stonehenge by antiquarians and archaeologists. The role of the artist in recording and representing Stonehenge. What does Stonehenge mean to us today? (WHS, sacred place, source of inspiration)
→ CONNECTIONS → Links to be made and context provided at regional, national and international levels.		
→ TIME → Depth of time and relationship between one thing and another, to be made clear through all themes.		
→ OBJECTS → References to objects to be made across all themes.		

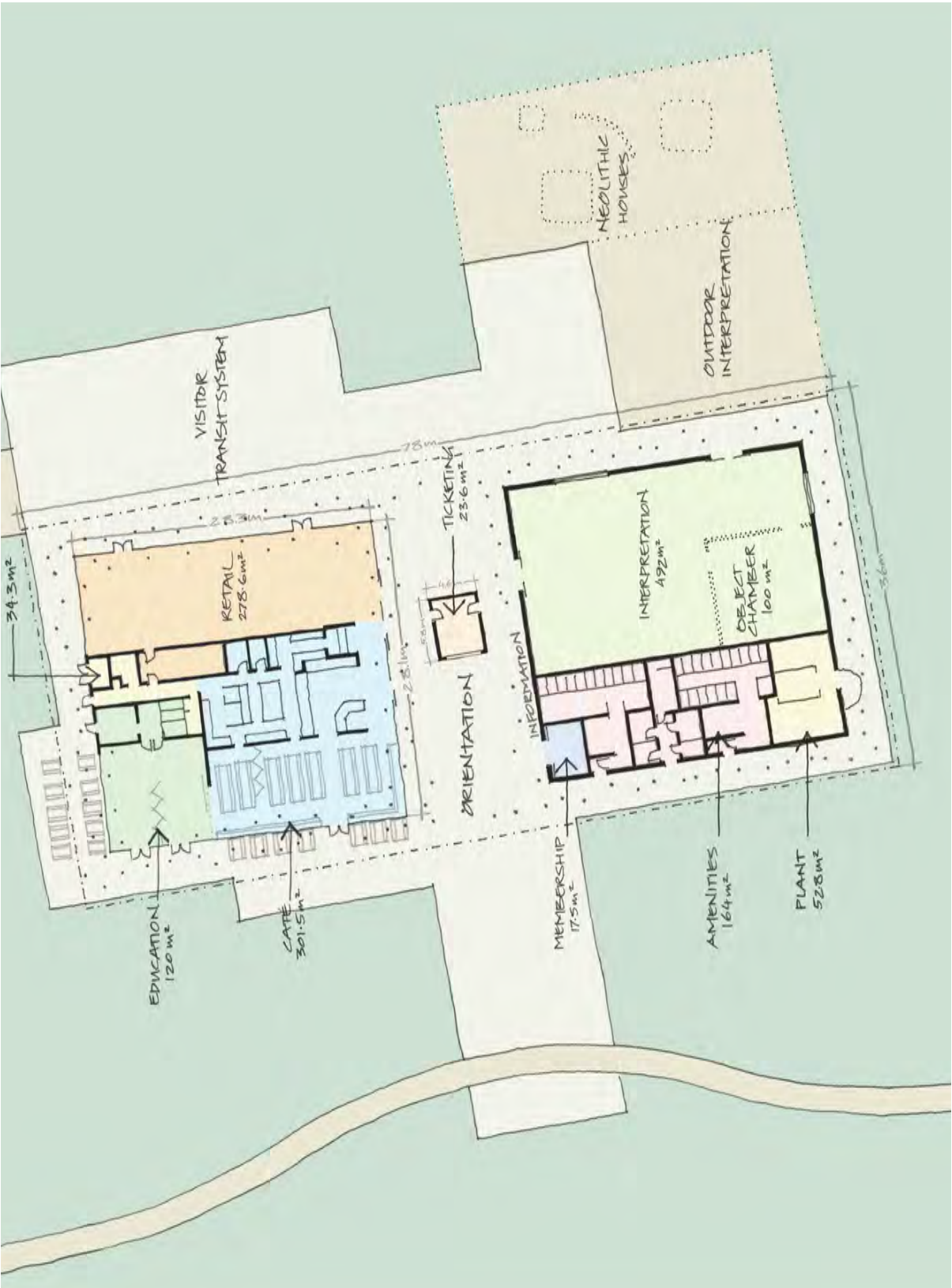
- National Trust
- English Heritage
- Wiltshire Heritage Museum
- Salisbury & South Wiltshire Museum
- Both museums
- Shared (more than one)

Proposed location of visitor centre in relation to Stonehenge

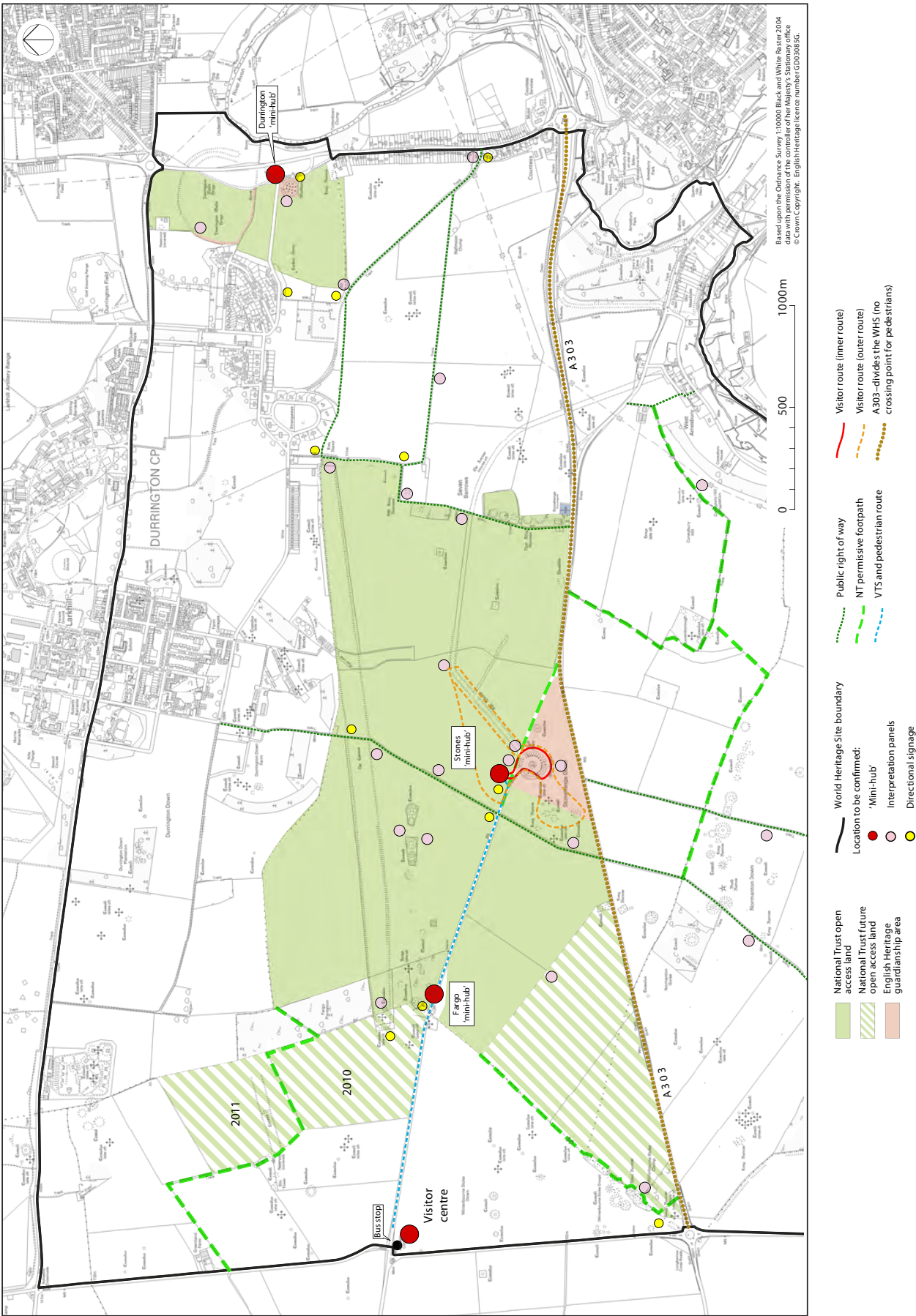


Proposed layout of the visitor centre at Airman's Corner

J



A provisional site graphic scheme for the Stonehenge WHS



Appendices A–H

- A Objects held by key institutions in association with the topic table
- B Archives and printed collections held by key institutions in association with the topic table
- C Interpretation by site and provider
- D Summary of provision for disabled visitors
- E Live interpretation on the Stonehenge WHS
- F Web-based interpretation of the Stonehenge WHS
- G Publications on Stonehenge WHS and related subjects
- H Television programmes on Stonehenge & Avebury WHS

Objects held by Wiltshire Heritage Museum and Salisbury & South Wiltshire Museum in association with the topic table



Topics in Chapter 2	Salisbury & South Wiltshire Museum	Wiltshire Heritage Museum, Devices
Stonehenge and the avenue	Finds from 20 th century excavations by Gowland, Hawley, Newall, Atkinson, Piggott, Stone, Vatcher & Pitts. Beaker Burial - The Stonehenge Archer. The Amesbury Archer and his companion. Finds from The Stonehenge Environs Project. Art Collection – watercolours, engravings, prints.	Sarsen maul used for dressing stone, from Stonehenge.
Long barrows and oval barrows	Finds from Winterbourne Stoke long barrow Finds from Normanton Down long barrow (Vatcher) Finds from Cursus long barrow, Amesbury 42 (W58–SEP) Finds from Netheravon Bake oval barrow (W85–SEP)	Winterbourne Stoke G53 – long barrow (Stourhead Collection).
Cursus monuments	Finds from Lesser Cursus (WA 55 - SEP) Finds from Stonehenge Cursus (Stone excavations 1947; Christie excavations; W56 – SEP, 62 - SEP)	
Henges	Finds from Coneybury Henge (W2 – SEP) Finds from Durrington Walls (Wainwright)	Finds from Wainwright's excavation at Woodhenge, 1970 Finds from Maud Cunnington's excavation at Woodhenge, 1926-8.
Durrington 'village'	Find from Durrington Walls (Wainwright)	Large worked flint nodule (possible axe/mace, perforated), from Durrington Walls Flint tools, bone objects and pot sherds from Wainwright's excavation, 1966-8 (loan from SSWM) Flint dagger; shale button and belt ring; slate whetstone and flint discs; found in a flat grave under sarsen at Durrington Walls.
Round barrows	Finds from Wilsford barrow group Finds from Amesbury barrows (G58, G61, G61a, G77, G78, G85, G75, G91) Finds from King Barrow ridge barrow group Finds from Fargo barrow group Finds from Lake Down barrow group (Newall)	Finds from: Winterbourne Stoke G4-5, 8, 9, 10, 13, 14, 23a, 24, 28, 42, 47, 54, 58, 59a, 64a, 65, 66, 67 and 68. Durrington G11, 14, 35, 36, 47, 50, 65a and 65c. Amesbury G3, 4, 11, 15, 19, 39, 39 (Ashbee), 41, 48, 51, 51 (Ashbee), 54 and 56. Boyton G4a Flint tools from King Barrow Ridge (2001). Wilsford G2b, 3, 5 (Bush Barrow), 7, 8, 15, 16, 18, 23, 27, 32, 36f, 37, 39, 40, 42, 43, 46, 51, 52, 53, 54 (including early BA dagger 2004), 56, 58, 60, 62, 64 and 65. Finds from barrows I-V, Lake Barrow Group. Upton Lovell G1, 2, 2a, 2c, 2d, 2e. Shrewton G1, 4, 5 and 27. See document from WHM for full list.
Beaker burials	The Amesbury Archer and companion burials Boscombe Bowmen, multiple burial The Stonehenge Archer Adult male burial from Amesbury A303 excavations	Finds from Amesbury G51 Finds from Wilsford G54
Buried archaeology	Finds from Wilsford Shaft (Ashbee) Finds from SEP surface collections	Various spotfinds and excavated finds including flints, pottery, axes, bronze armlets, flint nodules, chalk cup, BA sword from sites such as Robin Hood's Ball, Netheravon, Knighton Down, Amesbury etc. See document from WHM for full list.
Post-glacial and Mesolithic hunter-gatherers	Finds from Stonehenge Car Park (W614) Stray finds (flint tools) found in or near WHS	Mesolithic flint tools from King Barrow Ridge, and various flint tools and handaxes from within WHS.
Landscape changes	Environmental samples from SEP	

From prehistory to history	Finds from Vespasians Camp (Vatcher) Mollusc samples from Vespasians Camp (Allen) Finds from Butterfield Down (W359, W624) Finds from Boscombe Down (Richardson, W4667; W5311; W7200; W7467	Iron Age and Roman pottery from Vespasian's Camp.
Myths and legends		
Pastoral landscape	Social History collection - objects relating to farming. Art Collection - paintings depicting Stonehenge in the surrounding landscape including the watercolour by J.M.W. Turner	
Rise of antiquarianism	Petrological collection belonging to H. Cunningham. Finds collected by Cunningham family in late 19 th century.	Wedgewood replica incense cups made for Colt Hoare, William Cunningham's copper alloy excavation discs, Crocker's watercolours of finds and excavations.
Scientific archaeology	Finds from 20 th century excavations by Gowland, Hawley, Newall, Atkinson, Piggott, Stone, Vatcher & Pitts. Finds from Durrington Walls by Wainwright. Finds sampled for 1994 radio carbon dating programme.	
New research (since 2000)	Finds from Stonehenge Riverside Project Finds from developer funded archaeological investigations. Leverhulme Project results (due Autumn 2010) – examination of ritual in BA barrows	Leverhulme Project results (due Autumn 2010) – re-examination of ritual in BA barrows.
Army training estate	Finds from various army sites across Salisbury Plain (Larkhill, School of Artillery).	
Druids at Stonehenge	'Press Pass Holders & Druids Only' notice	Various Druid medals, president's chain, collar and sash from Ancient Order of Druids.
Solstice celebrations		
Stonehenge as inspiration	Various souvenir ceramics from 19 th century onwards Several souvenir medals and brooches from 19 th century. Several items made in 'Stonehenge Tweed' fabric. Spinal Tap album cover. Early 20 th century scale models made for Museum displays	Britton Cabinet, 19 th century with models of Stonehenge and Avebury. Various plates, pottery and porcelain featuring Stonehenge designs. 7" vinyl record entitled, Stonehenge / Culture Shock / Hippy Slags Over 30 pieces of artwork, dating from late 18 th century until present day, including sketches, engravings, watercolours, plans, drawings. Many important items – see list from WHM for more details and accession numbers.
Stonehenge as a heritage attraction	Souvenirs such as watches, badges, brooches, fridge magnets. Casual finds left by ancient visitors (Roman and Saxon coins, brooches; medieval pottery, etc)	Tacky souvenirs including transfer printed cup and saucer, ashtray, paperweight, porcelain shoe, hat pin stand, jigsaws, tobacco tins, porcelain candlestick and jelly mould.
The natural landscape	Six stuffed bustards and 3 bustard eggs. Various other local birds Geology Collection – various specimens from local area. Collection of British Grasses in 2 bound volumes.	Various botanical specimens (pressed plants) from Stonehenge and surrounding landscape, collected in 19 th and 20 th centuries. Stuffed bustards and bustard eggs.
Nature conservation		
Archaeological conservation		Stonehenge badge given out at a public meeting on 8 July 1993 – Stonehenge. Something Must be Done written on it.

Please note that this is a broad overview list and does not contain specific details or accession numbers. For more information, please refer to the more detailed lists provided by the museums, or contact the curators directly:
 Salisbury and South Wiltshire Museum – Jane Ellis-Schon, janeellis-schon@salisbury-museum.org.uk
 Wiltshire Heritage Museum – Lisa Webb, l.webb@wiltshireheritage.org.uk and also online collections database at www.wiltshireheritage.org.uk/collections
 It should also be noted that there is much new material yet to be accessioned from the Stonehenge Riverside Project and SPACES project.

Archives and printed collections held by Wiltshire Heritage Museum, Salisbury & South Wiltshire Museum, Wiltshire & Swindon History Centre and National Monuments Record in association with the topic table.

B

Topics in Chapter 2	Salisbury & South Wiltshire Museum	Wiltshire Heritage Museum	Wiltshire & Swindon History Centre	National Monuments Record
Stonehenge and the avenue	Archives from 20 th century excavations by Gowland, Hawley, Newall, Atkinson, Piggott, Stone, Vatcher & Pitts. Archives from The Stonehenge Environs Project (SEP). Art Collection – watercolours, engravings, prints	Plan 1923, Pen, FF 60a; Stukeley, 1983.2792, 3025, 3026; Sunset from the Avenue, MS.935; painting by Edgar Barclay. 1982.3424	Original 1655 copy of Inigo Jones (rare). John Smith 1771 Choir Gaur (rare). Lockyer, Hoyle volumes. John Wood 1747 Choir Gaure. Petrie 1880 Stonehenge. Early maps. Gibson's Camden.	Wessex Archaeology archive – photographs, plans and archives from Vatcher; Hawley and Atkinson excavations, including Atkinson's personal notes. Catalogue of Newall collection (in AK Museum). Various photos of restoration and excavations at Stonehenge. Many hundreds of plans relating to monument from mid-18th century to present day. Also aerial photos (APs) from 1906 to present day.
Long barrows and oval barrows	Archive from Winterbourne Stoke long barrow Archive from Normanton Down long barrow (Vatcher) SEP Archive from Cursus long barrow; Amesbury 42 SEP Archive from Netheravon Bake oval barrow	Watercolour; c.1800, group of barrows SW of Stonehenge, Stonehenge Box 1, 15; Distant view of barrows beyond Stonehenge, pencil, c.1800, Stonehenge Box 1.7		Many APs, some ground photography
Cursus monuments	SEP Archive from Lesser Cursus (W 55) SEP Archive from Stonehenge Cursus (W56; W62) Archive from Stonehenge Cursus (Christie)	Stukeley 1983.3030; Crocker. c.1810- pen and ink wash, Misc, Box 6.20		Many APs, some ground photography
Henges	SEP archive from Coneybury Henge (W2) Archive from Durrington Walls (Wainwright)			Photographs of excavations at Durrington in 1960s; photos of Woodhenge; many APs, some ground photography
Durrington 'village'	Archive from Durrington Walls (Wainwright)			
Round barrows	Archive from Wilsford barrow group Archive from Amesbury barrows (G58, G61, G61a, G77, G78, G85, G75, G91) Archive from King Barrow ridge barrow group Archive from Fargo barrow group Archive from Lake barrow group	Stukeley, 1983.3032, Prospect from Bush Barrow; Cunnington notebooks; Book 9 and 3, Normanton group; Crocker drawing – group of barrows near Stonehenge; Colt Hoare- Collections for Wilts; Stonehenge Box 1, Barrows SW of Stonehenge; Crocker plan of tumuli round Stonehenge, Q 80, William Cunnington's copy		EH landscape survey material (ongoing), recent photography
Buried archaeology	Archive from Wilsford Shaft (Ashbee) SEP Archive from surface collections Aerial Photographs			Stonehenge WHS mapping project archive, geophysical survey archive; many thousands of aerial photographs.
Post-glacial and Mesolithic hunter-gatherers	Archive from Stonehenge Car Park (W614)			

Landscape changes	SEP archive from environmental samples		W/Stoke Endlosure Award EA104 Amesbury maps (1726) 944/IMS-2MS Amesbury Tithe Award (1846) Map of Amesbury Estate 1824283/219 Map of Lake 1752 1552/2/2/4h Lake Tithe map 1847-8 451/50MS Wilsford Tithe Award 1846	
From prehistory to history	Archive from Vespasians Camp (Vatcher) Archive from mollusc samples, Vespasians Camp (Allen) Archive from Butterfield Down (W359, W624) Archives from Boscombe Down (Richardson, W4667, W5311, W7200, W7467, W483, W540, W580, W667)			
Myths and legends	Various books and booklets dating from 1665 – present day (Monmouth, Duke, Stukeley, Aubrey, Jones, Stevens, Atkinson, Richards). Art Collection – various prints and engravings depicting myths and legends.	Leslie Grinsell- The Legendary History and Folklore of Stonehenge; John Aubrey – Monumenta Britannica; Camden's Britannica; Inigo Jones – Stonehenge ; Danes built Stonehenge; Walter Charleton – The Romans built Stonehenge		
Pastoral landscape	Art Collection - engravings and prints depicting Stonehenge in the surrounding landscape.	Stonehenge with sheep. 1983.3775		Building files for historic buildings in area.
Rise of antiquarianism	Library Collection - various books and booklets by 18 th - 19 th century antiquarians. Art Collection – various illustrations commissioned by antiquarians.	Antiquaries, the Discovery of the Past in 18 th Century Britain- . Rosemary Sweet; Camden's Britannia		Some copies of 18th century engravings and a photo of model.
Scientific archaeology	Archives from 20 th century excavations by Gowland, Hawley, Newall, Atkinson, Piggott, Stone, Vatcher & Pitts. Colonel Hawley diaries. Archive from 1994 radio carbon dating programme. Various aerial photographs			Newall collection of notes relating to astronomical significance of Stonehenge. 1906 aerial photo.
New research (since 2000)	Archives from SEP project. Archives from developer funded archaeological investigations.			Stonehenge WHS mapping project archive, EH landscape survey (ongoing) plans and reports; Salisbury Plain Training Area survey reports, records and plans.
Army training estate	Archives from various army sites across Salisbury Plain (Larkhill, School of Artillery). Several postcards from WWI troops based on Salisbury Plain.	Edwards' Album , 2008.5225; Troops at Stonehenge Y 108; Growing Oats for the army 1917Y 195; Church parade at Stonehenge Y 123		Airplane and Armament Experiment Establishment - aerial photographs 1960's, SPTA survey, WA reports on military archaeology in library.

Druids at Stonehenge	Various photographs of Druid ceremonies at Stonehenge. Art Collection - engravings and prints depicting Druids at Stonehenge.	Stukeley, Druids' Barrows, 30; Time bowling out the Druids, pen tracing G.148; A Druid F6; Engraving, Druids worshipping, Misc.7.7; Meyrick, Costume of the British Isles, opp.p.22, Costume if the Druidical Order; Religious Festival of the Druids, vol.E, p.97 and KK 9; The Wicker Colossus of the Druids vol.E, p.103; Druids' service, Ms.935; NIN 107, Druids at Stonehenge	A few photographs showing ceremonies.
Solstice celebrations	Various photographs and postcards of solstice celebrations at Stonehenge and solstice sunrises	Stonehenge events-C.Chippindale, Box 155; Ms 1487; Photograph of Stonehenge with barbed wire round, 2000.7096	Photographs of solstice celebrations 2000-5, photographs of free festival in 1976
Stonehenge as inspiration	Art Collection – paintings, engravings and prints depicting Stonehenge. Various commercial adverts from 1960s onwards.	Japanese phone card 2001.7071; 'Norma' – Stonehenge 2	
Stonehenge as a heritage attraction	Various postcards and visitor photographs of Stonehenge from 1900s onwards. Various items relating to the giving of Stonehenge to the nation. Early 20 th century visitor book. Various guidebooks and souvenir publications. Various publicity leaflets and booklets.		Plans and photographs showing underpass construction, car park, new visitor facilities, café and custodian's cottages. Personal collections of photographs and postcards from 1880 to present day. Some paintings and engravings. Original ticket and sales hut photos. Records of AP and other investigations from various road schemes.
The natural landscape	Library Collection - various natural history books. Various 20 th century landscape photographs.		
Nature conservation	Library Collection – various publications outlining nature conservation plans		
Archaeological conservation	Library Collection – various publications outlining archaeological conservation plans		Detailed photos of conservation works to monument in 1950s and 1960s (e.g. resetting trilithons, graveling surface). Photos of various episodes of vandalism and damage.



Site/collection	Organisation	Current interpretation
Stonehenge Woodhenge Stonehenge WHS	English Heritage	Stonehenge: orientation leaflet, audio tour (10 languages and VIP), touchstones and mini-interpretation scheme, tunnel mural, official guidebook (Richards, J. 2005), activity sheet for children. Woodhenge: interpretation panel at Woodhenge (1930s) WHS: rights of way signage throughout WHS.
Stonehenge landscape	National Trust	Stonehenge WHS: interpretation graphic scheme in car-park and across landscape (15 panels); walks available as .pdf on NT website; guidebook to the landscape Richards, J. (1996) Exploring the Stonehenge Landscape no longer available. .Translated guides available as .pdf on NT website in Polish, Portuguese and Korean.
Durrington Walls	Wiltshire Council	Durrington Walls: interpretation panel in the car-park
Normanton Down reserve	RSPB	Two small panels at edge of reserve.
River Avon SSSI, Avon Valley ESA, agri-environment schemes (grassland restoration)	Natural England	Permissive access sites in the area include new circular walks taking in the Ridgeway and the sarsen fields. Case study working with EH to protect archaeology and encourage chalk grassland restoration through agri-environment scheme.
River Avon (Living River & STREAM Projects)	Natural England/ Amesbury Town Council	The River Avon STREAM Project included developing best practice information e.g. publications and guidance on the management of river restoration, wildlife conservation and the management of invasive species. The Living River Project involved working with the local community to help raise awareness of the historic, cultural and wildlife value of the river; Interpretation panels were created in partnership with local communities at Lord's Walk (River Avon visible), Bonnymead Park, Queensbury Bridge, Amesbury, Durrington Riverside Park, Figheldean Mill pond, The Bridge, Woodford and with the NT and Rotary Club at Nlie Clumps. Community walks and other activities were also included.
Military use of Stonehenge WHS (and Salisbury Plain)	Ministry of Defence	Interpretation panels on the Plain at Sidbury, Redhorn and Beacon Hills.
Bronze Age collections	Wiltshire Heritage Museum	Permanent displays: include display dedicated to Stonehenge on ground floor. Minor updating and refreshment of displays underway. New WCs have been installed. Use of video. Temporary exhibitions: Julian Richards' collection – Inspired by Stonehenge on display in Summer 2009 and a WWII project in November 2009. In October 2008 displayed the Bush Barrow gold over a w/e to celebrate the 200 th anniversary of its discovery
Stonehenge WHS 20 th century collections	Salisbury & South Wiltshire Museum	Permanent displays: Early Man gallery, originally opened in 1983, includes the Amesbury Archer. The Museum's interactive Stonehenge gallery was redesigned in 2001 to wide acclaim. Translated guides. Temporary exhibitions: Julian Richards' Inspired by Stonehenge in 2008. 2010 programme includes: Touchstone, based on work by artists inspired by the Stonehenge Riverside Project. Made in 1860 a 150th anniversary exhibition featuring material from the WHS, Making Tracks, work on Stonehenge WHS produced by military families from Bulford Camp working with artist James Aldridge and S&SWM.
Archives	Wiltshire and Swindon History Centre – Wiltshire Council	~
Avebury WHS	National Trust (Avebury)	Alexander Keiller Museum: known as Stables gallery, displays objects from Avebury WHS, current displays installed in 1991 by English Heritage. Barn gallery: focuses on chronology/landscape and people installed in 2000. Interpretation scheme: panels and orientation signage in the landscape (various providers).

Summary of provision for disabled visitors on site today (Sept. 2009)

D

Site	Current access
Stonehenge	VIP audio tour; Braille and large print version (by request); selection of induction loops, single earpiece headsets, standard double headsets and raised numbering on the handsets
Stonehenge Landscape	NT has prepared a guided tour for visually impaired visitors; tactile map with Braille and audio CD can be borrowed and will be made available on-line.
S&SWM	Virtual tour of objects on upper floors, induction loops; archaeology collections to be made available on-line within 18 months
Wiltshire Heritage Museum	Virtual tour of objects on upper floors, induction loops, large print guide; on-line catalogue, digital library
Wiltshire & Swindon History Centre, Chippenham	Archive is accessible (see 5.1.3) Accessible on-line version of the SMR Digital document reader (allows VIP to view documents on PC screen at magnification or to reverse text and read it as white on black)
National Monument Record Centre, Swindon	Archive is accessible (see 5.1.3) Pastscape, Viewfinder and Images of England websites all accessible – text size can be varied and use of screen readers

Live interpretation in the Stonehenge WHS

E

Site/collection	Organisation	Current interpretation
Stonehenge Woodhenge Stonehenge WHS	English Heritage	Occasional guided tours by site staff on site. Events for EH members e.g. tour of Prehistoric Wessex with Julian Richards, tours and events in conjunction with Wessex Archaeology, six guided tours of the landscape – 'Stonehenge up close' by EH experts.
Stonehenge landscape	National Trust	Walks led by staff and volunteer landscape guides (tours promoted on-line); themes include archaeology, natural heritage, conservation, recent history, photography, storytelling and astronomy.
Avebury WHS	National Trust (Avebury)	Programme of guided tours and themed walks. Basic henge tour given by Visitor Services staff and volunteers.
Normanton Down reserve	RSPB	Escorted safaris (Land Rover), 5 people 14 times a year.
Bronze Age collections	Wiltshire Heritage Museum	WHM offers wide range of talks and events inc. WHS. Also guided tours of the Stones for members of WANHS e.g. RSPB offered tour of Normanton Down for WANHS members as part of Bush Barrow display.
Stonehenge WHS 20 th century collections	Salisbury & South Wiltshire Museum	Archaeological talks programme from January to April and September to December each year e.g. Mike Parker Pearson (Salisbury Guild Hall). Also organises tours of World Heritage Site and Stonehenge (for example Ultimate Stonehenge over summer of 2009 with Julian Richards). Events programme includes 'behind the scenes' tours, gallery tours and object handling relating to the prehistory collections.

Web-based interpretation of the Stonehenge WHS provided by stakeholders

F

Site/topic	Organisation	Current interpretation on-line
Stonehenge Woodhenge Stonehenge WHS	English Heritage http://www.english-heritage.org.uk/daysout/properties/stonehenge http://english-heritage.org.uk/daysout/properties/woodhenge http://www.pastscape.org.uk http://viewfinder.english-heritage.org.uk	Separate entries for Stonehenge, Woodhenge, Avebury, Silbury Hill etc.; Stonehenge entry includes WHS Information and SEIP. Centralised events programme; NMR entries on Pastscape and Viewfinder. No EH collections on-line (small collection).
Stonehenge Landscape Avebury WHS	National Trust http://www.nationaltrust.org.uk/main/w-stonehengelandscape http://www.nationaltrust.org.uk/main/w-avebury	Separate entries on NT website (Avebury/Stonehenge); events programmes; details of site management plans; centralised events programme. No collection for Stonehenge; Alexander Keiller collection (Avebury); no collections on-line
Normanton Down reserve	RSPB http://www.rspb.org.uk/reserves/guide/n/normantondown/index.asp	Entry on RSPB website. No collection.
Stonehenge	Wessex Archaeology http://www.wessexarch.co.uk/stonehenge	Extensive website on new research on Stonehenge, particularly that carried out by Wessex Archaeology.
Bronze Age collections	Wiltshire Heritage Museum http://www.wiltshireheritage.org.uk/	No separate entry. Catalogue of collections on-line including Bronze Age gallery. Gallery videos available on-line.
Stonehenge WHS 20 th century collections	Salisbury & South Wiltshire Museum http://www.salisburymuseum.org.uk/	No separate entry. Collections gallery: highlights from Stonehenge and Prehistoric Wessex in general
Archives	Wiltshire Council http://www.wshc.eu/ http://history.wiltshire.gov.uk/	Wiltshire & Swindon History Centre website; searchable catalogue. Feature on Wiltshire Bronze Age Ceramics project. Sites and Monuments Record (SMR) No related archives on-line.
Military use of Stonehenge WHS (and Salisbury Plain)	Defence Estates http://www.mod.uk/DefenceInternet/AboutDefence/WhatWeDo/DefenceEstateandEnvironment/AccessRecreation/SouthWest/SalisburyPlain.htm	Defence Estates website includes details of a walk across Salisbury Plain. No collection.
River Avon SSSI, Salisbury Plain SSSI, agri-environment schemes (grassland recreation), Environmental Stewardship and Classic Schemes	Natural England http://www.naturalengland.org.uk/ourwork/farming/funding/closedscschemes/esa/avonvalley.aspx http://www.naturalengland.org.uk/regions/south_west/ourwork/stream-livingriver.aspx http://www.streamlife.org.uk/resources/publications/ http://www.livingriver.org.uk/ http://www.naturalengland.org.uk/information_for/students_and_teachers/default.aspx	Landscape character description for Salisbury Plain and the West Wiltshire Downs; River Avon (RAAVI Project). No collection.
River Avon (Living Rivers Project)	Amesbury Town Council http://www.this-is-amesbury.co.uk/	No separate entry. No collection.
Avebury	National Trust http://www.nationaltrust.org.uk/main/w-avebury Wiltshire Council http://www.wiltshire.gov.uk/leisureandculture/museumhistoryheritage/worldheritagesite/worldheritagesiteintro.htm English Heritage http://www.english-heritage.org.uk/daysout/properties/avebury	National Trust site contains tourist information Wiltshire Council site contains WHS management information e.g. Research Strategy and Management Plan English Heritage entry contains general visitor information and introduction to the site.

Publications on Stonehenge WHS and related subjects produced by the stakeholders



Site/topic	Organisation	Current provision
Stonehenge Woodhenge Stonehenge WHS	English Heritage	<p><u>Souvenir guides:</u> Richards, J. (2005) Stonehenge Guidebook London: English Heritage (also available in German, Spanish and Japanese) Richards, J. (2004) Stonehenge, a History in Photographs London: English Heritage Anon (2006) Stonehenge: The Eternal Mystery in Pictures London: English Heritage</p> <p><u>For children:</u> Richards, J. (2005) Amazing Pop Up Stonehenge London: English Heritage</p> <p><u>Specialist publications:</u> Richards, J. (1990) The Stonehenge Environs Project London: English Heritage Cleal, R.M.J, Walker, K.E. & Montague, R. (1995) Stonehenge in its landscape: twentieth-century excavations London: English Heritage McOmish, D., Field, D. and Brown G (2002) The field archaeology of the Salisbury Plain Training Area London: English Heritage Darvill, T. (ed.) (2005) Stonehenge WHS: An archaeological research framework English Heritage/Bournemouth University Young, C. Chadburn, A & Bedu, I. (2009) Stonehenge Management Plan 2009 London: English Heritage Stonehenge is included annually in the English Heritage handbook and on map guides of English Heritage properties.</p>
Stonehenge landscape	National Trust	[Richards, J. (1996) Exploring the Stonehenge Landscape National Trust (out of print)]
Avebury WHS	National Trust	<p><u>Guidebook:</u> Cleal, R. (2008) Avebury Monuments and Landscape National Trust</p>
Normanton Down reserve	RSPB	
Bronze Age collections	Wiltshire Heritage Museum	<p>Wiltshire Studies, the county archaeological journal (many articles on Stonehenge and landscape) Annable, F.K. & Simpson, D.D.A. (1964) Guide Catalogue of the Neolithic and Bronze Age Collections in Devizes Museum Devizes: Wiltshire Archaeological and Natural History Society</p>
Stonehenge WHS 20 th century collections	Salisbury & South Wiltshire Museum	<p>Stevens, F. (1919), (1924), (1927), (1927), (1936), (1940) Stonehenge: Today & Yesterday Illustrated by Heywood Sumner Salisbury: Salisbury & South Wiltshire Museum Saunders, P., Standen, J. & Wright, M. (2005) Salisbury Museum Illustrated Salisbury: Salisbury & South Wiltshire Museum Richards, J. (2009) Inspired by Stonehenge, a celebration of the weird and wonderful. Salisbury: Salisbury and South Wiltshire Museum</p> <p><u>Specialist Publications:</u> Moore, C.N. & Rowlands, M.J. (1972) Bronze Age Metalwork in Salisbury Museum. Salisbury: Salisbury and South Wiltshire Museum. Saunders, P and Saunders E (eds) (1991) Salisbury Museum Medieval Catalogue, Part 1. Salisbury: Salisbury and South Wiltshire Museum. Saunders, P (ed) (2001) Salisbury Museum Medieval Catalogue, Part 3. Salisbury: Salisbury and South Wiltshire Museum</p>
Salisbury Plain, Larkhill	Defence Estates	Walk leaflet for Salisbury Plain
Stonehenge WHS	Wessex Archaeology	<p>[Richards, J. Beyond Stonehenge: a guide to Stonehenge and its prehistoric landscape (out of print)] Numerous excavation reports and staff involved in publications of others e.g. K.E. Walker</p>

Television programmes on Stonehenge & Avebury WHS¹



Site/topic	Producer	Date broadcast
'Bronze Age Collections'	360°/National Geographic	2010
'The Secrets of Stonehenge' (SRP)	Time Team Special, Channel 4	1 June 2009 (Channel 4)
'Journey to Stonehenge' (SRP)	Time Team Special, Channel 4	7 February 2009
'Stonehenge' (SPACES Project)	BBC Timewatch	27 Sept 2008 (BBC Two)
'Stonehenge Decoded' (SRP)	National Geographic	1 June 2008
'Buildings Wonders – Stonehenge (Julian Richards)	ITV West	14 February 2007
Silbury Hill Conservation Project: 'The Hill with the Hole'	BBC Close Up West (30 mins)	2007
Silbury Hill Conservation Project: 'Silbury – The Heart of the Hill'	Lion TV for BBC4 (60 mins)	Oct 2007
'The Village with the Stones'	BBC Close Up West (30 mins)	2007
'Durrington Walls' (Stonehenge Riverside Project) (Mike Parker Pearson)	Time Team	28 November 2005 (Channel 4)
'Stonehenge Live' Solstice (foam-henge, Mike Pitts, Francis Pryor)	Channel 5	20/21 June 2005
'The Stonehenge Enigma'	BBC Television	22 June 2004
'King of Stonehenge' (Amesbury Archer)	BBC Television	19 February 2003
'Hunter of the Plain'	BBC Television	17 February 1999
'Stonehenge: the secret of the Stones'	Yorkshire Television/Discovery Channel	1998
'Secrets of Lost Empires'	NOVA	1998
'Cracking the Stone Age Code' Chronicle	Chronicle, BBC Television	1970
'Mysteries of Stonehenge'	Crew Neck Production	1958
'Buried Treasure: West Kennet'	BBC Television	1956
'Buried Treasure: Stonehenge'	BBC Television	1955

¹ This list is indicative only and does not claim to be comprehensive.



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