

Traffic and Visitor Management Group Meeting Note 26th January 2011

1. Attendees:

Janet Tomlin (NT - chair)
 Sally Sparrow (NT)
 Cllr Jemima Milton (Wiltshire Council)
 Sarah Simmonds (WHSO)
 Jenny Baldrey (APC)
 Judy Farthing (Avebury Society)
 David Vaughan (Wiltshire Council)
 Martin Cook (Wiltshire Highways)
 Steve Cross (Wiltshire Highways)
 Steve Colwill (Wiltshire Police)
 Andrew Williamson (APC)
 Gretchen Rawlins (APC)
 Judith Robinson (EH)
 Tim Davis (Wiltshire Council)

Apologies:

Robin Butler (WHS Farmers)
 Stuart Maughan (EH) – deputised by
 Judith Robinson

Item		Decision/Action
2.	<p>Actions from last meeting:</p> <p>Triangle of grass, Avebury High Street and West Kennet lay-by strategy SS reported that the agreed setts to protect the triangle of grass are still awaited. SC will report back for the next meeting.</p> <p>West Kennet Avenue Damage Report GR reported that busses, including the 96 bus, are still using the route despite the re-route to minimise damage.</p> <p>Speed Limits in the World Heritage Site SS reported that the Council will be looking at this issue as part of the evolving Traffic Strategy to be discussed at item 3.</p> <p>Brown Sign for Community Shop JT reported that the National Trust (NT) will pay for addition to fingerpost to direct people to the shop. The village will need to provide wording required.</p> <p>Car Parking Charges JT reported that the money received from parking goes towards maintaining the monument. There is no intention to alter pricing at present.</p> <p>Litter collection in Avebury JT reported that NT will maintain status quo with litter collection in Avebury.</p> <p>Evaluation excavation of Roman Settlement at Silbury SS confirmed that work has been completed. SS helped English Heritage to organise a visit to the dig for the WHS working groups and the local community.</p>	<p>SC to report on progress at the next meeting</p> <p>SS to speak to Wiltshire Council to request investigation</p> <p>SS to remind Community Shop to get in touch with NT with required wording</p>

<p>3.</p>	<p>Approach to Traffic Public Management and Design Guide project Avebury World Heritage Site – Tim Davis, Wiltshire Council</p> <p>TD presented the proposed approach to producing a traffic management and design guide. There have been a number of studies dating back to the mid-1990's which informed the Management Plan objectives however few solutions have been implemented. TD suggested the following process:</p> <ul style="list-style-type: none"> • identify gaps in knowledge • fill gaps • design solutions with adequate consultation • identify funding • implement solution <p>JT questioned the principle of not identifying funding until stage 5 of the process. TD explained that the outcomes of the process could range from individual projects costing £2000 upwards, and therefore funding would be looked at individually.</p> <p>DV supported the holistic approach but queried whether momentum could be maintained if one segment was removed. TD said that the process must be deliverable. SS added that individual projects should be designed so that they could still have a positive impact if delivered singularly.</p> <p>JM stated that there should be a realistic approach to what can be achieved. TD stated that part of the realistic approach is ensuring that the right people are on the project group. Wiltshire Council has committed 2 officers at a senior level. The WHSO will be on the group. Organisations should ensure that those put forward as members of the project group have the authority to make decisions. The NWD AONB should be invited to join the group.</p>	<p>Support was expressed for the process</p> <p>All members will contact TD with comments on the approach and propose members for the project group by 9 February 2011</p> <p>Tim Davis Tel: 01249 706512 Email: tim.davis@wiltshire.gov.uk</p>
<p>4.</p>	<p>NT Update on Visitor Management Issues – Janet Tomlin, National Trust</p> <p>JT reported that it was a priority to keep traffic away from the village. The farmyard is now a traffic free area. Delivery vans are now directed to the Manor drive but the bollard preventing access to the farmyard has already been hit. The aim is to make it impossible for vehicles to enter the farmyard. Visitors are encouraged to come into the farmyard to help prevent nuisance on the High Street.</p>	
<p>5.</p>	<p>EH Update on Visitor Management Issues – Judith Robinson, English Heritage</p> <p>JR reported on planned new panels for the guardianship monuments and distributed copies. They set out the role of EH and the NT in managing the monuments and add value by orienting visitors in the wider WHS landscape and highlighting opportunities for walking between monuments.</p> <p>SS confirmed that the panels had been under discussion for some time. Ros Cleal and Nick Snashall from NT and the TVM have been involved. They will be installed by April. The lectern will be designed to match the existing panels in the Avebury car park to maintain continuity.</p> <p>JM requested that the Wiltshire Council logo was included. EH and NT will decide on the final format.</p>	<p>JR to enquire whether the Wiltshire Council logo can be added</p>

<p>6.</p>	<p>Great Stones Way Project – Sarah Simmonds, WHSO Ian Ritchie presented the project to the Steering Committee in November. There has been a range of reactions to the Great Stones Way (GSW) from support based on predicted economic benefit to concerns about the potential environmental impact of the predicted 250 -400,000 extra visitors such as the erosion of monuments and congestion caused by visitors' cars.</p> <p>Plain Action has granted Leader funding for the southern section of the route. The North Wessex Downs AONB have not yet considered the application. The matter was raised at the WHS Steering Committee in May.</p> <p>The Friends of the Ridgeway (FoR) invited a representative from Hadrian's Wall World Heritage Site to advise on sustainable management. Following this Ian Richie (IR) met SS to discuss a possible environmental impact study and an approach to monitoring and management. SS suggested setting up a project group of professionals from stakeholder organisations to advise on this.</p> <p>JB stated that Avebury Parish Council was very concerned about how the project was being pushed through without consultation. AW suggested that economic development would be uneven. JT confirmed that she would meet IR on 10 February and will reserve comments at present. JF added that any impact assessment needed to look at maintenance issues and parking.</p>	<p>Concern was expressed. The group identified the need for further assessment and planning to avoid negative impacts.</p> <p>Recognition of the FoR's dynamism was noted</p> <p>SS to send relevant section of notes to the FoR</p>
<p>7.</p>	<p>UK WHS Cultural Olympiad Project Update – Sarah Simmonds, WHSO The project is lead by the Local Authority World Heritage Forum (LAWHF). The aim is to raise awareness and understanding of World Heritage Sites. The bid to HLF is for three elements:</p> <ol style="list-style-type: none"> 1) Activities on Site –Explorer Packs with the NT and a schools project - Avenue to Leaning. JR will share experience with Explorer Packs at Stonehenge. 2) Digital Platform –Endemol looking at a website with WHS digital games and short film introducing each WHS 3) Exhibition – starting in London at Greenwich and possibly Kew (WHS) during the Olympics in 2012 and travelling around the UK thereafter. <p>SS has put together information for the bid with EH for Stonehenge.</p>	
<p>8.</p>	<p>Avebury TIC Update - Sarah Simmonds, WHSO Visit Wiltshire will now focussing on marketing outside the county and is looking at other sources of funding to retain TIC's. SS attended a meeting to discuss this with Alun Williams of Visit Wiltshire, Phillipe Ullens (The Henge Shop) and representatives from the Chapel and the Community Shop.</p> <p>PU is prepared to explore ways of making the TIC sustainable and provide some support and funding. Further meetings need to be held. The Chapel is prepared to consider a further lease on the property commencing February 2012. JM reported that the timescales are very tight, and that a decision will need to be made by the end of March in advance of the next Cabinet meeting.</p> <p>JT confirmed that the NT cannot take on any responsibility for funding or management of the TIC. SS reminded the group that the TIC serves the function of dispersing visitors into the wider landscape/area. Objective V8 of the Management Plan recommends that the TIC is retained.</p>	<p>Members willing to attend a meeting to explore solutions for the TIC contact SS.</p> <p>SS to pass names to Peter Wheelhouse</p>

9.	<p>Information Exchange National Trust restructure JT advised that the NT are still undergoing restructuring and major upheaval nationally resulting in ongoing anxiety.</p> <p>Trailblaze Trail Blaze are organising endurance running events on the Ridgeway. SS suggested they use Barbary Castle instead of Overton Hill as a pick up point. The group expressed concerns about the suitability of Overton Hill. SC suggested a risk assessment would identify the access at Overton Hill as dangerous and the capacity limited. The site is not an official car park. Barbary Castle does not have these drawbacks.</p>	SS to pass on advice to TrialBlaze
10.	<p>AOB Thank you JT thanked JB and GR for their time and commitment to the TVM. JB thanked all involved. SS hoped they would still share their extensive knowledge.</p> <p>Tree Felling DV mentioned the tree felling by the Bonds Garage site. SS advised that it was part of the removal of diseased trees by the NT. A felling license has been granted by the Forestry Commission.</p> <p>Role of TVM JM would like the TVM to have greater decision making focus. SS suggested that this is fed into the governance review process that English Heritage (EH) is taking forward. Currently the group also acts as a forum for information exchange, coordination and fostering participation.</p>	SS to ask EH when the governance review will begin
11.	<p>Review of Report to Steering Committee – Janet Tomlin, National Trust Support for TD's approach to the traffic management and design guide project.</p>	JT to report support for project to WHS Steering Committee
12.	<p>Date of next meeting Wednesday 8 June at 10.30 am - tbc.</p>	SS to confirm DONM