

# Part Three: Aims and policies

## 14.0 INTRODUCTION TO AIMS AND POLICIES

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

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

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

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

### 14.1 Aims and policies

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

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

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

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

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

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

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

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

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

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

# Part One: The Management Plan and the significance of the Stonehenge and Avebury World Heritage Site

## Introduction

The Stonehenge, Avebury and Associated Sites World Heritage Site was inscribed in 1986. Located in the county of Wiltshire, it is in two parts, some 40km apart, focused respectively on the great stone circles of Stonehenge and Avebury.

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 prehistoric stone circle in the world, while Avebury is the largest. Together with interrelated monuments, and their associated landscapes, they demonstrate Neolithic and Bronze Age ceremonial and mortuary practices resulting from around 2,000 years of continuous use and monument building between c 3,700 and 1,600 BC. As such they represent a unique embodiment of our collective heritage.

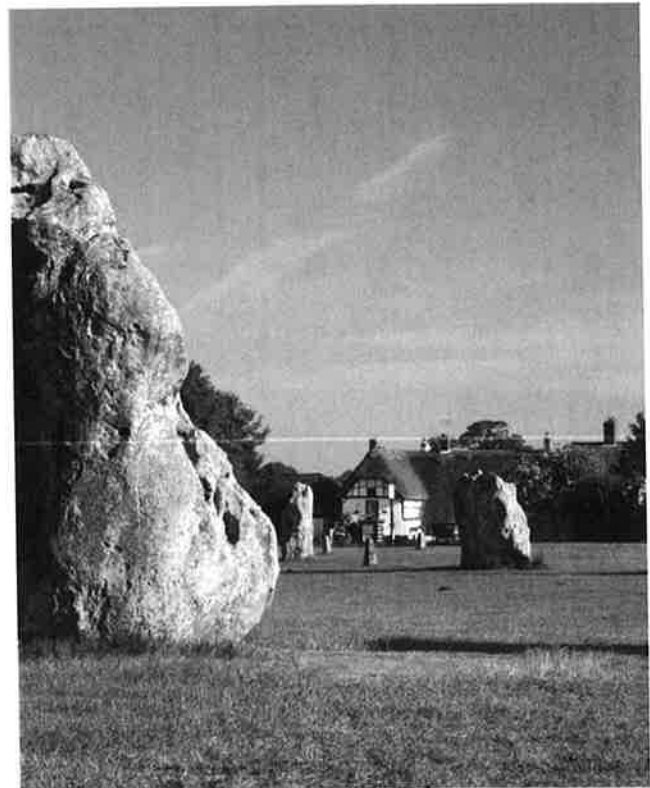
The Stonehenge part of the World Heritage Site (WHS) covers c 2,600 hectares around Stonehenge itself, and comprises one of the richest concentrations of early prehistoric monuments in the world. Avebury covers a similar area focused on the great Henge and Stone Circles and includes Silbury Hill, the largest prehistoric man-made mound in Europe. Other key monuments include Windmill Hill and the West Kennet Long Barrow.

Stonehenge and Avebury are both popular tourist destinations with around 1,250,000 visitors a year at Stonehenge and approximately 300,000 at Avebury but the WHS is also a place where people live and work and much of it is farmed. Managing the various interests and concerns to protect and enhance the World Heritage Site and maintain its significance or Outstanding Universal Value (OUV) is a complex and challenging task.

This Management Plan sets the overarching strategy for achieving the correct balance between conservation, access, the interests of the local community and the sustainable use of the Site, whether for recreation and tourism, or for agriculture. The primary aim of the strategy is to protect the Site to sustain its OUV as agreed by UNESCO, provide access and interpretation for local people and visitors, and allow its continued sustainable economic use. The Aims, Policies and Actions table in Part Four sets out how partners will work together to achieve this aim.

## The Vision for the Stonehenge and Avebury World Heritage Site

The Stonehenge and Avebury World Heritage Site is universally important for its unique and dense concentration of outstanding prehistoric monuments and sites which together form a landscape without parallel. We will work together to care for and safeguard this special area and provide a tranquil, rural and ecologically diverse setting for it and its archaeology. This will allow present and future generations to explore and enjoy the monuments and their landscape setting more fully. We will also ensure that the special qualities of the World Heritage Site are presented, interpreted and enhanced where appropriate, so that visitors, the local community and the whole world can better understand and value the extraordinary achievements of the prehistoric people who left us this rich legacy. We will realise the cultural, scientific and educational potential of the World Heritage Site as well as its social and economic benefits for the community.



Avebury Stone Circle

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