

RESPONSE FROM ENGLISH HERITAGE TO ACTION REQUESTED ON 24TH MARCH

ISSUE: Congestion around Airman's Cross Roundabout on the A360 because of queues into the Visitor Centre spilling out onto the road

ACTIONS:

Visitor Centre car park management:

- Overflow car park is now open and we have purchased tracking to cover main areas of wear in overflow car park (i.e. entrance and exit) to ensure use in all weathers.
- Car park attendants employed on busy days and school holidays directing all cars on arrival, ensuring every space is utilised.
- A £5 car parking charge will be in operation to non-ticket holders on busy days and school holidays to deter people using the car park as a service station during busy times as we do not have the space to accommodate these people. We will charge £5 to all non-ticket holders refundable on the purchase of a ticket.
- We have contact numbers for AA Road-watch, National and local radio traffic bulletins, FRIXO etc. ready to send out messages when we are approaching capacity.
- We have drafted a Traffic Management plan but we are currently awaiting proposals from a variety of consultants to look at our plan to ensure it is as robust as possible. We will engage WC, HA and Wiltshire Police when we have developed the plan further.

Marketing:

- A large scale marketing campaign commenced in March to promote 'pre-book essential' message. This marketing included national campaign and regional London and South-West campaign in a variety of different formats (film, poster, digital etc). Digital adverts include placements on AA Routeplanner (these are activated when any journey passes the Stonehenge area).
- We also have a social media campaign to push pre-booking. As more people become aware of our timed-ticketing system, we'll have less visitor bottlenecks. We have seen a month-on-month increase in the number of people booking in advance.

- Our marketing activity is focused on pushing the 'pre-book essential' message to minimise any bottlenecks in the visitor arrival pattern. All coaches are pre-booked and we've seen a month-on-month increase of in individual visitors pre-booking their tickets.

Signage:

- We have temporary signage AA yellow signs to warn people when are car park is getting full
- We have also commissioned a feasibility study for variable message sign on the A303 via Highways Agency.