

Appendix E

The WHS Management Plan public consultation process

1. Avebury WHS Management Plan Review 2012

a. Avebury WHS Management Plan Project Board Initiation Meeting 27 January 2012

Membership:

- Avebury WHS Officer
- Avebury Archaeological and Historical Research Group
- Avebury Parish Council
- English Heritage
- National Trust
- Natural England
- North Wessex Downs AONB
- Wiltshire Council Economic Development and Planning
- Wiltshire Council Archaeology Service

b. Avebury WHS Stakeholder Workshop 24 May 2012 (see delegate list below)

c. Professional focus groups (August–September 2012):

- Conservation: monuments, Setting and Natural Environment
- Access, sustainable tourism and visitor management
- Interpretation, education, community engagement
- Planning policy and management
- Traffic and Parking
- Research/GIS /Data

d. Public drop-in sessions July 2012:

- Marlborough Library
- Avebury Social Centre

2. Stonehenge WHS Management Plan Review 2013

a. Stonehenge and Avebury WHS Management Plan Project Board First Joint Meeting 23 July 2013

Membership:

- Amesbury Town Council
- Avebury Parish Council
- Avebury Archaeological Historical Research Group
- Avebury WHS Officer
- English Heritage
- Ministry of Defence/DIO
- National Trust
- Natural England
- Royal Society for the Protection of Birds
- Stonehenge WHS Coordinator
- Wiltshire Council, Archaeology Service
- Wiltshire Council, Economic Development and Planning

b. Stonehenge WHS Stakeholder Workshop 23 September 2013 (see delegate list below)

c. Professional focus groups (October–December 2013):

- Conservation: monuments, setting, natural environment
- Access, sustainable tourism and visitor management
- Interpretation and education
- Community engagement
- Planning policy and management
- Traffic and transport
- Research/GIS/Data

d. Public drop-in session (October – November 2013)

- Amesbury Library
- Bowman Centre, Amesbury
- Larkhill
- Durrington
- Shrewton Village
- Salisbury Library

3. Public Consultation

a. Public consultation launched 8 December 2014 for a period of 12 weeks

b. Public Consultation announced through the following channels:

- Newspaper advertising
- Press release
- Chairman’s announcement at Community Area Board Meetings
- Wiltshire Council parish newsletter
- Community Area Board e-newsletter
- Communicated to around 15,000 people by email on a community email list held by Wiltshire Council
- Wiltshire Council website
- Wiltshire Council consultation portal
- Stonehenge and Avebury WHS website
- @StoneAveWHS twitter account
- WHS partners websites and social media

c. Copies available for viewing at all Wiltshire Council Libraries and in addition at:

- County Hall, Trowbridge
- Snuff Street, Devizes
- 27–29 Milford Street, Salisbury
- Monkton Park Offices, Chippenham

d. Public exhibitions were held at the following locations:

- Salisbury Library 13 January 2015
- Avebury Social Centre 15 January 2015
- Amesbury Library 16 January 2015
- County Hall, Trowbridge 21 January 2015
- Swindon Central Library 23 January 2015
- Marlborough Library 28 January 2015

Approximately 140 number of people attended these events

e. An online survey was conducted with the following questions:

1. The Management Plan has a number of high level priorities. We would like to know which priorities are most important to you. (Please tick up to four boxes only)
2. The Management Plan has 8 overall aims. We would like to see whether you agree with these aims.
3. If you disagree to any of the aims above can you tell us why this is?
4. Of the 8 aims outlined which do you think should be the highest priorities? (Please tick up to four boxes only)
5. Are there any issues related to the Stonehenge and Avebury WHS that you believe have not been covered in the 2015 Management Plan?

6. If you answered yes to question 5 what are these issues?
7. Taken overall, is the Management Plan broadly acceptable?
8. Do you have any other comments you would wish to make?

f. 62 people completed the survey and the results were as follows:

1. The Management Plan has a number of high level priorities. We would like to know which priorities are most important to you.

- 62.1%** Protect buried archaeology from ploughing and enhance the setting of sites and monuments by maintaining and extending permanent wildlife-rich grassland and managing woodland and scrub
- 32.8%** Protect monuments from damage from visitor pressure and burrowing animals
- 48.3%** Reduce the dominance and negative impact of roads and traffic and ensure any improvements to the A303 support this
- 29.3%** Improve the interpretation and enhance the visitor experience of the wider landscape
- 50.0%** Ensure any development is consistent with the protection and where appropriate enhancement of the monuments and their settings and the wider WHS landscape and its setting
- 32.8%** Spread the economic benefits related to the WHS to the community and the county
- 41.4%** Encourage local community engagement with the WHS
- 41.4%** Encourage sustainable archaeological research and education to improve and communicate the understanding of the WHS

2. The Management Plan has 8 overall aims. We would like to see whether you agree with these aims.

Strongly Agree/Agree	
Aim 1	51%
Aim 2	72%
Aim 3	72%
Aim 4	80%
Aim 5	85%
Aim 6	61%
Aim 7	75%
Aim 8	77%

3. Of the 8 aims outlined which do you think should be the highest priorities?
(Please tick up to 4 boxes only)

Aim 1	11%
Aim 2	37%
Aim 3	33%
Aim 4	60%
Aim 5	60%
Aim 6	47%
Aim 7	40%
Aim 8	40%

- g.** In addition 16 people sent in comments by email and letter.
- h.** All comments were logged and responses made by the WHS Coordination Unit. These were finalised on 25 March 2015 by the Stonehenge and Avebury WHS Management Plan Project Board. Changes made to the consultation draft as a result of the consultation process have been recorded and are available from the WHS Coordination Unit on request.
- i.** The final text was approved by the two local Steering Committees on 9 and 10 April 2015.

