

# Exploring the WHS & Beyond: Landscape Access, Sustainable Transport and Tourism Strategy

Vision & Principles Workshop Notes

26<sup>th</sup> November 2019



ARUP

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# Context & Attendees





# Context

Arup have been commissioned to develop a Sustainable Landscape Access, Transport and Tourism strategy for the WHS and beyond, described through a vision, principles and action plan. This workshop will be the first in a series throughout the project to shape a strategy that is built and endorsed by the organisations and people that will continue to care for the WHS for generations.

The objective of this workshop was to establish a shared vision and principles for the Landscape Access, Sustainable Transport and Tourism Strategy. This will aim to galvanise and unite the diversity of stakeholders in the project around a future vision and governing principles for access, transport and tourism that builds on the existing vision of the WHS in the World Heritage Site Management Plan. The vision and principles developed in this workshop will then be synthesised with the findings from the baseline review to frame future decision making for the action plan related to access, transport and tourism.

The workshop was made up of three main parts:

- Understanding the WHS vision.
- Developing principles for landscape access, sustainable transport and sustainable tourism.
- Prioritising principles and reflecting on a shared vision.

# Attendee & Invitee Organisations

Organisation	Organisation	Organisation
English Heritage	RSPB	Marlborough Downs Space for Nature
National Trust	COGS	Go South Coast
WHS Coordination Uni	Ridgeway National Trail	Salisbury Museum
Historic England	CPRE	Ministry of Defence
Stonehenge WHS Committee	ASAHRG	
Avebury WHS Committee	Avebury Society	
Wiltshire Council	Winterbourne Stoke Parish Council	
Ramblers	Durrington Parish Council	
Ridgeway National Trail	Shrewton Parish Council	
Natural England	Fyfield and West Overton Parish Council	
VisitWiltshire	Winterbourne Monkton Parish Council	
North Wessex Downs AONB	Avebury Parish Council	
Wiltshire Museum	Local Business (Avebury)	
Natural England	WHS farmers	





# The WHS Vision Themes & Value Statements



# The WHS Management Plan Vision

Prior to the workshop, we pulled out six themes from the WHS management plan that describe the diversity of value of the WHS, these were:

- The Archaeological WHS
- The Ecological WHS
- The Educational WHS
- The Experiential WHS
- The Local WHS
- The Spiritual WHS

During the workshop, participants explored what these themes meant to them, and their unique value at the WHS. The following few slides is the record of these value statements co-created between specific groups as well as the keywords that led to the statements generated.

**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.**

# The Archaeological WHS

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.

Group value derived by team–

**The archaeological value of the WHS is unique. It has international significance and is a landscape without parallel. It is a finite resource with great research potential, providing a tangible experience of archaeology. We are the custodians whose role it is to preserve the World Heritage Site's values for future generations.**

Keywords relating to archaeology at the WHS:

- International significance
- Unique
- Research potential
- Landscape without parallel
- Tangible experience with archaeology
- Preservation
- Finite resource
- Custodians

# The Ecological WHS

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.

Group value derived by team–

**The ecological value of the WHS is the cultural natural interaction underpinning the biodiverse landscape – chalk grassland, flora and fauna are protected by designation and environmental stewardship for people to enjoy.**

Keywords relating to ecology at the WHS:

- Farmland birds
- Wildlife/insects
- Water
- Climate change
- Designation
- Woodland/landscape management
- Environmental stewardship
- Geology
- Cultural/natural

# The Educational WHS

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.

Group value derived by team–

**The educational value of the WHS is to educate all ages, locally and universally, including understanding and respect for the many aspects and values of the WHS. This would result in a deeper understanding of the importance of the custodianship in its role in protecting the landscape for future generations, and lead to improved well-being through connecting with the past, present and future.**

Keywords relating to education at the WHS:

- Respect for the cultural/natural environment
- Custodianship
- All ages and inclusive access
- Dynamic, working landscape and history of land use
- Educate across the curriculum
- Local and universal
- Deeper understanding of the significance of the WHS
- Wellbeing and the connection with past and present
- Education of all the values of the WHS



# The **Experiential** WHS

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.

Group value derived by team–

**The experiential value of the WHS is that it is a living, working place which gives people a strong sense of its distinctiveness and authenticity – that surprises and delights visitors with its richness and connectedness, providing enjoyment and understanding of those who visit the WHS (actually or virtually).**

Keywords relating to experience at the WHS:

- Experience/enjoyment
- People
- Stories
- Understanding (not necessarily on site)
- Authenticity
- Connectedness (not a theme park)
- Richness – multi-faceted
- Surprise and delight
- Distinctiveness
- Living/working places

# The Local WHS

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**.

Group value derived by team–

**The local value of the WHS is that the working environment. Local movement and connectivity is hampered by the WHS, A roads and future change proposed. Tourism needs to benefit the local area by better, more sustainable access for all including residents and visitors.**

Keywords relating to local community at the WHS:

- Working environment (agriculture, local businesses)
- Future changes and opportunities
- Locals, tourists and sustainable access (bus services, tunnel?)
- Connectivity Winterbourne Stoke-Shrewton-Amesbury
- Pedestrians and cyclists crossing roads between Stonehenge and Avesbury
- Present day populations needs

# The Spiritual WHS

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.

Group value derived by team–

**The spiritual value of the WHS is to offer access for worldwide spiritual traditions in recognition that they are key sites for wider spiritual journeying that they continue to be spiritual homes to many people across the globe and remain freely available for people to access during the 8 pagan days in their year. A focus for people to be drawn to with the opportunity to discover their spiritual self and walk the path of the ancestors.**

Keywords relating to spirituality at the WHS:

- Spiritual traditions
- Key pilgrimage sites
- Worldwide
- Spiritual home
- Pagan celebrations
- Spiritual journey
- Discover your spiritual self





# What we value about the WHS.

Avebury is a deeply special <sup>and spiritual</sup> place to live  
~~it~~ ~~is~~ ~~not~~ ~~just~~ ~~a~~ ~~museum~~  
 Avebury & Stonehenge  
 are great centres of spiritual focus  
 for many people.  
 They ~~are~~ enable us to connect with the  
 deep past of our ancestors - and try  
 to understand their motivations.  
 I love the fact that people are fascinated  
 by Avebury - and go home at night!

What I value about the WHS is

Protection and universal recognition  
 of the importance of Stonehenge & Avebury  
 Unraveling the archaeological landscape

What I value about the WHS is

UNIQUE PREHISTORIC LANDSCAPES  
 INTERNATIONALLY IMPORTANT ARCHAEOLOGY  
 LEVEL OF LANDSCAPE ACCESS  
 EXEMPLARY CONSERVATION OF SITES + MONUMENTS  
 CHALK GRASSLAND CONSERVATION

What I value about the WHS is

Its distinctiveness: <sup>incredibly</sup> a different landscape  
 Stonehenge, Avebury & relation to each other  
 Surprises every time.  
 which is my principal area of interest  
 WHY? Experiential landscape is multi-faceted.

What I value about the WHS is

Landscape & how the structures relate to it  
 uniquely  
 continuity of construction over a long  
 period  
 I would like to get there by bus, bike  
 or walking

What I value about the WHS is

Access to a beautiful piece of countryside  
 The ecology  
 The history (all of it - not just the bits)  
 It is in my back - responsibility  
 Caring

What I value about the WHS is





# Landscape Access, Sustainable Transport and Sustainable Tourism Principles

The Educational WHS

The Local WHS

Vision

Minimum key words

Write your own description

The Experiential WHS

Vision

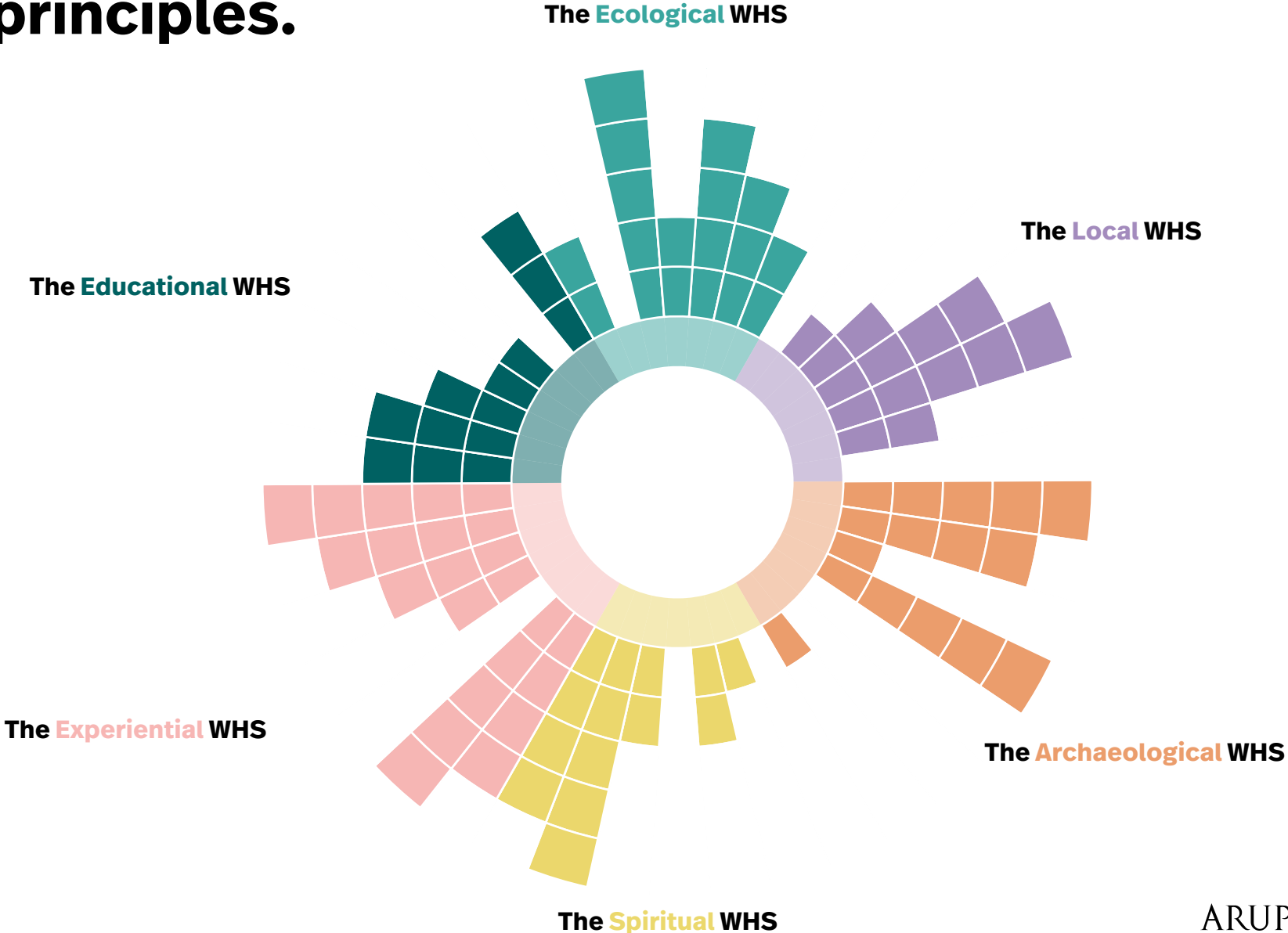
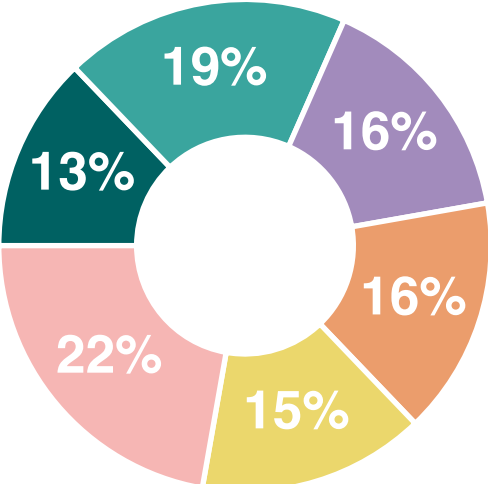
Minimum key words

Write your own description








At times, a better place will  
offer people a simple way to fit  
themselves in with the place.  
Simplify it, make it more like the  
experience. Make people experience  
it themselves. Make people experience  
it themselves. Make it like the place.




# Voting on the WHS principles.




# Experiential Principles

<p>Landscape Access </p> <p><b>Peak spreading to preserve WHS (within environmental capacity)</b></p>	<p>Landscape Access </p> <p><b>Visitor Gateways – to engage visitors in and raise awareness of its value and experience.</b></p>	<p>Sustainable Transport </p> <p><b>Vehicles appropriate for the nature of the road</b></p>	<p>Sustainable Transport </p> <p><b>Greater convenience public transport over private.</b></p>	<p>Sustainable Tourism </p> <p><b>Visitors gain an understanding of the place (and care about it).</b></p>	<p>Sustainable Tourism </p> <p><b>Give visitors an understanding of range/ variety of experiences.</b></p>	<p>Sustainable Tourism </p> <p><b>Deliver benefit to local community (e.g. economy) and provide a united tourist industry.</b></p>
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LANDSCAPE ACCESS 


Peak spreading to preserve WHS (within environmental capacity).

**7  
Votes**

LANDSCAPE ACCESS 


Visitor Gateways – to engage visitors in and raise awareness of its attractions. value + experience.

**12  
Votes**

SUSTAINABLE TRANSPORT 


Vehicles appropriate for nature of the road.

**3  
Votes**

SUSTAINABLE TRANSPORT 


Greater convenience with public transport over private

**7  
Votes**

SUSTAINABLE TOURISM 


Visitors gain an understanding of the place (and care about it)

**11  
Votes**

SUSTAINABLE TOURISM 

Give visitors Understanding of range / variety of experiences

**9  
Votes**








SUSTAINABLE TOURISM 

Deliver benefit to local community (eg economy). United tourist industry.

**15  
Votes**

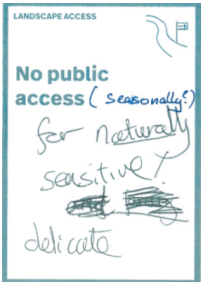


# Ecological Principles

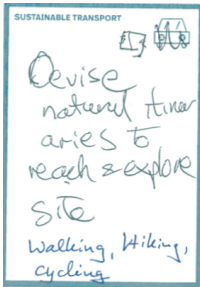
<p>Landscape Access </p> <p><b>Better connectivity between sustainable modes.</b></p>	<p>Landscape Access </p> <p><b>No public access seasonally for naturally sensitive/delicate landscape.</b></p>	<p>Sustainable Transport </p> <p><b>Devise natural itineraries to reach and explore the site. (walking, hiking, cycling)</b></p>	<p>Sustainable Transport </p> <p><b>Drive less, see more.</b></p>	<p>Sustainable Tourism </p> <p><b>'One destination' visitor experience. Link Avebury and SH, longer visits using local hospitality</b></p>	<p>Sustainable Tourism </p> <p><b>Conserve by educating and training visitors how to protect environment. Threat of fine for transgression.</b></p>	<p>Sustainable Tourism </p> <p><b>A deeper experience, stay longer, make return visits and recommend to family and friends.</b></p>
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**15  
Votes**



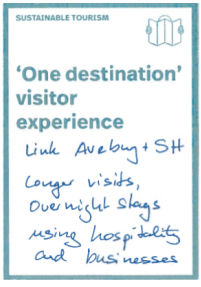
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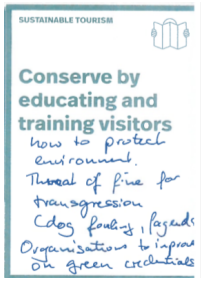
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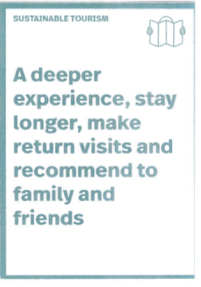
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**12  
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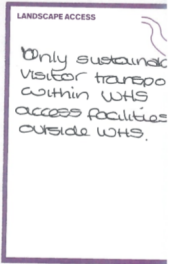
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**4  
Votes**

# Local Principles

<p>Landscape Access </p> <p><b>Only sustainable visitor transport within the WHS, access facilities outside WHS.</b></p>	<p>Landscape Access </p> <p><b>Consult locals first.</b></p>	<p>Landscape Access </p> <p><b>No public access.</b></p>	<p>Sustainable Transport </p> <p><b>Zero emission integrated.</b></p>	<p>Sustainable Transport </p> <p><b>Consult locals first.</b></p>	<p>Sustainable Tourism </p> <p><b>Integrated attractions benefiting communities.</b></p>	<p>Sustainable Tourism </p> <p><b>Consult locals first.</b></p>
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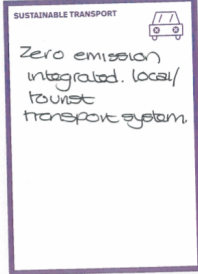
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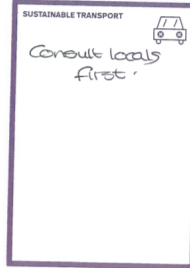
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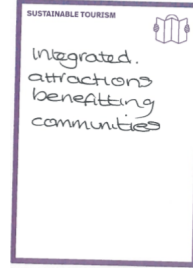
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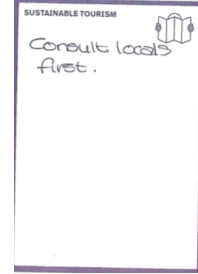
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**6  
Votes**










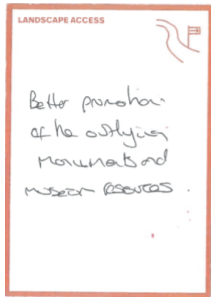
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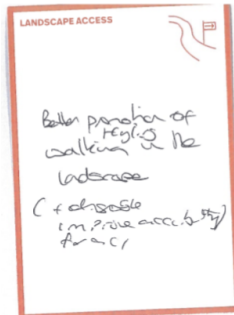
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# Archaeological Principles

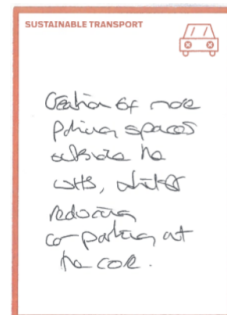
<p>Landscape Access </p> <p><b>Better promotion of the outlying monuments and museum resources.</b></p>	<p>Landscape Access </p> <p><b>Better promotion of walking and cycling in the landscape (improve accessibility for all)</b></p>	<p>Sustainable Transport </p> <p><b>Creation of more parking spaces outside the WHS, reduction of carparking at the core.</b></p>	<p>Sustainable Transport </p> <p><b>Improved public transport</b></p>	<p>Sustainable Tourism </p> <p><b>Conserve through education and training</b></p>	<p>Sustainable Tourism </p> <p><b>Practise measures to lower the impact of visitors e.g. seasonal closures</b></p>	<p>Sustainable Tourism </p> <p><b>Strategy for visitor pressure based on data from research and promotion, including digital access.</b></p>
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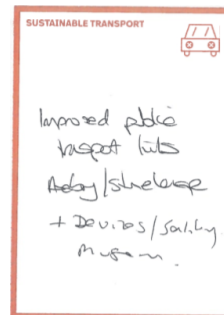
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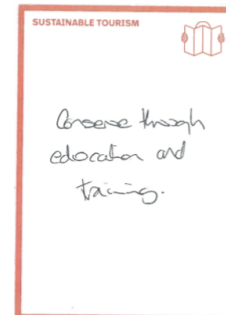
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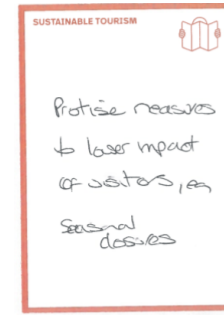
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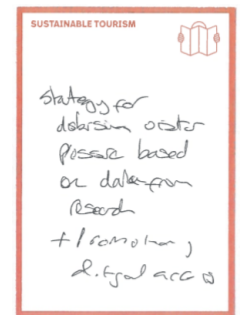
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Votes**



**4  
Votes**











**2  
Votes**



**2  
Votes**


# Spiritual Principles

<p>Landscape Access </p> <p><b>Pagan principles and history: Longbarrow, Circle, Ridgeway, Sanctuary, Silbury, walks promoted.</b></p>	<p>Landscape Access </p> <p><b>Better management of visitors – directing to all spiritual attractions in Avebury</b></p>	<p>Sustainable Transport </p> <p><b>Reduce appeal of carparking in WHS. Provide an alternative.</b></p>	<p>Sustainable Transport </p> <p><b>Services linking the two WHS</b></p>	<p>Sustainable Transport </p> <p><b>Better public transport options</b></p>	<p>Sustainable Tourism </p> <p><b>Spiritual volunteer guides – spiritual tour rather than archaeological</b></p>	<p>Sustainable Tourism </p> <p><b>A more spiritual experience, better connection with spiritual access.</b></p>
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LANDSCAPE ACCESS 


On Principles & Pagan History  
 Longbarrow  
 Circle  
 Ridgeway  
 Sanctuary  
 Silbury  
 Walks promoted.

**2  
Votes**

LANDSCAPE ACCESS 


Better management of visitors –  
 Directing to all <sup>Spiritual</sup> attractions in Avebury

**7  
Votes**

SUSTAINABLE TRANSPORT 

Reduce appeal of carparking in WHS.  
 Providing an alternative

**7  
Votes**

SUSTAINABLE TRANSPORT 


Services linking the two WHS

**12  
Votes**

SUSTAINABLE TRANSPORT 


Better public transport options

**7  
Votes**

SUSTAINABLE TOURISM 

Spiritual volunteer guides  
 - spiritual tour rather than archaeological.

**2  
Votes**

SUSTAINABLE TOURISM 

A more spiritual experience, better connection with spiritual access

**6  
Votes**  
 ARUP

# Educational Principles

Landscape Access 

**Ensure all landowners and managers are in accord for all schemes. Engage them in providing the resource.**

Landscape Access 

**Better communication and public relations between all stakeholders.**

Landscape Access 


**Local rights of way must be well maintained and signed so that visitors can move legally beyond confines of the site.**

Sustainable Transport 


**Promote public transport links and other modes of access/sustainable transport.**

Sustainable Transport 

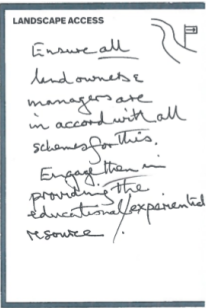
**Educate people on the benefits to locals and not just to the heritage organisation.**

Sustainable Tourism 

**Manage all visitors to WHS, provide different experiences to different types of visitors.**

Sustainable Tourism 

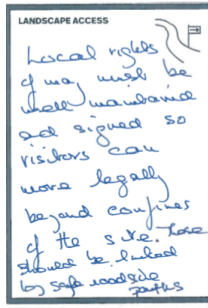
**Discourage fleeting visits of commercial site. Encourage self-directed tourism with extended stay in the area.**



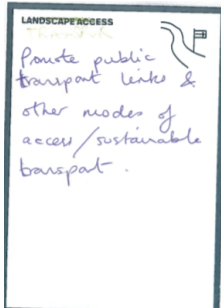
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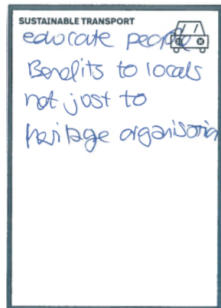
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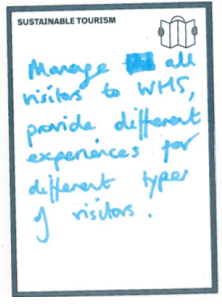
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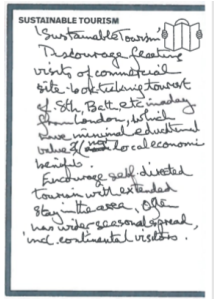
**6  
Votes**



**2  
Votes**



**5  
Votes**



**8  
Votes**





The Educational WHS

What your team description

What your team description

What your team description

JOHN POLES



# Trends and Benchmarks: Reimagining a WHS in the 21st Century

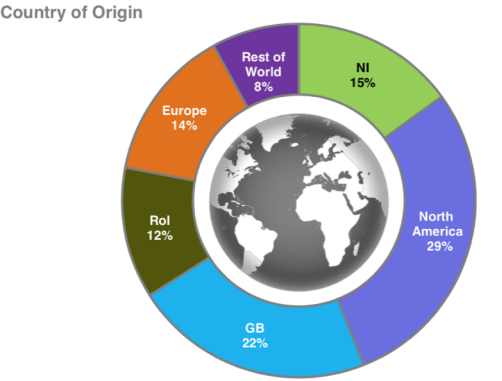
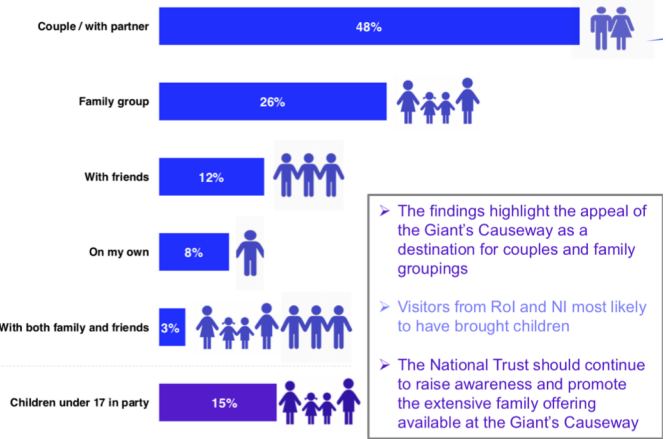
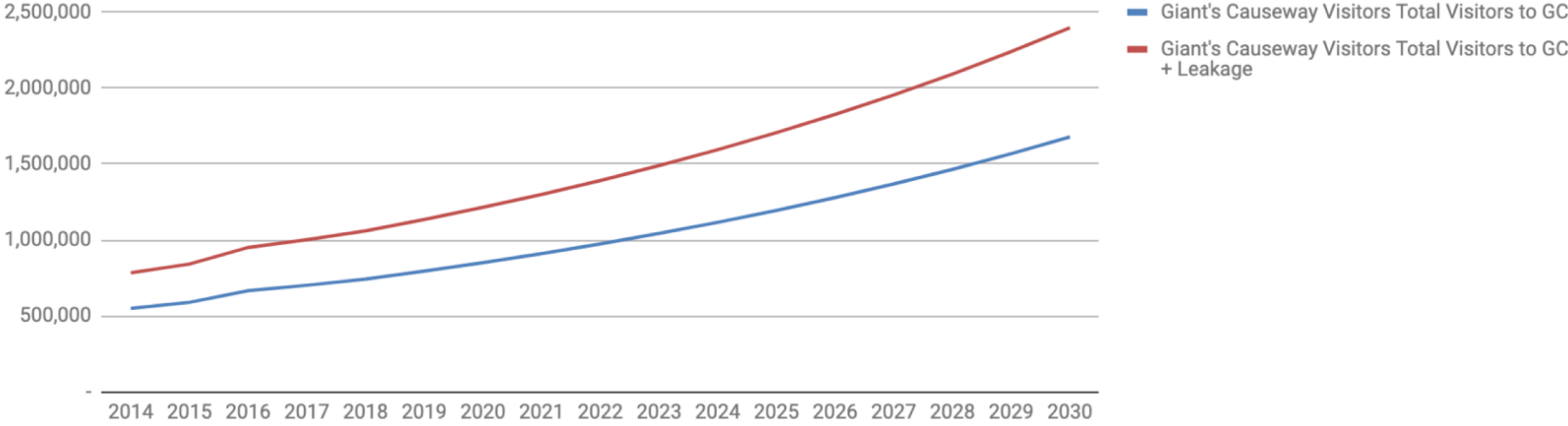


# Causeway Coast Capacity Analysis





# Responding to pressure of growing visitor numbers and determining capacity.



# Causeway Coast Capacity Analysis

**Site-seekers**  
want to *see*  
nature.



**Backdrop-seekers**  
want to be  
*surrounded*  
*by* nature.



**Awe-seekers**  
want to have  
an *emotional*  
*connection* in  
nature.



**Adventure-seekers**  
want to  
*conquer*  
nature.



**Care-givers**  
want to  
*protect*  
nature.



# Causeway Coast Capacity Analysis

Sustainable Tourism



**Uniting  
visitors, locals  
and  
stakeholders  
through  
shared values**

Sustainable Tourism



**Visitors as  
conservation-  
ists**

Landscape Access



**'One Coast'  
visitor  
experience**

Sustainable Transport



**Mode shift –  
private  
vehicle shift**



# Zion National Park





# Zion National Park

Sustainable Transport



**Better  
experience  
on shuttles  
than in the car**

Sustainable Transport



**Zero  
emission  
access on key  
routes**

Landscape Access



**Registered  
access only**

Sustainable Tourism



**Lower  
impact  
visits, not  
less visitors**

# Glacier National Park



Sustainable Tourism



**Conserve**  
**by educating**  
**and training**  
**visitors**



# Glacier National Park



National Park Service

## Park Headquarters



This was the first webcam view that Glacier National Park offered. Originally it was only going to be a test until a better location was found, but it turns out that this view has a large following. Watch for the occasional lunchtime crowd at the picnic table or our resident deer wandering about. Some years in the early summer beargrass blooms dot the forest.

## Where and When to Expect Crowds

### 1. In the Summertime

May through September is the busiest time of the year in Glacier National Park. Within that, **July and August are the busiest of all**. Weekends can be busier than weekdays but not always and not by much. The parking lots at popular destinations, like Logan Pass and Avalanche, begin filling around 8:00AM. Other areas of the park start becoming congested later in the morning.

### 2. On the Roads

You are likely to encounter congestion and long wait times around parking lots, visitor centers, and entrance stations. **At times of extreme congestion, access to whole areas of the park may be temporarily restricted to allow for emergency vehicles.** In the summer of 2018 access to Many Glacier was restricted 26 times and access to Kintla Lake was restricted 52 times and access to Bowman Lake was restricted 68 times.

Sustainable Transport



**No  
surprises**

# Maya Bay

SMARTERTRAVEL

Expert Tips

Destinations

Latest News

Travel Gear

Deals ▾

Landscape Access



**No public access**



Avatar\_023/Shutterstock

SUSTAINABLE TRAVEL

Oct 10, 2018

## Another Famous Beach Has Closed Indefinitely Due to Tourists



CARL UNGER





# Machu Picchu



Landscape Access



**Peak  
spreading  
to preserve  
WHS**

Sustainable Transport



**Greater  
convenience  
with public  
transport over  
private**



# Yosemite National Park



Sustainable Access



**Convenient  
shuttle  
access  
around the  
national  
park**

Sustainable Transport



**Dedicated  
regional  
transport  
system to  
and from  
national  
park**



# Lake District National Park



# Lake District National Park

Landscape Access



**Better  
connectivity  
between  
sustainable  
modes**

Sustainable Transport



**'Drive Less,  
See More'**

Sustainable Tourism



**A more  
positive  
experience  
and  
changing  
behaviour**



# The National Forest, East & West Midlands



# The National Forest, East & West Midlands

Landscape Access



**Visitor Gateways – to engage visitors in and raise awareness of its attractions.**

Sustainable Tourism



**Creating a new visitor destination**

Sustainable Tourism



**A deeper experience, stay longer, make return visits and recommend to family and friends**

**Welcome**  
*Explore a Forest in the Making*

THE NATIONAL FOREST

This is one of Britain's boldest environmental projects: the creation of a new forest across 200 square miles of central England, linking the ancient forests of Hedderley and Charnwood.

Millions of trees have already been planted. An area with very little woodland ten years ago now has around 20% cover. The eventual target is to afford a third of the forest area to be wooded.

The Forest in the making is a national asset. It shows how well-designed woodlands can enrich the lives of people, businesses and wildlife, while helping to address climate change.

**Come and explore The National Forest.**

Each of the sites marked on this map tells a different story. They include tranquil woodlands, welcoming visitor attractions and places where you can discover more about the emerging Forest.

**So much to see and do!**

From the ancient hedgerows of The National Forest there is a wealth of places to visit.

The area's rich history is brought to life at industrial heritage museums, historic houses and estates that are open for public enjoyment, plus exciting discovery centres and country parks, for explore now and across woodlands.

The National Forest is brimming with things to see and do throughout the year. **Discover the Forest!**

Pick up a Visitor Guide to find out more.

With more than 100 miles of paths and around 600 of the world's best walking public routes, the best way to experience the Forest is to hike.

There are miles for all abilities - through ancient oak woodlands, across rolling hillsides, through ancient heath and moorlands and up into hills with views across the Forest.

Considerable work is underway to create The National Forest Country to meet National Access standards.

The site is part of the Forest in the Making with The National Forest Centre. The site will be used to support the creation of the new visitor gateway to the new Forest. The site is currently in a state of development and is not yet open to the public.

For more information contact The National Forest Centre.

For more information, visit any of the points marked on the map or contact us.

The National Forest Country has been awarded the Green Flag award for excellence in visitor services.

For more information contact the Green Flag award team.

east midlands tourism





# Cliffs of Moher



Sustainable Tourism



**Pricing  
strategy to  
spread visitor  
arrival in peak  
season**

Sustainable Transport



**Distribute  
coach  
arrivals to  
spread  
peak.**



# Uluru-Kata Tjuta National Park



Landscape Access



**No public access to the rock.**

Landscape Access



**Visitor facilities outside of park boundary**

Sustainable Tourism



**Diverse range of specialised tours**

Sustainable Tourism



**Purpose built accommodation, restaurant and transport complex**



# Appendix



A deeper experience, stay longer, make return visits and recommend to family and friends

Five job for...

Distribute coach materials to spread...

Visitor Gateway to engage...

# Archaeological WHS

## Principle Cards



# Archaeological Principles

## Landscape Access

Creation of a one-stop 'stop' for online information about the OTH.

## Sustainable Transport

Shorter buses between key sites and also from train stations to less well known sites

Flexible pricing if certain by public transport

maximising benefits from A303 improvements for sustainable transport.

Positioning existing links of train bus routes + cycle routes

Financial incentives to use public transport defaults in case etc.

## Sustainable Tourism

Improved provision of digital and remote access to key monuments.





**The Archaeological WHS**

**Vision**  
The Stonehenge and Avebury World Heritage Site is universally important for its unique and diverse concentration of outstanding prehistoric monuments and sites which together form a landscape without parallel. We will work together to care for and enhance this special area and provide a world-class visit and experience for all our visitors. This will mean protecting and enhancing the site's natural and cultural heritage and ensuring the monuments and their surroundings are well cared for and presented in the most appropriate manner. We will work together to ensure the site is presented in the most appropriate manner and that the site is cared for and presented in the most appropriate manner.

**Brainstorm key words**  
The archaeological value of the site is...  
Natural significance      Earth history  
Landscape without parallel      Cultural  
Landscape      18th-century landscape  
Rural landscape      Innovation  
Write your own description  
The archaeological value of the site is...  
It is a landscape without parallel...  
with great natural, cultural, and scientific significance...  
It is a landscape without parallel...  
with great natural, cultural, and scientific significance...




# Ecological WHS


## Principle Cards

# Ecological Principles

## Landscape Access




LANDSCAPE ACCESS   
Limit Dog  
access  
as  
required  
(on leads only)


LANDSCAPE ACCESS   
Compensate  
Farmers  
for access  
where  
appropriate

## Sustainable Tourism



SUSTAINABLE TOURISM   
Educate  
visitors on  
how to  
protect  
environment

SUSTAINABLE TOURISM   
Lower impact  
visitors, not ~~less~~ <sup>fewer</sup>  
visitors

SUSTAINABLE TOURISM   
Organisations  
adopt  
green  
credentials  
(no disposable  
cups)








# Educational WHS


## Principle Cards





# Educational Principles

## Landscape Access


LANDSCAPE ACCESS   
 Improve walking routes, offering variety of walks to see & experience cultural & natural sites.


LANDSCAPE ACCESS   
 Educate to farming issues. i.e. dogs on beds. ∴ not to damage livestock.


LANDSCAPE ACCESS   
 Educate that not all areas of WHS will be accessible due to conservation & private land ownership.

LANDSCAPE ACCESS   
 Educate visitors to be aware that WHS is private ownership & not open access.


## Sustainable Transport


SUSTAINABLE TRANSPORT   
 Give parked in local car parks. IT informs what can be seen before visiting. Other modes of access (electric bikes, walking, cycling, pram/wheelchair). Permit system for visitors. Limit limits.


SUSTAINABLE TRANSPORT   
 Move towards minimal use by private cars.


SUSTAINABLE TRANSPORT   
 Promote public transport & improve local transport connectivity around WHS (both parts).


## Sustainable Tourism


SUSTAINABLE TOURISM   
 Categories of tours. (Educational, Cultural, Adventure). Just tours and private cars should be separated, and permit controlled.


SUSTAINABLE TOURISM   
 Educate that visitors to WHS has potential to disturb school, monuments & negatively impact on wildlife.

SUSTAINABLE TOURISM   
 Gateways into WHS to help promote sustainable transport, local B&Bs etc.

SUSTAINABLE TOURISM   
 promote a longer stay in the WHS as a "premium" product & offer a wider experience that they would initially could not have thought of.

SUSTAINABLE TOURISM   
 Educate people that their visit must not impact on the locals that live & work in the area - educate respect or the experience will be a negative one.

SUSTAINABLE TOURISM   
 provide "hands on" learning experience such as at Cranbourne Ancient Tech Centre for children & adults to physically engage in activities that would have taken place in the past within the WHS. Bring pre history to life.

SUSTAINABLE TOURISM   
 provide "hands on" learning experience such as at Cranbourne Ancient Tech Centre for children & adults to physically engage in activities that would have taken place in the past within the WHS. Bring pre history to life.








# Experiential WHS

## Principle Cards

# Experiential Principles


Landscape Access



LANDSCAPE ACCESS   
Within envtl capacity.


Sustainable Transport




SUSTAINABLE TRANSPORT   
More active transport options.


Sustainable Tourism



SUSTAINABLE TOURISM   
Minimise negative environmental impact: tailored to local circumstances

SUSTAINABLE TOURISM   
'One destination' visitor experience with a range of experiences

SUSTAINABLE TOURISM   
Geographical and seasonal spread. Appropriate

SUSTAINABLE TOURISM   
Eco-credentials

SUSTAINABLE TOURISM   
Helping The Place Landscape Speak







# Local WHS

## Principle Cards



# Local Principles

## Landscape Access

<p>LANDSCAPE ACCESS</p> <ul style="list-style-type: none"> <li>• Pedestrian &amp; cycle assistance to cross main roads (A4 + A303)</li> <li>• Consider locals</li> </ul>	<p>LANDSCAPE ACCESS</p> <p>Casde - castle roads</p> <p>No Public access by <del>white</del> road.</p>	<p>LANDSCAPE ACCESS</p> <p><b>Visitor facilities outside of park boundary</b></p> <p>Paul Walker @ goswithin.co.uk goswith coast</p>
<p>LANDSCAPE ACCESS</p> <p>Avebury - visit for centre outside site, like Stonehenge</p> <p>FUNDING NEEDED! - close the Avenue!</p>	<p>LANDSCAPE ACCESS</p> <p>Consult locals first</p> <p>No / limited access fines</p>	

## Sustainable Transport

<p>SUSTAINABLE TRANSPORT</p> <p>Path + ride = same local villages</p> <p>Seeing needs of locals &amp; tourists</p>	<p>SUSTAINABLE TRANSPORT</p> <p>P+R in Avebury → Stonehenge</p> <p>Swindon? → Marlborough Avebury</p> <p>• Connectivity for local residents for education &amp; employment Both N-S and E-W</p>
<p>SUSTAINABLE TRANSPORT</p> <p>Better connected, Financed &amp; opportunity to grow the market in terms of bus services between communities.</p>	<p>SUSTAINABLE TRANSPORT</p> <p>Consult locals first</p> <p>Bus service % Stonehenge &amp; Avebury &amp; locally (zero emissions)</p>

## Sustainable Tourism

<p>SUSTAINABLE TOURISM</p> <p>Consult locals first</p> <p>Integrated attractions</p>	<p>SUSTAINABLE TOURISM</p> <p>• Connect main settlements to WTS by buses with bike racks</p> <p>(Stonehenge - Salisbury Marlborough - Avebury Swindon - Avebury)</p> <p>• Use canal (K+A)</p> <p>• Consider locals</p>	<p>SUSTAINABLE TOURISM</p> <p>Casde &amp; castle roads</p> <p>Route new bus' opportunities.</p>
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The Education  
Vision  
Brainstorm

### The Local WHS

**Vision**  
The Stonehenge and Avebury World Heritage Site is universally important for its unique and diverse 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 respectful, rural and peaceful, we will work together to care for and safeguard this special area and provide a respectful, rural and peaceful, we will work together to care for and safeguard this special area and provide a respectful, rural and peaceful...

**Brainstorm key words**  
WORKING ENVIRONMENT, AGRICULTURE, COMPLEXTION

CONNECTIONS TO HISTORY, POPULATION, LOCALS, SUSTAINABLE AGRI, BETTER SUSTAINABLE

**Write your own description**  
The local value of the WHS is...

LEWIS  
KATALLERS

DAVID  
DUNN  
FAC  
PROJ  
DIR

WILL  
ANDERSON  
COGS





# Spiritual WHS

## Principle Cards

# Spiritual Principles

## Landscape Access



LANDSCAPE ACCESS

WAY FINDING INFO  
(NO SIGNAGE).

Go to....

- the museum
- the chapel
- the church
- local shops
- Pagan

## Sustainable Transport



SUSTAINABLE TRANSPORT

Shuttle buses  
from remote  
car park

SUSTAINABLE TRANSPORT

Coach  
Spread arrivals  
over the peak.

## Sustainable Tourism



SUSTAINABLE TOURISM

Improve  
awareness of  
the pagan  
aspects of  
~~the~~ life.





## The Spiritual WHS

### Vision

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 site and provide a vibrant, real and ecologically diverse setting for it and its archaeology. This will allow present and future generations to connect with the monuments and their landscape setting more fully. We will also ensure that the special qualities of the World Heritage Site are protected, interpreted and enhanced where appropriate, as well as making the local community and their landscape setting more fully. We will also ensure that the extraordinary achievements of the prehistoric people who left us this rich legacy. We will realise the scientific, academic and educational potential of the World Heritage Site as well as its social and economic benefits for the community.

### Brainstorm key words

Brainstorm key words that describe the spiritual value of the WHS

SPIRITUAL TRADITIONS

SPIRITUAL HOME

SPIRITUAL JOURNALS

KEY MESSAGES/SITES

PREHISTORIC COLLECTIONS

IMAGINE YOUR SPIRITUAL SELF

WORLDWIDE

### Write your own description

Write your own description into a statement describing the spiritual value. This will be the basis of developing design principles for sustainable transport, access and tourism.

The spiritual value of the site is to offer access for world-wide spiritual traditions in recognition that they are key sites for wider spiritual understanding that they continue to be spiritual homes to many people. Access, the closure, remain freely available for people to access during the 8 pagan days in their year. A focus for people to be return to with the opportunity to discover their spiritual self.



**Thank you.**