

River Avon and Avon Valley Initiative Board
**RIVER AVON ACCESS DEVELOPMENT
PLAN**



Final Report
October 2004

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1 THE RIVER AVON AND ITS HERITAGE ASSETS

The Heritage Importance of the River Avon

- 1.1 The River Avon and its tributaries are a precious resource and an irreplaceable part of our cultural heritage. The river system covers an enormous area from its source in Wiltshire, through the Avon valley in Hampshire to the mouth of the river in Christchurch, Dorset. The catchment covers a land area of approximately 177,800ha.; the area within Wiltshire is approximately 143,600ha.; Hampshire 28,030ha.; and Dorset is 6,170 ha.
- 1.2 The River Avon catchment contains a rich and diverse heritage. The area covered is a landscape that has been influenced and moulded by natural processes and by human occupation. Consequently it boasts a rich history in terms of archaeology, historic buildings and settlements and a widespread record of this history through museums and other cultural venues.
- 1.3 The River Avon is one of the most biodiverse chalk streams in the UK, with over 180 species of aquatic plant having been recorded, one of the most diverse fish faunas, and a wide range of aquatic invertebrates. These are internationally recognised as important through their designation as candidate Special Areas of Conservation (cSAC) and Special Protection Areas (SPAs). The landscape of the River Avon provides a diverse variety of classifications because of its nature conservation importance including 212 Sites of Special Scientific Interest (SSSIs) and six National Nature Reserves within the catchment.
- 1.4 The area has high archaeological and historical importance containing some of the richest concentrations of prehistoric and Romano-British sites in southern Britain. The numerous archaeological remains suggest that the area has been of great importance for human settlement over a long period of time. The catchment includes Stonehenge, a World Heritage Site estimated to have been built in 3100BC and considered the most important prehistoric monument in Great Britain. The iron age hillfort of Old Sarum and the decision to move from there to New Sarum (Salisbury) illustrates the continuity and discontinuity of settlement in the Avon valley over a long time span. Settlement patterns have been strongly influenced by the presence of the river, enabling the extraction of water for use by the population, industrial and agricultural use. Historic settlements provide major crossing points on the river system. Other crossing points gave access for commoners livestock across the floodplain, a key human/agricultural influence on the landscape.
- 1.5 The river rises in the Pewsey Vale as a network of clay streams fed by chalk springs. These converge to form the main Avon flowing through Salisbury Plain to Salisbury. Pewsey is an unspoilt rural market town famous for the White Horse that overlooks it. Its name derives from its river setting, the word 'Pevisigge' meaning little island - and Pewsey once being an island settlement. Much of Salisbury Plain is a vast rolling landscape of arable fields and unimproved grassland punctuated by small hilltop beech and conifer woodlands. The borders of the plain are defined by the rivers Avon, Bourne and Wylfe. The main landscape influences in this area are intensive farming and military activity.
- 1.6 Further south is the market town of Amesbury, close to Stonehenge and on the edge of Salisbury Plain. The town is a crossing point on the River Avon from east to west and is surrounded by the remains of earlier civilisations. The river meanders in a southerly direction before reaching the ancient cathedral city of Salisbury. At Salisbury, the River Avon is joined by the main Wiltshire tributaries - the rivers Bourne, Wylfe and Nadder - and develops into a large calcareous river. Whilst the Upper Avon (north of Salisbury), Wylfe and Bourne are primarily "chalk stream" in character, the Nadder is

derived from a clay and greensand or sandstone catchment and therefore has a different character. The sinuous river Bourne drains the eastern edge of the catchment whilst the rivers Nadder and Wylfe drain the western edge of the catchment.

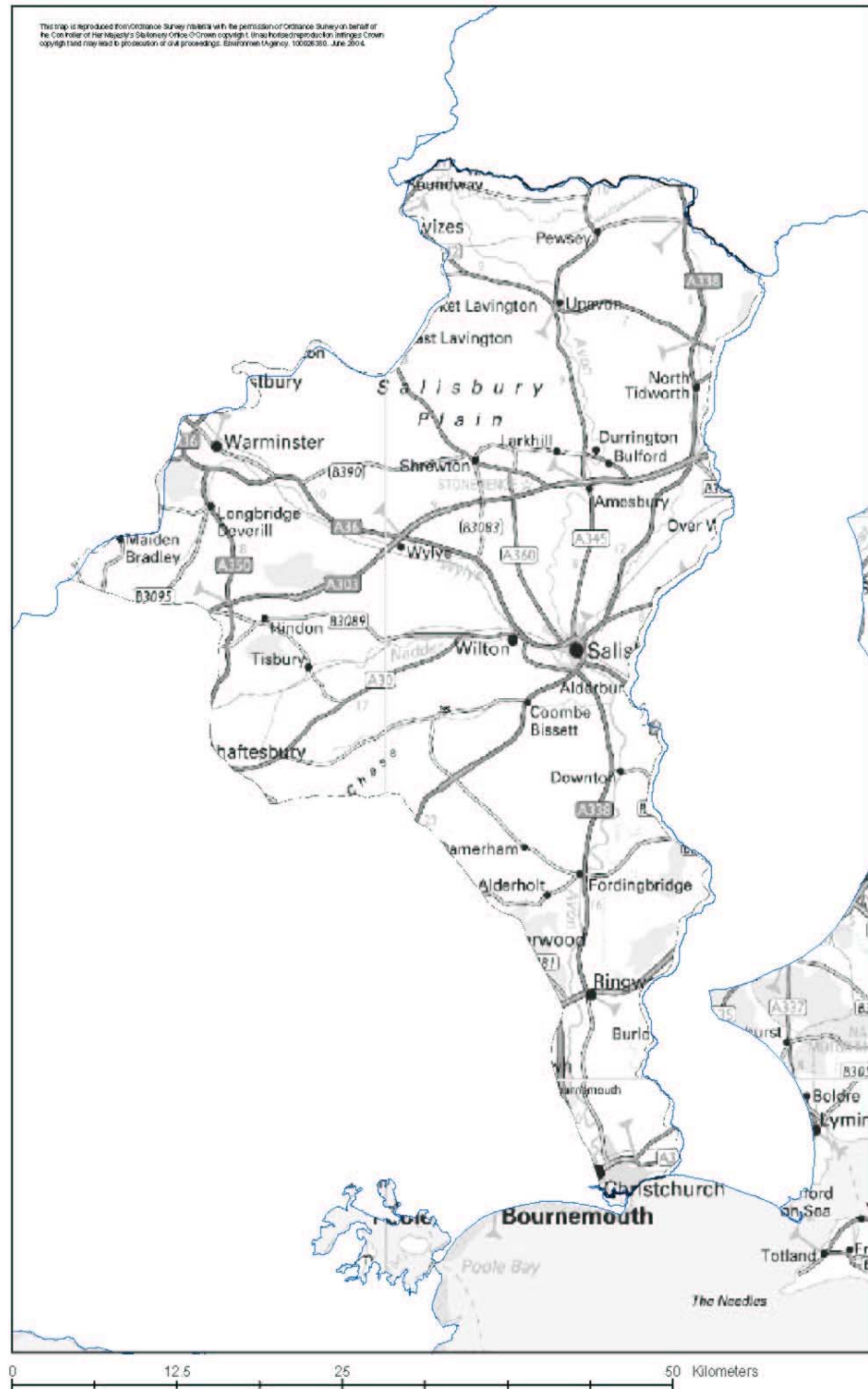
- 1.7 From Salisbury to Ringwood the floodplain is much broader and the river becomes braided as a result of flood defence schemes and where old water meadow channels exist. The floodplain grassland of the lower Avon Valley is of international importance for wintering wildfowl. In this its lowest reach, the river meanders across a broad floodplain dissected by numerous dykes and rivulets. Agriculture has strongly influenced this landscape and continues to do so today. The droves, greens and commons that ran from the heaths of the New Forest towards the floodplain of the River Avon were a functional part of its common grazing until the 1960's when fencing and gridding of the land occurred. Abandoned water meadows are characteristic of all the river valleys, allowing a glimpse of past agricultural practices. The Avon Navigation Canal is also a historic feature, built in the 1690's when, for 30 years, it provided a navigable route between Salisbury and Christchurch.
- 1.8 The floodplain and associated river terraces are contained by the landform rising up to east and the New Forest plateau and the Dorset Heaths to the west. To the north of the town of Ringwood, a series of lakes known collectively as the Blashford Lakes, have been created by the excavation of aggregate from the river terraces. The Dockens Water, a largely unmodified acid stream draining the acid sands and gravels of the New Forest joins the Avon at Ringwood. Both Ringwood and nearby Fordingbridge are crossing points on the River Avon. Ringwood is a medieval town at the crossing point of two trading routes and the river. The seven arched 14th century bridge at Fordingbridge is a scheduled ancient monument.
- 1.9 In the lower valley, the river is joined by the Stour before flowing into the drowned estuary of Christchurch Harbour and out to sea. Christchurch is a Saxon town, dominated by an 11th century priory church, with a number of historic buildings, a historic harbour and intertidal area with significant nature conservation interest.
- 1.10 The River Avon therefore reflects centuries of human intervention with much of the catchment having been managed and modified to some extent. Most of the wet woodlands were cleared from river valleys during prehistoric times. Channels were dug, deepened and straightened so that the land could be drained for agriculture. The Romans harnessed the reliable water flows to power water mills. From the 17th to 19th centuries 'carrier streams' were created to flood and irrigate the water meadows where sheep and cattle grazed. The River Avon and its aquifers have long provided water for drinking and industry.
- 1.11 However over the past 100 years there have been significant increases in water abstraction, effluent discharges and river engineering works for land drainage and flood defence. The current physical appearance and character of the river system reflects these activities. This has led to the loss of hydrological connectivity and ecological function between river and floodplain. It is the concern that has arisen over these ecological changes that has led to work to consider how to retain the heritage assets of the River Avon.
- 1.12 The fear is that heritage assets are being lost - man's current interaction with the river system is not maintaining the diversity of interest and, in particular, is significantly and adversely affecting the biodiversity of the river system. The way in which the different elements of heritage interest interact with each other need to be understood, in order for the evolution of the river system to maintain its existing myriad of heritage interest and provide continued interest for the future.
- 1.13 This Access Development Plan has been prepared for the River Avon system, as part of a coordinated review of access, audience and conservation development potential. It is one of three documents that need to be read in conjunction with each other, the others being the River Avon Audience Development Plan and the River Avon

Conservation Management Plan. It has been facilitated by funding from the Heritage Lottery Fund.

- 1.14 The decision to take forward this work was taken by the River Avon and Avon Valley Initiative (RAAVI) Forum¹. RAAVI is an ambitious project to:
- Restore the River Avon candidate Special Area of Conservation (cSAC)/Sites of Special Scientific Interest (SSSI) and the Avon Valley Special Protection Area (SPA) to favourable condition
 - Tackle wider biodiversity issues
 - Improve public awareness, access and support for the natural heritage of the River Avon system
- 1.15 The preparation of the Access and Audience Development Plans is intended to take forward the public awareness and access objectives given above. It has been undertaken through extensive research and consultation within the River Avon catchment area, shown on Map One. The details of the consultation and research undertaken are set out in Appendix One. The Conservation Management Plan has been prepared by a separate consultancy, Tamar Consulting, through a different process described in that Plan.
- 1.16 The geographic focus of the work for the Access and Audience Development Plans has been the River Avon system, including both the river and its surrounding landscape. Together, they contain the rich diversity of heritage assets described above. It is the interaction of the different facets of heritage interest, the actions that have given rise to their creation and which continue to affect their maintenance, enhancement and ongoing improvement and creation for the future, which form the basis for the preparation of the Access and Audience Development Plans. This places biodiversity within the wider setting and the influences which shape and affect it.
- 1.17 This Access Development Plan is set out in the following sections:
- Section Two - Existing Access Opportunities
 - Section Three - Use and Perceptions of Access
 - Section Four - Opportunities for Access Development
 - Section Five - Strategy for Developing Access
 - Section Six - Priority Actions
 - Section Seven - Monitoring and Evaluation

¹ The RAAVI Forum comprises representation from 17 organisations - Wessex Water, RSPB, Wiltshire Wildlife Trust, Hampshire and Isle of Wight Wildlife Trust, Wessex Fisheries Association, Avon and Stour River Association, English Nature, Environment Agency, Hampshire County Council, Wiltshire County Council, Dorset County Council, DEFRA, Dorset Wildlife Trust, NFU, The Game Conservancy Council, Salisbury District Council and New Forest District Council. The RAAVI Board commissioning this Plan comprises representation from Wessex Water, Environment Agency, Wiltshire and Hampshire/Isle of Wight Wildlife Trust and English Nature.

River Avon Access Development Plan



Map 1: River Avon Catchment Area

2 EXISTING ACCESS OPPORTUNITIES

Introduction

- 2.1 An audit of access opportunities has been undertaken to inform the preparation of the Access Development Plan. The term 'access' can be an emotive word to use in the context of the River Avon system. It is generally interpreted to mean physical access which, for reasons discussed below, has some practical problems. This Access Development Plan therefore looks at access in both physical terms and also in relation to virtual access - information sources that can provide access to knowledge about the river system.
- 2.2 The access audit has scoped:
- National Trust and English Heritage sites regularly open to the public in the Avon Valley
 - Sites with general public access e.g. parks
 - Museums, Libraries and Tourist Information Centres near to the river
 - Other sites with public access e.g. gardens open through the National Garden Scheme
 - Information available through websites about the river and its environs
 - Leaflets
 - Public rights of way
 - River crossing points - footpath and road
 - Public transport and road links within the River Avon Valley
- 2.3 All the physical access information has been plotted using GIS and provided to the RAAVI Board.
- 2.4 Two further components of the access audit, which are part of the scope of the Conservation Management Plan, are that of land in public and private ownership and scheduled ancient monuments. These have been separately mapped using GIS by Tamar Consulting.

Historic Sites Open to the Public

- 2.5 There are a number of historic properties open to the public within the River Avon valley, in the management of English Heritage or the National Trust and for which access is either by payment or is freely available. Of these Stonehenge is the most well visited, receiving some 750,000 visitors annually. Some of these sites are on the banks of the River Avon or its tributaries. Others are in the vicinity of the river. All provide an opportunity to visit an important historic site within the context of the river valley. A list of all these sites is set out in Appendix Two, Table One.
- 2.6 This list of sites is by no means the totality of historic sites in the river valley. In addition to this is a wealth of archaeological and other sites scheduled as ancient monuments and on the Sites and Monuments Register. However many of these are on sites in private ownership and as such there is limited, if any, physical access to these. They are not therefore included in this access audit as historic sites easily accessible by the public. However they are very important as a historic resource and a record of the lives of people living and working in the river valley in the past. They are included in the Conservation Management Plan.

Other Sites Open to the Public

- 2.7 As well as the historic sites open to the public, which are recognised as heritage assets in their own right, there are a number of other sites in public and private ownership, which either provide access to the river and/or the opportunity to visit a site with heritage interest within the river setting. These are listed in Table Two in Appendix Two.
- 2.8 This list represents a mix of sites and types of access, from unlimited access to sites such as the Avon Valley Heath Country Park set within the Dorset heathland, a nationally important heathland habitat adjacent to the River Avon, to private houses and gardens where access is limited to particular opening hours and payment for entry, or is limited by virtue of opening only for a specific event e.g. a conference or a concert. There are examples of small areas of land in public ownership adjacent to the river e.g. in the ownership of parish councils or a local Trust. There are larger areas of land such as recreation parks owned by Town Councils. There are sites adjacent to the river managed for their wildlife and habitat interest such as Langford Lakes on the River Wylde and Blashford Lakes near Ringwood. Within the major urban centres that lie on the river (Salisbury and Christchurch) there are parts of the town which give access to the river as incidental to their purpose - for example, the Maltings Shopping Centre in Salisbury - as well as other sites which are specifically connected with the river such as the harbour at Christchurch or Harnham Water Meadows in Salisbury.
- 2.9 Together, all these sites provide a network of physical access opportunities to the River Avon system, although in many cases the access provided makes no reference to the river or its catchment context.
- 2.10 There are also a number of sites in the Avon Valley which are being mapped as Countryside and Rights of Way (CROW) Access Land (registered common or heathland) as a result of the Countryside and Rights of Way Act. The CROW Act 2000 gives people new rights to walk on areas of open country and registered common land. The Government is introducing the new access rights on a regional basis in England, starting with the South East and lower North West in September 2004. In the South West of England the Act will come into force in August 2005. Some of the sites identified already have access (e.g. Kingston Common, Bickerley Common) and others presently do not. The access opportunities may therefore change as a result of this and pressures/impacts on heritage assets may increase as a result.

Sources of Information

- 2.11 The availability of information about the River Avon system is also an important part of access, in addition to the places where physical access to the river or important sites within its environs is possible. It is particularly important given that not all sites providing physical access are well provided with information about the river system and that there are major limitations on developing physical access (see Section Three). The places where information is available has therefore been scoped as part of the Access Audit.

Museums, Tourist Information Centres and Libraries

- 2.12 Museums, Tourist Information Centres (TICs) and Libraries are all locations where information is available in different ways and are listed in Table Three in Appendix Two. There are a number of museums within the River Avon catchment which will all provide some information about the history of their area although none are specifically related to the river as their focus of interest.
- 2.13 TICs are included in the access audit as they currently provide places where leaflets and other sources of information about the area are available. They are also important as having the potential to provide/signpost to a greater level of information in the future

- 2.14 Libraries are a source of general information and may also house local information, leaflets etc. As with the TICs, they are included here both as a current location to source information and because they have the potential to provide/signpost to further information in the future.

Virtual Access to Information

- 2.15 There are a number of web based sources of information which provide information on some aspect of the River Avon e.g. angling opportunities or a particular place e.g. Pewsey. The list in Table Four in Appendix Two scopes some of the main websites which provide relevant information but is not comprehensive. There will be other websites which provide information. The list demonstrates that there is a variety of information available about different aspects of interest in the River Avon valley through a range of sources.

Leaflets

- 2.16 Access to written information is a third element in relation to access to information. The Access Audit has scoped a range of leaflets available and these are listed in Table Five of Appendix Two. These generally provide specific site related information or walks information. Also included in the list is 'Avon Valley Matters', a newsletter sent to some 200 land and riparian owners/managers in the Lower Avon Valley. This newsletter is the only written document, of those listed, which specifically focuses on issues of land management and land activity in relation to the River Avon system.
- 2.17 As with the list of virtual access, this list of written information is not comprehensive and there will be other leaflets also available. Again it serves to illustrate the many, but uncoordinated sources of information that relate to the River Avon valley in some way and aid enjoyment, understanding and access to it.

Public Rights of Way

- 2.18 The public rights of way (PROW) network in the Avon catchment is extensive and, particularly in the upper catchment, provides a network of footpaths, bridleways and byways crossing the river catchment. The footpath network is not generally focused on providing access along the river. Rather it is providing access across the river at a myriad of points, facilitating movement within the valley. A list of all the footpaths crossing the River Avon system is given in Table Six in Appendix Two. This also lists all the road crossing points.
- 2.19 Whilst the PROW network is extensive, there is one footpath which has been specifically developed to provide access north/south near to the river. This is the Avon Valley Footpath, 34 miles of footpath linking Christchurch and Salisbury, passing through Ringwood, Fordingbridge and Downton.
- 2.20 Other named footpaths also cross or provide circular walks in the river valley. These include the Castleman Trail near Ringwood, Wylde Way near Warminster and Old Sarum Challenge near Salisbury. There are also long distance footpaths that pass through the area such as the Monarch's Way (Worcester to Sussex); the Southern Coast to Coast walk; and the Celtic Way. These footpaths are all listed in Table Seven in Appendix Two.
- 2.21 The PROW network provides a means for people to travel around within the River Avon catchment and spend time visiting specific places such as historic sites, towns and villages or simply experiencing the landscape of the catchment.

Public Transport and Road Links

- 2.22 There is road, rail and bus access within the river catchment. The main transport routes are listed in Table Eight in Appendix Two. This identifies the road routes which

pass north/south through the river valley and east/west across it, together with rail and bus routes to key sites in the river valley.

- 2.23 There are a variety of public transport bus links within the catchment. For example the Wilts and Dorset Bus Company operate routes which pass historic sites such as Stonehenge, Wilton House and Old Sarum.

Landownership

- 2.24 The access audit has specifically looked at access opportunities where these are publicly available either as fully publicly accessible sites or through some form of managed access. Often, although not exclusively, these are sites which are in public ownership.
- 2.25 There are however large parts of the land immediately adjacent to the river which are in private ownership (and which is described in further detail in the Conservation Management Plan). Landowners range from a small number of large estates in the Lower Avon Valley, to the Ministry of Defence on Salisbury Plain. This has important implications for the potential to develop physical access opportunities and is noted for this reason.

Summary of Access Audit

- 2.26 The access audit serves to reinforce the range of heritage assets that there are within the River Avon system. It identifies specific sites near to or adjacent to the river where there is both unlimited physical access or access regulated in some way. It reviews the way in which people can travel around the River Avon Valley in order to experience its landscape, people and places. It looks more broadly at other heritage sites within the river valley and it identifies where there is access to information about the river system.

3 USE AND PERCEPTIONS OF ACCESS

- 3.1 The catchment area of the River Avon is large with some 200,000 people within its catchment and a further 300,000 in the adjacent conurbations of Bournemouth and Poole. People who live and/or work in the River Avon catchment area have access to its heritage resources in a variety of ways, from those who canoe and fish in the river to those who are actively managing its natural resources, people whose garden simply ends at the river and people who live in the small villages and large towns along its length. Consultations have sought the views of people who use the river valley in many different ways, in order to build up a view of how people perceive its heritage value in relation to the way that they access the River Avon valley, their perceptions of access and where the opportunities and problems in this lie.

Use of the River Avon Valley

- 3.2 People who live and/or work in the River Avon catchment use the river and its linked heritage assets in many different ways:
- landowners/managers/tenants farming in the River Avon catchment, a number of whom have agreements under DEFRA's Countryside Stewardship or Environmentally Sensitive Area schemes
 - Other individuals and organisations e.g. domestic householders, parish councils who live beside/near to the river, who may be a riparian owner, may be notified SSSI owners, and/or are part of a community near to the river
 - Groups of people who are direct users of the river through angling or canoeing
 - Groups and individuals who make use of sites near to the river for informal recreation and other more organised activities, for example school visits to Langford and Blashford Lakes, day visits to Avon Heath Country Park
 - Volunteers who work on sites in or near the river such as those of the Harnham Water Meadows Trust, the Local Agenda 21 group in Salisbury or the river monitors of Wiltshire Wildlife Trust
 - Organisations who have policies/strategies that influence activities in the river catchment and their impact on heritage assets.
- 3.3 Given the characteristics of the River Avon Valley - the extensive geography of the heritage assets associated with the River Avon and the range of different types of use and users, it has not been possible to comprehensively count the number of users of the River Avon and its heritage assets. Given the size of the catchment and range of different uses it supports it is evident that user numbers are significant. Most users use only a small part of the river or use various parts of it on an irregular basis.
- 3.4 A number of sources of data have arisen through the range of consultations undertaken as part of the access audit - some of these are from existing facilities related to the River Avon and others relate to specific user groups - together they provide a flavour of the scale of use of the River Avon by a variety of different user groups. This list is by no means exhaustive and does not necessarily capture the full extent of use or activity by each group indicated.

Anglers

- 3.5 Two organisations have an umbrella remit in relation to fisheries interests on the River Avon - the Avon and Stour Rivers Association (which covers the Avon south of Salisbury) and the Wiltshire Fisheries Association (which covers the Avon and tributaries north of Salisbury). The membership of these organisations by no means constitutes all angling use of the River as there are a number of other syndicates and users which will not be captured in their numbers. Avon and Stour Rivers Association

report that they indirectly account for 12,000 anglers on the River Avon and Wiltshire Fisheries estimate that over 3,000 anglers are involved in using the stretch of river which they are concerned with. This membership is drawn from local, regional, national and international users.

Blashford Lakes and Study Centre

3.6 Blashford Lakes supports a number of different User Groups; Spinnaker Sailing Club with a membership of approximately 1,000, and Ellingham Water Ski with about 120 members. Numbers using Blashford Lakes for shooting, bird watching, and other casual recreational use are not known.

3.7 The Hampshire Wildlife Trust Study Centre at Blashford Lakes supports a number of users. A summary of use in 2003 reports the following user numbers;

	Pupils/People/ Children	Groups Leaders/ Teachers/Adults	Total
School visits	1523	273	1796
Youth Organisation Visits	203	44	247
Play days	234	n/a	234
Adult Education		335	335
Public Events Guided Walks	156	210	366
TOTAL			2978

3.8 In addition, the Nature Reserve has a regular group of 8 volunteers which put in 412 person hours of work during the same period.

Langford Lakes Study Centre

3.9 Langford Lakes comprises an Education Centre, visitor centre, nature reserve and angling lakes. During the core school visit season in 2004 approximately 2,600 school pupils are reported to have used the Study Centre and associated facilities. Approximately 800-1000 regular bird watchers, casual recreational users and people participating in events are reported to use the Lakes per month. Levels of use for angling are unknown.

Volunteers

3.10 Stage one consultations revealed a range of different types of volunteer that are involved with the River Avon throughout the catchment. There is not a straightforward pattern to the nature and scale of volunteering, thus making it difficult to quantify. However, numbers of regular volunteers which have been quantified are:

- Wildlife Trust River Monitors - approximately 30-40
- Blashford Lakes Volunteers - approximately 8
- Langford Lakes Volunteers (Watchgroup) - 20
- Salisbury Wildlife Project Volunteers - 80 on mailing list generated from last five years of activity
- BTCV Volunteers - approximately 25

3.11 There are also a considerable number of other active volunteers. Although it is difficult to quantify them, volunteers are known to be active under the following user groups:

- Angling Clubs
- Young people (through organised youth groups)
- Environmental interest groups - these include for example - Local Agenda 21 and Harnham Water Meadows Trust
- Species-specific interest groups - organised through, for example RSPB

Canoeists

3.12 Information on use by canoeists has come from a number of organisations:

- Christchurch Canoe Club reports 40 individual or family members with a regular attendance of about 10 people to weekly canoe sessions in Christchurch Harbour in the summer
- 25-40 canoeists are reported to attend an annual one day event at Longford Castle Estate, to canoe the section from Salisbury to Downton
- About 8 adults are reported to use the River Avon at Fordingbridge for canoeing on a regular basis
- 30 or more child and adult members of Salisbury Canoe Club are reported to use the River Avon at Salisbury on a regular basis. In addition, this club attracts visiting canoeists and canoe groups to its slalom training facilities

Monument Old Sarum Visitors

3.13 Monument Old Sarum (located adjacent to the River north of Salisbury and accessed by a riverside walk from the town centre) has provided information on the number of educational users. In the period from 01/04/03 to 31/03/04 a total of 307 groups visited, consisting of 3,428 students and 389 adults in total.

Visitors to English Heritage, National Trust and Other Properties

3.14 A sample of visitor numbers to some of the historic properties in the area also gives an indication of use, although this will be a mixture of local and visitor use and it is not possible to determine the proportion of each. For example Stonehenge receives some 750,000 visitors per year of whom half are from overseas. Other visitor numbers are given in the table below:

Historic Site	District	2002	2003
Highcliffe Castle	Christchurch	42990	40000
Red House Museum & Garden	Christchurch	18008	15203
Stonehenge	Salisbury	759697	745229
Mompesson House	Salisbury	25672	27572
Old Sarum Castle	Salisbury	69338	58649
Salisbury & South Wiltshire Museum	Salisbury	20170	19658
Old Wardour Castle	Salisbury	29180	32431

Water Users

3.15 Although the Audience and Access Development Plans have not specifically scoped the views of residents as water consumers, it is important to note the role of the River Avon system in water supply terms. Water is taken from the river system by both Wessex Water and Bournemouth and West Hampshire Water who, collectively, abstract about 260 megalitres per day to supply to some 750,000 people.

Perceptions of Access Opportunities

Landowners/Managers/Tenants

3.16 Landowners/managers/tenants are using the river as a commercial resource by virtue of the quality it provides to the landscape and through lease of angling rights. They are custodians of a significant element of the river catchment landscape and its associated heritage assets. A number have Countryside Stewardship and ESA agreements and these will have an impact on the landscape and biodiversity of the catchment and therefore on the natural heritage of the area. Others have SSSI Management Plans with English Nature, again having a high impact on the natural heritage of the area.

- 3.17 Perceptions of access from the perspective of landowners/managers/tenants is influenced by their role as custodians and their concerns about balancing differing interests such as commercial and environmental interests with that of access. Key issues highlighted in consultations included:
- Concerns about potential conflicts between access and conservation interests e.g. disturbing otters, breeding birds. Other conflicts include agriculture/conservation /angling interests and general access; shooting rights/angling and conservation interests; fish farming and conservation/angling; gravel extraction/other development and conservation. A particular issue within this is that of needing to achieve a commercial return on the agricultural enterprise and balancing this with a requirement/desire to achieve other outcomes such as conservation and access where these additional outcomes may be perceived as in conflict to the core agricultural business and/or adding to costs
 - Where there is access onto private land or land that is publicly accessible, some concern has been expressed about the small minority that can cause problems by not acting appropriately e.g. disturbing anglers, stealing signs, dogs not well controlled
 - Examples of sites managed by organisations which allow public access, but where access is limited/controlled and where increasing access could cause problems e.g. vandalism. However, opportunities are identified to increase controlled access aligned with education opportunities e.g. through guided walks, which would be welcomed
 - A perception amongst some landowners/managers active in management around the river that other riparian owners and people resident in villages by the river lack an understanding of the river or any engagement with it. Actions may sometimes be inappropriate, even if done with the best of intentions. For example the issue of dog walking and potential conflicts with angling or conservation interests is identified
- 3.18 There are two key messages to emerge from consultations with landowners/managers/tenants:
- There are various perceived conflicts between access and other users/uses, although there are also examples where partnership working is addressing these
 - There is strong resistance to developing more physical access on private land
- 3.19 However, further discussion also identifies opportunities to develop access, particularly when this is not seen as direct and generally available physical public access:
- A willingness to improve controlled access e.g. guided open days, through organised groups or virtual access such as use of webcams
 - Using examples of different mechanisms to provide public access, possibly on a small scale, in a sensitive way e.g. local Trust land at Hanging Langford, as examples for others
 - Building on work that already exists, by developing demonstration projects for public and private landowners/managers to provide education and raise awareness about management to resolve conflict of uses and provide other benefits alongside commercial imperatives
 - Disseminating examples of good practice to landowners e.g. in relation to habitat management, conflict resolution etc.

Community Engagement with the River

- 3.20 There are town and parish councils who have land adjacent or near to the river and individuals who live adjacent to the river and who are riparian owners. Of those town

and parish councils contacted, consultations have identified a desire to improve access opportunities associated with land that may be in their ownership as they offer opportunities for interpretation and providing information about the river as well as providing for informal recreation as public open space. Strong local use of some facilities is noted e.g. opportunities for dog walking, general walking and bird watching around the Blashford Lakes area.

- 3.21 Issues are identified in achieving access improvements, in particular that of balancing access and conservation interests. Opportunities for negotiating access on a seasonal or partial basis are raised as a possible way of overcoming some problems.
- 3.22 Individuals with riparian interests have varying perceptions of access, based on their own experience, with issues raised including:
- A note of the limited public access opportunities available
 - A perception of limited and very local use of footpaths in a headwater area
 - A perception of limited local community involvement with the river
 - A view that there are opportunities to get involved in river related activities e.g. though Langford Lakes

Direct Users of the River

- 3.23 The main direct users of the river who are not (usually) landowners are the angling clubs and, to a small degree, canoeists. Both these groups are using the river to carry out their sporting activity. Angling Clubs are also active managers of land, for example Salisbury Angling Club leases several sites (and owns/part owns two) that it actively manages with full time river keepers and volunteer water bailiffs.
- 3.24 Angling provides access to the river through a specific route - membership of an Angling Club (or Syndicate). The figures in paragraph 3.5 above indicate an extensive involvement in recreational angling (although not all members will be local). Clubs are aware of their role in providing access and in contributing to management of the natural resources. Possible conflicts between access and angling are noted e.g. users of public footpaths near to angling locations. Opportunities for developing participation through involving young people are noted.
- 3.25 The River Avon is unusual in that navigation rights in non tidal water are in private ownership and therefore the permission of the landowners through which the river passes has to be obtained. There is therefore very limited navigation on the river - there are canoe groups in Salisbury, Ringwood and Christchurch together with sailing and water skiing at Blashford Lakes near Ringwood. Canoeists would welcome more access opportunities even if this is on a restrictive basis e.g. an annual event rather than regular access. Difficulties of achieving joint angling/canoeing use are noted - although mechanisms to avoid conflict with fixtures of Salisbury clubs are in place.

Group and Individual Use of Sites/Facilities

- 3.26 Consultations scoped views of groups and individuals using Langford Lakes and Blashford Lakes. This included schools use and family groups. A very positive response was obtained. Schools use is primarily focused on primary schools and links to Key Stage Two work (science, art and environmental studies) were particularly identified. The value of the warden at Blashford Lakes in supporting this use was specifically noted. Pre-school groups also visit these sites to support education and social objectives. An issue about cost of travel to these facilities was noted (from a school perspective) with pre-school groups noting that they rely on parental support to provide travel to facilities. The opportunity to develop schools access (physical and virtual) was noted in relation to developing seasonal material (to note changes by seasonal) and facilitating a school involvement in year on year monitoring, to discover changes.

- 3.27 Family and other groups also value their visits to these facilities and identify that events make it easy to join in and explore the natural resource assets of an area. More events would be welcomed to increase access opportunities (although not necessarily more people on the events that currently take place). Easy access from centres of population is an important factor in the decision to visit these locations.

Volunteers

- 3.28 There are different types of volunteer that are involved with the River Avon throughout the catchment with potential to increase the level of volunteering activity. Volunteering can relate to all aspects of the river, its catchment area and its heritage assets. At present volunteering is undertaken in different ways, with:

- Young People: including for example scouts and school children, attending the river and its environs in organized groups, and providing volunteer activity to undertake conservation management tasks - in liaison with environmental interest groups - e.g. the Wildlife Trusts
- Environmental Interest Groups -for example - Local Agenda 21 and Harnham Water Meadows Trust. These groups provide a committed volunteer base which does ongoing work over a prolonged period at a site or sites, anchored by a local concern
- Species-specific interest groups - also "volunteer" on the river - for example, bat groups, or ornithological groups, which may undertake surveys relating to a specific species which they are interested in
- Other Wildlife Trust Volunteers - direct members of the Wildlife Trusts who attend regularly at a given site or sites (e.g. Blasford Lakes) to undertake conservation management tasks, such as scrub clearance, path clearance, coppicing, for example, River Monitors who regularly attend particular sites and complete monitoring tasks/surveying, under the Wildlife Trusts
- Anglers - working primarily via clubs, on a particular stretch of river for which they have fishing rights, undertaking fisheries management, such as weed cutting and also working alongside other environmental interest groups (e.g. English Nature, Environment Agency, Wessex Salmon Trust) to manage the fisheries resource and the wildlife/habitat resource
- BTCV has an active base of volunteers in the Wiltshire area, BTCV Hampshire does not run volunteer activity itself but links with local community groups

- 3.29 Consultation with volunteers indicates that they value volunteering opportunities related to the river because it is an opportunity to contribute something positive to conservation and support for the environment. It is route through which access to the river landscape can be gained (and easily located near to population centres). It also provides the opportunity to meet like minded people. It is both the purpose and the social activity which makes it important.

- 3.30 Opportunities for developing access through the volunteering route are identified, views on how this might be achieved including:
- Raising awareness about volunteering opportunities, why volunteers are important and what impact they can have
 - Developing a range of volunteer activities to suit different abilities and interests
 - Developing flexible volunteering options to suit different lifestyles and working patterns
 - Involving young people in volunteering
 - Maintaining a social element to volunteering, to attract people and make it relaxed and informal

Organisations with Policies/Strategies Influencing Activities Associated with the River Avon

- 3.31 There are a number of organisations whose activities, policies and strategies impinge on the River Avon system, including all those who are part of the RAAVI Forum and others such as the National Trust, English Heritage, the two Area of Outstanding Natural Beauty (AONB) partnerships that cover part of the River Avon catchment, the two LEADER Projects (Sustain the Plan and Forest Friendly Farming) active within/adjacent to the catchment and the Ministry of Defence.
- 3.32 These organisations identify a number of issues, arising from their work within the catchment:
- A recognition of the problems with physical access within the River Avon valley due to the extent of land in private ownership and the natural environmental sensitivities of land that is designated, with a view that information on why access is restricted should be made more widely available
 - Concerns about increasing physical access to many sites especially those with designations such as SSSIs
 - A need to ensure that the implications of increasing access and undertaking projects in one part of the river system are understood in relation to their effect on all parts of the river system
 - A need for greater partnership working to ensure that all aspects of heritage conservation are covered as, for example, landscape enhancement is outside the remit of many organisations working in the river environment e.g. a Wildlife Trust
 - MoD ownership and use of large tracts of land close to Salisbury (the MOD have three main crossing points on the river linking their central training area to land in the east. Land in their ownership not used for training is in farming tenancy). The MOD are active in cSAC conservation management in respect of statutory obligations and there is some access on an informal basis, taking on board the need to avoid conflict with training activities
 - A concern that many organisations / individuals maintain websites relating to the River Avon, its settlements and heritage assets within the catchment area which facilitate virtual access, but there is little co-ordination between them
- 3.33 What is of particular concern to these organisations, especially some of the RAAVI partners, is the lack of an overview or understanding of the river system in the way that individuals and organisations undertake management and other activities and appreciate the impact of one action taken, on the heritage assets within the whole river system.
- 3.34 Despite these concerns organisations are supportive of developing access opportunities where possible. Within the RAAVI Forum some, like the Environment Agency and Wessex Water, have a remit to develop recreation where possible. Others, such as English Nature, have no specific access development remit (rather may seek to restrict access if this conflicts with natural resource interests). However all have a common aspiration for access to support conservation, recreation, education, health and wellbeing agendas.
- 3.35 Organisations who are not part of the Forum note the potential to develop links into areas of their work that could help to facilitate access - both physical and through information means e.g. linking into tourism development associated with providing information and access; linking with local food initiatives.
- 3.36 Opportunities for developing access are identified as including:
- Broadening access, either virtual or physical, so that it is available to all in the catchment rather than the limited few as is a perception at the moment

- Maximising the opportunities for access at Langford and Blashford Lakes
- Considering Salisbury as a focus for activity as it is the confluence of several tributaries into the Avon as well as central to the catchment area
- Linking public access, education and interpretation with biodiversity work
- Utilising the river crossing points for access and interpretation. A number are in urban areas
- Utilising virtual access technologies (although there are differing views about the effectiveness of different technologies)
- Working with farmers to help them identify and see opportunities for access agreements, in association with Local Access Forums and regional access specialists

Summary - the Evidence of Demand

3.37 There are several important conclusions that arise from the analysis of the views about current access opportunities and future development, which both emphasise the difficulties of developing new physical access opportunities but highlight the opportunities to make much better use of those that currently exist, linked to developing access to information about the River Avon system. These conclusions are:

- A clear view from private landowners that creating new general public access on private land will not be supported
- A general view from all user groups that there is potential to improve access (both physical and access to information), with differing ideas on how this can best be achieved. Developing access at existing sites is supported, together with more information about what is available e.g. events and activities (there is an understanding that increased open access is not likely to be possible)
- A number of concerns and perceived areas of conflict between physical access and other land uses/activities. This is explored in more detail in the Audience Development Plan
- Mainly a very localised use of the river valley linking to issues in the Audience Development Plan of a low perception of the River Avon as a whole river system
- Acknowledgement of the difficulties of finding information about the whole river system, a recognition that there are some very good information sources on specific aspects of the heritage assets in the river valley but a view that these are disparate/uncoordinated

4 OPPORTUNITIES FOR ACCESS DEVELOPMENT

- 4.1 There are important conclusions from the review of access opportunities and use, which will shape how access could be developed. Critically the key issues are:
- Much of the land near/adjacent to the River Avon system is in private ownership and opportunities for developing physical access on private sites are extremely limited at least in the short term
 - There are a number of existing physical access opportunities on publicly owned land although these are not always badged as related to the river system
 - There is a range of information available about different places and topics connected to the river valley but this is uncoordinated and disparate
- 4.2 Access opportunities are also shaped by the audience development work which identifies the fundamental need as that of understanding the whole river system, the place of its heritage assets within that and the effect of taking action in one location, on any other part of the river system and its special significance. Audience development work has identified:
- A lack of awareness of the broad heritage of the river valley area and the way in which the river has influenced the wider socio economic history of the area
 - Limited awareness of the river as a complete system (rather than the part of the river in which people are directly involved)
 - Mixed views on the extent of naturalness of the river, reflecting different perceptions of man's activities in the river valley and the heritage features this activity has given rise to
 - Some appreciation that effective management has to be achieved through the co-operation of many people and cannot be achieved solely at the individual level
 - Some people who have little understanding of the river, how it works, what is important and how their actions in relation to the river have an effect within the river system
 - Perceived conflicts between different uses within the river valley where management and co-operation is needed to facilitate multi-use
- 4.3 The combination of access and audience development work highlights an opportunity to better manage the impact that people and activities have on the river valley and its heritage assets, through raising the level of awareness and understanding about the heritage resource. The potential for access development, which is supported as principle, is therefore linked across to the audience development work, in that physical and virtual access can provide a means through which to raise this level of awareness and understanding.
- 4.4 There is a clear issue amongst private landowners/managers about developing physical access to the river and it appears that it will require a huge effort to overcome this resistance particularly in the short term. Amongst the concerns expressed by this group about developing physical access are some very valid points about disturbance to wildlife etc. There are also concerns about perceived conflicts of use, concerns which the Audience Development Plans aims to address.
- 4.5 There is a much wider opportunity to extend and develop physical access opportunities at points where access is already publicly available e.g. Langford Lakes and Blashford Lakes. There are opportunities to learn from examples of smaller scale initiatives such as the C.H Dixon Trust land at Hanging Langford. Initiatives can also build on the aspirations of Town Councils and other public organisations (e.g. Dorset County

Council and Avon Heath Country Park) with land near or adjacent to the river to maximise the relationship between the land and the river.

- 4.6 There is potential to develop additional main public accessible points. Two opportunities identified are:
- Links to the Stonehenge project where the National Trust is keen to develop a greater local community involvement linked to the Visitor Centre (which is within easy walking distance of Amesbury)
 - Links to Hengistbury Head site where Bournemouth Borough Council are proposing development of a new visitor centre
- 4.7 There is an even greater opportunity to develop access to information and this opportunity could include a wide range of interests including the opportunity to engage with private landowners, through virtual rather than physical access. Information on the river catchment as a whole for consumption by the general public should concentrate on the main existing public access centres. It is important to have some common information that is consistent across the river system and provides a view of the way in which the river works as an entity, and its interrelationships, rather than just individual stretches.
- 4.8 There will be a need to gather information together in order to make the links between information e.g. if web based, links between websites. At present there is a wealth of information, but very little of it is presented in a co-ordinated way.
- 4.9 There are opportunities to use ICT to link information sources and sites, and to provide stimulating ways of portraying information. Many people who source information via the web at present, may be those already interested in knowing about the river. There will remain a need to encourage those who have no knowledge of the river at present and who are therefore unlikely to seek information, to learn more about the River Avon, its heritage and human activity impacts on it. Other ways of providing access to information will also be needed.

5 AIMS, OBJECTIVES AND THEMES

- 5.1 This section sets out a proposed strategy, objectives and a summary of potential actions for both the Audience and Access Development Plans for the River Avon system. This, and the subsequent sections, are the same for both the Audience and the Access Development Plans as the strategy and actions proposed are integrated to address both topics.
- 5.2 The overall aim of access and audience development activity is to raise the level of awareness and understanding of the heritage of the river valley in order to manage the overall impact that people and activities have on the river valley and its heritage assets. The strategy and action plan have been approached as one integrated plan for both access and audience development as the two topics are highly interlinked. Improved access will assist audience development and vice versa.
- 5.3 The issue of access development is very complex and emotive. Physical access for the general public to the river is very limited as so much of its surrounding land is in private ownership. There are some places where general public access is already developed with further opportunities through proposals such as that at Stonehenge. There are also specific opportunities for example through recreational angling on the river. Given these complexities, the approach taken focuses on use of existing and known new physical access opportunities linked to a strategy for virtual access through use of web based, written and other information and communication technologies.
- 5.4 There are four broad audiences, three of which already exist and around which there are a number of initiatives in place, and one of which remains to be developed:
- Landowners/managers, many of whom have a detailed knowledge of their part of the river but have issues around perceived conflicts of uses. These groups could benefit from support to develop management techniques to resolve conflicts and develop management processes within the context of the overall river system and the effect of actions on this system
 - Users of the river - which can be for all sorts of purposes including angling, canoeing, walking, education, volunteering, use of open space in the urban environment, informal recreation etc. This raises issues of understanding and awareness of the management and operation of activities in the river valley, the compatibility of uses and users and the effect on the river system and its heritage assets
 - Organisations who support both landowners/managers and users of the river. From the public sector this includes local authorities, English Nature, DEFRA, Environment Agency and others, and from the voluntary/private sector including angling organisations, BTCV and NFU
 - The general public who may have little knowledge about the river and its many heritage assets and simply see it as 'part of the scenery' and where developing a broader awareness of the river system and its environs could lead to improved care and understanding of the river and its surrounding areas as a heritage asset requiring appropriate management
- 5.5 The overall vision for the Audience and Access Development Plans is:
- 'To raise the level of awareness and understanding of the heritage of the River Avon valley (including its tributaries) from source to sea, in order to manage the overall impact that people and activities have on the river and its heritage, thus retaining and improving heritage assets for present and future generations'*
- 5.6 This vision is based on a principle that the long term opportunity for supporting the retention and development of the extensive heritage assets in the River Avon system is

through prevention rather than cure - that it is better to work towards ensuring that problems do not occur rather than seeking to address them once they have occurred. This means developing an understanding of all aspects of the river system and the impact that actions in one area (either geographic or in terms of an activity) can have elsewhere.

5.7 Two further aspects also influence this vision:

- The river system is a dynamic one. It is constantly changing and evolving and a number of the heritage assets are the result of man's interaction with the river and the impact this has had - for example, the extensive network of watermeadows across the whole river system. Similarly the effect of current actions may also leave heritage assets for the future - or conversely may damage those that are already there. The dynamics of the system is an important part of the heritage message to put across - hence the strategy focuses on better understanding and awareness in order to lead to better management and care
- There are a number of initiatives already within or impinging on the river system and river valley such as the Chalk Streams Projects, the Low Flows Projects, Leader Plus projects (e.g Sustain the Plain) and the Landcare Project, as well as wider initiatives such as Countryside Stewardship (soon to be Environmental Stewardship). These all have specific purposes. It is important that the Access and Audience Development Plans do not cut across these initiatives or duplicate anything already happening. Equally they present a valuable opportunity to add value to and work with these initiatives. The proposed vision is therefore one which can fit into and support other initiatives by setting the catchment context

5.8 Each of the Access and Audience Development Plans has its own aim and objectives which, combined, are intended to lead to delivery of the overall vision.

Access Development

5.9 The aim for the Access Development Plan is

'to develop physical and virtual access to the River Avon and surrounding area thus raising awareness and understanding of the river system as a whole and facilitating exploration of the heritage assets that are related to it'

5.10 Seven objectives are identified to support delivery of this aim:

1. to maximise opportunities for use of known existing physical public access facilities and sites in the river valley, along the length of the river system, as access points to raise awareness about the river system, valley and its heritage
2. to make use of other existing physical access points and routes where possible and appropriate e.g. river crossing points, public rights of way
3. to link into physical access opportunities in development, where possible and appropriate
4. to work with organisations and individuals to provide physical access opportunities through events and activities
5. to develop virtual access opportunities, making use of a wide variety of communication tools that provide access to information about the river system, river valley and its heritage assets and support the development of awareness, understanding and education
6. to develop a corporate marketing brand and common set of information to underpin access to information and ensure a consistent message across the river system is achieved
7. to use demonstration/pilot sites (drawn from the Conservation Management Plan) to demonstrate opportunities for developing both physical and virtual access as

negotiated outcomes alongside successful habitat management and other outcomes

Audience Development

5.11 The proposed aim for the Audience Development Plan is

'to work with landowners/managers, users of the river and its surrounding land, the general public and organisations supporting all these groups, to improve respect, ownership, management, care and appreciation of the River Avon system, valley and its heritage assets'

5.12 Five objectives are identified to support delivery of this aim:

1. to work with landowners/managers and other relevant organisations (e.g. advisory agencies) to develop and disseminate management that successfully reduces/avoids conflicts between uses/users and supports effective management of heritage assets within the river valley
2. to work with users of the river and its surrounding land through use of demonstration/pilot projects, events, activities and information provision, to develop their awareness and understanding of the river system and its heritage assets and associated management issues and opportunities
3. to target population centres at different locations along the river, especially the major urban centres such as Salisbury and Christchurch, in order to develop general public awareness of the river system, river valley and its heritage assets
4. to work at the local community level with appropriate organisations and community groups, to develop general public awareness of the river system, river valley and its heritage assets
5. to develop a hierarchy of information (to be available through the Access Development Plan) ranging from general to specialist information and from leaflets and interpretation boards and displays to use of ICT and internet based information, targeted at the four main audiences for the project

Themes

5.13 The use of common information and a corporate marketing brand for the project will be vital, in order to develop the concept of the river system and people's place within that system in terms of their activities and the impact they have on heritage assets. The development of a theme will be important in order to put over this message successfully. Consultations and research to date have not clearly identified a single obvious theme. However a number of possible themes have been suggested which either focus on trying to identify something which can travel the river system from source to sea or through using a topic which is common to the river system.

5.14 Several of these themes are scoped in Table 5.1 below, in terms of their ability to develop a catchment wide approach or be focused on a part of the river system only; their ability to link to a range of the heritage assets important to the river system; and their ability to link with the different audiences identified. In some cases, themes may be able to address all of these points in a significant way. For other themes their ability to address some aspects is only partial or indirect. For example the theme of watermeadows, which is a heritage asset that can be found across the river system, will be of direct interest to landowners/managers who have water meadows on their land but of only indirect interest to those who do not.

5.15 The themes which have been identified include:

- The River Avon as a living river that has shaped the landscape and the activities within it, giving rise to the heritage assets that it now has and which this project is

seeking to retain and enhance for the future. It is about the relationship between the river, the land and human activity and the constant evolution that is taking place. For example it allows an explanation of both historic farming practice that has given rise to the significant system of watermeadows that exist on both the upper and lower Avon and also for the need to change direction within current farming practice to maintain a viable agricultural structure and the landscape that it supports, for the future

- Using the journey of someone down the River Avon through the ages, allowing exploration of different periods of change and development within the river catchment, explaining the socio economic history that have given rise to the features it now has. For example it can link agriculture to settlement patterns and the historic network of drove roads, making links into current issues of population and housing growth and the impact this has on the river system and its heritage assets
- Using the journey of an animal or fish down/up the River Avon. This will be more focussed on the physical attributes of the river but also has the opportunity to link into other issues. For example, the introduction of watermeadows would have been a major change to the river system in its time with a significant effect on ecosystems. What is regarded as a heritage asset now, was a response to agricultural pressures, affecting activities such as fish returning up river to spawn
- Although not unique to the River Avon, the network of watermeadows is extensive across the whole river system and therefore provides a specific theme appropriate to the whole area. Considerable research has been undertaken in the Hampshire area about the historic watermeadows resource and Harnham Water Meadows, as captured in John Constable's painting of Salisbury Cathedral viewed from across the water meadows, epitomises the historic legacy of these important agricultural features
- Agriculture has been a common force across the catchment that has shaped land use, settlement patterns and biodiversity within the river valley. It can provide a peg around which to address a number of heritage assets including watermeadows. It also provides a valuable way in which to highlight the changing nature of the river system in response to changing land uses and socio economic activity and the way in which agricultural practice continues to need to adapt to changing circumstances and how this links to future possible changes within the river system
- Settlement patterns reflect the historic practices such as agriculture and provide a similar set of opportunities as for agriculture, with perhaps a greater opportunity to focus on the built environment as well as natural heritage assets



5.16 There are advantages and disadvantages of taking a theme which meets all the issues or is limited in some way:

- The advantage of a theme which meets all the issues is that it maximises the opportunity to portray a holistic picture of the river system and the influences that have shaped the river catchment and activities within it and will continue to do so. Very practically it also fits within the Water Framework Directive approach, taking a catchment based approach to river management issues. However it could produce a very wide variety of information and activity which could be very resource intensive to develop. It also needs to be linked into existing initiatives and have a clear role
- The advantage of a theme which has a more limited impact on all the issues is that it provides an opportunity to focus activities and resources on a more limited area of actions and could also provide an easier way to explain the remit of the project. However it could also limit the ability to explain the full river system story and the linkages between different activities and their management

- 5.17 Although taking the broader view is potentially more complex, it does provide a greater opportunity to take a catchment approach which is very important. The actions set out in the next section are premised on the proposition that the broad view is taken and the full scope of heritage assets included within a project. However it would be equally possible to tailor the actions outlined to a more limited approach if required.

TABLE 5.1

Theme	Geographic Scope			Heritage Assets						Audience links			
	Catchment	River and Flood-plain	River	Habitats and species	Historic buildings/ Features in valley	River crossing points	Built water features	Agricultural links	Settlement patterns	Land-owners and managers	Users	General Public	Support orgs
The Living River	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
The Avon Voyage: Person Animal	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Animal	X	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Fish	X	X	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓
Watermeadows	X	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Agriculture	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Settlements	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Key:
 = direct link
 = indirect or partial links

6 PROPOSED ACTIONS

- 6.1 This section summarises a number of actions, to deliver the objectives outlined for each of the Access and Audience Development Plans. Actions are set out under seven headings:
- Developing Gateway Centres, Information Points and Virtual Access
 - Developing Information
 - Developing Access Networks and Linked Information
 - Demonstration/Pilot sites
 - Developing Volunteering
 - Developing and Promoting Events and Activities
 - Achieving Successful Delivery of an HLF Project
- 6.2 Each of the actions is summarised with information as follows:
- A description outlining what is proposed
 - Identification of key organisations that need to be involved
 - Indication of costs of the different elements proposed
 - Monitoring and evaluation needs
- 6.3 The core of the actions are based on three interlinked elements:
- Developing a network of key physical access locations along the whole river system using existing facilities and known proposed facilities, which are in public ownership with general public access, where this is possible and appropriate
 - Developing an information hierarchy and communication structure which engages with all the potential audiences, will inform and educate and which can be delivered through the network of key physical access locations and through other virtual means
 - Using demonstration/pilot projects to develop and disseminate management, which can reconcile uses and users, raise awareness, understanding and involvement with the river system and achieve benefits for managing heritage assets
- 6.4 There will be options that can be selected within the three core elements identified. In addition other actions are also proposed that build on this core. In total, the actions add up to a menu of opportunities that could be developed. The Access and Audience Development Plans do not prioritise these actions. The Plans present the opportunities. Once complete, these Plans will then provide the base on which decisions can be taken about what to take forward.
- 6.5 The proposed actions link to one or more of the objectives in the Access and Audience Development Plans. Tables 6.1 and 6.2 below set out which objectives each action is intended to deliver. In general actions support more than one objective and often support both the delivery of the Audience and the Access Development Plans. In selecting which actions to take forward, it will be important to give attention to ensuring that all objectives are secured through the proposed actions and that the core elements are achieved.

Table 6.1: Links between Access Development Plan Objectives and Actions

Objectives/Actions	Developing Gateway Centres	Developing Information	Developing Access Networks	Demonstration Pilot sites	Volunteering	Events and activities	Successful Delivery of the HLF project
1. Use of existing physical public access facilities	✓	✓	✓		✓	✓	✓
2. Use of other physical access points and routes			✓	✓	✓	✓	✓
3. Link to opportunities for physical access currently in development	✓	✓	✓	✓			✓
4. Use of events and activities to develop access opportunities					✓	✓	✓
5. Develop virtual access opportunities		✓					✓
6. Develop a corporate marketing brand and common information sets		✓					✓
7. Use demonstration/pilot sites to demonstrate physical and virtual access opportunities				✓	✓		✓

Table 6.2: Links between Audience Development Plan Objectives and Actions

Objectives/Actions	Developing Gateway Centres	Developing Information	Developing Access Networks	Demonstration Pilot sites	Volunteering	Events and activities	Successful Delivery of the HLF project
1. Work with landowners/managers and other relevant organisations to develop and disseminate management methods for effective management of heritage assets				✓	✓	✓	✓
2. Work with users to develop their awareness and understanding of the river system, its heritage assets and their management	✓	✓	✓	✓			✓
3. Target population centres in order to develop general public awareness of the river system and its heritage assets	✓	✓	✓		✓	✓	✓
4. Work at the community level to develop general public awareness	✓	✓	✓		✓	✓	✓
5. Develop a hierarchy of information targeted at the four main audiences for the project	✓	✓	✓				✓

Developing Gateway Centres, Information Points and Virtual Access

Description

- 6.6 It is proposed to use existing sites where people can access the River and /or information about it to provide a series of linked nodes along a spine which runs through the river catchment giving the opportunity to brand and theme the River as a whole entity. At this stage no specific details are proposed as this will be a matter for discussion with partners. The proposal is that access/information will be achieved in a variety of ways with sites varying in terms of their importance under this action:-

Tier One - Key Gateway Sites

- 6.7 Key sites will provide “Gateways” to the River Avon which can be used as centres from which to drive awareness-raising and develop audiences. The Gateways are places where awareness of the River Avon and its heritage assets, together with issues of good management of those assets, will be promoted proactively. These are sites where there is an existing built facility or proposals for one and scope to work in partnership with its managing organisation.

Tier Two - Key Access Sites

- 6.8 These are sites where opportunities to house substantial information is not great but where there is existing access, proximity to the river or good views of it and hence an opportunity to provide local information coupled with information about the system as a whole and information about the other gateway and access sites.

Tier Three - Information Points

- 6.9 The development of Tier One and Two sites will be complemented by the development of information points. These will contain a lower order of information, provide for a wider circulation and reach a broader audience geographically speaking and in terms of numbers. Information about the River Avon will be disseminated from these points as well as at the Gateways. These locations will provide an introduction to the River Avon, its existence and its importance in terms of heritage and will aim to raise interest and awareness. Information placed here will be of the most basic level and will primarily signpost audiences to other sources of information and access. These sites will provide passive promotion of the River Avon and its heritage assets.

Cross Cutting Tier - Virtual Access

- 6.10 Virtual Access to the River Avon valley via a website and webcam images and other uses of ICT would be accessible across the worldwide web, and specifically, it may be possible to provide it at some gateways, access sites and information points (e.g. internet access at libraries, interactive units at gateway sites).

Information and Access at Sites

- 6.11 The level of information provided at each site will vary depending on the existing facilities, organisational priorities of the owners and space available, but will follow a common set of information. Developing a brand, creating continuity and a clear message will be very important. This should be read in conjunction with the Developing Information summary.
- 6.12 The access provided at each gateway will depend on the existing access, and where appropriate will build on the plans that some of the individual sites already have in place or where plans are under development to increase/improve access. This will require working closely with organisations developing and managing gateway centres, alongside their existing development plans. At those sites which do not have River Avon information currently available and have no specific plans already in

place or under development for audience or access development, the provision of River Avon information will constitute improved access.

Access Hierarchy

Location	Site	Description
Tier 1 - Key Gateway Sites		
Steeple Langford	Langford Lakes	Wiltshire Wildlife Trust Nature Reserve, Study Centre, Visitor Centre and Lakes
Amesbury	Stonehenge Visitor Centre	In co-operation with proposed Visitor Centre located adjacent to river, National Trust/English Heritage
Ringwood	Blashford Lakes	Hampshire Wildlife Trust Nature Reserve, Study Centre and Lakes
St Leonards, Ringwood	Avon Heath Country Park	Dorset County Council Country Park with visitor centre
Bournemouth	Hengistbury Head	Local Nature Reserve and proposed Visitor Centre, Bournemouth Borough Council
Tier 2 - Key Access Sites		
St Leonards, Ringwood	Matchams View	Viewpoint of river on side of river valley (part of Avon Heath Country Park)
Christchurch	Stanpit Marsh	Local Nature Reserve
	St Catherine's Hill	Christchurch Borough Council
	Bickerley Common and Pocket Park	Common land adjacent to River Avon owned by Ringwood Town Council
Salisbury	City Centre (e.g. the Maltings)	River channels through City Centre
	Harnham Water Meadows	Water Meadows located on outskirts of Salisbury
	Avon Valley Park	Wiltshire Wildlife Trust Nature Reserve on outskirts of Salisbury
Woodgreen	Castle Hill	New Forest site - viewpoint of River Avon on side valley
Fordingbridge	Recreation Ground	Recreation and fishing area adjacent to river owned by Fordingbridge Town Council
Wilton	Wilton Town Centre	Town on confluence of Wylde/Nadder. River is a prominent feature in the town's urban fabric.
Ringwood	Jubilee Park	Town Council owned public open space adjacent to River Avon in Ringwood Town Centre.
Nr Ringwood	Kingston Common	Common land with extensive public access on gravel terraces south of Ringwood.
Broad Chalke	Broad Chalke	Village on River Ebble with views from bridge and footpath access alongside river.
Warminster	Smallbrook Meadows	Well visited Wiltshire Wildlife Trust Nature Reserve
Durrington	Durrington	Village on Avon, with footpath access by river
Downton	Downton	Village on River Avon with site adjacent river owned by parish council
Figheledean	Figheledean	Village on River Avon
Stapleford	Stapleford	Village on River Till
Tier 3 Information Points		
Libraries	There are over 120 libraries across the three Counties through which the River flows. Libraries with obvious proximity to the River or those in the River	Libraries could provide an important gateway for dissemination of signposting/basic information, providing access to a large and wide ranging audience information (both in terms of numbers and geographical spread).. The respective library services have been contacted and are amenable to receiving and displaying leaflets and posters which signpost readers to other sources of information including free web access to information on

	catchment itself could be selected for receiving	the River Avon at the libraries themselves.
Tourist Information Centres	TICs in proximity to the River are: Salisbury, Fordingbridge, Amesbury, Bournemouth, Christchurch, Warminster, Ringwood (VIC)	Tourist Information Centres are an important opportunity to reach a wider audience and give basic information about the River. TICs are generally limited for space. However, they are willing to take leaflets and likely to be able to display posters (permanently or temporarily). There may be opportunities for larger displays on a temporary basis.
Cross Cutting Tier		
Virtual Access	Virtual	Virtual access will be provided through a River Avon Website including webcam images. (See Summary on "Developing Information")

Key Organisations

- 6.13 There are a number of organisations that need to be involved in this action. The involvement of the RAAVI Board and Forum is essential in order to establish the appropriate partnerships with the Gateway Centres and information centres themselves, whose ownership varies. The individual gateway sites have their own management/development plans and it will be essential to ensure that participation in this action complements these plans. Initial discussions have indicated that this is possible, in all cases. Policy for Access Sites and Information Points will also be part of the strategy of other organisations and again, it is important to develop partnerships here to facilitate information into either of these 'Tiers' to support the principle of a number of core sites for physical access and access to information.

Cost Areas

- 6.14 The cost areas for each of the tiers of gateway, access and information sites will depend on the extent of information available at each location. This will be tailored to suit the circumstances in each case. However the following lists the areas of cost likely to be incurred:
- Tier One - Key Gateway Sites
 - Interpretation/Information Boards
 - Computer access for remote virtual access, interactive material, use of CDs, DVDs etc
 - Leaflets (general and specific)
 - Poster (signposting to website)
 - River Avon Valley map
 - Tier Two - Key Access Sites
 - Interpretation/Information Boards
 - Tier Three - Information Points
 - Mobile Information Boards
 - Leaflets (general and specific)
 - Poster signposting to website
 - River Avon Valley map

- Virtual Access
 - Creation of website
 - Webcam hardware and software and links/ 360° images
 - Interactive models

6.15 Indications of possible costs in relation to different components are given in the following subsection on Developing Information.

Developing Information

Description

- 6.16 Information about the River Avon is required. It will be used at Gateway Centres and where existing/new physical access networks are to be promoted/created as well as at information points and for more general dissemination.
- 6.17 It is proposed to create a common, branded set of information modules about the River Avon and its heritage assets, components of which are to be delivered through a series of different media in order to communicate information in an appropriate way to reach different audiences and to deploy via different forms of access. This will need to be built around a theme, examples of which have been discussed in Section Two. It will include virtual information in order to reach a wider audience in raising general awareness about the river and its heritage assets
- 6.18 At any given Gateway site, access network development opportunity, physical/virtual information point or demonstration site, appropriate forms of information should be used - selecting from those set out below.

Information Hierarchy

Type of Media/Installation	Item	Description
Paper information	Basic Leaflet/Poster	Leaflet and poster, primarily signposting readers to other sources of information and access
	River Avon Map	Detailed catchment map detailing key heritage assets and access sites and routes
Installations	Interpretation Boards (Outdoor sites)	Branded interpretation boards giving river system information and local information on heritage assets, human impacts and access
	Exhibition Boards (indoor sites)	Branded exhibition boards giving detailed river system information, local information on heritage assets, human impacts and access
	Mobile Exhibition Boards	Branded exhibition boards giving detailed river system information, local information on heritage assets, human impacts and access, in a mobile format for use at events, festivals, and for local awareness raising initiatives, and to support volunteer activity.
	Computers at Key Gateway sites	PCs at Key Gateway sites providing website access.
	Webcams	Sited to view key heritage assets and raise awareness, especially those which are sensitive to physical access e.g. Bickerley Common, Ibsley, Avon Causeway.
Specialist Information - Topic related (for example)	Chalk Streams	Educational/ awareness raising
	River Catchment	Promoting integrated management across the catchment

CDs, DVDs, web based information or paper based.	Water Meadows	Educational/ awareness raising
	Angling	Educational/ awareness raising
	Archaeological interest	Educational/awareness raising
	Links between Agriculture, landuse and food	Educational/awareness raising, promoting sustainability
Specialist information - Targeted at specific user groups/locations where the topic is an issue CDs, DVDs, web based information or paper based.	Schools	Educational material to meet curriculum needs
	Landowners/managers (including public and private sector landowners /managers)	Technical information linked to demonstration sites, including e.g. mowing regimes.
	Anglers	Technical information linked to demonstration sites Promotional material to improve access to angling (young people, disabled access)
	Volunteers	Information on volunteering opportunities
	Riparian Owners	General awareness raising - information circular
	Dog Walkers	Educational/awareness raising
	All water users	Education/awareness raising/influencing. Reducing water use is a cross cutting theme and message to be included across all media.
	Youth Groups	Provision of awareness raising information to support youth group activities e.g. Hampshire Youth Service "New and Challenging" curriculum, and Trailblazer Scheme.
Virtual Media	Website	River Avon Website, containing the whole set of information and links to associated partner websites. Display of webcam pictures, use of 360° virtual tours of sites, use of interactive material

6.19 All these forms of information will need considerable work to develop them and will need to be branded to ensure consistency. Even within each information type in the proposed hierarchy, there is scope for a range of different media, levels of quality and sophistication. Clearly the cost implications could vary considerably and the RAAVI Partnership will need to discuss what it is aiming for in this sense.

6.20 The siting of webcams will need to be responsive to constantly changing heritage assets - e.g. moved seasonally to view breeding birds at the appropriate times and view other assets when these are not present.

Key Partners

6.21 Key partners for this action include:

- RAAVI Board and Forum
- Gateway Sites Managers/Partnerships
- Specialist inputs from County Archaeological Units
- Specialist inputs from various user groups (e.g. Anglers)
- Volunteer Networks (e.g. BTCV, WLT, specialist species interest groups)
- Landowners for siting of webcams/interpretation

- DEFRA
- Organisations such as Forest Friendly Farming and Sustain the Plain, whose programme of activity can link to this action

Cost areas

6.22 Key cost areas will cover:

- Developing the brand
- Developing the detailed material for inclusion in the information hierarchy
- Costs of installations and their maintenance
- Costs of producing, printing and circulating information (leaflets, CDs etc)

6.23 Developing the brand relates to giving a marketing identity to the project. This will require some marketing expertise, once there is a clear theme on which to base this. A specific financial allocation will be required for this.

6.24 There is a significant resource required to undertake the research to draw together the detailed information for the information hierarchy, both in terms of bringing together existing information and in developing new information as required. There will be different ways in which this research needs to be financed and carried out. For example the preparation of specialist CDs/DVDs needs to include a cost element for research by the organisations developing them, as well as technical costs of production. Allocating an effective budget for research will be vital as information/interpretation is essential to support all the actions.

6.25 As well as assembling the detailed information it may also be necessary to involve copywriting in this process, in order to ensure that information is then presented in an accessible way that will capture people's imagination and interest. This is a different skill.

6.26 Different levels of computer hardware and software will be required. It has not been possible to scope the full range of costs as this will depend on what is appropriate for different sites. If interactive models which can be available through a website are to be used, these may require a significant budget for development. There will also be a need to ensure effective maintenance is in place to deal with any problems in their use. Costs will be incurred in design, set up and maintenance of a website, example costs being:

- website design, approx £6000
- domain registration, website technical set up and maintenance over 24 months, approx £15,000

6.27 Use of remote access to sites is an important element in actions. Two possible routes identified are use of webcams and creation of 360° views of sites that can be placed on a website. Setting up webcams will involve costs associated with costs of the equipment required, computer links, links back from the remote site to the main site and safety and security of equipment whilst on site. If webcams are to be used, this should be incorporated into website design and set up processes to ensure links are made and built into specifications. 360° views of sites give the opportunity for a total view from a single location, indicative costs of which are £200 per virtual tour (plus travel costs to site to take photos)

6.28 Costs of production and printing of leaflets will also depend on what is finally agreed for production. The following gives some indications of production costs for possible components of this:

- A4 folded leaflet in four colours, 1,000 copies, design and print approx £900
- A2 folded to A5 leaflet, 50,000 copies, approx £8,000

- A1 Catchment Map, 2,000 copies, approx £5,000
 - Mobile exhibition boards, set of 6, approx £700
 - A0 sized interpretation board with frame, design and production, approx £2500
- 6.29 Distribution costs will vary depending on methods used e.g. use of Royal Mail or newspapers for household distributions, direct mailing, distribution companies.

Developing Access Networks with Linked Information

Description

- 6.30 Creating and promoting a series of walks (including circular walks and routes) which are related to the River and its heritage assets and providing interpretation on those routes to raise awareness about the river system as a whole, the heritage assets associated to and near the river and human impacts on them. It has been established that increased access is not desirable due to environmental sensitivities, and the potential cost of incentivising landowners. Therefore, access networks must be based on the use of existing public rights of way.

Extending the Avon Valley Path and other River Valley Routes

- 6.31 There is scope to extend the Avon Valley Path (AVP) north of Salisbury, probably as far as Upavon and possibly further, using existing rights of way (ROW) and weaving across the valley in the same way that the AVP does to the south of Salisbury.
- 6.32 Existing rights of way in Wiltshire could be used to provide a route which cuts across the five tributary valleys, providing an interpreted catchment route which explores the River system.

The Existing Avon Valley Path

- 6.33 There is also an opportunity to improve interpretation on the existing Avon Valley Path south of Salisbury. A number of sites along the route represent opportunities for interpretation including Burton Common SSSI (Christchurch), Ibsley and Kingston. The route links with some of the proposed gateway sites such as Blashford Lakes, Fordingbridge, Ringwood, Castle Hill, Salisbury and Christchurch. Hampshire County Council will be reviewing the Avon Valley Path promotional literature and seeking to promote new circular walks from points along its length next year.

Salisbury/Stonehenge

- 6.34 Salisbury-Old Sarum-Stonehenge-Amesbury is a particularly important route in terms of the heritage assets it links and one which Wiltshire County Council are already working on developing. Salisbury to Sarum circular walk already exists and provides an opportunity for interpretation relating to the River and the other heritage assets in the vicinity.

Salisbury City Centre

- 6.35 Key opportunities for improved/linked interpretation are:

- Harnham Water Meadows
- The Maltings
- Avon Valley Nature Reserve

Christchurch/Bournemouth

- 6.36 Key opportunities for improved/linked interpretation include:

- Stanpit Marsh
- Hengistbury Head
- Avon Causeway

The Tributaries

- 6.37 The Till (Shrewton to Stapleford) provides a good opportunity to develop a signed, interpreted path. It would be feasible to promote routes along most of the tributaries using existing ROW and minor roads. The Ebble also offers similar opportunities.

Local Interpretation

- 6.38 More locally there are opportunities to improve information availability in connection with local footpaths, where these pass close to heritage features e.g. where the Avon Valley Path passes through land near to the river around Burgate and Folds Farms near Fordingbridge.

Circular Walks

- 6.39 There are a number of possibilities to promote/improve/provide interpretation for circular walks using existing ROW, particularly at existing centres of population, such as Salisbury, Ringwood, Fordingbridge, and Christchurch, Manningford/Netheravon (North Wessex AONB), Durrington and Blashford Lakes. Wiltshire Tourism already promotes a number of walking and cycling trails in the County which take in parts of the river.

Cycle Routes

- 6.40 The assumption is that existing Rights of Way need to be used to develop promoted routes. Consultations have revealed difficulty (particularly cost as well as environmental issues) in obtaining new access on private land, and there is an additional maintenance cost attached to creating new rights of way. There is less scope for using Public Rights of Way for cycle routes primarily because existing PROW dictate that bridleways (not footpaths) would need to provide the routes. These are often poor in terms of surface and therefore suitable only for the more adventurous cyclist with a fairly robust bicycle. Funding to provide and maintain surfacing to make such routes more accessible to a wider audience might be beyond the reach of the HLF bid. However where Sustrans routes and Quiet Lanes projects are in operation already, there may be scope for interpretation and awareness raising about the River Avon, on site and linked to existing promotional material.
- 6.41 Two new Sustrans National Cycle Network routes (due to be completed 2005) will run alongside parts of the Avon. Proposed Route 24 from (Eastleigh to Bath) follows the course of the Wylde from Salisbury to Warminster and just south east of Salisbury runs close to the River and water meadows at Britford and Shute. It passes very close by Langford Lakes. Proposed Route 45 from Salisbury to Calne follows the route of the Avon as far north as Chisenbury (just south of Upavon). It passes through Old Sarum, Amesbury/Stonehenge and crosses it near the source of the River at Marden. There may be scope to piggyback interpretation on the promotion/existence of these routes.
- 6.42 Within the aspirations for Blashford Lakes, the idea has been mooted to develop recommended cycle routes to the site from Fordingbridge and Ringwood along the back lanes to Blashford Lakes. This is in recognition of the current difficulties in travelling to the site by environmentally sustainable means.

Disabled Routes

- 6.43 There is scope to promote a number of specific routes which are particularly suitable for disabled use, including Hanging Langford, Langford Lakes, Blashford Lakes and the Castleman Trail at Bickerley Common

Key Organisations

- 6.44 Key organisations to be involved include:
- RAAVI Forum
 - County Council ROW wardens and managers

- Organisations or sites already considering development of walking/cycling routes - or promoting routes already e.g. Blashford Lakes, TICs, County Councils
- Local Access Forums
- Quiet Lanes Projects
- Existing Avon Valley Path partners
- Existing local walking groups
- Appropriate Parish and Town Councils

Cost Areas

- 6.45 There will be costs associated with developing routes, surveying etc. Volunteer resources could be considered as a route to achieve this although some costs may also be incurred e.g. staff costs to co-ordinate such efforts, travel costs.
- 6.46 There will be costs associated with developing promotional material and costs for design and printing of leaflets are indicated in paragraph 6.28 above. Costs will also be incurred in relation to researching the information to be included in the leaflet.
- 6.47 Costs will be incurred for way marking. Examples of costs for this are given below.
- 2.4m Oak Finger Posts with symbol and wording are approximately £95 each. These sorts of signs may be required where routes leave a metalled road, or if strong branding of the route is desired. But where existing finger posts are in place, then they could be adapted with the addition of simple way mark signs
 - 75mm roundel way mark signs with multiple colours and graphics £550 per thousand. It is estimated that up to 100 might be needed per 10km of route (depending on its complexity). These might be added to existing finger posts and/or placed on gateways and stiles
 - Labour costs for installation would also need to added
- 6.48 Where interpretation and signage is being developed, new proposals made here and existing ones under various management plans for the River Avon may need to be aligned to ensure that branding is consistent.
- 6.49 Existing routes are maintained by the County Councils. Promoted routes normally require greater resource input to maintenance than lesser used routes. Where new route promotion, interpretation or signage is created there is an ongoing maintenance cost. As well as developing partnerships with the appropriate landowners and land managers at the sites where such projects are to be implemented, ongoing agreement about responsibility for the new installations will need to be reached and support from the responsible authorities to fund ongoing costs will be needed.

Demonstration/Pilot Sites

Description

- 6.50 There are many sites across the river system which could be enhanced for their biodiversity interest through habitat restoration and management activities. The Conservation Management Plan makes a number of proposals for sites which could generate biodiversity improvements. However resources are not sufficient to undertake an exhaustive programme of site improvements. The intention is therefore to concentrate on those sites which can provide a learning opportunity for all the audience groups identified.
- 6.51 The Access and Audience Development Plans wish to work with those sites which offer the greatest opportunities for:

- Bringing together users, landowners/managers and other support agencies in developing shared and agreed solutions to perceived problems and conflicts
 - Providing opportunities for local community volunteers to be involved in some or all of the management/improvement activities, both to enable more people to have hands on experience working with their heritage assets and to develop their interest and expertise for long term benefits
 - Providing examples of heritage management which can be explained and interpreted as part of the information hierarchy (see under Developing Information above), to support access and audience development work
 - Working with a wide range of heritage assets and associated management issues
 - Maximising the opportunities for multi-use of sites, to test ways in which this can be achieved successfully. Demonstrating how to balance multiple uses
 - Testing new tools, techniques and processes in management and improvement of land. This might be tools and techniques new to the area (although not completely new as such) or different ways of working and developing partnerships (e.g. working through Community Plans, developing local Trusts as has happened at Hanging Langford)
 - Providing a model for community engagement (in managing, enhancing and protecting the heritage assets a given community has) which can be replicated at other sites with other communities
- 6.52 Common to all the sites selected as demonstration/pilot sites is the need to be able to document the work undertaken, methods used, partnerships developed, costs incurred, risks and issues overcome and benefits achieved, and develop this experience into guidance and training that can be widely disseminated, perhaps potentially taken forward through other Programmes e.g. Environmental Stewardship. The ways in which this could be achieved are various from development of written materials to creation of videos/DVDs, training programmes and site visits. However the critical need is to ensure that each demonstration/pilot site has a strategy for disseminating its results to which participants are agreed and which is costed and funded and leads to improved land management practice. This is vital, to be able to roll out good practice in the long term.
- 6.53 There are also a number of cross cutting, catchment-wide issues relating to the way that land is managed which do not necessarily require a single dedicated demonstration site, but which could be incorporated into one or more of the sites and for which material (i.e. good practice protocols, procedures, regimes) needs to be developed and disseminated to target audiences in a way which incentivises them to adopt such regimes. One such example is the promotion of improved mowing regimes which provide enhanced habitat along the river banks.
- 6.54 The Conservation Management Plan has identified 39 possible sites throughout the river system as potential biodiversity conservation project sites. All except two of the sites identified offer access opportunities and most provide opportunities for interpretation and education alongside biodiversity conservation. Sites for demonstration/pilot projects under this Action should be selected from this list.

Key Organisations

- 6.55 Each site will have a core partnership of participants and the composition will vary, depending on the issues to be addressed. However, it is anticipated that core partners will include:
- Landowner/manager representation - important for both sites in public or private ownership, to ensure that the experience developed has relevance and application to this audience group

- Local community representation which might be through parish councils, voluntary groups, community individuals or volunteering groups
- External support organisations such as English Nature, DEFRA who provide expertise and may be involved in programmes where the experience can be developed in the longer term
- Important user groups e.g. Angling Clubs, schools.

Cost Areas

- 6.56 There will be three areas of costs associated with developing demonstration/pilot sites:
- The actual costs of 'on the ground' works, examples of which are given in the Conservation Management Plan
 - The costs of developing the experience dissemination strategy (which should incorporate monitoring and evaluation costs)
 - The costs of managing and running each partnership supporting the demonstration/pilot sites. This will include both the administrative support activities and also costs for hire of meeting venues, hospitality etc. Options for covering the costs could be through one organisation taking a lead within the partnership or as part of core administrative costs supported by the overall HLF project

Developing Volunteering

Description

- 6.57 Consultations revealed a range of different types of volunteer that are involved with the River Avon throughout the catchment with potential to increase the level of volunteering activity. This action therefore proposes the development of a comprehensive volunteering strategy to increase the number of people actively involved with the River Avon system, working towards improving the environment of the river catchment and its heritage resources, and through this, being actively involved in education and awareness of the river system and its heritage assets.
- 6.58 Volunteering can relate to all aspects of the river, its catchment area and its heritage assets. At present volunteering is undertaken in different ways, with:
- Young People: including for example scouts and school children, attending the river and its environs in organised groups, and providing volunteer activity to undertake conservation management tasks - in liaison with environmental interest groups - e.g. the Wildlife Trusts.
 - Environmental Interest Groups -for example - Local Agenda 21 and Harnham Water Meadows Trust. These groups provide a committed volunteer base which does ongoing work over a prolonged period at a site or sites, anchored by a local concern.
 - Species-specific interest groups - "volunteer" on the river - for example, bat groups, or ornithological groups, which may undertake surveys relating to a specific species which they are interested in.
 - Other Wildlife Trust Volunteers - direct members of the Wildlife Trusts who attend regularly at a given site or sites (e.g. Blashford Lakes) to undertake conservation management tasks, such as scrub clearance, path clearance, coppicing, for example, River Monitors who regularly attend particular sites and complete monitoring tasks/surveying, under the Wildlife Trusts.
 - Anglers - working primarily via clubs, on a particular stretch of river for which they have fishing rights, undertaking fisheries management, such as weed cutting and also working alongside other environmental interest groups (e.g. English Nature,

Environment Agency, Wessex Salmon Trust) to manage the fisheries resource and the wildlife/habitat resource.

- BTCV has an active base of volunteers in the Wiltshire area, BTCV Hampshire does not run volunteer activity itself but links with local community groups
- 6.59 There is potential to increase volunteering both through supporting existing volunteering agencies in developing volunteering related to the River Avon and developing new volunteering opportunities (for example the proposed demonstration/pilot sites provide a valuable opportunity for new volunteering work). There is potential to co-ordinate/brand volunteering activity to associate it with the HLF project and enable it to contribute towards the project's main aims and objectives. In particular there is scope to introduce and integrate education, awareness and training programmes about the history, culture, wider conservation issues, projects etc. with both existing and new volunteering activity. This would provide volunteers with an opportunity to engage with the River Avon catchment information that is being collated and updated on a regular basis (see under Developing Information). There may be a need to employ a Volunteer Co-ordinator to manage the volunteering strategy (perhaps using spare capacity within existing volunteer agencies to achieve this).
- 6.60 General comments from existing volunteers suggest that the provision of flexible volunteering opportunities (including one off events as well as regular activities), increased publicity (both about the river, the importance of conservation and about specific volunteering opportunities), and building in a stronger social element to volunteering events might help to attract more and younger volunteers.
- 6.61 Specific opportunities on which to focus an increase in volunteer activity by existing groups and the development of new volunteer activity include;
- Dealing with invasive plants
 - Liaison with Salisbury School to develop an ongoing study of the River Avon for A-level biology in liaison with angling interests (Avon and Stour Rivers Association)
 - Linking communities in villages adjacent to the river with the conservation and recreation activities of angling groups
 - Using local rambling groups to survey and develop circular walks
 - Using volunteers to give talks to local audiences in liaison with the Wildlife Trusts
 - Volunteer inputs to specialist material in publications/information to be developed about the River Avon
 - Using local historians to develop local information about the river and associated heritage assets
 - Ongoing and enhanced monitoring roles for naturalist volunteers
 - Langford Lakes has in consultation with angling clubs in the area, identified demand for more joint working on angling promotion and for facilities to train angling instructors, and river and fishery managers.

Key Organisations

- 6.62 Key organisations to be involved in this action include:
- RAAVI Forum
 - BTCV, (Wiltshire, Hampshire, Dorset)
 - Wildlife Trusts, (Wiltshire, Hampshire, Dorset)
 - Parish and Town Councils
 - Volunteer Groups associated with Gateway Centres

- Local environmental volunteering groups
- Volunteer Bureaux, (Wiltshire, Hampshire, Dorset)
- Angling clubs
- Langford Lakes

Cost Areas

6.63 Key cost areas for this action include:

- Volunteers costs - an annual budget for travel costs as necessary, tools and equipment
- Volunteer Co-ordinator - salary and on-costs, office and other overheads.
- Training budget for volunteers and host organisations
- Developing a volunteers newsletter or similar publication with associated administrative costs

Developing and Promoting Events and Activities

Description

- 6.64 This action intends to develop a holistic strategy covering the development and promotion of event and activities related to the River Avon catchment as part of developing the awareness and knowledge of people about the River Avon system and its heritage assets. The events and activities programme could link to existing and develop new activities, for example:
- Existing events (Parish and Town Councils, Local Authority, Voluntary and Community events)
 - Development of new and specific events; e.g. One-off public access days to provide (agreed and appropriate) access to a section/part of the river not usually accessible
- 6.65 Activities could be general and issue based (environment and conservation, heritage, culture, history, people, built environment etc.).
- 6.66 A key part of developing this strategy will be the development of a checklist of what is already taking place in the catchment - to avoid duplication and maximise opportunities for HLF activities in events development to complement and build on existing events.
- 6.67 Consideration has been given to whether a programme of events/activities with all parish councils adjacent to the river could be developed. There are some 80-90 parish councils which have a part of the river system either as a border or running through the parish area. Developing a comprehensive network with all parishes would be resource intensive. However, consultation has identified parishes who are active in managing small areas of land adjacent to the river and it may be possible to build on these links to develop parish or group of parish events and activities.
- 6.68 Provision of a resource pack would facilitate incorporation of the River as a theme in local events such as these. A mobile display (see also "Developing Information") which can be made available to local events would be useful resource for local events organisers and a way of using events as a platform to communicate messages about all aspects of the River Avon and its heritage assets to audiences.
- 6.69 There is also opportunity to link into Community Strategy work developing through Local Strategic Partnerships and often facilitated by local authorities, linking into events and activities that might be proposed through this route.

Key Organisations

- 6.70 Key organisations to involve in this action include:
- RAAVI Forum
 - Local Authorities
 - Managing Organisations for Gateway Centres
 - Statutory Agencies (Environment Agency etc.)
 - Parish and Town Councils
 - Voluntary and Community Groups

Cost Areas

- 6.71 There will be a range of cost areas for this action. It could include, for example, public Open Days where costs will focus on promotion,/marketing/set-up costs/activities. There may be specific events e.g. angling taster days where costs relate to use of site, angling coaches and others to provide expertise to help people try out angling, access to facilities e.g toilets, possible a marquee.

Achieving Successful Delivery of an HLF Project

Description

- 6.72 A successful HLF project must be developed and championed by its core partners and have widespread support from other important stakeholders. Contact with a range of organisations in developing the proposed actions set out in this report, some of whom are already involved in the RAAVI Board/Forum and others of whom are not, identifies support in principle for the type of actions proposed. However consultations have also identified the complexity of organisations and partnerships active in the River Avon.
- 6.73 The two key components of successful delivery will be:
- A core staff dedicated to achieving delivery of the actions (not necessarily to take responsibility for their delivery but to facilitate and support this through bringing together the right lead partners, supporting partners, taking actions on their behalf where necessary etc).
 - A steering group which is catchment wide and has a clear remit in relation to the myriad of other partnerships and groups active in different parts of the catchment
- 6.74 A third vital component will be the administrative and financial support, in particular ensuring that regular progress and monitoring information is prepared and financial information brought together to support reports and claims to funding organisations. As the HLF application will need to identify specific quantified outputs to be achieved, particularly in relation to quantifying the audience development work, a robust monitoring and evaluation structure will be needed that can be regularly and easily reported on.
- 6.75 No specific suggestion is set out at this point as there is a wider debate that needs to be considered in relation to the role of partnerships, before a final form for an organisational structure and staff can be determined.

Key Organisations

- 6.76 The RAAVI Forum and Avon Valley Liaison Group will be important core organisations. There will also need to be an accountable body for the project.

Cost Areas

- 6.77 Costs will be associated with two areas:

- Staff costs - the core tasks will be the facilitation of delivery of the actions, administration and financial monitoring. It may not be necessary for the project to bear the totality of these costs if other organisations are able to provide some support as a contribution to the project. There will be other costs in association with this such as office costs, stationery, telephone etc
- Partnership costs - supporting the steering group with administrative support, venues for meetings, hosting workshops and seminars, carrying out evaluation

7 MONITORING AND EVALUATION

- 7.1 Monitoring and evaluation is an essential component of the Strategy and Action Plan. Ultimately any application for funding to HLF or other sources will need to set targets for access and audience development outputs and impacts which should be measurable in both qualitative and quantitative terms.
- 7.2 The approach taken in the Audience and Access Development Plans has been to scope the range of uses and users of the River Avon and, from an assessment of need and opportunity, develop a strategy focusing on knowledge development. The actions will require further work beyond this Plan, to refine them as a project application. At present the actions present a menu of opportunities.
- 7.3 At this stage it is not therefore possible to be prescriptive about baseline information and targets for outputs and impacts. This section therefore sets out indicative proposals for how this might be achieved in relation to the seven action areas proposed. This monitoring and evaluation structure will need to be developed alongside development of the details of the actions proposed.
- 7.4 Indicative proposals are set out in Table 7.1 below. The following paragraphs set out some key considerations in relation to these.

Baseline Information

- 7.5 Establishing baseline information is essential in order to be able to measure change over time. The critical need is to use information which is regularly collected and updated.
- 7.6 Some quantifiable baseline information has been identified in the Plans, for example numbers of groups using a specific venue such as Blashford Lakes; membership of angling clubs. This is information which is regularly collected. Some statistical baseline information (for example on population numbers, household numbers, numbers of parishes adjacent to the river) has also been included, again information which can be reviewed and updated. There are other similar sources of information which can be used as a basis from which to quantify target output figures.
- 7.7 What is equally as important is the baseline qualitative information. Research and consultation for this Plan has provided a range of qualitative information as reported and this information can continue to be developed in tandem with development of actions and as more organisations are brought into the work. This information has been specifically developed through surveys and consultations. What will be important is the way in which this information is then reviewed and revisited to assess change.

Outputs

- 7.8 Outputs should be measurable. Output targets will relate to people involved in different actions; for example numbers of people using gateway facilities, numbers of different types of organisations involved in activities e.g. parish councils involved in events, farmers involved in pilot/demonstration projects. Output targets will also relate to virtual access e.g. hits on the website, leaflets distributed to households, posters in libraries and TICs etc.
- 7.9 An important element of output targets will also relate to issues of communication and dissemination, particularly in relation to the demonstration/pilot projects which are intended as a learning experience with potential for wider replication. Production of guidelines, protocols and other learning material need to be identified as output targets in association with all demonstration/pilot projects. A communications plan, as proposed in Section Three, may also be an appropriate output target, together with other management targets.

- 7.10 It will be important to set milestones for achievement of outputs. This will be particularly valuable in guiding the work programme for the project.

Impacts

- 7.11 Monitoring of outputs will not identify the extent to which improved knowledge and understanding of the River Avon's heritage is influencing management and activity patterns. This needs to be achieved through longer term monitoring of the heritage assets themselves together with qualitative evaluation through surveys, consultations and other means to test attitudinal changes and views. Qualitative impacts are likely to be associated with quantitative ones but will provide a measure of satisfaction or benefit from involvement e.g. 80% of visitors to a gateway facility identify that they have found and appreciated new information about the River Avon system and a proportion of these have used the information to make changes to actions affecting the river system.
- 7.12 Whilst there are a number of ways in which measurement of impacts can be achieved, what will be important is that there is a commitment to evaluation throughout the project period so that it is possible to see how views have developed and changed, what has been successful or otherwise in making these changes and how changes are manifested in management and activities on the ground.
- 7.13 There will be aspects of the evaluation process which are not specifically linked one action but review a wider impact of all actions. This particularly relates to the assessment of the state of heritage assets and whether/how these have improved as a result of actions taken. This is a longer term aspiration whose measurement/assessment may be beyond the scope of a project time period. However it is an essential part of the overall monitoring and evaluation structure and must be incorporated.

Link to Strategy Vision, Aims and Objectives

- 7.14 The final element of the monitoring and evaluation strategy is that it must link back to the vision, aims and objectives of the Audience and Access Development Plans and be able to report on their progress and achievements.
- 7.15 All these considerations have been taken on board in the proposals made in Table 7.1. below.

Table 7.1: Indicative Proposals for Monitoring and Evaluation

Action Points	Description	Baseline Information	Target Outputs	Impacts
Developing Gateway Centres, Information Points and Virtual Access	<ul style="list-style-type: none"> - Key Gateway Sites - Key Access Sites - Information Points (libraries/TICs) - Virtual Access 	<ul style="list-style-type: none"> • No's visitors to sites • % of visitors from locality/within River Avon Valley • Mode of travel to site • % of visitors making first visit to site • % visitors reading interpretation information/exhibition • nil visits to website • No. of groups using a site for river system related activities • No. of river system related events held at a site 	<ul style="list-style-type: none"> • Achieve x visits to website • X no. of webcams/360° cameras installed • X no. sites with river system interpretation material • X no. sites with remote access facilities provided • X no. sites with access to interactive web based river system information • X no. sites with signposting information • X no. of sites/ points with leaflets information available 	<ul style="list-style-type: none"> • Increase visitor numbers from locality by x% • Increase new visitors from locality by x% • Increase visits by non car users by x% • Increase number of visitors using interpretation/exhibition by x% • X% of visitors report increased knowledge of river system • X% of visitors become volunteers • X% of visitors used information gained to change their actions • X% of visitors to sites visit new locations in river valley remotely • X% of visitors have visited other heritage assets in river valley as a result of information gained
Developing information	<ul style="list-style-type: none"> - Paper Information - Installations - Specialist Information topic related - Virtual Media 	<ul style="list-style-type: none"> • Number of promotional leaflets related to access in the river valley • Number of information packs related to the river • Number of specialist information leaflets • Number of households in the catchment 	<ul style="list-style-type: none"> • % of existing promotional literature to incorporate river logo/brand and links to river website • X no of specific river related leaflets produced • X no households to receive e.g. leaflet • X no parish councils to receive e.g. poster • x no. of specific River Valley leaflets produced 	<ul style="list-style-type: none"> • X% of visitors to website have increased knowledge of river system • X% of people in receipt of e.g. leaflet have used information gained to change their actions • No. of groups gaining knowledge through use of specialist information • No of visitors using new interactive web based programmes

Action Points	Description	Baseline Information	Target Outputs	Impacts
			<ul style="list-style-type: none"> ● 1 website created ● x no. of specialist information CD/DVDs produced ● x no. interactive web based programmes produced ● one marketing brand/logo developed ● X no. households in main urban centres in receipt of river system information 	
Developing Access Networks and Linked information	<ul style="list-style-type: none"> - Extending Avon Valley Path/others - The Existing Avon Valley Path - Salisbury/Stonehenge - Salisbury City Centre - Christchurch/Bournemouth - The Tributaries - Circular Walks - Cycle Routes - Disabled Routes 	<ul style="list-style-type: none"> ● No. of relevant circular walks leaflets/cycle leaflets ● No. of people using Avon Valley Path 	<ul style="list-style-type: none"> ● Develop and implement extension to Avon Valley Path ● X no. interpretation boards erected at x no. sites ● X no. specific river valley circular walks created ● X no. river valley cycle routes created 	<ul style="list-style-type: none"> ● Increase of x% of people using Avon Valley Path ● X% visitors to gateway sites undertaken a circular walk/cycle route ● X% visitors to have increased knowledge of river system as result of information gained ● X% visitors have visited new locations within river valley
Demonstration/Pilot sites	<ul style="list-style-type: none"> - Bringing together partners - Community volunteers - Provision of information on sites - Range of heritage assets/ management issues 	<ul style="list-style-type: none"> ● No. of landowners/farmers with management agreements (SSSIs, ESA, CSS etc) ● No. of sites in public ownership with management plans ● Audit of management issues/areas of perceived conflict 	<ul style="list-style-type: none"> ● No. of demonstration/pilot projects implemented ● No. of public/voluntary agencies involved ● No. of private landowners/managers involved ● No of new techniques/tools developed ● No. of guidance notes/protocols 	<ul style="list-style-type: none"> ● X no. of management agreements or plans using new techniques/tools ● Incorporation of guidance/protocols into mainstream advisory services ● X% of participants with changed perceptions of achieving multi use ● No. of improved areas of

Action Points	Description	Baseline Information	Target Outputs	Impacts
	<ul style="list-style-type: none"> - Multi-use of sites - New tools, techniques & processes in management/improvement of land - Model for community engagement 		<ul style="list-style-type: none"> produced • No. of volunteers involved • X no. of demonstration/pilot project reports disseminated to organisations/individuals involved in land management 	<p>management of heritage assets</p>
Developing Volunteering	<ul style="list-style-type: none"> - Increase volunteering (existing and new) - Brand volunteering activity - Introduce and integrate education, awareness and training programmes - Volunteer Co-ordinator to manage the volunteering strategy - Flexible volunteering opportunities 	<ul style="list-style-type: none"> • No. of volunteers with Wildlife Trusts, LA 21 groups, BTCV • List of volunteer activities • Audit of training opportunities for volunteers/host organisations 	<ul style="list-style-type: none"> • x no. new volunteering hours achieved annually • x no. volunteer training events held • x no. volunteer taster days held • x no. opportunities for volunteering activity developed and programmed • Volunteer coordinator in post 	<ul style="list-style-type: none"> • X% increase in number of volunteers (with named agencies) • Improved level of training for volunteers/users of volunteers • Improved satisfaction level of volunteers • Volunteers involved in greater range of tasks
Developing and Promoting Events and Activities	<ul style="list-style-type: none"> - Development of a holistic strategy - Linking existing and new events - Range of issues promoted - development of a checklist - Involvement of Parish Councils - Development of a Resource Pack - Links with Community 	<ul style="list-style-type: none"> • Audit of existing community events related to the river • No. of parishes active in river related events • No. of Community Strategies with river related policies/objectives 	<ul style="list-style-type: none"> • X no. new events developed and promoted (annually or overall) • Activity resource pack produced and disseminated • X no. new parishes active in river related events • X% Community Strategies with river related policies/objectives 	<ul style="list-style-type: none"> • X% participants in events/activities have greater knowledge of river system • X no. of parishes take on a regular river related event/activity • X no. community groups utilise resource pack for event/activity planning and implementation

Action Points	Description	Baseline Information	Target Outputs	Impacts
Achieving Successful Delivery of an HLF Project	<p>Strategies</p> <ul style="list-style-type: none"> - Steering Group - Core staff - administrative & financial support - Representation 	<ul style="list-style-type: none"> • Audit of existing partnerships, their representation and terms of reference 	<ul style="list-style-type: none"> • Steering Group meets regularly • Annual Work Programme implemented and updated • Core project staff in post and operational • Communications Plan prepared and implemented 	<ul style="list-style-type: none"> • Target outputs and impacts of HLF project met • Overview of different partnership activities impacting on river valley achieved • Improved communication between partnerships achieved

APPENDIX ONE

Consultations and Research

Research and Consultations undertaken for the Audience and Access Development Plans

The methodology for the preparation of the Audience and Access Development Plan was based on four broad phases of work:

- i) Audits, research and consultations with a range of individuals and organisations living and working in the River Avon catchment and with a view on its heritage, management and uses, in order to scope the current situation and identify future opportunities both in relation to audience and access development
- ii) interim reporting workshop with RAAVI partners to review the conclusions arising from the first phase of research and consultation and the direction in which this was pointing for audience and access development
- iii) Development of future proposals based on an agreed strategic approach from the interim report workshop, through further consultations and a workshop with RAAVI partners and other organisations, invited to broaden out the discussion and gain further support for the direction of work
- iv) Preparation of the Audience and Access Development Plans as two linked documents, also linking across to the Conservation Management Plan, prepared by a separate consultancy.

Work Undertaken

The Inception Meeting

The Inception Meeting held on 17th June provided a valuable starting point, clarifying the geographic scope of work as the River Avon catchment (the Local Environment Agency Plan boundary for the Hampshire Avon). The Inception Meeting highlighted the range of different perspectives and interests of key RAAVI partners with a focus on the natural environment of the River and its Valley. It also began to draw out other socio economic historical perspectives about the catchment and the need to scope across the range of heritage assets, to identify what is important in the catchment linked to the river, and what the perceived importance is amongst those consulted.

Access Audit

The access audit has scoped:

- Public rights of way
- River crossing points - footpath and road
- National Trust and English Heritage sites regularly open to the public in the Avon Valley
- Sites with general public access e.g. parks
- Museums, Libraries and Tourist Information Centres near to the river
- Other sites with public access e.g. gardens open through the National Garden Scheme
- Information available through websites about the river and its environs
- Leaflets

The land ownership work undertaken by Tamar Consulting is also a key component of the access audit in terms of identifying land in public ownership and therefore providing access opportunities.

A list of the access information is given in the Access Development Plan. All the physical access information has been plotted onto GIS.

Consultations (Phase One and Phase Two)

Consultations were proposed and have been undertaken amongst four broad groups of people, who are all users of the River Avon Valley:

- All RAAVI Forum members
- Key user organisations - primarily comprising landowners/managers, town councils, parish councils, officers involved in running/managing key facilities on the River Avon system such as the Langford and Blashford Lakes officers
- Other key organisations whose activities might link to or help deliver projects in the River Avon Valley such as English Heritage, the National Trust, the Sustain the Plain or Forest Friendly Farming LEADER Plus projects
- Local users such as angling clubs, canoe clubs, schools, volunteers etc

In total some 125 people have been consulted during the course of the study and a full list of consultees is given at the end of this Appendix. Some 70 people were consulted in the first phase of work prior to the Interim Report and the remainder in the second phase of work to assist preparation of the Strategy and Action Plans.

It has not proved easy to make contact with all the people intended. Although 70 people were consulted in the first phase of work (43 through face to face and telephone consultations and 27 through postal and telephone questionnaires) some 106 people were originally contacted. It has not been possible to re-contact all those originally identified. In addition alternative arrangements had to be made in the way consultations were achieved for various reasons:

- In some cases, notably local authorities, it has not been possible to talk to a single person as a consultee and therefore several people had to be contacted in order to obtain views
- Arranging meetings with groups of volunteers proved impractical in the timescales available. Telephone interviews were therefore undertaken as an alternative, with a number of volunteers on an individual basis
- The opportunity to canvas views from other groups using Blashford Lakes arose following discussion with the Education Officer, leading to preparation of some additional questionnaires for family groups attending events
- For Data Protection Act reasons, some questionnaires to user groups were sent out on behalf of RTP by another organisation. There has been no contact information to be able to follow up these user groups by telephone. In some cases only email contact details have been available and, again, these cannot be followed up with telephone calls. It is a busy time of year for farmers and landowners/managers and there have been problems in finding a suitable time when it has been possible to talk to them.

Despite problems encountered a spread of consultations geographically within the catchment area and with different groups has been achieved, as indicated in the list.

All Phase One consultations were undertaken through telephone, face to face, or postal questionnaire, using a structured questionnaire with all consultees. For key users except family groups and volunteers the format of the questionnaire has been similar focusing on:

- What people consider are the important heritage assets in the River Avon valley
- The activities of people in the River Avon Valley
- Opportunities to develop and improve these activities

For family groups and volunteers, shorter questionnaires were used focusing more specifically on their activities and the benefits they obtain from these activities.

Discussion with key organisations that might link to activities in the River Avon Valley has focused more on establishing strategies and work programmes and the potential for linkage across to the opportunities presented by the audience and access development work and the potential for an HLF project.

Consultations undertaken in Phase Two have focused more specifically on developing the Action Plans. It has comprised two inter-related elements:

- Consultations with key potential partners beyond the core RAAVI Board, to ensure that organisations important to the success of the actions proposed are supportive of the general principles and willing to continue discussions beyond the scope of this initial audience and access development work, in order to progress the actions outlined here. In some cases this has been further discussion with consultees in Phase One. It has also brought new potential partners into the consultation process and broadened the range of organisations aware of the area of work proposed
- Consultations to explore and develop the detail of the action areas, for example scoping the potential costs of different elements, how actions may fit with existing strategies (for example maintenance strategies for Public Rights of Way) or other aspects of detail

Research

In addition to consultations and the specific research required for the Access Audit, further research has been undertaken:

A short socio economic profile of the River Avon catchment has been undertaken which gives a picture of the population, its age profile and location in the main settlements.

Specific research into the consultation guidelines for the Water Framework Directive (WFD) and their relationship with programmes and consultation activities in the River Avon Valley, with a view to considering the likely impact of the WFD and its public involvement requirements with those of any HLF project taken forward (and with a LIFE project also being taken forward for specific habitat/species works on the River Avon system)

Action Plan Workshop

A workshop was held on 1st October with RAAVI Board and other invitees from potential key partners in the wider RAAVI Forum or from organisations not represented on the Forum. The one day workshop debated the proposed actions developed since the Interim Report stage, identifying potential issues to consider, organisations to involve, advice based on practical experience elsewhere and other matters that would assist to both confirm the general principles and also develop the detail. The workshop confirmed the overall content of the actions. In effect the actions offer a menu of opportunities from which the RAAVI Board will need to identify those that it takes forward into an HLF project, once the Audience and Access Development Plans are complete.

Preparation of the Audience and Access Development Plans

The Audience and Access Development Plans bring together and develop information from all stages of work, addressing the key requirements of the HLF guidelines for such Plans.

Liaison with Tamar Consulting

The Conservation Management Plan has been prepared by Tamar Consulting. There has been constant liaison between RTP and Tamar Consulting throughout all stages of work in progressing all Plans. Tamar Consulting and RTP have jointly participated in the Inception Meeting, Interim Report workshop and Action Plan workshop. Meetings and discussions have also been held between the two consultancies, all to ensure the integration of the strategy and actions proposed in all three Plans.

RAAVI Consultations - Summary Data

Consultee Group	Number Attempted	Number Completed
RAAVI Board	8	8
RAAVI Forum	25	20
Other Key Organisations	14	10
Key User Groups	24	20
Users	34	27
Volunteers	18	12
Potential User Groups	17	7
Other Contacts	21	21
TOTAL	161	125

The following lists the consultees under each heading. Where an asterisk is marked against an organisation, this signifies that contact was sought but not achieved.

RAAVI Board

Organisation	Representative
Hampshire Wildlife Trust	Clive Chatters
Hampshire Wildlife Trust	Debbie Wicks
English Nature	Rue Ekins
English Nature	Dagmar Junghanns
English Nature	Helen Powell
Wiltshire Wildlife Trust	Harry Barton
Wessex Water	Fiona Bowles
Environment Agency	Allan Frake

RAAVI Forum

Organisation	Representative
New Forest District Council	*
Dorset Wildlife Trust (Rivers & Wetlands)	Bronwen Bruce
Salisbury District Council	John Meeker
Environment Agency	Ron Curtis
RSPB	Steve Gilbert
The Game Conservancy Trust	Dominic Stubbing
Dorset County Council	Gordon Le Pard
Wessex Salmon Trust	John Levell
Avon and Stour River Association	Robin Radcliffe
Wiltshire County Council	Jenny Ford (County Ecologist)
Wiltshire County Council	Gary King (Principal Planner Countryside)
Wiltshire County Council	Richard Broadhead (ROW)
Wiltshire County Council	Roy Cannon*
Wiltshire Fishery Association	Tony Wells and Robin Mulholland
Hampshire County Council	Damian Offer
ROW promotion Hampshire	Marilyn Meeks
ROW GIS Hampshire	Andrew Smith
Hampshire CC Area Manager Countryside Service	*
Hampshire County Council ROW Warden	Ian Lawrence
Hampshire County Council Archaeologist	David Hopkins
NFU	Mike Ellingham
NFU	Steven Bartlett*
NFU	Chris Whitlock*

DEFRA (ESA)	Andrew Fielder
DEFRA (CSS)	Stephanie Payne

Other Key Organisations

Organisation	Consultee
Ministry Of Defence - Defence Estates, Salisbury Plan (River Avon)	Dominic Ash/Hannah Etherington
National Trust - Stonehenge project	Keith Rowe, Matthew Edworthy Phillipa Read - Community First.
Sustain the Plain: Salisbury Plain Leader project	John Dowsett*
Sustain the Plain: Salisbury Plain Leader project	Simon Ford
North Wessex Downs AONB Director	*
Cranborne Chase and West Wilts Downs AONB Management Plan	Linda Nunn
New Forest LEADER Plus project - Forest Friendly Farming	Emma Rigglesworth,
WWLT, WFA	Peter Hayes*
Postgraduate Student	Kate Mitchell*
English Heritage SE Region	Steven Williams
English Heritage SW Region	Susan Smart
English Heritage SE Region	Alison James
Wilts Wildlife Trust	Susan Glock
Wiltshire County Council Archeological Service	Helena Covepenny

Key User Groups

Organisation	Consultee
Langford Lakes Nature Reserve & Education Centre	Richard Watson (Warden)
Harnham Water Meadows Trust	Rosemary Allen
Blashford Lakes Visitor Centre (Access and Audience Potential)	Jim Day
Wessex Chalk Streams project	Jenny Wheeldon
Salisbury Wildlife project	Martin Gilchrist
Somerley Estate	Miss Lindsey Burtenshaw
Breamore Estate Co Ltd,	Michael Hulse
Meyrick Estate Management, Estate Office, Hinton Admiral, Christchurch	*
Bisterne Manor, Bisterne, Ringwood	*
Longford Estate	Lord Radnor
Owls Barn Organic, Sopley, Christchurch	*
J Goulding and Son, Westover Farm, Ringwood,	Derek Goulding
South Ripley Farm, Fish Street, Ripley	*
Landowner	Anne Dixon
Landowner (Heale Garden)	Guy Rasch
Landowner	Patricia Stephenson
Landowner	Maureen Harnett
Landowner/farmer	Charlie Rowlands
Landowner	Adam Clutterbuck
Landowner	Christian Lange
Ringwood Town Council,	Terry Simpson (Clerk)
Christchurch Borough Council (no Town Council)	Clive Sinden
Christchurch Borough Council	Mark Axford

Wiltshire Wildlife Trust	Georgina Terry & Christine Coward
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Users

Organisation	Consultee
Christchurch Angling Club	*
Ringwood and District Anglers Association	*
Salisbury and District Anglers	Ricky Polden
BCU South West Region	Joy Purchase
Ringwood Canoe Club	Barry Deakin
Salisbury Canoe Club	*
UK Youth	Louis Bonney
Salisbury and South District Scouts	John Wyeth
Blashford Lakes Anglers (Christchurch Angling Club) see above also)	Paul Jerome
Blashford Lakes Sailing - Spinnaker Sailing Club	*
Blashford Lakes WaterSkiers (Ellingham Waterski)	*
Britford C of E Primary School	Unknown
Codford C of E Primary School	Unknown
Downton C of E Primary School	Unknown
Great Wishford C of E First School	Unknown
Idmiston Primary School	Unknown
Nadder C of E Middle School	Unknown
West Wiltshire Ramblers Association Group	Unknown
Ellingham and Harbridge Parish Council	Peter Gardner
Downton Parish Council	*
Durrington Parish Council	*
Fordingbridge Town Council	
Blashford Lakes Family Events Users (18th July)	Various
Blashford Lakes Family Events Users (18th July)	Various
Blashford Lakes Family Events Users (18th July)	Various
Blashford Lakes Family Events Users (18th July)	Various
Blashford Lakes Family Events Users (18th July)	Various
Anonymous - School	Unknown
Beaver Scouts	Unknown
St Marys Preschool	Unknown
Lymington and District Naturalist Society	Unknown
Christian Home Education Group	Mrs Dowling
Jack and Jill pre-school	Karen Davies
Ringwood C of E Infants School	Unknown

Volunteers

Organisation	Consultee
Blashford Lakes Study Centre reserve Volunteers	Michael Tomkins
Blashford Lakes Study Centre reserve Volunteers	Kathleen Nunney
Blashford Lakes Study Centre reserve Volunteers	*
Blashford Lakes Study Centre reserve Volunteers	*
Blashford Lakes Study Centre reserve Volunteers	*
Salisbury Wildlife Group	Richard Death
Salisbury Wildlife Group	Miles Gapper
Salisbury Wildlife Group	Nicky Warden
Salisbury Wildlife Group	Pam Rouquette
Salisbury Wildlife Group	*
Salisbury LA21 Biodiversity Group	*
Langford Lakes Volunteers	Michael Darby
Langford Lakes Volunteers	*
Langford Lakes Volunteers	Phil/ Mary Smith
Langford Lakes Volunteers	June Readman
BTCV Salisbury Wiltshire	
BTCV Hampshire Micheldever	
BTCV Dorset Poole	Pete Gritton

Other Potential User Groups

Organisation	Consultee
Wiltshire Education	*
Hampshire Education	*
Hampshire trailblazer scheme	*
Dorset Education	Graham Case
LSC Wiltshire	Julia Falaki
LSC Hampshire	*
LSC Dorset	*
Hampshire County Youth Service	Ray Barnard
Hampshire County Youth Service	Sharon Davies
Hampshire County Youth Service	Jane Cron
Dorset Youth and Community	*
As above	*
Youth Service - Kennet and Salisbury	*
Youth Service - West Wiltshire	*
Youth Offending Team Wiltshire	*
Hengistbury Head Countryside Officer	Mark Holloway
Bournemouth Borough Council Outdoor Education	Patricia Zimmerman

Other Contacts

Organisation	Consultee
Wiltshire County Council ROW - ref extending Avon valley path	Richard Broadhead
Wiltshire CC ROW warden - ref extending Avon Valley Path and signage costs	Nick Cowen
Wiltshire CC ROW warden ref Pewsey quiet lanes	Esther Daly
Dorset County Council ROW ref GIS	Carol McKay
Hampshire County Council ROW ref GIS	Ian Lawrence
Hampshire County Council ref ROW	Marilyn Meeks
Hampshire County Council ROW ref GIS	Andy Gratten Kane
Hampshire County Council ROW ref GIS	Andrew Smith
Hampshire County Council ROW ref Avon Valley Path User Data	Marilyn Meeks
Dorset Libraries	Paul Lievers
Hampshire libraries	Richard Ward
Wiltshire libraries	Pauline Palmer
Salisbury TIC	Jane Fry
Sustrans - general contact	n/a
Sustrans Proposed Route 45 contact	Kim Littlewood
Sustrans Proposed Route 24 contact	John Grimshaw via his PA Rae Heading
Action for the River Kennet	Charlotte Hitchmough
Action for the River Kennet	Dr Geoffrey Findlay
Gendall Design - ref exhibition and promotional material costings	
Landmark Timber Products - ref signage and way marking costings	
TOP Design ref interpretation boards	

APPENDIX TWO

ACCESS AUDIT INFORMATION

Table 1: English Heritage and National Trust Sites

Site	Grid Reference	Map	Address	Description	Adjacent River	Admission (adults)	
English Heritage	Netheravon Dovecote	146 485	OS Map 184	Netheravon, near Amesbury, Wiltshire	18 th Century dovecote in an orchard still with most its 700 or more nesting boxes.	Avon	Free
English Heritage	Stonehenge	123 422	OS Map 184	Stonehenge, near Amesbury, Wiltshire	Ancient stone circle erected between circa 3000BC and 1600BC	Avon	£5.20
English Heritage	Woodhenge	151 434	OS Map 184	Near Amesbury, Wiltshire	Neolithic monument from about 2300BC	Avon	Free
English Heritage	Old Sarum	138 327	OS Map 184	North of Salisbury, Wiltshire	Remains of a prehistoric fortress, Norman palace, castle & cathedral.	Avon	£2.80
English Heritage	Old Wardour Castle	939 263	OS Map 184	2 miles SW of Tisbury	Ruined castle built in the late 14 th century. Is an unusual 6 sided castle	Nadder (approx 1 mile from banks)	£2.80
English Heritage	Christchurch Castle & Norman House	160 927	OS Map 195	Christchurch	Set on the river these ruins of a Norman keep and Constables house date back to the 12 th century. One of only 5 Norman chimneys surviving in England.	Avon	Free
National Trust	Phillips House	004 319	OS Map 184	Dinton, Salisbury, Wiltshire	Early 19 th century neo-Grecian house. Surrounding landscape park offers may walks.	Nadder	£3.00
National Trust	Stonehenge Down	120 420	OS Map 184	Amesbury, Wiltshire	Ancient ceremonial landscape with may archaeological features. The NT owns 850ha of downland (forms a third of the Stonehenge World Heritage Site).	Avon	Free
National Trust	The Pepperbox	212 248	OS Map 184	SW of Alderbury, Wiltshire	17 th century folly overlooking Salisbury. Important site for nature conservation (NT brochure)	Avon	
National Trust	Hale Purlieu	200 180	OS Map 184	Hale, near Downton,	The Trust cares for 1,200ha in the New Forest including this common which offers good walking	Avon	

River Avon Access Development Plan

			Wiltshire routes.	
National Trust	Fingsbury Ring	193 338	Near Winterbourne Gunner, Wiltshire	Iron age hill fort. Important site for nature conservation (NT brochure) Bourne
English Heritage	Netheravon Dovecote	146 485	Netheravon, near Amesbury, Wiltshire	18 th Century dovecote in an orchard still with most its 700 or more nesting boxes. Avon Free

Table 2: Other Sites with Existing Public Access

Site	Adjacent River	Grid Reference	Address	Comments	Admission (adults)
East Chisenbury Priory	Avon	139 526	East Chisenbury, Wilts	In National Gardens scheme - do tours	£2.50
Amesbury	Avon	155 422	Countess Wear Services, Wilts	Site of proposed Stonehenge Visitor centre	
Durrington Walls	Avon	155 437	Durrington, Wilts	Henge, 500m in diameter	
Bulford, Long Barrow	Avon	162 432	Bulford, Wilts		
Ratfyn Barrow	Avon	154 419	Near Amesbury		
Amesbury Abbey & Fort	Avon	148 418	Amesbury, Wilts	Grade II* - 50ha site	
Amesbury Down Tumuli	Avon	143 401	Amesbury, Wilts		
Redcoats in the Wardrobe	Avon	145 293	Salisbury, Wilts	Museum of the Royal Gloucestershire, Berkshire & Wiltshire Regiment with landscaped garden leading to the River Avon	Is charge to house. Garden tickets also available.
Harnham Water Meadows	Avon	137 297	Salisbury, Wilts	Important setting of City & attractive recreational resource. Public footpath through site but meadows themselves are private	
The Maltings	Avon	143 304	Salisbury City Centre	Retail area adjacent to river	
Avon Valley Park	Avon	130 310	Salisbury	Wildlife Trust Nature Reserve on outskirts of Salisbury	
Downton	Avon	174 213	Downton, Wilts	Village with Ring & Bailey and River Access	
Breamore House	Avon	152 191	Breamore, Wilts	House with related museum in nearby Breamore village	£6 to visit house
Breamore Mill	Avon	163 174		River crossing offering excellent views of river and Mill	
Castle Hill	Avon	170 165	Woodgreen, Hampshire		
Hale Park	Avon	182 183	Hale, near Downton, Hants		Hale Park
Sandy Balls Holiday Park	Avon	168 146	Hants	Access to the river for tourists staying at the holiday park	Sandy Balls Holiday Park
Fordingbridge Museum	Avon	146 139	Fordingbridge, Hants	Collection of objects from the old town	Fordingbridge Museum
Ibsley Bridge	Avon			River crossing with views and natural heritage interest	Ibsley Bridge

Site	Adjacent River	Grid Reference	Address	Comments	Admission (adults)
Blashford Lakes	Avon	155 075	Ellingham Drove, Hants	Series of former gravel pits now used for public water supply, recreation & conservation set in the former Avon Valley	Blashford Lakes
Avon Forest Park	Avon	132 037	St Leonards, Hants	Within the New Forest	Avon Forest Park
Avon Heath Country Park	Avon	120 030	Hants	600 acres of heathland including a visitor centre, gift shop, playground, café and toilets.	Avon Heath Country Park
New Forest Water Park	Avon	153 110	Hucklesbrook Lakes, Ringwood Road, Fordingbridge, Hants	Park offers 2 lakes for watersports and fishing. Lakes are set within a 55 acre site.	New Forest Water Park
Matchams Viewpoint	Avon	127 020	Matchams Park, Hants	Good viewpoint across the river system	Matchams Viewpoint
Avon Castle	Avon	138 032	St Leonards, Hants		Avon Castle
Leybrook Common Nature Reserve	Avon	142 024	St Leonards, Hants		Leybrook Common Nature Reserve
Somerley Estate	Avon	149 096	Hants	The house is not open to the public per se but does not corporate entertainment & provides conference facilities	Somerley Estate
Bickerley Common	Avon	145 055	Ringwood, Hants	The Common is a historic open space between the town and mill stream which was used for cricket and football in 19th century.	Bickerley Common
Bickton Mill	Avon	148 128	Hants	Largest fish farm in Europe - public can purchase at the site	Bickton Mill
Winkton Common	Avon	156 952	Christchurch		Winkton Common
Western Commons, New Forest	Avon	165 115	New Forest	Predominantly open heathland on the western edge of the New Forest, grazed by the stock of local commoners. The commons are of outstanding importance for wildlife.	Western Commons, New Forest
Stanpit Marsh	Avon	170 920	Christchurch	Designated Local Nature Reserve just below the confluence of the Rivers Avon & Stour. Comprises 65ha and areas of saltmarsh,	Stanpit Marsh

Site	Adjacent River	Grid Reference	Address	Comments	Admission (adults)
				freshwater marsh with reed beds and areas of scrub.	
Hengistbury Head	Avon	180 905	Christchurch	A 36m high headland approx 1 km in length located half way between the entrance to Poole Harbour and Hurst Spit. Forms the main division between Poole and Christchurch Bays. Designated SSSI	Hengistbury Head
St Catherine's Hill	Avon	145 950	Christchurch	Public Open Space	St Catherine's Hill
Steamer Point	Avon	197 928	Christchurch	Mixed woodland site with small areas of grassland and a number of ponds. Is a 3.2 acre site owned by Christchurch BC for public amenity use.	Steamer Point
Smallbrook Meadows Nature Reserve	Wylve	878 443	Near Warminster	Designated Local Nature reserve at the end of Warminster Lake Pleasure Gardens consisting of water meadows and woodland.	Smallbrook Meadows Nature Reserve
Sherrington Motte	Wylve	959 392	Sherrington, Wiltts	Earthwork remains of a motte. In National Monument Records	Sherrington Motte
Long Barrow	Wylve	968 391	Sherrington, Wiltts	Earthen long barrow, 90m from the River.	Long Barrow
Tithe Barn	Nadder	952 298	Tisbury, Wiltts	Venue for concerts & town events	Tithe Barn
Compton Park	Nadder	029 301	Compton Chamberlayne, Wiltts		Compton Park
Wilton House	Nadder	100 310	Wilton, Wiltts	Treasure House of England - includes restaurant, grounds, adventure playground	Wilton House
Wilton Park	Nadder	098 304	Wilton, Wiltts		Wilton Park
Wilton Museum	Nadder	099 312	Wilton, Wiltts	Incorporates 2 museums in one place. The Town Museum displays the history of the town and the carpet factory museum covers the history of the weaving and includes guided tours.	Wilton Museum
Wilton Town Centre	Wylve/Nadder	100 310	Wilton	Access to river in town centre	Wilton Town Centre

Site	Adjacent River	Grid Reference	Address	Comments	Admission (adults)
Stapleford Castle	Till	069 379	Stapleford, Wilts	Medieval ringworks & bailey castle surviving as earthenworks	Stapleford Castle
Wyck Village	Nadder	940 284	Tisbury, Wilts	Medieval village remains	Wyck Village
Jubilee Park	Avon	142 051	Ringwood	Town Council owned park by river in Town Centre	Jubilee Park
Fish Inn	Avon	140 050	Ringwood	Pubadjacent to the river.	Fish Inn
Fordingbridge Recreation Ground	Avon	148 140	Fordingbridge	Town Council owned park by river	Fordingbridge Recreation Ground
Langford Lakes	Wylve	040 370	Steeple Langford	Wildlife Trust Nature Reserve, Education Centre and Visitor Centre	Langford Lakes
Moyles Court Ford/verges	Linford Brook	163 083	Ringwood	Site owned by Ellingham and Harbridge Council	Moyles Court Ford/verges
Broad Chalke	Ebble	038 255	Broad Chalke, Wilts	Access to river in village adjacent to it	Broad Chalke
Kingston Common	Avon	147 031	Kingston Hampshire	Commonland adjacent to river	Kingston Common
Winterbourne Dauntsey	Bourne	178 354	Wiltshire	Small site owned by Parish Council	Winterbourne Dauntsey

Table 3: Museums, Tourist Information Centres and Libraries

Museums

Site	Adjacent River	Grid Reference	Address	Comments	Admission (Adults)
Breamore House	Avon	152 191	Breamore, Wilts	House with related museum in nearby Breamore village	£6 to visit house
Fordingbridge Museum	Avon	146 139	Fordingbridge, Hants	Collection of objects from the old town	Free
Wilton Museum	Nadder	099 312	Wilton, Wilts	Incorporates 2 museums in one place. The Town Museum displays the history of the town and the Carpet Factory Museum covers the history of the weaving and includes guided tours.	charges apply
Wilton House	Nadder	100 310	Wilton, Wilts	Treasure House of England - includes restaurant, grounds, adventure playground	£9.75
Museum of Electricity	Avon	155 925	Bargates, Christchurch, Dorset	The Museum of Electricity is the place to go to discover the history of electricity, in the settings of a genuine Edwardian Power Station. Open Easter to end of Sept	£2.50
The Red House Museum Infantry & Small Arms School Corps Weapons Collection	Avon Wylve	154 924 (ST) 860 432 145 293	Christchurch, Dorset Warminster, Wilts	Built as a workhouse in 1764, the building now houses many objects which reflect the social and natural history of the area, its geology and archaeology.	£1.50
Royal Gloucestershire, Berkshire & Wiltshire Regiment Museum	Avon		Salisbury, Wilts	Redcoats in the Wardrobe	Is charge to house. Garden tickets also available.

Site	Adjacent River	Grid Reference	Address	Comments	Admission (Adults)
Salisbury & South Wiltshire Museum	Avon	142 112	Salisbury, Wilts	Home of the Stonehenge Gallery, displays of history of Salisbury, costume, ceramics, pictures and changing temporary exhibitions. The Collection reflects many aspects of bygone life in Pewsey Vale. Displays include Victorian industrial machinery, steam and agricultural models, commercial and domestic items. Postcards, photographs and archive materials all reflect the rich history of the Vale of Pewsey.	£4.00
Pewsey Heritage Centre	Avon	165 602	Pewsey, Wilts	The villa once stood in the centre of a large farming estate, and is the largest known Roman villa in the area. It's history spans the period from the Iron Age through to the 5th century AD.	£1.95
Rockbourne Roman Villa	Avon	125 175	Fordingbridge, Hants	Stand on the platform of the once bustling station; wander through the picturesque streets and browse in the shops of yesteryear. Magically appear in Ringwood Market Place with its vintage cars, life size thatched building and shops.	£3.90
Ringwood Town & Country Experience	Avon	062 150	Ringwood, Hants	Heale Gardens surround a Carolean manor house (not open to the public) where Charles II hid during his escape in 1651.	
Heale Garden	Avon	126 364	Woodford, Wiltshire	Volunteer run town museum specialising in local history. A wide range of local history from Iron Age times to the present day, including the Victor Manley collection of geology. Good selection of local research material. Regular exhibitions	
Warminster Dewey Museum	Wylve	(ST) 860 432	Warminster		

Tourist Information Centres

Location	River	County	Grid Reference	Description
Salisbury	Avon	Wiltshire	140 300	Tourist Information Centre
Fordingbridge	Avon	Hampshire	145 145	Tourist Information Centre
Amesbury	Avon	Wiltshire	165 410	Tourist Information Centre
Christchurch	Avon	Dorset	180 925	Tourist Information Centre
Warminster	Wylve	Wiltshire	ST 870 430	Tourist Information Centre
Ringwood	Avon	Hampshire	150 050	Visitor Information Centre

Libraries

Location	River	County	Grid Reference	Description
Amesbury	Avon	Wiltshire	165 410	Public Library
Downton	Avon	Wiltshire	180 215	Public Library
Durrington	Avon	Wiltshire	160 445	Public Library
Netheravon	Avon	Wiltshire	147 490	Public Library
Pewsey	Avon	Wiltshire	165 600	Public Library
Salisbury	Avon	Wiltshire	140 300	Public Library
Tidworth	Avon (Nine Mile River)	Wiltshire	235 490	Public Library
Tisbury	Nadder	Wiltshire	ST (3)945 (1)295	Public Library
Warminster	Wylve	Wiltshire	ST (3)870 (1)430	Public Library
Wilton	Nadder/Wylve	Wiltshire	100 315	Public Library
Fordingbridge	Avon	Hampshire	145 145	Public Library
Ringwood	Avon	Hampshire	150 050	Public Library
Verwood	Avon	Dorset	090 085	Public Library
Christchurch	Avon	Dorset	180 925	Public Library

Table 4: Virtual Access

	Website Address	Source/Author	Description
1	www.wiltshirewildlife.org	Wiltshire Wildlife Trust	Gateway to news & info on wildlife & the environment. Includes list of Nature Reserves and What's on Events Diary
2	www.btinternet.com/ameburywalkers	Amesbury Walking Club	List of walks around Amesbury including those within Catchment area.
3	www.countryside.gov.uk	Countryside Agency	Information re: landscape character of the catchment area, historical & cultural influences, buildings and settlement patters.
4	www.wowheritage.org.uk	Multi agency funded by New Opportunities Fund	Major heritage project providing links to 19 organisations. Covers access to heritage properties, environmental sites.
5	www.wiltshire.gov.uk	Wiltshire County Council	Links to Wilts & Swindon Pathfinder Geographic Information System: mapping resource includes Rights of Way, Community Info points, libraries etc. Also links to: * Wiltshire community history - info on 261 communities * Timescape Wiltshire - introduces Wiltshire's heritage
6	www.english-nature.org.uk	English Nature	List of area teams, nature reserves and important wildlife habitats. Also webcams, volunteer information, publications, GIS - mapped Special protections Areas, Special Areas of Conservation and SSSI's. Also Includes details on Wessex Chalk Streams Project.
7	www.dorset.gov.uk	Dorset County Council	Links to information on the environment, heritage & tourism. Includes information on Local Nature Reserves adjacent to river. List of forthcoming events plus contact numbers for wardens etc.

Website Address	Source/Author	Description
8 www.hants.gov.uk	Hampshire County Council	Lists country parks, rights of way, countryside access opportunities. Includes list of museums, libraries, countryside, sport and tourism opportunities.
		Also promotes opportunities for volunteering - heritage, countryside: application forms are posted on the website.
		Includes links to the 'Hampshire Treasures' database which include natural or man made features of the county which are of public interest by reason of their aesthetic, archaeological, historic, scenic, scientific, sociological or traditional interest, and whose deterioration or destruction would represent a serious loss to our heritage.
9 www.wildlifetrust.org.uk/dorset/	Dorset Wildlife Trust	Lists news & events, details of reserves, current projects, surveys and strategies. Also identifies local wildlife groups with contact information.
10 www.hwt.org.uk	Hampshire & Isle of Wight Wildlife Trust	Lists wildlife reserves, opportunities for public involvement including volunteering. Also information on education/study centre including Blasford Lakes Study Centre. Also Events Diary.
11 www.english-heritage.org.uk	English Heritage	Access information relating to sites and properties - see Site Access list
12 www.nationaltrust.org.uk	National Trust	Access information relating to sites and properties - see Site Access list
13 www.environment-agency.gov.uk	Environment Agency	For Southern (Hants) and South West (Dorset & Wilts) regions it provides information on river quality and targets, navigation, recreation & Catchment Abstraction Management Strategies: how is the waste managed in local areas.
14 www.rspb.org.uk	Royal Society for the Protection of Birds	General info and then links to the South West (Dorset & Wilts) & South East (Hants) offices. Lists reserves, events, local group details & specific sections e.g. farming in South West England. Links to example projects.

Website Address	Source/Author	Description
15 www.gct.org.uk/	Game Conservancy Trust	Broad site but HQ based in Fordingbridge, Hants - explains research into Britain's game & wildlife, advisory service to farmers & landowners on improving habitats & lobbyists for agriculture & conservation policy.
16 www.nfdc.gov.uk	New Forest District Council	General information site. Also information on specific towns & parishes - includes walks, accessible sites, places to visit. Also visiting the forest - lists events, attractions, what to see/do - historic buildings/museums, nature reserves and village links.
17 www.salisbury.gov.uk	Salisbury District Council	Very general information. Tourism info includes tourist & information centres and local tourist info. Also parks, open space - lists parks, fishing permits (signposts Salisbury & District Angling Club) and river pollution - provides contacts for clean up information.
18 www.christchurch.gov.uk	Christchurch Borough Council	General information for community. Specifics - leisure & recreation: walks - Avon Valley Path, Avon Valley Country Park & Parks and Gardens. Specific Countryside Service website - lists details of reserves, details of volunteering opportunities & countryside events. Also links to local environmental organisations.
19 www.nfu.org.uk	National Farmers Union	General information re: farming & agriculture. Contacts for SW area. Education section - farm facts sheets & profiles.
20 www.defra.gov.uk	Department for Environment, Food and Rural Affairs	Includes information on farming, fisheries, food & drink, wildlife & countryside. Countryside issues include landscape protection, recreation & public access. Offers high level reports - national rather than regional/local information. Also access to research projects & reports, wildlife conservation & biodiversity issues and information on grants & financial assistance.

Website Address	Source/Author	Description
21 www.wessexwater.co.uk	Wessex Water	Information about water & sewerage for the area. Also includes a section on environment - information on low flow rivers, improving the region's biodiversity & climate change. Also information on community education & recreation. Includes recreation & fishing sites. Education service outlines topic areas that can be covered by education advisors, plus information on Study Centres. Information on grants available for environmental projects.
22 www.thisissalisbury.co.uk		General information about the City including tourism, 'down your way' - village features & photos e.g. for Downton, Amesbury & Tisbury. Links to local community group websites includes associations, parish councils, voluntary groups, villages & visitor attractions.
23 www.pewsey-uk.co.uk		Pewsey Village website. Includes village history, local attractions, opportunities for volunteering, information re: Pewsey Information Point.
24 www.thisiswiltshire.co.uk		Source of news & general information for all towns in Wiltshire
25 www.this-is-amesbury.co.uk		Information re: town & history including archeological remains. Contact for cycling & walking hotline, info re: opportunities in the local area, places to visit - Stonehenge & Woodhenge, local charities and organizations.
26 www.downton.org.uk		Downton village website. Community section includes details of churches, local clubs and organizations, village guide - local history & links, information on parish council and contacts.
27 www.fordingbridge.gov.uk		Information on local history, attractions maps, groups & societies
28 www.christchurchtourism.info		Includes heritage information, historic walks including Covent Walk adjacent to the River Avon and info on parks & gardens.
29 www.ringwood.gov.uk		Information on history of the town, what's on guide, local services & places to visit.
30 www.dtelstreeserve.co.uk		Includes map of Durrington - includes information re: history of town, pictures & archeological information

Website Address	Source/Author	Description
31 www.fishinginwessex.com		Fishing information for the South of England. Includes locations of where to fish & contacts for local clubs, local venues, events calendar & articles.
32 www.oursouthwest.com		Information re: sustainable development in the South West. Includes information on rivers, streams and some basic information re: problems & skills.
33 www.wlakingpages.co.uk		Includes specific section on each County, links to guidebooks and walks located within the River Avon catchment area.
34 www.ramblers.org.uk	Ramblers Association	Links to long distance paths & routes, local walking information, campaigns, walking events and contacts for outdoor & conservation organizations.

Table 5: Leaflets

Area	Author	Description
1 Avon Valley Path	Hampshire County Council	Details the 34 mile walk from Salisbury to Christchurch. Maps route. Notes: <ul style="list-style-type: none"> Water meadows at Folds Farm, nr Fordingbridge Bickton Mill - trout farm, Fordingbridge Turner - traditional farming practices, nr Fordingbridge Bickley Common to Kingston North Common - water meadows Sopley Mill - attractive village
2 Cranborne Chase & West Wilts Downs AONB	East Dorset DC	Large AONB, covers 379 sqm. Rivers Nadder, Wylfe & Ebbie run through area.
3 Wiltshire Wildlife Trust Nature Reserves	Wiltshire Wildlife Trust	Map highlights places of interest and Public Rights of Way. Comprehensive listing of the Trusts nature reserves. Those located close to rivers include: <ul style="list-style-type: none"> Jones's Mill - the Vera Jeans Reserve, nr Pewsey <p>Is a fenland site developed following abandonment of the water meadows. Reserve at SU 168613. Avon flows through site. Surrounding fields are part of an acid grassland restoration project.</p>
		Smallbrook Meadows - Warminster
		Local Nature Reserve - formerly water meadows lying alongside the Were and Wylfe.
		Devenish Reserve, nr Middle Woodford
		Range of habitats - comprises open downland. Close to Avon
		Cockey Down, nr Salisbury
		Large reserve comprising flower rich chalk grassland. Nearest river - Bourne
		Little Langford Down, nr Wilton
		Tranquil reserve on River Wylfe.
4 Nature Reserve Guides	Wiltshire Wildlife Trust	Similar to above guide however also lists: <ul style="list-style-type: none"> Langford Lakes

			Formal gravel pits - now place for wetland birds & habitat restoration
			Internationally important chalk stream (Wylve) borders the reserve to the north. Facilities include bird hides & toilets, education centre & info for visitors.
5	Avon Valley Local Nature Reserve	Salisbury DC	Describes the location & importance of the Nature Reserve. Small map which highlights footpaths. Description of why the river corridor is important - includes reed bed, water meadow
6	Nature Reserves for All	English Nature	Lists reserves in the SE. None featured in the leaflet are relevant.
			Does highlight Wylve Down, Martin Down nr Salisbury
7	Salisbury & Wilton Walking Map & Info	Salisbury DC, Tourism Pt, Salisbury Agenda 21	Maps towns & footpaths in Wilton and Salisbury. Range of walks - 2.5miles, 3-4 miles and 4-7 miles.
8	What's On Guide	Wiltshire Wildlife Trust	Events at Devenish nature reserve, Langford Lakes listed
9	Wessex Chalk Streams Project	Chalk Stream Project. c/o English Nature	Educational leaflet describing why R Avon is one of the most important rivers in the country. Outlines activities in the River Catchment and the work of the Chalk Streams Project.
10	Resources for Schools	Wessex Water	Education service - offers 9 centres in the region. Includes: <ul style="list-style-type: none"> • Blashford Lakes, nr Ringwood. Dedicated to leisure, conservation & water supply this offers habitat studies & envntal projects.
11	Speaker Service	Wessex Water	Offers talks and arranges group visits to water & sewage treatment works.
12	Wessex Watermark	Wessex Water	Offers grants of up to £1500 to local community, schools, youth & envntal groups. One off award of £2500 to one special project.
13	Fishing & Recreation 2004	Wessex Water	Introduces reservoirs within the Wessex Water region. Lists activities. Includes: <ul style="list-style-type: none"> • Blashford Lakes & Ellingham Lake Lists centres within area. Includes:
14	Education Centres	Wildlife Trusts: Hampshire & IoW	Blashford Lakes Study Centre.

			Describes services which are offered at the centres and highlights the courses available for Pre-school. Key stage 1, 2, 3 and 4.
15	Recommended Walks Around Stonehenge & Archeology	National Trust	Public footpaths around 850ha of downland surrounding Stonehenge.
16	Avon Valley Matters	Avon Valley Liaison Group	Newsletter for Group which is set up for land and riparian owners and managers in the Lower Avon Valley.
17	Walking in Wiltshire	Wiltshire County Council	10 walks around Wiltshire. £3
18	White Horse Trail	Wiltshire County Council	90 mile walking route. £6
19	Year Book	Salisbury & District Angling Club	Includes details of sites accessible to anglers (not publicly accessible but open to anglers with permits).
20	What's On	Blashford Lakes Study Centre	List of events from August-December 2004
21	Bugs, beasts & all that Environmental Stuff!	Wiltshire Wildlife Trust	Langford Lakes Education Programme - range of hands-on environmental education programmes at Langford Lakes Reserve.
22	Kingfisher	Newsletter of the Salisbury Wildlife Project	Newsletter - news articles, summer events, volunteering information

Table 6: Public Rights of Way Crossing Points:*River Avon*

No	Name	Grid Reference	Type of P.R o Way	Comment
1	Charlton	115 561	Footpath	Near to source of Avon. Footpath crosses river
2	Rushall village	126 562 130 560	Road Road	Roads to village cross river
3	Upavon	137 550	Road	Village adjacent to river. A342/A345 crosses river
4	East Chisenbury	140 528	Footpath	Whole village adjacent to river. Footpath from East to West Chisenbury crosses river
5	Enford	140 516	Road	Road from Enford to Longstreet crosses river. Villages on either side of the Avon
6	Coombe	149 504	Footpath	Footpath from Coombe to Fifield. Footpaths sited either side of river at this point south
7	Netheravon	145 493	Footpath	Village adjacent to river. Footpath alongside river
8	Hoxton	148 492	Road	Bridge from Netheravon to Hoxton
9	Figheledean	153 470	Road	Bridge from village to A345. Village adjacent to River
10	Ablington	158 464	Footpath	Footpath from Ablington to Syneneot House
11	Brigместon	160 458	Track	Track from Brigместon to Larkhill
12	Durrington	166 452	Footpath	Large village with Avon on 2 sides. Footpaths cross and run adjacent to river on eastern side.
13	Bulford	164 437	Road	A3028 between Durrington & Bulford crosses river
14	Durrington Walls	153 436	Footpath	Footpath from Durrington to the walls
15	A303 near Ratfyn	158 422	Road	Dual carriageway crosses near Ratfyn
16	Amesbury	152 413	Road	Road crossing near Amesbury
17	Amesbury Tumuli	142 401	Footpath	Several bridleways and footpaths converge close to Tumuli but cross river as one.
18	Great Durnford	132 380	Footpath	Footpath crossing near Public House
19	Upper Woodford	124 372	Road	Road from Upper Woodford to Netton crosses the river
20	Monarchs Way	128 354	Footpath	Key public right of way crosses river near Lower Woodford
21	Little Durnford	124 342	Track	Small track crosses river

22	Avon Bridge	129 329	Road	Road crossing close to the Old Sarum, Salisbury. A footpath runs to the west of the river into Salisbury along Bemerton Heath entering the City close to the Leisure Centre
23	Salisbury	131 309	Road	Several roads cross river
		132 308	Road	Main road
		132 300	Road	
		132 298	Road	
24	Old Mill, Salisbury	138 299	Footpath	Footpath from Salisbury to Harnham
25	Harnham	144 292	Road	Road from Harnham to A354 in Salisbury, close to the cathedral
26	Britford	156 284	Road	River Avon splits so there are several crossings in close proximity
		169 280	Footpath	
		170 275	Footpath	
27	Alderbury	175 270	Footpath	Footpath into Alderbury
28	Langford Castle	171 267		From Alderbury to the castle. Bodenham Park on either side of the river
29	Charlton All Saints	179 238	Footpath	Footpath crossing. Avon Valley Path now runs on the west side of the river.
30	New Court Farm	174 221	Road	Road into Downton - B308. Sited adjacent to Ring & Bailey. Footpath sited along the eastern side of the river to the west of Downton.
31	Hale Farm	177 186	Footpath	Footpath crossing into Hale Farm and the Avon Valley Path
32	Woodgreen	162 174	Road	Road from Woodgreen to Breamore; road crosses river near The Shallows.
33	Lower Burgate	152 156	Footpath	Avon Valley Path crossing
34	Fordingbridge	151 142	Road	A338 crossing
35	Fordingbridge	149 142	Road	B3078 from main A338 to Fordingbridge and Sandheath
36	Bickton	148 129	Footpath	Footpath crosses from Bickton to Fordingbridge
37	Ibsley	150 096	Footpath	Footpath crosses over to Ringwood Forest, close to weir
38	Somerley Park	139 082	Track	Drive from Somerley Park from main A338
39	Ringwood	140 050	Road	A31 crosses
		143 053	Road	
40	Ringwood	146 048	Footpath	Footpath out of Ringwood, runs south, close to the eastern side of the river

	148 036	Footpath	Footpath crosses over small tributary
	150 070	Footpath	Footpath at Blasford Lakes
41	Laybrook Common Nature Reserve	Byway	Byway into Nature Reserve from eastern side of the river
42	Avon Tyrell	Track	Track from Avon Tyrell Farm to Avon Common
43	Court Farm, Hurn	Road	Small road from Hurn to Sopley
44	Sopley	Road	Small bridge adjacent to Sopley Public House
45	Fairmile, Christchurch	Footpath	Footpath from eastern side of river into Fairmile, close to hospital
46	Christchurch	Road	A35 main road crosses river
	162 929	Road	B3059 crosses river close to information centre and castle
	161 928	Road	B3059 crosses river close to information centre and castle
47	Stanpit Marsh	Footpaths	Footpaths in Nature Reserve alongside Christchurch Harbour
48	Hengistbury Head	Footpaths	Footpaths at Hengistbury Head alongside estuary/harbour

River Wylfe

No	Name	Grid Reference	Type of P.R o Way	Comment
1	Heytesbury	911 426	Road	A36 crosses river
2	Heytesbury in town	925 424	Road	Small road from town, adjacent to church. Wessex Ridgeway also passes close by
		931 421	Road	
3	Knook Manor	936 417	Footpath	Footpath crosses river
4	Upton Lovell	943 409	Footpath	Footpath from Corton to Upton Lovell
5	Upton Lovell	942 401	Road	Road to Upton Lovell
6	Boyton Manor	952 396	Road	Road from Boyton to A36
7	Sherrington	961 394	Footpath	Footpath from Sherrington to Codford St Peter
8	Codford St Mary	973 394	Road	Road and footpath to Codford St Mary
9	Fisherton de la Mere	001 384	Footpath	Footpath from Bapton to Fisherton de la Mere
10	Wylfe	006 380	Road	A303 crosses river
11	Wylfe	008 379	Road	Small road from Wylfe village to A303
12	Bathampton House	016 377	Road	Small road from Wylfe to Bathampton House
13	Bailington Manor	023 373	Bridleway	Bridleway/footpath

14	Steeple Langford	035 375	Footpath	Footpath between Hanging Langford & Steeple Langford
15	Little Wishford	362 068	Footpath	Footpath between Little Langford & Little Wishford
16	Great Wishford Weir	078 359	Footpath	Footpath to Little Wishford
17	Great Wishford	082 356	Road & footpath	Road & Monarch's Way between Great Wishford & Stoford
		082 352	Footpath	

River Nadder

No	Name	Grid Reference	Type of P.R o Way	Comment
1	Tisbury	943 288	Road	Road crossing
		952 296	Road	Road crossing
2	Upper Chicks Grove	963 299	Road	Small road
3	Lower Chicks Grove	973 293	Road	Small road between Sutton Rowe & Lower Chicks Grove
4	Chicks Grove	980 296	Footpath	Footpath from Chicks Grove to Ley Farm
5	Sutton Mandeville	988 296	Road	Road between Fovant Wood and Mill Farm
6	Dinton	009 308	Road	Road between Dinton & Compton Chamberlayne
7	Compton Chamberlayne	035 310	Road	Road from Compton Chamberlayne to B3089
8	Hurdcott House	040 310	Track	Tracks to house from B3089
		042 313	Track	
		045 313	Track	
9	Barford St Martin	058 312	Road	A30 into village
10	Burcombe	072 310	Road	Road into village from A30
11	Wilton	094 308	Road	Road from Bulbridge into Wilton
12	Wilton House	106 308	Road	A3094 crosses near Quidhampton
13	Churchfields, Salisbury	127 298	Footpath	Footpath from Netherhampton to Salisbury

River Bourne

No	Name	Grid Reference	Type of P.R o Way	Comment
1	Boscombe	202 386 201 384	Road Road	A338 crosses twice as river meanders
2	Idminster	196 377	Road	Road from Idminster to A338
3	Porton	186 377	Road	Road from Porton to A345
4	Winterbourne Gunner	179 354	Road	A338 crosses
5	Winterbourne Gunner	176 352	Footpath	Footpath between Winterbourne Gunner & Winterbourne Dauntsey
6	Winterbourne Dauntsey	174 349	Road	Road from Winterbourne Dauntsey to A345
7	Monarchs Way	174 347	Footpath	Monarch's Way footpath crosses close to Winterbourne Dauntsey Public House
8	Winterbourne Earls	170 343	Road & footpath	Road & footpath
9	Winterbourne Earls	169 342	Track	Small track
10	Hurcott Works	169 338	Footpath	Footpath from Monarch's Way to PH on edge of Winterbourne Earl village
11	St Thomas's Bridge	164 321	Road	A338 crosses
12	Laverstock	155 302	Road	Road from Laverstock into Salisbury
13	Clarendon Way	157 297	Footpath	Footpath (Clavendon Way) - passes on road into Salisbury centre
14	South of Salisbury	155 292	Road	A36 crosses river south of Salisbury

River Till

No	Name	Grid Reference	Type of P.R. o Way	Comment
1	Shrewton	069 432	Road	B3083 south of Shrewton
2	Rollestone	075 425	Bridleway	Bridleway south of Rollestone
		080 423	Bridleway	
3	The Coniger	030 419	Road	Small road between Winterbourne Stoke & A360
4	Winterbourne Stoke	077 411	Road	A303 crosses
5	Winterbourne Stoke	076 406	Footpath	Footpath around Winterbourne Stoke
6	Berwick St James	072 391	Road	B3083 between Berwick St James & Stapleford
7	Stapleford	070 376	Road	Small road to Stapleford Castle
8	Serrington	069 370	Road	A36 crosses the Till adjacent to the Public House

Table 7: Named Footpaths

Walk	Sites Visited	Comments
Avon Valley Footpath	from Christchurch to Salisbury via Ringwood, Fordingbridge and Downton.	A 34 mile walk through the Avon Valley, a wildlife heritage area
The Clarendon Way	Joining the two Wessex cities of Winchester and Salisbury	A 24 mile walk. It starts beside the waters of the Itchen in the heart of Winchester and ends near the Avon at Salisbury Cathedral
Celtic Way	Section 11: Megalithic Sites - Avebury to Cley Hill via Stonehenge. Section 18: Stonehenge to Winchester	722 miles long- Route through western Britain and described in the guide in 18 sections. These do not all form a single continuous path.
Kennet & Avon Walk	Starting from the historic seaport of Bristol, the Kennet and Avon Canal passes through the Avon valley, and the Vale of Pewsey, overlooked by the North Wessex Downs	Distance: 135km
Southern Coast to Coast Walk	The route passes through the Mendip Hills and then across the Wiltshire downs to Salisbury. It then follows the Clarendon Way, continues through Hampshire lanes, across the Surrey Hills and through Kent to the coast and along the Saxon Shore to Dover.	Distance: 455km
Ready for Battle	Broad Chalke	11.3km
Romance and Ruins	Tisbury	9.7km
Amazing Mizmaze	Fordingbridge	16.1km
Wylve Ways	Bishopstrow, Warminster	11.3km
White Horse Country	Westbury	11.3km
Stonehenge Walk	Avebury	short distance
Old Sarum Challenge	Salisbury	short distance
City of Salisbury Trail	Salisbury	short distance
Medieval Splendour	Salisbury	short distance
Pewsey Hill	Pewsey	short distance

Walk	Sites Visited	Comments
The Monarch's Way	runs from Worcester to Shoreham in East Sussex. It closely follows the route taken by Charles II after his defeat at the Battle of Worcester in 1651.	610 miles
The Castleman Trail	a route which runs from Ringwood to the Hampshire/Dorset border and beyond. This level walk along mostly clear tracks and lanes, takes in the town and a stretch of the Avon Valley Path across the water meadows south of the town before returning via field paths, lanes and a stretch of the track bed of the former railway line, once the main line west from Southampton to Dorchester.	16 miles
Ringwood	This walk explores the town and goes out into the nearby Stanpit Marshes, a saltmarsh and local nature reserve which juts out into Christchurch Harbour, providing for a rich diversity of wildlife.	4.5 miles
Christchurch	The route mainly follows clear paths and tracks through delightful countryside and woodlands which in spring are carpeted with bluebells. It also visits the nearby village of Whitsbury.	3.5 miles
Rockbourne	A route from deepest Wiltshire along ancient paths via the edge of Salisbury Plain and Cranbourne Chase to the Dorset Coast.	5 miles
Wessex Ridgeway		136 miles

Table 8: Key Transport Routes

Road Links

Road	Direction	Description
A345	North- South	Amesbury & Pewsey
A345	North- South	Amesbury & Salisbury
A338	North- South	Salisbury to A303 (north) follows River Bourne
A338	North- South	Salisbury to Ringwood (access to Fordingbridge and Downton)
A31	North- South	Ringwood to Poole (dual carriageway)
A338	North- South	Ringwood to Bournemouth/Christchurch
A303	East- West	South East to South West: crosses River Avon just north of Amesbury
A30	East- West	Salisbury to Wilton and west
A36	East- West	Salisbury to Warminster (follows River Wylfe)

Public Transport - detailed description

A one stop shop telephone line has been established for information on all local and regional transport links:

South West Traveline

0870 608 2 608

Rail Links

British Rail's Information line:

08457 48 49 50

WWW.THETRAINLINE.COM

- Christchurch to Southampton - two trains per hour (outbound and inbound)
- Christchurch to Weymouth - one train per hour (outbound and inbound).
- Salisbury to Exeter - two trains per hour (outbound and inbound)
- Salisbury to Southampton - two trains per hour (outbound and inbound)
- Salisbury to Basingstoke - two trains per hour (outbound and inbound)

There are only two railway stations within the catchment area and these are located within the larger settlements of Christchurch and Salisbury. Both have good external links (to Southampton, Exeter, London) with two trains running per hour.

NB. Passengers arriving by train into Salisbury can connect with local buses to Stonehenge and Avebury.

Bus Routes

- Salisbury and Bournemouth are hubs for bus services. Ringwood is a smaller hub.
- From Salisbury, routes to the west include Wylfe via Langford Lakes etc, Dinton etc
- To the north, numerous services to Amesbury and Pewsey
- Wiggly bus service, regular transport for the people living and working in the Vale of Pewsey.

- To the south services to Downton & Fordingbridge exist
- From the Ringwood hub, services are possible to the west in the direction of Warminster
- To the south west services to Bournemouth & Christchurch
- South east - services to Barton on Sea and the New Forest are available.
- Obviously there are significantly more services around the urban settlements.

There are a small number of local coach companies covering the locality (Wilts & Dorset Buses being the main provider). National Express also operate in and between the larger settlements. In addition, there is a 'bus on demand' in the north of the catchment area, covering the Vale of Pewsey - the Wiggly bus.

Wiggly Bus

Three buses operate on three circular routs linking villages and hamlets to Devizes and Pewsey. By phoning 01249 460600 the bus will divert off its core route to pick a passenger up and drop them off at another point on route. The service operates regularly during the daytime with additional direct work journeys from Pewsey to Devizes and early evening returns. On Wednesdays, Thursdays, Fridays and Saturdays there is a night bus service linking the Vale to Devizes, Marlborough and Pewsey. Joining the Travel Club provides member benefits and fare discounts.

In addition, the bus service X14 runs past the Pewsey White Horse.

Stonehenge

Access routes to Stonehenge are widely promoted on the website, with a particular focus on transport (train and bus) from outside the catchment area (i.e. London).

The nearest train station to Stonehenge is Salisbury about 9.5 miles away. From London the trains depart from Waterloo Station to Salisbury. Trains depart approximately every hour. The journey takes about an hour and a half. Four buses per day (Monday to Saturday) depart for Stonehenge from the railway station. Ten buses leave from Salisbury bus station to Stonehenge per day (Monday to Saturday).

Wilts & Dorset Buses - from Salisbury Rail Station to Stonehenge (Service No. 3)

	Monday / Saturday	Sunday
Depart	11.15 -- 12.15	
Railway	-- 13.15 --	
Station	14.15	10.35 -- 12.40 -- 14.40
Arrive	11.40 -- 12.40	
Stonehenge	-- 13.40 -- 14.40	11.00 -- 13.05 -- 15.05
Depart	12.20 -- 13.20	
Stonehenge	-- 14.20 -- 15.20	11.40 -- 13.45 -- 15.45
Arrive Railway	12.44 -- 13.44	
Station	-- 14.44 -- 15.44	12.04 -- 14.09 -- 16.09

Source:

Adult Return Fare £5.25

Wilts & Dorset Buses - from Salisbury Bus Station to Stonehenge (Service No. 3)

Depart / Arrive	Monday to Saturday	Sundays	Public Holidays
	08.45 10.00		
	11.00 12.00		
Depart	13.00 14.00		
Salisbury Bus Stn	15.00 16.00	10.20 -- 12.25 -	10.00 -- 12.00 -
	16.50 17.20	- 14.25	- 14.00 -- 16.00
	09.23 10.40		
	11.40 12.40		
	13.40 14.40		
Arrive	15.40 16.40	11.00 -- 13.05 -	10.40 -- 12.40 -
Stonehenge	17.17 17.52	- 15.05	- 14.40 -- 16.40
	09.47 11.20		
	12.20 13.20		
	14.20 15.20		
Depart	16.20 17.20	11.40 -- 13.45 -	11.20 -- 13.20 -
Stonehenge	18.00	- 15.45	- 15.20 -- 17.20
	10.25 11.47		
	12.47 13.47		
Arrive	14.47 15.47		
Salisbury Bus Stn	16.47 17.47	12.07 -- 14.12 -	11.47 -- 13.47 -
	18.25	- 16.12	- 15.47 -- 17.47

Adult Return Fare £5.25

Salisbury

Public Transport

The Wilts and Dorset Bus Company offers local bus services to many of the major places of interest around Salisbury including Wilton, Stonehenge and Avebury.

Bus Service	To	Frequency	Places of Interest
X3	Bournemouth/Poole	Approx. Hourly Mon-Sat, 2 hourly Sunday	Fordingbridge and Breamore House
	3 Salisbury Rail Station	Approx. Hourly everyday, 2 hourly Sundays between November and April	Old Sarum and Stonehenge
	Stonehenge and Shrewton		
5/6*	Marlborough, Avebury and Swindon	Approx. Hourly Mon-Sat, 2½ hourly Sunday	Old Sarum, Marlborough and Avebury (most journeys now continue to Swindon)
	07/08/2009 Andover	Approx. ½ Hourly Mon-Sat, hourly on Sunday	Old Sarum
	29 Shaftesbury	Approx. Hourly Mon-Sat (Not Sundays)	Wiltshire Countryside and Old Villages
60/61/60a	Wilton	Regular services throughout the day (Buses leave from New Canal)	Wilton House, Church, Wilton Carpet Factory & Shopping Village

Christchurch

Christchurch is a transport hub (rail and bus) with bus routes running north, east and west. Bus services to the north follow the line of the River Avon - through Ringwood, Fordingbridge and up to Salisbury

Ringwood

Wilts and Dorset Bus company run bus services to Bournemouth, Poole, Southampton, Christchurch and Salisbury with local services into the New Forest.

Fordingbridge

There are bus routes to the north / south (being on the main route from Salisbury to Ringwood / Christchurch) and the east / west of Fordingbridge.

Other Public Transport links:

Ringwood to Blashford lakes (Ellingham, Hampshire)

The X3 service travels from Ringwood to Blashford Lakes (3 minute journey). Two buses per hour outbound (on the hour and half past the hour) and two buses per hour inbound (14 and 44 minutes past the hour).

Ringwood to Avon Heath Country Park

The X3 service travels from Ringwood to Avon Heath County Park (1 to 2 minute journey). Two buses per hour outbound (on the hour and half past the hour) and two buses per hour inbound (14 and 44 minutes past the hour).

Harnham Water Meadows, outskirts of Salisbury

The X55 Service travels from Salisbury to Harnham (8 minute journey). Two buses per hour outbound (20 and 50 minutes past the hour) and two buses per hour inbound (10 and 40 minutes past the hour).

Avon Valley Local Nature Reserve, outskirts of Salisbury

This Reserve is 1km from the railway station. Buses travel from the train station (X3) every 15 minutes past the hour (and the same bus leaves the bus station on the hour). Other services include the X5 (bus station, every 20 minutes past the hour) and X8 (bus station, every 35 minutes past the hour). Buses (in general) drop off at Butts Road, it is a short walk from here to the Reserve.

Langford Lakes, Steeple Langford

The X4 buses service travels from Salisbury bus station to Steeple Langford (outbound) every 2 minutes past the hour (7 per day). The inbound journey departs Steeple Langford every 7 minutes past the hour up until 18.07. Saturday services are less frequent, with only 5 buses per day. The journey takes 21 minutes.

Castle Hill, Wood Green, Fordingbridge (Wood Green 2km away)

Bus services do not run along Castle Hill which is about 2km away from Wood Green (up hill). Bus service X42 leaves Fordingbridge (outbound) twice a day (09.48 and 12.41) and return (inbound) at 08.46, 11.33, 13.36 and 18.08. Bus frequency increases on a Saturday to three outbound buses, the number of inbound buses remains the same at four. The journey takes 21 minutes.