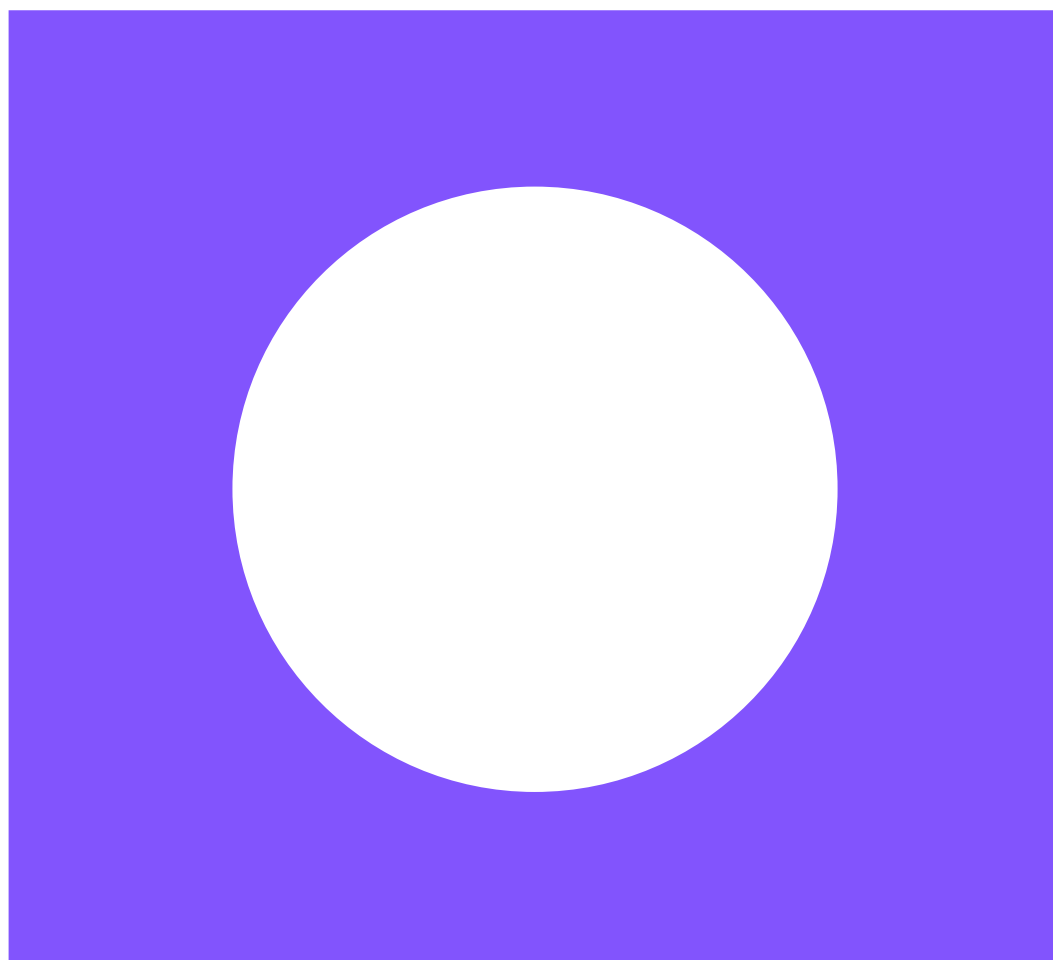




Heritage Setting Assessment

National Trust Carpark Avebury

May 2026

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National Trust

Heritage Setting Assessment

National Trust Carpark Avebury

May 2026

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Executive summary

This setting assessment has been prepared by Mott MacDonald on behalf of the National Trust in support of a Planning Application for the proposed development, which comprises the installation of parking equipment at the Avebury National Trust car park, SN8 1RF.

The proposed development involves the replacement of existing parking payment terminals with modern solar-powered contactless and coin-operated units, alongside associated signage and supporting infrastructure. Works include the installation of a solar-powered column with communications equipment, removal of obsolete terminals, and the introduction of new terms and conditions signage and a welcome sign to improve functionality and visitor experience.

Avebury National Trust car park lies within the Stonehenge, Avebury and Associated Sites World Heritage Site (WHS, NHLE: 1000097) and is located in proximity to a number of designated heritage assets of international and national significance. As such, this setting assessment has been undertaken to identify and assess the potential effects of the proposed development on the setting and significance of nearby heritage assets. The assessment has been informed by desk-based research, consultation with Historic England, the Wiltshire Archaeologist and the National Trust Archaeologist for the WHS, and a walkover survey undertaken on 13 April 2026.

Five scheduled monuments located within the WHS were scoped into this assessment due to their potential to be affected by the proposed scheme. Of these assets only Avebury henge and stone circles (NHLE: 1015546) and Round barrow cemetery 400m south of Avebury henge monument on Waden Hill (NHLE: 1008216) were scoped in for a full assessment.

Avebury Henge and Stone Circles (NHLE:1015546) are of international significance as part of the Stonehenge and Avebury WHS, valued for their exceptional scale, survival and contribution to understanding Neolithic ceremonial landscapes. The proposed development in the car park lies approximately 200 m south-west of the monument and would not be directly visible from within the stone circles. Any views would be limited, fleeting and filtered by vegetation, and experienced within an existing context of modern infrastructure. The proposed development would give rise to a minor change in the setting of Avebury Henge and Stone Circles (NHLE:1015546), amounting to less than substantial harm at the lowest end of the scale.

The Round Barrow Cemetery at Waden Hill (NHLE: 1008216) is of archaeological and historical interest as a Bronze Age funerary monument, with group interest with the Avebury WHS and scheduled monuments. The proposed development in the car park lies approximately 800m north of the monument and would be perceived at a long distance within the context of existing modern car park infrastructure only. The introduction of a 4m-high column with solar panel, designed with a slim profile and non-reflective brown finish, would have minimal visual presence and result in no harm to the significance of the Round Barrow Cemetery.

Overall, the minor impacts on the Avebury Henge and Stone Circle would result in no harm to the Outstanding Universal Value of the Stonehenge, Avebury and Associated Sites WHS (NHLE: 1000097) as it would affect only one small part of the wider landscape.

The harm to Avebury Henge and Stone Circles should be weighed against the public benefits from the generation of additional revenue for the National Trust, Europe's largest conservation charity, with funds reinvested directly into the conservation, management and public enjoyment of the WHS and scheduled monuments at Avebury. The proposed development would preserve the ability to understand and appreciate the significance of the designated heritage assets.

1 Introduction

1.1 Overview

This setting assessment (the 'assessment') has been produced by Mott MacDonald on behalf of the National Trust to support the submission of a planning application for the installation of replacement and updated parking equipment at Avebury National Trust car park, Beckhampton Road, SN8 1RF (the 'car park'). It aims to enhance understanding of the setting of heritage assets in proximity to the car park and assesses the potential impacts arising from the proposed car park equipment installations (the 'proposed development').

1.2 Site Location and Description

The car park is located adjacent to Avebury Cricket Club, along Beckhampton Road, SN8 1RF, at National Grid Reference (NGR) SU 09968 69586. The car park is accessed via an entrance off Beckhampton Road and is of small/medium size. It is surfaced with gravel and comprises marked parking bays. There is an overflow car park to the north, which does not fall within the boundary of the site.

Figure 1.1: Car park location.



1.3 Description of Works

Within the car park, the proposed developments involve the installation of the following items of parking management equipment:

- Replacement of existing terminal with 1 x (black in colour) Solar payment contactless & coin terminal, measuring 1860mm in height (4G data connection), with the installation of a conversion plate;

- Replacement of existing terminal with 1 x (black in colour) Solar payment contactless terminal, measuring 1860mm in height (4G data connection), with the installation of a conversion plate;
- 1 x installation of a 4.00m column with a solar panel and a mini starlink satellite attached. An associated GRP cabinet will be installed adjacent to the column. A 3m above ground conduit will run from the GRP cabinet to the parking terminal bases;
- Existing parking terminal removed and ground recovered (terminal base will remain);
- 3 x terms and conditions (T&Cs) signpost, measuring 1600mm in above ground height, 300mm in width, and 100mm in diameter; and
- 1 x parking welcome signpost, measuring 1700mm in above ground height, 300mm in width and 100mm in diameter.

2 Methodology

2.1 Introduction

This section sets out the methodology used to establish the significance of the surrounding heritage assets that have been scoped as having the potential to be impacted, in line with the planning application.¹ It is informed by and complies with relevant national and local planning policies and best-practice guidance.

2.2 Policy and guidance

This assessment has been undertaken in accordance with the National Planning Policy Framework (NPPF)², requiring applicants to describe the significance of heritage assets affected by development proposals, including the contribution made by their setting.

Particular focus has been given to national policy relating to World Heritage Sites (WHS), which are recognised as heritage assets of the highest significance:

Paragraph 202- Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as WHS which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.

The methodology is informed by Historic England guidance, including:

- Managing Significance in Decision-Taking in the Historic Environment (GPA2);³ and
- The Setting of Heritage Assets (GPA3).⁴

In addition guidance on the Avebury and Stonehenge World Heritage Site is contained within the following guidance document:

Setting of the Stonehenge, Avebury and Associated Sites World Heritage Site ⁵

2.3 Method of Assessment

The methodology for the assessment of the setting follows a staged approach as outlined in The Setting of Heritage Assets (GPA3).

¹ Planning Application for the installation of parking equipment at Avebury National Trust car park, Beckhampton Road, SN8 1R [Mott MacDonald on behalf of the National Trust].

² National Planning Policy (NPPF), 7th February 2025.16. Conserving and enhancing the historic environment. Available online via: [National Planning Policy Framework - 16. Conserving and enhancing the historic environment - Guidance - GOV.UK](#) [accessed 15/04/2026]

³ Historic England (2015) Managing Significance in Decision-Taking in the Historic Environment, Historic Environment Good Practice Advice in Planning: 2 (GPA2). Available online via: [Managing Significance in Decision-Taking in the Historic Environment](#) [accessed 15/04/2026]

⁴ Historic England (2017) The Setting of Heritage Assets (GPA3). Historic Environment Good Practice Advice in Planning: 3 (2nd Edition). Available online via: [The Setting of Heritage Assets](#) [accessed 15/04/2026]

⁵ Wiltshire Council (2025) Setting of the Stonehenge, Avebury and Associated Sites World Heritage Site, Supplementary Planning Document. Available online via: <https://www.wiltshire.gov.uk/media/18418/Stonehenge-and-Avebury-SPD/pdf/WHS-Setting-Study-SPD-Final-High-Res.pdf?m=1763551856697> [accessed 15/04/2026]

- Step 1: Identify which heritage and assets and their setting are affected.
- Step 2: Assess the degree to which these settings and views make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated
- Step 3: Assess the effects of the proposed development, whether beneficial or harmful, on the significance or on the ability to appreciate it
- Step 4: Explore ways to maximise enhancement and avoid or minimise harm
- Step 5: Make and document the decision and monitor outcomes

Further to this guidance, the assessment of significance in this assessment is primarily based on Historic England's 2019 guidance Technical Advice Note 12: Statements of Heritage Significance: Analysing Significance in Heritage Assets.⁶

The assessment of impact within Section 3 Baseline of this report is based on the guidance contained in the Managing Significance in Decision-Taking in the Historic Environment, Historic Environment Good Practice Advice in Planning: 2 (GPA2)⁷

2.4 Scope of assessment

The scope of this assessment is to provide a setting assessment for five scheduled monuments which are situated within proximity to the site and within the Stonehenge, Avebury and Associated Sites WHS. The setting of the World Heritage Site itself is not considered, but the setting of the scheduled monuments within associated with the prehistoric element of the outstanding universal value have been considered individually.

These scheduled monuments comprise:

- Avebury henge and stone circles (NHLE: 1015546)
- West Kennet Avenue and an earthwork bank east of West Kennett Farm (NHLE:1015547)
- Round barrow cemetery 400m south of Avebury henge monument on Waden Hill (NHLE: 1008216)
- Silbury Hill: a monument Neolithic mound west (NHLE: 1008445)
- West Kennet long barrow, 800m south-east of Silbury Hill (NHLE: 1010628)

The setting of the Shrunken medieval village site east of Avebury Trusloe (NHLE: 1004692) is not considered in this assessment as these are buried archaeological remains whose setting contributes minimally to their significance, and for the purposes of this assessment have been scoped out.

For consideration of impacts to other heritage assets (including the Avebury Conservation Area, listed buildings and non-designated heritage assets), refer to the planning letter planning application for the installation of parking equipment at Avebury National Trust Car Park. Where heritage assets are not mentioned in this assessment or in the planning letter to which this assessment is appended, they are considered to have no potential to be impacted by the proposed development.

⁶ Historic England's (2019) guidance Technical Advice Note 12: Statements of Heritage Significance: Analysing Significance in Heritage Assets. Available online via: [Statements of Heritage Significance: Analysing Significance in Heritage Assets](#) [accessed 15/04/2026]

⁷ Historic England (2015) Managing Significance in Decision-Taking in the Historic Environment, Historic Environment Good Practice Advice in Planning: 2 (GPA2). Available online via: [Managing Significance in Decision-Taking in the Historic Environment](#) [accessed 15/04/2026]

2.5 Desk-based research

Desk-based research has been conducted to identify nearby heritage assets and determine the potential for the proposed development to impact the historic environment. The study utilised the National Heritage List for England (NHLE), the National Trust Heritage Records Online (NTHRO), and Google Earth Pro to gain a high-level understanding of the historic environment in the area surrounding the car park. Due to the site's location within the Stonehenge, Avebury and Associated Sites WHS (WHS) (NHLE: 1000097), the Wiltshire Historic Environment Record (HER) was consulted, with data received on the 27 February 2026.

This is proportionate to the scale of the proposed development and the anticipated scale of impact, and as such, a full Heritage Statement has not been prepared

2.6 Walkover Survey

A walkover survey of the car park and nearby assets that the proposed development has the potential to impact was carried out on the 13th April 2026 by two members of the Mott MacDonald Heritage Team. The aim of the survey was to:

- Inform an understanding of heritage assets and their settings;
- Identify any additional heritage assets that were not scoped but may be potentially impacted;
- Inform an understanding of the car park, such as viewpoints and vegetation cover; and
- Inform the assessment contained within this report and the planning application

Any potential impacts identified during the walkover survey are assessed in Section 4.

2.7 Consultation

Consultation was undertaken with the National Trust Archaeologist for the WHS, the County Archaeologist at Wiltshire Council, and Historic England in order to identify constraints and to obtain advice on the proposals.

Consultation with the National Trust Archaeologist for the WHS provided advice on the archaeology of the site and the visual contribution that the site makes to the WHS and its designated heritage assets. Particular attention was given to Waden Hill, the site of a scheduled round barrow cemetery (NHLE: 1008216), which overlooks the car park from the south. The consultation recommended that an assessment of the Outstanding Universal Value (OUV) of the WHS be undertaken, including consideration of how the above-ground elements of the proposals—particularly the 4m-high column and solar panel—would affect this, with specific reference to views between monuments and tangential views. It was strongly recommended that reflective finishes should not be used on above-ground installations, and that recessive finishes should be employed instead. The consultation also identified the site as the location of a 6th-century pagan Saxon settlement, which has been subject to previous archaeological investigation in relation to the development of the existing car park. It was further established that the upper 15cm of the car park surface has been resurfaced. Archaeological monitoring during groundworks was recommended, with the scope of works to be set out in an approved Written Scheme of Investigation (WSI).

Consultation with the County Archaeologist at Wiltshire Council concluded that, despite the 'relatively small scale' of the works, the site has 'very high archaeological potential'. It was therefore recommended that any groundworks should be monitored by a qualified archaeologist, in accordance with an approved WSI.

Consultation with Historic England stated that the proposed updates to parking terminals and signage were 'welcome' but raised concerns regarding the height of the 4m-high column and solar panel, particularly in relation to its visual impact on the WHS and the setting of nearby designated heritage assets. It was recommended that appropriate mitigation measures be implemented and that the column be painted in a recessive colour.

3 Baseline

3.1 Introduction

This section provides a description and assessment of the significance of each of the scheduled monuments which are scoped into this report. For a broad summary of the other heritage assets in the vicinity of the site, refer to the planning letter.

3.2 Avebury and Stonehenge World Heritage Site

3.2.1 Description

Stonehenge, Avebury and Associated Sites WHS (NHLE: 1000097) comprise two areas of chalkland that hold a concentration of Neolithic and Bronze Age funerary and ceremonial monuments, centred around Stonehenge, the most architecturally sophisticated prehistoric stone circle in the world, and Avebury Henge and stone circles (NHLE: 1015546), the largest standing prehistoric stone circle in the world. A landscape of prehistoric monuments is located in the surrounding area and some are among the best-known examples of their type, such as the Silbury Hill Neolithic monumental mound (NHLE: 1008445), the Windmill Hill causewayed enclosure (NHLE: 1008446), the West Kennet long barrow (NHLE: 1010628) and the Sanctuary (NHLE: 1014563). The WHS encompasses a unique landscape that is rich in both upstanding and below ground remains from the Neolithic and Bronze Age periods, that survive remarkably well and to an unprecedented extent.

Of these scheduled monuments, the broadly contemporary Avebury Henge (NHLE: 1015546), Silbury Hill Neolithic monumental mound (NHLE: 1008445), and West Kennet long barrow (NHLE: 1010628), along with the Round barrow cemetery 400m south of Avebury henge monument on Waden Hill (NHLE: 1008216) are considered proximate to the Proposed Development for further assessment.

3.2.2 Statement of Outstanding Universal Value

The WHS possesses Outstanding Universal Value (OUV) for the exceptional engineering and sophisticated architectural design of Stonehenge and Avebury, and for the unprecedented survival of prehistoric monuments and sites which, with their setting, form a landscape without parallel. It is a unique resource for understanding Neolithic and Bronze Age society, technology, and mortuary and ceremonial practices, with the monuments and sites in the WHS being of great personal and collective significance during these periods and demonstrating a profound and extended effort by their builders. It demonstrates the use and shaping of the landscape over more than 2,000 years and has had enormous cultural significance since then.

The Avebury area of the WHS contains 74 scheduled monuments and 418 known archaeological sites. The area comprises around 25km square and captures the relationship between the monuments as well as their landscape setting.

The landscape of the WHS is characterised by its openness, the dominance of the sky, and the long-ranging views over the undulating landform, featuring upstanding archaeological features, plantations, and roads. At Avebury the landscape features ridges and high points both within and outside the WHS that are visually important for providing long views to and from monuments. The landscape displays its development and continued use over time, evident in historic villages and the agricultural use of the land. Its setting comprises a rural, open

landscape formed of valleys, water features such as the River Kennet, and prominent ridge lines and open plains that field long-distance views.

There are visually intrusive modern developments in the landscape that interrupt the openness and long-ranging views that characterise the WHS. These include roads and traffic that run adjacent and through monuments, detracting from their prominence, and modern buildings such as grain stores, masts and pylons.

The setting and significance of the individual elements of the scheduled monument are discussed in the section below.

3.3 Scheduled monument descriptions

3.3.1 Avebury henge and stone circles (NHLE: 1015546)

This scheduled monument comprises Avebury henge, defined by its earthen bank and internal ditch. The henge and stone circles lie approximately 200m to the north-east of the proposed development. Within the henge is a large stone circle, along with two smaller stone circles contained within the enclosure. One of these stone arrangements is known as The Cove. This scheduled monument is one of the focal points of the Stonehenge, Avebury and Associated Sites WHS. Avebury henge is one of the largest known examples of its type and contains the largest stone circle in Britain, which encircles the interior of the monument. It represents an important resource for understanding Neolithic and Bronze Age society.

3.3.2 West Kennet Avenue and an earthwork bank east of West Kennett Farm (NHLE:1015547)

This scheduled monument comprises the West Kennet Avenue, which runs south from Avebury henge to the smaller henge monument known as The Sanctuary. West Kennet Avenue lies approximately 300m south-east of the proposed development. The scheduling also includes an earthwork bank located east of West Kennett Farm, running parallel to the River Kennet. The site lies within the Avebury and Associated Sites WHS. The avenue winds across the landscape to the east of Waden Hill and the Winterbourne. Only the northernmost third of the avenue survives above ground, and is formed by two broadly parallel rows of standing sarsen stones dating to circa 2400 BC.

3.3.3 Round barrow cemetery 400m south of Avebury henge monument on Waden Hill (NHLE: 1008216)

This scheduled monument comprises a barrow cemetery containing nine individual barrows, located approximately 400 m south of Avebury henge on Waden Hill. The asset lies at an approximate distance of 300m south-east of the proposed development. The cemetery occupies the summit of Waden Hill and the upper north-east facing slope, overlooking the West Kennet Avenue that links Avebury henge with The Sanctuary. One barrow survives as a mound, and is still visible, defined by an associated quarry ditch. The remaining eight barrows have been levelled over time and are no longer visible at ground level; however, buried archaeological features are expected to survive.

3.3.4 Silbury Hill: a monument Neolithic mound west (NHLE: 1008445)

This scheduled monument comprises a mound surrounded by a series of inter-connected quarry ditches, which provided the material used to construct the mound. Silbury Hill lies at an approximate distance of 900m south-west of the proposed development. The quarry ditches survive as earthworks, although they have been partially infilled over time as a result of silting. A linear section of quarrying extends westwards from the monument, interrupting the otherwise

evenly distributed layout of the ditches. Collectively, the ditches extend over an area measuring up to 355m east to west and approximately 240m north to south, and now reaching a maximum depth of 1.3m. This asset is situated within the Stonehenge, Avebury and Associated Sites WHS.

3.3.5 West Kennet long barrow, 800m south-east of Silbury Hill (NHLE: 1010628)

This scheduled monument is a Neolithic chambered long barrow situated just below the crest of a north-east facing slope, with views towards Silbury Hill and situated within the Avebury and Associated Sites WHS. West Kennet long barrow lies at an approximate distance of 1,900m south of the proposed development. The barrow mound, trapezoidal in plan, measures 104m in length and up to 25m across at its widest point and survives to a maximum height of 3.2m. Following a period of exposure, the remains of at least 30 individuals were placed within the chambers within a 15 - 25 years, as demonstrated by AMS dating and Bayesian statistics, before the entrance was finally sealed. Associated grave goods include pottery vessels of Early and later Neolithic date, as well as beads and stone implements, including a dagger dated to between 3000 BC and 2600 BC. Quarry ditches are located to the north and south of the mound, each measuring approximately 100m in length and around 5m in width and positioned roughly 6m from the edge of the barrow mound. Although partially infilled over time, these ditches survive comparatively well and remain visible as earthworks.

3.4 Significance

The following section provides a summary of the heritage significance of the assets that have the potential to be impacted by the proposed development.

3.4.1 Avebury henge and stone circles (NHLE: 1015546)

Avebury henge and stone circles are of international significance as a component of the Stonehenge and Avebury WHS, designated for its Outstanding Universal Value. The monuments are exceptional for their scale, complexity and degree of survival, representing one of the most important ceremonial landscapes of the Neolithic period in Europe. The henge earthworks, enclosing the largest known stone circle in Britain with two inner circles and associated avenues, demonstrate a high level of prehistoric engineering skill, social organisation and sustained communal effort.

The scheduled monument possesses high archaeological interest, providing evidence of Neolithic ritual, ceremonial practice and monument construction. Their form, layout and relationship to one another contribute to understanding how people engaged with monumentality, movement, and landscape during the later prehistoric period. The continued survival of both earthworks and standing stones allows these relationships to remain legible within the modern landscape.

Avebury also holds strong historical and archaeological interest through its network with an unusual concentration of contemporary and later prehistoric sites, including a burial monuments, avenues and settlement evidence. Together these features illustrate the long-term use, contributing significantly to the understanding of Neolithic and early Bronze Age society.

The monuments have considerable aesthetic interest, derived from their scale, their architectural form, and their placement within an open chalkland landscape characterised by long-ranging views and limited modern enclosure. The visual relationship between monuments, the surrounding topography and the sky is fundamental to their significance and reflects the deliberate siting of ceremonial structures within the landscape.

Avebury henge and stone circles have high communal and associative interest, having been a place of meaning and activity since prehistory, and continuing to hold cultural, spiritual and educational significance today.

The Site also has a direct relationship with the tourist centre of Avebury village and the surrounding road network, including the A4 and A4361. While these elements were developed around/ inside the henge are present they do not materially detract from the asset's significance, which remains legible within an open historic landscape that continues to be publicly accessible. Their survival within rural setting with features that developed over centuries, allows ongoing engagement with their historic significance and reinforces their status as one of the most important prehistoric landscapes in Britain.

3.4.2 West Kennet Avenue and an earthwork bank east of West Kennett Farm (NHLE:1015547)

West Kennet Avenue forms a clear route between The Sanctuary and Avebury Henge and is of international significance for its archaeological and historic interest. The avenue follows the lower slopes of Waden Hill before descending into the River Kennet valley and rising again towards the Sanctuary. Its alignment along a broad, gently sloping valley floor appears to have been deliberately chosen, and the topography of the valley is a key component of the asset's setting that contributes to the significance of both the avenue itself and the monumental complexes at either end through its role in framing views and reinforcing the avenue's processional relationship between monuments. Its survival within the wider Avebury landscape contributes to the avenue's significance as rare evidence of ceremonial and ritual practices in the Neolithic period. As a Scheduled Monument within the Stonehenge and Avebury World Heritage Site, West Kennet Avenue conveys elements of the Outstanding Universal Value of the WHS, particularly through its role as part of an integrated and carefully planned Neolithic ceremonial landscape.

The avenue is framed by Waden Hill to the west and the Avebury landscape to the east, reinforcing its archaeological and historical significance through its location within the WHS and the wider prehistoric monumental landscape, with which the asset has group value. These spatial relationships enhance understanding of movement, procession and connectivity within the Neolithic ceremonial landscape.

Although the setting has largely retained a rural character, modern infrastructure has introduced elements that detract from the appreciation of the avenue. In particular, the B4003 running along much of the eastern side of the avenue and the A4361 to the north introduce visual intrusion, noise and movement, which diminish the experiential quality of the setting and result in a limited negative impact on the significance of the avenue and its associated monuments.

3.4.3 Round barrow cemetery 400m south of Avebury henge monument on Waden Hill (NHLE: 1008216)

The round barrow cemetery at Waden Hill is of archaeological and historical interest as a Bronze Age funerary monument, with the potential to inform understanding of burial practices and landscape use during this period. It has group value and conveys the Outstanding Universal Value of the Stonehenge and Avebury WHS through its contribution to the wider prehistoric landscape.

Its position on the crest of Waden Hill allows views towards Avebury henge and reflects a broad visual relationship with the ceremonial centre, although the site is physically separated from the henge and stone circles by distance, later field divisions and the A4361. The barrows are set within agricultural land, majority of the barrow cemetery is situated in a cultivated arable field,

which maintains an open rural setting. Public access is limited, and the monument is primarily experienced through its landscape presence rather than direct engagement.

3.4.4 Silbury Hill: a monument Neolithic mound west (NHLE: 1008445)

This Neolithic mound is a dominant feature within the Avebury landscape and is recognised as the largest prehistoric mound in Europe. It is of international significance due to its archaeological and historic interest as a rare form of monumental construction, with the potential to enhance understanding of Neolithic ceremonial practices, social organisation and relationships with the wider landscape. Although the function of the monument remains unclear, its exceptional scale and form result in a visually striking and highly prominent landmark, experienced through extensive views across and towards the mound.

The monument possesses strong group interest as part of the Avebury WHS, deriving additional significance from its proximity to and visual relationship with nearby scheduled monuments, including Avebury henge. Collectively, these features contribute to a broader narrative illustrating the evolution and continued use of the landscape throughout the Neolithic and into the Bronze Age. As a key component of the Stonehenge and Avebury WHS, the monument contributes to and conveys the Outstanding Universal Value of the WHS through its monumental scale, prominence and relationship with surrounding prehistoric monuments.

The setting makes an important contribution to the significance of the asset through its location within the WHS and its clear visual relationship with Avebury henge within an open landscape. However, the presence of the road immediately to the south of the mound combined with associated traffic movement and noise, has an adverse effect on the experience of the monument as a prehistoric structure resulting in a negative impact on the assets significance.

3.4.5 West Kennet long barrow, 800m south-east of Silbury Hill (NHLE: 1010628)

West Kennet long barrow is exceptionally well preserved, with its physical form and topographical relationships remaining immediately recognisable within the archaeological landscape. It is of international significance due to the high level of survival which provides strong archaeological interest and contributes to understanding the scheduled monument's form, use and relationship with the wider prehistoric landscape.

As a component of the Stonehenge and Avebury World Heritage Site, the long barrow contributes to and conveys the Outstanding Universal Value of the WHS through its survival, form and relationship with the wider prehistoric landscape.

It is situated within open arable land and benefits from expansive views across the surrounding landscape.

However, the presence of modern features, including nearby main roads partially interrupt these visual relationships and reduces the clarity with which the long barrow is perceived in relation to other monuments and the wider prehistoric landscape. This element of the asset's setting makes a small negative contribution to its significance.

The long barrow retains high archaeological and historic interest as the largest known Neolithic stone-chambered tomb in southern England, with considerable potential to inform understanding of Neolithic funerary practices, monument construction and the use of monumental architecture within the landscape.

4 Impacts

4.1 Overview

It is anticipated that the proposed replacement and upgrading of the existing parking terminals and signage would not result in harm to the significance of any designated heritage assets, either directly or through changes to their setting. This is because the updated infrastructure would give rise to no perceptible change from the signage and parking terminals currently present on site. The following assessment therefore focuses on the potential impacts associated with the installation of a 4m-high column with a solar panel within the Site.

A total of five heritage assets were initially identified and assessed within the area surrounding the car park for the purposes of this assessment. Following a walkover survey undertaken on 13 April 2026, only two assets were identified as having the potential to be affected by the proposed development.

- **Avebury henge and stone circles** (NHLE: 1015546)
- **Round barrow cemetery 400m south of Avebury henge monument on Waden Hill** (NHLE: 1008216)

The remaining assets were scoped out of further assessment as no perceptible change to their setting would arise as a result of the proposed development. This conclusion is based on their distance from the proposed development together with limited intervisibility and the presence of intervening vegetation. The proposed development will not create audible noise, odour or lighting changes which need to be considered further. This means there will be no change to the character or settings of the assets, and consequently the contribution that setting makes to the significance of these assets.

The following scheduled monument are scoped-out for more detailed impact assessment:

- **West Kennet Avenue and an earthwork bank east of West Kennett Farm** (NHLE:1015547)
- **Silbury Hill: a monument Neolithic mound west** (NHLE: 1008445)
- **West Kennet long barrow, 800m south-east of Silbury Hill** (NHLE: 1010628)

The following section provides a more detailed assessment of the two assets identified as having potential to experience changes to their setting as a result of the proposed development, with consideration given to the nature of that setting and the degree to which it contributes to their significance.

4.2 Avebury henge and stone circles (NHLE: 1015546)

Photo 4-1: Avebury stone circle looking west towards Avebury Village



Source: Mott MacDonald 2026

The Avebury Henge and stone circles lie approximately 200m north-east of the proposed development. There is no direct visibility of the proposed development from within the stone circle. However, limited and fleeting glimpsed views may be possible where actively sought, within the context of the existing car park, looking through the cricket nets and across the cricket ground. Any such views would be filtered by existing boundary planting, including a largely deciduous hedgerow with areas of ivy present, and would be perceived against a dark, vegetated backdrop. The direction of the Site is not a significant view in the asset's setting.

The installation of a 4m-high column and a solar panel within the car park would introduce a modern element into the landscape. Long-range views would be of low perceptibility and would be experienced within the context of existing modern infrastructure.

Overall, the proposals would result in a low adverse effect on Avebury henge and stone circles, derived from the introduction of a 4m-high column with solar panel within the asset's setting. This amounts to **less than substantial harm** to the significance of the heritage asset.

Photo 4-2: View north-east from within the Avebury henge and stone circles towards the car park and proposed development.



Source: Mott MacDonald 2026

Photo 4-3: View north-east from Avebury Henge towards the car park and proposed development.



Source: Mott MacDonald 2026

4.3 Round barrow cemetery 400m south of Avebury henge monument on Waden Hill (NHLE: 1008216)

Photo 4-4: Round barrow cemetery looking south from road



Source: Mott MacDonald 2026

The Round Barrow Cemetery located on Waden Hill, approximately 400m south of the Avebury Henge monument, lies at an approximate distance of 800m south of the proposed development. The elevated position of Waden Hill allows open views north however, views towards the car park and the proposed development are experienced at a considerable distance and within the context of existing modern car park infrastructure. When standing on the barrow cemetery, the car park is not clearly perceived, and similarly, views from the car park towards the barrow cemetery are distant and indistinct.

The key views associated with the Round Barrow Cemetery are outward views to the surrounding barrow cemeteries and towards the Avebury Henge and stone circles, which express the spatial and visual relationships between prehistoric monuments within the wider landscape.

The introduction of a 4m-high column and solar panel has the potential to result in a small change to the setting of the Round Barrow Cemetery through the introduction of a modern feature within clear views when the car park is not in operation.

As a result, the landscape effect of the column would be minimal and would not interrupt or compete with views between the Round Barrow Cemetery and other prehistoric monuments within the landscape. It is therefore anticipated that the proposals would result in **no harm** to the heritage significance of the Round Barrow Cemetery.

Photo 4-5: View south from car park entrance to the Round barrow cemetery



Source: Mott MacDonald 2026

Photo 4-6: View north from the top of Round barrow cemetery to car park/ purposed development



Source: Mott MacDonald 2026

4.4 Stonehenge, Avebury and Associated Sites WHS (NHLE: 1000097)

The proposals to install the 4m-high column and solar panel within the site would also have the potential to impact the Outstanding Universal Value of the WHS by introducing a modern feature into the landscape, which has the potential to be perceptible in the periphery of significant long-ranging within the landscape. However, it should be noted that the site of the column is not within the direct line of site between the prehistoric monuments of the WHS. The location of the site was historically chosen to avoid landscape impacts. Its location, in a topographically low point within the landscape as well as tree planting along its boundaries and the A4361 Beckhampton Road, all aids in this. These aspects of the column location will also help to reduce any impact on long ranging views. Furthermore, the slim nature of the column and its brown nonreflective finish mean that where the column is visible in long range views its perceptibility will be minor. The solar panel, which comprises a 3cm thick panel with a galvanised steel frame and is black in colour behind a non-reflective glass screen, is orientated side-on and as a result, its visibility is limited in views from the henge.

Overall, it is anticipated that the proposals will result in **no harm** to the Outstanding Universal Value of the WHS as the effect will be felt in one small part of the wider landscape.

5 Mitigation and public benefit

5.1 Mitigation to reduce harm

Mitigation measures have been incorporated into the design of the 4m-high column with solar panel, including a slim profile, limited overall height, and a brown, non-reflective finish. These measures are designed to reduce visual prominence and perceptibility within long-distance views of the car park from the surrounding scheduled monuments of the WHS and the landscape of the WHS.

Furthermore, the location of the 4m-high column with solar panel has been proposed to avoid visual intrusion in particular by making it less prominent to visitors as they approach the path to Avebury village and the Avebury Henge.

Further proposals to reduce the height of the 4m-high column and solar panel have not been acceptable from an operational point of view. The following reasons prevent a reduction in height:

- The satellite data antenna is required to be installed in a position to allow as close to 360-degree clear sky conditions as possible to ensure no obstruction.
- The solar panel will receive greater ambient and direct sunlight when elevated from ground level.
- The solar panel and satellite data antenna are to be installed at height on a column to provide both optimal performance as well as protection from interference or vandalism.

5.2 Public benefit

The less than substantial harm caused to the Avebury Henge by the proposed development should be considered against the benefit of the replacement, updated parking terminals and infrastructure allowing continued revenue for the National Trust. The National Trust relies on the contribution made by parking fees to help fund its work to protect and care for the WHS and Scheduled Monuments at Avebury enabling them to maintain public access.

6 Conclusion

This Heritage setting assessment has considered the potential effects of the proposed development at Avebury National Trust car park on the setting and significance of designated heritage assets, with particular regard to the Stonehenge, Avebury and Associated Sites WHS.

Five scheduled monuments were initially scoped into the assessment. Following desk-based research, consultation and a walkover survey, it was determined that Avebury henge and stone circles (NHLE: 1015546) and the Round barrow cemetery on Waden Hill ((NHLE: 1008216) have a low potential to experience changes to their setting as a result of the proposed development.

This assessment has demonstrated that the replacement of existing parking terminals and signage would result in no perceptible change from baseline conditions. The installation of the 4m-high column and solar panel would introduce a modern element into a sensitive landscape; however, its location within an area already influenced by modern car park infrastructure, combined with distance, limited intervisibility and the use of recessive, non-reflective finishes, substantially limits its visual prominence.

As a result, the proposed development would give rise to no more than a minor change in the setting of Avebury Henge and Stone Circles, amounting to less than substantial harm at the very lowest end of the scale to the asset's significance. This effect would arise primarily from the introduction of a modest modern feature within a setting that already includes elements of contemporary infrastructure, without disrupting key views, spatial relationships or the understanding of the prehistoric landscape. Any visual change would be limited, localised and of low perceptibility. Mitigation measures have been incorporated to minimise this harm as much as possible.

The effect on the Avebury henge and stone circles would also affect the Stonehenge, Avebury and Associated Sites World Heritage Site. However, given the localised nature of this effect it is considered it will result in no harm to the Outstanding Universal Value of the WHS.

No harm to the significance of the Round Barrow Cemetery on Waden Hill is anticipated. The elevated position of Waden Hill allows open views north and views towards the car park. Views of the 4m-high column and solar panel would be experienced at a considerable distance and within the context of existing modern car park infrastructure.

In accordance with the NPPF, where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal (Paragraph 215). In this instance, the public benefit comprises the generation of additional revenue for the National Trust, Europe's largest conservation charity, with funds reinvested directly into the conservation, management and public enjoyment of heritage assets of the World Heritage Site and associated scheduled monuments of Avebury.

The proposed development would preserve the ability to understand and appreciate the significance of the designated heritage assets.

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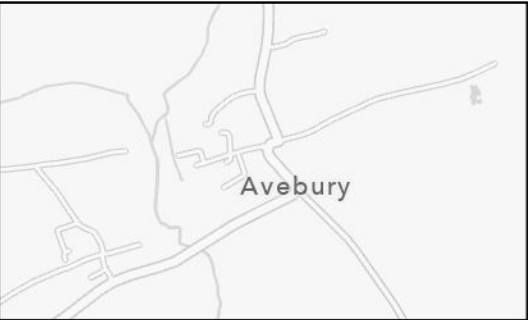
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Appendices

Figure A.1: Five Scoped Designated Heritage Assets



- Car park
- 5 Scoped Designated Heritage Assets

Coordinate system: British National Grid; Datum: OSGB 1936

Data sources:

Microsoft, Vantor, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community


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**National Trust-Car park Infrastructure
Avebury National Trust Car Park Setting
Assessment
Five Scoped Heritage assets
Figure A.1**

Drawn S.P	GIS Checked	Checked L.G	Approved C.H
Scale at A3 1:20,000	Status INF	Revision 01	Security STD

Avebury National Trust Car Park Setting Assessment



