

**STAGE FOUR: DEVELOPING RESPONSES / PROPOSALS**

To develop responses proposals, it is wise to think of the property in its overall context and envisage its long-term future, perhaps potentially as a property on the World Heritage List (if it is not already). A vision of where the site should be in the next 20-30 years would be a useful starting point. This Vision Statement could provide the basis for elaborating management policies, annual work plans, and an implementation strategy. A programme for reviewing the plan should be agreed with the stakeholders.

**A 'Vision Statement'**

A Vision Statement describes how the property will be in 20-30 years' time and the steps needed to safeguard the OUV and other values of the property, to transmit the benefits of heritage management to the community at large, and to ensure a positive contribution to sustainable development. The Vision Statement should be a result of collective effort by all stakeholders and should guide the development of objectives and an action plan. If necessary, it can be supported, or even replaced, by fuller 'guiding principles', to guide the development of objectives.

## CASE STUDY

**Vision Statement**

*The Stonehenge World Heritage site is globally important not just for Stonehenge, but for its unique and dense concentration of outstanding prehistoric monuments and sites, which together form a landscape without parallel. We will care for and safeguard this special area and its archaeology and will provide a more tranquil, biodiverse and rural setting for it, allowing present and future generations to enjoy it and the landscape more fully. We will also ensure that its special qualities are presented, interpreted and enhanced where necessary, so that visitors can better understand the extraordinary achievements of the prehistoric peoples who left us this rich legacy.*

Young, C., Chadburn, A. and Bedu, I. 2009. Stonehenge. World Heritage site Management Plan 2009. London, English Heritage.



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Stonehenge, Avebury and Associated Sites  
(United Kingdom)