

## DRAFT LETTER FROM AVEBURY TRANSPORT GROUP

Separate versions to:

- Wadworths (for Waggon and Horses)
- National Trust
- Cycling associations
- Beckhampton racing stables

Dear .....

I am writing to you on behalf of the Avebury Parish Council's Transport Group, about the exciting opportunities for enhancing the environment in the World Heritage Site in and around Avebury.

You may be aware that with the support of local communities, Wiltshire Council recently finalised a World Heritage Site Transport Strategy ([link here](#)), which, in its own words:

"provides a holistic approach to managing the negative impacts of roads and traffic in the World Heritage Site and maximising the ease and enjoyment with which visitors and local people can explore this magnificent landscape."

The local community is enthusiastic about seeing the implementation of the proposals in this Strategy. As part of our engagement with Wiltshire Council about funding, we are seeking sponsorship from organisations who would share our interest in bringing these projects to realisation.

The top priority projects are to make the A4 through the World Heritage Site a safer and less intrusive transport artery. We are looking to slow the traffic at Beckhampton and West Kennett, which *[would significantly enhance the environment for customers at the Waggon and Horses, and by making the Avebury area a more attractive place to visit, would increase the potential customer base for the pub]*

*[...would not only increase immediate access for your National Trust offices at West Kennett Farm, but would increase the opportunities for development of the farm buildings]*

*[...would provide safe and attractive cycle routes to and through the WHS, building on existing NCN connections, and additional cycle parking]*

*[...would increase the safety and convenience of all those crossing the road, including horses from your stables]*

I would like to arrange a discussion with you about these plans, and how we might collaborate on bringing them to fruition, for the mutual benefit of all those in and visiting this magnificent area.

Yours etc etc.