

From: [REDACTED]
To: [A303 Stonehenge](#)
Subject: Re: A303 Amesbury to Berwick Down (TR010025)
Date: 28 June 2019 11:00:25
Attachments: [80034-R0016-01.pdf](#)

Many thanks for the updated timetable

In case it is of use to the Inquiry, I attach a summary of responses to the applicants deadline 3 (submitted under deadline 4) and deadline 4 documents published earlier this week.

My kind regards

Jon Morris

On 20/06/2019 11:29, A303 Stonehenge wrote:

A303 Amesbury to Berwick Down (TR010025)

Dear Sir/ Madam

Planning Act 2008 – Section 89 and The Infrastructure Planning (Examination Procedure) Rules 2010 – Rule 8(3) and Rule 17

Application by Highways England for an Order Granting Development Consent for the A303 Amesbury to Berwick Down

Notification of Procedural Decision to vary the Examination Timetable

Your reference: 20020712

Please be advised that the Examining Authority has made a Procedural Decision to vary the Examination Timetable in order to assist the examination of proposed changes to the draft Development Consent Order and the draft Detailed Archaeological Mitigation Strategy. For more information please visit the link below:

[https://infrastructure.planninginspectorate.gov.uk/wp-content/ipc/uploads/projects/TR010025/TR010025-001111-TR010025%20Rule%208\(3\)%20etc%20June%202019%20v1.pdf](https://infrastructure.planninginspectorate.gov.uk/wp-content/ipc/uploads/projects/TR010025/TR010025-001111-TR010025%20Rule%208(3)%20etc%20June%202019%20v1.pdf)

If this link does not open automatically, please cut and paste it into your browser.

You can also view this notification on the project page of the National Infrastructure Planning website:

<https://infrastructure.planninginspectorate.gov.uk/projects/south-west/a303-stonehenge/?ipcsection=docs>

Please contact us if you have any question relating to this notification.

Yours faithfully

A303 Amesbury to Berwick Down Case Team
National Infrastructure Planning
The Planning Inspectorate
Temple Quay House
Temple Quay
Bristol
BS1 6PN

Web: <https://infrastructure.planninginspectorate.gov.uk/>
(National Infrastructure Planning)

Web: www.gov.uk/government/organisations/planning-inspectorate (The Planning Inspectorate)

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A303 Valuation Issues

Notes on Deadline 3/4 submissions

Notes on submissions by the applicant

80034-R0016-01
Preliminary Issue

Reference: 20020712

1.0 Introduction

1.1 Following the applicant's submissions to Deadlines 3/4, I would comment on the applicant's documents as listed below:

1. "Comments on any further information requested by the ExA and received to Deadline 3" published 25 June 2019. A marked up extract can be found in Appendix A.
2. "Valuing Heritage Impacts: Appendices". Referenced as HE551506-AA-GEN-SWI-RP-JX-000026 and published 25 June 2019 (noted as a Deadline 3 response): A marked up extract can be found in Appendix D.

1.2 Quotes extracted from the applicant's documents are shown [in blue text](#).

2.0 Comments on policy

2.1 Following the applicant's response to my Deadline 3 representation (Item 1 of 1.1 above; of which the relevant marked-up part is extracted in Appendix A of this document), I would comment on the applicant's response as follows:

2.2 The fifth sentence of the applicant's response states:

*"This position is made clear by paragraphs 4.3 and 4.5 of the National Policy Statement for National Networks (NPSNN) which explains that the business case provides the basis for investment decisions, and that the information underlying the business case will be important for the **decision maker's consideration** of the adverse impacts and benefits of a proposed development."*

2.3 The wording of paragraph 4.5 of the NPSNN (see Appendix B for extract from NPSNN) is as follows:

*"Applications for road and rail projects (with the exception of those for SRFIs, for which the position is covered in paragraph 4.8 below) will normally be supported by a business case prepared in accordance with Treasury Green Book principles. This business case provides the basis for investment decisions on road and rail projects. The business case will normally be developed based on the Department's Transport Business Case guidance and WebTAG guidance. The economic case prepared for a transport business case will assess the economic, environmental and social impacts of a development. The information provided will be proportionate to the development. This information will be important for the **Examining Authority and the Secretary of State's consideration** of the adverse impacts and benefits of a proposed development....."*

2.5 I have highlighted the relevant statement of policy in bold above. The highlighted sentence of clause 4.5 (above) appears to show that the Business Case is a consideration of the Examining Authority.

2.6 In the first sentence of the applicant's reply, the applicant subsequently states:

"As explained in response to Written Question Se.1.25, the work around the Contingent Valuation Report (CVR) is primarily relevant to the Department for Transport's investment decision in the Scheme, rather than the planning merits of the Scheme."

2.7 The above sentence does not discount any requirement for that work to also be used for assessment of its benefit and adverse effects. Following this, the applicant confirms that the CVR is a tool that can be used to compare factors:

"The CVR is a tool to compare factors that are not easily balanced; it does this by monetising them."

2.8 However, the applicant appears to have then interpolated the perspective described in the first sentence onto Planning Policy (third sentence of their response follows):

"The CVR is a tool to compare factors that are not easily balanced; it does this by monetising them. Therefore, whilst the benefits / factors being measured by the CVR are relevant to the planning decision whether to grant consent for the Scheme, in their monetised form they are not."

2.9 I disagree with the above interpretation. The purpose of Social Cost-Benefit Analysis, as recommended by The Green Book, is a way of expressing the value of a proposed government policy to society. It seeks to express the full social costs and full social benefits of policies in monetary terms so that the consequences of a diverse range of policies can be compared using a common metric. The term "common metric" is a method of describing impacts and benefits using the same form of measurement. I have extracted below a quote from Fujiwara and Campbell [see Appendix C of this document for the relevant extract] describing that purpose:

"Social Cost-Benefit Analysis, as recommended by the Green Book, is a way of expressing the value of a proposed government policy to society. It seeks to express the full social costs and full social benefits of policies in monetary terms so that the consequences of a diverse range of policies can be compared using a common metric."

2.10 Clause 4.3 of the NSPNN (see Appendix B) describes the decision making process and states:

"In considering any proposed development, and in particular, when weighing its adverse impacts against its benefits, the Examining Authority and the Secretary of State should take into account:

- its potential benefits, including the facilitation of economic development, including job creation, housing and environmental improvement, and any long-term or wider benefits;*
- its potential adverse impacts, including any longer-term and cumulative adverse impacts, as well as any measures to avoid, reduce or compensate for any adverse impacts."*

2.11 It would be difficult to see how an Examining Authority could assess the benefits and adverse impacts of a scheme if it can not take account of work comparing what the benefits and adverse impacts are (by using a common metric as described in the Social Cost-Benefit Analysis undertaken by the applicant). Nevertheless, the applicant appears to be arguing in the fourth sentence that impacts and benefits should not be compared using the tools described in the second sentence:

"The decision maker is required to balance the various impacts and benefits of the Scheme without converting all those impacts and benefits to the same form of measurement."

2.12 In summary, the applicant's response appears to be confused: They appear to accept that the ExA is a "Decision Maker", but simultaneously appear to be arguing that the ExA should not take into account the decision making instruments prescribed by National Policy. Irrespective of whether or not the term "Decision Maker" (terminology introduced by the applicant) applies to the ExA, National Policy appears to allow the ExA to use that information to make its determination in accordance with the methods described in National Policy.

3.0 Comments on Survey

3.1 Following the applicant's release of the applicant's "Valuing Heritage Impacts: Appendices" (Item 2 in 1.1 above), I have attached (Appendix D) a marked up, and bookmarked, extract and would comment on the applicant's document as follows:

3.2 Prior to asking the general public to participate in valuing the World Heritage Site, the applicant's survey introduced the following potential descriptions at item A12 (Page LXII, page 64 of the original pdf):

"21: Stonehenge is one of the most important heritage sites in the UK

23: Stonehenge should be protected for future generations

24: Other monuments within the World Heritage Site surrounding the Stonehenge stone circle should be equally protected"

3.3 It is not clear why the applicant introduced item 24 above: By allowing the potential for more access, the protection of other monuments south of the A303 is likely to reduce marginally.

3.4 Following this introduction, in the survey Item referenced "IntroBb" (Page LXV, page 67 of the original pdf), the applicant's survey reinforced a perception of the World Heritage Site by stating to the public:

"The Stonehenge World Heritage Site encompasses one of the richest concentrations of prehistoric archaeological monuments in the world."

3.5 Before going on to state that:

"Traffic on the road prevents visitors from moving freely across the World Heritage Site to the South which contains a number of other rare and important archaeological sites."

3.6 As mentioned in previous submissions, this is misleading: Traffic may prevent free movement, but most of the land is private, so free movement between most of these sites will not be available regardless of whether or not the scheme is completed.

3.7 Immediately after the above statements, the applicant's survey showed the public a map (as noted at B1: Page LXVI, page 68 of the original pdf) of the World Heritage Site. This map (See extract page VII in Appendix D) showed the areas that would be accessible according to previous statements. However these areas will, in the main, not be accessible (refer to my submission notes referenced R0012 and 13 for more detail).

3.8 On the next page (Page LXVII, page 69 of the original pdf), the applicant's survey then states:

"Removal of the A303 would reconnect the World Heritage Site to the north and south of the existing A303 allowing visitors to walk freely between Stonehenge and other archaeological sites in the World Heritage Site."

3.9 As mentioned in my previous submissions, most of the land is private so visitors are unlikely to be allowed to walk freely between Stonehenge and other archaeological sites in the World Heritage Site, regardless of whether or not the scheme is completed.

3.10 On the following page (Page LXVIII, page 70 of the original pdf), the applicant's survey then states some notes about the scheme, one of which is:

"Reconnect the World Heritage Site to the north and south of the existing A303, allowing people to explore the whole landscape."

3.11 By running through the above sequence, the survey starts by introducing the idea of protection of other monuments (3.2 above: An effect that will not happen with this scheme), it then reinforces the status of those monuments (3.4) before stating that Traffic prevents free access (3.5) and then shows a map of an area (3.7) before telling the public that they will be able to access it (3.8) and then reinforces that opinion by stating that access will be given under the scheme (3.10). However, the area south of the A303 is mostly private land: The applicant has put forward no plans to make access possible.

3.12 The public were then asked to value the benefit of the scheme. Following this, the public were then asked to specifically identify which one of these four potential benefits was most important:

- *Reduction of traffic noise/tranquility of Stonehenge and the World Heritage Site (4)*
- *No traffic visible from the stone circle at the Stonehenge World Heritage Site (5)*
- *The ability to explore the whole Stonehenge World Heritage site and explore all its archaeological monuments without the land being divided by the road (6)*
- *The removal of a modern road from a historic landscape (7)*

3.13 If the public put any preference on item 3) above, and that value was then used to justify the project, there appear to be grounds to dismiss the survey as invalid: If the result were not invalid, it would appear to set a new precedent for valuation based on "Information Bias" (refer to submission R0014).

3.14 Although not apparent from the documentation provided, there remains a possibility that the applicant might be able to show that the item 3) preference valuation proportion was discounted in their final analysis. If so, it is still possible that the CVS conforms to the NPSNN guidance. However, if there was a final report produced, (other than that contained in the original TAR documentation and its appendices), it does not appear to have been made available to the Inquiry.

3.1.t A final report (as described in 3.13 above) may contain further issues. Due to late stage of the Inquiry, it is very unlikely that Interested Parties to the Inquiry will have sufficient time in which to review these issues with the applicant.

3.15 As noted in my submissions 80034-R0012 and 80034-R0014, the National Audit Office report does not appear to formally state that the NAO have reviewed the applicant's Contingent Valuation Study. Given the issues noted above, it could be particularly useful to establish whether or not the NAO has verified the entirety of the A303 Contingent Valuation Study, especially given the apparent reliance of the applicant's counsel on the NAO's approval during verbal presentations.

Jonathan Morris

Appendix A:

Extract from “*Comments on any further information requested by the ExA and received to Deadline 3*” published 25 June 2019. (2 pages)

A303 Amesbury to Berwick Down

TR010025

Deadline 4

8.31 - Comments on the DAMS and on any further information requested by the ExA and received to Deadline 3

APFP Regulation 5(2)(q)

Planning Act 2008

The Infrastructure Planning (Examination Procedure) Rules 2010

June 2019



17 Jon Morris (REP3-082)

17.1	Comments on Written Representations	
	Matter Raised	Highways England's Response
17.1.1	<p>Highways England appear to be indicating that the Contingent Valuation Study is not a planning consideration (response to Question SE.1.25) found at: https://infrastructure.planninginspectorate.gov.uk/wp-content/uploads/projects/TR010025/TR010025-000796-8.10.15%20Socio-economic%20effects%20(Se.1).pdf</p> <p>"It follows that the valuation of heritage benefits in monetary units is not primarily relevant to the decision on whether to grant development consent of the Scheme, because those cultural heritage benefits do not need to be monetised in order to be taken into account in the planning balance. The valuation in the CVR was relevant only to DfT's investment decision, which is not a planning consideration."</p> <p>However, as mentioned in my Written Submission, in order to show compliance with National Policy Statement for National Networks, the NPSNN refers (and defers) to the Treasury Green Book for specific guidance on preparing a the business case and methods of valuation needed for the business case. If the business case is not made available for inspection, it will be rather difficult for the Inquiry to review whether or not it complies with the NPSNN (assuming that a review of compliance is within your remit).</p>	<p>See response to item 50.1.1-50.1.3 in the Comments on Written Representations [REP3-013] and the Applicant's response to Written Question Se.1.25 [REP2-035].</p> <p>As explained in response to Written Question Se.1.25, the work around the Contingent Valuation Report (CVR) is primarily relevant to the Department for Transport's investment decision in the Scheme, rather than the planning merits of the Scheme. The CVR is a tool to compare factors that are not easily balanced; it does this by monetising them. Therefore, whilst the benefits / factors being measured by the CVR are relevant to the planning decision whether to grant consent for the Scheme, in their monetised form they are not. The decision maker is required to balance the various impacts and benefits of the Scheme without converting all those impacts and benefits to the same form of measurement.</p> <p>This position is made clear by paragraphs 4.3 and 4.5 of the National Policy Statement for National Networks (NPSNN) which explains that the business case provides the basis for investment decisions, and that the information underlying the business case will be important for the decision maker's consideration of the adverse impacts and benefits of a proposed development.</p>

Appendix B:

Extract from National Policy Statement for National Networks (3 pages)



Department
for Transport

National Policy Statement for National Networks

Presented to Parliament pursuant to Section 9(8) and Section 5(4) of the
Planning Act 2008

December 2014

4. Assessment principles

General principles of assessment

- 4.1** The statutory framework for deciding applications for development consent under the Planning Act 2008 is set out in paragraph 1.2 of this NPS. This part of the NPS sets out general policies in accordance with which applications relating to national networks infrastructure are to be decided.
- 4.2** Subject to the detailed policies and protections in this NPS, and the legal constraints set out in the Planning Act, there is a presumption in favour of granting development consent for national networks NSIPs that fall within the need for infrastructure established in this NPS. The statutory framework for deciding NSIP applications where there is a relevant designated NPS is set out in Section 104 of the Planning Act.
- 4.3** In considering any proposed development, and in particular, when weighing its adverse impacts against its benefits, the Examining Authority and the Secretary of State should take into account:
- its potential benefits, including the facilitation of economic development, including job creation, housing and environmental improvement, and any long-term or wider benefits;
 - its potential adverse impacts, including any longer-term and cumulative adverse impacts, as well as any measures to avoid, reduce or compensate for any adverse impacts.
- 4.4** In this context, environmental, safety, social and economic benefits and adverse impacts, should be considered at national, regional and local levels. These may be identified in this NPS, or elsewhere.
- 4.5** Applications for road and rail projects (with the exception of those for SRFIs, for which the position is covered in paragraph 4.8 below) will normally be supported by a business case prepared in accordance with Treasury Green Book principles. This business case provides the basis for investment decisions on road and rail projects. The business case will normally be developed based on the Department's Transport Business Case guidance and WebTAG guidance. The economic case prepared for a transport business case will assess the economic, environmental and social impacts of a development. The information provided will be proportionate to the development. This information will be important for the Examining Authority and the Secretary of State's consideration of the adverse impacts and benefits of a proposed development. It is expected that NSIP schemes brought forward through

the development consent order process by virtue of Section 35 of the Planning Act 2008, should also meet this requirement.

- 4.6** Applications for road and rail projects should usually be supported by a local transport model to provide sufficiently accurate detail of the impacts of a project. The modelling will usually include national level factors around the key drivers of transport demand such as economic growth, demographic change, travel costs and labour market participation, as well as local factors. The Examining Authority and the Secretary of State do not need to be concerned with the national methodology and national assumptions around the key drivers of transport demand. We do encourage an assessment of the benefits and costs of schemes under high and low growth scenarios, in addition to the core case. The modelling should be proportionate to the scale of the scheme and include appropriate sensitivity analysis to consider the impact of uncertainty on project impacts.
- 4.7** The Department's WebTAG guidance is updated regularly. This is to allow the evidence used to inform decision-making to be up-to-date. Where updates are made during the course of preparing analytical work, the updated guidance is only expected to be used where it would be material to the investment decision and in proportion to the scale of the investment and its impacts.⁴⁸
- 4.8** In the case of strategic rail freight interchanges, a judgement of viability will be made within the market framework, and taking account of Government interventions such as, for instance, investment in the strategic rail freight network.
- 4.9** The Examining Authority should only recommend, and the Secretary of State should only impose, requirements in relation to a development consent, that are necessary, relevant to planning, relevant to the development to be consented, enforceable, precise, and reasonable in all other respects.⁴⁹ Guidance on the use of *planning conditions* or any successor to it, should be taken into account where requirements are proposed.
- 4.10** Planning obligations should only be sought where they are necessary to make the development acceptable in planning terms, directly related to the proposed development and fairly and reasonably related in scale and kind to the development.⁵⁰

⁴⁸ See also WebTAG guidance on *The Proportionate Update Process*

⁴⁹ As defined in section 120 of the Planning Act 2008

⁵⁰ Where the words "planning obligations" are used in this NPS they refer to "development consent obligations" under section 106 of the Town & Country Planning Act 1990 as amended by section 174 of the Planning Act 2008. See paragraphs 203-206 of the Planning Act 2008.

Appendix C:

Extract from Fujiwara and Campbell (5 pages)



HM TREASURY

DWP

Department for
Work and Pensions

Valuation Techniques for Social Cost-Benefit Analysis:

Stated Preference, Revealed Preference and
Subjective Well-Being Approaches

A Discussion of the Current Issues

Daniel Fujiwara and Ross Campbell

July 2011



HM TREASURY

DWP Department for
Work and Pensions

Valuation Techniques for Social Cost-Benefit Analysis:

Stated Preference, Revealed Preference and
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Daniel Fujiwara and Ross Campbell

July 2011



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Foreword

The Government is committed to improving the way that well-being and social impacts are incorporated into policy decisions.

Social Cost-Benefit Analysis, as recommended by the Green Book, is a way of expressing the value of a proposed government policy to society. It seeks to express the full social costs and full social benefits of policies in monetary terms so that the consequences of a diverse range of policies can be compared using a common metric.

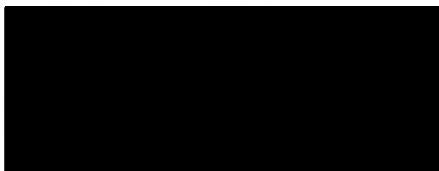
The full social costs and benefits extend beyond the financial consequences of the policy. The Green Book is clear that wider social and environmental impacts must be brought into the assessment as far as possible. These wider impacts are often much more difficult to assess. The full value of goods such as health, family and community stability, educational success, and environmental assets cannot simply be inferred from market prices. But we should not neglect such important social impacts in policy making. We therefore look to economic techniques to help us elicit values for these goods.

This paper presents us with three different valuation approaches, each with strengths and weaknesses. This includes a newer approach that uses subjective well-being measurement to uncover social impact estimates. This is a potentially exciting development since social welfare ultimately rests on individuals' subjective assessment of their own well being. However, because of measurement problems, economists have historically tended to use proxies.

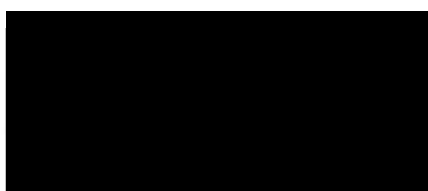
Subjective well being is recognised for the first time in this Green Book discussion paper: inevitably, its methodology is still evolving and existing valuations are probably not robust enough yet for use in Social Cost Benefit Analysis.

However, subjective well being measurement may soon provide a complement to the more traditional economic approaches. And in the meantime it can play an important role in challenging decision makers to think more carefully about the full range of impacts of their proposed policies. It can help them to question the values that they may otherwise place implicitly on these impacts. Subjective measurement may also give us a better idea of the relative value of non-market goods, even if absolute values cannot yet be placed alongside market goods. All of this will help policy makers better ground their decisions in evidence.

The paper therefore represents an important step forward in the Government's well-being research agenda. It reveals that non-market good valuation, and specifically subjective well-being measurement, is very much a live research issue, and one which each department should challenge itself to pursue further. We are getting closer to having plausible estimates of value in new areas which are important determinants of society's well-being.



Nick Macpherson
Permanent Secretary to H M Treasury



Robert Devereux
Permanent Secretary of the Department for Work and Pensions and Head of the Policy Profession

Appendix D:

Marked up extract from "*Valuing Heritage Impacts: Appendices*". Referenced as HE551506-AA-GEN-SWI-RP-JX-000026 and published 25 June 2019(26 pages)

A303 Stonehenge

Amesbury to Berwick Down

Valuing Heritage Impacts: Appendices

HE551506-AA-GEN-SWI-RP-JX-000026

P01, S2

06/02/2017

Map: Status quo



Map: A303 removed into tunnel



A.4 General Population Survey

Stonehenge General Population Survey

Intro

Highways England is looking at possible ways of resolving issues with the A303. The A303 runs through the Stonehenge World Heritage Site and is part of the national road network. We want to understand people's thoughts about removing the road from the Stonehenge site. We would like to ask you questions about your use of the A303 road and views of an alternative transport scenario to the current A303 within the Stonehenge World Heritage Site. We would be grateful if you could spare about 15 minutes to answer some questions. You do not need any previous knowledge of the Stonehenge World Heritage Site or the road network. The survey is anonymous and all information provided is strictly confidential. I would also stress that this survey is not a public consultation. We are simply exploring views of possible solutions to address issues caused to the Stonehenge World Heritage Site by the A303.

SC1 Can I just confirm that you have understood the information we have provided about the background and purpose of this survey?

- Yes (1)
- No (2)

SC2 Would you be willing to help with this survey?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Unfortunately we will not be able to ...

SQ Many thanks. We would like to start with a few questions just to confirm that you are eligible for the survey. The questions on this page are to ensure that we access a UK representative sample by gender, age group and region. If the survey ends for you after these questions, it is because we have reached our quota for respondents with similar characteristics.

SQ1 Are you currently resident in the UK?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To Unfortunately we will not be able to ...

SQ2 What is your age group?

- Under 16 years old (1)
- 16 - 19 years old (2)
- 20 - 24 years old (3)
- 25 - 29 years old (4)
- 30 - 34 years old (5)
- 35 - 39 years old (6)
- 40 - 44 years old (7)
- 45 - 49 years old (8)
- 50 - 54 years old (9)
- 55 - 59 years old (10)
- 60 - 64 years old (11)
- 65 - 69 years old (12)
- 70 - 74 years old (13)
- 75 - 79 years old (14)
- 80 - 84 years old (15)
- Over 84 years old (16)

If Under 16 years old Is Selected, Then Skip To Unfortunately we will not be able to ...

SQ3 Please select your postcode area (the first one or two letters of your full postcode):

- AB (17)
- AL (18)
- B (19)
- BA (20)
- BB (21)
- BD (22)
- BH (23)
- BL (24)
- BN (25)
- BR (26)
- BS (27)
- BT (28)
- CA (29)
- CB (30)
- CF (31)
- CH (32)
- CM (33)
- CO (34)
- CR (35)
- CT (36)
- CV (37)
- CW (38)
- DA (39)
- DD (40)
- DE (41)
- DG (42)
- DH (43)
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- WC (129)
- WD (130)
- WF (131)
- WN (132)
- WR (133)
- WS (134)
- WV (135)
- YO (136)
- ZE (137)
- BT (138)

Q1 What is your gender?

- Male (1)
- Female (2)
- Other (3)

Answer If Are you currently resident in the UK? No Is Selected Or What is your age group? Under 16 years old Is Selected Or Do you currently live within 50 miles of Stonehenge World Heritage Site? No Is Selected Or In the past 12 months have you used the A303 between Amesbury and Winterbourne Stoke, in either d... No Is Selected Or Based on the

- 7 (8)
- 8 (9)
- 9 (10)
- 10+ (11)

A9 Apart from the stone circle, are you familiar with the other archaeological monuments in the Stonehenge World Heritage Site?

- Yes (1)
- No (2)

A10 How likely is it that you will visit Stonehenge in the future, on a scale of 1 to 5 where 1 is 'not at all likely' and 5 is 'very likely'?

- Not at all likely 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Very likely 5 (7)

A11 Have you previously visited any other World Heritage Sites in the UK? (apart from Stonehenge, e.g., Blenheim Palace, Canterbury Cathedral, Neolithic Orkney etc.)?

- Yes (4)
- No (5)
- Don't know (6)

A12 To what extent do you disagree or agree with the following statements about the Stonehenge World Heritage Site (Stonehenge)? Please select one answer per row

	Strongly disagree (4)	Disagree (5)	Neither agree nor disagree (6)	Agree (7)	Strongly agree (3)
Stonehenge is one of the most important heritage sites in the UK (21)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stonehenge has a value only for those who actually visit it (22)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stonehenge should be protected for future generations (23)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other monuments within the World Heritage Site surrounding the Stonehenge stone circle should be equally protected (24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't think that Stonehenge has any inherent value (25)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SQ4 We would like to ask some questions about your use of the A303 road, specifically the section between Amesbury and Winterbourne Stoke on average, in either direction, i.e. the section passing Stonehenge? In the past 12 months have you used the A303 between Amesbury and Winterbourne Stoke, in either direction, i.e. the section passing Stonehenge? By use, we mean as a driver or passenger, for personal or business purposes.

- Yes (1)
- No (2)
- Don't know (3)

If No Is Selected, Then Skip To If the A303 were removed from its cur...If Don't know Is Selected, Then Skip To If the A303 were removed from its cur...

A1 How often do you travel on the A303 between Amesbury and Winterbourne Stoke on average, in either direction, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- More often than once a week (14)
- Less often than once a week but more than once a month (15)
- Less often than once a month but more than once a year (16)
- Less often than once a year (17)
- I have never travelled along that road (18)
- Don't know (19)

If I have never travelled along that road... Is Selected, Then Skip To If the A303 were removed from its cur...

A3 What is the usual purpose of your journey (i.e. the most common reason for traveling) on the A303 between Amesbury and Winterbourne Stoke, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- Traveling to work (commuting) (19)
- Personal / recreation (20)
- Business / employment (e.g. taxi driving, agricultural) (21)
- Freight / commercial (i.e. goods transport) (22)
- Other (please specify) (23) _____

A4 On average, what is your usual journey time (how long your journey takes) when traveling in either direction on the A303 between Amesbury and Winterbourne Stoke, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- 1 - 5 minutes (4)
- 6 - 15 minutes (5)
- 16 - 30 minutes (6)
- 31 - 45 minutes (7)
- 46 - 60 minutes (one hour) (8)
- An hour - an hour and a half (60 - 90 minutes) (9)
- Up to two hours (10)
- More than two hours (11)

A5 Have you ever chosen to drive via the A303 in order to pass by and view Stonehenge from the road?

- Never (9)
- Once (10)
- Sometimes (11)
- Often (12)
- Always (13)

A6 On average, what is your usual journey distance (how far do you travel) when traveling in either direction on the A303 between Amesbury and Winterbourne Stoke, i.e. the section passing Stonehenge? By travel, we mean as a driver or passenger.

- 1 - 5 miles (1.6 - 9 km) (4)
- 6 - 10 miles (10 – 16 km) (5)
- 11 - 15 miles (17 – 24 km) (6)
- 16 – 20 miles (25 – 32 km) (7)
- 21 – 30 miles (33 – 48 km) (8)
- More than 30 miles (49 km) (9)
- Don't know (10)

A7 How often, if ever, have you experienced congestion while traveling on the A303 between Amesbury and Winterbourne Stoke on average, in either direction, i.e. the section passing Stonehenge?

- Never (3)
- Rarely (4)
- Sometimes (5)
- Often (6)
- Always (7)
- Don't know (8)

A13 If the A303 were removed from its current location you would no longer be able to see Stonehenge whilst travelling past by car, coach, or bus. To what extent, if at all, would you miss seeing Stonehenge whilst travelling along the road, on a scale of 1 to 5 where 1 is 'not miss at all' and 5 is 'miss a lot'?

- Not miss at all 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Miss a lot 5 (5)
- Don't know (6)

A16 We would like to ask you about your preferences for how public spending is allocated. Public spending is allocated to several areas. In your opinion, what are the TOP 5 areas where public funds should be spent?

- Education (4)
- Environment (5)
- Health care (6)
- Heritage (7)
- Libraries, arts, museums and culture (8)
- Housing (9)
- International aid/development (10)
- Defence (11)
- Pensions (12)
- Public order and safety (13)
- Sport (14)
- The economy (15)
- Transport (16)
- Don't know (17)

IntroBb

In this section we will present information about a possible change in the roads layout in the area. We remind you that this survey is not a public consultation. It is part of a targeted survey for assessing the effect of removing the A303 from the surrounding area around Stonehenge. Stonehenge is one of the 29 UK sites that have been designated a United Nations World Heritage Site, making it of Outstanding Universal Value for humankind. The Stonehenge World Heritage Site encompasses one of the richest concentrations of prehistoric archaeological monuments in the world. In this survey we will talk a lot about the surrounding World Heritage Landscape contains over 450 known archaeological monuments including: The Stonehenge Avenue - a 3km ceremonial avenue which links the River Avon to Stonehenge. The Cursus – a 3km ceremonial earthwork which predates Stonehenge. Last year over 1.3 million people visited Stonehenge.

B1 How familiar, if at all, were you with this information beforehand?

- Not at all familiar 1 (1)
- Slightly familiar 2 (2)
- Moderately familiar 3 (3)
- Very familiar 4 (4)
- Extremely familiar 5 (5)

The A303 road passes through the centre of the World Heritage Site about 165m (540ft) from the stone circle. The section of the A303 near Stonehenge is a single carriageway and at times suffers from severe congestion. Traffic on the road can be heard whilst walking around the stones and the wider landscape. Traffic on the road is visible from the stone circle, and the road passes through an otherwise high quality, open, rural landscape. Traffic on the road prevents visitors from moving freely across the World Heritage Site to the South which contains a number of other rare and important archaeological sites. Those travelling on the A303 enjoy clear views

of Stonehenge. The A303 also provides access to the site, and provides for local movement of goods and cars. The existing road is relatively rural in nature, and has little signage.

Image of the current location of the A303 within the Stonehenge World Heritage Site

Map of the current location of the A303 within the Stonehenge World Heritage Site.

B2 How familiar, if at all, were you with this information beforehand?

- Not at all familiar 1 (1)
- Slightly familiar 2 (2)
- Moderately familiar 3 (3)
- Very familiar 4 (4)
- Extremely familiar 5 (5)

B2 To what extent, if at all, do you think that the nearby A303 affects the following aspects of Stonehenge and the surrounding World Heritage Site landscape? Please indicate on the scale below.

	The road has a negative impact (1)	The road has a slightly negative impact (2)	Neither negative nor beneficial (3)	The road has a slightly beneficial impact (4)	The road has a beneficial impact (5)	Don't know (6)
The setting of Stonehenge in the wider landscape (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the experience of Stonehenge and the surrounding World Heritage Site (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The view of Stonehenge from the road (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q87 In the past, different scenarios have been put forward to change the layout of the existing A303 road. Work is currently underway to develop a range of scenarios and a public consultation is planned for early 2017. We will provide you with information about an alternative road scenario which would move the A303 road from its current position within the Stonehenge World Heritage Site. This is an indicative scenario which is presented here for the purposes of this hypothetical exercise only. We remind you that this survey is not a public consultation. It is a targeted survey for assessing the benefit of removing the A303 from the area surrounding Stonehenge. We would like you to imagine that two hypothetical scenarios exist for the A303 at Stonehenge. A. Current situation: Leave the A303 road as it is. B. A tunnel of approximately 2.9km (1.8 miles): Convert the A303 to a dual carriageway and construct a tunnel within the World Heritage Site through which the A303 road will pass, removing the A303 from its current surface route across part of the World Heritage Site. Construction of the tunnel would take around three years. Representation of an indicative alternative route for the A303 tunnel. Note that the tunnel portals are indicated as a range over a broad area within the World Heritage Site (hatched circles on the map). The route of the western approach road to the tunnel is also represented as a range (shaded area between dotted lines).

The pictures below show a view of the Stonehenge World Heritage Site if the A303 became a dual-carriageway with a tunnel of 2.9km (1.8 miles). The A303 within Stonehenge World Heritage Site would no longer be visible from Stonehenge. Reduced traffic noise whilst visiting the stones, which would make large areas of the World Heritage Site more tranquil. Removal of the A303 would reconnect the World Heritage Site to the north and south of the existing A303 allowing visitors to walk freely between Stonehenge and other archaeological sites in the World Heritage Site. Tunnel entrances would be constructed within the Stonehenge World Heritage site. These would not be visible from the stones but would be new visible features in the archaeological landscape, although the road would be carefully designed to reduce its impact as far as possible. Dual carriageway would lead up to the tunnel entrances, including the short sections inside the World Heritage site. Stonehenge would not be visible from the new A303 route. A route along the old A303 route would provide access for cyclists, horse riders and walkers.

Representation of the Stonehenge World Heritage Site with the A303 removed.

B3 Impacts associated with current A303 (do nothing) and the 2.9km tunnel option Current A303 (Status Quo) 2.9km Tunnel Alternative A303 runs 165 metres from stone circle
A303 removed from current location and redirected through tunnel Single carriageway alongside Stonehenge monument, with some dual carriageway within the World Heritage Site
Dual carriageways will lead up to the tunnel entrances, including sections inside the World Heritage Site. Traffic noise audible from stones Less traffic noise audible from stones and an increase in tranquillity Traffic visible from stones No traffic visible from stones
No access to World Heritage Site to south of current A303 **Reconnect the World Heritage Site to the north and south of the existing A303, allowing people to explore the whole landscape.**
Stonehenge visible from A303 Stonehenge not visible from the new A303 route. How easy or difficult did you find this information to understand? Please indicate on the scale below, where 1 is not at all easy to understand, and 5 is very easy to understand?

- Not at all easy to understand 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Very easy to understand 5 (5)

B4 For the next set of questions, please imagine a situation where the tunnel scenario was selected and was paid for by an increase in national taxes, for three years. Please think for a moment about how much the proposed scenario to remove the A303 from the World Heritage Site would be worth to you and your household, if anything. Would you be prepared to pay something, even if only a very small amount, to support the construction of a tunnel route?

- Yes (1)
- Maybe (3)
- No (4)

If No Is Selected, Then Skip To You indicated that you would not be w...

B5 Looking at the list of amounts below, what is the maximum you would be willing to pay per year, to support a tunnel route? This would be via an increase in your annual taxes in each year of the three-year construction period. Studies have shown that many people answering surveys such as this one, say they are willing to pay more than they would actually be willing to pay in reality. Please think about this question as if it were a real decision and you were actually making a payment for real. Please do not agree to pay an amount if you think you cannot afford it; If you feel you have paid enough already; Or have other things to spend your money on. Also, this question is just about the proposed road scheme. Remember, we are not asking you about how much you value the Stonehenge World Heritage Site, we are asking you how much you would value taking the road out of part of the World Heritage Site.

- £0 (1)
- £0.05 (61)
- £0.20 (2)
- £0.50 (3)
- £1 (31)
- £1.50 (32)
- £2 (34)
- £2.50 (35)
- £3 (36)
- £4 (37)
- £5 (38)
- £6 (39)
- £7 (40)
- £8 (41)
- £9 (4)
- £10 (5)
- £10 (42)
- £11 (43)
- £12 (44)
- £15 (45)
- £18 (46)
- £20 (47)
- £22 (48)
- £25 (49)
- £27 (17)
- £30 (50)
- £35 (51)
- £40 (52)
- £50 (53)
- £75 (54)
- £100 (55)
- £125 (56)
- £150 (57)
- £175 (58)
- £200 (59)
- Other amount (60) _____

B6 How certain are you that you would really pay this amount per year, for 3 years, in additional annual taxes if asked?

- Not certain at all 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- Very certain 5 (5)
- Don't know (6)

Answer If Looking at the list of amounts below, what is the maximum you would be willing to pay per year, i... £0 Is Not Selected

B7 Below is a list of potential benefits of the proposed tunnel option for Stonehenge World Heritage Site. We would like to know which are the most important to you. Please rate the outcomes listed in terms of their importance to you.

	Not at all important (2)	Slightly important (3)	Important (4)	Fairly important (5)	Very important (6)
Reduction of traffic noise/ tranquility of Stonehenge and the World Heritage Site (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No traffic visible from the stone circle at the Stonehenge World Heritage Site (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ability to explore the whole Stonehenge World Heritage site and explore all its archaeological monuments without the land being divided by the road (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The removal of a modern road from a historic landscape (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Looking at the list of amounts below, what is the maximum you would be willing to pay per year, i... £0 Is Not Selected

B8 Which of the reasons below best describes your motivations for being prepared to pay an increase in annual taxes for the proposed tunnel scheme described to you? (Choose one only)

- I support the removal of the A303 from a historic landscape (4)
- The road spoils the tranquility of the Stonehenge World Heritage Site (5)
- The road is an eye sore when visiting the Stonehenge stone circle (6)
- People should have the opportunity to visit the whole of the Stonehenge World Heritage Site and explore all its archaeological monuments without the land being divided by the road (7)
- Stonehenge is a national icon that should be protected (8)
- A dual carriage-way would relieve traffic congestion and reduce accidents (9)
- A new road would benefit local communities (10)
- I do not believe I would really have to pay (11)
- Other (please specify) (12) _____
- Don't know (13)

Answer If For the next set of questions, please imagine a situation where the tunnel scenario was selected and was paid for by an increase in national taxes, leading to a reduction in your disposable in... No Is Selected Or Looking at the list of amounts below, what is the maximum you would be willing to pay per year, i... £0 Is Selected

B9 You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting of the A303 from its current location. The A303 would be redirected and you would no longer be able to view Stonehenge from the road. How would it affect your overall level of life satisfaction if the A303 was removed from its current location?

- The removal of the A303 from its current location would have no significant effect on my life satisfaction (4)
- The removal of the A303 from its current location would reduce my life satisfaction (5)
- The removal of the A303 from its current location would increase my life satisfaction (6)

If The removal of the A303 fro... Is Selected, Then Skip To End of Block If The removal of the A303 fro... Is Selected, Then Skip To You stated that the removal of the A3... If The removal of the A303 fro... Is Selected, Then Skip To End of Block

Answer If You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting o... The removal of the A303 from its current location would reduce my life satisfaction Is Selected

B10 You stated that the removal of the A303 from its current location would reduce your life satisfaction. Assuming nothing else in your life would change, imagine that in order to compensate you for not being able to use the A303 in its current location you were given a publicly funded cash compensation. How much money would you have to receive, as a one-off payment, to give you the same life satisfaction that you have now (not better or worse but just the same) once the A303 is removed from its current location? Note that whatever compensation amount you receive will mean that money cannot be used on other public services.

- £0 (36)
- £0.05 (70)
- £0.20 (37)
- £0.50 (38)
- £1 (39)
- £1.50 (40)
- £2 (41)
- £2.50 (42)
- £3 (43)
- £4 (44)
- £5 (45)
- £6 (46)
- £7 (47)
- £8 (48)
- £9 (49)
- £10 (50)
- £11 (51)
- £12 (52)
- £15 (53)
- £18 (54)
- £20 (55)
- £22 (56)
- £25 (57)
- £27 (58)
- £30 (59)
- £35 (60)
- £40 (61)
- £50 (62)
- £75 (63)
- £100 (64)
- £125 (65)
- £150 (66)
- £175 (67)
- £200 (68)
- Other amount (69) _____

Answer If You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting o... The removal of the A303 from its current location would have no significant effect on my life satisfaction Is Selected Or You indicated that you would not be willing to pay any additional taxes to fund the rerouting of the A303. In a hypothetical situation, imagine that it was decided to proceed with the redirecting o... The removal of the A303 from its current location would increase my life satisfaction Is Selected Or You stated that the removal of the A303 from its current location would reduce your life satisfac... £0 Is Selected

B11 People have different reasons for saying they would not be willing to pay an increase in annual taxes $\{e://Field/comp\}$ for a change to the current A303 at Stonehenge World Heritage Site. Which of the reasons below best describes why you chose not to pay? (Choose one only) Reason that best describes why you chose not to pay. Please choose one reason only

- I have more important things to think about (4)
- I would prefer to keep the A303 in its current location but do not require compensation (5)
- There should be a longer tunnel scenario (6)
- I am not willing to pay increased taxes over a period of three years (7)
- We should be reducing road use, not building more roads (8)
- Any changes to the road layout should be paid for through local council tax (9)
- Any changes to the road layout should be paid for through road tax (10)
- Any changes to the road layout should be paid for through voluntary donations (11)
- Any changes to the road layout should be paid for through increases in visitor fees (12)
- I do not care about Stonehenge (13)
- I do not feel confident stating a value that I would be willing to pay in the current uncertain political climate (14)
- Other (please specify) (15) _____
- Don't know (16)

C Finally, we would like to ask you a few questions about yourself to help us understand the profile of our respondents. The survey is anonymous and all information provided is strictly confidential. It will be used for statistical purposes only.

C1 How many children under the age of 16 live in your household?

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 (6)
- 6 (7)
- 7 (8)
- 8 (9)
- 9 (10)
- 10+ (11)

C2 What is your legal marital status?

- Single and never married or never in a legally recognised Civil Partnership (1)
- Married (2)
- A Civil Partner in a legally recognised Civil Partnership (3)
- Separated but legally married/ in a civil partnership (4)
- Divorced/dissolved civil partnership (5)
- Former Civil Partner (6)
- Widowed/ surviving civil partner (7)
- Co-habiting (8)
- Rather not say (9)

C3 What is your highest educational level or qualification?

- No formal educational qualifications (1)
- O level/GCSE/GCE (2)
- A level/HNC/HND/etc (3)
- Professional qualification (4)
- College/University degree (5)
- Higher degree (Master's, Doctorate) (6)
- Rather not say (7)

C4 Which of the following best describes your current work status?

- Self-employed (1)
- Employed full-time (>30hrs/week) (2)
- Employed part-time ((3)
- Student (4)
- Looking after the family/home (5)
- Retired from paid work (6)
- Temporarily sick or injured (7)
- Long-term sick or disabled (8)
- Unemployed (9)
- Rather not say (10)

C5 What is your ethnicity?

- Asian / Asian British (4)
- Black / African / Caribbean / Black British (6)
- Mixed / Multiple ethnic groups (8)
- White British (9)
- White Other (10)
- Other ethnic group (2)
- Rather not say (1)

C6 In general, would you say your health is...

- Excellent (4)
- Very good (5)
- Good (3)
- Fair (2)
- Poor (1)
- Rather not say (6)

C7 How would you describe your religious/spiritual belief?

- Not religious (1)
- Christian (2)
- Muslim (3)
- Buddhist (4)
- Hindu (5)
- Paganism (6)
- Other (7)
- Don't know (8)
- Rather not say (9)

C8 Which of the following best describes your total annual household income before tax?

- £0–14,999 (1)
- £15,000–19,999 (2)
- £20,000–29,999 (3)
- £30,000–39,999 (4)
- £40,000–49,999 (5)
- £50,000–59,999 (6)
- £60,000–79,999 (7)
- £80,000–99,999 (9)
- £100,000- £149,999 (10)
- £150,000 + (11)
- Rather not say (12)

C9 Do you have a valid UK driving license?

- Yes (1)
- No (2)
- Don't know (3)
- Rather not say (4)

C10 Have you or any member of your family ever benefited from Stonehenge or English Heritage in terms of employment or other direct economic benefits?

- Yes (1)
- No (2)
- Don't know (3)

C11 What is your postcode? This information will be used for analysis purpose only. You will not be re-contacted following this survey. This information is entirely confidential. If you prefer you can give the first half of your postcode (e.g. L23)

End This is the end of the survey. We thank you very much for your time!