

ANNUAL REVIEW

2018 - 2019 Financial Year



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OVERVIEW

by Alex O'Dwyer, Chair of the Jurassic Coast Trust



Alex O'Dwyer, Chair of the Jurassic Coast Trust



Orcombe Point in Exmouth, the most westerly point on the Jurassic Coast.
Photo by Steve Belasco

2018/19 was a year of transition for the Jurassic Coast Trust, following the significant change in 2017 when the responsibility for the management of the World Heritage Site moved to us from the Local Authorities, and we took on the substantial task of transforming ourselves into a significantly larger, more accountable and more focused organisation.

The year started with the arrival of Dippy to Dorset - a major partnership project between the JCT, Dorset County Museum and the Natural History Museum. The exhibition was a tremendous boost to the Trust at a really important time in our development, building important relationships with partners, demonstrating the power of a collaborative approach and, crucially, introducing the Trust and our work to new audiences.

As always, our Ambassadors have played a vital part in our work, and are exemplars of the power of volunteers and the incredible

value exchange that can take place between an organisation and people who wish to offer up time, skills and enthusiasm. Their spirit is very much a driving force within our Jurassic Coast Volunteer Network, which launched in October 2018 following a successful bid to the Coastal Communities Fund for £258,000 over three years.

The Management Plan Advisory Committee (PAC) is the way in which the Trust seeks to formally involve our partners in the management of the World Heritage Site (WHS). In 2018/19 on the advice and steer of MPAC we recognised that the next iteration of the WHS Management Plan should be given the new title of a Partnership Plan. This isn't just semantics. This Plan should be a living document, a blueprint for how partner organisations and groups work together to look after the World Heritage Site.

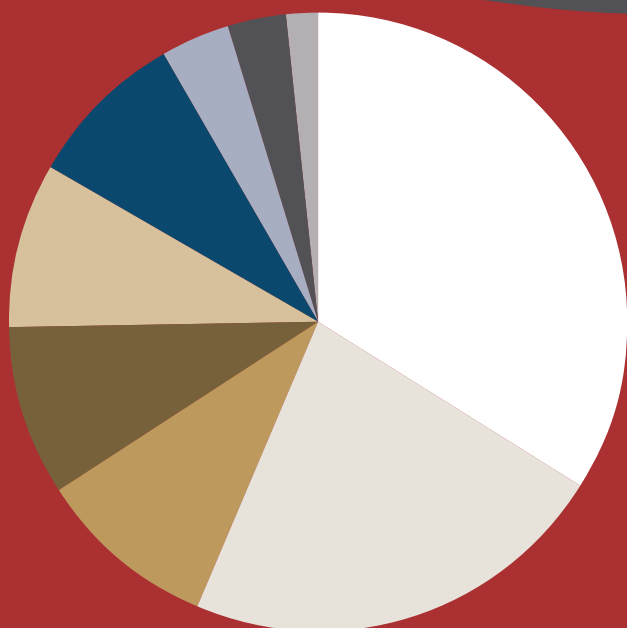
All in all, 2018/19 was another positive year for the Trust, a vital stepping stone as we continue our progress as a relatively new and still forming organisation. It has provided a solid platform of learning, success and partnership from which we can undertake the work we will be doing in 2020 and beyond as we implement the new Partnership Plan for the World Heritage Site.

Thank you as ever to everyone who has played a part in our work this year - the privilege and pleasure that we, The Jurassic Coast Trust, take in being responsible for the management of this World Heritage Site is one that we very happily share with every single person who loves this place and plays their own part in looking after it. As a World Heritage Site the Jurassic Coast ultimately belongs to each and every one of us and it continues to thrive thanks to the involvement, partnership and hard work of so many people.



Dippy the diplodocus at Dorset County Museum.
Photo by Dominic Old

FINANCIAL - INCOME



2018/19 was our first full year of heading up the management of the World Heritage Site, having taken responsibility for activities previously delivered through the County Council on 1 July 2017.

Expenditure in many areas reflects a full twelve months, compared to nine months of expenditure in 2017/18. Pleasingly, we have continued to make progress on diversifying the sources of income which support our work.

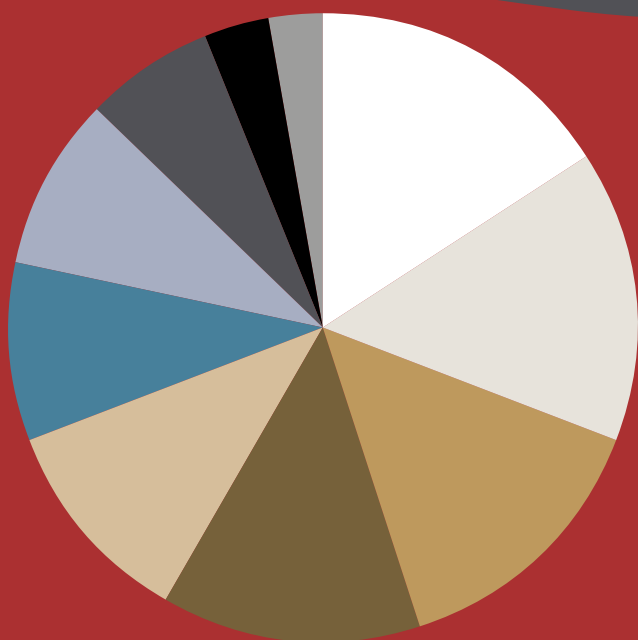
Total income for the year was £412,653 and expenditure was £379,027.

- Funding from Dorset and Devon County Councils was £140,028, a reduction from the previous year's grant in line with the three-year funding agreement.
- New funding was secured from the Coastal Communities Fund to develop the Jurassic Coast Volunteer Network over a three-year period, with £92,147 coming in 2018/19.
- Income from the Business Partner Scheme was stable at £39,060, comprised of contributions from 59 different companies.
- The Environment Agency provided a grant of £16,500, and £20,000 was received from Natural England.
- The Jurassic Coast Trust acquired various publishing rights in April 2018, the cost of which will be amortised over five years. The income from product sales in 2018/19 increased to £34,775 (from £18,933).
- Events and Membership income was £23,444 in 2018/19, compared to £17,090 in 2017/18.
- Consultancy work by staff contributed £15,311.
- During the year, we completed the Future Coast programme of transitional work funded by the Heritage Lottery Fund (£7,960 received in 2018/19), as well as receiving a £5,000 grant from The Alice Ellen Cooper-Dean Charitable Foundation.
- Income from Benefactors and other general donations amounted to £11,736.
- The National Trust, West Dorset District Council, Charmouth Parish Council and Lyme Regis Town Council continued to support the work of the Fossil Warden, collectively providing £6,600 in funding.

Funds at 31 March 2019 were £184,443, of which unrestricted funds totalled £155,094.

Full details of grants and donations received are available through the Charity Commission; we are grateful to all those supporting our work.

FINANCIAL - EXPENDITURE



£56,151	Protection and conservation work
£51,869	Learning and education
£48,679	Community engagement and awareness
£46,093	Income generation
£38,090	Management and administration
£32,384	Creation of website and volunteer platform
£31,305	Miscellaneous business costs - accountancy fees, insurance, IT, stationery etc.
£22,612	Event costs (including equipment)
£11,809	Rent and rates
£8,795	Depreciation and amortisation

During the 2018/19 financial year, the Jurassic Coast Trust utilised its unrestricted income to fund:

Protection and conservation work – This includes planning consultation, community and business consultation and ongoing project work. Examples of projects include the Sidmouth Beach Management Plan, West Bay flood defence improvements, and the mobile offshore drilling unit near Studland. For more details on these projects, see pages 5 and 6.

Community engagement and awareness – This entails delivering outreach programmes (including Dippy on Tour), talks evenings, outreach sessions at schools and children's centres, and Earth Science workshops. We also engaged with thousands of people at public events and festivals across Dorset, East Devon and the wider region.

Learning and education – This includes creation of learning materials delivered to the Primary Science Teaching Trust for national schools delivery, informal learning via online videos, creation of Members' and stakeholders' magazine, and web content.

Creation of website and volunteer platform – This was created to engage audiences and facilitate volunteering and upskilling opportunities across the Jurassic Coast via the Jurassic Coast Volunteer Network programme (see page 11).



CONSERVATION

Planning casework

During this period the Jurassic Coast Trust responded to many issues along the length of the coast, including at Budleigh Salterton, Ladram Bay, Seaton, Lyme Regis, West Bay, the Fleet shore, Portland, Osmington Mills, Kimmeridge Bay, Swanage and Studland. Details are available on request but three case studies are provided below.



Case Study 1 - Sidmouth Beach Management Plan

The Jurassic Coast Trust have had a longstanding role on the steering group for Sidmouth Beach Management plan, the creation of which was led by East Devon District Council. The plan includes several measures that, in combination, are designed to protect Sidmouth from flooding. One of these measures is to construct new coastal defences to reduce the rate of erosion at East Beach (or Pennington Point). This has been a difficult issue to address because the geological exposures at East Beach are relatively sensitive and display certain key attributes that contribute to the Outstanding Universal Value (OUV) of the Jurassic Coast as a whole.

The JCT has worked very closely with Natural England in order to come to an acceptable compromise. The preferred design option for the coastal defences at East Beach is to create a single rock groyne away from sensitive geology that will hold a replenished beach in front of the cliff. The business case has been prepared for the overall scheme, and funding is being sought by East Devon District Council. Currently, the JCT is also working with Natural England to look at ways of recording the existing exposures in detail, before construction begins.

Case Study 2 - West Bay flood defence improvements

In the process of developing the recently completed flood defence improvements in West Bay, the Environment Agency established a positive discourse and consultation with the JCT to ensure negative impacts on the World Heritage Site were minimal.

The focus of concern was East Beach, which is part of Chesil Beach and exemplifies the dynamic coastal landforms that support the coast's Outstanding Universal Value. The collaboration led to an agreed design, and a comprehensive impact assessment specifically for the WHS was included within the Environmental Statement.

In order to help people understand the need for the scheme, and the way conservation and flood defence has to be balanced on the World Heritage Site, the JCT created various pieces of engagement content including two YouTube videos. An example can be seen via the link to the left.



Your browser does not currently recognise any of the video formats available.

[Click here to visit our frequently asked questions about HTML5 video.](#)



CONSERVATION



Photo by Bliss Aviation, courtesy of Daily Echo

Case Study 3 – Corallian Energy Ltd. Petroleum Exploration

Corallian Energy Ltd. applied to use a mobile offshore drilling unit (MODU) to test the viability of a hydrocarbon reservoir near Studland. They carried out an Environmental Impact Assessment (EIA) and engaged with the JCT positively during the process.

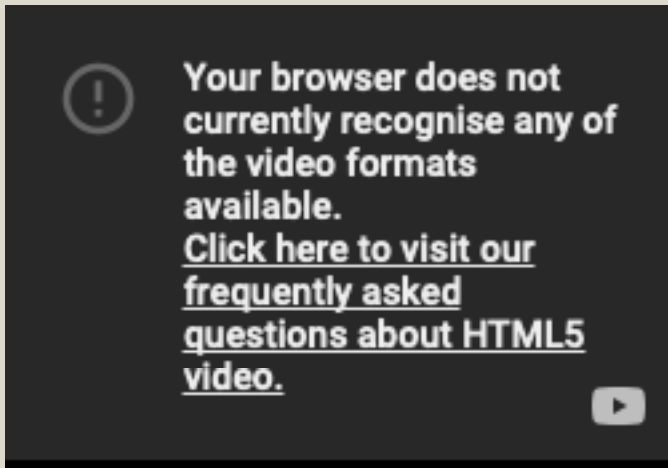
In the JCT's formal response to the proposal it was considered that the MODU would not cause any direct impacts on the OUV of the Jurassic Coast, in large part due to the temporary nature of its operation. UNESCO became aware of the proposal and requested further information about likely impacts. JCT worked with staff at DCMS to provide clarification that impacts would be low and not likely to lead to permanent extraction from an offshore rig.

Geological Advice

The JCT continues to provide geological advice to local authority staff on request, particularly in relation to geo-hazards. Typically this is entirely related to rockfalls, but this period saw the rare occurrence of a new sinkhole developing on the South Dorset Ridgeway.

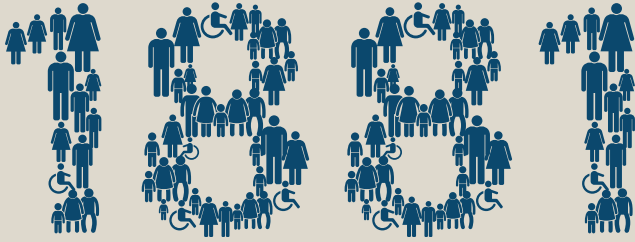
The response to this surprising event was led by Russell Goff, Ranger with Dorset Council, but JCT were able to assist him at an early stage in deciding on whether or not to close the path and also whom to contact for further advice. Once Russell had co-ordinated a press release and dealt with the remaining risks, JCT staff recorded a short video with the aim of helping to explain the feature.

Advice was also provided to Dorset Council Rangers regarding instability near the coastpath over Houns Tout, near Kimmeridge, and following a serious rock fall at West Bay (*pictured here*). JCT staff also participated in rockfall and landslide emergency response training, notably 'Operation Gravity', organised by Dorset Emergency Planners.



Rock fall at West Bay in March 2019. Photo by Sam Rose

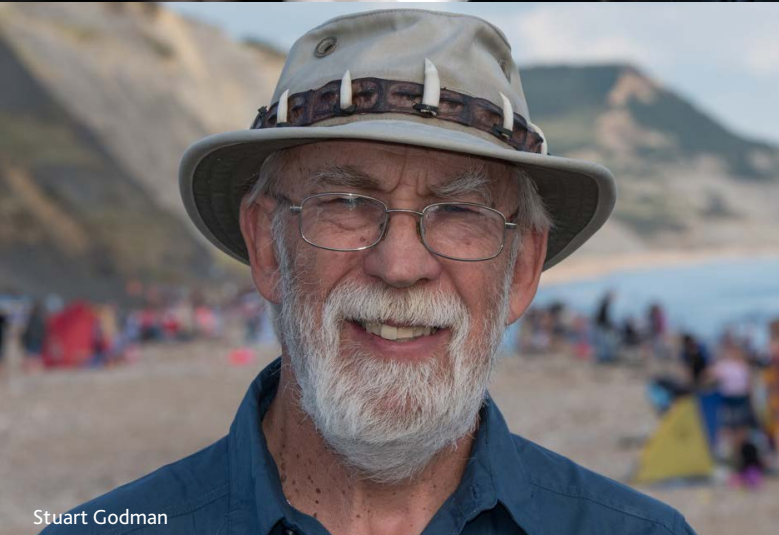
CONSERVATION



**people spoken to across
2018 - 19 financial year.**



Fossil collecting on the Jurassic Coast.
Photo by Lyme Regis Museum/Matt Austin



Stuart Godman

Charmouth Beach



Stuart Godman - Jurassic Coast Fossil Warden

As with previous years, Stuart Godman, the seasonal Fossil Warden employed by the Jurassic Coast Trust, patrolled the beaches at Charmouth and Lyme Regis during the school holidays over the 2018/ 2019 period. Stuart's appointment was again made in cooperation with Natural England, the National Trust, Charmouth Parish Council and Lyme Regis Town Council.

Based at the Charmouth Heritage Coast Centre, the main objectives of the warden is to provide clear advice on the dangers of fossil collecting on the cliffs, and to promote both safe fossil collecting and the importance of abiding by the principles set out in the voluntary Fossil Code of Conduct.

Three days per week were allocated to Charmouth, covering Black Ven and Stonebarrow, and one - two days at Monmouth Beach and Church Cliffs at Lyme Regis. The Fossil Warden also logs in with the local coastguard each day he is working, making him available to assist with on-the-ground information during any Coastguard call outs or incidents in the area.

During the 2018/19 period, 1,881 people were encountered either on the cliffs or digging in situ, and were offered advice by the Fossil Warden on safe and responsible fossil collecting. All of the people spoken to responded positively.

Since the inception of this role in 2007, over 20,000 people have benefited from the advice given.

VISITOR MANAGEMENT



New seating area at the Lulworth Fossil Forest

Fossil Forest

The Fossil Forest east of Lulworth has been closed since 2015, when a large rock fall damaged the steps down to the site and made it too dangerous to keep open. The Fossil Forest - due to reopen to the public in early 2020, is a significant feature of the World Heritage Site and shows exposed evidence of a forest from the late Jurassic period, around 144 million years ago.

Led by Dorset AONB in partnership with a number of organisations, and with funding from the Coastal Communities Fund, Lulworth Estate and the MOD, access to the site has been restored and it is due to be re-opened to the public by early 2020.

New steps and railings have been installed, and an area of unstable rock has been meshed, together with a catch fence in case of future rock falls. A new seating area has been created and Albion Stone generously donated two large fossil tree pieces to add to people's understanding of the site. A new panel will be installed in the seating area as well as safety signage. A new interpretation panel has also been installed in Lulworth village.

The project has been a great example of partnership working. We hope that those people who have been patiently waiting for the site to re-open will enjoy coming back and that new visitors will be inspired and delighted by their visit.

West Bay Hub

The central area in West Bay between the George pub and the harbour has seen significant improvements, with funding from the Coastal Communities Fund and Dorset Council amongst others. The area was designed by artist Michael Pinsky with attractive new surfacing, lowered kerbs and the creation of four new bespoke concrete benches. There will be a bronze orientation plaque, made by Bridport Foundry, cycle racks and ample parking for motorbikes.

The area should be completed by Christmas 2019.

As part of this project, interpretation panels have been replaced outside the Salt House and at the end of the pier and have had very good feedback.



Pier panel



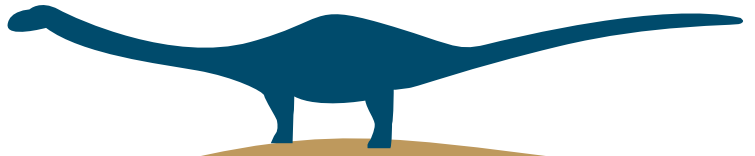
Central hub work area



Central hub seating area

Both of these projects were made possible thanks to a successful bid to the Coastal Communities Fund, submitted by the Dorset Coast Forum. They form part of a portfolio of 18 projects connecting people to place across the Dorset Coast, all of which have had artist input in their creation.

DIPPY ON TOUR

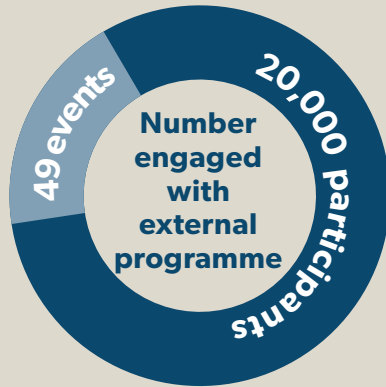


150,000
visitors to DCM



8,000
school children
involved

200
volunteers
trained



In 2018 the Jurassic Coast welcomed "Dippy", the famous replica Diplodocus cast from London's Natural History Museum. The Jurassic Coast Trust was a major partner in the project alongside Dorset County Museum.

The exhibition was a barnstorming success, attracting over 150,000 people to see Dippy in Dorchester. The Jurassic Coast Trust was instrumental in putting together the interpretation for the exhibition, linking Dippy's story to those of his Jurassic era contemporaries found fossilised across our World Heritage Site.

The Trust also inputted into Dippy on Tour's education programme, which reached over 8,000 school children from across the region. Part of the programme was delivered by specially seconded educational professionals from the Jurassic Coast Trust's network of partner organisations.

Dippy's visit was accompanied by a programme of activities coordinated by the Jurassic Coast Trust across the region. In total, 20,000 people engaged with this programme, which included a tour of a replica 3D-printed Dippy skull, a series of art days with Darrell Wakelam, and talks from Jurassic Coast Ambassadors. This events programme was met with enthusiastic responses from host venues and the public alike, and forged new links for the Jurassic Coast Trust with local libraries, schools and other organisations.

The Jurassic Coast Trust was proud to work alongside Julia's House Children's Hospice to produce a series of events for their clients. This included a special evening tour of Dippy and a sleepover at the museum. Children were over-awed by this once-in-a-lifetime opportunity, and the activities on offer blended fun and creativity with science-based learning to create an enjoyable and educational experience for all.

In summary, Dippy on Tour showed the scale of project that the Jurassic Coast Trust is capable of delivering, punching well above its weight as a major partner on a national tour of a famous specimen. The enthusiastic response from the public, and our partner organisations along the coast, demonstrates people's interest in fossils and Earth Science, and provides a brilliant example for possible future exhibitions.



Dippy Day at Seaton Wetlands. Photo by Steve Belasco.



Dippy Sleepover for Julia's House. Photo by Dominic Old.

AMBASSADORS

40
Ambassadors
Contributing
331
hours
2018-19

"Thank you for an interesting and imagination inspiring walk to Keates Quarry, the whole family enjoyed it and our guide was knowledgeable and made us feel very welcome."

Andrew Goodrich,
Keates Quarry guided walk in April 2018

The Jurassic Coast Trust's Ambassadors remain an absolutely vital cog in the Trust's operations, allowing us to reach a broad and varied audience that simply wouldn't be possible with our staff team.

Ambassadors led 23 guided walks in the 2018-19 financial year, taking in the Undercliffs Reserve, Ladram Bay and Keates Quarry, among others. These walks enable people to deepen their understanding of the World Heritage Site, as well as forming a pivotal part of our offer for Members. Below is a small snapshot of what some of our Ambassadors delivered across the year.

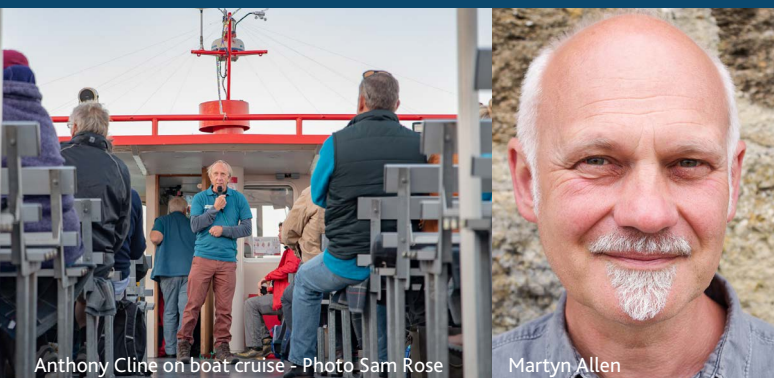
Laura Chatton became a Jurassic Coast Ambassador through her involvement with Dippy on Tour. Laura led activities at our Dippy Sleepovers at Dorset County Museum, as well as representing the Trust at our Dinosaurs & Birds Day at Seaton Wetlands.

Exmouth Ambassadors Anthony Cline, Chris Woodward and John Ayres provided guided commentary on our "Triassic Cruise" from Exmouth with Stuart Line Cruises. This event raised over £900 for the Trust and was attended by 97 people.

Martyn Allen from Bridport wrote and delivered a training session for 200 Dippy on Tour volunteers at Dorset County Museum. Martyn's session covered the Victorian era in which Dippy was first discovered, as well as a whirlwind Earth Science tour of the era in which Dippy lived.

12 year-old palaeontology fanatic Rayven Sageman (pictured left with artist Lorna Rees and her backing band The Ammonites) led one of our activities at our Dippy Sleepover for Julia's House, relating amazing facts about the specimen to the younger children in attendance. Proof that you're never too young to be a Jurassic Coast Ambassador!

Our "Winter Watch" training days provide our Ambassadors with a perfect opportunity to get together, share ideas, and learn more about the coast. Pictured to the left is Dr Anjana Khatwa leading a Winter Watch field trip for Ambassadors in Lyme Regis.



Anthony Cline on boat cruise - Photo Sam Rose

Martyn Allen



Laura at Seaton Wetlands
Photo Steve Belasco

Rayven at Dippy - Photo Dominic Old



Winter Watch - Photo Steve Belasco

JURASSIC COAST VOLUNTEER NETWORK



£258,000
secured over
30 months



10 volunteers
recruited
so far

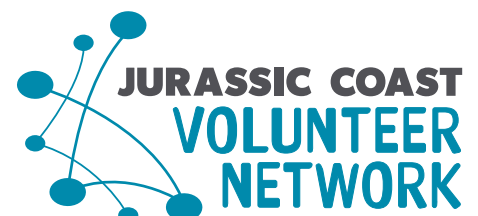
Following two rounds of successful bidding, the Jurassic Coast Trust secured £258,000 over 30 months from the Ministry of Homes, Communities and Local Government to deliver a coast-wide volunteering project.

This project will create capacity within heritage and tourism organisations to expand their delivery offer, and facilitate informal learning and accredited training programmes for volunteers. Project mobilisation commenced in October 2018, with a rebuild of the Trust's website and learning platform. The project then became operational in March 2019, with 10 volunteers recruited and ready to start placements from April across the Jurassic Coast.

The learning platform gives volunteers who are part of the network a chance to get their skills formally acknowledged through the Unit Award Scheme. The Jurassic Coast Trust is an accredited learning centre with the examination board AQA (although our scheme does not require any formal examinations). The units reflect and acknowledge learning on the job.

During the first months of the Jurassic Coast Volunteer Network project we wrote the script and filmed several informative videos about the landscape, geology, fossils and attractions of the Jurassic Coast, plus units on volunteering, tourism, customer service and building CVs. In their own time and at their own pace, volunteers can watch the series of learning videos then answer a short online quiz.

AQA will send volunteers a certificate once they have completed each unit which they can add to their portfolio to show future employers. The videos have been designed to be watchable by anyone, no matter what education level has been achieved to date, so that everyone can take something from them. We hope this will also enthuse the volunteers and instil a passion for them to remain living and working on the Jurassic Coast.



Jurassic Coast Ambassador Kieran Satchell at Sidmouth Science Festival.



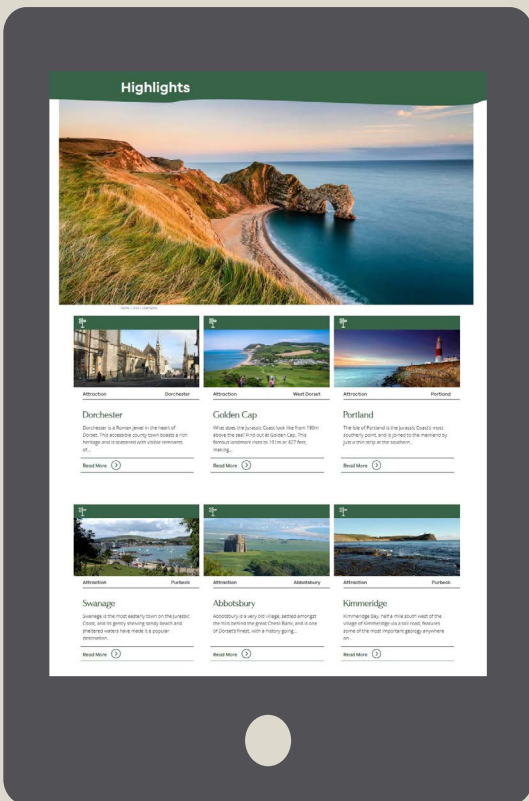
Becky Coats volunteering with the Jurassic Coast Trust at Camp Bestival.

COMMUNICATIONS

Top Pages on jurassiccoast.org



1. Jurassic Coast Highlights
2. Fossil Collecting
3. Walking the Jurassic Coast
4. Durdle Door
5. Where to Stay



The Jurassic Coast Trust remains a strong voice in Dorset, East Devon, and beyond, thanks to our wide-reaching digital presence and close links with local media.

Across the 2018-19 financial year, our website recorded over 1.5 million page views from nearly half a million users. 57% of our website users across the time frame were female, with more than 30% of them logging on from London.

This robust online presence means plenty of promotion for our stakeholders, including our Business Partners (many of whom are listed under Places to Stay or Things to Do) and local museums and visitor centres. The Trust's Ambassadors and Business Partners have also regularly contributed blogs for our website, and have regularly been featured in our online news section.

The Trust's social media continues to perform well, with our Twitter followers brushing the 10,000 mark, and a successful launch into the world of Instagram, rapidly attracting thousands of followers wishing to be inspired by the coast's stunning imagery.

Closer to home, the Trust continues to be featured prominently in local newspapers such as the Dorset Echo, Bridport News and Exmouth Journal. We have also been featured multiple times in Dorset magazine and other well-read publications.



MEMBERSHIP SCHEME, RETAIL AND PUBLICATIONS



Family - 80



Joint - 39



Individual - 51

Number of Members as of
1 April 2019



Kate Adie with Jurassic Coast Trust Chair Alex O'Dwyer at a talks evening for JCT Members' in Symondsburry.

Membership Scheme

In July 2018, the Jurassic Coast Trust launched its family and individual membership schemes, providing the opportunity for everyone who loves and values the coast to support the Trust in its protection, conservation and education work.

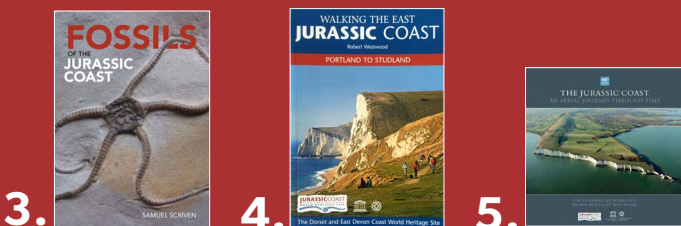
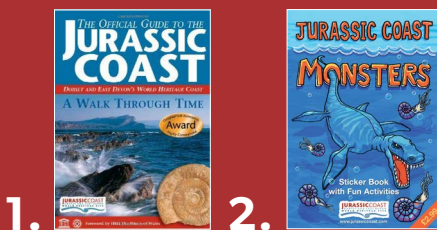
The schemes included the creation of a quarterly Members' magazine, Time to Inspire, keeping Members up to date with developments from across the Site and fascinating feature articles. The Trust also delivered a number of exclusive Members' events, as well as offering discounts for Members on all JCT public events.

The income generated from membership will be used to fund future projects, for example delivering learning and outreach activities to a broader spectrum of audience, including vulnerable young people and urban communities.



£34,775
in trading income

Top 5 best sellers...



1. Official Guide 2. Monster Sticker Book
3. Fossils 4. Walks in the East 5. Aerial Guide

Publications and Retail

In 2018 the Jurassic Coast Trust took over management of Coastal Publishing. This meant the Trust could print and promote its own line of books, with all profits coming back to the charity.

The Trust employed Joanna Jacobson as Publications Assistant and established strong links with retail outlets across the coast. The Jurassic Coast Aerial Guide and Red Coast Revealed were also reprinted during the year.

2018 saw the Trust begin to branch into retail sales through our online shop. Products offered included t-shirts from Ocean Rocks and calendars from local photographer James Loveridge, as well as Ordnance Survey maps covering the coast.

BUSINESS PARTNERS

59 Business Partners

Raising £39,060 in 2018-19.

88%

Retention rate of Business Partners from previous financial year.

Purbeck Ice Cream with JCT at Keates Quarry



The Jurassic Coast Trust's Business Partner scheme experienced another strong year in 2018-19, with 59 members contributing £39,060 towards the Trust's conservation, protection and engagement work.

In a time of transition for the organisation, receiving this level of support from the local business community has been incredibly inspiring, showing the commitment of local operators towards the Trust.

West Dorset Leisure Holidays continued their outstanding support, raising over £8,000 in the financial year, entirely through small optional contributions from guests staying at their holiday parks.

Artist Colin Bentley raised over £4,000 for the Trust with his exhibition of landscape paintings in Symondsburry, collaborating with the Trust's Ambassadors to bring the coast to life.

Clinton Devon Estates and Lulworth Estate continued as Lead Business Partners in 2018-19, each contributing £3,000.

Purbeck Ice Cream launched their Jurassic Range, donating five pence per tub, and worked closely with the Trust on outreach events across the year.

This year also saw tremendous support from the tourism sector, with numerous accommodation providers and activity operators coming on board as Business Partners.

JURASSIC JANUARY

January 2019 saw the launch of Jurassic January, a new event for businesses.

The event was held at the Tank Museum, and attracted 120 attendees from local businesses and not-for-profit organisations, including many of our Business Partners. The day featured a talk from Stephen Darke, Head of Tourism for the Department of Culture, Digital, Media and Sport, alongside other representatives from the world of local business and tourism. The Trust spoke about our Volunteer Network programme and Business Partner Scheme, encouraging attendees to get involved.



The event provided a brilliant opportunity for Business Partners and other representatives to meet each other, network and engage with the work of the Trust. It undoubtedly contributed towards our high retention rate of Business Partners from the previous financial year, as well as yielding several new partners.

Plans are already in place for Jurassic January 2020, and we expect it to become an integral part of our organisational calendar going forward.

LEARNING



Big Jurassic Classroom teacher training session in 2012.

In the past, our schools programme was the key vehicle in promoting diverse thinking and engagement with the Jurassic Coast World Heritage Site. We delivered UNESCO Youth summits, supported school linking programmes, and used the Site's values to champion thought leadership in schools.

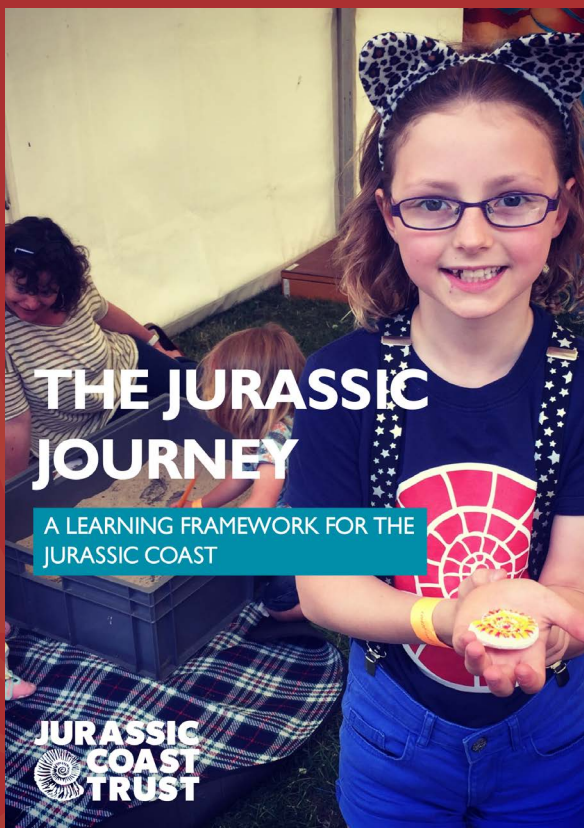
We worked with partners to promote day and overnight visits to the Jurassic Coast for children from a range of backgrounds. These included a visit to the Fossil Festival for children from deprived communities in Weymouth and Portland. We also trained teachers in schools from deprived areas to raise attainment and awareness of the Jurassic Coast in the formal learning environment.

Through the Big Jurassic Classroom (post-London 2012 Olympics and funded by the Primary Science Teaching Trust) and Wild Purbeck (Dorset AONB), we were able to resource teachers with the skills and knowledge to enhance classroom teaching about the natural environment, and occasionally fund schools' visits to the coast.

Since transferring from Local Authority to JCT, much of the funding that enabled this stream of work has now gone, and our learning and engagement activities have re-focused on activities that we can deliver to a wider range of audiences. Learning and engagement is not just about schools, or children; it is about offering opportunities for everyone to develop their understanding of heritage in an active way (Heritage Lottery Fund, 2015).

To this end we created the Jurassic Coast Learning Framework, which takes an audience-based approach to define how we will deliver our learning programmes and content. This innovative approach incorporates all aspects of learning, without subdivisions of formal, non-formal and informal learning groups. This includes the Ambassadors programme, the Jurassic Coast Volunteer Network, Outreach events, Membership scheme, and the 'Jurassic Coast Story Book' interpretation framework (see next page).

We completed the transfer of the work undertaken for the Big Jurassic Classroom project in 2019 to the Primary Science Teaching Trust, along with learning materials and specimens of rocks and fossils, to enable them to continue to deliver work to teachers in schools nationwide.

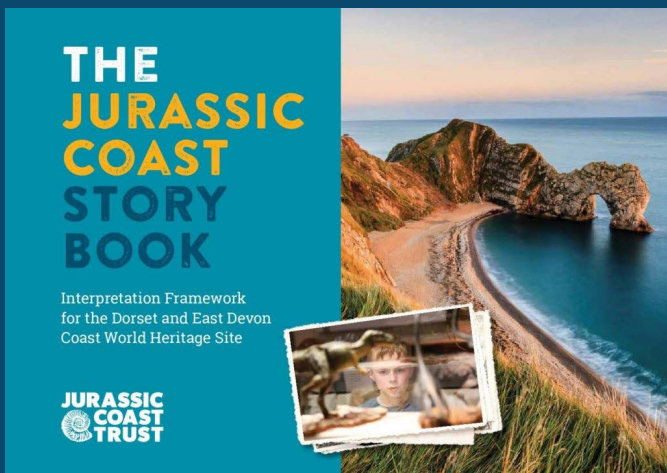


Jurassic Coast Learning Framework, produced in 2018.

INTERPRETATION



Jurassic Coast Ambassador Norah Jagers at the Beer Shelter, a great example of a collaborative interpretation project along the Jurassic Coast. Photo by Steve Belasco.



The Jurassic Coast Story Book, produced in 2018.

Over the years, the Jurassic Coast has increasingly become a source of pride and opportunity for local communities and visitors. This positive relationship between people and place relies on the effective communication of the Site's unique heritage and global value.

Heritage interpretation provides vital tools to help communicate the Site's stories, and realise the full social, economic and natural heritage potential of the Jurassic Coast. Interpretation projects are delivered along the length of the World Heritage Site by various stakeholders, often through strong partnership and collaborative relationships.

The Jurassic Coast Story Book, created by the Jurassic Coast Trust and launched in May 2018 is intended to facilitate the interpretation process. Designed following industry best practice, it offers guidance on Jurassic Coast heritage stories and themes and provides a starting point for interpretation planning.

The Story Book is offered as a free downloadable resource for anyone interested in developing interpretation along the Jurassic Coast, thanks to funding from the Heritage Lottery Fund. It is accompanied by a second free resource, the Jurassic Coast Interpretation Toolkit, a practical guide to interpretation created for the JCT by interpretation specialist Cathy Lewis.

Since publication, these resources have been used by various groups, including the team working to create the permanent exhibitions in the redevelopment of Dorset County Museum, and in the West Bay Hub and Fossil Forest projects (see page 8).

LOOKING AHEAD 2019/20 AND BEYOND



Lucy Culkin - Chief Executive Officer



Old Harry Rocks, the eastern boundary of the World Heritage Site.
Photo by Steve Belasco.

In the early stages of the 2019/20 financial year, the Trust said goodbye to Dr Sam Rose, who had led the work of the Jurassic Coast World Heritage Team for 15 years. Sam's career spanned a range of activities that have helped the local area to benefit from World Heritage Status as well as ensuring that the Site is in great condition with a fantastic global reputation.

Following a nationwide recruitment process to find the future leader of the Jurassic Coast Trust, Lucy Culkin was appointed by the Board of Trustees as new Chief Executive Officer in October 2019

On her appointment, Lucy said: "My affiliation with the Jurassic Coast runs deep; I grew up on the coast, chose to raise my own family here and am honoured to have now been given the opportunity to lead the Trust at this pivotal time. Having spent two years with the Trust, witnessing first-hand the energy, innovation and ambition of the team in developing new programmes of work, I am committed to achieving the vision and mission of the Trust, alongside the ambitions emerging from the proposed new Partnership Plan; working with all partners and stakeholders involved in the protection, conservation and management of this unique World Heritage Site. "

Lucy has since set out her intentions for the Trust, with a focus on inclusivity, engagement and partnership working in order to promote the scientific and heritage value of this 95-mile stretch of coast. Lucy firmly believes that a new era of leadership provides opportunities to be adventurous and progressive, and to strengthen ties with individuals and organisations who play a role in conserving, educating and delivering inspirational experiences to local communities and the millions of visitors who come to the Jurassic Coast each year.

Moving forward from the end of the 2018/19 financial year, the summer of 2019 saw the start of public consultation of the new draft Partnership Plan, the document by which stakeholders across the coast set out their intentions and ambitions to collectively manage and conserve the World Heritage Site. The feedback received at these events and via online consultation will provide the future vision, priorities and deliverable programme of work of the Trust for the next 5 years. This document will be completed and ratified by Local Authorities, the Department for Culture, Media and Sports and UNESCO in early 2020.

LOOKING AHEAD 2019/20 AND BEYOND



Pulpit Rock and Portland Bill lighthouse. Photo by Steve Belasco.



In addition, important new programmes of work which have been initiated and will be developed throughout 2019/20 include the launch of the Jurassic Coast Collection. The aim of the Jurassic Coast Collection is to identify a globally important collection of fossils which explicitly demonstrate the Outstanding Universal Value of the Jurassic Coast World Heritage Site.

The Collection will energise research and scientific study along the World Heritage Site, promote long-term guardianship and attract support for the development of new and existing facilities that expand the collective capacity to conserve and curate the Site's incredible fossil heritage. The Jurassic Coast Collection will facilitate improved public access to important fossils through a programme of events intended to celebrate palaeontology along the length of the World Heritage Site and encourage new interpretation themes focused around our 'walk through time'

The Trust recognises the strength and breadth of skills that volunteers bring to organisations across the coast. Their personal approach, local knowledge, experience and familiarity with an area, makes the enormous conceptual bridge between the everyday appearance of a place and its long and deep geological past that much easier to understand. Future work will include developing existing programmes of work to support current and new volunteers along the coast, and to ensure that their work benefits the organisations that deliver conservation, nature, heritage and sustainable tourism services.

The Trust will also be introducing new learning, engagement and outreach programmes which develop the story of the Jurassic Coast and its ongoing evolution in existing times. This involves working with new partners and reaching new audiences. It is our aim that everyone should love and understand the coast and our ambition that we should work with as many people as possible to achieve this.

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There is much optimism about the future of the Trust, and yet for its strategic and holistic role across these 95 miles, the Trust cannot achieve everything that could and should be done on its own. We therefore look forward to working closely with our partners in the years ahead.

THANK YOU TO OUR FUNDERS



Dippy Sleepover for Julia's House at Dorset County Museum.
Photo by Dominic Old.



In-situ ammonites in the Undercliffs National Nature Reserve.
Photo by Bella Ormerod.



Colmers Hill and Freshwater near Burton Bradstock.
Photo by Steve Belasco.

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