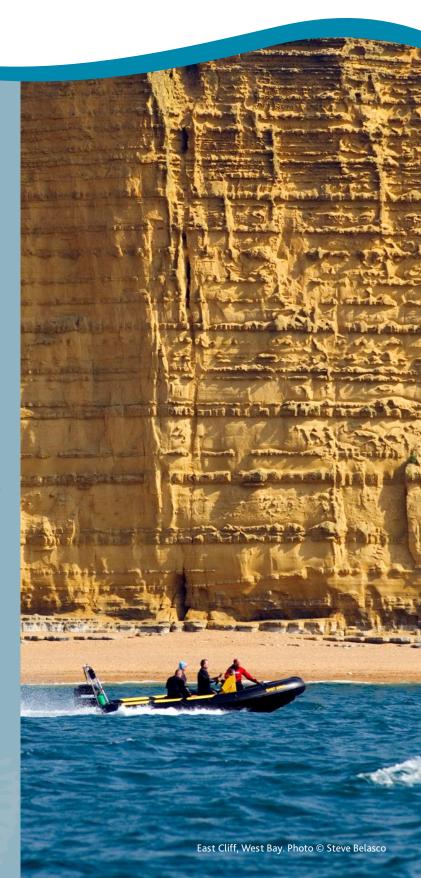
ANNUAL REVIEW

2019 - 2020 Financial Year



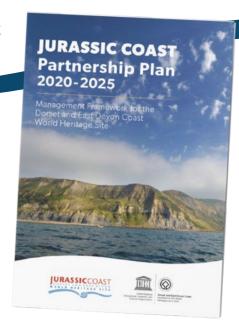
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OVERVIEW

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





2019/20 - a period that began with the UK in the throes of Brexit deal making and the tragic scenes of Notre Dame, a fellow World Heritage Site, in flames and ended in a global pandemic with our own World Heritage Site under lockdown, deserted bar the few people allowed to walk there from home as part of the daily exercise entitlement. A year of rapid change and learning, of shifting context and perspective and an underlying sense of uncertainty for organisations, individuals, communities, and governments around quite what the future can and will hold.

Against this backdrop it is important for us to recognise that the Jurassic Coast Trust was setting out in April 2019 with a good deal of optimism following the transitional years since management of the World Heritage Site moved out of the Local Authorities and became the responsibility of our re-formed and rapidly expanded charity. We were beginning to establish clear programmes of work, developing our own culture, and building our confidence in, and understanding of, our role working with partners to deliver great outcomes for our Coast.



In-situ ammonites at 'The Slabs' in the Undercliffs Reserve

2019/20 was another positive year for the Trust, and one in which we dealt with a wide range of changes and developments, whilst continuing to deliver our core work and lay the foundations of some exciting areas of progression and innovation. The final few weeks of this financial year, with the UK in lockdown and uncertainty ahead, saw us respond positively and proactively, drawing upon the power of the relationships that we have with our partners and responding swiftly to the new ways of working that were necessary. It is this agility, this focus upon our role and our responsibilities and the talent and dedication of our staff, volunteers and partners to innovate and challenge ourselves, that means that we can have confidence despite the uncertainty of the future. With our new Partnership Plan as a blueprint for our work and with the focus of key exemplar projects like the Jurassic Coast Collection and the Jurassic Coast Volunteer Network, there is so much to look forward to and so much hope and optimism to still drive our work.

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 small, or large, 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.

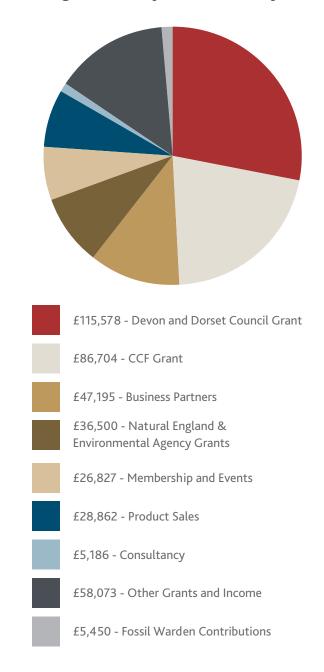
Thank you.

FINANCIAL - INCOME

2019/20 was our second 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.

Total income for the year was £410,375 and expenditure was £438,895.

- Funding from Dorset and Devon County Councils was £115,578, a reduction from the previous year's grant in line with the three year funding agreement.
- Funding continued from the Coastal Communities Fund to develop the Jurassic Coast Volunteer Network over a three year period, with £86,704 coming in 2019/20.
- Income from the Business Partner Scheme increased to £47,195, comprised of contributions from 60 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 2019/20 decreased to £28,862 (from £34,775 in 2018/19).
- Events and Membership income was £18,051 in 2019/20, compared to £23,444 in 2018/19.
- Consultancy work by staff contributed £5,186.
- During the year, we received a grant from Garfield Weston for £45,000, completed the School for Social Entrepreneurs programme and received £8,000 and also received a £5,000 grant from The Alice Ellen Cooper-Dean Charitable Foundation.
- Income from Benefactors and other general donations amounted to £8,776.
- The National Trust, Charmouth Parish Council and Lyme Regis Town Council continued to support the work of the Fossil Warden, collectively providing £5,450 in funding.



Funds at 31 March 2020 were £155,923, of which unrestricted funds totalled £127,341.

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

FINANCIAL - EXPENDITURE

During the 2019/20 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 Lower Otter Restoration Scheme and the proposed Energy Reclamation Facility on Portland. In addition, the most important work for the Jurassic Coast Trust in 2019/20 was to lead the development of the new Partnership Plan for the World Heritage Site. For more details on these projects, see pages 6 and 7.

Community engagement and awareness

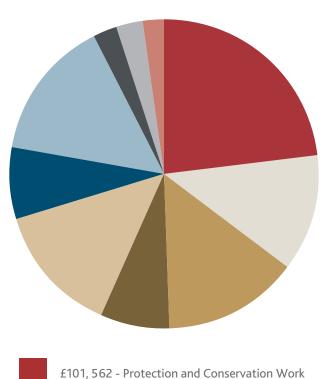
We continued our commitment to delivering meaningful engagement and developed a range of home learning and online offers. We expanded our family offer to non-members who joined our mailing list and we had over 250 new sign ups in the first week of the lockdown in March 2020. Where other charities were losing members and vital income, we maintained and improved upon our membership scheme performance. We could not have undertaken this work without our volunteer Ambassadors and volunteers from our Jurassic Coast Volunteer Network.

In 2019/2020 we registered over 50 volunteers and delivered placements in a variety of settings, from rangers at Lulworth Estate, to education work on Swanage Pier, education and engagement for Litter Free Dorset, a poetry project with Portland quarrymen, and marketing and customer services for City Cruises Poole.

Learning and education

The Trust became an accredited AQA training centre and produced and delivered online, bespoke accredited training units designed to enhance volunteer CV's and provide transferable skills for employment.

We delivered informal learning via online videos, creation of Members' and stakeholder magazines and web content.





Total expenditure was £438,895

£9,054 - Depreciation and Amortisation

£11,812 - Rent and rates

FINANCIAL - EXPENDITURE

Creation of website and volunteer platform

This was created to engage audiences, deliver learning, provide visitor management information and to facilitate volunteering and upskilling opportunities across the Jurassic Coast via the Jurassic Coast Volunteer Network programme (see page 13).

Jurassic Coast Collection

The Jurassic Coast Collection project, launched in November 2019, is intended to identify a globally important collection of fossils which explicitly demonstrate the Outstanding Universal Value (OUV) of the Jurassic Coast World Heritage Site.

This is an ambition set out in the Partnership Plan and is rooted in collaborative working between ourselves, museums, academics and collectors to name a few, as well as being tied together with a shared vision across key partners and interest groups.

Miscellaneous Business costs

This increase in business expenses from 2018/2019 is attributed to an increase in cost of sales, which is reflected in income. IT repairs, maintenance and subscriptions costs relate to the Jurassic Coast Volunteer Network project. An increase in professional fees are apportioned to HR expenses as a result of CEO recruitment, in addition to external consultancy relating to the draft Partnership Plan.



The JCVN platform on our website



An ornate Pavlovia ammonite from the Kimmeridge Clay Formation.



Cliffs at Eype and Thorncombe Beacon © Eddy Pearce

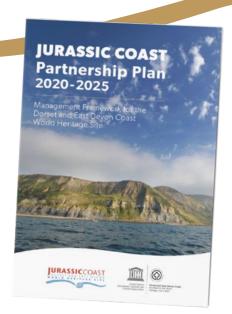
Partnership Plan

The most important work for the Jurassic Coast Trust in 2019/20 was to lead the development of the new Partnership Plan for the World Heritage Site - this is the document containing all the information and planning required to fulfil our management responsibilities for the Site. Previously this was called a Management Plan but owing to the extent to which its delivery was only possible through effective collaboration and partnership, we reorientated everything about it to put partnership up front and centre.

The previous Management Plan Advisory Committee (MPAC) was renamed the Partnership Advisory Committee (PAC) as a result and thanks to the time, expertise and passion of the individuals and organisations involved we worked through an extensive programme to review and analyse the needs of the Site now and in the future, to develop a plan that would be not only fit for purpose, but inspiring and motivating, for the next five years. Our collective commitment to getting it right meant the new plan was delayed by a few months into early 2020 but we are delighted at the end result.

The new plan is a living document, a blueprint for how partner organisations and groups work together to look after the World Heritage Site and is based on collaboration and honest communication, shared priorities and joined up projects. It can be viewed on our website and will include live updates to the delivery plan as time progresses. It was important that this document, though produced by the Jurassic Coast Trust, was exactly how the Partnership Advisory Committee saw the future of the Site and were therefore able to take collective ownership of it.

The Trust's role remains a dual one: we operate as the coordinator, facilitator and enabler of the Partnership Plan, providing steer, guidance, leadership and expertise as needed; and we also act as a Partner in our own right, taking ownership of particular actions and activities or acting as a Partner with other organisations to get specific things done. We are pleased to have heard positive feedback from PAC members that they see us living up to this intention and they welcome the role we play.









Planning Case Studies and Published Research

Planning Case Studies

As ever, in 2019/20 we continued to exercise our protection and care of the World Heritage Site through involvement in a range of local conservation issues. The most significant of these were responding to an unconsented development within the World Heritage Site at Ladram Bay, and feeding into the Environmental Impact Assessments for two major projects, the Lower Otter Restoration Scheme and the proposed Energy Reclamation Facility on Portland. The former has more recently gained planning consent and will bring positive change to the dynamic systems within the World Heritage Site. The latter remains a live and highly sensitive planning issue within the setting of the Site.

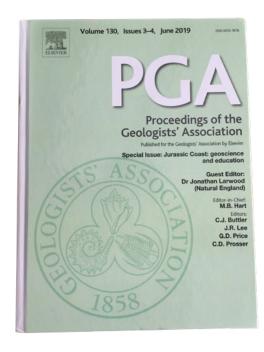
In the absence of statutory protection for World Heritage Sites, our involvement in this kind of case work along with the relationships we develop as we seek to understand the issues, are key to securing positive outcomes for the Site. We have a unique role across the Jurassic Coast in that regard, specifically representing the interests of the Site's OUV (Outstanding Universal Value).

Published Research

The Proceedings of the Geologists' Association published a special issue of their journal in June 2019 titled 'Jurassic Coast: geoscience and education', including two papers written by JCT staff (past and present). This special issue represents an exciting measure of the current state of science along the WHS and includes within it several papers relating to the wider geoscience, heritage and educational elements of the WH designation.



The Lower Otter Restoration Project will create a more natural relationship between the river and the shingle beach. Image EmmaLeP flikr.



You can access the PGA as a member of the Geologists' Association

Geological Advice

Successful conservation of the Jurassic Coast depends upon the support of people who care about it. Interpretation, therefore, continues to play an important part of our work, as we seek to inspire people to engage with and understand the Site.

In 2019 we were commissioned to create a new interpretation panel for the learning space at Lyme Regis Museum with the aim of filling a gap in their telling of the World Heritage Site story and Lyme Regis' place in it. The brief was created in collaboration with the Museum's Director, David Tucker, with the design process drawing upon the principles of our Interpretation framework and toolkit. The panel was installed in late 2019, only three months before it had to close its doors as the pandemic took hold. As the museum moves towards its postlockdown opening in 2021, we hope that as many people as possible will visit its magnificent galleries to enjoy all they have to offer.

In addition, between 2019 and 2020, we worked with Dorset AONB and the Dorset Coast Forum on the reopening of the fossil forest near Lulworth, which included planning and writing new interpretation for the site. We also began assisting Dorset County Museum in the development of the geological interpretation in their new Natural Dorset gallery.

These interventions may seem small, but they help to illustrate the aims that underpin our approach to interpretation – build consistency across the Site but in ways that are responsive to the stories our partners want to tell. This is how we see we are best able to make an impact - supporting, advising, developing shared resources and then building relationships and positive collaboration with partners so together we can create tangible benefits and positive outcomes for our audiences and for the Site.

Our expertise and input doesn't just stay in Dorset and East Devon though. In 2019 we completed a piece of consultancy work for the National Forest in Charnwood as part of their development of a second



A small section of the new panel at Lyme Regis Museum



stage HLF Landscape Partnership bid. The objective was to identify geoheritage conservation and interpretation recommendations for the partnership in consultation with key stakeholders, reflecting on the wider biodiversity and cultural heritage themes of the project. The resulting report garnered very positive feedback and in early in 2020 we received the news that the overall project had been successful with the HLF bid. It was rewarding to draw on our expertise and experience working on the Jurassic Coast and contribute to a wonderful and ambitious project in another part of the country.

Fossil Warden

As with previous years, Stuart Godman, the seasonal Fossil Warden employed by the Jurassic Coast Trust was patrolling the beaches at Charmouth and Lyme Regis for the 2019 season. This appointment was again made in cooperation with the various landowners concerned, namely, Natural England, the National Trust, Charmouth Parish Council and Lyme Regis Town Council.

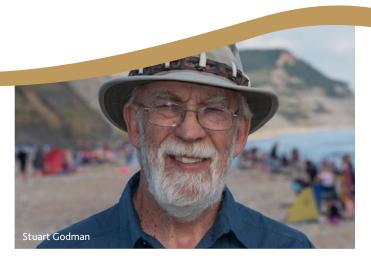
Based at the Charmouth Heritage Coast Centre, the Fossil Warden's main objectives are to provide clear advice to the public and fossil hunters of the dangers of fossil collecting on the cliffs, and to promote both safe fossil collecting and the importance of abiding by the principles set out in the voluntary fossil code of conduct.

Stuart's 2019 season started with the February Half term week, with his busiest time coming in late July through to 1st September to cover the main school holiday period, and his season ending with the Autumn half term holiday at the end of October.

As always the weather had a significant effect on the number of visitors to the area, and in 2019 the dry start to the year increased the visitors over the Easter/Spring Bank holiday period, with the same result brought about by the sunny, hot and dry weather in July and August.

There were no major cliff or rock falls during the Warden's patrols, and Stuart reports that 99.9% of interactions he had with the public were positive and resulted in immediate behaviour change, which is the key objective of the role.

Stuart spoke to 2,080 people across the year, with nearly half (949) reported as ill-advisedly digging for fossils in the cliffs. This indicates an enormous impact in the role in terms of both education and safety. In total, Stuart has now engaged with 21,280 since the inception of the Fossil Warden role in 2007.



99.9% positive interactions

In Stuart's 2019 season he spoke to 2,080 people

From this
949
people
were ill-advisedly
digging for fossils



Charmouth beach. Photo © Tanya Hart via Flickr

Jurassic Coast Collection

One of the defining characteristics of this period has been a sense of understanding our role, our expertise and feeling confident in where to apply our efforts. This can be seen clearly in our decision to invest in the Jurassic Coast Collection project, launched in November 2019, which is intended to identify a globally important collection of fossils which explicitly demonstrate the Outstanding Universal Value (OUV) of the Jurassic Coast World Heritage Site. This is an ambition set out in the Partnership Plan and is rooted in collaborative working between ourselves, museums, academics and collectors to name a few, as well as being tied together with a shared vision across key partners and interest groups.

The project will develop ways to encourage research, access to and engagement with fossils from our coastline, actively promoting long-term guardianship, the sharing of skills and the display of fossils in local museums, existing or future. A focus on a digital platform for the collection and a series of special exhibitions are some of the first ways in which the public will be able to engage with the fossils and their stories and appreciate the global reach and relevance of the Jurassic Coast.

The communal benefits of an exceptional and accessible core collection of fossils are undeniable and through this project we hope to really catalyse enthusiasm and momentum, and create some shared successes and positive outcomes, along the length of the Jurassic Coast World Heritage Site. Through this focus upon fossils we also believe we can draw people into the wider story of the Jurassic Coast - the holistic overarching story of the Site and the totality of our OUV remains at our core, but this specific focus is a brilliant way of meeting multiple needs and generating new relationships, profile and funding.



The spiralled internal whorls of a *Xipheroceras* ammonite. Collected by David Sole.



A large *Apoderoceras* ammonite from Charmouth, Dorset, collected and prepared by Lizzie Hingley.



EVENTS

In 2019/20 our commitment to partnership working was additionally focused on harnessing the lessons learned from Dippy in Dorset, developing and building upon relationships with partners across Dorset and East Devon and using the power of collaborative planning and delivery to enhance people's experience of the Jurassic Coast and to introduce the Trust and our work to new audiences.

For example some of our Ambassadors delivered sessions in schools in Exmouth around climate change using volunteering models we developed around Dippy while we partnered with Brewery Square in Dorchester to deliver a dinosaur themed event with Dr Ranj, a CBeebies personality, that was attended by over 3,000 people.

We have learned to really have confidence that our messages and stories have enormous public interest if we reach out in the right way.

The Summer of 2019 was our busiest yet and we subsequently employed a Seasonal Engagement Officer to help spread the load of engagement amongst the staff team. We attended and delivered engagement activities to over 40 events during May - September 2019, showcasing our fossil handling specimens, building rock layers from flour and digging for fossils in purpose-built sand trays. We engaged with over 5,000 children, parents and grandparents and saw hugely positive feedback.





Ambassador Anthony Cline talks to Exmouth school children about Climate Change



Teaching children about fossils at Camp Bestival



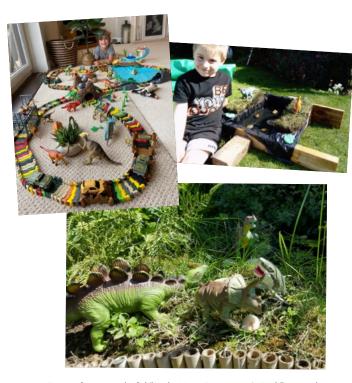
Making clay ammonites at our Summer Sleepout

We hosted our first 'Big Jurassic Sleep Out', with 58 Members and their families staying with us for a weekend full of learning, attended by Ambassadors, volunteers, and local artists. This was an enormously successful and well-loved event, rendered even more extraordinary now as we reflect upon it from the perspective of Covid-19 and its social distancing constraints.

ENGAGEMENT

But of course, every challenge presents an opportunity and in February and March 2020, as the pandemic became a reality, we held tight to our commitment to delivering meaningful engagement and swiftly developed a range of home learning and online offers. We expanded our family offer to nonmembers who simply joined our mailing list and we had over 250 new parents sign up in the first week alone. The Trust focused on helping parents who were home-schooling primary children, to learn and engage with the coast, it's heritage, fossils, even building their own 'Jurassic Parks'! This project was a great success and during times where other charities were losing members and vital income, we maintained and improved upon our membership scheme performance.

We could not have undertaken this work without our volunteer Ambassadors and volunteers from our Jurassic Coast Volunteer Network, who provided inspiring activities for families, from sock ammonites and interpretative story writing to stunning photography, artwork and word-searches.



Some of our wonderful "Make Your Own Jurassic Park" examples













A selection of our home learning resources

JURASSIC COAST VOLUNTEER NETWORK

Our Ambassadors continue to play a vital part in our work, and we can't imagine life without them. The time, skills and enthusiasm that they offer to us is the model for the value exchange between people and organisations that underpins our Jurassic Coast Volunteer Network, which went 'live' in May 2019 following a successful bid to the Coastal Communities Fund.

Thanks to their grant of over £258,000 over 2.5 years we are able to match volunteers to organisations along the coast that want support in exchange for training via a new web-based registration and learning platform. The project is designed to provide meaningful pathways to employment for people along the Jurassic Coast through placements, training, accreditation and support and crucially the programme works with partner organisations and businesses across Dorset and East Devon, strengthening the sense of collaboration and common purpose across the Site.

In 2019/2020 we registered over 50 volunteers and delivered placements in a variety of settings, from rangers at Lulworth Estate, to education work on Swanage pier, education and engagement for Litter Free Dorset, poetry project with Portland quarrymen and marketing and customer services for City Cruises. In addition, the Trust became an accredited AQA training centre and produced and delivered online, bespoke accredited training units designed to enhance volunteer CV's and provide transferable skills for employment.







£258,000 secured over 30 months



Went live May 2019





Ambassador John Scott discusses geology at Worbarrow Bay

MEMBERSHIP AND PUBLICATIONS

In recent times we have moved away from delivering formal education and we try to focus on delivering broader engagement and informal learning through a whole host of events, walks, publications, online content, and our membership schemes.

In 2019, to help us transform our successful Go
Jurassic Rangers programme into a wider Family
Membership model we developed a range of
illustrated characters, designed to engage children in
the opportunities the coast provides. The characters,
who include a cute and intrepid dog, reflect a broad
diversity of audiences who enjoy the coast and
who are relatable to children and their interests.
The characters were used for our home learning,
as the 'face' of this content and in the future will
provide the basis for targeted outreach. Not only
are they popular with our young members but they
really help us to define our brand, adding colour
and character to our increasingly professional and
strategic-focused identity.

We are still very much committed to education and learning but must challenge ourselves to look for where the future trends lie and how public behaviours are changing for good in terms of information consumption. We still continue to invest resources into releasing and refreshing our popular series of books and publications and in 2019/2020 we re-released 'Red Coast Revealed' with support from East Devon County Council. Sadly, the onset of Covid-19 in early 2020 resulted in a rapid drop in book sales and we will be watching the market closely as we plan future publications. However, there is no doubt that digital content requirements are growing rapidly, and we have been working hard to respond to this. Planning a series of podcasts, online videos, and other digital projects to support and share our most popular books in future was the start during this period.







BUSINESS PARTNERS

In 2020, we held our second annual Jurassic January event designed to help more businesses find out about the positive benefits of becoming a Jurassic Coast Business Partner. The theme of the event was sustainable tourism and was attended by over 120 business representatives. The Business Partner Scheme continued to grow and in 2019/2020 contributed £47,195 towards our conservation and engagement work, with contributions coming from 60 different businesses.

We once again received outstanding support from West Dorset Leisure Holidays, who contributed £7,754 from donations given by their guests when booking their Jurassic Coast holiday. We also received £4,285 from Oakdown Holiday Park in East Devon and £3,146 from Durdle Door Holiday Park, both of whom are long-term supporters of the World Heritage Site.

Purbeck Ice Cream contributed £1,414 through sales of their 'Jurassic Range' of flavours, demonstrating the benefit of a local company taking a collaborative and creative approach to product development that champions the themes of the Jurassic Coast and assists in its conservation. Stuart Line Cruises in Exmouth and City Cruises Poole both raised over £1,000 through our annual JCT fundraising cruises, a brilliant recognition of the work each company does in highlighting the 'bookends' of the World Heritage Site.

We are delighted to have become partners with new organisations who are truly passionate about the Jurassic Coast and in September 2019 we jointly hosted the first 'Run Jurassic' running weekend with White Star Running. This new event included joint working with the National Trust, delivery partners such as Lulworth Estate and also generated out-of-season income and benefits for local businesses, holiday parks and transport providers.

Perhaps indicative of the tumultuous times we are living in, the event coincided with incredibly strong winds and torrential rain which was not conducive to 500 runners making their way up and down Golden Cap and along the South West Coastal Path! Even though we had to cancel the second day due to the weather, the event was still a great success, raising £6000 of income for the Trust, reaching over 10,000 new individuals in the running community and fostering a powerful business partnership that continues to provide regular income and support for the Trust.



Jurassic January attended by

120 business representatives

60 Business Partners

The Business Partner Scheme contributed £47,195 in 2019-20



le Official Juliassic Coast Kullilling Lestival

Raised an income of





LOOKING AHEAD

by By Lucy Culkin, CEO

2019/20 was certainly a year of change; the appointment of a new CEO, new intentions and priorities identified, renewed ambition, enthusiasm and projects, before ending in the midst of a global pandemic.

When I wrote the 'Looking Ahead' statement at the end of the 2018/19 year, it would have been inconceivable to consider the disruption and impact that Covid-19 would have on our organisation or on us, as individuals in the early stages of 2019/2020. I write this statement with the same level of uncertainty as many other organisations but in the knowledge that we will progress our strategic plans and adapt our priorities as capacity, resources and restrictions allow. Our business continuity plans account for reduced opportunities to engage, generate income and deliver services; pausing some plans but progressing as many as we are able to at this time.

On my appointment in November 2019, I set out ambitions for increased engagement and partnership working; recognising the value of work being delivered across the coast which directly feeds into the delivery of the World Heritage Site Partnership Plan. In early 2019/2020 we completed the Partnership Plan and commenced consultation to agree on the outcomes, impact and timescales of the Delivery Plan; this work will continue into 2020/21 and beyond. Our partners from across the coast bring expertise to be harnessed, and we celebrate the role they play in delivering conservation, protection and promotion across the World Heritage Site.

We also celebrate the progression of our work. The Jurassic Coast Collection project has commenced, working with local museums, fossil collectors and academics to register outstanding specimens. This will lead to a Year One report in early 2021 which will bring evidence together to form a base from which to continue this work and secure a future for the fossils of the Site, facilitating better public access and opportunities for research.





LOOKING AHEAD

Our Jurassic January conference in January 2020 brought together over 120 representatives from the Jurassic Coast business community to consider their role in sustainable tourism and Site protection. This set the scene for commitment and intentions for the summer season; a summer season that was subsequently paused for many.

We will also be progressing the Jurassic Coast Volunteer Network throughout the year, providing opportunities for young people to gain experience in not for profit organisations across the Coast. We acknowledge there will be some innovation and adaptations applied to this project to assist partners who are moving their delivery online, and will work with volunteers to introduce new skills to help them to upskill.

Despite the current uncertainty, there is much optimism for the future of the Trust; for partnership working, developing relationships and delivering key pieces of work which will shape the strategic direction and conservation of the Site. We look forward to looking back on the year and to reporting continued, steady progress.

I thank our Partners, Stakeholders, Funders, Ambassadors and Trustees for their continued support of the work of the Trust, and particularly in these uncertain times where we are all working together to continue to progress our aims and aspirations.





Jurassic Coast Ambassador Kevin Wong at Camp Bestival 2019



A guided walk to the Undercliffs Reserve. Photo © Bella Ormerod

THANK YOU TO OUR FUNDERS

Ladram Bay in East Devon. Photo © Steve Belasco

