

# Membership & Media Pack Attractions & Activities

**WELCOME  
TO THE  
JURASSIC  
COAST**

**JURASSIC  
COAST  
TRUST**  
TRADING CO.

**2022**

Cruising the Jurassic Coast with Stuart Line Cruises. © Red Zeppelin

## ABOUT US

The Jurassic Coast Trust is a small independent charity with a big responsibility – to conserve, protect and engage people with England's only natural World Heritage Site, the Jurassic Coast. We were established in 2003, and took on this management responsibility in 2017 from the local authorities in Dorset and Devon.

### Our Mission

To enable everyone to have the best possible experience of the Jurassic Coast, whether they want to learn, enjoy, work or study. We carry out this work around four Aims – to **Protect** the coast, to **Engage** people with it, to **Deepen** understanding of its stories, and to **Sustain** ourselves as an organisation to enable us to continue our work.

### Our Work

Our work encompasses everything from inputting on planning applications that will impact the World Heritage Site, to engaging with audiences of all ages and backgrounds, both virtually and in person, inspiring them with the Jurassic Coast's incredible stories and encouraging them to love and look after it.

We also work with fossil collectors, research organisations and museums to enable more of the unique and spectacular fossils from the World Heritage Site to be conserved, researched and put on display.

### Our Team

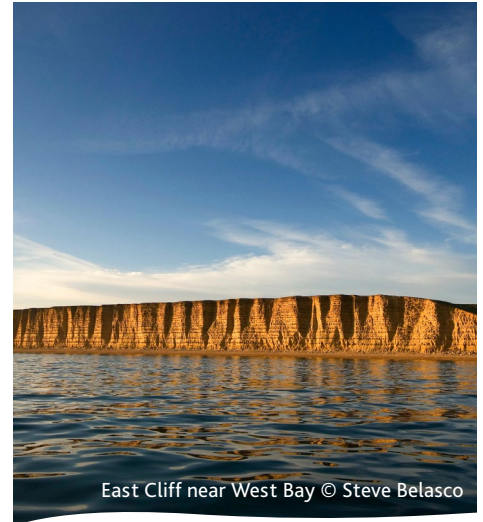
Our staff are based at our office near Dorchester, and also work remotely across the Jurassic Coast depending on the work involved. We also have a brilliant cohort of volunteer Ambassadors who are based across the coast and are critical in helping us deliver our work.

### Funding

The Jurassic Coast Trust receives some grant funding from Dorset and Devon County Councils, Natural England and the Environment Agency, with the remainder of our income coming from charitable giving, sale of our publications and merchandise, and grant funding for particular work programmes.

We are differentiated from our two counties' recognised DMOs (Destination Management Organisations) by virtue of our World Heritage perspective – we see the Jurassic Coast as an international asset to treasure, protect and enjoy, and our work stems directly from this point of view.

As of 2022, we plan to generate more of our income through our trading company, Jurassic Coast Trust Trading Co, and to use this income to directly support and grow sustainable tourism along the Jurassic Coast. This is where our **Business Partners** come in.



# JURASSIC COAST BUSINESS PARTNERS

Since 2008, we have received critical financial support from our cohort of amazing Business Partners. Early pioneers included **West Dorset Leisure Holidays** and **Durdle Door Holiday Park**, both of whose support continues to this day and contributes enormously towards our work.

Our group now includes 65 locally based accommodation providers, food and drink manufacturers and suppliers, professional services companies, and local attractions. We have established innovative and mutually beneficial partnerships with leading local businesses, such as our partnership with **Purbeck Ice Cream**, who donate 5p per tub from their popular Jurassic Range to the Trust.

We have held four iterations of our annual Jurassic January networking event for businesses, providing our partners with an opportunity to network, to learn from and be inspired by each other, and to hear from other World Heritage Sites (such as Giants Causeway, the Lake District and Bath) about how they are driving sustainable tourism in their respective areas.

Our Business Partners' loyal and ongoing support has now provided us with the bedrock from which to enable us to make a substantial investment in digital, to take our work promoting sustainable tourism and the Jurassic Coast visitor economy to the next level.



Purbeck Ice Cream at the Spyway Dinosaur Footprints

JCT and Steve from Cumulus Outdoors in Swanage

Jurassic January 2019 at The Tank Museum

Martin Cox and the JCT team at Highlands End Holiday Park

## OUR WEBSITE

We have invested in a partnership with Simpleview, the world's leading digital platform for DMOs, to present visitors far and wide with an unrivalled virtual experience of the Jurassic Coast.

From our website and accompanying digital channels, visitors will be able to plan every aspect of their trip, will explore the coast's incredible history, and will be inspired by amazing photos, videos and stories from across the World Heritage Site.

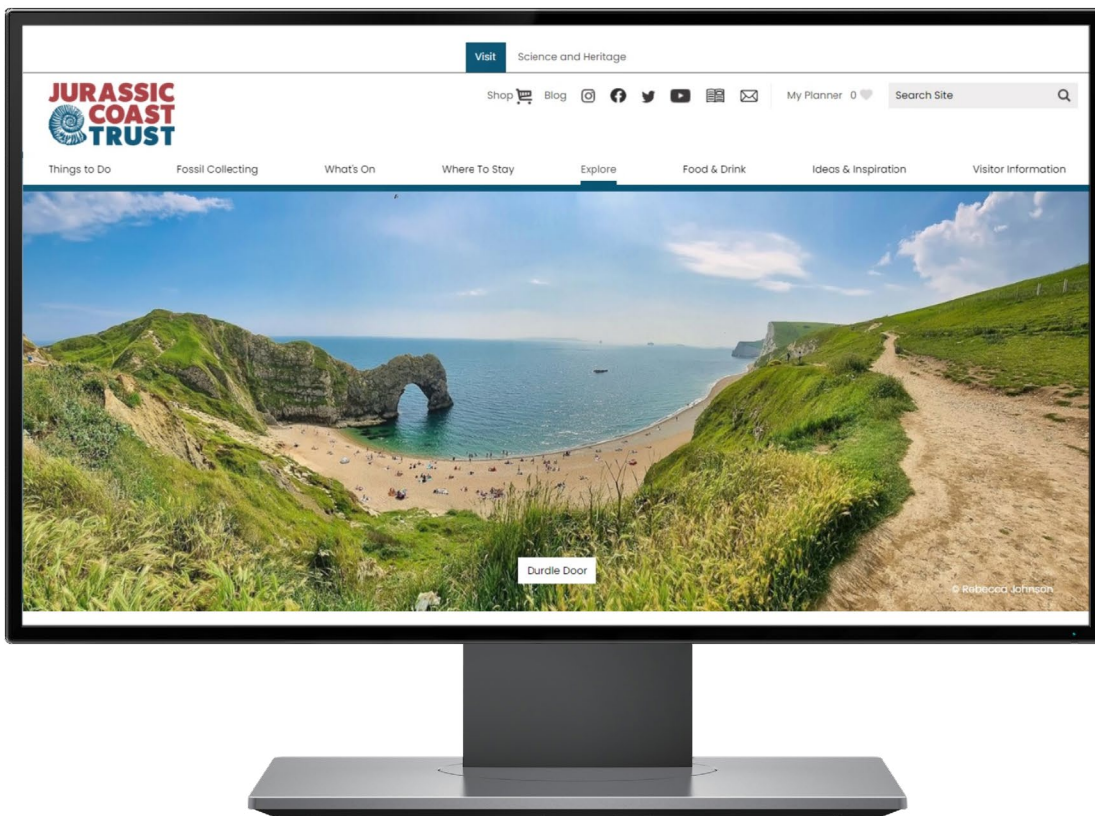
Our current website receives **up to 600,000 unique users** each year, and has a strong Domain Authority with Google, meaning our pages rank at or near the top of popular searches for those visiting the area. Our high average dwell time of two minutes per page is due to our commitment to providing detailed, relevant and accurate content that our users have come to expect from us.

Our new partnership with Simpleview will enable us to take this to the next level, providing an unprecedented visitor experience that will deliver substantial value to all our Business Partners and to the area at large.











































**One Million  
page views  
each year**

**Up to  
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each year**

**Average dwell time  
2 minutes  
per page**



## 12 MONTH PACKAGES - ATTRACTIONS & ACTIVITIES

	<b>Bronze</b> £300 <sub>+VAT</sub>	<b>Silver</b> £500 <sub>+VAT</sub>	<b>Gold</b> £1,000 <sub>+VAT</sub>
Name, address and telephone number			
Website address and link and email address			
Gradings			
Facilities and description of the business			
Opening times			
Number of pictures	<b>5</b>	<b>10</b>	<b>15</b>
Location map and directions			
Priority in search results	<b>3rd</b>	<b>2nd</b>	<b>1st</b>
Appearing in the attractions/activities section on your town page			
Promotion of special offers			
Social media feed appears on the page			
Appearing in the what's nearby section			
Receive shares and tags on our social media platforms			
YouTube integration			
Add your own downloads: menus, vouchers etc.			
Appear in the highlights section on category pages			
Additional tailored pages in other sections, e.g : experiences, weddings etc.			
Appear in the highlights section on sub-category pages: hotels, things to do, shopping			
A display advert on a category page			
Appear in the highlights section on the home page			
Submit guest blogs			
Submit event listings – max. amount per year	<b>3</b>	<b>10</b>	<b>20</b>

# MEMBERSHIP BENEFITS

## Be on show to the world

The Jurassic Coast is a globally recognised brand, featured in films, TV programmes, magazines and newspapers across the world. As a result, our website attracts a truly international audience, for whom a visit here is the 'trip of a lifetime', with the holiday budget to match!

## A trusted brand

Our site is also a haven for UK holidaymakers and local residents who want up-to-date, authoritative information when planning a visit. Our site has tailored sections for visitors with teenagers, those with aspiring palaeontologists in tow, and those looking for a cultural visit. Everything we publish comes directly from our team of experts who live and work here, so you can be sure your listing will sit snugly against our verified advice on fossil hunting, beach safety, and walking the coast path.

## Join the club

Many of our Business Partners have been supporters of ours for many years, and there is a strong sense of camaraderie, collaboration and cross-promotion within the group. We are also closely linked with all of the area's museums and visitor centres, so can help you with the latest information on what they have going on, for you to pass along to your customers and share on your social channels.

## Show your support

Increasingly, many customers view a business' green and eco credentials as a major factor when deciding where to stay, eat or visit during their holiday. All our Business Partners receive a membership certificate and window sticker to display your support of our World Heritage Site, plus a members' logo for use on your website and email signature. These can be a great conversation starter, and a sign to your customers that you are playing your part to protect our incredible natural heritage.

## Jurassic January

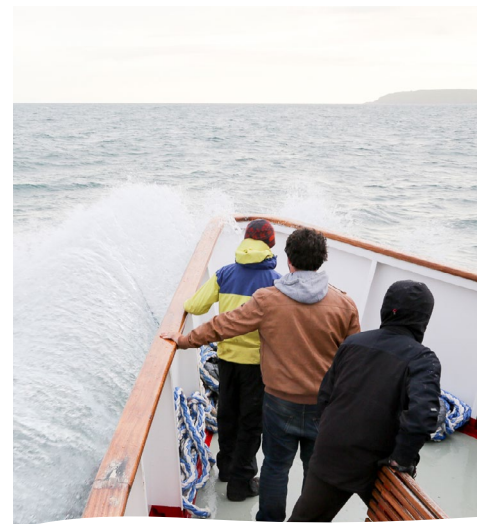
All our Business Partners receive priority booking access to Jurassic January, our free annual networking event that celebrates the best of local business, whilst also inviting experts from out of the area to share expertise on hot topics like sustainability and visitor management.

## Love where you live

The Jurassic Coast Trust is an ambitious organisation with big plans for the coast, particularly around conservation and display of our incredible local fossils. Underpinning these big ambitions is a treasuring of our irreplaceable natural asset, one we all know and love and that plays a central role in our lives and work. Love where you live and help us to look after it for everyone to enjoy.



Durdle Door Holiday Park staff on a JCT training session



Cruising near Swanage with City Cruises Poole