



The Jurassic Coast Trust Chairman's Report 2013

The last 12 months has seen the Trust make significant progress in our organisation, our friends, our business partners and how we engage with all our partners and contributors, as the implementation of the 2011 review progresses.

Despite the tough economic climate and dwindling charitable receipts nationally, we have managed to improve both our current position and prospects for the future. This is directly as a result of the actions we have taken since our review.

Having identified the voids in our skills base, we have successfully filled these by appointing three new Trustees, who have increased our capacity and ability to deliver on our fund raising initiatives and have contributed to the Trust's overall advancement.

New Trustees

John Bone and Lisa Drewe, elected last year, were joined in May by Alex O'Dwyer. Alex, who comes with a wealth of skills and experience in marketing and PR has taken on specific responsibilities for the continuing development of our Friends initiatives and for marketing. Combined with her enormous enthusiasm and energy, she has already had a major beneficial impact on our fund raising efforts.

John Bone and Lisa Drewe have, over the last year, worked with Sam Rose, of the Jurassic Coast Team, to finalise a clear way forward in establishing a strong connection with businesses along the Coast, building on the work previously done by Sam. The promotional pamphlet and presentation put together by them with Jude Sergeant, is extremely professional and should allow us to more easily sign up those businesses we have agreed to contact.

I am delighted that Councillor Hilary Cox has returned to the Environment portfolio at Dorset County Council. As a result, Hilary will now be replacing Councillor Robert Gould in that Trustee position. Robert, during his tenure, made some insightful contributions to our discussions and to the advancement of the Trust; I would like to thank him for the time he dedicated to our meetings and for his involvement with the Trust, during a particularly difficult period. I am pleased to welcome back Hilary, who has always been a great champion and supporter of the World Heritage Site, the Team and the Trust. Long may this continue.

Finance

Our Annual Accounts show a substantial improvement over previous years. Our unrestricted funds increased from £8,272 to £32,439 as at 31st March 2013, generated from publications and other royalties of £8,835 with donations and grants amounting to £21,683. £8,350 of this came from our business partners, primarily under the old "Investing in the Future" scheme.

While our restricted funds have decreased from £186,889 to £60,433, this is primarily as a result of £150,000 paid out following the successful completion of Durlston Castle. Similarly other projects, such as the Creative Coast (£30,000 carried forward), are completed or close to completion and the funds have been distributed.



Grants

As our financial position has improved, we have been able to increase our contributions to Jurassic Coast projects, supporting the Fossil Festival and donating £2,500 to the Big Jurassic Classroom, assisting 11 schools to run a Jurassic Coast project.

We achieved a number of successes in applying for and receiving grants from other organisations, local, national and international.

We secured \$5,000 from the Tides Foundation (Patagonia Environmental Grants Fund) to support Beachcare. I am pleased to say that BeachCare has been successfully extended into East Devon for this year with the help of funds from the Cornwall and Devon Beachcare project. We will need to find more funds to be able to continue this in the next and following years.

We successfully applied for a £6,000 grant from the Ernest Cook Trust and the Fine Foundation directed a further £90,000 through the Trust. Both grants were in support of the Chesil Beach Visitor Centre, which was formally opened by Lord Coe earlier in the summer. Unfortunately we were unsuccessful in our application to the Garnett Foundation for a £5,000 contribution towards new fossil dig boxes.

We are awaiting a decision from West Dorset Leisure Development Fund on our application for funding (£ 2000) towards the "Erosion" Arts Project, which we have agreed to appoint Bridport Arts Centre to undertake as an extension of the Creative Coast 2012 programme. The completed Creative Coast Project was on budget and produced some encouraging outcomes, culminating in Daisy Sutcliffe being asked to present a paper on the subject to the American Association of Geographers. Our grateful thanks to Daisy for the enormous amount of effort she put into the project to make it such a success and to all the artists, scientists and others who contributed to this.

Despite my disappointing news at the last AGM that we appeared to have secured our last donation from the PESGB, I was delighted to be able to follow up from the reception held at the House of Commons in July last year and secure another £10,000 from the Society, half of which allowed us to support this year's Fossil Festival. I will be endeavouring to do the same again this year.

Publications and Marketing

On the publications front, we received a starter sum of £5,000 from the Alice Ellen Cooper Dean Charitable Trust towards the publication of our new title "The Jurassic Coast Fossil Book". We also received an offer from the Curry Fund of The Geologists Association of a £3,000 interest free loan. However this we decided to decline as a loan would not meet our agreed requirements for external funding. Within the last week, we have submitted an application to the European Society of Evolutionary Biology for further funding for the Fossil Book with a view to its publication in April next year.

Our publications have continued to deliver regular income, selling 6,513 books, slightly less than half of which was the Official Guide, and 5,850 postcards. These sales generated Royalty payments of £7,461.44. This is a substantial reduction on previous years, reflecting the general economic climate and the very poor 2012 season experienced by many businesses, particularly in the tourism sector locally. This was not helped due to both the Official Guide and the Walk Books being out of print for a period, while new editions were updated. We have agreed to prepare a "Publications Strategy" which will address these and other issues to guide our future approach to our publications.



Sam Rose had an idea, some time ago now, to place pin badges all along the Coast seeking donations in return for a badge. As always, the difficulty we faced was how to manage this initiative efficiently enough to make it work; Alex O'Dwyer was the answer. We elected her to the Trust in May and we now have pin badges and donation boxes in 38 outlets. These already have contributed £900 to the Trust as at the end of August; we must thank Alex for her unstinting enthusiasm to make this a real success

Friends and Business Partners

We have continued to increase our "Friends" with the declared aim of maximising numbers rather than subscription income, at this stage. We currently have 2392 Friends on the database, all receiving periodic updates to keep them informed and interested in the Jurassic Coast and the Trust. Very few have been converted to regular contributors, but various potential projects and initiatives, such as the Mary Anning Fund, have been identified that might benefit from specific funds raised from these contacts.

The Team has been working with some of those Friends at the Jurassic Coast Communities Forum to begin to establish and train a group of volunteers who would be able to contribute to all manner of events and work along the coast, including the work of the Trust.

I am disappointed to report that the application to the Heritage Lottery Fund to support the development of our Volunteers programme, on which Sam Rose has done a considerable amount of work, was unsuccessful, this time. However, I am heartened by the fact that this was not because our proposal was unacceptable but was due to the limited funds available. We are however encouraged to submit another application, perhaps for slightly less, which, hopefully, will obtain approval.

The Business Partner Scheme must be a primary target for progress during the current year. I would urge you all to make full use of the excellent work done by Lisa, John and Jude, to put together the Scheme, to ensure that we maximise the income to the Trust. This revenue will be continuous and, with input and effort on our part, expanding. A Business Partner meeting will be held at Lulworth on 14th November, where we will be introducing the Scheme to a broader number of businesses, most of whom previously will have been members of the Jurassic Coast Quality Business Scheme run by the Dorset and New Forest Tourism Partnership.

Professor Denys Brunsdon, on behalf of the Trust, made a joint presentation with the Team at the annual Jurassic Coast Partnership seminar at Burton Bradstock. The seminar was very well attended and a huge success, showcasing the work of the Partnership. This proved to be an excellent opportunity to raise awareness of the work being done by the Team, the Trust and others along the Jurassic Coast.

I hope you will share my view that, despite the underlying economic climate and some funding decision disappointments, this has been a very encouraging year with real achievements. I know we will be able to build on these during the coming year and into the future.

Governance

We continue to review our own governance and direction and, as part of this, we have embarked on preparing strategies in respect of our publications and the need to build and maintain reserves. These will not only cover publications, as I referred to above, but also general expenses and projects. I believe that our stronger financial position should now allow us to put in place effective policies in respect of these.

Sir Michael Lickiss has agreed to follow up the review he led in 2011. He will be reconsidering the decisions we made at that time, in the light of where we now find ourselves, but with particular emphasis on our



Management Group, its members and its role. It has undoubtedly been an effective group, ensuring that progress is made between Trustee meetings, but I am acutely aware of the numbers now involved and the time it consumes.

David Andrew continues to represent the Trust within the Jurassic Coast Partnership, on the Steering Group, including dealing with the Management Plan Review and the Partnership Business Plan on our behalf.

The Navitus Bay wind farm will continue to test us in the coming months, during which we should receive the report commissioned by the Dorset County Council regarding the visualisations. We will, as with many other organisations, need to establish our own position concerning this, to contribute to the debate that will occur within the Partnership.

As you know, David has decided to step down as our Secretary, owing to other increasing commitments, although he has promised me that he will continue to represent the Trust on the Steering Group and help out with the growing number of applications for grants and other funding. David's willingness to take up the position and his application to his duties made a considerable and very positive contribution to my own attempts, for which I am extremely grateful.

I appreciate the Trust has demanded more of your time, but I am certain this will yield a rich harvest in the future. We have made considerable progress during the last year, as a result of the individual efforts of all the Trustees and others such as Jo Grant, Sarah Hough, Jude Sergeant, Jenny Bown, Peter Moore and the whole of the Jurassic Coast Team, particularly Sam, who seems to be able to find the time to get thoroughly involved in Trust business as well as his own work.

Once again, my thanks to all of you for your contributions to the Trust during the last 12 months. The work of the Trust has expanded considerably, to such an extent that if I refer to these individually, I will undoubtedly forget someone, to my everlasting shame. I must however thank Rupert Edwards as our Treasurer and for his continued offers of much pro bono support and financial advice.

Thank you all

James Weld
September 2013