



**JURASSIC  
COAST  
TRUST**  
TRADING CO.

# Attractions and Activities Membership Pack

# 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.



# Why join us?

## **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.

## **A trusted brand**

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**

By becoming a member on the Jurassic Coast website, you will not only be helping us to preserve the beaches, scenery, heritage, geology and outstanding natural beauty of the Jurassic Coast World Heritage Site, you'll also be promoting and growing your business.

Money from memberships is reinvested into the Charity, enabling the expansion and progression of our charitable aims.

## **Love where you live**

We are 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.



# Membership Rates

All prices exc of VAT

<b>PACKAGE DETAILS</b>	<b>BRONZE £195</b>	<b>SILVER £350</b>	<b>GOLD £700</b>
<b>A dedicated page for your business inc direct website link, contact details, opening times, gradings etc</b>			
<b>Description of business- over 300 words and facilities</b>			
<b>Number of pictures on your listing</b>	<b>5</b>	<b>10</b>	<b>15</b>
<b>Online booking for accommodation</b>			
<b>Priority in search results</b>	<b>3rd</b>	<b>2nd</b>	<b>1st</b>
<b>Add your events to the website</b>			
<b>Appear on your town page</b>			
<b>Members logo to display</b>			
<b>Promotion of special offers and your social media displayed on your page</b>			
<b>Display in whats' nearby section</b>			
<b>Inclusion in consumer newsletter</b>		<b>x1 month</b>	<b>x2 months</b>
<b>YouTube intergration and PDF's of maps, menu etc</b>			
<b>Appear in the highlights section on category pages</b>			
<b>Extra promotion via competitions</b>			
<b>Additional tailored pages on other category pages</b>	<b>£50 +vat</b>	<b>£50 +vat</b>	
<b>Appear in highlight sections across the site</b>			
<b>Display advert on category page</b>			
<b>Submit guess blogs</b>			

# Additional Promotion



<b>Home Page MPU (300px high x 250px wide)</b>	<b>£100 PER MONTH</b>
<b>Main Category Page MPU (300px high x 250px wide)</b>	<b>£75 PER MONTH</b>
<b>Sub Category Page MPU (300px high x 250px wide)</b>	<b>£50 PER MONTH</b>
<b>Newsletter inclusion ( over 12,000 subscribers)</b>	<b>£100 PER MONTH</b>

**For more information please contact Fay**  
**e: [memberships@jurassiccoast.org](mailto:memberships@jurassiccoast.org)**  
**t: 01305 534988**



# Website Stats

## Top Countries

- 1 UK
- 2 USA
- 3 CANADA
- 4 GERMANY



**Over 800,000  
page views a year**

**Average page  
views per user is  
3.31**



## USERS BY AGE

1. 45-54
2. 55-64
3. 35-44
4. 25-34
5. 65+
6. 18-24

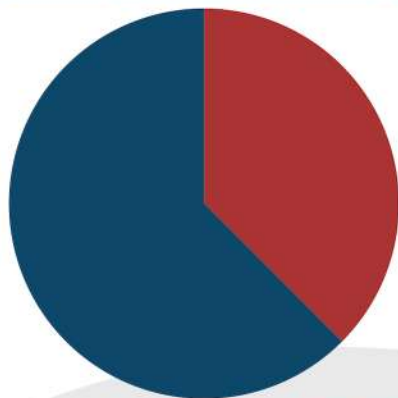


**38.21% returning  
users**



**SOCIAL REACH OF NEARLY 3 MILLION  
PER YEAR**

**Over 12,000  
newsletter  
subscribers and  
growing**

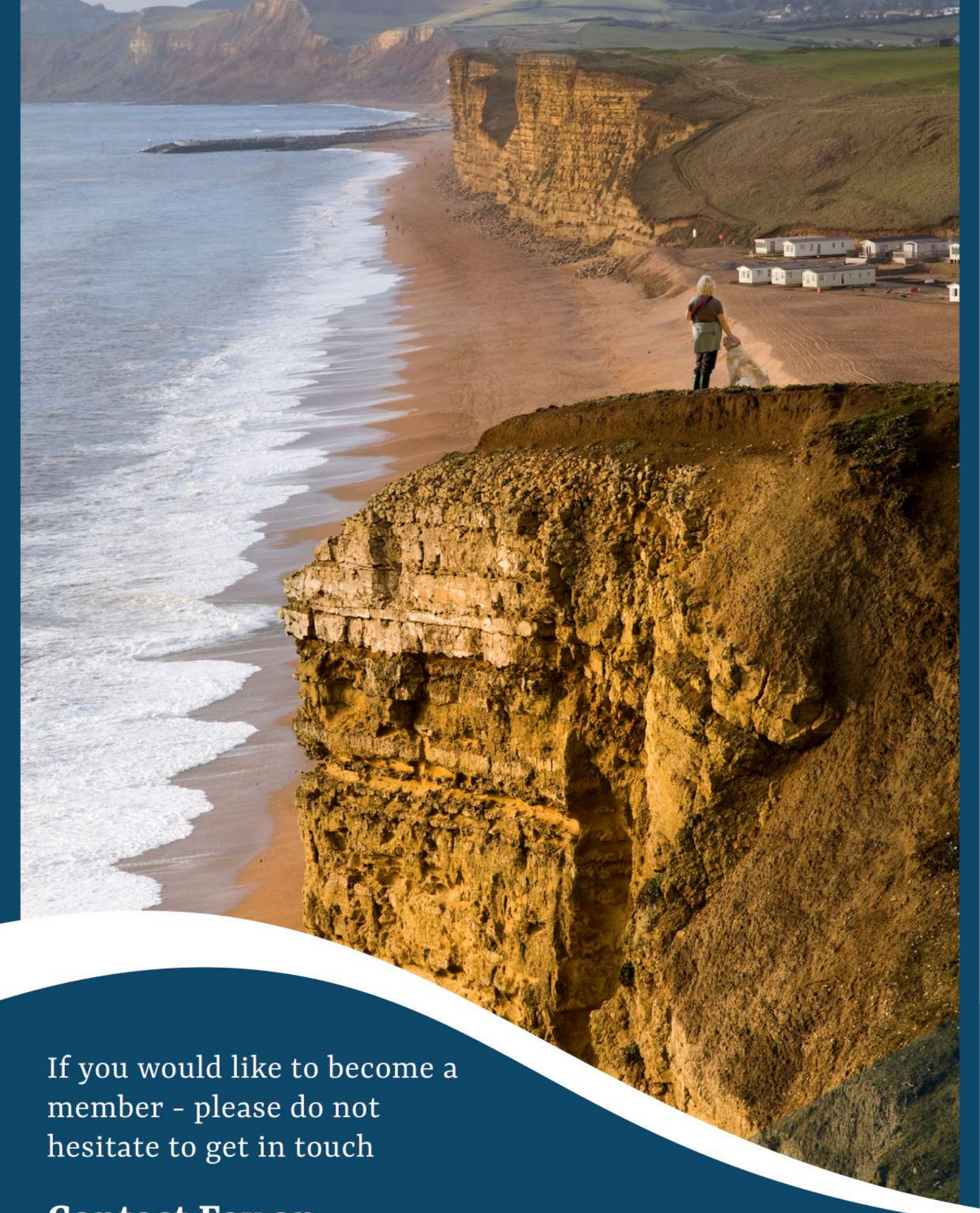


**Mobile  
75.5%**  
**Desktop  
24.5%**

## Users by Gender

**MEN 30%**  
**WOMEN 70%**





If you would like to become a member - please do not hesitate to get in touch

**Contact Fay on**

**e: [memberships@jurassiccoast.org](mailto:memberships@jurassiccoast.org)**

**t: 01305 534988**

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