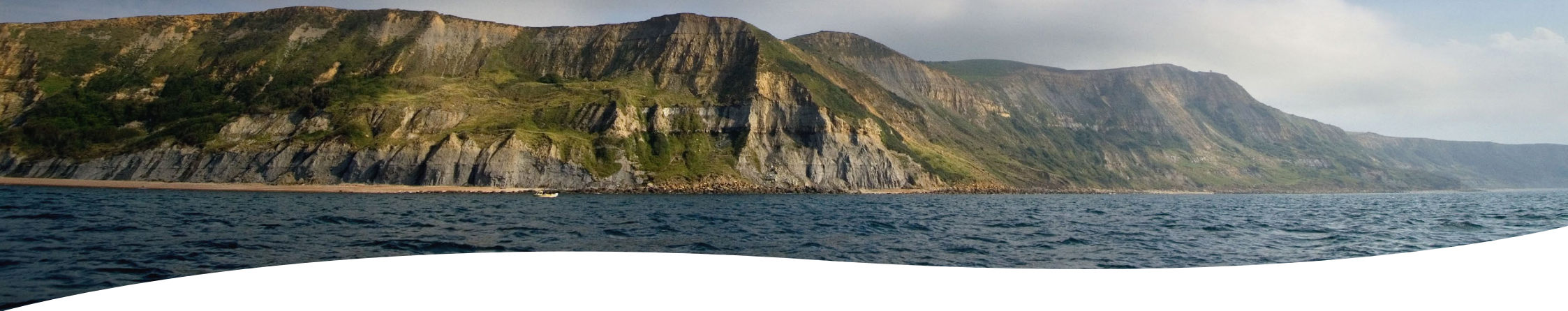


JURASSIC COAST

Partnership Delivery Plan 2020-2025



United Nations
Educational, Scientific and
Cultural Organization



Dorset and East Devon Coast
inscribed on the World
Heritage List in 2001

This document sets out the key actions and outcomes for each of the strategic objectives in the Jurassic coast Partnership Plan 2020-2025. It was compiled through consultation with the Jurassic Coast Trust Partnership Advisory Committee and other stakeholders. Progress against this plan will be reported on an annual basis. If you have any questions, or would like to discuss anything within the delivery plan, please contact the Jurassic Coast Trust;

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Cover and this page by Steve Belasco

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OBJECTIVE CATEGORIES

All the objectives in the tables below have been categorised and colour coded to help indicate, at a glance, the nature of the actions and resources likely needed to deliver them. Definitions for the categories are set out below as well as the total number of each within the entire delivery plan.

Objective category	Definition	Total number in delivery plan
Project	A delineated piece of work that produces a specific outcome or resource	16
Operation	General operational undertaking by one or more stakeholders	25
Intervention	One-off piece of work by one or more stakeholders in regards to reviewing policy or procedure	7
Evolution	Cultivation of, or growth or investment in an existing output or resource	4



LIST OF ACRONYMS

AONB	Area of Outstanding Natural Beauty (Dorset / East Devon)	LNP	Local Nature Partnership
BGS	British Geological Survey	LPA	Local Planning Authority
CHCC	Charmouth Heritage Coast Centre	LRTC	Lyme Regis Town Council
CPC	Charmouth Parish Council	MMO	Marine Management Organisation
DEFRA	Department for Environment, Food and Rural Affairs	NatSCA	Dorset Race Equalities Council
DMA	Dorset Museums Association	NCTA	National Coastal Tourism Academy
DMO	Destination Management Organisation	NE	Natural England
DREC	Dorset Race Equalities Council	NT	National Trust
DTA	Dorset Tourism Association	OUV	Outstanding Universal Value
EDMIN	East Devon Museum Network	PAC	Partnership Advisory Committee
ELMS	Environmental Land Management Scheme	PC	Parish Council
GCG	Geological Curators Group	RSPB	Royal Society for the Protection of Birds
HE	Historic England	String of Pearls	See page 8 of the Jurassic Coast Partnership Plan
JCCWG	Jurassic Coast Collection Working Group	SWCPA	South West Coast Path Association
JCMN	Jurassic Coast Museum Network	SWCPA	South West Coast Path Association
JCT	Jurassic Coast Trust	SWMDT	South West Museums Development Trust
JCT Amb	Jurassic Coast Trust Ambassadors	TC	Town Council
LA	Local Authorities (Devon County Council / Dorset Council / East Devon District Council / Bournemouth, Christchurch and Poole Council)	TIC	Tourist Information Centre
LEP	Local Enterprise Partnership	UNESCO	United National Educational, Science and Cultural Organisation
		WHS	World Heritage Site

THEME 1

Protecting Outstanding Universal Value

**Strategic Aim 1: Protect the Site's Outstanding Universal Value
and World Heritage Status**

Sub theme: Regulation

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
1	Strengthen the available Landscape Character Assessment evidence base by developing a more detailed coastal character assessment that emphasises the attributes of the WHS.	Project		JCT AONBs LAs	District and county Landscape officers AONBs	<ul style="list-style-type: none"> Undertake desk study review of a part of the WHS that overlaps Dorset and East Devon to test how well existing landscape, seascape and seabedscape assessments can be linked to define coastal character areas that relate to the OUV. Develop a specification for a new set of WHS focused coastal character areas based on any gaps identified by the review. 	<ul style="list-style-type: none"> Improved understanding as to what extent existing evidence and resources are compatible and consistent with the Site's OUV. New resource that complements existing materials with a focus on the links between landscape, seascape and seabedscape and the OUV of the Site.
2	Create a comprehensive, standardised and publicly accessible data package for WHS boundaries and regulatory information to assist impact assessments and in understanding the Site's sensitivities.	Project		JCT HE	LAs NE	<ul style="list-style-type: none"> Discuss data sources and ownership with HE, NE and LAs. Identify resources to create updated GIS data package. Review site boundary GIS maps against written boundary description and current aerial photography and update to account for coastal change and to correct any errors. 	<ul style="list-style-type: none"> Agreement from HE and LAs to create a definitive map or way of visualising the WHS boundary in GIS. Map of WHS boundary created and updated every year to reflect coastal change.
3	Undertake an audit of and develop an action plan for parts of the Site that would benefit from increased protection, including areas no longer within the SSSI boundaries due to natural erosion, areas of GCRs that are not included within SSSIs and areas that are not within an AONB or Heritage Coast.	Project		NE	JCT LAs AONBs	<ul style="list-style-type: none"> Desk study to identify areas where issues exist. Collaboration between NE, JCT, LAs and AONBs to agree response to those issues and the timescale for review. 	<ul style="list-style-type: none"> Report produced highlighting areas where issues exist along with recommended remedies.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
4	Explore the potential for extending the geographical parameters of the Site offshore, to include geomorphological features that form part of the OUV story, but are not within the Site boundary.	Project		Vince May	JCT	<ul style="list-style-type: none"> Undertake desk study based on existing research and data. 	<ul style="list-style-type: none"> Assessment of the character and distribution of seabed features that are linked to or demonstrate the OUV of the Site. Recommendations for how those features should be treated in terms of protection of perhaps inclusion within the boundaries of the WHS.
5	Seek to ensure OUV and Site protection policies are accurately reflected and taken into account in Local Plans, Shoreline Management Plans, Marine Plans, the Management Plans for the Dorset AONB and East Devon AONB as well as any revisions to relevant Landscape or Seascape Character assessments.	Operation		JCT	LAs EA MMO AONBs	<ul style="list-style-type: none"> Identify areas of existing plans that could reflect WHS management better. Agree which strategic documents where JCT should feed in at development stage. PAC to help identify key teams for JCT to liaise with and assist in making contact. Notify JCT well in advance of when key strategic documents are up for review / refresh. 	<ul style="list-style-type: none"> Strategic plans reflect WHS policies.
6	Support the development and adoption of Supplementary Planning Guidance that improves the shared understanding of how impacts on OUV should be assessed.	Intervention		LAs	JCT AONBs	<ul style="list-style-type: none"> Consult planning authorities and agree role and position of new guidance within existing planning processes. Draw on outcomes from other objectives to agree scope and content of new guidance. 	<ul style="list-style-type: none"> Planning authorities make better, more informed planning decisions in relation to the WHS.

Sub theme: Industry and Military

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
7	Continue to support the implementation of the statutory Reviews of Old Mineral Permissions (ROMPs) on Portland and elsewhere in a manner that will avoid any adverse impacts on the interests of the Site and its setting.	Operation		Dorset Council Devon County Council	JCT	<ul style="list-style-type: none"> • JCT to be consulted on any new minerals developments that may affect the WHS. 	<ul style="list-style-type: none"> • Minerals or stone extraction does not damage the WHS.
8	Continue presumption in favour of replacing existing minerals permissions for surface quarrying on Portland with permissions for underground mining, where this would not result in any other unacceptable impacts on the Site.	Operation		Dorset Council	JCT	<ul style="list-style-type: none"> • JCT to be consulted on any new minerals developments that may affect the WHS. 	<ul style="list-style-type: none"> • Minerals or stone extraction does not damage the WHS.
9	Agree a stand-alone policy to make provision for recycling of sediment within a sediment cell in relation to necessary flood and coastal risk management activities.	Intervention		EA	LAs JCT	<ul style="list-style-type: none"> • Review exiting licensing provision to identify a suitable model for WHS policy on this issue. • Draft and agree policy wording with PAC. • Sign off from PAC and JCT. 	<ul style="list-style-type: none"> • Policy agreed does not lead to damage to the OUV of the WHS. • Policy promoted through PAC networks. • Policy formally adopted at next management plan revision.

Sub theme: Codes of Conduct and Site management provisions

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
10 A campaign to promote responsible fossil collecting (and the two Fossil Codes) will be developed and delivered collaboratively by all relevant partners, using a variety of channels including online.	Project		JCT	NE Landowners Fossil Collectors CHCC AONBs Visit Dorset Visit Devon	<ul style="list-style-type: none"> • Discussion between key stakeholders to agree information and guidelines to be used for the campaign. • Carefully consider how information is broken down in order to target specific interests of audiences. • Consider liability carefully as part of how any guidelines or information is worded in the context of coastal access and landowner concerns. • Identify stakeholders who can help promote guidance once ready. • Cross reference with objectives 16 and 30. 	<ul style="list-style-type: none"> • Summary checklist aimed at regular collectors to help them follow the code. • Guidelines similar to the above aimed at the general public / casual collectors. • Campaign has a shared identity amongst partners. • Campaigns are targeted for audiences based on time of year and by location. • Better public understanding of what good collecting practice is, the vulnerabilities of fossils and how collecting contributes positively to the Jurassic Coast.
11 Charmouth Heritage Coast Centre and Natural England, with strategic support, successfully administer the West Dorset and Undercliffs Fossil Codes and fossil recording scheme.	Operation		CHCC JCT	NE CHCC JCT Fossil Collectors	<ul style="list-style-type: none"> • Meeting to review existing communications efforts and agree new or improved communications routes. • Consider running in person meetings or zoom webinars for panel discussions about the codes and best practice, allowing for questions and answers. • Consider Youtube videos to promote the code. • Work with Charmouth Coast Centre to explore resourcing for Fossil Code support. 	<ul style="list-style-type: none"> • Collectors continue to record fossils through the recording scheme. • Irresponsible collecting is reduced. • Improved communication on best practice for the Undercliffs code and West Dorset code separately. • Appropriate level of resourcing available to the Charmouth coast Centre to continue to administer the West Dorset Code and fossil recording scheme.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
12	Continue to support and seek to expand the Fossil Warden service for West Dorset.	Evolution		JCT	CPC LRTC NT CHCC	<ul style="list-style-type: none"> • Explore the possibility of expanding partnership / stakeholder group that supports fossil warden service. • Collectively explore and pursue resourcing options, including funding, sponsorship, volunteering and training. • Review the added value provided by the fossil warden, for example to the visitor experience. 	<ul style="list-style-type: none"> • Fossil warden coverage provided 7 days a week during bury times (school holidays). • Resourcing to sustain Fossil Warden service is secure.
13	Review the Undercliffs code within the lifetime of this plan and ensure that, as in the case of the West Dorset Fossil Collecting Code, any changes are made only with the agreement of all collaborating parties.	Evolution		NE	JCT CHCC Fossil Collectors	<ul style="list-style-type: none"> • Compile data on reports of irresponsible collecting, examples of people following the code, numbers of new fossils recorded, number of fossil recorded retrospectively. • Collaborate with those involved in creating the code in order to identify and agree any changes to the code and any priorities for better communication about the code. • Consult with collectors more widely on how they perceive the code and invite suggestions for how it could be improved. • Review of whether more resources are acquired to support the code. • Consult with landowners as and when needed. 	<ul style="list-style-type: none"> • Better understanding whether the code is achieving what it was designed to achieve. • An updated and amended code if necessary. • Improved promotion and advocacy of the code.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
14	Explore ways to invest in and otherwise improve the operation and delivery of the West Dorset and Undercliffs Fossil Codes.	Evolution		CHCC JCT	NE CHCC JCT Fossil Collectors NT	<ul style="list-style-type: none"> • Review to what extent the data collected for the fossil recording scheme complies with GDPR legislation. • Review methods for digitisation of records. • Identify any appropriate means for increasing accessibility to fossil records data through a web-based platform. • Identify and promote the benefits of the recording scheme. • Work with Charmouth Coast Centre to explore resourcing for Fossil Code support. 	<ul style="list-style-type: none"> • Improvement in accessibility of information in the fossil recording scheme. • Appropriate level of resourcing available to the Charmouth coast Centre to continue to administer the West Dorset Code and fossil recording scheme. • Positive response to the improvements to the code and clarity around the benefits it brings. • More tangible exhibitions / displays that communicate the work of the code to the public.

THEME 2

Conserving Natural Heritage

**Strategic Aim 2: Conserve and enhance the Site,
its attributes, presentation and setting**

Sub theme: Conservation of Site and Setting

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
15 Collaborate to identify inland sites and seabed features that are priorities for incorporation into the story of the WHS, and plan for their conservation.	Project		Task group initiated by JCT through PAC	Vince May Wildlife Trusts RSPB NT Landowners NE AONBs EA biodiversity team DCF	<p>Assemble task group to;</p> <ul style="list-style-type: none"> • Create criteria for site and feature selection based on how they relate to the OUV of the WHS. • Draft a list of features and sites with their conservation needs. • Engage users and landowners when needed. • Scope how delivery of this objective supports the environment bill. <p>Review the following;</p> <ul style="list-style-type: none"> • Emerging strategies and opportunities for nature recovery through Defra. • Role of Nature recovery areas • An Environmental Land Management scheme to create a naturalised strip of cliff top along the length of the WHS • Pilots of similar schemes to see if there is scope for WHS objectives to be incorporated into any as a test. 	<ul style="list-style-type: none"> • Widened context of our understanding of the WHS and the story that we tell about the WHS. • Better awareness of what lies outside the boundaries of the site that contributes to our understanding of the WHS and what we need to conserve outside the WHS to help maintain OUV. • Inland sites and seabed features can be incorporated into the interpretation outputs for the WHS. • 20m strip along cliff top of WHS is allowed to naturalise. • Improved engagement and behaviour change amongst those with a stake in identified sites.
16 Review needs and desirability for new bespoke fossil codes along the Site and, if any, prepare a prioritised development plan.	Project		JCT coordination	Collectors Landowners NE CHCC	<ul style="list-style-type: none"> • Keep alert to potential problems / issues and concerns relating to fossil collecting. • Maintain a shared understanding of what responsible collecting is and the contribution it makes to the WHS – • Cross reference with objectives 10 and 30 	<ul style="list-style-type: none"> • Maintaining an up to date view of fossil collecting sensitivities along the WHS. • Fossil collecting continues to be sustainably managed along the WHS.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
17	The GCR sites and SSSIs that make up the WHS will be monitored in line with Natural England methodology and timescales in terms of their defined geological and geomorphological value.	Operation		NE	JCT Landowners tenants	<ul style="list-style-type: none"> • NE to keep partnership up to date on the rolling programme of monitoring surveys. • NE to share site condition information. • Consider using ELMs to help resolve any issues encountered at SSSIs. • Consider links to nature recovery networks, nature recovery areas and local nature recovery strategies. 	<ul style="list-style-type: none"> • Best indication of the condition of the majority of the WHS. • Better understanding of what the management needs of the WHS are.
18	Targeted monitoring of specific features under threat will be undertaken and substantive events that affect the site will also be recorded where possible and practicable.	Operation		JCT NE LPAs	PAC	<ul style="list-style-type: none"> • Partners undertaking relevant monitoring will consider threats and opportunities in the context of OUV. • Partners will share information about relevant data that exists or is being gathered and collaborate where necessary when responding to threats, issues and opportunities. • JCT to maintain monitoring database for the WHS. • Consider uses of coastal monitoring data, including fixed point photography, drone photography, laser scans, cliff recession rates, sea conditions and bathymetry. 	<ul style="list-style-type: none"> • Detailed understanding of how the WHS is changing. • Better understanding of what the management needs of the WHS are.

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
19 Collaborate in order to thoroughly consider the implications to the WHS of the Government's Landscapes Review, particularly in relation to the proposal for a National Park for Dorset and East Devon and any opportunities to make gains for geological conservation.	Operation		NE AONBs LPAs		<ul style="list-style-type: none"> • AONBs to share information with PAC about their response to landscape review and any opportunities that may arise. • Monitor responses, e.g. from Defra and government, to the landscape review and engage where possible. • Maintain a watching brief regarding the suggestion of a Dorset and E.Devon National Park. • Work with WHUK to develop actions around this objective. 	<ul style="list-style-type: none"> • Higher recognition for the WHS in terms of how it contributes to landscape conservation and engagement.

Sub theme: Research

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
20 Establish an information sharing platform for researchers and the Jurassic Coast partnership with the aim of facilitating access, fostering co-ordination, collaboration and new research opportunities.	Project		JCT	JCT NE Academic researchers	<ul style="list-style-type: none"> • Review existing academic papers on this topic and similar services that already exist – e.g. AONB Network and Valuing Nature Network. • Review the purpose of this platform and investigate the desire among researchers/partners to contribute. • Scope how this platform or function could be integrated into the JCT website. 	<ul style="list-style-type: none"> • Improved relationships, collaboration and engagement among researchers with the JC partnership. • Positive outreach opportunities. • Establishment of a digital research platform. • Examples of output facilitated by the platform within the lifetime of this plan.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
21	Draw on UK Climate Projections 2.2km climate modelling in combination with other coastal monitoring and research data to help identify areas or features of the WHS that are most vulnerable to sea level rise and climate change. Highlight locations where new or expanded coastal defences may be needed	Project		JCT to coordinate	JCT EA NE LNP Landowners Academic researchers	<ul style="list-style-type: none"> • Scope potential collaborators based on shared interests. • Create a list of research topics that could be promoted to academic institutions and research groups. • Review existing work by the SW Coastal Group, SMP Refresh, SWEEP and others. • Review existing research based on the dynamics of coastal processes in order to investigate how the WHS will behave in the future. 	<ul style="list-style-type: none"> • Better understanding of the impacts on the WHS from climate change, both in terms of the static features that support OUV and the dynamic evolution of the coast in the future. • JC partnership is able to target research and conservation efforts more strategically.
22	Develop research partnerships and programmes to help identify and deliver research in relation to parts of the Site that are vulnerable to sea level rise and climate change.	Operation		TBC	TBC	<ul style="list-style-type: none"> • TBC based on objectives 20 and 21. 	<ul style="list-style-type: none"> • Output of research specific to the WHS based on objectives 20 and 21.
23	Collaborate to create opportunities for 'citizen science' projects and the dissemination of research through public engagement programmes.	Operation		JCT to coordinate	DCF EA NE	<ul style="list-style-type: none"> • Review existing 'citizen science' projects/workers. • Identify potential research projects. • Identify organisations interested in delivering 'citizen science' projects. • Consider how to engage schools in future 'citizen science' projects. 	<ul style="list-style-type: none"> • Identify, and ideally begin, at least one citizen science project within the lifetime of this plan.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
24	Establish a set of shared values and a set of guidelines that can encourage responsible research and guide science, arts, geography, economic and social researchers and practitioners to engage with the Jurassic Coast and its partnership of stakeholders.	Intervention		JCT to coordinate	PAC	<ul style="list-style-type: none"> Review UNESCO's expectations of the role research plays in World Heritage. Agree the function and benefits of research guidelines amongst the JC partnership. Consult with relevant academics in order to scope the guidelines for each research discipline and identify nuance, commonalities and differences in their nature and application. 	<ul style="list-style-type: none"> Broadly agreed and widely promoted research values and guidelines. Pro-active engagement with researchers around the needs of the WHS. Increase in researchers seeking contact with, guidance from or collaboration with the JCT.

Sub theme: Fossils and other Geological Specimens

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
25	Through collaboration and partnership working, create a database of significant Jurassic Coast fossils, both publicly and privately held, in order to: <ul style="list-style-type: none"> demonstrate the OUV of the WHS identify privately owned specimens and collections that are suitable for acquisition if/ when available identify stored museum specimens that could be given a wider role for community benefit and public engagement better understand the opportunities along the WHS in respect of acquisition, research, curation, storage and display of important fossils from the Site 	Operation		JCT	Fossil Collectors Museums Academic researchers NE Arts Council	<ul style="list-style-type: none"> Identify and pursue resources that can fully support the work to engage stakeholders, register fossils and pursue outcomes relating to acquisition, research, curation, storage and display. Establish the principles for a strategic fossil acquisition fund. Seek endorsement or recognition from large funders for a long-term delivery programme. 	<ul style="list-style-type: none"> The Jurassic Coast Collection represents the most significant collection of fossils from the WHS. Engagement with and access to important fossils from the WHS is achieved via the JCC. Key stakeholders feel that the JCC authentically reflects their hopes and aspirations for this project. Palaeontology of the Jurassic Coast is actively benefiting the WHS.

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
<ul style="list-style-type: none"> support the case for investment that improves the acquisition, curation, research, and exhibition of Jurassic Coast fossils 	Operation					<ul style="list-style-type: none"> Long term security of fossils from the WHS is improved. Public understanding of the palaeontology of the WHS and what it reveals about Earth history is improved. The role of centres and museums in safeguarding the palaeontology of the WHS is recognised and aligned with the resources required to sustain that contribution.
26 Explore ways of helping museums improve their documentation practices, existing records and other skills development e.g. fossil curation.	Operation		JCMN JCT	JCMN EDMN DMA SWMDT JCT Visitor centres National Museums/ NHM GCG NatSCA BGS Fossil collectors Academic researchers	<ul style="list-style-type: none"> Action should only be taken here if/when assistance is requested. Proactive engagement with museums will help provide the opportunity for them to express whether they need/want that assistance. Investigate how to resource improved curation and conservation. Investigate potential partnerships through Subject Specialist Network, Geological Curators Group, etc. Explore ways to audit available skills, endorse and connect private fossil collectors with museums in order to provide preparation services. 	<ul style="list-style-type: none"> Identification and understanding of conservation and curation needs. Improved skills to curate geological/palaeontological collections. Consistent documentation practices to enable cross-referencing between museums. Understanding of the JCC's role across the JC partnership. Record of the social historical context of specimens.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
27	Use the database of significant Jurassic Coast fossils to help address the needs and opportunities surrounding the development of a new facility dedicated to Jurassic Coast fossils and establish its true potential in consultation with all stakeholder groups.	Intervention		JCT JCCWG	JCT String of Pearls Academic researchers Fossil collectors Public audience	<ul style="list-style-type: none"> • Development of this discussion amongst key stakeholders as a matter of urgency through the establishment of a Jurassic Coast Collection Working Group. • Deliver a feasibility study for the development of a new centre dedicated to the WHS and its exceptional fossil record. • Investigate long term digital accessibility to the JCC. • Review of funding context and establish the potential to attract public funding. • Pilot outputs that help to resolve long-term security in the immediate future. • Understand socio-cultural interactions including social and economic needs and opportunities. • Undertake a critical assessment of the palaeontological context – are these specimens available, how do we tell the WHS story? • Clearly define a timeline of outputs. 	<ul style="list-style-type: none"> • Important fossils from the Jurassic Coast are protected for future generations in public collections. • A constituted working group is established with expertise to start examining the evidence for and feasibility of a facility dedicated to fossils and geology, bringing in outside consultancy when and where needed.
28	Continue to maintain and seek to expand the Fossil Finder Database.	Evolution		JCT JCMN CHCC	JCMN CHCC JCT SWMNT Fossil collectors Academics/users	<ul style="list-style-type: none"> • Investigate ways to connect the Fossil Finder Database with the Fossil Code/CHCC website. • Investigate potential collaborators e.g. South-West Museum Development Trust. • Fact-check the Fossil Finder Database internally. • Input high quality photography of new specimens. 	<ul style="list-style-type: none"> • Go-to digital repository for information regarding the geology/palaeontology of the WHS. • Digital access to fossils in the JCC hosted in different museums and visitor centres.

THEME 3

Presenting the World Heritage Site

Strategic Aim 3: Inspire and engage people with the Site and deepen their understanding of its values

Strategic Aim 4: Maintain and improve access to and experience of the Site

Sub theme: Destination Marketing

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
29	Partners will be encouraged to collaborate to make appropriate information available to visitors in advance of arrival that is intended to help manage congestion at popular sites and promote responsible tourism and behaviour.	Operation		Visit Dorset Visit Devon	JCT AONBs LA Comms teams	<ul style="list-style-type: none"> • Consultation with landowners to agree appropriate messages. • Share need for appropriate messages with national bodies. • Provide clear information about public transport. • Draw on Visit England data to understand audiences. • Work to generate interest in places on the WHS outside of the very popular sites. • Identify 'alternative' coastal and inland locations and activities that can be promoted to help alleviate pressure on busy sites. This must take account of conservation requirements / sensitivities and infrastructure constraints. • Monitor and share infrastructure information e.g. facilities availability (this comes from landowners as well as town and parish councils). • Create a 'tick box' record to make sure due diligence is done in terms of consultations with landowners etc. 	<ul style="list-style-type: none"> • Messages are unique to each organisation but consistent across the WHS. • Positive change in visitor behaviour. • New audiences are engaged with natural heritage.

Sub theme: Visitor Management

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes	
30	Create clearer guidance on responsible fossil collecting for tourists on the WHS, emphasising those areas of the coast where fossil hunting is appropriate and permitted, and those where it is discouraged or restricted and why. This will be done in consultation with collectors and in response to actual visitor behaviours and pressures to avoid needlessly highlighting sensitive areas.	Project		JCT	Fossil Collectors NE Landowners String of Pearls AONBs Visit Dorset Visit Devon	<ul style="list-style-type: none"> • Provide specific training about this for volunteers and tourism businesses. • Create simple and easy to remember guidance on responsible collecting, with clear explanation of issues created by irresponsible collecting. • Cross reference with objectives 10 and 16. 	<ul style="list-style-type: none"> • No irresponsible fossil collecting on the WHS. • Visitors are better informed and engaged with the importance of responsible fossil collecting on the WHS.
31	Develop guidance aimed at businesses and other organisations for promoting responsible recreation and tourism on the WHS, e.g. the nature of the coast as a natural site, safety, responsible fossil hunting, events planning, sensitive areas, access restrictions, visitor congestion, and year-round tourism.	Project		JCT	Visit Dorset Visit Devon AONBs NT String of Pearls NE Landowners TCs PCs NCTA DTA	<ul style="list-style-type: none"> • Collaborate to develop targeted, location specific guidance and/or information about sensitivities in the natural environment (including use of SWCP). • Use networking events e.g. Jurassic January to directly promote and share these messages. • Provide training offer to businesses and other organisations – may work well as a digital platform. • Reference objectives 10, 16 and 30. 	<ul style="list-style-type: none"> • Businesses and tourism organisations are better informed about the sensitivities of the WHS and they have the confidence to engage visitors/ customers with these messages.
32	The South West Coast Path National Trail (and England Coast Path, where applicable) is the most significant access route for the Jurassic Coast and relevant partners will continue to work collaboratively to monitor, maintain and improve its condition.	Operation		SWCPA	LAs Landowners	<ul style="list-style-type: none"> • Promote the collaborative nature of how the SWCP is maintained – particularly through annual international trail day. • Support volunteer efforts to monitor the path. • Promote role of visitors / users in helping to look after the path. 	<ul style="list-style-type: none"> • SWCP is a popular and responsibly used route. • The route is maintained in an 'above average' condition or, if possible, an exemplar condition.

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
	Operation				<ul style="list-style-type: none"> Promote inland links to SWCP and circular routes. Support 'step up' and 'find your way' campaigns. 	
<p>33 Work collaboratively to:</p> <ul style="list-style-type: none"> Review WHS access points to identify priorities for place-based projects that seek to make improvements and reduce clutter in the landscape. Work in partnership to improve signposting at railway stations and other key sustainable transport hubs. Identify funding streams to support infrastructure and signage improvements. Review best practice of safety messaging development and delivery and seek to implement along the Jurassic Coast. 	Operation		Dorset AONB	JCT East Devon AONB LAs Landowners TCs PCs Coastal communities Community Rail Partnerships SWCPA	<ul style="list-style-type: none"> Create a prioritised plan to reduce, rationalise and improve signage across the WHS. Influence and advise partners and stakeholders on signage best practice, in particular landowners and local authorities. Seek funding to implement improvements- SWCPA 'Find Your Way' appeal may be able to help. Connect on-site signage with digital information where possible. Review signage regularly to retain good maintenance standards- SWCPA happy to share results of annual signage review. Evaluate existing recent projects to find out what has worked and what hasn't. Develop best practice guidance – consider decision making process, categories of signage, consultation – and engage stakeholders early when starting to develop the guidance. 	<ul style="list-style-type: none"> A more cohesive programme of work agreed for the WHS with partners. Signage is reduced, rationalised and improved. Branding is locally distinctive with appropriate 'sense of place' but retains some consistency across the Site. All signage design follows best practice guidance.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
34	Raise awareness of the Dorset Local Resilience Forum Rockfall and Landslide Response Plan and seek to replicate it in East Devon.	Operation		Dorset Council	Landowners Visitor Centres Emergency Responders Devon County Council JCT	<ul style="list-style-type: none"> • Update WHS stakeholders about the Response Plan and how it functions. • Co-ordinate training offer for stakeholders in how emergency responders work around a rockfall / landslide related emergency. • Better publicise the 'behind the scenes' work of partners in relation to rockfalls and landslides . • Exploit new and upcoming opportunities to monitor and research coastal change e.g. 5G Rural Dorset project. 	<ul style="list-style-type: none"> • Messaging around rockfalls and landslide risks are clear and consistent along the WHS. • Rockfall and landslide response plans in place along the WHS, including in East Devon.
35	Consult with local communities in order to gather information about issues and opportunities surrounding recreation and tourism along the Jurassic Coast.	Operation		JCT (coordinating / facilitating)	TCs PCs Landowners LAs Event organisers Emergency Services SWCPA	<ul style="list-style-type: none"> • Review how partners communicate with local communities. • Explore ways to identify issues that need addressing e.g. through local community forums. • Aim to engage local communities where large events may affect their area. • Target coastal communities and those on access routes to the coast. • In partnership with stakeholders, create guidance for event organisers, including around use of the words 'Jurassic Coast'. 	<ul style="list-style-type: none"> • Local communities feel better informed, listened to and involved in decisions. • Partners and event organisers better engaged with the communities' point of view.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
36	<p>The partnership, String of Pearls group and other key stakeholders are encouraged to work collaboratively to:</p> <ul style="list-style-type: none"> • Explore the role of the String of Pearls group • Find co-ordinated and proactive ways to promote responsible tourism and behaviour • Help manage congestion at popular sites along the Jurassic Coast • Find feasible ways to encourage visitors to explore the wider rural landscape inland • Explore joint branding and promotion • Explore how social media can be used as a tool to help deliver shared aims • Explore the idea of a 'distributed museum' along the coast, including an inventory of assets and expertise, and the development of a Jurassic Coast 'Gallery Plan' • Explore the value of creating a single 'guide book' for the WHS • Consider / explore relevant links between the Site and its setting and associated cultural and historic heritage • Develop coordinated promotion of connected sustainable travel in the area • Explore joint messaging relating to climate action 	Operation		JCT	All JC stakeholders	<ul style="list-style-type: none"> • Most actions for this Objective have already been covered elsewhere in this document <p>In addition:</p> <ul style="list-style-type: none"> • Develop clear mandate for String of Pearls group. • Undertake feasibility study for value of a 'distributed museum' along the coast. • Research whether there is demand for a single guidebook for the WHS. • Strengthen existing, and create new links with associated cultural and historic heritage. • Work collaboratively on creating engaging, clear joint messaging on climate change. 	<ul style="list-style-type: none"> • Better collaboration between the Partnership and stakeholders on messaging, branding, promotion, responsible tourism and travel initiatives. • JC becomes a sustainable destination. • Visitors and the general public will better understand how to be a responsible visitor.

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
37 Collaborate in order to develop approaches that help improve access, diversity and social inclusion following the recommendations of the government's Landscapes Review.	Operation		JCT coordination	AONBs Defra National Association of AONBs DREC NE String of Pearls Landowners LAs Heritage Mobility	<ul style="list-style-type: none"> • Sense check all promotional materials and future projects at draft stage – seek professional advice e.g. from DREC. • Embed accessibility, diversity and social inclusion in relevant future projects, together with monitoring and evaluation of success. • Examine ways to improve accessibility, diversity and social inclusion within existing projects. • Invite a DREC representative onto PAC. • Actively pursue structural reform and seek to increase diversity in representation of Partnership. 	<ul style="list-style-type: none"> • Accessibility, diversity and social inclusion embedded in the Partnership's ways of working. • Promotional material is inclusive, and positive towards all audiences. • Audiences who may not have visited the coast before are confident to do so due. • Increased engagement and connectivity between natural landscapes of Dorset and East Devon and diverse audiences.

Sub theme: Engagement and Learning

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
38 Devise methods and resources that use the earth science stories of the Jurassic Coast to help people in local communities, schools and other educational settings to understand and engage with the climate variability and the potential impacts of climate change along the WHS.	Project		JCT	Vince May JCT Amb	<ul style="list-style-type: none"> • Develop our own understanding of how climate change is expressed by the WHS and how the coast might be affected by it. • Draw on 'Dynamic Coast' manuscript by Vince May, digital data sources and current photographic monitoring to help illustrate the stories. 	<ul style="list-style-type: none"> • A set of online resources focusing on the Jurassic Coast and Climate Change shared by the JCT and String of Pearls and openly available online. • Physical resources available through the String of Pearls that help illustrate Jurassic Coast climate change stories.

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
	Project		JCT	Vince May JCT Amb	<ul style="list-style-type: none"> • Incorporate other climate change actions where appropriate e.g. sustainable development goals, council carbon plans etc. • Find out how different centres and museums are already approaching this issue and measure the need for shared resources. • Convene a forum to agree unified messages and resources that are desirable for development . • Give careful consideration collectively to how the sensitive parts of the climate change message are communicated. • Give careful consideration to the role of the arts sector in development and delivery. 	<ul style="list-style-type: none"> • Ambassadors / volunteers trained to deliver Jurassic Coast climate change messages in person. • Online resources aimed at visiting schools. • Resources are recognised as valuable and used widely on the WHS and beyond. • Resources contribute to the increase in the climate change resilience of WHS communities and audiences. • Measureable behaviour change in how audiences engage with climate change.
39 Dorset AONB team and Jurassic Coast Trust to work collaboratively with stakeholders and communities along the length of the Site in order to improve the consistency and quality of outdoor interpretation signage about the WHS.	Operation		Dorset AONB JCT	Project dependent	<ul style="list-style-type: none"> • Audit of signage and messages along the WHS is undertaken within the life of the plan to inform a more proactive plan for improvements / changes. • Time and costs associated with consultation, collaboration and evaluation are built into project plans from the outset. • Signage is designed to reflect local vernacular and distinctive materials and also to last at least five years. • Interpretation signage is evaluated during the plan period and its effectiveness measured. 	<ul style="list-style-type: none"> • The 'scaffolding' of the sense of place – characteristics of WHS, SWCP, AONB – is reflected across the area. • Audiences demonstrably respond positively to interpretation signage.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
40	<p>The String of Pearls group and other key stakeholders will be encouraged to collaborate in order to:</p> <ul style="list-style-type: none"> • Share information with partners about upcoming interpretation projects. • Share and discuss interpretation and engagement aspirations and opportunities for collaboration amongst partners and with the arts sector. • Explore ways of highlighting the relationship between nature, culture and social history. • Identify opportunities for improving digital/online interpretation and learning aimed at a global audience. • Explore ways of developing interpretation and learning best practice along the WHS (e.g. accessibility and inclusivity, joint training, sharing data and findings from the evaluation). • Explore ways to disseminate current scientific research about the WHS amongst the String of Pearls group and other partners. 	Operation		JCT coordinating	String of Pearls	<ul style="list-style-type: none"> • Explore the use of online platforms and resources to create a live community for the String of Pearls. • Arrange networking event once a year in Jan/Feb to build the String of Pearls partnership. Include time for a topic-focused discussion. • Consider how JCT's 'Jurassic January' event could act as a forum for the string of pearls. 	<ul style="list-style-type: none"> • Regular, close and effective collaboration amongst the String of Pearls at board level or equivalent. • Networking events support collaboration around other objectives e.g. 39, climate change messages. • Audiences have access to consistent information from String of Pearls sites and perceive the synergy between them. • The String of Pearls is collectively able to access a record of outcomes or collaborative opportunities from networking meetings.
41	<p>Evaluate the use and impact of the Jurassic Coast Story Book.</p>	Intervention		JCT		<ul style="list-style-type: none"> • Request feedback and case studies from partnership. • Review uses of content within the Story Book and identify its strengths and weaknesses. • Make recommendations for amendments / updates. • Update the digital version of the document. 	<ul style="list-style-type: none"> • Better understanding of the effectiveness of the Jurassic Coast Story Book. • Story Book updated to reflect review recommendations.

THEME 4

Involving communities

Strategic Aim 5: Enable the Site's World Heritage Status to be of benefit to people and communities

Sub theme: Well-being

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
42 Undertake an accessibility audit of the Jurassic Coast and use the evidence to improve access to the coast for those with specific needs	Project initially to establish a baseline then it will continue as an ongoing an operation		SWCPA	Landowners Highways LAs AONBs JCT	<ul style="list-style-type: none"> Request relevant information through PAC network to collate information (e.g. Beer Parish Council's tourist surveys). Use PAC to help identify relevant local expertise. Share accessibility information through various websites such as partners, JCT, Visit Dorset and the Communications Teams at Dorset and Devon Councils. For example, the drone footage on YouTube by Lulworth showing path access. They could also be hosted centrally. Look at the Kickstart project as a way to resource and research the work. Ensure accessibility information is included on JCT website when promoting each coastal location. Research funding opportunities (e.g. East Devon AONB Connecting with Nature). 	<ul style="list-style-type: none"> Site improvements are well informed and delivered sensitively within their context. Audiences are better informed about where and how they can access different parts of the WHS. Information about access is relevant and up to date. Metrics show how many locations are able to fulfil access requirements and visitor feedback which demonstrates accessibility. Update annually and publish online a comprehensive site wide accessibility guide to the Jurassic Coast.
43 Grow, and join-up appropriate volunteering programmes as a means of skills and confidence development, well-being and as a support to management of the WHS.	Operation			AONBs Landowners Volunteer groups Education providers (Kingston Maurward, Duke of Edinburgh, Bicton College)	<ul style="list-style-type: none"> Use Jurassic January to promote volunteering and engage businesses. Collate information about all opportunities e.g. Nature Buddies run by Dorset AONB. Signpost volunteers to opportunities at other organisations and ways their volunteering work can be accredited. 	<ul style="list-style-type: none"> Volunteers are aware of the wider resources, training and opportunities available to them to grow their skills and knowledge about the WHS and its wider context. An expanded, more diversely skilled and represented Ambassadors programme to

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
		Operation				(e.g. AQA modules) <ul style="list-style-type: none"> • Have information available which can be passed to/from groups with regards to the Ambassadors and groups available. • Have an understanding of the aggregate value of volunteering along the WHS and the resources involved. 	whom more delivery can be delegated. <ul style="list-style-type: none"> • Dedicated central volunteer contact page, updated by organisations to signpost volunteers to openings. • Presence of small, active and trained volunteer groups along the JC who can promote the Jurassic Coast's stories.
44	Collaborate in order to grow the ways in which the WHS can contribute to health and wellbeing programmes	Operation		AONBs JCT	NE Dorset AONB Health and Nature Partnership JCT	<ul style="list-style-type: none"> • Engage with the Naturally Healthy work of the Local Nature Partnership. • Collate information about existing projects such as Stepping into Nature and Connecting with Nature and SWCPA projects. Share good practice and promote these projects between organisations. • Develop a digital resource/web based experience of WHS for wellbeing (based on the Dorset Mind pilot). • Establish what is available now (e.g. NE Clifftop Nature Network, Networking forum supported by Devon CC with over 100 organisations represented and also a programme of support for NHS workers: Naturally Healthy Natural Devon – Devon's Local Nature Partnership). 	<ul style="list-style-type: none"> • Geological story and natural environment included in the Nature Network project. • Digital resources created for access to health and wellbeing related to experiencing the WHS. • Increased visibility, consistency and availability of experience of WHS collectively and individually. • Information of availability mirrored across partners. • Health and wellbeing projects signposted and information networked.

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
45 The partnership will collaborate in order to develop approaches that will help increase access, diversity and social inclusion throughout their operations and outputs	Operation		JCT	Landowners Highways LAs AONBs JCT	<ul style="list-style-type: none"> Independent review of the work undertaken which measures access, diversity and inclusion outputs. Research the broader WHS context to see what work is being undertaken. Ascertain whether there is any shared learning. Incorporate recommended actions and outcomes from the Glover review response and NE papers. 	<ul style="list-style-type: none"> Collated and publicised case studies which identify best practice taking place. Any relevant outcomes and actions as a result of Glover Review response.

Sub theme: Economy

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
46 Demonstrate the continued and growing economic value of the World Heritage designation through a repeat of the 2015 study. If possible, include a focus on STEM opportunities and develop a case study of the combined economic value of the String of Pearls.	Project		LA Economic Development Teams	LA Economic Development Teams AONB LEP JCT	<ul style="list-style-type: none"> Scope out opportunities to pursue STEM education and careers along the WHS. Work with universities and colleges to prepare a 'Careers Guide' focusing on STEM and related (tourism, hospitality etc.) opportunities on the WHS. Include section on local U3A groups to promote lifelong learning. Repeat the Economic Impact study in line with the Partnership Plan period. This should be done in partnership with Dorset and East Devon AONBs, Devon County Council and Dorset Council, East Devon District Council, and Dorset and Devon LEPs, incorporating data from 2021 UK Census. 	<ul style="list-style-type: none"> Provides rationale for conservation-focused activities and future security of the WHS. Resource for people to use when building their careers or embarking on later-age learning. Resource for all stakeholders to use when preparing funding bids or devising new projects.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
47	Develop joined up itineraries for visitors in partnership with local businesses, the String of Pearls group and other attractions, prioritising those that use sustainable transport.	Project		JCT	Visit Dorset SWCPA JCT Dorset Food and Drink East Devon Excellence Visit Devon	<ul style="list-style-type: none"> Establish what visitor itineraries are already out there amongst partners (including locally based businesses such as YHA), and from that determine what else is needed. Produce new visitor itineraries to complement existing content and update existing content where needed. Agree a plan to fund and distribute itineraries digitally amongst partners, or to link to others' itineraries if content-sharing is not feasible. 	<ul style="list-style-type: none"> Creation of pooled resources which can be shared across the partnership. Helps to promote and support local businesses.
48	Advocate for the continued support of visitor centres and museums that provide social and economic benefits to their communities and the World Heritage Site	Operation		JCT	TICs DMOs	<ul style="list-style-type: none"> Include economic benefits of JCWHS museums and visitor centres in Economic Impact Report detailed in Objective 46. Provide communications forum for visitor centres and museums - see Objective 40. Commission a report measuring and evaluating the social benefits of JCWHS Museums/Visitor Centres. 	<ul style="list-style-type: none"> Improved sense of community and support amongst partners and drive benefits for all stakeholders. Measurable sense of the social and economic value of JCWHS museums/visitor centres.
49	Explore ways of raising awareness of local services and skills, such as fossil preparation, that are linked to the WHS and its economic impact.	Operation		JCT	AONBs Dorset Food and Drink East Devon Excellence	<ul style="list-style-type: none"> Include local services and skills such as fossil preparation and stone-working in the Economic Impact Report detailed in Objective #47 and to the STEM-related Careers Guide mentioned in the same Objective. Include case studies of locally-based skills in JCWHS Partners' 	<ul style="list-style-type: none"> A repository of case studies/stories which demonstrates how the WHS inspires local skills and businesses. Creation of a 'local skills directory' with the JCWHS as its underpinning theme.

	Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
		Operation				<p>Content Plans, sharing such stories with the partnership where possible.</p> <ul style="list-style-type: none"> Promote JCWHS-specific skills through partners' websites (such as DCF's 'iCoast') where possible and relevant, linking to the case studies mentioned above. Explore how locally-based skills identified above might act as hosts/trainers for volunteer programmes. 	
50	Develop and roll out an agreed and joint responsible use policy or Code of Conduct for group or commercial users of the Coast Path (or linked paths) along the Jurassic Coast.	Intervention		SWCP County Highways authorities	JCT Landowners SWCPA LAs AONBs NT	<ul style="list-style-type: none"> Consult with key stakeholders in order to produce an authoritative Responsible Use Policy/Code of Conduct for those using the South West Coast Path, including suggestions of conservation organisations that groups using the path can donate to/raise money for. Review and update permissions information relating to the SWCP along the WHS and retain as a shared resource. JCWHS Partners host the Code on their websites and encourage its use amongst potential SWCP users. 	<ul style="list-style-type: none"> Creation of a unified Code of Conduct for SWCP users that can be championed and promoted by all and is fed into by all relevant stakeholders. Irresponsible use of the SWCP by event organisers is reduced.

Sub theme: Civic Pride

Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes
<p>51 Establish an effective mechanism for the partnership to communicate with towns and parishes along the World Heritage Site in order to:</p> <ul style="list-style-type: none"> Facilitate their involvement with Site management Help increase an understanding of the Site within their communities 	Project		JCT	TCs PCs AONBs String of Pearls TICs Coastal community groups	<ul style="list-style-type: none"> Identify Jurassic Coast Champions in town and parish councils on the coast to aid more open lines of two-way communication. 	<ul style="list-style-type: none"> Regular and consistent communications with nominated contact at towns and parishes and the JCWHS Partnership.
<p>52 Produce new guidelines for use of the name 'Jurassic Coast', WHS logos, and other branding tools amongst all stakeholders, particularly businesses and the String of Pearls group.</p>	Intervention		JCT	Dorset AONB LAs TCs PCs Town /Local business groups	<ul style="list-style-type: none"> Review guidelines for use of WHS and UNESCO logos and update as required. Review usage of current JCWHS-related logos and no-longer-active logos (e.g. the Quality Business Scheme) and advise organisations to update where possible, and to incorporate links to jurassiccoast.org where possible. Encourage all JCT Business Partners to use the WHS logo on their websites/leaflets. 	<ul style="list-style-type: none"> Unified and updated set of guidelines for use of WHS and UNESCO logos. Branding consistency across JCWHS Partners.



United Nations
Educational, Scientific and
Cultural Organization



Dorset and East Devon Coast
inscribed on the World
Heritage List in 2001

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